

Identity Style Guide

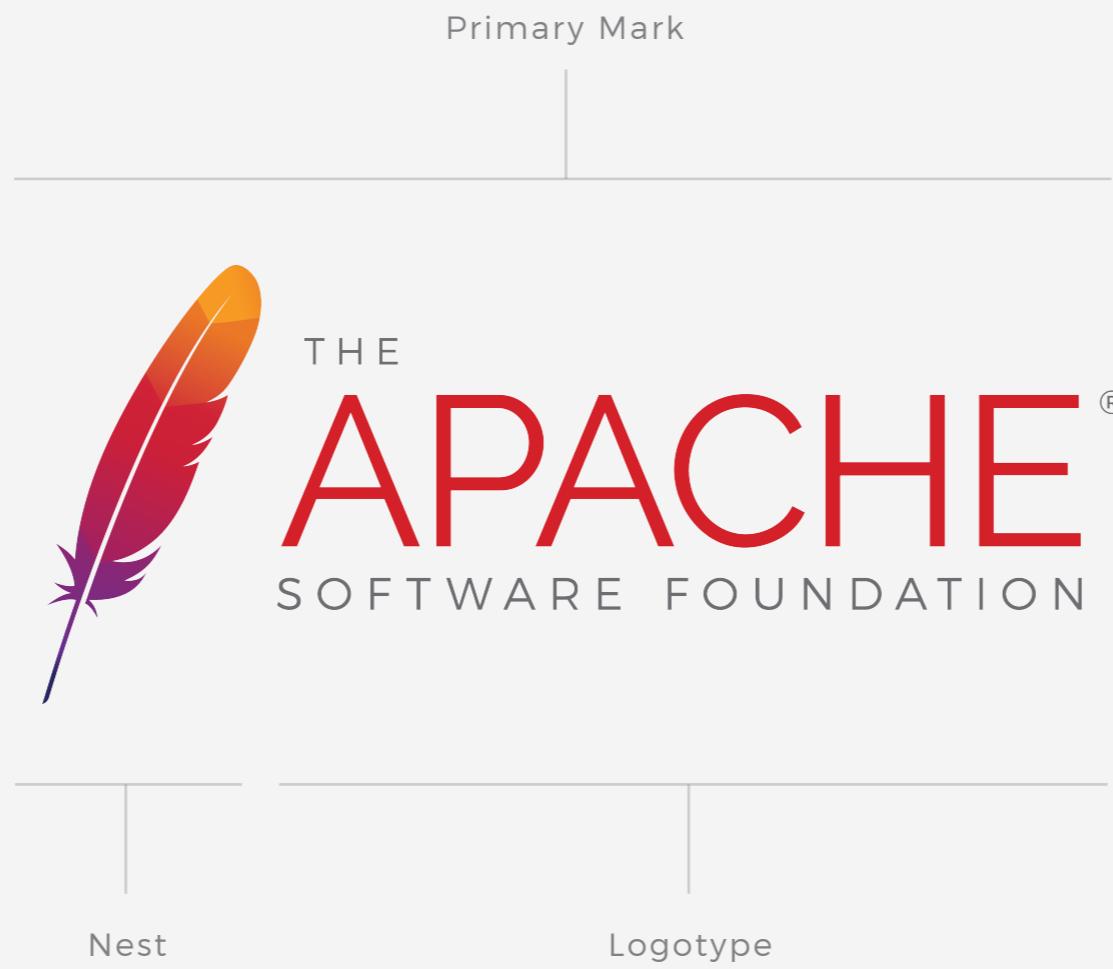
The Apache Software Foundation Branding



Branding

The Apache Software Foundation (ASF) is widely recognized as a leading source for Open Source software that meets the demand for innovative, adaptable, and sustainable solutions. The ASF's new visual identity brings a modern look to an Open Source icon—the Apache feather.

This Identity Style Guide provides instructions for using and styling of The Apache Software Foundation's new brand materials.



