

# Identity Style Guide

The Apache Software Foundation Branding



## Branding

The Apache Software Foundation (ASF) is widely recognized as a leading source for Open Source software that meets the demand for innovative, adaptable, and sustainable solutions. The ASF's new visual identity brings a modern look to an Open Source icon—the Apache feather.

This Identity Style Guide provides instructions for using and styling of The Apache Software Foundation's new brand materials.

Primary Mark



Nest

Logotype

## Color Palette

The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set.

The mark/logotype should never appear in colors other than shown here\*.

\*\*Except black and white, which may be used for single-color black or white lockups.

	<b>Color</b>	<b>Red</b>
	<b>RGB:</b>	R 210 / G 33 / B 40
	<b>CMYK:</b>	C 11 / M 100 / Y 98 / K 02
	<b>HEX:</b>	D22128
	<b>PMS:</b>	PANTONE 1797 CP

	<b>Color</b>	<b>Gray</b>
	<b>RGB:</b>	R 109 / G 110 / B 113
	<b>CMYK:</b>	C 58 / M 49 / Y 46 / K 15
	<b>HEX:</b>	6D6E71
	<b>PMS:</b>	PANTONE 416 CP

	<b>Color</b>	<b>Goldenrod</b>
	<b>RGB:</b>	R 247 / G 154 / B 37
	<b>CMYK:</b>	C 0 / M 46 / Y 96 / K 0
	<b>HEX:</b>	F79A25
	<b>PMS:</b>	PANTONE 1375 CP

	<b>Color</b>	<b>Orange</b>
	<b>RGB:</b>	R 234 / G 120 / B 38
	<b>CMYK:</b>	C 04 / M 64 / Y 98 / K 0
	<b>HEX:</b>	EA7826
	<b>PMS:</b>	PANTONE 7413 CP

	<b>Color</b>	<b>Crimson</b>
	<b>RGB:</b>	R 203 / G 33 / B 56
	<b>CMYK:</b>	C 14 / M 100 / Y 82 / K 03
	<b>HEX:</b>	CB2138
	<b>PMS:</b>	PANTONE 200 CP

	<b>Color</b>	<b>Magenta</b>
	<b>RGB:</b>	R 158 / G 33 / B 101
	<b>CMYK:</b>	C 36 / M 100 / Y 34 / K 08
	<b>HEX:</b>	9E2165
	<b>PMS:</b>	PANTONE 7434 CP

	<b>Color</b>	<b>Violet</b>
	<b>RGB:</b>	R 102 / G 47 / B 143
	<b>CMYK:</b>	C 75 / M 98 / Y 02 / K 0
	<b>HEX:</b>	662F8F
	<b>PMS:</b>	PANTONE 526 CP

	<b>Color</b>	<b>Indigo</b>
	<b>RGB:</b>	R 40 / G 38 / B 97
	<b>CMYK:</b>	C 100 / M 99 / Y 31 / K 22
	<b>HEX:</b>	282661
	<b>PMS:</b>	PANTONE 5265 CP

D22128	6D6E71
Logotype	FFFFFF

### Feather

F7AE18	
EA7826	CB2138
	9E2165
662F8F	282661

## Color Usage

In a full color usage, the colors in the feather gradient remain the same, no matter the background color.

A one-color option can also be used when necessary. In these cases, the feather icon and typography should all be the same single color.





Top: Full color // Bottom: Single color



## Lockups

- 01.** The primary lockup is horizontal in orientation, and the feather extends slightly above and below the logotext. The full logomark should always include the entire organization name: “The Apache Software Foundation.”
  - 02.** When horizontal space is limited, a standalone feather can be used as a substitute.
- 





## Lockups

- 03.** If it is necessary to include the Apache URL in the logomark, this horizontal lockup should be used.
  - 04.** Alternatively, if vertical space is at a premium, this long, vertically condensed lockup which also includes the full Apache URL may be used instead.
- 





