



MICROPROFILE BRAND MANUAL & GUIDELINES

BY THE COMMUNITY FOR THE COMMUNITY

MICROPROFILE INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **MicroProfile** branding identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our ecosystem.

The **MicroProfile** brand, including the logo, name, colors and identifying elements, are valuable project assets.

MicroProfilers are responsible for protecting the project's branding by preventing unauthorized or incorrect use of the **MicroProfile** name and marks.

MICROPROFILE LOGO HISTORY

In Sept 2017 the community came together and submitted a wide range of logo options that they felt could represent MicroProfile. When the submission deadline ended the community voted for which logo would represent MicroProfile.

The winning logo was created by [Ryan St. James](#)



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01

MICROPROFILE LOGO SIGNAGE

MicroProfile Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our project name – they

have a fixed relationship that should never be changed in any way.

MicroProfile Logo Introduction

MicroProfile Logo Application

MicroProfile Logo Elements

Clearspace and Computation

Incorrect Logo Applications

FONT FAMILY AND TYPOGRAPHY

HORIZONTAL LOGO- LIGHT BACKGROUND

MicroProfile Logo is comprised of two elements, the logo symbol and logo type. The two brand colours are Yellow and Blue. It is a fresh and appealing blend of colours chosen for their strong combination - modern - technical - timeless.



- 1) The Logo Symbol
- 2) The Logo Title

VERTICAL LOGO- LIGHT BACKGROUND



LOGO HORIZONTAL LIGHT VERSION



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- 3) The Logo Light Version will be used when the background color is dark colored.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff

Attention:
Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with [MicroProfile Trademark Licensing](#) if you have any questions or need further help.

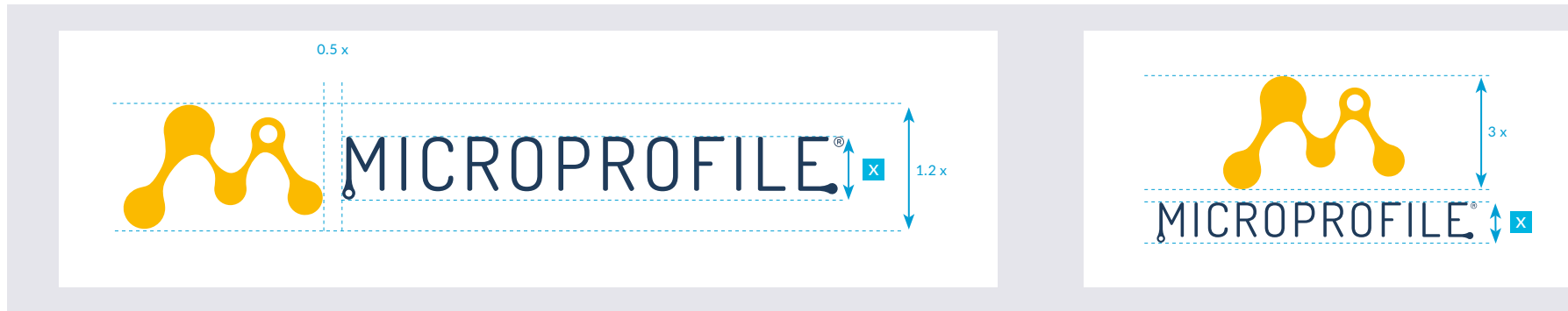
VERTICAL LOGO- DARK BACKGROUND



LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

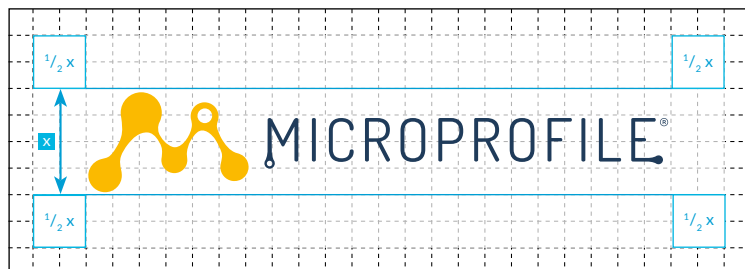
It is important to keep brand marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the brand mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark of the the symbol itself and the MicroProfile name – they have a fixed relationship that should never be changed in any way.



