

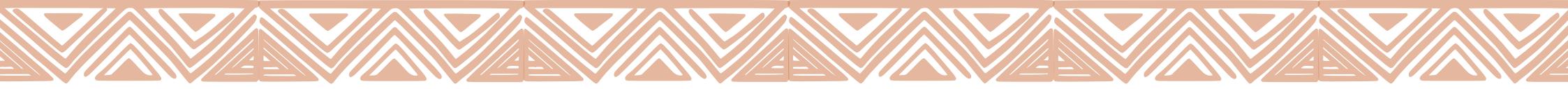


FOSS4G

BELÉM, 2024

>>> Visual Identity Guidelines 2024





01

FOSS4G

- Logo
- Logo variables
- Correct use of logo

02

COLOR

- Color palette
- Color application
- Correct use of color

03

BRANDING

- Typography
- Use of images and elements
- Branding examples

INDEX

FOSS4G

BELÉM, 2024 

LOGO



Logo

Logo variables

Correct use of logo

01



Logo & restriction marks

The mark must be applied morphologically in the exemplified ways. The "FOSS4G" typography does not work as a logo independently. The isologue (1) is composed horizontally of the round and detailed figure (imagotype) and the typography.

The vertical adaptation (2) of the logo should only be used when the space is not enough for the application of the horizontal logo or when the composition requires it.

The gray lines determine the area of protection of the logo. These must not be trespassed otherwise, the legibility would be compromised.
For both versions of the logo, the height of the letter "F" is taken as a reference for the "x" height.



(1)



(2)



Logo & its correct use

The logo must be always used in the proper way (see examples with the green sign).

The round composition must always be complete , plus horizontally and vertically centered aligned with the text. A smaller or half version of the imagotype is not acceptable.

As for the typography , the typeface used is Ubuntu and it must always be used in a full version. The outline variable is not supported by the brand. No kerning variable is contemplated.

The "FOSS4G" and "BELEM, 2024" lines must always be equally centered. The content of these 2 lines must not be separated.



Logo wordmark & its correct use

The wordmark of "FOSS4G BELEM 2024" keeps the same restriction marks rules as the main logo.

This wordmark should be only used in special occasions, such as social media profile picture or as a "stamp". It does not replace the logo as is.

The proper use of the wordmark is shown in the example with the green sign. Only on this composition, the round image can be cut and the alignment of the typography can be modified. However, no modification in the hierarchy of the elements that take part of the wordmark, are acceptable.

The gray lines determine the area of protection of the logo. These must not be trespassed otherwise, the legibility would be compromised. For both versions of the logo, the height of the letter "F" is taken as a reference for the "x" height.



COLOR

FOSS4G 2024



Color

Color application

Correct use of color

02

#552f27

C: 41% M: 72% Y: 67% K: 63%
R: 85 G: 47 B: 39

#009575

C: 82% M: 16% Y: 67% K: 2%
R: 0 G: 149 B: 117

#d86e39

C: 12% M: 66% Y: 82% K: 2%
R: 216 G: 110 B: 57

#a6bf64

C: 42% M: 9% Y: 73% K: 0%
R: 166 G: 191 B: 100

#552f27 #a7b190 #c96f3d

The use of the color is recommended only in cases where the FOSS4G logo is a central element of the composition and does not have another competing element (such as another paragraph or graphics).



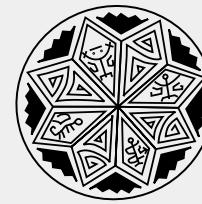
FOSS4G
BELÉM, 2024



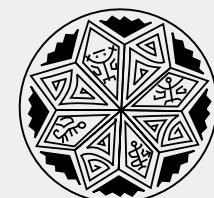
FOSS4G
BELÉM, 2024

#000000

The use of black in the logo should only be applied on contexts where it shares a common space with other logos in order not to stand out from the rest.



FOSS4G
BELÉM, 2024



FOSS4G
BELÉM, 2024

#ffffff

The use of white in the logo should only be applied on dark backgrounds so that legibility is not compromised.



FOSS4G
BELÉM, 2024



FOSS4G
BELÉM, 2024



FOSS4G - COLOR GRADIENTS

#ffffff

#552f27

#ffffff

#a6bf64

#f9b233

#d86e39

#009575

#d86e39



FOSS4G - COLOR APPLICATION



FOSS4G

BELÉM, 2024





FOSS4G - COLOR APPLICATION



FOSS4G
BELÉM, 2024



FOSS4G
BELÉM, 2024

Correct use of color

The color must always be applied in a consistent way.

