OSGeo

Your Open Source Compass

OSGeo Identity Guidelines

12.8.06

For further information about the Open Source Geospatial
Foundation, please visit www.osgeo.org.

Table of Contents

Introduction

This document contains the collected elements of the OSGeo identity and provides guide-lines for their use. It is a toolkit designed to help us build stronger, deeper relationships with our customers. The system is both unifying and flexible—allowing enough diversity to meet the demands presented by different customers, audiences and applications while maintaining a consistant visual character that is both distinct and concise.

An Identity is more than a logo, typeface or color. When used thoughtfully and consistantly, our identity becomes the unified voice of our organization.

OSGeo Brand Guidelines

Logo

Primary Signature
Use of Color
Clearspace/Minimum Size
Don'ts

Logo

The OSGeo logo is the most important element of the identity. It symbolizes our services, our products–and our mission. It appears on all of our communications. The new visual treatment has been designed to strengthen the identity and present a more focused positioning. It is important to use the logo properly and consistently throughout our materials so that it becomes memorable and recognizable within our community.
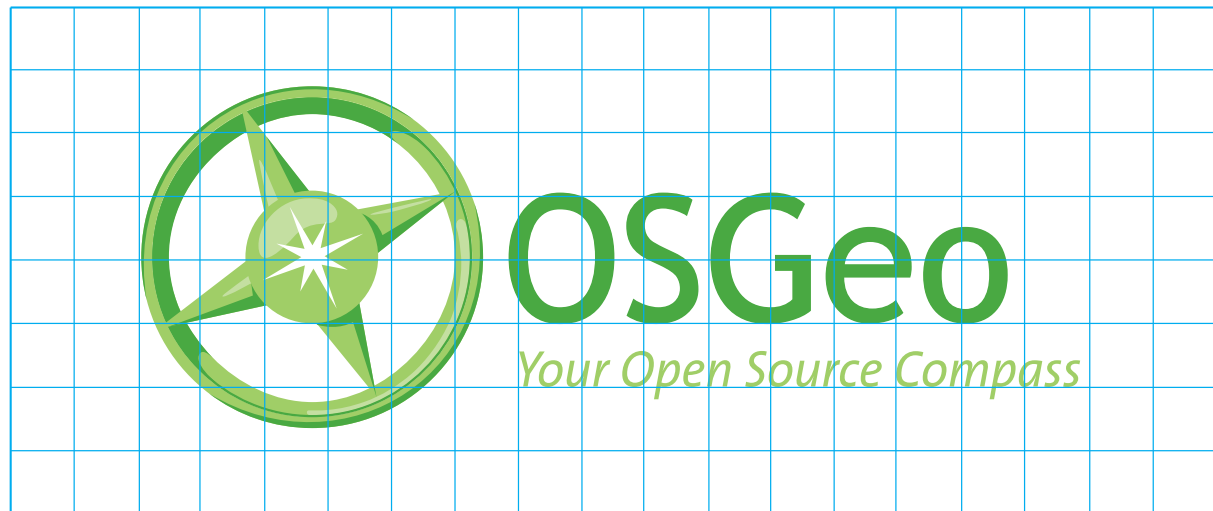
Primary Signature
The OSGeo logo is designed to be clean and organized in appear-
ance. Following a few simple rules will help you to apply the logo
in a manner consistent with the brand image.

Two color version.

Use this color version whenever
possible. It should always be placed
on a white background.

Grayscale

If color is not available, use the black logo options for white and light gray backgrounds. Use the reverse for dark back grounds.

Two Color Reversed

This should be the primary variation used to reverse the logo out of black. When printing restricts, use the One Color or Reversed logo.

One Color Reversed

This should only be used when printing restricts the use of the Two Color Reversed version of the logo.

Reversed

The reversed logo should be used when the logo must be reversed out of either a dark background, OSGeo Green, or an image.

Usage Without Tagline

The logo without tagline is provided in all variations and can be used when felt most appropriate. However, the tagline version is our primary logo and should always be considered before this version.

Clearspace

The OSGeo logo should always be given an appropriate amount of clearspace whenever used. Clearspace is designed to prevent other graphic or typographic elements from detracting from the visual presence of the logo.

Clearspace

A clearspace equal to twice the distance (x) of the height of the lower-case letters in OSGeo should be maintained around the logo at all times. The clearspace will change depending on the size of the logo.

2X   2X

2X   2X

x=height of "eo"

2X   2X

2X   2X

Minimum Size

The minimum size for high resolution applications should be no less than 1" (25 mm).

For lower resolutions, be sure the logo is large enough to be readable.

1" (25mm)

Don'ts

It is important to remember that our logo must be presented consistantly for it to be an effective ambassador for our organization. The following are some typical examples of what *not* to do to our logo.

Do not change the logo color. Always use the standard configurations shown in the "Use of Color" section

Do not use low-res JPEG- and GIF- formatted files for printed materials.

Do not modify the logo by changing the tagline text.

Do not stretch or condense the logo vertically or horizontally.