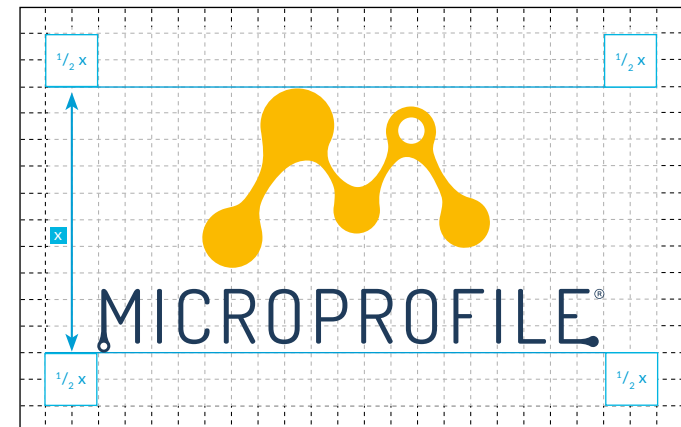
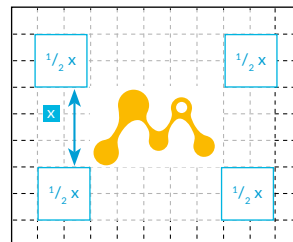
CLEARSPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



Computation

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To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



APPLICATION ON A BACKGROUND & MINIMUM LOGO SIZE

ONE COLOR LOGO BACKGROUND APPLICATION

All format of the logo should follow these background applications.



MINIMUM LOGO SIZES

Full Logo

Minimum Size: 30mm x 5 mm



Vertical Logo

Minimum Size: 30 mm x 15.6 mm



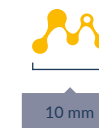
Full Logo with tagline

Minimum Size: 60 mm x 10.3 mm



Logo Mark

Minimum Size: 10 mm x 6 mm



INCORRECT USAGE OF THE LOGO

Do not add elements to the logo. Do not reproduce the logo in unauthorized colors. Do not place the logo on distracting backgrounds. Do not use special effects like drop shadows with the logo.



Do not smush the logo



Do not angle the logo



Do not stretch the logo



Do not rearrange the logo



Do not change the logo color



Do not place drop shadow on logo



Do not crop the logo



Do not place dark logo on dark background



Do not place 2 color logo on non branded color background

02 MICROPROFILE FONT FAMILY & TYPOGRAPHY

Primary Font

Secondary Font

MICROPROFILE FONT FAMILY AND TYPOGRAPHY

THE FONT

Designed by Edgar Tolentino, refined & extended by Pablo Impallari, spaced & kerned by Iginio Marini iKern.

The overall result is a family that's clean and modern, and can express a wide range of voices & feelings.

Dosis is a very simple, rounded, sans serif family. The lighter weights are minimalist. The bolder weights have more personality. The medium weight is nice and balanced.

It comes in 7 incremental weights: ExtraLight, Light, Book, Medium, Semibold, Bold & ExtraBold.

D O S I S

PRIMARY FONT
DOSIS

DESIGNER :
EDGAR TOLENTINO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z

L A T O

SECONDARY FONT
LATO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z Black

03

BRAND COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the MicroProfile brand identity program. The colors below are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the MicroProfile brand identity across all relevant media.

