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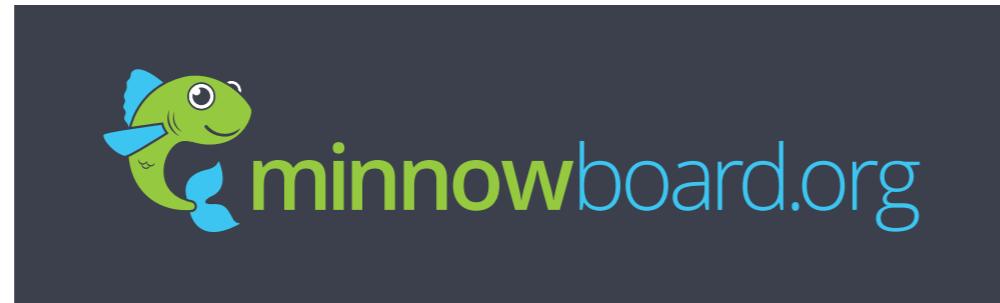
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Preferred forms



Where possible the logo should sit on a light or dark background. The logo will be displayed full colour.

When writing MinnowBoard in text please refer to the 'MinnowBoard in text' section on page 16.



Brand assets : (PNG / SVG) : logo.(png / svg)

Other options



When sitting on a coloured backgrounds or if the logo is displayed at a small size, the logo type should also be a solid colour (either MinnowBoard grey or white)



Brand assets : (PNG / SVG) : logo_outline_type.(png / svg)

Monochrome



When the logo is limited to one colour, it's preferred to use a outline of the fish. The stroke thickness will vary depending on display size.



Brand assets : (PNG / SVG) : logo_outline.(png / svg)

Use at small sizes



A 'heavy weight' logo variation is also available. The stroke around the logo mark is heavier and the logo type uses a heavier weight.

This 'heavier' variation is only to be used when the logo must be displayed at extremely small sizes, where the normal logo mark outline and the lighter weight of the logo type would likely disappear.

Brand assets : (PNG / SVG) : bold_*.png / svg

Preferred forms



This is the preferred logo structure

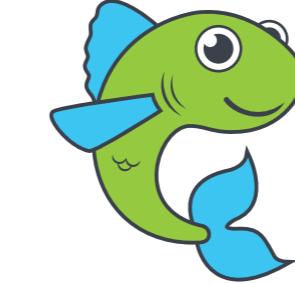


When the logo is seen with a board name, the name will sit directly below the logo type as shown here.

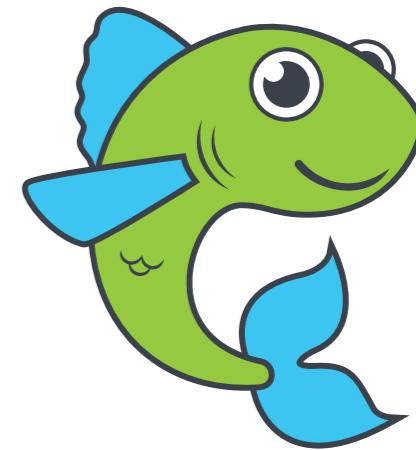
Other



When there is limited vertical space (eg header bar for a mobile website), the fish can be shrunk down.



minnowboard.org

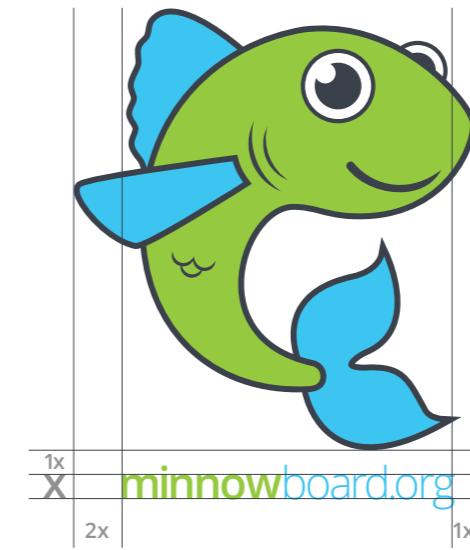
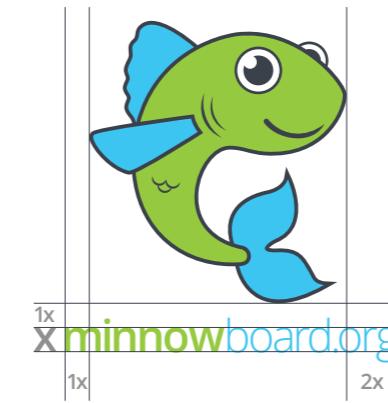


