

Branding Style Guide



Index

Guidelines

Introduction	3
Primary logo	4
Subbrands	5
Local Chapter Brands	6
Distinct Local Chapter Brands	7
Principles of typography	8
Principles of colours	9
Logo usage: do's	10
Logo usage: don't	11
Photography	12
Branding elements	16
Cartography	17
Icons	21

Stationery

Business cards	22
Letterhead front	23
Letterhead following page	24
One-page info	25
Flyer	26
Roll-Up banner	27
Stickers	28
Tablecloth	29
T'Shirt	30
Desktop website	31
Mobile website	32
Social Media Facebook	33
Social Media Twitter	34
Social Media small icon	35

Introduction

This document contains the collected elements of the OSGeo identity and provides guidelines for their use. It is a toolkit designed to help us create more consistent visual communications pieces. The system is both unifying and flexible allowing enough diversity to meet the demands presented by different audiences and applications while maintaining a consistent visual character that is both distinct and concise.

An Identity is more than a logo, typeface or color. When used thoughtfully and consistently, our identity becomes the unified voice of our organization. With so many variables, this Style Guide should be used to ensure brand consistency for current and future use.

Read through the entire Style Guide to make sure you understand rules, guidelines and how everything works together before using these assets to create OSGeo-related promotions. These assets are only to be used for official OSGeo communications. Do not use them to promote private businesses or for individual purposes.

The new OSGeo identity contains various elements and colors to add different flavors to applications, thereby keeping the look fresh for years to come.

In order to maintain a strong and consistent brand identity, it is important to look past just a logo and a name. Who we are, what we believe in, and those we serve all play an integral role in creating a comprehensive understanding of the correct OSGeo identity.

This Style Guide should be used to ensure brand consistency for current and future use. We realize that our brand is complex and with so many variables it is up to us to communicate it effectively. It should be used consistently to foster brand awareness.

If you have any questions or problems as you use these assets, contact OSGeo Marketing Committee at marketing@osgeo.org.

Primary logo

The OSGeo primary logo is the most important element of the brand identity. It symbolizes our services, our products and our mission and must appear on all of our communications. The new visual treatment is designed to strengthen the identity and present a more focused positioning. The OSGeo logotype was carefully created using proportional spacial considerations. It is important to use the logo properly and consistently throughout the materials so that it stays memorable and recognizable within our community.

Never tamper with the elements of the logo or any of its elements.

OSGeo Mark



OSGeo Logo



OSGeo

Sub-brands

With so many sub-brands at OSGeo, the new system must be flexible to allow for various configurations and hierarchies. Various subbrand relationships are available within the OSGeo brand family:

Sub-brands (examples)



Distinct brand



Local Chapters Brands

Local Chapters (Country examples)



Local Chapter (Alternatives)



Distinct Local Chapters

Local Chapters



LOGO



Principles of Typography

Type tells a story. The right typeface, used consistently, builds character. Therefore two typography fonts have been chosen for the OSGeo Branding: Sintony and Miriam Libre.

Used in conjunction they carry across the open source and participatory community driven OSGeo platform.

Explanation about using Google Webfonts in CSS/HTML

For headers

Miriam Libre Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Miriam Libre Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

For body text

Sintony Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Sintony Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Principles of Colors

Color is the most fundamental yet most powerful tool in creating a mood and feeling. In our new corporate design we used a fresh and vibrant color palette; yet still recognizable to the old OSGeo color palette.



