

FOSS

BRAND .lk

GUIDELINES

Version 1.0
July 20 2018

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

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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.

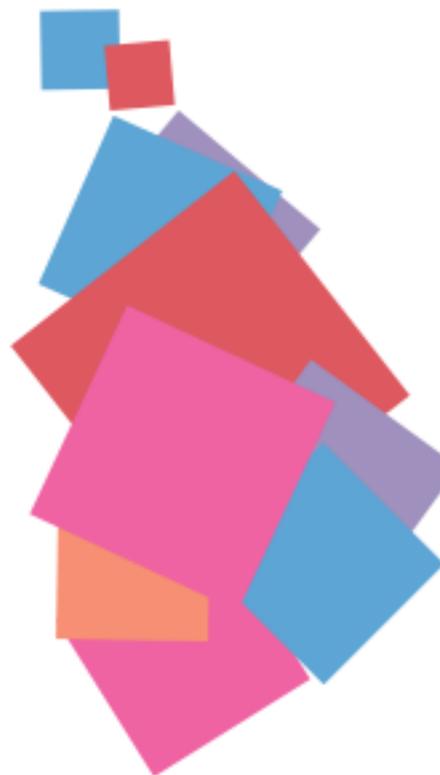
- First way to signify our presence in the world
- Used in consumer and business facing Materials whenever possible as the first port of call
- Our clearest visual signpost in the website scene and tech universe
- Works only on light background for print and digital both formats
- Do not reproduce the 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

