We developed these guidelines to help keep the OpenSearch brand unified and cohesive. Please reference this guide for all communication and brand design across all formats.
### Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0 Logos and Marks</strong></td>
<td></td>
</tr>
<tr>
<td>1.1 Mark</td>
<td>5</td>
</tr>
<tr>
<td>1.2 Mark Use</td>
<td>6</td>
</tr>
<tr>
<td>1.3 Logo</td>
<td>7</td>
</tr>
<tr>
<td>1.4 Logo Use</td>
<td>8</td>
</tr>
<tr>
<td>1.5 Branding Misuse</td>
<td>9</td>
</tr>
<tr>
<td><strong>2.0 Color</strong></td>
<td></td>
</tr>
<tr>
<td>2.1 Primary Color Palette</td>
<td>11</td>
</tr>
<tr>
<td>2.2 Secondary Color Palette</td>
<td>12</td>
</tr>
<tr>
<td>2.3 Color Overview</td>
<td>13</td>
</tr>
<tr>
<td><strong>3.0 Typography</strong></td>
<td></td>
</tr>
<tr>
<td>3.1 Brand Typeface</td>
<td>15</td>
</tr>
<tr>
<td>3.2 Secondary Typeface</td>
<td>16</td>
</tr>
<tr>
<td><strong>4.0 Usage Examples</strong></td>
<td></td>
</tr>
<tr>
<td>4.1 Swag</td>
<td>18</td>
</tr>
<tr>
<td>4.2 Merchandising</td>
<td>19</td>
</tr>
</tbody>
</table>
1.0 Logos and Marks
1.1 Mark

Design
This mark is built from the negative space of the “O” and “S” letterforms coming together to form a cohesive whole. The design is then abstracted into simple geometric shapes in two tones and visually centered. The shape is meant to convey a sense of open playfulness.

Use
This mark is one half of the OpenSearch logo. Use it by itself or alongside the OpenSearch logotype. Only use the full color mark on a white background or over solid San Francisco Fog or Pacific Sky.
1.2 Mark Use

**Monochrome Mark**

As an alternative to the two-tone mark, use the monochrome variation of any primary or secondary color on a primary or secondary background of sufficient contrast.

**Dark Mode**

In many applications, dark mode is an alternative display mode for low light situations.

**Clear Space**

Add at least one quarter the height of the mark in between the mark and any surrounding elements.

**Minimum Sizes**

The OpenSearch mark must be legible at all sizes. Use these guidelines for proper implementation online and in print.
Design

The primary logo is the OpenSearch mark locked up with the logotype. The logotype is made up of two parts: “Open” and “Search” in complementary colors.

When possible, use this primary logo rather than any variations. It works as a standalone mark. Use the full color logo on a white background or over solid San Francisco Fog or Pacific Sky.
1.4 Logo Use

**Monochrome Logo**
As an alternative to the two-tone logo, use the monochrome variation of any primary or secondary color on a primary or secondary background of sufficient contrast.

**Dark Mode**
In many applications, dark mode is an alternative display mode for low light situations.

**Clear Space**
Add at least one quarter the height of the mark in between the logo and any surrounding elements.

**Minimum Sizes**
The OpenSearch logo must be legible at all sizes. Use these guidelines for proper implementation online and in print.

- **Online Minimum Size**: 92.88 Pixels wide (16 x 16 px Mark)
- **Print Minimum Size**: 1.4519" wide (.25" x .25" Mark)
1.5 Branding

Best Practices

Follow these guidelines when working with any OpenSearch mark or logo.

Distortion
Do not manipulate, stretch, crop or distort the logo.

Colors
Do not change or rearrange the colors.

Effects
Do not apply graphic effects to the logo.

Alterations
Do not move or alter any piece of the logo.

Space
The spatial relationships between type and logo should not change.

Type
Do not re-create using any other typeface.

Outline
Do not outline the logotype.

Size
Do not change the size of the mark.

Rotation
Do not rotate any or all of the logo.

