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Brand Guidelines

AUGUST 2013

about these guidelines

[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.



The Yocto Project is hosted by the Linux Foundation.

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

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.



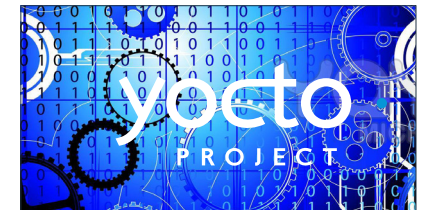
MIS-PROPORTIONED

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



INCORRECT COLORS

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



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).

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.

STANDARD



REVERSED



REVERSED



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

logo usage

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>

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

color palette

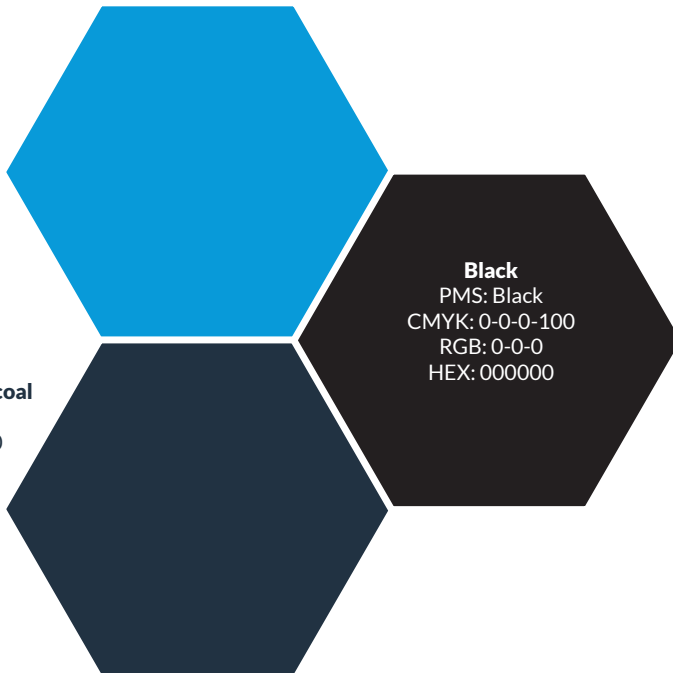
The color palette contains a combination of a Yocto Project Blue, Yocto Project Charcoal, and standard black. As accents, colors from the secondary palette can be used. These colors represent us as a technical, vital and friendly brand.

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: 67-45-27-70
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

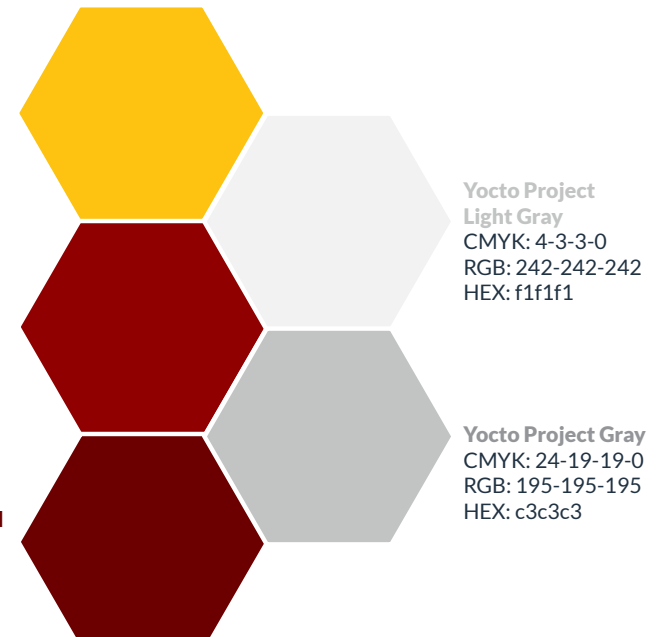
CMYK: 32-100-100-49
RGB: 108-0-0
HEX: 6c0000

Yocto Project Light Gray

CMYK: 4-3-3-0
RGB: 242-242-242
HEX: f1f1f1

Yocto Project Gray

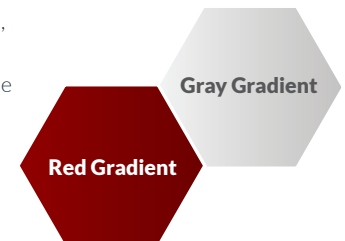
CMYK: 24-19-19-0
RGB: 195-195-195
HEX: c3c3c3



