

OVERVIEW

Connecting anyone cut off from the Internet¹ whether by Mubarak², Comcast³ or Katrina⁴.

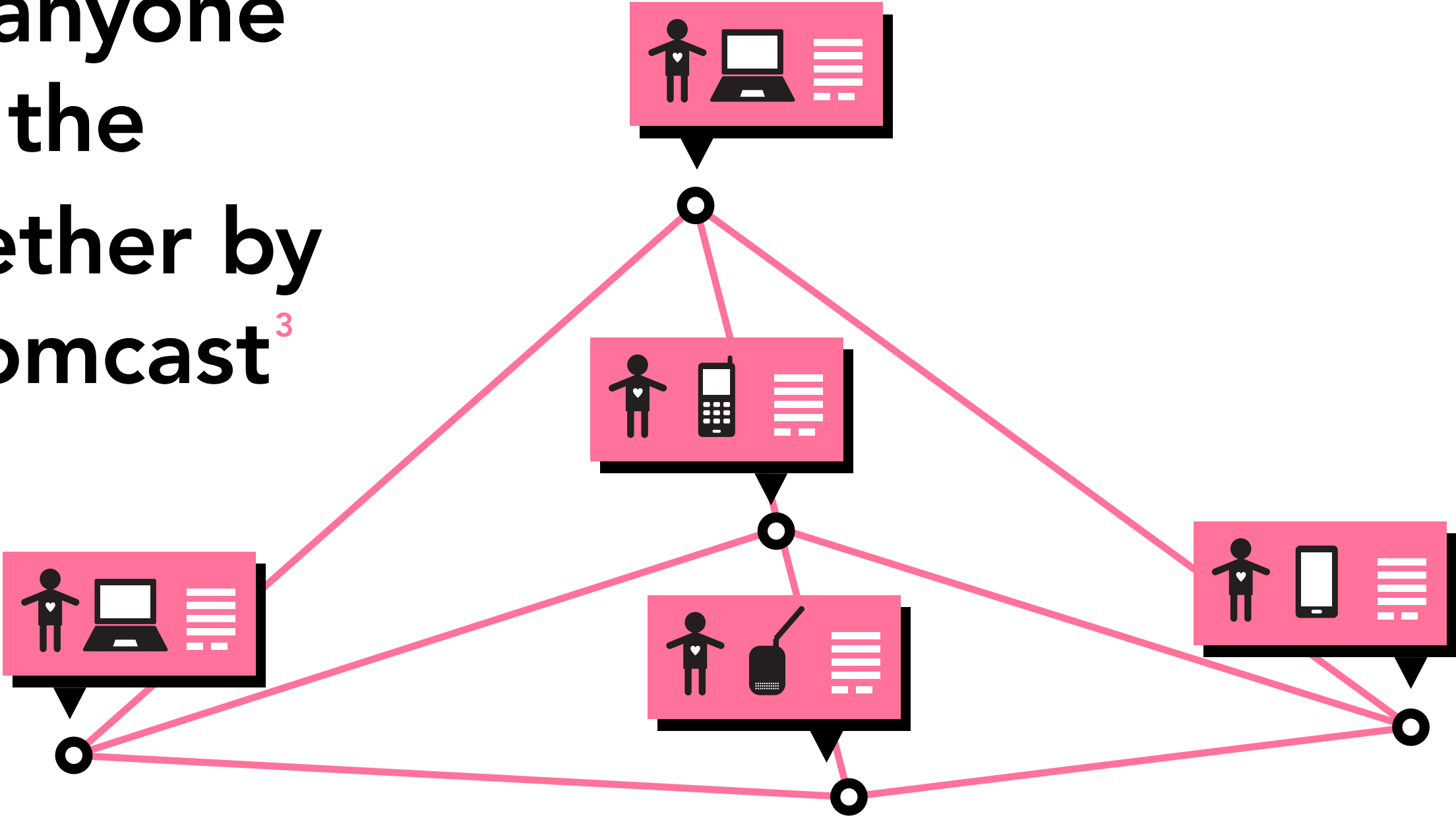
- 1**

The global network that allows people to freely communicate using computers and cell phones.
- 2**

The Egyptian President who shut down the country's Internet infrastructure during the 2011 Egyptian revolution.
- 3**

A large Internet service provider in the U.S. whose high rates prevent some people from accessing the Internet.
- 4**

The 2005 hurricane that devastated public infrastructure, including Internet access, in New Orleans, Louisiana.



OVERVIEW

Commotion:⁵
An open⁶ yet secure⁷
circumvention⁸ tool to
create decentralized,⁹
mesh¹⁰ networks.

5
Software that can be used across multiple devices (like computers, cell phones and routers) to create a mesh network.

6
Commotion is an open source project that can be used for free.

7
Information transferred across the network can only be seen by users it was intended for.

8
Commotion can be used as an alternative to fixed Internet infrastructure owned by corporations or governments.

9
Decentralized networks are scalable and flexible.

10
Every node in the network can communicate with each other.

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CORE ELEMENTS

Full Logo

Digital + Print

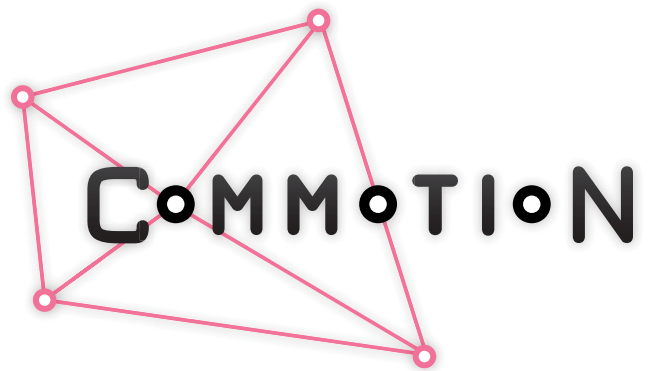
The full logo is made up of several parts. There is the name or logotype “commotion”. Then, there are several pink circles that represent “nodes” in the mesh network. The o’s in the word commotion also represent nodes. Then the nodes are connected by pink lines, therefore forming a mini mesh network.

The full logo should be used whenever there is enough horizontal space to do so. Examples of how and how not to use the full logo can be viewed on page 21.

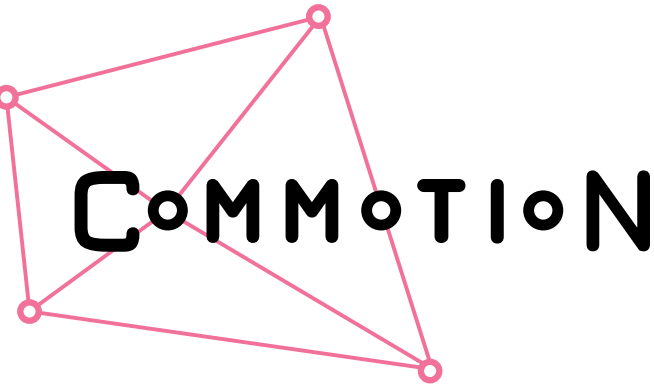
Since a mesh network is flexible and can change shape, so can the logo. Variations of the full logo can be seen on page 20.

The main difference between the digital and print version of the mid logo is that the digital version has a slight drop shadow. This helps it to stand out more on a screen. Otherwise they are exactly the same.

DIGITAL



PRINT



CORE ELEMENTS

Mid Logo Digital + Print

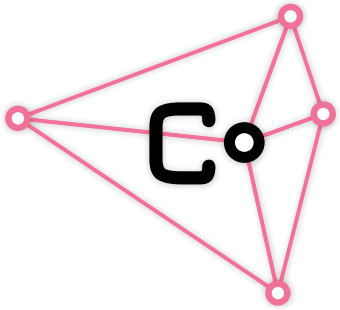
The mid logo should be used where there is not enough horizontal space to house the full logo.

The mid logo is made up of just the “C” and the first “o” of the word “Commotion” and then the four pink nodes and the connecting lines.

