



oscafrica.org

Brand Guide

About

This guide has been put together to explain the intentions behind the Open Source Community Africa brand, with particular reference to chapter leads across the continent. This is to serve as your guide to various resources, templates and usage, for events, promotions, and the like.

The guidebook lists the overall elements of the brand first, such as proper use of the logo, colors, typography, imagery, etc. There are also a few design examples to demonstrate how to apply these standards appropriately.



Content

3	Logo
10	Typography
11	Colors
15	Templates
17	Imagery

Logo

The logo of Open Source Community Africa serves as the primary visual identity of the organization. Optimum scaling, use on responsive background and application of the complementary typeface are essential in making it effective & recognizable at all sizes and in all contexts.



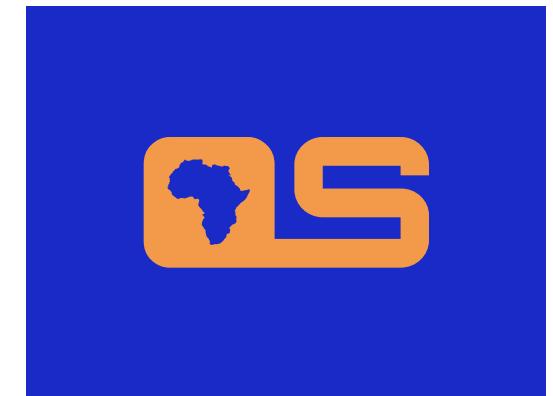
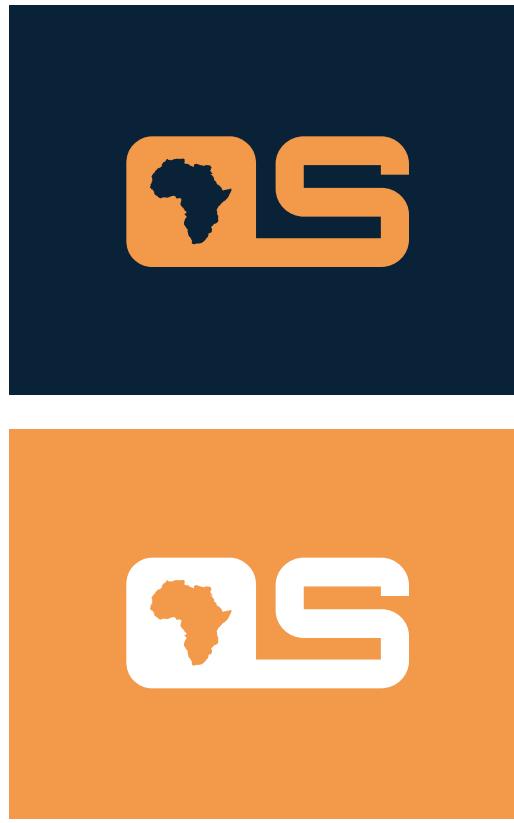
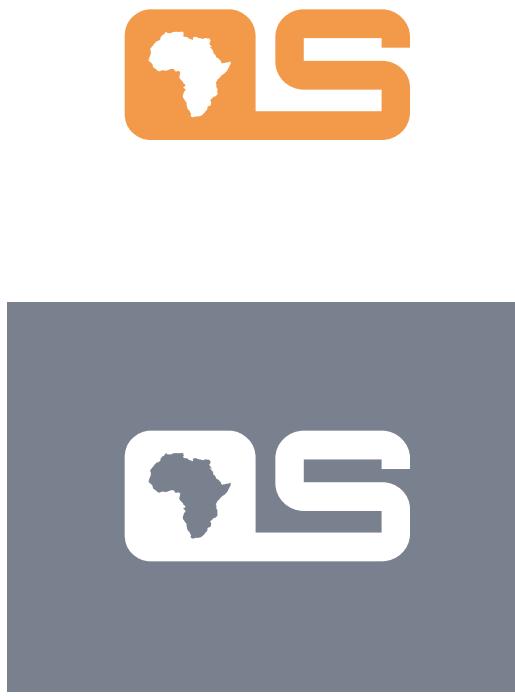
Whitespace

Please allow for white space to surround the logo on all sides in any composition.