Color Palette

The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set.

The mark/logotype should never appear in colors other than shown here*.

**Except black and white, which may be used for single-color black or white lockups.

Color	Red
RGB:	R 210 / G 33 / B 40
CMYK:	C 11 / M 100 / Y 98 / K 02
HEX:	D22128
PMS:	PANTONE 1797 CP

Color	Gray
RGB:	R 109 / G 110 / B 113
CMYK:	C 58 / M 49 / Y 46 / K 15
HEX:	6D6E71
PMS:	PANTONE 416 CP

Color	Goldenrod
RGB:	R 247 / G 154 / B 37
CMYK:	C 0 / M 46 / Y 96 / K 0
HEX:	F79A25
PMS:	PANTONE 1375 CP

Color	Orange
RGB:	R 234 / G 120 / B 38
CMYK:	C 04 / M 64 / Y 98 / K 0
HEX:	EA7826
PMS:	PANTONE 7413 CP

Color	Crimson
RGB:	R 203 / G 33 / B 56
CMYK:	C 14 / M 100 / Y 82 / K 03
HEX:	CB2138
PMS:	PANTONE 200 CP

Color	Magenta
RGB:	R 158 / G 33 / B 101
CMYK:	C 36 / M 100 / Y 34 / K 08
HEX:	9E2165
PMS:	PANTONE 7434 CP

Color	Violet
RGB:	R 102 / G 47 / B 143
CMYK:	C 75 / M 98 / Y 02 / K 0
HEX:	662F8F
PMS:	PANTONE 526 CP

Color	Indigo
RGB:	R 40 / G 38 / B 97
CMYK:	C 100 / M 99 / Y 31 / K 22
HEX:	282661
PMS:	PANTONE 5265 CP



Color Usage

In a full color usage, the colors in the feather gradient remain the same, no matter the background color.

A one-color option can also be used when necessary. In these cases, the feather icon and typography should all be the same single color.





Top: Full color // Bottom: Single color



Lockups

- 01.** The primary lockup is horizontal in orientation, and the feather extends slightly above and below the logotext. The full logomark should always include the entire organization name: "The Apache Software Foundation."

- 02.** When horizontal space is limited, a standalone feather can be used as a substitute.





Lockups

- 03.** If it is necessary to include the Apache URL in the logomark, this horizontal lockup should be used.

- 04.** Alternatively, if vertical space is at a premium, this long, vertically condensed lockup which also includes the full Apache URL may be used instead.



