



OWASP

Identity Standards Manual

September 2013

About Us

Our Logo

This is an update of our existing logo. We retained the circular shield and the wasp illustration. The typeface has been updated to something more modern and in keeping with the style of the illustration/mark. The blue shield — which represents a global/worldwide reach — has been lightened in color so that the illustration is more visible. The shading style used in the shield/mark has been extended to the rest of the acronym, to tightly integrate all the pieces. The shading gives the logo a metallic appearance, which conveys strength and security. Several variations on the logo (including a 1-color version and a version for use against dark backgrounds) have been created.

By following these standards, you can help reinforce the OWASP brand, and make it easier for your audiences to quickly associate your materials with all the other beneficial work being done by OWASP.

Derivative Artwork

You do want to produce a body of work that all appears to have come from a common source. This is the very basis of a “brand”. Having a consistent literary and visual vocabulary allows people to quickly associate with you and your traits. Everything does not need to look the same, but it should look like it is part of the same family.

You should protect your core brand, (“OWASP”). While related materials and projects should be similar, they should not be mistaken for the original, nor vice versa. If you use the OWASP blue, then don’t use the same shapes. If you use the same shapes, choose a different color, (from the accent color palette). Include the OWASP logo in a document, but don’t alter it outside this book’s guidelines just to fit a single event, chapter or program.

Primary Signature



Recommended Signature Variations

Color



Black & White / 1C



Logo with Slogan



Logo without Slogan



Reversed Logo

Customized Signature



OWASP
Chapter Name

Space = height of capital letter
in chapter name - “C”

..... Left aligned with O in OWASP, (very slightly indented, so that it appears visually aligned.)

Colors:

As a means of establishing the uniqueness of each chapter or project, they can choose a color from the recommended accent colors palette, and use that one color consistently in their materials.

Examples:



OWASP

South Korea



OWASP

United Kingdom

Sizing and Spacing



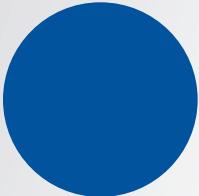
Minimum width of logo is 1.75"



Maintain a margin around all sides
of the logo, equal to the height
of two capital letters from the full
organization name.

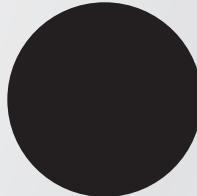


Colors



Blue

PMS 661 C
C 100 M 69 Y 0 K 9
R 0 G 84 B 158



Black

C 0 M 0 Y 0 K 100
R 0 G 0 B 0

Complimentary Colors



Orange

PMS 143 C
C 9 M 30 Y 100 K 0
R 232 G 138 B 73



Green

PMS 367 C
C 53 M 5 Y 100 K 0
R 135 G 187 B 64



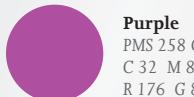
Lt Blue

PMS 298 C
C 66 M 0 Y 0 K 0
R 31 G 196 B 244



Red

PMS 7416 C
C 13 M 78 Y 82 K 0
R 216 G 93 B 51



Purple

PMS 258 C
C 32 M 82 Y 0 K 0
R 176 G 81 B 159



Dk Blue

PMS 633 C
C 100 M 0 Y 0 K 38
R 0 G 121 B 167



Olive

PMS 5763 C
C 65 M 46 Y 78 K 0
R 114 G 127 B 91



Teal

PMS 3285 C
C 100 M 0 Y 58 K 16
R 0 G 147 B 126

Imagery

Photos of actual wasps should be used sparingly. Wasps do not have a positive connotation for most people. And some people react instinctually and violently to bugs, especially large images of them. When wasp images are necessary, stick to more abstract illustrations of them, and reserve the photos of live wasps for instances where you're purposely trying to be more "in your face".

