



# oneAPI

## Brand Communication

VERSION 1.0 - NOVEMBER 2019

# Contents

oneAPI Overview	3
Introducing oneAPI Industry Initiative	4
General Information	5
Naming Usage	6
Visual Usage	
The oneAPI Visual Asset	8
Clear Space & Minimum Size	9
Color	10
Supporting Typography	11
Usage Examples	12
The oneAPI Wordmark	13
Customized Logos	14
Contact Information	18

# oneAPI Overview

The vision of oneAPI is to deliver a unified software development environment across CPU and accelerator architectures.

It includes a unified language and libraries that deliver performance across a range of hardware including CPUs, GPUs, FPGAs, and other accelerators.

# Introducing oneAPI Industry Initiative

oneAPI delivers a unified programming model to simplify development across diverse architectures. It delivers a common developer experience across xPU architectures, including CPU, GPU, FPGA and other accelerators. It delivers native high-level language performance and is based on industry standards and open specifications.

To drive industry adoption across multiple vendors and identify oneAPI implementations, we have developed a oneAPI industry logo that we encourage Hardware and Software vendors and others in the ecosystem to use.

We encourage the industry to use the oneAPI logo when discussing or writing about the oneAPI initiative, once the brand guidelines are accepted.

Companies that have used the oneAPI specification and developed an implementation of oneAPI can customize the logo. This requires a self-certification and acceptance of the oneAPI brand guidelines.



# General Information

## Legal Notices and Disclaimers

- Material in this presentation is intended as product positioning and not approved for end user messaging.
- All information provided here is subject to change without notice. Contact your Intel representative to obtain the latest Intel product specifications and roadmaps.
- Other names and brands may be claimed as the property of others.
- Copyright © 2019 Intel Corporation, All Rights Reserved

# Naming Usage

## The approved usage is: oneAPI

Approved modifiers:

- Brand
- Brand Logo
- Brand Name
- Components
- Contributor
- Elements
- Initiative
- Name
- Products
- Programming Model
- Provider
- Specification
- Tools
- User

Always use lower case “one” for one and upper case “API” for API.

Never have a space between one and API.

The oneAPI text is not a trademark, do not apply the TM or ® symbol in any text mention.

The logo is trademarked and will be protected as such.

Never hyphenate or abbreviate oneAPI.

# Visual Usage

# Visual Usage

## The oneAPI Visual Asset

To build equity around the oneAPI industry initiative a visual ecosystem has been created.

The asset may be used only:

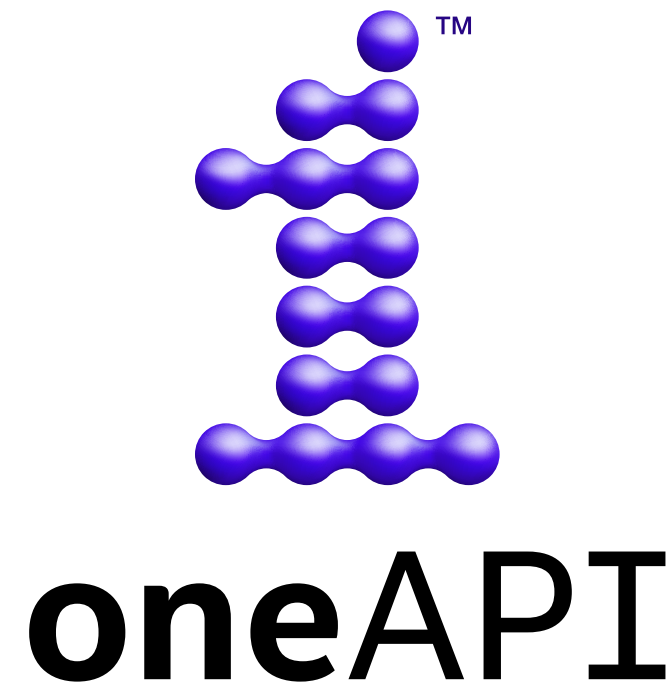
- 1) to represent the vision of oneAPI.
- 2) by organizations who implement the oneAPI specification.
- 3) by software developers who have implemented applications using the oneAPI specification and/or tools.

