



• STYLE GUIDE •

IMPLEMENTING THE SOUTHERN CALIFORNIA LINUX EXPO BRAND STYLE



FONTS

LOGO & BRANDING

Orbitron/**Bold**

OCRA (Based on)

Roboto/**Bold**

IMPORTANT:

All fonts used in SCALE materials must be either Orbitron, Roboto, or similar open fonts with a **SIL or Apache Open Font License**. This is to ensure all materials stored on servers, displayed on websites etc. comply with GPL, MIT and other free software licenses.

VARIANTS

ALTERNATE VARIATIONS FOR TIGHT SPACES

SCALE



LOGO, LOGOTYPE- LANDSCAPE

SCaLE's Mission Statement

SCaLE's mission is to provide educational opportunities on the topic of Open Source software. Open Source software is any software that meets the litmus test of the OSI (Open Source Initiative). Examples of OSS are GNU/Linux and the various BSD operating systems, and applications such as LibreOffice and Firefox.



MONOTONE/WATERMARK

COLORS

LOGO & BRANDING

GEAR
BLUE



HEX c5d5dd
RGB 197, 213, 221
CMYK 9,3,0,13
HSL 200, 26%, 82%
PANTONE 545 C

TROY
BLUE



HEX 8cadcb
RGB 140, 173, 203
CMYK 31,15, 0, 20
HSL 210, 38%, 68%
PANTONE 645 C

TROY
SHADOW



HEX 6493b9
RGB 185, 147, 100
CMYK 46, 20, 0, 27
HSL 24,92%,56%
PANTONE 7454 C

SLATE
BLACK



HEX 3a3a3a
RGB 59, 58, 57
CMYK 0, 2, 3, 77
HSL 30, 02%, 23%
PANTONE 447 C



LOGO ONLY

SHIRTS

TEES WITH PRINTED LOGOS



CARDS

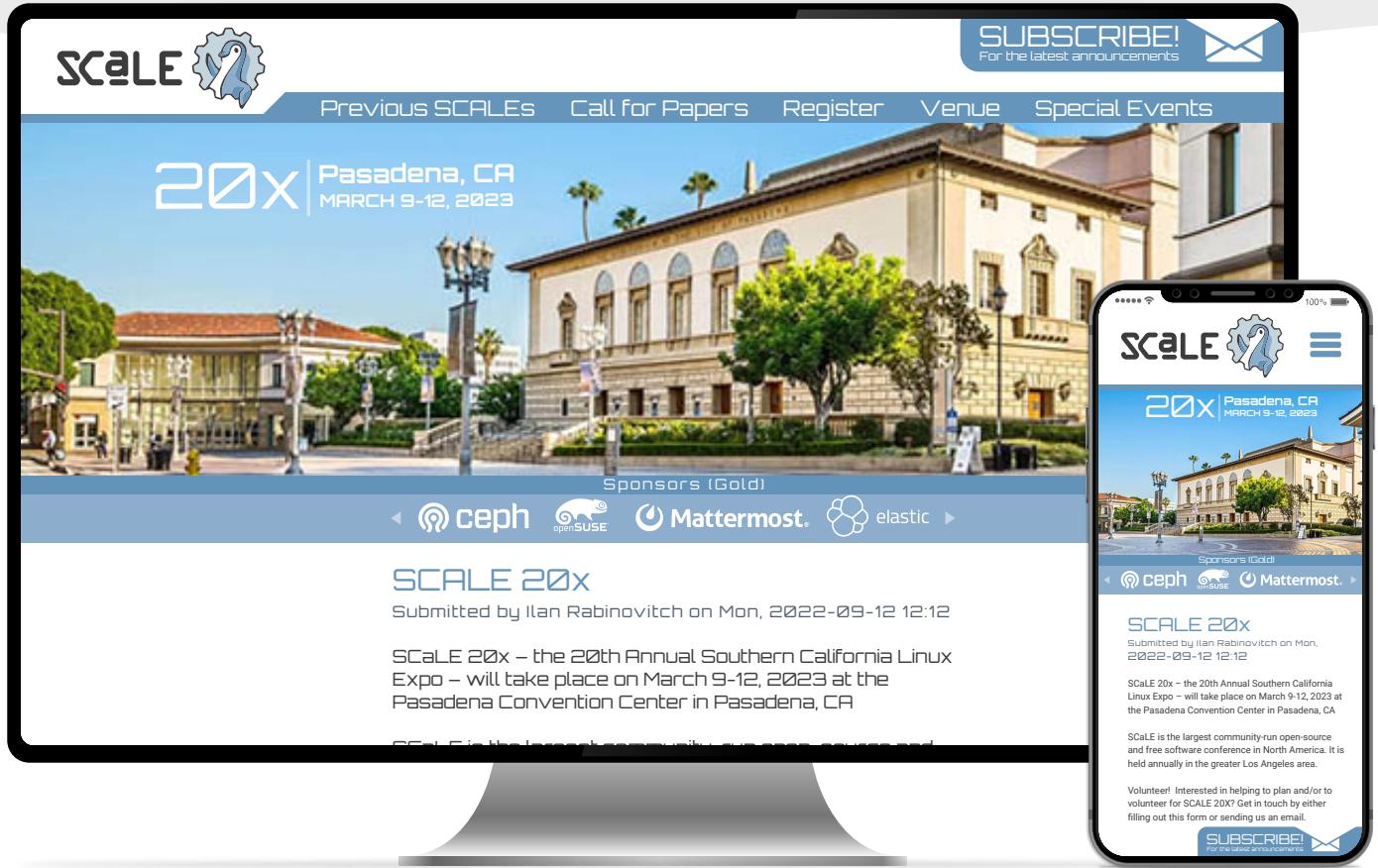
WITH SPOT GLOSS EMBOSsing



WEBSITE

DESIGN NOTES:

A friendly and upbeat high-tech design to go with the inviting SCaLE logo and message. Links and titles are in Troy Shadow Blue, and **subheads** in orbitron are letter-spaced **0.1ch** to increase legibility at the smaller size while preserving a sense of style. Paragraphs are in Roboto, and sponsor logos appear in a minimalist scrolling bar at the top of each page for responsive design without distracting from or interfering with the page contents.



STYLE

h1: Orbitron

```
font-size:3.47rem;  
font-family:orbitron;  
font-weight:normal;  
color:#6493b9;  
line-height:1.25;  
margin:0.5 0 0.5ch 0;
```

h2: Orbitron

```
font-size:2.63rem;  
font-family:orbitron;  
font-weight:normal;  
color:#6493b9;  
line-height:1.25;  
margin-bottom:5px;
```

time, author: Orbitron

```
font-family:orbitron  
font-size:1.2rem;  
letter-spacing:.1ch;  
color:#4b5d6b;
```

body: Roboto

```
color:#3a3a3a;  