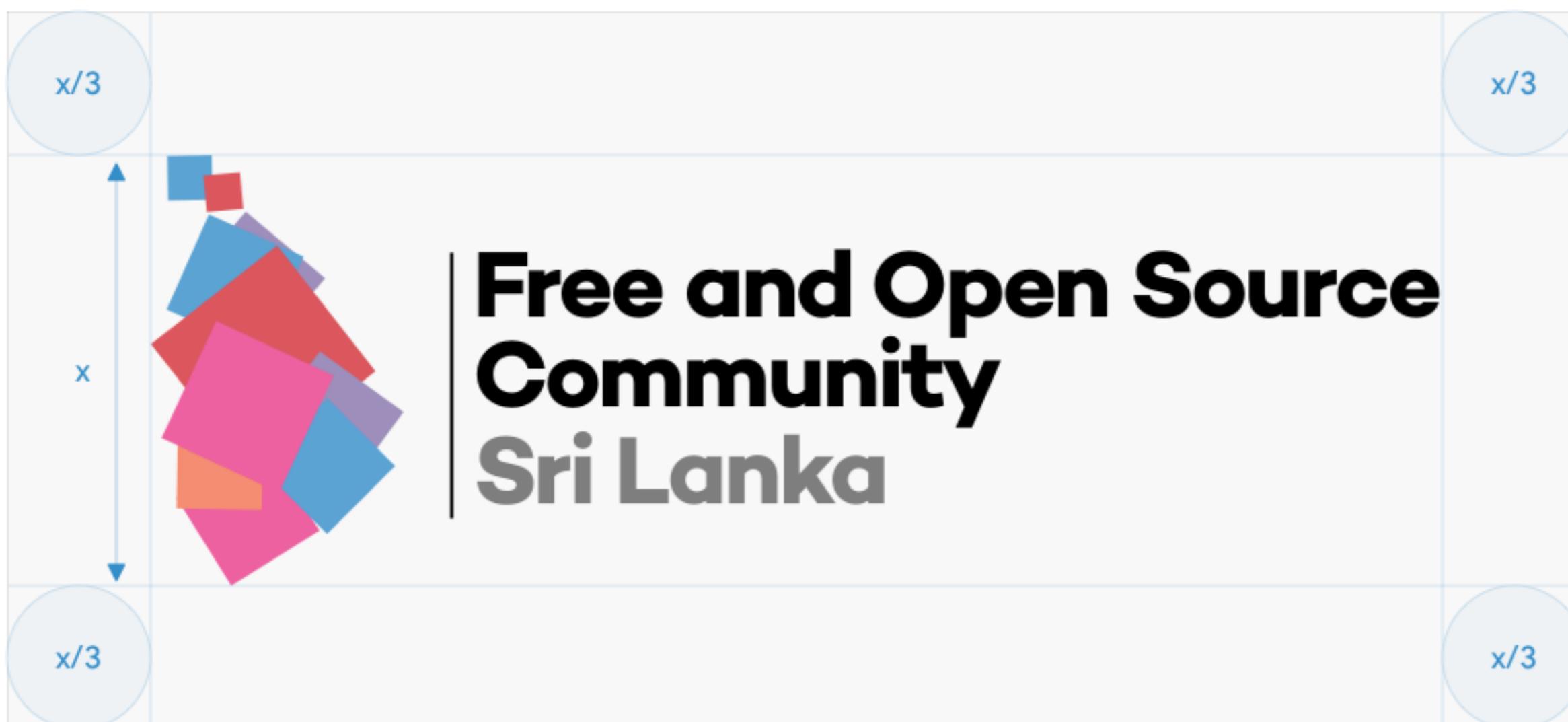
Primary logo



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”.

