

kubuntu

# Brand Guide

March 2024 / Kubuntu Graphic  
Design Contest Application

# Welcome to Kubuntu 2024.

A subtle refresh to the brand that the current users love and the new ones can enjoy.

You will find here several options to represent the Kubuntu brand in new colors and shapes.

# Index

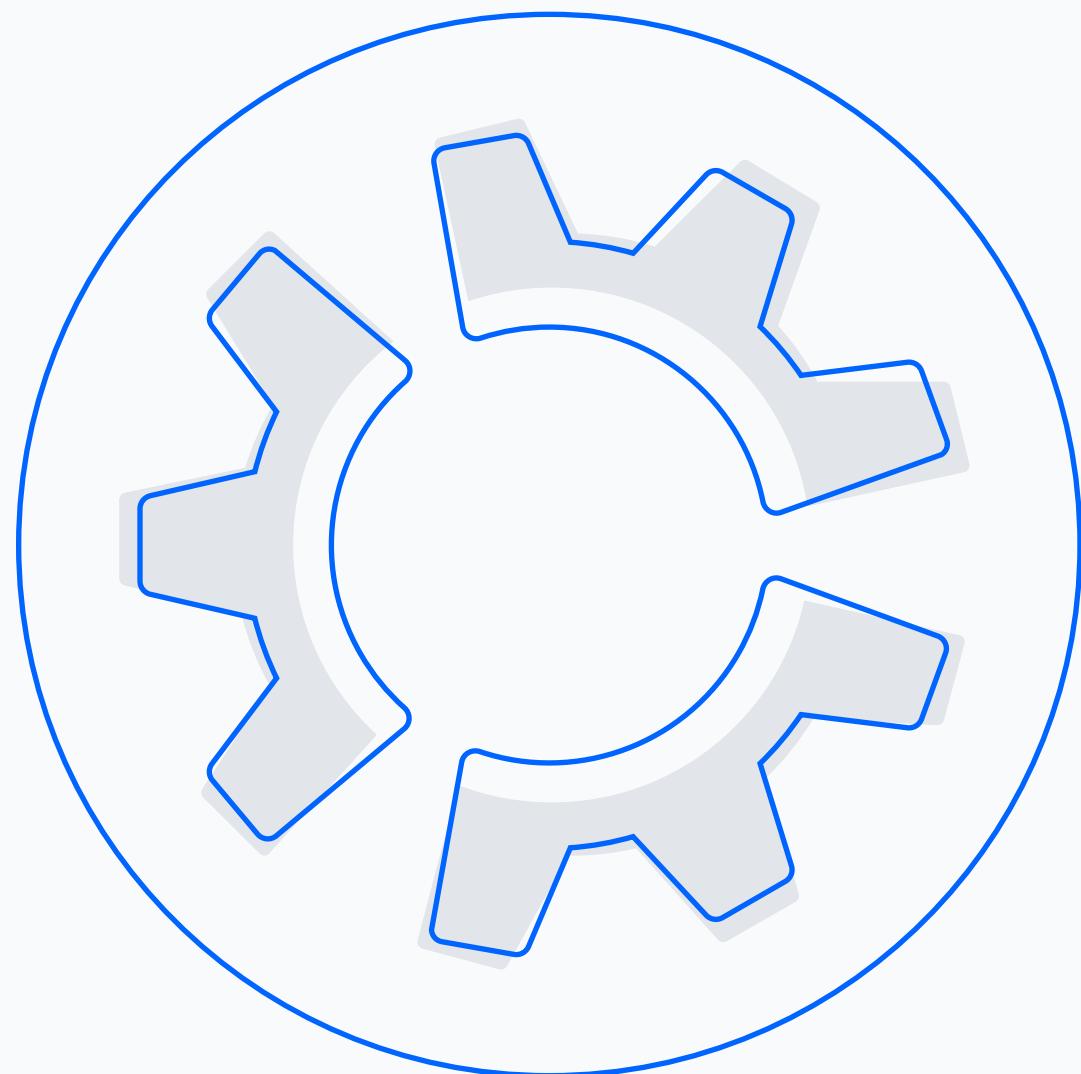
1.  
Logo

2.  
Color  
Palette

3.  
Typo-  
graphy

4.  
Illustrations  
& Others

# 1. Logo



Before



2024

2024

Before



kubuntu<sup>®</sup>

The current logo of Kubuntu is quite recognisable for the current users: a gear ring splitted in 3 sections, reminding the division on Ubuntu logo.

