



# GUIDELINES

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# A HANDBOOK ABOUT WHO WE ARE WHAT WE DO WHY ITS MATTERS DO'S AND DON'TS

For questions about this guideline, contact

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## OUR PURPOSE

THE PURPOSE OF FOSS.LK  
IS BRINGING BETTER  
TECHNOLOGY TO THE WORLD  
BY PROMOTING  
**OPEN SOURCE.**

## DO'S AND DON'TS

**YOU WOULDN'T WEAR ONE  
BLACK AND ONE  
WHITE SOCK.**

**TAKE A MOMENT TO THINK  
ABOUT HOW YOU APPLY THE  
**FOSS.LK LOGO**  
AND BRANDING.**

## WHY GUIDLINES

**Why does Open Source Organization have a guidlines? We,re not a rules and regulations kind of organization, nonetheless here are some examples of what we think is cool and what should be punishable by a red-hot poker to the buttocks.**

**We are using few logos. Primary Logo, Longer and Extended Logo, Text logo. You are feel free to use them as much as use want in FOSS.lk related documents and promotional documents. but make sure you stick to our guideline when using them.**

# LOGO

LOGO  
LOGO

## IDENTITY GUIDE

## MASTER BRAND LOGO



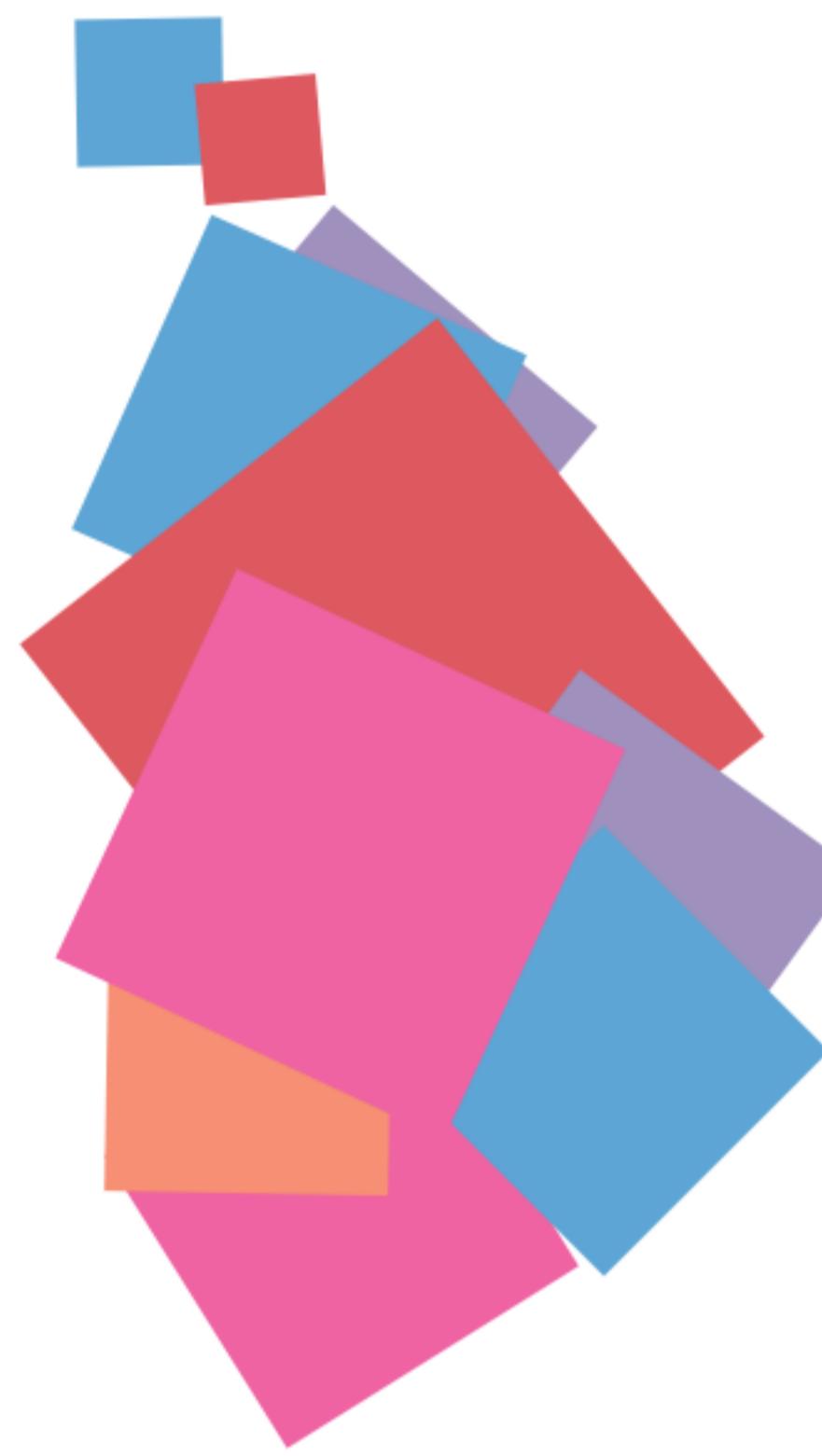
The Primary logo is our frontman.

- First way to signify our presence in the world
  - Used in consumer and business facing Materials whenever possible as the first port of call
  - Our clearest visual signpost in the website scene and tech universe
  - Works only on light background for print and digital both formats
  - Do not reproduce the foss.lk logo
  - Use the official assets provided at **foss.lk/ brand-accets**
- Pretty please with foss.lk on top

## IDENTITY GUIDE

## SECONDARY BRAND LOGO

The Secondary logo is our Extended and longer version



**Free and Open Source  
Community  
Sri Lanka**

- Meet our second important logo!
  - This Secondary logo is our favourite and should always be used when circumstances allow
  - If you don't have any worries about space in your design/ document we would love to see you using this logo
  - This is the clearest way we can represent our organization visually
  - Works only on light background for print and digital both formats
  - Do not reproduce the foss.lk logo
  - Use the official assets provided at **foss.lk/ brand-assets**
- Pretty please with foss.lk on top

## IDENTITY GUIDE

# THIRD TEXT BRAND LOGO

For those who looking for trendy and understandable and common wordy logo.



- Meet our Third logo!
- If It's impossible to use our primary and secondary logotype use this Text Version
- You can use this logo in same document with other main logos, to represent the organization
- Works with any foss.lk color palette in background for print and digital both formats
- Do not reproduce the foss.lk logo
- Use the official assets provided at **foss.lk/ brand-accets**

