

ubuntu[®]
— w o m e n —

standards manual

The Ubuntu Women Community Identity in Context



What is a Standards Manual?

A standards manual is a set of instructions to adhere to when presenting an organization's identity. It should give you enough insight as to properly apply the wordmark and logo elements consistently across a mixed variety of media.

Why Have a Standards Manual?

While Libre culture offers many inspiring social and technological marvels, keeping a focused identity for communities can be a tricky thing. A standards manual assures that all parties that need to know how to apply a wordmark or logo combination can do so effectively, consistently, and without an added worry of design issues.

It should be noted that wordmark and logo standards should be applied with the same expectation of community standards for social conduct. They are not guides. They are to be adhered to whenever possible to ensure consistent and repeated application.

The Wordmark and Emblem



The Modified Venus Circle of Friends Emblem



Proportional Anatomy of the Logo

The base unit for proportions is the vertical height of the "women" text.

The identity is a additional piece of design rooted upon the official Ubuntu brand identity logo and emblem combination. All of the official Ubuntu brand proportions apply and must be adhered to.

In addition to the official brand identity proportions, please note the additional proportions for the Ubuntu Women text element and line work.




The Official Women Type

Ubuntu Women are a distinct core of people within the Ubuntu landscape. To reflect this spirit, the identity is a combination of two distinct typefaces. The word "women" is rendered in OFL Sorts Mill Goudy by Barry Schwartz. Download and further information for this font can be found at <http://theleagueofmoveabletype.com/fonts/6-sorts-mill-goudy>.

The Official Identity Tonal Range


Where possible, the Ubuntu Women wordmark and emblem should render its type using a non saturated black value. The official value is #4D4D4D in hexadecimal.

When it is impossible to render the work using the official value above due to printing or such constraints, pure white or pure black is acceptable. The proper version can be deduced by assuring that the difference between the version's tone and the background exceeds 50% value. Where possible, preference should be given to the white variation.



ubuntu
— w o m e n —

CORRECT
BG (100%) - FG (0%) =
MIN 50%




ubuntu
— w o m e n —

CORRECT
BG (50%) - FG (0%) =
MIN 50%




ubuntu
— w o m e n —

INCORRECT
BG (20%) - FG (0%) =
MIN 50%



ubuntu
— w o m e n —

INCORRECT
BG (80%) - FG (100%) =
MIN 50%



ubuntu
— w o m e n —

CORRECT
BG (50%) - FG (100%) =
MIN 50%



ubuntu
— w o m e n —

CORRECT
BG (20%) - FG (100%) =
MIN 50%

Some Dos and Don'ts for Consideration

Do apply the identity consistently.

Do assure that all of the manual details are adhered to.

Do assure that a minimum 200% VH padding surround the identity.

Do assure that the official Ubuntu orange #DD4814 is preserved.

Do avoid cluttering up the identity with verbosity and copy.

Do not stretch, skew, or adjust the ratio proportions.

Do not deconstruct or isolate the identity from its whole.

Do not layer the identity upon a bitmapped or raster image.

Do not add colour to the identity.

Do not rotate the identity.

