Branding Style Guide

OSGeo version 0.3

June 2017

OSGeo

Introduction

This document contains the collected elements of the OSGeo identity and provides guidelines for their use. It is a toolkit designed to help us create more consistent visual communications pieces. The system is both unifying and flexible allowing enough diversity to meet the demands presented by different audiences and applications while maintaining a consistent visual character that is both distinct and concise.
An Identity is more than a logo, typeface or color. When used thoughtfully and consistently, our identity becomes the unified voice of our organization.

Primary logo

The OSGeo logo is the most important element of the identity. It symbolizes our services, our products and our mission. It appears on all of our communications. The new visual treatment has been designed to strengthen the identity and present a more focused positioning. It is important to use the logo properly and consistently throughout our materials so that it becomes memorable and recognizable within our community.

Subbrands

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ornare fringilla nisl, ut ullamcorper nisi sollicitudin id. Cras vel ipsum id ipsum vehicula gravida. Phasellus varius sollicitudin nisl, a iaculis lacus porttitor ac. Proin ultricies, nisi quis accumsan tincidunt, urna justo consequat elit, non efficitur turpis mauris nec nisi.

A few examples:

Fonts

Een belangrijk onderdeel van uw huisstijl wordt gekenmerkt door de gekozen lettertypes of 'fonts'. Typografie heeft een belangrijke functie te dienen, namelijk; Leesbaarheid. Daarnaast vormt de typografie een grafisch element binnen uw uitingen die herkenbaar kan worden voor uw doelgroep bij herhaaldelijk en correct gebruik.

Voor uw organisatie komt dit neer op de volgende typografie keuze:

For headers

Miriam Libre Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwyz
1234567890

Miriam Libre Bold

**ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxz
1234567890**

For body text

Sintony Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwyz
1234567890

Sintony Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxz
1234567890**

Colour usage

FOR PRINT/PRESS		FOR DIGITAL	
C	70	**R**	76
M	0	**G**	58
Y	80	**B**	64
K	0		

FOR PRINTING PRESS

Pantone 361 U

FOR WEB

#4DB05B

FOR PRINT/PRESS		FOR DIGITAL	
C	95	**R**	0
M	55	**G**	58
Y	55	**B**	64
K	55		

FOR PRINTING PRESS

Pantone 330 U

FOR WEB

#003A40

Do's

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ornare fringilla nisl, ut ullamcorper nisi sollicitudin id. Cras vel ipsum id ipsum vehicula gravida. Phasellus varius sollicitudin nisl, a iaculis lacus porttitor ac. Proin ultricies, nisi quis accumsan tincidunt, urna justo consequat elit, non efficitur turpis mauris nec nisi.

Keep some space between the logo and text

If color is not available, use the black logo option.

Use the reverse for dark back grounds.

The minimum size for high resolution colour applications should be no less than 1" (25 mm).

The minimum size for high resolution black/white applications should be no less than 2" (50 mm).

Dont's

It is important to remember that our logo must be presented consistently for it to be an effective ambassador for our organization. The following are some typical examples of what not to do to our logo.

Do not stretch or condense the logo vertically or horizontally.

Do not change the logo color. Always use the standard configurations shown in the "Use of Color" section.

Do not rotate the logo.

Do not reconfigure the logo.

Do not use low-res JPEG- and GIF formatted files for printed materials.

Do not place the logo over complex photography or backgrounds.

Do not alter the logo typeface or attempt to re-create the logo.

Do not place the logo over coloured backgrounds

Collateral

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ornare fringilla nisl, ut ullamcorper nisi sollicitudin id. Cras vel ipsum id ipsum vehicula gravida.

Some examples:

Letterhead following page

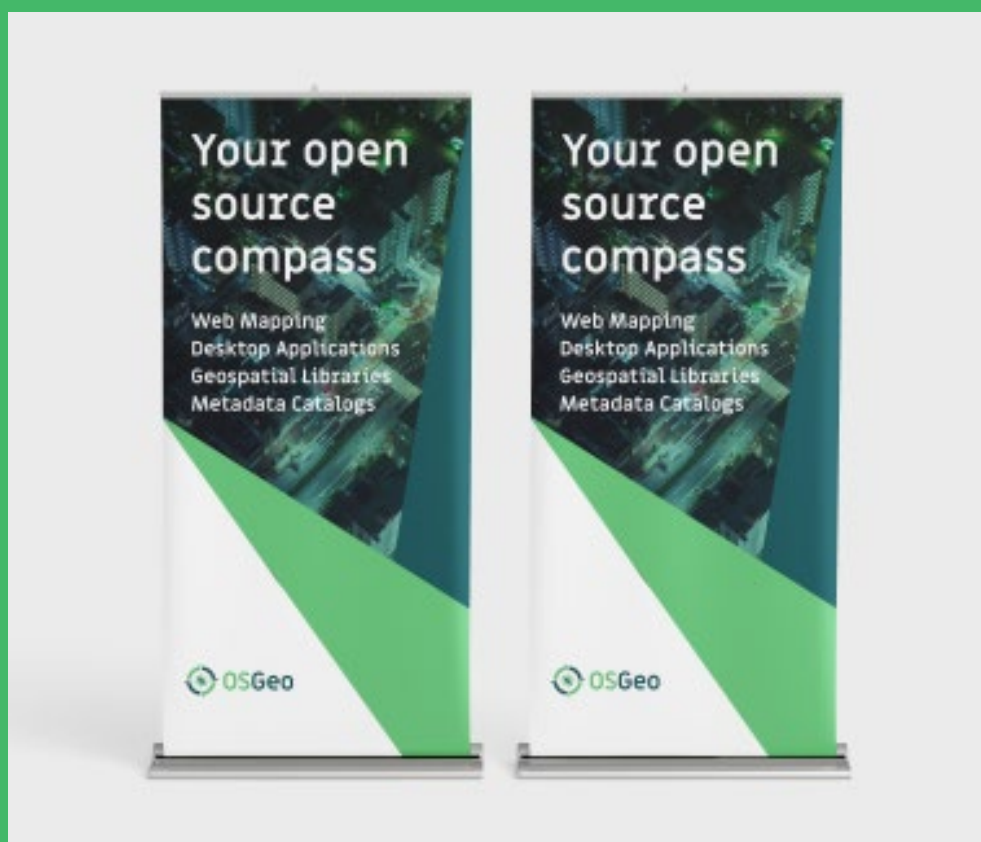Letterhead front

Business card

One page info

Flyer front

Flyer back

Roll-up banner

Use of photography

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ornare fringilla nisl, ut ullamcorper nisi sollicitudin id. Cras vel ipsum id ipsum vehicula gravida. Drone footage etc.

Branding elements

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ornare fringilla nisl, ut ullamcorper nisi sollicitudin id. Cras vel ipsum id ipsum vehicula gravida. Phasellus varius sollicitudin nisl, a iaculis lacus porttitor ac. Proin ultricies, nisi quis accumsan tincidunt, urna justo consequat elit, non efficitur turpis mauris nec nisi.