FOR PRINT/PRESS

C 70
M 0
Y 80
K 0

FOR DIGITAL

R 77
G 176
B 91

FOR PRINT/PRESS

C 95
M 55
Y 55
K 55

FOR DIGITAL

R 0
G 58
B 64

FOR PRINTING PRESS

Pantone 361 U

FOR PRINTING PRESS

Pantone 330 U

FOR WEB

#4CB05B

FOR WEB

#00393F

Secondary Palette

FOR PRINT/PRESS		FOR DIGITAL	
C	70	R	70
M	0	G	0
Y	80	B	80
K	0		
FOR WEB		FOR WEB	
#4CB05B			

FOR PRINT/PRESS		FOR DIGITAL	
C	95	R	0
M	55	G	58
Y	55	B	64
K	55		
FOR WEB		FOR WEB	
#00393F			

FOR PRINT/PRESS		FOR DIGITAL	
C	44	R	146
M	35	G	144
Y	35	B	144
K	14		
FOR WEB		FOR WEB	
#91908F			

FOR PRINT/PRESS		FOR DIGITAL	
C	52	R	118
M	42	G	116
Y	42	B	116
K	26		
FOR WEB		FOR WEB	
#757473			

FOR PRINT/PRESS		FOR DIGITAL	
C	58	R	110
M	0	G	208
Y	66	B	122
K	0		
FOR WEB		FOR WEB	
#6ED079			

FOR PRINT/PRESS		FOR DIGITAL	
C	82	R	39
M	43	G	87
Y	48	B	93
K	38		
FOR WEB		FOR WEB	
#27575C			

FOR PRINT/PRESS		FOR DIGITAL	
C	18	R	217
M	13	G	217
Y	14	B	216
K	0		
FOR WEB		FOR WEB	
#D8D8D8			

FOR PRINT/PRESS		FOR DIGITAL	
C	58	R	91
M	49	G	89
Y	48	B	89
K	40		
FOR WEB		FOR WEB	
#5A5958			

FOR PRINT/PRESS		FOR DIGITAL	
C	49	R	136
M	0	G	234
Y	58	B	145
K	0		
FOR WEB		FOR WEB	
#87E991			

FOR PRINT/PRESS		FOR DIGITAL	
C	71	R	75
M	35	G	122
Y	41	B	128
K	18		
FOR WEB		FOR WEB	
#4A797F			

FOR PRINT/PRESS		FOR DIGITAL	
C	7	R	240
M	5	G	240
Y	5	B	241
K	0		
FOR WEB		FOR WEB	
#FOFOF1			

FOR PRINT/PRESS		FOR DIGITAL	
C	61	R	79
M	52	G	77
Y	51	B	77
K	48		
FOR WEB		FOR WEB	
#4E4D4C			

Logo usage: Do's

- ▶ Use only the official OSGeo logo available for download here. <— LINK
- ▶ Make sure the Brand Assets are displayed clearly.
- ▶ Keep enough space around the Brand Assets so they appear clean and uncluttered.
- ▶ Maintain proportions and preserve clear space around the OSGeo logo. For specific guidance on maintaining appropriate proportions, click here.
- ▶ The OSGeo logo is always above any sub-brand name.
- ▶ If you want to direct others to OSGeo or to one of our sub-brands, feel free to display our OSGeo logo side-by-side with other logos.
- ▶ If you include the OSGeo logo next to other logos, please display it in the same size as other logos.



Keep some space between the logo and text



If color is not available, use the black logo option.



Use the reverse for dark backgrounds.



The minimum size for high resolution colour applications should be no less than 1" (25 mm).



The minimum size for high resolution black/white applications should be no less than 2" (50 mm).

Logo usage: Don't

It is important to remember that our logo must be presented consistently for it to be an effective ambassador for our organization.

The following are some typical examples of what not to do to our logo.

- ▶ Remove the OSGeo compass mark.
- ▶ Change, screen or decrease any of the colors within the logo.

Modify the OSGeo Corporate and/or Sub-brand logo in any way, such as by:

- ▶ Change the colors;
- ▶ Rotate the logo;
- ▶ Add shadow(s) to the logo;
- ▶ Outline the logo;
- ▶ Place the logo on similar green colors or colors of similar value;
- ▶ Separate elements in the design.
- ▶ Display the OSGeo logo larger than your own marks or branding.
- ▶ Use the OSGeo logo to refer to any product or service without contacting the OSGeo Marketing Committee.
- ▶ Feature the Brand Assets in connection with pornography, illegal activities, or other materials that violate the OSGeo Terms of Service, Community Guidelines, or Privacy Policies.



Do not stretch or condense the logo vertically or horizontally.



Do not rotate the logo.



Do not use low-res JPEG- and GIF formatted files for printed materials.



Do not alter the logo typeface or attempt to recreate the logo.



Do not change the logo color. Always use the standard configurations shown in the "Use of Color" section.



Do not reconfigure the logo.



Do not place the logo over complex photography or backgrounds.



Do not place the logo over coloured backgrounds

Photography

A distinctive photographic style has been developed.

It is based on a sense of geographical 'welcome'. It should reflect what it looks like in a specific area, and make people want to visit there. It should support our brand essence of 'Welcoming geospatial spirit' and our brand values: vibrant, living community culture, diverse, forward-thinking.

