OSHWA

OPEN SOURCE HARDWARE ASSOCIATION

LOGO AND BRANDING GUIDELINES

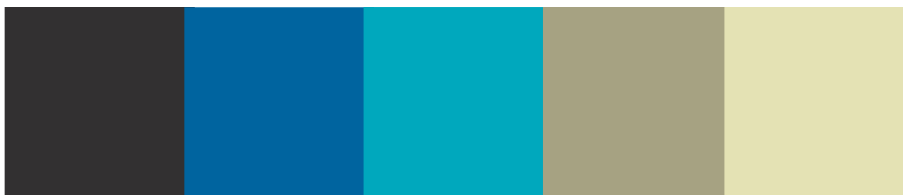**SPACING -** Use 2nd "o" as unit of measurement:

Example #1
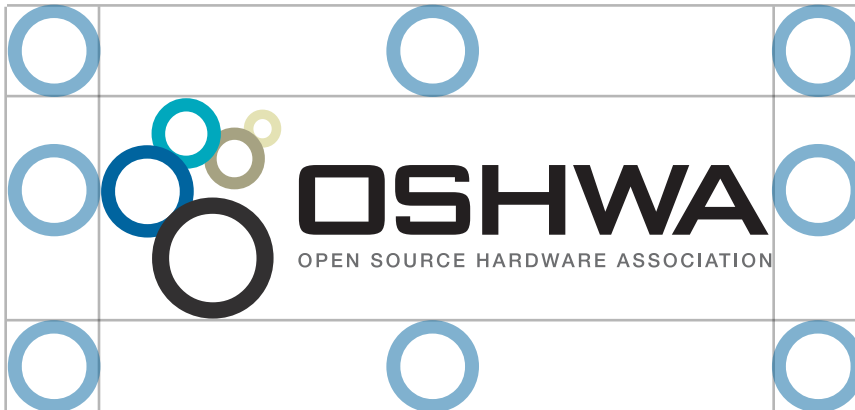
Example #2
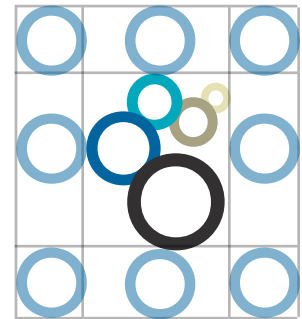
COLORS

C 0	C 93.73	C 77.65	C 36.66	C 10.67
M 0	M 61.96	M 11.37	M 29.41	M 4.89
Y 0	Y 12.16	Y 23.53	Y 52.73	Y 33.85
K 95	K 0.78	K 0	K 1.46	K 0

FONTS

HEADER - HELVETICA NEUE CONDENSED BLACK
SUB-HEADER - HELVETICA NEUE CONDENSED BOLD
Body Text - Helvetica Neue Regular
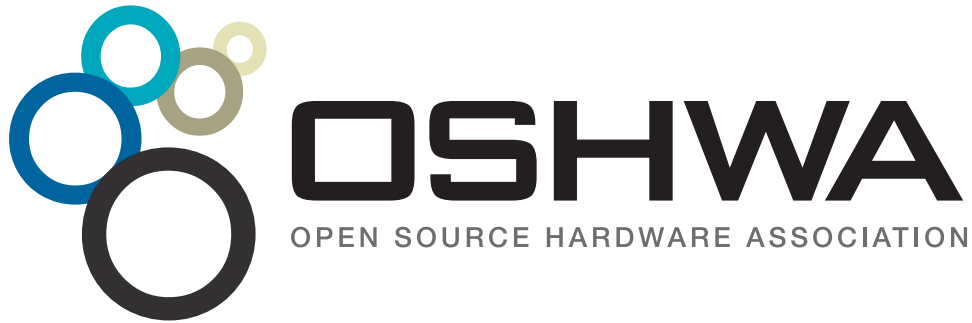
ALTERNATIVE HEADER #1 - ARIAL BLACK
ALTERNATIVE HEADER #2 - ARIAL NARROW BOLD
ALTERNATIVE SUB-HEADER - ARIAL NARROW
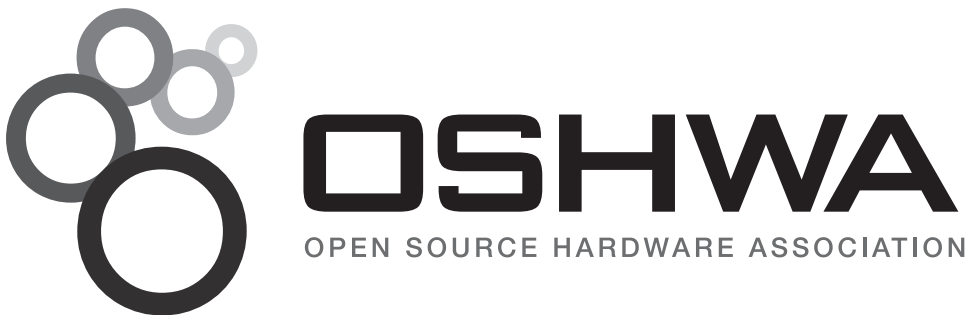**ALTERNATIVE SUB-HEADER - ARIAL BOLD**
Alternative Body Text - Arial

