GeoServer

Logo Guidelines *» September 23, 2008*

This document provides guidelines for the GeoServer Logo to help create more consistent visual communications. It is important to use the logo properly and consistently throughout our materials so that it becomes memorable and recognizable within our community.

Usage

You are free to use the GeoServer logos, subject to several requirements. The overarching requirement for use of GeoServer logos is that your use must be non-confusing and non-disparaging. By non-confusing, we mean that people should always know who they are dealing with, and where the software they are downloading came from. Websites and software that are not produced by GeoServer shouldn't imply, either directly or by omission, that they are. By non-disparaging, we mean that, outside the bounds of fair use, you can't use our logos as vehicles for defaming us or sullying our reputation.

GeoServer encourages the use of its logos in marketing, fundraising and other publicity-related materials. That includes advertising stating that a person or organization is shipping or selling GeoServer products. Of course, any use of a GeoServer logo is subject to the overarching requirement that its use be non-confusing. Thus, you can't say you're raising money for GeoServer when you're actually raising it for a Localization Project, or use the GeoServer logos on the cover of your book or on your product packaging.

Linking

So long as you don't do anything that might confuse visitors to your website, the GeoServer project invites you to link to the GeoServer website, including for the purpose of allowing your visitors to download GeoServer. We even provide banners and buttons to facilitate the download of GeoServer software:

http://geoserver.org/display/GEOS/New+GeoServer+Branding

Logos & Merchandise

When it comes to GeoServer's logos, there are some cool things you can do and some cool things you can't do—at least not without asking the GeoServer Project Steering Committee.
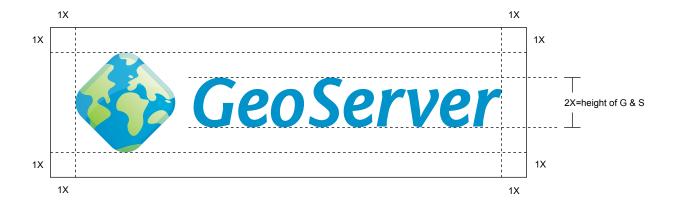
You may make t-shirts, desktop wallpaper, or baseball caps with GeoServer logos on them, though only for yourself and your friends (meaning people from whom you don't receive anything of value in return). You can't put the GeoServer logo on anything that you produce commercially—at least not without receiving permission.

There are two additional broad categories of things you can't do with GeoServer logos. The first is to produce modified versions of them. A modified logo also would raise the possibility of consumer confusion. The second concerns high-resolution copies of GeoServer logos, which you cannot have or use. If you've a very good reason to seek an exception to the rule against having and using high-resolution copies of GeoServer logos please contact the Project Steering Committee.

The Logo

The GeoServer logo is designed to be clean and organized in appearance. Following a few simple rules will help you to apply the logo in a manner consistent with the brand image.

Clearspace: The GeoServer logo should always be given an appropriate amount of clearspace whenever used. Clearspace is designed to prevent other graphic or typographic elements from detracting from the visual presence of the logo. A clearspace equal to half the height of the upper-case letters in "GeoServer" should be maintained around the logo at all times. The amount clearspace will change depending on the size of the logo.

Minimum & Maximum Sizes: The minimum size for all applications should be no less than 1" (25 mm) or 75 pixels wide. Please be sure the logo is large enough to be readable. For print purposes, please use the highest resolution file provided, `GeoServer_1000CMYK.tif`. This file must not be printed larger than 3.333" wide. If you need a higher resolution or vector version of the logo for larger print applications, please contact a member of the Project Steering Committee for permission.

Primary Logo Colors: The primary colors of the GoeServer logo are listed below—for reference only—in various color spaces and systems. Do not change the colors of the logo or attempt to recreate the logo.

GeoServer Blue	*GeoServer Green*
CMYK: 100, 0, 0, 20	CMYK: 50, 0, 100, 0
PMS: Pantone 640	PMS: Pantone 368
RGB: 0, 146, 200	RGB: 140, 198, 63
HEX: 0092c8	HEX: 8cc63f

Logo Mark: Also provided is a mark-only version of the logo without text, `GeoServer_MARK.png`. The primary logo version with text should always be considered before this mark-only version.

Typography

Fontin Sans Bold Italic is the font used in the GeoServer logo. It is a free font available at the following URL:

http://www.josbuivenga.demon.nl/fontinsans.html

Fontin Sans is available in Regular, Italic, Small Caps, Bold, and Bold Italic. It may be used for coordinating headline and body copy fonts. Consistent use of this type family will help ensure a unified brand image.

NOTE: Typing "GeoServer" is acceptable in body copy, paragraph text, quotes, headlines, etc. However, do not attempt to recreate the logo. Whenever possible, please use a provided logo file.

Do Not

It is important to remember that the GeoServer logo must be presented consistently for it to be most effective. The following are some typical examples of what **NOT** to do to the GeoServer logo.

Do not use low-resolution files for printed materials.

Do not change the color of the logo.

Do not modify or re-configure the logo.

Do not stretch the logo vertically or horizontally.

Do not place the logo over complex backgrounds.

Do not alter the logo typeface or re-create the logo.