



OpenStreetMap

Brand Book^{Alpha}

Introduccion

this guide describe how to design materials for the OpenStreetMap project. It is intended for the design of print materials, including leaflets, posters, reports and stationary, as well as websites.

The book includes details of standard colors and fonts to use, as well as a common visual style. This is intended to make it easy for community members to create good looking and consistent materials.

A consistent Visual style helps to make OpenStreetMap more easily recognisable. It also allows us to reinforce a positive image of the project. This relies on consistency and assistance of community members in following the brand book.

The brand book is not indended as a style guide for OSM Software user interfaces. indeed, visual elements from OSM users interfaces should not, as a rule, be used elsewhere in the visual design of OSM project materials.

The guidelines that it contains are not set in stone, and can evolve with new releases of the book. If you would like to help us improve the project style, just get in touch.

Typography

Consistent typography is a key element of the visual identity. All the text is set with Source Sans Pro.

H2 - Lorem ipsum dolor

H3 - Lorem ipsum dolor

H4 - Lorem ipsum dolor

Body - Lorem ipsum dolor

Caption - Lorem ipsum dolor

Colors

Color is another important element of the visual identity, and is key to quick and easy brand recognition. Emphasis of the primary brand color is particularly important. Colors should be taken from the brand palette wherever possible.

Accent



Just Blue

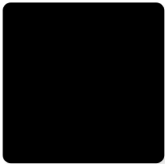
#5872c7



Just Green

#6cc559

Primary



Black

#000000



Dark Blue

#1e2936



Dark Gray

#4c4c4c



White

#ffffff

Logo

The OpenStreetMap logo is the most important part of the brand identity. The general rule for the logo is to keep it in its original form, including the whitespace around it.

Other visual elements should not be placed close or connecting with the logo. As a rule, elements should be placed no closer than 20% of the width of the logo graphic.



OpenStreetMap



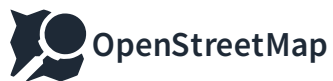
OpenStreetMap



OpenStreetMap

Color Variations

Avoid manipulating the logo in any way. Don't embed it within other images or add overlay elements. Don't stretch or rotate it.



Incorrect Logo Usage

Avoid manipulating the logo in any way. Don't embed it within other images or add overlay elements. Don't stretch or rotate it.



Illustrations

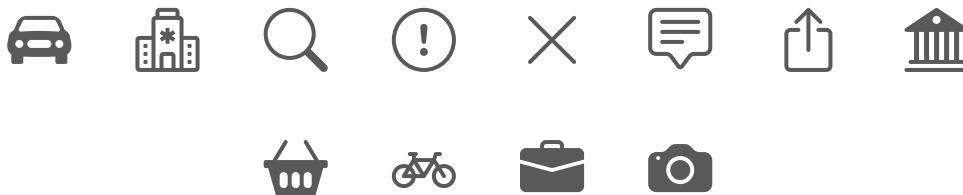
Whenever colors and photographs fail to catch the attention, illustrations help. Use illustration where you need to tell a conceptual story, where realism of a photograph is too specific and a diagram too abstract.



Icons

OSM applications have been using symbolic icons in the UI, which can also be used on the web and print. When used larger than regular text (16pt) their overall strong weight should be countered by using a lighter color.

Bootstrap Icons



Font Awesome

