

Branding Style Guide



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Introduction

This document contains the collected elements of the OSGeo identity and provides guidelines for their use. It is a toolkit designed to help us create more consistent visual communications pieces. The system is both unifying and flexible allowing enough diversity to meet the demands presented by different audiences and applications while maintaining a consistent visual character that is both distinct and concise.

An Identity is more than a logo, typeface or color. When used thoughtfully and consistently, our identity becomes the unified voice of our organization. With so many variables, this Style Guide should be used to ensure brand consistency for current and future use.

Read through the entire Style Guide to make sure you understand rules, guidelines and how everything works together before using these assets to create OSGeo-related promotions. These assets are only to be used for official OSGeo communications. Do not use them to promote private businesses or for individual purposes.

The new OSGeo identity contains various elements and colors to add different flavors to applications, thereby keeping the look fresh for years to come.

In order to maintain a strong and consistent brand identity, it is important to look past just a logo and a name. Who we are, what we believe in, and those we serve all play an integral role in creating a comprehensive understanding of the correct OSGeo identity.

This Style Guide should be used to ensure brand consistency for current and future use. We realize that our brand is complex and with so many variables it is up to us to communicate it effectively. It should be used consistently to foster brand awareness.

If you have any questions or problems as you use these assets, contact OSGeo Marketing Committee at marketing@osgeo.org.

Primary logo

The OSGeo primary logo is the most important element of the brand identity. It symbolizes our services, our products and our mission and should appear on all of our communications. The new visual treatment is designed to strengthen the identity and present a more focused positioning. The OSGeo logotype was carefully created using proportional spacial considerations. It is important to use the logo properly and consistently throughout the materials so that it stays memorable and recognizable within our community.

OSGeo Mark



OSGeo Logo



OSGeo

Sub-brands

With so many sub-brands at OSGeo, the new system must be flexible to allow for various configurations and hierarchies. Various subbrand relationships are available within the OSGeo brand family:

Sub-brands (examples)



Distinct brand



Local Chapters Brands

Local Chapters (Country examples)



Local Chapter (Alternatives)



Distinct Local Chapters

Local Chapters



Principles of Typography

Type tells a story. The right typeface, used consistently, builds character. Therefore two typography fonts have been chosen for the OSGeo Branding: Sintony and Miriam Libre.

Used in conjunction they carry across the open source and participatory community driven OSGeo platform.

The fonts that are used are all open source. More information about the fonts can be found at Google Fonts for [Miriam Libre](#) and [Sintony](#).

OSGeo should always be written OSGeo, and the acronym should never be written OSGEO or osgeo.

OSGeo 

OSGEO 

osgeo 

For headers

Miriam Libre Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Miriam Libre Bold

**ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

For body text

Sintony Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Sintony Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Principles of Colors

Color is the most fundamental yet most powerful tool in creating a mood and feeling. In our new corporate design we used a fresh and vibrant color palette; yet still recognizable to the old OSGeo color palette.



