



Brand Guidelines


Thank you for your interest in ROS and ROS 2.


On the following pages you will see preferred usage for our logo and assets. Materials contained in this press kit are for press use only. Please feel free to contact us with any questions.

About ROS

Robot Operating System or ROS is a flexible framework for writing robot software. It is a collection of tools, libraries, and conventions that aim to simplify the task of creating complex and robust robot behavior across a wide variety of robotic platforms. ROS was designed to be as distributed and modular as possible, so that users can use as much or as little of ROS as they desire. The ROS ecosystem of developers and users provide the plumbing, tools, capabilities and community that makes advanced robotics development possible. ROS has been under constant development since 2007 and has a regular release cycle to push the state of the art. ROS 2 is the latest incarnation of ROS that enhances the capabilities, security, robustness, and portability of ROS components and makes ROS a great choice for all robotic deployments.

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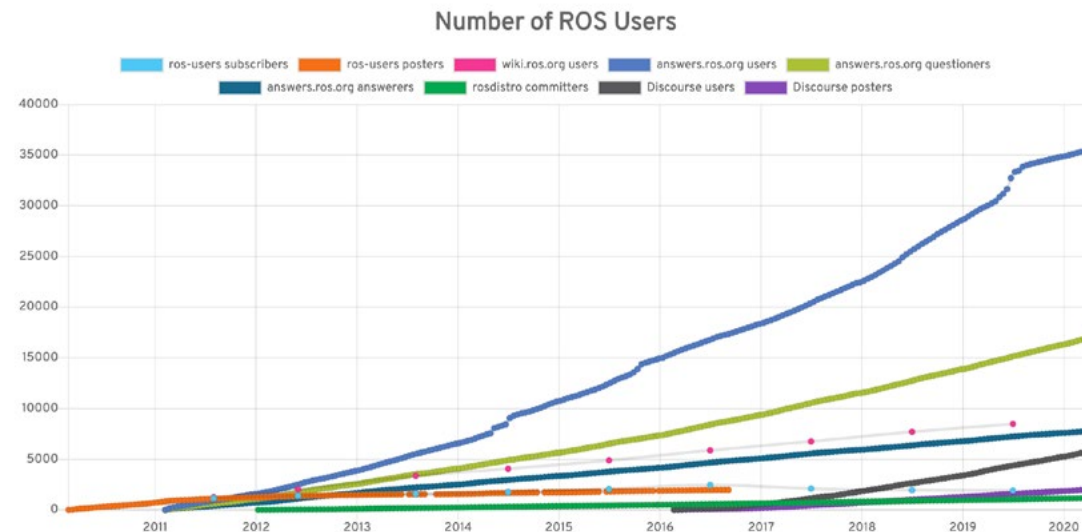
By The Numbers

As an open source organization we don't track our user base without their permission. However here are some of the community statistics that we have been able to collect. We believe these numbers are the *lower bound* on the community size.

Additional metrics about ROS can be found at: <https://metrics.ros.org/>

As of June 2020

- **260+** companies use ROS including multiple Fortune 500 companies and multiple government agencies
- **437,687** monthly unique visitors
- Over **20 million** packages downloaded per month
- **35,000** Users on our questions and answers website
- **5000** Forum Users
- **3700+** Github Repositories
- **200k** Wiki Visits / Month
- **~500k** Distro Downloads / Month
- **700+** Research Citations



A collection of different metrics for measuring the number of users in the ROS community.



Logo consists of the “nine dots” icon at left and the logotype on the right. The icon can be used alone if preceded by the logotype within a document, or as a decorative element within a document.

It is not acceptable to alter the color of the logo in any way.

It is acceptable to use percentages of the logotype color in supplemental graphics in your publication.

Interstate font is included in this press kit for your use.

