

# Brand Guidelines

The brand guideline describe the visual and verbal elements that represent the OSS Cameroon's corporate identity. This includes our name, logo and other elements such as text, color and graphics.

Sending a consistent message of who we are is essential to present a strong and unified image of our society.

These guidelines reflect OSS Cameroon's commitment to quality, consistency and style.

Each of us is responsible for keeping the societies interest by preventing unauthorized or incorrect use of OSS Cameroon's name and marks.

# Company Intro

Our country is developing, and has a strong need for skills in the tech industry. We want to encourage young people to choose this field so we can grow our tech ecosystem and popularise the tech culture across the country. Through this initiative, We want to promote the talent and know-how of Cameroonians by using our technicals skill to bring solutions to problems found in our society using open source software.

## Address

Douala - Cameroon

## Phone & Fax

Phone: +237 624 752 342

Fax: +1 34 43 642 2

## Online

Website: [osscameroon](http://osscameroon)

Twitter: [osscameroon](https://twitter.com/osscameroon)

Email: [osscameroon@gmail.com](mailto:osscameroon@gmail.com)

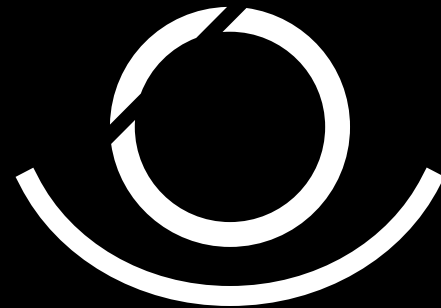
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Logo on reverted background

Visual identity



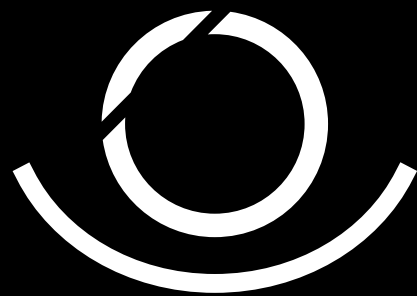
**OSS CAMEROON**

Building Cameroon one open source at a time



Logo on reverted background

Visual identity



**OSS CAMEROON**  
Building Cameroon one open source at a time



# Corporate Logotype

**Our Logo is the building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our company name. They have a fixed relationship that should never be changed in any way.**

The OSS Cameroon logo comprises two elements, the logo symbol and the logotype. The logo symbol is a powerful image evoking a united, happy, yet serious community of developers and not just.

The logo has a direct relationship with the brand. The logotype has been carefully chosen for its modern and yet refined and legible style, which has been further highlighted by the use of uppercase style. The typeface is Lato and has

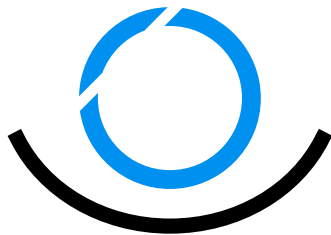
been chosen to complement and balance perfectly with the logo symbol.

The corporate logo is also presented through the use of colors as well as shape and form. The two primary colors are blue and black that we named “Open blue” and “black carry” respectfully. Its a fresh and appealing blend of colors chosen from their strong combination. Blue for modern and black for serious

Visual identity

Logo on clear surface

### Full OSS CAMEROON Logo



Logo

OSS CAMEROON

Logotype



#### The Logo symbol

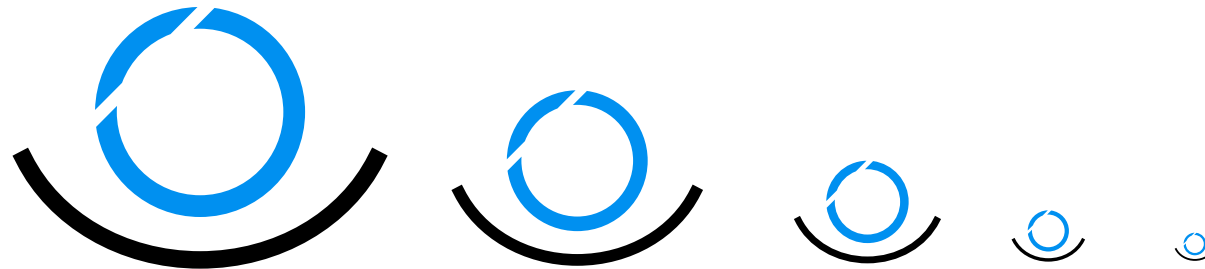
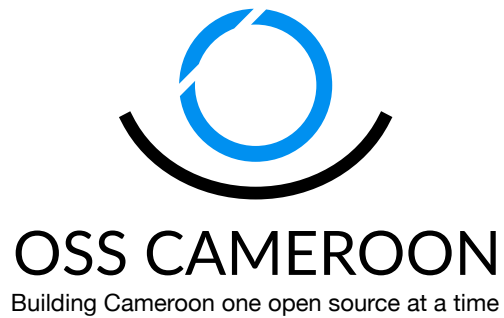
Consist of powerful elements evoking a united, happy, yet serious community.