For the logo to work better on smaller sizes, I made the gear teeth more noticeable and the inner shapes slightly smaller, so the circular shape in the background can “breath” and make the whole symbol more impactful.

# 1. Logo

## Logo Variants

Safe margins



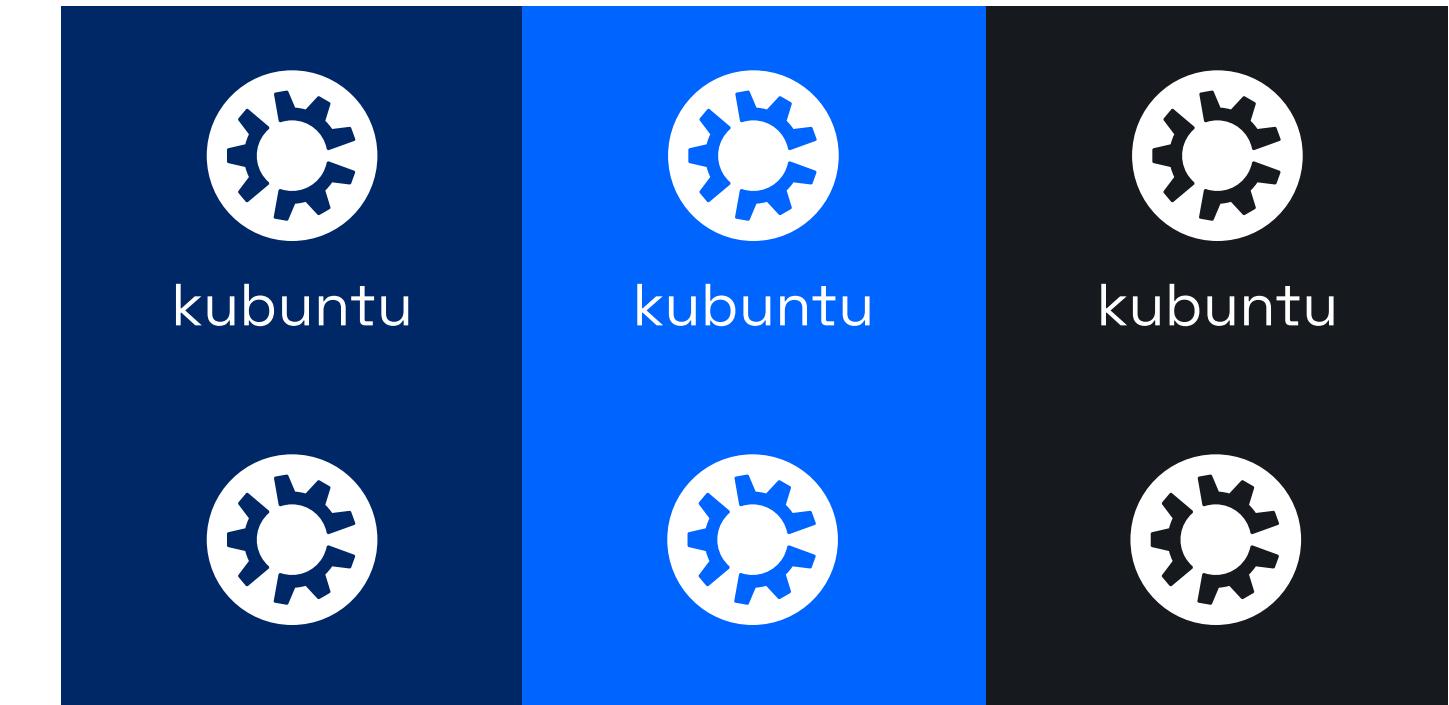
Minimum height



Digital Displays: 32px

- Print on Paper: 10mm

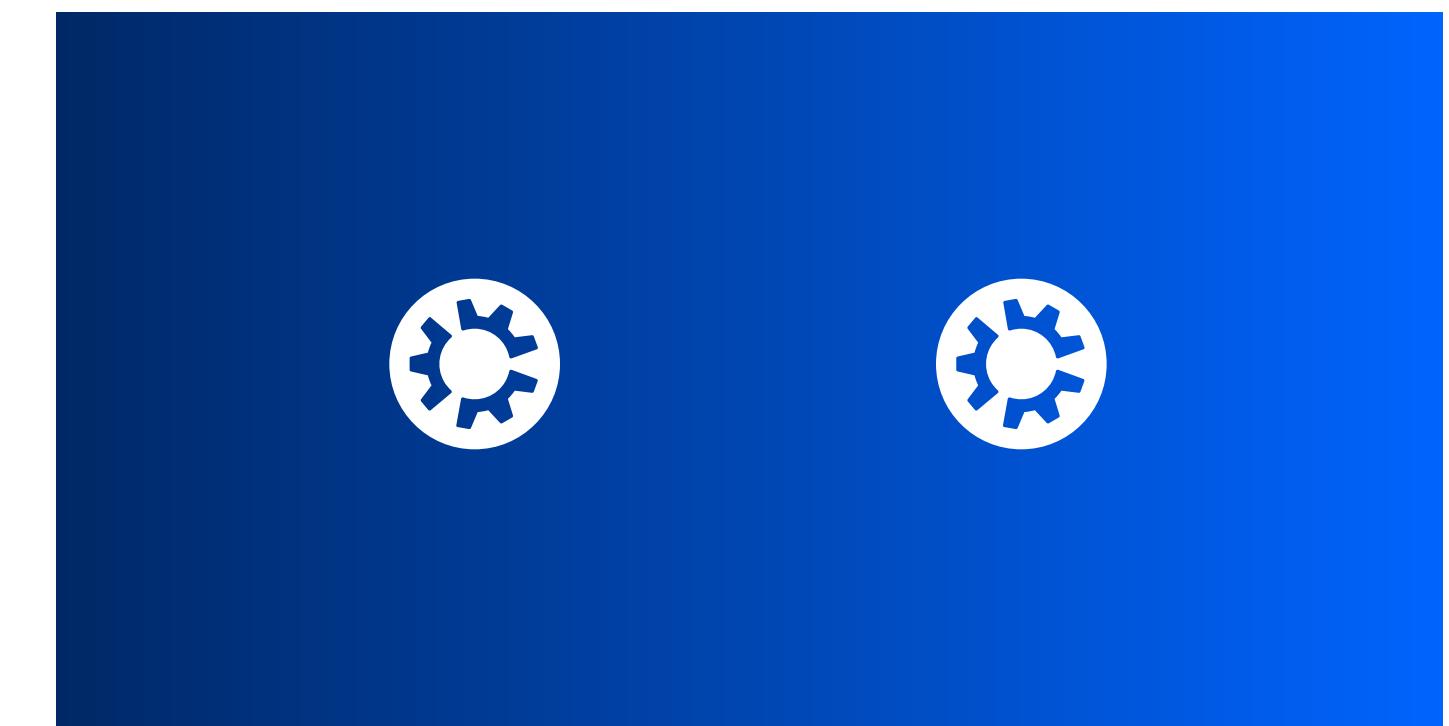
### Vertical



### Horizontal



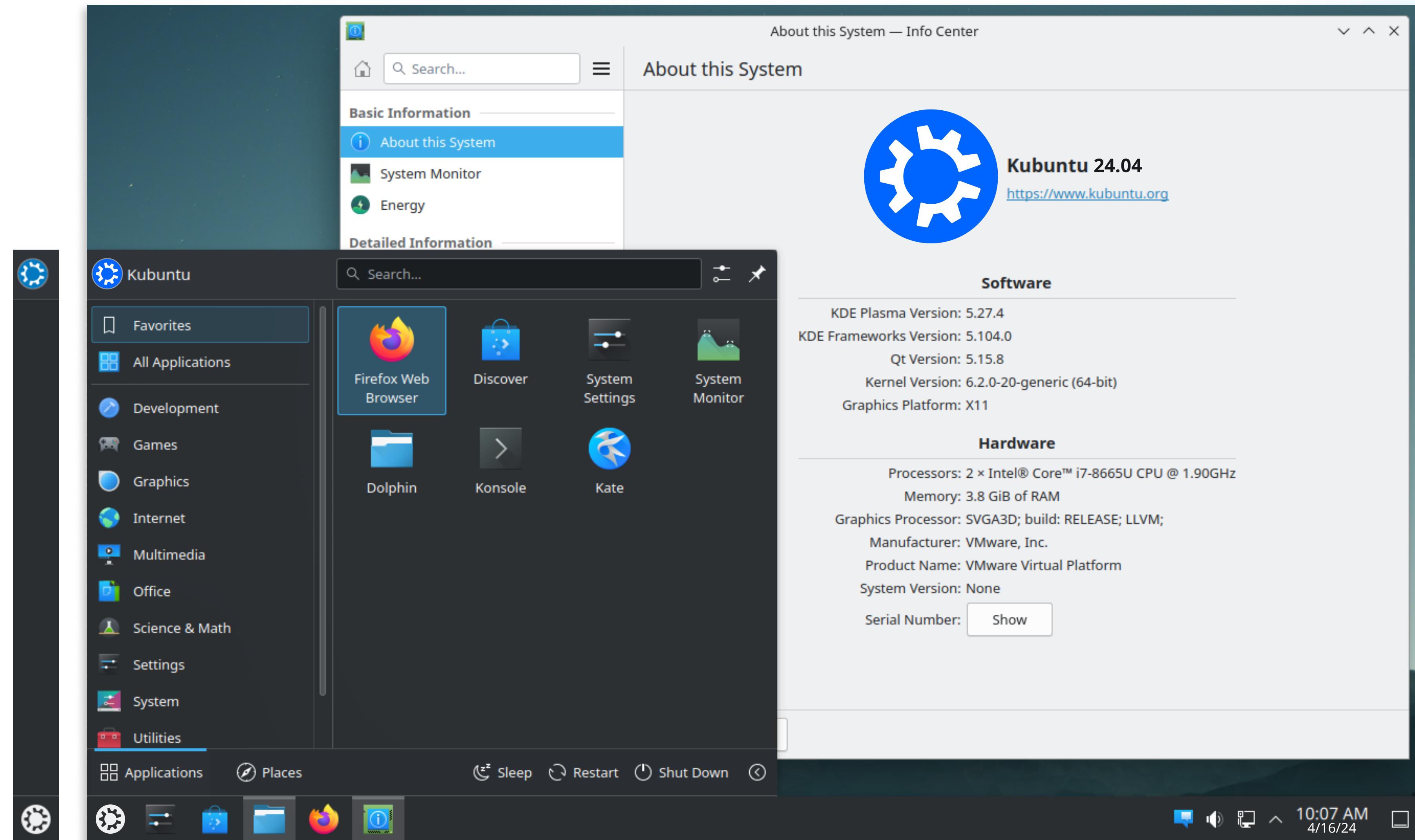
### On images



Place the logo in areas where it can have valid WCAG contrast evaluation.

