Brand Guidelines

TensorFlow is an end-to-end open-source platform for machine learning. It has a comprehensive, flexible ecosystem of tools, libraries and community resources that lets researchers push the state-of-the-art in ML and developers easily build and deploy ML powered applications.
Logo & Lockups

VISUAL IDENTITY

TensorFlow

HORIZONTAL LOCKUP
(Preferred)

STACKED LOCKUP
(If space is constrained)

WORDMARK

ICON

Download Brand Assets

CLEARSPACE

COLOR OPTIONS

TensorFlow (Preferred)

TensorFlow

TensorFlow

TensorFlow

TensorFlow

TensorFlow

TensorFlow

LOCKUP ON WHITE

LOCKUP ON GRAY

WHITE LOCKUP ON BLACK

WHITE LOCKUP ON ORANGE
MINIMUM SIZE

Use the width of the nodes in the logomark (the two end node columns) to determine the minimum amount of clear space that should surround the TensorFlow logo.

To ensure the word TensorFlow is always legible, the logo should never appear smaller than the following minimum sizes:

DONʼTS

Our lockups are the go-to-branding element and cornerstone of the TensorFlow identity. Therefore, we care about them and how they are used.

Here are a few examples of what not to do with them.

Color

Our color palette is taken from the logo, built from white, shades and gradients of grey and orange, with accents of a complimentary slate color.

ORANGE

#FFA800
CMYK (0, 70, 100, 0)
PMS 137 C

LIGHT ORANGE

#FF6F00
CMYK (0, 39, 100, 0)
PMS 021 C

GRAY

#E6E6E6
CMYK (9, 6, 5, 0)
PMS 649 C

WHITE

#FFFFFF
CMYK (0, 0, 0, 0)
Partnerships & Attribution Marks

GOOGLE CO-BRANDING
When partnering with Google, use these guidelines for best visual balance:

• When sizing logos, try to match the text x-height or cap height.
• Never use a dividing line or symbol between partnering logos.
• Use the distance from the very left of the logomark to the start of the wordmark to determine partner logo distance.
• Use the width of the nodes in the logomark (the two end node columns) to determine clear space around both logos.
• Use the same width to determine space between the TensorFlow logo and partner logo.

PARTNER ATTRIBUTION MARK
Use the ‘Powered by TensorFlow’ attribution mark when the lockup stands alone and with a partner logo.

We use the ‘Powered by TensorFlow’ attribution mark as a way for partners to highlight the TensorFlow brand on their properties.

ATTRIBUTION
Please only use the TensorFlow name and marks when accurately referencing this software distribution, and do not use our marks in a way that suggests you are endorsed by or otherwise affiliated with Google. When referring to our marks, please include the following attribution statement:

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