The full color logo should only be used when the background is white. With other background color, the hue applied in the composition might be missed by the eye.

If the background has a solid color or a gradient, the white version of the logo must be applied for the sake of the legibility.



FOSS4G
BELÉM,2024



FOSS4G
BELÉM,2024



FOSS4G
BELÉM,2024



FOSS4G
BELÉM,2024



FOSS4G
BELÉM,2024



FOSS4G
BELÉM,2024



FOSS4G
BELÉM,2024



FOSS4G
BELÉM,2024

Incorrect use of color

Talking about consistency, the logo should always have one color applied. No color combination between the typography and the imagotype are contemplated.

The color variables for the logo are : full color, white or black. Any other combination are out of the brand identity.

As for the gradient colors, they are the ones determined in previous pages. Other combinations are not contemplated.



BRANDING

FOSS4G 2024



Typography

Use of images and elements

Branding examples

03

A large, bold, dark green sans-serif font is displayed across four letters: 'A', 'b', 'A', and 'b'. The letters are arranged in two pairs, with the first pair ('A', 'b') on the left and the second pair ('A', 'b') on the right. The font has a thick stroke and a clean, modern appearance.

Headline Typography

Ubuntu Medium

ABCDEFGHIJKLMNÑOPQR STUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890!¡?¿·#\$%&()=/

Sub-head Typography

Ubuntu Regular

ABCDEFGHIJKLMNÑOPQR STUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890!¡?¿·#\$%&()=/

Reading Typography

Rboto Regular

ABCDEFGHIJKLMNÑOPQR STUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890!¡?¿·#\$%&()=/

Use of typography

As the main typeface, for headings and highlights, **Ubuntu Medium** was defined, since it has more visual weight in the compositions and it takes part of the logo.

To prevent other texts from competing in terms of visual hierarchy and visual weight, Ubuntu Regular was used as a secondary typeface for the brand. This can be used for subtitles, epigraphs or supporting texts in a composition.

For reading texts, Roboto's Regular variable is used, since it is a typeface that has an optimal legibility for digital media.

Headline comes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

BIG HEADLINE COMES HERE

Sub-headlines text comes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Headline comes here

TEXT COMES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EXTRA INFORMATION COMES HERE

Headline comes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Concept & use of images

The use of images must be complementary to the message the brand needs to communicate. The images recommended to generate content are those related to conferences, people interacting between each other and specific places and cultural elements of the country where the conference is going to take place.

For backgrounds, it is recommended to use images with lower opacity combined with a full color element or with a gradient.

Images must not have any type of commercial use rights and must be open source.



Use of complementary elements

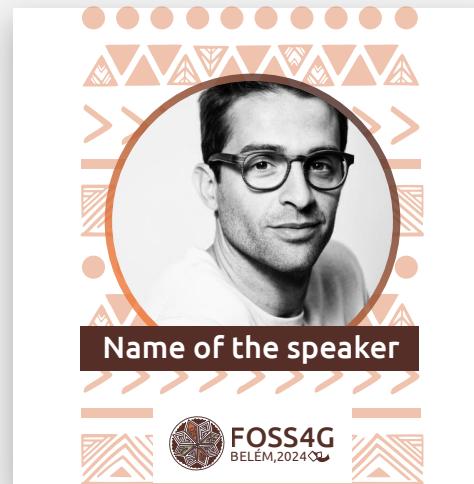
As first complementary element we have the 3 arrows. They can be used in order to highlight / direct the viewer's attention to a specific element in the composition. They can be used , as well, for balancing a text composition if needed.

The tribal pattern can be used alone as a decorative complement or combined with other tribal elements in order to transmit the cultural vibe of Belem.





Examples of how to apply brand elements to certain branding pieces such as a personal card or website / social media banner. The idea is to play with the application of tribal patterns that represent the brand from another perspective. Complementary elements do not replace the use of images.



In these social media examples we can see the use of all the elements that were described along the branding guidelines. It is recommended to use the logo on the lower right side.

In the second composition (name of the speaker) The logo was placed in the center in order to be aligned with the rest of the composition.





>>>

Free and Open Source for Geospatial Conference



FOSS4G
BELÉM, 2024