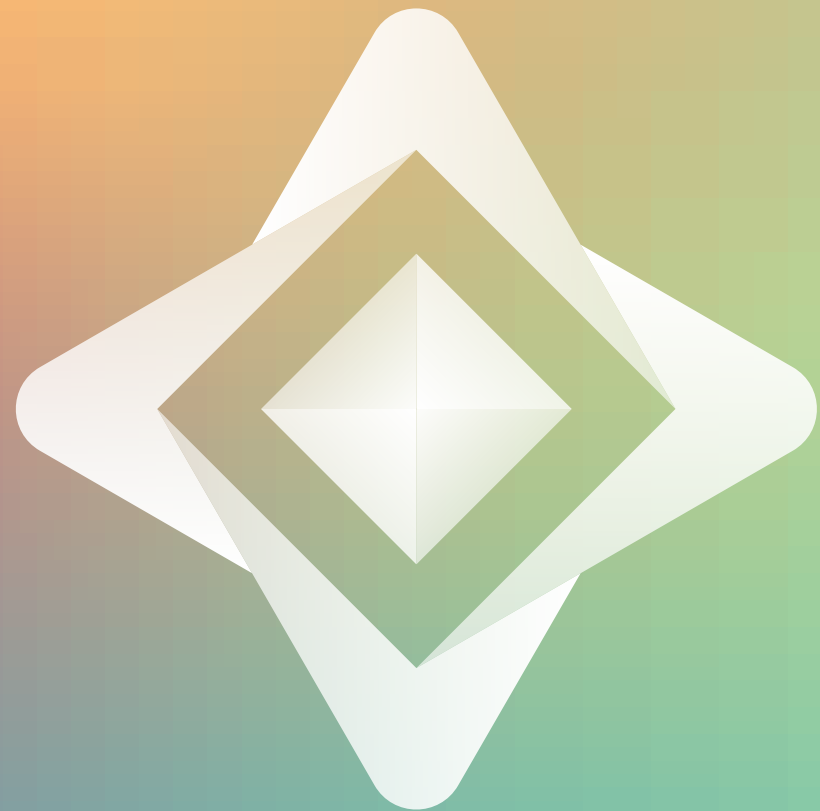# OpenMined

Hello!

Wow! First off — **THANK YOU** for your interest in and contribution to this platform. On behalf of all of us OpenMineded people — **welcome to the initiative.** It is an absolute pleasure to have you as a part of this community.

As OpenMined has rapidly gained traction, the need for a consistent brand presence to unite our growing tribe has quickly become evident. This is the first official step in creating a unified voice, tone and look to empower contributors to effectively and cohesively create branded resources that bear the mark of our initiative.

This is the first version of a "living" document that will grow, adapt and evolve along with our community.

As you start and continue to create OpenMined resources, please adhere to the suggestions and utilize the elements provided in this document. We are stronger united.

Thanks again!

◆ OpenMined

Written_Name

The official way to represent the brand in written form is lower case with a capital /O and capital /M with no space between the words.

This kind of goes without saying, but all other ways of writing or typing OpenMined are not correct. Please don't do it.

The only occasional exception to this rule would be in the cases where "OpenMined" is included in a headline style that happens to be all caps. In this one instance it is cool. Avoid this if possible.

OpenMined ✔

~~Openmined~~ no

~~openMined~~ nope

~~Open_Mined~~ error

~~Open Mined~~ no beans

~~open-mined~~ 404

Version in question not represented here?
It's wrong.

Logo

Here it is!

There is not a consensus among the design community regarding which element should be called what, so for our purposes the graphic on the left will be called the "**brandmark**," the words on the right will be called the "**wordmark**," and together they create the "**logo**."

Brandmark   Wordmark
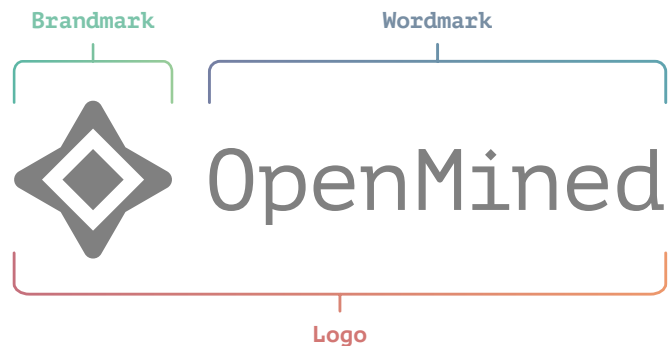
OpenMined

Logo

This logo should appear on all OpenMined communications in some way or another. Consistency and visiblity are the key — so use it all the time on everything and don't change it.

