AlmaLinux

Contents

Introduction

Welcome to the official brand guidelines of the AlmaLinux OS brand and assets. This document is intended to educate anyone who is responsible for creating internal or external communications using the AlmaLinux OS brand.

It is important that we all share a basic understanding of how and when to use our identity. These Identity Standards are intended to introduce you to the basic usage. We want to make it easy for you to integrate AlmaLinux OS in all media formats while respecting our brand and legal/licensing restrictions.

Note that by using these resources, you accept our Terms of Service. Usage of these resources may also be covered by the AlmaLinux OS End User Agreement and our Privacy Policy.

Vision

AlmaLinux OS is an open-source RHEL fork built by the team at CloudLinux, inspired and governed by the community. Why "Alma"? At CloudLinux, we have benefited from the dedicated, nourishing efforts of the Linux community – just like everyone else that relies on a Linux-powered OS. The community is the soul of Linux – and in the spirit of a dedicated community, we decided to call our new distribution Alma: a Latin-language word for soul.

Mission

To build a 1:1 binary compatible fork of RHEL, an enterprise-grade stable Linux distribution with regular releases that come with long support windows. Governed by the community, backed by the team at CloudLinux.

Core Values

Company values matter. Every successful company has a set of company values to assist their employees in achieving their goals as well as the company`s. They are the essence of the company`s identity and summarises the purpose of their existence. Company values are a guide on how the company should run and they are normally integrated in the company`s mission statement. Companies should try to establish their company values as a team instead of just the leader or management. By doing so, everyone in the company would feel belong and they would feel needed and not neglected.

Always free, always
open source

Managed by the
community

Matches the current
RHEL release 1:1

Patches and
maintenance
through at least 2029

Patches and
maintenance
through at least 2029

Continuous support
for AlmaLinux OS

Our Logo

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best.

Masterbrand logo & slogan

Logo Versions

The AlmaLinux OS Logo should be used mostly with the Science Blue and Atlantis colors. The negative AlmaLinux OS Logo can be used on dark image backgounds with high contrast between them.
The Monochrome version logo should be used on documents that are printed in black & white.

AlmaLinux

White & Colors

Primary Icon

The AlmaLinux OS icon should be used as the official Favicon only in Science Blue. The negative icon should be used for social as user/company image such as Whatsapp, Facebook, LinkedIn etc.

White Negative on Primary in Square

White Negative on Primary in Circle

White Negative on Secondary in Square

White Negative on Secondary in Circle

White & Colors on Secondary in Square

White & Colors on Secondary in Circle
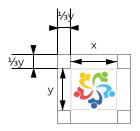
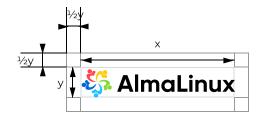5.2x

x

1:5.2 Ratio

Logo & Icon Proportions

The AlmaLinux OS Logo has a neat proportion of 1:5.2 Ratio width. These proportions were chosen carefully and they are not to be changed. The Icon has a perfect square proportion of 1.1:1 and acts as the Favicon as well.

1.1x

x

Clear Space

Clear space is the area surrounding the global signature and Icon that must be kept free of any elements, including text, graphics, borders, or other logos. The minimum clear space required for the preferred global signature is equal to "x", or the height and width of the AlmaLinux OS Icon

Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

160px / 45mm

The AlmaLinux OS logo should never be smaller than
160px in digital or 45mm in print.

The AlmaLinux OS icon should never be smaller than
22px in digital or 6.3mm in print.

Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

Do not distort or alter the proportions of the logo

Do not add contours to the logo

Do not add a drop shadow to the logo
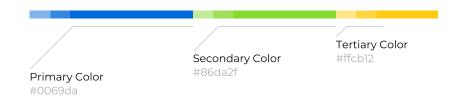
Do not make the logo bolder

Do not change any elements respective to each other

Do not rotate the logo to any angle

Primary Color
#0069da

Secondary Color
#86da2f

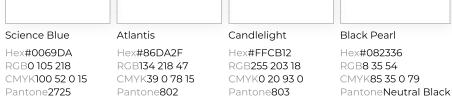Tertiary Color
#ffcb12

Our Color Palette

The colors selected for the AlmaLinux OS signature reflect the company's values. The colors have been specifically chosen to represent the brand and should not be altered under any circumstance.
 For Printing instances, a Rich Black should be used for text with C40 M10 Y0 K100.
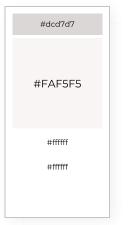
#0069DA

#86DA2F

#FFCB12

Instead of the colors referred to on this page, you may use the PANTONE® colors listed above, the standards for which can be found in the current edition of the PANTONE COLOR FORMULA GUIDE. The colors shown on this page and throughout this guideline have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. PANTONE® is a registered trademark of PANTONE, Inc.

#004bbc	#68bc11	#e1ad00	#000518		#dcd7d7		#e1282b
#0069DA	**#86DA2F**	**#FFCB12**	**#082336**		**#FAF5F5**		**#FF4649**
#1e87f8	#a4f84d	#ffe930	#264154		#ffffff		#ff6467
#2891ff	#aeff57	#fff33a	#304b5e		#ffffff		#ff6e71

Science Blue

Hex #0069DA
RGB 0 105 218
CMYK 100 52 0 15
Pantone 2725

Atlantis

Hex #86DA2F
RGB 134 218 47
CMYK 39 0 78 15
Pantone 802

Candlelight

Hex #FFCB12
RGB 255 203 18
CMYK 0 20 93 0
Pantone 803

Black Pearl

Hex #082336
RGB 8 35 54
CMYK 85 35 0 79
Pantone Neutral Black

Soft Peach

Hex #FAF5F5
RGB 250 245 245
CMYK 0 2 2 2
Pantone 7604

Sunburnt Cyclops

Hex #FF4649
RGB 255 70 73
CMYK 0 73 71 0
Pantone Warm Red

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Montserrat

#0069DA

Montserrat

Our Fonts

The primary font is Montserrat and it has 4 weights: Medium, Light & SemiBold .

Montserrat

Aa
AlmaLinux OS

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa
AlmaLinux OS

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa
AlmaLinux OS

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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AlmaLinux OS Brand Book