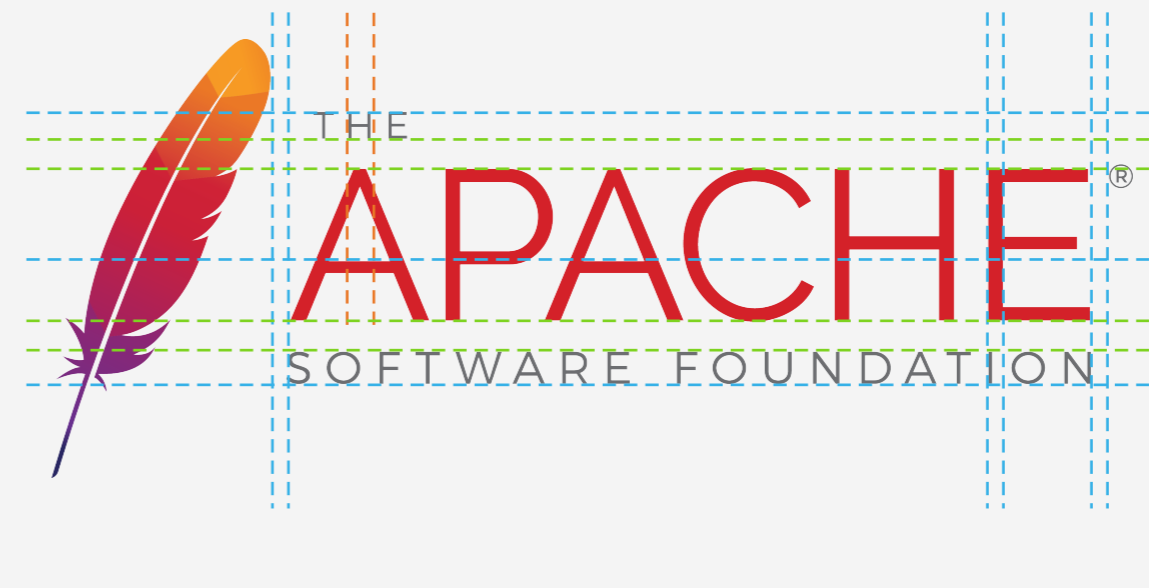
## Alignment

The logotype should be vertically centered with the feather.

Spacing between the feather and the logotype and between the “E” in the logotype and the “Registered” mark should be equal to each other and roughly equivalent to the weight of the lines in the word “APACHE.”

Vertical space between the lines of text in the logotype should be equal to each other and roughly equivalent to the height of the supporting text “THE” and “SOFTWARE FOUNDATION.”

The “H” in “THE” should be horizontally centered with “A” in “APACHE.”