minnowboard.org

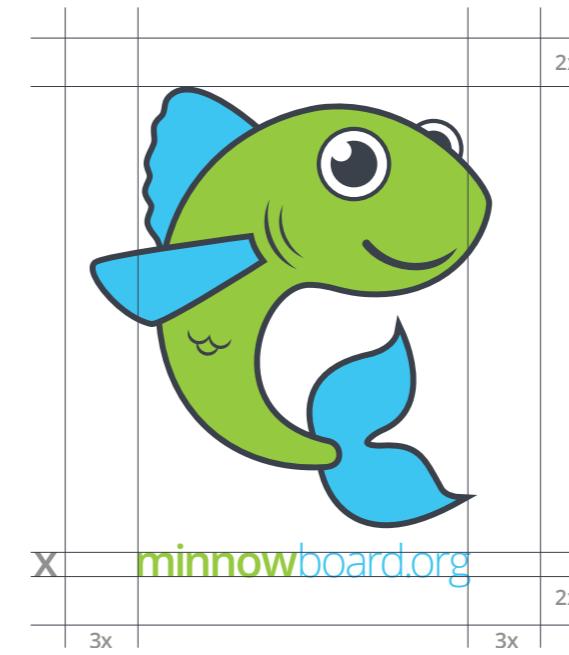
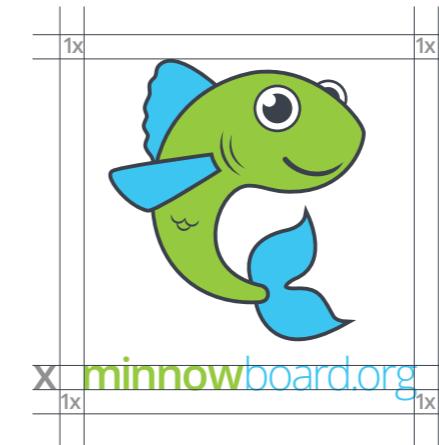
When horizontal space is restricted there are two stacked options.

Brand assets : (PNG / SVG) : logo_stacked.(png / svg), (PNG / SVG) : logo_stacked_large.(png / svg)

