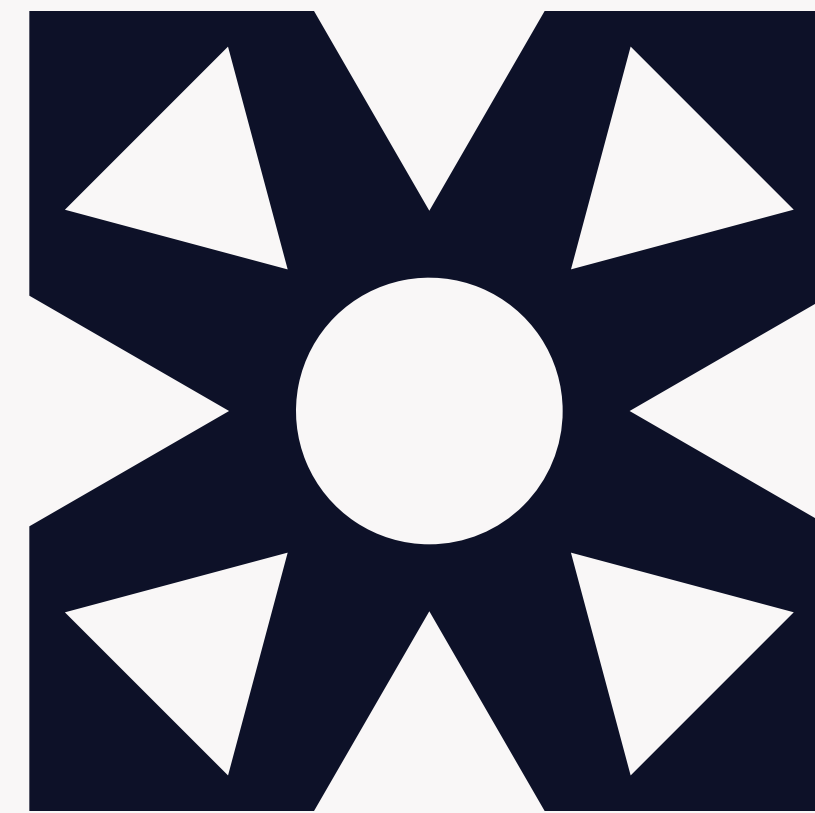


Brand Guidelines

BRAND RECOMMENDATION

Our icon uses the geometric “puzzle pieces” that are core to our brand to create an abstracted “hub and spoke” form. The square aspect ratio lets the icon feel solid and grounded, but the diagonal axes and rotational symmetry create a sense of motion. The icon also suggests an aperture or target, with associations of opening, focusing, convergence and precision.

ICON



BRAND RECOMMENDATION

We set the name “Open Supply Hub” in our brand typeface, Darker Grotesque. Set on three lines in all caps, the wordmark is balanced and anchored by the icon.

The icon may be used on its own without the wordmark, but the wordmark should never be used without the icon.