Please note that this visual asset is available in English only.

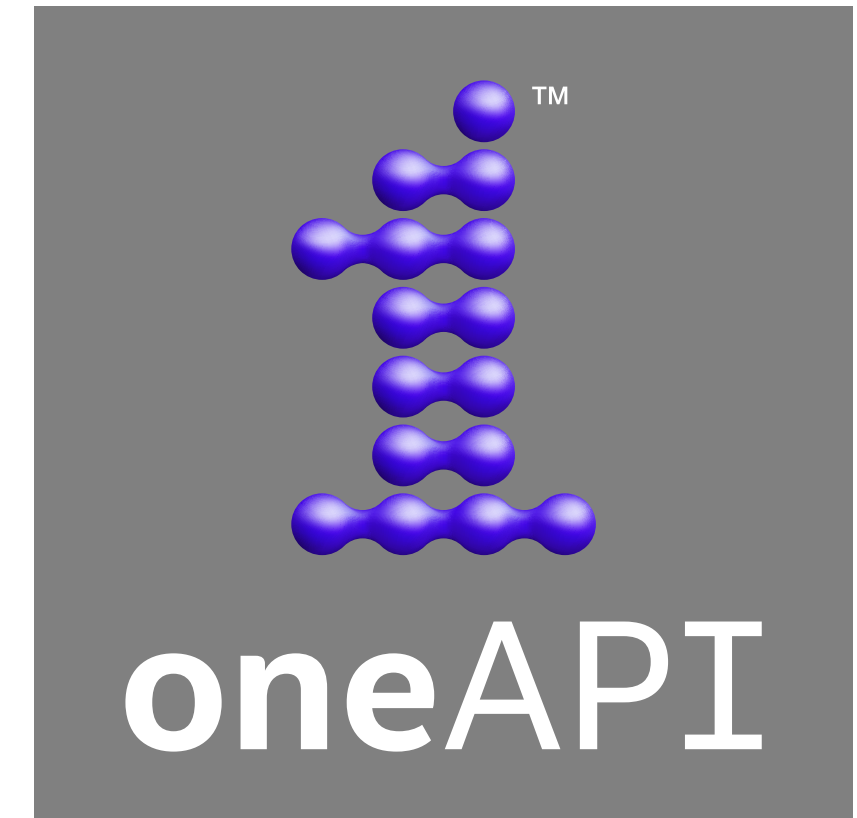
## Asset Variations:

The primary logo is the preferred version for all communications. A reversed version has been provided as an alternate for use on dark colored backgrounds.

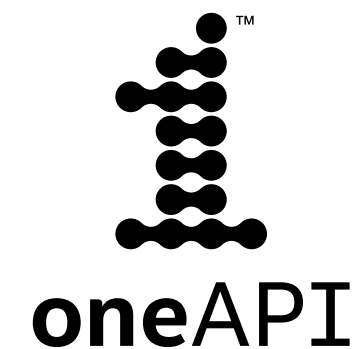
Primary Logo



Reverse Logo



Flat Logos



# Visual Usage

## Clear space

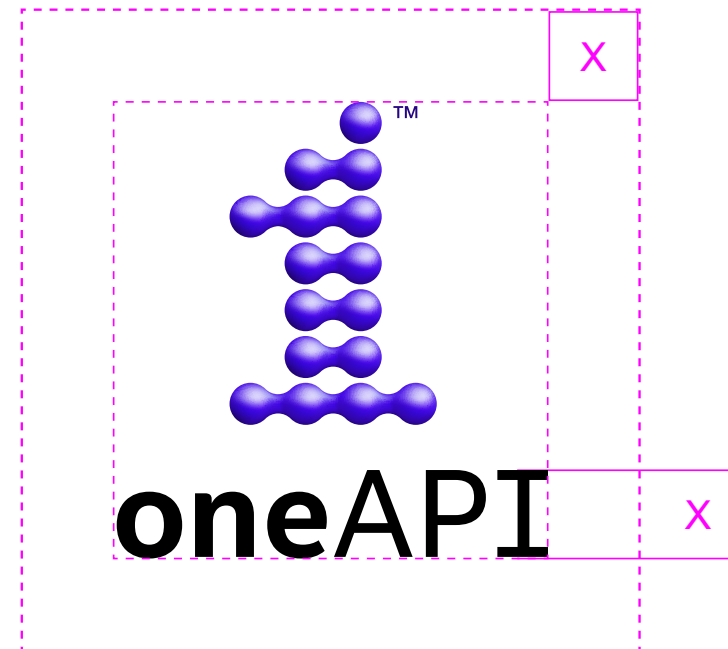
In order to preserve the integrity of the logo, it is important that no type or other graphic elements infringe on its space. The minimum clear space is equal to the height of the letters that make up the logo (shown as X). Please note that this is the minimum spacing only, ideal spacing should be larger.