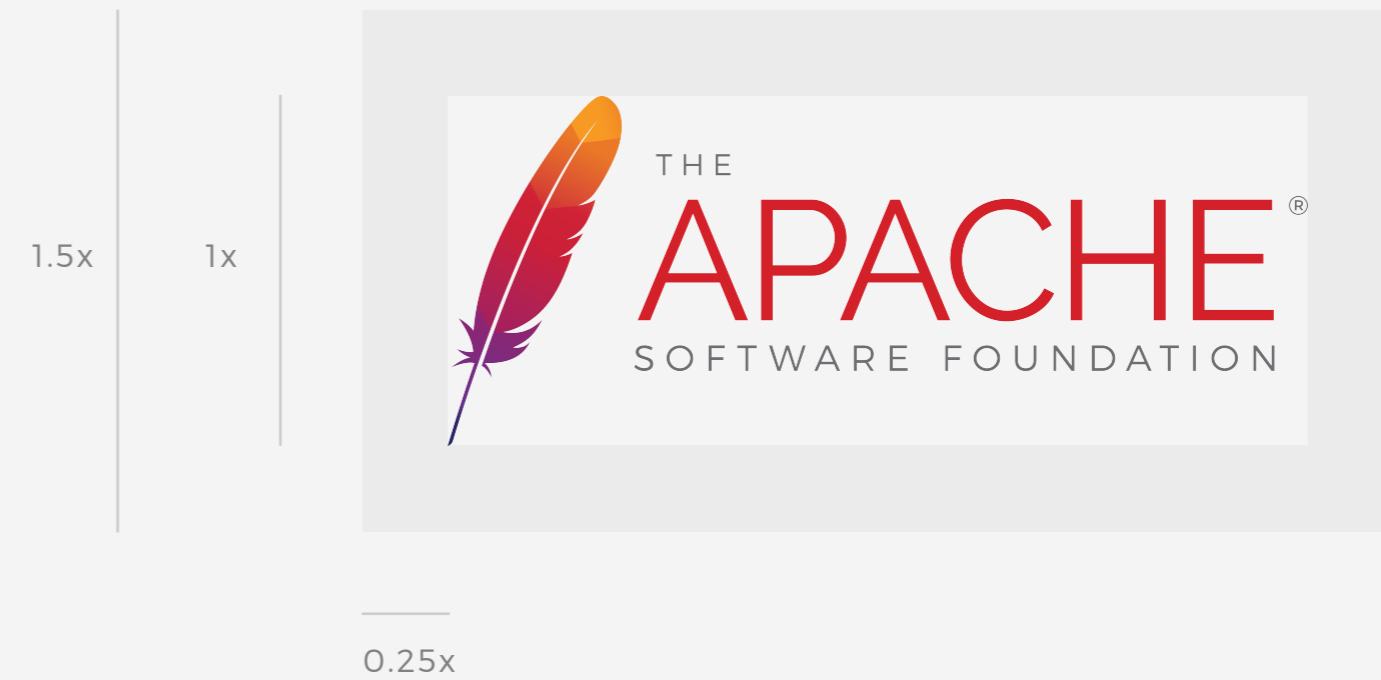


Primary Lockup

## Clear Space

A minimum area of space must always surround the mark /logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

\*\*This clear space is based on the height of the logomark.



**⊘ DON'T**

stretch the logomark or the feather vertically or horizontally.



**✓ DO**

maintain the original ratio.



**⊘ DON'T**

remove words from the full logomark or allow "APACHE" to appear without "THE" and "SOFTWARE FOUNDATION."



**✓ DO**

use the full logomark in its entirety, without modifications.



**⊘ DON'T**

add additional words or modify the standard logomark beyond brand specifications.



**✓ DO**

use ONLY approved variations of the standard logomark.



**⊘ DON'T**

use colors or color combinations not explicitly defined in the brand standards color palette.



**✓ DO**

use ONLY standard full-color version with approved brand color palette.



**⊘ DON'T**

use colors besides BLACK or WHITE for one-color logomarks, even if they exist within the approved brand color palette.



**✓ DO**

use BLACK or WHITE for one-color variations of the logomark.



**⊘ DON'T**

place other logos, text, or visual elements within the specified "clear space" around the logomark.



**✓ DO**

place other elements far enough from the logomark that they don't enter the necessary "clear space" around the mark.





# Aa

## Montserrat Light

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?{|}\

# Aa

## Montserrat Regular

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+<>?{|}\

Montserrat is a free, open-source Google  
Font and can be downloaded for use at:

[fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)





## Swag Mockups

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Full Front



Left Pocket



Full Front



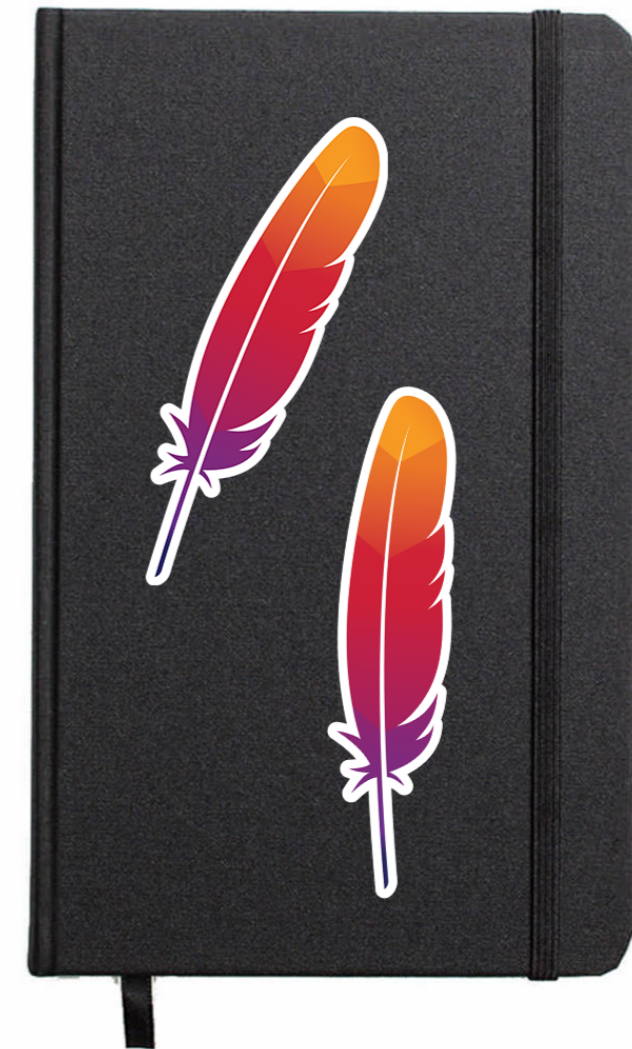
Left Pocket



Left Pocket, Feather



Left Pocket, "Powered By"







## Questions?

For any questions on this style guide, please contact:

ASF Marketing & Publicity

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