Logo overview

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

1.01

Primary Logo

Primary Icon
Logo usage may vary so we created three versions of the logo for light and dark backgrounds.

**LOGOS FOR LIGHT BACKGROUNDs**

![Logo Variation 1](image1)

![Logo Variation 2](image2)

**LOGOS FOR DARK BACKGROUNDs**

![Logo Variation 3](image3)

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. 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 DROP_SHADOW**
- **NEVER PLACE THE LOGO ON AN ANGLE**
- **NEVER CHANGE THE COLOURS**
- **UNLESS LEGIBLE, DON'T PLACE THE BLACK LOGO ON DARK Backgrounds**
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

Click to edit Master title style
- Second level
  - Third level
  - Fourth level
  » Fifth level

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TEMPLATE BACKGROUNDS

Option 1
Option 2