

asyLumOS



Branding Guide

Main Logo



Shown to the left is the main asylumOS symbol. It consists of 3 lightning bolts arranged in a circle.



Please use the distance from the main bolt body to the right tip to determine the correct amount of space for the symbol.



It can be used on top of all shades of colors and gradients...



As well as with images.

Wordmark and Symbol

asylumOS



Shown to the left is the asylumOS wordmark and symbol. The symbol is always placed to the right of the wordmark, and must follow the same spacing requirements as the symbol.



Different variants of the logos are available for light and dark backgrounds.



Avoid placing this logo on an image, or on midtones.

Wordmark Variants

asyLum0S

<asyLum/0S>

Occasionally you might want to use the wordmark in isolation. The wordmark is set in JetBrains Mono Thin, -6% letter spacing. They can be used in situations where the wordmark along with the logo can be clunky.

The “code” variant should only be used sparingly. (such as in headings and footers).

asyLum0S

<asyLum/0S>

Different variants of the wordmarks are available for light and dark backgrounds.

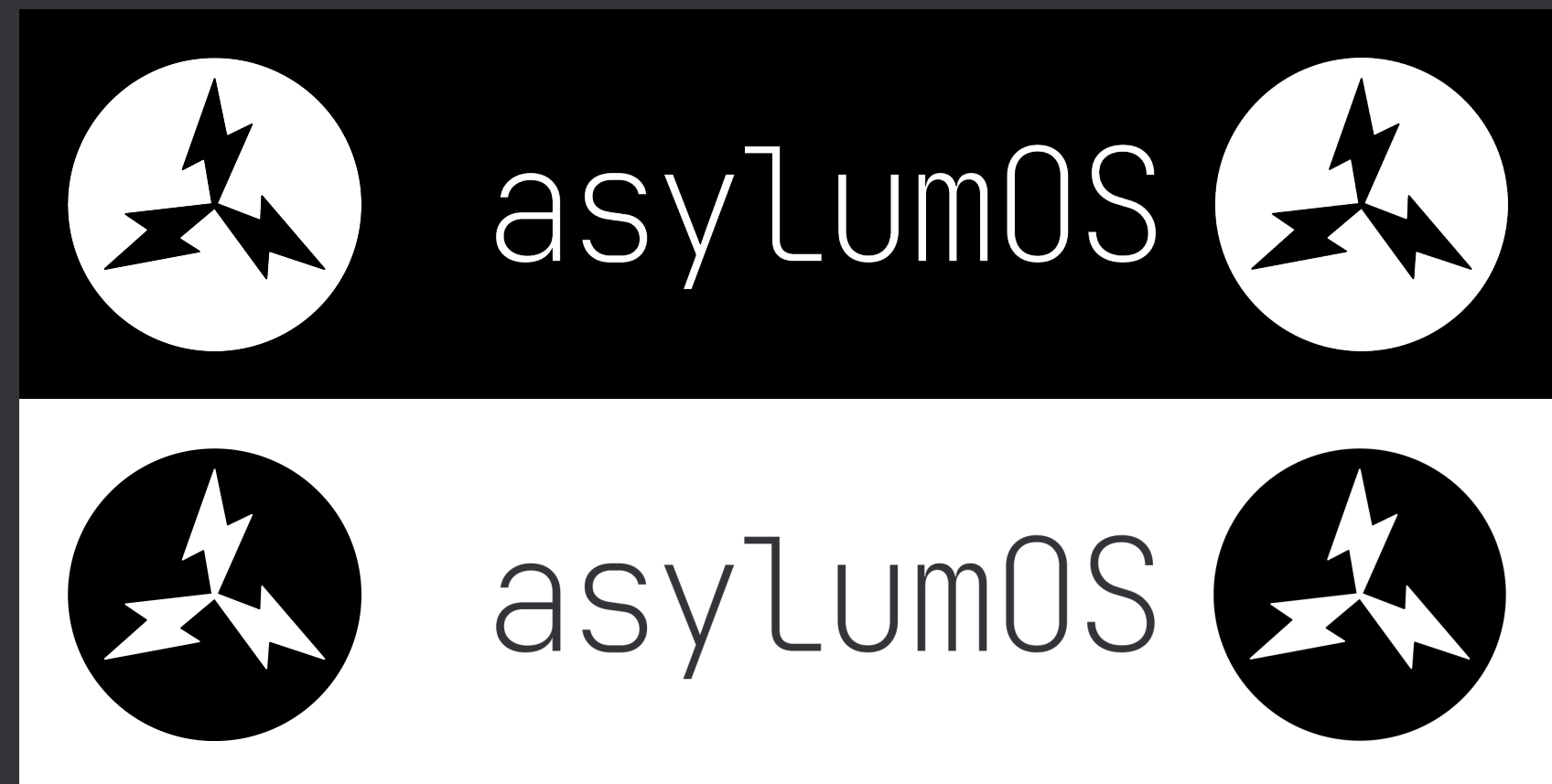


Avoid placing wordmarks on an image, or on midtones.

Monochrome Variants



In situations where full color gradients couldn't be used (such as in print or in small sizes), monochrome variants are available.



Different variants of these logos are available for light and dark backgrounds.



Avoid placing wordmarks on an image, or on midtones.

