

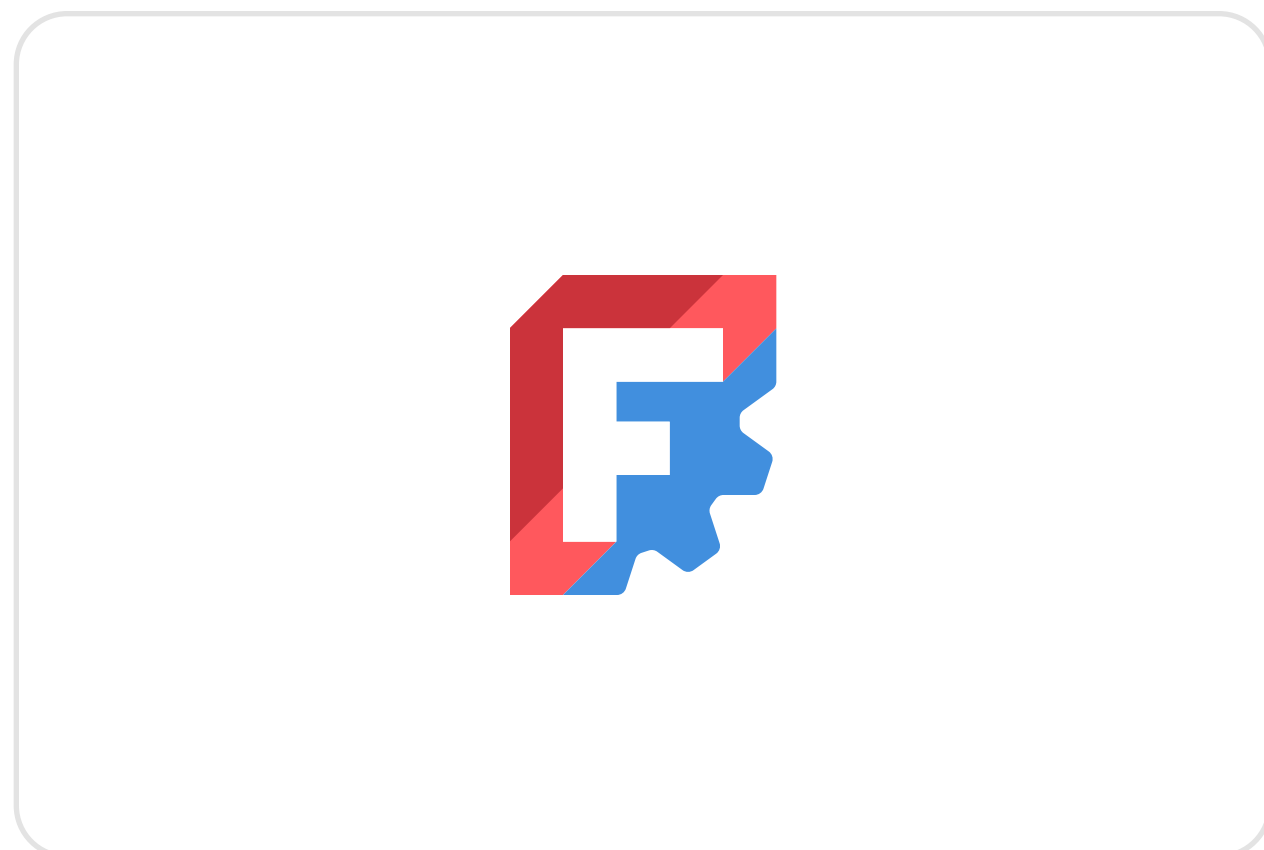
# FreeCAD brand guidelines

Share the magic with our curated FreeCAD logo kit and its guidelines for use.

## Logos



The primary logo is made up of two elements: the symbol and the wordmark, the font family is Evolvanta and the letters CAD need to be bold.



The symbol is available as a secondary logo or icon and should be used as is. There are two versions: colored and mono.

## Colors

The FreeCAD logos must always appear as one of FreeCAD's primary brand colors. This includes our Tufts Blue, Light Red, Dark Red, Off Black, and White.

Primary  
**Tufts Blue**

#418FDE  
RGBA(65,143,222,1)  
CMYK(73,36,0,13)  
PMS 279 C

Accent  
**Light Red**

#FF585D  
RGBA(255,88,93,1)  
CMYK(0,64,64,0)  
PMS 178 C

Accent  
**Dark Red**

#CB333B  
RGBA(203,51,59,1)  
CMYK(0,75,72,18)  
PMS 1797 C

Primary  
**Off Black**

#212529  
RGBA(33,37,41,1)  
CMYK(0,0,16,82)  
PMS BLACK C

## Uses

There are some authorized uses of the logo, in dark and light mode:

- For the colored version, in any case, the F needs to be white.
- The logo also can be used in mono version, using Off Black, Tufts Blue and Light Red on light backgrounds, and Tufts Blue, Light Red or White on dark backgrounds, in any case, the F must be transparent.



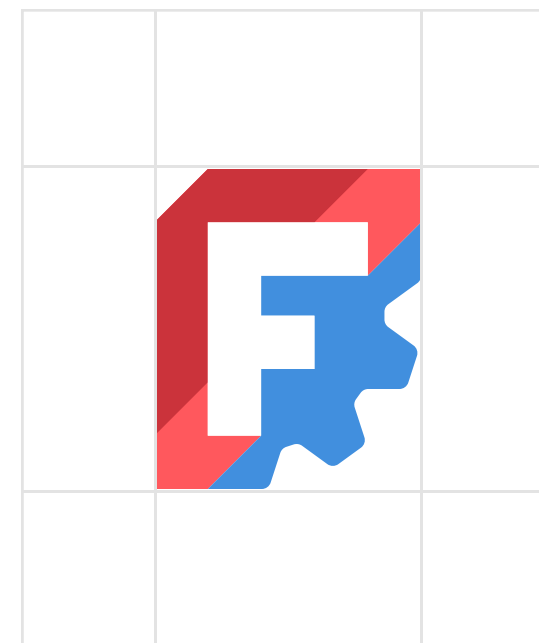
## Scale

To retain legibility and integrity, the primary and secondary FreeCAD logos should be at least 32px and 16px respectively.



## Clear space

To ensure that our logo is clearly visible in all applications, surround them with sufficient clear space.



## Printing, physical & miscellaneous

The logo also was optimized to printed and physical formats, be sure that you use the correct values in CMYK or PMS colors defined on the first page. The mono version also can be used in 3D printing, CNC machining, and all unimaginable ways.



# Logo don't's

To maintain consistency, the FreeCAD logo should only be used as suggested. Below are a handful of examples of what not to do when using the logo:

 Don't flip	 Don't rotate	 Don't squeeze	 Don't stretch
 Don't decolorize	 Don't grayscale	 Don't use unapproved colors	FreeCAD Don't use wordmark alone
FreeCAD  Don't reverse the icon and the wordmark	 FreeCAD Don't change the spacing	 FreeCAD Don't change proportions	 Don't add circles or other figures
 Don't try to adapt a weird square	 Don't crop	 Don't add borders or shadows	 Don't remove white color in the F
 Don't apply effects like gradients	 Don't change any internal element	 * Don't change the gear module, number of teeth, or pressure angle, bad things can happen 🤪	

\* the gear in the logo must be a spur gear, do not alter the provided design to depict a beveled or helical gear.