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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USA

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✉️ tsmith@elementpr.com
📞 +1 415 350 3019
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>By The Numbers</td>
<td>3</td>
</tr>
<tr>
<td><strong>Logos</strong></td>
<td>4-16</td>
</tr>
<tr>
<td>Logo Details</td>
<td>4-7</td>
</tr>
<tr>
<td>Logo Options and Filenames</td>
<td>8-11</td>
</tr>
<tr>
<td>Logo Clearance &amp; Rules</td>
<td>12-15</td>
</tr>
<tr>
<td>Alternate Logos &amp; Usage</td>
<td>16</td>
</tr>
<tr>
<td>Samples of Logo Applied</td>
<td>17</td>
</tr>
<tr>
<td><strong>Trademark Use</strong></td>
<td>18</td>
</tr>
<tr>
<td><strong>Illustrations</strong></td>
<td>19-21</td>
</tr>
<tr>
<td>Release Logos</td>
<td>19-21</td>
</tr>
<tr>
<td>Miscellaneous Illustrations</td>
<td>22</td>
</tr>
<tr>
<td><strong>Important Links</strong></td>
<td>23</td>
</tr>
</tbody>
</table>
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.
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.

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

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

Logo color
RGB: 34/49/78
HEX: #22314E
PMS: 533C

Logo Font
Interstate
1234567890!@#$%^&*()ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyz
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.

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Logo Font

Interstate

1234567890!@#$%^&*()ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
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Logo color
- RGB: 34/49/78
- HEX: #22314E
- PMS: 533C

Logo Font
- Interstate

www.ros.org
@ROS #GoROS #ROS2
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.
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 > With Trademark > Full Color/Black/Reversed folders. File names are noted beneath each image.

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

Note: The “nine dots” portion of the logo is also supplied separately for your use, in each of these colorways.
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 > ROS2 Logos > Without Trademark > Full Color/Black/Reversed folders. File names are noted beneath each image.
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 > ROS2 Logos > With Trademark > Full Color/Black/Reversed folders. File names are noted beneath each image.

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

www.ros.org
#ROS #GoROS #ROS2
**Logo Clearance & Rules** *(without TM)*

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.

---

**DON'T ABUSE THE LOGO!**

- **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.

<table>
<thead>
<tr>
<th>ROS</th>
<th>ROS</th>
<th>ROS</th>
<th>ROS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t change element position</td>
<td>Don’t stretch or distort</td>
<td>Don’t change element size</td>
<td>Don’t change colors</td>
</tr>
</tbody>
</table>

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[www.ros.org](http://www.ros.org)  
#ROS #GoROS #ROS2
ROSTM 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.

**DON'T ABUSE THE LOGO!**

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- Magenta indicates type elements and graphic alignments and boundaries.

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

- Don’t change element position
- Don’t stretch or distort
- Don’t change element size
- Don’t change colors
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When “nine dots” icon is used solo, follow clearance guidelines shown on previous pages.

Don't change element position
Don't stretch or distort
Don't change element size
Don't change colors
**Logo Clearance & Rules** *(with TM)*

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

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- **Magenta** indicates type elements and graphic alignments and boundaries.

When “nine dots” icon is used solo, follow clearance guidelines shown on previous pages.

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www.ros.org

#ROS #GoROS #ROS2
Alternate Logos

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

- **ROS Answers**
  - RGB: 34/49/78
  - HEX: #22314E
  - PMS: 533C
  - File name: ROS_Answers_logo_color.eps

- **ROS Discourse**
  - RGB: 176/176/176
  - HEX: #B0B0B0
  - PMS: N/A (online use only)
  - File name: ROS_Discourse_logo_color.eps

- **ROS Robots**
  - RGB: 176/176/176
  - HEX: #B0B0B0
  - PMS: N/A (online use only)
  - File name: ROS_Robots_logo_color.eps

**Logo colors**

- **Approved modified logos:**
  - Nine-dots logo modified for Brazil User's Group
  - Nine-dots Discourse logo modified for Francophone User's Group
Branding Guidelines 2020

www.ros.org

#ROS #GoROS #ROS2

**What is ROS?**
The Robot Operating System (ROS) is a set of software libraries and tools that help you build robots and develop applications. It provides a scalable framework for building applications, both small and large, and supports many development tools.

