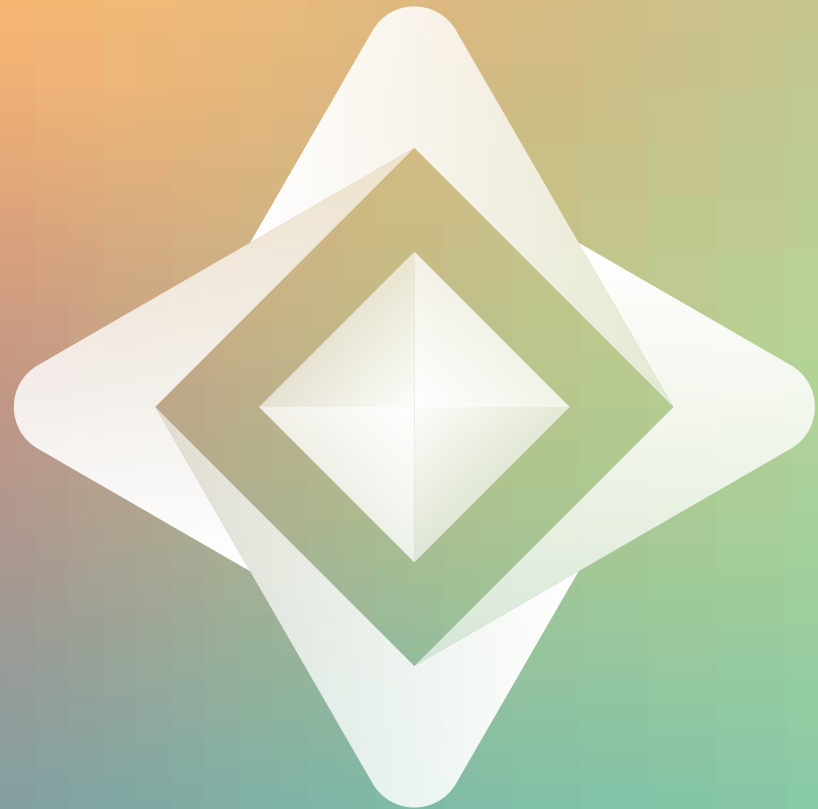# OpenMined

Hello!

Wow! First off — THANK YOU for your interest in and contribution to this platform. On behalf of all of us OpenMineded people — welcome to the initiative. It is an absolute pleasure to have you as a part of this community.

As OpenMined has rapidly gained traction, the need for a consistent brand presence to unite our growing tribe has quickly become evident. This is the first official step in creating a unified voice, tone and look to empower contributors to effectively and cohesively create branded resources that bear the mark of our initiative.

This is the first version of a "living" document that will grow, adapt and evolve along with our community.

As you start and continue to create OpenMined resources, please adhere to the suggestions and utilize the elements provided in this document. We are stronger united.

Thanks again!

OpenMined

Written Name

The official way to represent the brand in written form is lower case with a capital /O and capital /M with no space between the words.

This kind of goes without saying, but all other ways of writing or typing OpenMined are not correct. Please don't do it.

The only occasional exception to this rule would be in the cases where "OpenMined" is included in a headline style that happens to be all caps. In this one instance it is cool. Avoid this if possible.

OpenMined ✓

~~Openmined~~ no

~~openMined~~ nope

~~Open_Mined~~ error

~~Open Mined~~ no beans

~~open-mined~~ 404

Version in question not represented here?

It's wrong.

Logo

Here it is!

There is not a consensus among the design community regarding which element should be called what, so for our purposes the graphic on the left will be called the "**brandmark**," the words on the right will be called the "**wordmark**," and together they create the "**logo**."

