



Brand Guidelines

Draft 1.0 March 2015

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BASICS

This document presents basic guidelines for the correct usage of the graphic elements of Joomla's identity, in order to create high quality, visually stunning communication materials.

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Glossary

A brand is a person's gut feeling
about a product, service,
or a company.

Marty Neumeier, Zag



Joomla! World Conference 2012

This is a tool to help guide and strengthen the body of visual communications that make Joomla! a highly recognised and respected brand.

The information discussed in this manual provides a solid foundation for the Joomla! brand, while allowing for the artistic and creative flexibility needed to create high quality, visually stunning communication materials.

For more information about brand permissions and guidelines, visit www.joomla.org/brand

What is Joomla?

Joomla! is a community-crafted solution for web publishing. The name Joomla! is a phonetic spelling of a Swahili word that means “all together” or “as a whole”.

The Joomla! Project was founded in order to disrupt the world of proprietary web development software and lead the development of open source solutions for site design and development that can be used by non-coders.

Joomla! is an award-winning content management system (CMS), which enables you to build websites and powerful online applications. Many aspects, including its ease-of-use and extensibility, have made Joomla! the most popular website software available. Best of all, Joomla! is an open source tool that is freely available to everyone.

It is also a web publishing platform that supports installing literally thousands of modular features that can be added together to create truly customised, and unique web publishing solutions.

Key Joomla! Values

- Freedom
- Equality
- Trust
- Community
- Collaboration
- Usability

State of ownership

The Joomla! name and various related trademarks and service marks are owned by Open Source Matters, Inc., a not-for-profit organisation formed specifically to advance the principles of open source software and to support the software development and community activities of the Joomla! Project.

If you would like to use the Joomla! name or logo for any other use, please contact the Joomla! project and we'll discuss a way to make that happen. We don't have strong objections to people using the name for their websites and businesses, we just want to have a chance to review such use.

Confidentiality Statement

All material in this document is registered to Open Source Matters, Inc. This material includes but it is not limited to printed and/or electronic text and images. All registration privileges and other rights implied or explicit are reserved.

Exemptions

We ask you to adhere in full to the specification of this document, especially for items such as the signature, colour scheme and typography. The usage of each of these aspects of the brand identity has been granted conditional exemption by the Trademark Team.

To request an exemption or further information about other elements of this brand manual, please contact the Marketing Working Group by email: marketing@community.joomla.org

For more information about the trademark policy visit
<http://opensourcematters.org/legal/trademark/trademark-policy.html>

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Joomla! signature: full-colour

The Joomla! signature consists of the logotype and the mark.

The relationship (size, positioning and colours) of these elements should never be altered in any way. When possible, the logo should appear in its full-colour horizontal version. The signature is available with and without the tagline.



Horizontal version: light background

Optional vertical version

In case horizontal space is limited, a vertical version is available.



Vertical version: light background



Vertical version: dark background



Horizontal version: dark background

Joomla! signature: single-colour

The Joomla! signature in black and white is for applications where full-colour is not an option or is not desired.

The signature is available with and without the tagline.



Horizontal version: black on light background



Horizontal version: white on dark background



Vertical version: black



Vertical version: white

The brandmark

The brandmark represents what Joomla! is about: a community coming together as one. The symbol is made up of four “J”s rotated and linked together, representing four people holding hands.

When used as part of the signature, the colours of the brandmark should never be altered in any way. Joomla! has two different brandmarks, the flat version (official) and 3D version (optional).

We ask that you avoid using both of the brandmark styles in a given project. Instead, we recommend choosing one of the two brandmarks for each specific design project in order to give a consistent and coherent representation of our brand.

Trademark

When used alone, the Joomla! brandmark must appear with the TM (trademark) symbol.



Flat brandmark



3D brandmark



Horizontal version: light background with flat brandmark



Horizontal version: light background with 3D brandmark

Signature with tagline

The tagline should appear on all marketing materials.

This includes advertising, direct mail, posters, digital and print banners, newsletters, promotional cards and brochures.

Exceptions to this requirement are informational materials such as signage, product guides, stationary, business cards, documentation and the organization website.

Horizontal version

The tagline should be positioned under the logotype and left-justified in alignment with the “J” in Joomla!

Vertical version

The tagline should be centered under the logotype.

Font

The tagline's typeface is Source Sans Pro Regular, designed by Paul D. Hunt for Adobe. It is a sans serif typeface intended to work well in user interfaces. Do not use a different typeface other than the one displayed here.



Horizontal version with tagline



Vertical version with tagline

Source Sans Pro can be downloaded from
<https://github.com/adobe-fonts/source-sans-pro>

Name in text

Whenever you refer to Joomla! in prominent locations, such as in headings and graphics, the use of the exclamation mark “!” as part of the name is mandatory.

Exceptions to this requirement are web addresses, email addresses, hashtags, keywords, SEF URLs/aliases, searches on third party websites and cases where the ability to resolve the URL will be thrown off by the punctuation.



Starting with Joomla! and beyond

Joomla!® is an award-winning content management system (CMS), which enables you to build websites and powerful online applications. Many aspects, including its ease-of-use and extensibility, have made Joomla the most popular website software available. Best of all, Joomla is an open source solution that is freely available to everyone.

How can I get involved with Joomla?

Anyone can contribute on any level; even newcomers can contribute to Joomla. You can get started by answering questions on the Joomla! Forums and joining the Joomla! Bug Squad, Joomla! User Group or other Joomla! working groups. You can also write for our official magazine, the Joomla! Community Magazine, or organize a Joomla! event.

The short article above depicts the correct use of the word Joomla! in text.