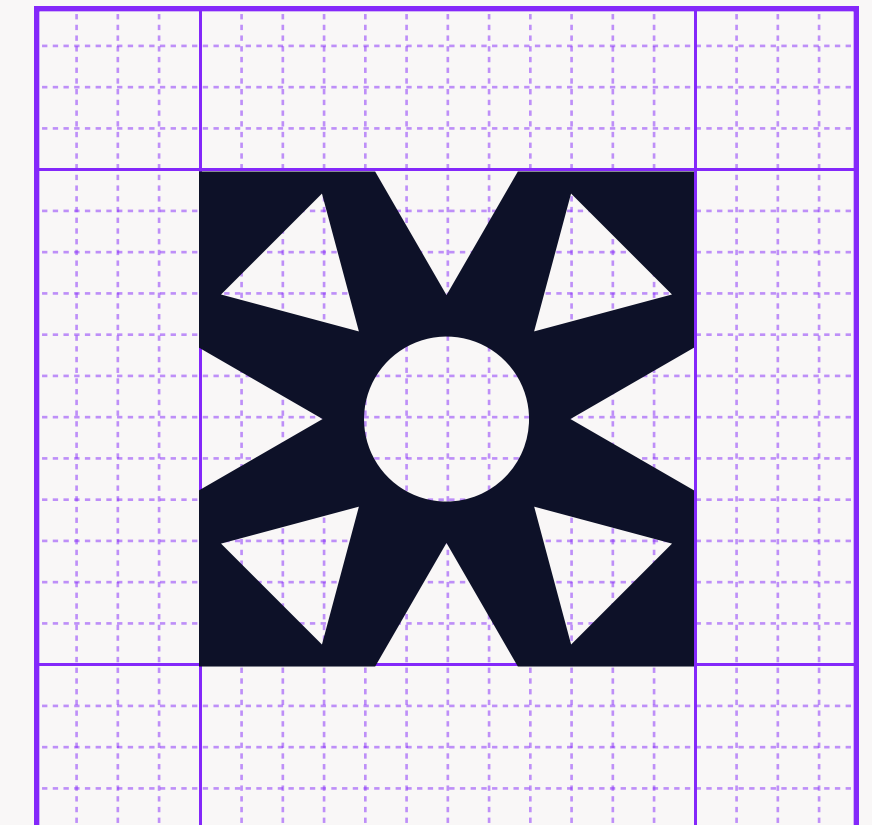
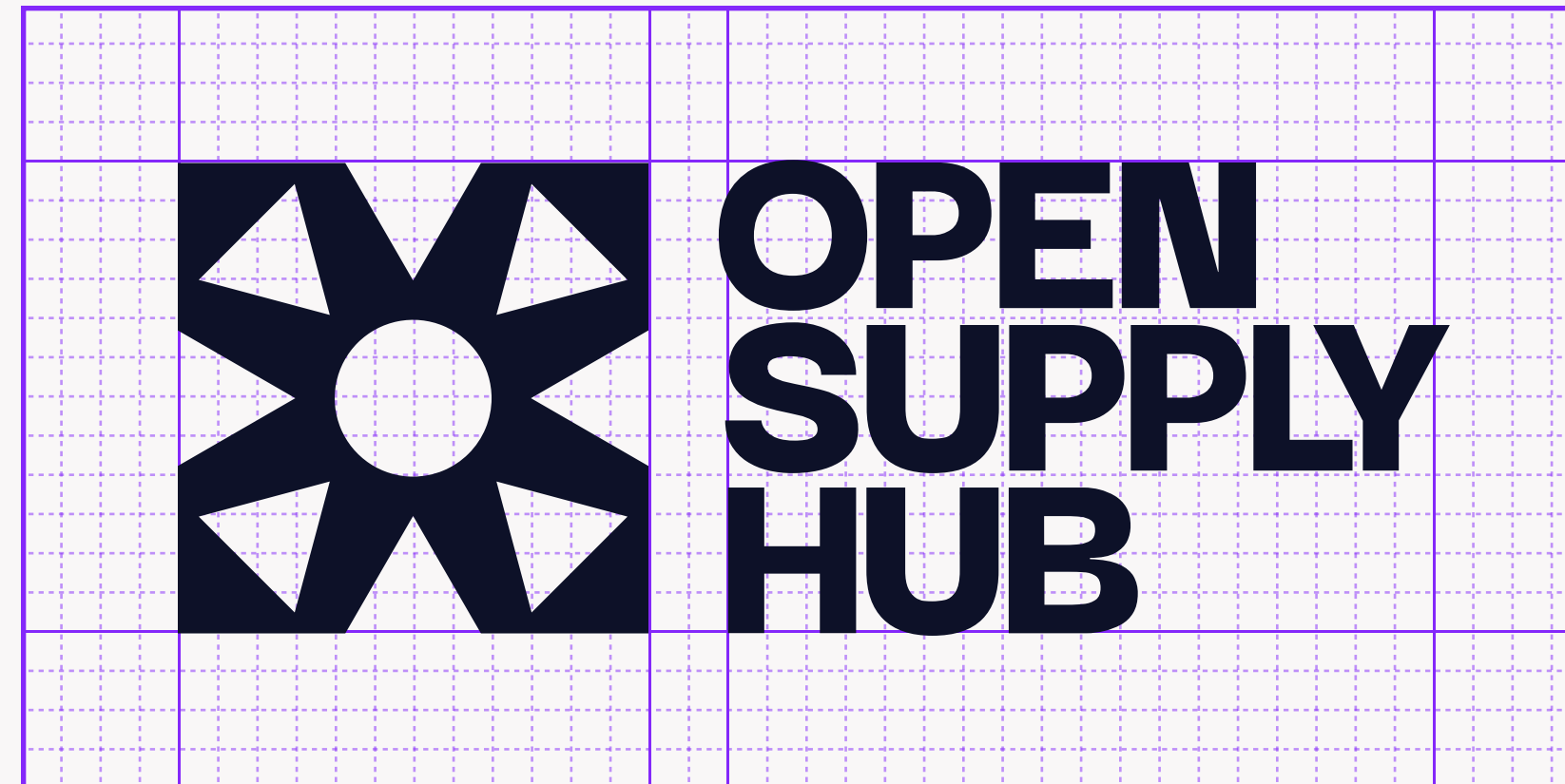
WORDMARK



