

LOOK-AND-FEEL GUIDELINES

ABOUT THESE GUIDELINES

These guidelines are for consistency on all Opensource.com materials. For questions about these guidelines, please contact marking-services@redhat.com.

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OPENSOURCE.COM LOOK-AND-FEEL GUIDELINES

MISSION

Opensource.com is where we discover what happens when the open source way is applied to the world.

What problems can we solve with open source?

How can it affect the way we learn?

The way we work?

How we run our communities and governments?

The term 'open source' began in the industry as a way to describe software source code and the collaborative model for how it's developed. Red Hat used this model for developing technology and has built a business model around the principles of the open source way: open exchange, participation, rapid prototyping, meritocracy, and community.

Open source is more than code, more than a development model; it defines the characteristics of a culture and a way of doing things. Red Hat and other open source leaders want to show you where open source is used today, where it's headed tomorrow, and how you can get involved.

Let's get started.

OPENSOURCE.COM IS:

motivating

optimistic

editorial

authoritative

(but not authoritarian)

human

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COLORS

The main color (PMS 313) and accent color (PMS 376) are bright and eye-catching, like an exotic bird. The neutral colors here are pulled from Red Hat’s color palette—a subtle nod to their support of the site and community.

Using neutral colors helps to emphasize the article images, which act as the focus of the website. The brighter main and accent colors stand out offline for swag, event signage, or tattoos if you’re, like, gung ho about Opensource.com.

OSDC COLOR PALETTE



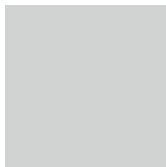
BLACK

CMYK: 30, 30, 30, 100
RGB: 0, 0, 0
HEX: #000000



WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF



PMS 427

CMYK: 7, 3, 4, 8
RGB: 209, 212, 211
HEX: #D1D4D3



PMS 431

CMYK: 45, 27, 17, 51
RGB: 94, 106, 113
HEX: #5E6A71



PMS 3025

CMYK: 100, 24, 11, 52
RGB: 0, 81, 114
HEX: #005172



PMS 313

CMYK: 100, 0, 10, 4
RGB: 0, 152, 195
HEX: #0098C3

OSDC ACCENT COLOR



PMS 368

CMYK: 63, 0, 97, 0
RGB: 105, 190, 40
HEX: #69BE28

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FONTS

Because it's our wordmark, we speak in Netto OT the majority of the time. Stag Thin Dot is great for variety and cool in some contexts but shouldn't be overused, like a friend who knows exactly two magic tricks.

In the name of web-friendliness, we use Helvetica—clean and simple.

NETTO OT LIGHT
netto ot light

NETTO OT BOLD
netto ot bold

STAG THIN DOT
stag thin dot

HELVETICA REG
helvetica reg

HELVETICA BOLD
helvetica bold

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LOGO

This wordmark can be used in any Opensource.com palette color.

PRIMARY

open source .com open source .com open source .com open source .com open source .com open source .com

SECONDARY

opensource.com opensource.com
opensource.com opensource.com
opensource.com opensource.com

RED HAT ENDORSEMENT

This endorsement should typically be used anywhere the Opensource.com wordmark is used. After all, Shadowman is writing our paychecks...which seems impossible because he doesn't have hands, right?



SUPPORTED BY RED HAT



SUPPORTED BY RED HAT



SUPPORTED BY RED HAT



SUPPORTED BY RED HAT

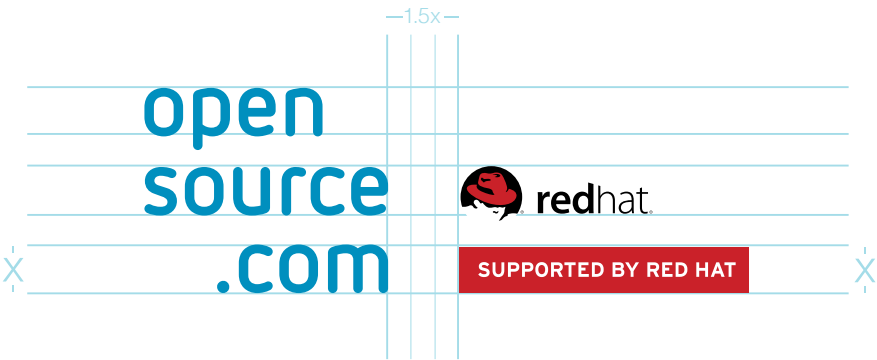


***Note:** See Red Hat endorsement standards for more information.

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LOCKUP

The Opensource.com wordmark and Red Hat endorsement aren't cellmates, so they don't always have to appear locked up together. Occasionally when they do, it should look like this:



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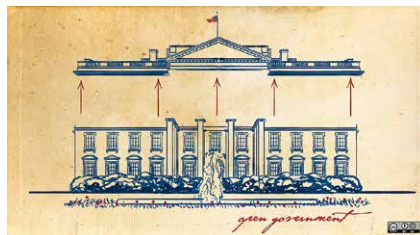
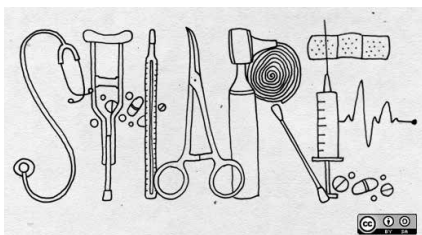
ARTICLE IMAGES

Article images have become the face of Opensource.com. They're our heart and soul, our fingerprint, or our weird eyebrows—they give our site personality. So, make them unique, make them quick, and make them FUN. Try using Flickr's Creative Commons images, or drawing something by hand or on the computer, or a combination of both/all three.

Stuck? Having trouble finding anything good? Try reaching out to the community for ideas.

If you do use images, don't be rude: Save the URL for the original Creative Commons image to give credit to its owner, and don't use proprietary, licensed, or otherwise protected images.

STYLE INSPIRATION

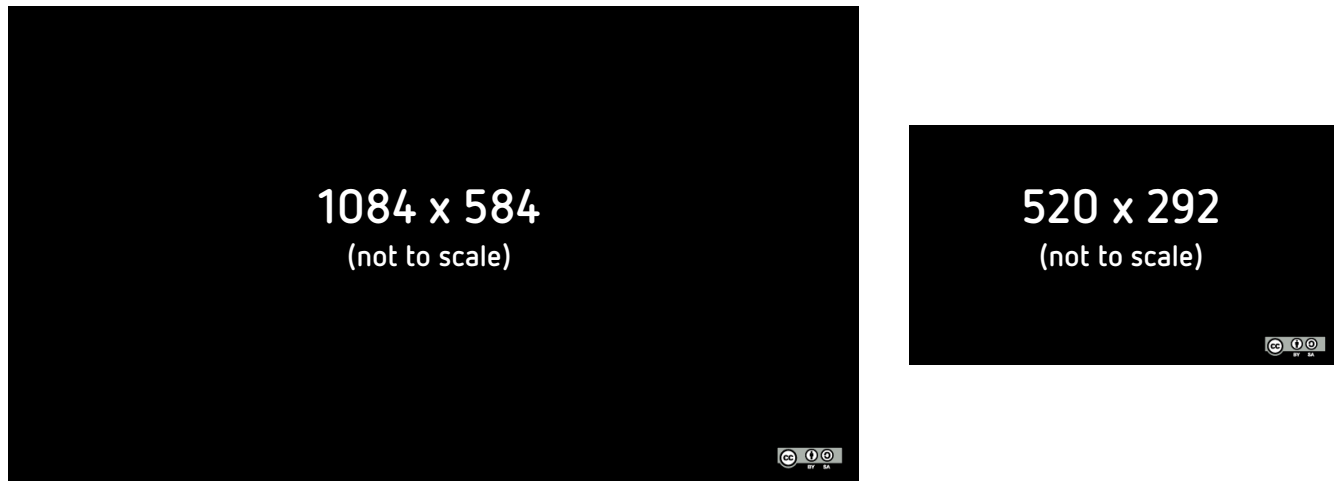


***Note:** Don't feel confined to Opensource.com standards for article images, these are more open to creativity. Do **NOT** use Red Hat's icons in article images.