Examples of using the name Joomla! in text



uid quiat miliqui officium
ga. Dolor ressi odi Joomla!®
quatio. Ullab id esecust, as abo

Registered indicia

The exclamation mark with the registered indicia should be used at least once, at or near the first usage of “Joomla!” in a text, in order to acknowledge it as a trademark.



uid quiat miliqui officium
ga. Dolor ressi odi Joomla!
quatio. Ullab id esecust, as abo

Capitalise with exclamation

Capitalise the “J” of the word “Joomla!” but not when used to indicate the web or email address. Be consistent in the use of the word without the exclamation mark.



uid quiat miliqui officium
ga. Dolor ressi odi Joomla!
quatio. Ullab id esecust, as abo

Capitalise without exclamation

Capitalise the “J” of the word “Joomla” but not when used to indicate the web or email address. Be consistent in the use of the word without the exclamation mark.



'atatis sae venit voluptati acest, Joomla! luptanistis suntia si non es
no ditat id quicqnt onto

Use same font size

The word “Joomla!” or “Joomla” should appear in the same font size and style as the content surrounding it.



Joomla! Bug Squad
Joomla! Community Magazine
Joomla! 3.4

Official services and groups

The exclamation mark and the capital “J” should always be used when the word Joomla is part of the name of a product, service or group.



illorerume sam hicto beati
o you use **Joomla!?** ruptatur,
dis rest quatur, que rem ratin
enias necenihit

DO NOT use the exclamation mark next to a question mark

The exclamation mark of the word “Joomla!” must be omitted when the word comes directly before any other punctuation, like a question mark or comma.



oreicim aximperiam quo mo
omnissit odis **Joomlas** nditiat
onserumquae et, vel magnat
ea volunta arihue citatet ect u

DO NOT pluralise

“Joomla!” is our project’s name, hence it cannot be pluralised, used as a verb or abbreviated in any way.



ptusa doluptae cum ex ea qu
us dis et **Joomla!** Isque
lab iunt, nations equoditium
icorhil at lauidini eniacit eue

DO NOT use the logotype in Asenine as a reading element

The logotype in Asenine typeface is part of the signature and cannot be displayed alone or included in a text in order to replace the name.



ptusa doluptae cum ex ea qu
us dis et **Joomla!** ksque plab
int, nations equoditium facer
hil at lauidini eniacit eue eur

DO NOT link the text to other services

When making a textual reference to Joomla, please do not link to anything except joomla.org.



ptusa doluptae cum ex ea qu
us dis et **Joomla!**™ ksque plab
int, nations equoditium facer
hil at lauidini eniacit eue eur

DO NOT use the trademark notice

The word “Joomla!” or “Joomla” must not be followed by the trademark notice.

Important note on the Joomla! wordmark

The Asenine Wide font used for the Joomla! wordmark is considered a branding typeface associated with the Joomla! name and trademark.

The use of this typeface is reserved exclusively for the Joomla! wordmark and the signature. Usage as title font for headings and graphics or in connection with other content are not allowed.



Horizontal version: Asenine wordmark with Joomla! flat brandmark



Do not use Asenine Wide for your business signature

Do not use the typeface to brand your company and your products as Joomla! related products without specific authorization of the Joomla! Project.



Do not use Asenine Wide in graphics

Do not use the typeface for headings and graphics or in connection with other content.



Use Asenine Wide only on graphics and signatures approved by the Joomla! Project

Use the typeface for project-approved and Joomla-related brand, like JoomlaDay.

Important note on registered indicia

The Joomla! logo must always appear with the common registered mark (R).

The registered trademark notice is aligned with the top right of the exclamation point. This is standard in both versions of the logo. The colour of the indicia should always be the colour of the the Joomla! logotype.

X



**Do not use the Joomla! logo
with the trademark (TM)**

This version has been retired
and should not be used.



Horizontal version with tagline



Vertical version with tagline

Colour is a strong, communicative element of any brand identity. It unifies an identity, enhances brand association and accelerates differentiation.

The Joomla! signature is made up of an attractive and dynamic palette that brings colour and vibrance to all communication materials.



Brand colour system

The harmonious blend of colours allow for great flexibility in design while providing a consistent brand colour scheme for all communications.

When used correctly, the logo colour palette generates a strong brand unity and creates visually stunning materials that reflect the brand name.

Colour accuracy

There is natural inconsistency in colour across different media and printing processes. These listed colour values should help to provide the best colour consistency possible.

Pantone Usage

The colours here represent the coated colour swatches (C). When printing the Joomla! signature on uncoated white stock, substitute Pantone Coated colours with Pantone Uncoated colour(U).

Joomla! flat brandmark colour palette

The colours below should dominate in every piece you create that uses the Joomla! flat signature.



PANTONE 369C
CMYK 60/0/100/0
RGB 122/193/67
HEX #7ac143



PANTONE 130C
CMYK 0/40/85/0
RGB 249/165/65
HEX #f9a541



PANTONE 284C
CMYK 70/35/0/0
RGB 80/145/205
HEX #5091cd



PANTONE 485C
CMYK 0/90/100/0
RGB 244/67/33
HEX #f44321

Joomla! 3D brandmark colour palette

The colours below dominate in every piece you create that uses the Joomla! 3D signature.



PANTONE 369C
CMYK 57/0/100/0
RGB 90/164/38
HEX #5aa426



PANTONE 1235C
CMYK 0/35/85/0
RGB 252/143/48
HEX #fc8f30



PANTONE 284C
CMYK 68/34/0/0
RGB 13/109/171
HEX #0d6dab



PANTONE 172C
CMYK 0/90/86/10
RGB 229/38/38
HEX #e42626

Default colour system

The existing Joomla! brand colour palette has been expanded to be visually exciting and represent the diversity, passion and enthusiasm of our community.

We encourage you to use our palette in a creative way to bring cohesion to the brand and richness to our message.

