

Logo Usage Guidelines

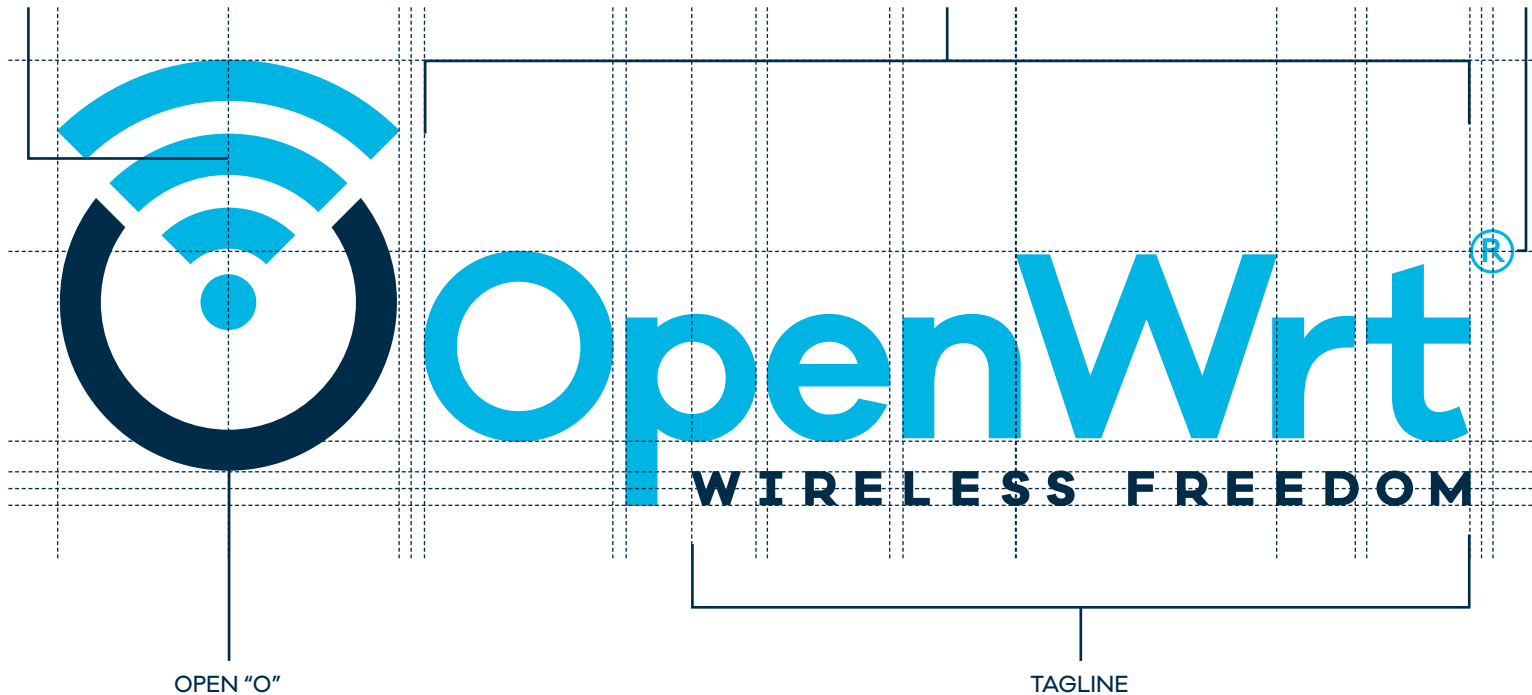


Logo Elements

WIRELESS CONNECTIVITY

WORDMARK

REGISTERED TRADEMARK



OPEN "O"

TAGLINE

The new OpenWrt logo is using the **Galano Classic SemiBold** font style conveying simplicity and confidence of the project's operating system powered by the Linux kernel. Placed at its left is the OpenWrt symbol which displays a noncompleted circle/letter "O" and a wireless connectivity icon. The noncompleted circle represents not only the project's name but also its aim. Together with the wireless connectivity icon, the symbol emphasizes the project's commitment to its userbase which is to provide freedom to fully customize applications.

Consistent use of the OpenWrt logo is needed to construct a uniform brand identity. The master logo is supplied as artwork and should never be transformed or regenerated in any way.