Brandmark   Wordmark

OpenMined

Logo

OpenMined

OM_Logo
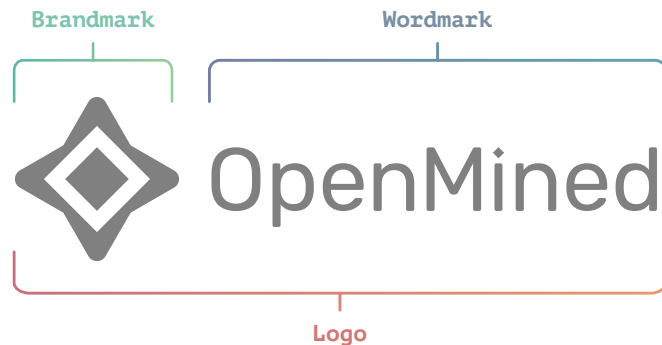
This logo should appear on all OpenMined communications in some way or another. Consistency and visiblity are the key — so use it all the time on everything and don't change it.

This is the highest level and preferred version of the logo to be used as often as possible. Other acceptable versions of the logo will be explored in the following pages.
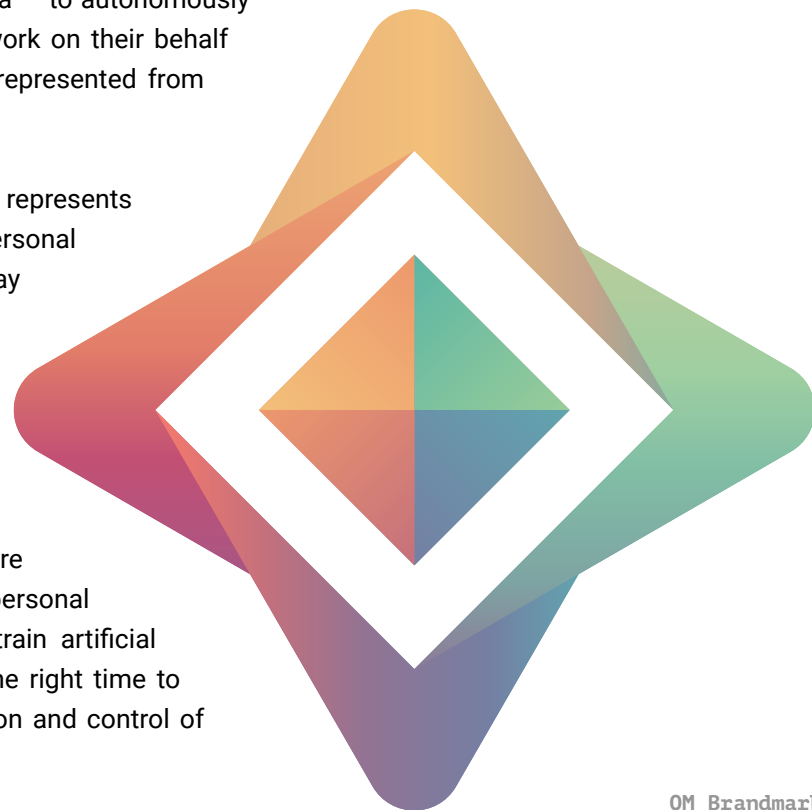
Brandmark

The underlying objective of OpenMined is to change a power dynamic. It's about equipping society and culture with the technology needed to protect it against exploitation by some of the most influential forces in the world. It's about empowering individuals to truly own their data — to autonomously decide which tools, products and systems that data will empower — to work on their behalf instead of being used as a manipulative tool against them. This idea is represented from multiple perspectives in our logo.

The first symbol in our logo is the central gem in an open box. This gem represents our offering. We gift each person a secure box, or a Mine, to hold their personal information. Users can bury their most valuable secrets into this Mine away from prying eyes and malicious intent. However, simply burying that data is not enough. In the modern digital age, data is power. In that data lies the power to cure disease, to provide for the poor, and to fight and win against evil and injustice. A user's data has great opportunity to create good when it is used in the right way for the right purpose.

The second symbol in our logo is an aperture surrounding the gem. This feature mimics the protective entities that surround the Mine in such a way that personal information is safeguarded, but statistical information can be used to train artificial intelligence models — putting the right intelligence in the right place at the right time to promote worldwide societal growth and betterment, all within the discretion and control of each Mine's owner.