## Minimum size

In order to maintain logo legibility, minimum sizes have been established. It is important that these minimums be followed to ensure the logo remains readable at smaller sizes.

The minimum size is based on based on the total height of the logo and is 24px high for digital applications and .375" high for print.

### Clear space



The clear space (X) should be equal to the text height

### Minimum size



24 px. high  
for digital



.375" high  
for print

# Visual Usage

## Color

The color palette is a core element of our brand. It is used in the logo, backgrounds, text, illustrations and more. These primary colors should always be dominant in any communication.

### oneAPI Colors

---

**oneAPI Blue**  
Spot: Pantone 2369C  
Hex: #4308E5  
RGB: 67/8/229  
4C: 85/77/0/0

**Black**  
Hex: #000000  
RGB: 0/0/0  
4C: 0/0/0/100

**White**  
Hex: #ffffff  
RGB: 255/255/255  
4C: 0/0/0/0

# Visual Usage

## Supporting Typography

Supporting typography is an important element of the oneAPI identity. When fonts are used correctly they provide personality and consistency across all communications. The following typefaces are approved for use alongside the oneAPI visual asset.

## Primary Typeface

The primary typeface for use with oneAPI is HK Grotesk. It is an Open Source sans serif typeface inspired by the classic grotesques. It can be downloaded for free from the foundry at <https://hanken.co/products/hk-grotesk>.

## System Typeface

Arial is the oneAPI system typeface. It is a system font that comes pre-installed on the vast majority of computers and devices. It should be used only when the Primary Typeface is not available, and within applications such as Power Point.

### Supporting Typography

#### Headlines in HK Grotesk Semi-Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ01234567890

#### Body copy in HK Grotesk Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ01234567890

#### System Typeface is Arial

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ01234567890

### Headline in HK Grotesk Semi-Bold

Body copy in HK Grotesk Regular.  
Dicte secatqui doluptatia nobit in  
nimin rae. Itatiis moluptiatur, ut  
eni vollupt assinullabor mo quodi  
nofdoddy quibus.