Logos, including the Nine Dots Logo, are contained in **Logos Folder**. File names are noted beneath each image.

www.ros.org

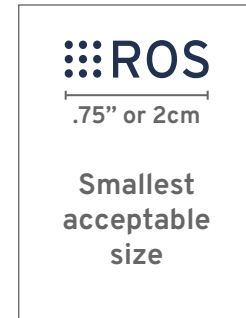
 #ROS #GoROS #ROS2

Logo *(without TM)*



NINE DOTS

LOGOTYPE



Logo color



RGB:
34/49/78

HEX:
#22314E

PMS:
533C

Logo Font

Interstate

1234567890!@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Logo consists of the “nine dots” icon at left and the logotype on the right. The icon can be used alone if preceded by the logotype within a document, or as a decorative element within a document. **The TM version of the logo should be used the first time the logo appears in any creative.**

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Logo *(with TM)*



Logo color



RGB:
34/49/78

HEX:
#22314E

PMS:
533C

Logo Font

Interstate

1234567890!@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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34/49/78

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PMS:
533C

Logo Font

Interstate

1234567890!@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



All logo options are provided in EPS, SVG, JPG and PNG format.

EPS and SVG are high-resolution vector files, suitable for print format at any size, without white backgrounds. JPG and PNG are medium-resolution rasterized files, suitable for web use. PNG has a transparent background while JPG does not.

Logos are contained in **Logos Folder > ROS Logos > Without Trademark > Full Color/Black/Reversed** folders. File names are noted beneath each image.

Logo Options *(without TM)*

Full color



File names:

ROS_logo_color.eps
ROS_logo_color.svg
ROS_logo_color.jpg
ROS_logo_color.png



RGB:
34/49/78

HEX:
#22314E

Black



File names:

ROS_logo_black.eps
ROS_logo_black.svg
ROS_logo_black.jpg
ROS_logo_black.png

Reversed (white)



File names:

ROS_logo_rev.eps
ROS_logo_rev.svg
ROS_logo_rev.jpg
ROS_logo_rev.png



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www.ros.org

 #ROS #GoROS #ROS2

Logo Options *(with TM)*

Full color



File names:

ROS_TM_logo_color.eps
ROS_TM_logo_color.svg
ROS_TM_logo_color.jpg
ROS_TM_logo_color.png



RGB:
34/49/78

HEX:
#22314E

PMS:
533C

Reversed (white)



File names:

ROS_TM_logo_rev.eps
ROS_TM_logo_rev.svg
ROS_TM_logo_rev.jpg
ROS_TM_logo_rev.png

Black



File names:

ROS_TM_logo_black.eps
ROS_TM_logo_black.svg
ROS_TM_logo_black.jpg
ROS_TM_logo_black.png

Note: The “nine dots” portion of the logo is also supplied separately for your use, in each of these colorways.



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Logos are contained in **Logos Folder > ROS2 Logos > Without Trademark > Full Color/Black/Reversed** folders. File names are noted beneath each image.

Logo Options *(without TM)*

Full color



File names:

ROS2_logo_color.eps
ROS2_logo_color.svg
ROS2_logo_color.jpg
ROS2_logo_color.png



RGB:
34/49/78

HEX:
#22314E

Black



File names:

ROS2_logo_black.eps
ROS2_logo_black.svg
ROS2_logo_black.jpg
ROS2_logo_black.png

Reversed (white)



File names:

ROS2_logo_rev.eps
ROS2_logo_rev.svg
ROS2_logo_rev.jpg
ROS2_logo_rev.png



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www.ros.org

 #ROS #GoROS #ROS2

Logo Options *(with TM)*

Full color



File names:

ROS2_TM_logo_color.eps
ROS2_TM_logo_color.svg
ROS2_TM_logo_color.jpg
ROS2_TM_logo_color.png



RGB:
34/49/78

HEX:
#22314E

Black



File names:

ROS2_TM_logo_black.eps
ROS2_TM_logo_black.svg
ROS2_TM_logo_black.jpg
ROS2_TM_logo_black.png

Reversed (white)



File names:

ROS2_TM_logo_rev.eps
ROS2_TM_logo_rev.svg
ROS2_TM_logo_rev.jpg
ROS2_TM_logo_rev.png

