Partner brand guide

August 2025

Classic logo

The use of the classic OpenText wordmark logo is appropriate for building signage, corporate swag, or for very small sizes where the icon and tagline elements would be too small or illegible when reproduced. It must never be altered, re-created, stretched, distorted, or skewed in any way. The classic logo should not use the corporate tagline element, and should adhere to safe space requirements.

The trademark symbol is part of the logo—it should never be removed, resized, or repositioned. However, the trademark symbol should not be factored in when centering the logo. Always base the alignment on the "opentext" wordmark.

Always use high-quality vector versions (.ai, .eps, .pdf, or high-resolution .jpg or .png) of the logo.

Logo safe space

opentext™

opentext™

opentext™

Logo

The logo is the most recognizable visual element of the OpenText brand. The logo must never be altered, re-created, stretched, distorted, or skewed in any way.

The OT icon is a fixed part of this logo, and should not be resized, repositioned, or used separately from the logo.

The trademark symbol should not be factored in when centering the logo. Always base the alignment on the logo icon and "opentext" wordmark.

Always use high-quality vector versions (.ai, .eps, .pdf, or high-resolution .jpg or .png) of the logo.

Logo safe space

Logo lockup

A product, tagline, or other OpenText property logo together with the company logo is called a logo lockup. There is only one approved lock-up of the OpenText logo with the corporate tagline. Any other form is unacceptable and will deter from our brand.

The tagline should only appear when the text can be reproduced in a consistent and legible manner. It should be removed when it's too small to read, reproduces consistently, or when followed directly by an "Information reimagined" headline. The tagline should only be used in combination with the OT icon and OpenText logo, not with the classic logo by itself.
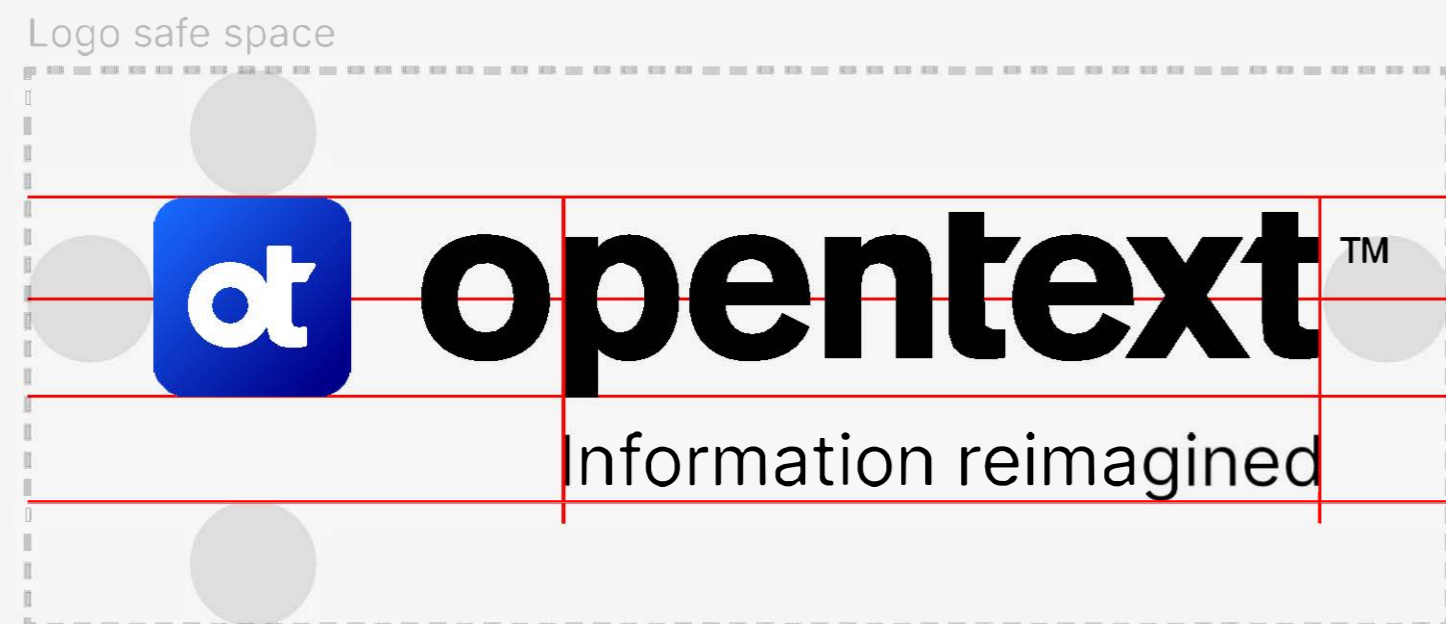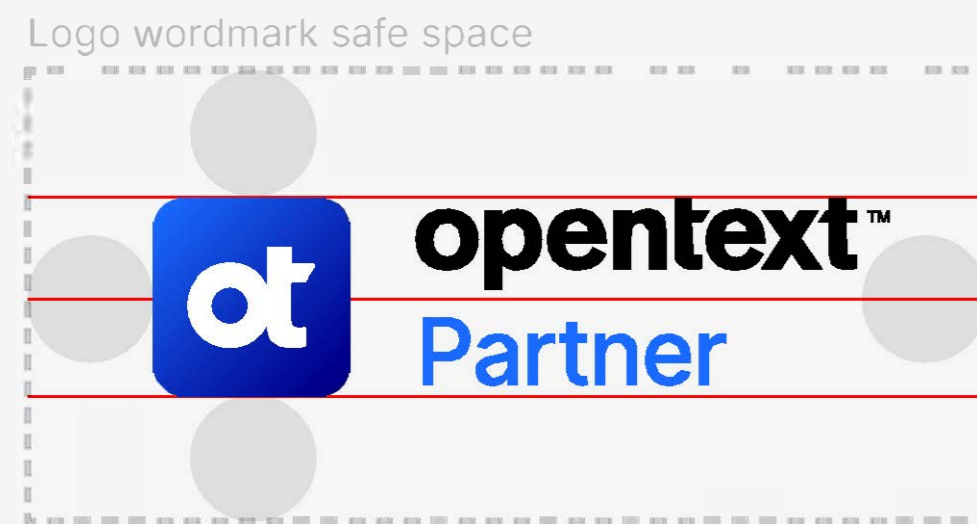