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

fonts

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. 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 adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore”

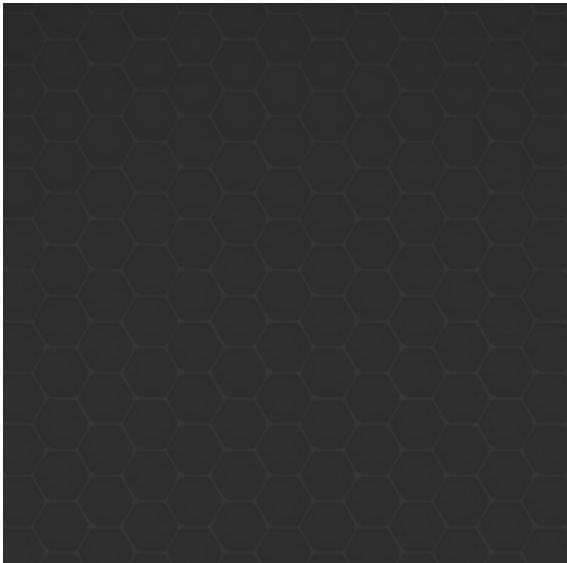
BOB SMITH, XYZ CORPORATION

The Yocto Project brand assets can be downloaded at 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

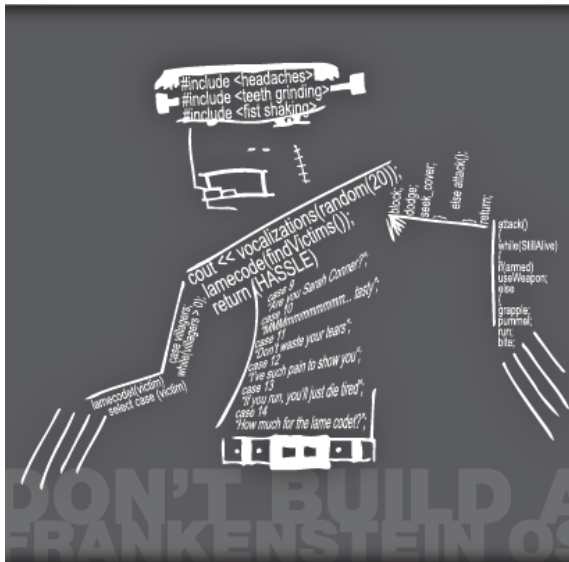


This image may be used as a main visual or as a background element. Take care not to overuse it.

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

additional design elements

FRANKENSTEIN ASSET



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."

BRUSHED METAL TEXTURE



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

creative examples

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

COLLATERAL TEMPLATE



Main headline goes here lorem ipsum dolar sit amet consecutor adipsicing lorem sit.

LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR
ADIPISICING ELIT, SED DO
EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET
DOLORE MAGNA ALIQUA.

>Lorem ipsum eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim 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 . Lorem ipsum dolar sit amet consecutor adipsicing lorem ipsum dolar sit.



Proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consecetur adipsicing elit, sed do eiusmod tempor incididunt. Proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consecetur adipsicing elit, sed do eiusmod tempor incididunt.

BOB SMITH,
CEO
XYZ CORP

"Lorem ipsum dolor sit amet, consecetur adipsicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliq."

Copyright 2012 The Linux Foundation. All rights reserved.

front

PAPER TITLE HERE

SUBHEAD 1

Consectetur adipsicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim 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.

Subhead 2

Consectetur adipsicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim 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.

Character style 1: Consectetur adipsicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint

LOREM IPSUM	DOLAR SIT	AMET CONSEC
100 lorem ipsum dolar sit	Lorem ipsum dolar sit amet consecutor adipsicing lorem	Lorem ipsum dolar sit amet consecutor adipsicing lorem
200 lorem ipsum dolar sit	Amet consecutor adipsicing lorem	Amet consecutor adipsicing lorem
300 lorem ipsum dolar sit	Adipsicing lorem	Adipsicing lorem
400 lorem ipsum	Consecutor adipsicing lorem	Consecutor adipsicing lorem
500 lorem ipsum	Lorem ipsum dolar sit amet consecutor adipsicing lorem	Lorem ipsum dolar sit amet consecutor adipsicing lorem
600 lorem ipsum	Sit amet consecutor adipsicing lorem	Sit amet consecutor adipsicing lorem
700 lorem ipsum	Ipsum dolar sit amet consecutor adipsicing lorem	Ipsum dolar sit amet consecutor adipsicing lorem