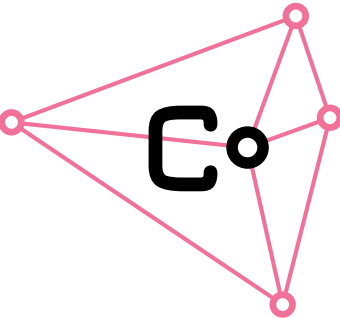
The mid logo represents a mesh network like the full logo, as seen on page 21, so it is flexible and can change shape as well.

The difference between the digital and print version of the mid logo is that the digital version has a slight drop shadow. This helps it to stand out more on a screen. Otherwise they are exactly the same.

DIGITAL



PRINT



CORE ELEMENTS

Tiny Logo

Digital + Print

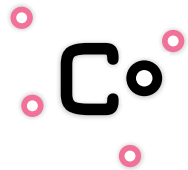
The tiny logo should be mainly used where there is very limited space and the pink nodes in the logo are too small and begin to close.

Usually this happens when the logo is below 40 pixels in size.

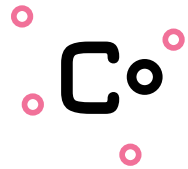
The tiny logo has been altered a bit. The pink nodes are enlarged so that they don't close up when the logo is made very small.

The difference between the digital and print version of the tiny logo is that the digital version has a slight drop shadow. This helps it to stand out more on a screen. Otherwise they are exactly the same.

DIGITAL



PRINT



CORE ELEMENTS

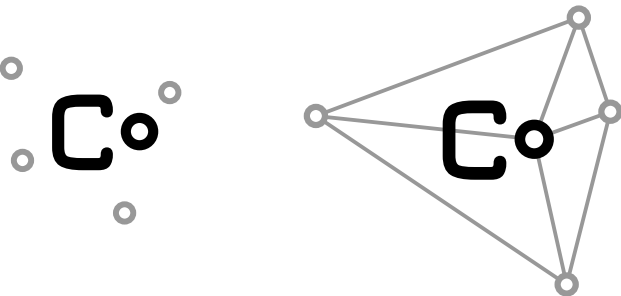
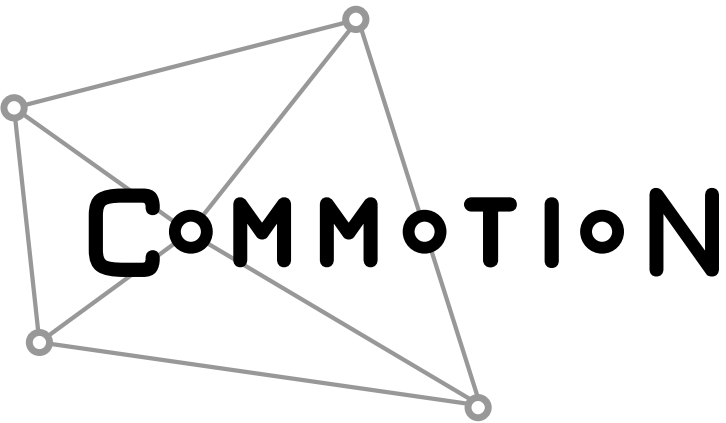
Logo Set Black + White for Print

The black and white logo options should be used when printing in color is not an option.

The pink areas turn to 50% grey.

These logos will reproduce well on both laser and xerox printers and copiers.

PRINT

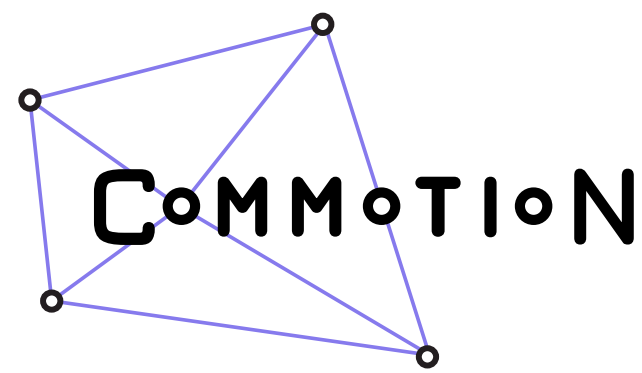


CORE ELEMENTS

Color Palette

The primary colors are used for most of the logo and typographic applications. 'Commotion' and nodes in the logo are always black and the mesh is generally pink. Depending on the application, the mesh lines may change colors.

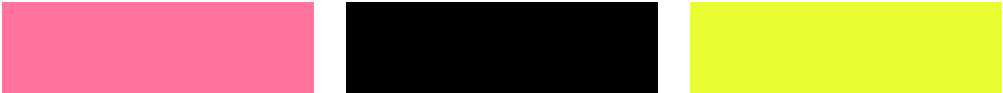
DO THIS:



The secondary colors will be applied depending on the needs of the various user interfaces and the utility of the network.

Above, the sample demonstrates the appropriate change of the color of the mesh lines.

PRIMARY



Commotion Pink PMS: 191 HEX: FF6699	Commotion Black PMS: Black HEX: 000000	Commotion Electric Green PMS: 809 HEX: FFFF00
---	--	---

SECONDARY



Commotion Electric Purple PMS: 814 HEX: CCCC33	Commotion Electric Blue PMS: 808 HEX: 00FFCC
--	--



Commotion Blue PMS: 801 HEX: 66CCFF	Commotion Gold PMS: 606 HEX: CCCC33
---	---

APPLICATION

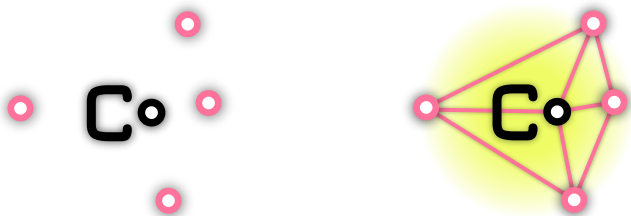
App Icon



When seen as an icon, on a handheld device for example, the icon becomes meshed and has a green glow behind it.

This change signifies the device is active within the mesh network.

DIGITAL



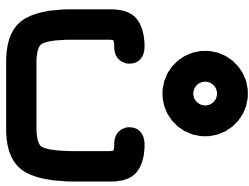
APPLICATION

Status Icon

For iconic needs from 32px squared and less, the singular “Co” icon in black should be used.

For applications like status bar icons in Windows or Ubuntu, we suggest grounding the logo on a white background with a Commotion Pink bevel.

For Mac OS, the black icon can stand alone.



LOGO SPECIFICS

Do’s and Don’ts

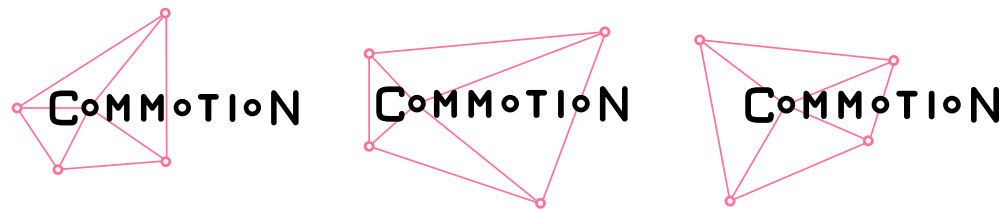
Since a mesh network is flexible and can change shape, so can the logo.

By moving the four pink nodes to different positions and keeping them connected to the first Commotion “o” different mesh shapes are made. When doing so make sure the name is still legible, and that the “C” is fully enclosed in the network. See examples below.

The logo should always be on a background that allows for high contrast with both the pink and black colors. See Row A page 21.

Also, the full logo should not be used when the length of the name is less than 95 pixels or 1.25 inches to ensure legibility and that the o’s don’t become just dots. For tighter spaces, use the mid size logo. See Row B page 21.