OSS CAMEROON

#### The Logotype

The logotype has been carefully chosen for its modern and yet refined and legible style, which has been further highlighted by the use of uppercase style. The typeface is Lato and has been chosen to complement and balance perfectly with the logo symbol.

Note the variation of logotype when it appears without the symbol



### MINIMUM LOGO SIZES

Full logo: 20 mm X 3.3 mm

Logo symbol: 5 mm X 3.6 mm





# Logo construction, Clearspace and Computation

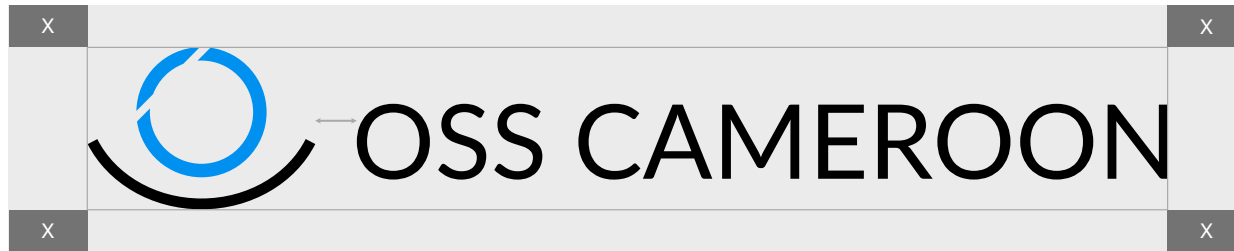
**It is important that the logo should a safe space region around it so that it is not confused with other graphics elements**

To regulate this, an exclusive zone has been established around the corporate mark. This exclusive zone indicate the closest any other graphic element or message can be positioned in relative to the mark. The symbol and logotype have a fixed relationship that should never be changed in any way.

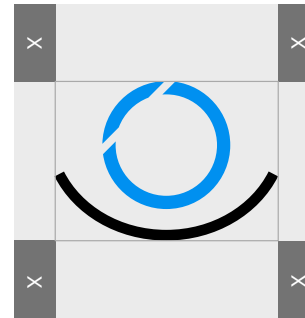
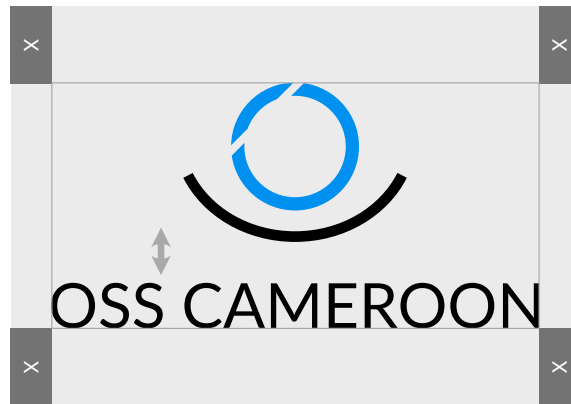
## **What is a clearspace?**

A clarspace is a safe region around the logo to ensure clear visibility and impact. No graphic element of any kind should invade this zone

**Horizontal  
clearspace?**



**Vertical  
clearspace?**



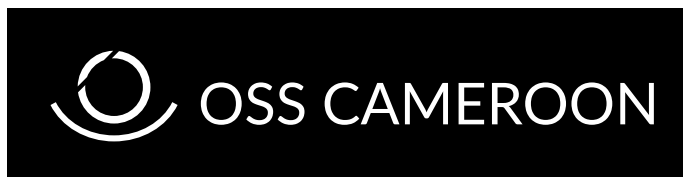
## Computation

To work out the clearspace, take the height of the logo and divide it in half.

