



OPEN MEDIA
F O U N D A T I O N

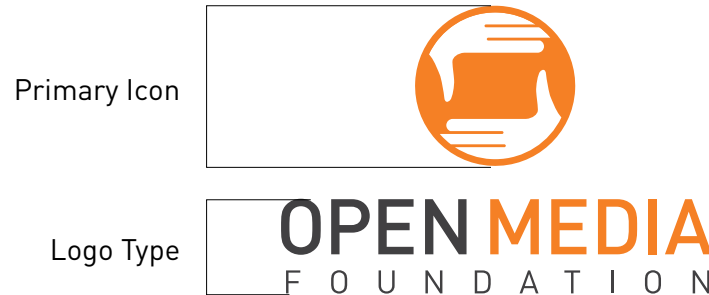
A higher definition of media.

GRAPHIC
STANDARDS
MANUAL

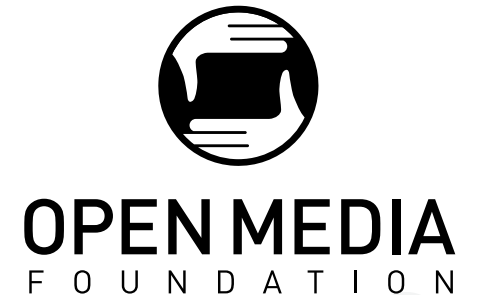
THE PRIMARY SIGNATURE

The Open Media Foundation logo consists of two elements: OMF's primary icon and the Open Media Foundation logotype. Both of these elements have been custom designed and should never be recreated or re-typeset. The proportion of each element has also been carefully calculated and the balance of size relationships between elements should be maintained in all circumstances.

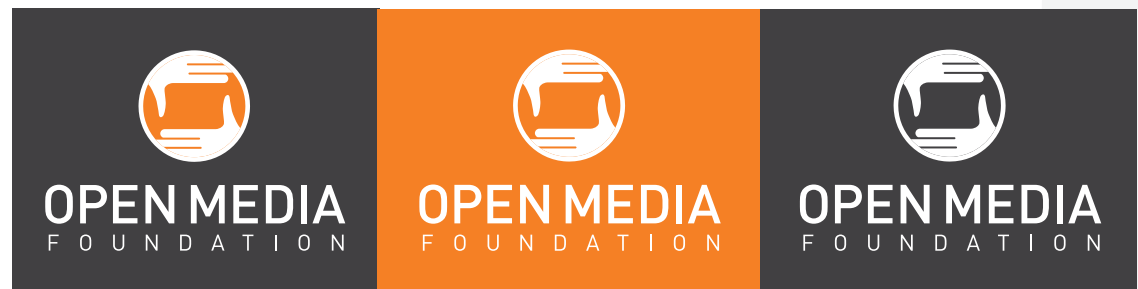
PRIMARY 2-COLOR SIGNATURE



PRIMARY BLACK AND WHITE SIGNATURE



PRIMARY SIGNATURE - REVERSED OPTIONS



SECONDARY SIGNATURE

In addition to the Primary Signature the OMF logo can also be used in a horizontal format. These logos should be used when the primary logo does not fit the space allowed as well as the vertical option.

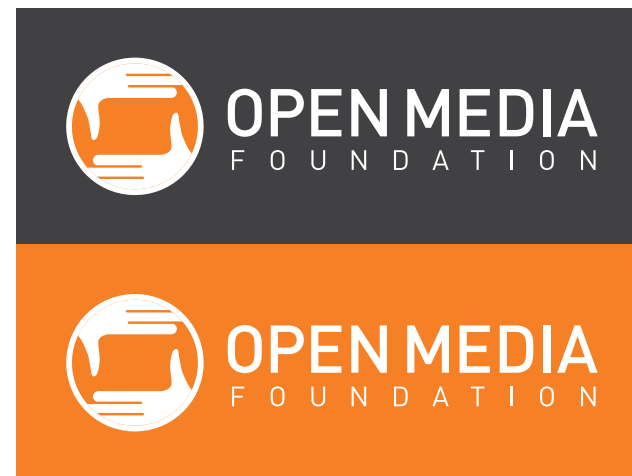
SECONDARY 2-COLOR SIGNATURE



SECONDARY 1-COLOR SIGNATURE



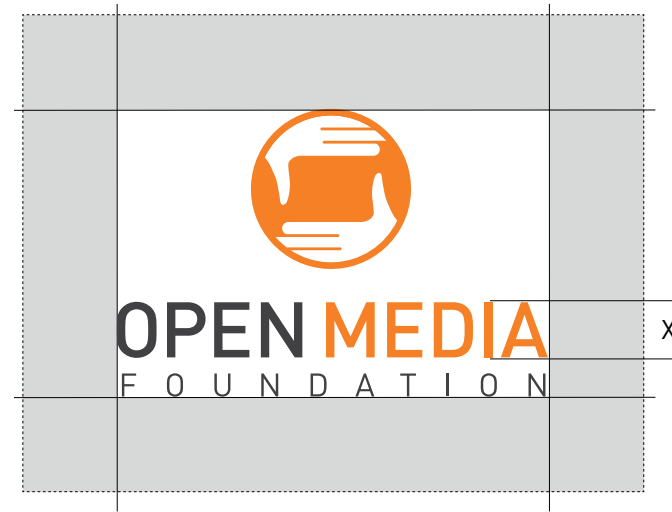
SECONDARY SIGNATURE - REVERSED OPTIONS



CLEAR SPACE & SIZE REQUIREMENTS

Clear Space

The Open Media Foundation logo should always have an area of open space or “clear space” around it. No other graphic or typographic elements should fall within this area around the logo.