Fonts

Titles AaBbEeGgIiRr

Titles are set in JetBrains Mono Thin, -6% letter spacing. Titles should contain a short phrase (2 lines at most, or about 50 characters)

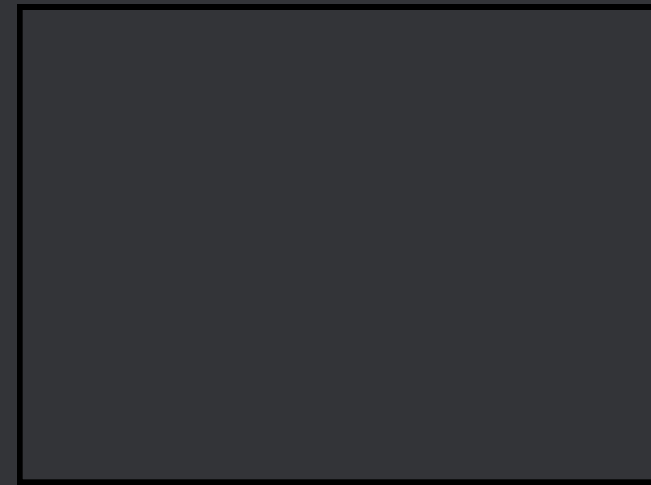
Subtitles AaBbEeGgIiRr

Subtitles are set in Noto Sans Light and are supposed to accompany titles by providing extra information, such as a date or a summary.

Body Text AaBbEeGgIiRr

Body text is set in Noto Sans Regular, and is intended for long passages. It's recommended to keep line length short (in order to aid readability.)

Colors



Background

#333438

CYMK (9,7,0,78)



Accent

#F7CE05

CYMK 0,16,100,0

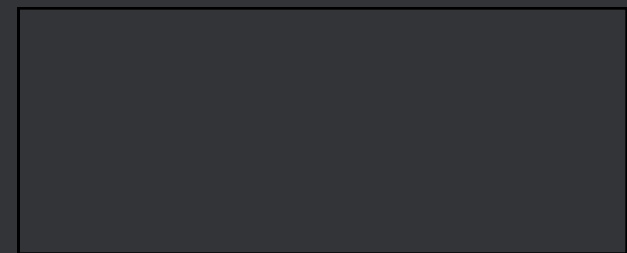


Text

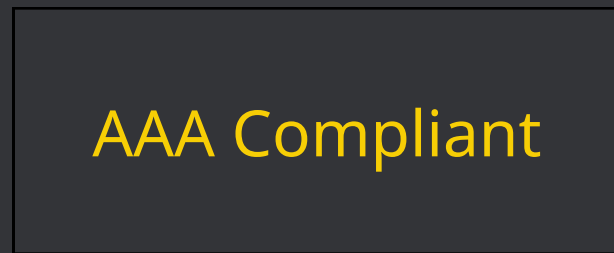
#FFFFFF

CYMK (0,0,0,0)

To the left is the main brand color palette, in Hex and in CYMK. Accent colors are to be used sparingly (for example, in **highlighting** text).



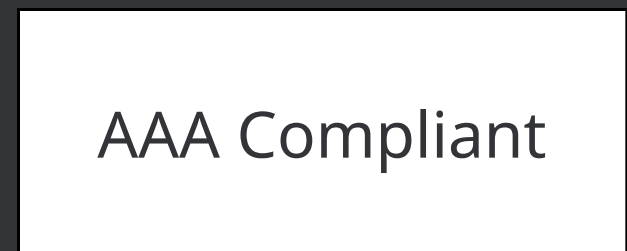
AAA Compliant



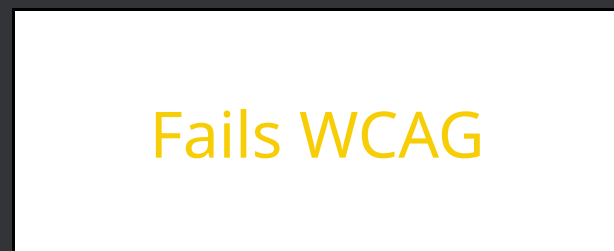
AAA Compliant



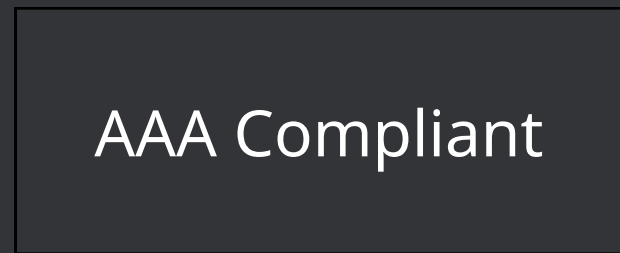
Fails WCAG



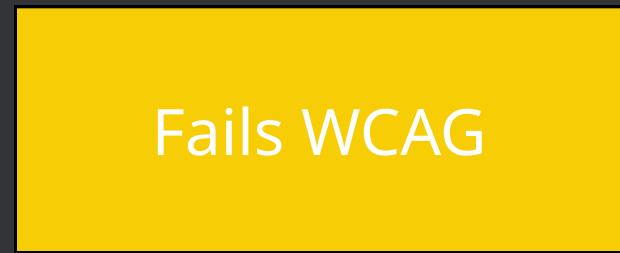
AAA Compliant



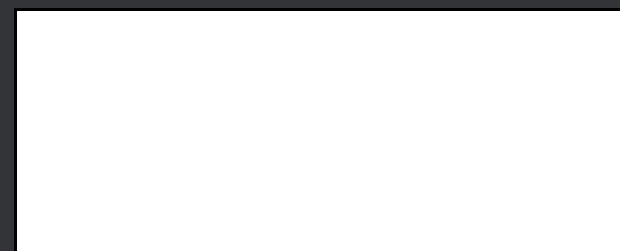
Fails WCAG



AAA Compliant



Fails WCAG



Please ensure that text on colors complies with WCAG 2.0 Guidelines for contrast