

# rOpenSci

Branding Guidelines

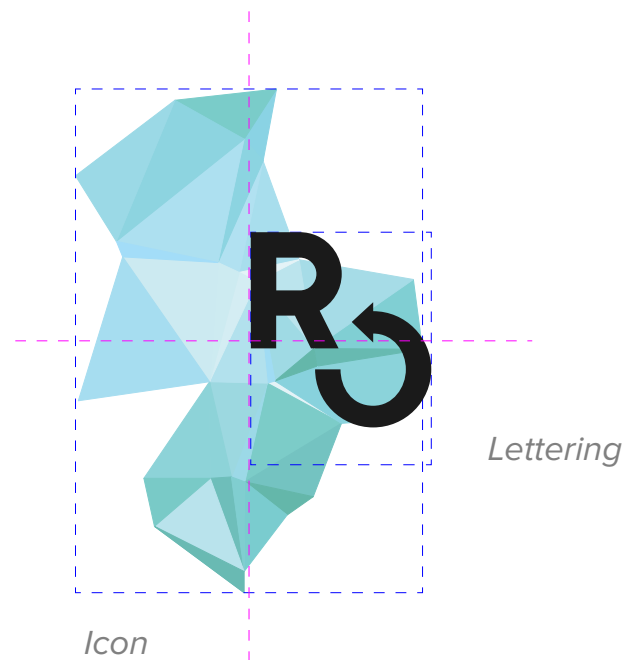
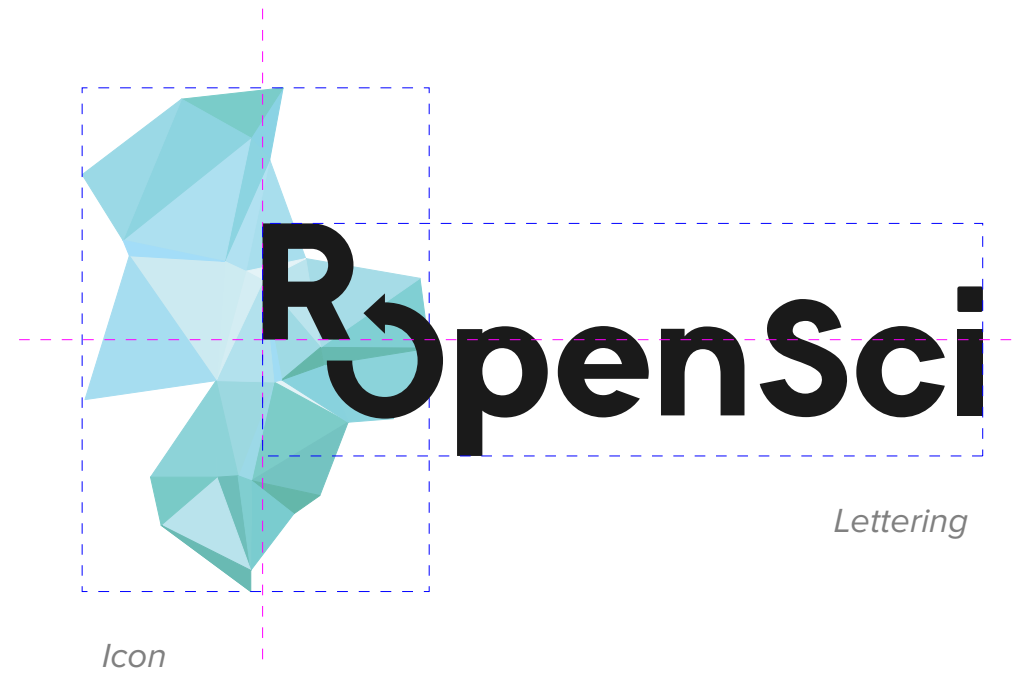
*The following guide uses as an example the project branding but same rules apply to any other variant that the IconGenerator produces.*

# LOGOTYPES

There are two versions of the logotype: The full version and the abbreviated version.