Finally, the color scheme and the outline of the logo alludes to the practice of "holding hands" across a full range of color. This symbolizes the highest calling of OpenMined: to bridge trust between all peoples for the collective construction of decentralized intelligence to serve the interests of society regardless of color, creed, or class.

OM_Brandmark

OpenMined

Brandmark Construction

"You can't criticize geometry.
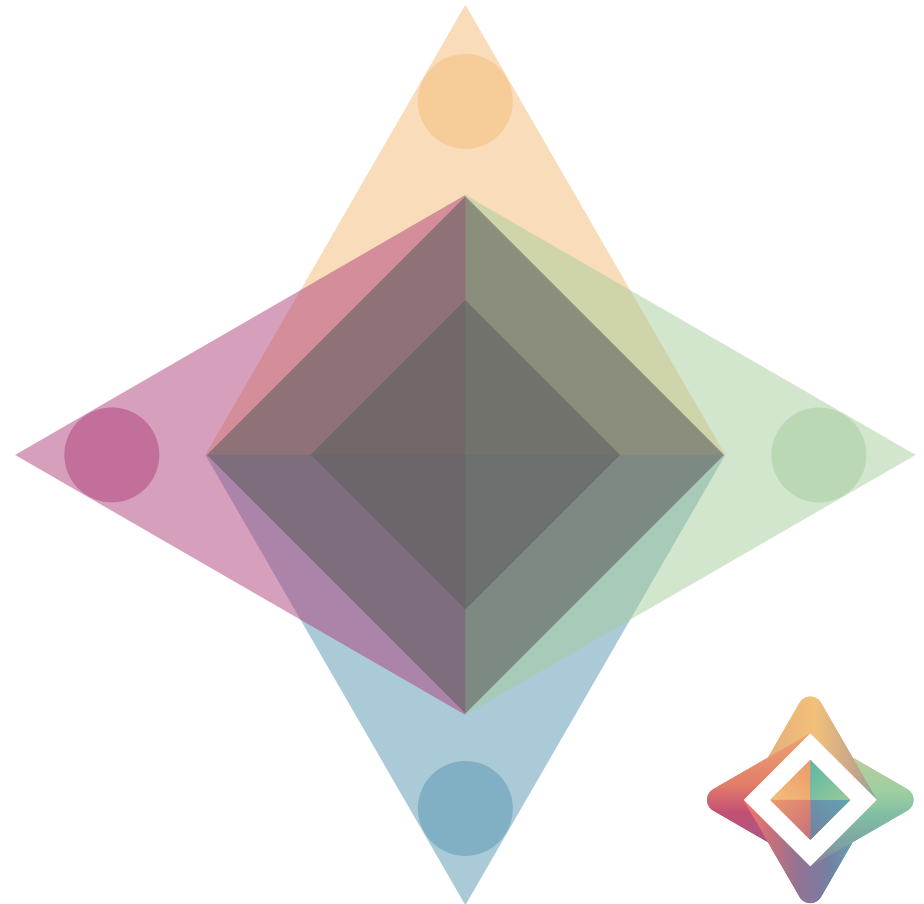*It's never wrong."*
— Paul Rand

You *can* criticize the application of geometry in design, though... 💭

The OpenMined brandmark is constructed from four equilateral triangles, four equally-sized circles, and two squares (the smaller = 60% the larger).

The only point of showing this, honestly, is to present the system behind the form. If your only takeaway is "Cool!" this page did its job.

Wordmark

This is the OpenMined wordmark. This really should only be used in rare cases. It is preferred that it is paired with the brandmark.