This is the highest level and preferred version of the logo to be used as often as possible. Other acceptable versions of the logo will be explored in the following pages.
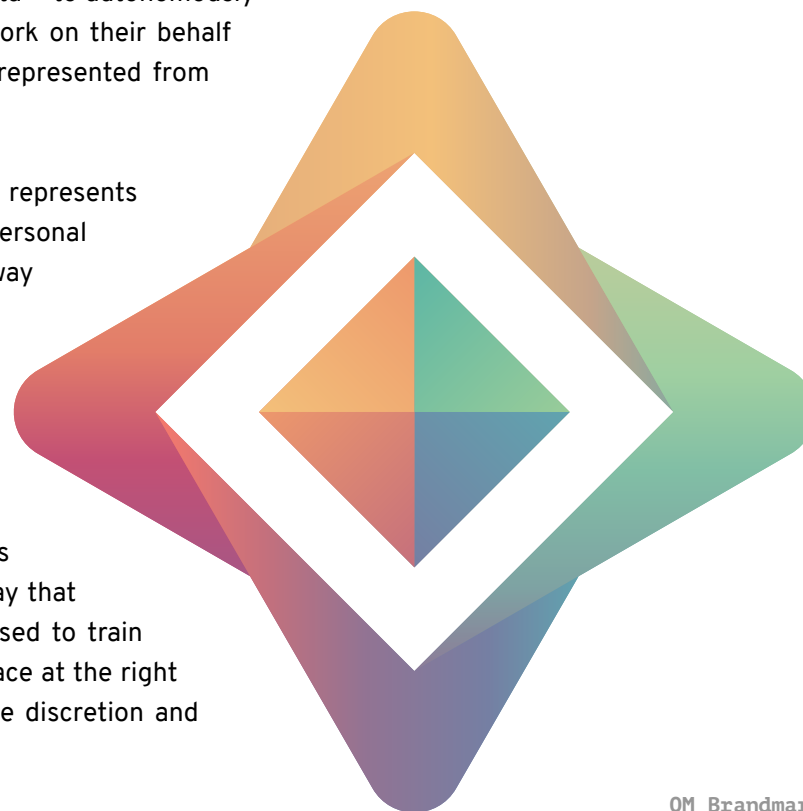
OpenMined

OM_Logo

OpenMined

Brandmark

The underlying objective of OpenMined is to change a power dynamic. It's about equipping society and culture with the technology needed to protect it against exploitation by some of the most influential forces in the world. It's about empowering individuals to truly own their data — to autonomously decide which tools, products and systems that data will empower — to work on their behalf instead of being used as a manipulative tool against them. This idea is represented from multiple perspectives in our logo.

The first symbol in our logo is the central gem in an open box. This gem represents our offering. We gift each person a secure box, or a Mine, to hold their personal information. Users can bury their most valuable secrets into this Mine away from prying eyes and malicious intent. However, simply burying that data is not enough. In the modern digital age, data is power. In that data lies the power to cure disease, to provide for the poor, and to fight and win against evil and injustice. A user's data has great opportunity to create good when it is used in the right way for the right purpose.

The second symbol in our logo is an aperture surrounding the gem. This feature mimics the protective entities that surround the Mine in such a way that personal information is safeguarded, but statistical information can be used to train artificial intelligence models — putting the right intelligence in the right place at the right time to promote worldwide societal growth and betterment, all within the discretion and control of each Mine's owner.

Finally, the color scheme and the outline of the logo alludes to the practice of "holding hands" across a full range of color. This symbolizes the highest calling of OpenMined: to bridge trust between all peoples for the collective construction of decentralized intelligence to serve the interests of society regardless of color, creed, or class.

