OPSCI

BRAND GUIDE

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OPSCI

ABOUT

OPSCI

opsci.io

Science needs a firmware update. We're a community of open science activists, researchers, organizers and enthusiasts that have come together to work on the problems of data sharing, reproducibility, incentive alignment, coordination, and intellectual ownership that limits new knowledge creation today.

Together, we're building a scientific ecosystem that unlocks data silos, coordinates collaboration, and democratizes funding. Our mission is to establish a public commons for discovery, where autonomous knowledge foundries are linked across a global innovation network.

"The Decentralized Science movement is gaining momentum. It is important now to solidify our brand and digital presence so that our voices can be received in resonant solidarity to inspire others to carry on our mission for Open Science. This is a living document that will change as our community flourishes and incorporates a diverse culture of scientists and activitists worldwide."

Below you will find guidance to inform your design choices when you contribute to the Opscientia ecosystem.

MASTER LOGO

Brandmark

Wordmark

OPSCI

A logo that represents infinite knowledge.

Here you can see two elements that blend together to form the letters O and S which means **OpSci.** These elements unite strongly to form a braid of knowledge, encouraging us to seek, learn, and connect in an infinite ever-lasting loop that is the pursuit of open science.

This logo is very responsive, perfect for bringing scientists into the persistent study of infinite knowledge of the universe.

Horizontal

OPSCI

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BRANDMARK

The default brand mark is meant to represent the infinite cyclical nature of scientific research as a circle of knowledge. Beautiful 3D carries the bright message of our research to turn great visions into reality. The line between the colors shows tenacity and intelligence.

Gradient hues from light blue to pink illuminated by white light, conveying the diversity of our community in soft tones to encourage perseverance, intelligence, intimacy, friendliness and inclusivity.
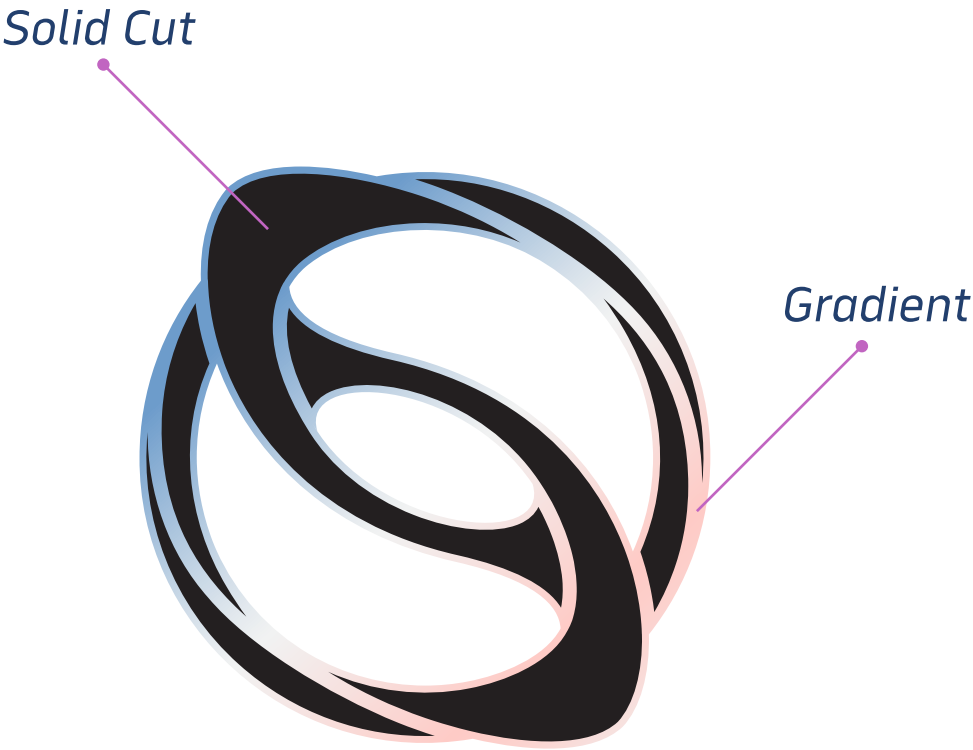
WORDMARK

OPSCI

The word marks are built from the Sans Serif typeface, clean and ecliptic, conveying professionalism in science.

