

Corporate Design Guidelines

1. Fonts

Below are suggestions for fonts and font combinations with comments.

Logo

Montserrat Alternates (SemiBold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@ μ äöüß ÄÖÜ
0123456789

Montserrat (SemiBold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@ μ äöüß ÄÖÜ
0123456789

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

Both are available on Google Fonts: [Montserrat Family](#), [Montserrat Alternates Family](#)

Headings

Text (+ Secondary Headings)

Since most of the use cases and communication regarding OpenMS will be done online/digitally, I would strongly suggest a sans-serif font for text bodies.

Raleway

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@ μ äöüß ÄÖÜ
0123456789

Helvetica

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@ μ äöüß ÄÖÜ
0123456789

Verdana

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@ μ äöüß ÄÖÜ
0123456789

Lato Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
@ μ äöüß ÄÖÜ
0123456789

text examples:

Raleway	OpenMS offers an open-source C++ library (+ Python bindings) for LC/MS data management, analysis and visualization. It empowers rapid development of mass spectrometry related software. OpenMS is freely available under the three clause BSD license and runs under Windows, macOS and Linux. The OpenMS members have a strong commitment to creating an open, inclusive, and positive community. Please read the OpenMS Code of Conduct for guidance on how to interact with others in a way that makes the community thrive.
Helvetica	OpenMS offers an open-source C++ library (+ Python bindings) for LC/MS data management, analysis and visualization. It empowers rapid development of mass spectrometry related software. OpenMS is freely available under the three clause BSD license and runs under Windows, macOS and Linux. The OpenMS members have a strong commitment to creating an open, inclusive, and positive community. Please read the OpenMS Code of Conduct for guidance on how to interact with others in a way that makes the community thrive.
Verdana	OpenMS offers an open-source C++ library (+ Python bindings) for LC/MS data management, analysis and visualization. It empowers rapid development of mass spectrometry related software. OpenMS is freely available under the three clause BSD license and runs under Windows, macOS and Linux. The OpenMS members have a strong commitment to creating an open, inclusive, and positive community. Please read the OpenMS Code of Conduct for guidance on how to interact with others in a way that makes the community thrive.
Lato Regular	OpenMS offers an open-source C++ library (+ Python bindings) for LC/MS data management, analysis and visualization. It empowers rapid development of mass spectrometry related software. OpenMS is freely available under the three clause BSD license and runs under Windows, macOS and Linux. The OpenMS members have a strong commitment to creating an open, inclusive, and positive community. Please read the OpenMS Code of Conduct for guidance on how to interact with others in a way that makes the community thrive.

Please note that Raleway uses oldstyle numerals which means the numbers do not share the same baseline. Raleway is one of my personal favourites but this might bother some people.

From what I can tell, Lato is the font you're already using for the OpenMS website so it might also be advantageous/easier to stick with it.

Possible Combinations

Montserrat + Raleway

What is OpenMS ?

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Misc.

I would also suggest picking a third font for miscellaneous purposes, perhaps with a serif typeface for "fancy" purposes or such. My personal suggestion is Garamond.

2. Colour Scheme

RGB Colour Scheme (for websites/online purposes)

#bfcfb8	#7891f1	analogous blue #3157e9	#1436b8	#0c2171
#ffa0ec	#ff52db	#ff03cb	tetradic pink #b4008f	#660051
#e3a0ff	#cc51ff	#b503ff	central purple #7f00b4	#480066
#ffe29e	#ffc04f	#ffb401	#b27d00	#634600
#ffc09e	#ffa04f	#ff7501	#b25100	#632d00

colours used in logo gradient

pure black	logo black	
#000000	#231f20	#4d4446

#76696c	#9d9094	#c2babc
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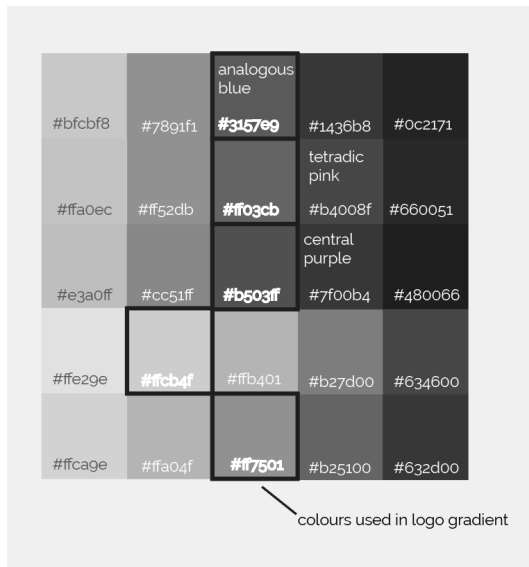
pure white	off-white (grey undertone)	off-white (yellow undertone)
#ffffff	#f9f8f9	#e7e4e4

CMYK (for adjustment to print)

0, 20, 59, 0	0, 52, 86, 4	0, 90, 40, 8	0, 78, 21, 29	100, 43, 0, 36
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Greyscale & Deuteranomalous Perspectives

Also shown in greyscale as well as from a deuteranomalous perspective (the most common red-green colour blindness)



Contrast & Accessible Design

more on contrast and accessible design guidelines

3. Logo

- logo (set of logos)
- sublogos
- T-Shirt logo

With some of these designs, it would be fairly easy to create a coherent set of logos for different purposes and in different sizes. From the official, full-sized logo to a smaller icon (perhaps only with OM or OMS), greyscale, inverted, etc.

refer to LinkedIn (and many other brands) for examples

