



OpenSit

Where meditators meet



LOGO VARIATIONS



Where meditators meet



MAIN LOGO



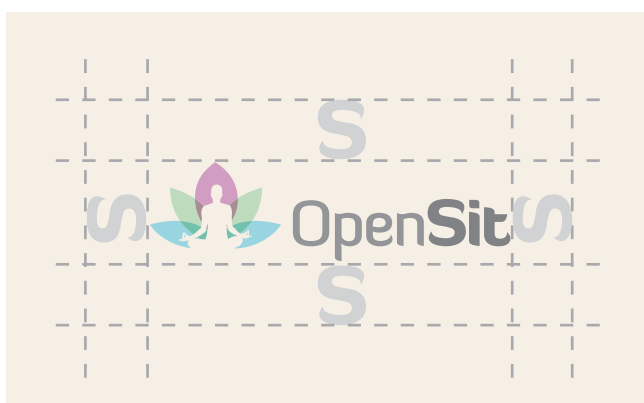
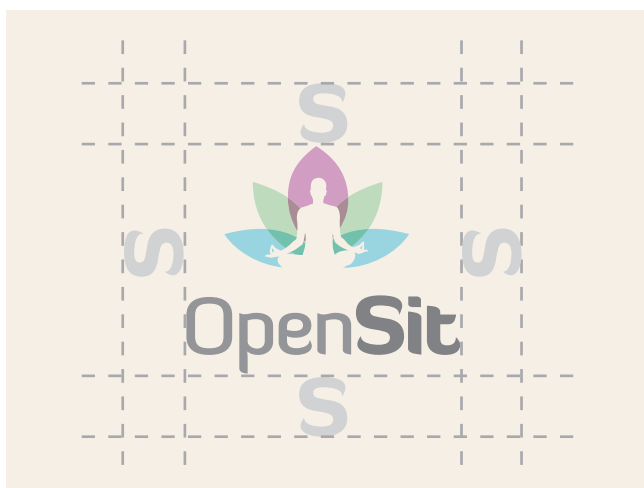
LOGO USAGE GUIDELINES

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows:

1. No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured, unless allowed in the Brand Guidelines.
2. A minimum clearspace must be maintained on the perimeter surrounding logo artwork as outlined on the next page. Must use the artwork provided.
3. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icon and letterforms.
4. Logo artwork should always appear upright.
5. EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
6. Logo artwork should appear against a solid background to ensure maximum and proper contrast.
7. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
8. Do not put a white box around the logo when placed on a dark background and do not reproduce the logo in colours other than those specified in these guidelines.

LOGO USAGE DON'TS

1. Don't change the logo's orientation.
2. Don't bevel or emboss the logo.
3. Don't place the logo on a busy photograph or pattern.
4. Don't change the logo colours.
5. Don't crop the logo in any way.
6. Don't add "glow" effects to the logo.
7. Don't present the logo on "vibrating" coloured backgrounds.
8. Don't present the logo in "outline only" fashion.
9. Don't place the logo on similarly-coloured backgrounds.
10. Don't outline the logo in any colour.
11. Don't put a white box around the logo when placed on a dark or busy background.
12. Don't stretch or squeeze the logo to distort proportions.
13. Don't recreate elements or replace with something else.



LOGO CLEARSPACE

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the brand.

The clearspace minimum is equivalent to the vertical height of the letter 'S' in Sit (as shown on the left), regardless of the size at which the logo is reproduced.

MINIMUM SIZING OF LOGOS

The following rules for logo size applies to logo use online. The logo should be depicted no smaller than 60 pixels wide. Use these rules in conjunction with those of logo clearspace to ensure maximum visual impact.

COLOUR PALETTE

#F5EEE3

#E4E8D4

#C47AAB

#6DC6D4

#A4CDA3

TYPEFACES

The typefaces chosen for the OpenSit logo is the Diavlo family of fonts:

Diavlo-Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Diavlo-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Diavlo Book has been chosen for the strap line font:

Diavlo-Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789