yocto ·
PROJECT

CONTENTS

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.

yocto PROJECT

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).

.75"

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

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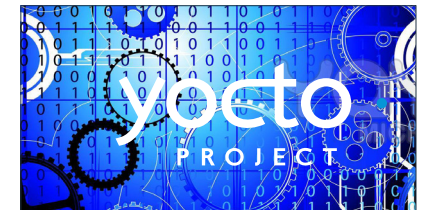Do not remove elements of our logo, such as the word "project," or the dot.

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

Logotype in
Yocto Project Gray

Metric dot in
Yocto Project Blue

REVERSED

Logotype
in White

Metric dot in
Yocto Project Blue

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

Logotype in
Yocto Project Gray

Metric dot in
Yocto Project Blue

Separating line and
Dev Day type in
Yocto Project Blue

REVERSED

Logotype in
Yocto Project Gray

Metric dot in
Yocto Project Blue

Separating line and
Dev Day type in
Yocto Project Blue

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

Black
PMS: Black
CMYK: 0-0-0-100
RGB: 0-0-0
HEX: 000000
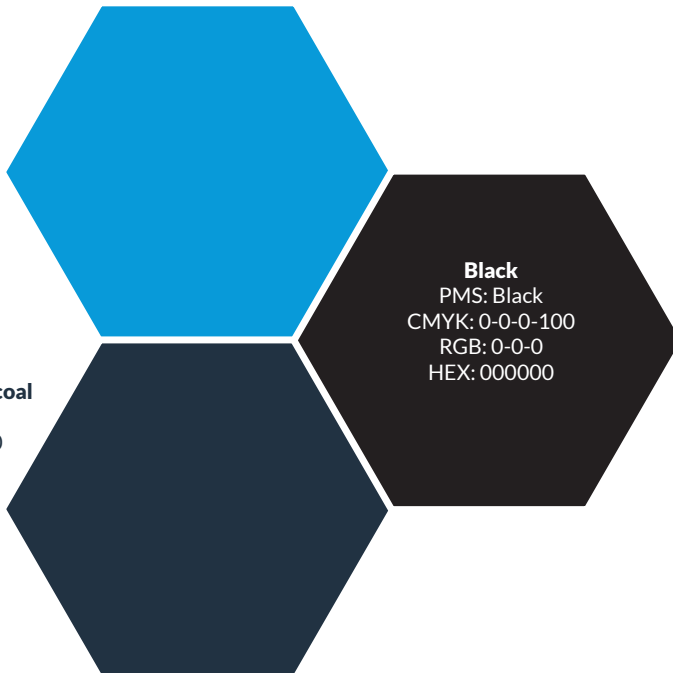
Yocto Project Charcoal
PMS: 432
CMYK: 67-45-27-70
RGB: 55-66-74
HEX: 37424a

SECONDARY PALETTE

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

Yocto Project Light Gray
CMYK: 4-3-3-0
RGB: 242-242-242
HEX: f1f1f1

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

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

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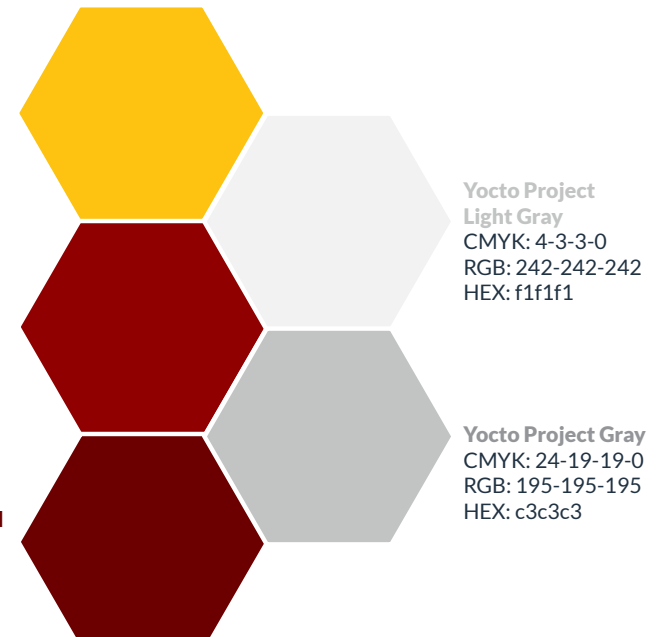
EXTENDING THE PALETTE

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.

Gray Gradient

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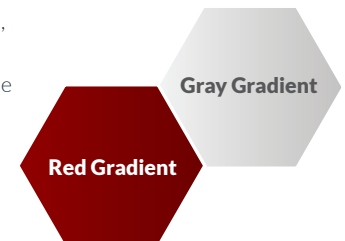
The Yocto Project brand assets can be downloaded at **www.yoctoproject.org**