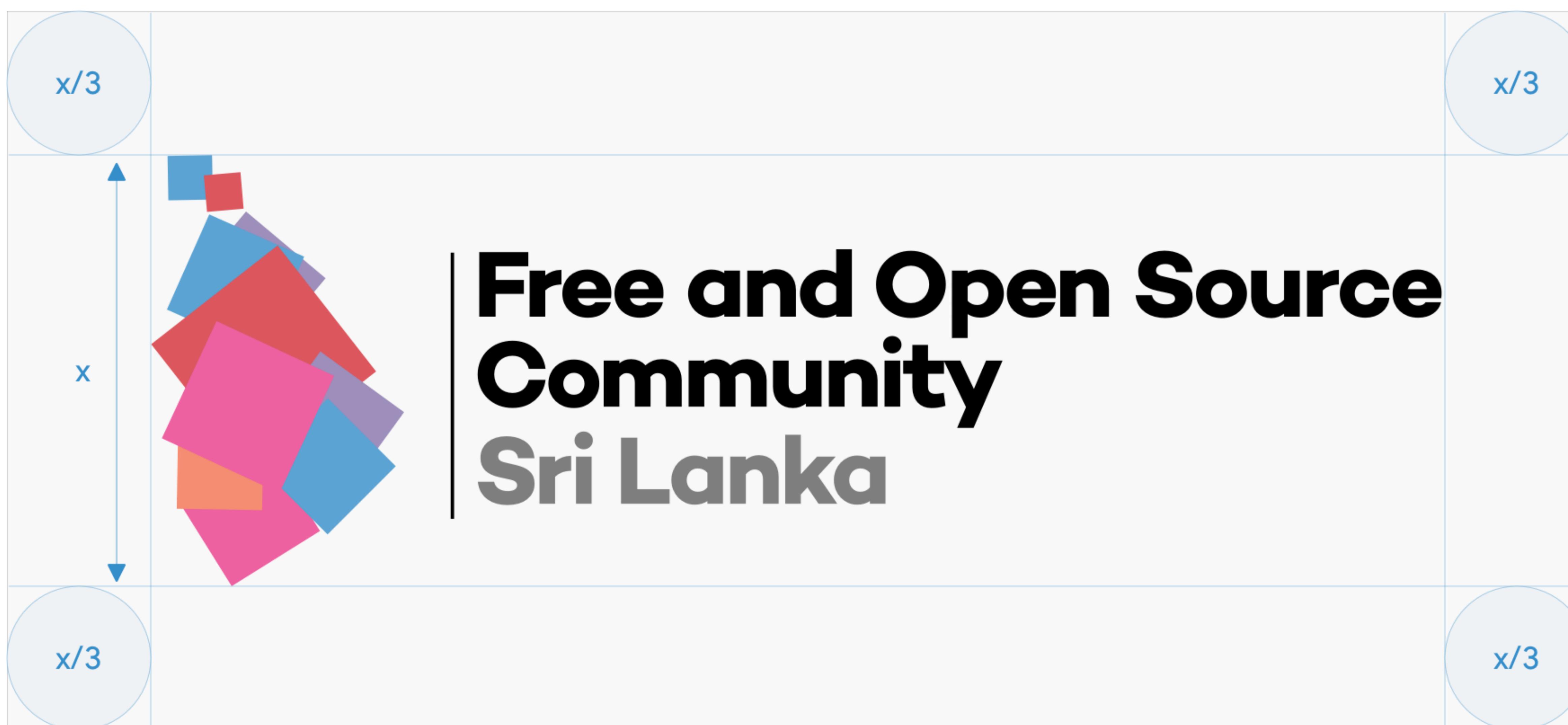
## IDENTITY GUIDE

**LOGO CLEARSPACE**

Primary logo



Secondary logo



Our Logo need some breathing room. Make sure you give it space to stand out.

- No other logos, type, or other graphic element should infringe on its space
- For the primary Logo the minimum clearspace around the logotype is equivalent to 1/3 its width.
- and for the secondary logo minimum clearspace around the logotype is equivalent to 1/3 its height.
- Third Text Logo the margin of clearspace measured by the size of the word “FOSS”.

## IDENTITY GUIDE

# MINIMUM SIZE



Minimum digital size 50px wide.  
Minimum print size 0.55 inch(14mm) wide.

To make sure our logo is always visible we've determined a minimum display size for both digital and print applications

- There is no maximum size for foss logo
- Biggie would have loved us



Minimum digital size 150px wide.  
Minimum print size 1.5 inch(40mm) wide.



Minimum digital size 75px wide.  
Minimum print size 0.7 inch(20mm) wide.

## IDENTITY GUIDE

# LOGO VARIATIONS

Primary Logo in Light or White background



Secondary Logo in White background



Text Logo in White background



Dark or Black(negative version)



There are couple of different ways to showcase our logo

- full color logo should always be used on a light or white background
- Primary and Secondary Logo don't have a negative version so you are not able to place any of main two logos in dark or black background
- The Text Logo version can be used on a light or white background. It can also be used on any color from our palette
- The Text Logo version can be used with any color in our color palette

## IDENTITY GUIDE

**LOGO VARIATIONS**

Dark or Black (negative version)



“FOSS RED” background



“FOSS RED” colored



“FOSS GREEN” background



“FOSS PINK” background



“FOSS PINK” colored



“FOSS BLUE” background



“FOSS SHADE PURPLE” backgr...



“FOSS SHADE PURPLE” colored



“FOSS PURPLE” background



“FOSS ORANGE” background



“FOSS SHADE PURPLE” colored



Text Logo is our most customizable version in the palette. if you have any limitation with our primary and secondary logo. we encourage you to use this. with some conditions.

- Text Logo can be used on any color from our palette
- The Text Logo version can be used with any color in our color palette but in white background

