



Serial Attached SCSI Logo Style Guide

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Introduction

The Serial Attached SCSI logos were created by the SCSI Trade Association (STA) membership to facilitate the identification of the Serial Attached SCSI architecture in the market place.

STA has not established a trademark or product compliance program to be associated with the logos. STA assumes those using the logos will do so in a manner that accurately depicts conformance with the Serial Attached SCSI specifications promulgated by the T10 Committee. STA expects that the market will use the Serial Attached SCSI logos as it has made use of the term "SCSI" as well as the various graphical and iconic representations of that standard.

In this regard this style guide has been prepared to encourage a consistent use of the logo to build a voluntary brand identity for this new and important interface.

Base Design

The base design is a two-color logo in a borderless rectangle as shown below. This logo is the "base" logo and used for printing and publishing Serial Attached SCSI collateral and promotional material. This logo is used specifically for the first generation of Serial Attached SCSI, 3Gb/s SAS.



The two colors used in this logo are:

For **printed documents**:

Squash	PMS 124	C: 0
		M: 27
		Y: 100
		K: 6

Dark Olive	PMS 5815	C: 0
		M: 0
		Y: 91
		K: 79

For **electronic or screen displays**:

Squash	Hexadecimal	Red: DD
		Green: A8
		Blue: 00

Dark Olive	Hexadecimal	Red: 35
		Green: 35

The logo should only be used on a white background. It may be resized to any dimension providing aspect ratios are preserved.

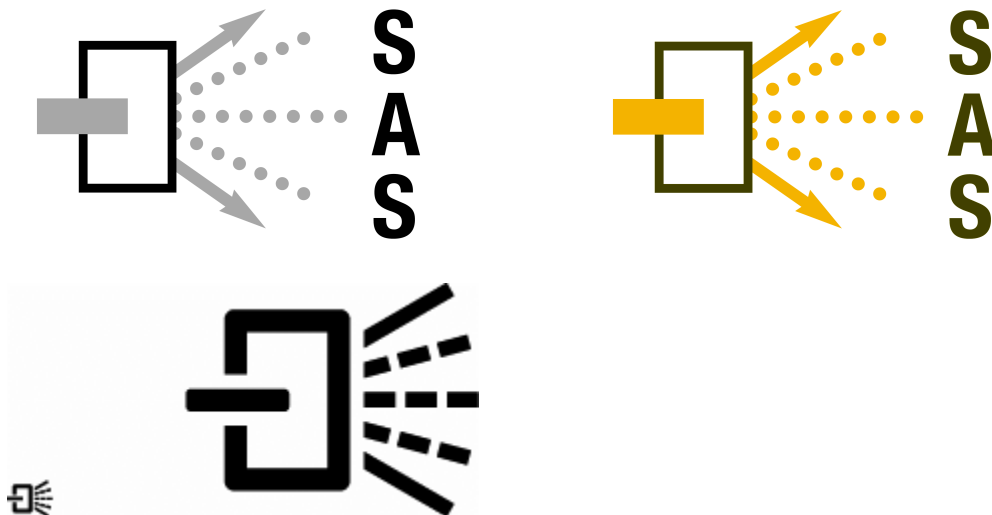
Black and White

When black and white usage is required, the Dark Olive color should be black and the Squash color should be 40% of black screen.



Special Needs Usage

For special uses requiring a smaller format, such as an icon on product casings or cables, the following variations may be considered:



File Formats

The Serial Attached SCSI logos are available in the following file formats:

EPS – This is a vector-format that the logos were created in and should be used with software applications that can handle eps images. This is the “high resolution” format that should always be used for “offset printing”.

TIFF – This is a bit-map format. It can be used as is and depending upon the application being used, the logo may be reduced in size, but will not likely be enlarged without significant loss of image quality. Tip: For use in Word and PowerPoint documents use “Insert Picture from File” command and select the .tif file. It will appear very large but then should be no problem to down-size for your needs.

JPG – This is also a bit-map format that is for electronic display, such as web sites.

If there are any questions or problems in using the logos or the files provided by the STA, please send email to: info@scsita.org.

6Gb/s SAS Design

The 6Gb/s SAS (second generation) design is a two-color logo in a borderless rectangle as shown below. This logo is used for printing and publishing 6Gb/s SAS collateral and promotional material. This logo is used specifically for the second generation of Serial Attached SCSI, 6Gb/s SAS. This logo is copyrighted and any variance on it must be approved by the SCSI Trade Association.



The two colors used in this logo are:

For **printed documents**:

Squash	PMS 124	C: 0
		M: 27
		Y: 100
		K: 6

Dark Olive	PMS 5815	C: 0
		M: 0
		Y: 91
		K: 79

For **electronic or screen displays**:

Squash	Hexadecimal	Red: DD
		Green: A8
		Blue: 00

Dark Olive	Hexadecimal	Red: 35
		Green: 35
		Blue: 00

The logo should only be used on a white background. It may be resized to any dimension providing aspect ratios are preserved.

Black and White

When black and white usage is required, the Dark Olive color should be black and the Squash color should be 40% of black screen.



File Formats

The 6Gb/s SAS logos are available in the following file formats:

EPS – This is a vector-format that the logos were created in and should be used with software applications that can handle eps images. This is the “high resolution” format that should always be used for “offset printing”.

TIFF – This is a bit-map format. It can be used as is and depending upon the application being used, the logo may be reduced in size, but will not likely be enlarged without significant loss of image quality. Tip: For use in Word and PowerPoint documents use “Insert Picture from File” command and select the .tif file. It will appear very large but then should be no problem to down-size for your needs.

JPG – This is also a bit-map format that is for electronic display, such as web sites.

If there are any questions or problems in using the logos or the files provided by the STA, please send email to: info@scsita.org.