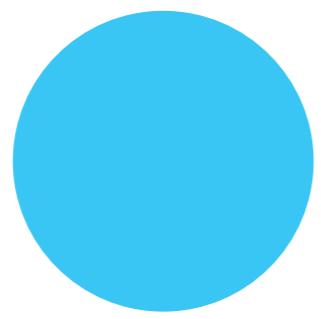
Construction



Spacing

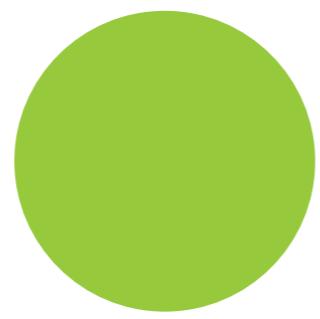


Primary Colours



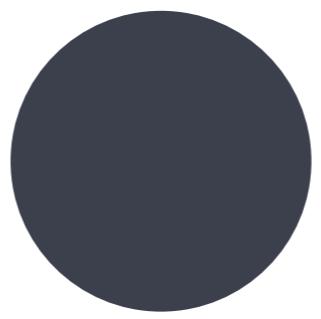
Blue

Pantone:
CMYK: 41/0/4/0
RGB: 35/204/252
Hex: #23ccfc



Green

Pantone:
CMYK: 56/0/72/0
RGB: 152/202/60
Hex: #98ca3c

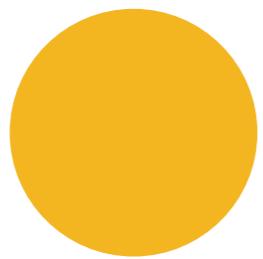


Grey

Pantone:
CMYK: 75/66/50/40
RGB: 59/64/76
Hex: #3b404c

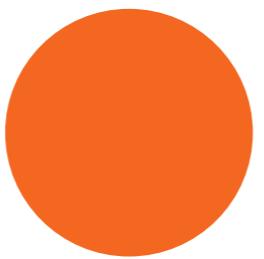
These are our main colours. They are a key part (along with typography) of surfacing our brand beyond the logo. It's important to use these where possible.

Secondary Colours



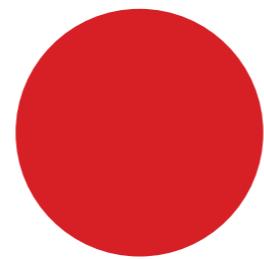
Yellow

CMYK: 5/29/100/0
RGB: 242/181/34
Hex: #f2b522



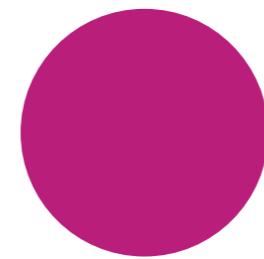
Orange

CMYK: 0/74/100/0
RGB: 242/103/34
Hex: #f26722



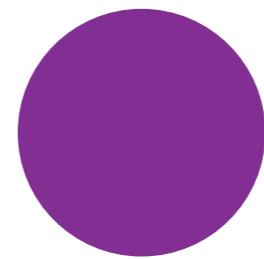
Red

CMYK: 10/100/100/2
RGB: 213/32/39
Hex: #d52027



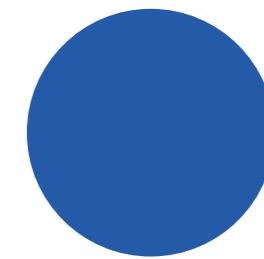
Purple

CMYK: 27/100/17/0
RGB: 185/30/123
Hex: #b91e7b



Plum

CMYK: 58/98/0/0
RGB: 132/46/146
Hex: #842e92



Blue

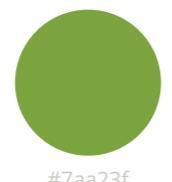
CMYK: 91/71/1/0
RGB: 39/91/168
Hex: #275ba8

These are our secondary colours. They are here to provide other strong vivid colour options outside of the primary brand colours.