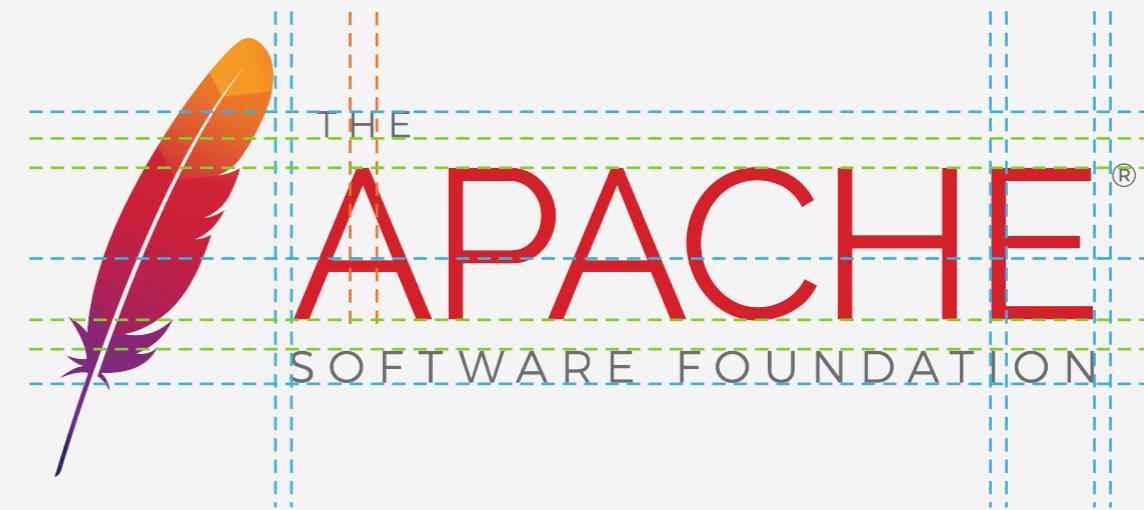
Alignment

The logotype should be vertically centered with the feather.

Spacing between the feather and the logotype and between the “E” in the logotype and the “Registered” mark should be equal to each other and roughly equivalent to the weight of the lines in the word “APACHE.”

Vertical space between the lines of text in the logotype should be equal to each other and roughly equivalent to the height of the supporting text “THE” and “SOFTWARE FOUNDATION.”

The “H” in “THE” should be horizontally centered with “A” in “APACHE.”

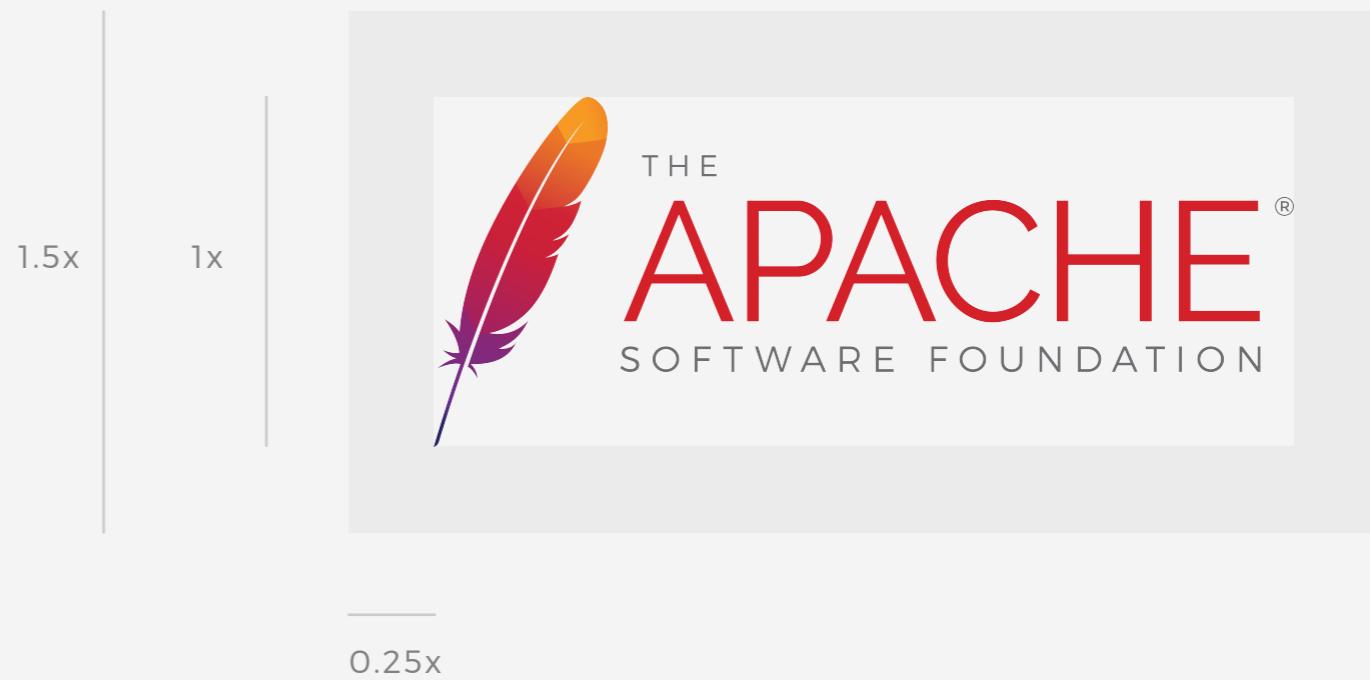


Primary Lockup

Clear Space

A minimum area of space must always surround the mark /logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

**This clear space is based on the height of the logomark.



 DON'T

stretch the logomark or the feather vertically or horizontally.