LOGO VARIATIONS

Solid Cut

Gradient

OPSCI

Logo Combination

Original Logo, Monotone, Monoline

OPSCI   OPSCI   OPSCI

Line Cut, Solid Cut, Monoline Cut

OPSCI   OPSCI   OPSCI

Horizontal Stacked
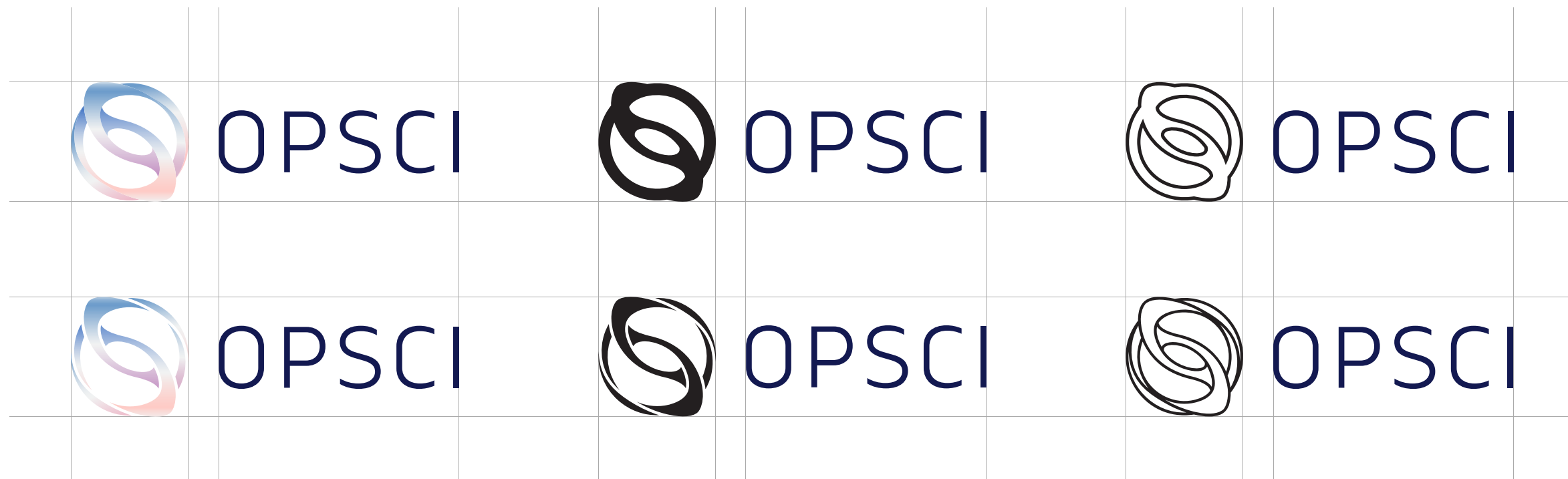
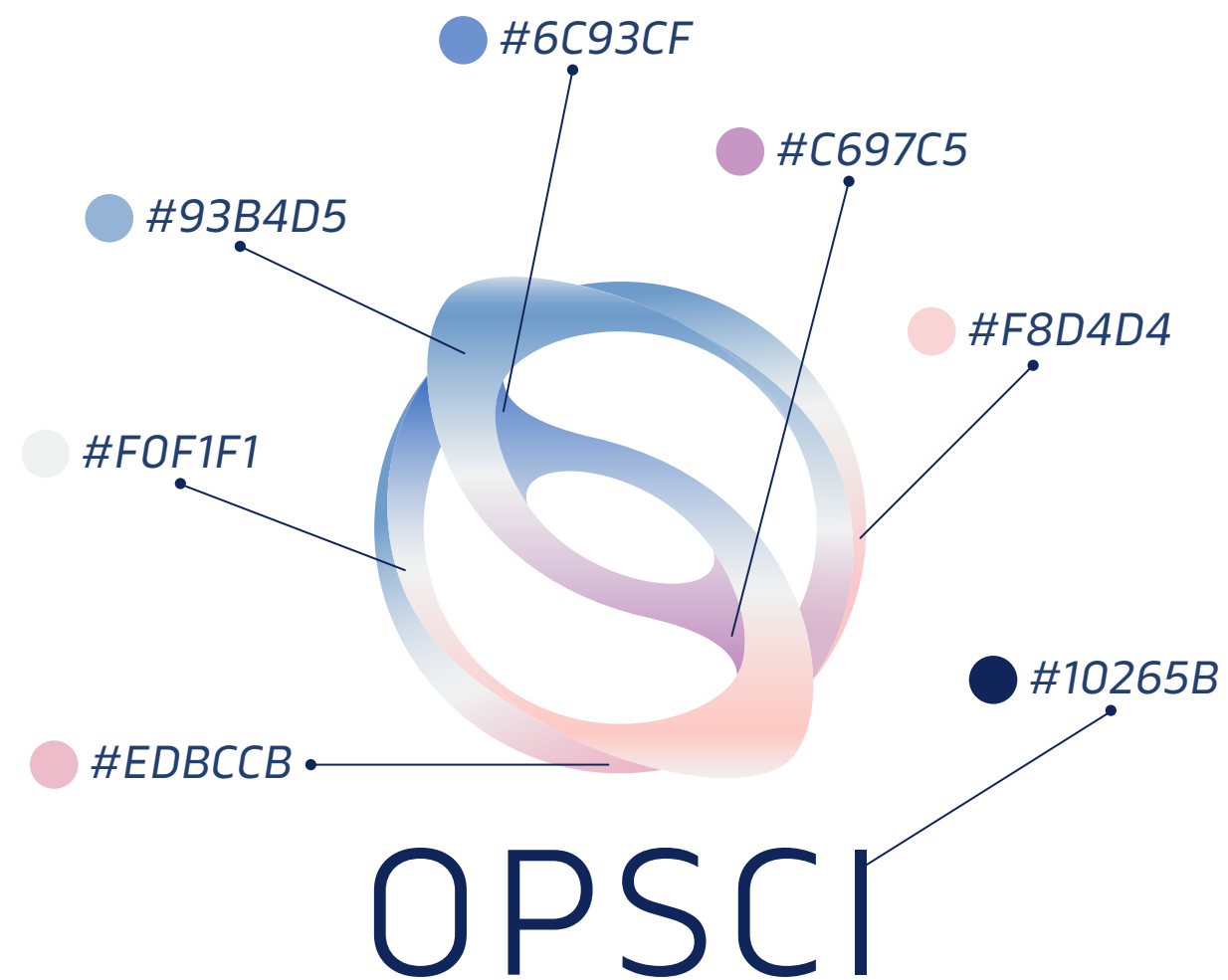# RESPONSIVE
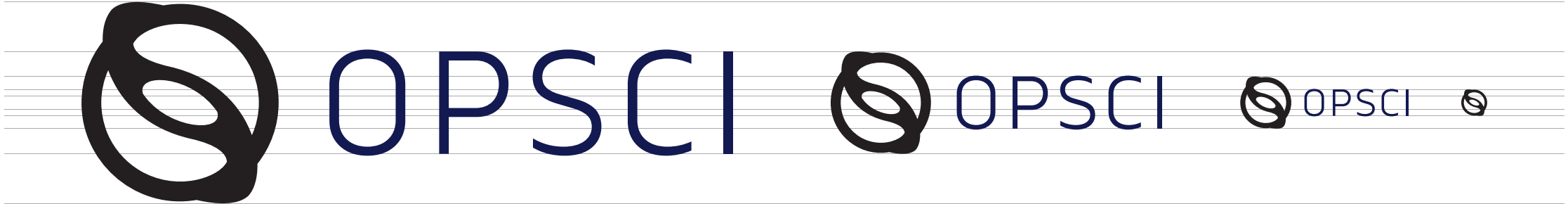
CAMELCASE