Do not re-configure the logo.

Do not place the logo over complex photography or backgrounds.

The logo should never appear without the symbol.

Do not alter the logo typeface or attempt to re-create the logo.

Color

Color is a powerful tool for expressing the OSGeo brand. The OSGeo logo incorporates bold, energetic greens which reference the idea of land and life. The OSGeo colors have been separated into two categories:

The Primary Color palette: The dominate colors used in the logo and layout
The Secondary Color palette: Colors used to accent in layout

Primary Color Palette

The primary color palette should be used in every layout and application of the OSGeo brand. The amount of OSGeo Green and LIght Green can vary, based on creative interpretation. Use OSGeo LIght Green primarily as an accent. OSGeo Green is preferred over Light Green when used as a background color. OSgeo Pale Green should be reserved for the logo primiarily and should rarely be used in layout.

	OSGeo Green	**OSGeo LIght Green**	**OSGeo Pale Green**
PMS:	362	375	375 (60%)
CMYK:	80, 0, 100, 0	41, 0, 78, 0	25, 0, 47, 0
RGB:	74, 170, 67	160, 207, 103	196, 225, 161
HEX:	289728	a4d767	c1e2a5

Secondary Color Palette

The Secondary Color Palette contains black and various shades of gray. These are meant to support the primary color palette. These color should never be used by themselves unless dealing with grayscale applications.

PMS:	Pantone Black	424	Cool Gray 3
CMYK:	0, 0, 0, 100	0, 0, 0, 61	0, 0, 0, 17
RGB:	0, 0, 0	118, 122, 125	201, 202, 203
HEX:	00000	767a7d	c9cacb

Typography

The Sans Family is the primary display, headline and body copy font of OSGeo. This family was chosen for its clean, humanistic appearance and its superb versatility. It offers a complete family of weights from light to black, including italics, condensed and small caps. Consistent use of this type family will help ensure a unified brand image.

In certain instances where The Sans might not be available such as online editable text, or when composing a letter, The Arial Family can be substituted.

Copies of the font can be purchased online at
http://www.fontshop.com

Primary Display and Headline Typeface:

There are two weights that can be used: Bold, and Light. The case can be either upper-case or upper- and lower-case. Their weight and size should be based upon the creative needs of the specific instance in which it is used. Do not use The Sans Plain for Sub Heads and Headlines. In certain instances Italic can be used for emphasis.

The Sans Bold Plain

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 123456789 ? $ @ , . " "

The Sans Light Plain

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 123456789 ? $ @ , . " "

Body Copy Typeface:

There are two wieghts that can be used: Regular and Light. The case can be either upper-case and upper- and lower-case. Their weight and size should be based upon the creative needs of the specific instance in which they are used.

The Sans Plain
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 123456789 ? $ @ , . " "

The Sans LIght Plain
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 123456789 ? $ @ , . " "

The Sans Italic

Italic should be used in instances that need emphasis within headlines and body copy, such as titles and quotes.

The Sans Plain Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 123456789 ? $ @ , . " "

The Sans Light italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 123456789 ? $ @ , . " "

The Sans Condensed

In certain instances where space is limited, such as graphs, and data charts, The Sans Condensed can be used. If space is not limited, use regular and bold.

The Sans Condensed Plain

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 123456789 ? $ @ , . " "

The Sans Condensed Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 123456789 ? $ @ , . " "

File Formats

The CD included with this brand guide provides the OSGeo logo in a variety of appearances and file formats. Refer to the information on the next page to determine the specific file format for each "end-use."

.EPS

Hi-res (high-resolution) files which are vector-based (line) images created in a drawing profram and used for high-quality printing. **EPS files may be scaled up or down** without losing resolution.

.TIF

Hi-res files which are raster-based (bitmapped) images created in a paint or photo program and used for high-quality printing. **TIFs should not be scaled up** due to loss of resolution.

.GIF

Lo-res (low-resolution) files which are raster-based images created in a paint or photo program and used primarily for Web graphics. **GIFs should not be scaled up or down** due to loss of resolution.

.JPG

Lo-res files which are raster-based images created in a drawing program and used for Web graphics and digital printing. **JPEGs should not be scaled up** due to the loss of detail during saving (from compression).

Offset Printing

The EPS files provided are to be used for offset printing:

OSGeo_CMYK.eps	4-color process
OSGeo_PMS.eps	Spot color using Pantone inks (PMS 356/369)
OSGeo_GRAY.eps	Black and white ads
OSGeo_REV.eps	"Reversed" —white logo appearing against a dark background

PowerPoint Presentations

GIF and JPG files can be used for website applications. We have provided the RGB, black (BLK) and reversed (REV) logos in each file format.

Websites

GIF and JPG files can be used for website applications. We have provided the RGB, black and reversed logos in each file format.

Word Processing

The TIF files are the appropriate files to use when embedding files in a word processing document such as Microsoft Word.

Photoshop Files

Photoshop files of the logos are also provided, in case another file format is needed.