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 adipisicing 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
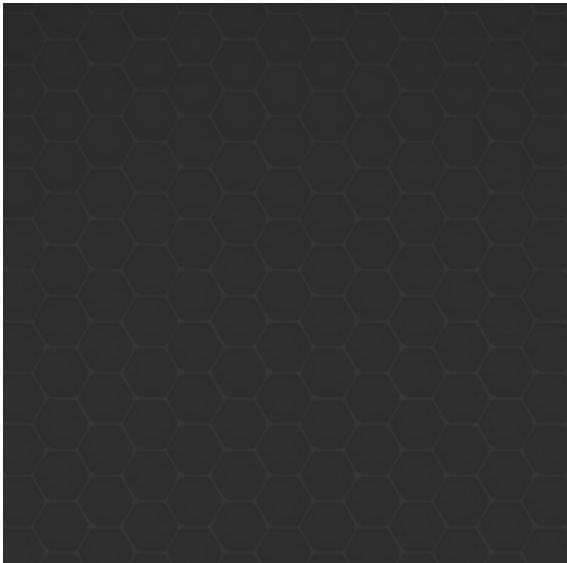
The Honeycomb Texture is the main background for the **yoctoproject.org** website. It may also be used in other communications. You can use as a header/footer stripe to add visual interest to a page, or a call-out text box with reverse type. Examples are shown in the Collateral Examples section of this 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
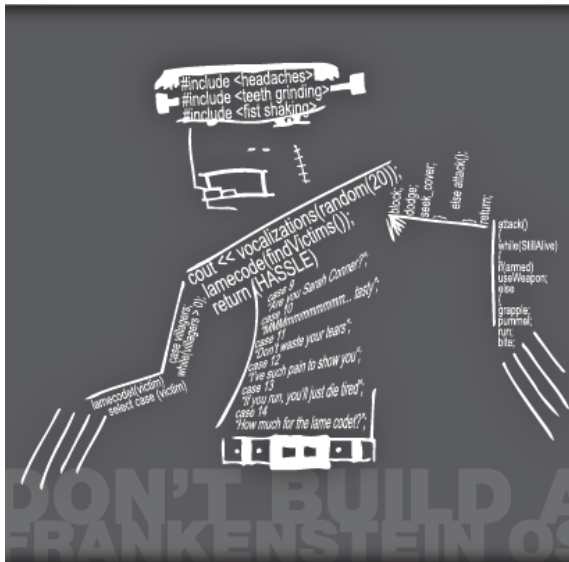
We developed this character to depict the anti-hero, or challenge, of embedded Linux developers when using a Linux™ distribution that is not designed for use in embedded devices. It should always be used with the tagline, "DON'T BUILD A FRANKENSTEIN OS."

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

yocto · PROJECT

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

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

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

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

Image area 1.5" x 1.5". Right click on image and choose "change picture" option to add your own photo

BOB SMITH, CEO XYZ CORP "Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliq."

front

PAPER TITLE HERE

SUBHEAD 1
Consectetur adipisicing 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 adipisicing 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 adipisicing 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
- 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

Subhead 2

LOREM IPSUM	DOLAR SIT	AMET CONSEC
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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 CONSECUTOR ADIPSCING LOREM IPSUM

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

yocto · PROJECT   THE LINUX FOUNDATION

The Yocto Project is hosted by the Linux Foundation.
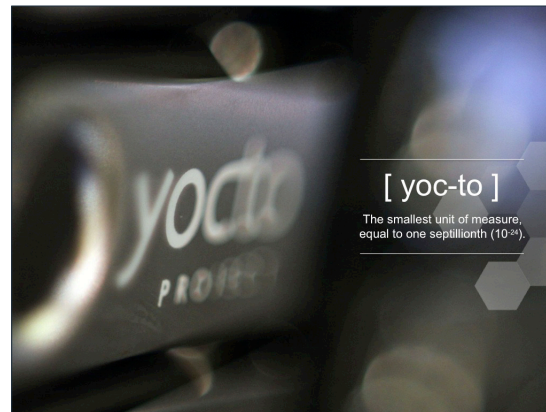
back

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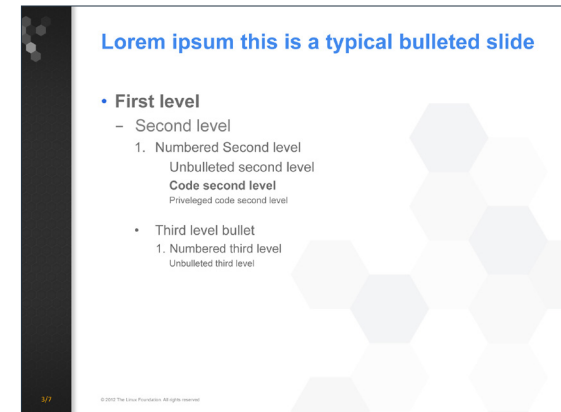
creative examples

PRESENTATION TEMPLATE
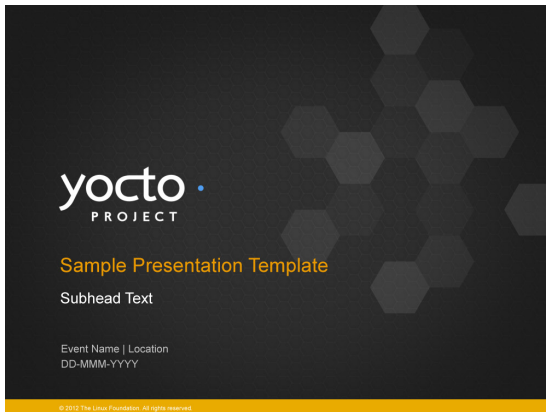
title slide

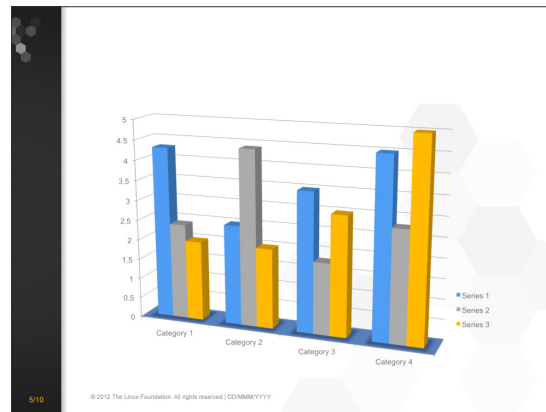
graphic slide

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