

# Logo Usage Guidelines

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## The OSI Logo: Usage Guidelines

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The OSI logo is a trademark of Open Source Initiative. In order to protect and grow the OSI brand, we have a distinguishable logo that can be used to mark software licensed under an OSI Approved License. There are guidelines for the logo's appearance and usage, outlined here.

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## Logo Usage

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### The Standard Logo



### The Logotype

open source  
initiative

### The Symbol



## Reversing Logotype Color to White

When the logo is used on a background that is darker than 50% grey, you should reverse the type to white for legibility:



## Greyscale Logo

In greyscale reproduction, use the black and white version on the logo:



## For Use on Light Backgrounds

The normal greyscale reproduction is suitable for use on light backgrounds without modification.

## For Use on Dark Backgrounds

For dark backgrounds in a greyscale printing situation, use the following treatment of the greyscale logo:



## Black & White Logo

Sometimes, often due to production costs, only one color of ink is available and so OSI Logo must be reproduced using only one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. The logotype and/or symbol outline must be clearly distinguishable from the background color. You must honor the OSI Logo palette when possible, using black or white if necessary.

Some examples follow, below:



## Trademark Symbol

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The 'TM' or ® trademark symbol as determined by OSI must always be visible and readable for both the OSI Logo in the placements shown in these guidelines. You may not remove or obfuscate either of the TM or ® symbols in the OSI Logo.

## Clear Space

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### Logo Clear Space

The principle of the clearspace rules for the Logo, the Logotype and the Symbol are shown in the following diagram. The small box in the center of the symbol and enclosing the letter 's' shows the metric width we strive to maintain, either as a minimum (if exactly one box width) or recommended (if as large as exactly two box widths):



### Logotype Clear Space



## Symbol Clear Space



## Typeface

### Complementary Font

We recommend using the *Futura Md BT Medium* fonts as complementary fonts to the OSI Logo.

### Color Palette

#### Light Green

Pantone ® :
361 CVU
CMYK (%):
76,0,91,0
RGB (0-255):
61,166,57
HEX:
#3DA639

#### Dark Green

Pantone ® :
361 CVU +50% Black
CMYK (%):
76,0,91,50
RGB (0-255):
30,83,29
HEX:
#1E531D

#### Black

Pantone ® :
Black
CMYK (%):
0,0,0,100
RGB (0-255):
0,0,0
HEX:
#000000

## Bad Logo Usage

### Never Stray from the Color Palette



## Improper Design Usage

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### Never Switch the Colors

Use a choice from the palette provided.



### Never Use the Design on Similarly-Colored Backgrounds

Never use the design on similarly-colored backgrounds. Use a choice from the palette that is appropriate for the background.



## Never Rearrange Elements of the Design

Do not change spacing, alignment, or relative locations of the design elements.



## Never Stretch or Distort the Logo

Do not change the proportions of any of the design elements or the design itself. You may resize as needed but must retain all proportions.