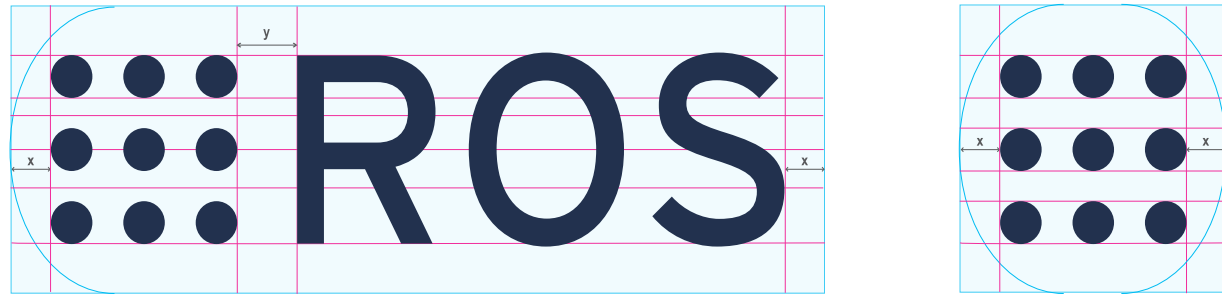


ROS™ should have a trademark symbol the first time it appears in a creative.

Any use of the ROS name needs to include this attribution in your communication: “ROS is a trademark of Open Robotics.”

The “nine dots” ROS logo ROS, or anything confusingly similar to or extending the logo, cannot be used as part of company logos or product logos, without the prior written approval of Open Robotics.

Logo Clearance & Rules *(without TM)*



- **Blue** indicates minimum clear space (“x”). The blue area must be kept free of other elements.
- **Magenta** indicates type elements and graphic alignments and boundaries.

When “nine dots” icon is used solo, follow clearance guidelines at right.

DON'T ABUSE THE LOGO!



Don't change
element position



Don't stretch or distort



Don't change
element size



Don't change
colors



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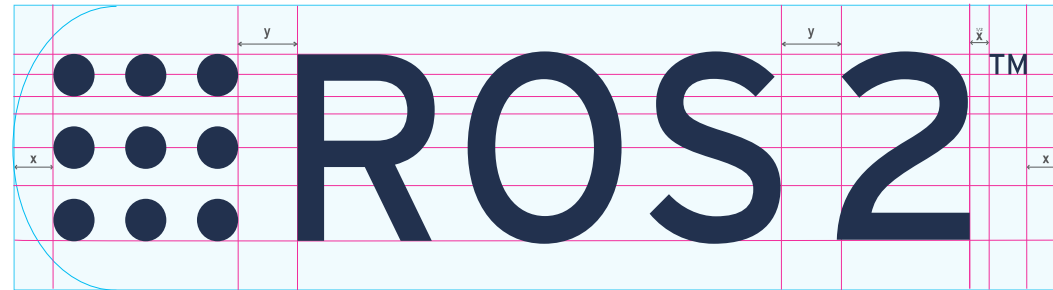


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Don't change
element position



Don't stretch or distort



Don't change
element size



Don't change
colors



Alternate Logos

These logos should only be used with the express approval of Open Robotics.



File name:
ROS_Answers_logo_color.eps



File name:
ROS_Discourse_logo_color.eps



File name:
ROS_Robots_logo_color.eps

Logo colors



RGB:
34/49/78

HEX:
#22314E

PMS:
533C

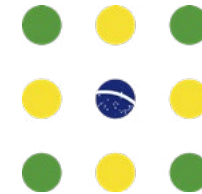


RGB:
176/176/176

HEX:
#B0B0B0

PMS:
N/A (online use only)

Approved modified logos:

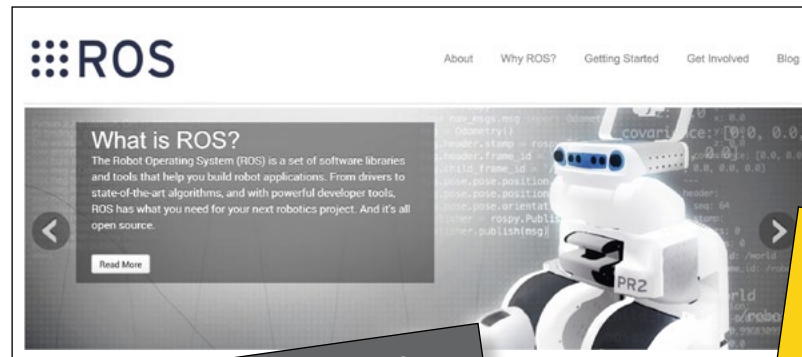


Nine-dots
logo modified
for Brazil
User's Group



Nine-dots
Discourse logo
modified for
Francophone
User's Group

Samples



Sample: website
Color logo used on white.



