



# Brand Identity Guidelines

# Welcome to the OTel Recipes Brand Guidelines

This guide provides all the essential information for OTel Recipes branding.

It includes guidelines on logos, color schemes, typography, and more, ensuring consistency and accuracy in representing our brand's identity across all platforms.

01

# The Brand

# Brand Values

An insightful look into the core principles and beliefs that shape our company culture, drive our decision-making, and define our interactions with customers and the community.

## Community

Cultivating a collaborative and welcoming network.

## Open Source

Promoting shared innovation in software development

## Inclusion

Embracing diversity and equal opportunity for all

## Ease of Use

Streamlining OpenTelemetry for simplicity and clarity

## Fun

Adding enjoyment to the educational journey

# Tone of Voice

Guidelines on our brand’s communication style, reflecting how we express our identity and values in our messaging across various platforms and interactions.

Playful

Friendly

Insightful

Accessible

Inspirational

Encouraging

Helpful

Clear

Engaging

Positive

02

Logo

# Logo

Detailed specifications and usage rules for our brand’s logo, ensuring consistent and effective representation across all media and applications.



# OTel Recipes

## Minimum Size



Print: 10mm height



Digital: 30px height

# Isotype

An overview of the unique symbol or icon that represents our brand, detailing its design, variations, and application guidelines for brand consistency.





# Logo Safezone

Essential guidelines defining the clear space around our logo, ensuring its visibility and impact are maintained across all forms of media and branding materials.



# Logo Usage

A focused guide on the various color variants of our logo, detailing when and how to use each version to best represent the brand in different contexts and backgrounds.



# Incorrect Usage

Clear examples of what to avoid when using our logo, ensuring that its integrity and brand recognition are not compromised through improper application or modification.



**NO**  
Do not use a stacked version of the logo



**NO**  
Do not use the wordmark with out the isotype



**NO**  
Do not rotate the logo



**NO**  
Do not use colors outside of the color palette



**NO**  
Do not change the weight of the wordmark



**NO**  
Do not distort the logo



**NO**  
Do not change the logo typography because it's a custom font



**NO**  
Do not apply effects to the logotype



**NO**  
Do not modify the logotype

03

# Typography

# Primary Typeface

Chosen for its modern and versatile character, Manrope is our primary font, primarily used in titles and subtitles to convey clarity and professionalism in our brand’s visual communication.

## Manrope - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
&!?%@

Aa

## Manrope - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
&!?%@

Aa

# Secondary Typeface

To achieve consistency throughout the branding, we will again use Manrope as our secondary font, specifically utilized for body text to ensure ease of reading.

## Manrope - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
&!?%@

Bb

## Manrope - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
&!?%@

Bb

04

# Color Palette



# Primary & Secondary Colors

The cornerstone of our brand's visual identity, these colors are carefully selected to represent our brand's essence and are used across all major branding elements.

Secondary colors should be used in smaller proportions to highlight certain elements.

<div>Black #010101</div> <div>01</div>	<div>Charleston Green #22272E</div> <div>02</div>	<div>Cultured #F9F9F7</div> <div>03</div>	<div>White #FFFFFF</div> <div>04</div>	<div>Ultramarine Blue #3562F7</div> <div>05</div>	<div>Fire Opal #E95858</div> <div>06</div>	<div>Crayola #7E55C2</div> <div>07</div>
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