Brand Identity Guidelines
Interim brandmark use only

ubuntu

We stand for something

Not empty words or snappy jingles but something – a conviction that access to information should be fast, sophisticated, safe, reliable and entirely free. We stand for the very best operating system in the world, created by the expert few for the global many.

The following guidelines have been designed to help all of us create a professional, powerful, precise and consistent brand identity that clearly communicates the Ubuntu values:

FREEDOM, COLLABORATIVE, PRECISE, RELIABLE

Please take the time to understand how to apply this correctly.

THE BRANDMARK

THE UBUNTU BRANDMARK

The Ubuntu brandmark captures the precise and reliable qualities of the brand in a straight forward symbol and wordmark.

It is made up of a custom designed font (wordmark), carefully spaced with a re-drawn 'Circle of Friends' placed within a roundel.

Consistent use of the Ubuntu brandmark is essential in creating a united brand identity. The master brandmark is supplied as artwork and should never be altered, distorted or re-created in any way.

CIRCLE OF FRIENDS (CoF)

ubuntu

WORDMARK

ROUNDEL

BRANDMARK ELEMENTS

Wordmark
Logotype created using our unique, custom designed font. With each letter carefully spaced for the correct feel and maximum legibilty.

Roundel
Circular holding device for the Circle of Friends for added precision and clarity.

Circle of Friends
A crafted graphic symbol that represents; freedom, collaboration, precision and reliability.

THE CIRCLE OF FRIENDS

The Ubuntu brandmark is made up of the Ubuntu wordmark and the Ubuntu symbol. This symbol is called the 'Circle of Friends'.

It has been carefully re-drawn and positioned within a roundel for precision and added clarity.

white and orange (orange Circle of Friends)

white and orange

orange

black and orange

white

black

· · ·

AVAILABLE COLOURWAYS

The brandmark is supplied as Pantone and CMYK versions for print, and HEX versions for web. It can only be used on one of the Ubuntu colours, shown on page 11.

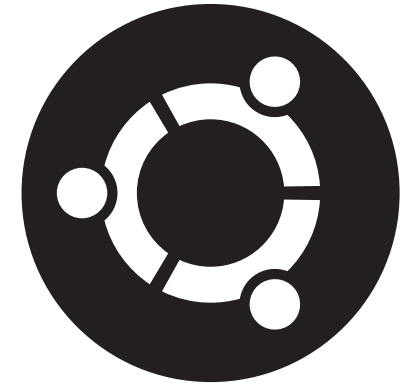Never change any of the colours in the brandmark. For detailed colour specifications refer to page 11.

white and orange

orange

white

black

. . .

AVAILABLE COLOURWAYS

The Circle of Friends is supplied as Pantone and CMYK versions for print, and HEX versions for web. It can only be used on one of the Ubuntu colours, shown on page 11.

Never change any of the colours in the brandmark. For detailed colour specifications refer to page 11.

½ X   **½ X**

X

½ X   **½ X**

DEFINING THE EXCLUSION ZONE

The Ubuntu brandmark must always have a clear area surrounding it, free from any other element.