Secondary colours

PANTONE 291C CMYK 50/10/0/0 RGB 117/190/233 HEX #75bee9	PANTONE 129C CMYK 0/25/80/0 RGB 254/195/77 HEX #fec34d	PANTONE 7578C CMYK 0/70/80/0 RGB 242/112/66 HEX #f27042	PANTONE 367C CMYK 50/0/80/0 RGB 137/199/100 HEX #89c764
--	---	--	--

Neutral Colours

When combining colours, use a creative mix of dynamic and neutral colours.



PANTONE Cool Gray 11C
CMYK 65/60/50/55
RGB 67/62/66
HEX #433E42



PANTONE 5295C
CMYK10/10/10/20
RGB 195/195/195
HEX #C3C3C3



PANTONE Cool Gray 7C
CMYK 10/10/10/50
RGB 153/153/153
HEX #999999



PANTONE Cool Gray 3C
CMYK 0/0/0/10
RGB 236/236/236
HEX #ECECEC

Tertiary colours

PANTONE 282C

CMYK 90/80/40/40
RGB 37/48/79
HEX #25304f

PANTONE 646C

CMYK 80/50/20/0
RGB 64/118/162
HEX #4076a2

PANTONE 2925C

CMYK 80/40/0/0
RGB 35/131/198
HEX #2383c6

PANTONE 291C

CMYK 40/10/0/0
RGB 145/197/234
HEX #91c5ea

Incorrect usage of signature colours

The colours of the signature are not meant to be changed or altered in any way.



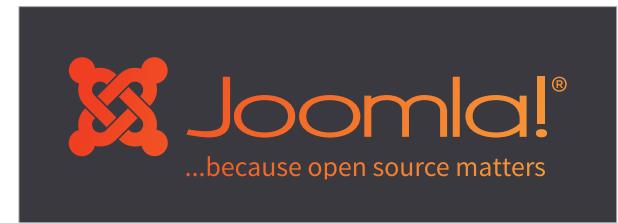
Do not transpose or change
the colours in anyway.



Do not apply gradients
to the signature.



Do not change the direction or colour of the glossy
effect on the 3D brandmark.



Incorrect usage of background colours

This page shows examples of incorrect backgrounds for the signature.



Do not use the signature on a background colour that makes the signature, or any part of it, hard to see or read.



Do not use the signature on a busy photograph or patterned background.



Do not add any outlines, strokes, glows or dropshadows to the signature in order to improve visibility on non-approved backgrounds.



Full-colour signature: background colours

The Joomla! signature can be reproduced on these four recommended background colours.

Always try to choose a background colour that matches the brand colours.

For further information, please see the previous page: "Incorrect usage of background colours".



WHITE



PANTONE Cool Gray 11C

CMYK 65/60/50/55
RGB 67/62/66
HEX #433E42



PANTONE Cool Gray 3C

CMYK 0/0/0/10
RGB 236/236/236
HEX #ECECEC



PANTONE 282C

CMYK 90/80/40/40
RGB 37/48/79
HEX #25304F

Single-colour signature: background colours

We have defined a core set of colours for you to start with. Be creative!

Always try to choose a background colour that matches the brand colours and your communication.

For further information, please see the previous page: "Incorrect usage of background colours".



Signature usage on a background image

When using background images, always make sure that the signature is in a prominent position and that it is always recognisable and visible.

Choosing the image

Make sure to choose an image which is not too busy and does not have a large area of contrast.

Colours

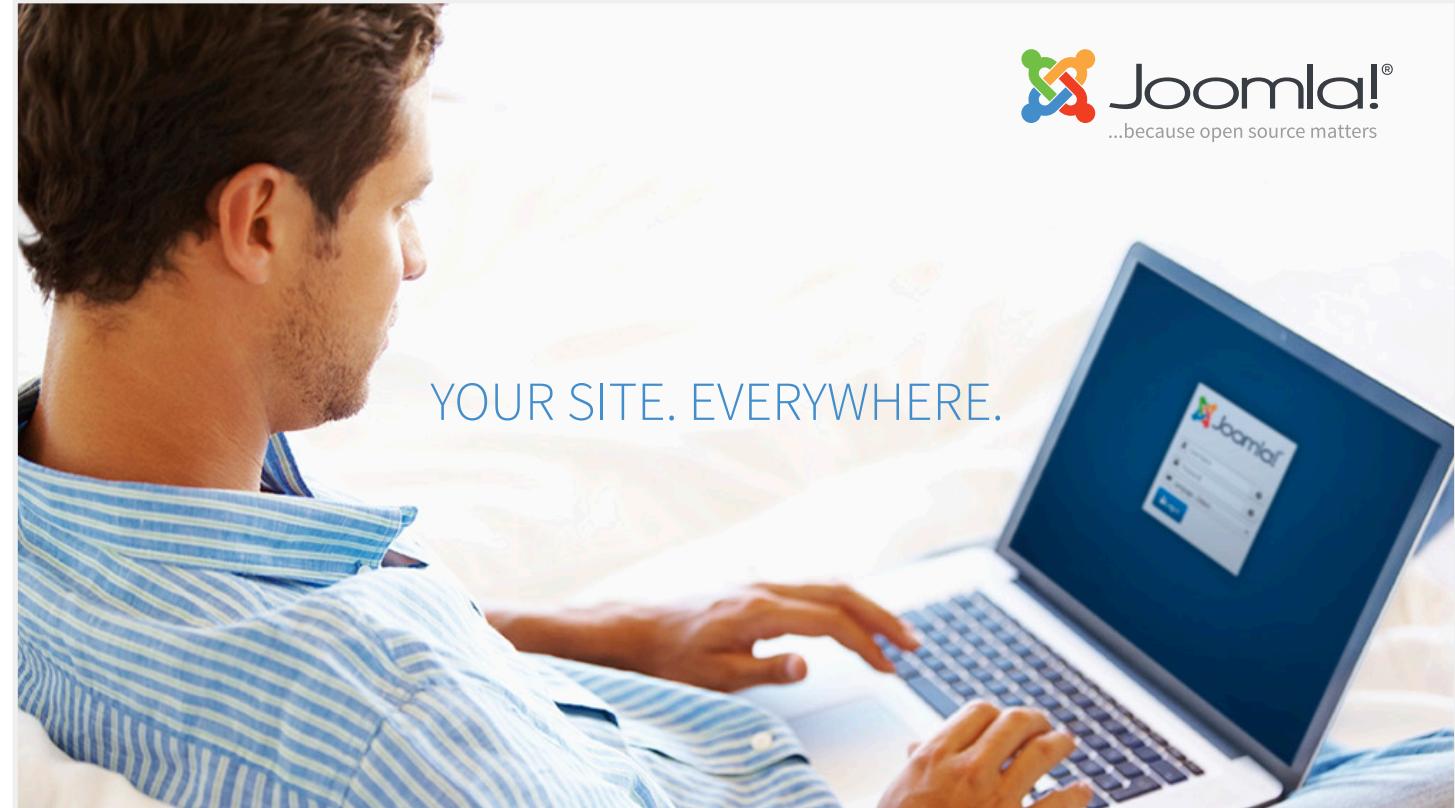
Choose images that have warm, bright colours. No washed-out tones. Backgrounds can be sharp or blurry.

