VoiceXML Forum Certified Platform
Logo Usage Guidelines

VoiceXML 2.0 specification

color version

VoiceXML 2.0 specification

black and white version

C	83	77	49
M	26	53	8
Y	0	24	0
K	0	10	0

process colors

	pantone 292 cvc
	pantone 2995 cvc
	pantone 2905 cvc

pantone colors

LOGO PLACEMENT AND MINIMUM SPACE

In general, the logo should be allowed enough space between itself and surrounding elements to maintain its prominence and impact on the page. White space around the logo draws the eye first to the logo, and then to the attached message, thereby fortifying the VoiceXML Forum brand. With the exception of templated items such as letterhead, envelopes, press releases, and business cards, there are no strict measurements for the space around the logo. Space will vary depending on size of the area in which the logo is placed, as well as on the amount of additional information adjoining the logo.

While the amount of space surrounding the logo varies, additional type or temporary taglines should NOT be directly attached or integrated into the logo.

LOGO USAGE

The color logo is most often used on a white background, and should be placed on a color field only if the field is a pale color and it does not conflict with the color blue. The black and white logo is more flexible in regard to the color fields on which it can be placed. The black and white logo should not appear on dark color fields or dark images to maintain legibility. No additional images or text should be attached to the logo. The white logo should be used when reversing out of a dark color field or image.

The certification logo may be posted on the vendor's website, marketing collateral, and documentation pertaining to the platform deemed VoiceXML Forum certified, and must reference that the platform is certified with the specific version of the VoiceXML specification and test suite as reported in the official Certification Test Report (CTR) publicly post on the VoiceXML Forum's website. The VoiceXML Forum deems a platform certified which has achieved a passing Conformance Test Report from the VoiceXML Forum's independent testing center according to the VoiceXML Forum Certification Policy.

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