Brand Guide

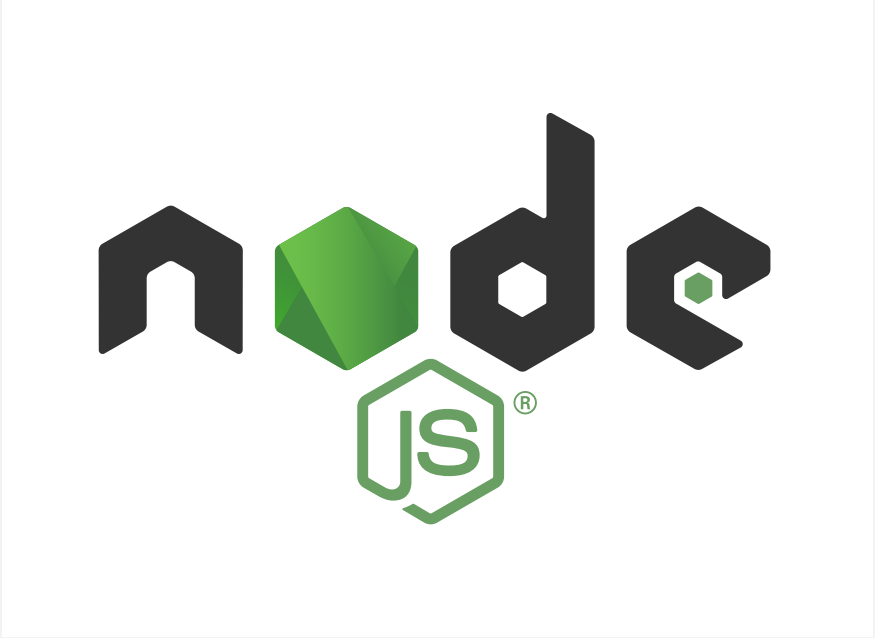
1.01

Logo overview

This refresh of the original logo modernizes the hexagon for a more sophistiated look.

The overlapping bands within the shape represent the cross-platform environment of node.js.

