



Brand and marketing guidelines

# LF DECENTRALIZED TRUST

The Linux Foundation's flagship organization for the development and deployment of **decentralized systems and technologies**

Updated Sep 2024 | Questions? [marketing@lfdecentralizedtrust.org](mailto:marketing@lfdecentralizedtrust.org)

# CONTENTS

- Open source marketing communications
- Why brand guidelines?
- How to talk About LF Decentralized Trust and its projects
- Writing conventions for press releases and other content
- Other helpful tips
- Logos, trademarks and usage

## Defining open source marketing & communications

Building consensus on communications and content strategy across varied project stakeholders

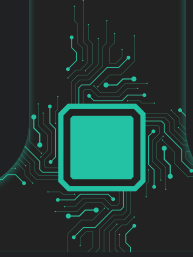
### Strategy developed on four pillars:

1. Grow awareness of LF Decentralized Trust as *the* open source foundation for the collaborative development of technologies powering the transformation to decentralized systems and applications.
2. Promote individual projects and their own respective communities, bringing awareness to specific features, developer activities, and milestones reached.
3. Work closely with LF Decentralized Trust members to bring awareness to their work modernizing systems worldwide with decentralized technologies.
4. Help educate the market on openly developed decentralized technologies to promote understanding and adoption.

# The need for brand and marketing guidelines

Avoid market confusion regarding LF Decentralized Trust and its multiple codebases and communities

Common messaging and standard practices ensure fair playing field for all underlying codebase projects



Align our growing membership for all to reap optimal branding benefits and market perception

## Community representation

# Giving a talk, updating your website, hosting a Meetup?

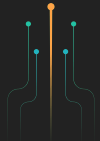
Please ensure that you properly introduce LF Decentralized Trust and its projects. Effective communication builds trust within our community, showcases the value of our collaborative efforts, and engages existing members while attracting new contributors to our expanding ecosystem.

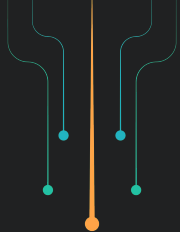


# How to talk about LF Decentralized Trust

## Positioning statement / elevator pitch

LF Decentralized Trust is *the* open source foundation for the collaborative development of technologies powering the transformation to decentralized systems and applications.





## TAGLINES

Trust in a decentralized world

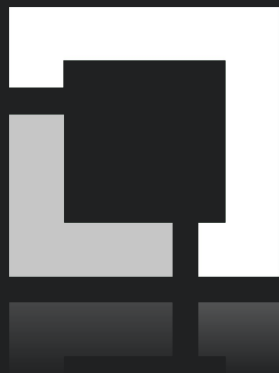
Collaborate. Innovate. Decentralize.

Fueling the future of decentralized technologies



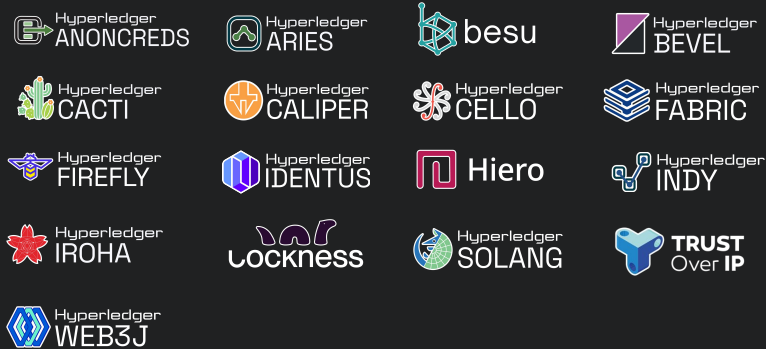
# A part of the Linux Foundation

By embracing the open source principles established by the Linux Foundation, LF Decentralized Trust serves as the neutral home for the open development of technologies that empower organizations to innovate with secure and resilient code.





