1. Trademark: O’Reilly logo

**O’REILLY®**

a. **Color guidelines:** The O’Reilly logo is a one-color mark. When using solid-color backgrounds, always reverse-out the logo. Options include white, black, or red. The red logo may only be used on light or dark backgrounds of nonconflicting colors. The O’Reilly red on a white background variation is the preferred application.

b. **Mandatory use:** The O’Reilly logo must be used on all promotional, advertising, and marketing pieces featuring O’Reilly products worldwide.

c. **Attribution guidelines:** The ® is part of the logo and must appear on the upper right on all appearances.

d. Attribution language must appear on any promotional, advertising, or marketing piece in type no smaller than 6 points: "The O’Reilly logo is a registered trademark of O’Reilly Media, Inc. Used with permission."

e. The O’Reilly logo must stand on its own and may not be used in a phrase or sentence. If the word “O’Reilly” is to appear in a sentence, it should be in a text font of the size and style of the rest of the sentence.

f. No attempt should be made to reproduce the O’Reilly logo with fonts. Only the official O’Reilly logo graphic may be used.

2. Book titles

a. The exact book title as provided by O’Reilly must be used in all text appearances. Special attention must be paid to using correct capitalization and trademark symbols. Ampersands that appear on the book covers may not necessarily be used in the official titles of the books: please refer to a book’s title page for guidance on proper use of ampersands with specific titles.

b. Attribution language must appear in any promotional, advertising, or marketing piece in type no smaller than 6 points: "[specific series name, such as the Animal series, the Head First series, or the Missing Manuals] are trademarks of O’Reilly Media, Inc. Used with permission." It isn’t necessary to include individual titles in the attribution language—it’s only necessary to use the above language, which covers all titles in a particular series. For titles or products that aren’t part of a series, the individual title or product name must be cited.

3. Attribution language

a. When more than one trademark is used on any one promotional, advertising, or marketing piece, the attribution language may be combined. For example: “The O’Reilly logo and the Missing Manual logo are trademarks of O’Reilly Media, Inc. Used with permission.”

4. Other

a. Any use of any O’Reilly trademark other than those included in these guidelines, or any use of any O’Reilly trademark in a way not specified in these guidelines, as well as any use of a third party’s trademark in a promotional, advertising, or marketing piece promoting O’Reilly’s products, must be approved by O’Reilly in advance.