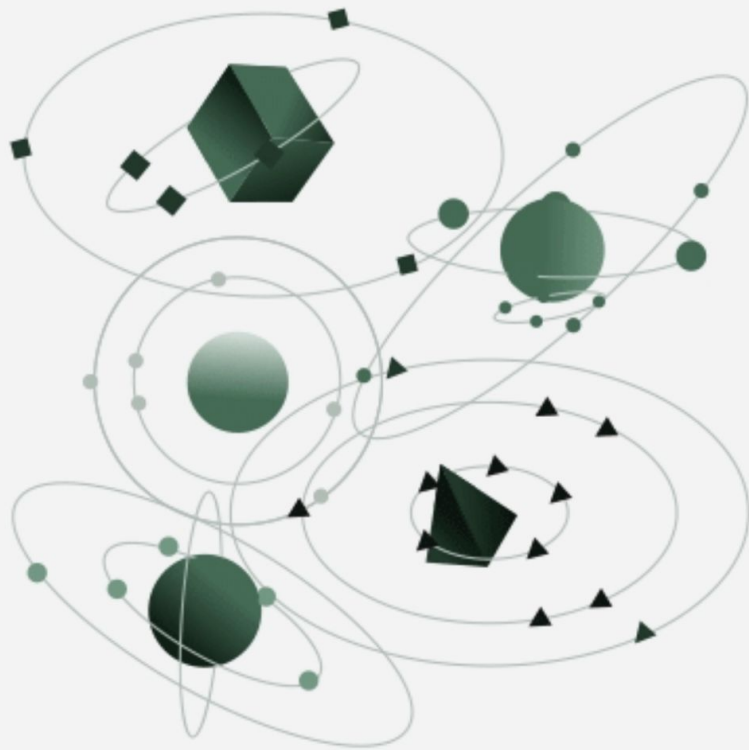


Outline: Brand User Guide

For external users who use or refer to [Outline](#), an open-source project created by [Jigsaw](#).



These Brand guidelines are for organizations referring to [Outline](#), or making use of the Outline product as the basis for independent services of their own.

Please read and follow this user guide to ensure that you do not make misleading claims or mischaracterize your relationship with Outline or with Jigsaw, and are correctly using the Outline brand elements.

What is Outline

[Outline](#) is an open-source project created by [Jigsaw](#) that provides a safer way for individuals and organizations to access the open internet.

You can contribute to the project on [GitHub](#), join the community on [Reddit](#), or follow us on [Medium](#) to get updates on our work. If you have any questions, please visit our [Help Center](#).

You may download approved assets here:

[Outline Github](#)



TL;DR

✓ You are encouraged to:

- Use and adapt Outline to your needs and share access with your community.
- Refer to Outline as a third party product and use our brand elements for reference purposes.

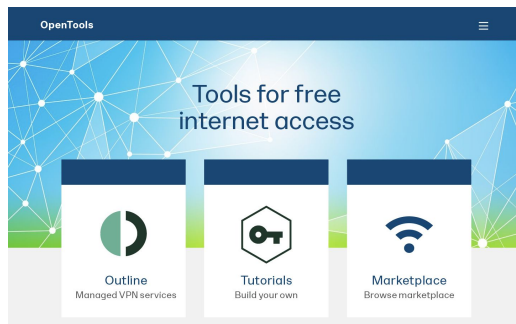
⚠ Under the following terms:

- **Do not make misleading claims or mischaracterize your relationship with Outline or with Jigsaw.**
 - **Design & Branding:** Do not mimic or attempt to replicate the Outline brand look and feel on your own.
 - **Wording & Language:** Do not use words that suggest Outline endorsement or ownership over the product.
 - **Naming:** Do not name your products, domains, websites, company, or assets in a way that suggests that your product is an official Outline/Jigsaw product.
 - **Social Media:** Do not use icons or handles that suggest you are an official channel or are officially affiliated with Outline/Jigsaw.