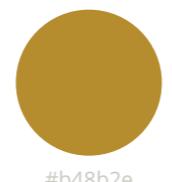
Colour shades



#1aa3ca



#7aa23f



#b48b2e



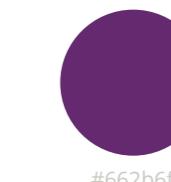
#b65727



#a02429



#8b2160



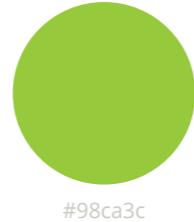
#662b6f



#264b7f



#f2b522



#98ca3c



#f1b51f



#f26722



#d52027



#b91e7b



#842e92



#275ba8



#72d0f1



#b8d878



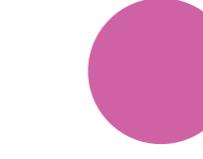
#f6cb65



#f79666



#e26368



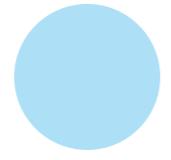
#ce62a2



#a86dae



#688dc2



#ade1f5



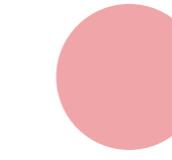
#d6e8b1



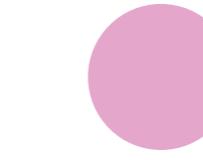
#fae1a7



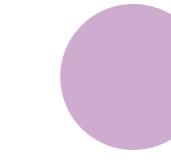
#fbcc3a8



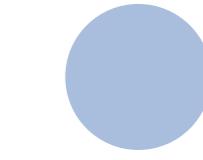
#eea6a9



#e3a5ca



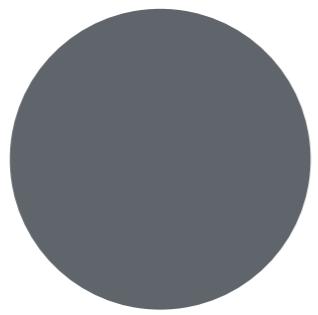
#ceabd1



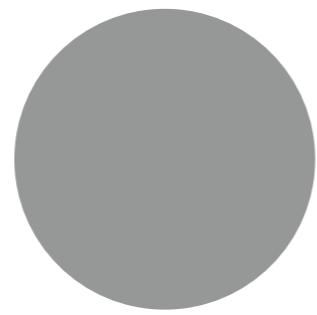
#a9bddc">

All colours can be used at different shades if needed

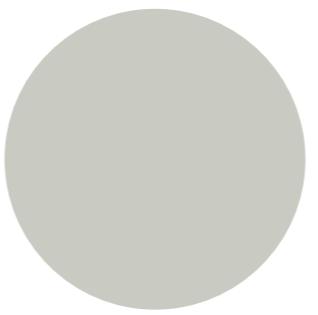
Shades of Grey

**Grey 80%**

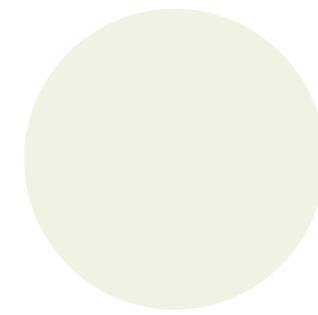
Pantone:
CMYK:64/53/47/19
RGB: 95/100/106
Hex: #5f646a

**Grey 60%**

Pantone:
CMYK: 44/35/37/1
RGB: 149/151/150
Hex: #959796

**Grey 40%**

Pantone:
CMYK: 21/14/22/0
RGB: 202/204/195
Hex: #caccc3

**Grey 20%**

Pantone:
CMYK: 5/3/11/0
RGB: 240/240/226
Hex: #f0f0e2

**Grey 10%**

Pantone:
CMYK: 2/1/4/0
RGB: 248/248/241
Hex: #f8f8f1

These are our supportive colours. Their main use is to complement the primary and secondary colours and to introduce contrast / content separation where needed.

Main

A large, dark gray, sans-serif font pair consisting of a capital 'A' and a lowercase 'a'. The letters have a clean, modern appearance with slightly rounded edges.

Open Sans light, regular & bold

Open Sans is the default font for all non
web based delivered content

Web

A large, dark gray, sans-serif font pair consisting of a capital 'A' and a lowercase 'a'. The letters have a bold, slightly rounded design compared to Open Sans.

Roboto regular, medium & bold

For web platforms, because of the
importance of legibility of small text on
low resolution displays, the default font
should be Roboto.

Other

All type should default to a sans-serif
font if Open sans and Roboto are not
available.