FOR PRINT/PRESS

C 70
M 0
Y 80
K 0

FOR DIGITAL

R 77
G 176
B 91

FOR PRINT/PRESS

C 95
M 55
Y 55
K 55

FOR DIGITAL

R 0
G 58
B 64

FOR PRINTING PRESS

Pantone 361 U

FOR WEB

#4CB05B

FOR PRINTING PRESS

Pantone 330 U

FOR WEB

#00393F

Secondary Palette

OSGeo green + variations

FOR PRINT/PRESS	FOR DIGITAL
C 70	R 70
M 0	G 0
Y 80	B 80
K 0	
FOR WEB	
#4CB05B	

FOR PRINT/PRESS	FOR DIGITAL
C 58	R 110
M 0	G 208
Y 66	B 122
K 0	
FOR WEB	
#6ED079	

FOR PRINT/PRESS	FOR DIGITAL
C 49	R 136
M 0	G 234
Y 58	B 145
K 0	
FOR WEB	
#87E991	

OSGeo dark blue/green + variations

FOR PRINT/PRESS	FOR DIGITAL
C 95	R 0
M 55	G 58
Y 55	B 64
K 55	
FOR WEB	
#00393F	

FOR PRINT/PRESS	FOR DIGITAL
C 82	R 39
M 43	G 87
Y 48	B 93
K 38	
FOR WEB	
#27575C	

FOR PRINT/PRESS	FOR DIGITAL
C 71	R 75
M 35	G 122
Y 41	B 128
K 18	
FOR WEB	
#4A797F	

OSGeo grey variations

FOR PRINT/PRESS	FOR DIGITAL
C 44	R 146
M 35	G 144
Y 35	B 144
K 14	
FOR WEB	
#91908F	

FOR PRINT/PRESS	FOR DIGITAL
C 18	R 217
M 13	G 217
Y 14	B 216
K 0	
FOR WEB	
#D8D8D8	

FOR PRINT/PRESS	FOR DIGITAL
C 7	R 240
M 5	G 240
Y 5	B 241
K 0	
FOR WEB	
#F0F0F1	

FOR PRINT/PRESS	FOR DIGITAL
C 52	R 118
M 42	G 116
Y 42	B 116
K 26	
FOR WEB	
#757473	

FOR PRINT/PRESS	FOR DIGITAL
C 58	R 91
M 49	G 89
Y 48	B 89
K 40	
FOR WEB	
#5A5958	

FOR PRINT/PRESS	FOR DIGITAL
C 61	R 79
M 52	G 77
Y 51	B 77
K 48	
FOR WEB	
#4E4D4C	

Logo usage: Do's

- ▶ Use only the official OSGeo logo available for download [here](#).
- ▶ Make sure the Brand Assets are displayed clearly.
- ▶ Keep enough space around the Brand Assets so they appear clean and uncluttered.
- ▶ Maintain proportions and preserve clear space around the OSGeo logo. For specific guidance on maintaining appropriate proportions, click [here](#).
- ▶ The OSGeo logo is always above any sub-brand name.
- ▶ If you want to direct others to OSGeo or to one of our sub-brands, feel free to display our OSGeo logo side-by-side with other logos.
- ▶ If you include the OSGeo logo next to other logos, please display it in the same size as other logos.

Clearspace

Working with the logo requires consistent clearspace. Clearspace is the “blank” space (X) around the entire logo that is free of text and other graphics. The clearspace has been set according to specific dimensions of the different logo components. 1x is the minimum amount of clearspace needed.

Spacing

Spacing of the primary logo elements should never change.

Units

The method for spacing is measured in relative “x” units. One “x” can be determined from the height of the mark in the logotype.



Black/white



If color is not available, use the black logo option.



Use the reverse for dark back grounds.

Minimum size



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



The minimum size for high resolution black/white applications should be no less than 2" (50 mm).

Logo usage: Don't

It is important to remember that our logo must be presented consistently for it to be an effective ambassador for our organization.

The following are some typical examples of what not to do to our logo.

- ▶ Remove the OSGeo compass mark.
- ▶ Change, screen or decrease any of the colors within the logo.

Modify the OSGeo Corporate and/or Sub-brand logo in any way, such as by:

- ▶ Change the colors;
- ▶ Rotate the logo;
- ▶ Add shadow(s) to the logo;
- ▶ Outline the logo;
- ▶ Place the logo on similar green colors or colors of similar value;
- ▶ Separate elements in the design.
- ▶ Display the OSGeo logo larger than your own marks or branding.
- ▶ Use the OSGeo logo to refer to any product or service without contacting the OSGeo Marketing Committee.
- ▶ Feature the Brand Assets in connection with pornography, illegal activities, or other materials that violate the OSGeo Terms of Service, Community Guidelines, or Privacy Policies.



Do not stretch or condense the logo vertically or horizontally.



Do not rotate the logo.



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



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



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



Do not reconfigure the logo.



Do not place the logo over complex photography or backgrounds.



Do not place the logo over coloured backgrounds

Photography

A distinctive photographic style has been developed.

It is based on a sense of geographical 'welcome'. It should reflect what it looks like in a specific area, and make people like in a specific area, and make people want to visit there. It should support our brand essence of 'Welcoming geospatial spirit' and our brand values: vibrant, living community culture, diverse, forward-thinking.

Mood

Explorable, spacious, topographical, cartographical, terrestrial, urban, open and energetic.

Free Open Source examples

<https://unsplash.com/search/drone>

(not the drones itself!)