## Identify any LF Decentralized Trust projects you mention



On first mention of a project, please include “an LF Decentralized Trust project” as a descriptor. Use the full name of any projects you reference, especially on the first mention in a paragraph or bullet

Refer to the [project page](#) for the complete list of projects and project descriptions

You can download project logos [here](#)

# Do I need to be a member of LF Decentralized Trust to use a project logo?

All projects under the HLF Decentralized Trust umbrella are open source Apache 2.0 codebases. Anyone may use the code under this licence.

The development of these projects is funded by our sponsoring Members.

We encourage [LF Decentralized Trust Members](#) and non-members alike to publicly mention their use of LF Decentralized Trust technologies in the products and services they are building.

Please adhere to the guidelines in this document, and reach out when in doubt!

# Writing a press release, blog or other content highlighting LF Decentralized Trust or project(s)?

## Follow these steps:

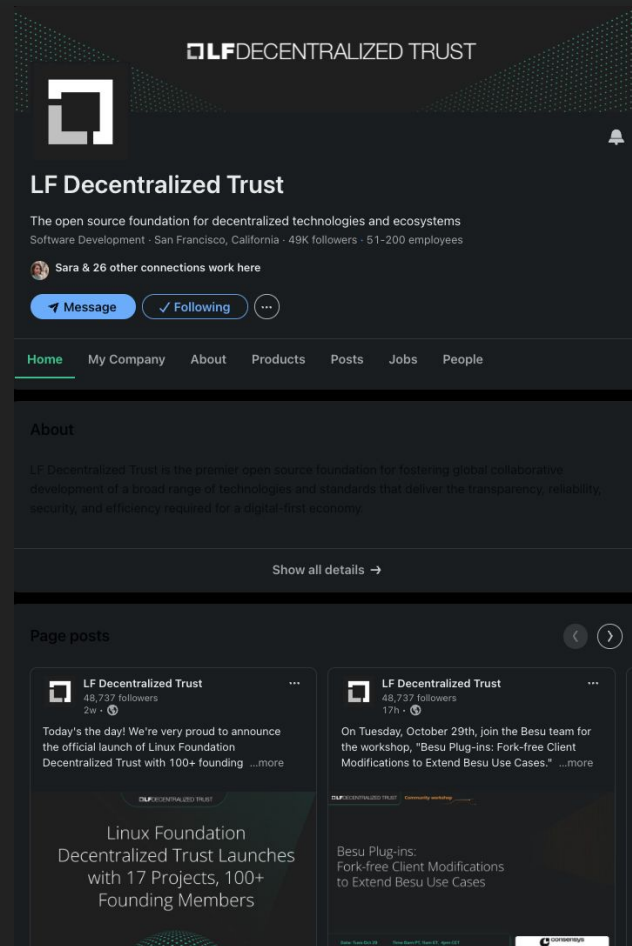
1. Refer the organization as LF Decentralized Trust and link to us here: [www.lfdecentralizedtrust.org](http://www.lfdecentralizedtrust.org)
2. On first mention of any project or lab name, include “an LF Decentralized Trust project” or “an LF Decentralized Trust lab” (e.g. , Hyperledger Cacti, an LF Decentralized Trust project, Besu, an LF Decentralized Trust project, or Splice, an LF Decentralized Trust lab)
3. Send us the content for a quick review. We can usually turn it around in 48 hours.

# Engage with our social media accounts

Follow and tag us here:

Linkedin: @lfdecentralizedtrust

Twitter: @lfdecentrazliedtrust



# Needed approvals

- All press releases that use the LF Decentralized Trust or Hyperledger trademarks and common-law marks for our projects are required to be passed by the LF Decentralized Trust PR team for approval (typically with 48hr turnaround) at [pr@lfdecentralizedtrust.org](mailto:pr@lfdecentralizedtrust.org).
- You may not use our marks in domain names for products or services related to LF Decentralized Trust without prior approval. Nor can you use brands on your own web pages in a way that represents a product or service offering, without our prior approval. Obtain approval via [trademark@lfdecentralizedtrust.org](mailto:trademark@lfdecentralizedtrust.org).
- We also strongly recommend that if you prepare marketing collateral within which you plan to use the words “Linux Foundation,” “LF Decentralized Trust,” or any of our project brands, submit to [trademark@lfdecentralizedtrust.org](mailto:trademark@lfdecentralizedtrust.org) for discussion and approval.



