GNOME™

Brand Book

Introduction

This guide details a common visual style and language for all GNOME project materials, including print and web. It is intended to be used consistently throughout all the project, in order to enhance brand recognition.

The GNOME project style is distinct from the visual design of GNOME 3 and GNOME applications. This guide is not a guide for GNOME's interface design, Nor is the interface design of GNOME 3 to influence the visual style of the GNOME project.

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. It 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

Turqoise
#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.

×1

×1

×0.2

×0.2

×0.2

×0.2