Examples



Urban setting



Urban setting



Examples



Land-seaside setting



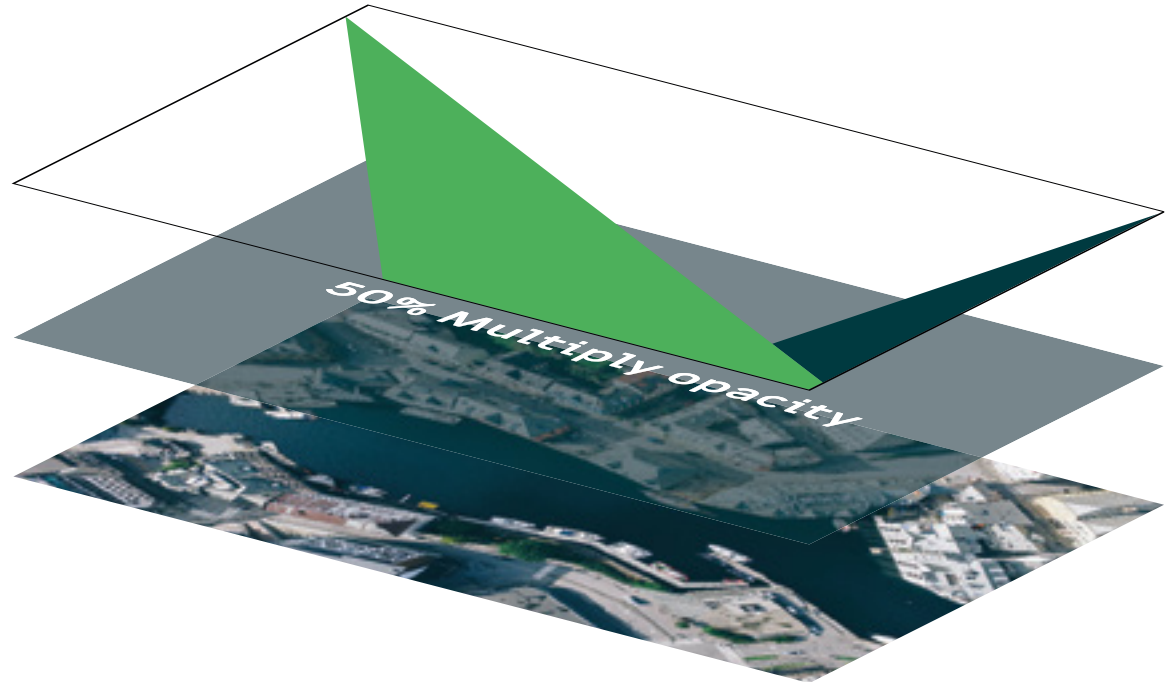
Land-seaside setting



Branding elements

With use of your own photos you can add branding elements using the following:

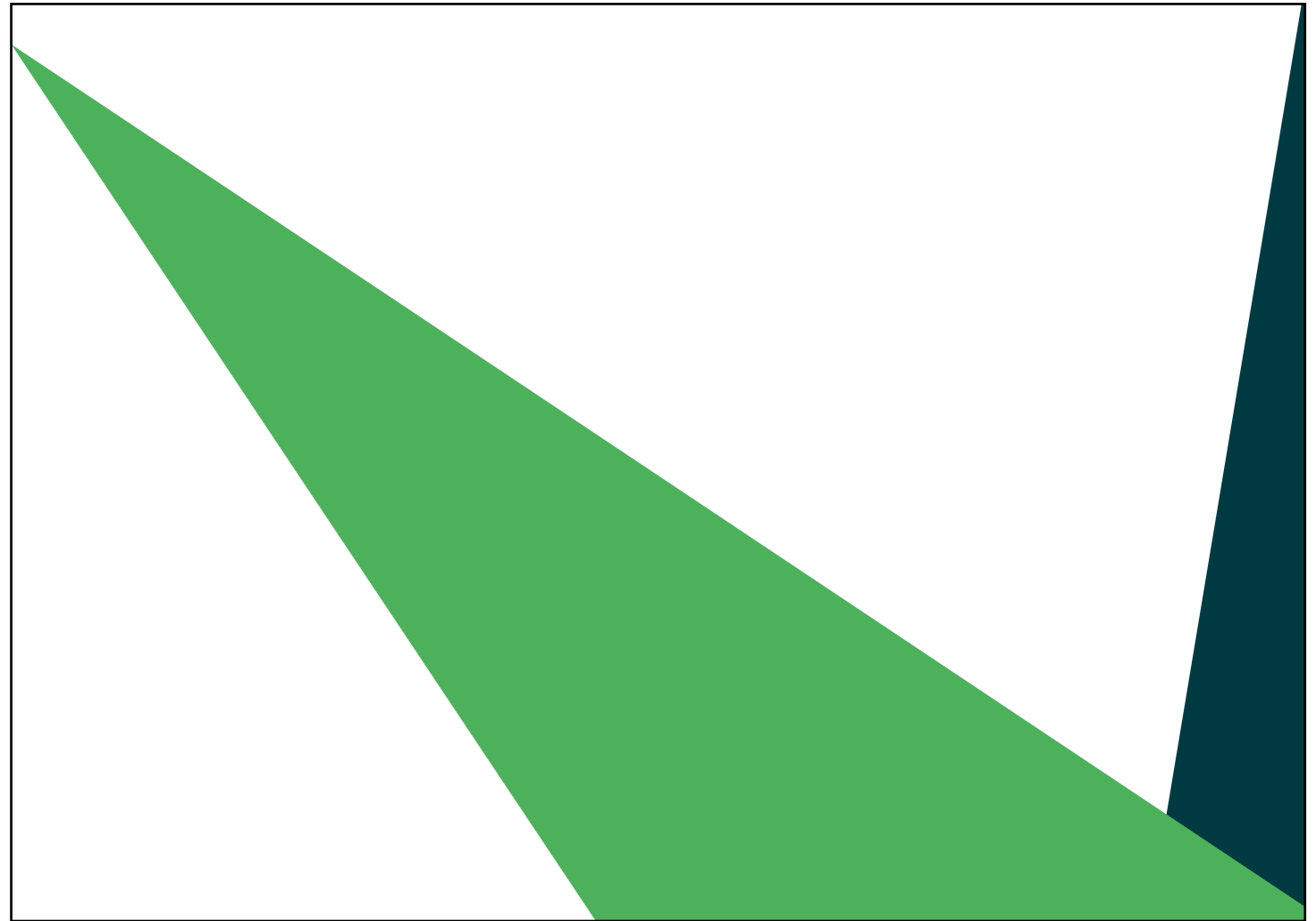
- ▶ 50% Multiply Opacity with the Dark Green colour to fade out the photo (White text can be place on top)
- ▶ Draw compass shapes



