Autonity Style Guide

For anything that needs to scale, please use the SVG version if at all possible. (If you use the SVG and scaling the image makes the resolution bad or blurry, then you are not using software that can actually scale SVGs.)

There are PNG versions in various sizes; the final number in the filename gives the width in pixels. If you need to use the logos in a specific particular size, it's probably best to generate exactly that size from the SVG. If you can't do that, scale it from the PNG that's closest in size, or from the "no_antialias" version of the largest size.

Note that the "verysmall" versions are in fact slightly different designs from the larger versions, to preserve visual integrity. Please don't use the "verysmall" SVGs for larger images. They will seem to scale nicely without blur (because SVG is vectors, not pixels) but the font spacing will look bad at larger scales.

The SVGs come in 2 flavours: one is generic SVG; the other is Inkscape SVG (so they have more contextual information to be edited in Inkscape and maybe some other software). In general, please use the generic version.

The font used is Berkeley Mono, but spacing and various parameters have been changed manually to be visually more consistent.

Absolutely NEVER scale the logos disproportinately. Doing so should be a criminal offence.

Current decision is NOT to have/create any coloured versions, unless it is unavoidable in a very particular context. Always use black-on-white or white-on-black. (There is one version in medium grey since this must be used in contexts where the background could change between very dark and light, e.g. in Github repos where the user may view Github in dark mode, which results in a black background. The grey logo works (sufficiently) on both black and white backgrounds.

The inside of the alpha-box is NOT transparent. It is white (or black, when using the white-on-black version). Don't attempt to make it transparent!