Logo safe space

Partner wordmark

When appropriate, you may use the approved OpenText Partner wordmark. This should never include the corporate tagline, or any other text within the safe space of the wordmark.

The "Partner" text can be used in brand electric blue, black, or white, and should maintain good contrast against any backgrounds.

The OT icon is a fixed part of this wordmark, and should not be resized, repositioned, or used separately from the logo.


Logo wordmark safe space

Partner lockups

Partner lockups can be used to show OpenText and Partner logos together. This can be done with the OpenText Logo, and should be maintain the safe space rules and be separated by a "+" sign. Partner logos should be resized proportionally to balance with the letter sizing of the OpenText logo as shown in these examples. Do not combine the OpenText Partner wordmark with partner logos.

opentext™ + Partner logo

Logo safe space

opentext™ + Partner logo
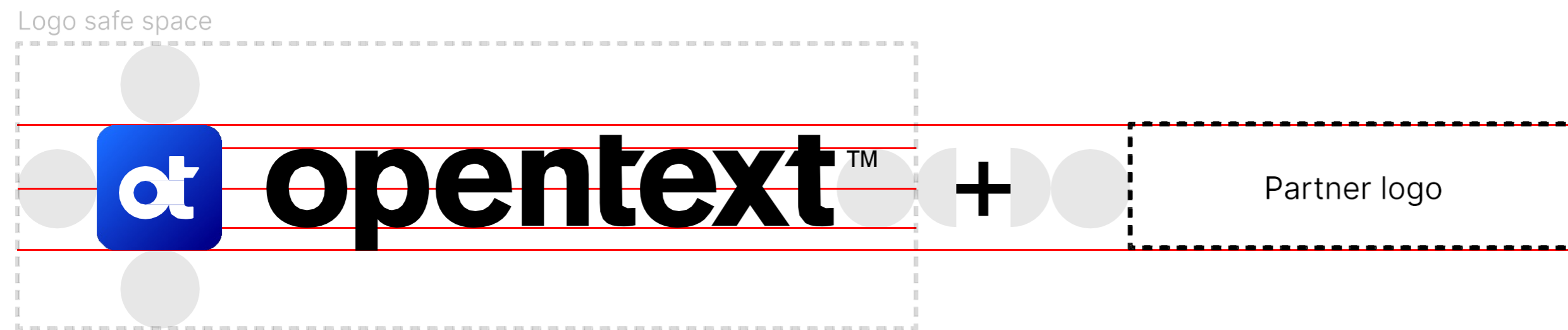
Logo dos and don'ts

Positive version
Only use in color or black. May be used without icon in certain cases.

Inverse version
Only use in color or white. May be used without icon in certain cases.

Protection zone
Make sure no elements enter this space to ensure prominence and legibility.

Minimum size
The OpenText logo must be used at a minimum of 100px wide on screen or 1.25" wide in print.

Do not recreate the logo with another typeface.

Do not use low resolution, pixelated versions of the logo.

Do not use the logo on low contrast backgrounds.

Do not stretch or distort the logo in any direction. Always scale the logo proportionally.

Do not use the logo within or as part of a sentence or headline.

Do not use the logo on an angle.

Do not reproduce the logo in any other color than black, OT Electric Blue, brand blue gradient, or white.

Do not infringe upon the logo protection zone with other graphic elements or frames.

OpenText typography

Primary font
Inter is our primary typeface for all external marketing materials, including digital artwork, printed collateral, tradeshow booths, videos, and the web. Inter includes a variety of weights and styles, however the main usage should be Light, Regular, and Bold. Inter is available to download from Google.

Secondary font
Arial is our secondary typeface. It is a system font that is installed on all systems/platforms to ensure widespread access and availability. Use Arial for all internal content, such as PowerPoint presentations, emails, and documents.

Download Inter font

Inter Light
Inter Regular
Inter Medium
Inter Bold
Inter Extra Bold
Inter Black

OpenText colors

Primary colors (1 and 2)
Electric Blue and Cobalt Blue are the primary and prominent hues of our identity. They work well for background elements, website and application headers, and primary buttons or as accents for icons, charts, and graphs.

Neutral colors (3 and 4)
The neutral palette complements the primary colors and should used primarily for backgrounds. Blacks and whites and off-blacks and off-whites work best.

Accent color (5)
The yellow accent is acceptable in small amounts. Please contact Creative Services for additional guidance.

Other colors
Other colors may be acceptable in special instances, such as in charts or graphs. Please contact Creative Services for additional guidance.

