ERPNext

Table Of Contents

ERPNext

THE LOGO

As ERPNext community gears up towards a new era or collaboration and growth, ERPNext Foundation required a new visual identity.

Our logo consists of a combination of a distinct wordmark and a symbol. The symbol denotes blending and merger of the three pillars of ERPNext Foundation, namely the users, developers and the implementers.

logo = Symbol + Wordmark

Symbol

Wordmark

USING THE LOGO

All the ERPNext Foundations communicaton should use the full color logo. The wordmark and the symbol must not be separated in any scenario except for app icons , favicons, desktop icons, bookmark icons. The guidelines for service providers & partners can be found on our website [1].

In certain situations where full color logo cannot be used such as grayscale prints and single color printing, appropriate versions of the logo can be used as shown here.

ERPNext ◄········ Four Color

ERPNext ◄········ One Color

USING THE LOGO

In case the background needs to be darker, the wordmark can be set to white color.

The background can also be blue, in such cases the wordmark and the symbol both can be white.

USING THE LOGO

When using the logo ample breathing space should be kept around the logo. The minimum breathing space should be equal to the half of the height of the logo, denoted by 1/2 in the example given here.

The width of the logo shouldn't be smaller than 1 inch or 25 mm in print, and 125px on screen.

The logo should always be scaled proportionately, and shouldn't be squished .

ERPNext

1/2		1/2
1/2		1
1/2		1/2

Minimum Size

ERPNext

In Print   25mm or 1in
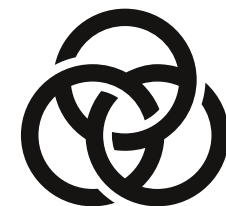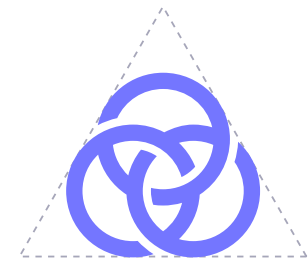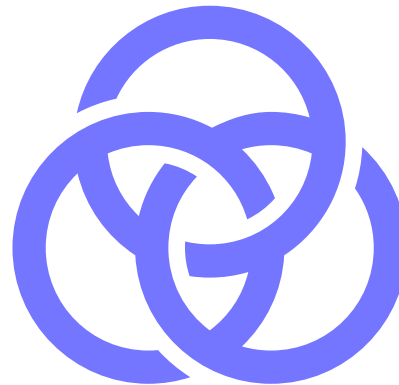On Screen   125 px

Proportionate scaling

ERPNext

USING THE SYMBOL

Use of the logo alone for representing ERPNext should be avoided for any purpose other than official application icon for mobile and desktops.

Whenever it is necessary a square with rounded corners can be used as a base for the icon as shown in the example. Do not use circle for the base. The text ERPNext can be included for clarity in the icon.

The symbol is three circles of equal diameter intersecting qually with each other. The symbol should fit inside an equilateral triangle.

In a situation where monocolor display or print are required the circles can be shown as outlines as shown in the example

8

ERPNext

Colors of ERPNext

The primary color of ERPNext is Blue - #775ff, which can be used for text, backgrounds and other elements in the layout.

The medium and pale blue in the palette can be used only to supplement and add contrast to the layout along with the blue.

The black used in ERPNext is - # 36414c use it for text and background.

The grays can be used for the background and UI element when required. Tints and shade of these can be used at 10% increment
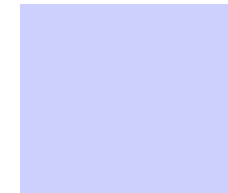
Primary palette

Blue
R116 G117 B255
HEX - 7475ff
C55 M48 Y0 K0

Medium blue
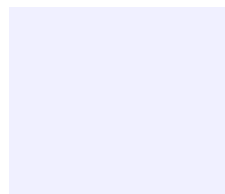R165 G165 B255
HEX - a5a5ff
C35 M34 Y0 K0

Pale blue
R205 G206 B255
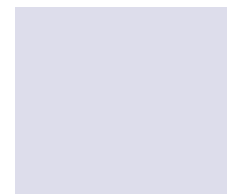HEX - #cdceff
C17 M17 Y0 K0

Black
R54 G65 B76
HEX - 36414c
C70 M55 Y40 K50

Gray palette

Extra-light gray
R240 G240 B255
HEX - f0f0ff
C4 M3 Y0 K0

light gray
R220 G220 B235
HEX - dcdceb
C11 M10 Y0 K0

gray
R165 G165 B255
HEX - a5a5b9
C36 M30 Y16 K0

TYPEFACE

The typeface used for ERPNext communication has always been Rubik.

Rubik is a sans serif font designed by Sebastian Fischer & Philipp Hubert, which is licensed under Open font lincense.

You can download the fonts for free at http://hubertfischer.com/work/type-rubik

R

RUBIK REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

RUBIK MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

RUBIK BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Graphics & Visuals

The graphics and visuals used in the layout should have a very modern look. The illustration style chosen for the communication is modern flat style fused with classic miniature painting style.