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Brand Guidelines

AUGUST 2013
[yoc-to]
The smallest unit of measure, equal to one septillionth (10^-24).

Meet the smallest unit of measure on the planet.

Yocto Project™ (hosted by the Linux Foundation) is a collaborative, open-source project that provides templates, tools and methods to help developers create custom embedded Linux-based systems, regardless of the hardware architecture.

This document is a guide to the brand communication style for Yocto Project. It was created to help you represent our brand consistently. It explains what our brand stands for, how it’s expressed, and how the creative elements fit together in our communications. The guide should be followed when commissioning, designing or delivering any kind of communications.

Our Logo
Our logo was designed with simplicity and elegance, while maintaining a technical feel. The blue dot symbolizes the smallest unit of measure, which reflects the size of footprint and resources in the embedded market.

Our Name
Our official project name is Yocto Project. The word Yocto should never be used alone. In a document, please use the full name “Yocto Project” in first mention; after that you may refer to it as “this collaborative, open-source project,” or simply “the project” in subsequent references to avoid redundancy or clumsiness.

The Yocto Project logo can be downloaded at www.yoctoproject.org
logo usage

Always maintain the correct amount of clear space around our logo, to preserve its integrity and visual impact. The clear space ensures that the logo can be seen quickly, uncluttered by any other information that surrounds it. The correct amount of space consists of the diameter of the “o” in the logo (a perfect circle).

To easily gauge the correct space, draw a line around the logo, making sure to touch the outermost elements, then place your “o” on all four sides, determining the correct space all the way around.

Size matters
Always make sure to size our logo appropriately. Too small could affect legibility and reproduction. The minimum size our logo should be is 3/4” wide (.75”)(54 pixels).

Don’ts
Following are a few ways NOT to use our logo.

REMOVE ELEMENTS
Do not remove elements of our logo, such as the word “project,” or the dot.

INCORRECT COLORS
Do not colorize our logo with anything but the approved logo color palette.

MIS-PROPORTIONED
Do not incorrectly “squish” our logo horizontally or vertically. Always keep our logo scaled proportionally.

DISTRACTING BACKGROUNDS
Do not place our logo on a busy or distracting background. It looks best on a clean, solid color, but can be used on a very subtle texture (see approved honeycomb texture).

Because the Yocto Project is hosted by the Linux Foundation, you should use these logos alongside each other in at least one location across all collateral, presentations and other materials. (Please refer to the templates starting on page 10 as examples.) When doing so, each logo should receive equal weighting and the following text should appear: “The Yocto Project is hosted by the Linux Foundation.”

The Yocto Project brand assets can be downloaded at www.yoctoproject.org
logo usage

Color
The recommended color usage for our logo is as follows. Please refer to page 6 for the correct PMS, CMYK, RGB and Hexadecimal color breakdowns.

STANDARD

Yocto Project “Dev Day”
We created a special logo to increase the visibility of Yocto Project Developer Training events, which are designed to grow the ecosystem around the Yocto Project by encouraging embedded device developers to learn about and adopt the project tools within their development practices. Standard logo colors apply.

REVERSED

The Yocto Project brand assets can be downloaded at www.yoctoproject.org
The Yocto Project Compatible and Yocto Project Participant badges are extensions of the Yocto Project brand, available under the Yocto Project Compliance Program. The Yocto Project Compliance Program enables those involved in the project to be designated Yocto Project Participants, giving them guidelines and permission to use the Yocto Project branding. In addition, projects or products can be registered Yocto Project Compatible, which denotes technical interoperability, in accordance with the Linux Foundation Trademark Policy.

**Yocto Project Compatible Badge**
The Compatible Badge uses the Yocto Project red ribbon. For additional usage information, refer to the Deployment Guide included with the badge assets.

**Yocto Project Participant Badge**
The Participant Badge uses the Yocto Project yellow ribbon. For additional usage information, refer to the Deployment Guide included with the badge assets.

