
SCALED ON



Scaled on Ray

Brand Guidelines

Branding Objectives

SCALED ON RAY BRANDING OBJECTIVE

1. Purpose of the Branding

The objective of the 'Scaled on Ray' branding is to create broader market awareness of Ray and the core value proposition of Ray for AI/ML scaling. Applying the branding, the logo and/or 'Scaled on Ray' term, helps foster and build the Ray Community, encourage contributions, engage community members, drive adoption, and further validate the proven advantages of Ray open source.

2. Application of the Branding

The 'Scaled on Ray' branding and/or logo should be applied to any product or feature that uses the Ray open source project (ray.io) and/or any Ray libraries (see the [documentation](#)) to power the product or feature, regardless of whether the use of Ray is visible to the end user. It should also be applied where relevant to all associated documentation, SDK, toolkits, user interfaces, sales and marketing collateral and other customer-facing marketing and product assets.

3. Logo and Branding Assets

The 'Scaled on Ray' term and logo usage guidelines are provided in this branding guideline document. The standard description of Ray to be used in written materials is also provided in the document. The 'Scaled on Ray' logo files/images are provided for [download on www.anyscale.com/scaledonray/branding](https://www.anyscale.com/scaledonray/branding).

Branding Guidelines

USING THE BRAND ASSETS CORRECTLY

1. Logo Agreement

Usage of all logos, trade names and other materials referenced in these branding guidelines is subject to your acceptance of the Scaled on Ray Logo Agreement; if you have not yet executed it, please reach out to us for the agreement.

2. Logo Usage

The “logo colors” provided and shown on the following pages act as pop colors with various options provided depending on where the logo is applied. The logos however should not be used in or within other custom design elements.

3. Brand Assets

Please do not mirror or frame (including in metatags or hidden text) the branding assets.

4. Color Palette

Avoid deviating from the core set of colors or creating tints of the color values shown in approved color palette.

Usage Guidelines

01

'Scaled on Ray' Usage

Ray open source project (ray.io) and/or any Ray libraries (see the [documentation](#)) to power the product or feature, regardless of whether the use of Ray is visible to the end user. It should also be applied where relevant to all associated documentation, SDK, toolkits, user interfaces, sales and marketing collateral and other customer-facing marketing and product assets.

02

Brand Assets

The following document and logo file with all logo options are downloadable from the Ray.io website at: www.ray.io/scaledonray/branding and available on the Anyscale.com website at: www.anyscale.com/scaledonray/branding

03

Color Palette

Avoid deviating from the core set of colors. All color options and orientations for the 'Scaled on Ray' logo are provided.

Poppins Bold

ABCDEFGHIJ

01234567890

Poppins Regular

ABCDEFGHIJ

01234567890

Poppins Light

ABCDEFGHIJ

01234567890

Ao

TYPOGRAPHY

Poppins is the company and Ray font. This is the font that should be used on all marketing materials.

The logo uses Helvetica Neue Bold for the text 'SCALED ON', however this font is not used in any other application.

The branding usage should not deviate from these fonts.

#028CF0

80%

Color Palette

The primary color is sky blue.
Ray use variances ranging
from bright blue to mist.