Clearspace = height / 2

## Visual identity

### Logo backgrounds



### Logo Dos and Don'ts

1. Do not place the logo type in two lines
2. Do not invert the logo symbol
3. Do not alter the logo symbol
4. Do not alter the logo type style
5. Do not change the size relationship between the symbol and logo type
6. Never change the proportion of the logo vertically or horizontally or alter the appearance in any way

# Typography and text hairarchy

The font family chosen for the brand is Lato and open sans. Lato round edges and variety of weights makes it approachable and versatile. Open sans a sans serif font is used for body text because of its elegant but yet sophisticated nature.

Aa

Lato

Primary  
Style:Regular  
Default weight

Visual identity

Heading typeface

Aa

Open sans

Secondary  
Style:Regular  
Default weight

Typography hierarchy is another form of visual hierarchy, Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so readers can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are the most common techniques,

Caption text

OSS CAMEROON Typo

Open sans Regular

6pt Typo/ 9 pt Leading

Copy text

OSS CAMEROON Typo

Open sans Regular

8 pt Typo/11 pt Leading

Headlines  
Copy text

OSS CAMEROON Typo

Lato Regular

6pt Typo/10 pt Leading

Sub-lines

**OSS CAMEROON Typo**

Lato Bold

16 pt Typo/ 16 pt Leading

Big headlines

**OSS CAMEROON Typo**

Lato bold Regular

34 pt Typo/30 pt Leading

# Color system

## The primary color system and color codes

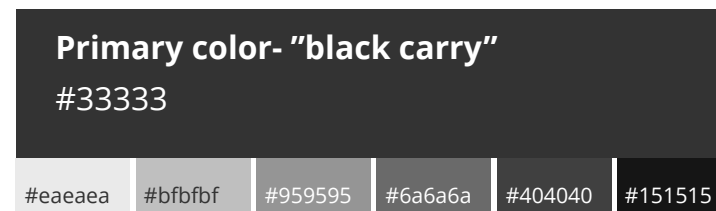
Color plays an important role in the OSS CAMEROON identity. The colors below are recommendations for various media. A palette of primary colors has been developed. The two primary colors are blue and black that we named “Open blue” and “black carry” respectfully. Its a fresh and appealing blend of colors choose from their strong combination. Blue for modern and black for

serious. These colors will contribute to the cohesive and harmonious look of the OSS CAMEROON brand identity across all relevant media. Remember to check with your graphic designer or printer to keep the colors consistent.



### Color codes

CMYK: 73 38 0 0  
RGB: 0 144 240  
HSL: 204 100 47



### Color codes

CMYK: 68 64 63  
RGB: 51 51 51  
HSL: 0 0 20

## Secondary colors explanation

The secondary colors are complementary to the official colors but are not recognizable identifiers for OSS CAMEROON. Secondary colors should be used sparingly, that is in less than 10% of the palette in one suite



## When to use them?

Use them to accent and support the primary color palette. Some colors might be added but remember the primary colors should not be changed.



# Physical brand assets

**Physical assets are the material objects that contribute to OSS CAMEROON's visual identity. Strictly speaking, not all these assets apply to our brand and the nature of these assets will vary depending on the period and purpose of the assets. The examples below are just some application of how the logo is used and how the basic guides provided above are applied.**

