

Corporate Design Guidelines

1 Typography

Headings

For headings, use **Montserrat**. Depending on the size of headings, different weights can be useful, e.g.

- titles & large headings: **Extra Bold**, 26pt
- chapters & headings: **Bold**, 20 pt
- smaller headings: **Semi Bold**, 16 pt

Montserrat (Semi Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@ μ äöüß ÄÖÜ
0123456789

Adjust font weight and size appropriately for each context and selected medium.

[Montserrat Family](#) is available on Google Fonts.

Body Text

For body text and secondary headings, use

Raleway (Regular).

- normal text: 11-14 pt
- presentations: 18 pt
- internet: no smaller than 11 pt

Raleway (Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@ μ äöüß ÄÖÜ
0123456789

Since Raleway is a rather light and thin font, opting for larger point sizes ensures readability. Please note that Raleway uses oldstyle numerals which means the numbers do not share the same baseline. If necessary, convert numerals to Montserrat (Regular).

[Raleway Family](#) is available on Google Fonts.

Quotes, Callouts & Emphasis

For quotes, callouts or emphasis, use **JetBrains Mono (Thin)** in one point size smaller than the body text,

e.g. Raleway 11 pt, JetBrains Mono 10 pt

[JetBrains Mono](#) is free and open source.

JetBrains Mono (Thin)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@ μ äöüß ÄÖÜ
0123456789

Logo

The letters in the logo are written in **Montserrat Alternates (SemiBold + 0.5 stroke)**, the capital M is written in **Montserrat (SemiBold + 0.5 stroke)**.

Montserrat Alternates (Semi Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@ μ äöüß ÄÖÜ
0123456789

Montserrat (Semi Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@ μ äöüß ÄÖÜ
0123456789

Montserrat Alternates can also be used for special purposes to match the main logo. [Montserrat Alternates Family](#) is available on Google Fonts.

Special Purposes

For special purposes, **Chakra Petch (Bold)** can be used as an alternative to **Montserrat Alternates**. The latter adds to a more whimsical feeling, the former evokes a more modern, tech-oriented vibe. For reference, see the User Meeting Banner and other examples below.

Chakra Petch (Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@ μ äöüß ÄÖÜ
0123456789

[Chakra Petch Family](#) is available on Google Fonts. Select the **Latin** writing system.

Usage Examples

A comparison of **numerals** in Raleway and Montserrat with Raleway text.

Raleway text with **Raleway numerals**

We are celebrating 20 years of OpenMS on 1 August 2025 with a BBQ at Sand,
Tübingen University. Fictional phone number: +123456789

Raleway text with **Montserrat numerals**

We are celebrating 20 years of OpenMS on 1 August 2025 with a BBQ at Sand,
Tübingen University. Fictional phone number: +123456789

An example of a **quotation** in JetBrains Mono Thin (9.5 pt) with Raleway text (11 pt).

An example of using animal imagery in poetry is Sandburg's poem "Fog". He personifies the fog using feline descriptions, referring to its body parts such as feet and haunches. He draws parallels between the fog and cats, both known to approach without sound.

The fog comes/on little cat feet.

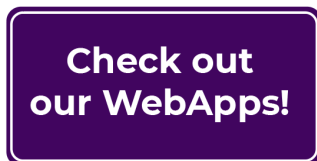
It sits looking/over harbor and city
on silent haunches/and then moves on.

Moreover, it gives the fog a looming, slightly unnerving quality similar to a cat lying in wait for its prey. Other literary devices used in this poem include...

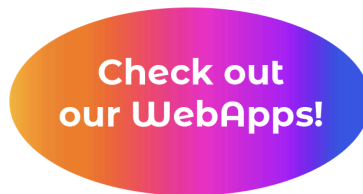
Examples of the different header/**special fonts**:

- **Montserrat**: standard header font for OpenMS
- **Montserrat Alternates**: callback to logo; more playful and whimsical
- **Chakra Petch**: alternative special font; modern, tech-oriented look

Montserrat (Bold)



Montserrat Alternates (Bold)



Chakra Petch (Bold)



An example of a **banner** for the OpenMS User Meeting using Chakra Petch as the header and Raleway as text.