60%

40%

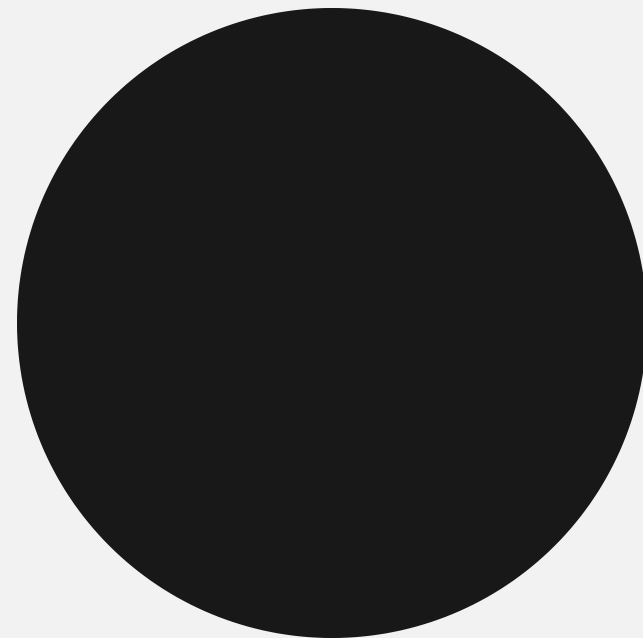
20%

Color Palette

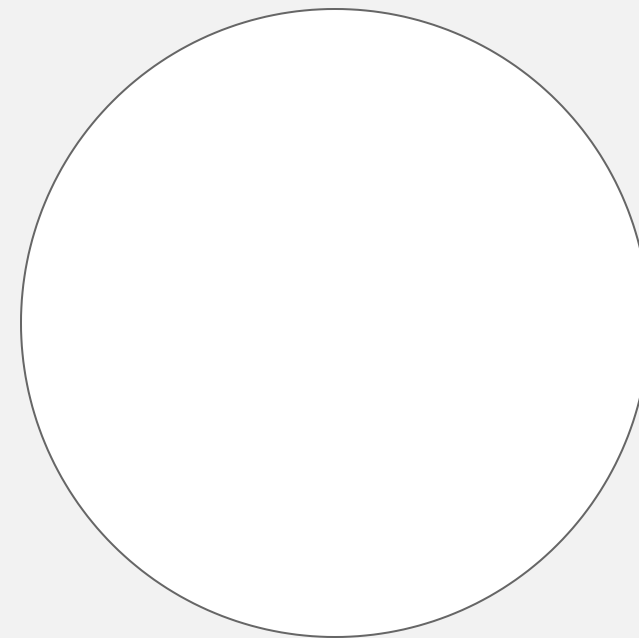
The brand uses colors shown here. Please do not deviate from the color palette.



#028CF0
RGB: 2/140/240
CMYK: 76/41/0/0



#222222
RGB: 34/34/34
CMYK: 74/64/59/78



#FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0

SCALED ON



STACKED VERSION

HORIZONTAL VERSION

SCALED ON

The Ray logo icon, consisting of five blue circles connected by lines in a branching pattern, is positioned to the right of the word "SCALED ON" in a bold, black, sans-serif font. A blue horizontal line is positioned below the word "SCALED ON". The word "RAY" is positioned to the right of the icon, in a bold, black, sans-serif font, with a blue horizontal line positioned above it.

SCALED ON RAY LOGO

The 'Scaled on Ray' logos are shown here with variations provided on following pages. So, please do not edit, change, or distort it in any way.

The logo has both a stacked and a horizontal version. Choose the orientation that applies best for the application of the logo including documentation, presentations, collateral, user interface and other applications.

LOGO OPTIONS

The following show the logos against different background colors and monochromatic options. Please do not edit, change, or distort it in any way. All logos are provided for download on the Anyscale website at: anyscale.com/scaledonray/branding