Tone

The tone should be friendly, inspiring, confident, down-to-earth, and professional, but cosy.

Placing the logo on a background

Place the logo in an area where it is clearly visible.
Pick the version of the logo that best matches the background colours.





OPEN YOUR MIND TO
NEW POSSIBILITIES

Learn how to use Joomla!®

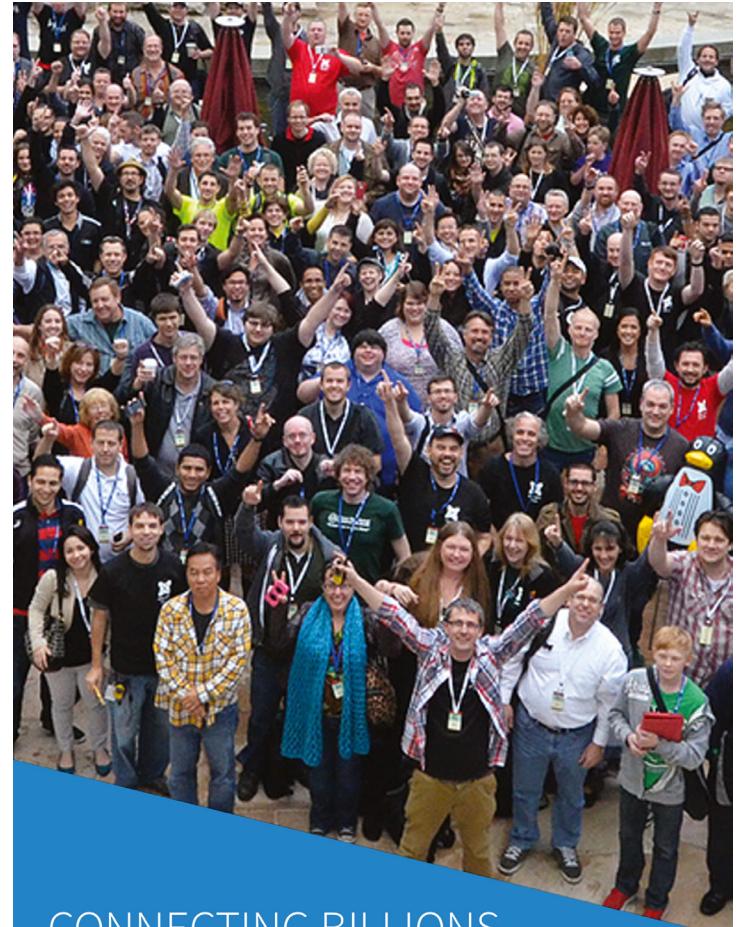


Overcoming a busy background

You may have a beautiful image but no ideal space for the Joomla! signature. Use a colourful background or transparent layers that allow the signature to be clearly visible.

Typography

Please use only the recommended typography for all our communications.
Position text in a way that it is visible and visually balances the image.



CONNECTING BILLIONS,
INSPIRED BY MILLIONS,
DESIGNED BY YOU.

Join our large, international community today!

joomla.org/contribute



Horizontal signature: empty space

The Joomla! signature is strong and clean and should always be treated with respect in its usage.

Isolating the signature in this way protects it from being distorted by other imagery, graphics and page trim. Only the Joomla! website address or the tagline may be placed closer to the signature.

Calculating the area of isolation

The height of the empty area around the signature should be half of the height of the Joomla! mark. For instance, if the Joomla! mark is 4cm tall, there should be an empty space 2cm thick around the signature, isolating it from all other imagery, graphics or page trim.



Vertical signature: empty space

The Joomla! signature is a clean and strong element and should be treated with respect in all usages.

Isolating the signature in this way protects it from being distorted by other imagery, graphics and page trim. Only the Joomla! website address or the tagline may be placed closer to the signature.

Calculating the area of isolation

The same thing is done to calculate the empty space needed around the vertical signature as is done with the horizontal signature (see previous page).