# 1. Logo

Preview



Before 2024

## 2. Color Palette

Blue100 is a brighter color that brings the Kubuntu brand to the contemporary selection of tones.

**Blue100**

#0064FF

hsl(216, 100, 50)

**Blue130**

#002866

hsl(216, 100, 20)

**Black**

#16191D

hsl(216, 15, 10)

**LBlue100**

#00AAFF

hsl(200, 100, 50)

**Neon100**

#80FFFF

hsl(180, 100, 75)

Blue140 \* #001433

Blue130 \* #002866

Blue120 \* #003C99

Blue110 \* #0050CC

Blue100 \* #0064FF

Blue90 \* #3383FF

Blue80 \* #66A2FF

Blue70 \* #99C1FF

Blue60 \* #CCE0FF

Blue50 \* #E5F0FF

Black \* #16191D

Grey130 \* #2B313B

Grey120 \* #414A58

Grey110 \* #576375

Grey100 \* #6C7B93

Grey90 \* #8A96A8

Grey80 \* #A7B0BE

Grey70 \* #C4CAD4

Grey60 \* #E2E5E9

Grey50 \* #F9FAFB

LBlue140 \* #002233

LBlue130 \* #004466

LBlue120 \* #006699

LBlue110 \* #0088CC

LBlue100 \* #00AAFF

Neon100 \* #80FFFF

Neon90 \* #B2FFFF

Neon80 \* #CCFFFF

Neon70 \* #E5FFFF

Blue130 >>> Blue100

Blue100 >>> LBlue100

LBlue100 >>> Neon100

Blue130: opacity25% >>> 0%

Blue100: opacity25% >>> 0%

LBlue100: opacity25% >>> 0%

# 3. Typography

Font-sizes

1rem = 16px

0.875rem = 14px

1.125rem = 18px

...

