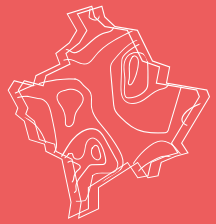
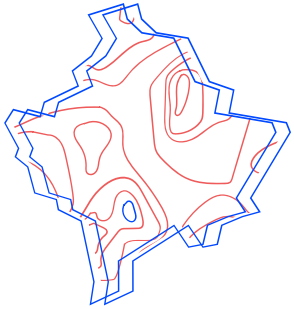


FOSS4G Style guides

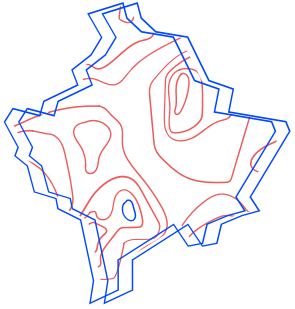
1	Logo Specifics
2	Clear space
3	Logo variation
4	Background
5	Colour Specifications
6	Typography in Use
7	Logo Best Practices
8-11	Stationery

Logomark

Our logo is the face of random - the primary visual expression that we use to identify ourselves-.meaning that we need to be careful to use it correctly and to do so consisyenly.



Primary Logomark

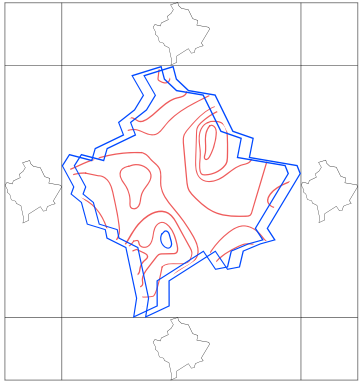


FOSS4G

Prizren, 2023

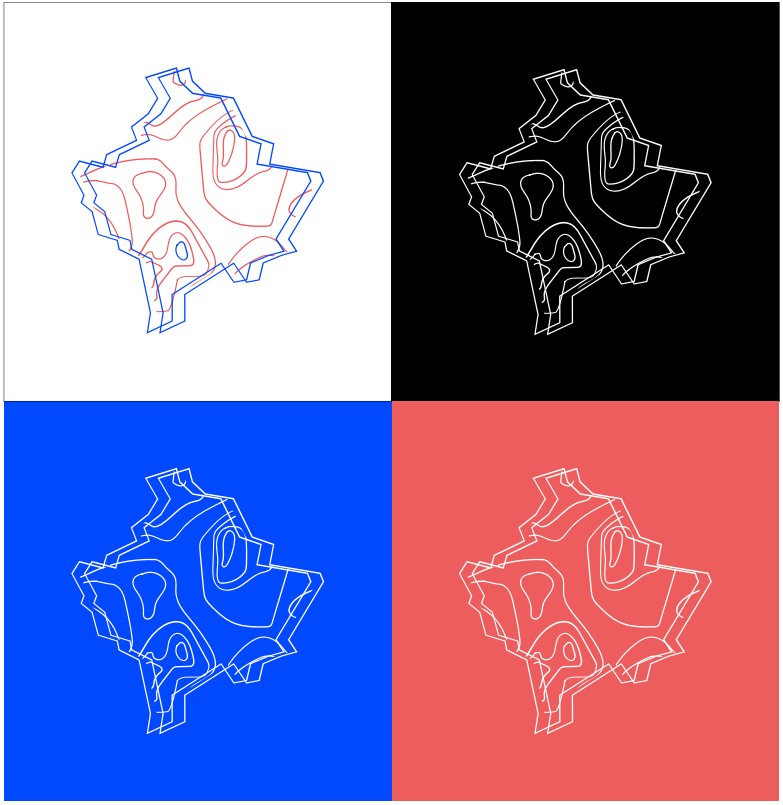
Clear space

Clear space prevents type, imagery or other graphic elements from interfering with thelegibility of our logo. No graphic elements should encroach the border around the logomark.This space is determined by 30% height of logomark on each side.



