ember®

Brand guidelines Updated 6/21/2018

Primary Logo

This is the mark to be be used on websites, mobile apps, or in printed materials to indicate use of Ember technologies—assuming there is no chance it might imply official status or project/core team endorsement.

ember®

Approved colors
The red logo is preferred for use on black or white backgrounds. In other scenarios, use a solid black or white logo to contrast your background. Only the white logo should be used over the Ember-red background.

Tomster lockup

A fun alternative to the primary logotype is the Tomster lockup. It's designed with a white stroke which allows it to work on all background colors without modification.

Don't remove the ® mark.

Don't add effects to the logo.

Don't use unapproved colors.

Don't stretch or distort the logo.

Don't alter the logotype.

Don't box the logo in.

Don't use unapproved lockups.

Don't imply official endorsement.

Things to avoid

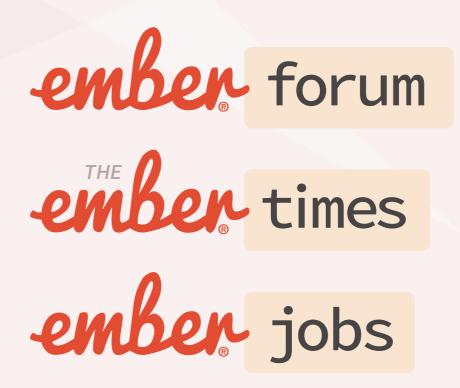Don't alter or misuse the logo. You have better things to do.

Other logos

The Ember project has numerous subprojects with logos that may be used under the same terms as the [primary logo](#). These designs denote official Ember efforts and may not be used for unofficial projects.

*ember*data

*ember*cli

ember forum

THE *ember* times
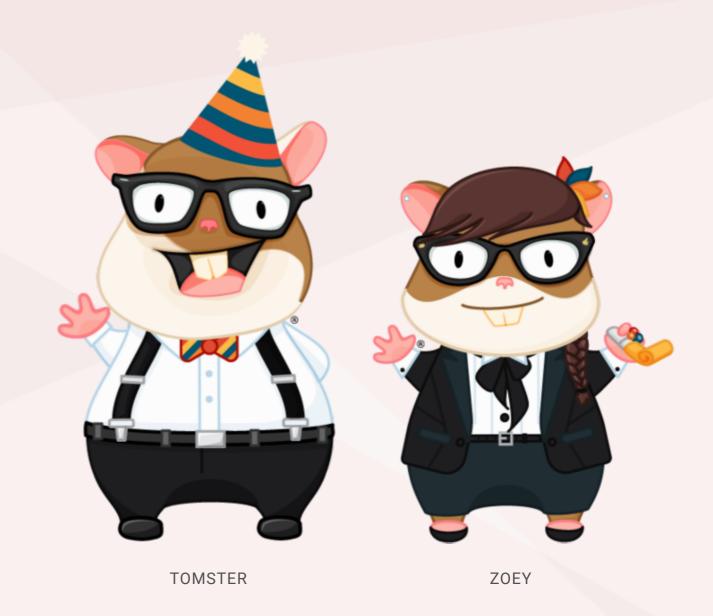
ember jobs

Mascots

Tomster and Zoey are important to the Ember brand, adding personality and playfulness, and help illustrating complex ideas.

They're trademarked, which means they may not be created, modified, or used for any unofficial purpose without our approval. Contact us for commission requests or read the Tomster FAQ for more information.

TOMSTER

ZOEY

AaBbCcDdEe
FfGgHhIiJjKk
LlMmNnOoPp
QqRrSsTtUu
VvWwXxYyZz
0123456789

Bold - 700
Medium - 500
Regular - 400

Typography

[Roboto](#) is used for all typography except code samples, which use the monospaced [Source Code Pro](#).

SOURCE CODE PRO

```
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz0123456789
```

Colors

Our primary palette is composed of black, white and Ember red, with occasional accents of blue and yellow. Tints and shades of these colors may be used as long as they don't overpower the main colors.

$ember

PMS 7417C
#E04E39

$black

#212121

$burnt-ember

#9B2918

$gray

#817F7F

$blue

#1E719B

$faint-gray

#EFEBEA

$light-blue

#74B0CE

$linen

#FDF7F6

$yellow

#FBC840

$white

#FDFDFD

Accessibility

We follow [Web Content Accessibility Guidelines](#) so that our content is accessible to people with disabilities. In addition to using semantic HTML tags, it's important to size and color text in accordance with WCAG AA requirements. Use the [WebAIM Contrast Checker](#) to make sure your typography has passable contrast.

LARGE TEXT

The five boxing wizards jump quickly.
$black on $linen/white   ✓

The five boxing wizards jump quickly.
$burnt-ember on $linen/white   ✓

The five boxing wizards jump quickly.
$ember on $linen/white   ✕

NORMAL TEXT

The five boxing wizards jump quickly.
$black on $linen/white   ✓

The five boxing wizards jump quickly.
$burnt-ember on $linen/white   ✓

SMALL TEXT (12PT MIN)

The five boxing wizards jump quickly.
$black on $linen/white   ✓

The five boxing wizards jump quickly.
$burnt-ember on $linen/white   ✕

The five boxing wizards jump quickly.
20%-darkened $burnt-ember on $linen/white   ✓

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Naming

Avoid naming projects and events anything that implies official endorsement. Keep this in mind when selecting domain names as well.

You can use Ember in the name of local meetups, which are well understood to be unofficial, as well as for other events, assuming the Ember logo is never made part of the name or logo for the unofficial event.

EmberConf and EmberCamp are both used for official purposes and cannot otherwise be used.