The wordmark is constructed from the PT Mono Regular typeface. It has been kerned to compensate for the (understandably) generally poor kerning in all mono typefaces; the head serif on the /d has been removed, and the dot of the /i has been replaced with a diamond form to echo the gem in the brandmark.
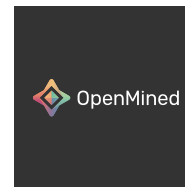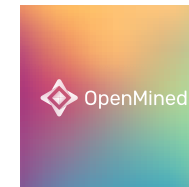
OpenMined

OM_Wordmark

Logo Pack

Here are all the acceptable versions of the logo, brandmark and wordmark with associated file names. Other applications and signatures will be added over time. All files (in .ai, .jpg, .png, .eps, and .svg) have been made available here»
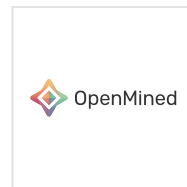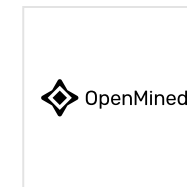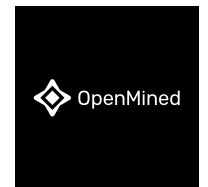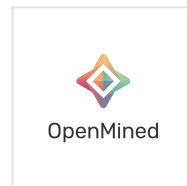

OM_Logo

OM_Logo-Light

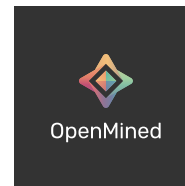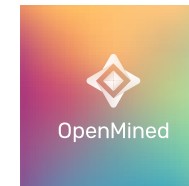OM_Logo-Light-Alt

OM_Logo-Flat-Black
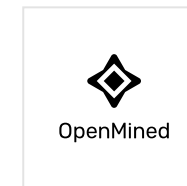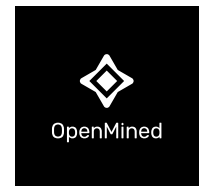

OM_Logo-Flat-White

OM_Logo-Vertical

OM_ Logo-Light-Vertical

OM_Logo-Light-Alt-Vertical

OM_Logo-Flat-Black-Vertical

OM_Logo-Flat-White-vertical
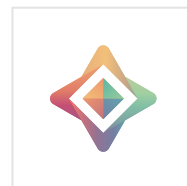
OM_Brandmark

OM_Brandmark-Light
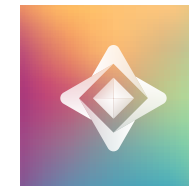
OM_Brandmark-Light-Alt
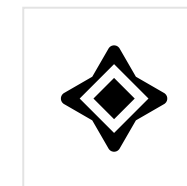
OM_Brandmark-Flat-Black

OM_Brandmark-Flat-White
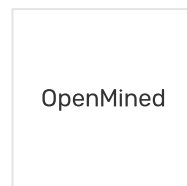
OM_Wordmark
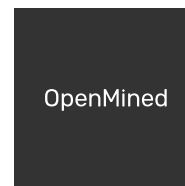
OM_Wordmark-Light
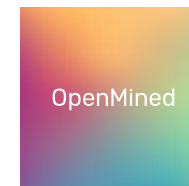
OM_Wordmark-Light-Alt
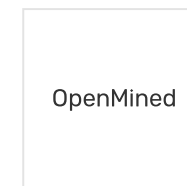
OM_Wordmark-Black
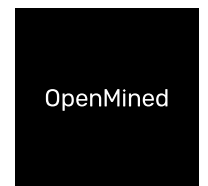
OM_Wordmark-White

Clear Space Guidelines

It is important when using the logo, brandmark and word-mark to provide some visual breathing room. Ensuring that there is enough clear space around the brand elements will ensure each OpenMined impression will reach it's full impact and potential.

The clear space standard measurement is created by drawing a square that tightly contains one of the gem segments in the brandmark (shown to the right).

