lubuntu

CORPORATE IDENTITY MANUAL

This Lubuntu Corporate Identity Manual contains the rules and guidelines as they relate to the correct visual portrayal of Lubuntu as a Brand. There are guidelines for the official colours, fonts (typefaces), as well as other visual iconography, and how they may be merged into acceptable documents or communications.

Please do not use this manual to replicate artwork. Original digital artwork will be available on the website. We are not in a position to supply artwork in other format unless it is specifically required for paid for productions, or advertising. The logo may not be used if it does not conform to these guidelines.

If you have any queries please contact the Lubuntu teams:
- Lubuntu Team: https://launchpad.net/~lubuntu-admins
- Lubuntu Artwork Team: https://launchpad.net/~lubuntu-art

Please note that these pages were printed on a laserprinter and colours are not 100% accurate. Also non-calibrated monitors will not be able to represent true colours unless ICC / ICM profiles are set up.

The Logo

For the sake of legibility, the logo must never use uppercase letters at all.
The font used must always be the Ubuntu Font Family (see page 17).

lubuntu

UBUNTU FAMILY FONT

THE ROUNDEL IS A KEY COMPONENT
OF BRANDING IN THE UBUNTU FAMILY

Defining the exclusion zone

The logo must always have a clear surrounding it, free from any other element.

The Symbol

The symbol is the new LXQt desktop hummingbird mascot. It's position is calculated to appear visually centered and balanced. The bird must be white, not transparent, nor of any other colour.

Colour of the roundel can only be Blue #68c8ff or Grey.

Logo available colourways

The logo is supplied as Pantone® and CMYK version for print, and RGB / HEX versions for web. It can only be used on one of the given colours.

Never change any of the colours in the logo.

lubuntu 🕊   lubuntu 🕊

BLUE AND BLACK   BLACK

Symbol available colourways

The symbol is supplied as Pantone® and CMYK versions for print, and RGB / HEX versions for web. It can only be used on one of the given colours.
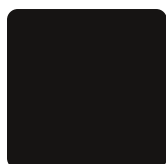
Never change any of the colours in the logo.

BLUE

BLACK

Colours

HEX: #0068c8
RGB: 0 / 104 / 200

CMYK: 100 / 48 / 0 / 22
Pantone® 300C

HEX: #000000
RGB: 0 / 0 / 0

CMYK: 0 / 0 / 0 / 100
Pantone® Black

Minimum size

The standard version of the logo must never be used at a width less than 5cm.

lubuntu

Incorect use

Below you'll find examples of how the logo should not be used.

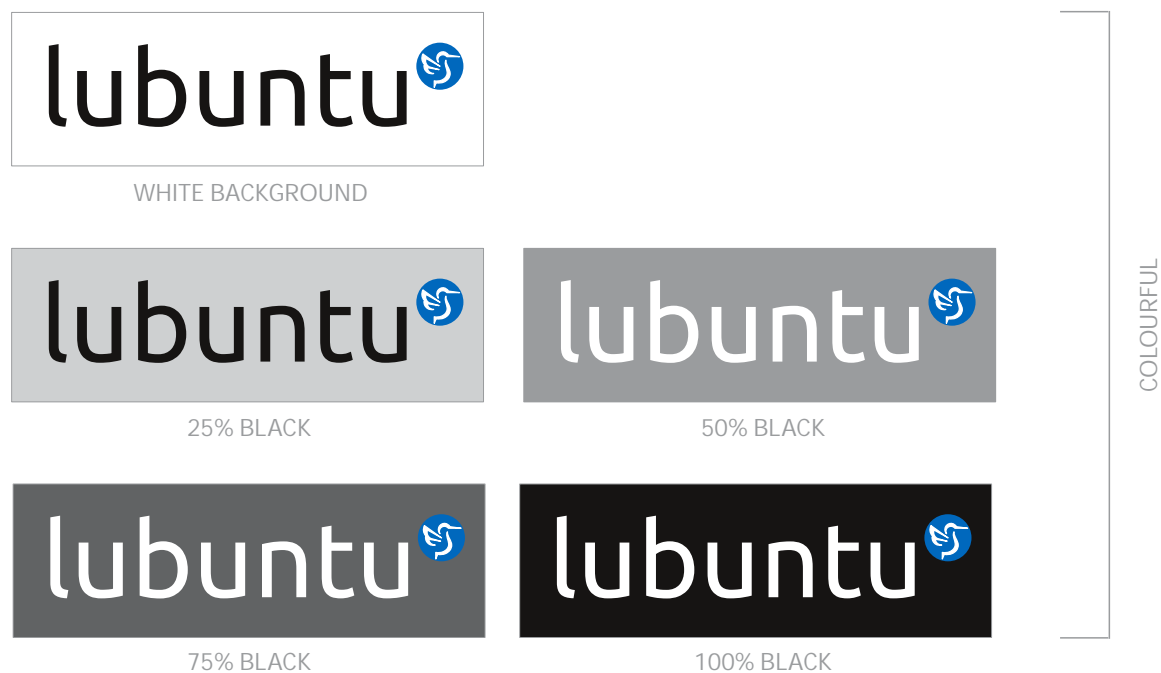lubuntu

lubuntu

lubuntu

lubuntu

lubuntu

lubuntu

You must not...