Sizing

In order to protect the legibility of the logo, there is a minimum size requirement. It must never be reproduced in sizes smaller than 1” high for the vertical logo option and 1.25” wide for the horizontal option.



UNACCEPTABLE USES

As discussed earlier, in order to protect the identity and to achieve recognition and acceptance of the brand, it must be reproduced consistently every time it is used.

Here are some examples of uses of the logo that should NEVER be done.

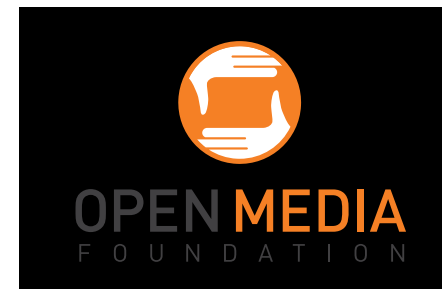
NEVER distort the logo



NEVER distort the logo



NEVER place a logo on a background without sufficient contrast.



COLORS

Primary Signature Colors

The two primary colors of the Signature represent vibrancy of modern technology and our vibrant community. These colors should always be used for the Open Media Foundation logo.

90% black is preferred in most cases for the dark grey, but if a Pantone color is necessary, then match to Pantone 432C. For example, t-shirt silk screening and a vinyl signs require Pantone colors for matching.

Secondary Color Palette

The secondary color palette compliments the primary palette and should be used for supporting graphics within OMF marketing materials.

PRIMARY COLORS



PANTONE 158

C: 0%
M: 64%
Y: 95%
K: 0%

R: 227
G: 114
B: 34



PANTONE 432

C: 0%
M: 0%
Y: 0%
K: 90%

R: 65
G: 64
B: 66

SECONDARY /SUPPORTING BRAND COLORS



PANTONE 320

C: 100%
M: 0%
Y: 31%
K: 7%

R: 0
G: 160
B: 175



PANTONE 1805

C: 0%
M: 91%
Y: 100%
K: 23%

R: 192
G: 49
B: 26

TYPOGRAPHY

Primary Typography

The primary typeface for all OMF materials and signage is Din Pro. This should be used for headlines, subheads and for minimal amounts of copy.

Secondary Typography

Georgia is the secondary typeface to be used for larger blocks of copy due to its readability and the fact that it is web safe. Georgia is a serif font and compliments Din Pro which is a san-serif.

DINPro Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
~!@#%^&*()_+{|:~<>?`[]\;',./

DINPro Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
~!@#%^&*()_+{|:~<>?`[]\;',./

DINPro Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
~!@#%^&*()_+{|:~<>?`[]\;',./

DINPro Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
~!@#%^&*()_+{|:~<>?`[]\;',./

DINPro Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
~!@#%^&*()_+{|:~<>?`[]\;',./

Georgia Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
~!@#%^&*()_+{|:~<>?`[]\;',./

Georgia Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
~!@#%^&*()_+{|:~<>?`[]\;',./

Georgia Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
~!@#%^&*()_+{|:~<>?`[]\;',./

Georgia Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
~!@#%^&*()_+{|:~<>?`[]\;',./

USE OF PHOTOGRAPHY

Photography should depict real people, preferably the OMF community engaging in media in some way. Selections, when possible, should always include people in groups of two or more.

Visually, image selections should help tell a story: the focus should always be on people using media to get their voice heard.

All imagery should be authentic, contemporary and sophisticated; overtly staged situations should be avoided.

If you must use stock photos, models should look like every day people. Avoid models with the stereotypical “perfect” look or photos that look forced or inauthentic.

Make sure to consider diversity in race, gender, and age in order to accurately represent the OMF community.

Some ideas for the OMF community photos are the following:

1. Nonprofit and Government Clients
2. Students taking classes
3. Youth Group Members
4. Denver Open Media Producers/Members
5. Staff and Interns
6. Donors/Supporters

You can find several photos files on this page of the OMF website:

<http://openmediafoundation.org/omf-logos-and-photos>

For any additional photos contact Sharee Hiatt by emailing sharee@openmediafoundation.org.



TAGLINE AND MESSAGING

The Open Media Foundation logo has two supporting elements that should be used whenever possible on OMF marketing materials.

The tagline “*A higher definition of media.*” should always appear somewhere on all OMF marketing materials.

For fundraising purposes, the “Powered by you.” graphic should also appear on all OMF marketing materials in order to reiterate that OMF is a nonprofit, is community supported, and funding is crucial to the success of the organization.

OMF TAGLINE
Font: Georgia Italics

A higher definition of media.

OMF FUNDRAISING MESSAGING

 **POWERED BY YOU.**

 **POWERED BY YOU.**

 **POWERED BY YOU.**

OMF TAGLINE AND FUNDRAISING MESSAGING COMBINED

A higher definition of media.

 **POWERED BY YOU.**

SUPPORTING SIGNATURES

An Open Media Production

This logo can be used in the credits of videos that are produced by The Open Media Foundation.



Denver Open Media -- A Project of Open Media Foundation

Open Media Foundation manages Denver Open Media, the community-managed tv public access station in Denver. Whenever possible, use the DOM logo in conjunction with "A project of Open Media Foundation". It is most useful for promotional materials for First Fridays at Denver Open Media. While the event is held in the Denver Open Media Studios, it is organized and supported by Open Media Foundation.



Open Media Foundation and Denver Open Media Logo together

Due to the close relationship of OMF and DOM, the logos often appear on the same materials. In these situations, make sure that the logos have the same height and appropriate spacing between them. One example of both logos appearing together in equal size is in fundraising materials that benefit both OMF and DOM.



Open Media Generation (OMG)

OMG is OMF's youth group. This logo is primarily used by the youth group to identify themselves in the tv shows that they create. When using this logo, always make sure that it is clear that Open Media Foundation runs/manages the OMG youth group.