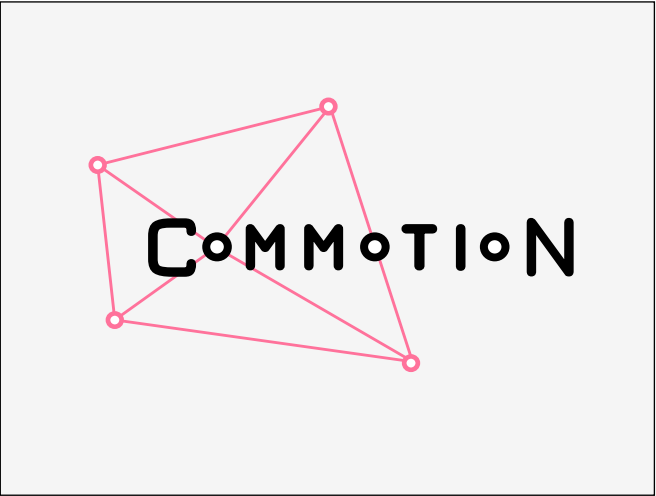
There should be at least a 15 pixel border surrounding the logo when placing it with other elements on screen or in print. See Row C on page 21.



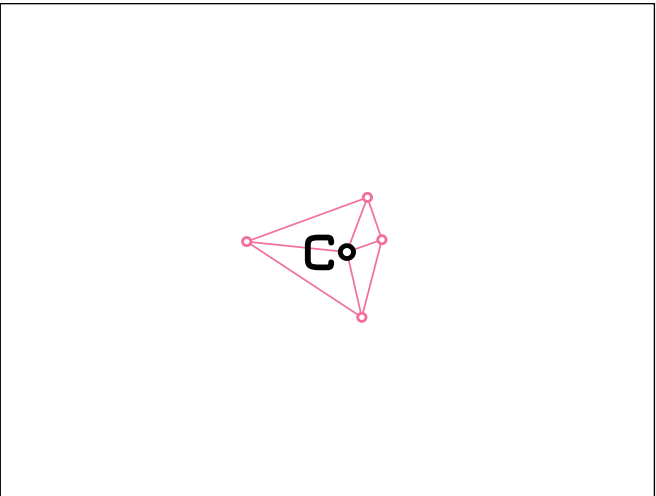
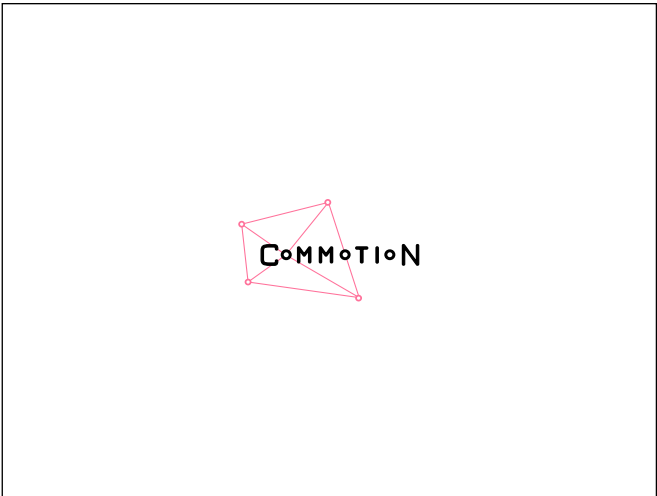
DON'T DO THIS:

DO THIS:

ROW A



ROW B



ROW C



LOGO SPECIFICS

Do’s and Don’ts

For even smaller applications, like a Favicon or Status Bar icon, use the most minimized form of the logo with is a “C” and a singular node. See Row D page 23.

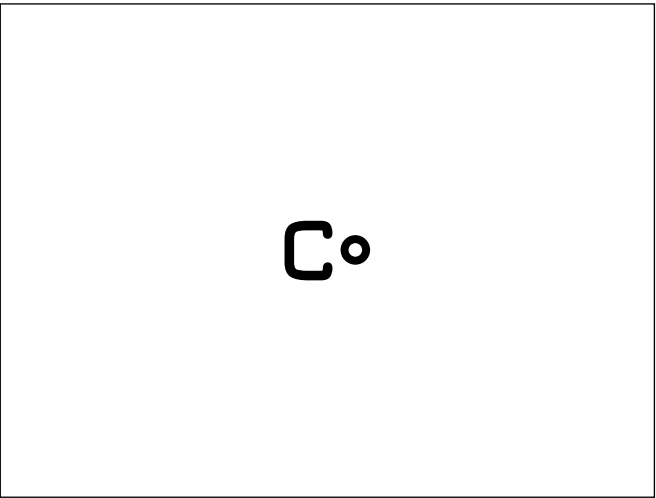
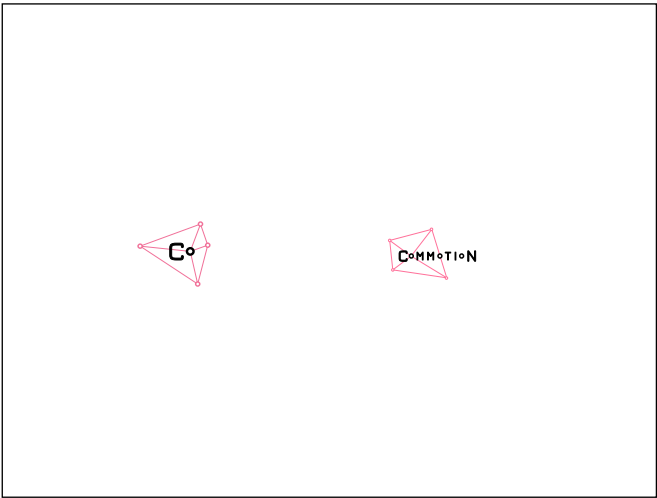
It may be appropriate to color code the mesh lines in future applications. Make sure to colorize the primary nodes and mesh lines only in the same color. Do not use an array of colors. See Row F on page 23.

When using the minimized logo on a dark background, use a dimensional background to ensure that it is legible. See Row E on page 23.

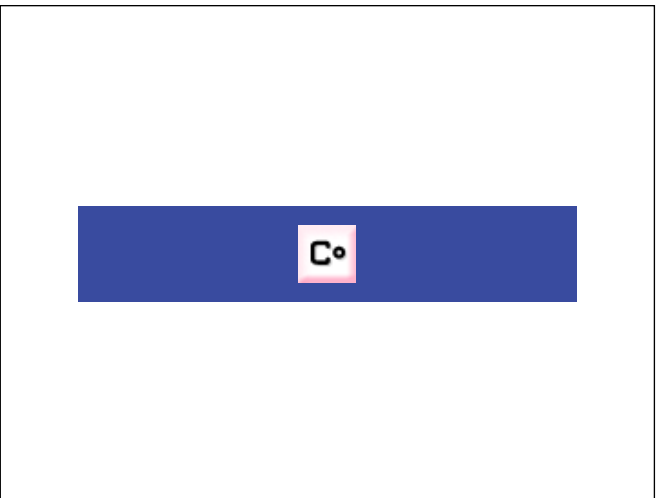
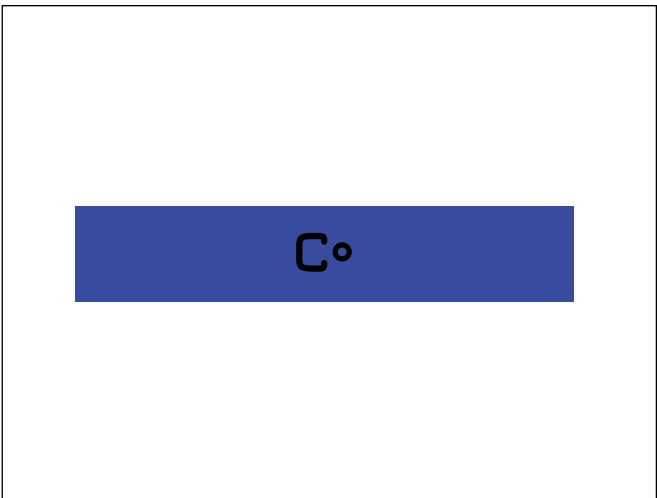
DON'T DO THIS:

DO THIS:

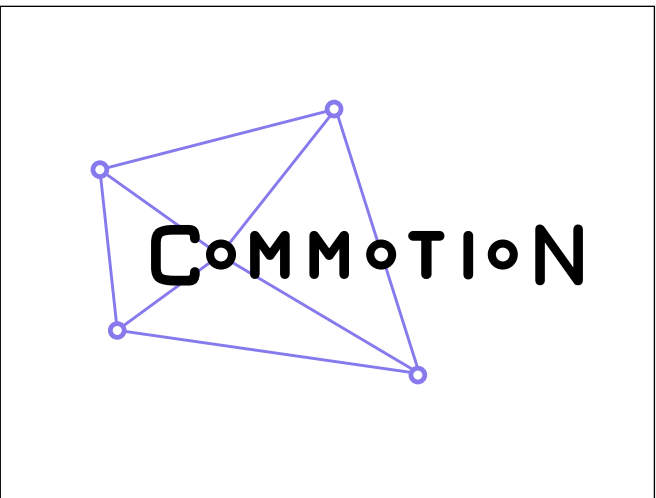
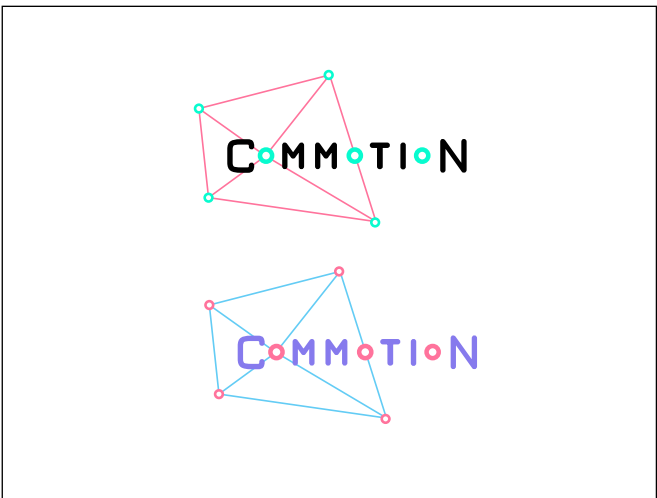
ROW D



ROW E



ROW F



FONTS

Print

AVENIR MEDIUM

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+<>

AVENIR HEAVY

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+<>

Anything printed should be set in Avenir.

The main text should be Avenir Medium and then the headings and subheading should be Avenir Heavy.

Headings should be large and easy to read. Therefore, they are Avenir Heavy and black.

The subhead is Avenir Heavy and should be in all capital letters and in one of the colors from the color palette (see page 15). A subhead should be about 1/3 of the size of it's heading.

Body copy should also be about 1/3 of the size of it's heading. The body copy is Avenir Medium and in black. To make the text easier to read, allow for some extra line spacing.

40 point
 Heading

13 point
 SUBHEADING

13 point
 20 points leading

This is body copy. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

FONTS

Web

ASAP REGULAR

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+<>

ASAP BOLD

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$%^&*()_+<>

Anything meant to be viewed on a screen should be set in Asap.

Asap has an Open Font License and can be downloaded for free at: <http://www.fontsquirrel.com/fonts/asap>

The main text should be Asap Regular and then headings and subheadings should be Asap Bold.

Headings should be large and easy to read. Therefore, they are Asap Bold and black.

The subhead is Asap Bold and should be in all capital letters and in one of the colors from the color palette (see page 15). A subhead should be about 1/3 of the size of it's heading.

Body copy should also be about 1/3 of the size of it's heading. The body copy is Asap Medium and in black. To make the text easier to read, allow for some extra line spacing.

40 point

Heading

13 point

SUBHEADING

13 point

20 points leading

This is body copy. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

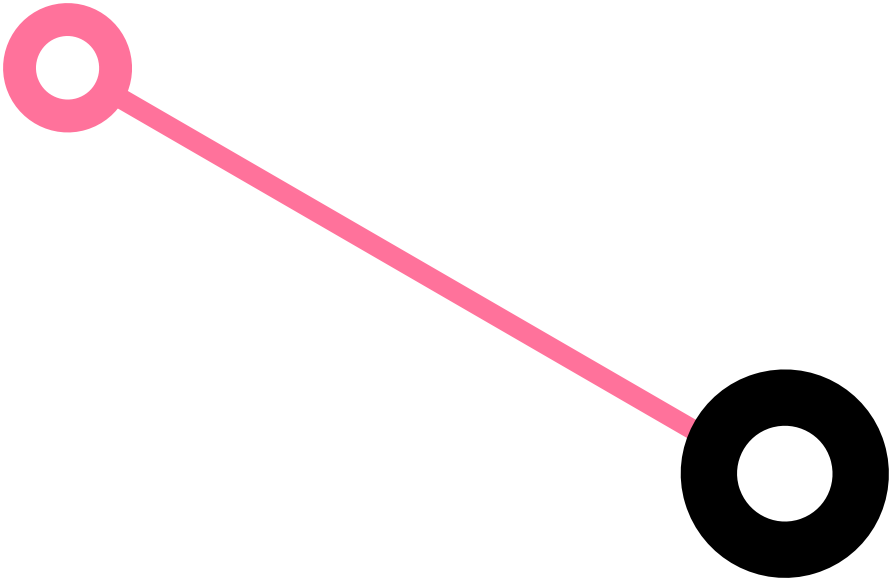
GRAPHIC COMPONENTS

Core Components

The core components of the Commotion identity are simple but can be used to make other images.

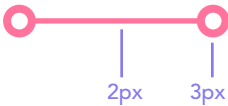
These parts are “the nodes”, and “the line.” See below.

Be creative with these parts and make graphs (see Row A on the next page) diagrams (see Row B on the next page) or icons (See Row C on the next page.)

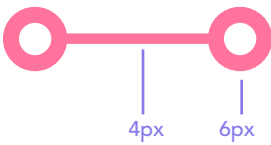


When creating lines and nodes, pay close attention to line thicknesses and work in a 2:3 ratio.

For example, when node thickness is 3px, the line thickness will be 2px.



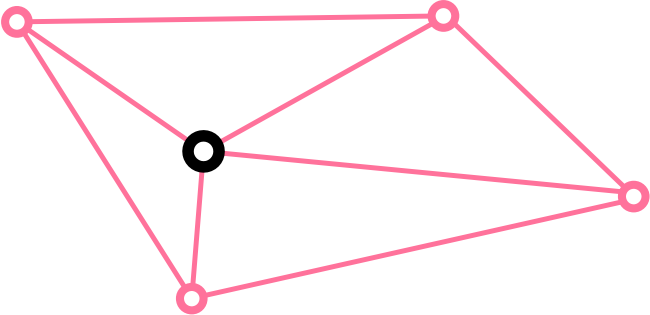
When node stroke thickness is 6px, the mesh linking lines will be 4px.