Brandmark: empty space

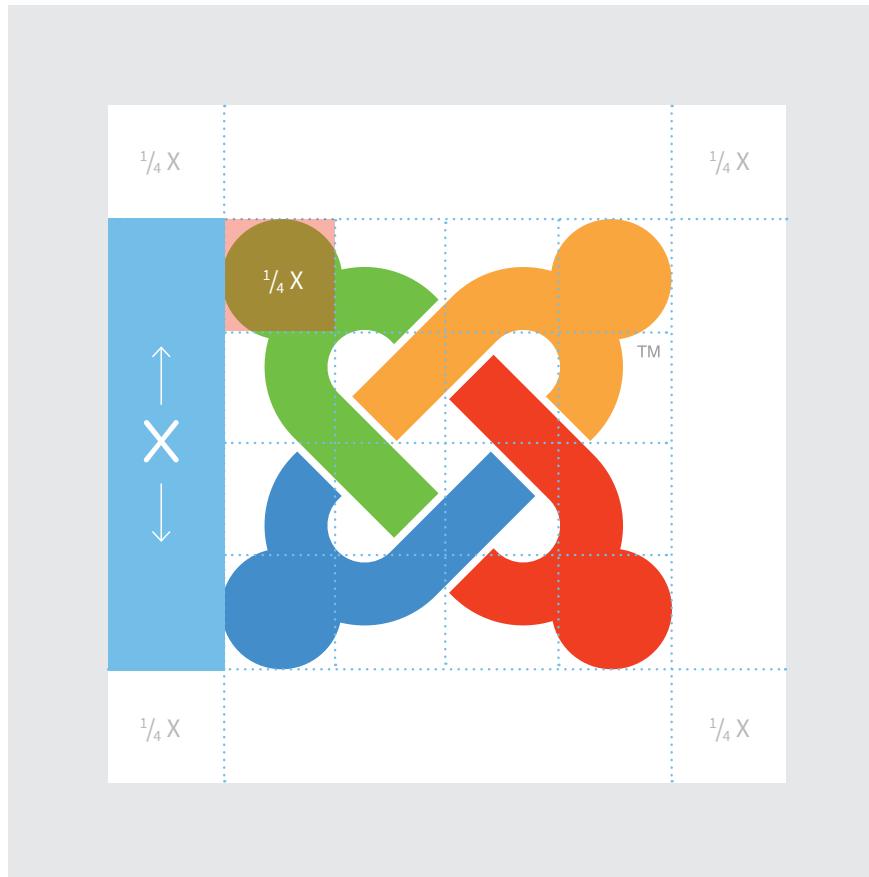
When used on its own, the Joomla! brandmark should always be treated with respect.

Isolating the brandmark in this way protects it from being distorted by other imagery, graphics and page trim.

Only the Joomla! logotype may be placed closer to the brandmark.

Calculating the area of isolation

The height of the empty area around the signature should be a quarter of the height of the Joomla! mark. For instance, if the Joomla! mark is 4cm tall, there should be an empty space 1cm thick around the brandmark, isolating it from all other imagery, graphics or page trim.



Signature size in print

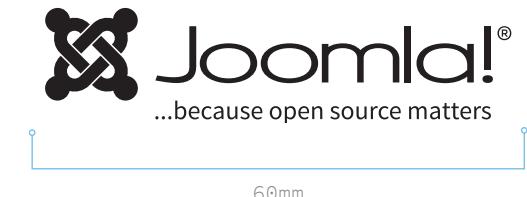
The Joomla! signature should be sized for clear legibility, taking into account the minimum amount of empty space required around it.

Let good legibility be your guide when sizing the Joomla! signature.

Standard signature

The standard full-colour horizontal version of the signature must never be used at a width of less than 70mm.

The standard single-colour horizontal version of the signature must never be used at a width of less than 60mm.



Optional version

The optional full-colour vertical version of the signature must never be used at a width of less than 45mm.

The optional single-colour vertical version of the signature must never be used at a width of less than 60mm.



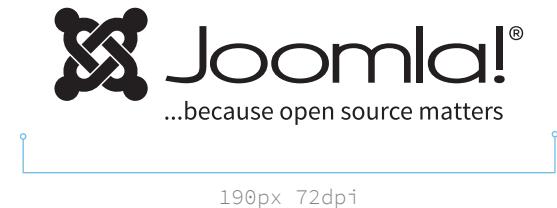
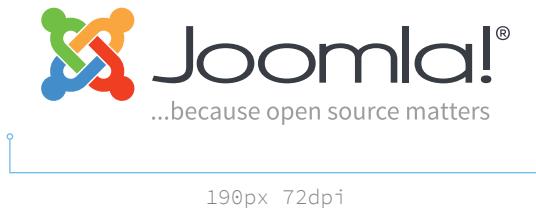
Signature size for digital use

When using the Joomla! signature on the web, it needs to be sized for clear legibility, taking into account the minimum amount of empty space required around it.

A clearly legible logo with empty space around it is always more visually appealing than a logo that is sized too large for the space available, making it look cluttered and harder to read.

Standard signature

The standard full-colour and single-colour horizontal version of the signature must never be used at a width of less than 190px.



Optional version

The optional full-colour and single-colour vertical version of the signature must never be used at a width of less than 130px.



Small version for print and web

It may be necessary to use the Joomla! signature at a width narrower than that specified.

In this case, we recommend removing both the registered indicia and the tagline, as both elements may be hard to read.

Small horizontal version

The small use horizontal full-colour version must never be used at a width of less than 35mm or 100px (72dpi)

The small use horizontal single-colour version must never be used at a width of less than 30mm or 90px (72dpi).



Small vertical version

The optional full-colour vertical version of the signature must never be used at a width of less than 45mm.

The standard single-colour vertical version of the signature must never be used at a width of less than 60mm.



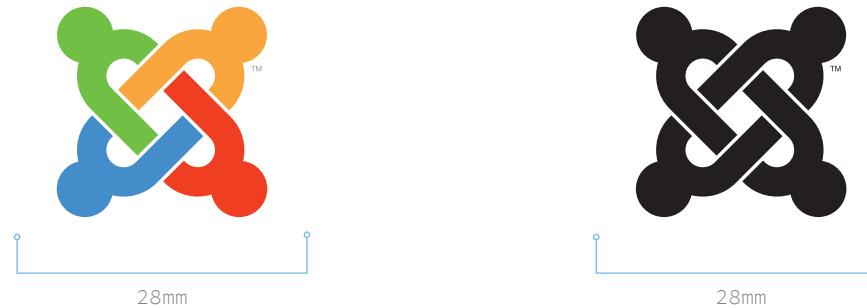
Brandmark size

Our brandmark is extremely recognisable and captures the essence of our community.