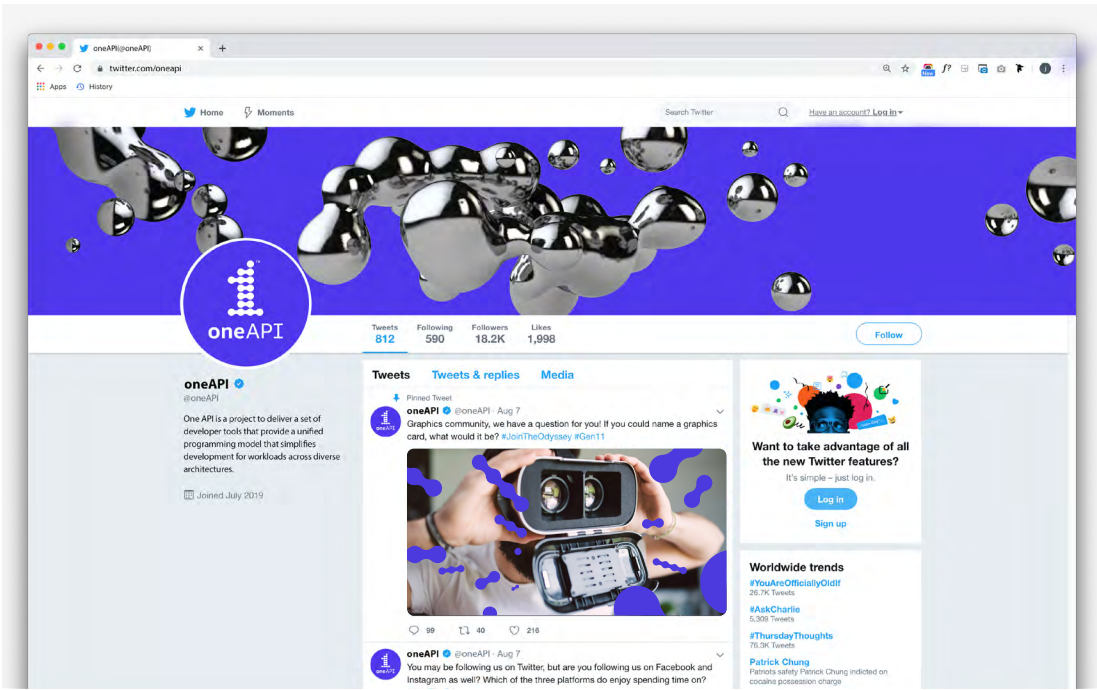
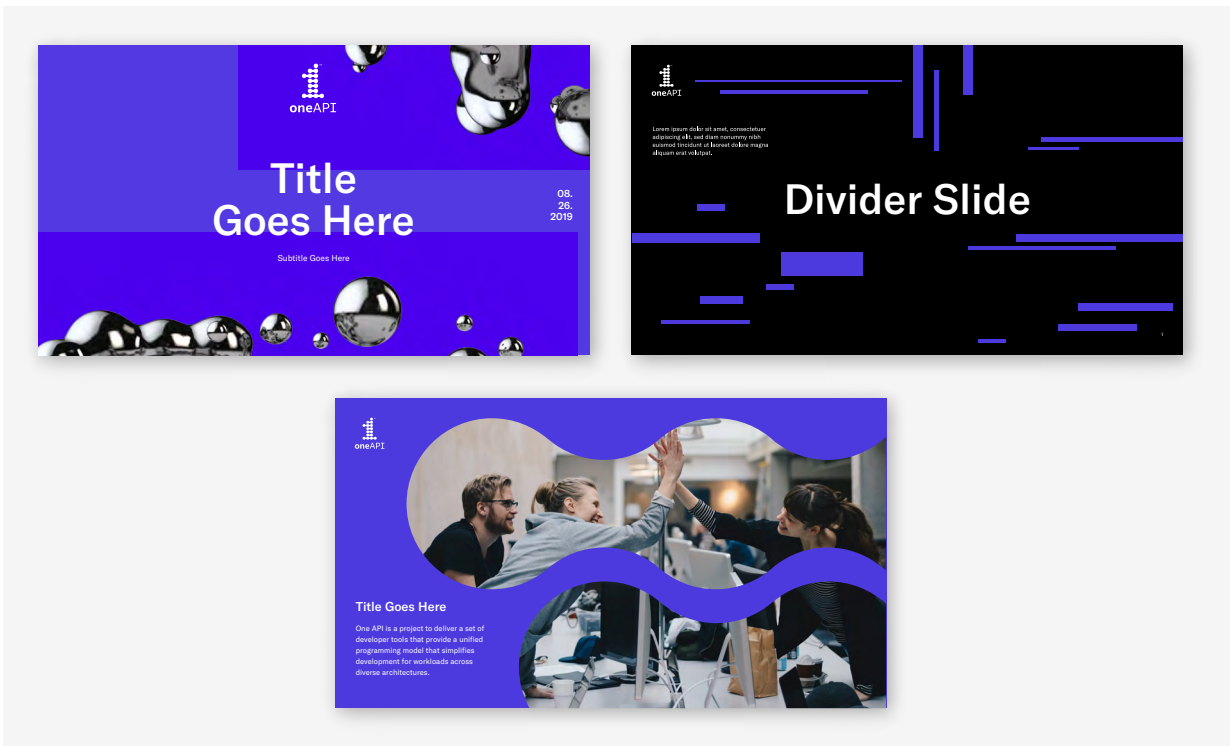