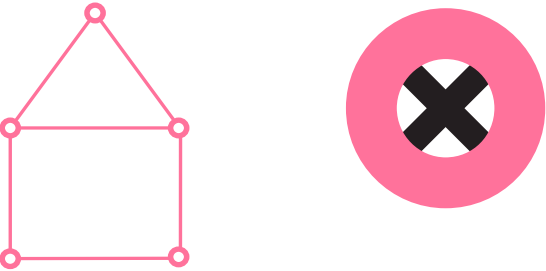
ROW A



ROW B



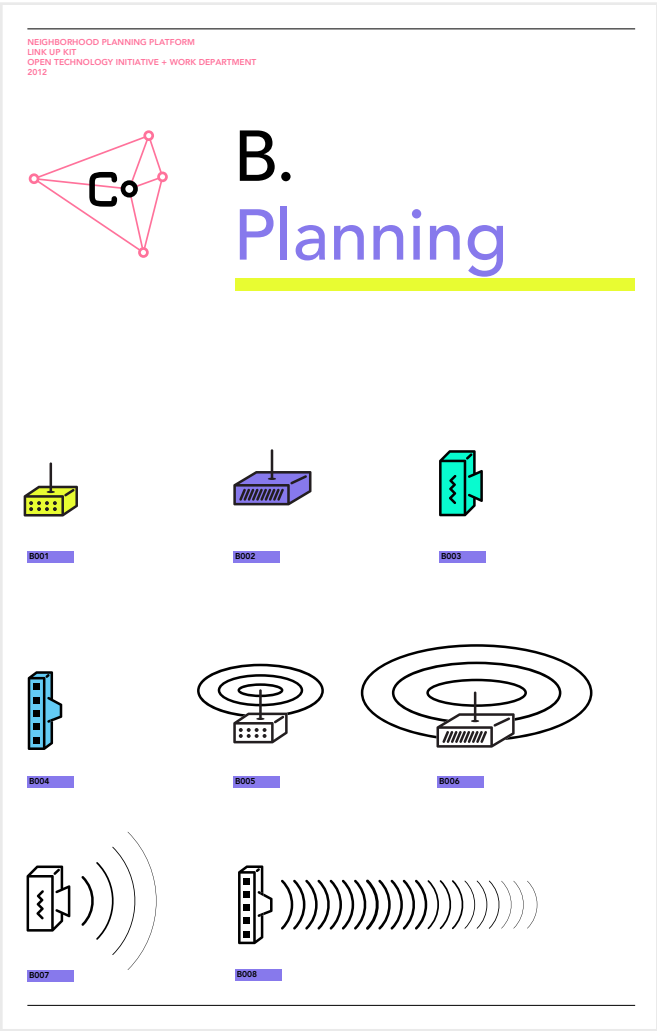
ROW C



GRAPHIC COMPONENTS

Neighborhood Planning Platform

The Neighborhood Planning Platform is a kit of illustrations that can be used when planning various technologies in a neighborhood or community.

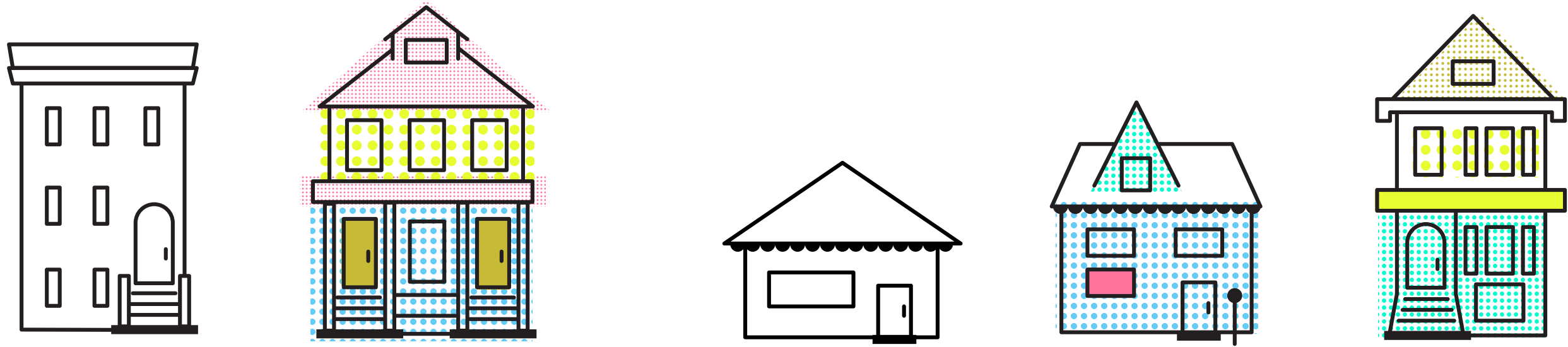


GRAPHIC COMPONENTS

Illustration Style

For illustrations, we recommend using a thick black outline as seen here.