Be sure artwork is of a suitable quality for the medium in which it will be presented. Do not warp images beyond their normal proportions. Always use the best available version of an image. Make sure the resolution of an image is acceptable. At the final size in a document, image resolution should at a minimum be:

Websites/email: 72dpi

Powerpoint documents: 150dpi

Printer materials: 300dpi (or vector images)

Typefaces

Display Typeface

House Gothic Text Light

Sample:

abcdefghijklm
nopqrstuvwxyz
1234567890
!@#\$%^&*

Bodytext Typeface

Joanna MT

Sample:

abcdefghijklm
nopqrstuvwxyz
1234567890
!@#\$%^&*

Alternate Typeface

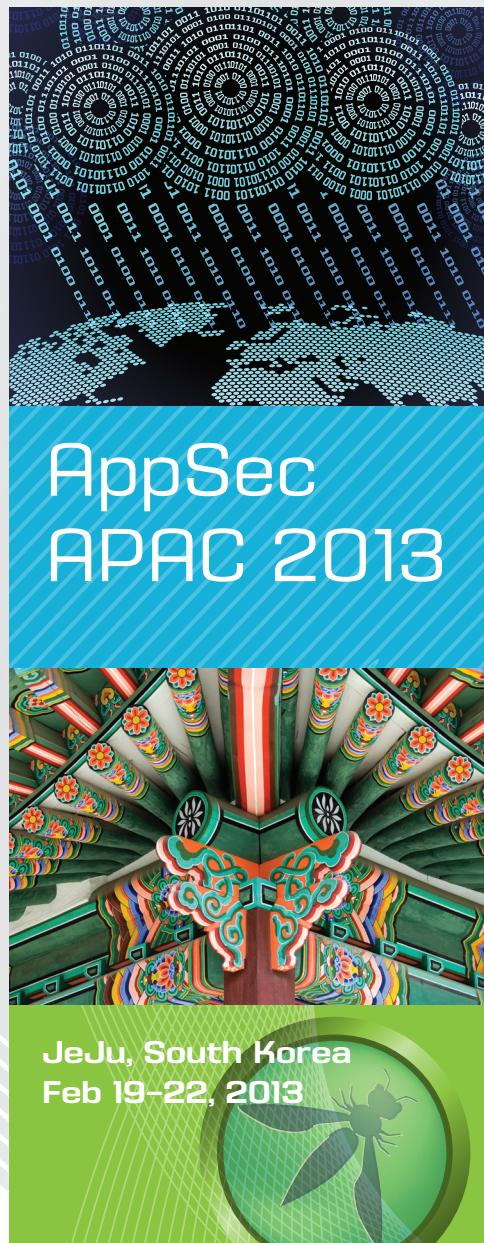
Helvetica Light

Sample:

abcdefghijklm
nopqrstuvwxyz
1234567890
!@#\$%^&*

The above typefaces are the recommended choices when creating works for OWASP. But we understand that they may not always be available or suitable, for a variety of reasons. (Price, character set, ect.) In the event that you must choose alternative typefaces, please choose a face that is modern and clean-looking, but not so trendy as to become quickly dated. Simple, geometric shapes, with clean lines and an “open” shape will contribute to a modern look and high legibility.

Samples - Bannerstands



Samples - ID Package



Samples - Postcard



The postcard features a blue background with the OWASP logo (a stylized fly inside a circle) on the left. The text "OWASP" is in large, bold, silver letters, with "Open Web Application Security Project" in smaller text below it. A blue arrow points from the text "Software powers the world..." to the "Why You Should Join OWASP" section. The tagline "Making Software Security Visible" is at the top right. A vertical sign-up URL is on the right edge.

Software powers the world, but insecure software threatens safety, trust, and economic growth. The Open Web Application Security Project (OWASP) is dedicated to making application security visible by empowering individuals and organizations to make informed decisions about true application security risks.

OWASP boasts 36,000+ participants, more than 65 corporate and organizational supporters, and more than 130 academic supporters. Our community succeeds based on the collective wisdom of the best individual minds from around the world, in application security.