Electric Blue 1
RGB 26, 106, 255
CMYK 95, 25, 0, 0
PMS 2194 CP
HEX #1a6aff

Cobalt Blue 2
RGB 0, 0, 139
CMYK 100, 86, 0 35
PMS 2748 CP
HEX #00008b

Black 3
RGB 0, 0, 0
CMYK 20, 20, 20, 100
PMS Black
HEX #000000

White 4
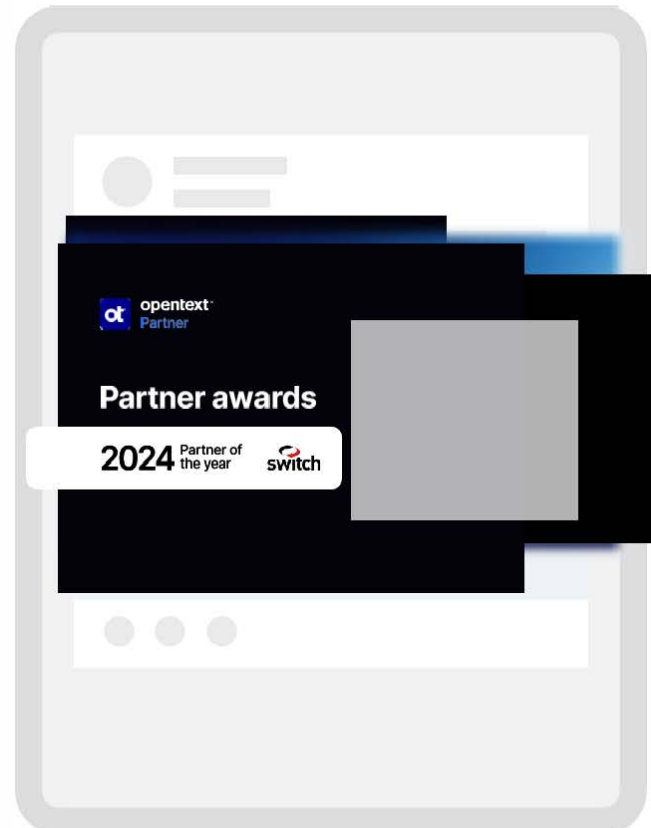RGB 255, 255, 255
CMYK (NA)
PMS (NA)
HEX #FFFFFF