Secondary logo



**Free and Open Source
Community
Sri Lanka**

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

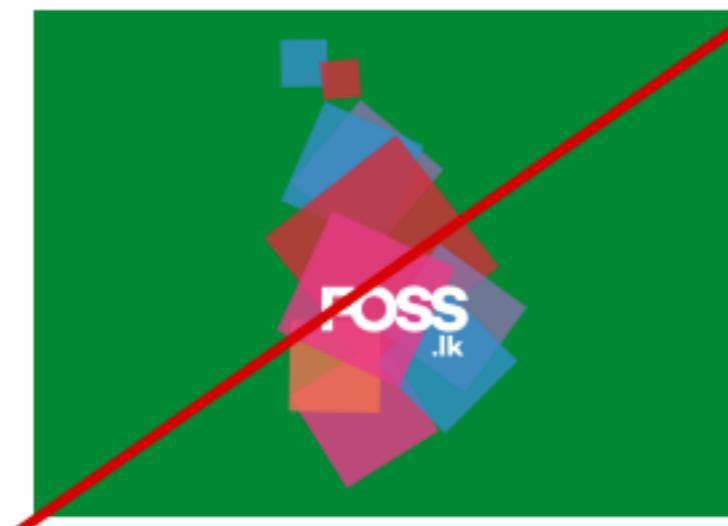
IDENTITY GUIDE

IMPROPER USAGE

Only use specified colors



Only use specified colors



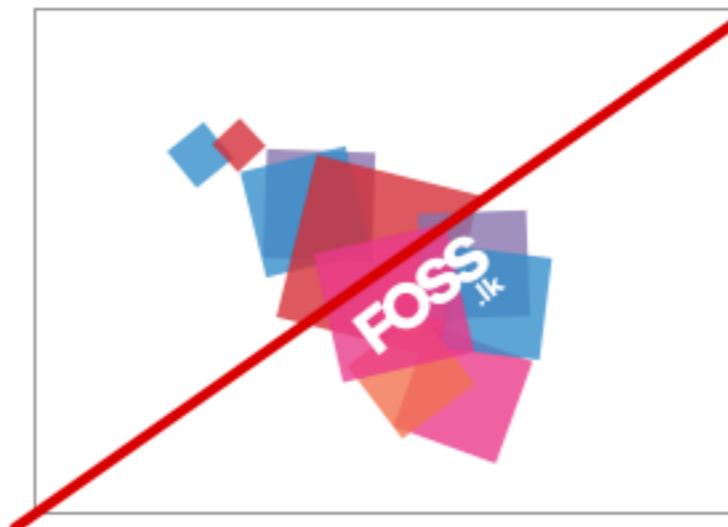
Only use specified colors



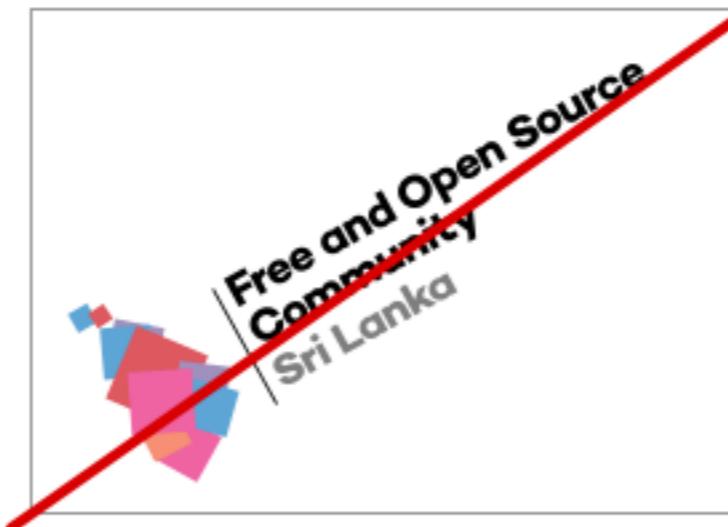
Don't rotate the logo



Don't rotate the logo



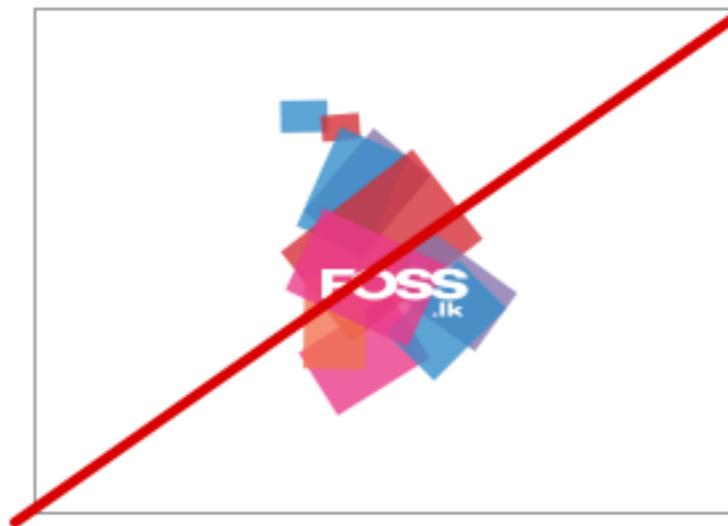
Don't rotate the logo



Don't Stretch the logo



Don't Stretch the logo



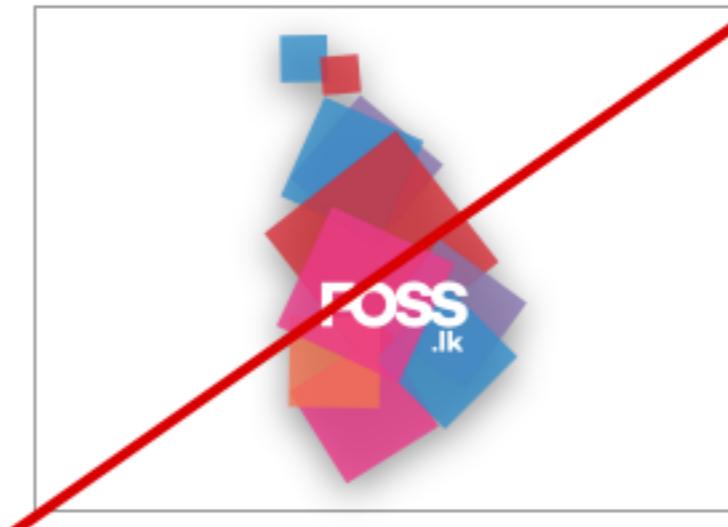
Don't Stretch the logo



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



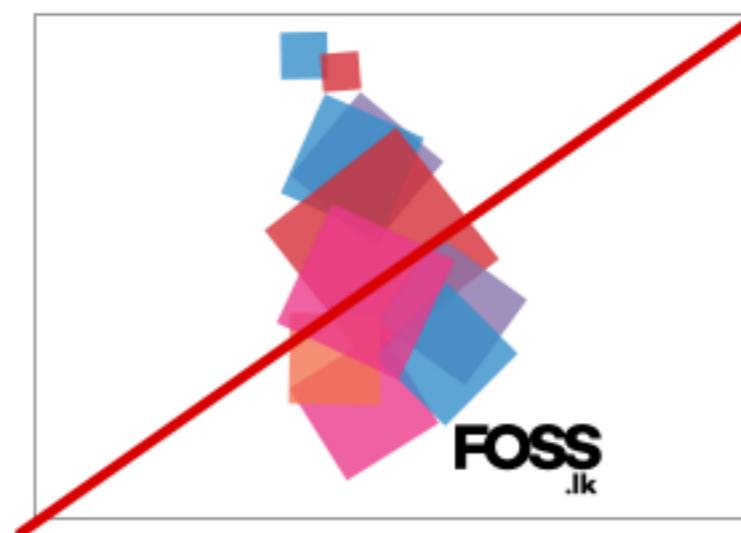
Don't use the logo on a busy or bright image