When space does not allow for the Joomla! signature to be large enough to be readable, or when otherwise desirable, the Joomla! brandmark can be used alone.

Standard size in print

The flat brandmark, both the full-colour and single-colour versions, must never be used at a width of less than 28 mm.



Small brandmark for print and digital use

When using the brandmark in a size smaller than that indicated above, we recommend the removal of the TM indicia.

Some examples of when to use the brandmark without the TM include when it is used as a social media avatar, icon, or favicon.



Signature usage with partners

The Joomla! signature may be used alongside partners' logotypes.

We recommend always ensuring that all logos appear equal in stature and that the partner logo does not extend into the empty space required around the Joomla! signature.



Incorrect usage of signature

Consistent presentation of our logo is important and helps promote recognition of the the Joomla! brand.

The examples below and on the following pages can help members of the Joomla! community avoid misuse of the logo.



Do not re-typeset

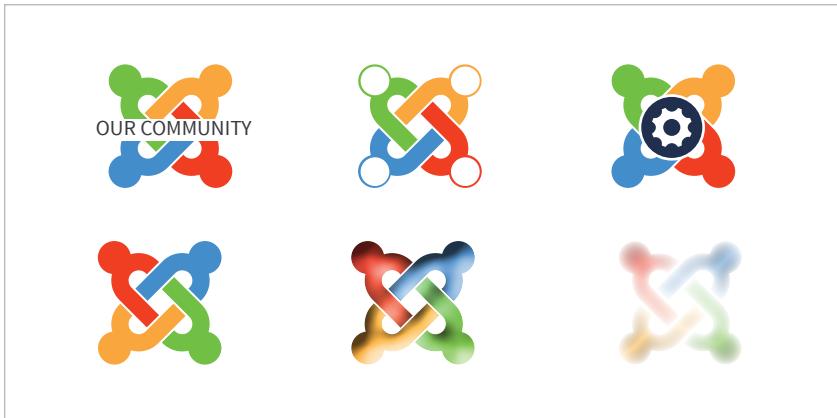
Never attempt to create the signature. Never combine the logo with any other logo or with any text other than the tagline.



Do not re-configure or alter it in any way

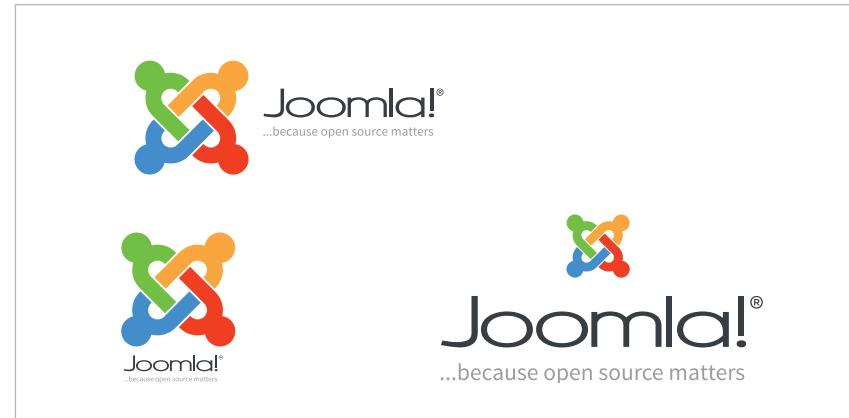
Do not rotate the brandmark. Do not stretch, condense or distort the signature, or any part of it, in any way.

Incorrect usage of signature



Do not modify the trademark

Do not add other elements to the trademark. Do not transpose the colours.
Do not apply any effect that can compromise the clarity of the logo.



Do not change proportions between the signature elements

Do not resize the tagline. Do not change the spacing between the individual elements or characters.



Do not rotate the signature

Do not place the signature, or any part of it, at an angle other than horizontal.



Do not use a low-quality signature

Do not use photocopied, faxed, low-resolution or other low-quality artwork.

Incorrect usage of signature



Do not use old versions

Do not use the TM version.



Do not use the logotype alone

While you can use the brandmark alone, the logotype must always be used along with the brandmark.



Do not create a pattern out of the logotype

Do not repeat, rotate or combine the logotype to create motifs and patterns.



Do not use other brandmarks

Do not visually associate our logotype with different marks.

Incorrect usage of signature



Do not combine registration marks

Do not use the brandmark with the TM next to the Joomla! logotype.



Do not crop or remove elements

Do not hide, crop or remove any part of the signature.



Do not modify the tagline

Do not alter the font or change the typography of the tagline when it is used as part of the signature. Never forget the “...” at the beginning of the tagline.

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Do not replace the registration mark

Do not replace the registration mark with other marks. Be sure to always use the most updated version of the signature.

Primary typeface

The primary typeface chosen to communicate the Joomla! voice is Source Sans Pro. From body copy to headlines, from print to web, this typeface will cover all design needs.

Source Sans Pro is an open source type family designed by Paul D. Hunt. It is classified as sans serif and it was developed to work well both for print and screen usage.

The family currently includes six weights, from ExtraLight to Black, in upright and italic styles.

Tone

Contemporary, brilliant, friendly.

Best used in

Headlines, body copy.

Availability

The Source Sans family is available for use on the web via font hosting services including Typekit, WebInk, and Google Web Fonts.

Language support

Because Joomla! is used around the world, we chose a font that supports a wide variety of languages using Latin script, including Western and Eastern European languages, Vietnamese, and the pinyin Romanization of Chinese.

Extralight, 12pt

Connecting billions, inspired by millions, designed by you.