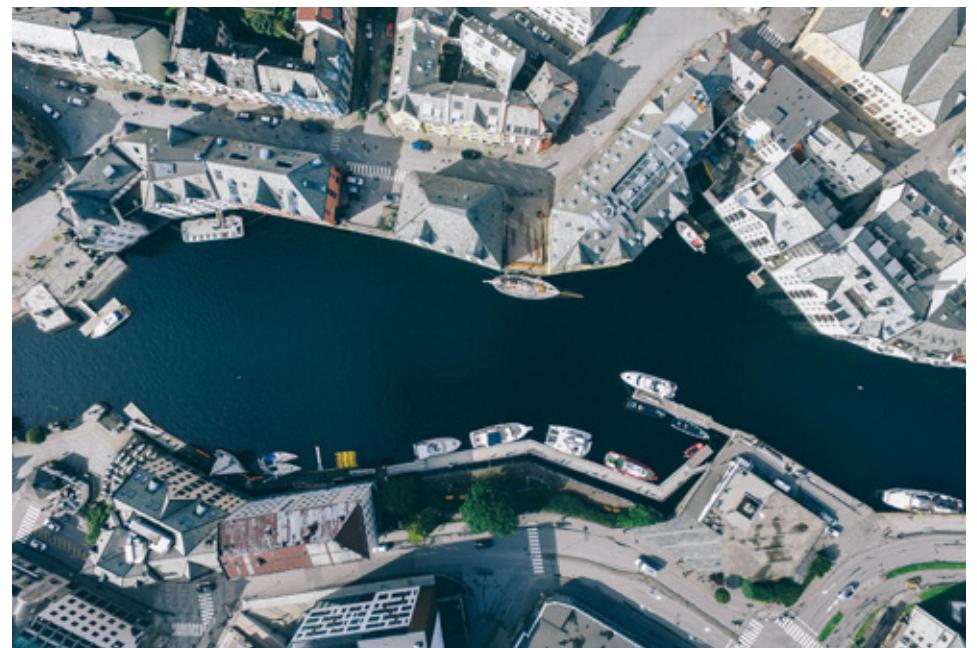
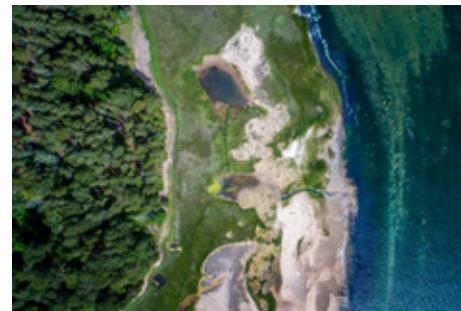
Mood

Explorable, spacious, topographical, cartographical, terrestrial, urban, open and energetic.

Free Open Source examples

<https://unsplash.com/search/drone>

(not the drones itself!)



Examples



A distinctive photographic style has been developed.



It is based on a sense of geographical 'welcome'. It should reflect what it looks like in a specific area, and make people want to visit there. It should support our brand essence of 'Welcoming geospatial spirit' and our brand values: vibrant.

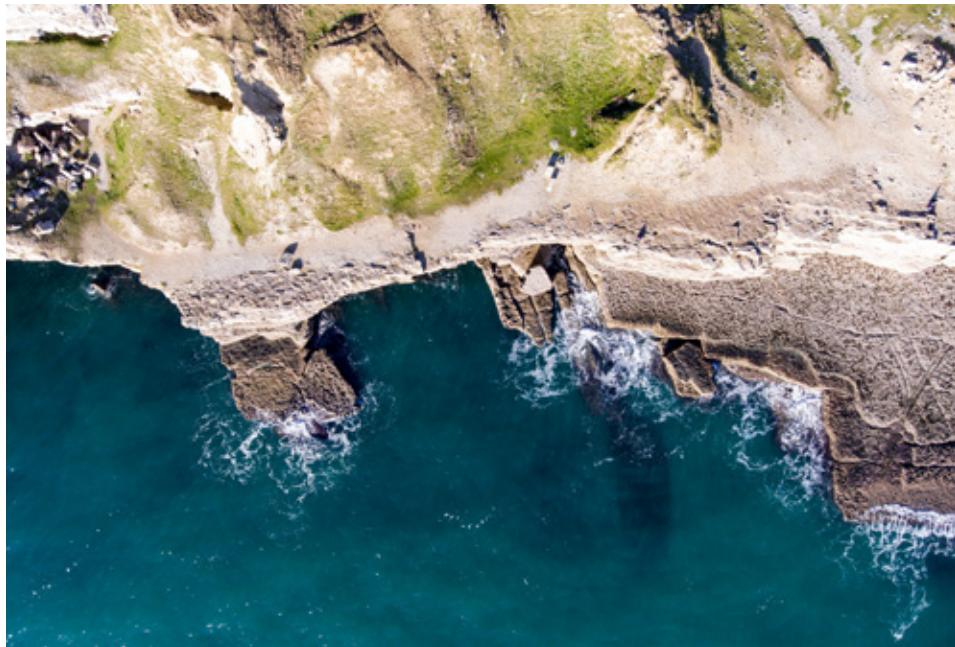


A distinctive photographic style has been developed.



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Examples



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A distinctive photographic style has been developed.