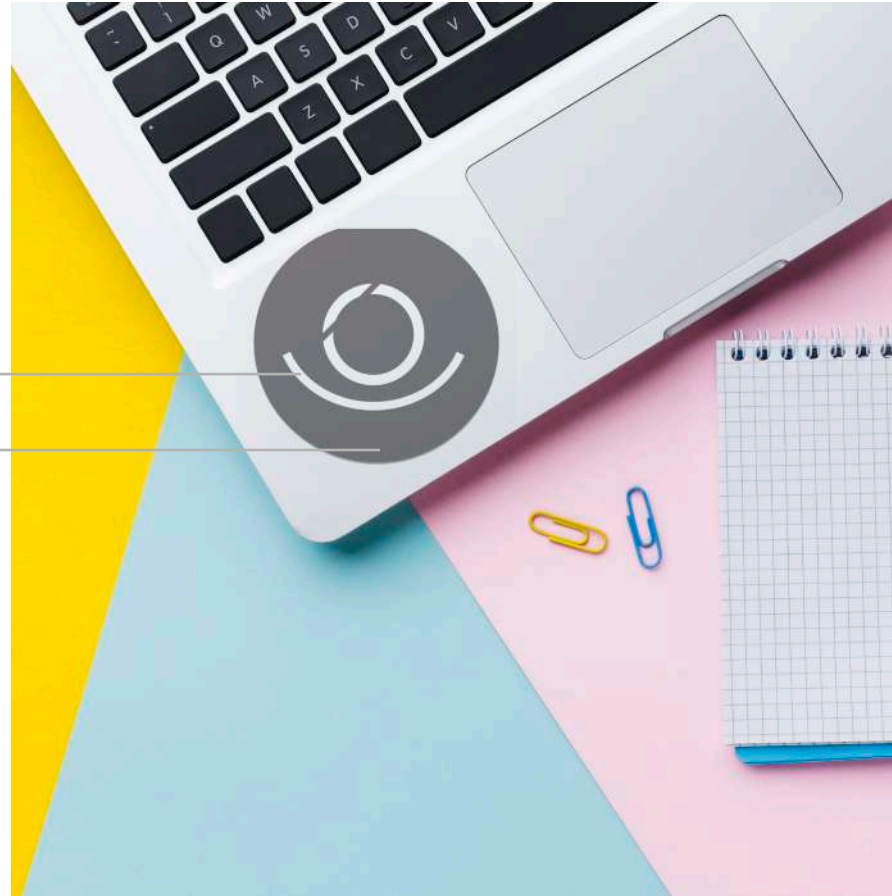
## Visual identity

### Stickers

Notice how only the symbol was used with title and no tagline. This is because the symbol is easily recognizable.