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ARTICLE IMAGES

We need images that are friendly for both web and print, so help us avoid blurry ugliness by following the directions below:



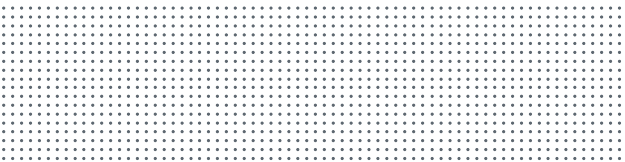
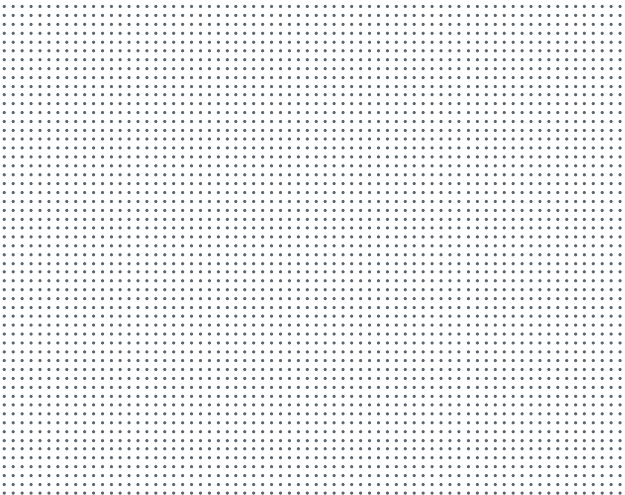
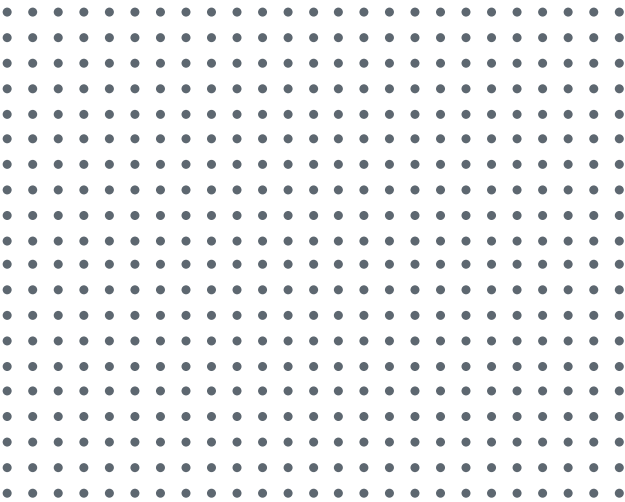
1. Build image to 1040 x 584 px. This is twice the size of the standard web size, but we can use it in print.
2. Save final image as a PSD and a PNG (these are the source and Flickr upload files). Name them like this:
OSDC_CHANNEL_description_1040x584_DATE_INITIALS.psd (and a PNG copy as well)
Example: OSDC_Life_ChildPlaying_1040x584_0214_JS.psd
3. Reduce image size by 50%. Image should now be 520 x 292 px.
4. Turn off the 1084 x 584 Creative Commons badge layer and turn on the layer for the 520 x 292 px badge.
5. Save resized image as a PNG. This is the final image for the site. Name it like this:
OSDC_CHANNEL_description_520x292_DATE_INITIALS.png
6. Save all three files to the shared drive folder for that channel.

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GRAPHIC STRUCTURE

This simple grid is borrowed from Red Hat's visual structure, and doubles as a Dots and Boxes game if you get bored. The grid is the underpinning for Red Hat's entire look and another way to reinforce the relationship between Shadowman and Opensource.com.

The dotted grid represents the loose organization of the developer/open source community. It can be used on its own as a single element or as the structure of other elements, like the examples on page 10.