font-family:roboto;  
font-size:16px;
```

blockquote: Orbitron

```
border-left: 10px solid #6493b9;  
color:#6493b9;  
padding:1em;  
font-family:orbitron;  
font-style:font-size:25px;  
letter-spacing:.1ch;
```

button: Orbitron

```
border-radius:1ch;  
border:0;  
padding:1em;  
font-weight:bold;  
font-family:orbitron;  
font-style:font-size:25px;  
color:white;  
background-color:#6493b9;  
letter-spacing:.1ch;  
text-transform: uppercase;
```

caption: Orbitron

```
font-family:orbitron;  
font-size:1.2rem;  
letter-spacing:.1ch;  
color:#6493b9;
```

links: Roboto

```
color:#6493b9;
```

News

SCALE 20x is on the way!

Submitted by Ilan Rabinovitch on Mon, 2022-09-12 12:12



Lots of good times to be had! This moment was from last year's SCaLE.

SCALE 20x – the 20th Annual Southern California Linux Expo – will take place on March 9-12, 2023 at the Pasadena Convention Center in Pasadena, CA

SCaLE is the largest community-run open-source and free software conference in North America. It is held annually in the greater Los Angeles area.

Volunteer! Interested in helping to plan and/or to volunteer for SCALE 20X? Get in touch by either filling out this form or sending us an email.

[READ MORE](#)

CSS COPY/PASTE

```
h1 {  
font-size:3.47rem;  
font-family:orbitron;  
font-weight:normal;  
color:#6493b9;  
line-height:1.25;  
margin:0.5 0 0.5ch 0;  
}  
  
h2 {  
font-size:2.63rem;  
font-family:orbitron;  
font-weight:normal;  
color:#6493b9;  
line-height:1.25;  
margin-bottom:5px;  
}  
  
time, author {  
font-family:orbitron;  
font-size:1.2rem;  
letter-spacing:.1ch;  
color:#4b5d6b;  
}  
  
body {  
font-family:roboto;  
font-size:16px;  
color:#3a3a3a;  
font-weight:400;  
font-style:normal;  
background-color:#f0f0f0;  
text-align:center;  
}  
  
blockquote {  
border-left: 10px solid #6493b9;  
color:#6493b9;  
padding:1em;  
font-family:orbitron;  
font-style:font-size:25px;  
letter-spacing:.1ch;  
}  
  
button {  
border-radius:1ch;  
border:0;  
padding:1em;  
font-weight:bold;  
font-family:orbitron;  
font-style:font-size:25px;  
color:white;  
background-color:#6493b9;  
letter-spacing:.1ch;  
text-transform: uppercase;  
}  
  
caption {  
font-family:orbitron;  
font-size:1.2rem;  
letter-spacing:.1ch;  
color:#6493b9;  
}  
  
links {  
color:#6493b9;  
}
```