Grey(colored) background

## Visual Identities



## Hoodies



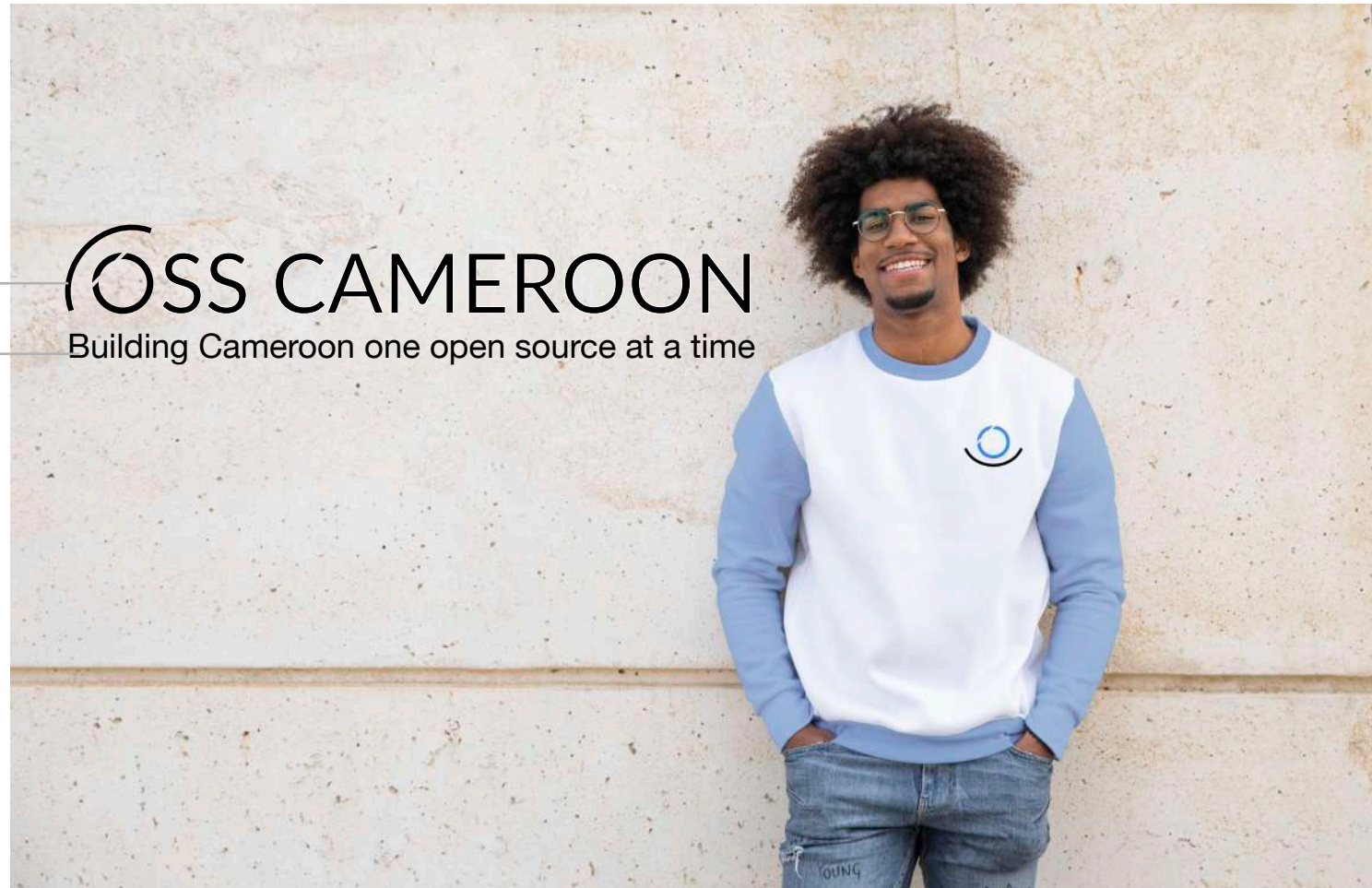
**40 Yotas**

## Visual identity

### Flyer/Banner

Notice how the secondary logo is used here

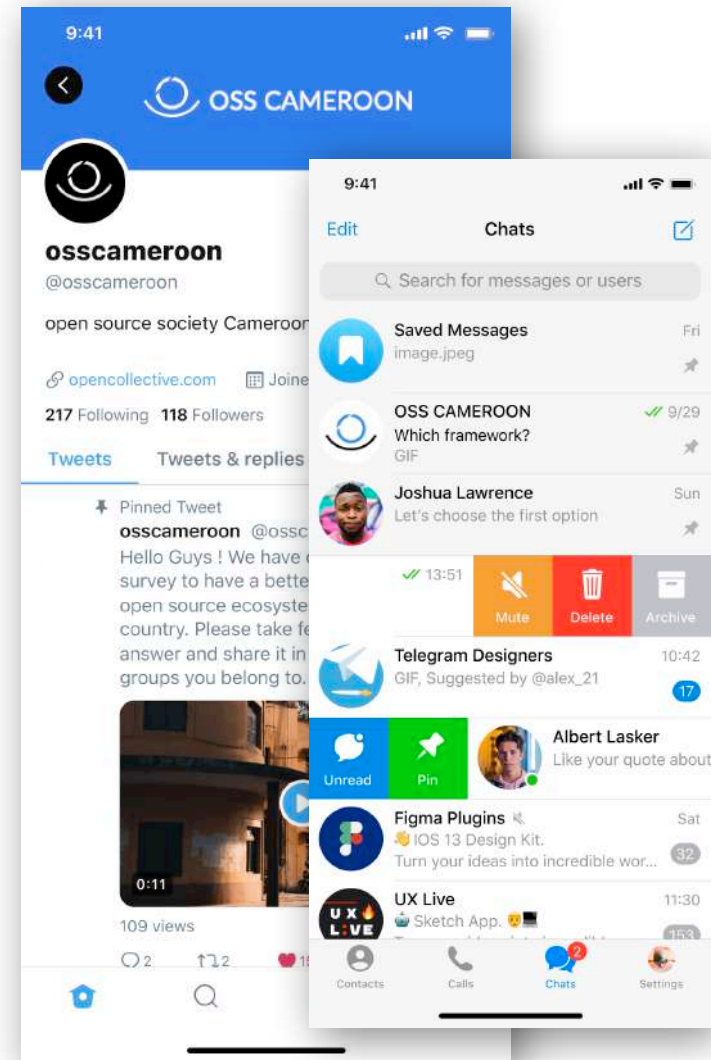
Enough space, so we can use the tagline



## Social media guides

Social media evolves rapidly and so does the visual dimensions of the different platforms. From Facebook, twitter, telegram, Dikalo and other.