Transparency
Do not change the transparency of the logo.

Image Background
Use a light monochrome logo over images.

Contrast
Logos and marks over imagery must be legible.
2.0

Color
2.1 Primary Color Palette

Core Brand Palette
Inspired by the West Coast skyline, this is the official OpenSearch primary color palette. The mark, logos, icons and brand features all use these colors.

Color Sampling
Different desktop & web design programs interpret colors in inconsistent ways. The color values listed here should take priority over the sampled “eye dropper” values from desktop or web design applications.

Pacific Blue
HEX #005EB8
RGB: R0 G94 B184
C99 M50 Y0 K0
Pantone 300 C

Deep Blue Sea
HEX #003B5C
RGB: R0 G59 B92
C100 M48 Y12 K58
Pantone 302 C

Open Sky
HEX #00A3E0
RGB: R0 G163 B224
C86 M8 Y0 K0
Pantone 299 C

Pacific Sky
HEX #B9D9EB
RGB: R185 G217 B235
C23 M0 Y1 K0
Pantone 290 C
Illustrations and Accents

The secondary colors add an additional six colors to the brand palette. This palette, in conjunction with the primary colors, offers a robust selection of colors. You can apply shades and tints of both the primary and secondary palette to illustrations, graphs, and other visual elements.

We carefully chose these colors to complement the primary brand colors while also being color-blind friendly. When combining colors for text and web indicators, take care to check contrast ratios to ensure WCAG compatibility.
2.3 Color Overview

You can apply tints and shades of both the primary and secondary palette to illustrations, graphs and other visual elements.

To create your own tints and shades, mix the base color with either white or black until you get the value you’re aiming for.
3.0 Typography
3.1 Brand Typeface

Open Sans
The OpenSearch brand typeface is Open Sans. The primary font families are Regular and Condensed Bold (see type specimens at right). When using Open Sans, always typeset it with optical kerning. When typesetting on the web, set the letter-spacing to 0 pixels to start, and make small adjustments from there.

About Open Sans
Open Sans is a humanist sans serif typeface, designed with an upright stress, open forms, and a neutral, friendly appearance. It was optimized for print, web, and mobile interfaces and has excellent legibility characteristics in its letterforms.

The OpenSearch logotype is typeset in Open Sans Condensed Bold and then slightly modified.

Open Sans is licensed under the Apache License, Version 2.0.
3.2 Secondary Typeface

Noto

The OpenSearch secondary typeface is Noto. We recommend Noto Serif Regular for long form text. When using Noto, always typeset it with optical kerning. When typesetting on the web, set the letter-spacing to 0 pixels to start, and make small adjustments from there.

If you need greater internationalization support, you can use Noto Sans instead of Open Sans.

About Noto

When text is rendered by a computer, sometimes there will be characters in the text that can not be displayed, because no font that supports them is available to the computer. When this occurs, small boxes are shown to represent the characters. We call those small boxes “tofu,” and Noto wants to remove tofu from the Web. This is how the Noto font families got their name.

Noto fonts are dual licensed under the Apache License, Version 2.0 as well as the SIL Open Font license.

Noto Serif Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz & 1 2 3 4 5 6 7 8 9 0 . , ? # $ % ^ / : !

Font Family Specimen
Regular 100% Open-source
Italic Powered by community
Bold Query with familiar tools
Bold Italic Histograms, graphs, charts

Noto Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz & 1 2 3 4 5 6 7 8 9 0 . , ? # $ % ^ / : !

Font Family Specimen
Regular Get deep diagnostic insights
Italic Histograms, graphs, charts
Bold Advanced security features
Bold Italic We’re just getting started
4.0
Usage Examples
4.1 Swag

We want to provide flexibility when applying the brand to merchandising and other uses.

As such, we explicitly allow the monochrome mark and logo in any of the approved primary or secondary colors—or as white over a solid colored background in any of the primary or secondary colors.

This flexibility provides a vibrant palette and bold color choices that individual people can adopt and use.
4.2 Merchandising
Thank you