**Size matters**
Always make sure to size our logo appropriately. Too small could affect legibility and reproduction. The minimum size our logo should be is 3/4" wide (.75") (54 pixels).

**Usage of “Small” files**
Only use Small EPS and Web files when using the badge between 2" and 3/4" wide.

**Usage of “Large” files**
Large EPS files have been optimized for upward scalability, and should not be used below 2" wide.

For more information about the Yocto Project Compliance Program, please visit: [http://www.yoctoproject.org/branding-compliance-guidelines](http://www.yoctoproject.org/branding-compliance-guidelines)

The Yocto Project brand assets can be downloaded at [www.yoctoproject.org](http://www.yoctoproject.org)
The color palette contains a combination of a Yocto Project Blue, Yocto Project Charcoal, and standard black. As accents, colors from the secondary palette can be used. These colors represent us as a technical, vital and friendly brand.

Below are the correct color breakdowns, for print and for online media.

**PRIMARY PALETTE**

- **Yocto Project Blue**
  - PMS: 2925
  - CMYK: 84-21-0-0
  - RGB: 0-152-219
  - HEX: 0098db

- **Yocto Project Charcoal**
  - PMS: 432
  - CMYK: 65-45-27-70
  - RGB: 55-66-74
  - HEX: 37424a

- **Black**
  - PMS: Black
  - CMYK: 0-0-0-100
  - RGB: 0-0-0
  - HEX: 000000

**SECONDARY PALETTE**

- **Yocto Project Yellow**
  - PMS: 124
  - CMYK: 0-25-100-0
  - RGB: 234-171-0
  - HEX: eaab00

- **Yocto Project Red**
  - CMYK: 26-100-100-29
  - RGB: 145-0-0
  - HEX: 910000

- **Yocto Project Dark Red**
  - CMYK: 32-100-100-49
  - RGB: 108-0-0
  - HEX: 6c0000

- **Yocto Project Gray**
  - CMYK: 24-19-19-0
  - RGB: 195-195-195
  - HEX: c3c3c3

- **Yocto Project Light Gray**
  - CMYK: 1-1-1-0
  - RGB: 242-242-242
  - HEX: f1f1f1

**EXTENDING THE PALETTE**
The colors may be used with transparency over a background, resulting in more color variation.

Red and Dark Red can be used to create a red gradient and the Gray and Light Gray can be used to create a Gray gradient.

The Yocto Project brand assets can be downloaded at [www.yoctoproject.org](http://www.yoctoproject.org)
The **Lato font family** is our standard text font. It’s a clean, san-serif family available under the open-source Open Font License.

Lato is available as a free download at [www.latofonts.com/lato-free-fonts](http://www.latofonts.com/lato-free-fonts). The fonts can be used without any limitations for commercial and non-commercial purposes.

Below are the weights available, as well as their suggested uses.

**LATO LIGHT - USED IN TYPICAL BODY TEXT**

The quick brown fox jumped over the lazy dog.

**LATO REGULAR - USED IN SUBHEADS**

The quick brown fox jumped over the lazy dog.

**LATO BOLD - USED IN SUBHEADS AND HEADLINES, OFTEN TIMES IN ALL CAPS.**

The quick brown fox jumped over the lazy dog.

---

**EXAMPLE**

**This is an example headline**

**THIS IS AN EXAMPLE SUBHEAD**

This is example body copy...veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

“This is a sample quote dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore”

**BOB SMITH, XYZ CORPORATION**

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The Yocto Project brand assets can be downloaded at [www.yoctoproject.org](http://www.yoctoproject.org)
additional design elements

We have a few simple elements that may be used to create visual interest.

**HONEYCOMB TEXTURE**

The Honeycomb Texture is the main background for the yoctoproject.org website. It may also be used in other communications. You can use as a header/footer stripe to add visual interest to a page, or a call-out text box with reverse type. Examples are shown in the Collateral Examples section of this document.