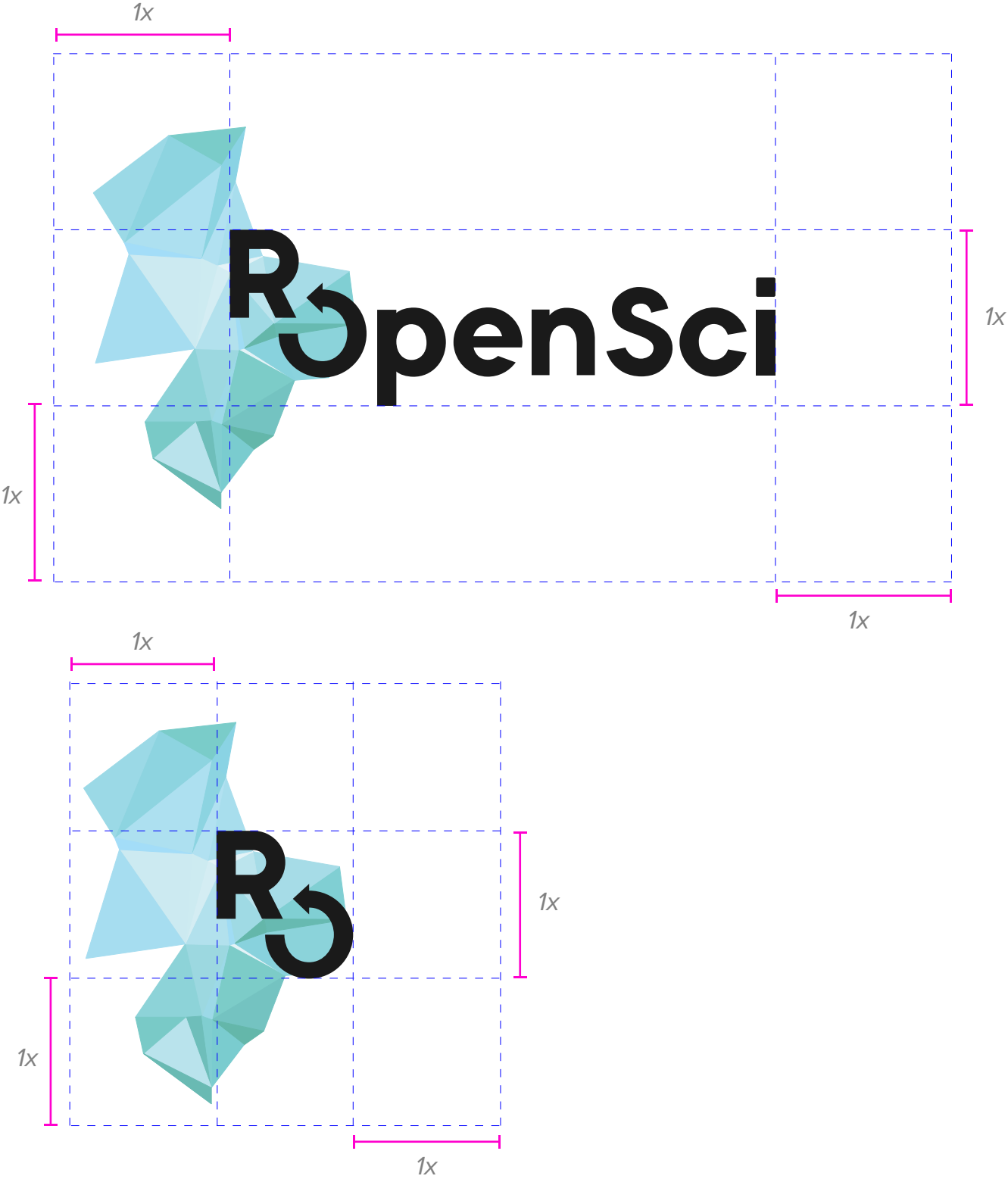
Both are composed by two elements, which are the lettering and the icon.

Positioning for the lettering is always respect the center of the icon.



# CONTENTION AREA

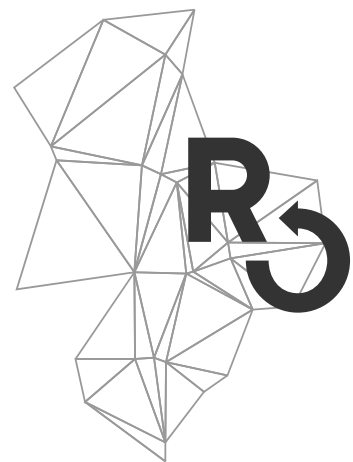
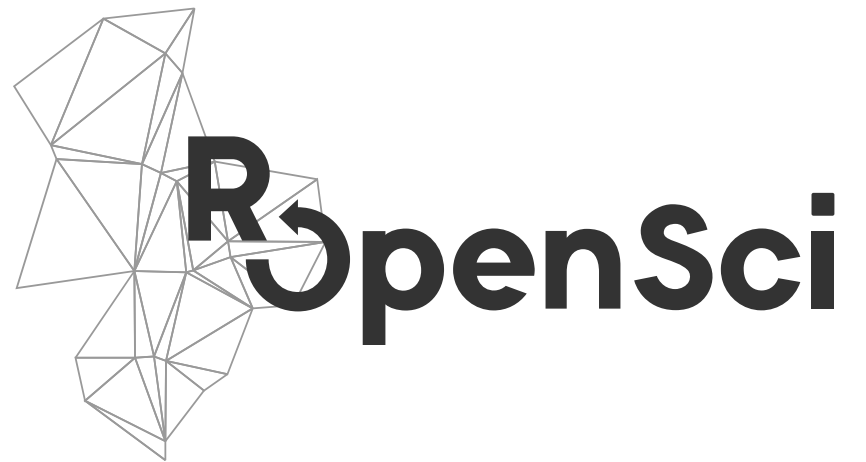
Whitespace must be at least the respective x-height of the lettering according to the logotype version