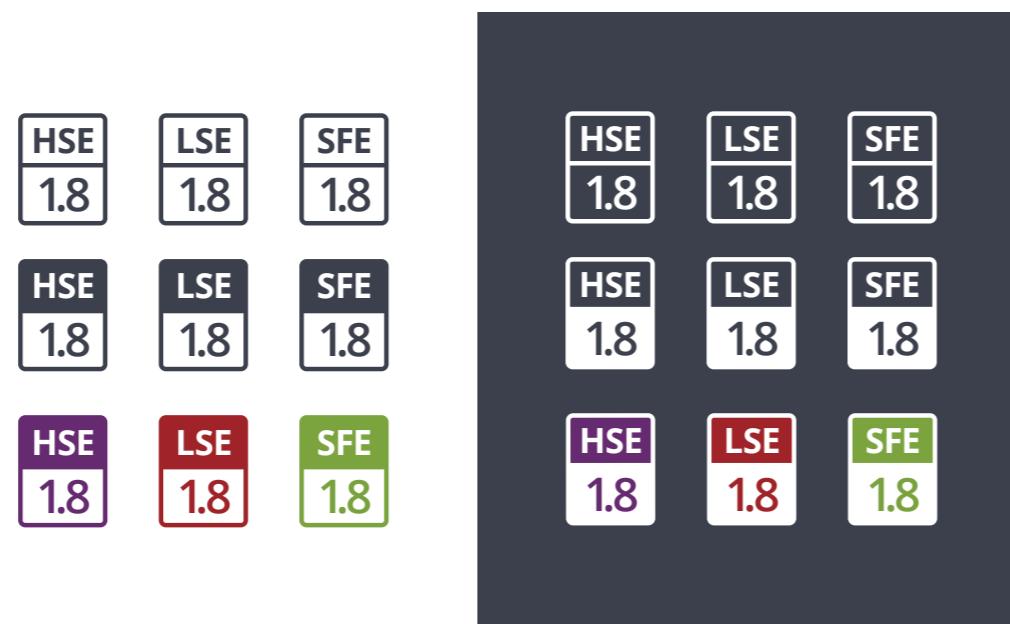
Brand assets : Fonts : fonts.zip

MinnowBoard in text

Our official community name is **MinnowBoard.org**. Please note that the "M" and "B" are both capitalized.

minnowboard.org is the URL of our official website. The URL does not require capital letters.

Expansion Header Compatibility Program



The presence of a specific Expansion Header Logo, next to the header in silk, on product packaging or in marketing collateral, helps MinnowBoard developers identify whether a specific Lure is electrically compatible (per program specification) with a header on baseboard.

- HSE : #665b6f
- LSE : #a02429
- SFE : #7aa23f

Expansion Header Compatibility Program



Expansion header type
Associated version number

Labeled Expansion Headers must meet the associated compatibility requirements posted on MinnowBoard.org

- 1) For all Expansion Header Compatibility Program Designations the corresponding logo is to appear on PCB silkscreen within 0.25" of the expansion header, measured as the shortest distance from the nearest edge of assembled header to the nearest part of the corresponding designation logo.
- 2) The resulting Designation text--i.e., "LSEV1"--must have characters measuring at least 0.025" in height, and must be clearly readable by unaided eye. In rare cases where board real estate does not allow the full logo, the Designation text--i.e., "LSEv1" may be used in silk as long as text height requirement is still met.

