Open Org

Brand guidelines

Open Org

Open Org's foundation is built on transparency, participation, and community. These concepts are abstracted in the logo.

Open Org

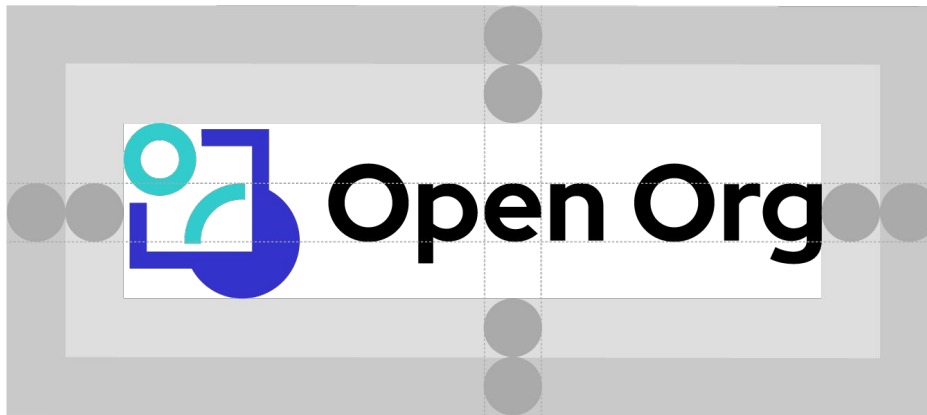**Logo strategy**

Open Org
Ambassador

This logo is flexible, and can potentially incorporate brand extensions if and when they are needed.

Open Org

Logos and clearspace

Open Org

Clearspace

Logo clearspace
At least double the size
of the letter 'e'

To help the logo stand apart from other elements and have breathing room, always follow the recommended clearspace. Keep this space completely clear of other elements or logos.

Clearspace doesn't need to be measured precisely, but should be around the recommended size for consistency.
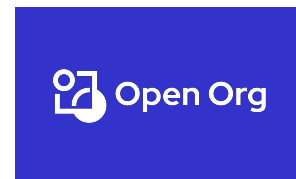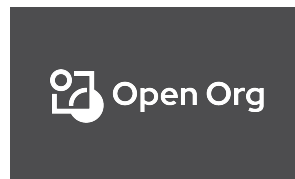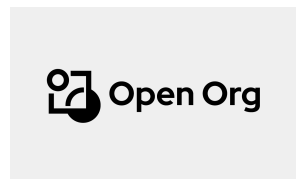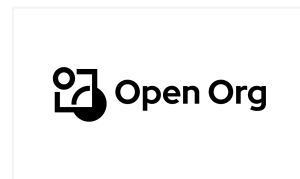
Using the logo on a background

Standard logo
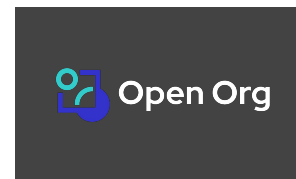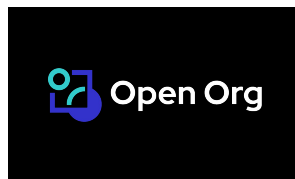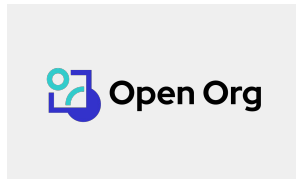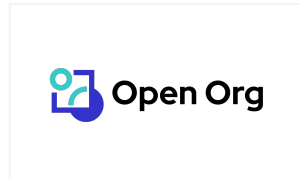
✅ Good contrast on white, light grays, and black

❌ Bad contrast on medium to dark grays

One-color logo

✅ Use black for the best contrast on white and light grays

✅ Use white for the best contrast on dark colors and blue.

To ensure that the logo is visible, pay attention to the color of the background it sits on. The standard color logo works well on white, light grays, and black.

In circumstances where the standard color logo doesn't work, or where only one color can be used/printed, choose the appropriate one-color white or black logo.

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What to avoid

Not this.

Don't change the colors of the logo.

Not this.

Don't add gradients or drop shadows to the logo.

Not this.

Don't stretch or distort the logo.

Not this.

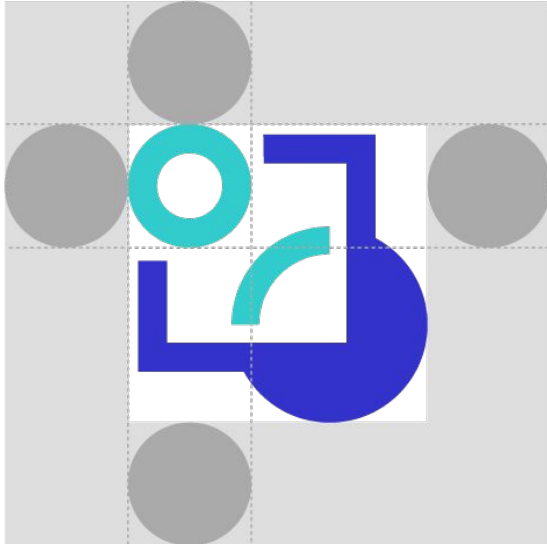Don't add objects or characters to the logo.

In order to build brand awareness and affinity over time, it's important to use the logo and icon consistently. Use the logo as it is provided and avoid these changes.

Open Org

Icon

Clearspace

Icon clearspace
At least the size
of the turquoise circle

To help the icon stand apart from
other elements and have breathing room, always follow the recommended
clearspace. Keep this space completely clear of other elements or logos.