Don't change the position of the logo



Don't change the position of the logo



Don't change the position of the logo

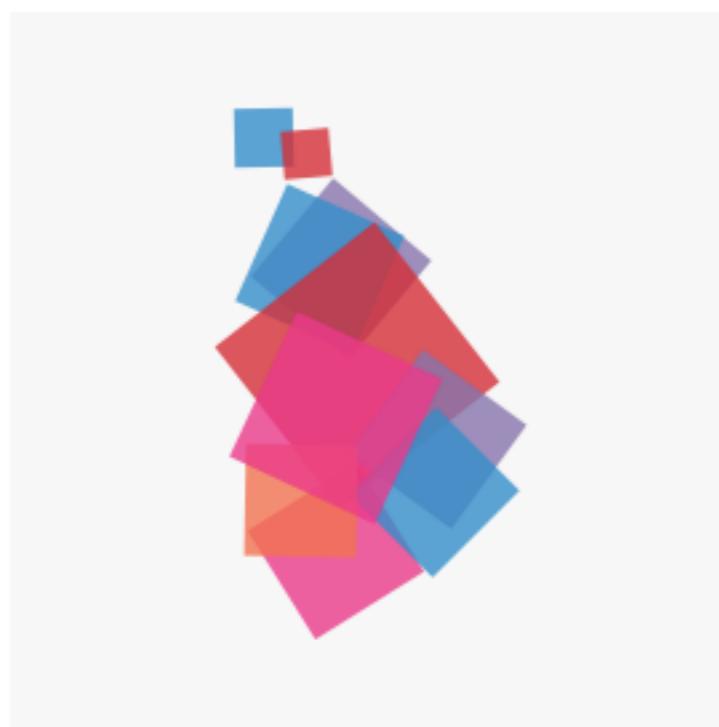


To make sure our logotype appears as consistent as possible throughout our communications, we've identified a few ways it should not be used

IDENTITY GUIDE

BRANDMARK

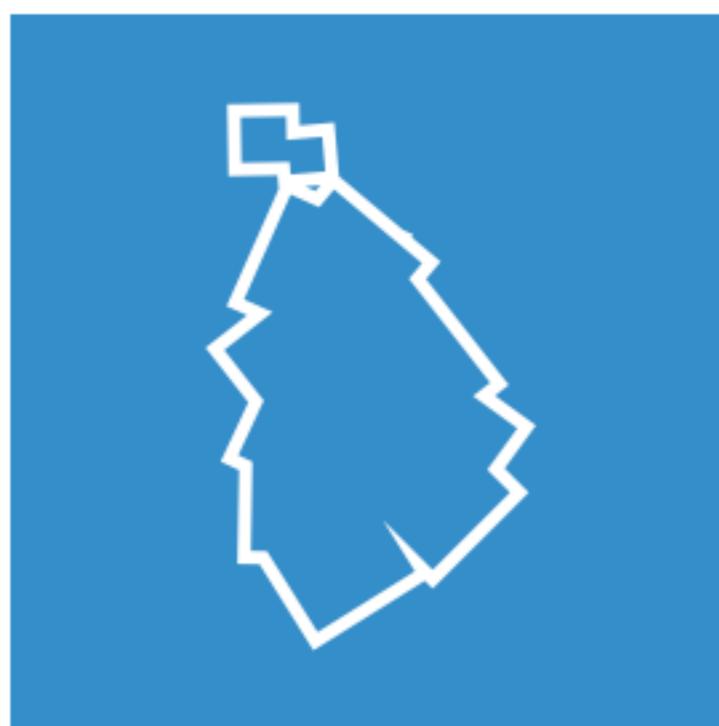
Full Color



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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Product Sans Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Product Sans Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

TYPOGRAPHY

Campton Lite DEMO

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Campton Bold DEMO

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

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.

