

# Brand Guidelines

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# An Overview

This document communicates the brand identity of Organization for Ethical Source (OES). It’s designed to be a reference guide that helps give your brand consistency and flexibility; clearly articulating how your organization communicates your brand to the world.

01.

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# 02. Vision & Mission



# 02.

## Founder's Vision

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The **Organization for Ethical Source** empowers open source developers who want to ensure that their work is used for social good and in service of human rights; building tools to enforce fair, ethical, and community-minded terms for those who benefit from or are affected by our work.

The **Ethical Source Movement** is a rallying cry for a nascent political movement; we want developers (particularly those outside the mainstream) to feel like we are a place they could belong, are established enough to amplify their voice, will listen to them, and will use our resources to help them be taken seriously.





It's time for open source to evolve to meet the magnitude and complexity of today's social, political, and technological challenges.

*-Coraline Ada Ehmke, Founder*



03.

# Brand Colors



# Primary Colors

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The primary colors of OES are mustard and plum, which play nicely with different metallics and shades of purple. The mustard color should be used as an accent color when appearing in copy for best legibility.



# Secondary Shades

Secondary shades of purple can be used in graphics and photography to add visual interest. The grayscale palette is best for copy and other non-essential items.



# 04. Logo & Usage



# Organization for Ethical Source Logo

The Organization for Ethical Source logo should never be distorted, stretched, or manipulated in any way. This includes adding effects, such as drop shadows, to the mark.

**Capitalization:** When the name “Organization for Ethical Source” appears in a sentence it is always written with the O, E, and S capitalized. This is also true when using the initials “OES”.

**Color Variants:** There are three acceptable color variants to ensure readability.

		
		
<p>1. When the logo appears on a white or light-colored background, use the purple and yellow mark, or the all-black mark.</p>	<p>2. When the logo appears on a dark-colored background, use the yellow and white mark, or the all-white mark.</p>	<p>3. When printing in one color, the all-black or all-white logo is permitted.</p>

# Social Media Presence

The Organization for Ethical Source logo should never be distorted, stretched, or manipulated in any way to fit social icons. For best results, use the purple and yellow mark (initials only) on a white background. To ensure continuity and easy brand recognition, always use the same mark across social channels.



05.

# Brand Fonts



Aa

# Source Code Pro

Source Code Pro is a set of monospaced OpenType fonts that have been designed to work well in coding environments. This family of fonts is a complementary design to the Source Sans family. It is available in seven weights (Extralight, Light, Regular, Medium, Semibold, Bold, Black).

ExtraLight  
Light  
Regular  
Semibold  
Bold