



Brand identity Style guide

Logomark

Our logo is the face of OpenStudyBuilder - the primary visual expression that we use to identify ourselves.

This means that we need to be careful to use it correctly and to do so consistently.

OPEN
STUDY
BUILDER

Primary Logomark

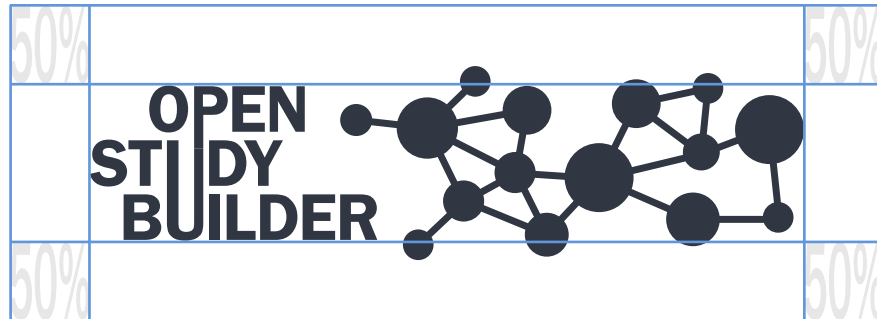
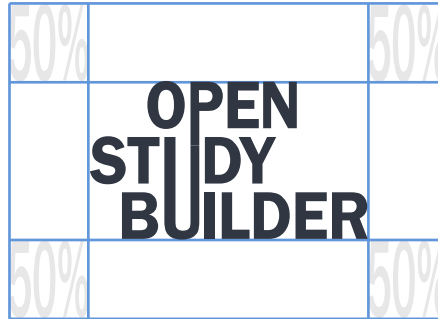
This logo also contains graphics that signals connected set of data groups. Being significantly longer than tall, this logo works great in website headers, hero etc.



Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of the logo.

No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side.



Full color version



Logo variation



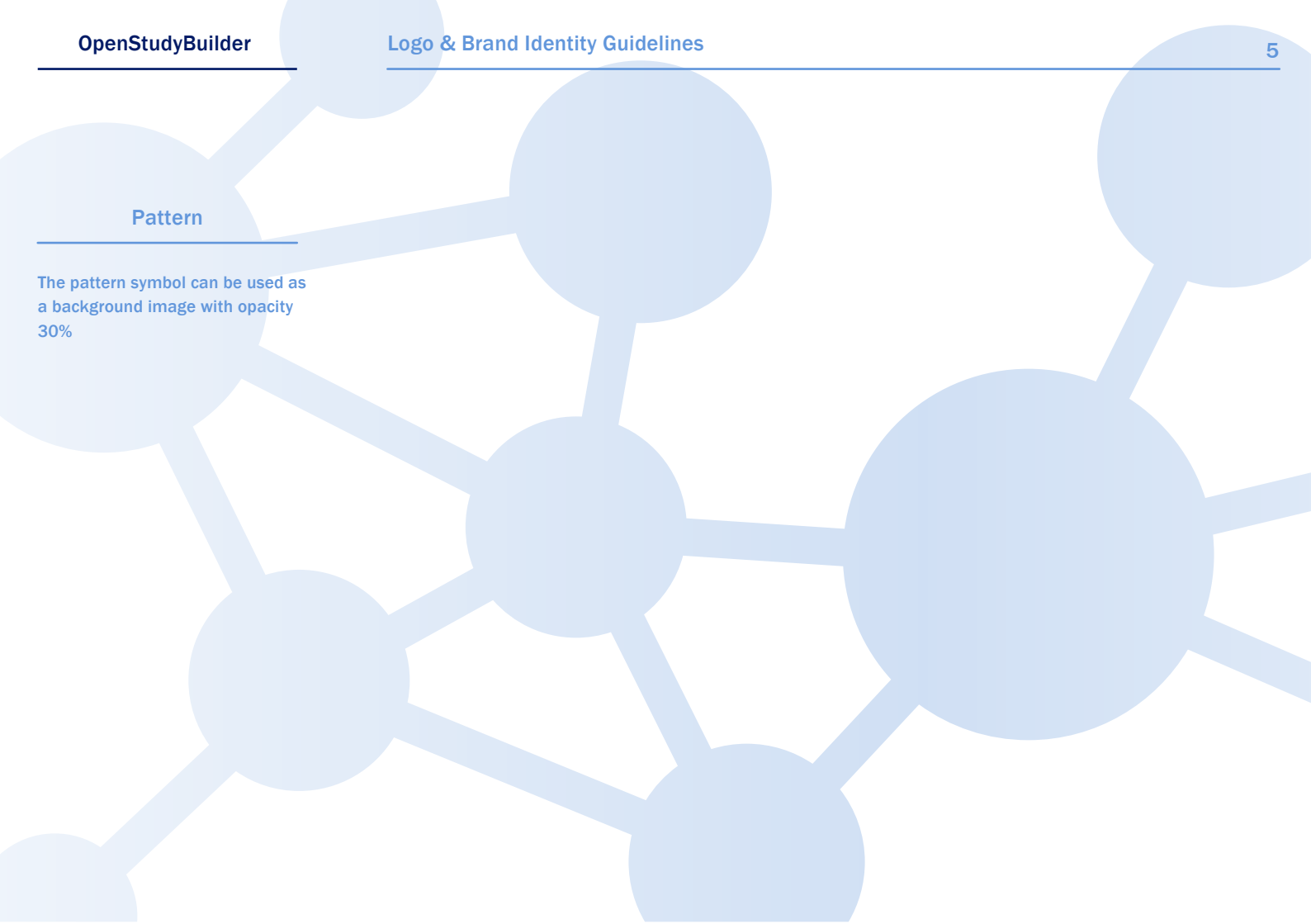
Logo used in an application will often depend on the background and production method.

