

Fedora Trademark Guidelines

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**Purpose: Let community
help build the brand.**

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Problems

Current guidelines lifted straight from Red Hat:
<http://fedoraproject.org/legal/trademarks/guidelines/>

Community has no way to help grow the brand

Everything gates on small group silos

**Solution:
Revise the guidelines!**

**Acceptable trademark usage
shouldn't require permission.**

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Primary mark uses

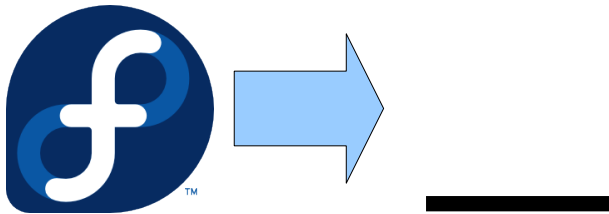
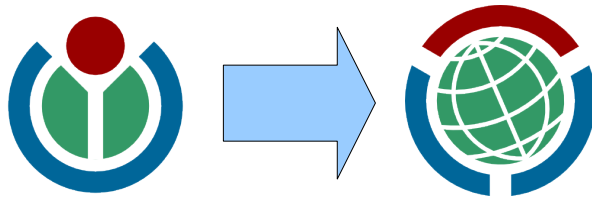
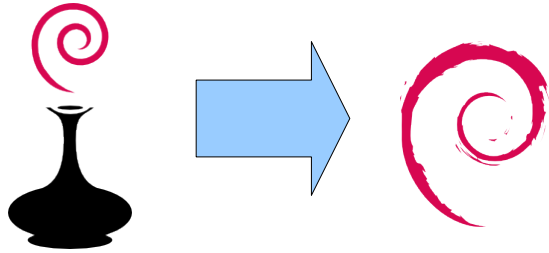
Official spins

Business cards

Fan sites

**What about unofficial
spins and appliances?**

Community logo examples



“Fedora Certified”?



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Maybe not.

“Based on”?

B A S E D O N 
fedora[™]

fedora^{}

**Hmm, maybe. Regardless,
some sort of secondary mark.**

Why a secondary mark?

Protects public from confusion

Connects to primary mark to bring in contributors

Popularity of derived products adds to brand value

Fin

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