



OSGeo BRAND STANDARDS



CORPORATE LOGO STANDARDS

FONTS

Copy Fonts:

The Sans Semi Bold
Bold Plain

The Sans Semi Bold
Bold Italic

THE SANS SEMI BOLD
BOLD CAPS

Display Font:

Lunarmod Regular

PMS COLORS



Pantone 362 Coated at 100%



Pantone 375 Coated at 100%



Pantone Reflex Blue Coated 1

CMYK COLORS



Dark Green (C:70 M:0 Y:100 K:9)



Light Green (C:41 M:0 Y:78 K:0)



Blue (C:100 M:73 Y:0 K:2)

RGB COLORS



Dark Green (R:73 G:169 B:66)



Light Green (R:160 G:207 B:103)



Blue (R:0 G:84 B:164)



The Corporate Logo includes the tagline at all times. Do not remove the tagline.
Do not translate the tagline.



CORPORATE LOGO STANDARDS

FAMILY OF LOGOS

Pictured here are the only approved Corporate Family Logos.

Standards for the usage of these logos are identical to the main Corporate Logo.

All logos must be constructed by Corporate Communications.





CORPORATE LOGO STANDARDS

CORPORATE LOGO PROTECTED ZONE

The Protected Zone, represented by the thin blue line, is relative to the height of the “G” letter form.

No separate image or logo should broach this area.

This measurement applies proportionately when decreasing or increasing the size of the logo.

LOGO PROPORTIONS IN PRINTED DOCUMENTS

When using the OSGeo Corporate Logo in conjunction with other logos on printed pieces, please keep the proportions of the OSGeo Corporate Logo in mind. Do not use the logo at its smallest size on large printed document (i.e. tradeshow panels) to satisfy the basic requirement. This de-emphasizes the importance of OSGeo.



MINIMUM SIZE REQUIREMENTS

For Print – Do not reduce the logo smaller than 22 mm (.85”) in width

For Web – Do not reduce the logo smaller than 92 pixels in width



22 mm
.85”



92 px



CORPORATE LOGO STANDARDS

UNACCEPTABLE LOGO USAGE

DO NOT

- a Remove the compass mark
- b Add dark drop shadows to the logo
- c Outline the logo
- d Screen or decrease any of the colors within the logo
- e Skew or stretch the logo
- f Rotate the logo
- g Place logo on similar green colors or colors of similar value





BUSINESS STATIONERY STANDARDS

STANDARD CORPORATE BUSINESS CARD

BOX A

Text color – Pantone 362 C

Name – THE SANS SEMI BOLD CAPS 10.5pt/14pt
(may be adjusted for long names)

Title – The Sans Semi Bold 8pt/14pt

Line – .5pt

BOX B

Text color – Pantone 375 C

Web Address – The Sans Semi Bold 11.3pt/14pt

Email – The Sans Semi Bold 8pt/14pt

Telephone – The Sans Semi Bold 8pt/9.2pt

Line – .5pt

BOX C

Use Official Logo:

Compass Icon – Pantone 362 C, 375 C

Text color – 362 C

Sub-Text color – 375 C

The Sans Semi Bold Italic 8pt

BOX D

Text color – Pantone 362 C, 375 C

Arial Regular 4pt

