

# O'Reilly Safari Logo & Avatar



## The official Safari logo

The new O'Reilly Safari logo includes the O'Reilly logo bar and the Safari logotype, as shown. The ® trademark appears after the O'Reilly logo when the full lockup is used.



The official color of the Safari logo is PMS200C (#b9002d).

## Use of the Safari logo on colored backgrounds

When the logo appears on a black or red background, it should be treated in this manner:



**PLEASE NOTE:** The O'Reilly logo is never presented reversed out of a white bar or box. The logo itself is white against a black or solid-colored bar or box.

## Use of the Safari logo without the O'Reilly logo bar

There are circumstances in which the Safari logotype is separated from the O'Reilly logo bar. This is only permissible when the O'Reilly logo bar is used elsewhere on the page, such as above the nav bar on a web page.

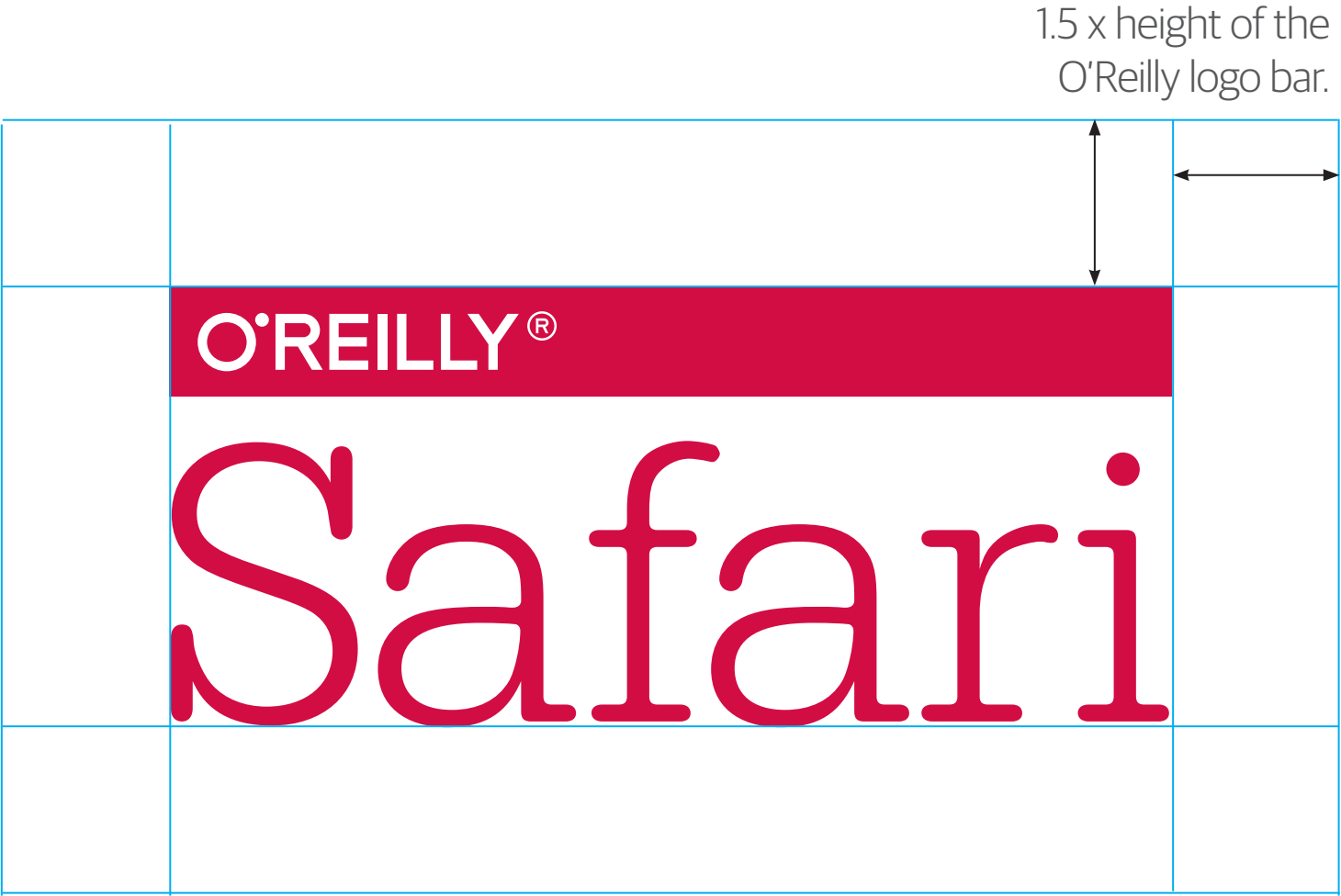
If for some reason the Safari logotype appears without the O'Reilly logo bar in proximity, the ® trademark symbol should be applied to the Safari logotype as follows:



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## Clear space

Clear space around logo lockup is 1.5x the height of the O'Reilly logo bar (on all sides)



## The O'Reilly Safari Avatar

The new O'Reilly/Safari Avatar should be used to replace the old Safari Books Online "flying book" icon (where appropriate). The "flying book" icon has been discontinued as a symbol for Safari.