**HONEYCOMB ELEMENTS**

Small Honeycomb Elements were developed to highlight specific areas in our documents, such as buttons and boxes (website/presentations) or pull quotes and headlines (print collateral). Use subtly in random configurations, with a maximum opacity of 20%.

**CUSTOM USB DRIVE PHOTO**

This image may be used as a main visual or as a background element. Take care not to overuse it.

The Yocto Project brand assets can be downloaded at [www.yoctoproject.org](http://www.yoctoproject.org)
We developed this character to depict the anti-hero, or challenge, of embedded Linux developers when using a Linux™ distribution that is not designed for use in embedded devices. It should always be used with the tagline, “DON’T BUILD A FRANKENSTEIN OS.”

The brushed metal texture is used in the Yocto Participant and Yocto Compatible badges, but can also be used in collateral pieces.

**Here’s how to build it:**

1. In Photoshop, fill area with white.
2. Go to Filter / Pixelate / Mezzotint. Make sure Fine Dots is selected.
3. Again go to Filter / Blur / Motion Blur. And pick a distance anywhere between 90 and 130px.
4. Make the Brushed Metal layer 75% Opacity and Multiplied over the Gray Gradient.

The Yocto Project brand assets can be downloaded at [www.yoctoproject.org](http://www.yoctoproject.org)
creative examples

The following pages contain examples of collateral, showing the appropriate usage of the brand elements.

COLLATERAL TEMPLATE

Main headline goes here

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creative examples

PRESENTATION TEMPLATE

Sample Presentation Template
Subhead Text

Lorem ipsum this is a typical bulleted slide

- First level
  - Second level
    1. Numbered Second level
    Unnumbered second level
    Code second level
    Pseudocode code second level
- Third level bullet
  1. Numbered third level
  Unnumbered third level

The Yocto Project brand assets can be downloaded at www.yoctoproject.org

The Yocto Project is licensed under the GNU General Public License.
creative examples

WEBSITE DESIGN

Embedded Linux for Everyone.

The collaboration between Yocto and OpenEmbedded promises to deliver a flexible, standardized infrastructure and enable Dell to deliver innovative customer solutions more quickly.

Find a BSP
The Yocto Project directly supports many major and minor Embedded Linux devices. If you're looking for a BSP, please check it out.

Tools and Resources

Rigs
The Yocto Project supports many major and minor Embedded Linux devices. If you're looking for a BSP, please check it out.

Mailing Lists
All Yocto Project news is distributed by mail. Please check out the opensourced-ocs.list and the listserv-ocsd list hosted by OpenEmbedded.

FAQs
Get a question about the Yocto Project? Chances are someone else has asked it. Find answers here.

Product Examples

Example 1
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Example 2
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Example 3
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Yocto Project Charter

The Yocto Project welcomes support and participation from partners large and small. Everyone is free to participate in it, and to make use of some sources. The management and decision-making processes of the project are transparent and defined primarily to ensure the project can actively make decisions.

The Yocto Project hosts a Participating/Organizational Charter as well as an Advisory Board made up of volunteers among Participating/Organizations who are also corporate members of the Linux Foundation. The Yocto Project recognizes that being part of a vibrant open-source community might not be practical or desirable for everyone, and will still strive to recognize partners who share the Yocto Project's vision for technical direction and collaborative model for custom embedded Linux.

The Yocto Project has the following overall goals:

- To provide a culture of collaboration for open source projects that further the development of collaborative Open Source platforms and contribute the collaborative nature of the project.
- To encourage or support open source projects and open source technologies that address the needs of all users and skilled professionals who are identified and are used for the OpenEmbedded architecture.
- To identify areas of value that allow the tools that are used to develop Open Source projects and open source technologies to be more freely available to the projects.
- To encourage the development of open source technologies that are open source content.
- To ensure that all contributions are in a collaborative manner.
- To further educate the community about the benefits of this standardized and collaborative model in the Linux community and industry.

Please refer to the page for Participating/Organizations and the Advisory Board. For inclusion on these pages, please contact the Yocto Project.