PRIMARY LOGO

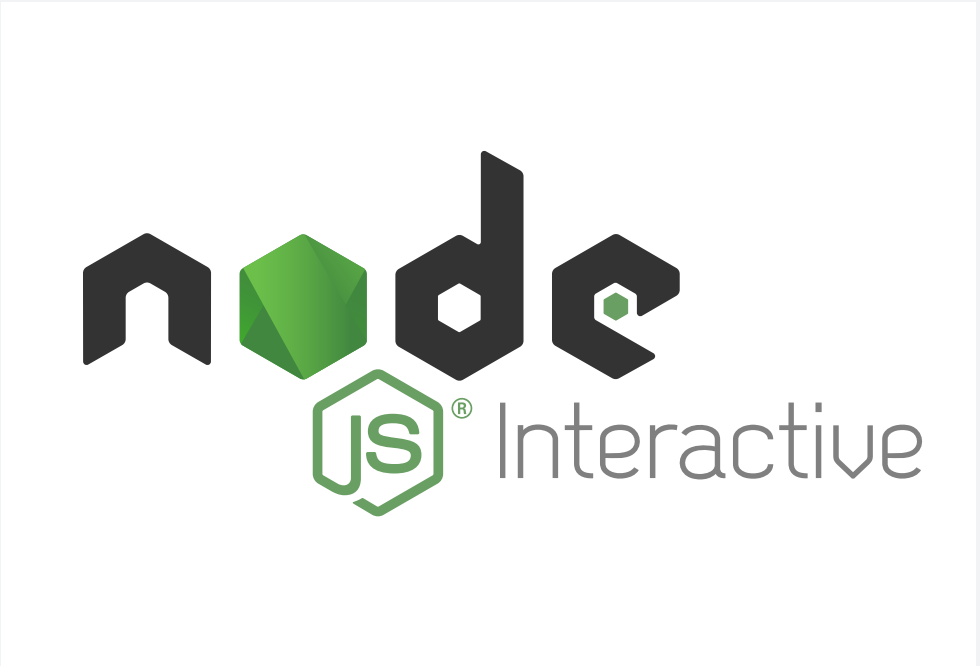


PRIMARY ICON + PATTERN

1.02

Event Logos

NODE.JS INTERACTIVE



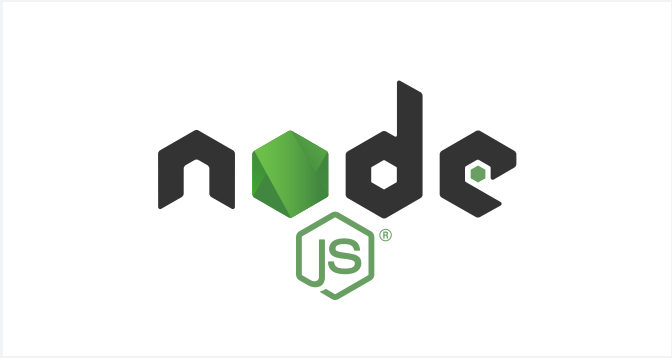
NODE.JS LIVE

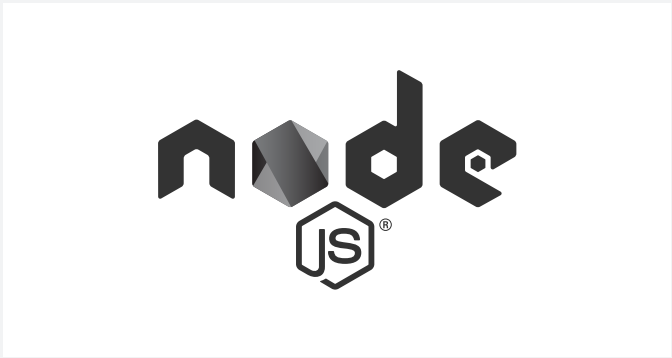
1.03

Logo Variations

Logo usage may vary so we created four versions of the logo for light and dark backgrounds.

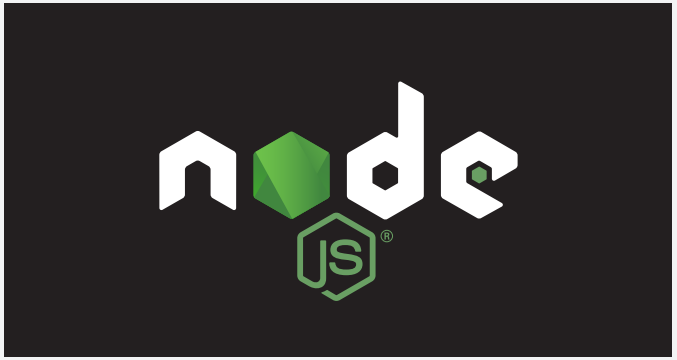
LOGOS FOR LIGHT BACKGROUNDS

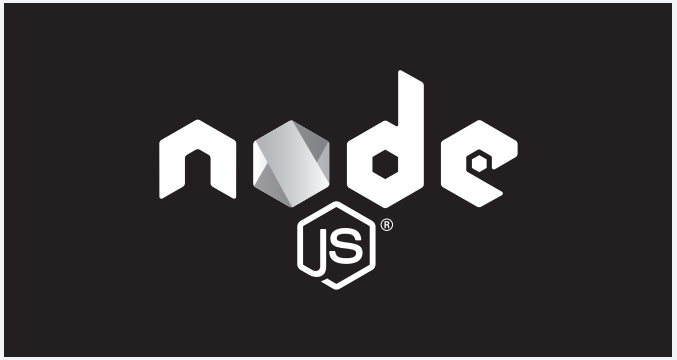




Use the full colour logo for all materials with a light background. If the background is one of the brand colours use a solid black or white logo.