Branding elements

OSGeo Green always on top

Points touching the side of the canvas



Cartography

Cartographic style varies considerably depending on zoom level (scale), available data, and location on the earth. The OSGeo style, as applied to cartography, will vary for the same reasons. The main solution to providing a consistent look and feel within that framework is to ensure that all OSGeo styled maps use the OSGeo color palette. Features with the most visibility, area, and/or quantity, should most often be styled with the two main colors where possible.

All else being equal, #4CB05B should be the dominant color for area features, #00393F should be the second most dominant color for area features. White and the colors from the secondary palette (see Principles of colours) should be assigned for other features as shown:



Cartography

This example also showcases an expansive, oblique, view that mirrors the explorable and spacious landscape photography moods described in the photography section.

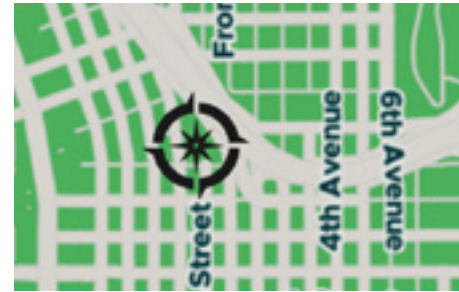
Where low-zoom land and water areas are most prominent, it is advised to follow general cartographic convention and assign one of the blue palette colors to water (#00393F shown here) and one of the green palette colors to land (#4CB05B shown here). Example:



Cartography

Labels should be displayed in a contrasting palette color (or white) and, when possible, in one of the two OSGeo fonts.

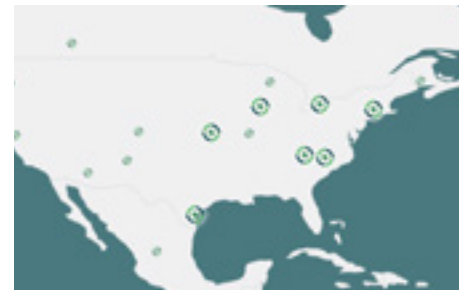
The OSGeo Mark can be used as a map marker as shown:



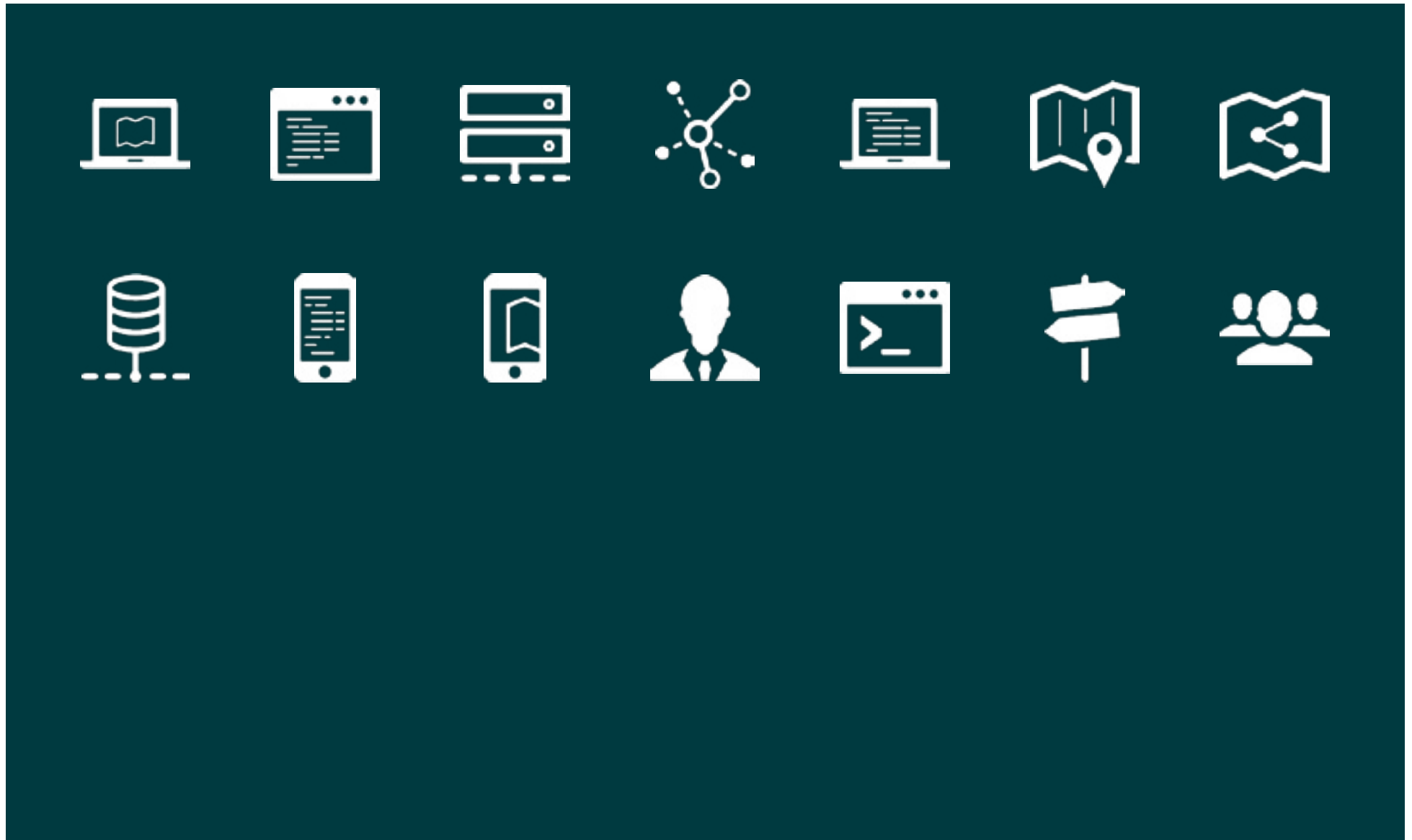
Digital point location maps should use dynamic marker clustering when low zoom levels are present. For example, this map uses dynamic marker clustering to illustrate the locations of Geo for All Labs (a secondary palette color is used for water and white is used for land) at several scales:



A similar example of marker clustering, with simple marker circles in branded colors shown here:



Icons style



Business Cards



Letterhead Front



14525 SW Millikan #42523
Beaverton, Oregon
United States
97005-2343

Regarding

David C Melton
2737 Vine Street
Georgia 31626

Subject

Branding & Concept
Proposal #1

Date

26th December 2017
Boston

Dear David,

Um quibus explic tent rendandic te andigendae quibus ius adi odit, imin nam elignis cone vendaeped ut harum aut inctorecum faccatiam, qui consecum nectat. Mus ex et pre eatia dolore, testior eperias nesti sin nonesti asitis volloritibus natur? Ferum sim laut acerio. Ibusdan tusam, que eium, ut etust occae re, consecusam qui dolorpor atinis venimintibus am quiasped quia quas ab iunt fugiant.