CSS: Font-variants

Space Grotesk

```
font-variant-numeric: lining-nums tabular-nums;  
font-feature-settings: 'ss04' on, 'ss03' on, 'ss02' on,  
'ss01' on, 'salt' on;
```

IBM Plex Sans

```
font-variant-numeric: lining-nums tabular-nums;  
font-feature-settings: 'ss04' on, 'ss03' on, 'ss02' on,  
'ss01' on, 'salt' on;
```

DM Mono

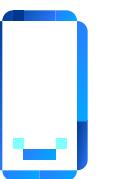
```
font-variant-numeric: lining-nums tabular-nums;  
font-feature-settings: 'ss05' on, 'ss04' on;
```



LG sizes  
> 1180px



MD sizes  
<= 768px



SM sizes  
<= 360px

# H1 Display Heading

Space Grotesk Regular 80,  
line-height 1.25

# H1 Display Heading

Space Grotesk Regular 56, 1.25

# H1 Display Heading

Space Grotesk Regular 32, 1.25

## H1 Heading

Space Grotesk Medium 40, 1.25

## H2 Heading

Space Grotesk Regular 40, 1.25

### H3 Heading

Space Grotesk Medium 24, 1.25

#### H4 Heading

Space Grotesk Bold 20, 1.40

##### Body

IBM Plex Sans Regular 18, 1.60

##### Caption

IBM Plex Sans Regular 14, 1.60

##### Code

DM Mono Light 14, 1.60 DM Mono Medium 14, 1.60

## H1 Heading

Space Grotesk Medium 32, 1.25

## H2 Heading

Space Grotesk Regular 32, 1.25

### H3 Heading

#### H4 Heading

##### Body

IBM Plex Sans Regular 16, 1.60

##### Caption

##### Code

## H1 Heading

Space Grotesk Medium 32, 1.25

## H2 Heading

Space Grotesk Regular 32, 1.25

### H3 Heading

#### H4 Heading

##### Body

IBM Plex Sans Regular 16, 1.60

##### Caption

##### Code

# 3. Typography

## Preview

Paragraphs

Headings  
margin: 2rem 0 1rem;

Paragraph spacing  
margin-bottom: 1rem;

List spacing  
margin-bottom: 0.5rem;

Code Blocks

Paragraph spacing  
margin-bottom: 0;

## This a Kubuntu text preview on web

### Kubuntu Graphic Design Contest Application

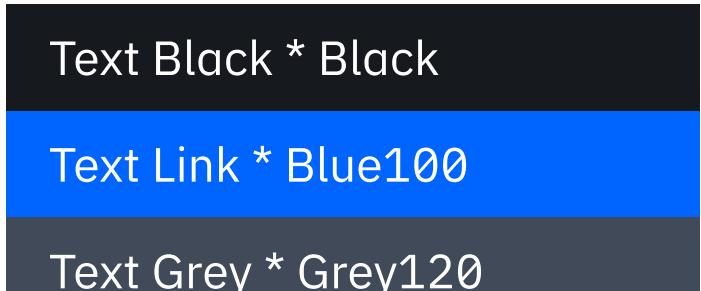
**Kubuntu** is a global brand, with a user base of millions. Contest applicants are encouraged to submit an asset pack that showcase their ability to think creatively and strategically about brand identity. A good asset pack demonstrates excellent design principles and how the brand can be applied across various mediums. More info on [invent.kde.org](http://invent.kde.org).

### Required Submission Assets

- Color Palette
- Typography
- Primary Logo Designs
- Variant Logos Designs
- Brand Guide

### Code: Plasma

```
1 ...
2 import org.kde.plasma.extras 2.0 as PlasmaExtras
3 import org.kde.plasma.components 3.0 as PlasmaComponents
4 ...
5 PlasmaExtras.Heading {
6     level: 1
7     text: "Header 1"
8 }
9 PlasmaExtras.Heading {
10    level: 4
11    text: "Header 4"
12 }
13 PlasmaComponents.Label {
14     font.pointSize: PlasmaComponents.theme.defaultFont.pointSize * 3
15     text: "Extra large title"
16 }
17 PlasmaComponents.Label {
18     text: "Normal text in your application"
19 }
20 PlasmaComponents.Label {
21     text: "Use this to label buttons, checkboxes, ..."
22 }
```