Logo Spacing



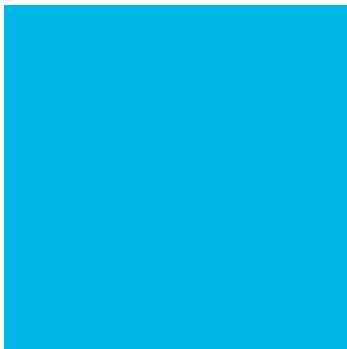
When using the logo with other graphic elements, the logo should have the needed space to breathe. The clear space around the logo should be at least the quarter of the given "x" measurement. To ensure that the visual details of the logo are maintained, it is advised not to make it smaller than **70 px.** wide.



Logo Clear Space

Logo Minimum Size

OpenWrt Core Colors



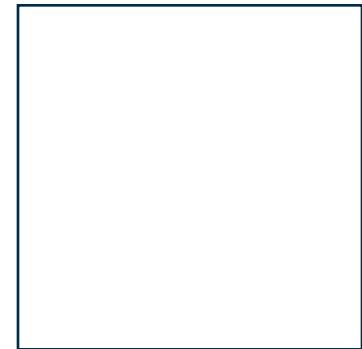
PANTONE 306 C
CMYK 100 20 0 11
RGB 0 181 226
HEX #00B5E2



PANTONE 7463 C
CMYK 100 53 0 72
RGB 0 43 73
HEX #002B49



PANTONE 419C
CMYK 76 65 66 90
RGB 33 35 34
HEX #212322



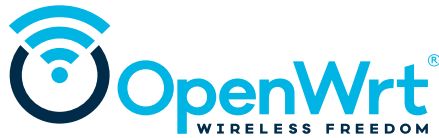
WHITE
CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

Logo Available Colourways

(Horizontal Master Logo)

This is the OpenWrt's Master logo in horizontal or landscape orientation. It must be used to represent the OpenWrt's brand in any content in which it is included.

A specific colour combination must be used according to the given colourways.



Blue & Dark Blue



White & Dark Blue



White & Blue



Black



White

Logo Available Colourways

(Vertical Master Logo)

This is the OpenWrt's Master logo in vertical or portrait orientation. It must be used to represent the OpenWrt's brand in any content in which it is included.

A specific colour combination must be used according to the given colourways.



Blue & Dark Blue



White & Dark Blue



White & Blue



Black



White

Logo Available Colourways

(Wordmark & Icon)



Blue & Dark Blue



White & Dark Blue



White & Blue



Black



White

The OpenWrt's wordmark must be used whenever the brand is to be included in any content.



Blue & Dark Blue



White & Dark Blue



White & Blue



Black



White

The OpenWrt's logo/icon may be used without the brand's wordmark.

A specific colour combination must be used according to the given available colourways.

Logo Usage

(In Images)



To maintain branding, the OpenWrt's logo colours must be used consistently according to the specific colour relationship with the logo and the background. In cases, where the logo is used in backgrounds of different colour, it is advised to utilize either the black or white logo version.

For images, applying 10-30% black tint to the entire image is suggested to preserve the visual appearance of the white logo.

Never use the OpenWrt's logo in different colours just to suite the person's interest of making it fancier. Remember, the colours of the logo are specifically chosen to represent the identity of the company, so it must be preserved.

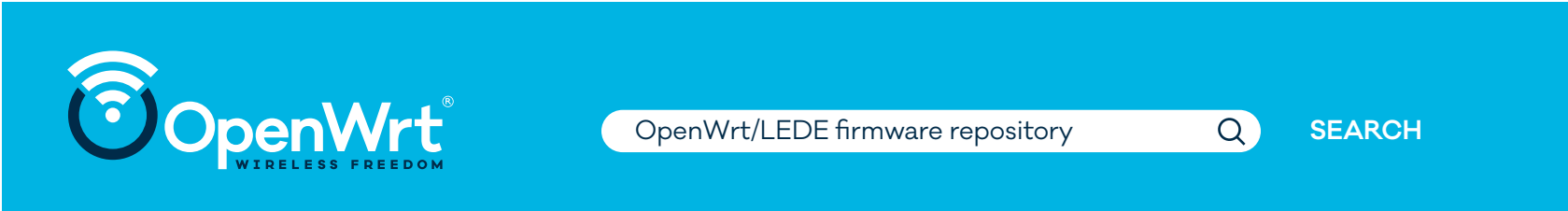
Note: the black logo can only be used on a black and white scheme. Where white is dominant on the background.

Black Tint at 30%



Logo Usage

(In Webpage)



In webpage, the same colour rule is applied.

NEVER



Outline



Fill with patterns or multiple colors



Skew, rotate, shear, stretch



Stray from the colour palette



Change the font or use other typeface



Add elements

OpenWrt
wireless freedom