



Real-Time
LINUX

1.01

Logo overview

The following is an overview of the Real-Time Linux Logo and brand elements.

PRIMARY LOGO



PRIMARY ICON



1.01 Logo Variations

Logo usage may vary so we created three 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 black or white logo.

LOGOS FOR DARK BACKGROUNDS

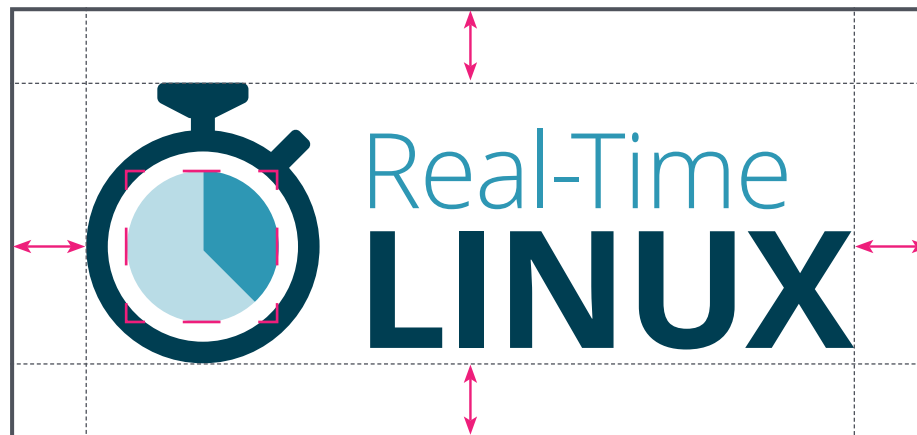


Use the colour and white logo if possible, otherwise on all dark backgrounds use the white logo.

1.02 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 circle, and divide it in half.

(Clearspace = "O" Height /2)



1.03 Incorrect Usage

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

NEVER DISTORT THE LOGO



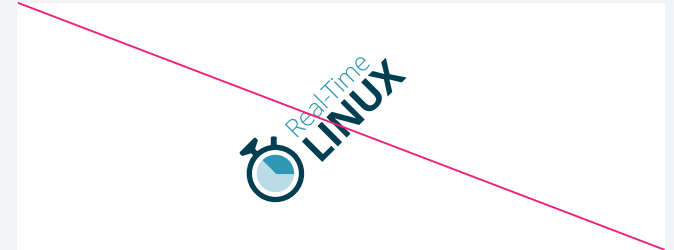
DO NOT ALTER THE LOGO ELEMENTS



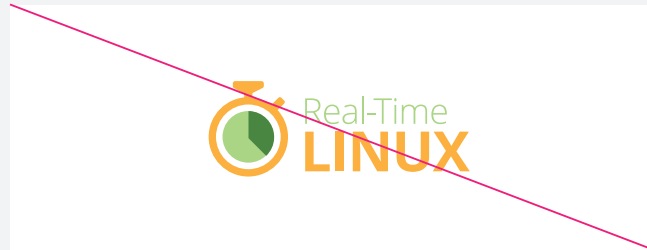
NEVER USE A DROPSHADOW



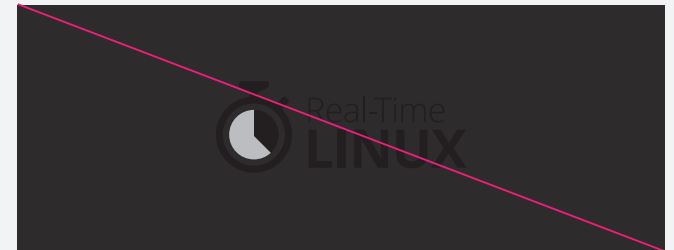
NEVER PLACE THE LOGO ON AN ANGLE



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 7459 C**.

PANTONE 3035 C

CMYK 100, 30, 19, 76
RGB 0, 62, 81
Web #003366

**PANTONE 7457 C**

CMYK 180, 0, 5, 0
RGB 187, 221, 230
Web #ccccff

**PANTONE 7459 C**

CMYK 72, 9, 9, 13
RGB 66, 151, 182
Web #3399cc



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*

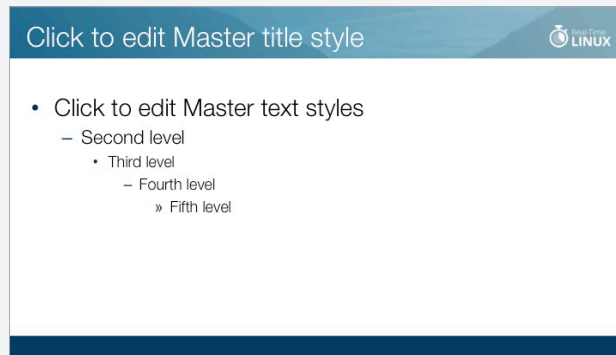
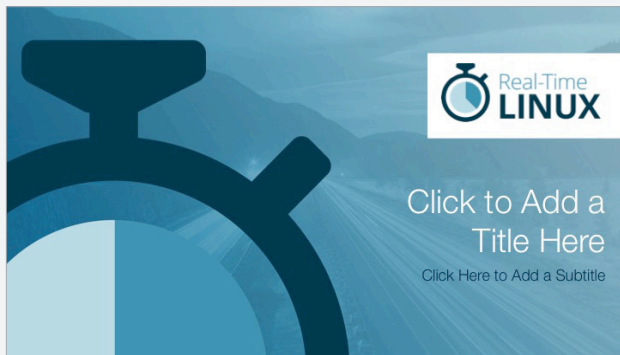
OPEN SANS SEMIBOLD | *OPEN SANS SEMIBOLD ITALIC*

OPEN SANS BOLD | *OPEN SANS BOLD ITALIC*

OPEN SANS EXTRA BOLD | *OPEN SANS EXTRABOLD ITALIC*

4.0 Graphic Elements

POWERPOINT



TEMPLATE BACKGROUNDS



Option 1

Option 2