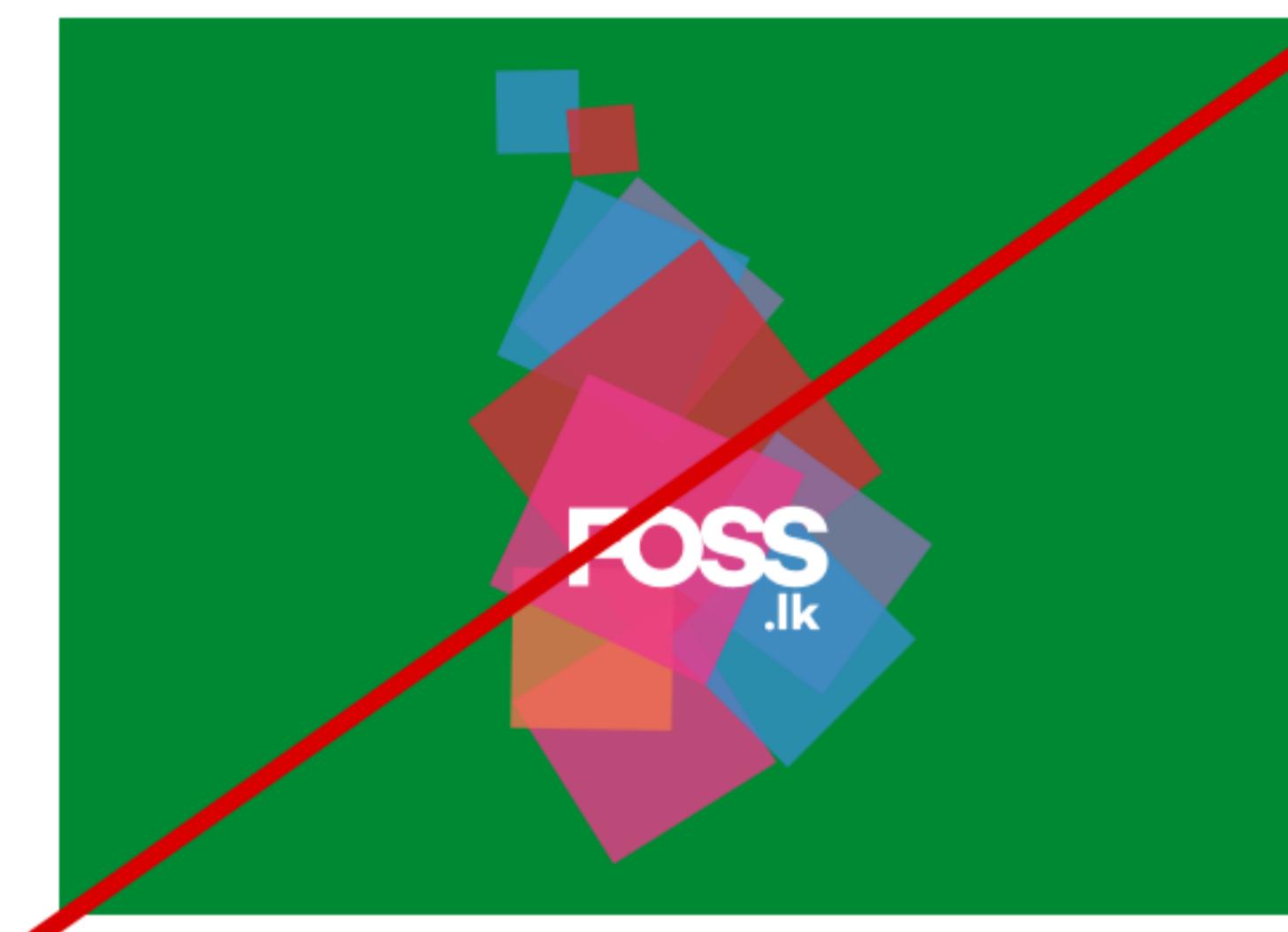
## IDENTITY GUIDE

**IMPROPER USAGE**

Only use specified colors



Only use specified colors



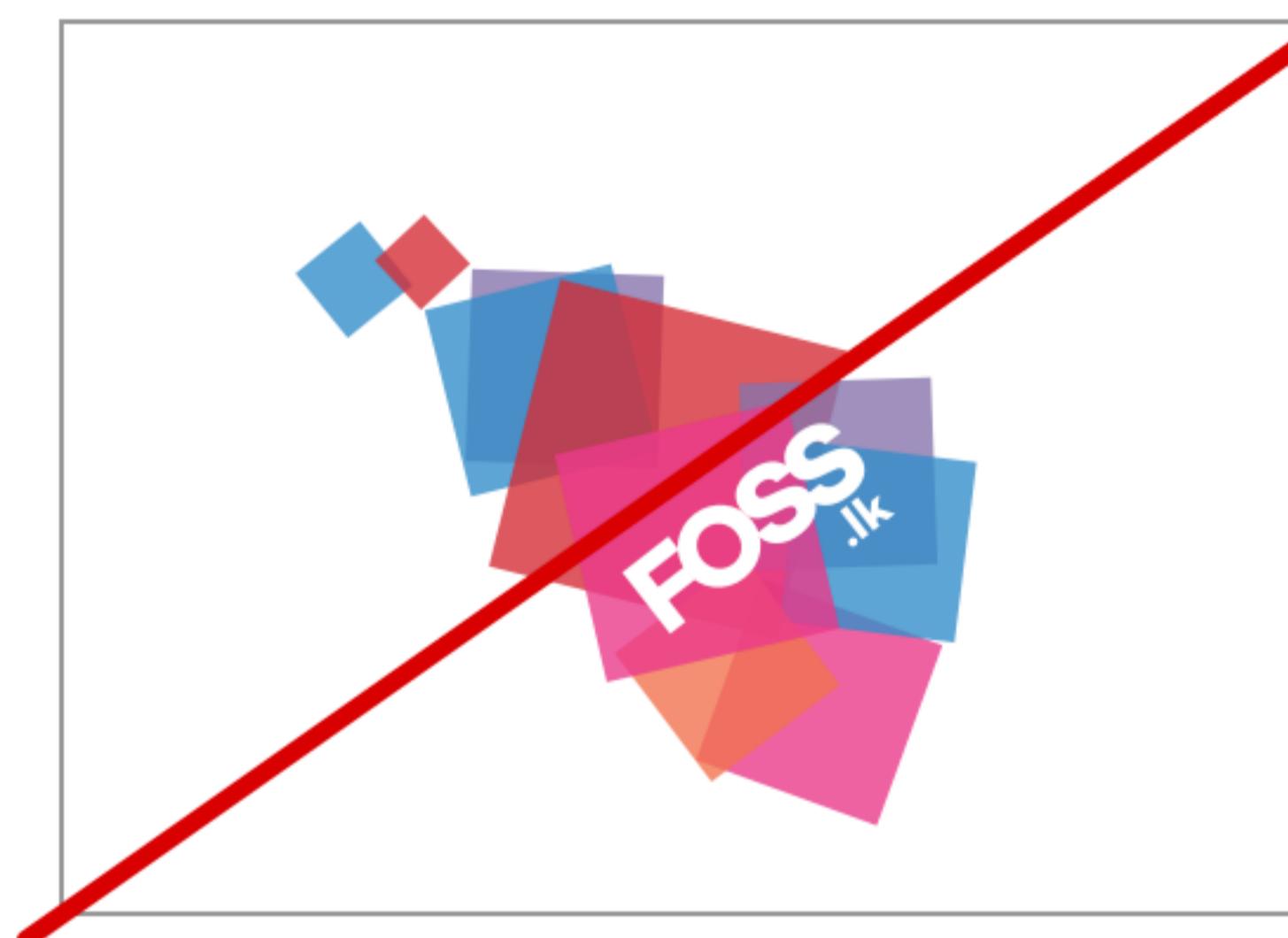
Only use specified colors



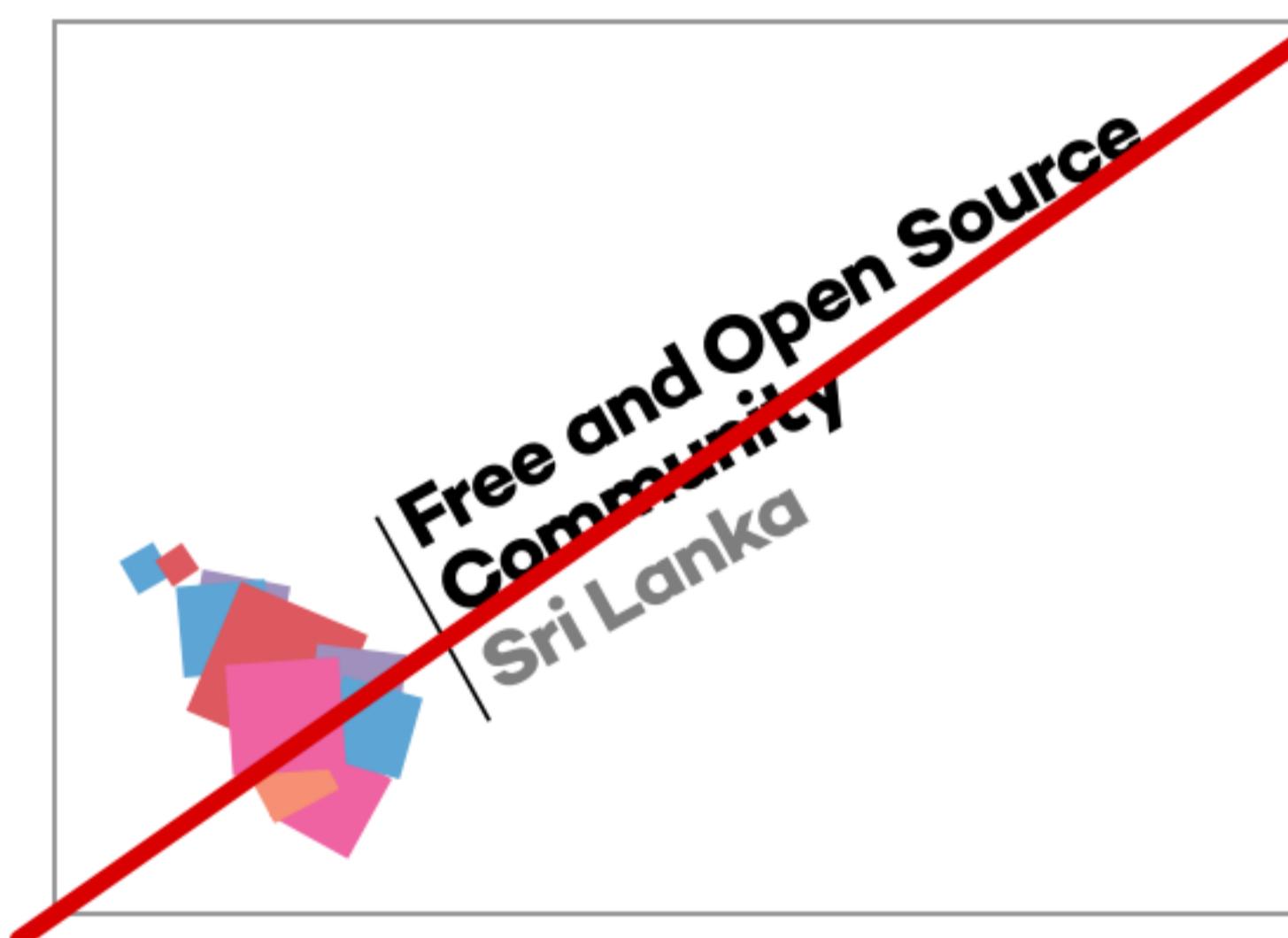
Don't rotate the logo



Don't rotate the logo



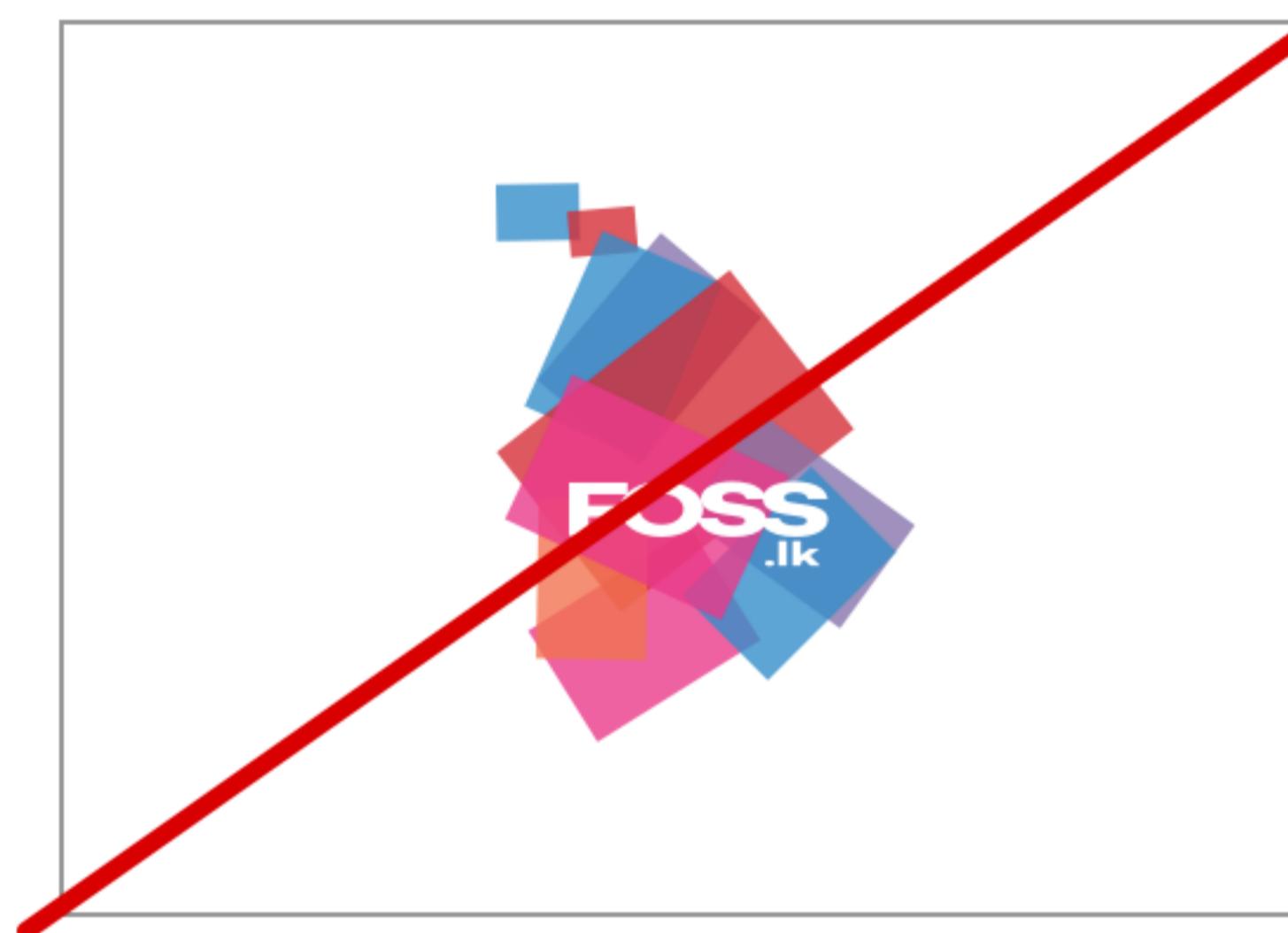
Don't rotate the logo



Don't Stretch the logo



