



Brand Book

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Basis of the Brand

The purpose of this Brand Book is to **strengthen and unify** the QGIS brand. The brand should be easily adaptable to different use cases in different geographical environments. The standards and simple policies described here are designed to maintain the uniformity of presentation necessary for successful promotion and marketing efforts for the QGIS project. Our visual identity symbolizes QGIS's strength, promise of quality and competence. Proper treatment of logo, fonts and color ensures that QGIS will be recognized and stand out amid communications clutter. Graphic standards are a visual expression of QGIS and should serve as the base for our overall communications strategy.

Brand story

The QGIS brand was first established as **Quantum GIS** in early 2002 by Gary Sherman, but the brand was modernized in 2013 as **QGIS**. QGIS is a free and open source geographic information system (FOSS4G) that has a vast international user and developer communities.

Brand values

We are open. Openness is what makes us – it's our spine and everything builds around it.

We are trustworthy and dependable. Lorem ipsum.

We use agile technologies. Lorem ipsum.

We are adaptable. Lorem ipsum.

You are welcomed in our community just the way you are – we don't shut people out. Lorem ipsum.

We thrive on community and cooperation. Lorem ipsum.

We know the GIS community – way beyond national borders. Lorem ipsum.

Brand mission and target audience

What is the QGIS mission?

Who is the QGIS audience?

Brand language and communication style

Because QGIS is internationally adaptable, the brand language varies between countries. Brand's main language however is **english**, because the QGIS audience is highly international.

QGIS' communication style is **formal-casual**. The communication should always be well formed and respectful. Emojis can be used to make the message more approachable. However, emojis should be used with care – be careful not to overuse or misuse them! Through communication, QGIS should come across as a down to earth and easily approachable brand, which values its community greatly. The brand uses 'we' persona – QGIS is tightly associated with the target audience.

DO

Awesome news to our great QGIS community! 🥳 We just published a new LTR version of QGIS – you can download it here.

QGIS brand does not use slang or colloquial language nor misuse special characters or emojis.

DON'T

Yo dawgz!!!!!!!!!! We just established a new vers 'cuz it's cool yoyoyo ;););))))))

Brand slogans

QGIS slogans should reflect the brand values and missions established before.

Slogan 1: Proudly free and open source GIS software.

Slogan 2: You can depend on us – wherever you are.

Slogan 3: We're probably faster.

Slogan 4: Power lies within the community.

Slogan 5: Community is what makes us.

Brand Elements

Logo

Primary logos

Primary logos are used always when there is enough room for them to be used. There should always be a fair amount of white space around the logo, so that the logo doesn't get confused with other graphics.

Primary logos can be downloaded [here](#).

Primary, color



Monochrome, color



Monochrome, black



Monochrome, white



Complementary logos

Complementary logos are used when the primary logos are not suitable for the use case.

Complementary logos can be downloaded [here](#).

Submark - Primary, color



Submark - Monochrome, color



Submark - Monochrome, white



Submark - Monochrome, black



Typography

The QGIS brand uses open license fonts ([OFL](#)) that are easily obtainable.

Headers

[Montserrat](#) (18 styles)

A	B	C	Č	Ć	D	Đ	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	Š	T	U	V	W	X	Y	Z	Ž	a	b
с	č	ć	d	đ	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	š	t	u	v	w	x	y	z	ž	А	Б	В	Г
Г	Д	Ђ	Е	Ё	Є	Ж	З	С	И	І	Ї	Й	Ј	К	Л	Љ	М	Н	Њ	О	П	Р	С	Т	Ћ	У	Ў	Ф	Х	Ц	Ч	Џ
Ш	Щ	Ъ	Ы	Ь	Э	Ю	Я	а	б	в	г	ѓ	д	ђ	е	ё	є	ж	з	с	и	і	ї	й	ј	к	л	љ	м	н	њ	о
п	р	с	т	ћ	у	ў	ф	х	ц	ч	џ	ш	щ	ъ	ы	ь	э	ю	я	Ă	Â	Ê	Ô	Ŏ	Ű	ă	â	ê	ô	ơ	ư	ł
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>	®	©	\$	€	£	¥	¢	:	;	,	.	*																				

Montserrat's bolder styles (medium, semi-bold, bold, extra bold, black) are used with header texts.