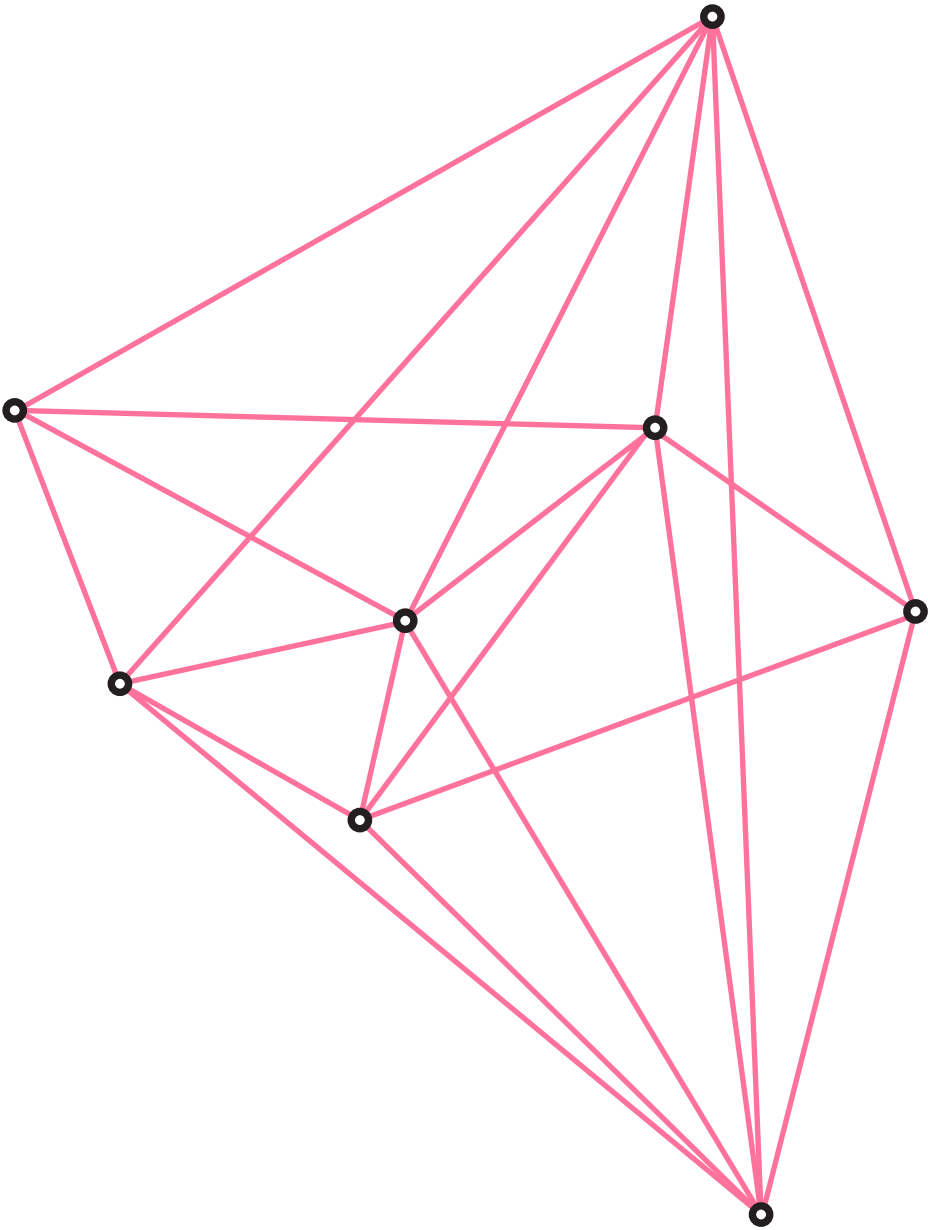
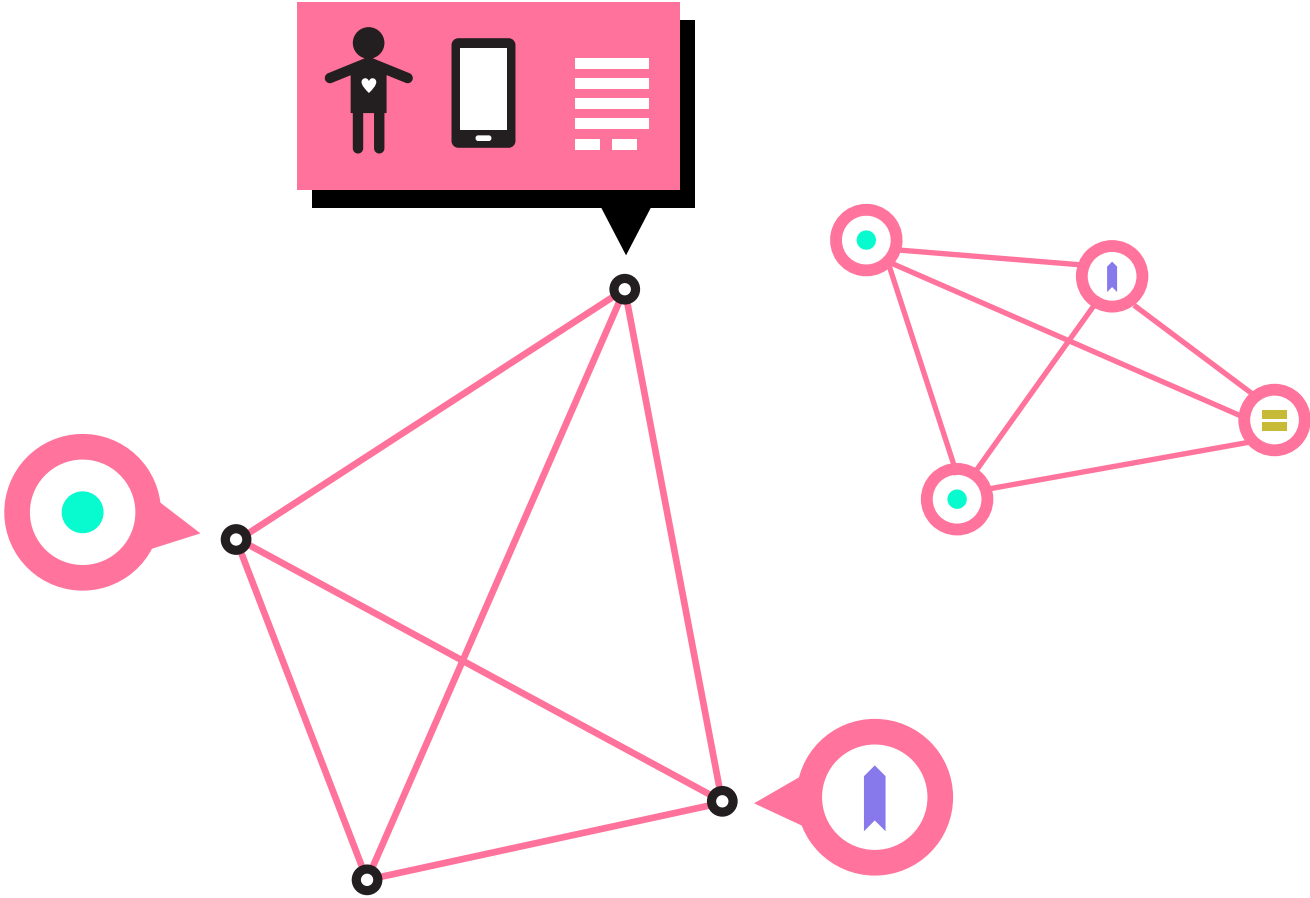
For color and shading in those illustrations, we suggest using various sizes of a dot pattern or solid blocks of color in the Commotion color palette (page 15.)



ASSETS

Mesh Expansion

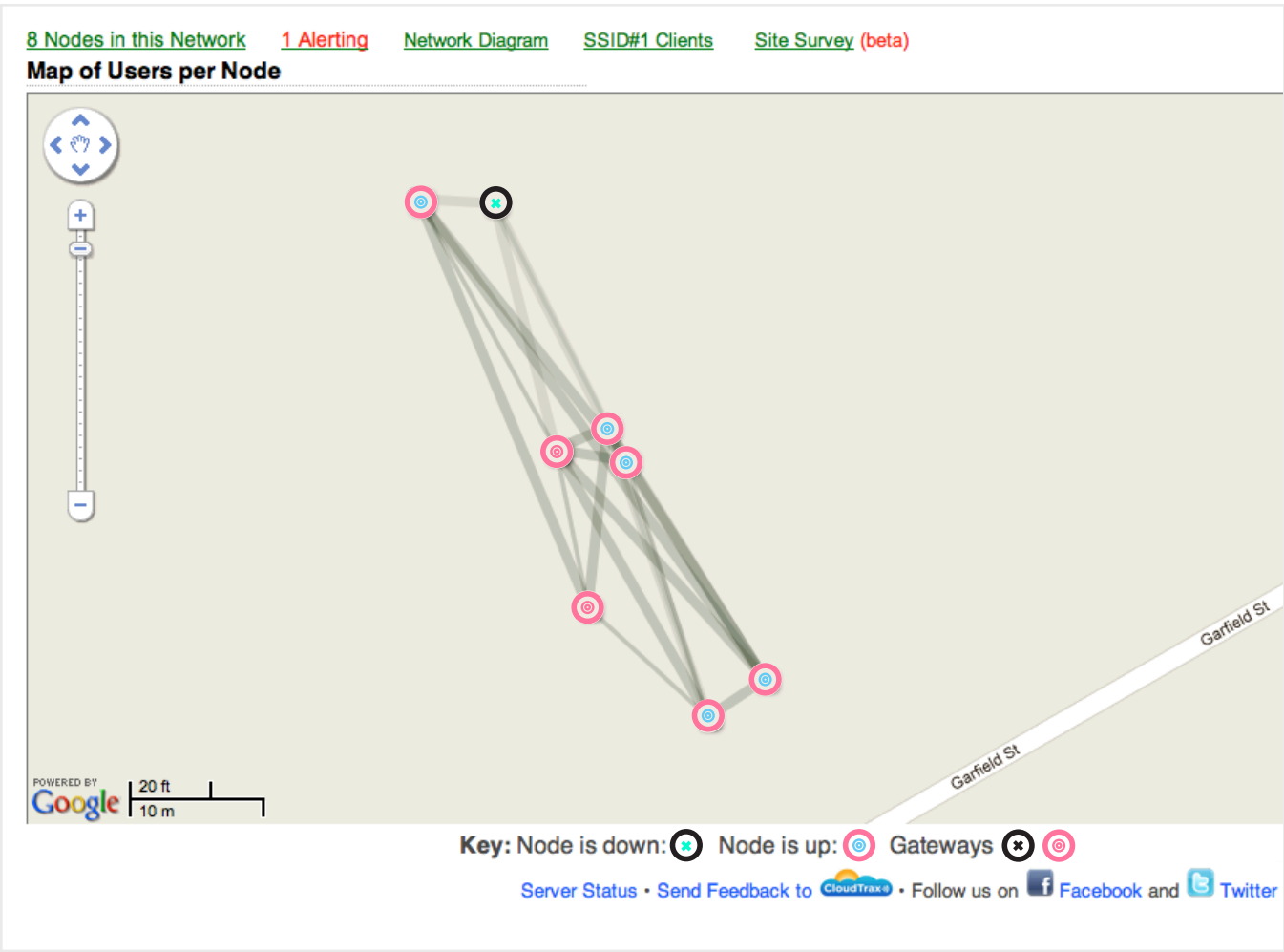
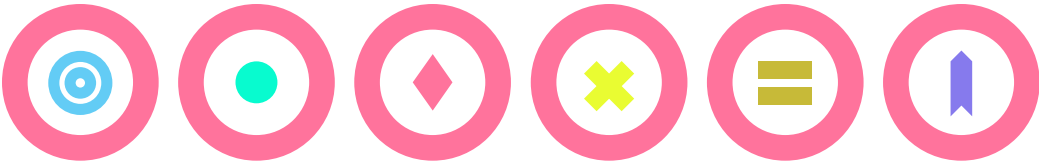
The parts of the identity can also be used to make larger mesh networks.