Don't Stretch the logo



Don't Stretch the logo



Don't use effects such as a drop shadows



Don't use effects such as a drop shadows



Don't use effects such as a drop shadows

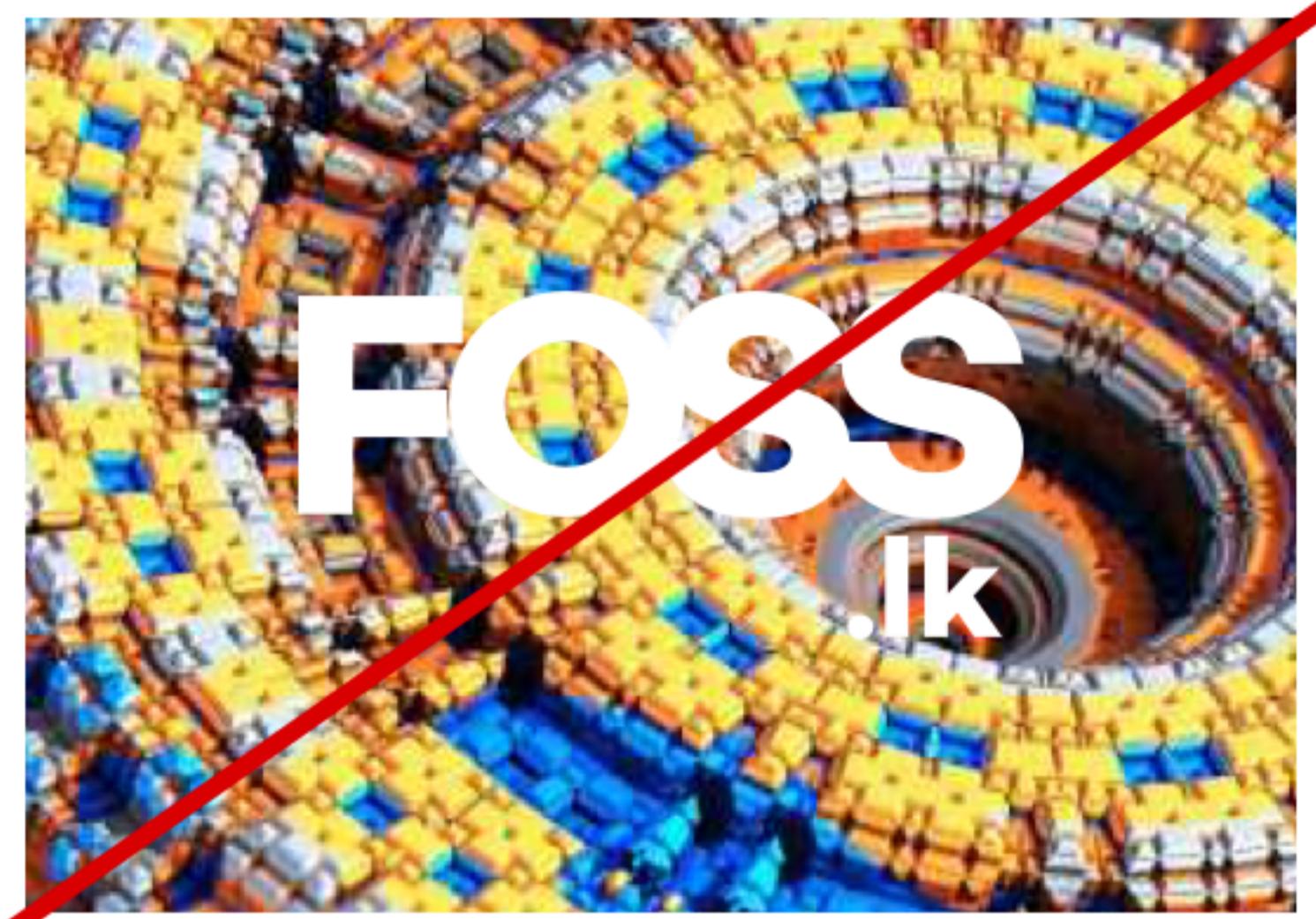


To make sure our logotype appears as consistent as possible throughout our communications, we've identified a few ways it should not be used