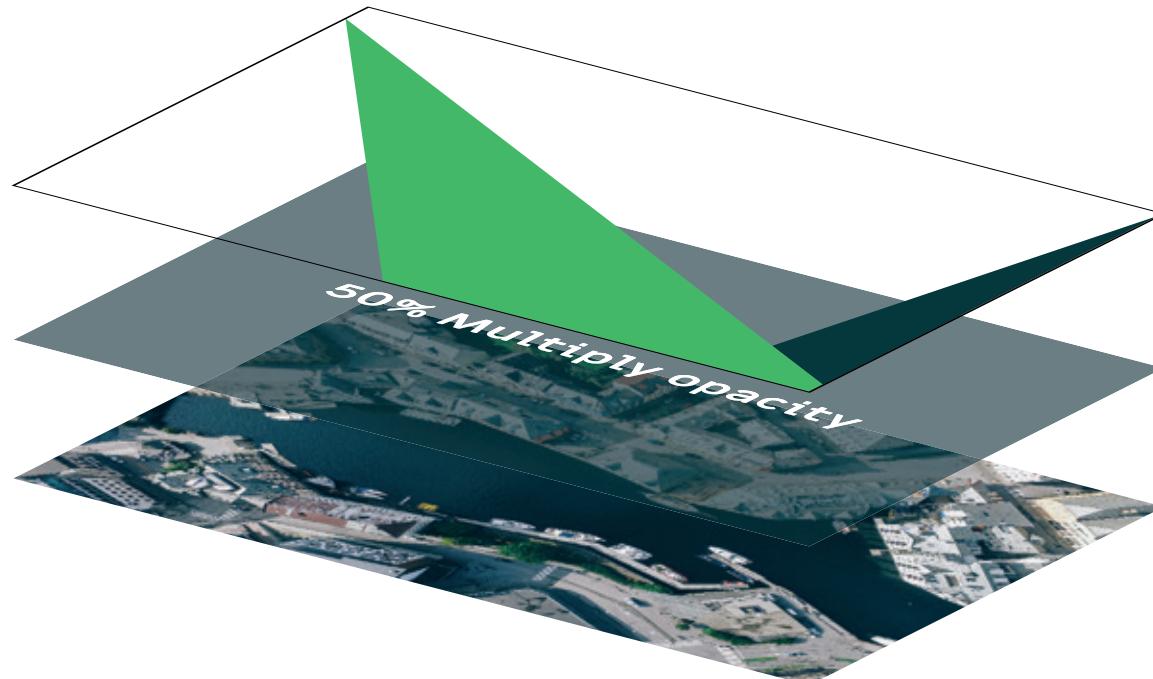


It is based on a sense of geographical 'welcome'. It should reflect what it looks like in a specific area, and make people want to visit there. It should support our brand essence of 'Welcoming geospatial spirit' and our brand values: vibrant.

Branding elements

With use of your own photos you can add branding elements using the following:

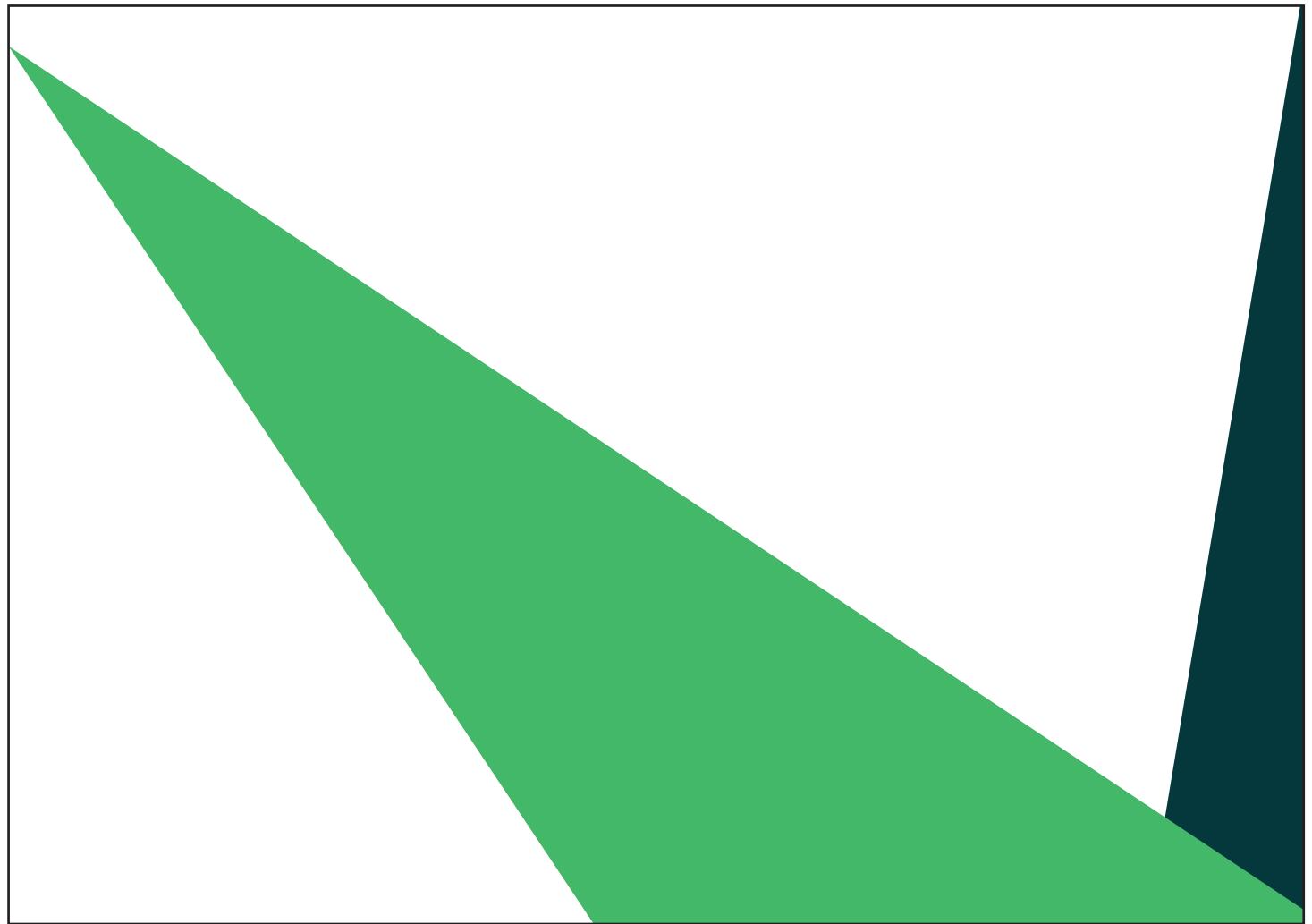
- ▶ 50% Multiply Opacity with the Dark Green colour to fade out the photo
(White text can be place on top)
- ▶ Draw compass shapes