To define this area, measure the height of the roundel and use half this measure to create the boundary of clear space around the brandmark.
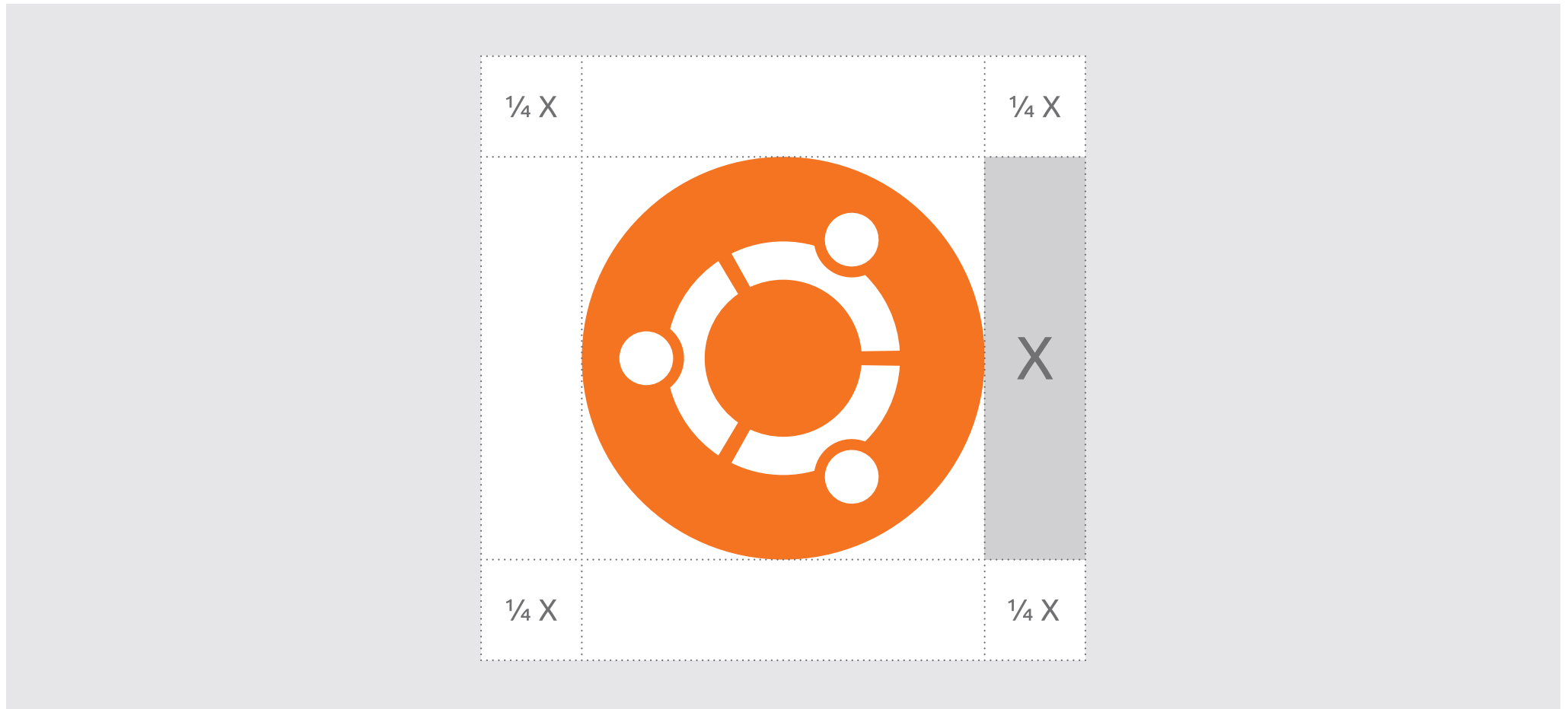
DEFINING THE EXCLUSION ZONE

The Circle of Friends, when used on its own, must always have a clear area surrounding it, free from any other element.

To define this area, measure the height of the roundel and use a quarter of this measure to create the boundary of clear space.

standard version

small use version

ubuntu

ubuntu

width = 30mm

width = 15mm

MINIMUM SIZE

Standard Use Version
Always ensure the brandmark is clear and legible.

Standard versions of the brandmark must never be used at a width less than 30mm, as shown above.

Small Use Version
When it is necessary to use the brandmark at a width less than 30mm a 'small use version' has been created.

This version must never be used at a width less than 15mm.

CENTERING THE BRANDMARK

When centering the brandmark, it is important to maintain a visual balance of surrounding space.

Horizontal alignment
Align the mid-point between the 'u' and 'n' with the centre of the page/screen.

Vertical alignment
Position the brandmark so that the roundel sits on the centre of the page/screen.

1.

2.

3.

4.

5.

6.

7.

INCORRECT USE

Ensuring the correct application of the brandmark is paramount to the Ubuntu brand identity.

By following the guidelines on how to use them you will help to build a powerful and united identity for the Ubuntu brand.

The examples on this page show some incorrect uses of the brandmark.

YOU MUST NOT...

1. Change the spacing between the individual elements or characters

2. Change the colour of the wordmark

3. Change the colour of the Circle of Friends

4. Change the arrangement of the elements

5. Place the brandmark at an angle

6. Change the proportion of the brandmark

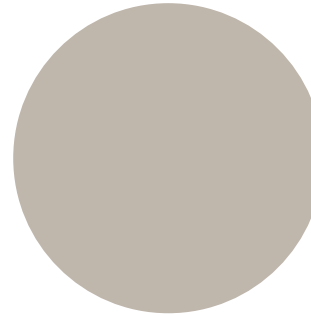7. Place the brandmark on a non brand colour
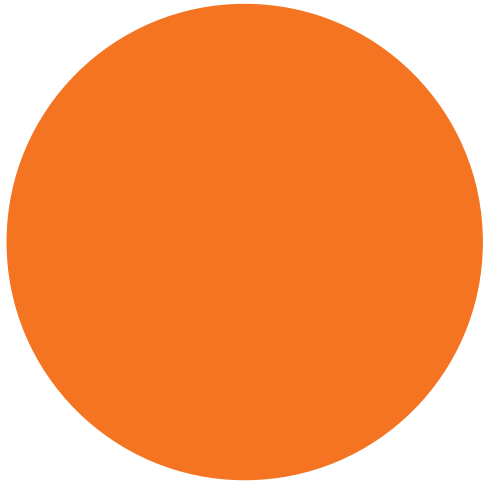
UBUNTU ORANGE