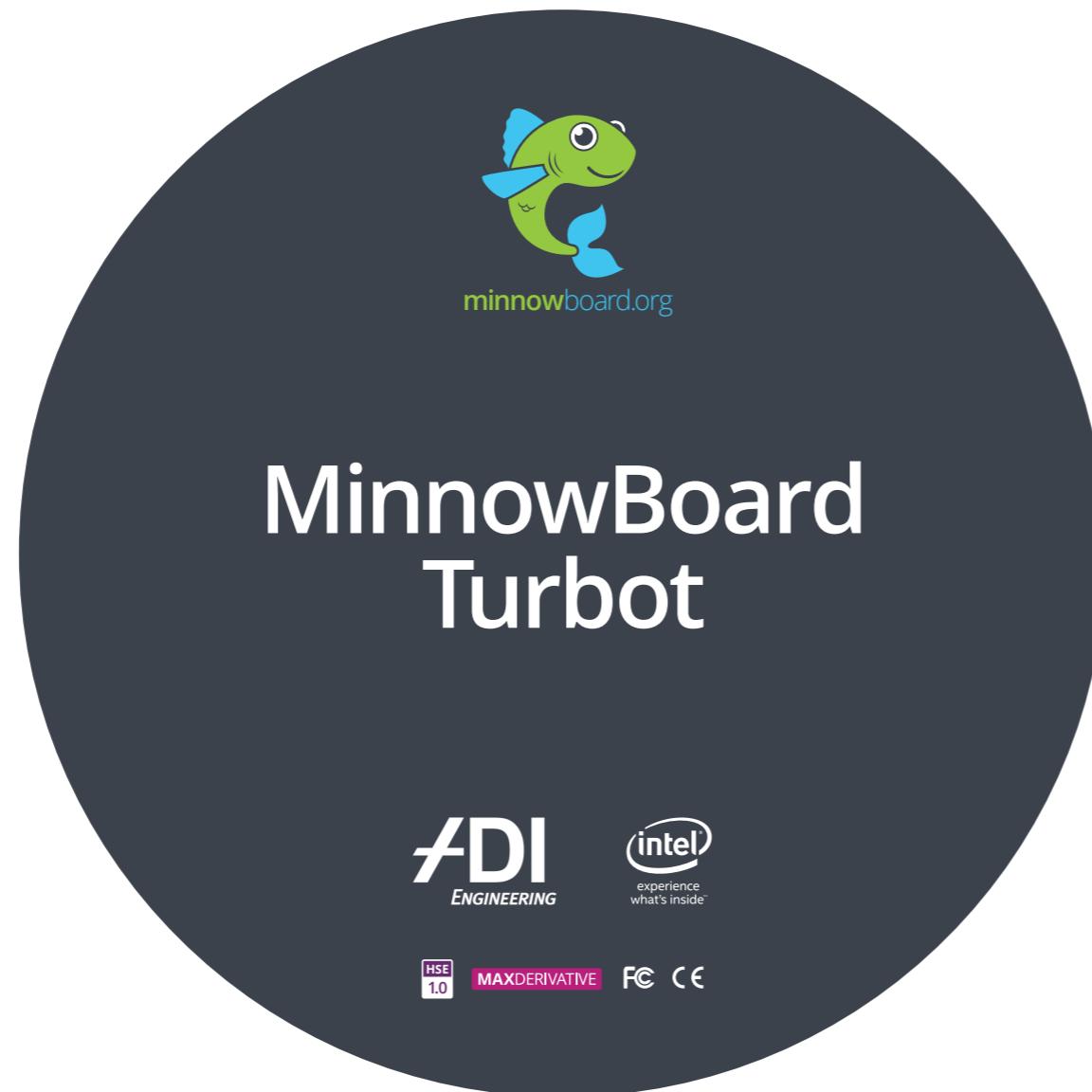
MinnowBoard badging logos



The Badging Logos are created to support future compatibility programs. Usage definitions and requirements will be defined at a later date.

- Max compliant : #f16824
- Max compatible : #2a5ca7
- Max derivative : #b81e7b

Package labeling (front)



MinnowBoard products must display the MinnowBoard package label, clearly on the front of the package.

The label must include:

- 1) The MinnowBoard logo
- 2) The Product name
- 3) Partner / vendor logos
- 4) Applicable expansion header logo
- 5) Regulatory marks