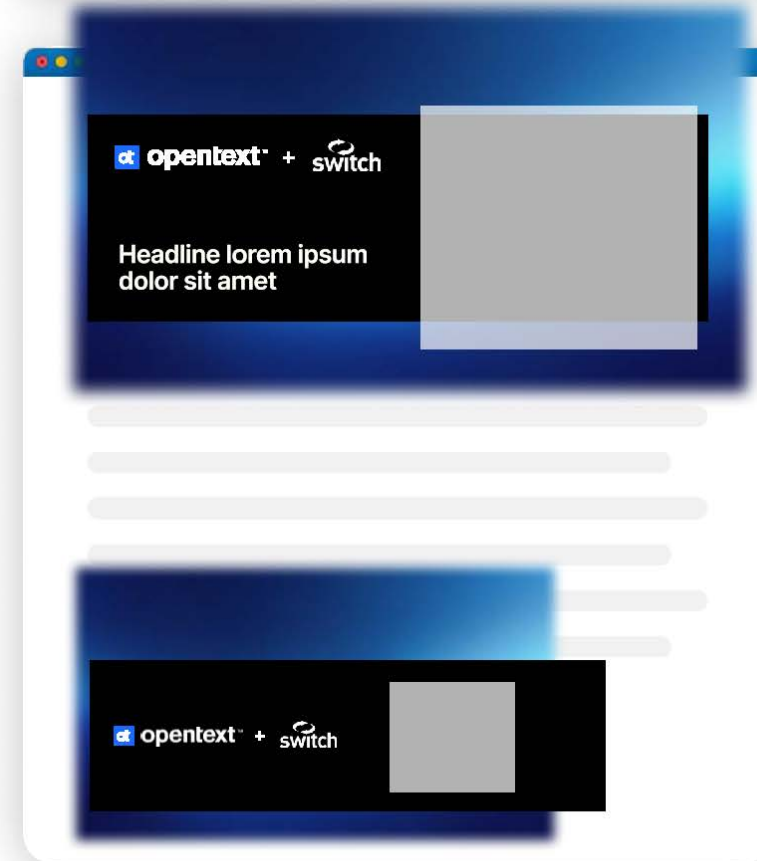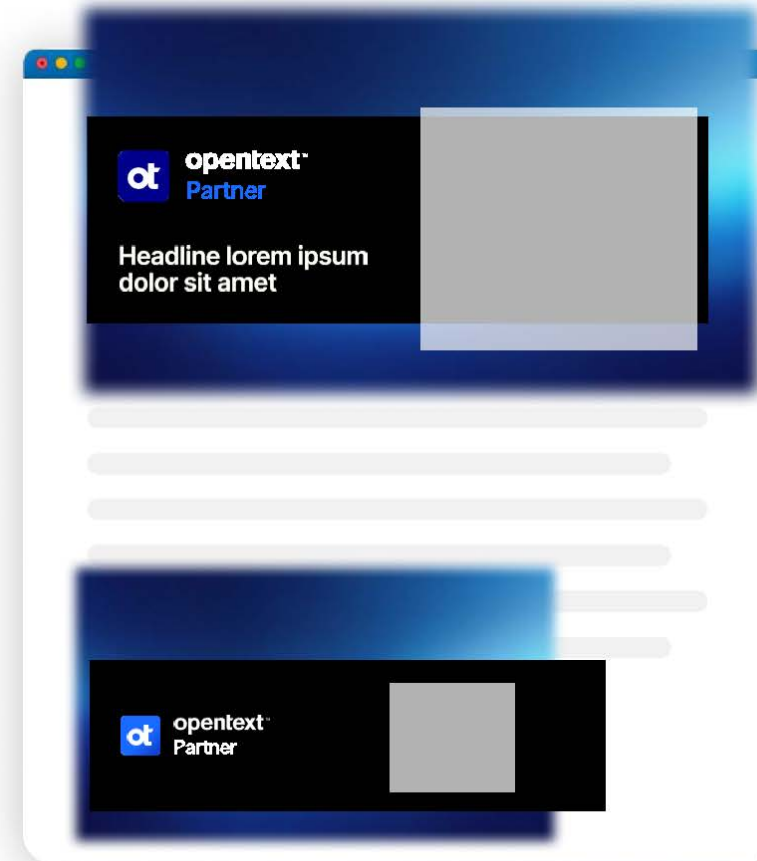
Yellow 5
RGB 225, 188, 54
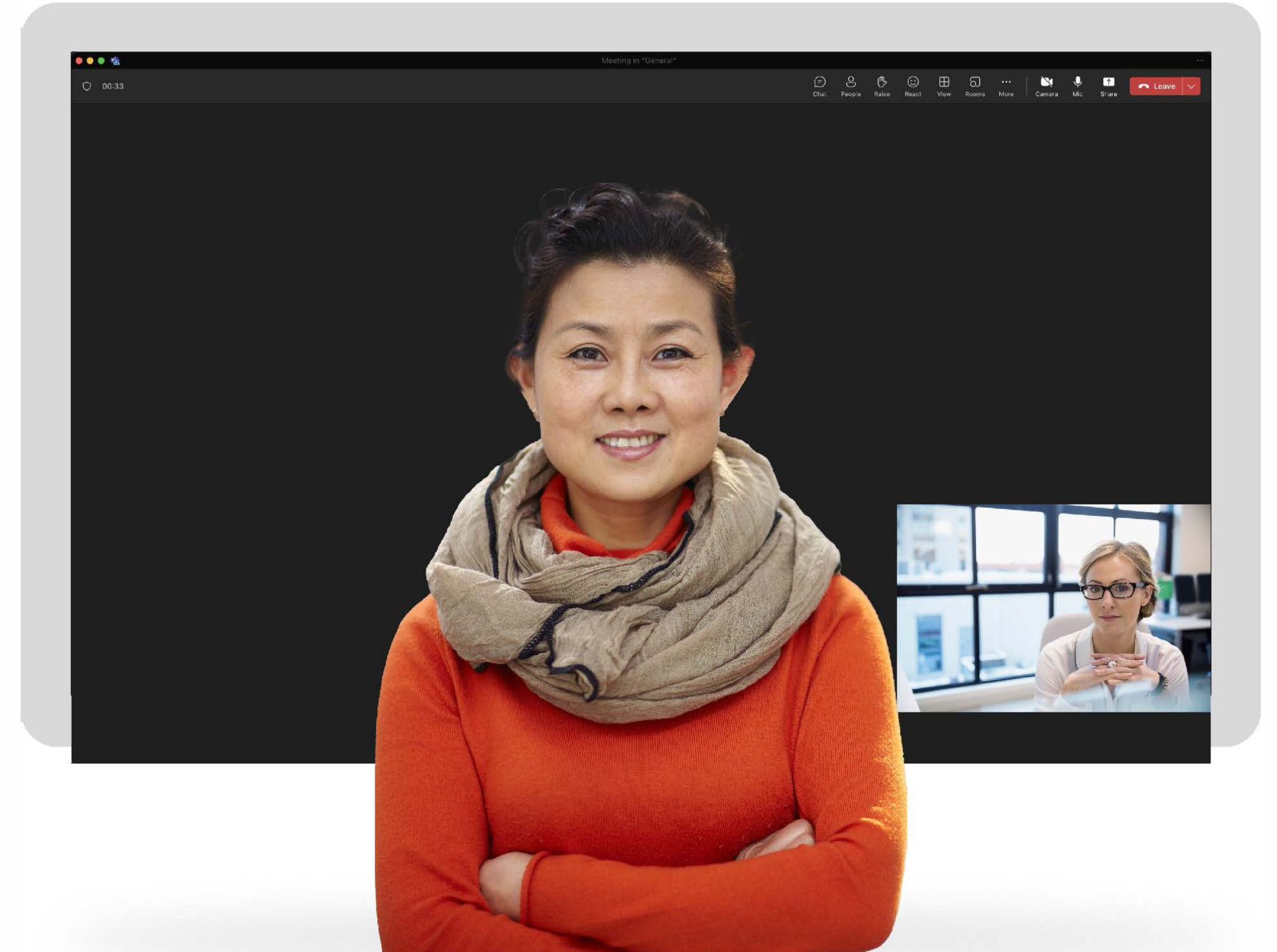CMYK
PMS
HEX #e1bc36