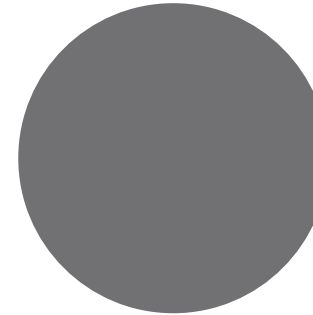Pantone 1665
C0 M79 Y100 K0

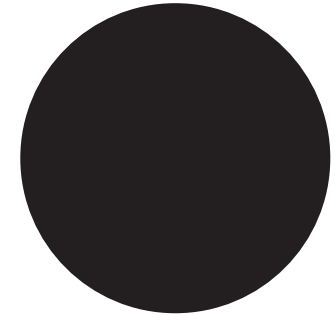HEX #DD4814
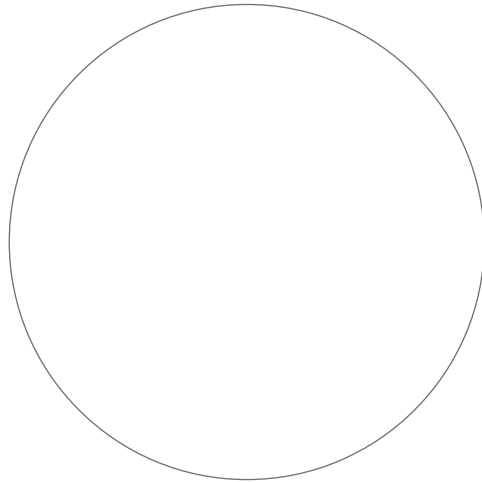
WHITE

-
C0 M0 Y0 K0

HEX #FFFFFF

WARM GREY

Pantone Warm Grey 5
C0 M5 Y10 K29

HEX #AEA79F

COOL GREY

Pantone Cool Grey 11
C44 M34 Y22 K78

HEX #333333

BLACK

-
C0 M0 Y0 K100

HEX #000000

Small text only

TEXT GREY

Pantone Cool Grey 11
C0 M0 Y0 K70

HEX #333333

COLOUR SPECIFICATIONS

Colour is an effective, powerful and instantly recognisable medium for visual communications. To convey the brand personality and brand values, there is a sophisticated colour palette.

These colours are used widely in the brand communications, to convey the precise, reliable and free personality.

PLEASE NOTE: The colours shown on this page are a guide only and should not be used as an accurate match.

Pantone Matching System is a worldwide printing, publishing and packaging language for the selection, marketing and control of colour.

PANTONE® is a registered trademark of Pantone Inc.

ubuntu_orange_pms_su.eps

BRAND NAME   COLOURWAY   COLOUR MODE   SMALL USE VERSION   FILE FORMAT

FILE STRUCTURE

The Master Artwork File uses a simple naming system (detailed on this page) to make it easy to find the correct files.

Use the following pages as a guide to choosing the correct version for your communication.

Brand name
Ubuntu

Colourway
black-orange
orange
white-orange
white-orange(cof)
black
white

Colour mode
pms   = Pantone
cmyk = Four colour process
b-w   = Greyscale
hex   = Web safe colour values

Small use version
su   = for small use

File format
.eps = for print and web
.svg = for web
.jpg = for web
.png = for web

COLOUR VERSIONS

ubuntu_black-orange_pms.eps

ubuntu_orange_pms.eps

ubuntu_white-orange_pms.eps

ubuntu_white-orange(cof)_pms.eps

BLACK AND WHITE VERSIONS

ubuntu_black_b-w.eps

ubuntu_white_b-w.eps

UBUNTU BRANDMARK COLOURWAY CHART			
Colour brandmark file name	Wordmark	Circle of Friends	Roundel
ubuntu_black-orange_pms.eps	black	white	orange
ubuntu_orange_pms.eps	orange	white	orange
ubuntu_white-orange_pms.eps	white	white	orange
ubuntu_white-orange(cof)_pms.eps	white	orange	white
Black and White brandmark file name	Wordmark	Circle of Friends	Roundel
ubuntu_black_b-w.eps	black	white	black
ubuntu_white_b-w.eps	white	black	white

CHOOSING THE CORRECT VERSION

Use the examples and chart above to help you choose the correct version of the brandmark.

The naming of colourways are the same for both print and web versions, and all file formats.

The examples above are print versions.