Logo variation

Random logo used on an application will often depend pn the background and production method. When using the logo on a white background. youcan use fumll color version or orange color logo.



Primary colors

HEX: #ed5d5d
CMYK: 0, 61, 61, 7

HEX: #0049ff
CMYK: 100, 71, 0, 0

HEX: #000000
CMYK: 0, 0, 0, 100

HEX: #ffffff
CMYK: 0, 0, 0, 0

Typeface Family

Only one font styles are used for the logo, typeface family: Alfabeti

When to Use:

ALFABETI DEMIBOLD is the primary font used for the logotype/logo wording.

Alfabeti (DemiBold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

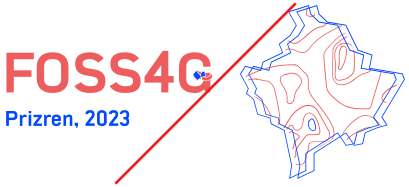
When to Use:

INTER (REGULAR) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondance.

INTER (REGULAR)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Sizing

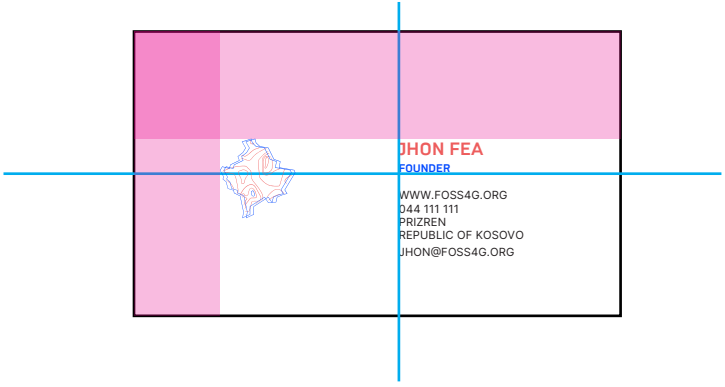
Do not use squish or squash the logo. Any resizing must be in proportion.

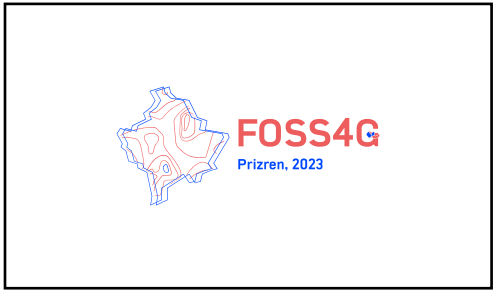
Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

business card

95mm * 55mm
front
-distance from top 15mm
-distance from left 10mm
-name 12pt
-job title 8pt
-details 8pt
back
-centred logo with black background