**Why ROS 2?**
- No vendor lock-in: ROS 2 is built on an abstraction layer that insulates the robotics libraries and applications from the communication technologies. Below the abstraction are multiple implementations of the communications code, including both open source and proprietary solutions. Above the abstraction, core libraries and user applications are portable.
- Built on open standards: The default communications method in ROS 2 uses industry standards like IDL, DDS, and DDS-I RTPS, which are already widely deployed in a variety of industrial applications, from factories to aerospace.
- Permissive open source license: ROS 2 code is licensed under Apache 2.0 License, with ported ROS 1 code under the 3-clause (or “new”) BSD License. Both licenses allow permissive use of the software, without implications on the user’s intellectual property.
- Global community: Over 10+ years the ROS project has produced a vast ecosystem of software for robotics by nurturing a global community of hundreds of thousands of developers and users who contribute to and improve that software. ROS 2 is developed by and for that community, who will be its stewards into the future.
- Industry support: As demonstrated by the membership of the ROS 2 Technical Steering Committee, industry support for ROS 2 is strong. Companies large and small from around the world are committing their resources to making open source contributions to ROS 2, in addition to developing products on top.
- Interoperability with ROS 1: ROS 2 includes a bridge to ROS 1 that handles bidirectional communication between the two systems. If you have an existing ROS 1 application, you can start experimenting with ROS 2 via the bridge and port your application incrementally according to your requirements and available resources.

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**Sample: website**
Color logo used on white.

**Sample: Conference Program**
Color logo used on white.

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

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We are excited to announce ROSCon 2019, the eighth annual ROS developers’ conference. Join us in Macau prior to the IEEE/RSJ IROS conference.
This is your opportunity to take part as a sponsor at this incredible event!
In keeping with the growth of the conference, we have broadened the sponsorship options and opportunities for exposure. You are invited to sponsor ROSCon 2019 as together we explore technological advancements in this exciting and fast-paced industry.

We continue to build on the success of past ROSCons. The past three ROSCons have sold out! This year, we are at full capacity, and already more sponsors have applied to sponsor this year’s conference than in previous years. If you are not a sponsor and wish to experience the excitement of the conference, you are encouraged to book your tickets early. The open space available will sell out quickly.

The core aims of ROSCon are to explore and discuss technical and practical issues in robotics and related fields. It is an interdisciplinary event designed to reach across the educational and industrial divide to address challenges that span both academia and industry. The conference is a venue to share cutting-edge technologies and results, fostering the exchange of ideas and supporting the robotics community as it continues to grow.

The two-day conference will comprise technical talks that introduce and explain how to use libraries and tools, describe best practices, and share techniques. ROSCon has traditionally been organized around a single track but we are excited to integrate a few concurrent sessions into the program. All presentations are carefully reviewed by a committee of experts to ensure the highest caliber of presentation and robust, diverse content.

While the academic robotics conferences provide a forum for discussion of scientific advances, ROSCon provides a parallel forum for the engineering aspects of robotics that we all spend so much time on. As artificial intelligence, advanced robots, and robotic technology are moving from the lab to regular commercial and home use, these engineering issues are becoming more critical.

With the wide and increasing adoption of ROS throughout the robotics community, ROSCon offers the ideal forum in which to meet and discuss software engineering and development using a common language.

October 31 – November 1, 2019 | MACAU

Detailed information on the conference is available at https://roscon.ros.org/2019/
Contact us with any questions at roscon-2019-oc@openrobotics.org
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 ™ symbol: “powered by ROS™”.
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”.

QUESTIONS?
Contact us at info@openrobotics.org

www.ros.org
#ROS #GoROS #ROS2
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] [BouncyBoison.png] [ArdentApalone.png]
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ROS 1 (as of June 2020)

[NoeticNinjemy.png] [MelodicMoria.png] [LunarLoggerhead.png]

[KineticKame.png] [JadeTurtle.png] [IndigolGloo.png]
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[HydroMedusa.png]  [GroovyGalapagos.png]  [ROSFuerte.png]

[ElectricEmys.png]  [DiamondbackLaunch.png]  [CTurtle.png]

www.ros.org
#ROS #GoROS #ROS2
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