When using the logo on a white background you can use full color version.



Pattern

The pattern symbol can be used as a background image with opacity 30%



Colours



Dark Blue
Hex #001965
RGB 0 25 101
CMYK 100 95 27 27



Medium Blue
Hex #6196db
RGB 97 150 219
CMYK 61 33 0 0



Almost Black
Hex #303642
RGB 48 54 66
CMYK 78 68 52 48



White
Hex #000000
RGB 0 0 0
CMYK 75 68 67 90

The Typeface Family

Only one font styles are used for the logo, typeface family:
Franklin Gothic Medium

When to Use:

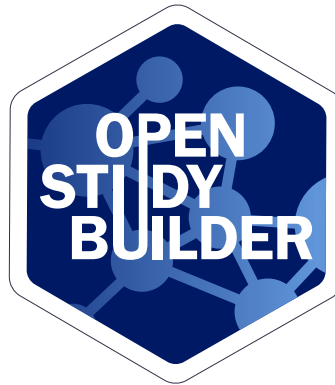
Franklin Gothic Medium (regular) is the primary font used for the logotype/logo wording.

Franklin Gothic Medium (regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz00z
1234567890!@£\$%^&*()

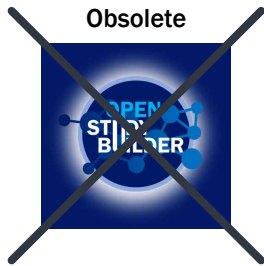
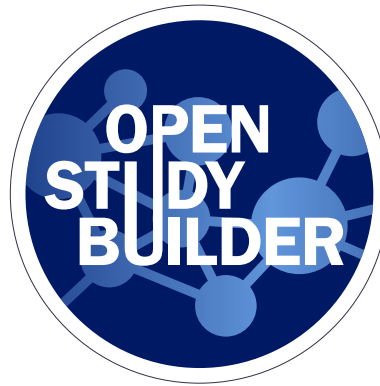
Clothing design



Hexagonal labels

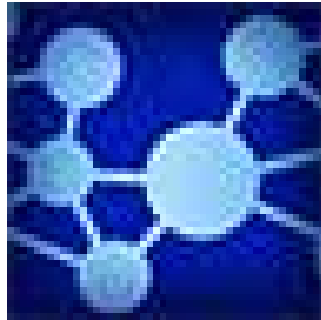


Round labels

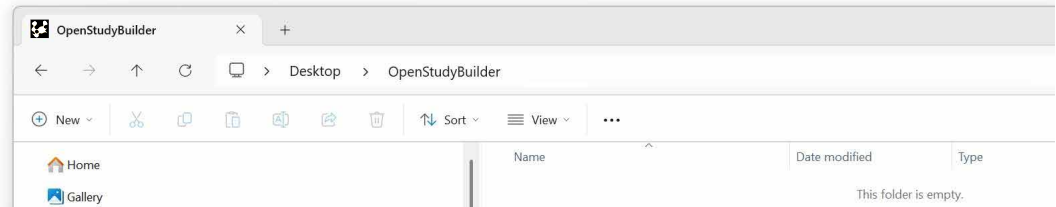


Obsolete





Desktop Icon 48x48



Get help to do more

This brand identity was developed by:

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Contact me if you want to make more artwork versions