Why You Should Join OWASP

Community: Nearly 200 chapters around the world, and worldwide events, conferences, training where members can networking with software security professionals at Fortune 50 firms.

Intelligence: Latest resources and inside information on threats, vulnerabilities, and software.

Software & Tools: OWASP supports 141 active projects across "Builders, Breakers and Defender" groupings. All tools, code, and documentation are free and licensed under community principles.

Sign up: www.owasp.org/index.php/membership



The postcard features a blue background with a world map composed of green squares. The OWASP logo is on the left. The title "OWASP GLOBAL APPSEC CONFERENCES" is in large, bold, yellow letters. A blue arrow points from the "OWASP Global AppSec Conferences bring together industry, government, security researchers, and practitioners" text to the "For more information, visit" text. The tagline "OWASP Global AppSec Conferences bring together industry, government, security researchers, and practitioners" is followed by a detailed description of the conferences' purpose and history. The "For more information, visit" text is at the bottom right.

OWASP GLOBAL APPSEC CONFERENCES

OWASP Global AppSec Conferences bring together industry, government, security researchers, and practitioners to discuss the state of the art in application security and beyond. Since 2004, the OWASP Global AppSec Conferences have grown in both activity offerings and attendance. At present, OWASP holds 4 Global AppSec Conferences per year, around the world.

Global AppSec Conferences consist of 2 days of pre-conference training followed by 2 days of conference talks, activities, networking opportunities and workshops. Get an introduction to application security or expand upon your current skill set.

For more information, visit sl.owasp.org/appsec_conferences

Samples - Flyer



The image shows a flyer for OWASP membership. At the top, it features the OWASP logo (a blue stylized bug) and the text "OWASP Open Web Application Security Project". Below this, the title "MEMBERSHIP TYPES & BENEFITS" is prominently displayed in large, bold, yellow letters against a dark blue background with a world map pattern. A dotted line separates this from the main content area. In the center, there is a call-to-action: "Help us to continue to advance information security. Become an individual, corporate, academic, government, organizational and/or community member today!"

CORPORATE - \$5,000+

- Get a 30 consecutive day rotating banner ad on the homepage of www.owasp.org for a month at no additional cost (Value: \$2,500)
- Be recognized as a supporter by posting your company logo on the OWASP website, conference events and in media placements
- Recognition on the Corporate Supporter Bio page
- Recognition in OWASP Connector, a bi-weekly e-newsletter with a global reach of 36,000+ individual application security professionals, including new member recognition during the month of membership
- Discounted rate for corporate member employees who attend the Global AppSec conferences.
- Receive discounted sponsorship rates at event conferences.
- Have (1) supporting member vote in elections and on issues that shape the direction of the community.
- Get an @owasp.org e-mail address
- Discounts at OWASP's industry-standard conferences and events
- Become a voting member.
- Optional:
Annual local sponsorship of a local chapter or project by allocating 40% of your annual donation to your choice of up to two locations by percentage.

Host a local OWASP event/meeting to raise security awareness at your offices

INDIVIDUAL - \$50+

- Shape the direction of our professional community as a voting member
- Member discounts at OWASP's industry-standard conferences
- Receive an @OWASPORG e-mail address
- Be recognized as a supporter, receiving an e-badge

Learn More and Join Today
at www.OWASP.org



A screenshot of the OWASP website's membership page. The header includes the OWASP logo and navigation links like "Log in / Create account", "Search", and "About OWASP". The main content area features a "Welcome to OWASP" message and a "Join OWASP" button. To the right, there are sections for "OWASP News", "Who Trusts OWASP?", and "How can OWASP help your org?". The footer contains links for "Education Initiatives", "Standards Groups", "Certifying Bodies", and "Development Organizations".

Visit our website (www.owasp.org) to learn about MORE WAYS THAT YOU CAN HELP SUPPORT OWASP.