These are more. . . guidelines than actual rules. Generally speaking use good design judgment and principles when determining the clear space around the brand elements as the perceived space will change depending on scale and specific application.
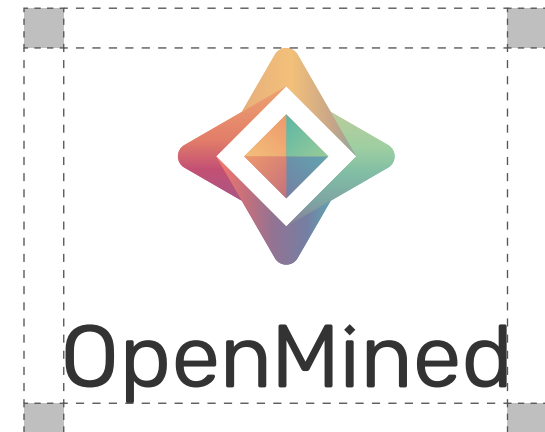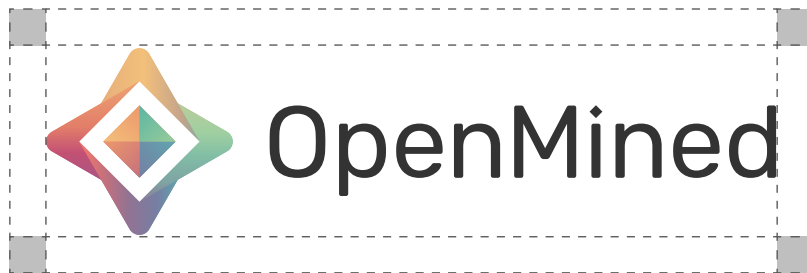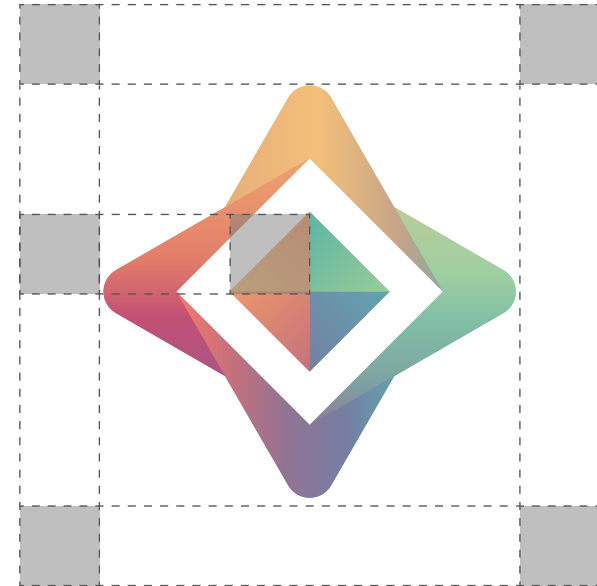
Color

This is the (working) OpenMined color palette! Fun, isn't it? Exact use, balance, etc. will develop over time. In cases where flat colors are desired, use the darker of the two colors in the gradient.