Lorum illa dit, quae aliquam que mi, eum faccum lant. Itatur, voluptamus quia con parum faccum eum sitat ex essed ea vel in reprem im que velesto volorpo rumquos eos nobististi duntionseque lic torio temperunt ratem viducid erferum aut labo. Magnat etusae.

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A handwritten signature in black ink, appearing to read "Angie Anderson".

Best regards,
Angie Anderson

www.osgeo.org

Letterhead Following Page



Um quibus explic tent rendandic te andigendae quibus ius adi odit, imin nam elignis cone vendaeped ut harum aut inctorecum faccatiam, qui consecum nectat. Mus ex et pre eatia dolore, testior eperias nesti sin nonesti asitis volloritibus natur? Ferum sim laut acerio. Ibusdan tusam, que eium, ut etust occae re, consecusam qui dolorpor atinis venimintibus am quiasped quia quas ab iunt fugiant.

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Lorum illa dit, quae aliquam que mi, eum faccum lant. Itatur, voluptamus quia con parum faccum eum sitat ex essed ea vel in reprem im que velesto volorpo rumquos eos nobististi duntionseque lic torio temperunt ratem viducid erferum aut labo. Magnat etusae.

A handwritten signature in black ink, appearing to read "Angie Anderson".

Best regards,
Angie Anderson

www.osgeo.org

One-page Info

GeoForAll

Making geospatial education and opportunities accessible to all

GeoForAll Network

GeoForAll is a research and educational outreach initiative. It is a grassroots network of over a hundred participating labs, research groups, research institutes and universities.

Participants are committed to the use and development of free and open source software; the use of free and open data; the principles of open science in research; and the use of open education in teaching.



Open for All

GeoForAll provides participants the opportunity to join in the creation of a worldwide teaching and research infrastructure. It provides global learning and training opportunities, platforms for capacity development and access to quality education opportunities for all.

GeoForAll and their partners are responsible for growing the next generation of open source geospatial talent! Learn how your institution can participate at geoforall.org.

Open Education: GeoForAll offers a rich resource of open materials which can be reused and extended. Freely available resources include: webinars, multilingual courses, newsletters, educational and teaching content material.

Open Collaboration: GeoForAll provides its members with the ability to network and collaborate with people all around the world that share common interests and work together in projects and new ideas.

Open Science: GeoForAll contributes to science in general for the benefit of the whole society and for our future generations. Participating students and learners develop creative and open minds which is critical for building open innovation.



www.geoforall.org

Flyer Front



Um quibus explic tent rendandic te andigendae quibus ius adi odit, imin nam elignis cone vendaeped ut harum aut inctorecum faccatiam, qui consecum nectat. Mus ex et pre eatia dolore, testior eperias nesti sin nonesti asitis volloritibus natur? Ferum sim laut acerio.

Mission and Goals

Um quibus explic tent rendandic te andigendae quibus ius adi odit, imin nam elignis cone vendaeped ut harum aut inctorecum faccatiam, qui consecum nectat. Mus ex et pre eatia dolore, testior eperias nesti sin nonesti asitis volloritibus natur.

Lenditius ped ex et la perumqu undandenia dis sunducit vel iundunt otatibus restionse dolecto rehensidi omno de vella sinullut molut vollam, nobistibus anduci.

