

# Style Guide

**FONTS • COLORS • LOGO • GRAPHIC ELEMENTS**

by The Medium, March 2017

The purpose of this document is to ensure correct and consistent usage of the OpenLMIS visual identity. These are valuable assets and can build the brand's visibility and credibility. They should be used with care to present a unified and professional image.



## Fonts

Consistent use of fonts is an important tool in establishing a cohesive look for OpenLMIS.

### Font Family - Open Sans

A combination of the Open Sans family of fonts (Light, Light Italic, Regular, Bold and Extrabold) can be utilized to create attractive and consistent page layouts or to change typographic emphasis.

- Suggested font for large headers: Open Sans Light
- Suggested font for body text: Open Sans Regular
- For headings, avoid using all-caps except for abbreviations
- Use Open Sans Extrabold only in all caps and slightly letterspaced. Do not use Extrabold in large sizes.

### Alternate Font - Trebuchet MS

For PowerPoint presentations, where Open Sans may not be universally available, use safe-font **Trebuchet MS**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Open Sans Light - for large main headings

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Open Sans Light Italic - for quotes, captions, side-notes and footnotes

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Open Sans Regular - for body text

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Open Sans Bold - for emphasis in body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Extrabold - for small subheadings, all caps only

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Trebuchet MS for PowerPoint Presentations

## Brand Colors

Colors have been carefully selected and should be consistently applied. Refer to the RGB or Hex values for use of color in ALL Microsoft Word or PowerPoint documents.

### Primary Brand Colors



PANTONE **PMS 299C**  
 CMYK **C61 M8 Y0 K0**  
 RGB **R73 G186 B235**  
 HEX **49baeb**



PANTONE **PMS Cool Gray 11**  
 CMYK **C0 M0 Y0 K80**  
 RGB **R88 G88 B90**  
 HEX **58585a**

*NOTE ABOUT COLORS: Visual variances may occur between Pantone, CMYK, and RGB color values. These are the closest conversion equivalents. CMYK and RGB values may appear inconsistent when viewed on different monitors, devices, and printing outputs. Pantone Spot colors are the only inks that ensure consistency and accuracy in printing and are only used in professional offset printing, not for inkjet or laser printers or for any on-screen use. Pantone Colors often appear inaccurately on-screen.*

### Secondary Accent Colors and Tints



CMYK **C6 M67 Y99 K1**  
 RGB **R230 G115 B37**  
 HEX **e67325**



CMYK **C89 M63 Y56 K50**  
 RGB **R24 G56 B65**  
 HEX **183841**



CMYK **C9 M7 Y7 K0**  
 RGB **R228 G228 B228**  
 HEX **e4e4e4**



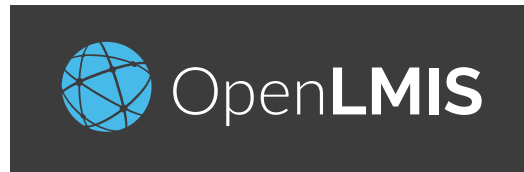
CMYK **C4 M3 Y3 K0**  
 RGB **R240 G240 B240**  
 HEX **f0f0f0**

## Logo Standards

Horizontal Logo in Primary Brand colors



Horizontal Logo, Reversed



Logomark



Stacked Logo in Primary Brand colors



Stacked Logo, Reversed



Logomark  
Line-art

Only used with  
OpenLMIS Community



Logo in B&W

Only use the black logo variation in B&W printing applications, where color is not permitted  
White horizontal logo may also be used as watermark or on 2-color applications