BRAND RECOMMENDATION

Leave a "clear space" of 40% of the height of the icon between the logo and any other elements.

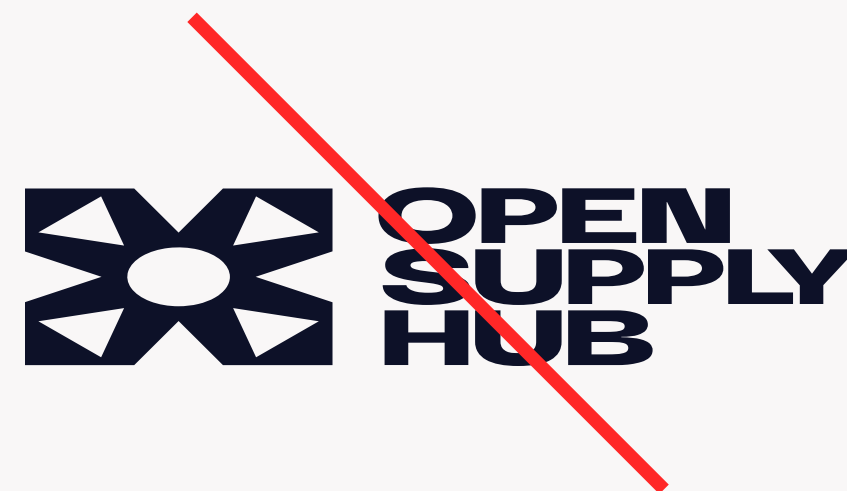
WORDMARK & LOGO GUIDELINES



Don't stretch or compress the logo.

Don't tilt the logo.

Don't set the wordmark in lowercase, or use live type to create the text.



BRAND RECOMMENDATION

Our brand typeface is Darker Grotesque, a free open-source Google font designed by Lâm Bảo. It balances legibility with personality, with swooping legs on R's, deep vertexes in M's and N's, and angular ascenders and descenders on g's, f's, and y's. With seven weights from Light to Black, it is suitable for both body copy and large headlines.

TYPOGRAPHY

Civil Society Case Study: Myanmar Centre for Responsible Business

DARKER GROTESQUE BLACK, 96PT, 80% LINE HEIGHT, -3% CHARACTER SPACING

At MCRB, we love maps and the transparency they bring to investment and ESG risks. Whenever problems in an industrial zone or a factory are mentioned in social media, we can turn to the Open Apparel Registry to find out which brands' suppliers might be affected. We've also let labour groups and employers associations know about this really useful resource.

