

TEACHING OPEN SOURCE & POSSE

Brand standards



INTRODUCTION



WHAT IS TEACHING OPEN SOURCE (TOS)?

Open source is a development model in the software industry that is becoming increasingly important. The next generation of software developers, computer scientists, system administrators, analysts, and build engineers need to understand open source and must be able to work efficiently within open source communities.

Teaching Open Source is a neutral collaboration point for instructors, institutions, communities, and companies to come together and make the teaching of open source a global success.

As a collaboration point, Teaching Open Source depends on participation from a community of open source advocates and educators.



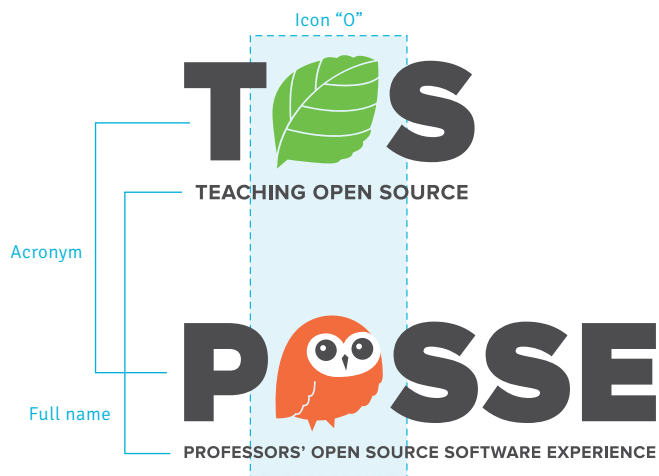
WHAT IS POSSE?

More instructors than ever want to teach the open source development process to their students, but working in the open source world can be daunting. Instructors have a limited amount of time to learn about open source, and are often unsure how to get started.

POSSE (Professors' Open Source Software Experience), funded by Red Hat and the National Science Foundation, is a workshop where instructors learn the tools, practices and culture of open source. Participants learn how open source projects work and begin building a strong network to lean on as they bring students into the open source world.

Support and mentoring continue through the school year. Select attendees also receive course funding. POSSE is part of Teaching Open Source.

A UNIFIED VISUAL APPROACH



Because Teaching Open Source and POSSE are two distinct but closely related projects, our visual system uses the same elements in two related brands.

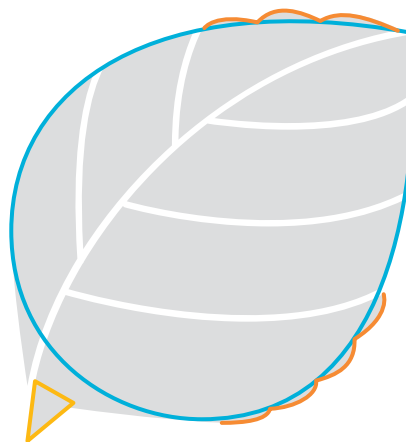
The key element in each brand is the icon. For Teaching Open Source, a leaf represents growth, potential, and new beginnings. For POSSE, an owl stands for wisdom, knowledge, and foresight.

The icon is used the same way in both logos, as the "O" in their acronym. The "O" stands for open, a key tenet of both brands' mission and personality.

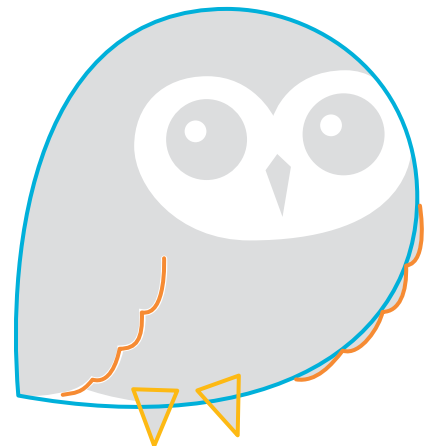
Even though each icon represents a different object (and organization), they feel unified because they use the same basic elements, as shown on the right.

Future additions to the Teaching Open Source family could remix these basic shapes into icons that represent their organizations.

Teaching Open Source



POSSE



Basic speech bubble shape

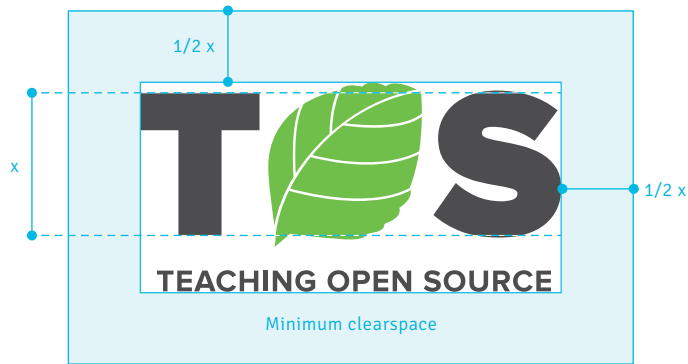


Triangular "feet"



Detail ruffle

YOUR LOGO NEEDS ITS SPACE



WHAT IS CLEARSPACE?

Clearspace is the area around a logo that should be free of other logos, text, distracting graphics, and hard edges (like the edge of a page).

Keeping this space open means the logo won't look cramped or crowded when it's placed on a page or website. It also means your logo will keep its integrity when around logos from other organizations or groups are nearby.