OM_Brandmark

OpenMined

Brandmark_
Construction

"You can't criticize geometry.
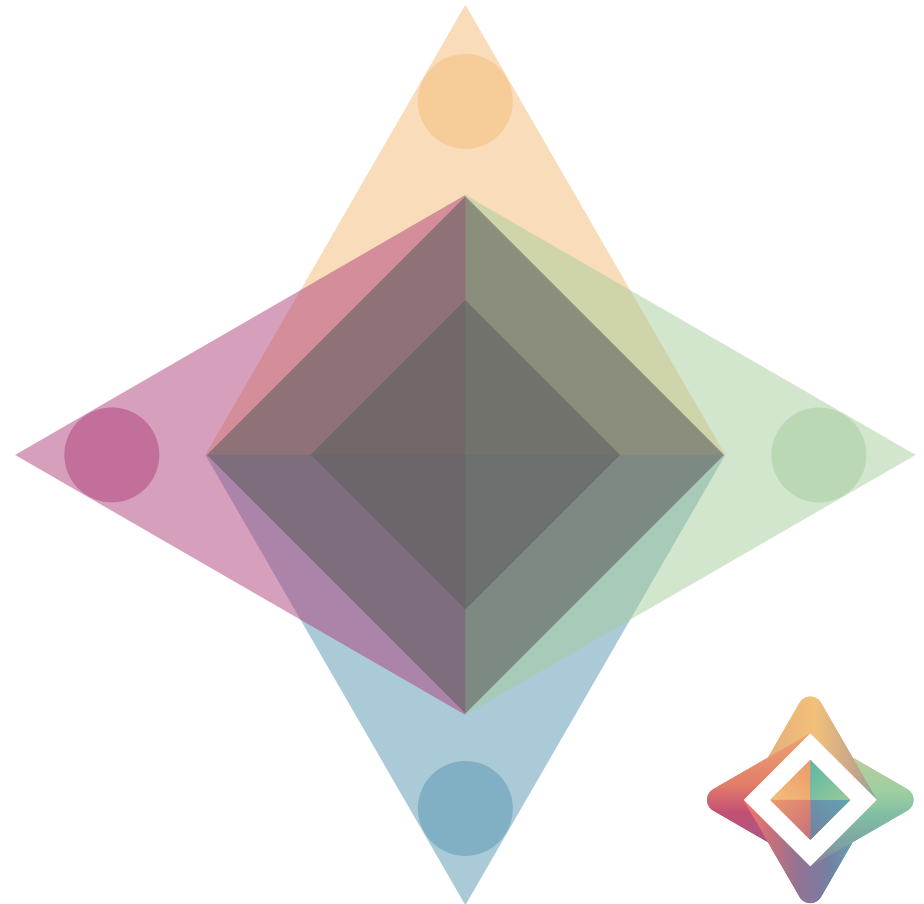*It's never wrong."*

— Paul Rand

You *can* criticize the application of geometry in design, though... 💭

The OpenMined brandmark is constructed from four equilateral triangles, four equally-sized circles, and two squares (the smaller = 60% the larger).

The only point of showing this, honestly, is to present the system behind the form. If your only takeaway is "Cool!" this page did its job.

Wordmark

This is the OpenMined wordmark. This really should only be used in rare cases. It is preferred that it is paired with the brandmark.

The wordmark is constructed from the PT Mono Regular typeface. It has been kerned to compensate for the (understandably) generally poor kerning in all mono typefaces; the head serif on the /d has been removed, and the dot of the /i has been replaced with a diamond form to echo the gem in the brandmark.

OpenMined

OM_Wordmark

OpenMined

Logo_Pack

Here are all the acceptable versions of the logo, brandmark and wordmark with associated file names. Other applications and signatures will be added over time. All files (in .ai, .jpg, .png, .eps, and .svg) have been made available here»