Extralight Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Light, 12pt

Connecting billions, inspired by millions, designed by you.

Light Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Regular, 12pt

Connecting billions, inspired by millions, designed by you.

Regular Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Semibold, 12pt

Connecting billions, inspired by millions, designed by you.

Semibold Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Bold, 12pt

Connecting billions, inspired by millions, designed by you.

Bold Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Black, 12pt

Connecting billions, inspired by millions, designed by you.

Black Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Alternative primary typefaces

Other typefaces can be used when a language isn't supported by the main primary typeface.

These are the preferred typefaces that should be used when Source Sans Pro is unavailable.

Helvetica

Helvetica offers many weights which allow for a lot of design flexibility for all graphic communications.

Light, 12pt

Connecting billions, inspired by millions, designed by you.

Light Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Regular, 12pt

Connecting billions, inspired by millions, designed by you.

Regular Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Bold, 12pt

Connecting billions, inspired by millions, designed by you.

Bold Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Lato

Lato is a sans serif typeface family designed by Łukasz Dziedzic.

Lato consists of five weights (plus corresponding italics). Hairline style should not be used.

Light, 12pt

Connecting billions, inspired by millions, designed by you.

Light Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Regular, 12pt

Connecting billions, inspired by millions, designed by you.

Regular Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Bold, 12pt

Connecting billions, inspired by millions, designed by you.

Bold Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Secondary typeface

The secondary typeface adds a more formal and confident tone to any graphic, when needed.

Merriweather is an open source typeface family designed by Eben Sorkin. It is classified as serif and it was developed to be highly legible both in print and on a screen.

The family currently includes 4 weights, from Light to Ultra Bold, in upright and italic styles.

Tone

Confident, formal, serious.

Best used in

Body copy and small text.

Availability

The Merriweather family is available for use on the web via font hosting services including Typekit, WebInk, and Google Web Fonts.

Language support

Merriweather supports a limited number of languages. For more options, refer to "Alternative secondary typefaces"

Extralight, 12pt

Connecting billions, inspired by millions, designed by you.

Extralight Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Light, 12pt

Connecting billions, inspired by millions, designed by you.

Light Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Regular, 12pt

Connecting billions, inspired by millions, designed by you.

Regular Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Semibold, 12pt

Connecting billions, inspired by millions, designed by you.

Semibold Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Bold, 12pt

Connecting billions, inspired by millions, designed by you.

Bold Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Black, 12pt

Connecting billions, inspired by millions, designed by you.

Black Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Alternative secondary typefaces

Other typefaces can be used when a language isn't supported by the main secondary typeface.

One of the two typefaces described below should be used when Merriweather is unavailable.

Georgia

Georgia is a transitional serif typeface designed in 1993 by Matthew Carter for Microsoft. Georgia consists of 2 weights (and related italics).

Regular, 12pt

Connecting billions, inspired by millions, designed by you.

Regular Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Bold, 12pt

Connecting billions, inspired by millions, designed by you.

Bold Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Libre Baskerville

Libre Baskerville is a serif typeface family designed by Impallari Type. Libre Baskerville consists of 2 weights (plus normal italics).

Regular, 12pt

Connecting billions, inspired by millions, designed by you.

Regular Italic, 12pt

Connecting billions, inspired by millions, designed by you.

Bold, 12pt

Connecting billions, inspired by millions, designed by you.

Tone of voice with typography: primary typeface

Source Sans Pro is a sans serif typeface which has a fresh, modern and friendly tone.

Not all the weights available are described below, but feel free to find new and original combinations depending on the aesthetic direction you would like to give your design. You can also use primary and secondary typefaces in the same design, but make sure they are balanced and give the right tone of voice to the message.

Source Sans Pro Bold

Confident, important, powerful.

Ferspit quidi consecabo. Ni optatat iatusda erionet dolorestrum suntemque comnis dolor resto eaqui.

Source Sans Pro Light

Informal, friendly, modern.

Cid mo et que et as autem aut offici sant esseque nobit quis quo intem faccupt atescim restium eaquis sum quati officip sandia doluptati ditiis as maximint omnitatur.

Source Sans Pro Regular

Friendly, descriptive, calm.

Ferspit quidi consecabo. Ni optatat iatusda erionet dolorestrum suntemque comnis dolor resto eaqui. Lestibuscit, quis everes aut vent dolorepel est et lis cum alit quuntis enim pore. Gitatis velissit eos eum aut occum, acerum voluptate de dem qui nos utas et eos andi conseque doloriora non rerro inci sentia aut hictus, cum lab il ipicidus eniae consequamet rem. Namendu ciustrum illiqui sinctur mosapist, ut audam aut lignis volut aut as doluptiis nihita natemo blab in consequi beatiam et odio est quatusam ut aruntium faccae nit intia conseditas duntinete accus et, odipica boribeaque re veliciendis peles dolo quati nistibus maximos rescium del illaborerum voluptat.

Tone of voice with typography: secondary typeface

Merriweather is a serif typeface which has a formal, serious and official tone.

Not all the weights available are described below, but feel free to find new and original combinations depending on the aesthetic direction you would like to give your design. You can also use primary and secondary typefaces in the same design, but make sure they are balanced and give the right .

Merriweather Bold

Serious, bold, incisive.

Ferspit quidi consecabo. Ni optatat iatusda erionet dolorestrum suntemque comnis dolor resto eaqui.

Merriweather Light

Important, friendly, official.

Cid mo et que et as autem aut offici sant esseque nobit quis quo intem faccupt atescim restium eaquis sum quat officip sandia doluptati ditiis.

Merriweather Regular

Friendly, formal, consistent.