Branding elements

OSGeo Green always on top

Points touching the side of the canvas



Cartography

Cartographic style varies considerably depending on zoom level (scale), available data, and location on the earth. The OSGeo style, as applied to cartography, will vary for the same reasons. The main solution to providing a consistent look and feel within that framework is to ensure that all OSGeo styled maps use the OSGeo color palette. Features with the most visibility, area, and/or quantity, should most often be styled with the two main colors where possible.

All else being equal, #4CB05B should be the dominant color for area features, #00393F should be the second most dominant color for area features. White and the colors from the secondary palette (see Principles of colours) should be assigned for other features as shown:

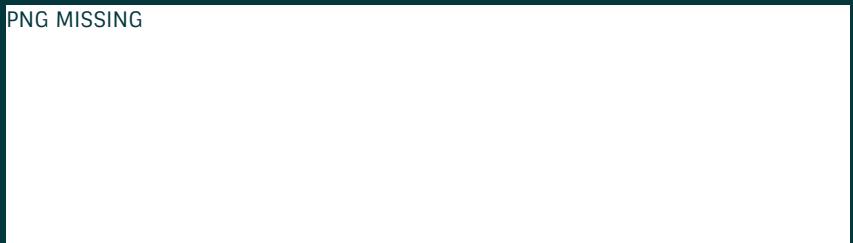


Cartography

This example also showcases an expansive, oblique, view that mirrors the exploratory and spacious landscape photography moods described in the photography section.

Where low-zoom land and water areas are most prominent, it is advised to follow general cartographic convention and assign one of the blue palette colors to water (#00393F shown here) and one of the green palette colors to land (#4CB05B shown here). Example:

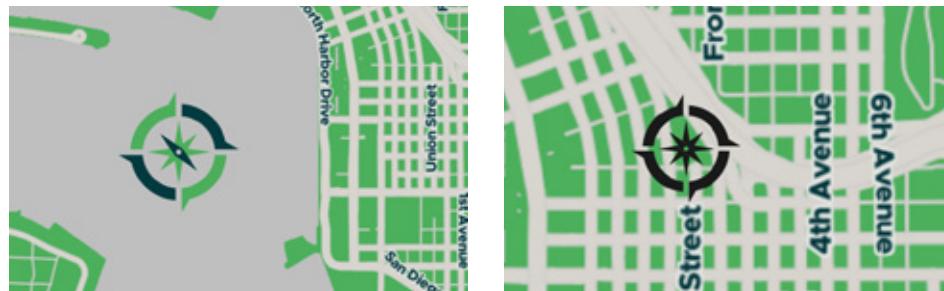
PNG MISSING



Cartography

Labels should be displayed in a contrasting palette color (or white) and, when possible, in one of the two OSGeo fonts.

The OSGeo Mark can be used as a map marker as shown:

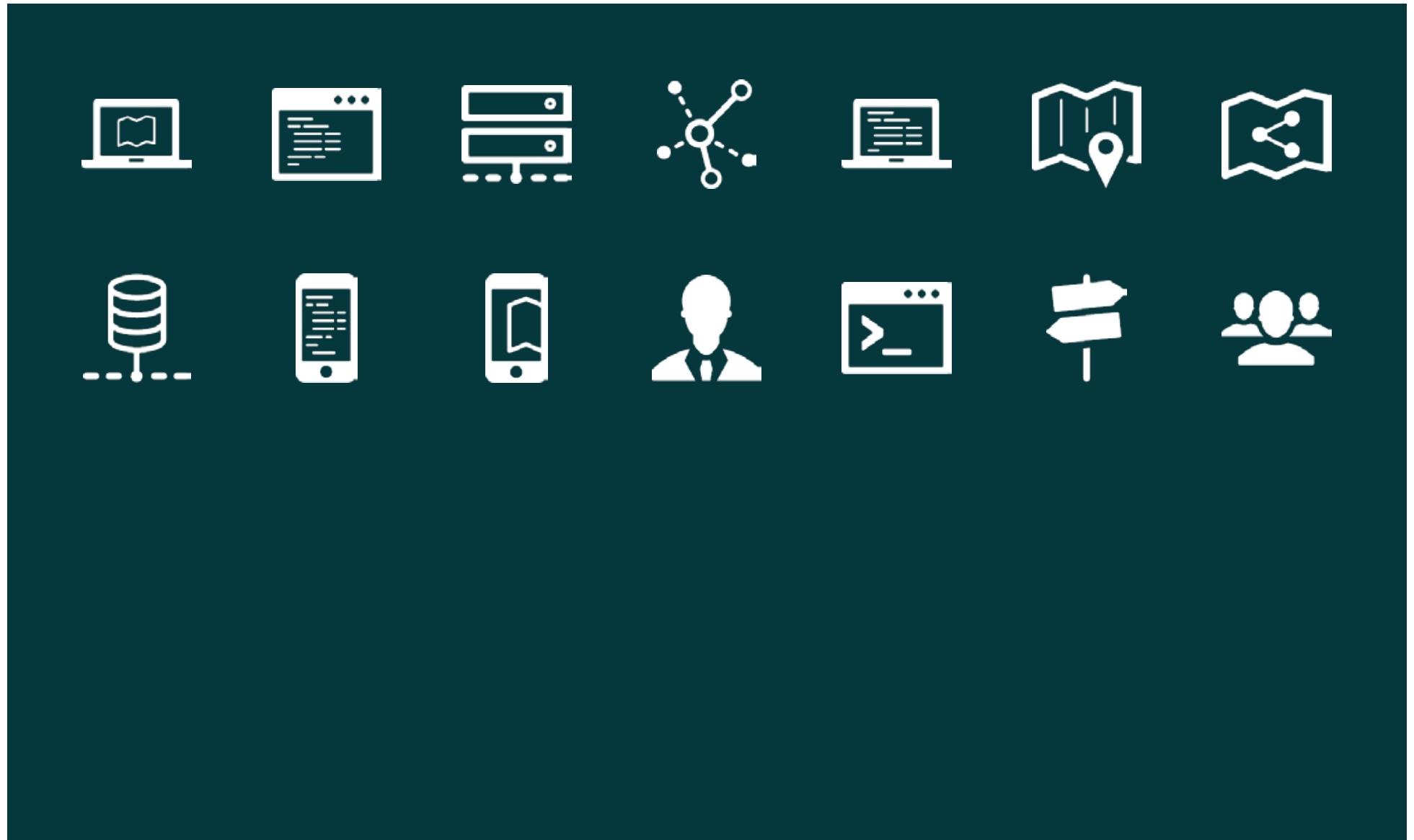


Digital point location maps should use dynamic marker clustering when low zoom levels are present. For example, this map uses dynamic marker clustering to illustrate the locations of Geo for All Labs (a secondary palette color is used for water and white is used for land) at several scales:

A similar example of marker clustering, with simple marker circles in branded colors shown here:



Icons



Business Cards



Letterhead Front



Letterhead Following Page



Um quibus explic tent rendandic te andigendae quibus ius adi odit, imin nam elignis cone vendeaped ut harum aut intorecum facciatiam, qui consecum nectat. Mus ex et pre eatia dolore, testior eperias nesti sin nonesti asitis volloritibus natur? Ferum sim laut acerio. Ibusdan tusam, que elium, ut etust occae re, consecusam qui dolorpor atinis venimintibus am quiasped quia quas ab iunt fugiant.

Lorum illa dit, quae aliquam que mi, eum faccum lant. Itatur, voluptamus quia con parum faccum eum sitat ex essed ea vel in reprem im que velesto volorpo rumquos eos nobististi duntonseque lic torio temperunt ratem viducid erferum aut labo. Magnat etusae.

Et rem accepta iltilis nus parchitatet eturelum quaerat ea que porem fugitasim vollit etur aut eos est fugiant precatu rionsequi derum que od ut modi dit quibusandero comminenis id et quam quasped quiliatet lam lautat officilis ipis anditis dolut rem laborib usaplist fuga.

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Um quibus explic tent rendandic te andigendae quibus ius adi odit, imin nam elignis cone vendeaped ut harum aut intorecum facciatiam, qui consecum nectat. Mus ex et pre eatia dolore, testior eperias nesti sin nonesti asitis volloritibus natur? Ferum sim laut acerio. Ibusdan tusam, que elium, ut etust occae re, consecusam qui dolorpor atinis venimintibus am quiasped quia quas ab iunt fugiant.

Lorum illa dit, quae aliquam que mi, eum faccum lant. Itatur, voluptamus quia con parum faccum eum sitat ex essed ea vel in reprem im que velesto volorpo rumquos eos nobististi duntonseque lic torio temperunt ratem viducid erferum aut labo. Magnat etusae.