ALTERNATE MARKS

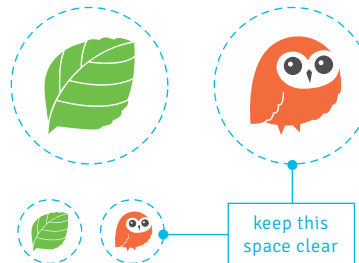
Sometimes it won't be practical to use your primary logo, usually because there is not enough available space. In those cases, use either the horizontal (or stacked) logo or the avatar mark. Notice that neither of these marks use the full name of the organization, so you should use them only when your audience is familiar with Teaching Open Source or POSSE, or with the full name in accompanying text.



HORIZONTAL (STACKED) LOGO

Use when space doesn't allow for the full logo.

The stacked logo includes only the acronym and icon.



AVATAR MARK

Best for very small spaces, like stickers or social media avatars. Make sure the icon doesn't feel too crowded in the available space.

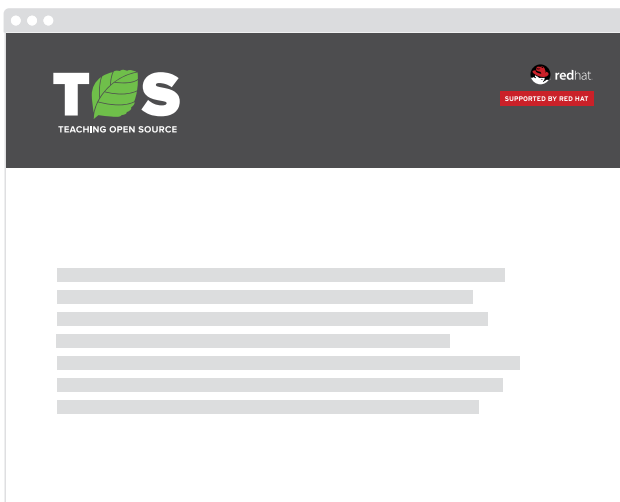
RED HAT ENDORSEMENT



SUPPORTED BY RED HAT

Teaching Open Source and POSSE are possible thanks to funding and resources provided by Red Hat. This endorsement also gives an additional level of equity to Teaching Open Source and POSSE. For this reason, the endorsement should be used whenever space allows it.

The endorsement follows the same clearspace guidelines as Teaching Open Source and POSSE. The endorsement shouldn't detract from or overpower the Teaching Open Source and POSSE logos.



OPPOSING CORNERS

In this preferred arrangement, there is room for the logo and the endorsement in opposing corners. This gives Teaching Open Source the prominence and space it needs while still showcasing Red Hat's support.



STACKED

Although opposing corners is best, it doesn't work in every situation. When vertical space is the only option, the logo and endorsement can be stacked. However, the endorsement should respect the clearspace and hierarchy of the logo.

WHAT NOT TO DO

DON'T...



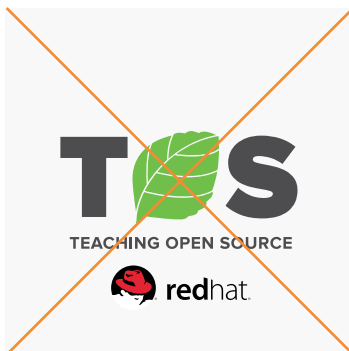
...change the colors of the mark.



...add, remove, or change elements of the mark.



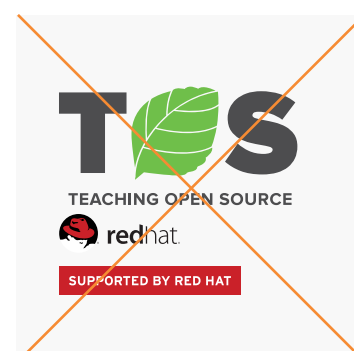
...stretch, twist, squish, or warp the mark.



...combine or "lock up" the logo or alternative marks with any other logo (even the Red Hat logo).



...combine or "lock up" the logo or alternative marks with any text, in any font.



...crowd or distract from the logo with the endorsement. If there is not enough room for the endorsement, don't force it.

COLOR MATTERS

Using the same colors in the right way helps build visual consistency for Teaching Open Source and POSSE. The primary and secondary color palettes are listed below.



DARK GRAY*
CMYK 0 0 0 85
RGB 76 76 76
HEX 4C4C4C



TOS GREEN
PMS 360
CMYK 62 0 78 0
RGB 97 194 80
HEX A1DA8B



POSSE ORANGE
PMS 1645
CMYK 0 80 94 0
RGB 255 109 66
HEX FF6D42



DARK BLUE*
PMS 3035
CMYK 100 25 18 72
RGB 0 65 83
HEX 004153



LIGHT BLUE*
PMS 2975
CMYK 35 0 6 0
RGB 163 219 232
HEX A3DBE8



LIGHT GRAY*
CMYK 0 0 0 15
RGB 220 220 220
HEX DCD CDC



RED HAT RED*
PMS 1797
CMYK 2 98 85 2
RGB 204 0 0
HEX CC0000

*These colors are from Red Hat’s color palettes. This shows a subtle tie back to Red Hat.

EVEN THE FONTS ARE OPEN

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

MONTSERRAT

This open-licensed font has a variety of weights that will make headlines and bold statements stand out.

> fontsquirrel.com/fonts/montserrat

The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog
The quick brown fox jumps over the lazy dog

SIGNIKA

Also open, this font is great for body copy and is easy to read.

> fontsquirrel.com/fonts/signika