## IDENTITY GUIDE

# IMPROPER USAGE

Don't use the logo on a busy or bright image



Don't use the logo on a busy or bright image



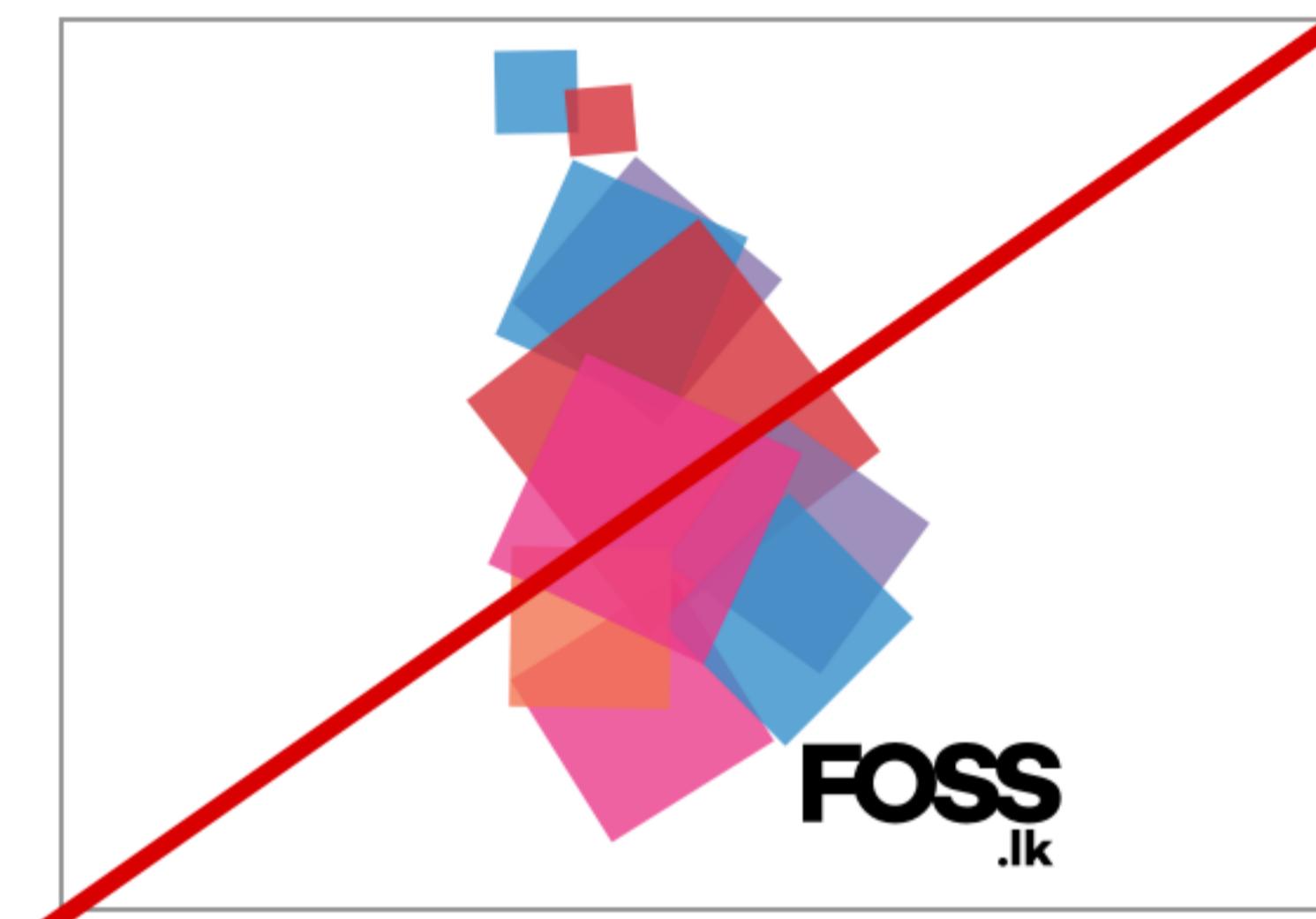
Don't use the logo on a busy or bright image



Don't change the position of the logo



Don't change the position of the logo



Don't change the position of the logo

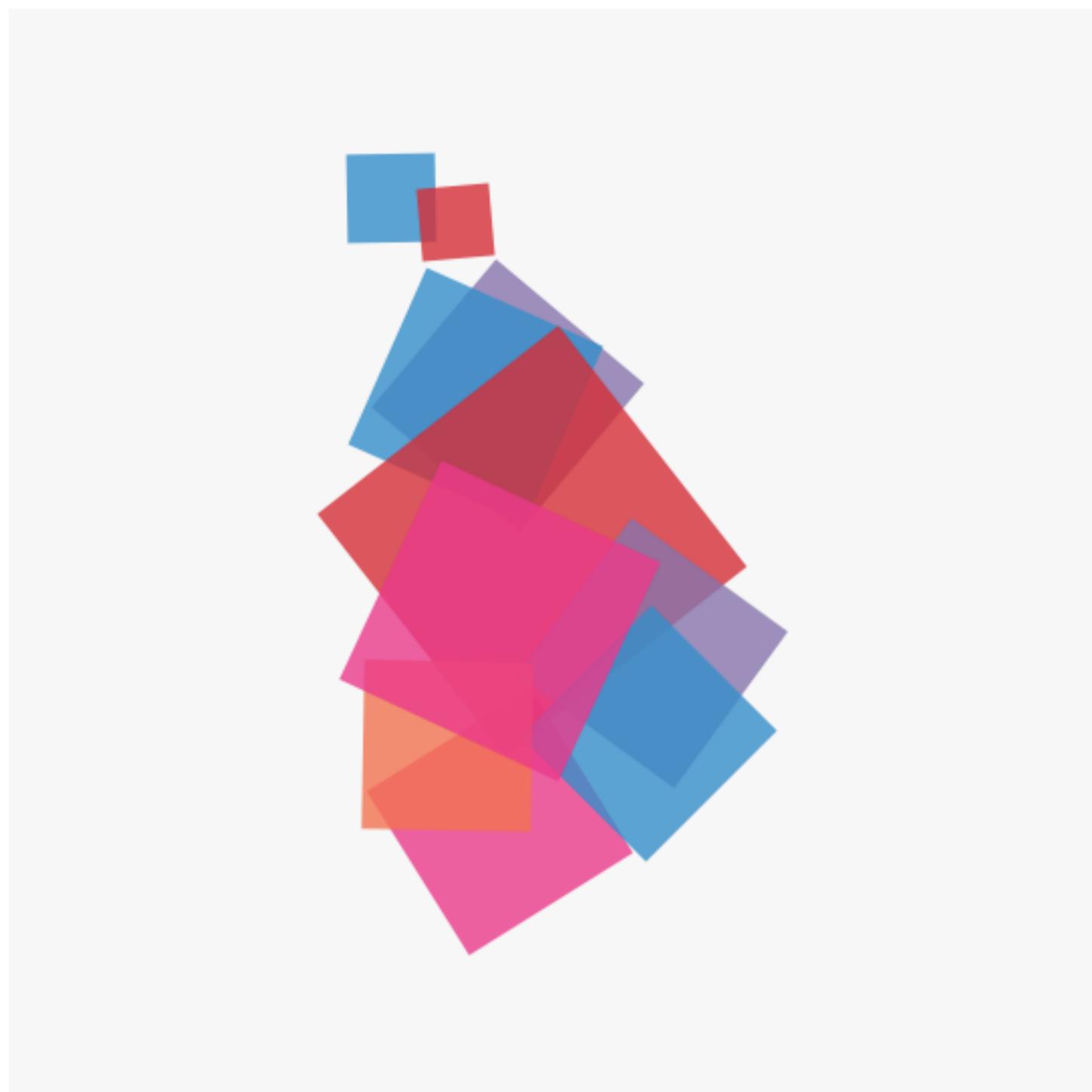


To make sure our logotype appears as consistent as possible throughout our communications, we've identified a few ways it should not be used