LOGOS FOR DARK BACKGROUNDS



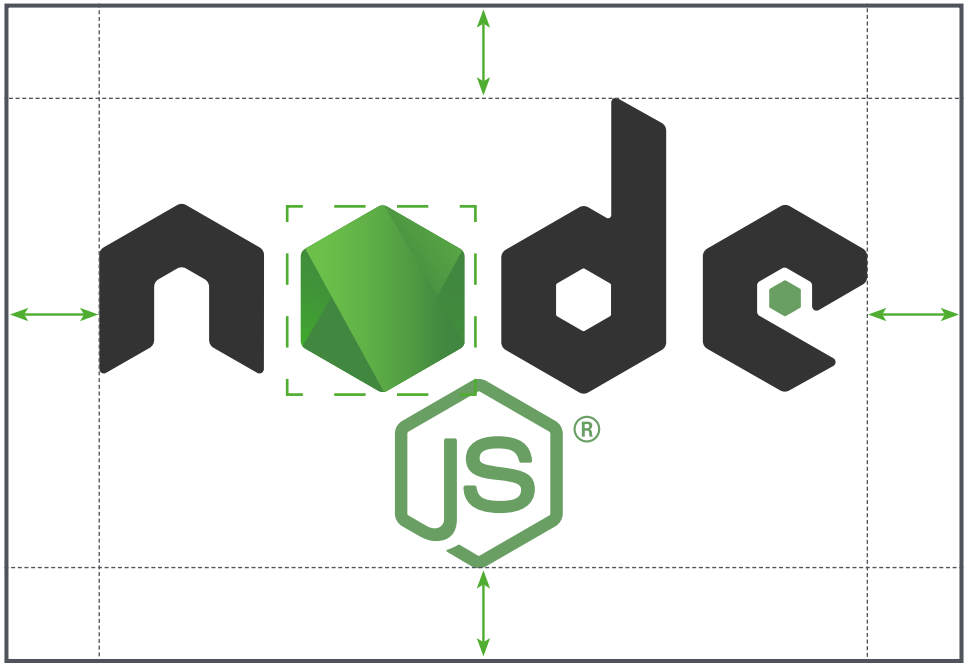


Use the colour and white logo if possible, otherwise on all dark backgrounds use the solid white logo.

1.04
Clearspace

Clearspace is the minimum amount of space around the logo into which no other object should infringe. To work out the clearspace take the height of the hexagon, and divide it in half.

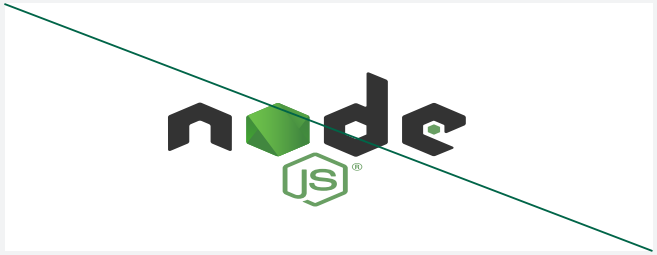
(Clearspace = “O” Height /2)



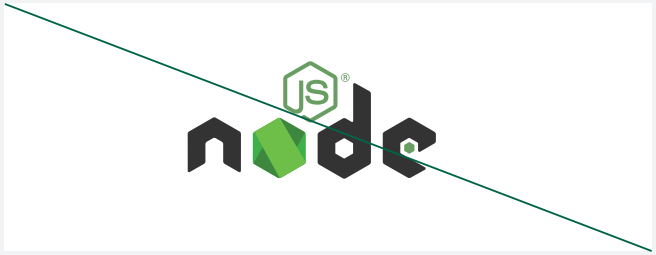
1.05
Incorrect Usage

Here are some examples where the logo has been incorrectly used.