Depending on the destination and size of the visual identity to be published on social media, the appropriate logo should be chosen wisely





# OSS CAMEROON

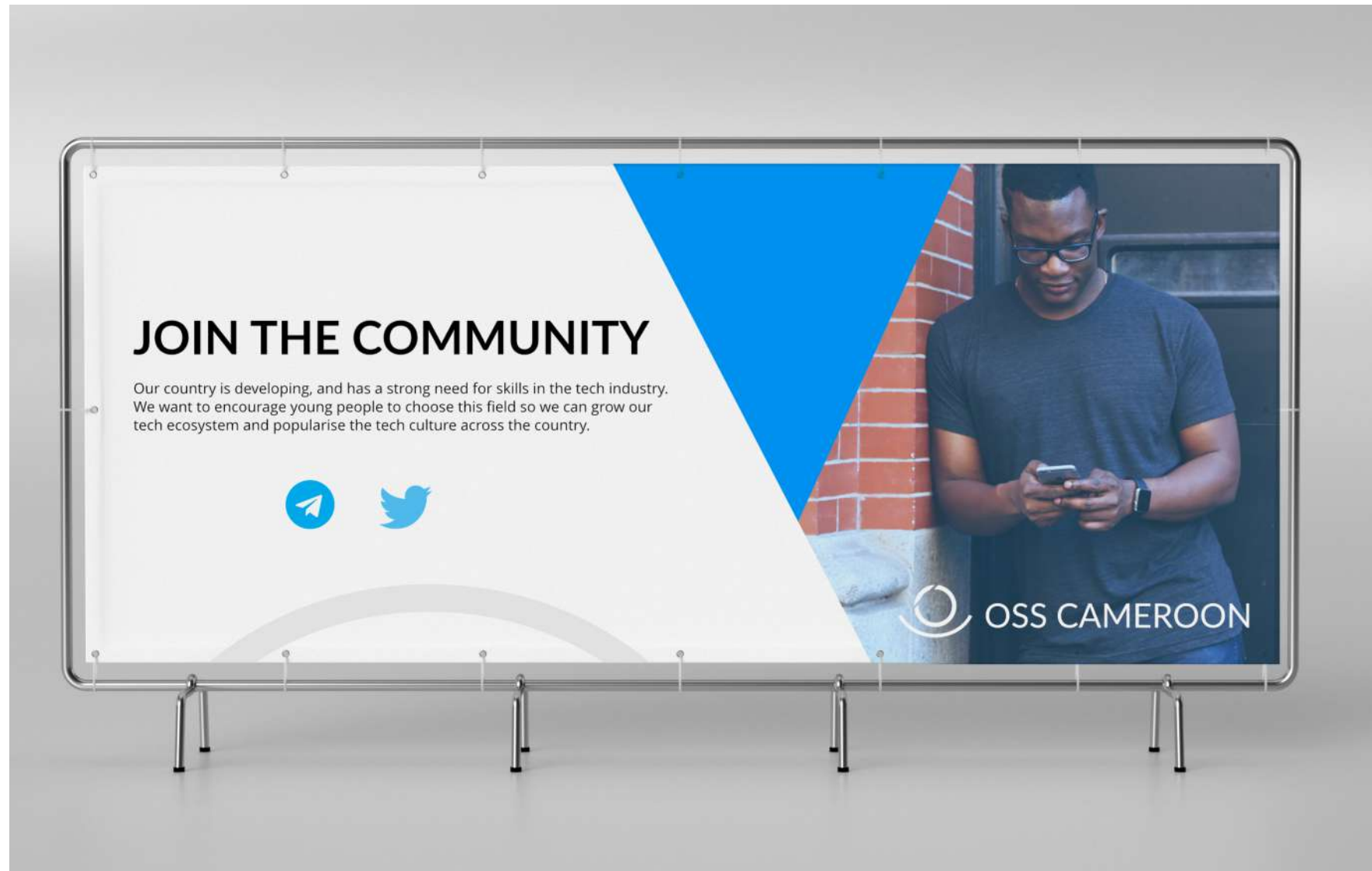
Building Cameroon one open source at a time