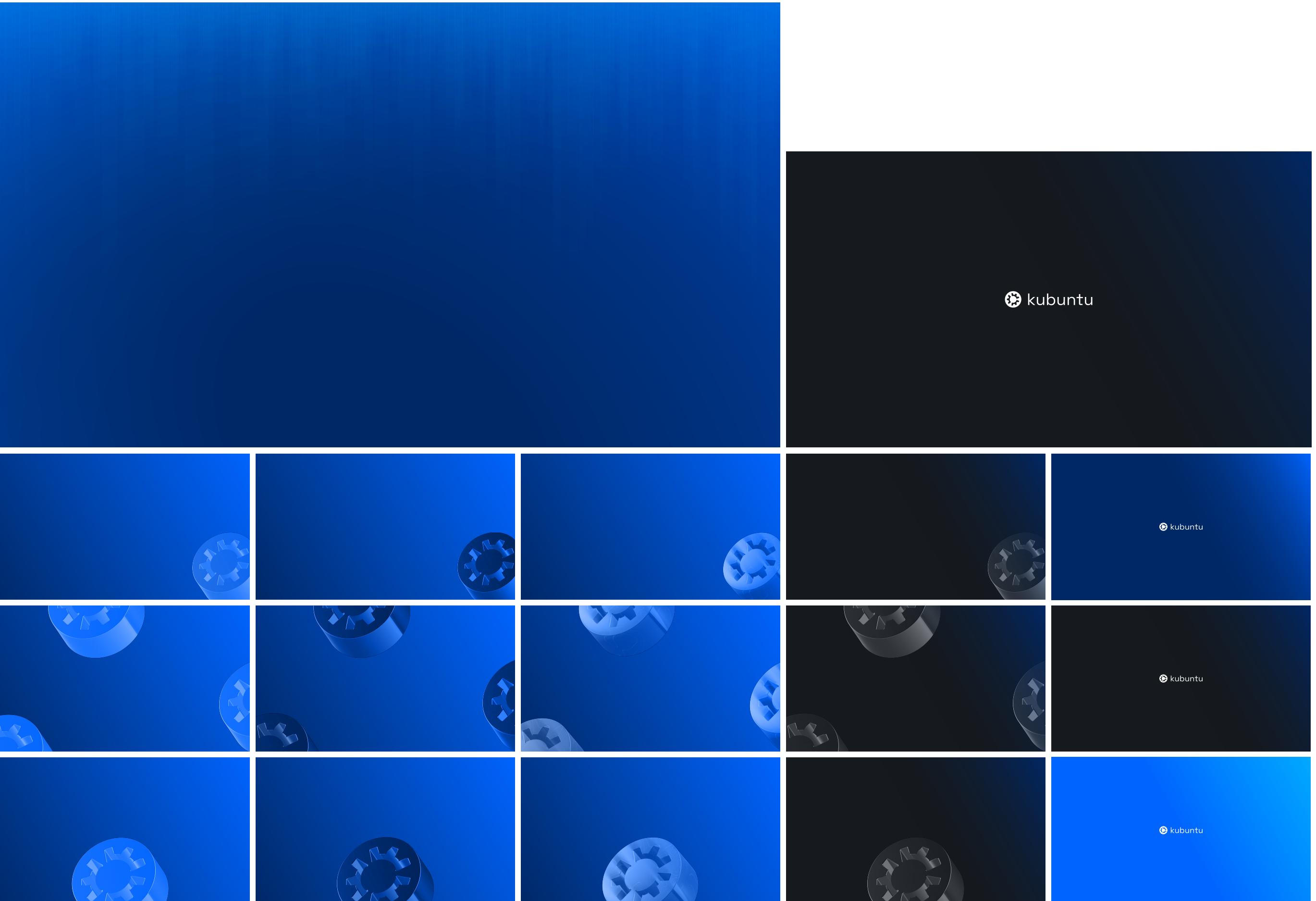
## 4. Illustration & Others

### Devices



# 4. Illustration & Others

## Wallpapers



## 4. Illustration & Others

### Wallpapers