 DO

maintain the original ratio.



 DON'T

remove words from the full logomark or allow "APACHE" to appear without "THE" and "SOFTWARE FOUNDATION."



 DO

use the full logomark in its entirety, without modifications.



 DON'T

add additional words or modify
the standard logomark beyond
brand specifications.



 DO

use ONLY approved variations
of the standard logomark.



 DON'T

use colors or color
combinations not explicitly
defined in the brand standards
color palette.



 DO

use ONLY standard full-color
version with approved brand
color palette.



 DON'T

use colors besides BLACK or
WHITE for one-color logomarks,
even if they exist within the
approved brand color palette.



 DO

use BLACK or WHITE for one-
color variations of the logomark.



🚫 DON'T

place other logos, text, or visual elements within the specified “clear space” around the logomark.



✓ DO

place other elements far enough from the logomark that they don't enter the necessary “clear space” around the mark.



Aa

Montserrat Light

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\`

Aa

Montserrat Regular

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\`



Montserrat is a free, open-source Google
Font and can be downloaded for use at:
fonts.google.com/specimen/Montserrat



Swag Mockups







Full Front



Left Pocket



Full Front



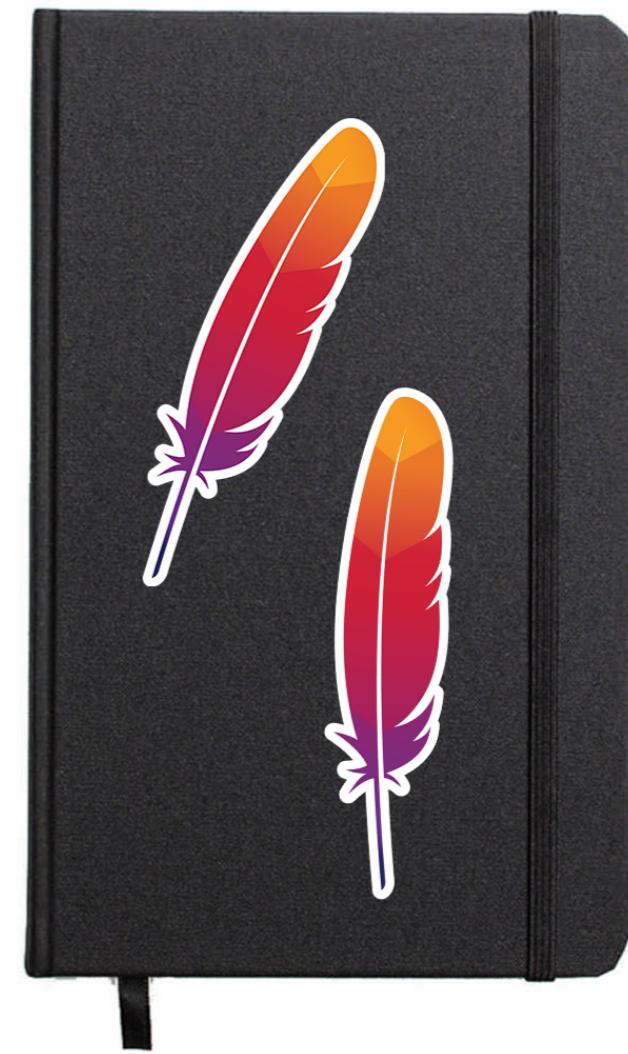
Left Pocket



Left Pocket, Feather



Left Pocket, "Powered By"





Questions?

For any questions on this style guide, please contact:

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