The Brand Colors

Primary Color System

Secondary Color System

PRIMARY COLOR SYSTEM

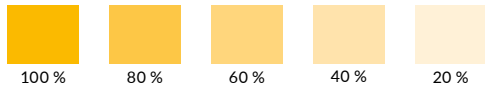


PRIMARY COLOR YELLOW

-

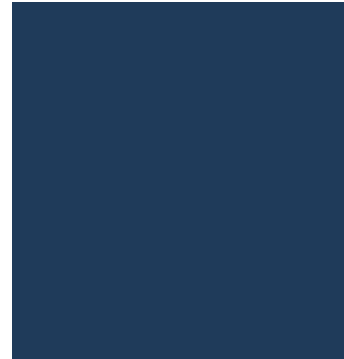
COLOR CODES

CMYK : C000 M028 Y89 K001
Pantone : 1235C
RGB : R 99.2 G 71.8 B 011
Web : #fdb71c



COLOR TONES

100% 80% 60% 40% 20%

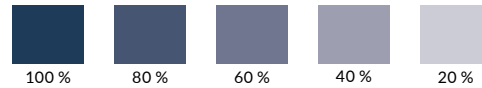


PRIMARY COLOR BLUE

-

COLOR CODES

CMYK : C056 M029 Y000 K074
Pantone : 533C
RGB : R 11.4 G 18.4 B 25.9
Web : #1d2f42



COLOR TONES

100% 80% 60% 40% 20%

SECONDARY COLOR SYSTEM

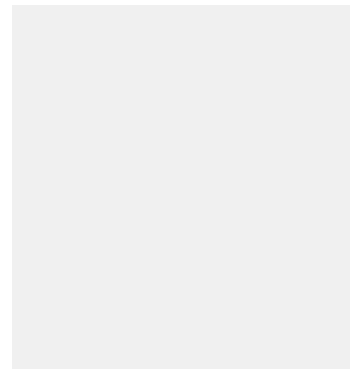


PRIMARY COLOR DARK BLUE

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COLOR CODES

CMYK : C100 M029 Y000 K089
RGB : R000 G020 B028
Web : #00141c



PRIMARY COLOR LIGHT GREY

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COLOR CODES

CMYK : C000 M000 Y000 K008
RGB : R95.7 G95.7 B95.7
Web : #f4f4f4

04 IMAGES AND BLENDING MODES

Brand Images/ Blending Modes



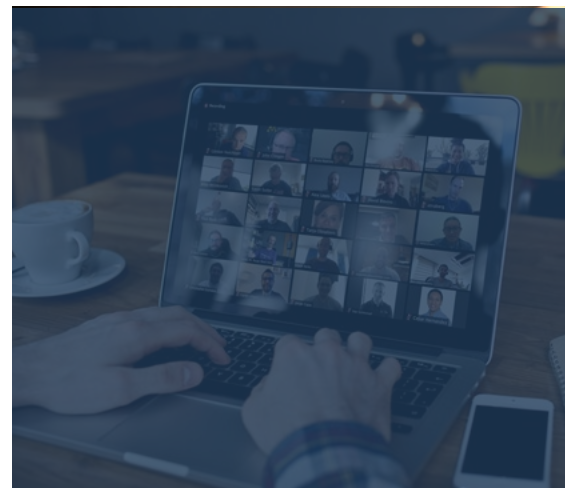
MICROPROFILE BRAND IMAGE : COLORED IMAGES

Image effects and blending modes raise the concision and the recognizability of a brand.

EXAMPLES FOR MICROPROFILE BLENDING MODES

How to:

- 1) use it in black and white images or full color
- 2) use a blue **80%** overlay
- 3) adjust the layer style / opacity depending on background image colors/ brightness



PRIMARY COLOR BLUE

COLOR CODES

CMYK : C056 M029 Y000 K074

Pantone : 442C

RGB : R 11.4 G 18.4 B 25.9

Web : #1d2f42

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THANK YOU AND CONTACT

CONTACT

Public Tracing:

Work directly with the MPWG by submitting your Marks questions via a git issue to the MicroProfile Marketing Community via [GitHub](#)

Private Exchange:

With the Eclipse Trademark Team:
license@eclipse.org