TABLE DESCRIPTOR HERE LOREM IPSUM DOLAR SIT AMET CONSECTEUR ADIPISICING LOREM IPSUM

For more information on this and other lorem ipsum dolar sit amet consecutor adipsicing lorem sit amet dolar sit, visit www.yoctoproject.org




The Yocto Project is hosted by the Linux Foundation.

Legal information and footnotes here: Lorem ipsum dolar sit amet, consecetur adipsicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim 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.

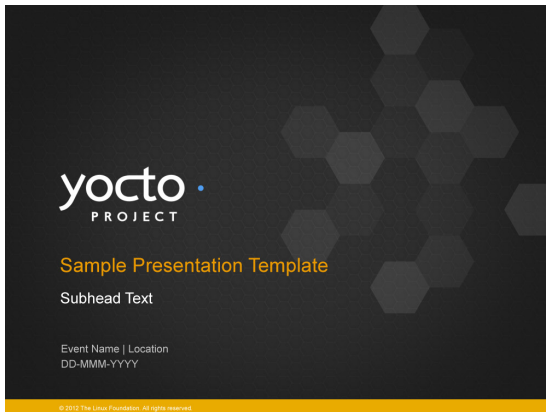
Copyright 2012 The Linux Foundation. All rights reserved.

back

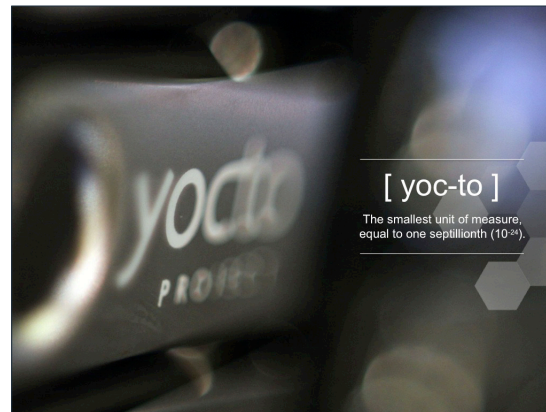
The Yocto Project brand assets can be downloaded at www.yoctoproject.org