SPECIFICS

Colors + Icons

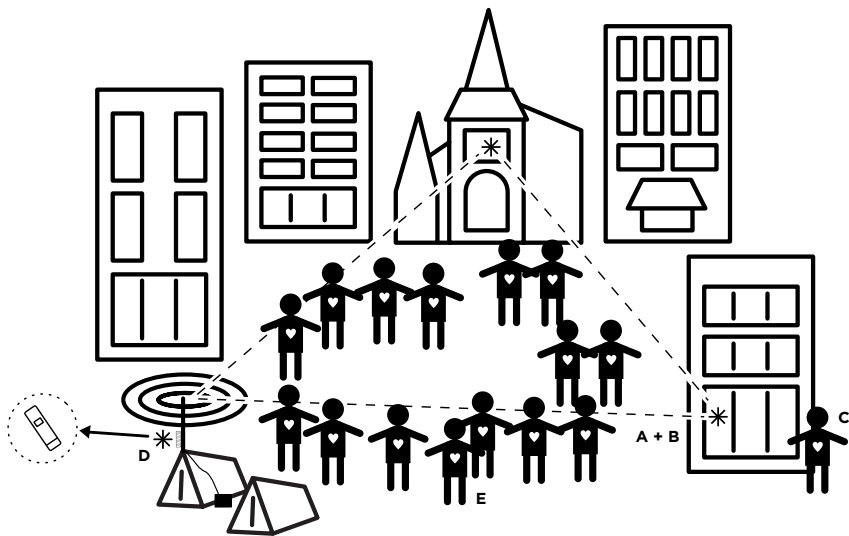
In the future, icons can be created that communicate what utility the network shows, for example.



HOW IT WORKS

Print

It's Easy to Connect Your Neighborhood:
Sharing WiFi + Building Community



You contribute:

- A: space in a window or on your roof
- B: an electric power source near the window or roof
- C: your strong commitment to the neighborhood

We contribute:

- D: a wireless network device, installed on the roof or in a window
- E: a commitment to help build the network and community

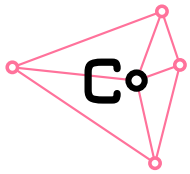
The cost to you is about 63¢ worth of electricity each month, about as much as it takes to power a clock radio.

How do the wireless devices form a network?

The rooftop wireless devices are called NanoStations, made by a company called Ubiquiti. They have a “mesh” feature that allows every device to send and receive its own messages while also passing along data for others. You attach one to a window or a structure on the roof and plug it in to a regular electrical outlet. If nearby buildings also have them, the devices will automatically connect, forming a network. You can connect your computer, laptop or smart phone to this network using Wi-Fi so you can send and receive messages with anyone else on the network. And you can share an Internet connection with your neighbors, cutting costs, improving speeds and allowing you to communicate beyond the neighborhood. How you use the network will be collaboratively determined by you and other neighbor-links.