White Logomark

May also be used as a  
watermark with transparency



### DO

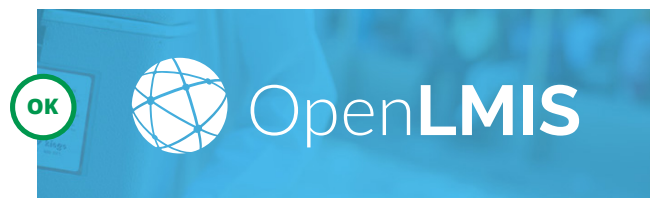
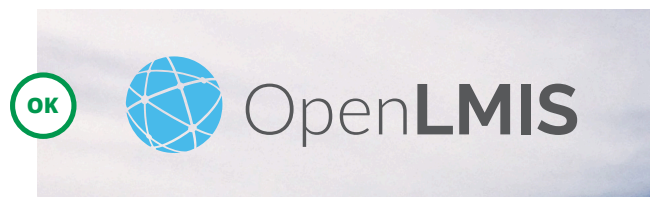
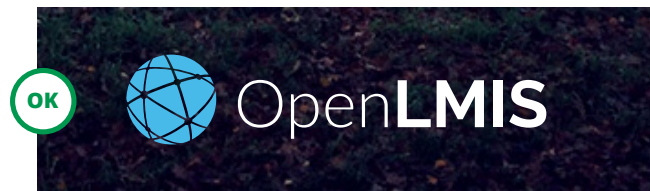
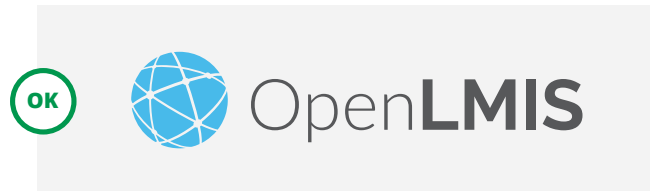
- ✔ Use approved logo artwork.
- ✔ Use the 2-color horizontal version of the logo whenever possible.
- ✔ Use the .EPS (encapsulated postscript) file format on professionally printed pieces.
- ✔ Use the .JPG and .PNG RGB files for Word documents, PowerPoint presentations, and any on-screen format
- ✔ Provide ample space or “breathing room” around the logo when placing it in a layout. See pg 4 of Style Guide.

### DON'T

- ✘ Recreate the logo or use the globe logomark with a different font for OpenLMIS
- ✘ Alter any part of the logo by changing its proportions, shape, or size relationship between mark and logotype
- ✘ Change the color specifications of the logo
- ✘ Use the logotype only without the globe mark
- ✘ Add a drop shadow to the logo
- ✘ Use the logo at a size smaller than 1/4” in height
- ✘ Use the logotype in text to replace the words “OpenLMIS”

## Placing the Logo on a Color or Background Image

The logo may be placed over an image, Brand Color, or subtle texture: however, there must be enough contrast between the logo and the background to maintain legibility.



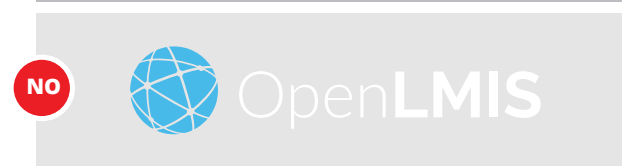
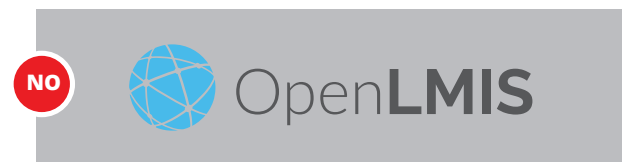
The logo may be used as a watermark over images.



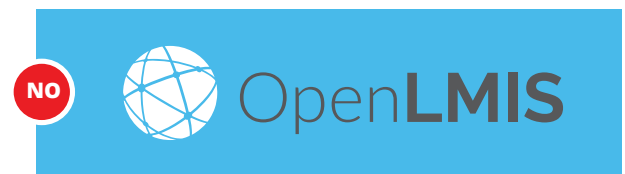
The watermark may bleed off 1-3 edges (not all 4 sides).



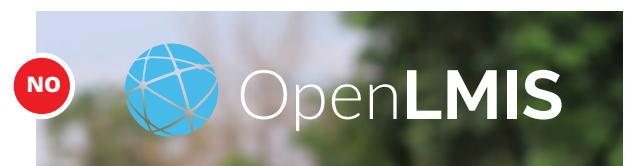
Do not place logo on any color that impairs the legibility of the logo



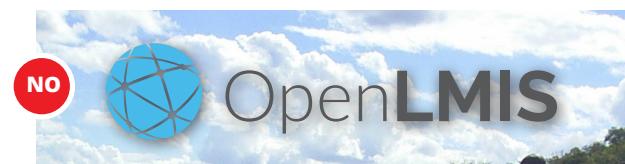
Do not alter the color configuration of the logo.