Incubation and Graduation

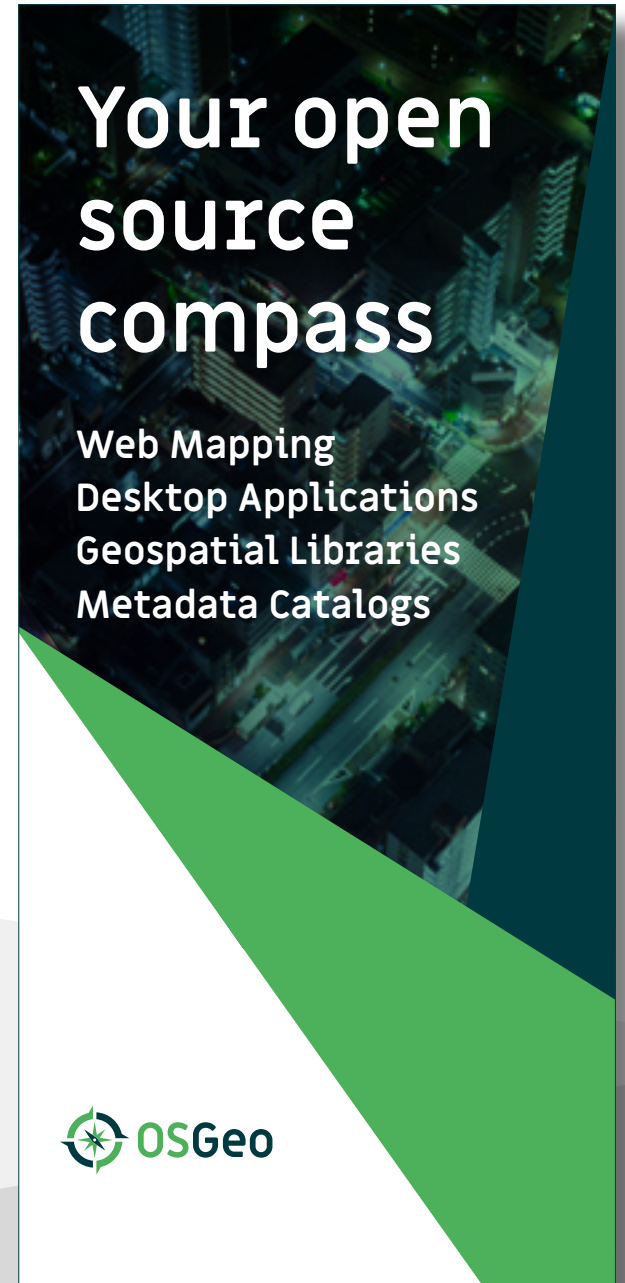
Um quibus explic tent rendandic te andigendae quibus ius adi odit, imin nam elignis cone vendaeped ut harum aut inctorecum faccatiam.