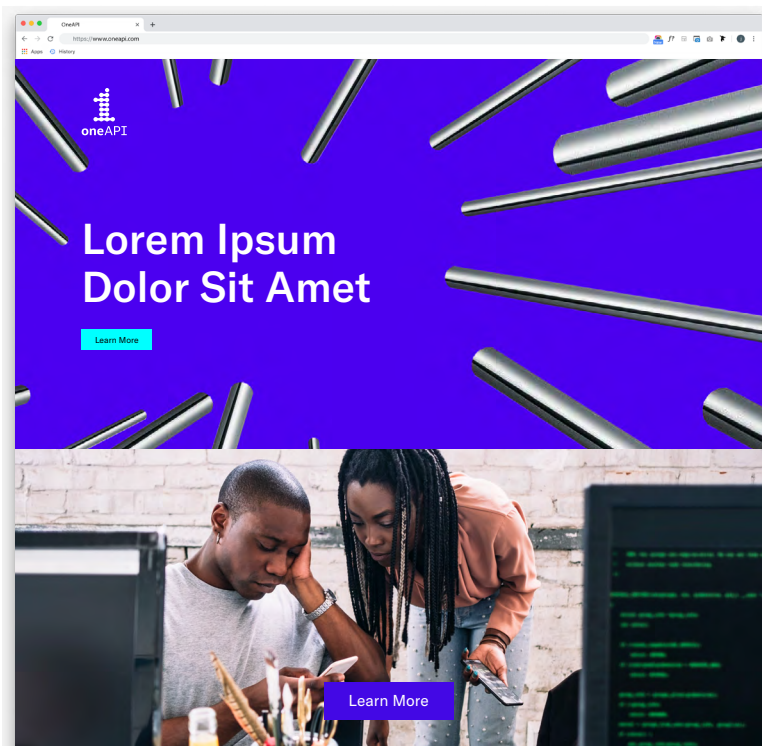