## VARIANTS

When color limit is restricted, the color fill for every polygon composing the icon disappears and gains a 50% opacity stroke.

The stroke is always the same hue as the lettering.



# TYPESETTING

There are two versions of the logotype: The full version and the abbreviated version.

Both are composed by two elements, which are the lettering and the icon.

Positioning for the lettering is always respect the center of the icon.

**PROXIMA NOVA**  
by Mark Simonson

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !?\$/\*

*Regular Typeface*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !?\$/\**

*Italic Typeface*

**Lorem ipsum dolor sit amet  
Consectetur adipiscing elit**

*Typeface Specimen*

**Proin leo orci**

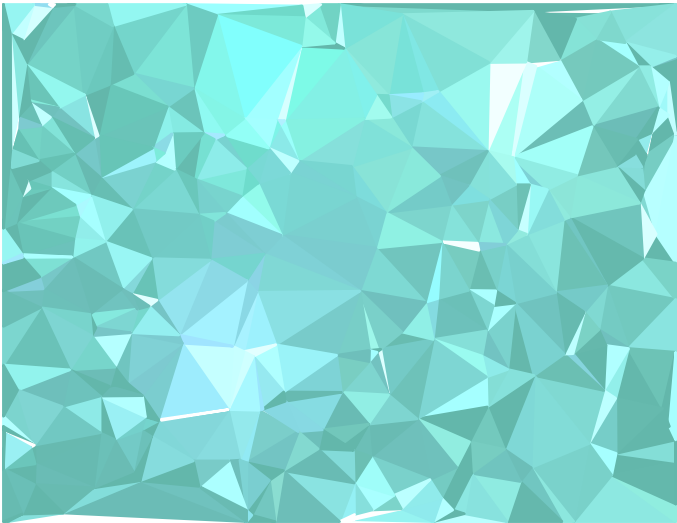
Eleifend et enim quis, dictum elementum turpis. Vestibulum vitae urna vestibulum, venenatis nisi eu, luctus augue.

**AENEAN EGESTAS DUI**

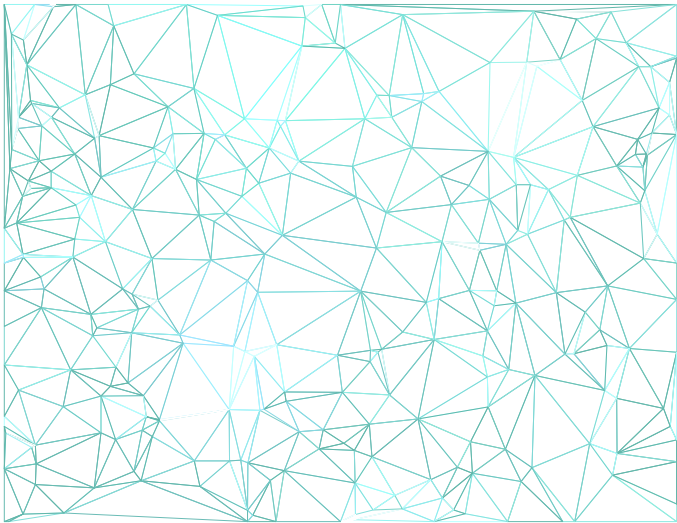
Ac iaculis volutpat. Aenean id lectus vitae tellus ultricies malesuada at in tellus.

# BACKGROUND

Every iteration of the icon also generates two geometric backgrounds: one with solid-color filled polygons and other one only with polygons that only have a solid color stroke. The background should be used on it's own without recurring to other photographies, never be used on top of pictures with reduced opacity or as a texture unless some of the polygons are being used as a photo container.



*Solid fill polygons*



*Stroke-only polygons*



*Photo container sample*

*If you have any other doubts, please don't hesitate to reach out to*  
[\*hola@maruma.ru\*](mailto:hola@maruma.ru)



