



A Style Guide for the OpenPilot Project

1.0 What is the purpose of this style guide?

This style guide is a document describing how to properly use the OpenPilot graphic logo and wordmark. The purpose is to help ensure that the logo is presented in a way that always looks good both for current uses and for future situations that may arise.

2.0 This is the OpenPilot logo and wordmark



The logo consists of a graphic logo and wordmark used together on a rounded square logo background pill. The main logo, wordmark and background pill should always appear together except for when the logo is to appear on a circuit board. In this case the main logo can be separated from the pill and wordmark and used alone.

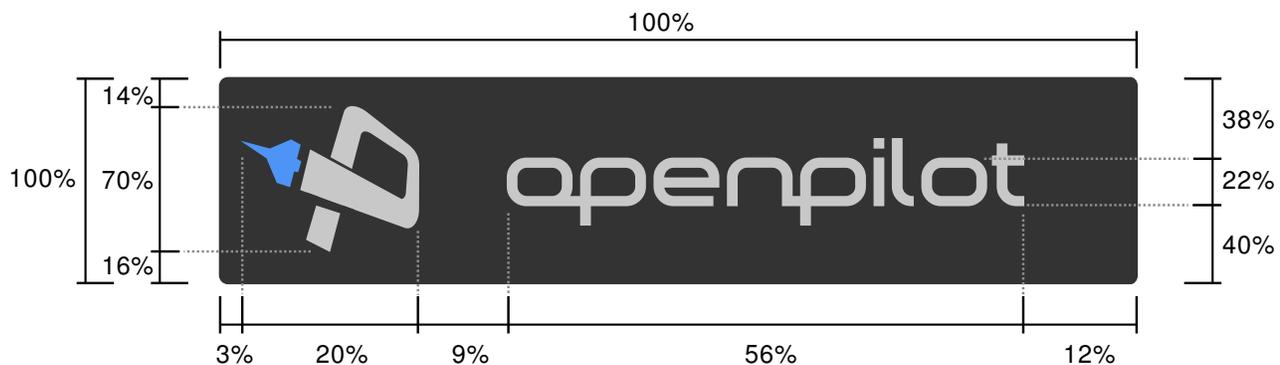
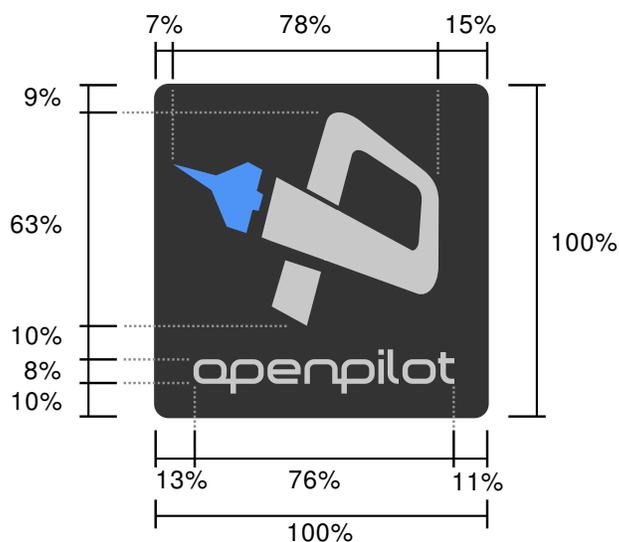
2.0 Alternative Layouts

In addition to the square pill layout, an additional horizontal layout option is available where required (eg. horizontal web page header graphic etc.) and is shown below:



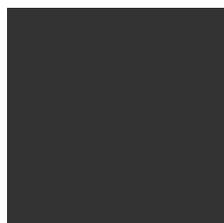
3.0 Logo Proportions

The proportions of the logo components should be adhered to. This will maintain consistency when presenting the logo in various forms.

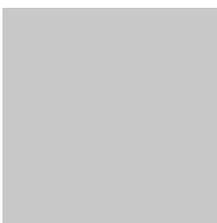


4.0 The colors

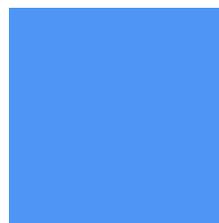
The standard logo consists of three separate colors: dark grey, light grey, and light blue. The colors and their values are shown below:



CMYK 0/0/0/80
RGB 51/51/51
HTML 333333



CMYK 0/0/0/22
RGB 200/200/200
HTML C8C8C8



CMYK 68/39/0/4
RGB 79/149/246
HTML 4F95F6

5.0 Color options

In addition to the standard color configuration described above, there are two single color options: black and white. In both these cases, the main logo and wordmark must match (no black logo/white text etc. pairings). The monochrome options are provided only for situations where the use of standard colors is not available. In each case, the background pill should be provided wherever possible and in the opposite color to the logo+wordmark. See below:



6.0 Improper Usage of the Logo

DO NOT use colors other than those described in this guide.

DO NOT place the logo on a busy background.

DO NOT rearrange the placement of the wordmark or graphic logo from that shown here.

DO NOT rotate, flip or distort the logo/wordmark in any way.

DO NOT use alternative fonts for the wordmark.

Examples of improper use:

