



# *osu! Identity Guidelines*

**VERSION 1.1** • 2018/11/05

*prepared by The osu! Design Team*

# osu! Cookie Logo

*Cookie Usage Restrictions*



*This the single colour version of the osu! Cookie Logo. This version of the logo is very versatile and can be adapted to many designs styles.*

*Please use the original file as the base, and do not create the logo from the scratch.*



*This the full colour of the osu! Cookie Logo.*

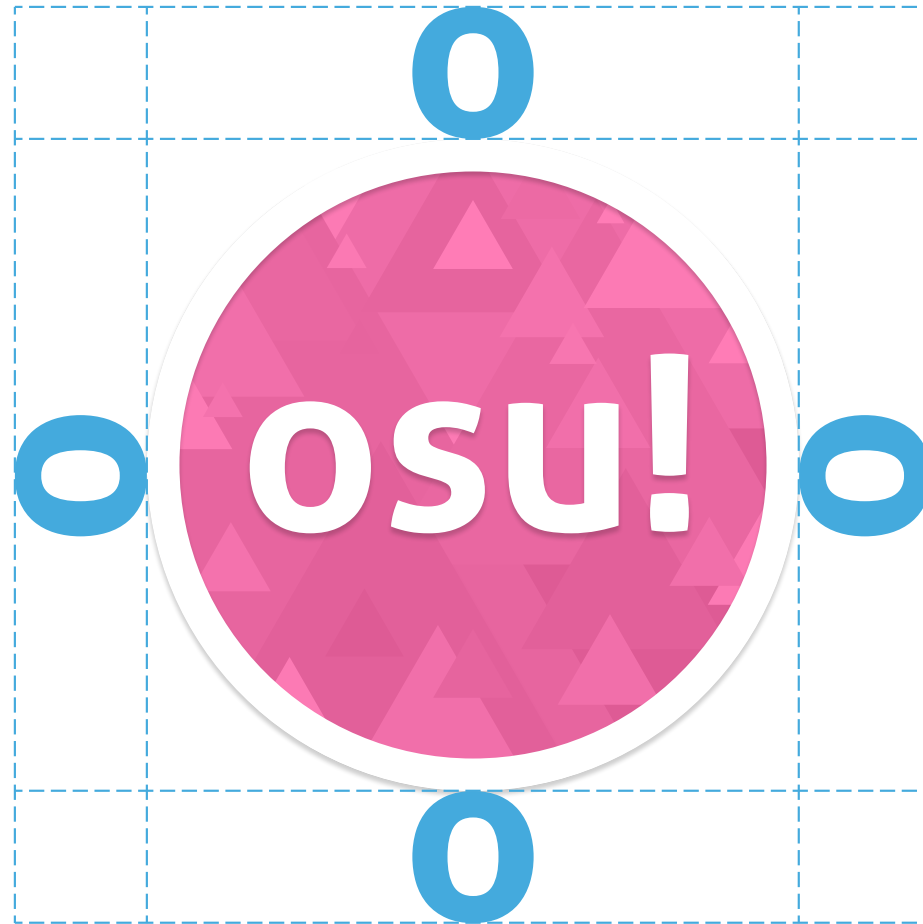
*Please use the original file provided as it is without any modifications.*

*Do not use this logo for Black & White medium.*

## SECTION A LOGO

# osu! Cookie Logo

*Clear Space Area*



*Please give the cookie some breathing space. Use the "o" in "osu!" as the measurement of space.*

# osu! Cookie Logo

## Single Colour Cookie Usage Restrictions

*Since osu! is community-driven, the osu! cookie logo is designed to be simple and versatile; it can adapt to many designs with ease. There's no strict colour restriction to the colour of the cookie.*



*The Cookie must be sharp at all times.*



*You can use any colour for the Cookie.*



*You can add linear gradient to the Cookie.*

*Radial gradient is not recommended as the ring and the middle element might appear in completely different colours.*



*You may mask an artwork as a texture for the Cookie, however, the Cookie must maintain a good contrast with the background.*

# osu! Cookie Logo

## Single Colour Cookie Usage Restrictions



*Do not change the cookie's aspect ratio.*



*Do not change the cookie's aspect ratio.*



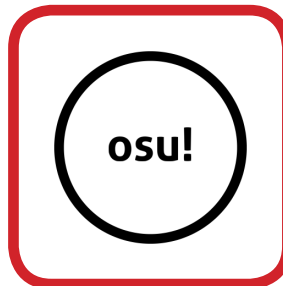
*Do not rotate the cookie. The cookie must align to medium's orientation or reader's eye when reading.*



*Do not change any of the cookie's element into something else.*



*Do not remove any of the cookie's element.*



*Do not resize any of the cookie's element independently.*



*Do not modify any of the cookie's elements.*



*Do not rearrange any of the cookie's elements.*



*The cookie must be tact sharp at all times.*

*If it's part of an artwork, please place the another sharp logo somewhere in the artwork.*



*Do not apply any fancy (or really tacky) effects on the cookie.*



*Do not place any extra elements inside the cookie.*



*Do not apply outlines to the cookie.*

*Use a different cookie colour.*



*Do not apply outlines to the cookie.*

*Use a different cookie colour.*



*Don't even think changing the element. Come on.*

*That's not even our logo. That's just some text in a circle.*

# osu! Cookie Logo

## Full Colour Cookie Usage Restrictions

Full Colour Cookie has strict usage restrictions. Please use the file provided as it is. Do not use this logo for black & white medium. All the restrictions applied on the Single Colour Cookie applies to the Full Colour Cookie too.



