

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 these 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 consists 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.



SYMBOL



FAVICON



VERTICAL



HORIZONTAL

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.

PyTorch Orange
HEX# #EE4C2C
R238, G76, B44
C00, M61, Y72, K00
Pantone 171C

Black
HEX# 000000
RGB 0.0.0
C100, M100, Y100, K100

Dark Gray
HEX# 262626
RGB 38, 38, 38
Pantone Process Black C

Middle Gray
HEX# BBBBbb
RGB 187,187, 187
Pantone Cool Gray 5 Cv

Light Gray
HEX# 77787b
RGB 0.99.100
C0 M0 Y0 K65

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!



SOCIAL SHARING ASSET AVAILABLE IN STANDARD SIZE

Incorrect usage

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.



The logo symbol and the word "TorchText" are shown with an excessive gap between them. A red diagonal line is drawn over the logo.

Do not change the spacing between logo elements.



The logo symbol and the word "TorchText" are shown with inconsistent letter spacing, making it look like "TorchText". A red diagonal line is drawn over the logo.

Do not adjust the size or arrangement of the letters and symbol



The logo symbol and the word "TorchText" are shown in a blue color, which is not the brand's primary color. A red diagonal line is drawn over the logo.

Do not change the color of the logo



The logo symbol and the word "TorchText" are shown with a thin black outline around the entire logo. A red diagonal line is drawn over the logo.

Do not outline the logo.



The logo symbol and the word "TorchText" are shown distorted, appearing tilted and compressed. A red diagonal line is drawn over the logo.

Do not distort the logo.



The logo symbol and the word "TorchText" are shown enclosed within a thin black rectangular frame. A red diagonal line is drawn over the logo.

Do not put a frame around the logo



The logo symbol and the word "TorchText" are shown in a different, less professional typeface than the brand's standard. A red diagonal line is drawn over the logo.

Do not change the logo typeface.



The logo symbol and the word "TorchText" are shown with a horizontal gradient applied across the entire logo. A red diagonal line is drawn over the logo.

Do not apply gradients to the logo.

THANKS

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

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