Logotype

Logo with the Wordmark of the Org



Logo should be white on all backgrounds, other than white, and the OSCA blue as in the case of alternative use.

*Refer to the guide above for reference.



The logo is designed to scale optimally across different use cases. Scale proportionally
- **avoid skewing/stretching.**



Open Source Community Africa

City Name

40px



City Name



City Name

The only case in which the logo can be customized is to add a city name to the right or left below. Please use **Lato** for the typeface, and apply the same hue for the city name as in the logotype, and must measure $\frac{1}{2}$ the height of the logotype

✗



Continent Name



City, Country

✗



City Name



City Name



City Name

Typography

Hairline

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890#+ - @=%</>({[]}),!

Light

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOo PpQqRrSsTtUuVv
WwXxYyZz
1234567890#+ - @=%</>({[]}),!

Medium

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890#+ - @=%</>({[]}),!

Regular

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890#+ - @=%</>({[]}),!

Semibold

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890#+ - @=%</>({[]}),!

Bold

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890#+ - @=%</>({[]}),!

Heavy

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890#+ - @=%</>({[]}),!

Black

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
1234567890#+ - @=%</>({[]}),!

The font family approved for use by this guide is **Lato**. Use varying but suitable & matching weights to establish visual hierarchy while creating design deliverables.

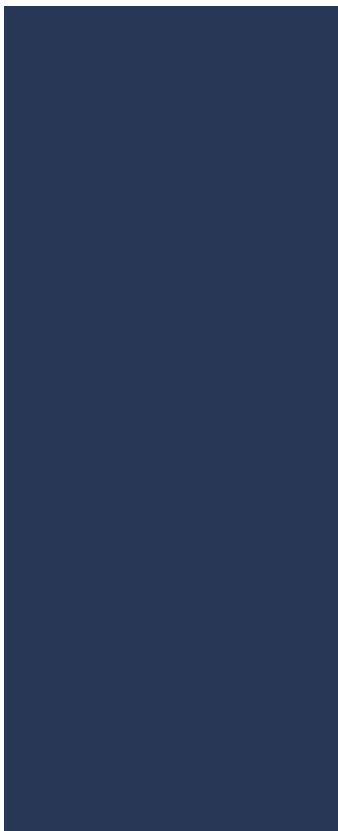
Primary Colors



HEX #F2994A
RGB 242 153 74
CMYK 0 37 69 5



HEX #0A2237
RGB 10 34 55
CMYK 82 38 0 78



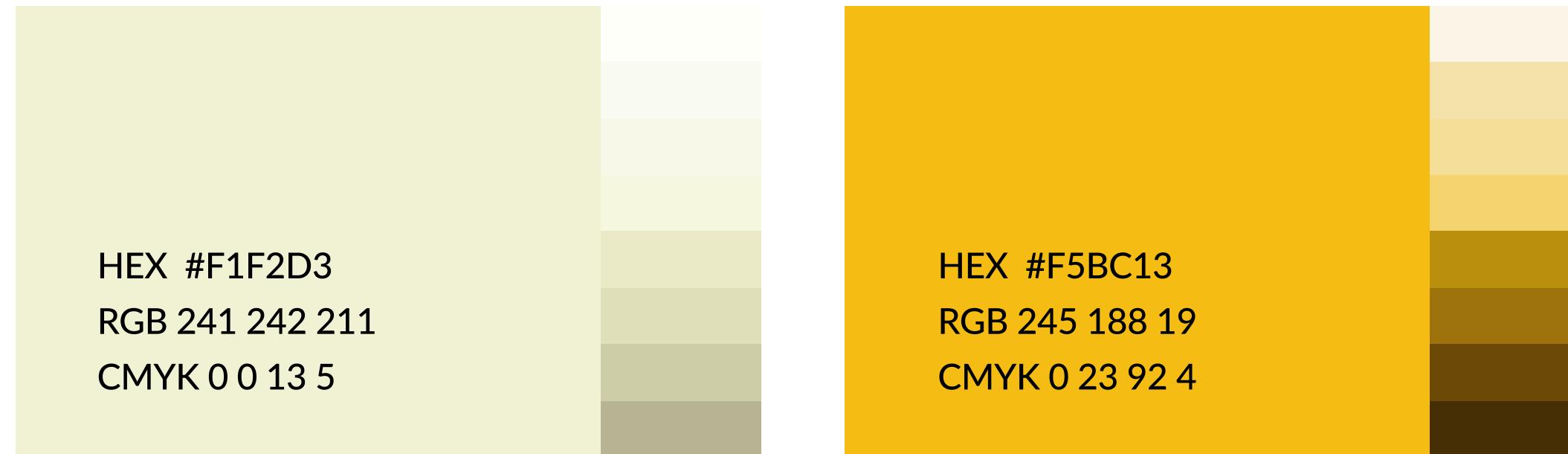
HEX #283756
RGB 40 55 86
CMYK 53 36 0 66



