



Brand Book



Introduction

This guide describes how to design materials for the GNOME project. It is intended for the design of print materials, including leaflets, posters, reports and stationary, as well as websites.

The book includes details of standard colors and fonts to use, as well as a common visual style. This is intended to make it easy for community members to create good looking and consistent materials.

A consistent visual style helps to make GNOME more easily recognisable. It also allows us to reinforce a positive image of the project. This relies on consistency and the assistance of community members in following the brand book.

The brand book is not intended as a style guide for GNOME software user interfaces. Indeed, visual elements from GNOME's user interfaces should not, as a rule, be used elsewhere in the visual design of GNOME project materials.

This book is maintained by the GNOME Engagement Team. The guidelines that it contains are



Typography

Consistent typography is a key element of the visual identity. Source Sans Pro is used throughout. It can be freely obtained from Adobe.

Header 1

Source Sans Pro UltraLight, 32pt

Header 2

Source Sans Pro Regular, 18pt

Header 3

Source Sans Pro Semi-Bold, 14pt

Header 4

Source Sans Pro Semi-Bold, 10pt

Body Text

Source Sans Pro Regular, 10pt

Color

Color is another important element of the visual identity, and is key to quick and easy brand recognition. Emphasis of the primary brand color is particularly important. Colors should be taken from the brand palette wherever possible.

Primary

Used whenever a single strong color is required.



Blue

#4a86cf

R74 G134 B207

C65 M35 Y0 K19

Secondary

Accents the primary and neutral colors. Used for information display and graphic design.



Orange

#4e9a06

R78 G154 B6

C49 M0 Y96 K40



Turquoise

#4e9a06

R78 G154 B6

C49 M0 Y96 K40



Green

#4e9a06

R78 G154 B6

C49 M0 Y96 K40



Purple

#692c52

R105 G44 B82

C0 M58 Y22 K59

Neutral

Standard background, text and logo colors.



White

#ffffff

R255 G255 B255

C0 M0 Y0 K0



Grey

#808080

R128 G128 B128

C0 M0 Y0 K50



Black

#333333

R51 G51 B51

C0 M0 Y0 K80

Logo

The GNOME logo is the most important part of the brand identity, and it is important not to dilute its value. The general rule for the logo is to keep it in its original form and not manipulate it. The following should all be avoided:

- Embedding within other images
- Adding elements that are overlaid on top
- Adding custom backgrounds or shadows
- Stretching or rotating

Spacing

Other visual elements should not be placed close to or connecting with the logo. As a rule, elements should be placed no closer than 20% of the width of the logo graphic.



[x0.2

x0.2



[x0.2

x0.2

Incorrect Logo Usage

The GNOME logo is the most important part of the brand identity, and it is important not to dilute its value.



Logo has been stretched and rotated



Additional element added, breaking spacing guidelines



Drop shadow and incorrect color



Text has been modified in an attempt to recreate the logo



Logo has been rotated and turned into a pattern



Visual Style

GNOME's visual style can be described as open, light and geometric. It aims to communicate that GNOME is forward thinking, modern and innovative.

Examples

For a greater range of example designs, including templates that you can adapt, see the GNOME Engagement Team ownCloud space.



