



Observatory of
Public Sector Innovation

The OPSI Logo Guide

Standards and Guidelines

June 2017 / v0.9

1.1

The OPSI logo

The OPSI logo is comprised of a wordmark of the OPSI acronym and the full name of the Observatory of Public Sector Innovation.

The wordmark can be used alone or in a lockup comprising both elements. The colourful wordmark, however, must always be present.





Wordmark only



Observatory of
Public Sector Innovation











Full logo

1.2 Logo colours

The wordmark is built from multicoloured polygons, which are set and do not change. It is encouraged, however, to use any of these colours for graphical elements in publications.

As a reference point, they are specified here, as CMYK and RGB values. Pantones are not used, as the amount of colours used in the logo makes it impractical to use spot colours. In print, the logo will always be built in CMYK.

As the metaphor of illumination was key in the development of the logo, the progressive colour scheme represents this idea in an abstract form, where innovation is a beacon in the darkness. The polygon shapes are an abstract representation of a system of nodes, suggesting connection.

	RGB: 215/173/206 HEX: #d7adce CMYK: 8/41/0/0		RGB: 190/146/190 HEX: #be92be CMYK: 20/50/0/0		RGB: 159/152/200 HEX: #9f98c8 CMYK: 41/41/0/0
	RGB: 118/132/178 HEX: #7684b2 CMYK: 96/72/0/0		RGB: 78/104/145 HEX: #4e6891 CMYK: 81/54/22/6		RGB: 52/83/127 HEX: #34537f CMYK: 94/25/65/10
	RGB: 33/73/101 HEX: #214965 CMYK: 10/62/37/28		RGB: 29/55/72 HEX: #1d3748 CMYK: 100/66/46/49		RGB: 22/34/43 HEX: #16222b CMYK: 100/76/54/72
	RGB: 75/75/74 HEX: #4b4b4a CMYK: 0/0/0/85				

Polygon mesh:



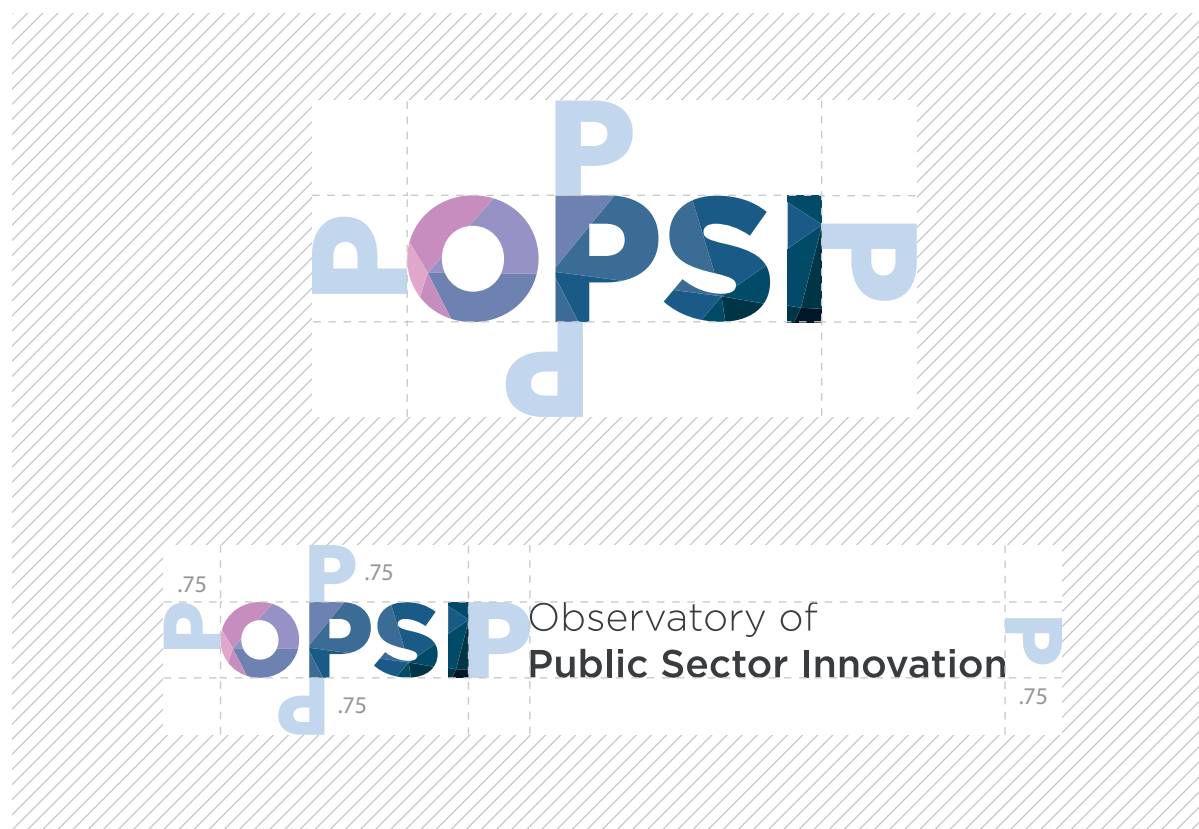
1.3

Safe area

White space is an integral part of the logo, with a generous amount separating the word mark from the Observatory of Public Sector Innovation lettering.