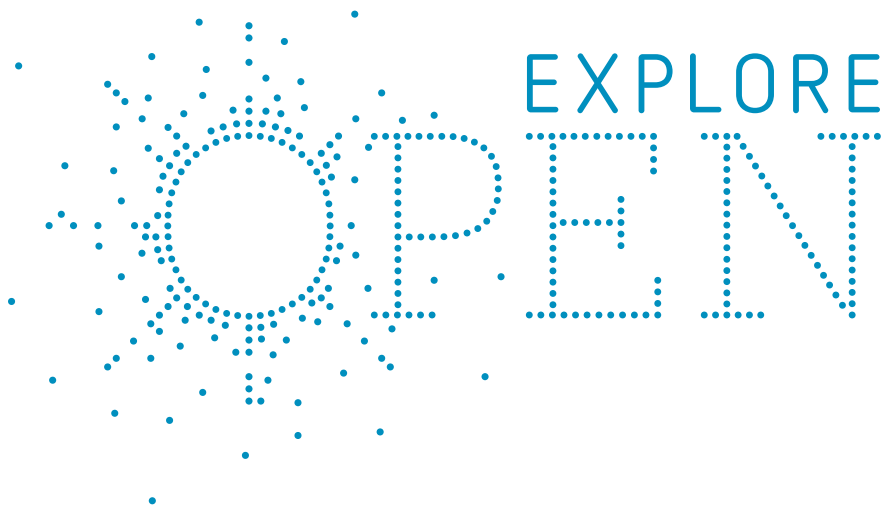
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ELEMENT EXAMPLES

Dots, simple shapes, and most anything **(EXCEPT PATTERNS)** can be pulled or drawn from the grid. Patterns belong to Red Hat and cannot be used to represent the communities.



Opensource dandelion vector graphic



EXPLORE OPEN vector graphic

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WEB ASSET EXAMPLES

Below are examples and specifications of some of the main assets used on the opensource.com website.

Banner — 520px x 90px

All caps, green, diagonal icon pattern



Sub-banner — 520px x 45px

Green, lowercase



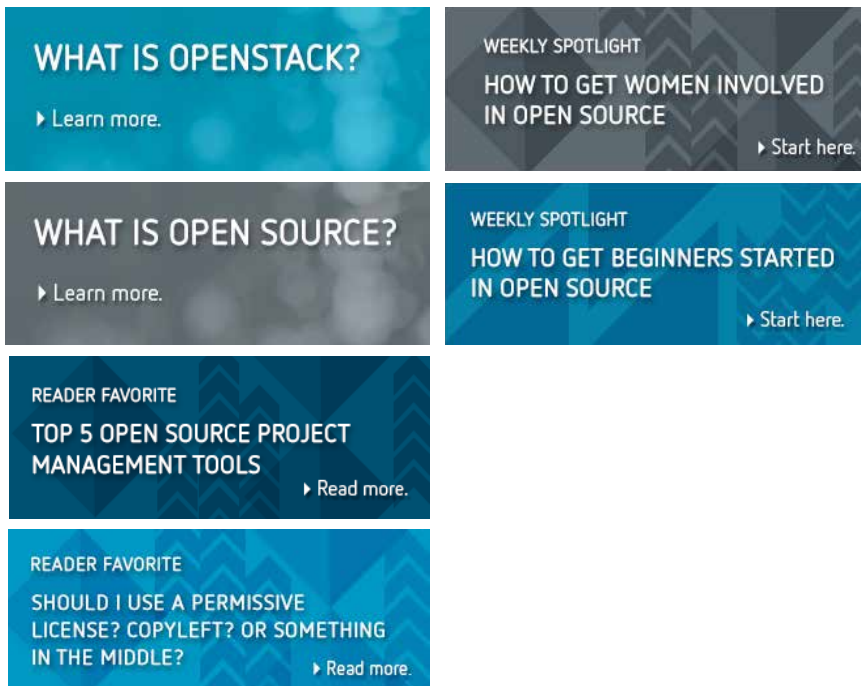
Side buttons — 310px x 30px

All caps, diagonal icon pattern, main button — gray, rollover button — green



Promo widgets — 325px x 125px

Primary color palette only, do not use accent green,
use the carrot character for call to action only



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WEB ASSET EXAMPLES IN CONTEXT

The example below shows how the various aforementioned assets work together in context. Note the importance of using the green accent color sparingly.

