



igalia

Open Source Consultancy

Logo Usage Guidelines
Feb 2023



Igalia Logo Usage Guide, February 2023: Contents

03 Igalia Logo Usage Guide

04 Color / White / Black Logo Usage

05 Color vs Wired Logo Usage

06 No-Tagline vs Tagline Logo Usage

07 Defining Boundaries

08 Color

09 Unacceptable Logo Applications

12 Master Versions

13 Printing Versions Notes



Igalia Logo Usage Guide

The following pages provide the guidance to support Igalia's logo usage.

If you are using the Igalia logo in your marketing and branding and have questions, please don't hesitate to contact info@igalia.com.

Logo Representations

Igalia is an Engineering company, whose main objective is to develop solutions based on Free Software, as defined by the Open Source Initiative and the Free Software Foundation.

The Igalia logo consists of four transparent elements joined together to form a circle.

In the logo pack, the following files are provided:

Versions For Print

- * **Without tagline**
 - * **CMYK - SLA, EPS**
 - * **CMYK White Text - SLA, AI**
 - * **Black - SLA, AI**
 - * **White - SLA, EPS**
- * **With tagline**
 - * **CMYK - SLA, EPS**
 - * **CMYK White Text - SLA, AI**
 - * **Black - SLA, AI**
 - * **White - SLA, EPS**

Versions For Web

- * **Without tagline**
 - * **RGB - SVG, SLA, PNG, JPEG (500, 170, 100px)**
 - * **RGB White Text - SVG, SLA, PNG (500, 170, 100px)**
 - * **Black - SVG, PNG, JPEG (500, 170, 100px)**
 - * **White - SVG, PNG (500, 170, 100px)**
- * **With tagline**
 - * **RGB - SVG, SLA, PNG, JPEG (500px)**
 - * **RGB White Text - SVG, SLA, PNG (500px)**
 - * **Black - SVG, PNG, JPEG (500px)**
 - * **White - SVG, PNG (500px)**

The version selected will depend on the medium and design of the communication and the method of reproduction. The intent is to provide maximum flexibility and readability against a variety of backgrounds.

Color / White / Black Logo Usage

When choosing between color and white logos, always use the logo that provides the greatest contrast against the background.

Typically the cutoff will be around 50% background brightness.



Color vs Wired Logo Usage

When choosing between color and wired logos, always use the color logo when the media enables it.

When the color version cannot be properly reproduced or the chosen design calls for monochrome / gray scale style, use the wired version.



No-Tagline vs Tagline Logo Usage

The tagline version may be used for big formats and when the logo features in isolation.

For sizes in which the tagline is not easily readable (<400px width) or when the logo is shown along many other items, the no-tagline option should be used.

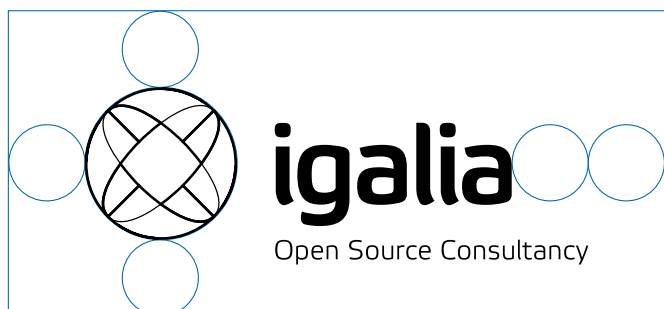


Defining Boundaries

To keep a good visibility of the logo, the grid should be respected. Placing any elements inside the grid should be avoided.



Logo and the tagline.





Colors



RGB: 255 / 255 / 0
CMYK: 6 / 0 / 96 / 0
#FFFF00



RGB: 161 / 194 / 45
CMYK: 42 / 6 / 100 / 0
#A1C22D



RGB: 191 / 231 / 229
CMYK: 24 / 0 / 11 / 0
#BFE7E5



RGB: 0 / 103 / 177
CMYK: 100 / 57 / 0 / 2
#0067B1



RGB: 255 / 0 / 0
CMYK: 0 / 99 / 100 / 0
#FF0000



RGB: 103 / 1 / 100
CMYK: 66 / 100 / 27 / 19
#670164



RGB: 255 / 255 / 153
CMYK: 3 / 0 / 49 / 0
#FFFF99



RGB: 255 / 153 / 0
CMYK: 0 / 47 / 100 / 0
#FF9900

Unacceptable Logo Applications

✘ Unacceptable

✔ Correct

Do not change the arrangement of the four colored elements.



Do not change the placement or the dimensions of the logo mark.



Do not skew stretch or compress the logo.



Do not create outlines around the lettering to create contrast or add effects.



Unacceptable Logo Applications

✘ Unacceptable

✔ Correct

Do not rotate the logo.



igalia



igalia



Do not change the position of the tagline.



igalia
Open Source
Consultancy



igalia
Open Source Consultancy



igalia
Open Source Consultancy



igalia
Open Source Consultancy



igalia Open Source Consultancy

Do not add or subtract elements.



igalia

Unacceptable Logo Applications

✘ Unacceptable

✔ Correct

Do not use busy backgrounds. Use simple backgrounds and with ample contrast for the logo.



Do not recolor.



Do not use the print version for screen use or vice versa. The colors will change significantly.



Eg. this document, is NOT meant for printing. Only for screen view.

Do not adapt into a new logo.





Master Versions

In case of adapting the logo to a new design or size, the formats to use as master versions are **SVG for web** targets and Scribus' **SLA for printing** targets.

Inkscape (<https://inkscape.org/>) is a multiplatform Free and Open Source vector graphics editor capable of modifying SVG files.

Scribus (<https://www.scribus.net/>) is a multiplatform Open Source page layout desktop application.

There is a directory with helper scripts to generate print versions of the logo from the original SLA master versions.

These scripts will need Scribus \geq v1.5.0 and Ghostscript.

Ghostscript (<https://www.ghostscript.com/>) is an Open Source interpreter for the PostScript® language and PDF files.



Printing Versions Notes

Igalia Logo print versions have been created using the **PSO Coated v3** (FOGRA51) ECI ICC color profile.

When creating pre-press material it is needed to consider that the colored Igalia Logo is composed of four transparent elements joined together. Hence, if the printing pipeline won't allow for transparencies, as it happens with PDF/X-1a and PDF/X-3 formats, it is needed to flatten these elements once they have been scaled to the final size so we won't lose resolution needlessly.

The helper scripts targeted to the Scribus' **SLA** format will output properly **flattened PDF/X-3** in the PSO Coated v3 color space with crop and bleed marks.