



EDGE X FOUNDRY™

BRAND GUIDELINES

Released 01.10.17

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01 MARK

The following is the primary full-colour logo and icon.

PRIMARY LOGO

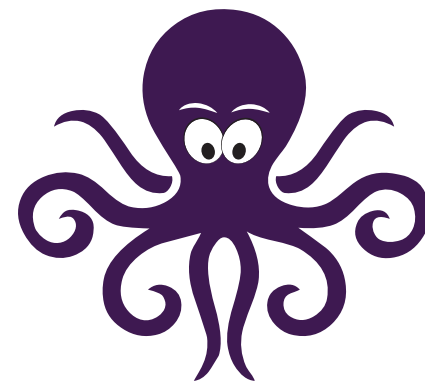
MARK

EDGE X FOUNDRY™

LOGOTYPE

The following is the EdgeX Foundry Ambassador Icon.

PRIMARY LOGO

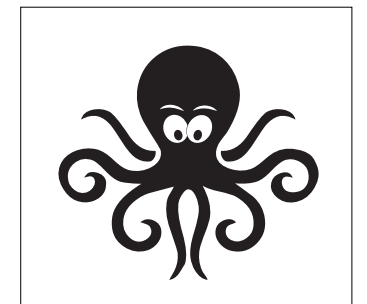


01 MARK CONT.

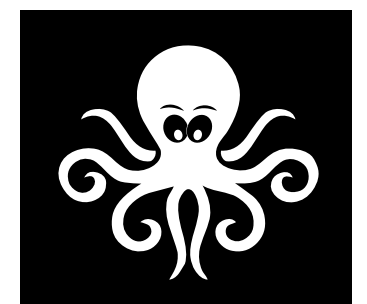
The black version of the EdgeX Foundry logo should be used when only one color is available for printing.

The knock-out version of the EdgeX Foundry logo should be used over black and colored backgrounds or low-contrast images.

BLACK



KNOCK-OUT



02 CLEAR SPACE

CLEAR SPACE IS THE MINIMUM “BREATHING ROOM” MAINTAINED AROUND THE LOGO.

To work out the clearspace take the height of the “X”, and divide it in half.

(Clearspace = “O” Height /2)

This area should be kept free of graphics, text and other marks. This space also defines the minimum distance from the mark to the edge of a border, page, screen, etc.



03 USAGE CASES

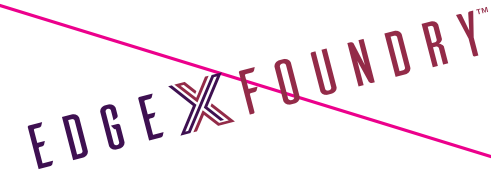
THE INTEGRITY OF THE EDGEX FOUNDRY LOGO MUST BE RESPECTED AT ALL TIMES. DO NOT ALTER, RECREATE OR DISTORT THE MARK IN ANY WAY.

Please use approved electronic art when reproducing the EdgeX Foundry logo.



EDGE X FOUNDRY™

SCALE Do not play with the scale and perspective, or alter the proportions of the mark.



EDGE X FOUNDRY™

ORIENTATION Do not change the orientation of the mark by rotating it in any way.



EDGE X FOUNDRY™

PROPORTIONS Do not change the proportions of the logotype and mark.



EDGE X FOUNDRY™

COLOR Do not reverse, change, or add colors to the mark.



EDGE X FOUNDRY™

EFFECTS Do not add any effects such as a drop shadow, outline, etc., to the mark.



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FOUNDRY™

MARK Do not change the layout of the logo.



X FOUNDRY™

CONTRAST Do not use backgrounds that have the same colors used in the mark. Use the appropriate knockout mark on page 3.



EDGE X FOUNDRY™

CONTRAST Do not use backgrounds that are low in contrast, compromising its visibility. Use the appropriate knockout mark on page 3.



EDGE X FOUNDRY™

CONTRAST Do not place the mark on images that are too complex or too dark, compromising its visibility.

04 COLOR PALETTE

THE EDGEX FOUNDRY COLOR PALETTE REPRESENTS A VIBRANT, DYNAMIC AND FORWARD-LOOKING BRAND.

The selected palette provides a foundation for color consistency across diverse types of layouts.

Pantone 2627 is intended to be the main signifying color for the brand. It should be used for all solid fill secondary graphics and colored typography.

PRIMARY COLOR



PANTONE® 2627 C
C83 M100 Y32 K35
R62 G17 B81
HEX#3E1151

PANTONE® 7641 C
C31 M93 Y58 K21
R147 G43 B72
HEX#932B48

05 TYPOGRAPHY

Proxima Nova is the primary font and should be used for all EdgeX Foundry communications when possible.

When the use of the primary font is not possible, use the Arial font family as an alternative. PowerPoint and web are examples of these instances.

LINKS TO FONT AND WEB FONT

<https://typekit.com/fonts/proxima-nova>

PRIMARY FONT: Proxima Nova Light

AaBbCc123

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

AaBbCc0123

Proxima Nova Light Italic

AaBbCc0123

Proxima Nova Regular

AaBbCc0123

Proxima Nova Regular Italic

AaBbCc0123

Proxima Nova Semibold

AaBbCc0123

Proxima Nova Semibold Italic

AaBbCc0123

Proxima Nova Bold

AaBbCc0123

Proxima Nova Black

SYSTEM FONT: Arial

AaBbCc123

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

AaBbCc0123

Arial Italic

AaBbCc0123

Arial Bold

AaBbCc0123

Arial Bold Italic

05 TYPOGRAPHY CONT.

OVERALL TYPE HIERARCHY
ENHANCES COMMUNICATION
WHILE STRENGTHENING THE
VISUAL IDENTITY.

Use the typography guide to set
headlines and body copy in your layout.
Adhering to these styles will ensure
a consistent style across all EdgeX
Foundry communications.

HEADER: Proxima Nova in All Caps

LOREM IPSUM IS SIMPLY DUMMY TEXT.
LOREM IPSUM IS SIMPLY DUMMY TEXT.

SUB-HEAD: Proxima Nova in Sentence Case

Lorem ipsum is simply dummy text.
Lorem ipsum is simply dummy text.

BODY COPY: Proxima Nova Light

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularized in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

The background features a detailed image of an octopus in shades of purple and blue. A network of red dots connected by thin lines is overlaid on the octopus. A circular logo with a white 'X' on a dark blue background is positioned on one of the octopus's tentacles. The bottom-left corner of the image is a white triangle.

EDGE X FOUNDRY™

THANK YOU

For questions pertaining to usage, please email
info@edgexfoundry.org