

Decury Brand Identity Guidelines

The purpose of this document is to clearly demonstrate what is right and what is wrong about the brand usage of Decury in official product and third-party use by others.

Consultation of this guideline should be mandatory if you're an internal developer working on Decury's primary software or an outsider looking to contribute to Decury or some other personality such as press.

The guideline is divided into 4 main sections that give information about Decury's Brand Identity such as colors, typography and more.

Section 1: Colors



Primary Color
#5845a4



Secondary Color
#



Third Color
#



Text and Content Color
#212121



Background Base Color
#F5F5F5

Section 2.1: Typography

Decury officially uses the **Raleway** font on its software and branding.

Raleway

Raleway

Raleway

Raleway

Raleway

Raleway

Usage of the Raleway font should be done as stated below.

Titles: **26px**

Subtitles: **22px**

Content & text: **12px**

Section 2.2: Typography License Information

The Raleway font is licensed under the Open Font License which means its usage is free in products & projects - print or digital, commercial or otherwise.

OFL is a free and open source license. The license is considered free by the Free Software Foundation, which states that a simple hello world program is enough to satisfy the license's requirement that fonts using the license be distributed with computer software when selling them. The Debian project agrees.

The Open Font License is a free software license, and as such permits the fonts to be used, modified, and distributed freely (so long as the resulting fonts remain under the Open Font License). However, the copyright holder may declare the font's name as being a "Reserved Font Name", which modified versions then cannot bear. (This includes subsetting for web fonts.) The License permits covered fonts to be freely embedded in documents under any terms, but it requires that fonts be packaged with software if they are sold.

Section 3: Logo and Principal Branding

Decury (again) uses the Raleway font in its logos and principal branding as other parts of its software.

1. Horizontal Logo

The horizontal logo is used on Decury's principal header which greets users on the home page and other areas which have horizontal space.



Raleway, 250px, white on principal color

Properties of the Horizontal Logo

- The logo doesn't have any drop shadow to represent Decury's design focus. The drop shadow is only present on the square vector which isn't present on the horizontal logo.
- The logo has enough spacing on all sides to make it look clean but also visible on mobile and small displays.

Do not use the horizontal logo along with the square vector.



Wrong example of horizontal logo used along with the square vector.

Instead, use the horizontal logo without the square vector.

2. Square Logo

The square logo is used in places where doesn't have much space to fit the horizontal logo such as GitHub organization image or square/round social media accounts.



Square white vector on principal color "Square Logo".

Properties of the Square Logo

- The vector itself has 40% of drop shadow behind it for elevation to represent Decury's design focus.
- The logo has enough spacing on all sides to make it look clean but also visible on mobile and small displays.

Do not use the square logo by enlarging the vector and removing the spacing.



Wrong example of square logo without necessary spacing.

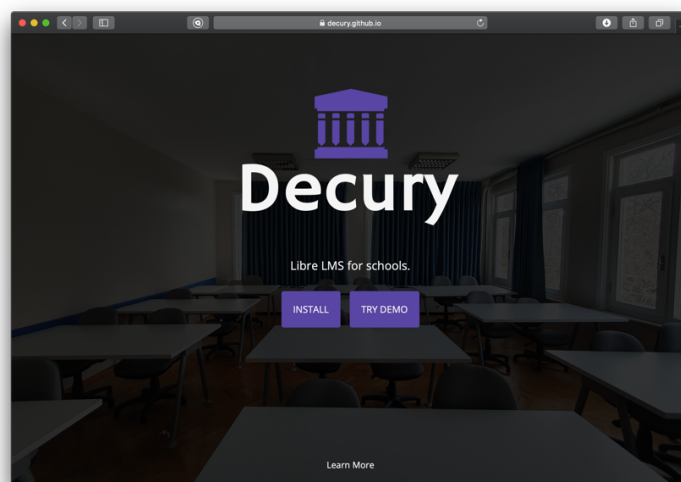
Do not use the square logo along with Decury's horizontal logo.



Wrong example of square logo used with horizontal logo.

The Square Logo only means the logo used on a **canvas with the principal color and sharp corners** like GitHub organization image and square/round social media accounts.

A good example to eliminate the confusion can be the logo you're greeted with on the landing page of our official website which is a permitted usage.



Landing page of the Decury website with a possible confusion of the Square Logo.
(That logo is **not** the Square Logo)

Section 4: Dark Mode

Decury supports dark color schemes also referred as Dark Mode on operating systems that have a native Dark Mode switch and the ones that don't.

Operating systems such as macOS which have a native switch are automatically connected to Decury's Dark Mode switch and applies to Decury instantly.

For operating systems without a native switch, Decury features a manual Dark Mode switch to toggle and permit usage of the feature on operating systems without a native switch.

Dark Mode changes some of the guidelines specified above. Below are listed **only** the guidelines with a change after Dark Mode. All rules specified before and above still apply if you don't see them below.

(Dark) Section 1: Colors



Text and Content Color
#to-do



Background Base Color
#to-do