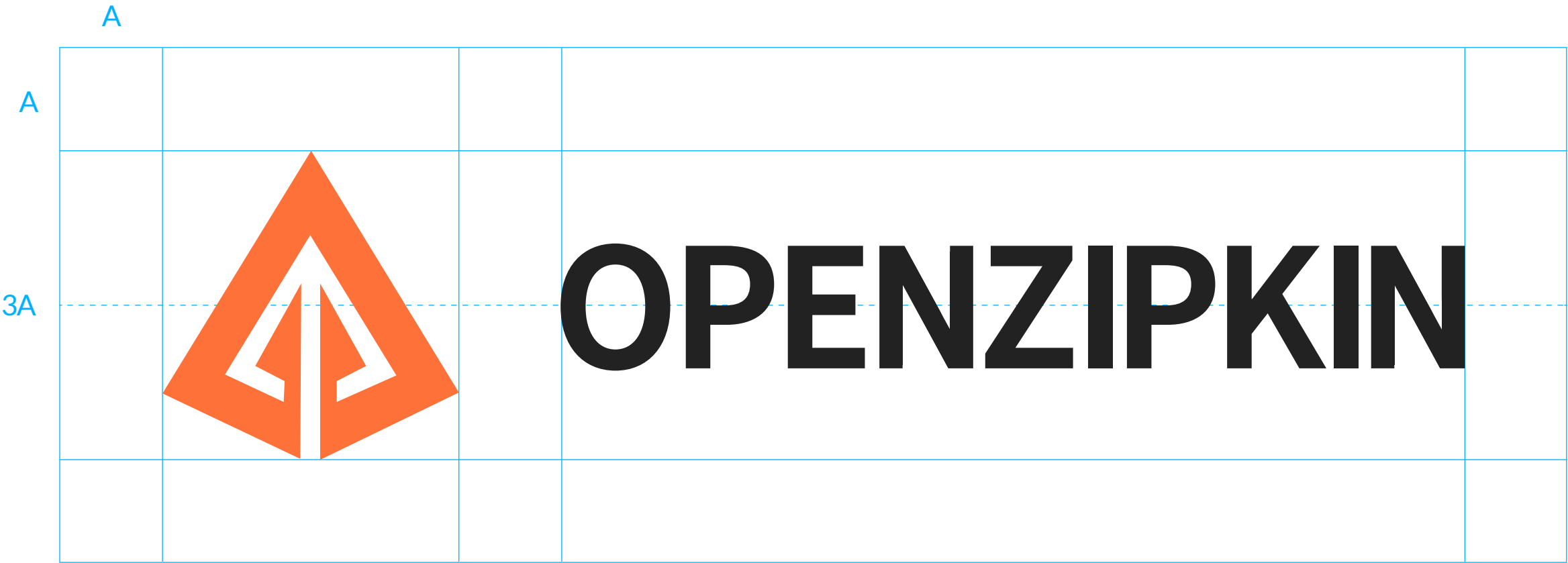


# **OPENZIPKIN BRAND GUIDE**

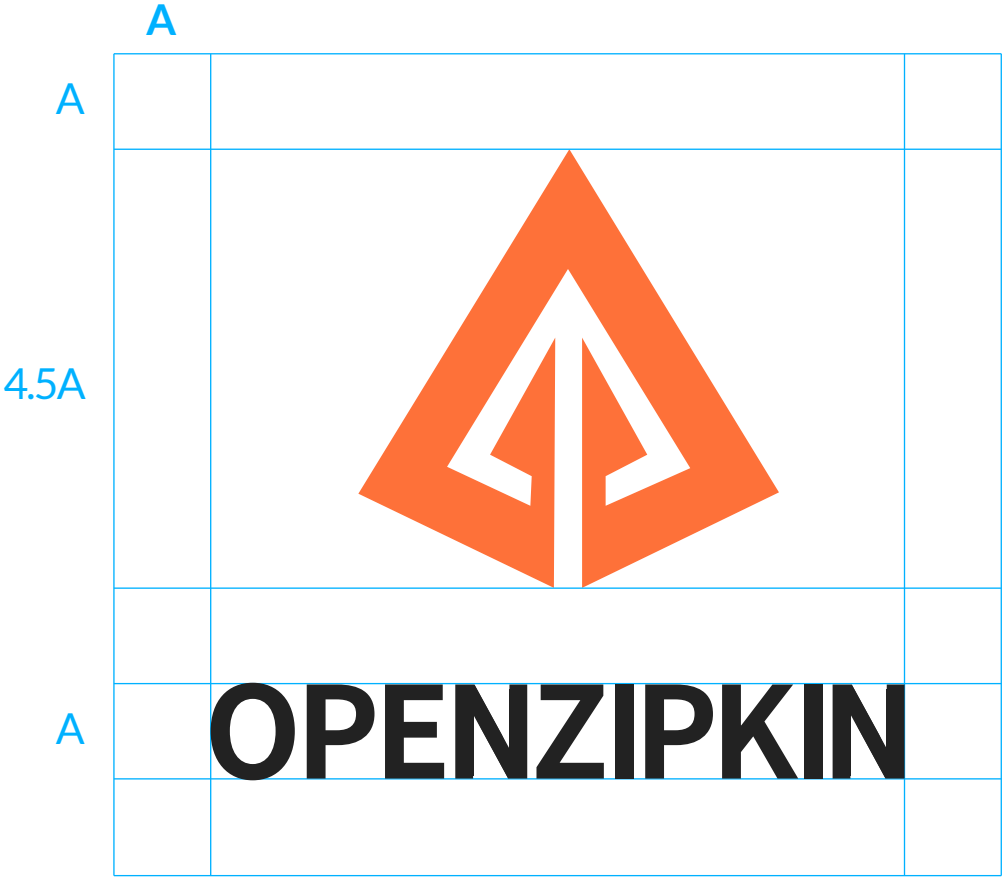
**VERSION 1.0\_EN**

**2019.08**

SIGNATURE (HORIZONTAL)



SIGNATURE (VERTICAL)



# BRAND COLOR

HEX

#ffffff

RGB

R 255 G 255 B 255

PANTON

-

CMYK

C 0 M 0 Y 0 K 0

HEX

#FE7139

RGB

R 254 G 113 B 57

PANTON

1645C

CMYK

C 0 M 70 Y 75 K 0

HEX

#222222

RGB

R 79 G 71 B 195

PANTON

Neutral Black C

CMYK

C 83 M 78 Y 77 K 60

HEX

#000000

RGB

R 0 G 0 B 0

PANTON

BLACK 6C

CMYK

C 0 M 0 Y 0 K 100

## LOGO COLOR VARIATION



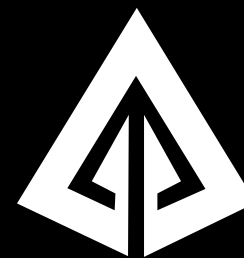
**OPENZIPKIN**



**OPENZIPKIN**



**OPENZIPKIN**



**OPENZIPKIN**

## LOGO COLOR VARIATION



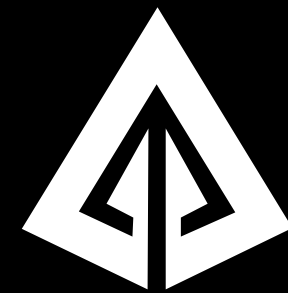
**OPENZIPKIN**



**OPENZIPKIN**



**OPENZIPKIN**



**OPENZIPKIN**

# TYPEFACE

English

**Noto Sans Bold**

**Noto Sans Regular**

**Noto Sans Light**