Do's & Don'ts

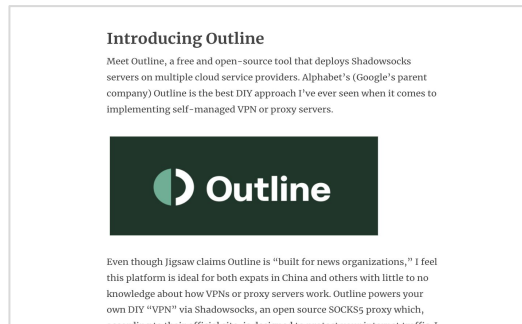


Design & Branding



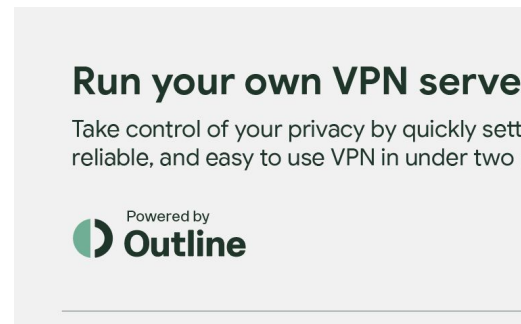
✓ Do: Incorporate Outline within your own brand universe

By creating your own distinct brand look and feel, you are making it clear that your brand and Outline are two distinct entities. This helps users understand that Outline is a third party product from an external source.



✓ Do: Use our name, logos, and visuals to introduce or reference our brand and product

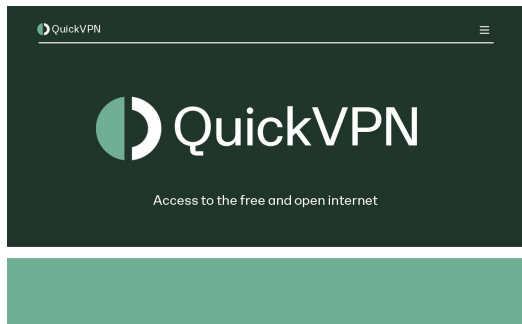
You may use Outline logos, assets, and graphics for demonstrative needs such as to introduce, mention, or indicate the Outline product within your own communications and materials.



✓ Do: Use approved 'Powered by Outline' logo to indicate a product relationship

You are welcome to use the 'Powered by Outline' logo, made specifically for our partners to use. This helps clarify Outline's application in third-party products, programs, or initiatives.

Design & Branding



✗ Don't: Imitate or attempt to recreate our brand identity

Don't imitate the Outline brand materials or look & feel, or try to replicate the designs of the Outline website or app. This helps avoid confusion from audiences who may be looking for the original source of content.



✗ Don't: Imitate or attempt to recreate our logo

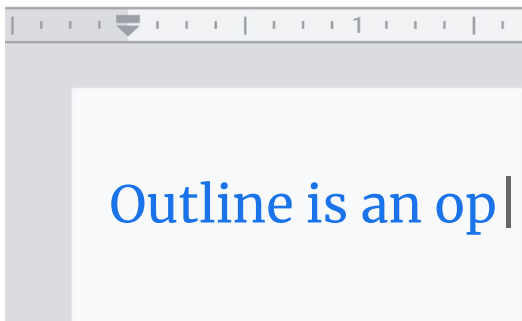
The Outline logo should never be imitated or replicated from scratch, so that we may preserve the logo's integrity in representing our brand. Only use official, pre-approved logos if you must display the Outline logo.



✗ Don't: Modify or build upon our logo

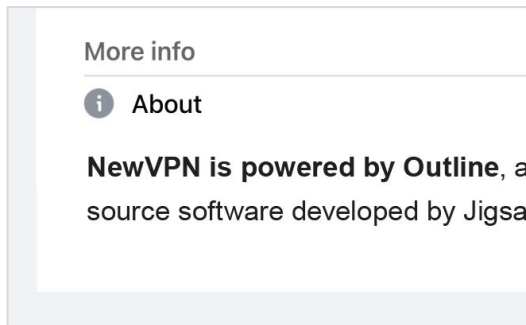
The Outline logo should never be modified, skewed, or built upon. This helps preserve the logo's integrity in representing our brand. Always use your own unique logo if you must create a new one.

Wording, Language & Naming



✓ Do: Use the Outline name in plaintext

You can refer to Outline or its products in an informational context in plain text in posts, articles, websites, etc. Be sure to follow the proper spelling.



✓ Do: Include language that clarifies your relationship to Outline

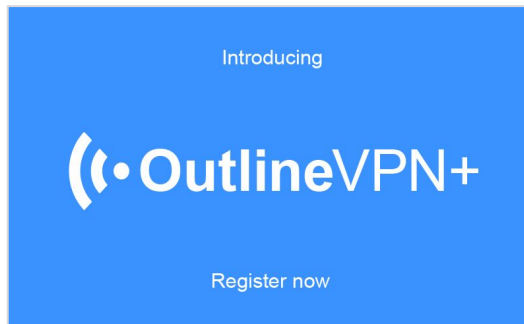
Use phrases such as “*powered by Outline*”, “*built with Outline*”, “*Outline compatible*” to clarify your relationship to and use of Outline. This helps users understand what role Outline plays within your product or brand.