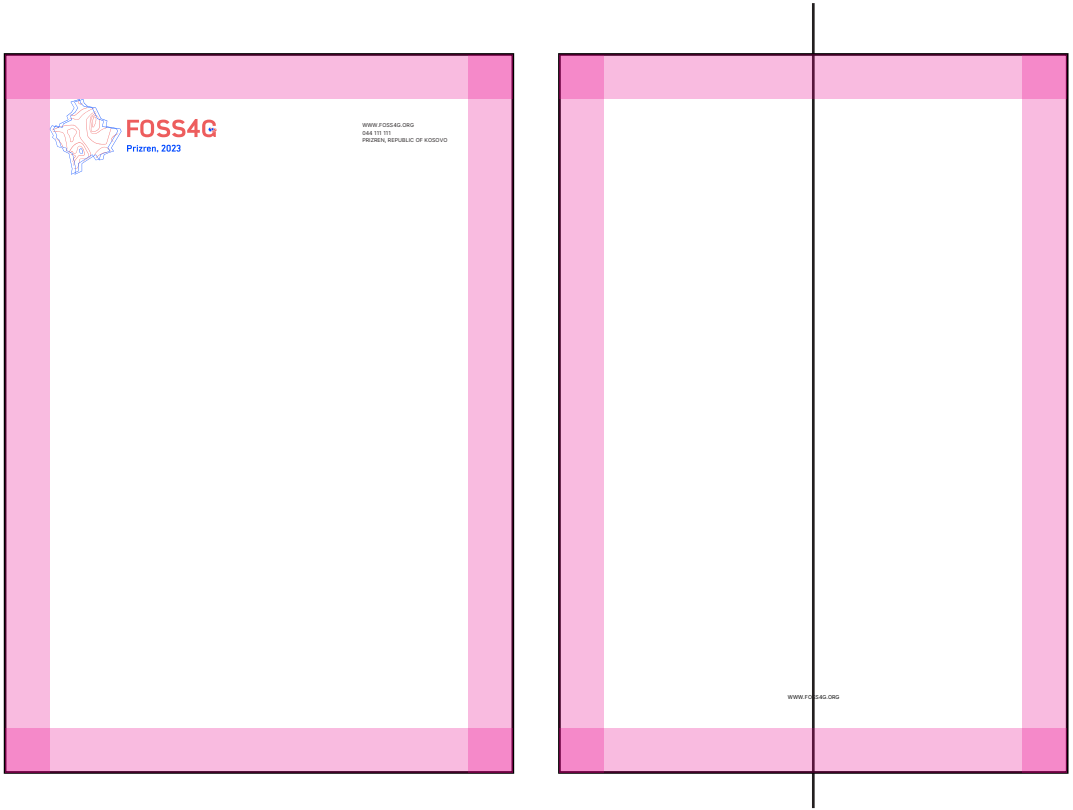


front letterhead

-Logo width 58mm
-Logo distance from left margin 20mm
-The distance between top margin and logo is equal with 2 times the logo height

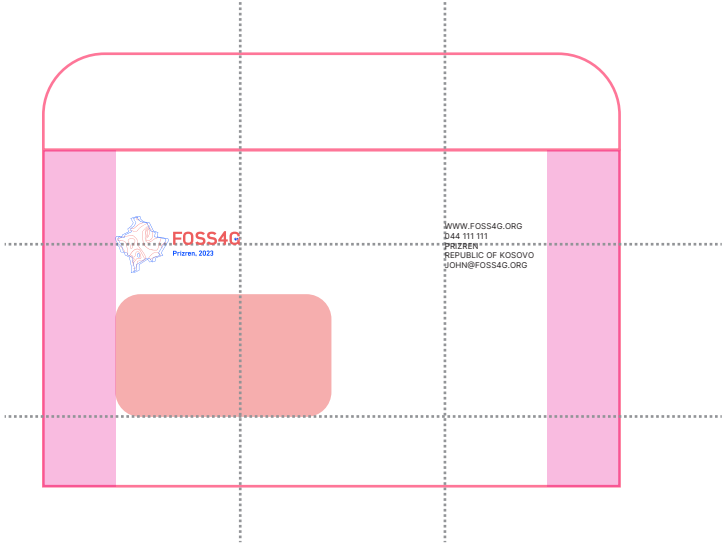
back letterhead

-Type is centred on page and aligned bottom with the info placed on front (20mm fromthe page bottom)
-Logo detail from top is centred on the page and cut to 50% height
-The logo detail black transparency set to 16%



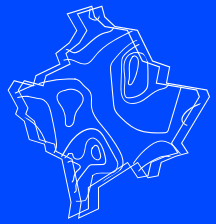
Envolpe

-Logo width 48mm
-Logo distance from left margin 20mm
-type distance from right margin 20mm



Pattern

Pattern is one of the main elements in random brand identity. They are intended to be repeatable to be used in wide variety of applications. Our inspiration comes from the random logo



Thanks for watching