Esri Community

Brand Guidelines

esri ®

About Us

Esri, the global market leader in geographic information system (GIS) technology, offers the most powerful mapping and spatial analytics technology available. Since 1969, Esri has helped customers unlock the full potential of data to improve operational and business results. Today, Esri software is deployed in more than 350,000 organizations including the world's largest cities, most national governments, 75 percent of the Fortune 500 companies, and more than 7,000 colleges and universities. Esri engineers the most advanced solutions for digital transformation, the Internet of Things (IoT), and location analytics to create the maps that run the world. Visit us at esri.com/news.

About Esri Community

Esri Community is the site where the global community of Esri users find solutions, share ideas, and collaborate to solve problems through the use of GIS.

The mission of Esri Community is to provide a central online destination where members can gather to exchange ideas, solve problems, accelerate success and build relationships to create a better world through the use of geospatial technology.

Esri Community Principles

Be Helpful

Being helpful means that Esri Community members elevate the conversation with thoughtful contributions and inclusive dialogue. Contributions encourage and welcome participation from members with all levels of expertise.

Be Human

Being human means professionally being yourself. An important part of collaboration in Esri Community includes building relationships and getting to know each other. We encourage members to be social and share their experiences. Doing so helps make the community more connected and human.

Be Smart

Being smart means thinking before engaging. Ensure that your contributions are meaningful and will not make other members uncomfortable or potentially pose a risk to them.

Written Spelling Guideline

Esri Community

- Capitalize the name Esri Community
- Only capitalize "The" when it's the first word at the beginning of a sentence, but not as a part of the name

ABBREVIATIONS
The term Community or acronym EC may be used to refer to Esri Community after it has been defined at first occurrence as follows: **Esri Community (EC or Community)**.

DISTINGUISHING COMMUNITIES
If necessary to create distinction between other Esri communities, describe Esri Community as an online user community, destination, or site, but not within the name of the community.

For example, do not rename Esri Community to describe or differentiate Esri Community:

- ✖ Esri Online Community
- ✖ Esri Community Online
- ✖ Esri Support Community
- ✖ Esri Industry Community
- ✖ Esri Customer Community

See additional **writing guidelines** for Esri Community in **Community Basics**.

Correct
- ✓ Esri Community
- ✓ the Esri Community

Incorrect
- ✖ the esri community
- ✖ the Esri community
- ✖ esri community
- ✖ Esri community
- ✖ Any references to GeoNet

Media
Guidelines

When Esri Community is referenced in promotional materials or editorial, use the Esri logo and reference the Esri Community by text. The Esri Community logo, glyph, and meridian icons should not be used at any time by external media or third parties for promotional, editorial, or advertising purposes.

Use the Esri logo and reference the community by text: **Esri Community.**

Esri Community

External media and third parties should refer to **Esri's Assets and Guidelines**, or email esricommunity@esri.com for more information and guidance.
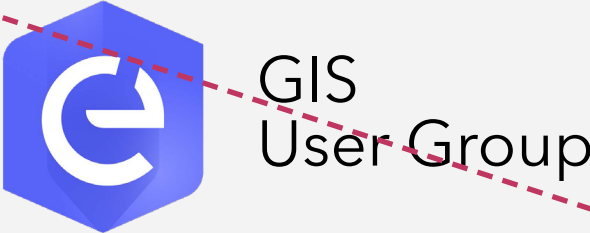
Media Guidelines: Do's & Don'ts

Do...

use the Esri logo when referencing **Esri Community** in text.

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Esri Community

Don't...

Don't create new versions of the logos for places, user groups, or other features in Esri Community.

GIS
User Group

Don't pair the logos or glyph with the Esri logo.

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Don't use pixelated or blurry Esri logo images.
Please see **Esri's Assets and Guidelines**, or email esricommunity@esri.com for assistance.

Don't use Esri Community logos for promotional, editorial, or media purposes.

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