VT = Vertical
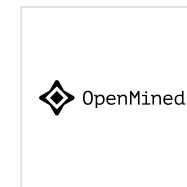**LT** = Lite Version
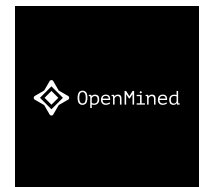**ALT** = Alternate Version
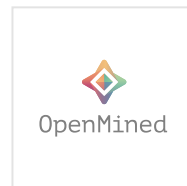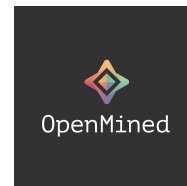**BK** = Black
WT = White
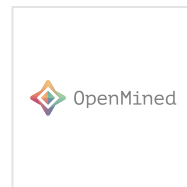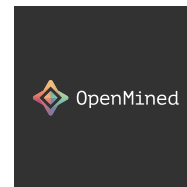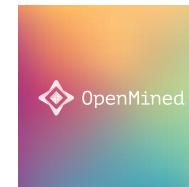
OM_Logo   OM_Logo_LT   OM_Logo_ALT   OM_Logo_BK   OM_Logo_WT
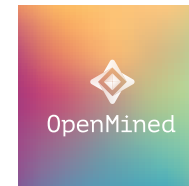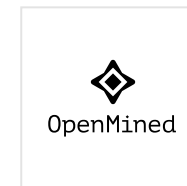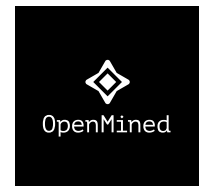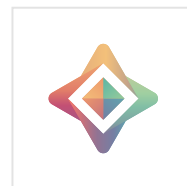
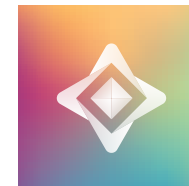OM_Logo_VT   OM_Logo_VT_LT   OM_Logo_VT_ALT   OM_Logo_VT_BK   OM_Logo_VT_WT

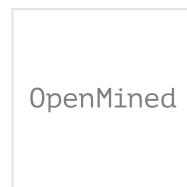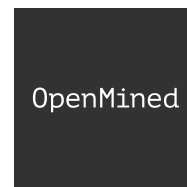OM_Brandmark   OM_Brandmark_LT   OM_Brandmark_ALT   OM_Brandmark_BK   OM_Brandmark_WT
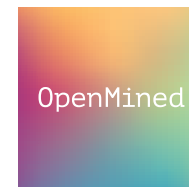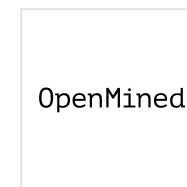
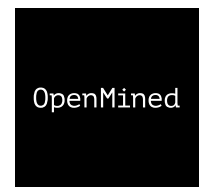OM_Wordmark   OM_Wordmark_LT   OM_Wordmark_ALT   OM_Wordmark_BK   OM_Wordmark_WT

OpenMined

Clear_Space_
Guidelines

It is important when using the logo, brandmark and word-mark to provide some visual breathing room. Ensuring that there is enough clear space around the brand elements will ensure each OpenMined impression will reach it's full impact and potential.

The clear space standard measurement is created by drawing a square that tightly contains one of the gem segments in the brandmark (shown to the right).

These are more... guidelines than actual rules. Generally speaking use good design judgment and principles when determining the clear space around the brand elements as the perceived space will change depending on scale and specific application.
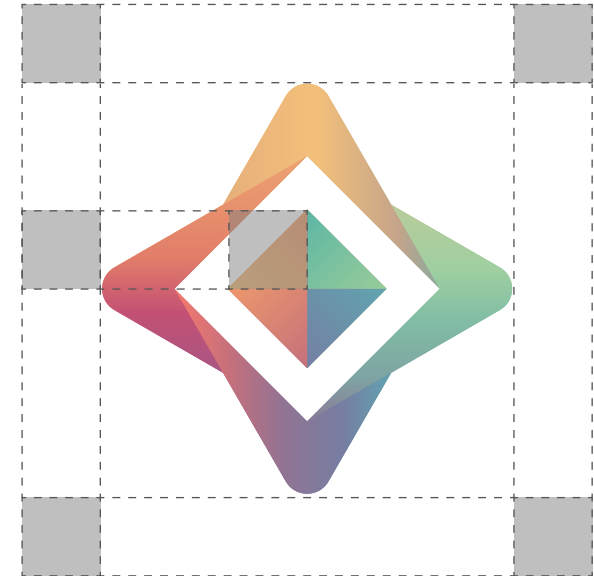
Color

This is the (working) OpenMined color palette! Fun, isn't it? Exact use, balance, etc. will develop over time. In cases where flat colors are desired, use the darker of the two colors in the gradient.