## IDENTITY GUIDE

**BRANDMARK**

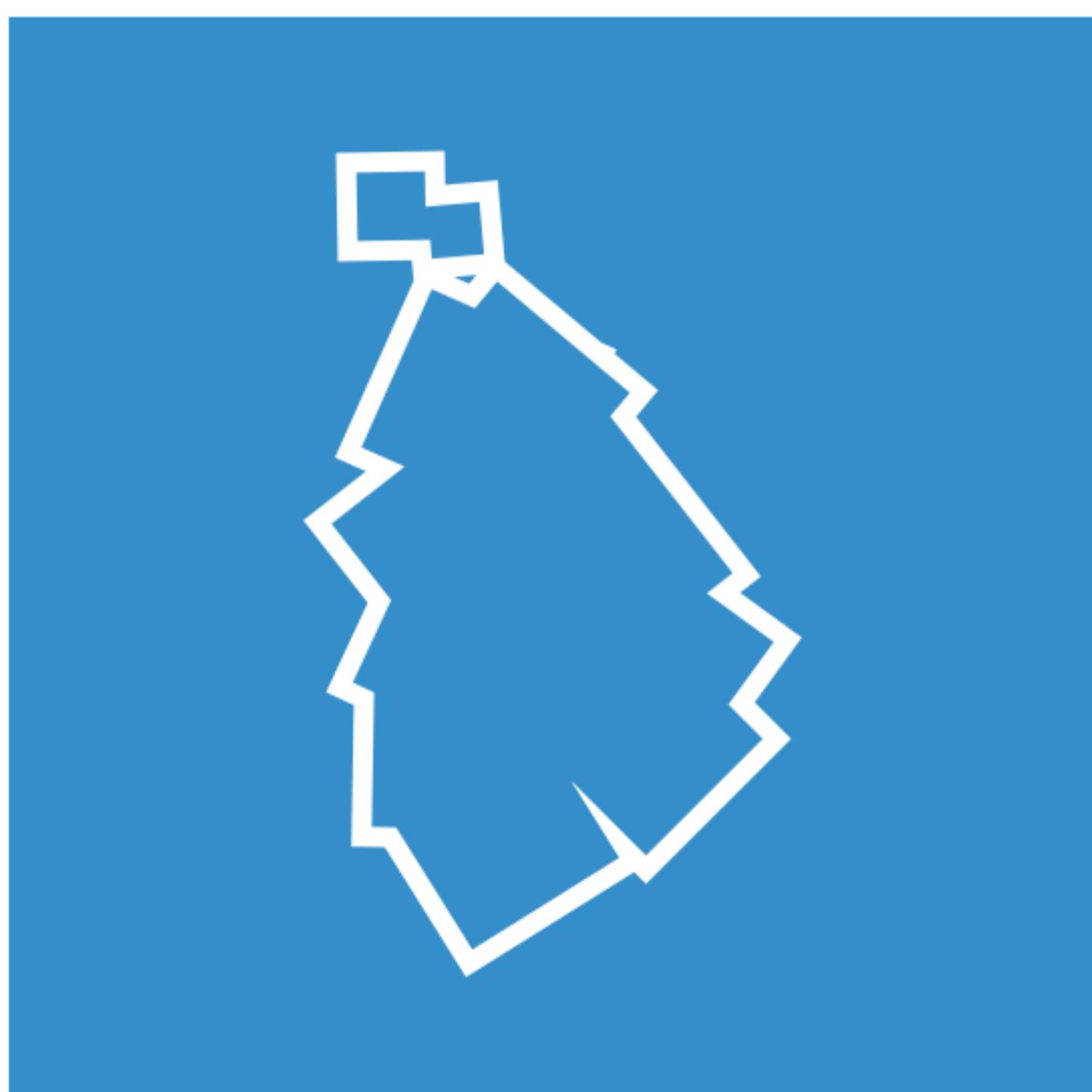
Full Color



Grayscale



Stroke



One Color



White



The brandmark is our symbol. This symbol can be used alone to reinforce our brand. There are a couple of different ways to use it but always keep in mind that the clearspace round the brandmark is equivalent to 1/3 of its width.

# TYPOGRAPHY

TYPOGRAPHY  
TYPOGRAPHY

## IDENTITY GUIDE

## TYPOGRAPHY

## Product Sans Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

0123456789

## Product Sans Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

0123456789

## Product Sans Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

0123456789

We are using two typefaces  
Our Primary typeface is Product Sans, a soft  
and fluid sans-serif that complements our  
identity. Use good judgment when choosing  
different weights.

- Don't mix it with other fonts. They'll get jealous.

abcdefghijklmnopqrstuvwxyz

## IDENTITY GUIDE

Campton Lite DEMO

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

**Campton Bold DEMO**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## TYPOGRAPHY

We are using two typefaces  
Our Secondary typeface is Campton, a big  
soft and more roundy, boldy sans-serif that  
complements our identity. Use for big or  
small type of main title.

- Don't mix it with other fonts. They'll get jealous.

