



OpenSearch
Brand Guidelines
2021



We developed these guidelines to help keep the OpenSearch brand unified and cohesive. Please reference this guide for all communication and brand design across all formats.



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1.0

Logos and Marks



1.1 Mark

Design

This mark is built from the negative space of the “O” and “S” letterforms coming together to form a cohesive whole. The design is then abstracted into simple geometric shapes in two tones and visually centered. The shape is meant to convey a sense of open playfulness. Color Sampling

Use

This mark is one half of the OpenSearch logo. Use it by itself or alongside the OpenSearch logotype. Only use the full color mark on a white background or over solid San Francisco Fog or Pacific Sky





1.2 Mark Use

Monochrome Mark

As an alternative to the two-tone mark, use the monochrome variation of any primary or secondary color on a primary or secondary background of sufficient contrast.



Monochrome Mark



Dark Mode

Dark Mode

In many applications, dark mode is an alternative display mode for low light situations.

Clear Space

Add at least one quarter the height of the mark in between the mark and any surrounding elements.

Minimum Sizes

The OpenSearch mark must be legible at all sizes. Use these guidelines for proper implementation online and in print.



Clear Space
As indicated by $\frac{1}{4} X$



Online Minimum Size
16 x 16 Pixels



Print Minimum Size
0.25 x 0.25 Inches



1.3 Logo

Design

The primary logo is the OpenSearch mark locked up with the logotype. The logotype is made up of two parts: “Open” and “Search” in complementary colors.

When possible, use this primary logo rather than any variations. It works as a standalone mark. Use the full color logo on a white background or over solid San Francisco Fog or Pacific Sky.



Alignment
Logotype optically centered with mark (use baseline and Cap height to measure)





1.4 Logo Use

Monochrome Logo

As an alternative to the two-tone logo, use the monochrome variation of any primary or secondary color on a primary or secondary background of sufficient contrast.



Monochrome Logo

Dark Mode

In many applications, dark mode is an alternative display mode for low light situations.



Dark Mode Logo

Clear Space

Add at least one quarter the height of the mark in between the logo and any surrounding elements.



Clear Space
As indicated by $\frac{1}{4} X$

Minimum Sizes

The OpenSearch logo must be legible at all sizes. Use these guidelines for proper implementation online and in print.



Online Minimum Size
92.88 Pixels wide
(16 x 16 px Mark)



Print Minimum Size
1.4519" wide
(.25" x .25" Mark)



1.5 Branding Misuse

Best Practices

Follow these guidelines when working with any OpenSearch mark or logo.

Distortion

Do not manipulate, stretch, crop or distort the logo.



Effects

Do not apply graphic effects to the logo.



Space

The spatial relationships between type and logo should not change.



Outline

Do not outline the logotype.



Rotation

Do not rotate any or all of the logo.



Image Background

Use a light monochrome logo over images.



Colors

Do not change or rearrange the colors.



Alterations

Do not move or alter any piece of the logo.



Type

Do not re-create using any other typeface.



Size

Do not change the size of the mark.



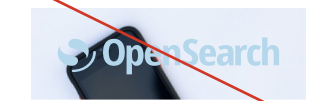
Transparency

Do not change the transparency of the logo.



Contrast

Logos and marks over imagery must be legible.





2.0 Color



2.1 Primary Color Palette

Core Brand Palette

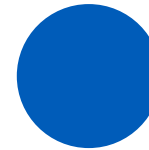
Inspired by the West Coast skyline, this is the official OpenSearch primary color palette. The mark, logos, icons and brand features all use these colors.

Color Sampling

Different desktop & web design programs interpret colors in inconsistent ways. The color values listed here should take priority over the sampled “eye dropper” values from desktop or web design applications.

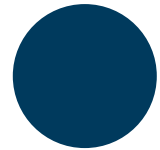
Pacific Blue

HEX #005EB8
R0 G94 B184
C99 M50 Y0 K0
Pantone 300 C



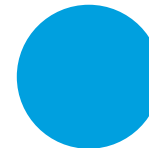
Deep Blue Sea

HEX #003B5C
R0 G59 B92
C100 M48 Y12 K58
Pantone 302 C



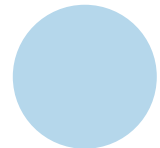
Open Sky

HEX #00A3E0
R0 G163 B224
C86 M8 Y0 K0
Pantone 299 C



Pacific Sky

HEX #B9D9EB
R185 G217 B235
C23 M0 Y1 K0
Pantone 290 C





2.2 Secondary Color Palette

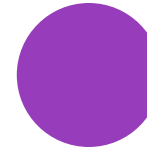
Illustrations and Accents

The secondary colors add an additional six colors to the brand palette. This palette, in conjunction with the primary colors, offers a robust selection of colors. You can apply shades and tints of both the primary and secondary palette to illustrations, graphs, and other visual elements.