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www.osgeo.org

Roll-Up Banner



Sticker



Table cloth



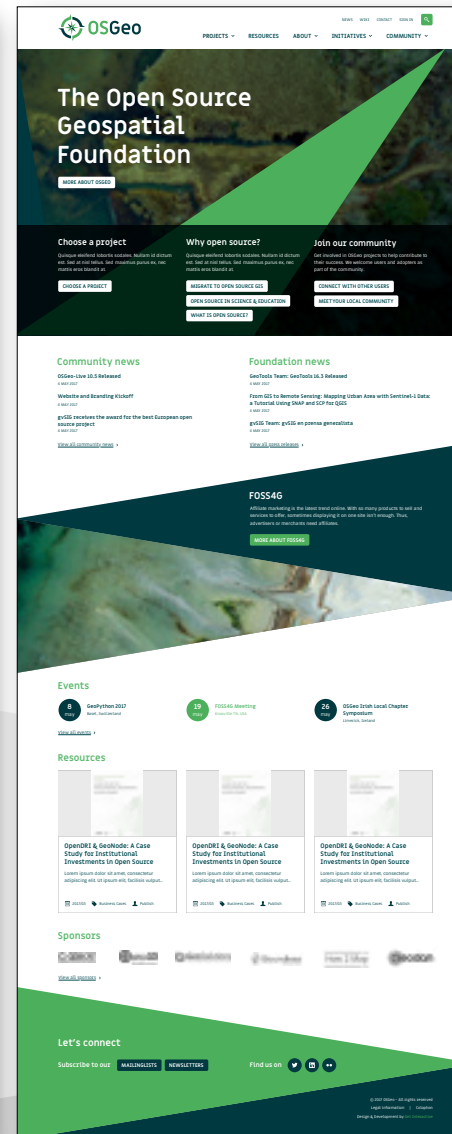
T'shirt



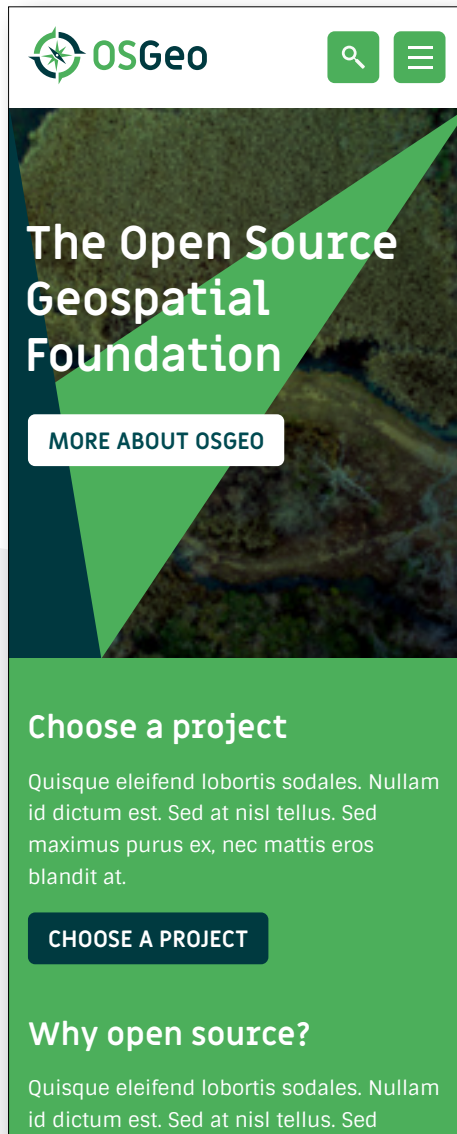
T'shirt



Desktop website



Mobile website



OSGeo

The Open Source Geospatial Foundation

MORE ABOUT OSGeo

Choose a project

Quisque eleifend lobortis sodales. Nullam id dictum est. Sed at nisl tellus. Sed maximus purus ex, nec mattis eros blandit at.

CHOOSE A PROJECT

Why open source?

Quisque eleifend lobortis sodales. Nullam id dictum est. Sed at nisl tellus. Sed

MIGRATE TO OPEN SOURCE GIS

OPEN SOURCE IN SCIENCE & EDUCATION

WHAT IS OPEN SOURCE?

Join our community

Get involved in OSGeo projects to help contribute to their success. We welcome users and adopters as part of the community.

CONNECT WITH OTHER USERS

MEET YOUR LOCAL COMMUNITY

Community news

OSGeo-Live 10.5 Released
4 MAY 2017

Website and Branding Kickoff
4 MAY 2017

gvSIG receives the award for the best European open source project
4 MAY 2017

[View all community news >](#)

Foundation news

GeoTools Team: GeoTools 16.3 Released
4 MAY 2017

From GIS to Remote Sensing: Mapping Urban Area with Sentinel-1 Data: a Tutorial Using SNAP and SCP for QGIS
4 MAY 2017

gvSIG Team: gvSIG en prensa generalista
4 MAY 2017

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FOSS4G

Affiliate marketing is the latest trend online. With so many products to sell and services to offer, sometimes displaying it on one site isn't enough. Thus, advertisers or merchants need affiliates.

MORE ABOUT FOSS4G

MORE ABOUT FOSS4G



Events

8 may GeoPython 2017
Basel, Switzerland

19 may FOSS4G Meeting
Knoxville TN, USA

26 may OSGeo Irish Local Chapter Symposium
Limerick, Ireland


[View all events >](#)

Social Media Facebook

The image shows a screenshot of the OSGeo Facebook page. The page layout includes a top navigation bar with the OSGeo logo and search bar, a left-hand navigation menu, a central content area, and a right-hand sidebar. The profile picture is a green compass rose logo. The cover photo is an aerial view of a harbor with a large green triangle overlaid on the left side. The navigation menu on the left includes Home, About, Notes, Email Signup, Photos, Reviews, Videos, Likes, and Posts, with a 'Create a Page' button at the bottom. The central content area shows a post by OSGeo from 23 hours ago with the text 'Perspective FM: #15 How to create a winning proposal with Dylan Basking from Qwir'. The right-hand sidebar displays business information for 'Business service • London, United Kingdom' with a 4.7 star rating, a search bar for posts on the page, and a list of people who like the page, including Alex Marin and 3 other friends.

Social Media Twitter

Home Moments Notifications Messages Search Twitter Tweet

OSGeo 
@OSGeo · FOLLOWS YOU
OSGeo was created to support the collaborative development of open source geospatial software.
London, UK
osgeo.org
Joined May 2008

TWEETS 8,058 FOLLOWING 721 FOLLOWERS 1,815 LIKES 460 LISTS 2

Tweets Tweets & replies Media

Pinned Tweet
OSGeo @OSGeo · 2 Mar 2015
We've made some more resources for all you wonderful #design folk
osgeo.org/resources/ #webdesign #UI

Who to follow · Refresh · View all

- AppleInsider @appleinsider
- Creode @Creode
- Epiphany Search @Epih...

Social Media small icon



Final comments

If ever in doubt, refer back to this guide or feel free to get in touch with our Marketing department (marketing@osgeo.org). These guidelines are fairly flexible and should allow for enough creative freedom to use the logos as you see fit while still making sure the brand looks best across all applications and platforms.

Enjoy working with
this manual