Body

[Work Sans](#) (variable)

A	B	C	Č	Ć	D	Đ	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	Š	T	U	V	W	X	Y	Z	Ž	a	b
c	č	ć	d	đ	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	š	t	u	v	w	x	y	z	ž	Ǻ	Ǻ	Ê	Ô
Ó	Ú	ǻ	â	ê	ô	σ	ı	1	2	3	4	5	6	7	8	9	0	'	?	'	“	!	”	(%)	[#]	{	@	}
/	&	\	<	-	+	÷	x	=	>	®	©	\$	€	£	¥	¢	:	;	,	.	*											

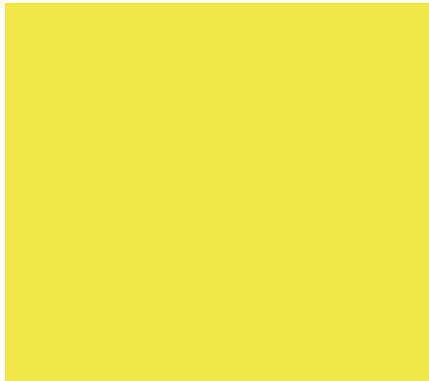
Work Sans' regular style is used with body texts. If there's a need for accents, Work Sans' other variable styles can be implemented.

Iconography

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquid ex ea commodo consequat. Quis aute iure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Colors

Primary colors



HEX: #f0e64a
RGB: 240, 230, 74
CMYK: 11, 0, 79, 0



HEX: #ee7913
RGB: 238, 121, 19
CMYK: 0, 62, 96, 0



HEX: #93b023
RGB: 147, 176, 35
CMYK: 50.62, 12.6, 100,
0.86



HEX: #589632
RGB: 88, 150, 50
CMYK: 70.53, 18.84, 100,
3.7

Complementary colors



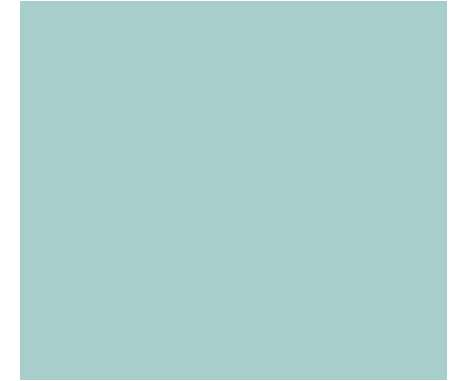
HEX: #55828b
RGB:
CMYK:



HEX: #395c6b
RGB:
CMYK:



HEX: #285238
RGB:
CMYK:

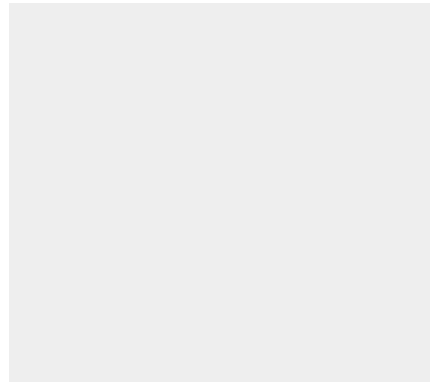


HEX: #a7cecb
RGB:
CMYK:

Black and white colors



Light 1
HEX: #fbfbfb
RGB:
CMYK:



Light 2
HEX: #eeeeee
RGB:
CMYK:



Dark 1
HEX: #999999
RGB:
CMYK:



Dark 2
HEX: #444444
RGB:
CMYK:

Graphics

Brand in Action