

Guidelines for Logo Use



Content

1. Overview
2. Symbol
3. Lockup
4. Typography
5. Color
6. Library
7. Incorrect Usage

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



TorchText

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 separated by a wide gap, which is not the correct brand mark.

Do not change the spacing between logo elements.



The logo symbol is significantly larger than the word "TorchText", and the letters are not aligned properly.

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



The logo symbol and text are colored blue, which is not the brand's primary color.

Do not change the color of the logo



The logo symbol and text are surrounded by a thin grey border, which is not part of the brand identity.

Do not outline the logo.



The logo symbol and text are stretched and skewed, which is not the correct brand mark.

Do not distort the logo.



The logo symbol and text are enclosed in a white rectangular box with a thin border.

Do not put a frame around the logo



The logo symbol and text are rendered in a different, more casual typeface than the brand's standard font.

Do not change the logo typeface.



The logo symbol and text have a horizontal gradient applied to them, which is not the correct brand mark.

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