Do not place the logo on a photo that impairs the legibility of the logo.

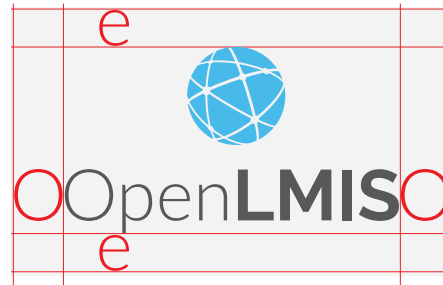
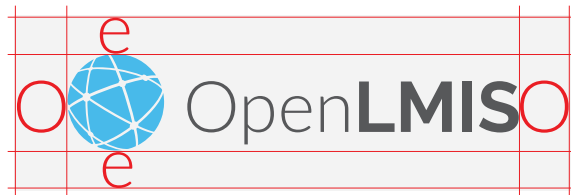


Do not add a drop shadow to the logo.



## Minimum Safe Margin

The logo should have a minimum clear-space margin on the left and right sides of the logo equal or greater than the 'O'. The clear-space above and below should be equal or greater than the 'e'.



## Sub-Brand Logo Lock-Ups

### “OpenLMIS Community” Lockup

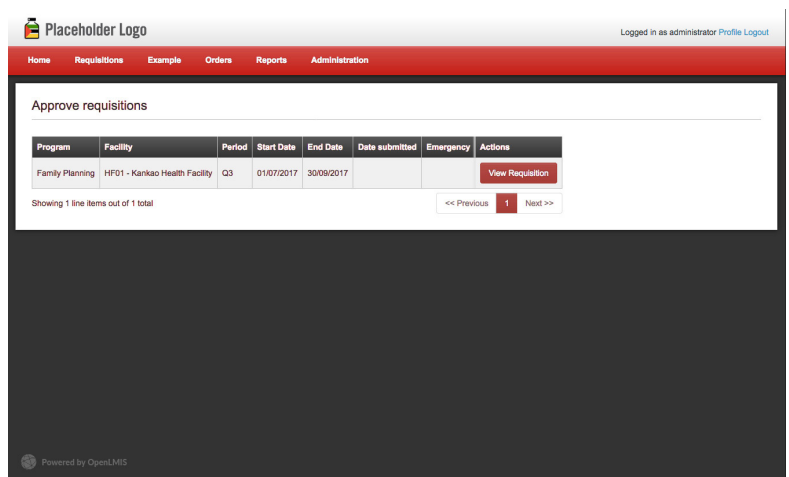
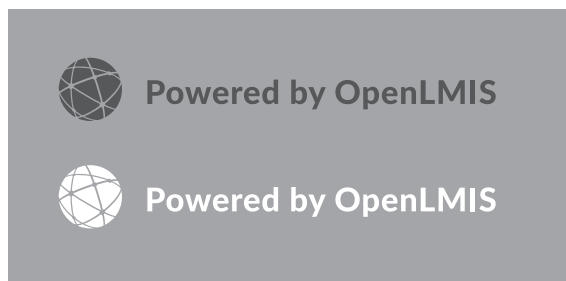


### “Powered by OpenLMIS” Lockup



For placement on light or dark backgrounds, use “grey” version (#666666).

For medium grey backgrounds, use either white or dark grey version



The “Powered by...” badge should be placed in lower left corner of implementer’s web interface

## Graphic Elements - Icons

Icons should be illustrated in the flat-art style using only brand colors to allow the icons to be used together on a variety of applications. Icons may be enclosed in a geometric shape, preferably a circle. Do not use gradients or shading.



## Other Graphic Elements

- ✓ Thin-line divider lines, equal or thinner than font weight
- ✓ Transparent color blocks over photos (80-90% opacity)
- ✓ Color-Treated photos in primary blue (not orange)
- ✓ Flat-style infographics in solid brand colors
- ✗ Avoid using gradients or drop shadows
- ✗ Use orange sparingly, never primary/dominant color