#F1BF7A	#ED986C
R=241	R=237
G=191	G=152
B=122	B=108

OM_NORTHWEST_ORANGE

#5CB5A4	#9BCC9A
R=92	R=155
G=181	G=204
B=164	B=154

OM_NORTHEAST_GREEN

OM_LIGHT_GRAY

OM_GRAY

OM_DARK_GRAY

OM_SOUTHWEST_RED

OM_SOUTHEAST_BLUE

#969696	#808080	#323232
R=150	R=128	R=50
G=150	G=128	G=50
B=150	B=128	B=50

#EF996B	#C3707C
R=241	R=237
G=191	G=152
B=122	B=108

#767EA1	#62A4AE
R=92	R=155
G=181	G=204
B=164	B=154

OpenMined

Gradient Mesh

This is the OpenMined Gradient Mesh! Use it. It's very pretty. But generally speaking, use white elements on top of it. A .svg is available here»
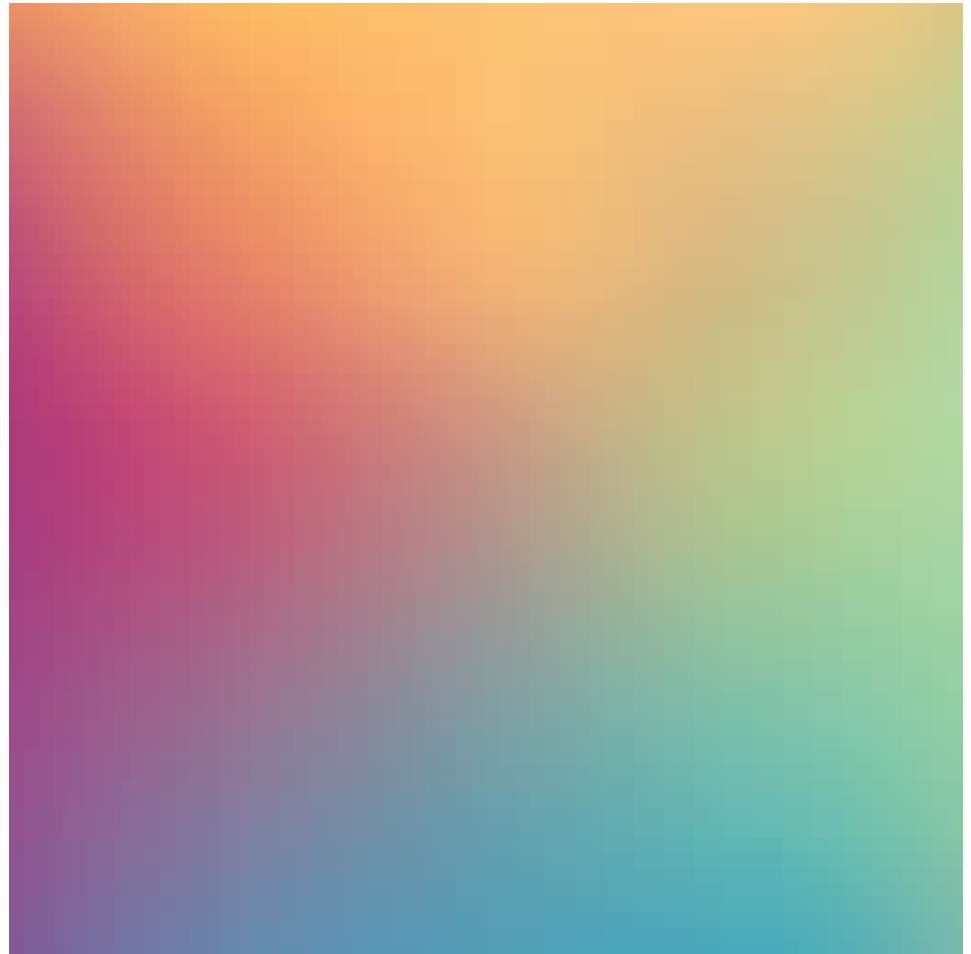
OpenMined

Typography

OpenMined will be using the Rubik and Roboto fonts for all online and printed communications. Generally speaking, Rubik should be used for headlines and Roboto should be used for body copy. Exact suggested styles are forthcoming.

Rubik is available here»

Roboto is available here»

Rubik Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789
Rubik Light Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789*
Rubik Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789
Rubik Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789*
Rubik Medium	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789
Rubik Medium Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789*
Rubik Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789
Rubik Bold Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789*
Rubik Black	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789
Rubik Black Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789*

Roboto Thin	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789
Roboto Thin Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789*
Roboto Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789
Roboto Light Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789*
Roboto Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789
Roboto Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789*
Roboto Medium	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789
Roboto Medium Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789*
Roboto Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789
Roboto Bold Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789*
Roboto Black Italic	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789
Roboto Black Italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuvwxyz 123456789*

OpenMined

Type Hierarchy

This page and the next contain the rules and standards for the OpenMined typography system.

Title: Lorem Ipsum

H1: Lorem ipsum dolor sit amet, consectetur adipi scting.

S1 Lorem ipsum dolor sit amet.

H2: Lorem ipsum dolor sit amet, consectetur adipi scting.

S2: Lorem ipsum dolor sit amet.

H3: Lorem ipsum dolor sit amet, consectetur adipi scting.

S3: Lorem ipsum dolor sit amet, consectetur.

H4: Lorem ipsum dolor sit amet, consectetur adipi scting.

S4: Lorem ipsum dolor sit amet, consectetur adipi.

H5: Lorem ipsum dolor sit amet, consectetur adipi scting.

H6: Lorem ipsum dolor sit amet, consectetur adipi scting.