DARKER GROTESQUE MEDIUM, 24PT, 110% LINE HEIGHT

BRAND RECOMMENDATION

The OS Hub color palette is bright and bold. It starts with the familiar Open Apparel Registry blue-purple and expands the cast of characters to include red, pink, green and yellow, as well as “off-black” and “off-white”.

The overall effect is cheerful and inviting, without becoming chaotic or childish.

COLOR



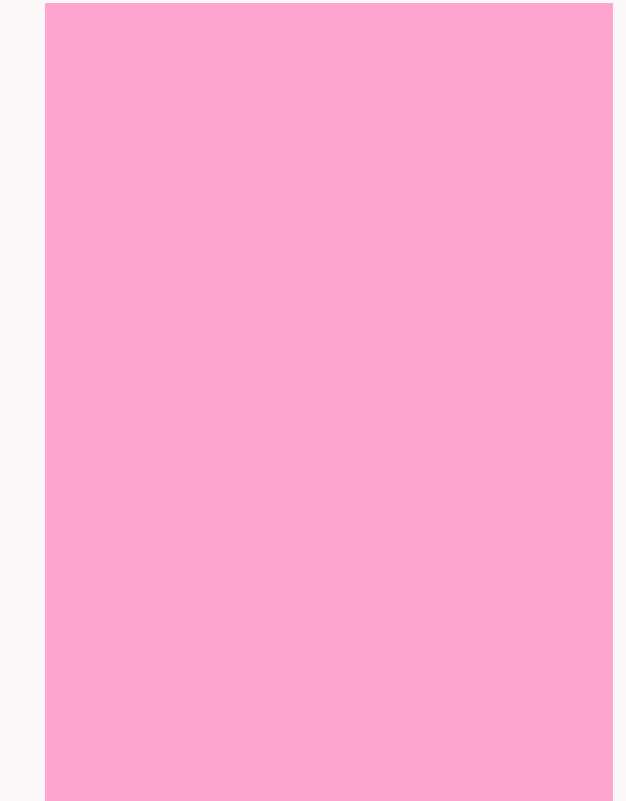
#0D1128
CMYK 89 82 53 69
RGB 13 17 40
PANTONE 7547 C



#8428FA
CMYK 67 78 0 0
RGB 132 40 250
PANTONE 266 C



#FF2727
CMYK 0 95 89 0
RGB 255 39 39
PANTONE BRIGHT RED C



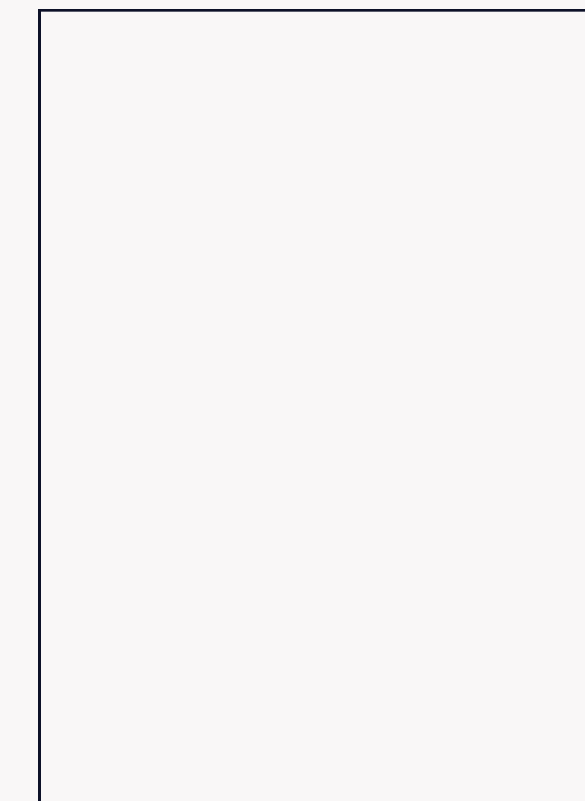
#FFA6D0
CMYK 0 44 0 0
RGB 255 166 208
PANTONE 210 C



#62CC74
CMYK 60 0 73 0
RGB 98 204 116
PANTONE 7488 C



#FCCF3F
CMYK 1 17 86 0
RGB 252 207 63
PANTONE 122 C



#F9F7F7
CMYK 2 2 1 0
RGB 249 247 247
PANTONE 179-1 C

BRAND RECOMMENDATION

Be intentional about which colors you use for text on which backgrounds.