creative examples

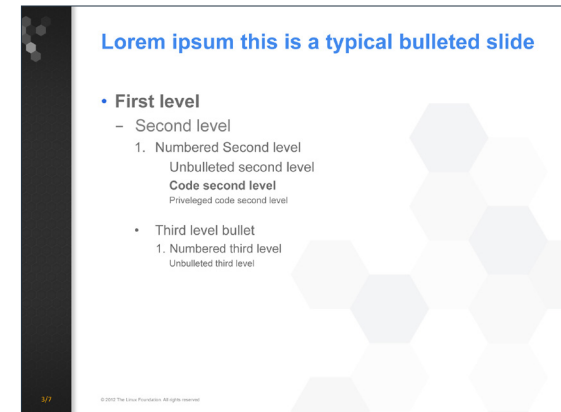
PRESENTATION TEMPLATE



title slide



graphic slide



content slide



section divider

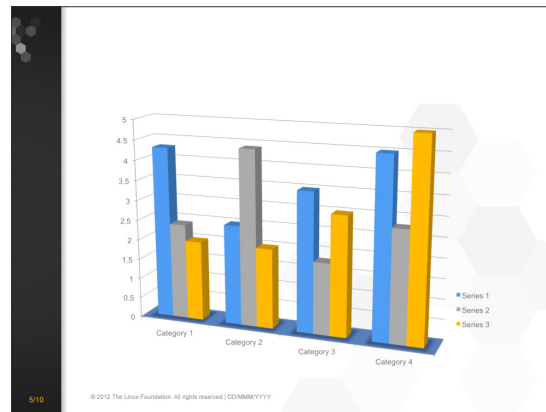


chart slide



thank you/closing slide

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

creative examples

WEBSITE DESIGN

The screenshot shows the Yocto Project website homepage. The header includes the Yocto Project logo, a search bar with the text 'embedded linux' and a 'Go' button, and a navigation menu with categories: DOWNLOADS, TOOLS + RESOURCES, ECOSYSTEM, and ABOUT. A large graphic placeholder is visible. The main content area features the heading 'Embedded Linux for Everyone.' followed by a paragraph: 'The Yocto Project™ is an open source collaboration project that provides templates, tools and methods to help you create custom Linux-based systems for embedded products regardless of the hardware architecture.' Below this is a 'Read more:' link and a carousel of three images. The left sidebar contains a 'New to the Project' section with a 'Start here.' link, a 'CHOOSE AN OPTION' dropdown, a 'Videos' section with a 'yocto PROJECT COLLABORATIVE UNIVERSAL STARTING POINT' video thumbnail, and a quote: 'The collaboration between Yocto and OpenEmbedded promises to deliver a flexible, standardized infrastructure and enable Dell to deliver innovative customer solutions more quickly.' attributed to 'Joe Bob Smith, ABC Company, Beaverton, OR'. The bottom section is divided into columns for 'Find a BSP', 'FAQs', 'Tools and Resources', 'Bugs', 'Wiki', 'Mailing Lists', 'Product Examples', and 'Example 1', 'Example 2', 'Example 3'.

The screenshot shows the 'Yocto Project Charter' page. The header is identical to the homepage. The main content area features the heading 'Yocto Project Charter' followed by a paragraph: 'The Yocto Project welcomes support and participation from partners large and small. Everyone is free to participate in it, as is the nature of open source. The management and decision making processes of the project are transparent and defined primarily to ensure the project can actively make decisions.' Below this is another paragraph: 'The Yocto Project hosts Participating Organizations 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 its governing body might not be practical or desirable for everyone, but we'd still like to recognize partners who share the Yocto Project's objectives and technical direction for customizable embedded Linux.' The 'About' sidebar lists: Administration, Contact, Governance, News & Events, Privacy Policy, and Yocto Project Charter. The main content area lists 'The Yocto Project has the following overall goals:' followed by a bulleted list: 'To provide a place of collaboration for open source projects that further the development of customizable Linux platforms and embedded-style Linux-based systems.', 'To encourage standardization and reuse of existing components for Linux platform development.', 'To focus on creating one build system infrastructure and technology that addresses the needs of all users and adds missing functionality where identified and practical and is derived from the OpenEmbedded architecture.', 'To identify key areas of missing functionality in the tools that cover customized Linux product development ranging from experimentation and proof of concept through application development and production.', 'To document the methods and tools available and to enable users to easily use them.', 'To ensure as much as possible that the tooling for these developments is architecturally independent.', 'To further educate the community about the benefits of this standardization and collaboration in the Linux community and industry.' Below the list is a paragraph: 'Please also see the pages for Participating Organizations and the Advisory Board. For inclusion on these pages, please contact the Yocto Project.' The footer includes social media icons (Facebook, Twitter, RSS, LinkedIn, YouTube, Vimeo), a 'PARTICIPATING ORGANIZATIONS' section with a 'How to Join' link, and a detailed footer with sections: 'YOCTO PROJECT' (About, Blog, Events, Mailing List Archive, Wiki, Report Bugs, Contact, Press, Privacy Policy, Terms of Service), 'WHO ARE WE?' (The Linux Foundation is a non-profit conversion dedicated to fostering the growth of Linux. More on the Foundation...), 'EXPLORE' (Search the Linux Foundation, Home/ News/ Announcements, Blogs/ Publications, Events/ Workgroups, Membership/ Members), 'STAY CURRENT' (Linux Foundation Events, Linux Foundation Public Calendar, Linux Training, Linux.com, Linux Foundation Monthly Newsletter), and 'ABOUT' (Frequently Asked Questions, How do I get involved?, About/ Contact Us/ Careers, Staff/ Board Members, Privacy Policy/ Terms of Use/ Trademarks/ Workgroups, FAQ). The footer also includes the Linux Foundation logo and copyright information: 'Copyright © 2012 Linux Foundation. All rights reserved. Linux Foundation, Linux Standard Base, LSB, LSB Certified, iMossible2, MeeGo are registered trademarks of the Linux Foundation. Linux is a registered trademark of Linus Torvalds. Please see our privacy policy.'