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CROSSWALK
PROJECT

BRANDING GUIDE

DOCUMENT PURPOSE

This document describes appropriate verbiage to use when referring to the Crosswalk Project as well as logo usage guidelines. This guidance is intended for tool vendors, web app developers and anyone else referring to the Crosswalk Project on websites and other collaterals, or within applications. Details of the Crosswalk Project logo components are provided including SVG and PNG versions of various sizes and coloring, and recommended ways to display it.

CROSSWALK MISSION STATEMENT

The Crosswalk Project is an Intel-sponsored open source project to help developers make use of advanced web innovations sooner on more devices. Originally focused on Android and helping developers write ambitious web apps that would run robustly across a sea of diverse Android devices. The Crosswalk Project is now available for iOS, Windows 8 and 10 desktop, and Linux desktop. Both 32-bit and 64-bit versions are available.

As an open source project, increasing awareness of the adoption of the Crosswalk Project is important to us and our sponsors. We ask that tool vendors and app developers who benefit from the Crosswalk project highlight us on their websites and other collaterals and communications as appropriate. This Partner Marketing Kit is intended to provide the assets you need to highlight your tool's or application's use of the Crosswalk Project.

REFERENCING THE CROSSWALK PROJECT

We encourage and appreciate highlighting when and where the Crosswalk Project is used. However, this is optional and not required for inclusion or use of the technology.

Note that the use of "Crosswalk" as a noun is discouraged as the approved project name is "Crosswalk Project". Thus we request that "Project" (with capital 'P') always appear after "Crosswalk" when referencing its use or inclusion.

The Crosswalk Project included in a developer tool

[Build with | Use | Include | Bundle] the Crosswalk Project [runtime].

The Crosswalk Project runtime used in an application

[Built with | Powered by | Running with] the Crosswalk Project [runtime].

CROSSWALK PROJECT SHORT/LONG DESCRIPTIONS

Short (~50 words):
The Crosswalk Project is a Chromium-based, BSD-licensed open source project started in Intel's Open source Technology Center in 2013. Bundle it with your web application to enable advanced innovations sooner and with a consistent, predictable behavior across devices.

Long (< 100 words):
The Crosswalk Project is a Chromium-based, BSD-licensed open source project started in Intel's Open source Technology Center in 2013. Bundle it with your web application to enable advanced innovations sooner and with a consistent, predictable behavior across devices.
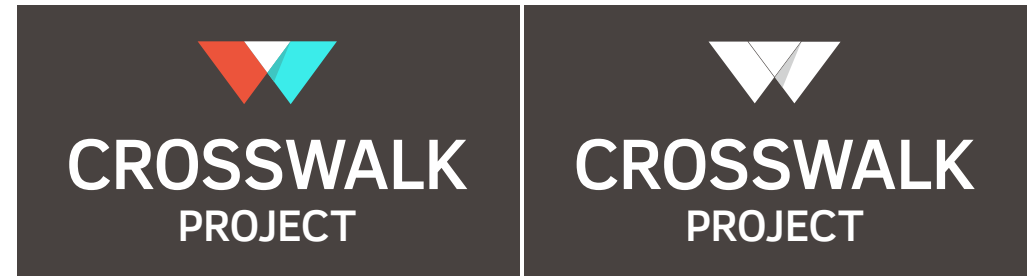
Web applications and native applications with web views can use recently introduced web components including WebCL, WebGL and WebAudio, and benefit from improved graphics performance. With Crosswalk, there's no need to choose between maximizing for compatibility and embracing the latest web technologies.

Now with 32-bit and 64-bit support for Android 4.0 and above, iOS, Windows 8 and 10 desktop and Linux desktop.
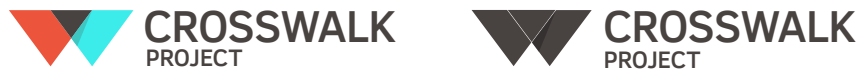
LOGO TYPES

PNG, JPG, and SVG versions of the logos can be downloaded from: https://crosswalk-project.org/assets/logos

VERTICAL

HORIZONTAL

ICONOGRAPHY

STANDARD DARK   STANDARD LIGHT   FLAT DARK   FLAT LIGHT

LOGO OVERLAY

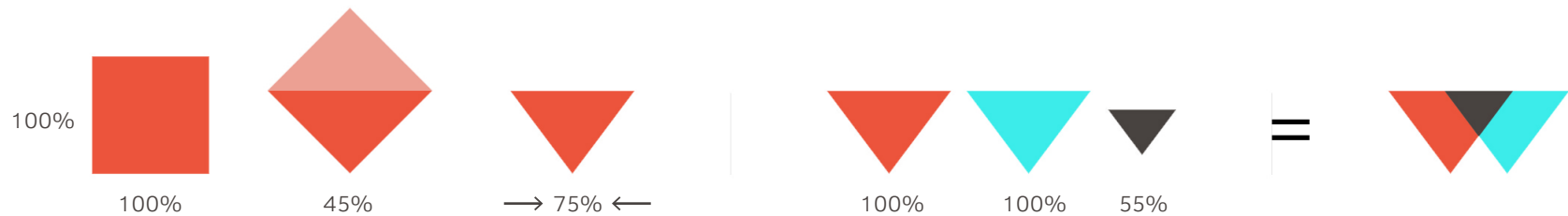Light logos should be used on dark backgrounds:

Dark logos should be used on light backgrounds:

FOUNDATION, SPACING AND ALIGNMENT

FOUNDATION OF THE GLYPH

100%

100%   45%   → 75% ←   100%   100%   55%   =

SPACING

MINIMUM SIZE

The minimum size is provided as a guide to show the breaking point of legibility. Ideally when sizing the assets,please make them large enough to have a prominent appearance of the brand. For both the horizontal and vertical logo, minimum size of the logo is (100 px) wide for horizontal and 75 px wide for vertical (as measured by the width of the logo).
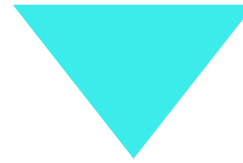
100 px wide

75 px wide
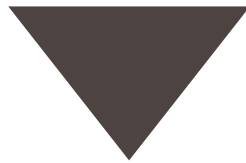
CROSSWALK COLOR USAGE

CROSSWALK PROJECT COLOR PALETTE
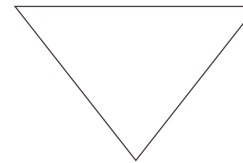
RGB   236 84 59
CMYK 2 82 83 0
HEX   ec543b

RGB   59 236 234
CMYK 53 0 18 0
HEX   3becea

RGB   77 68 66
CMYK 61 62 61 43
HEX   4d4442

RGB   255 255 255
CMYK 0 0 0 0
HEX   ffffff