

# Brand Guidelines v1.0

# The Logo

The OpenImageIO Logo is the combination of an Icon and a simple, modern Wordmark set in Hind Bold.

The Icon represents pixels of an image and the image file that contains them.



Full logo variations (excluding black)

## Logo spacing

The space between the Wordmark and Icon is equal to the first leg width plus the counter space in the 'n' of the Wordmark.



## Logo safe zone

In order to give the Logo proper white space, please make sure to not crowd the Logo with other logos or visual elements.

The Logo safe zone is equal to the width of the Icon horizontally, and the height of the Icon vertically.

This zone should be considered as the absolute minimum safe distance, in many cases the Logo should be given even more room to breath.



## Icon/Acronym version usage

Under circumstances where there is limited space, it may be preferred to simply use the Icon or the Acronym version of the Logo.

The usage of the full Logo or Icon should be preferred over the Acronym version, if possible.

In general, the Icon or Acronym version should only be used where there is some other indication of OpenImageIO clearly established.



Acronym version



Icon color variations (excluding white)

## Full Color Logo usage

The Color version should be used with a light background.

Unless the background is plain white, the Gradient Color Dark version should not be used.

The Gradient Color Light version is the preferred full-color logo for dark backgrounds.

Avoid using the Color Logo versions on photographs unless the Logo sits on a black or white area of the image.

These guidelines apply to the Icon and Acronym versions as well.

## One-color Logo usage

If colour is not an option for technical reasons or if the Color versions lack contrast or competes with other visual elements, you may use either the black or white Logo options.



Gradient Color Dark (only use on plain white)



Color Dark (use for light backgrounds)



Gradient Color Light (use on dark backgrounds)

## Improper Logo usage

The Logo should not be misinterpreted, modified, or added to.



Do not distort or warp the Logo in any way



Do not add or remove elements from the Logo



Do not add a drop shadow or other effects



Do not rotate the Logo



Do not outline any part of the Logo



Do not change the color or tone\*

\*Do not change the Logo color or tone outside of the colors specified in this guide.