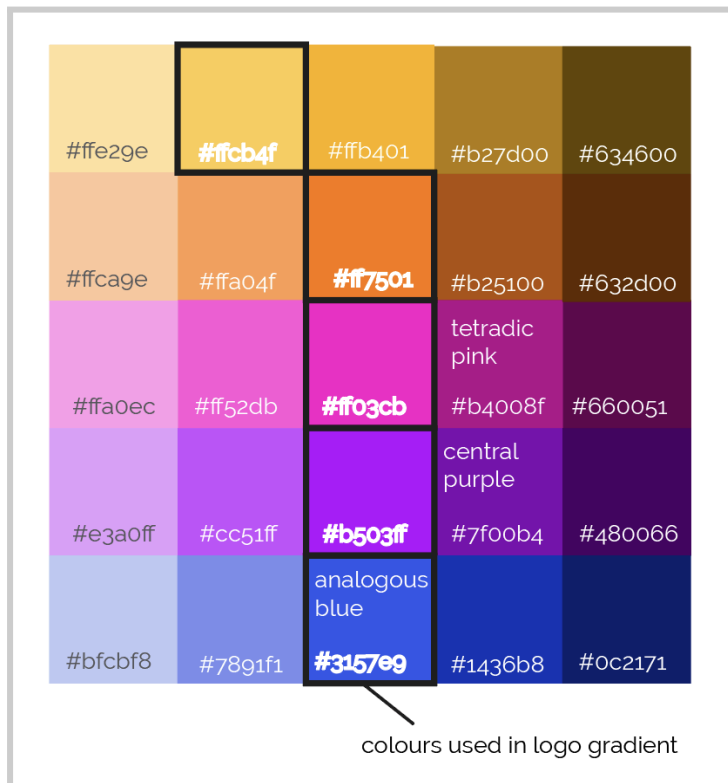


Please note that the banner was designed with the old logo and color scheme.

2 Color Scheme

RGB Color Scheme

For websites and online purposes, use the **RGB colors** listed below.



From lightest to darkest tints & shades (logo colors in bold):

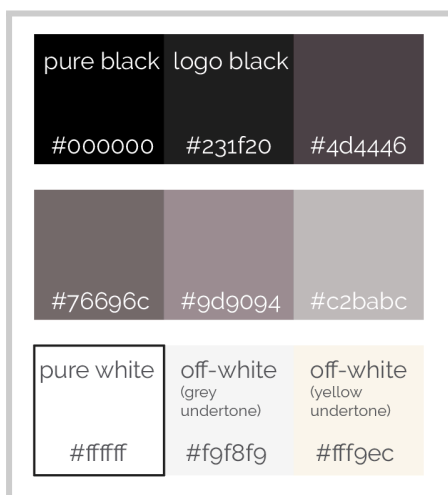
Yellows #ffe29e, **#ffc4b4f**, #ffb401, #b27d00, #634600

Oranges #ffcage, #ffa04f, **#ff7501**, #b25100, #632d00

Pinks #ffa0ec, #ff52db, **#ff03cb**, #b4008f, #660051

Purples #e3a0ff, #cc51ff, **#b503ff**, #7f00b4, #480066

Blues #bfcfb8, #7891f1, **#3157e9**, #1436b8, #0c2171



Blacks

#000000, **#231f20**, #4d4446

Greys

#76696c, #9d9094, #c2babc

Whites

#ffffff, #f9f8f9, #fff9ec

If necessary, use [ColorHexa](https://www.colorhexa.com/) to look for lighter tints, darker shades or complementary colours in harmony with the existing approved colors.

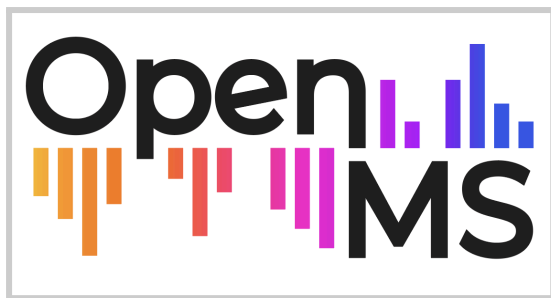
3 Logo

The letters in the logo are written in **Montserrat Alternates SemiBold** (+ 0.5 stroke), the capital M is written in **Montserrat SemiBold** (+ 0.5 stroke).