Standard Logo on White

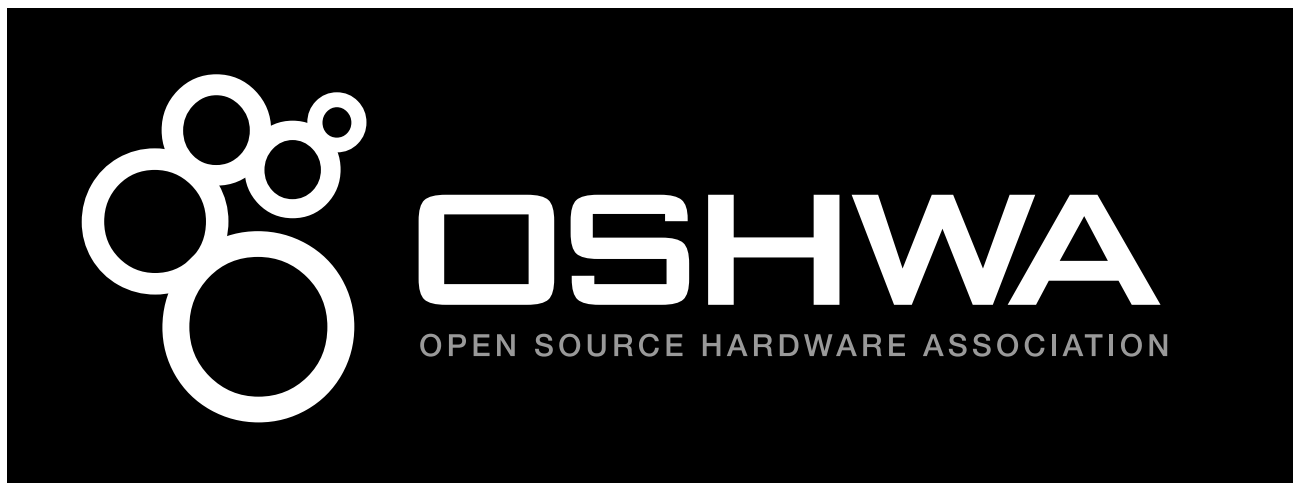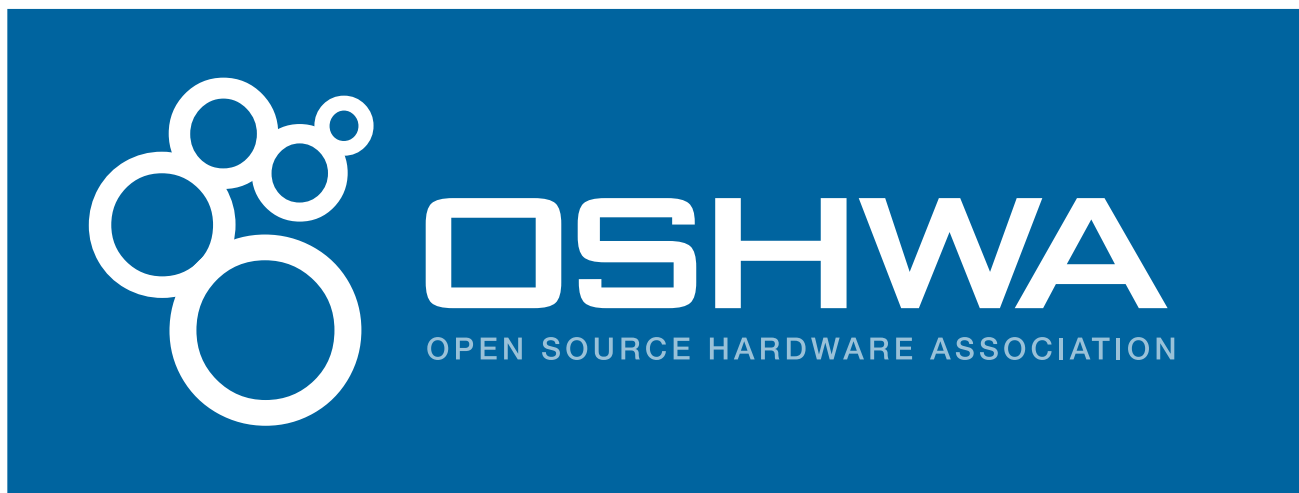**Full Color on White -** No Subtitle (use when text is illegible)