We carefully chose these colors to complement the primary brand colors while also being color-blind friendly. When combining colors for text and web indicators, take care to check contrast ratios to ensure WCAG compatibility.

Purple Sage

HEX #963CBD
R150 G60 B189
C58 M87 Y0 K0
Pantone 7442 C



Malibu Sunrise

HEX #F65275
R246 G82 B117
C0 M73 Y32 K0
Pantone 184 C



Golden Poppy

HEX #FFB81C
R255 G184 B28
C0 M31 Y98 K0
Pantone 1235 C



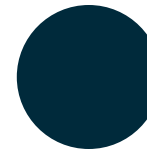
Seafoam Mint

HEX #2CD5C4
R44 G213 B196
C48 M0 Y25 K0
Pantone 3255 C



Midnight Sky

HEX #002A3A
R0 G42 B58
C100 M28 Y0 K77
Pantone 303 C



San Francisco Fog

HEX #D9E1E2
R217 G225 B226
C4 M0 Y0 K11
Pantone 7541 C





2.3 Color Overview

You can apply

tints and shades of both the primary and secondary palette to illustrations, graphs and other visual elements.

To create your own tints and shades, mix the base color with either white or black until you get the value you're aiming for.

Pacific Blue

Base: #005eb8
Tints: #137cc1,
#7faada, #d9e4f3
Shades: #00529e,
#004381, #002950



Deep Blue Sea

Base: #003b5c
Tints: #2c5e7a,
#7b96a9, #e3e8ec
Shades: #003553,
#002c45, #001e30



Open Sky

Base: #00a3e0
Tints: #4fb3e3,
#9bcfed, #e1f0f9
Shades: #0085b8,
#006d97, #003551



Pacific Sky

Base: #b9d9eb
Tints: #c7dfee,
#dcebf4, #f4f8fb
Shades: #84a9cc,
#4c739b, #163f66



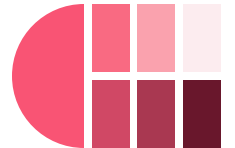
Purple Sage

Base: #963cbd
Tints: #ac68c5,
#cb9ed9, #f4eaf6
Shades: #823aa1,
#692f84, #411d52



Malibu Sunrise

Base: #f65275
Tints: #fe7d8f,
#ffa7b7, #ffeeef
Shades: #d64a66,
#ad3c53, #6a2534



Golden Poppy

Base: #ffb81c
Tints: #ffc460,
#ffd99b, #ffefd6
Shades: #e6a530,
#a77924, #6d4f17



Seafoam Mint

Base: #2cd5c4
Tints: #6cdcd0,
#a9e9e1, #ddf6f2
Shades: #28beb3,
#1d8b84, #135b57



Midnight Sky

Base: #002a3a
Tints: #f0f2f3,
#bbc3c8, #7c8c96,
#647782, #4c636f,
#1d3c4b



San Francisco Fog

Base: #d9e1e2
Tint: #f6f8f8
Shades: #ccd3d6,
#94a1a8, #697b84,
#415662, #193442





3.0 Typography



3.1 Brand Typeface

Open Sans

The OpenSearch brand typeface is Open Sans. The primary font families are Regular and Condensed Bold (see type specimens at right). When using Open Sans, always typeset it with optical kerning. When typesetting on the web, set the letter-spacing to 0 pixels to start, and make small adjustments from there.

About Open Sans

Open Sans is a humanist sans serif typeface, designed with an upright stress, open forms, and a neutral, friendly appearance. It was optimized for print, web, and mobile interfaces and has excellent legibility characteristics in its letterforms.

The OpenSearch logotype is typeset in Open Sans Condensed Bold and then slightly modified.

Open Sans is licensed under the Apache License, Version 2.0.

Open Sans Condensed Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &
1 2 3 4 5 6 7 8 9 0 . , ? # \$ % ^ _ / : !**

Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &
1 2 3 4 5 6 7 8 9 0 . , ? # \$ % ^ _ / : !

