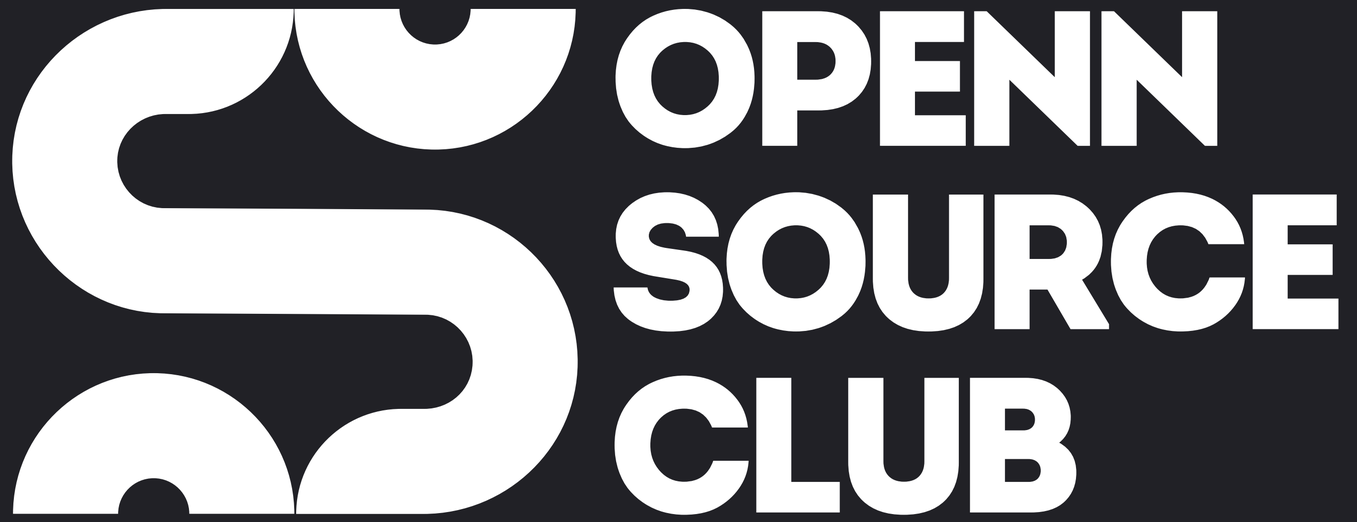


Brand Guidelines

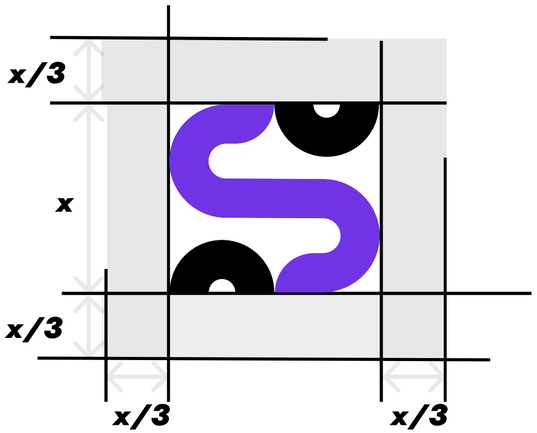
Created by
xenonbel

«Real projects and a cool community through open source»

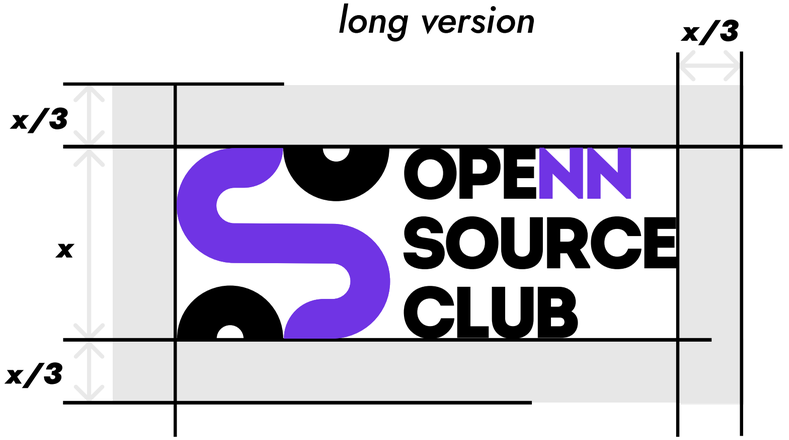
We are inspired by the *open source* culture, and we consider communication, open exchange of experience and knowledge to be very important. We really want to create a cool environment where everyone can participate in *open source*, get their first experience of *open source* development, launch their project and communicate with like-minded people.

