Guidelines for Logo Use
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Overview

PyTorch Text provides a set of common abstractions and standard implementations for NLP training recipes, models, transforms, datasets and utils. It contains datasets and specific transforms to make text so it can be processed by this models -- all of this is built with Core Pytorch.

The TorchText package consists of data processing utilities and popular datasets for natural language. The library consist of state of the art models like BERT and roBERTa.
Symbol

The TorchText Symbol represents generated abstract text and incorporates iconography of a text cursor and document.
Logo formats

The logo comes in three different formats or lockups; horizontally aligned, vertically stacked, and the symbol by itself.
Vertical

In a composition, the vertically stacked TorchText logo should be used at the center of the layout.
Color

PyTorch Orange embodies a fiery, lava-like essence without aggression. While it is the primary brand color, we use it sparingly. PyTorch Orange is best used as a deliberate accent.

Only logos that are in the core part of the PyTorch ecosystem should leverage this color.

Black and our three Grays are also core parts of our brand system components, used in typography and in layouts. Be sure to opt for maximum contrast when laying out typography to ensure for ADA compliance.
Full color

The primary, full-color logo consists of the symbol in full color, followed by PyTorch in black and Video in the same purple as the top play button.

To retain integrity, this logo mark should always keep a designated amount of clear space around it. At the bottom see how we determine how much clear space should be around the logo. All files include this designated amount of white space.
Black & White

In the rare cases that the logo must be shown in a 1-color greyscale application, a solid black or white version may be used.
For social sharing

When sharing the TorchText Symbol on Twitter, on Workplace or using as a main image on a website or Medium, use the Social Sharing asset. This is set into a standard 16x9 size at 1920 x 1080. Give us a shout if you need anything else!
The spirit and message of the brand depends on the logo maintaining a consistent appearance in all cases. In order to preserve the integrity of the logo, the following examples illustrate some things you should not do.

- Do not change the spacing between logo elements.
- Do not adjust the size or arrangement of the letters and symbol.
- Do not change the color of the logo.
- Do not outline the logo.
- Do not distort the logo.
- Do not put a frame around the logo.
- Do not change the logo typeface.
- Do not apply gradients to the logo.
THANKS

If you have any questions or need additional assets, please reach out to these team members:

Helen Suk, Meta AI PMM
helensuk@meta.com

Gopika Jhala, Creative Producer, AI Creative Design
goja0101@meta.com