

ubuntu GNOME[®]

BRAND GUIDELINES

Why do we need guidelines?

A successful visual identity has to be consistent, recognisable and powerful.

Please take some time to understand how to apply these guidelines correctly.

The branding

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The logo

ubuntu GNOME 

ubuntu GNOME 

ubuntu GNOME 

The roundel

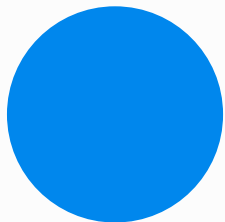


Branding elements

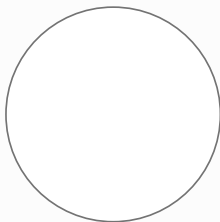
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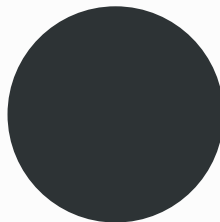
The colours



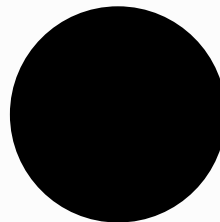
ADWAITA BLUE
HEX #0087ED



WHITE
HEX #FFFFFF



COOL GREY
HEX #2D3335



BLACK
HEX #000000

Our unique colour palette expresses freedom.

The font

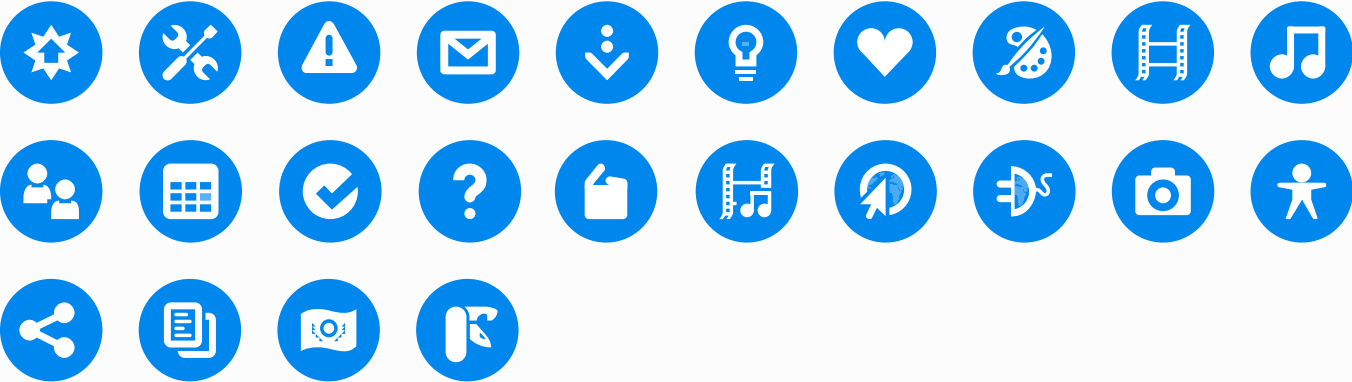
Cantarell – ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz /(.,:; ?!'–_+) 0123456789

Applications

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Pictograms



System application