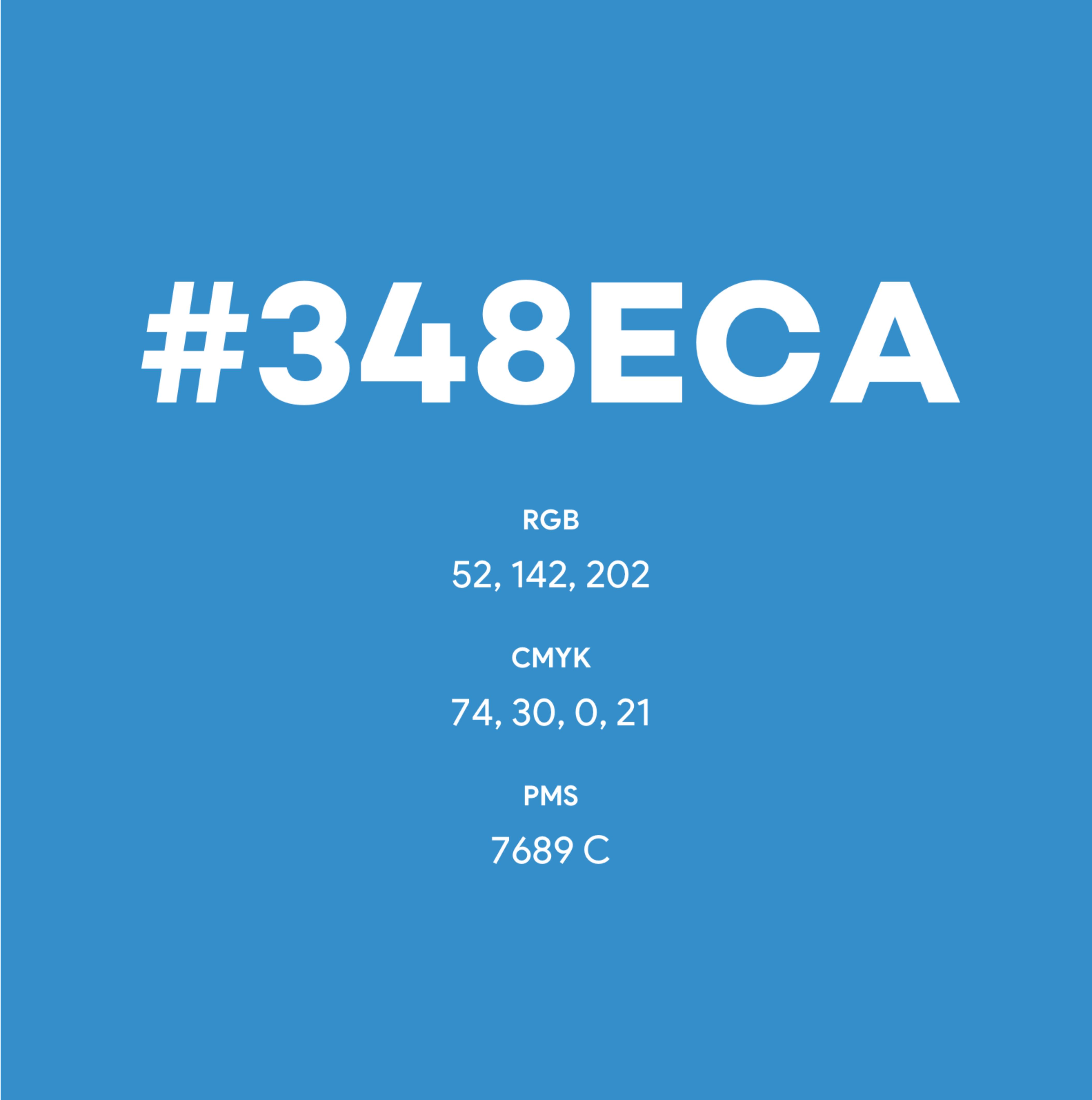
abcdefghijklmnopqrstuvwxyz

# COLOR

COLOR  
COLOR

IDENTITY GUIDE

**PRIMARY COLOR**  
**FOSS BLUE**



#348ECA

RGB

52, 142, 202

CMYK

74, 30, 0, 21

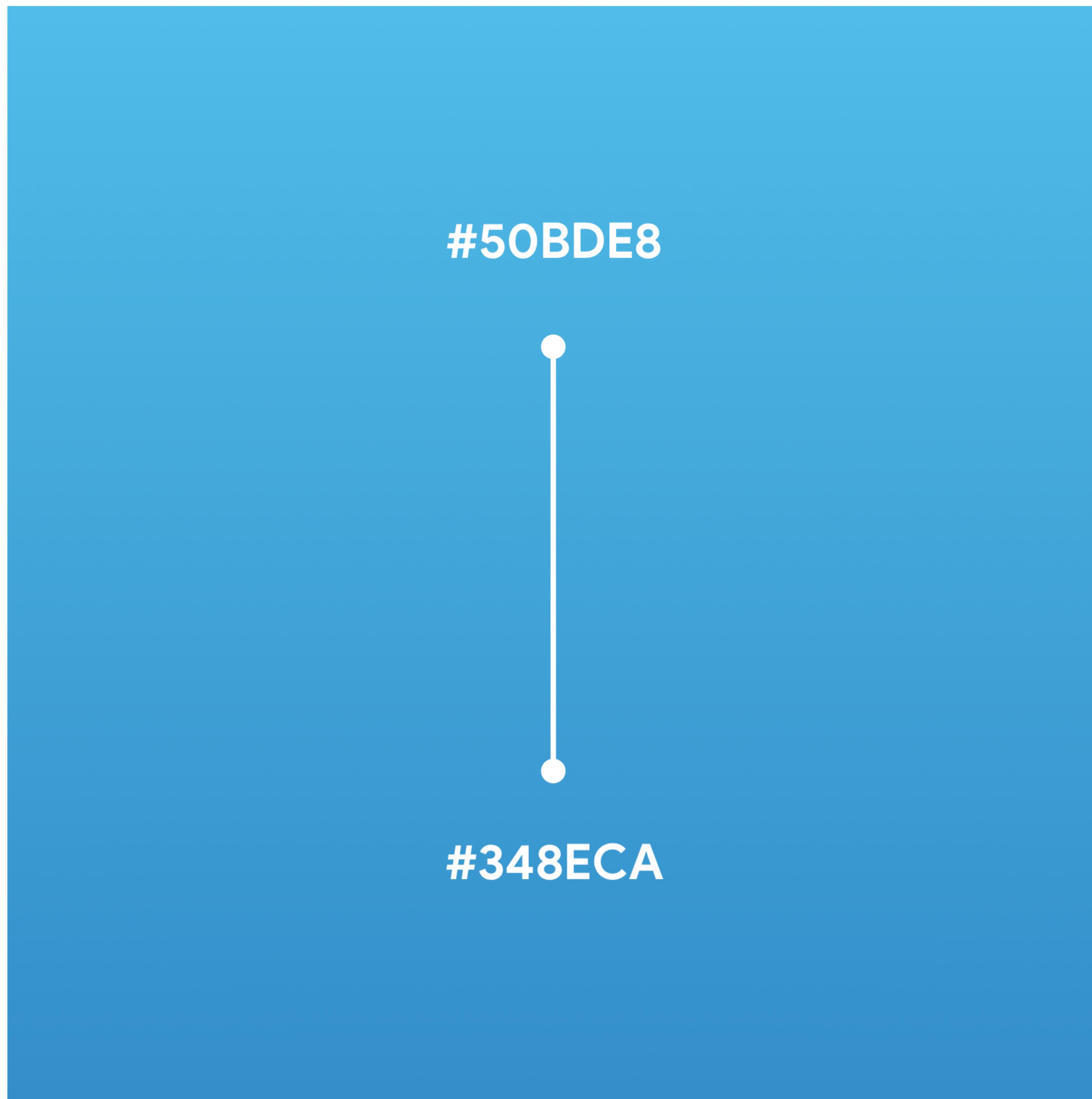
PMS

7689 C

These are the colors that represent our brand.  
This heirachy shows their order of use.  
Use these colors generously for our type,  
pattern and backgrounds.

- FOSS BLUE is energetic like all of us.
- Contrast it with white space.

## IDENTITY GUIDE

**PRIMARY COLOR  
FOSS GRADIENT**

Beautiful right! Just a gradint. If you need any to apply.

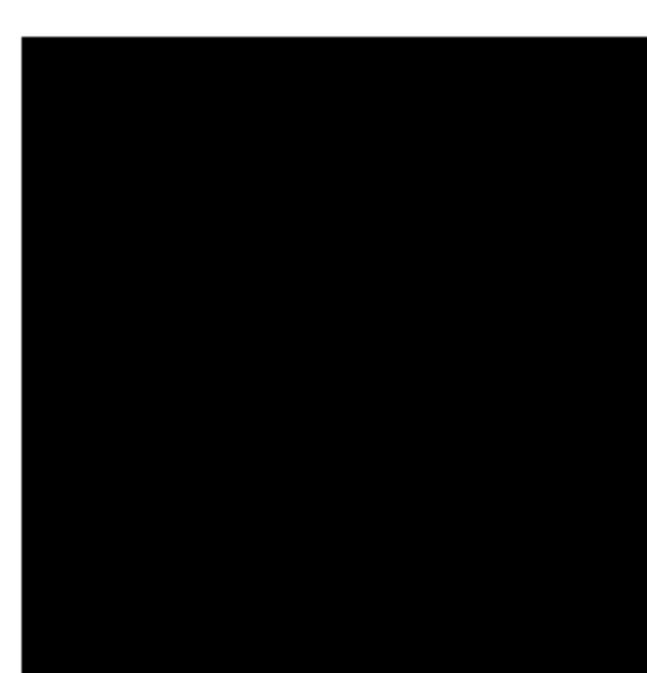
## IDENTITY GUIDE

# COLOR SECONDARY PALETTE



**FOSS PURPLE**  
**#945D9F**

148, 93, 159  
7, 42, 0, 38



**FOSS ALL BLACK**  
**#000000**

0, 0, 0  
0, 0, 0, 100



**FOSS SHADE PURPLE**  
**#8774AC**

135, 116, 172  
22, 33, 0, 33



**FOSS NEAR BLACK**  
**#374659**

55, 70, 89  
38, 21, 0, 65



**FOSS PINK**  
**#EB3B8B**

213, 46, 55  
0, 78, 74, 16



**FOSS DARK GREY (Mr. GREY)**  
**#646464**

100, 100, 100  
0, 0, 0, 61



**FOSS RED**  
**#D52E37**

235, 59, 139  
0, 75, 41, 8



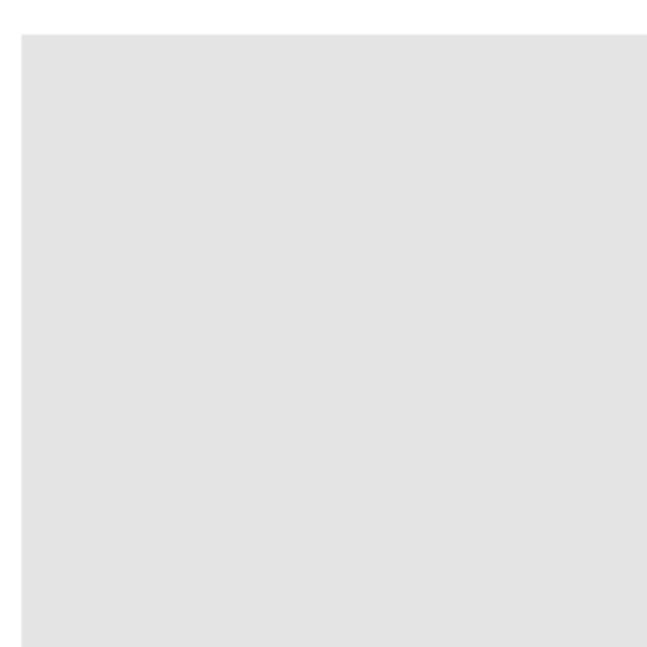
**FOSS MID GREY**  
**#949494**

148, 148, 148  
0, 0, 0, 42



**FOSS ORANGE**  
**#F37350**

243, 115, 80  
0, 53, 67, 5



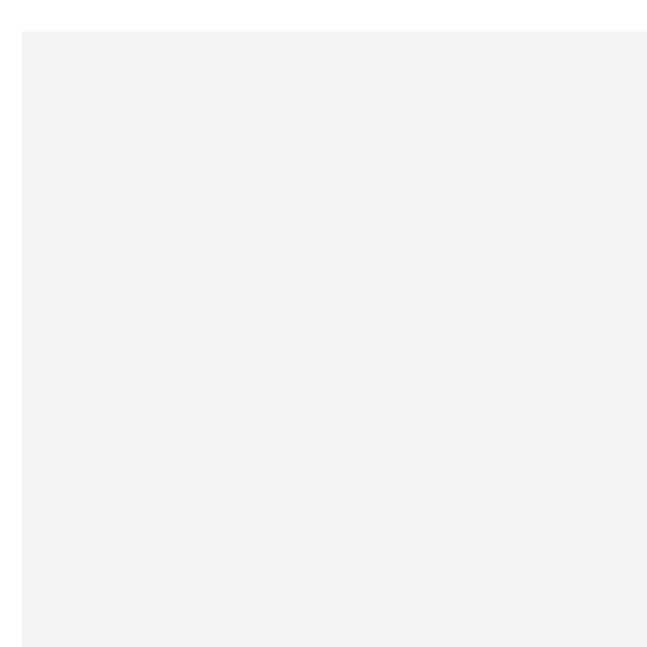
**FOSS LIGHT GREY**  
**#E4E4E4**

228, 228, 228  
0, 0, 0, 11



**FOSS GREEN**  
**#3DA52B**

61, 165, 43  
63, 0, 74, 35



**FOSS ALMOST WHITE**  
**#F4F4F4**

244, 244, 244  
0, 0, 0, 4

Here are our secondary colors. Each color represents a specific category on our web and mobile applications. These colors are also used across our visual communication

# TONE OF VOICE

## IDENTITY GUIDE

**FOSS'S VOICE**

**Vision** - Assist and encourage the community in global scale on behalf of Open Source Software throughout the journey of achieving fullest extent technology!