Body Large: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam dapibus leo eget consequat egestas. Morbi vel metus I'd ex ultricies blandit. Nulla facilisi. Aliquam in faucibus turpis. *Text CTA Large: Call To Action ›*

Body: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam dapibus leo eget consequat egestas. Morbi vel metus I'd ex ultricies blandit. Nulla facilisi. Aliquam in faucibus turpis. Quisque gravida tincidunt lorem ac ullamcorper. Nam sit amet euismod urna. Praesent sit amet efficitur libero. *Text CTA: Call To Action ›*

Body Small: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam dapibus leo eget consequat egestas. Morbi vel metus I'd ex ultricies blandit. Nulla facilisi. Aliquam in faucibus turpis. Quisque gravida tincidunt lorem ac ullamcorper. Nam sit amet euismod urna.

Title: Lorem Ipsum

H1: Lorem ipsum dolor sit amet, consectetur adipi scting.

S1 Lorem ipsum dolor sit amet.

H2: Lorem ipsum dolor sit amet, consectetur adipi scting.

S2: Lorem ipsum dolor sit amet.

H3: Lorem ipsum dolor sit amet, consectetur adipi scting.

S3: Lorem ipsum dolor sit amet, consectetur.

H4: Lorem ipsum dolor sit amet, consectetur adipi scting.

S4: Lorem ipsum dolor sit amet, consectetur adipi.

H5: Lorem ipsum dolor sit amet, consectetur adipi scting.

H6: Lorem ipsum dolor sit amet, consectetur adipi scting.

Body Large: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam dapibus leo eget consequat egestas. Morbi vel metus I'd ex ultricies blandit. Nulla facilisi. Aliquam in faucibus turpis. *Text CTA Large: Call To Action ›*

Body: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam dapibus leo eget consequat egestas. Morbi vel metus I'd ex ultricies blandit. Nulla facilisi. Aliquam in faucibus turpis. Quisque gravida tincidunt lorem ac ullamcorper. Nam sit amet euismod urna. Praesent sit amet efficitur libero. *Text CTA: Call To Action ›*

Body Small: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam dapibus leo eget consequat egestas. Morbi vel metus I'd ex ultricies blandit. Nulla facilisi. Aliquam in faucibus turpis. Quisque gravida tincidunt lorem ac ullamcorper. Nam sit amet euismod urna.

OpenMined

Typography Specs - Print

Here are the guidelines for the OpenMined type system. These should be adhered to as closely as possible for print collateral. There may be some cases where that is not practical, in which case, please use these as guidelines while you determine what exceptions need to be made.

Type specs for digital applications are in progress.

The indesign document containing the print styles can be found here»

STYLE	TYPEFACE	SIZE	LEADING	COLOR	SPACE AFTER
TITLE	Rubik Medium	40pt+	44pt+	#212121 or #000000	10pt
H1	Rubik Medium	30pt	34pt	#212121 or #000000	10pt
H2	Rubik Medium	26pt	30pt	#212121 or #000000	10pt
H3	Rubik Medium	22pt	26pt	#212121 or #000000	10pt
H4	Rubik Medium	18pt	22pt	#212121 or #000000	10pt
H5	Rubik Medium	14pt	18pt	#212121 or #000000	10pt
H6	Rubik Medium	10pt	14pt	#212121 or #000000	10pt
S1	Rubik Medium	22pt	26pt	#6e6e6e	10pt
S2	Rubik Medium	18pt	22pt	#6e6e6e	10pt
S3	Rubik Medium	14pt	18pt	#6e6e6e	10pt
S4	Rubik Medium	10pt	14pt	#6e6e6e	10pt
BODY LARGE	Roboto Regular	12pt	18pt	#212121 or #000000	12pt
BODY	Roboto Regular	10pt	16pt	#212121 or #000000	10pt
BODY SMALL	Roboto Meidum	8pt	12pt	#212121 or #000000	8pt

OpenMined

Thanks!

On behalf of everyone — thank you for taking the time to look though these guidelines. We are privileged to have you on board.

Let's create together!