Cream is our default background, and can be combined with text in black, purple, or red (sparingly).

Our yellow, pink, and green colors may serve as backgrounds with black text.

Our purple and black may serve as a background with cream text. Red can be a background for cream text, but should be used very sparingly.

COLOR AND TEXT

Dark on light

Dark on light

Dark on light

Dark on light

Dark on light

Dark on light

Light on dark

Light on dark

Light on dark

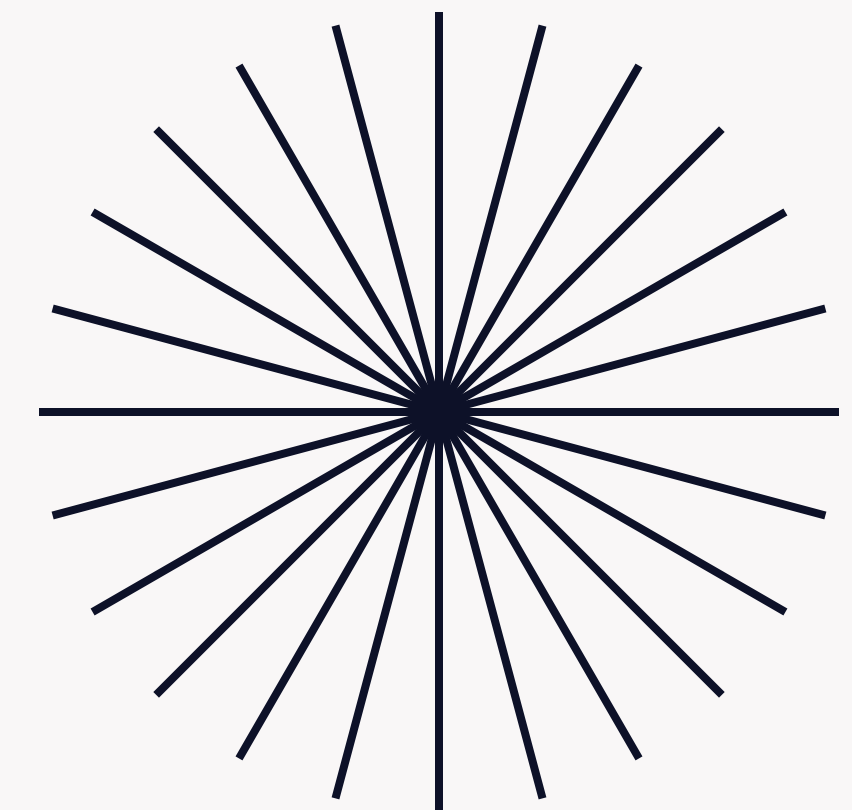
BRAND RECOMMENDATION

If stories were completed puzzles, we live in a world where pieces are hidden across the globe.

Opening data brings pieces together to create complete, vibrant, and impactful stories.

With colourful adjustable brand elements we've build pieces of data that can be arranged and combined to create a larger picture.