**Mission** - Take off the concept of Open Source Software from School students to the university students and beyond to all enthusiast in professional levels and emphasize the value and importance through various programs and gain collaboration of them to enhance the Open Source Platform while disposing hackathons, meetups and numerous techy events.

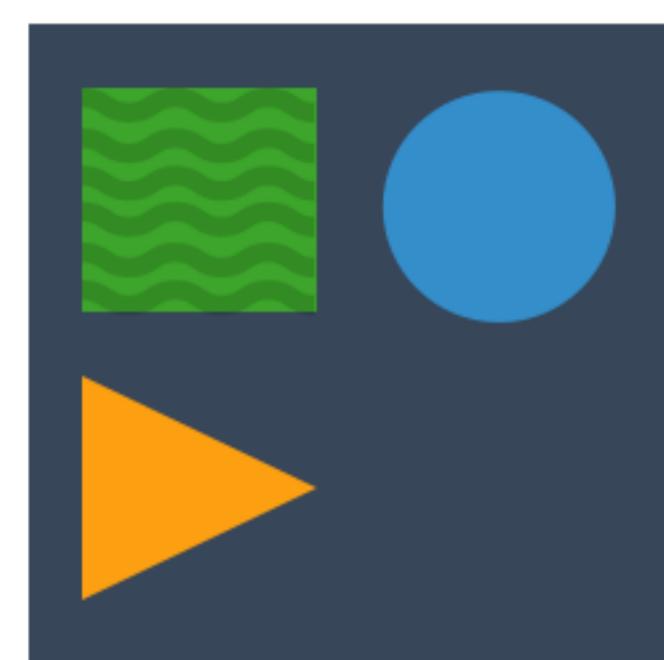
IDENTITY GUIDE  
**WE ARE**



**Fun**  
**Innovative**  
**Empower**  
**Love**  
**Freedom**  
**Education**  
**Equality**  
**Community**

## IDENTITY GUIDE

# VISUAL TREATMENT



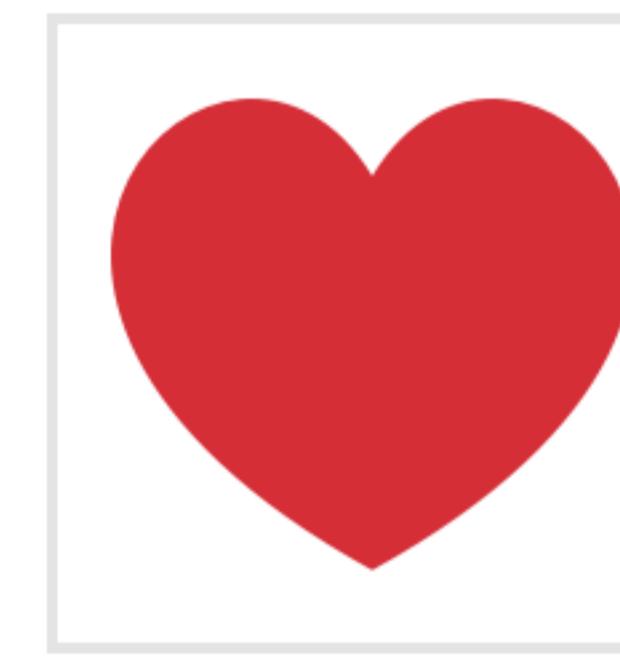
WE ARE  
**FUN**



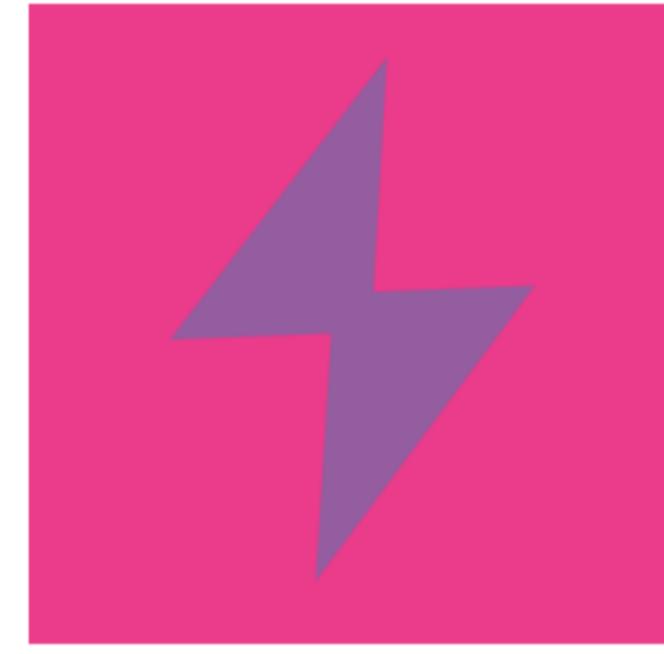
WE APPRECIATE  
**EQUALITY**



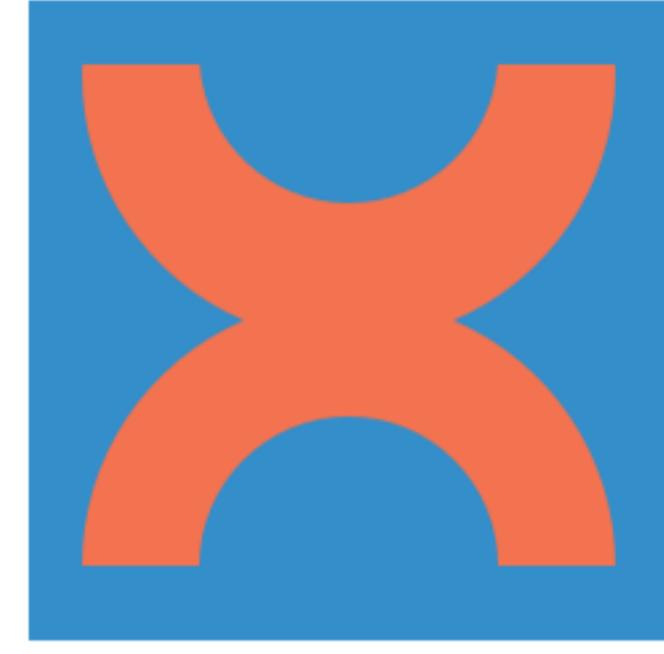
WE ARE  
**INNOVATIVE**



WE MAKE  
**LOVE**



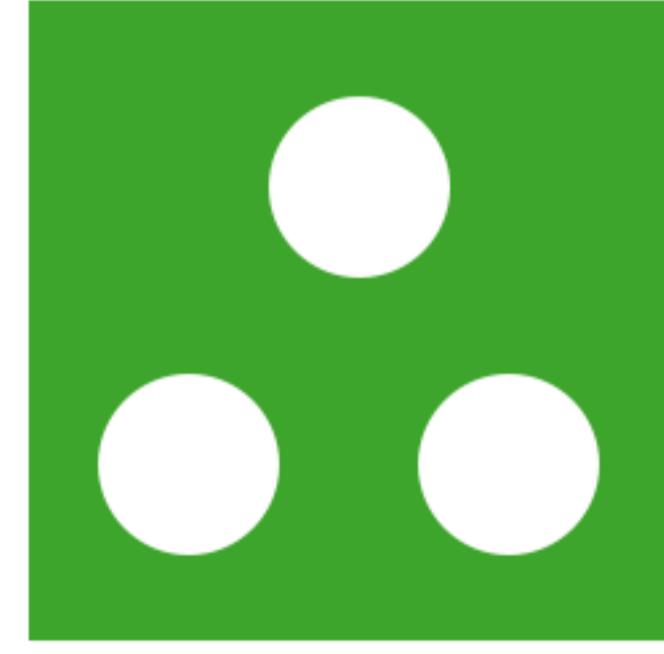
WE ARE  
**EMPOWER**



WE CELEBRATE  
**FREEDOM**



WE VALUE  
**EDUCATION**



WE ENCOURAGE  
**COMMUNITY**

Use these icons to make patterns and promotional marketing works. Feel free to change the any of icons and background colors only from our color palette. but make sure use the sence of design and humor to apply maching colors.

**FOSS**  
.lk





IDENTITY GUIDE  
**PATTERNS**

Patterns can be used across the wide range of promotional materials to add color and intrigue. However, these patterns should not obstruct important information and should never be used as background.

These patterns are composed of our brand elements and use colors from our palette.