NEIGHBORHOOD PLANNING PLATFORM
LINK UP KIT
OPEN TECHNOLOGY INITIATIVE + WORK DEPARTMENT
2012



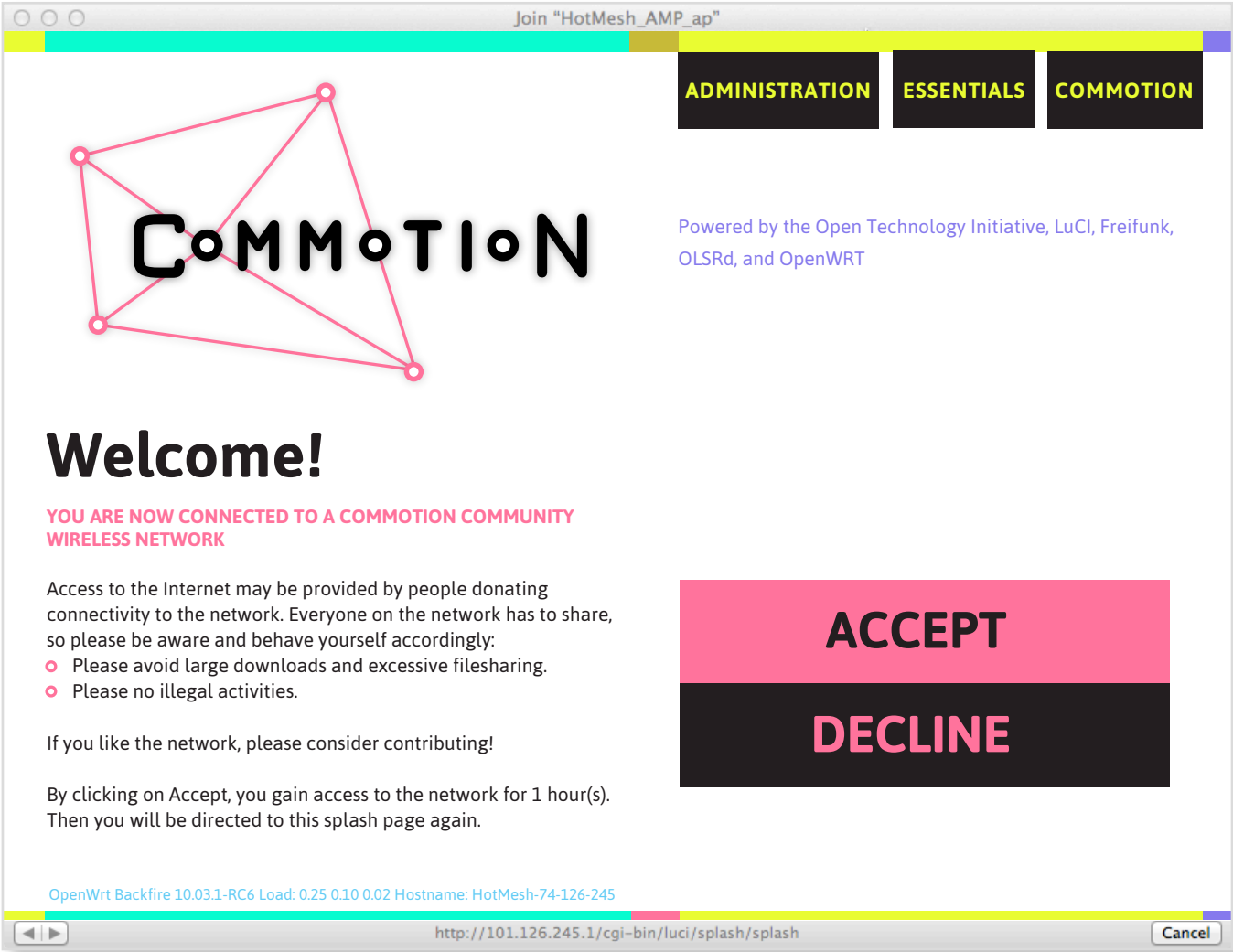
A.
Education

RESIDENTIAL ARCHITECTURE



HOW IT WORKS

Web



HOW IT WORKS

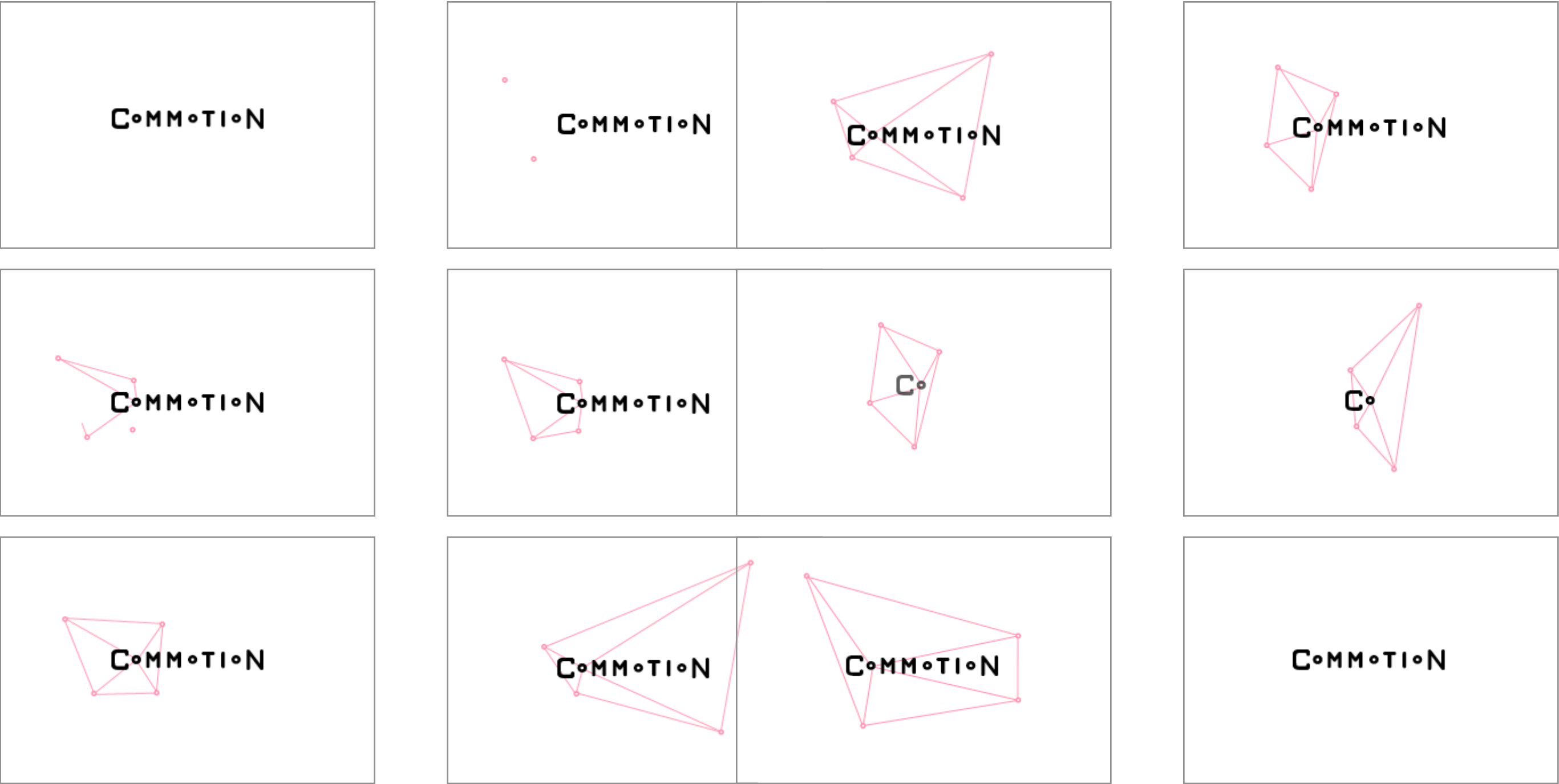
Hardware

The Commotion logo icon can be applied to appropriate hardware with transparent stickers for white plastics and white stickers for dark plastics.



HOW IT WORKS

Animation



SUMMARY

Comprehensive Toolkit

All of the files and assets seen in the previous pages are available for download.

Here you can find web specs, logos for download, other downloads, Neighborhood Planning Platform elements, templates, and more.

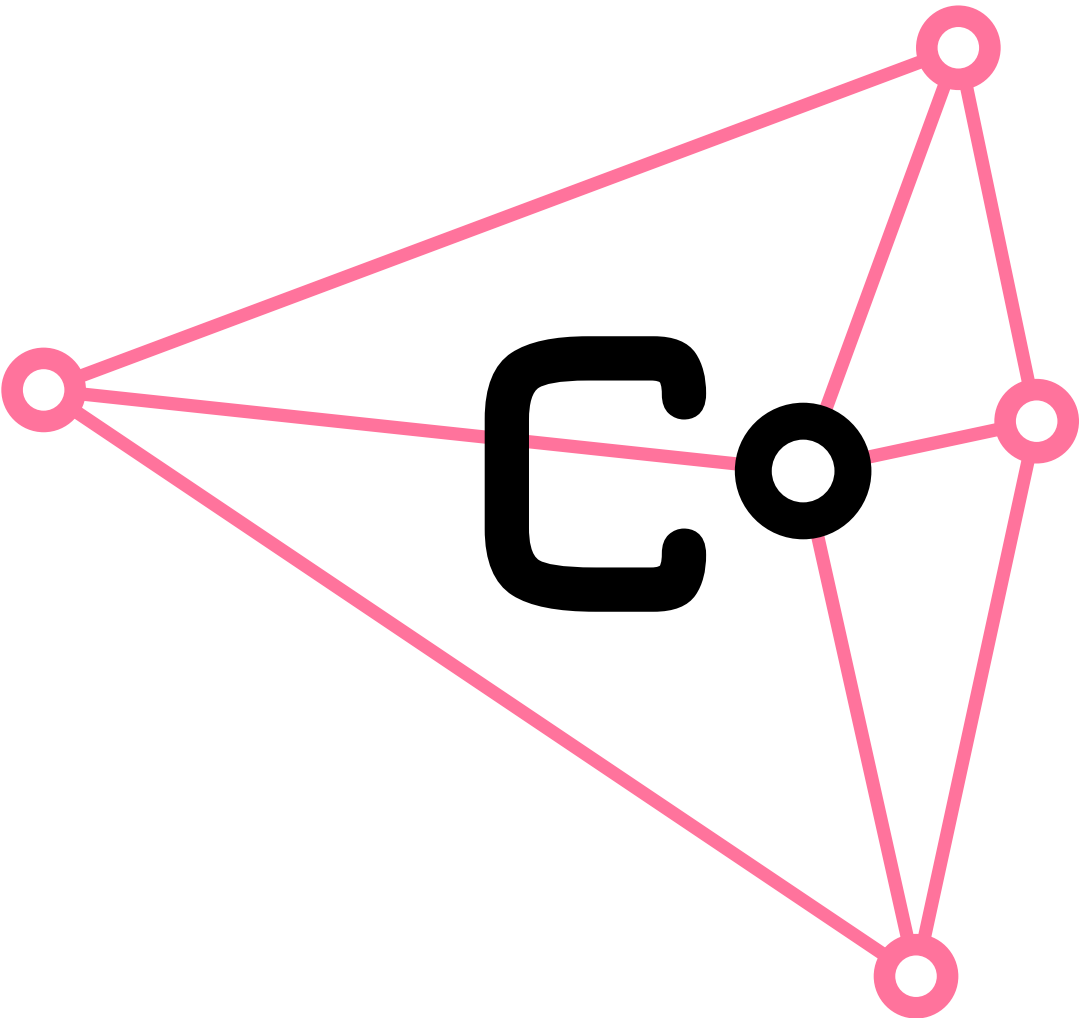
Please use the guidelines outlined in this guide to keep Commotion’s identity consistent and recognizable in any and every application.

◦ Please do not use our logos in a way that suggests any type of association or partnership with Commotion or approval, sponsorship or endorsement by Commotion

◦ Please do not use our logos in a way that is harmful, deceptive, obscene or otherwise objectionable to the average person or use our logos on websites or other places containing content associated with hate speech, pornography, or the like

◦ Please do not use our logos in, or in connection with, content that disparages us or sullies our reputation





**Let's
Get
Meshy.**