Usage Example



# Visual Usage

## oneAPI Visual Asset - Usage Examples





# Visual Usage

## oneAPI Wordmark

The text only oneAPI wordmark is also available as a downloadable asset. It is intended for use in confined spaces and situations where it is a secondary or non dominant aspect of the composition.

The Wordmark is also intended as the starting point for customized oneAPI logo lock ups as detailed on the following page.

The Wordmark has been created as an official graphic and the text should never be altered or re-created. Never attempt to retype it or alter the relationship, weight or size of the letters in any way.

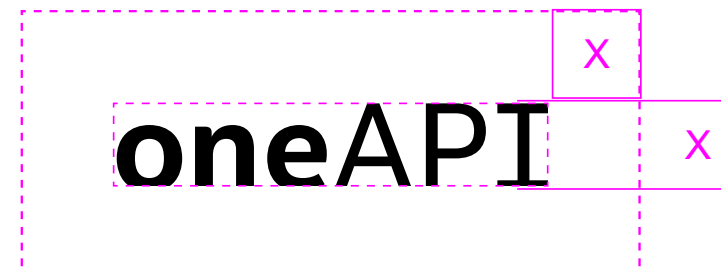
Primary Wordmark

oneAPI

Reverse Wordmark

oneAPI

Clear space



The clear space (X) should be equal to the text height

Minimum size

oneAPI

9 px. high for digital,  
.125" high for print

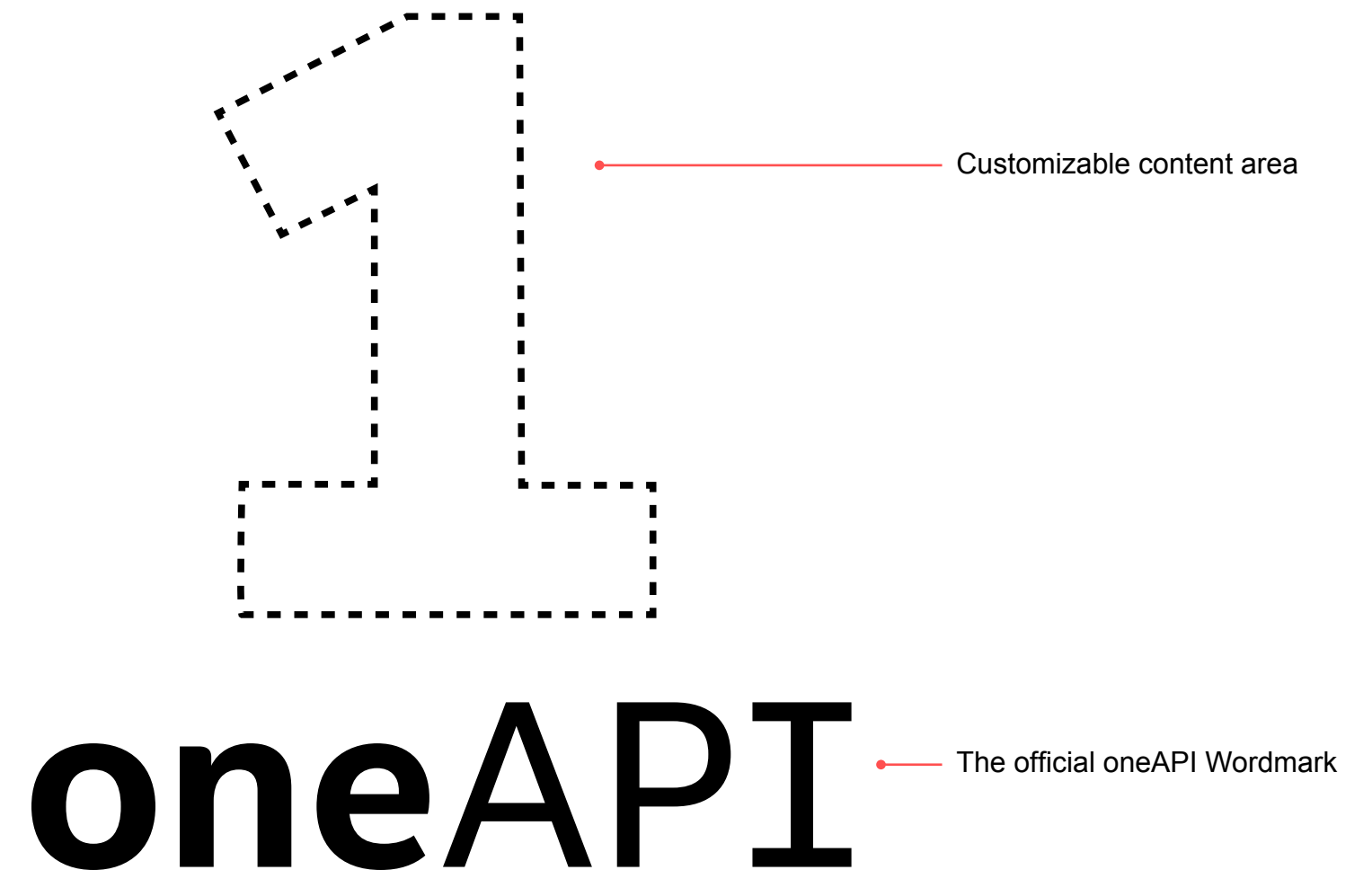
# Visual Usage

## Customized Logos

Download the oneAPI Wordmark at [oneAPI.com](https://oneapi.com). All custom oneAPI logos must be used in connection with truthful, non-misleading references to the oneAPI compliant implementations, and for no other purpose. In order to customize the oneAPI logo, you must self-certify that you've completed an implementation of oneAPI. For example an implementation of oneAPI could be a compatible software tool that has passed the oneAPI specification testing of one of the oneAPI elements.