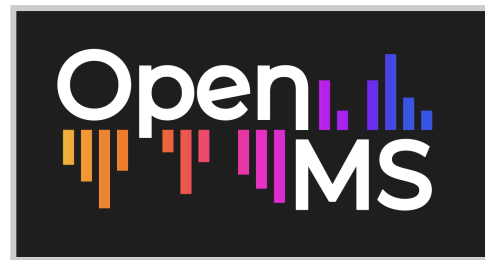
The color gradient in the logo includes:

yellow	orange	pink	purple	blue	black	white
#ffc44f	#ff7501	#ff03cb	#b503ff	#3157e9	#231f20 standard logo	##### white logo version

The standard OpenMS logo



The white logo version
(for use against dark backdrops)



Please do not use these pictures, refer to the [Logo Github](#) for the official files. Do not use any other logo versions.

When inserting the logo, maintain an appropriate clear space around it and ensure minimum size for readability.

4 Print

Please follow the selected printer's instructions regarding margins, resolution, and other specs. A minimum resolution of **300 dpi** is generally recommended.

yellow	orange	pink	purple	blue
0, 20, 59, 0	0, 52, 86, 4	0, 90, 40, 8	0, 78, 21, 29	100, 43, 0, 36



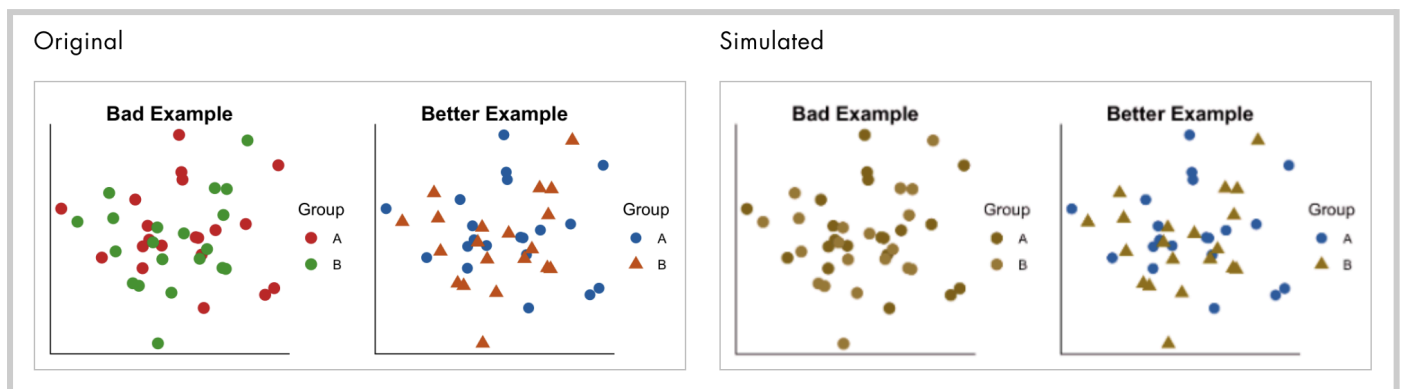
When printing, use these **CMYK values** for more vibrant results.

5 Accessibility

Graphic Elements

It is recommended to include **redundant encoding** when designing graphs, images and other visual media. It is useful to **distinguish** and highlight pieces of information in **multiple ways**, so not only by **color** but also by **shape and texture**.

Consider the figure below which depicts two different graphs in their original form (left) and also in a **simulated** form (right) as a person with deuteranopia might see them. The “bad examples”, respectively on the left side, depict the Groups A and B only as red and green dots, making them difficult to distinguish with red-green blindness. The “better examples”, respectively on the right side, highlight both groups not only by color but also by shape, making them easier to distinguish regardless of color vision.



Keep in mind that red-green blindness is especially **common among men (8%)** and color blindnesses in general should be taken into account when implementing the corporate design into visual elements.

An example of the corporate color scheme as perceived by a person with deuteranomaly can be seen on the right. Use a [Color Vision Simulator](#) to ensure accessibility.

Moreover, **avoid flashing and fast-moving animations** which could trigger seizures or disorientation. Animations should be purposeful and preferably subtle.