Greyscale on White

Black on White
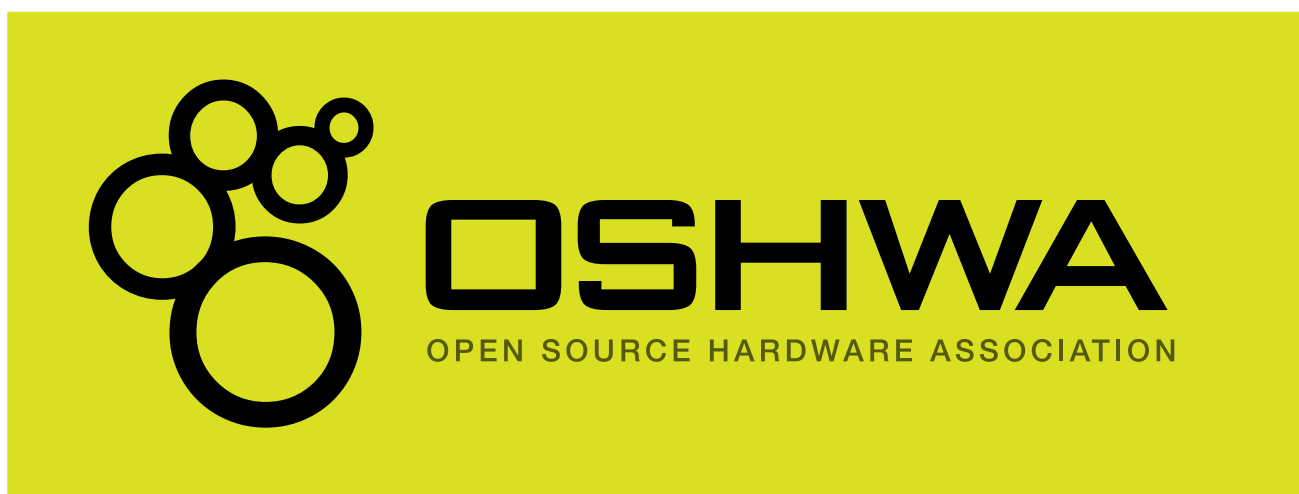
White on Black

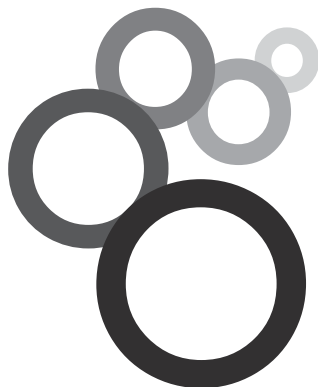
White on Dark Color (Example color)

Black on Light Color (Example color)

Full Color Mark Only

Greyscale Mark Only

Black Only Mark Only