



Style Guide

v.1.1 July 2017
CC-BY-SA 4.0 Ura Design



Introduction

The visual identity of a brand is an integral part of its user experience. Correctly using a consistent and attractive style is important to the Ura Project because it helps users build trust in the work we do.

We hope that this guide will help you create materials and answer potential questions you might have about the use of the Ura brand.

That said, there is a reason we call this a style guide and not a set of style rules. There may be situations that this guide does not cover, and where you find yourself needing to stretch the standards a bit.

Please reach out to us and tell us about these cases, so that we can both review your solution and work to improve the guide over time.

Contact

For any questions and inquiries you might have related to this styleguide, we encourage you to reach out to our team who will be able to facilitate your needs.

Ura Team

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Ura Founder

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Logo

LOGO USES

In situations that call for a monochrome logo, the monochrome gray and black are acceptable. However, it is preferable to use the standard blue version of the logo when possible. Avoid using the logo in other colors.

MINIMUM SPACING

The logo should be surrounded by blank space at least as wide as the 'r' character. To measure this vertically, rotate the 'r' by 90 degrees.

OTHER USES

The vertical logo should be used in the cases where the horizontal logo isn't appropriate. This also comes in standard and monochrome colors.

DISALLOWED LOGO USES

Please do not use alternative versions of the Ura logo. Please do not use modified logos from other projects.



Standard



Monochrome Gray Black



Monochrome Black



White on blue



White on gray



White on black



Standard



Monochrome Gray Black



Monochrome Black



White on blue



White on gray



White on black



Typography

FONT

We use the Overpass font, semibold for our slogan.

PARAGRAPH

Overpass

#OpenIsTheNewBlue - our brand slogan and hashtag.

Following the ideology of open source, we believe that open knowledge and software should be available to everyone, and is the driving force towards the future, the same as our mission, creating better design for open source projects.

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ICONOGRAPHY

The icon alone. Use this only when Ura is clearly visible or has been well established elsewhere on the page or in the design. (When in doubt, use the full logo)



Standard



Monochrome gray black



Monochrome black

COLORS

Colors used in our brand



Primary color
RGB: 51,153,212
HEX: #3399D4
CMYK: 75.94,27.83,0,16.86



Secondary gray color
RGB: 68,68,68
HEX: #444444
CMYK: 0,0,0,73.33