

# Identity guidelines

# Content

## Basic elements

Openmoko signature	4
Openmoko signature versions	5
Openmoko colors	5
Color versions of Openmoko signature	6
Color versions of Openmoko signature with tagline	7
Minimum size	8
Minimum clear space	8
Usage of the signature with tagline	9
Openmoko signature misuse	10
Openmoko typography	11

## Neo: Free Your Phone

Usage of the Neo: Free Your Phone tagline	13
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# Basic elements

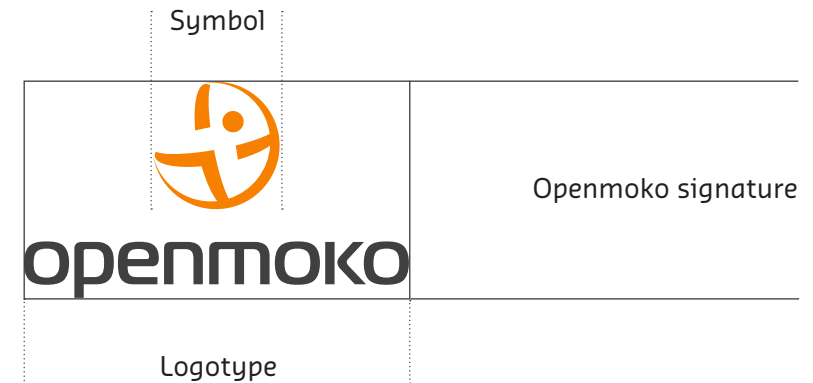


### Openmoko signature

The Openmoko signature consists of the Openmoko symbol and the Openmoko logotype. Through representation of human figure and the globe, Openmoko symbol conveys the openness and friendliness as well as constant movement and the global character.

#### Note:

- Openmoko signature should be used only as it is stated in this guidelines, in the correct orientation and color.
- The size and the position of Openmoko symbol and logotype in relation to each other should never be altered.
- Never use Openmoko symbol and logotype separately.
- Do not alter the Openmoko signature in any way.



## Openmoko signature versions

The Openmoko signature is available in two versions, centered and horizontal. Additional version includes Openmoko tagline: Open.Mobile.Free.

## Openmoko colors

### ■ Orange

C: 0 M: 62 Y: 100 K: 0

R: 248 G: 127 B: 0

PANTONE® 165 C - value for coated paper

PANTONE® 165 U - value for uncoated paper  
#F87F00

### ■ Gray

C: 68 M: 61 Y: 60 K: 47

R: 63 G: 63 B: 63

PANTONE® Black 7 C - value for coated paper

PANTONE® Black 7 U - value for uncoated paper  
#3F3F3F

## Note:

- The colours shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Colour Standards.

- PANTONE® is the property of Pantone, Inc.

Centered Openmoko signature



Centered Openmoko signature with tagline



Horizontal Openmoko signature



Horizontal Openmoko signature with tagline



## Color versions of Openmoko signature

Color version of centered Openmoko signature on white (or light) background and on dark background.

Positive and negative version of centered Openmoko signature. In this case signature can be used only in black (positive) and white (negative) color.

Color version of horizontal Openmoko signature on white (or light) background and on dark background.

Positive and negative version of horizontal Openmoko signature. In this case signature can be used only in black (positive) and white (negative) color.



## Color versions of Openmoko signature with tagline

Two-color version of centered Openmoko signature with tagline on white (or light) background and on dark background.

Positive and negative version of centered Openmoko signature with tagline. In this case signature can be used only in black (positive) and white (negative) color.

Color version of horizontal Openmoko signature with tagline on white (or light) background and on dark background.

Positive and negative version of horizontal Openmoko signature with tagline. In this case signature can be used only in black (positive) and white (negative) color.



## Minimum size

For horizontal Openmoko signature - 20mm  
 For centered Openmoko signature - 15mm  
 For horizontal Openmoko signature with tagline - 35mm  
 For centered Openmoko signature with tagline - 30mm



## Minimum clear space

Clear space surrounding the Openmoko signature is an integral part of its design. The minimum clear space grid should always be respected and placing any elements inside the grid should be avoided.

The minimum clear space is equal to half of the size of the Openmoko symbol.





## Usage of the signature with tagline

The Openmoko signature with tagline is available in two versions, one for small formats and one for large formats.

Version for small formats should be used where height of the logo does not exceed 30mm.

Version for large formats should be used where height of the logo is more than 30mm.

### Note:

- There is only horizontal version of Openmoko signature available for the large formats.

### Small formats



### Large formats



## Openmoko signature misuse

Successful identity of Openmoko depends upon the consistency with which the Openmoko signature is applied. Incorrect use of the signature will reduce the overall impact of the Openmoko identity.

Some undesirable modifications are illustrated here to underscore the general rule that the signature must always be reproduced in keeping with the guidelines in this document.



Do not change the colors of the signature



Do not reverse the colors of the signature



Do not change the position of the symbol



Do not distort the signature




Do not use components of the signature separately



Do not typeset the signature.



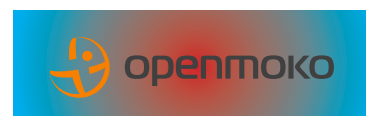
Do not add elements

Successful identity of  openmoko depends upon the consistency with which the Openmoko signature is applied.

Do not place the signature in text as a read through



Do not place the signature on an angle



Do not place the signature on a distracting background



Do not place the signature on a background without enough contrast



Do not create patterns from any element of signature

## Openmoko typography

SansaSoft is chosen as official Openmoko typeface, and allows for creative scope through multiple weights and sizes.

SansaSoft Normal and SansaSoft SemiBold are used in all printed Openmoko materials.

For office correspondence Times New Roman typeface can be applied.

For technical texts, charts, forms and the Internet, Lucida Sans typeface is applied.

### SansaSoft Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;~!@#\$%^&\*()\_+

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### SansaSoft SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;~!@#\$%^&\*()\_+

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

# Neo: Free Your Phone

### Usage of the Neo: Free Your Phone tagline

Neo: Free Your Phone is a tagline that follows Openmoko. It can be used independently and separately from Openmoko signature. Minimum allowed text size is 7pt.

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# Neo: Free Your Phone

#### Neo:

SansaSoft SemiBold, color: Openmoko orange

C: 0 M: 62 Y: 100 K: 0  
R: 248 G: 127 B: 0  
PANTONE® 165 C - value for coated paper  
PANTONE® 165 U - value for uncoated paper  
#F87F00

#### Free Your Phone

SansaSoft Normal, color: Openmoko gray

C: 68 M: 61 Y: 60 K: 47  
R: 63 G: 63 B: 63  
PANTONE® Black 7 C - value for coated paper  
PANTONE® Black 7 U - value for uncoated paper  
#3F3F3F