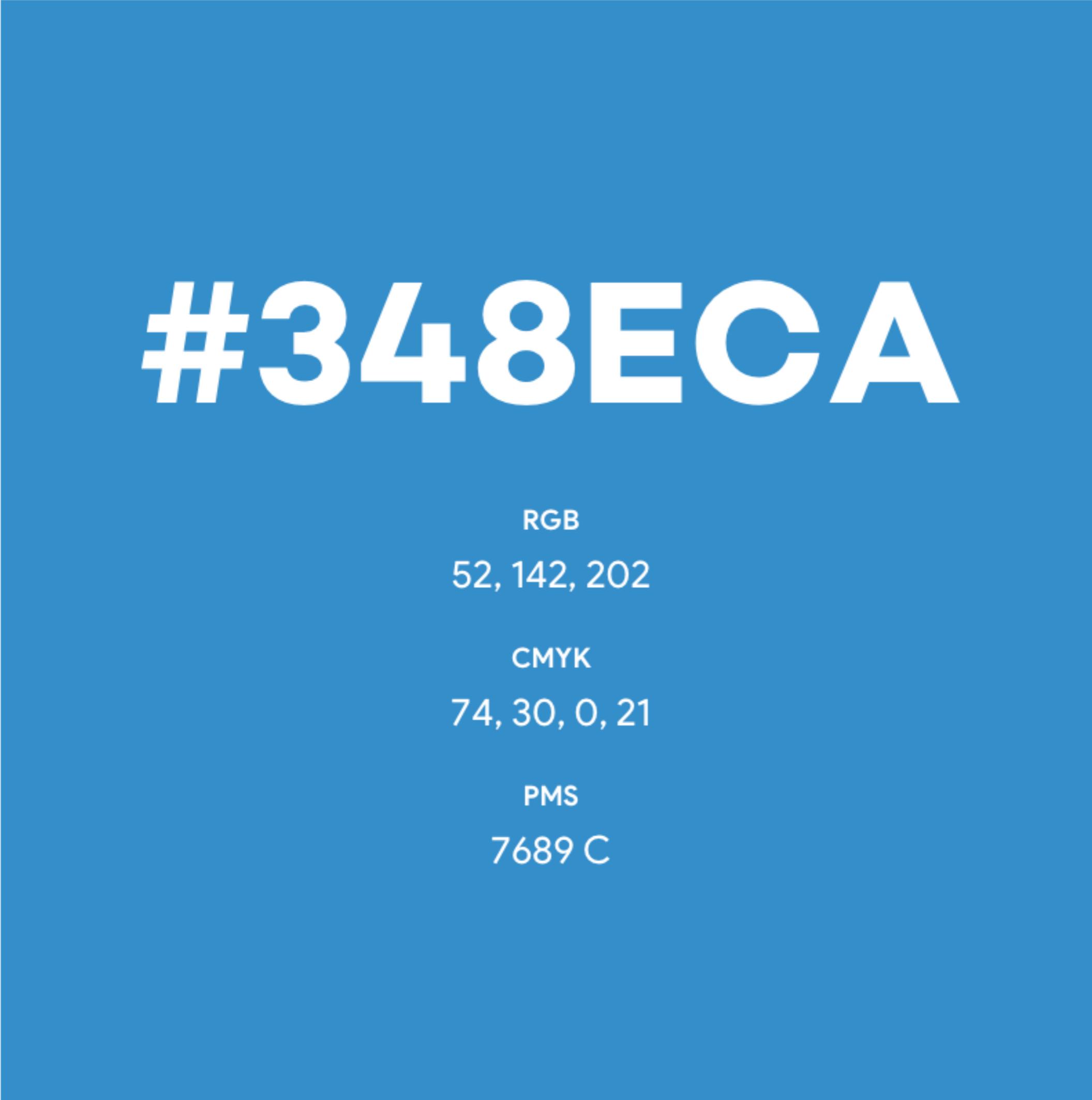
abcdefghijklmnopqrstuvwxyz

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



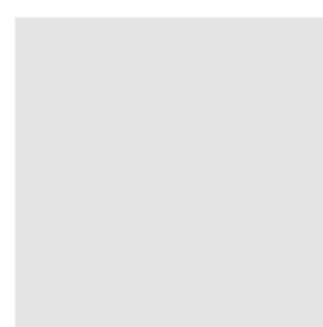
FOSS MID GREY
#949494

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



FOSS ORANGE
#F37350

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



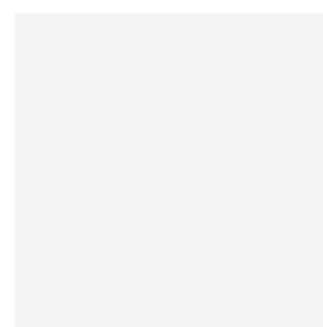
FOSS LIGHT GREY
#E4E4E4

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

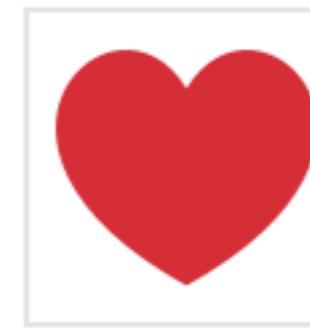
**WE ARE
FUN**



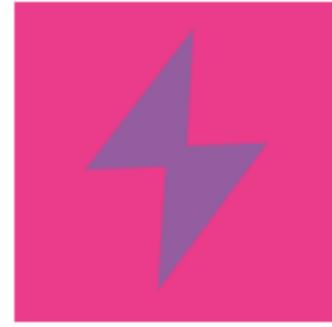
**WE APPRECIATE
EQUALITY**



**WE ARE
INNOVATIVE**



**WE MAKE
LOVE**



**WE ARE
EMPOWER**



**WE CELEBRATE
FREEDOM**



**WE VALUE
EDUCATION**



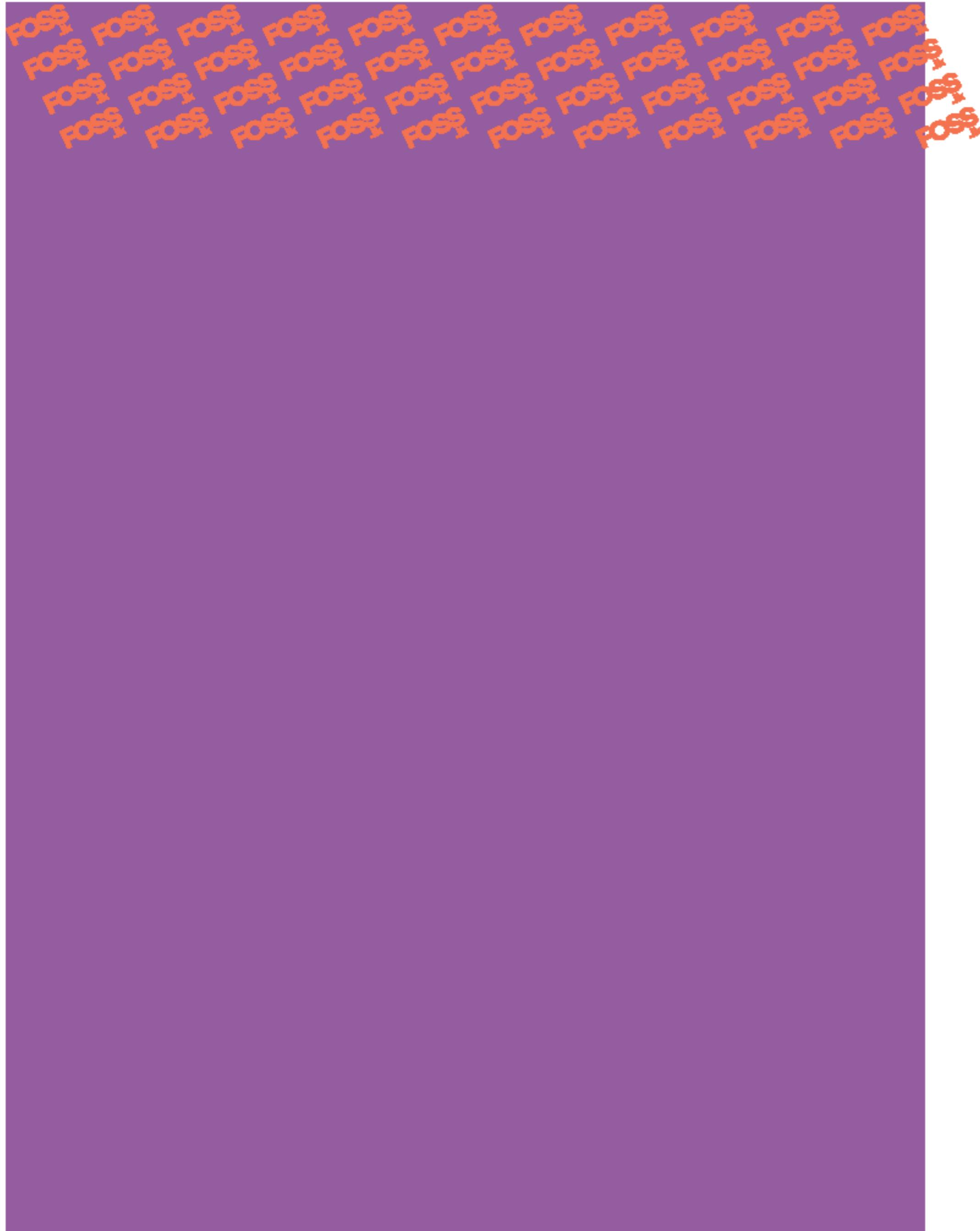
**WE ENCOURAGE
COMMUNITY**

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