- Change the spacing between the individual elements of characters
- Change the colour of the wordmark
- Change the colour of the roundel or its contents
- Change the arrangement of the elements
- Place the logo at an angle other than horizontal or vertical
- Change the proportions of the logo
- Place the logo on a non brand colour

Colour combinations

Depending on the background the logo might be shown in different ways.
When the background intensity is over 50% intensity the logo will turn white.

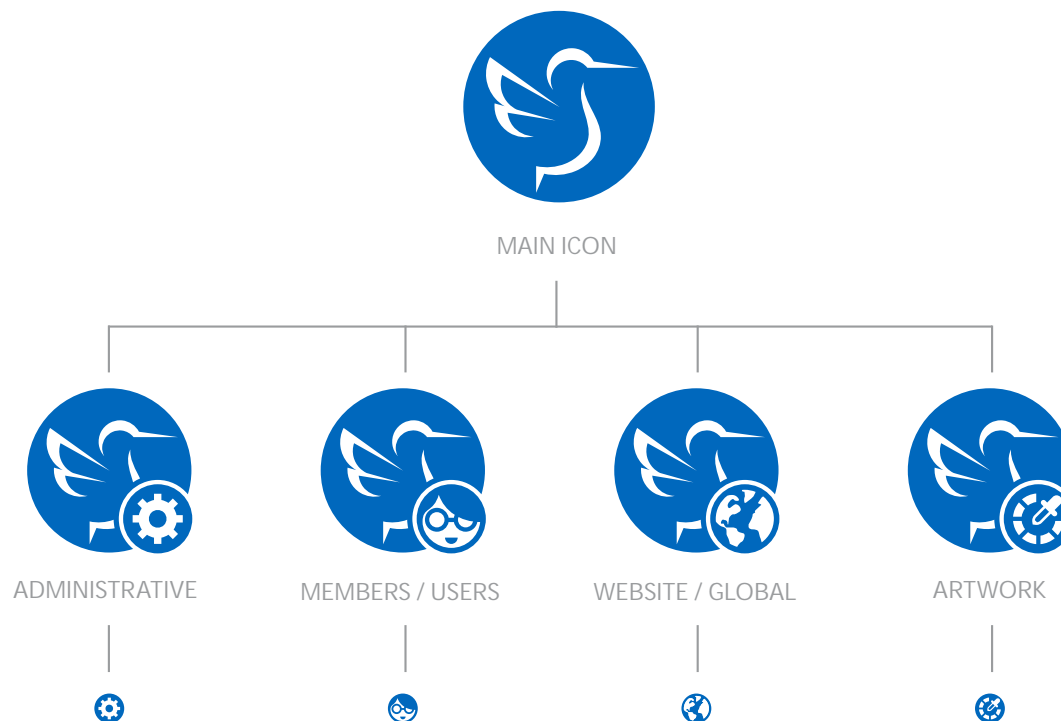WHITE BACKGROUND

25% BLACK

50% BLACK

75% BLACK

100% BLACK

COLOURFUL

lubuntu

WHITE BACKGROUND

lubuntu

25% BLACK

lubuntu

50% BLACK

lubuntu

75% BLACK

lubuntu

100% BLACK

MONOCHROME

lubuntu

WHITE BACKGROUND

GREY

Companion logos

The sub-brands or applied logos must follow the above rules.

ask lubuntu   lubuntu QA

More icons for Teams

The GitHub / Launchpad teams will be identified by "family icons", meaning that the main image will remain the Lubuntu icon, identifying each family (team) with a monochromatic overlay glyph.
For the very small icons on Launchpad (14px) only the overlay will be used.

MAIN ICON

ADMINISTRATIVE   MEMBERS / USERS   WEBSITE / GLOBAL   ARTWORK

Web symbols

Symbols used for links or illustrations in websites must follow this scheme:
they shall use the corporate blue contour with white filling, never transparent.

Typography

The typography used for all interfaces and media must be the Ubuntu Font, designed by Dalton Maag (https://font.ubuntu.com), in different weights if needed.

Uu

ABC D EFGHIJKLMNOPQRSŠTUVWX
YZŽabc d efghijklmnopqrsštuvwxyzž

µ

12345

67890'?'"!"(%)[#]{@}/&\<-
+÷×=>®©$€£¥₵:;,.*

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic

Thank you!

The Lubuntu corporate image and the manual were possible
thanks to the Lubuntu Team work and community support.

This work is licensed under a Creative Commons
Attribution-NonCommercial-NoDerivatives 4.0 International License
https://creativecommons.org/licenses/by-nc-nd/4.0/