Modification of the logo is allowed with following considerations:

- The text and graphic elements should not be separated.
- The typography in the wordmark cannot be changed. Always use the official wordmark asset from [oneAPI.com](https://oneapi.com).
- The font color of 'oneAPI' text is always black.
- The general size ratio and relationship of '1' to wordmark should not be altered.
- Customization should not contain suggestive, lewd, obscene or pornographic content.
- Customization should not promote gambling, smoking or drinking alcoholic beverages.



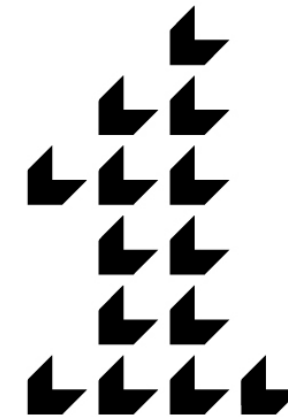
# Visual Usage

## Customized oneAPI Visual Usage Examples

The examples on these page are representational only and are not formal industry marks.



**oneAPI**



**oneAPI**



**oneAPI**



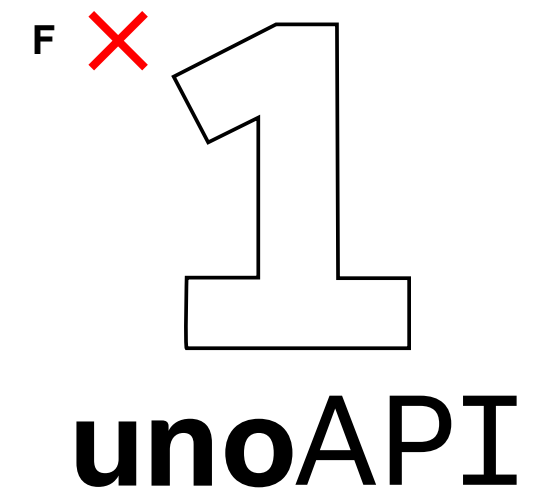
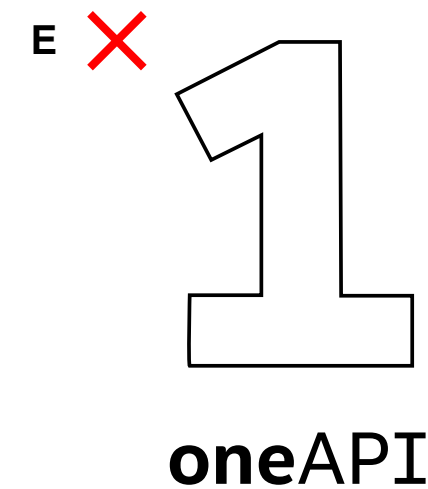
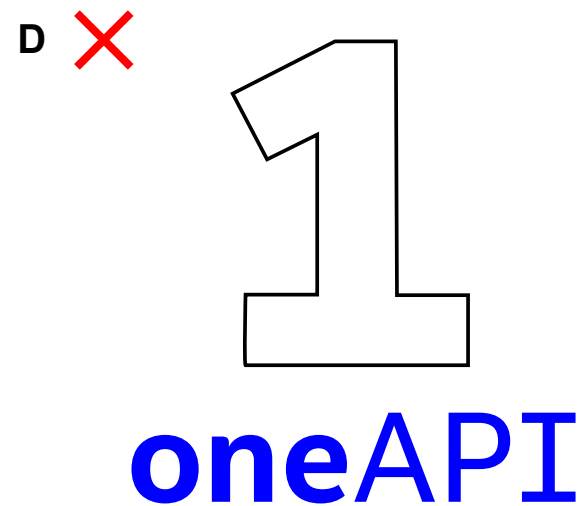
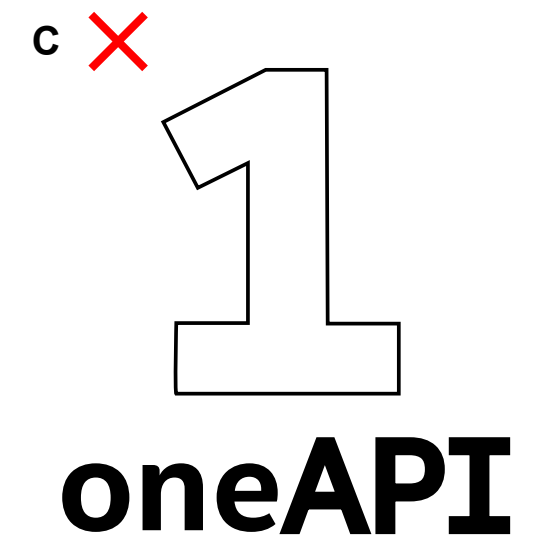
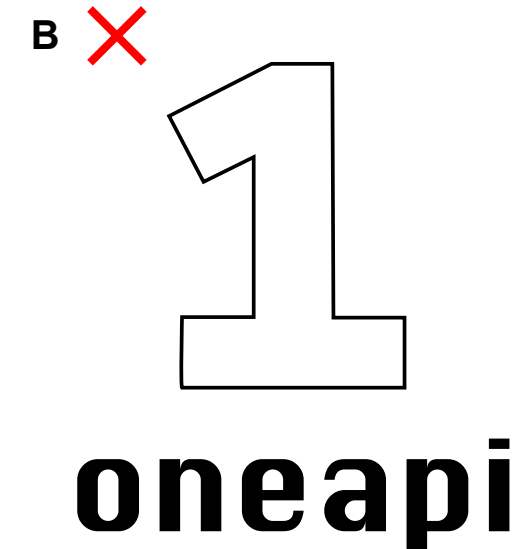
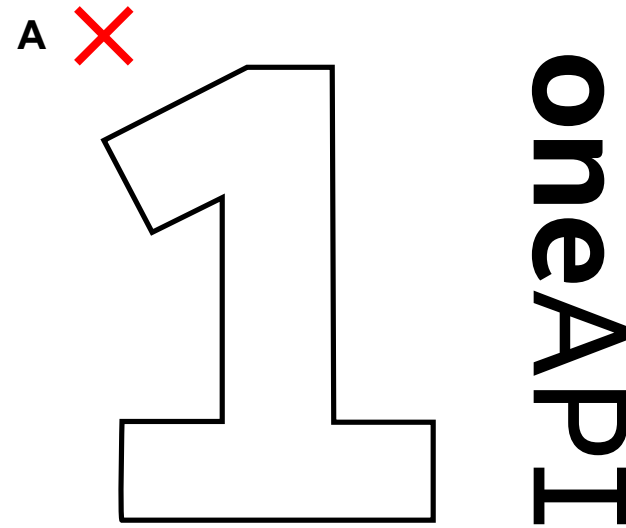
**oneAPI**

