



## Identity Style Guide

### Apache Arrow Datafusion Branding

## Branding

Apache Arrow Datafusion is a key player in the open-source community, known for its advanced data analytics solutions. The new visual identity modernizes Datafusion's look while staying true to its open-source heritage.

This guide provides clear instructions for using and styling Apache Arrow Datafusion's branding materials to ensure they are used effectively and consistently.



Primary Mark



Logo

Wordmark

## Core Palette

The chosen colors are designed to work well together and match the brand's overall feel. Refer to the specific color guidelines for correct application in various contexts and formats.



**Color** Bright Red  
**HEX** EF4136  
**CMYK** (0, 73, 77, 6)  
**RGB** (239, 65, 54)  
**PANTONE** PMS 1788 C



**Color** Bright Orange  
**HEX** FCB140  
**CMYK** (0, 30, 75, 1)  
**RGB** (252, 177, 64)  
**PANTONE** PMS 1375 C



**Color** Charcoal Blue  
**HEX** 1F2937  
**CMYK** (44, 25, 0, 78)  
**RGB** (31, 41, 55)  
**PANTONE** PMS 533 C

## Color Usage

Use full-color logomarks only on white, black, or dark blue backgrounds.

Use the black version of the logo on orange backgrounds.

A one-color option can also be used when necessary.





## Lockups

The primary lockup has a horizontal orientation, with the logo extending slightly above and below the wordmark.

When horizontal space is limited, a standalone logo can be used as a substitute.



## Alignment

The wordmark should be vertically aligned with the logo.

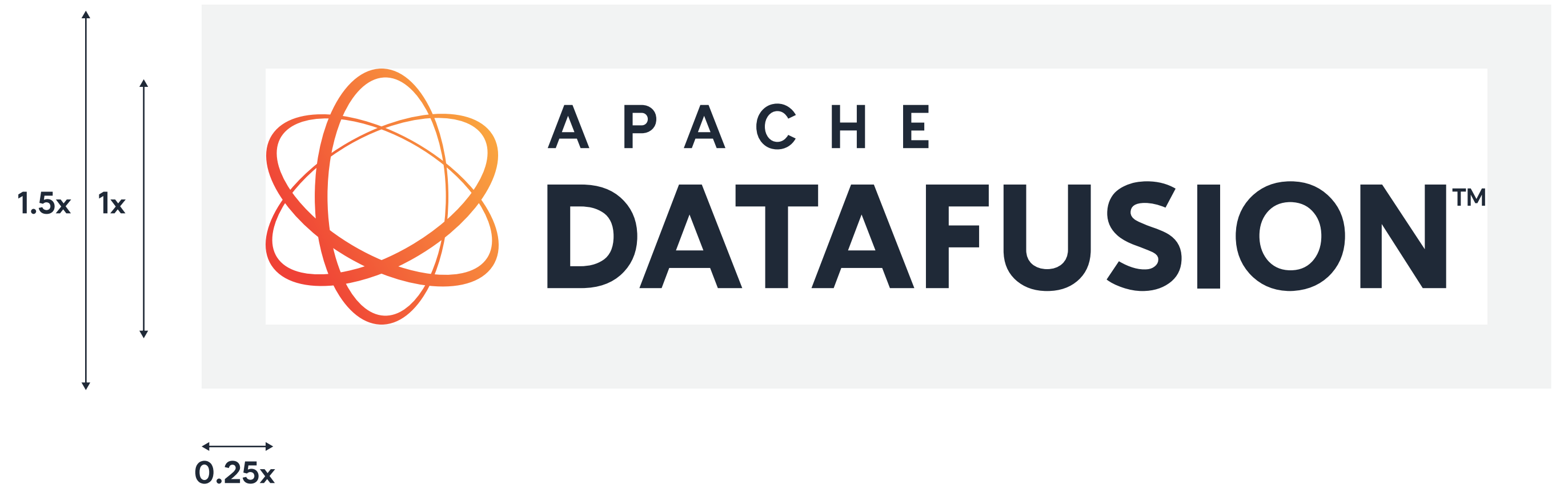
The vertical space between the lines of text in the wordmark should match the distance from the logo to the first and last lines.

The space between the trademark symbol and the logo should be eight times less than the distance between the logo and the wordmark.



## Clear Space

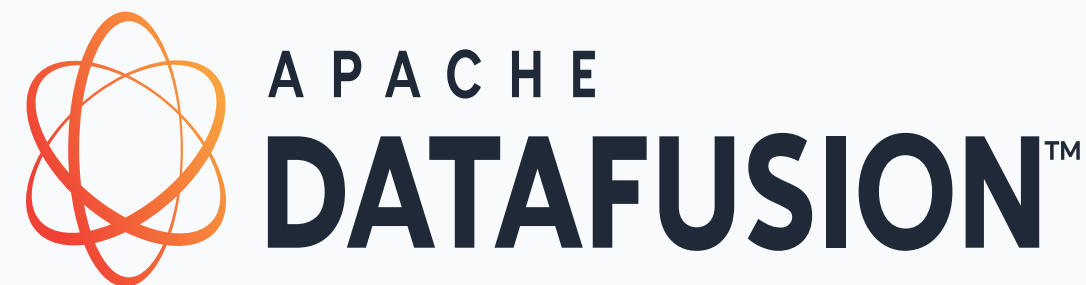
A minimum space must always surround the primary mark or logo. This isolation area allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.





## ✗ DON'T

Don't stretch the logomark and don't use colors or color combinations not explicitly defined in the brand standards color palette.



## ✓ DO

Maintain the original ratio and color variations.



## ✗ DON'T

Don't place other logos, text, or visual elements within the specified "clear space" around the logomark.



## ✓ DO

Place other elements far enough from the logomark that they don't enter the necessary "clear space" around the mark.



# Typography

Zirkel, utilized in the wordmark, imparts a unique and distinctive style that distinguishes the brand, embodying innovation and clarity.

Open Sans, recommended for body text and headers, complements Zirkel with its clean, legible, and versatile appearance, ensuring the brand's content is accessible and engaging to a broad audience.

## ZIRKEL FONT TITLE

Zirkel font subtitle

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 \* - + % & / () = @ { } ? !

## OPEN SANS FONT TITLE

Open Sans font subtitle

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 \* - + % & / () = @ { } ? !

## Questions?

For any questions please contact:

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