HEX #79818F
RGB 121 129 143
CMYK 15 10 0 44

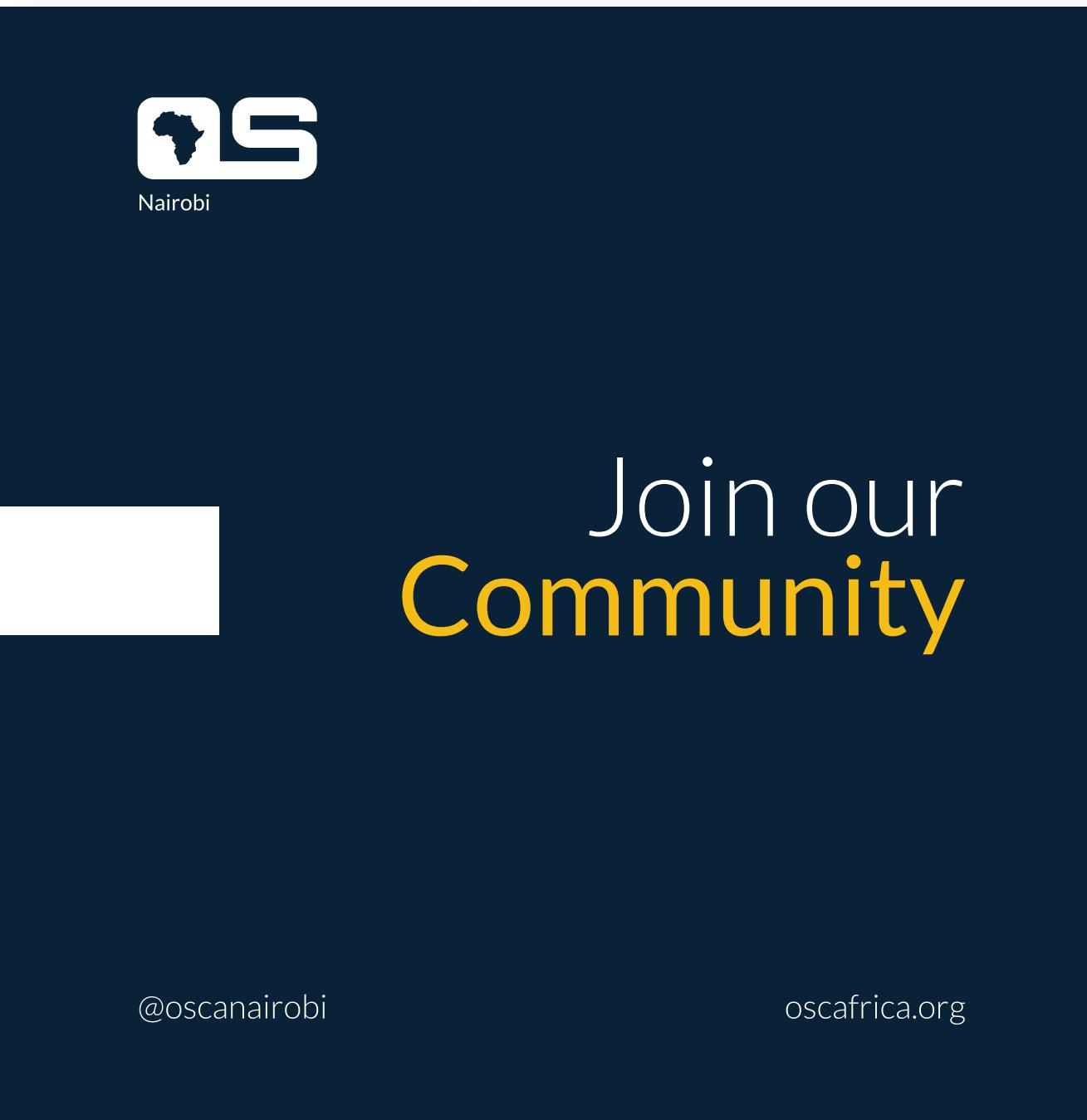
Primary colors should be used for all designs. Use white for the background whenever possible, but alternatives are provided. Avoid using accents for full backgrounds.