✓ Do: Attribute credit to Jigsaw as the source behind Outline

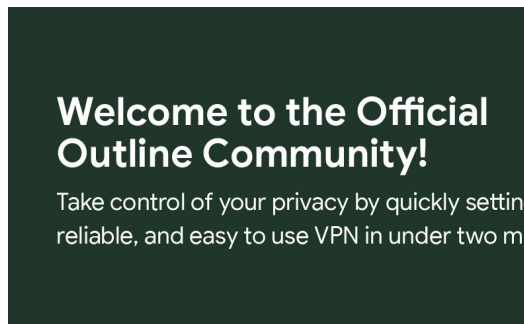
Wherever possible, provide context for the Outline product by providing attribution to Jigsaw and linking to getoutline.org and/or jigsaw.google.com so that users understand that it comes from a third party source.

Wording, Language & Naming



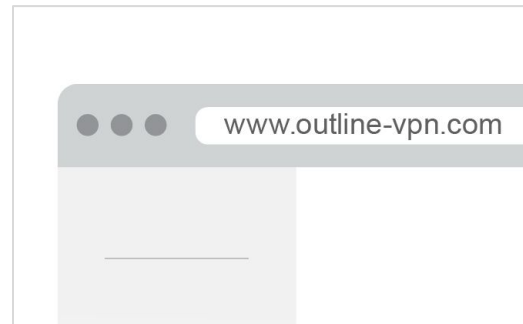
✗ Don't: Use "Outline" in your own brand or product name in a way that implies affiliation

Do not use "Outline" in naming your brand(s), product(s), website(s), or asset(s) in ways that suggest affiliation. Only use 'Outline' if you make it clear that there is no formal relationship (such as "Unofficial Outline User Group").



✗ Don't: Imply official Outline or Jigsaw endorsement

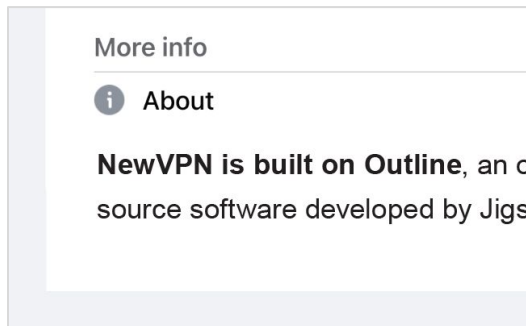
Don't use wording that implies affiliation, endorsement, or sponsorship where such a relationship does not exist. Do not use descriptors such as "Official" or "Real" when describing who you are, as it may create confusion for our audiences.



✗ Don't: Use URLs that can be confused with the official Outline website

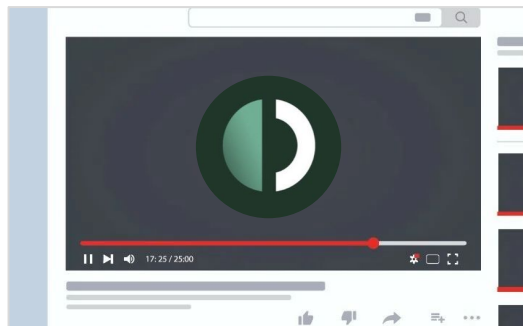
Do not use domain names that are too similar to "getoutline.org", or one that makes your product look like an official Outline page when it is not, such as "getoutline.com", "outlinevpn.com", and the likes.

Social Media



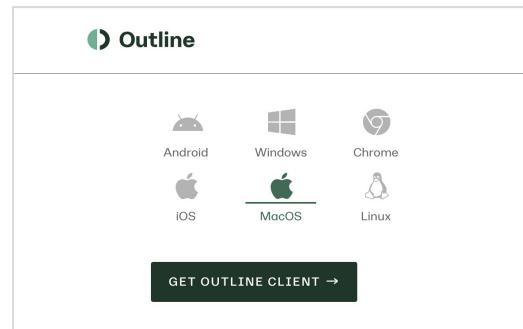
✓ Do: Clearly indicate your relationship to Outline in bios or fineprint

Whenever you mention Outline in social posts or content, clearly state in your bio, description, or fine print that you are not an official channel or affiliated with Outline. This helps avoid confusion for users who are new to the product.