# When in doubt reach out!

It is important we ensure all marketing collateral and PR materials in association with LF Decentralized Trust accurately convey, promote, and protect the brands, open source governed meritocracy and diverse umbrella of technologies.

Click [here](#) to read the complete trademark policy.

Our team is here to help you adhere to these guidelines and prepare your communications deliverables.

Please don't hesitate to reach out to us with any questions:  
[trademark@lfdecentralizedtrust.org](mailto:trademark@lfdecentralizedtrust.org)



# Access LF Decentralized logos and guidelines

Use these logos and guidelines – download them [here](#)

**COLOR** - WHITE BACKGROUNDS

The logo consists of a blue square icon with a white 'L' and 'F' inside, followed by the text 'DECENTRALIZED TRUST' in blue, all on a white background.

**LF**DECENTRALIZED TRUST

Use the color logo on white backgrounds to ensure the rendering of the blue colors

**BLACK** - LIGHT COLOR BACKGROUNDS

The logo consists of a black square icon with a white 'L' and 'F' inside, followed by the text 'DECENTRALIZED TRUST' in black, all on a light orange background.

**LF**DECENTRALIZED TRUST

Use the black logo on light colored backgrounds to ensure contrast

**WHITE** - DARK COLOR BACKGROUNDS

The logo consists of a white square icon with a black 'L' and 'F' inside, followed by the text 'DECENTRALIZED TRUST' in white, all on a dark grey background.

**LF**DECENTRALIZED TRUST

Use the white logo on dark colored backgrounds to ensure contrast



# Member and ecosystem logos for black backgrounds

Download member logos [here](#) and ecosystem logos [here](#)

**DLF**DECENTRALIZED TRUST  
PREMIER MEMBER

**DLF**DECENTRALIZED TRUST  
GENERAL MEMBER

**DLF**DECENTRALIZED TRUST  
ASSOCIATE MEMBER

**DLF**DECENTRALIZED TRUST  
CERTIFIED SERVICE PROVIDER

**DLF**DECENTRALIZED TRUST  
MENTORSHIP PROGRAM

**DLF**DECENTRALIZED TRUST  
TRAINING PARTNER

**DLF**DECENTRALIZED TRUST  
INDIA CHAPTER

**DLF**DECENTRALIZED TRUST  
BRAZIL CHAPTER

**DLF**DECENTRALIZED TRUST  
LATINOAMERICA CHAPTER

**DLF**DECENTRALIZED TRUST  
JAPAN CHAPTER

**DLF**DECENTRALIZED TRUST  
AFRICA CHAPTER

**DLF**DECENTRALIZED TRUST  
HEALTHCARE  
SPECIAL INTEREST GROUP

**DLF**DECENTRALIZED TRUST  
FINANCIAL MARKETS  
SPECIAL INTEREST GROUP

**DLF**DECENTRALIZED TRUST  
IDENTITY  
WORKING GROUP

**DLF**DECENTRALIZED TRUST  
SUPPLY CHAIN & TRADE FINANCE  
SPECIAL INTEREST GROUP

**DLF**DECENTRALIZED TRUST  
CLIMATE ACTION & ACCOUNTING  
SPECIAL INTEREST GROUP

**DLF**DECENTRALIZED TRUST  
MEDIA & ENTERTAINMENT  
SPECIAL INTEREST GROUP

# Member and ecosystem logos for white backgrounds

Download member logos [here](#) and ecosystem logos [here](#)