A handwritten signature in black ink that reads "Angie Anderson".

Best regards,
Angie Anderson

www.osgeo.org

One-page Info

GeoForAll

Making geospatial education and opportunities accessible to all

GeoForAll Network

GeoForAll is a research and educational outreach initiative. It is a grassroots network of over a hundred participating labs, research groups, research institutes and universities.

Participants are committed to the use and development of free and open source software; the use of free and open data; the principles of open science in research; and the use of open education in teaching.



Map by Daria Svidzinska, tiles by CARTO (CC BY 3.0), data by OpenStreetMap (ODbL)

Open for All

GeoForAll provides participants the opportunity to join in the creation of a worldwide teaching and research infrastructure. It provides global learning and training opportunities, platforms for capacity development and access to quality education opportunities for all.

GeoForAll and their partners are responsible for growing the next generation of open source geospatial talent! Learn how your institution can participate at geoforall.org.

Open Education: GeoForAll offers a rich resource of open materials which can be reused and extended. Freely available resources include: webinars, multilingual courses, newsletters, educational and teaching content material.

Open Collaboration: GeoForAll provides its members with the ability to network and collaborate with people all around the world that share common interests and work together in projects and new ideas.

Open Science: GeoForAll contributes to science in general for the benefit of the whole society and for our future generations. Participating students and learners develop creative and open minds which is critical for building open innovation.



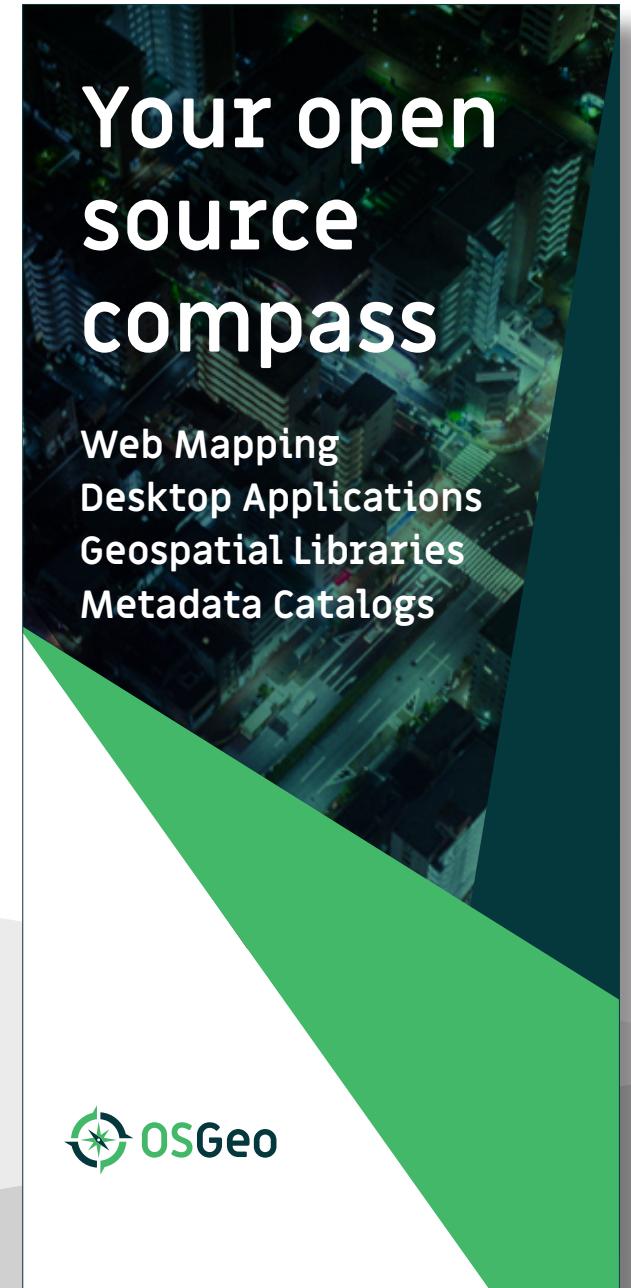
www.geoforall.org

Flyer Front



The image shows the back page of an OSGeo flyer. It contains two columns of text: "Mission and Goals" and "Incubation and Graduation", both in Latin placeholder text. At the bottom is the OSGeo logo and the website address "www.osgeo.org".

Roll-Up Banner



Sticker



Table cloth



T'shirt



T'shirt



Desktop website

The image displays three side-by-side screenshots of the OSGeo desktop website, illustrating its design and layout across different sections.