#F1BF7A	#ED986C
R=241	R=237
G=191	G=152
B=122	B=108

OM_NORTHWEST_ORANGE

#5CB5A4	#9BCC9A
R=92	R=155
G=181	G=204
B=164	B=154

OM_NORTHEAST_GREEN

OM_LIGHT_GRAY

OM_GRAY

OM_DARK_GRAY

OM_SOUTHWEST_RED

OM_SOUTHEAST_BLUE

#969696	#808080	#323232	#EF996B	#C3707C	#767EA1	#62A4AE
R=150	R=128	R=50	R=241	R=237	R=92	R=155
G=150	G=128	G=50	G=191	G=152	G=181	G=204
B=150	B=128	B=50	B=122	B=108	B=164	B=154

OpenMined

Gradient_Mesh

This is the OpenMined Gradient Mesh! Use it. It's very pretty. But generally speaking, use white elements on top of it. A .svg is available here»
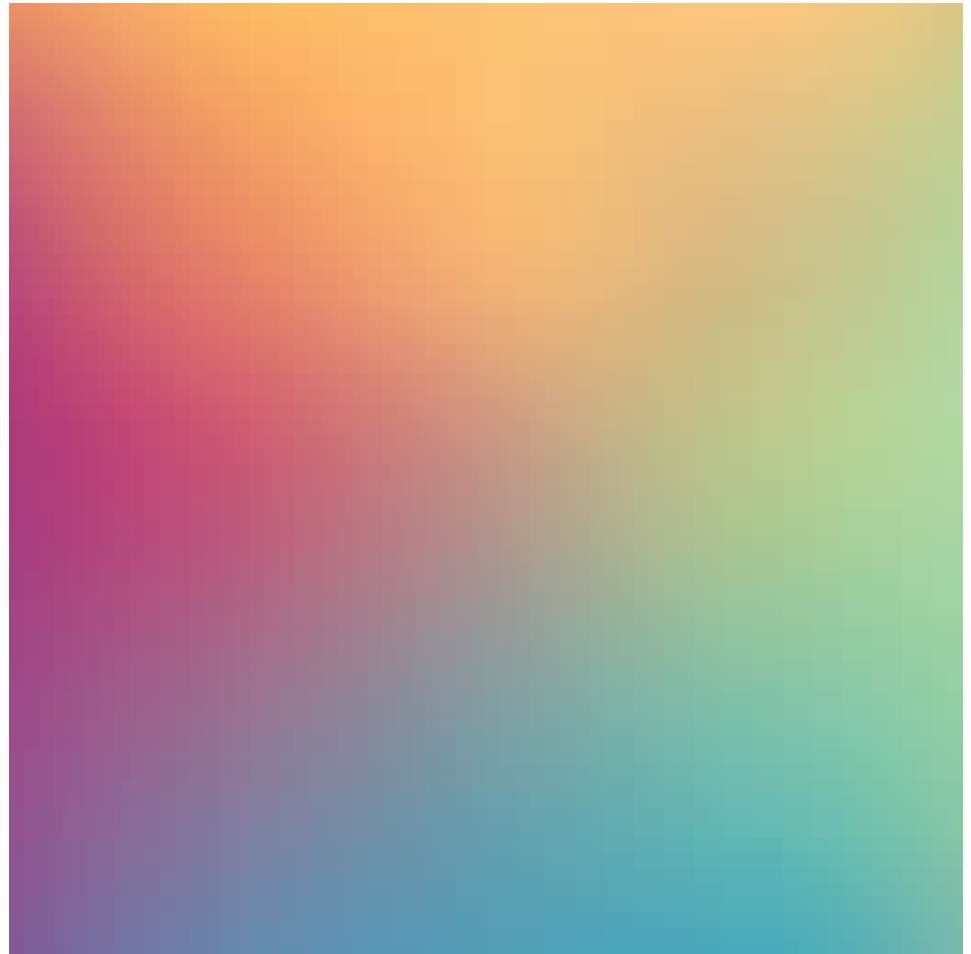
Typography

OpenMined will be using the PT Mono and Overpass fonts for all online and printed communications. Generally speaking, PT Mono should be used for headlines and Overpass should be used for body copy. Exact suggested styles are forthcoming.

PT mono is available here»

Overpass is available here»

PT Mono Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Extralight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Extralight Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Extrabold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Overpass Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

OpenMined

Thanks!

On behalf of everyone — thank you for taking the time to look though these guidelines. We are privileged to have you on board.

Let's create together!

OpenMined