

# 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