COMPLETE COLOR PALETTE

4b5d6b	8a8c82	85768a	6b79b4	6493b9	5795ab	4aa784	6caf4d	aba741	b2804b	af5c4b	955e77
3a3a3a	ba9f78	b17c84	8881cb	8cadcb	66aebe	51cd7a	8ada20	f1cc0c	fc8b1c	f7511d	cd5465
a7a7a0	dbceb3	d7bcb9	c2bfdd	c5d5dd	b1d5d5	a7e5b4	c3eb88	f7e47e	fcc486	faa786	e5a9aa

Indicates Primary Brand Color

EVENT SCHEDULE COLORS

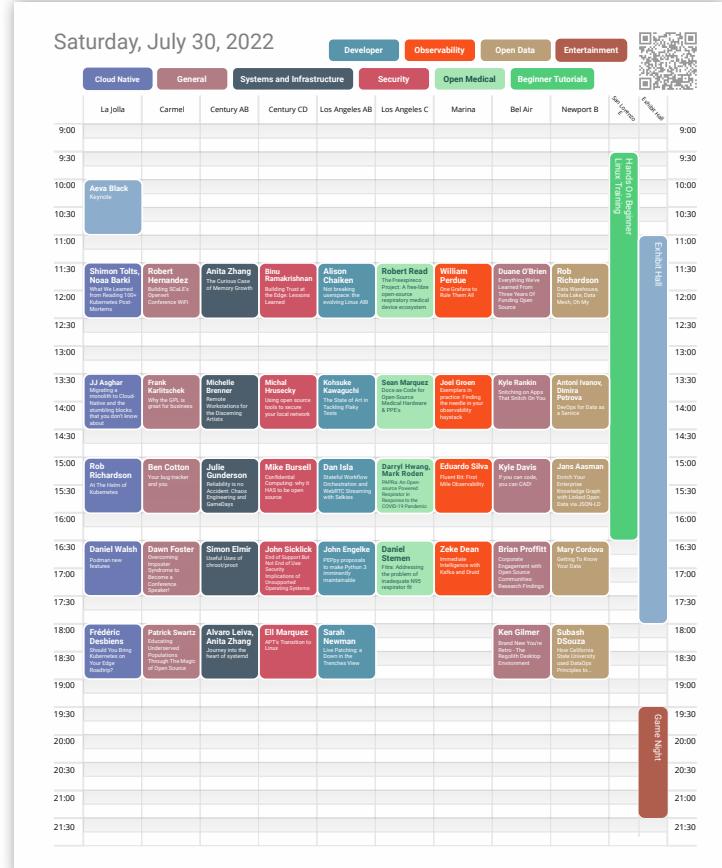
Systems & Infrastr. 4b5d6b	8a8c82	85768a	Cloud Native 6b79b4	Open Govt. 6493b9	Developer 5795ab
3a3a3a	Open Data ba9f78	General b17c84	DevOpsDay LA 8881cb	Keynotes 8cadcb	66aebe
a7a7a0	dbceb3	d7bcb9	c2bfdd	c5d5dd	b1d5d5
MySQL 4aa784	6caf4d	aba741	b2804b	Entertainment af5c4b	955e77
Beginner Tutorials 51cd7a	8ada20	PostgreSQL f1cc0c	Sponsored fc8b1c	Observability f7511d	Security cd5465
Open Medical a7e5b4	c3eb88	f7e47e	fcc486	faa786	e5a9aa

GUIDELINES

These colors were chosen based on the primary brand colors (Troy Blue, Troy Shadow, Gear Blue, and Slate Black, marked with a **white stroke**).

It's recommended to use the same specific colors for the event types in the schedule from page to page (and year to year) as it makes it easier for attendees to find the kinds of events they are looking for quickly. Edit the original SVG of this document to include new event types using the unnamed colors above.

These colors can also be used in icons and illustrations to provide an over-all consistent look and feel that will help people recognise the SCaLE branding in the future.



LOGO VARIATIONS

WITH PORTRAIT AND LANDSCAPE ORIENTAITONS

Logo	Logo & Logotype Portrait	Logo & Logotype Landscape	Logo, Logotype & Subtext Landscape	Logo, Logotype & Subtext Portrait

FILE NAME CONVENTIONS

Logos files are named based on what the logo contains:

Logo - Refers to the symbolic logo without any text.

Logotype - Refers to just the readable type, spelling out the name of the organisation

Subtext - Refers to just the additional text which is not part of the organisation name



DESIGNED BY C.ROGERS
CROGERSMEDIA.COM