LOGOTYPE / USAGE RULES

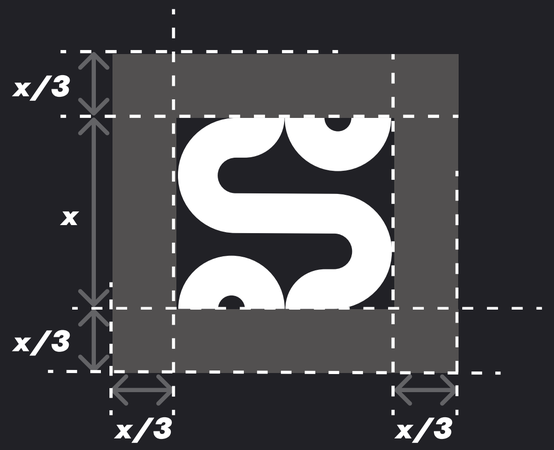
main version

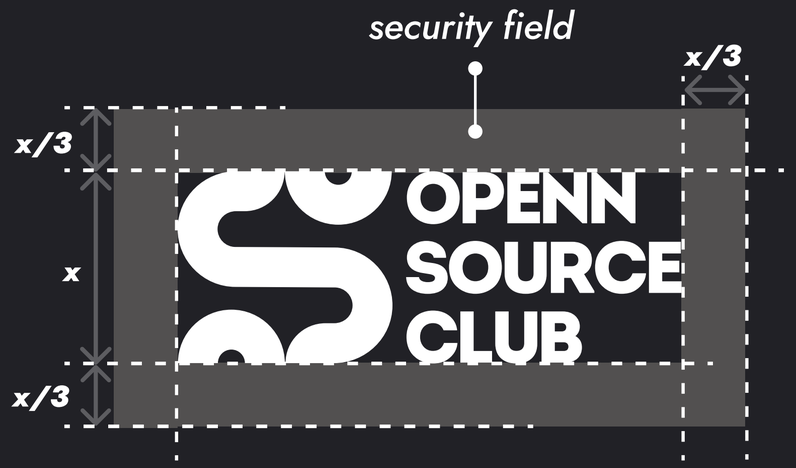


long version



positive version

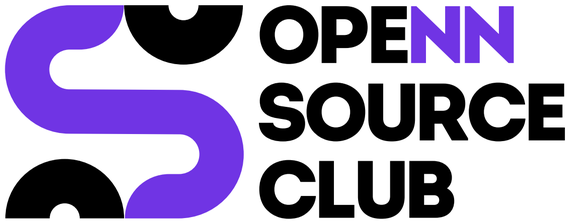


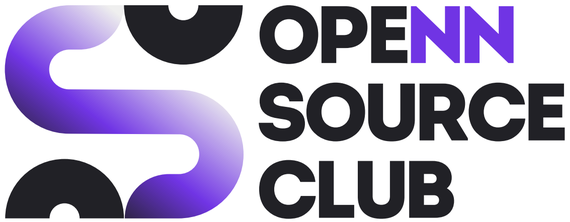


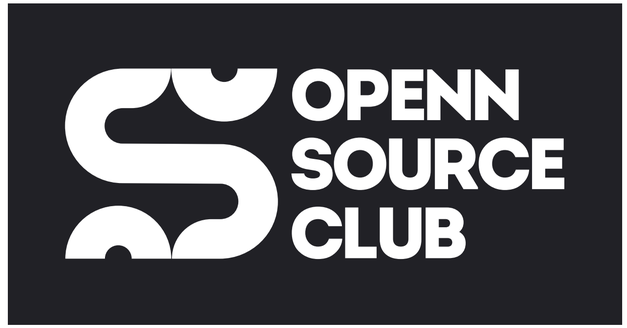
inversion

LOGOTYPE / USE CASES

A white background is ideal and preferred for logo placement in all its versions. It is recommended to use a positive version of the logo wherever possible. The negative version is allowed to be used only in exceptional cases, for example, when the positive version is technically impossible. In such situations, it should be placed on a dark background. Also an important element of the logo is the abbreviation “NN”, which should stand out in a contrasting purple corporate color.







COLOR PALETTE

The current palette is saved and supplemented with new shades. The main line includes purple, black and two shades of gray — their use is recommended as a priority. If necessary, the palette can be expanded, for example, when using gradients and designing event events, but you should definitely use at least two colors from the main palette.