SCALED ON
 **RAY**

SCALED ON  **RAY**

SCALED ON
 **RAY**

SCALED ON  **RAY**

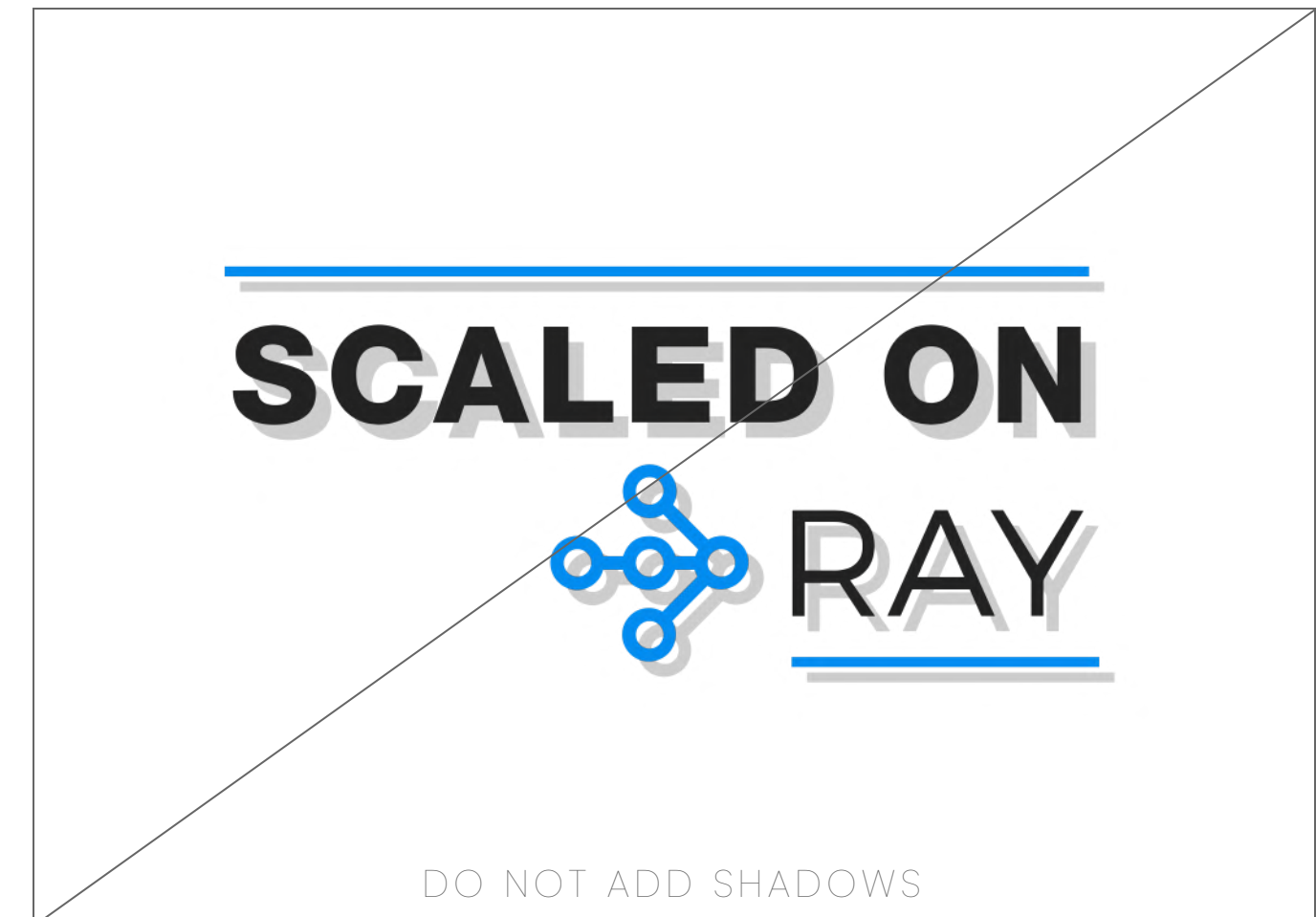
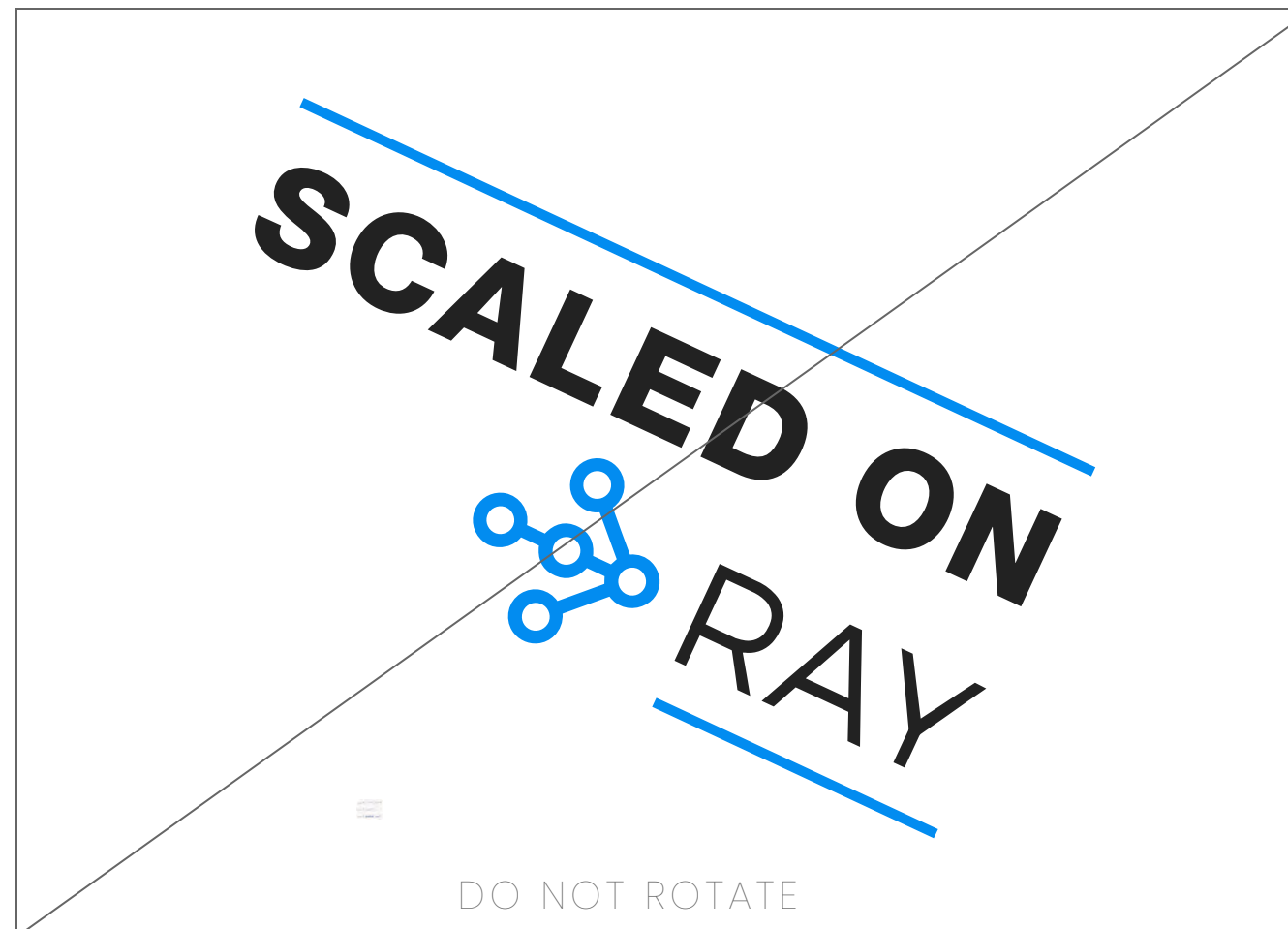
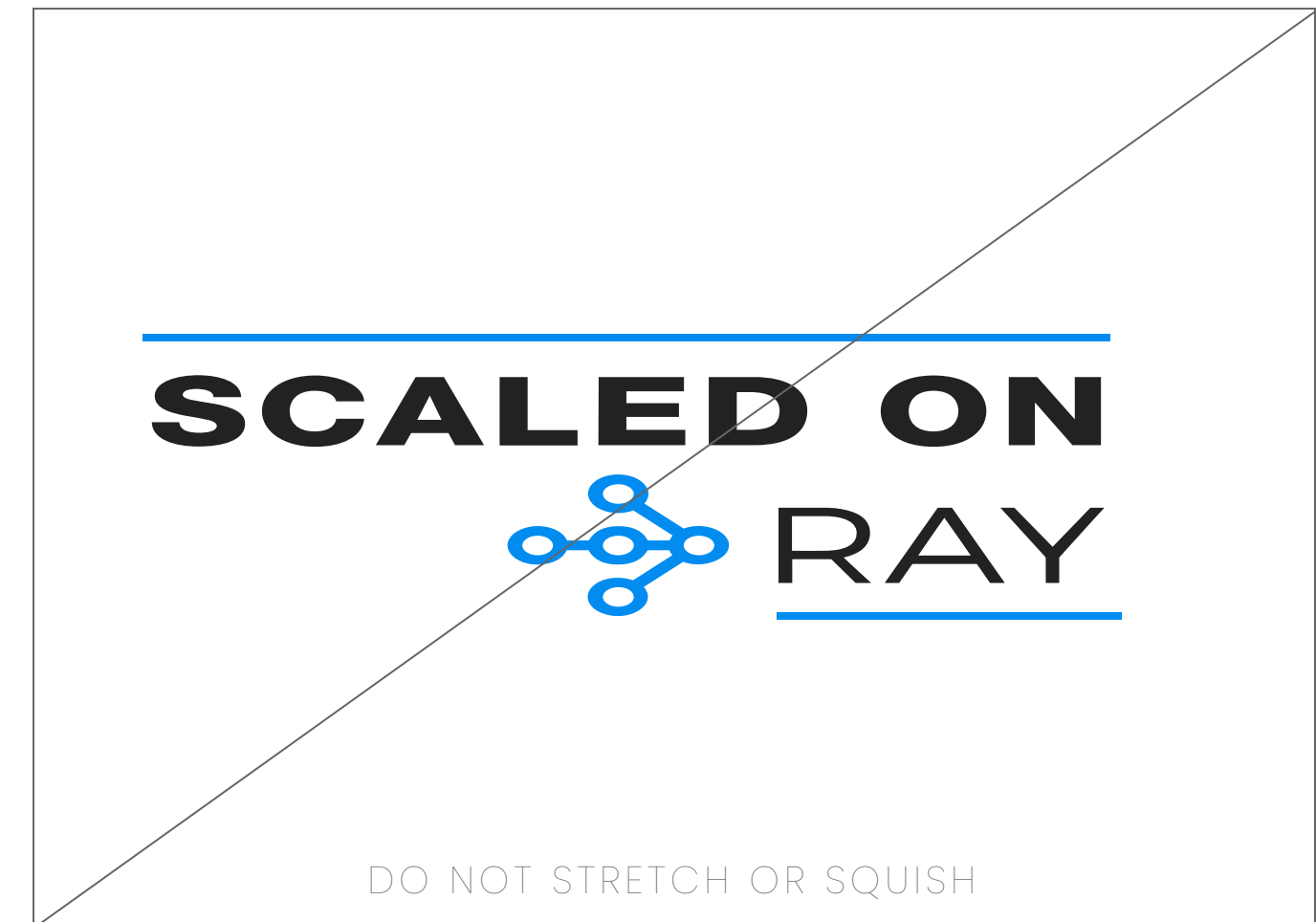
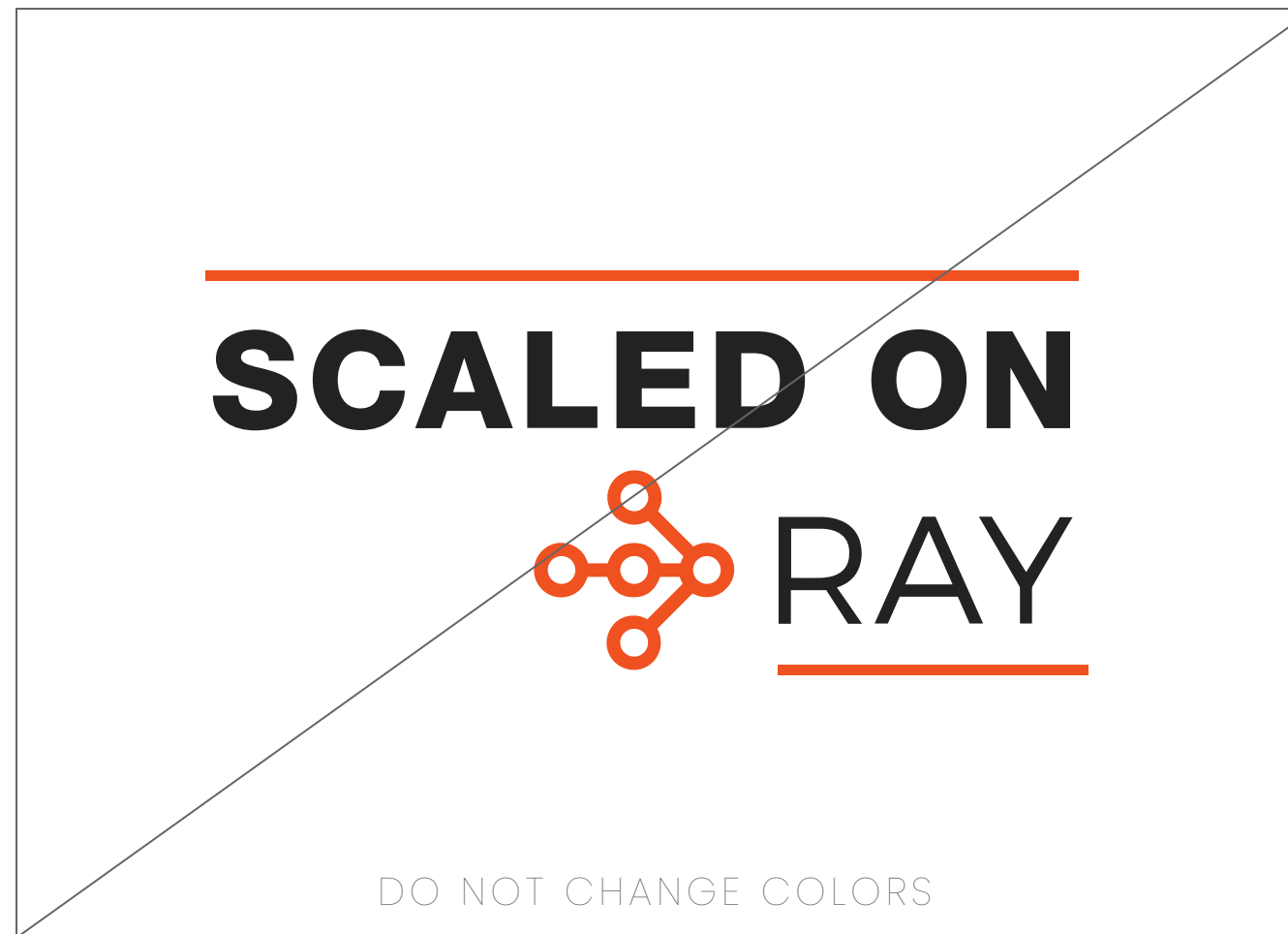
SCALED ON
 **RAY**

SCALED ON  **RAY**

BRAND MARK

MISUSE

The Scaled on Ray logo is a valuable asset that signifies Ray's core value proposition. Please do not edit, change, or distort it in any way. Examples of misuse are shown here.





RAY OPEN SOURCE STANDARD DESCRIPTION

When describing Ray in written materials (collateral, website, press releases, blogs, other) please use the following standard, approved descriptions.

[Ray Open Source Description](#) | Short form description

Ray is an open source unified framework for scalable computing to scale AI/ML workloads and applications.

[Ray Open source Description](#) | Long form description

Ray increases developer velocity by providing a unified scalable compute framework for data ingest and preprocessing, machine learning training, deep learning, hyperparameter tuning, model serving, and more, all while integrating seamlessly with the rest of the machine learning ecosystem.