SHAPES



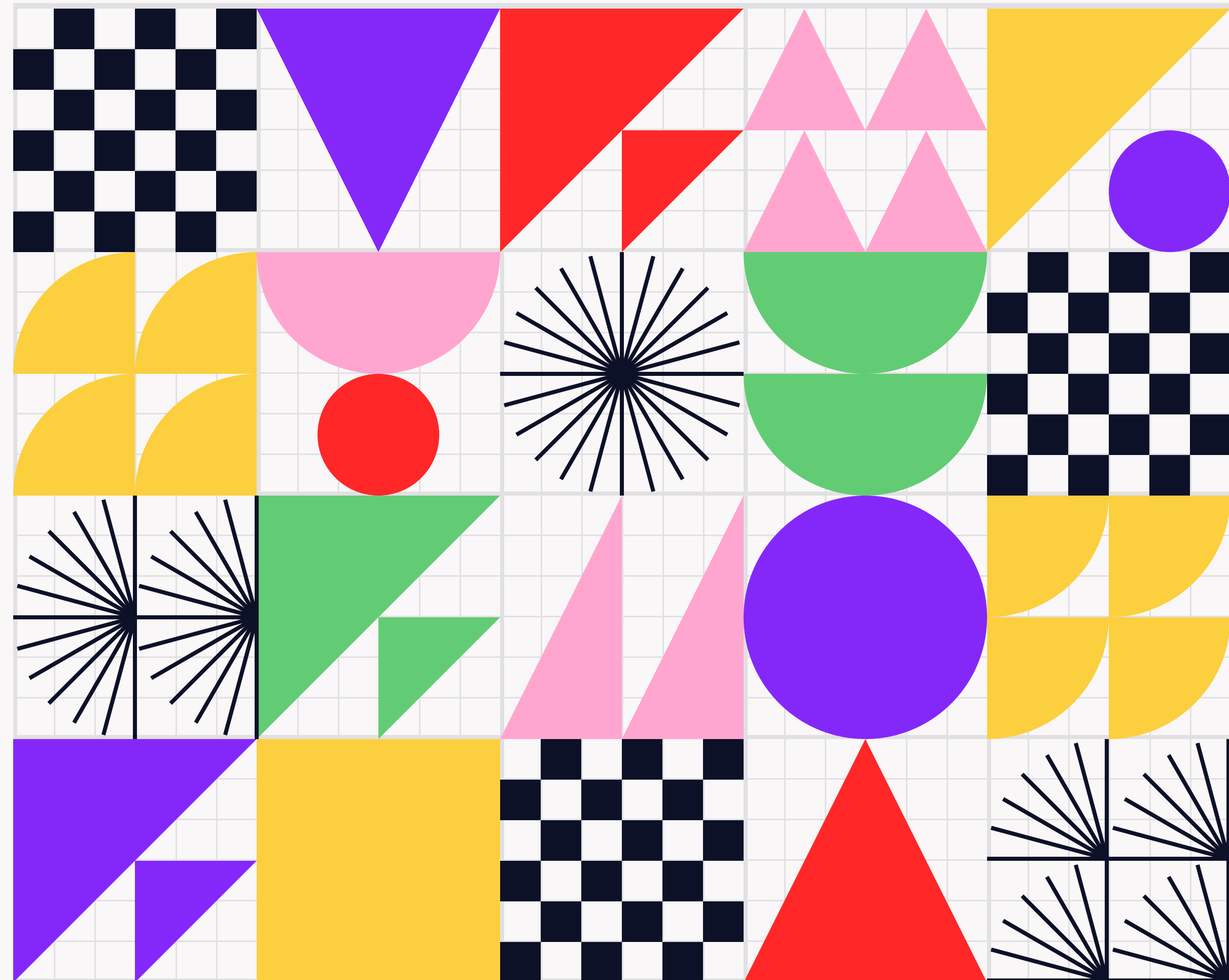
BRAND RECOMMENDATION

When the shapes come together in larger compositions, the brand truly comes to life.

When creating shape compositions, be sure to adhere to a grid. Grids with a base of 6, 8 or 12 squares allow for the best range of scales in order to create dynamic compositions.

Be sure to consider overall rhythm when creating these compositions – the same color shouldn't be used in two blocks right next to each other, and try to balance shapes with a lot of visual weight (i.e., a large square) with lighter shapes (like a starburst or checkerboard pattern).

SHAPES



BRAND RECOMMENDATION

APPLICATIONS