Secondary Colors



Secondary colors **must not make up more than 30% of any composition**,
and must not be used for the entirety of any block of text.

Color Application



Use high contrast colors for text. Allow for ample white space. Use the secondary colors to call attention to key pieces of text - call to action.

Color Application

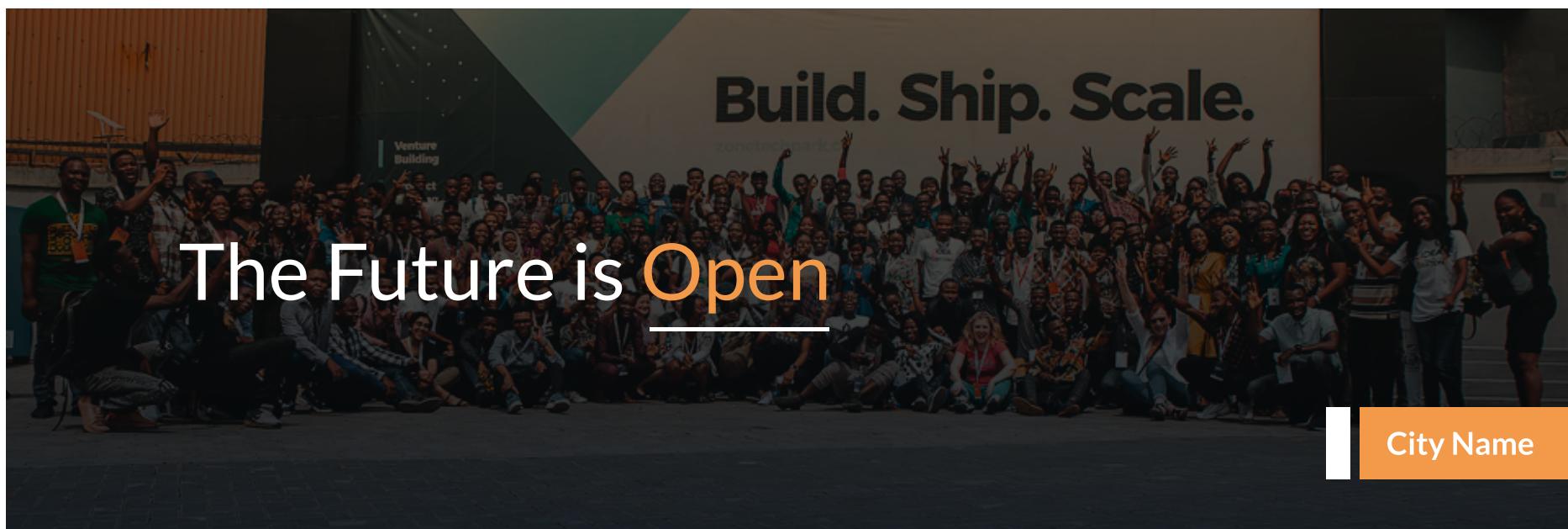


Do not apply secondary colors to more than 30% of the assets in any layout.
Select low contrast color combinations for text or any other elements.