Ferspit quidi consecabo. Ni optatat iatusda erionet dolorestrum suntemque comnis dolor resto eaqui. Lestibuscit, quis everes aut vent dolorepel est et lis cum alit quuntis enim pore. Gitatis velissit eos eum aut occum, acerum voluptate de dem qui nos utas et eos andi conseque doloriora non rerro inci sentia aut hictus, cum lab il ipicidus eniae consequamet rem. Namendu ciustrum illiqui sinctur mosapist, ut audam aut lignis volut aut as doluptiis nihita natemo blab in consequi beatiam et odio est quatusam ut aruntium faccae nit intia conseditas duntincte accus et, odipica boribeaque re veliciendis peles dolo quati nistibus maximos rescium del illaborerum voluptat.

Great guidelines must help designers find solutions, rather than restrict their creativity to a list of things they are not allowed to do.

This is why we are answering some of the most common questions about our signature and its usage in this section.

Please feel free to submit your questions to marketing@joomla.community.org

Questions and answers

Joomla! has two brandmarks, the flat and 3D version, which one should I use for my next project?

The brandmark used for all our internal communication is the flat brandmark. The 3D version of our symbol is still an option and is widely used by our community. In general, we suggest that you use the brandmark that best suits your design. For example, you may have artwork that has glossy and three-dimensional graphic elements. In that case, the 3D brandmark is probably the best choice.

Can I use the Joomla! signature on my website?

Please refer to the “Trademark Policy” page on the Open Source Matters website for specific information about how to use the Joomla! name and logo: <http://opensourcematters.org/legal/trademark/trademark-policy.html>

We don't have strong objections to people using the name on their websites and businesses, we just want to have a chance to review such use. Generally, we approve your use if you agree to a few things: (1) that our rights to the Joomla! trademark are valid and superior to yours and (2) you'll take appropriate steps to make sure people don't confuse your website for ours. In other words, it's not a big deal and a short conversation (usually done via email) should clear everything up in a timely fashion.

Can I use the Joomla! brandmark next to another letterform?

No. You must always use our brandmark with its logotype. For more information on how to use our signature, please check the [Incorrect usage of signature section](#) of this manual.

How should I write Joomla! in text and blog posts?

“Joomla!” is our project’s name, hence it can not be pluralised, used as a verb or abbreviated in any way. The word “Joomla!” or “Joomla” should appear in the same font size and style as the content surrounding it.

For more information on how to use our signature please check the [Examples of using the name Joomla! in text](#) section of this manual.

How should I use the exclamation mark?

Our registered trademark does have the exclamation mark. For improved branding recognition, The Joomla! Project asks that you include the exclamation mark in prominent locations, such as headings and in graphics. There are a number of other trademarks and service marks associated with The Joomla! Project and we do ask that you ALWAYS use the exclamation mark and capitalize the “J” when the word Joomla! is part of the name of a product, service or group (e.g. - Joomla! Community Magazine, the Joomla! Framework, Joomla! 3.3). However, we agree that the mark may get cumbersome in text. For example, it is not practical if there is any other punctuation needed directly after the word Joomla, like a question mark or a comma. Do not use the exclamation mark in keywords, SEF URLs / aliases, searches on third party websites or in situations where the ability to resolve the URL will be thrown off by the punctuation, such as with LinkedIn.

When should I use the trademark indicia ® and ™?

Always use the registration mark next to our signature. The trademark symbol only goes next to the brandmark when used alone, without the logotype and only if it's not too small.

In body text, we generally use “Joomla!®” (with the registration indicia) the first time we refer to Joomla in a text. After the first usage of Joomla in a text, we write the name without the indicia, regardless of whether or not the exclamation mark is used.

Can I use different colours than those indicated in this brand manual?

Yes! Just make sure to use colours/hues that are related to our palette of primary, secondary and tertiary colours, to ensure your design matches our brandmark and existing communications standards. For more information on our brand colours, please check the [Colours](#) section of this manual.

Can I use different typography than what is suggested in this brand manual?

Our aim is to improve Joomla! brand awareness. For this reason, we suggest you use the recommended typefaces and take care that the tone of voice used in your communications suits our values.

If your language is not available in our official typeface, we suggest you find a typeface that it is as close as possible to our recommended typefaces. For more information on our brand typography, please check the [Typography](#) section of this manual.

How small can I reproduce the logotype?

The Joomla! signature should be sized for clear legibility, taking into account the minimum amount of empty space required around it. For more information on recommended signature size, please check the [Signature sizes](#) section of this manual.

Are there any tones of voice that you particularly prefer when I communicate on behalf Joomla?

Our communication must always have a friendly and inspiring tone of voice. We also need to keep in mind that our community is made up of different cultures, so we should always be culturally-sensitive in the way we choose words and combine them with images.

Are there any imagery styles that you particularly prefer me to use when communicating on behalf Joomla?

We do prefer pictures that represent our principles: teamwork, cultural diversity, collaboration and a friendly environment. We do prefer daylight, or natural light, over artificial sources of light in images. Colours should be vivid, bright and sharp. Avoid washed-out colours and heavily filtered images.

Glossary

Brand	A person's perception of a product, service, experience, or organisation.	Media	The channels through which brand messages are delivered (such as television, printed publications, and direct mail).
Brand essence	The distillation of a brand's promise into the simplest possible terms.	Perception	An impression received through the senses; a building block of customer experience.
Brand identity	The outward expression of a brand, including its name, trademark, communications, and visual appearance.	Signature	The defined visual relationship between logotype and a symbol.
Brandmark	An icon, avatar, wordmark or other symbol for a brand.	Tagline	A sentence, phrase, or word used to summarise a market position.
Icon	The visual symbol of a brand.	Touchpoint	Any place where people come in contact with a brand, including product use, packaging, advertising, editorial and casual conversation.
Logo	An abbreviation of logotype, now applied broadly (if incorrectly) to all the trademarks.	Trademark	A name and/or a symbol that indicates a source of goods or services and prevents confusion in the marketplace; a legally protectable form of intellectual property.
Logotype	A distinctive typeface or lettering style used to represent a brand name.		