TYPOGRAPHY

Serca *Font Family*

Serca is a structured geometric sans serif font family with normal and condensed proportions. It is professional and precise, open and legible. The modern, clean design lends itself to being a workhorse for a variety of applications branding, advertising, websites, mobile apps, logos, magazines, etc. able to be used in both small body text and large headlines alike. —

Open Science	Open Science	Open Science	Open Science
Thin	Light Italic	Medium	Bold Italic
Open Science	Open Science	Open Science	Open Science
Thin Italic	Regular	Medium Italic	Extra Bold
Open Science	Open Science	Open Science	Open Science
Extra Light	Italic	Semi Bold	Extra Bold Italic
Open Science	Open Science	Open Science	Open Science
Extra Light Italic	Text	Semi Bold Italic	Black
Open Science	Open Science	Open Science	Open Science
Light	Text Italic	Bold	Black Italic

COLOR PALLETE

Color to make gradation

#F0F1F1

#FDC5C5

#91278E

#10265B

#1C75BB

#6D9BCA

#6C93CF

#C697C5

#93B4D5

#F8D4D4

#F0F1F1

#10265B

#EDBCCB

Color Pallete on Logo

OPSCI

EXCLUSIVE ZONE

It is essential to keep the logo clear. To regulate this; an exclusion zone has been established around it. This exclusion zone (dash line) indicates the closest any other graphic element can be positioned concerning the logo.