Font Family

Light

Light Italic

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Specimen

100% Open-source

Advanced security features

Get deep diagnostic insights

Powered by community

Detailed audit logging

Get notified automatically

Node level performance

Histograms, graphs, charts

Query with familiar tools

We're just getting started



3.2 Secondary Typeface

Noto

The OpenSearch secondary typeface is Noto. We recommend Noto Serif Regular for long form text. When using Noto, always typeset it with optical kerning. When typesetting on the web, set the letter-spacing to 0 pixels to start, and make small adjustments from there.

If you need greater internationalization support, you can use Noto Sans instead of Open Sans.'

About Noto

When text is rendered by a computer, sometimes there will be characters in the text that can not be displayed, because no font that supports them is available to the computer. When this occurs, small boxes are shown to represent the characters. We call those small boxes "tofu," and Noto wants to remove tofu from the Web. This is how the Noto font families got their name.

Noto fonts are dual licensed under the Apache License, Version 2.0 as well as the SIL Open Font license.

Noto Serif Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &
1 2 3 4 5 6 7 8 9 0 . , ? # \$ % ^ / : !

Font Family

Specimen

Regular

100% Open-source

Italic

Powered by community

Bold

Query with familiar tools

Bold Italic

Histograms, graphs, charts

Noto Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz &
1 2 3 4 5 6 7 8 9 0 . , ? # \$ % ^ / : !

Font Family

Specimen

Regular

Get deep diagnostic insights

Italic

Histograms, graphs, charts

Bold

Advanced security features

Bold Italic

We're just getting started



4.0 Usage Examples

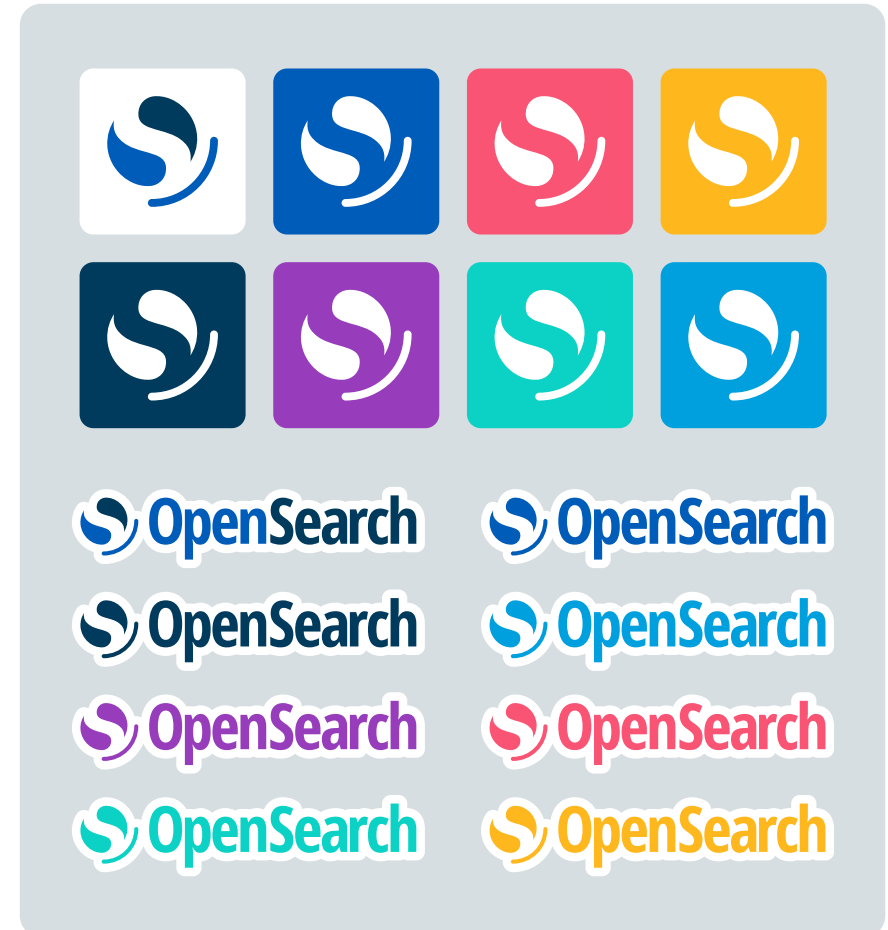


4.1 Swag

We want to provide flexibility when applying the brand to merchandising and other uses.

As such, we explicitly allow the monochrome mark and logo in any of the approved primary or secondary colors—or as white over a solid colored background in any of the primary or secondary colors.

This flexibility provides a vibrant palette and bold color choices that individual people can adopt and use.





4.2 Merchandising



Thank you | 