Language & Readability

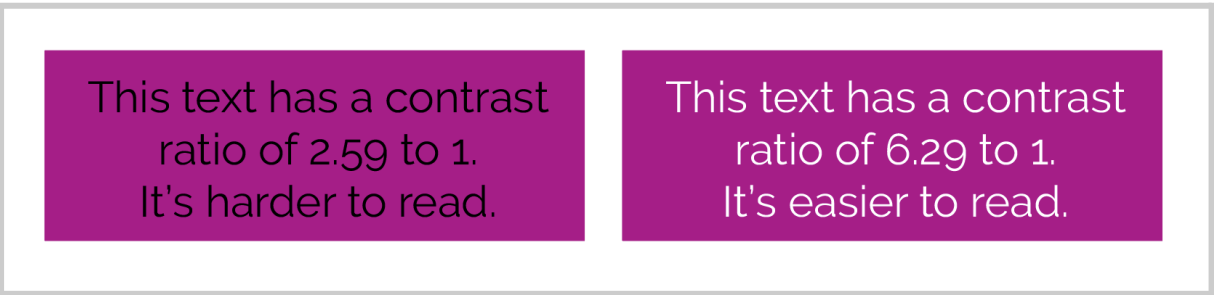
Use **clear and concise** language when writing texts. Depending on the context, it might also be useful to refer to [Plain Language Style Manuals](#) and the [Flesh-Kincaid Readability Score](#). In general, avoid unnecessary jargon or overly complex sentence structures.

Stick to the font point size guidelines outlined in the typography section, especially for Raleway since it is a rather thin and light font.

Contrast

Another crucial aspect to consider when implementing the corporate style is contrast. Use a [Contrast Checker](#) to make sure that **contrast ratios** are at least **4.5:1** for standard text and **3:1** for large text and graphic elements.

This is especially useful when deciding on font color (such as white vs black) on a colored background.



This text has a contrast ratio of 2.59 to 1. It's harder to read.

This text has a contrast ratio of 6.29 to 1. It's easier to read.

Website Design

In addition to the other outlined accessibility guidelines, there are more aspects to be taken into account during website design.

Include **Alt-Text** and/or a summary for informative visual media used on a website. **Audio** and **video** files should include **transcripts and captions** and if possible, provide an **alternative** for users with impaired vision or hearing.

Be mindful of users' system preferences that reduce or disable motion.

Interactive elements on a website, such as links, checkboxes and other touch targets should be sufficiently **large and spaced apart**. This is especially important when it comes to mobile design as users are likely to access the websites on their phones. As for desktop use, consider allowing for **full keyboard navigation** of a website, such as tabbing through elements.

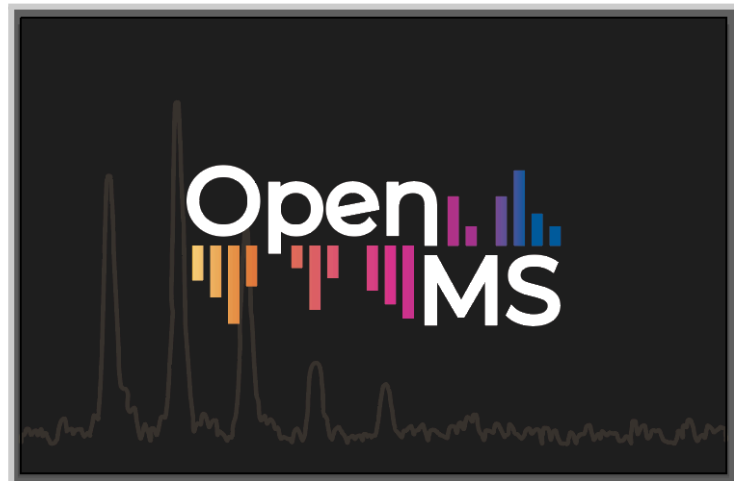
Include **descriptive text** in links and make them **visually distinct** from regular text.

Always test the designs for clarity, readability and inclusivity.

6 Examples



Examples of an OpenMS banner (left, scaled down) and the front cover of the OpenMS business cards (below).



An example of a section header in PowerPoint.

Section Header

Section Header Subtitle Text

01.08.25OpenMS | . Fictional Conference Slides | Presentee Name4