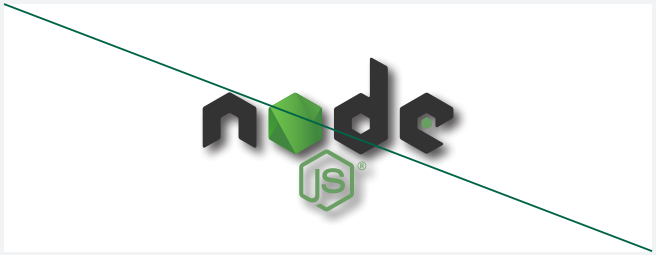
NEVER DISTORT THE LOGO



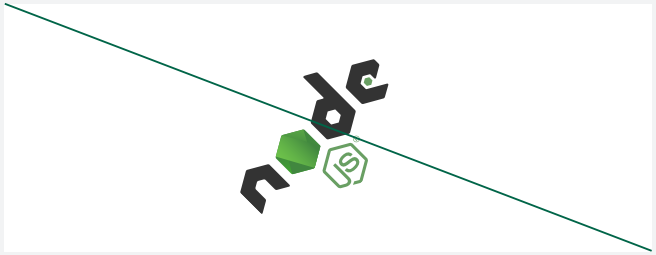
DO NOT ALTER THE LOGO ELEMENTS



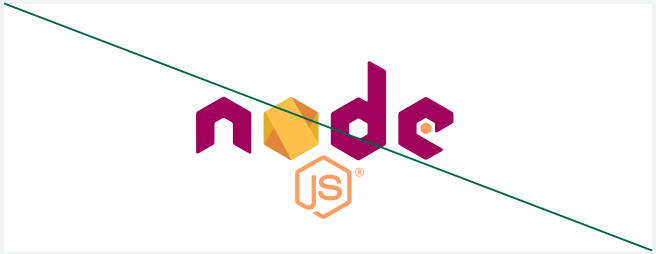
NEVER USE A DROPSHADOW



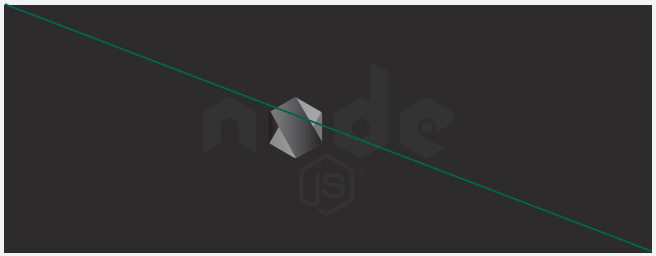
NEVER PLACE THE LOGO ON AN ANGLE



NEVER CHANGE THE COLOURS



UNLESS LEGIBLE,DON'T PLACE THE BLACK LOGO ON DARK BACKGROUNDS



2.0
Brand Colours

The palette consists of four main colours. The primary colour is **Pantone 7741 C**.

PANTONE 357 C

CMYK 69, 62, 61, 58
RGB 33, 87, 50
Web #336633

PANTONE 360 C

CMYK 89, 0, 45, 72
RGB 108, 194, 74
Web #66cc33

PANTONE 7741 C

CMYK 76, 4, 100, 21
RGB 68, 136, 62
Web #339933

BLACK

CMYK 69, 62, 62, 58
RGB 51, 51, 51
Web #333333

3.0 Typography

Font Name

Open Sans

Download

www.google.com/fonts/specimen/Open+Sans

About

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

FONT FOR PRINT & WEB

OPEN SANS LIGHT | *OPEN SANS LIGHT ITALIC*

OPEN SANS REGULAR | *OPEN SANS ITALIC*

OPEN SANS SEMIBOLD | *OPEN SANS SEMIBOLD ITALIC*

OPEN SANS BOLD | *OPEN SANS BOLD ITALIC*

OPEN SANS EXTRA BOLD | *OPEN SANS EXTRABOLD ITALIC*