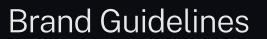# Brand Guidelines

{wdl}

The OpenWDL brand embodies clarity, structure, and efficiency, mirroring the core principles of workflow definition. Designed to be human-readable and writable, WDL enables scientists, engineers, and platform operators to create scalable, adaptable workflows with ease.

By following these guidelines, we maintain a cohesive and professional brand presence, reinforcing OpenWDL's role as an open, collaborative standard for workflow description and execution.

Content

The logo is a simplified and harmonized representation of an acyclic computational graph. The custom wordmark features sharp, angular letterforms, drawing inspiration from modern monospace and geometric typefaces.

1. Icon Only

Icon

The standalone icon represents OpenWDL in minimal or compact spaces where the full wordmark is not needed. It is best used in: Favicons and small UI elements, Social media profile images, Watermarks and standalone branding marks
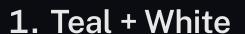
2. Full Logo

{wdl}

Icon   Wordmark

The full logotype consists of the icon + wordmark in a structured horizontal alignment. This configuration is the preferred version and should be used in: Website headers and branding, Official documents and presentations, Promotional materials

The OpenWDL logo should only be used in the approved color variations below. Recoloring or modifying the logo is not allowed to maintain consistency and recognition.
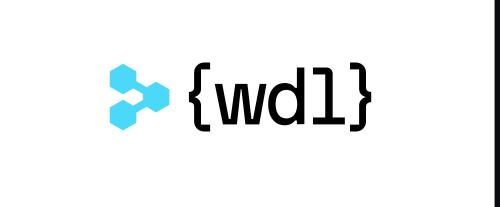
Note: No assertions on the background color are made here. Various colors can be used as the background as long as they allow sufficient contrast and legibility.

1. Teal + White

{wdl}

The main OpenWDL logo, best suited for dark-themed Website and Documentation UI, and marketing materials. This version should be used in most cases.

2. Teal + Black

{wdl}

An alternative variation for use on light backgrounds, when strong brand presence and primary colorway are still required.

3. All White

{wdl}

For dark backgrounds, monochrome printing, or when a more neutral or minimal branding approach is needed.

4. All Black

{wdl}

For light backgrounds, monochrome printing, or when a more neutral or minimal branding approach is needed.

Public Sans   +   Martian Mono

OpenWDL's typography system is designed for
a clear and structured reading experience.

Public Sans serves as the primary typeface, offering a clean and modern look for body text and headings.

Public Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Aa

Aa

Aa

Light

Regular

Bold

Complementing it, Martian Mono adds a technical, structured aesthetic for code elements, accents, and key functional components.

Martian Mono

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Aa Aa Aa

Light

Regular

Bold

Headings use Public Sans in varying weights to establish a clear information structure, while body text remains lightweight for accessibility.

Usage	Font	Weight	Line Height	Letter Spacing	Size
Headlines					
Headline 1	Public Sans	Bold	90%	-2%	56px
Headline 2	Public Sans	Semi Bold	100%	-2%	48px
Headline 3	Public Sans	Semi Bold	100%	-2%	36px
Headline 4	Public Sans	Semi Bold	100%	-2%	24px
Headline 5	Public Sans	Semi Bold	120%	-2%	20px
Body					
Body L	Public Sans	Regular	150%	0%	17px
Body M	Public Sans	Regular	150%	0%	15px
Body S	Public Sans	Regular	150%	0%	13px

Martian Mono is used selectively for inline code, technical labels, and accent elements.
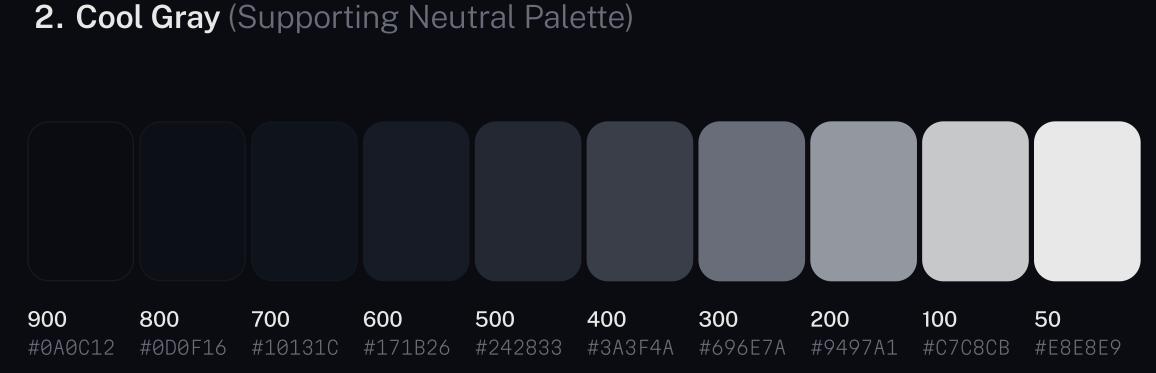
Usage	Font	Weight	Line Height	Letter Spacing	Size
Headlines					
H1 Alt	Martian Mono	Semi Bold	100%	-3%	54px
H2 Alt	Martian Mono	Medium	110%	-3%	46px
H3 Alt	Martian Mono	Medium	110%	-3%	34px
H4 Alt	Martian Mono	Medium	110%	-3%	22px
H5 Alt	Martian Mono	Medium	130%	-3%	18px
Other					
Code	Martian Mono	Light	140%	0%	12px
ACCENT / CAPTION	Martian Mono	Light	140%	0%	14px

Our color palette is designed to create a clean, modern, and accessible visual identity. It consists of two primary color families: Teal and Cool Gray, each offering a range of shades for different applications.

1. Teal (Primary Brand Color)

900	800	700	600	500	400	300	200	100	50
#205B69	#29778A	#3599B2	#44C5E4	#4BD8FA	#6FE0FB	#86E5FC	#ACEDFD	#C7F3FD	#EDFBFF

The Teal color family serves as the main brand color and is used for key visual elements, including highlights, call-to-actions, and accent elements in the UI.

2. Cool Gray (Supporting Neutral Palette)

900	800	700	600	500	400	300	200	100	50
#0A0C12	#0D0F16	#10131C	#171B26	#242833	#3A3F4A	#696E7A	#9497A1	#C7C8CB	#E8E8E9

The Cool Gray color family provides a neutral, sophisticated base that complements the Teal palette. It is primarily used for backgrounds, text, and secondary elements.

Teal is the primary accent, adding vibrancy and recognizability, while Cool Gray provides a neutral foundation for clarity and balance. Dark grays dominate the backgrounds, teal highlights key elements, light gray enhance contrast and readability of text, and the last category includes additional colors used sparingly for secondary, decorative or contextual elements.

Cool Gray 900

Cool Gray 600

Teal 500

Cool Gray 50