Clearspace doesn't need to be measured precisely, but should be around the
recommended size for consistency.

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Using the icon on a background

Standard logo

✅ Good contrast on white, light grays, and black

❌ Bad contrast on medium to dark grays

One-color logo

✅ Use black for the best contrast on white and light grays

✅ Use white for the best contrast on dark colors

To ensure that the icon is visible, pay attention to the color of the background it sits on. The standard color icon works well on white, light grays, and black.
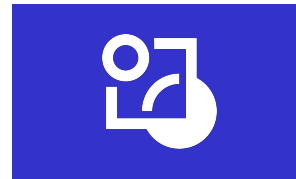
In circumstances where the standard color icon doesn't work, or where only one color can be used/printed, choose the appropriate one-color white or black icon.

Open Org

Color

Open Org emphasizes turquoise and navy, while using ample amounts of white space to create clean layouts.

Open Org

Color palette

Turquoise Tint 1
#5ce5e5
RGB 92, 229, 229
CMYK 50, 0, 18, 0

Turquoise
#33cccc
RGB 51, 204, 204
CMYK 64, 0, 25, 0

Turquoise Shade 1
#1bb2a7
RGB 27, 178, 168
CMYK 75, 4, 42, 0

Blue Tint 1
#36b8e0
RGB 54, 184, 224
CMYK 66, 5, 5, 0

Blue
#3399cc
RGB 51, 153, 204
CMYK 75, 25, 5, 0

Blue Shade 1
#0b83b2
RGB 11, 131, 178
CMYK 85, 40, 15, 0

Navy Tint 1
#5c63e5
RGB 92, 99, 229
CMYK 72, 66, 0, 0

Navy
#3333cc
RGB 51, 51, 204
CMYK 86, 82, 0, 0

Navy Shade 1
#311bb2
RGB 49, 27, 178
CMYK 92, 92, 0, 0

Purple Tint 1
#af7fe5
RGB 175, 127, 229
CMYK 40, 54, 0, 0

Purple
#9966cc
RGB 153, 102, 204
CMYK 50, 67, 0, 0

Purple Shade 1
#753fb2
RGB 117, 63, 178
CMYK 66, 84, 0, 0

Pomegranate Tint 1
#e55c75
RGB 229, 92, 117
CMYK 5, 78, 37, 0

Pomegranate
#cc3366
RGB 204, 51, 102
CMYK 16, 95, 42, 1

Pomegranate Shade 1
#b21b4b
RGB 178, 27, 75
CMYK 22, 100, 62, 10

White
#ffffff
RGB 255, 255, 255
CMYK 0, 0, 0, 0

25% Grey
#bfbfbf
RGB 191, 191, 191
CMYK 0, 0, 0, 25

50% Grey
#808080
RGB 128, 128, 128
CMYK 0, 0, 0, 50

75% Grey
#404040
RGB 64, 64, 64
CMYK 0, 0, 0, 75

Black
#000000
RGB 0, 0, 0
CMYK 60, 40, 40, 100

The main colors for Open Org are turquoise and navy. Use these colors as the primary option in any created assets.

The palette also includes accent colors blue, pomegranate, and purple that can be used to add visual interest and variation.

Open Org

Color application
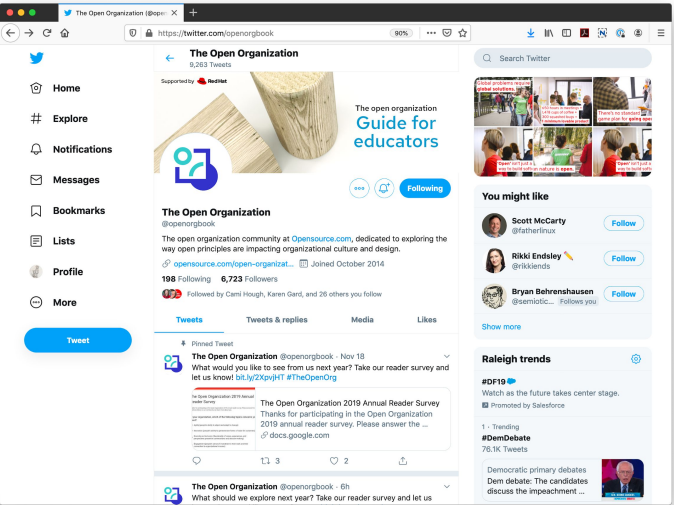
Apply color in ways that make sense. Use large areas of white space in order to create a feeling of openness and allow the color to shine.

These are examples of how color might be used in various applications.

Typography

Black. Bold.
Medium. Regular.

Open Org uses Red Hat Display and Text, a custom geometric typeface available through SIL open license.

What are Red Hat Display and Text?
A custom typeface created by Jeremy Mickel, Red Hat Display and Text work with the Pelorus brand by being open source, geometric, and sans serif. The clear letterforms and open spaces reinforce openness and authenticity.

Read more about the specifics of using Red Hat Display and Text on the Red Hat brand standards:
https://www.redhat.com/en/about/brand/standards/typography

Open Org

Typography application

This is Red Hat Display Black.
This is Red Hat Display Bold.
This is Red Hat Display Medium.
This is Red Hat Display Regular.

This is Red Hat Text Bold.
This is Red Hat Text Medium.
This is Red Hat Text Regular.

Red Hat Display is best for use in large applications like headlines. It's designed to be rational with even spacing and letterforms. If you're not sure which font to use, start with Red Hat Display.

Red Hat Text is optimized for small applications like body copy and paragraphs. Use it only in cases where the words are small and potentially difficult to read otherwise.

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