Likewise, a safe area is needed around the logo where no other graphical elements or text may appear, in order to give the logo breathing room and allow it for maximum visual impact as well as separation from.

The safe area around the logo, is equivalent to the height of the letter P in the wordmark. In the full logo, the area is equivalent to .75x the height of the letter P in the wordmark, and the space between the wordmark and the OPSI name is the width of the same letter P.



1.4

Monochrome version

In some rare cases, the logo may be required in a monochrome version, without any of the intricate colour visible. If such a need arises, the wordmark and logo are to be used strictly as a typographical mark; no effort should be made to reproduce the colour polygons, as the degradation of the logo through rendering it in a limited colour palette or crude grayscale would compromise the mark too much.

Consequently, only a black logo on white, or a white logo reversed on black is to be used. If colour can be reproduced, then the full version of the logo should be used.

For clarity, if a monochrome version of the logo must be used, only the full logo is acceptable, as the wordmark relies too heavily on its colours to be functional alone in monochrome.

OPSI Observatory of
Public Sector Innovation

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1.5 Vertical stack

In some circumstances, it may be necessary for the full version of the logo to be used in a space whose shape makes the horizontal shape unwieldy and whose size would render the text illegible. In such cases, an alternate vertically stacked version of the logo exists.

The safe space around the logo remains .75x the height of the letter P. Please note that the distance between the wordmark and the top of the first line of the full OPSI name is 0.4x the height of the letter P.

Please note that this should only be used in those rare circumstances where the conditions outlined above are present. This does not include common usage, such as: web sites, publications, social media avatars, screen displays, etc.



1.6

What not to do

The logo must not be modified in any way from its acceptable forms, and the safe space must be respected at all times.

This means that the lockup must always remain intact – neither the distance between the elements nor their placement relative to one another can be changed. In the wordmark, the letters' placement relative to one another must never be altered.

Fonts inside the logo or wordmark should never be modified, nor should the colours.

When resized, the logo should never be resized unevenly (i.e. stretched).





2.1

Backgrounds & Usage

With the rare exception of a monochromatic logo used on a black background as described in section 1.4, the logo should always appear on a white background, with its safety area respected.

Under no circumstances should photographs, gradients, or colour floods appear under the logo.

Every effort should be made to keep the logo on on a white area that is rectangular in shape. Angles should be avoided, not only because they are not compatible aesthetically with the logo, but also to differentiate OPSI's visual identity from that of the OECD, which is reliant on angled graphical elements derived from its logo's chevrons.



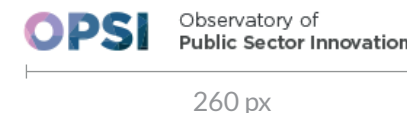
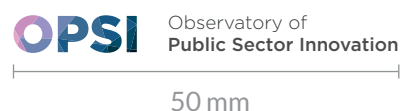
2.2

Minimum Sizes

A minimum size ensures that the logo will always be legible.

The wordmark can be much smaller, as it is only comprised of four letters. The full logo, however, in order to be legible, must appear at a size where its text is no smaller than 7 points in print.

Sizes for print applications are given in millimetres, whereas screen sizes are given in pixels assuming standard display resolutions. For high resolution displays, such as Apple Retina, please double all minimal pixel sizes.



3.1

Typography

The fonts used as a basis for the logo are from the Gotham family, but for web and print use, the Lato font is to be used for latin script. Lato is a high-quality open-source font with multiple weights and diacritics.

As it is an open-source font, it can be obtained legally and free of charge at the following address:

<https://fonts.google.com/specimen/Lato?selection.family=Lato>

aąbcćdeéeëęfghijklmnopqrsstuuvwxyzź
aąbcćdeéeëęfghijklmnopqrsstuuvwxyzź
1234567890!@#\$%^&*(),,,:;<>”[]{}|

Lato Thin

aąbcćdeéeëęfghijklmnopqrsstuuvwxyzź
aąbcćdeéeëęfghijklmnopqrsstuuvwxyzź
1234567890!@#\$%^&*(),,,:;<>”[]{}|

Lato Regular

aąbcćdeéeëęfghijklmnopqrsstuuvwxyzź
aąbcćdeéeëęfghijklmnopqrsstuuvwxyzź
1234567890!@#\$%^&*(),,,:;<>”[]{}|

Lato Semibold

aąbcćdeéeëęfghijklmnopqrsstuuvwxyzź
aąbcćdeéeëęfghijklmnopqrsstuuvwxyzź
1234567890!@#\$%^&*(),,,:;<>”[]{}|

Lato Bold

aąbcćdeéeëęfghijklmnopqrsstuuvwxyzź
aąbcćdeéeëęfghijklmnopqrsstuuvwxyzź
1234567890!@#\$%^&*(),,,:;<>”[]{}|

Lato Black