



OpenColorIO

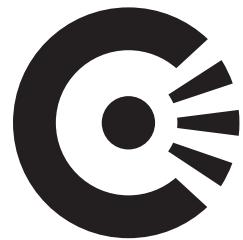
visual identity guide

Aug 2020

Full, OCIO and icon

Logo

black

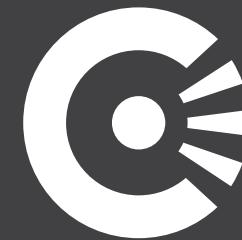


OpenColorIO

OCIO



inverse



OpenColorIO

OCIO



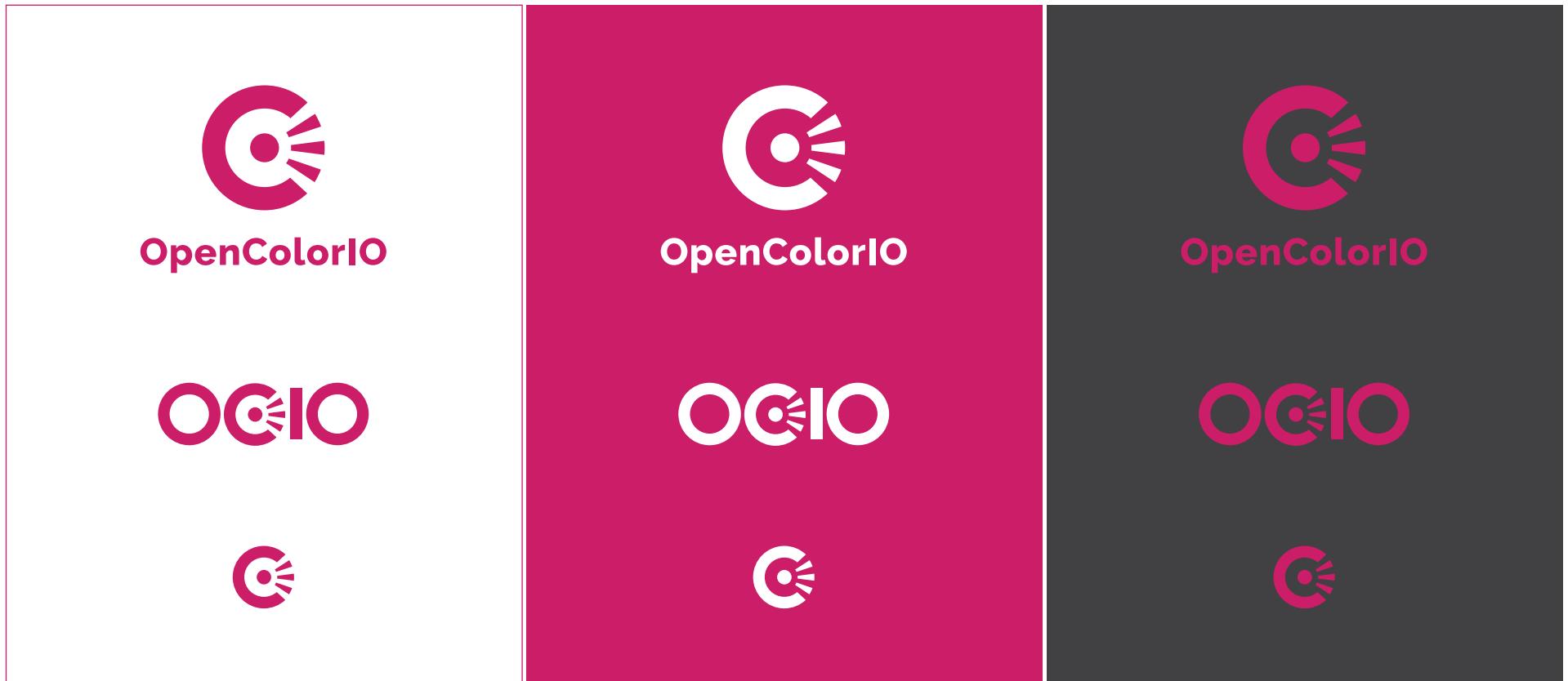
Elegant and versatile Color

WEB #cc1e68
RGB 204,30,104
CMYK 17,100,37,0



Used throughout the communication channels:

- Logo colour or backgrounds
- Business cards
- Highlighting of important information
- Website and document accents
- Bullet points and icons



Usage

Brand Visuals

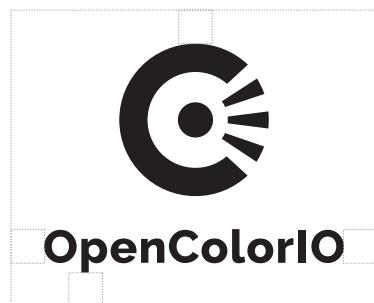
how to use

one color only: OCIO magenta, white on dark bkg and black on light bkg



OpenColorIO

keep the logo safe area clean

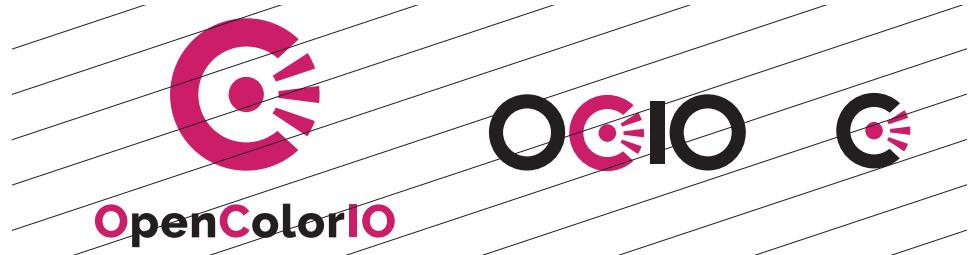


use simple mark when on busy bkg

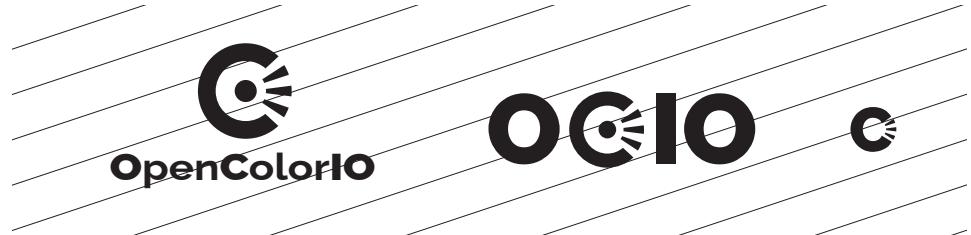


incorrect usage

don't mix color



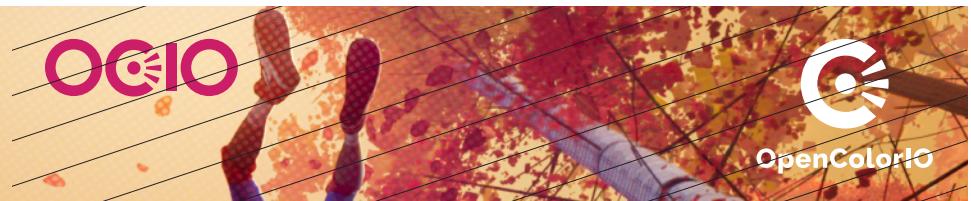
don't substitute with type or modify



don't outline or use vector shadow



avoid clashing colors or using small logo with type on intense color bkg



Raleway Thin

Raleway Regular

*Etiam velut in magna aliqua utramque pars eiusmodem, quae etiam
admodum longe excedit, non est nisi in aliis, sed in aliis non est nisi
in ea. Non enim in aliis, sed in aliis non est nisi in ea.*

Raleway Bold

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Raleway Black

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Font glyphs

About Raleway

Raleway is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini. A thorough review and italic was added in 2016.

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Links

github.com/impallari/Raleway
<https://fonts.google.com/specimen/Raleway>

logos V2 Release

logos with v2



OpenColorIO_{v2}

OCIO^{v2}