- Left Screenshot (Homepage):** Shows the main homepage with a large banner featuring a satellite map of a forested area. The title "The Open Source Geospatial Foundation" is prominently displayed. Below the banner are three main call-to-action buttons: "Choose a project", "Why open source?", and "Join our community". Each button has a corresponding sub-section below it with some placeholder text. At the bottom left is a "Community news" section with a few recent news items, and at the bottom right is a "FOSS4G" section.
- Middle Screenshot (Project Page):** Shows a detailed project page for "The Open Source Geospatial Foundation". It features a large banner with the foundation's name. Below the banner are sections for "Choose a project", "Why open source?", and "Join our community". There are also "Community news" and "Foundation news" sections, each with a list of recent news items. At the bottom are sections for "Events", "Resources", and "Sponsors".
- Right Screenshot (Community Page):** Shows a community page with a large banner. It includes a "About" section with a brief introduction, followed by "Community news" and "Foundation news" sections. At the bottom are sections for "Events", "Resources", "Sponsors", and a "Let's connect" section with social media links.

Mobile website

The screenshot displays the OSGeo mobile website with a clean, modern design featuring a green and white color scheme.

Top Bar: Includes the OSGeo logo, a search icon, and a menu icon.

Header: Features a large image of a satellite map of a forested area. Overlaid text includes "The Open Source Geospatial Foundation" and a "MORE ABOUT OSGEO" button.

Choose a project: A section with a "CHOOSE A PROJECT" button.

Why open source?: A section with a brief description and a "CHOOSE A PROJECT" button.

Migrate to open source GIS: A section with links to "OPEN SOURCE IN SCIENCE & EDUCATION" and "WHAT IS OPEN SOURCE?"

Join our community: A section with a description of how users can contribute to OSGeo projects and links to "CONNECT WITH OTHER USERS" and "MEET YOUR LOCAL COMMUNITY".

Community news: A section listing recent news items:

- OSGeo-Live 10.5 Released** (4 MAY 2017)
- Website and Branding Kickoff** (4 MAY 2017)
- gvSIG receives the award for the best European open source project** (4 MAY 2017)

View all community news >

Foundation news: A section listing recent news items:

- GeoTools Team: GeoTools 16.3 Released** (4 MAY 2017)
- From GIS to Remote Sensing: Mapping Urban Area with Sentinel-1 Data: a Tutorial Using SNAP and SCP for QGIS** (4 MAY 2017)
- gvSIG Team: gvSIG en prensa generalista** (4 MAY 2017)

View all press releases >

FOSS4G: A section with a description of affiliate marketing and a "MORE ABOUT FOSS4G" button.

Events: A section listing upcoming events:

- 8 may** **GeoPython 2017** Basel, Switzerland
- 19 may** **FOSS4G Meeting** Knoxville TN, USA
- 26 may** **OSGeo Irish Local Chapter Symposium** Limerick, Ireland

View all events >

Social Media Facebook

The screenshot shows the Facebook profile page for OSGeo. The header bar includes the Facebook logo, the page name "OSGeo", a search bar, and a user profile for "Alex". The main content area features a large aerial photograph of a harbor with boats and buildings, overlaid with a green diagonal graphic. On the left, there's a sidebar with links for Home, About, Notes, Email Signup, Photos, Reviews, Videos, Likes, Posts, and Create a Page. A central status update from "OSGeo" reads: "Perspective FM: #15 How to create a winning proposal with Dylan Basking from Qwilr". To the right, there are sections for "Contact Us", business information ("Business service • London, United Kingdom"), a 4.7 star rating, a search bar, and social metrics like "306 people like this" and "9 people have been here".

Social Media Twitter

The screenshot shows the Twitter profile page for OSGeo (@OSGeo). The header features a green and blue abstract graphic. The top navigation bar includes Home, Moments, Notifications, Messages, and a search bar. The main stats section shows 8,058 tweets, 721 following, 1,815 followers, 460 likes, and 2 lists. The bio reads: "OSGeo was created to support the collaborative development of open source geospatial software." It includes links to London, UK, the OSGeo website, and a joining date of May 2008. A pinned tweet from March 2015 promotes resources for design folk at osgeo.org/resources/, using hashtags #design, #webdesign, and #UI. The "Who to follow" sidebar lists AppleInsider (@appleinsider), Creode (@Creode), and Epiphany Search (@Epiph...).

Home Moments Notifications Messages

Search Twitter

Tweets 8,058 Following 721 Followers 1,815 Likes 460 Lists 2

Follow

OSGeo

@OSGeo

OSGeo was created to support the collaborative development of open source geospatial software.

London, UK osgeo.org Joined May 2008

Pinned Tweet
OSGeo @OSGeo • 2 Mar 2015

We've made some more resources for all you wonderful **#design** folk osgeo.org/resources/ **#webdesign** **#UI**

Who to follow

AppleInsider @appleinsider

Creode @Creode Followed by Dolce Idea Pot...

Epiphany Search @Epiph...

Social Media small icon



Final comments

If ever in doubt, refer back to this guide or feel free to get in touch with our Marketing department (marketing@osgeo.org). These guidelines are fairly flexible and should allow for enough creative freedom to use the logos as you see fit while still making sure the brand looks best across all applications and platforms.

An aerial photograph of a coastal town, likely Alesund, Norway, showing numerous white buildings with grey roofs built on stilts over the water. Several boats are visible in the dark blue harbor.

Enjoy working with
this manual