Do not use the old Cookie.

Please use the logo as provided by the design kit.



Do not use different shade of pink.

Please use the logo as provided by the design kit.



Do not add gradient to the FC cookie.

Please use the logo as provided by the design kit.



Do not use other colour.

Please use the logo as provided by the design kit.



Do not add anything into the cookie.

Please use the logo as provided by the design kit.



Do not change any of the cookie's element into something else.

Please use the logo as provided by the design kit.

# Typography

osu! Primary Typeface

Exo 2.0 Thin

Exo 2.0 Extra Light

Exo 2.0 Light

Exo 2.0 Regular

Exo 2.0 Medium

Exo 2.0 Semi Bold

Exo 2.0 Bold

Exo 2.0 Extra Bold

Exo 2.0 Black

*Exo 2.0 Thin Italic*

*Exo 2.0 Extra Light Italic*

*Exo 2.0 Light Italic*

*Exo 2.0 Italic*

*Exo 2.0 Medium Italic*

*Exo 2.0 Semi Bold Italic*

*Exo 2.0 Bold Italic*

*Exo 2.0 Extra Bold Italic*

*Exo 2.0 Black Italic*

Allowed when the font size is ginormous.

Default weight for content.

Default weight for content with smaller than usual font size.

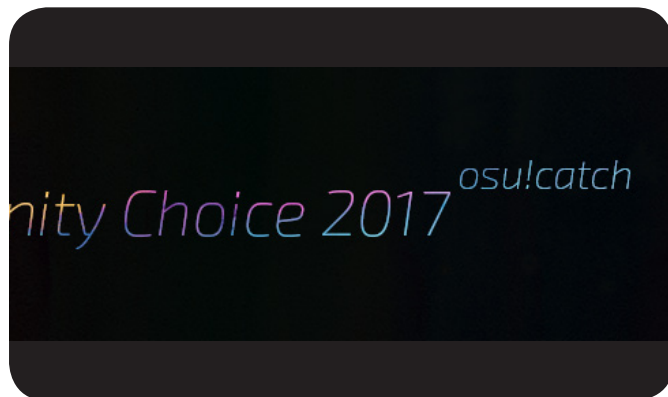
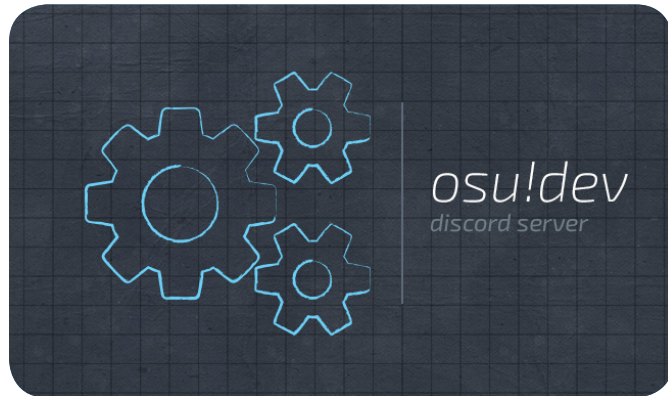
Default weight for 'Strong'.

Usually used for tiny title text.

Exo 2.0 is primarily used for nearly all of osu! design. Get creative by making use the various font weight available in this typeface.

# Typography

Type Sample Usage





# Colours

## Primary Colours

-2	-1	Base	+1	+2
#FFDDEE	#FF99CC	osu! Pink #FF66AA	#EE3399	#BB1177
#EEEEFF	#AA88FF	Purple #8866EE	#EE3399	#BB1177
#DDFFFF	#99EEFF	Light Blue #66CCFF	#44AADD	#1188AA
#FFDD55	#99EEFF	Yellow #FFCC22	#EEAA00	#CC6600
#EEFFCC	#DDFF88	Green #AADD00	#668800	#445500

These are the official colours used by osu! whenever it's possible.

osu! doesn't have a strict colour usage policy, however when a similar colour is used, it has to be based on this chart. For example, if the designer wants to use pink, the designer is only allowed to use the shades of pink available in this colour chart.

# Texture

## Triangle Texture



*This triangle is used in most of osu! design.*

*There's a simple design rule to the triangle texture: Bigger triangles are placed lower than other smaller triangle in a layer. The smallest triangles are always on top. In motion, the smallest triangles are always the fastest.*

*To simplify the layering the process, place all triangles of the same size in a single layer, then stack them accordingly.*

*As a texture, it should be very subtle in your design.*

# Game Mode Badge

*Additional osu! Iconic Elements*

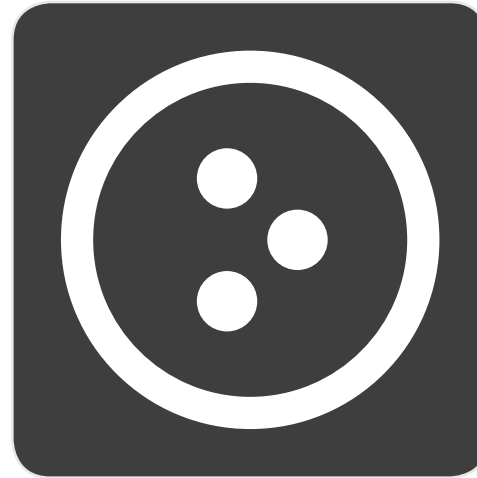
*These are the Game Mode Badge used to represent the game modes available in osu! These badges can be adapted into designs, but some of the Single Colour logo restrictions applies to the logo.*



*osu!*



*osu!catch*



*osu!mania*



*osu!taiko*