Join us



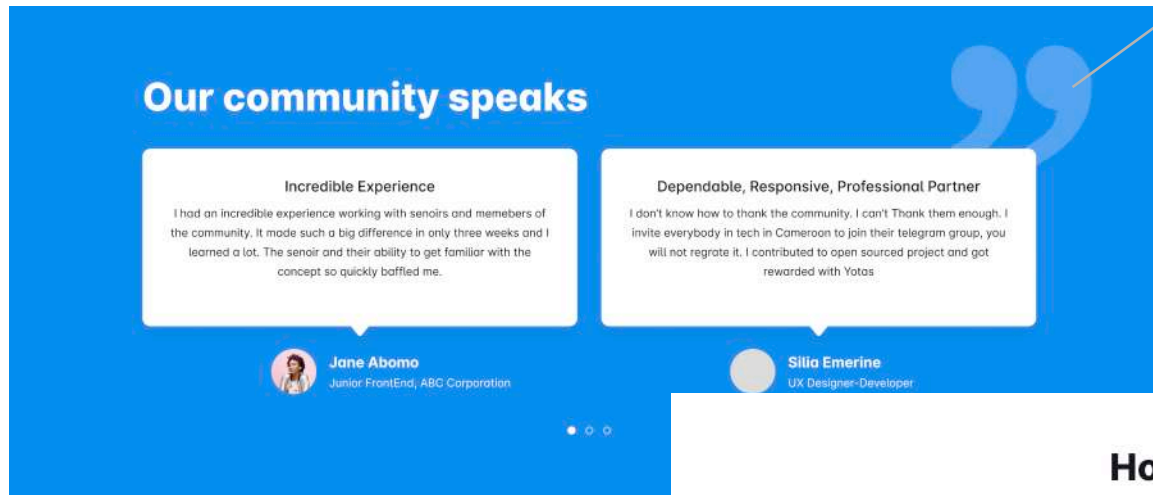
## Visual identity



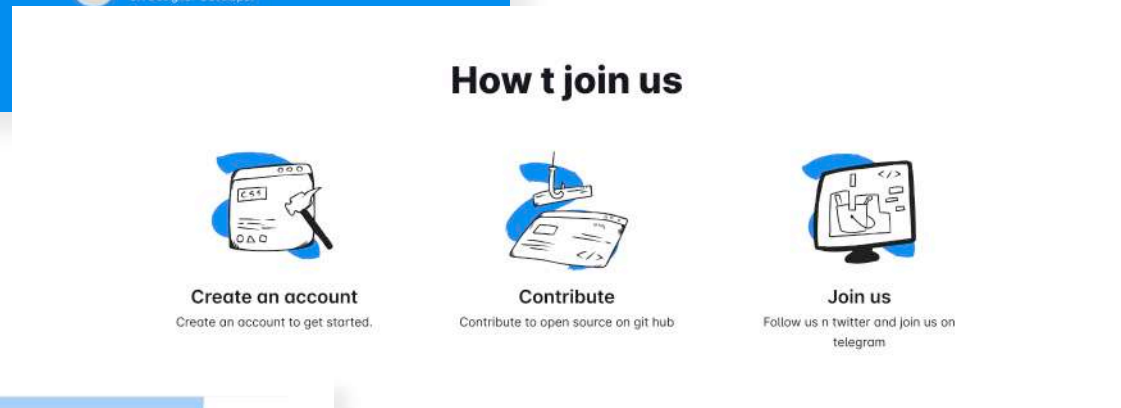
**Use vector logo on large surfaces**

## Visual identity

## Website



Notice how a shade of the primary color is used



Notice how a shade of the primary color is used



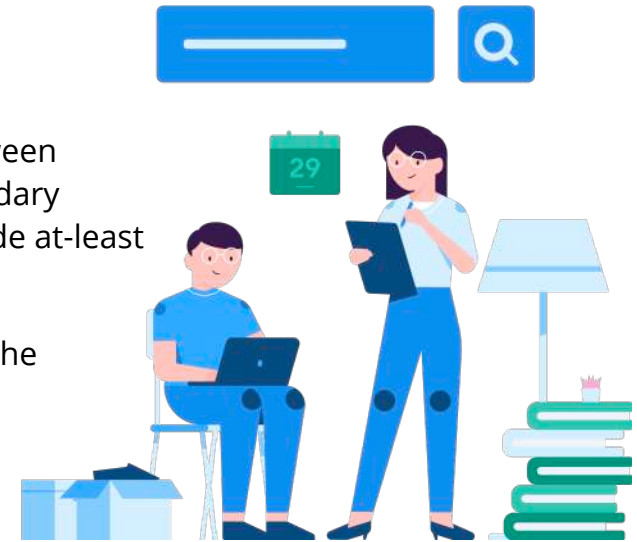
## Visual identity

## Illustration



Notice the mix and harmony between primary colors, shades and secondary colors. Always remember to include at-least 70% of the primary color.

The way the colors are used is to the



**Thank you**