✓ Do: Create your own Outline content

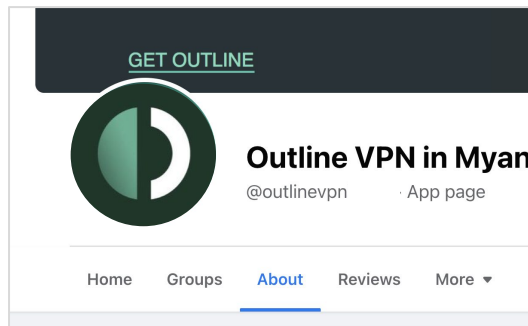
You may create your own content that features, introduces, explains, or reviews Outline. Any personal opinions should be expressed as your own and not on behalf of Outline or Jigsaw.



✓ Do: Link to Outline content and download links

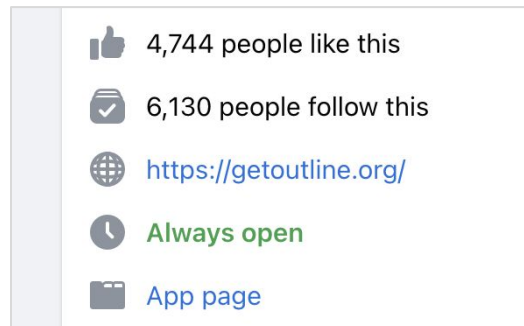
You may directly link to our [download page](#), however you must clarify that you are not the Outline developers nor an official affiliate. If you choose to link to an app store page for downloads, you may clarify that they are not the official site, but an official source.

Social Media



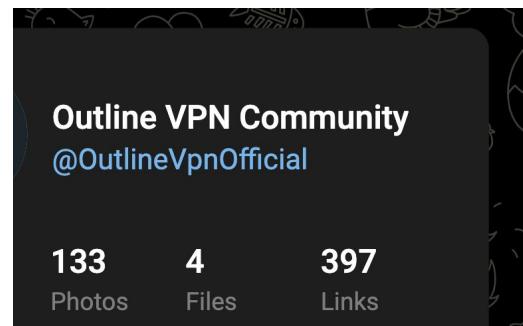
✗ Don't: Use the Outline logo or name on social profiles in a way that implies affiliation

Don't use the Outline logo in your profile icon as it wrongfully suggests official affiliation. Don't use "Outline" in usernames in ways that imply formal association (such as "Official Outline Community" or "Outline Official").



✗ Don't: Claim the Outline website as your own

In profile pages and About sections, don't use Outline's URL as part of your contact information or indicate it as your own. This is to avoid appearing as the official social page for Outline when it is not.



✗ Don't: Link directly to non-app store sources for downloads

You should not link to unverified sources for file downloads since the location may change and users cannot determine their authenticity. Link to an official source like an app store, or directly to the Outline download page (see previous page for attribution details).

Logo Assets for Outline Users





“Powered by Outline”: Logo

The “Powered by Outline” logo was specifically created for Outline users to use to clearly indicate Outline’s role in third party projects, initiatives, and products.

Please provide verbal attribution to Outline and/or Jigsaw and provide links to getoutline.org and/or jigsaw.google.com whenever possible.

Always use approved logo files, and never attempt to recreate the logo on your own.

Download assets here:

[Outline Github](#)

Outline User logo

Full color
version



Light color
version



White
(inverted)
version



Greyscale
version



“Powered by Outline”: Color Variations

Always ensure that the “Powered by Outline” logo is visible and legible when placing it in your materials.

We offer three color variations to choose from. Use the one that best suits your background and/or colorization needs.

Always use approved logo files, and never attempt to recreate the logo on your own.

Download assets here:

[Outline Github](#)



Outline brand logo



Outline Client (App product) logo



Outline Manager (Desktop Application) logo



Outline Product architecture & logos (for reference)

The Outline product suite consists of three distinct logos:

- **Outline brand logo:** Encompasses the entire Outline Brand
- **Outline Client logo:** Specifically for the Outline Client app
- **Outline Manager logo:** Specifically for the Outline Manager desktop application

Make sure you are referring to the correct logo to refer to our brand and product(s), especially in informational or educational settings.

Do not use these logos for any other purpose other than reference.