*Disclaimer: Visuals are only notional examples, they are not registered marks.*

# Visual Usage

## Modification Don'ts:

- **Do not** separate or alter the basic arrangement of the text and graphic elements (**A**)
- **Do not** alter the typography of the 'oneAPI' portion of the wordmark (**B**)
- **Do not** change the font weight of any part of the 'oneAPI' text (**C**)
- **Do not** change the font color of the 'oneAPI' text (**D**)
- **Do not** alter the general size ratio and relationship of the '1' to the 'oneAPI' text (**E**)
- **Do not** translate the 'oneAPI' text into any other languages (**F**)
- **Do not** utilize suggestive, lewd, obscene or pornographic content
- **Do not** promote gambling, smoking or drinking alcoholic beverages



# Visual Usage

## Marketing

1) A software application built using tools based on one or more of the oneAPI specification elements:

- Developed with oneAPI

2) HW accelerators that are self-certified with the oneAPI specification test

3) Software Tools that are self-certified as compatible with one or more of the oneAPI specification elements

- show oneAPI product
- oneAPI software
- oneAPI noun

## Package

For either hardware or software as defined above, the logo can be used on the product package with a proper designator, example:

- Developed with oneAPI

# Contact Information

For public information or any other questions regarding the information in this deck, please contact your Intel brand representative at [oneAPI@intel.com](mailto:oneAPI@intel.com)

# Thank You