Sample: One-sheet
Color logo and “nine-dots” icon used



Sample: Conference Program
Color logo used on white



QUESTIONS?

Contact us at
info@openrobotics.org

Trademark Use

The “ROS” name, the “Nine Dots” ROS logo, and other ROS trademarks are property of Open Source Robotics Foundation (“Open Robotics”). All creatives that include or reference ROS trademarks must be reviewed and fully approved by Open Robotics. Requests for information about the trademark, and applications for its use can be sent to info@openrobotics.org.

Trademark Usage in Text

1. ROS should always be presented in all-capitals and is never plural or possessive.
2. Specific versions of ROS should be specified by placing the release name or version number after the ROS name, separated by a space.
For example, ROS Melodic, ROS Dashing, ROS 1, ROS 2.
3. ROS, or anything confusingly similar to or extending “ROS”, cannot be used in names of applications or products or services without the prior written approval of Open Robotics, such as for-sale robotic systems or training courses or conferences. **Instead use “powered by ROS” or “built on ROS”.**
4. Purely nominative uses (for example: “Our company consults on the use of ROS.” for consultation-based services and “Our company provides training on the use of ROS ” for training-based services) are acceptable, presuming that the rest of the ROS brand guidelines are followed and there is no express or implied message that Open Robotics sponsors, endorses, or is otherwise affiliated with your company or its goods and services.

INCORRECT: *ROS Deliverbot*
CORRECT: *Deliverbot, powered by ROS*

INCORRECT: *ROS Navomatic*
CORRECT: *Navomatic, built on ROS*

INCORRECT: *ROS-T: A ROS Training Initiative by Foo Corp*
CORRECT: *ROS Training Services, offered by Foo Corp*

5. If used with your logo, “powered by ROS” or “built on ROS” should be no larger than 90% of your logo’s size. The first instance of this use should be followed by a superscript TM symbol: **“powered by ROSTM”.**
6. ROS may be used as a descriptor in text, as long as it is followed by a proper generic term and is not the name of your product, application, or service. Think of “ROS” as a term used in place of “the ROS platform”.

Release Logos

With each new release, a logo is generated. This celebratory logo is made available to our users.

Release Logos are contained in Logos > Release Logos. File name is noted beneath each image. Artwork is by illustrator Josh Ellingson, and covered by creative commons trademark. Read information about that trademark [here](#).

Each logo is provided within the press kit in the following formats:

Vector (eps & svg)

Jpg

Png

Logo colors should not be altered. If a background color is included in the original illustration, that cannot be removed.

ROS 2 (as of June 2020)



[FoxyFitzroy.png]



[EloquentElusor.png]



[DashingDiademata.png]



[CrystalClemmys.png]



[BouncyBolson.png]



[ArdentApalone.png]

Release Logos *(continued)*

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ROS 1 (as of June 2020)



[NoeticNinjemys.png]



[MelodicMorenia.png]



[LunarLoggerhead.png]



[KineticKame.png]



[JadeTurtle.png]



[IndigoGloo.png]

Release Logos *(continued)*

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ROS 1 (as of June 2020)

[continued]



[HydroMedusa.png]



[GroovyGalapagos.png]



[ROSFuerte.png]



[ElectricEmys.png]



[DiamondbackLaunch.png]



[CTurtle.png]

Miscellaneous Illustrations

Additional vector illustrations are available for your use. File names are noted beneath each image.

As per the Release Logos, colors are not to be altered in any way.

These files can be found in the Illustrations folder within the ROS Press Kit. File name is noted beneath each image. Images are provided in png format. Artwork is by illustrator Josh Ellingson, and covered by creative commons trademark. Read information about that trademark [here](#).

Many additional illustrations exist. If you have specific needs, contact: info@openrobotics.org



[Outdoor-mapping.png]



[Pathplanning.png]



[Trophy.png]



[Turtlebot.png]



[Robot-Power.png]

Other Resources

Community Forum

<https://discourse.ros.org/>

Q&A Website

<https://answers.ros.org/questions/>

ROS 1: Wiki / Documentation

<http://wiki.ros.org/>

ROS 2: Wiki / Documentation

<https://index.ros.org/doc/ros2/>

Metrics Website:

<http://metrics.ros.org>

Package Index:

<index.ros.org>