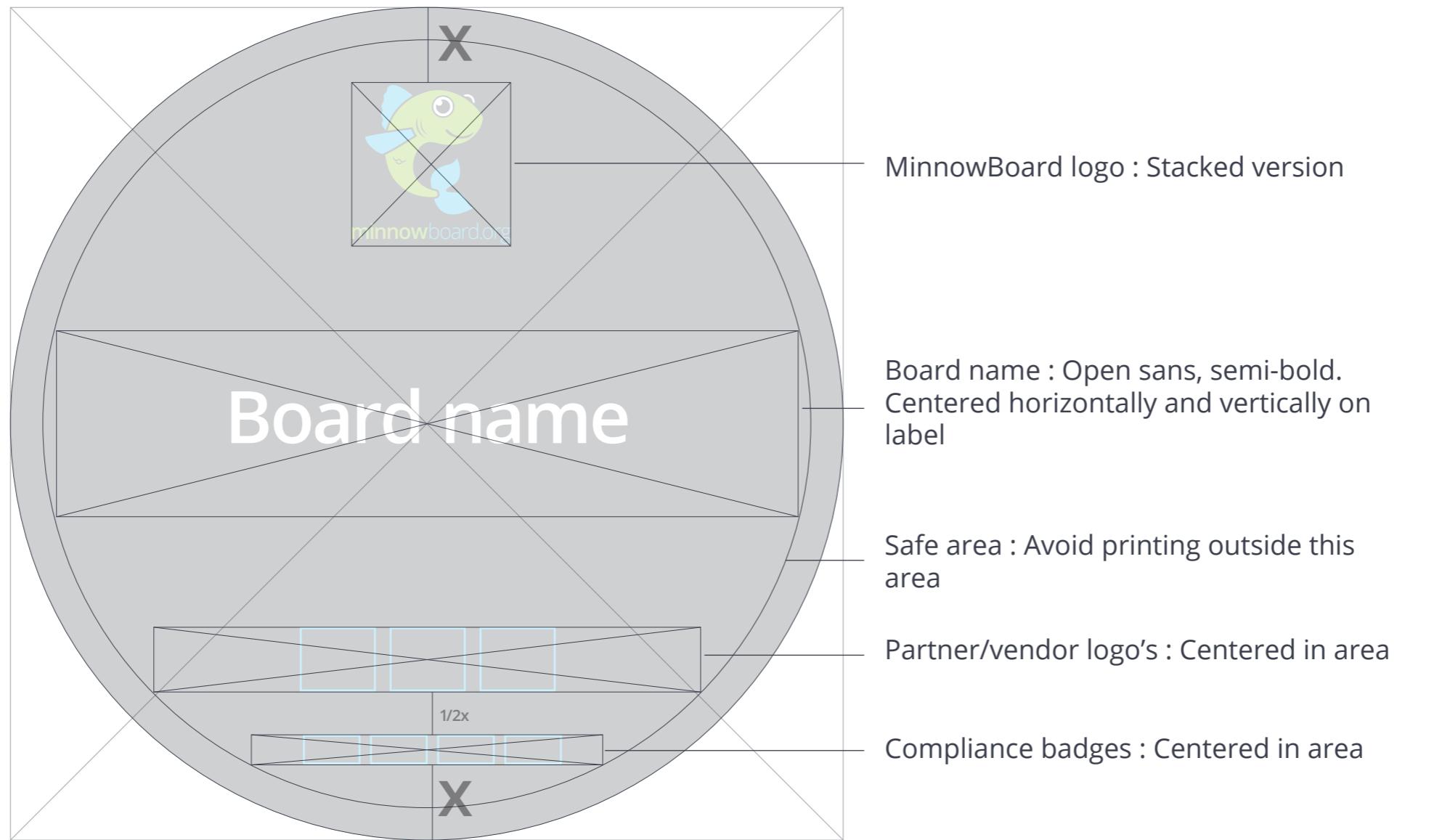
Note: The board title, logo's, and badges in this visual are just an example.

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https://intelinside.intel.com/content/dam/iip/us/en/shared/main/learn_more.htm

Brand assets : Package Labeling : Package_label.pdf

Package labeling (front) construction



Brand assets : Package Labeling : Package_Label.pdf
Brand assets : (PNG / SVG) : logo_stacked.(png / svg)
Brand assets : Lure designators : Lure designators template.ai
Brand assets : Badges : badges.pdf

Package labeling (Bottom/underside of box)



Manufacturer labeling with product identifiers, serials numbers, regulatory marks, etc are to be created at manufacturer discretion. No MinnowBoard program requirements apply.

Package labeling (Inside top cover)



Inside cover of product package to contain two URL links:

- a) www.MinnowBoard.org/setup
- b) URL to manufacturer safety and warning information (if not appearing on paper insert in box).

Revision history

01 July 2016	Version 1.0	David Tappy	First draft
05 July 2016	Version 1.1	David Tappy	Added vertically stacked logo variations, first draft of secondary colours
28 July 2016	Version 1.2	David Tappy	Updated the smile of the minnow fish
19 August 2016	Version 1.3	David Tappy	Updated fish mark, removed non-stroke version, added small use treatment, added rgb values for secondary colour palette
12 Sept 2016	Version 1.4	David Tappy	Added full scale palette for Supportive colours
29 Sept 2016	Version 1.5	David Tappy	Added Yellow to secondary colour palette and added different shade options
25 Oct 2016	Version 2.0	David Tappy	Added Product labeling section, references to asset package, 'MinnowBoard in text'