Social Media Headers

Twitter

1500px



General Display Picture

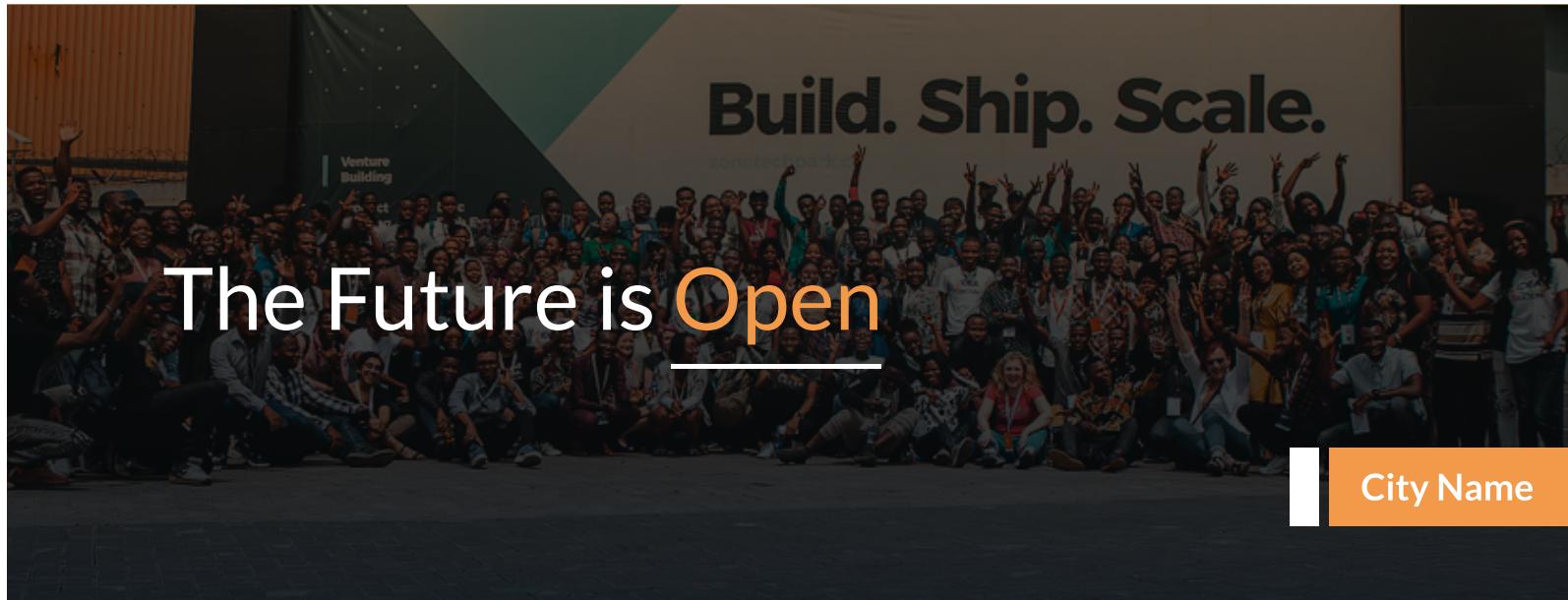
500px



500px

Facebook

820px



312px

Do not alter the alignment, size or position of elements used in this template. Exceptions only apply in the place of the 'City Name'.

Event Flyer Templates

Do as you please but carefully following the stated out guidelines.

See a few templates here:

<https://www.figma.com/file/atQHthWiF64yYsa1l5JexB/Templates?node-id=0%3A1>

Imagery

<https://www.flickr.com/people/187223404@N02/>

Use images found in the Open Source Community Africa flickr page. **Do not** use any externally-sourced images for any design deliverable.

Contact

OSCA DESIGN

design@oscafrika.org

Feel free to contact the design team, when the need arises.



oscafrica.org