Purple Glow	#7135E5
Nightshade	#000000
Carbon Core	#212227
Chrome Mist	#A6A9AE

Two free fonts are used in the design of communications: basic and typesetting. The main font of the brand is Jost in various shapes — it is used for headlines and accent texts. Modernustic is used as a typesetting font, which is recommended for the layout of large texts in small size.

JOST

It is used for accent texts and headings.

Jost Regular

АБВГДЕЁЖЗИЁКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890/?!,.%№

ABCDEFGHIJKLMNOPQRSTVUWXYZ
1234567890/?!,.%№

Jost Bold

АБВГДЕЁЖЗИЁКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890/?!,.%№

ABCDEFGHIJKLMNOPQRSTVUWXYZ
1234567890/?!,.%№

MANROPE

It is used for small headings and typesetting texts.

Manrope Regular

АБВГДЕЁЖЗИЁКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890/?!,.%№

ABCDEFGHIJKLMNOPQRSTVUWXYZ
1234567890/?!,.%№

Manrope ExtraBold

АБВГДЕЁЖЗИЁКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890/?!,.%№

ABCDEFGHIJKLMNOPQRSTVUWXYZ
1234567890/?!,.%№

Additional fonts are allowed if it is technically impossible to use the main ones, or to create accents. The main text and headings are executed by the Inter headset in Regular and ExtraBold styles, respectively, and Italic italics are used for decorative and accent elements.

INTER EXTRABOLD

It is used for accent texts and headings.

АБВГДЕЁЖЗИЁКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890/?!,.%№

ABCDEFGHIJKLMNOPQRSTVUWXYZ
1234567890/?!,.%№

INTER REGULAR / *ITALIC*

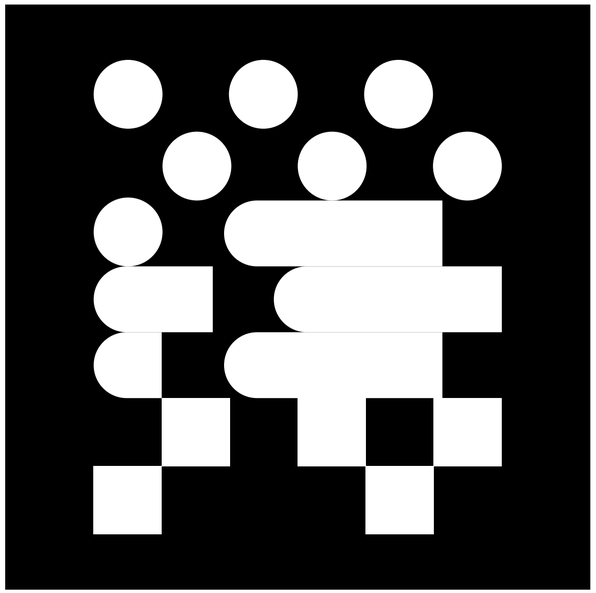
It is used for large texts and accent details.

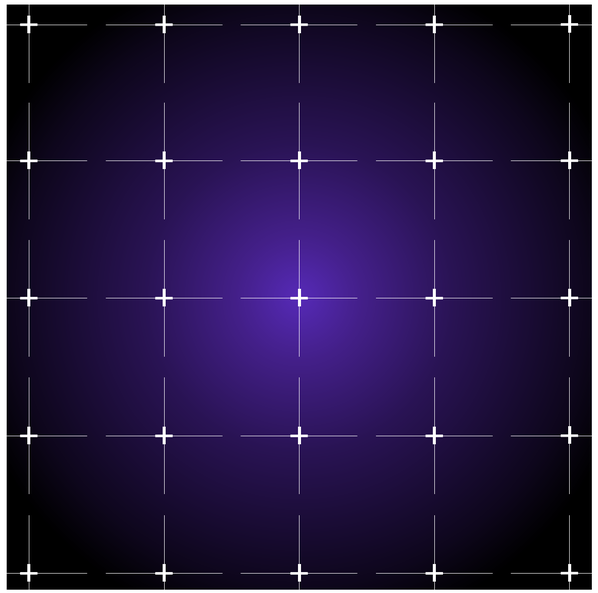
АБВГДЕЁЖЗИЁКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
1234567890/?!,.%№

ABCDEFGHIJKLMNOPQRSTVUWXYZ
1234567890/?!,.%№

VISUAL IDEAS & PATTERNS

They are decorative elements for creating an image and strengthening brand awareness and creating a brand mood. They can be freely changed depending on the intended use.





Y/OU :
[CAN]
: OPEN —
LY*
{DE<EL+P}

MOCKUPS / DARK VERSION

OPENN
SOURCE
CLUB

OPENN
SOURCE
CLUB