Asset examples

Social ads

Email banners and signatures

Teams background

OpenText product names

How to properly use OpenText and TM in our product names

Use OpenText to prefix every product name in every use, everywhere
- OpenText is now officially part of the approved product names
- OpenText is the brand we are promoting, and must be used in all instances of product names

Use a trademark symbol after OpenText in the first use of the individual product name
- First instance: OpenText™ Core Content Management
- All subsequent mentions: OpenText Core Content Management

Product naming dos and don'ts

✅ **Correct**
- OpenText™ Intelligent Classification

❌ **Incorrect**
- Intelligent Classification

✅ **Correct**
- OpenText™ Documentum™ Content Management

❌ **Incorrect**
- Documentum Content Management
- Documentum

✅ **Correct**
- OpenText™ Core Content Management

❌ **Incorrect**
- Core Content Management

✅ **Correct**
- OpenText™ Content Management (Extended ECM)

❌ **Incorrect**
- Content Management (xECM)
- OpenText xECM

Working with OpenText

OpenText strives to drive collaboration with our partners, internal creative team, and external agencies to provide professional, branded content, assets, and resources that will be used to increase knowledge of our product offerings and generate sales.

Please work with your point of contact at OpenText, and with our internal creative team as needed, to ensure that any and all materials produced adhere to OpenText brand guidelines.

Accessibility
All PDF documents hosted on www.opentext.com must be compliant. This includes (but is not limited to):
- OpenText branded collateral created in-house, including position papers, overviews, briefs, data sheets, ebooks, infographics, success stories, etc.
- OpenText branded collateral created by external agencies
- Third party/OpenText sponsored collateral

Main factors of compliant PDFs:
- Contrast of colors is sufficient
- Text is text, not a graphic, so it can be read
- Graphics have suitable captions and/or alternative (descriptive) text
- All elements are tagged, providing a logical structure, governing how PDF is presented through assistive technology
- Tab order setup and in use, for keyboard navigation

For general questions, please email marketingcommunications@opentext.com.

For comments or questions, please contact
OPNPartners@opentext.com