



## The Logo

### Our corporate signature

Our logo is the strongest and most obvious physical manifestation of who we are. In many ways it is our corporate signature and has been carefully designed to represent all that the Shuttleworth Foundation stands for.

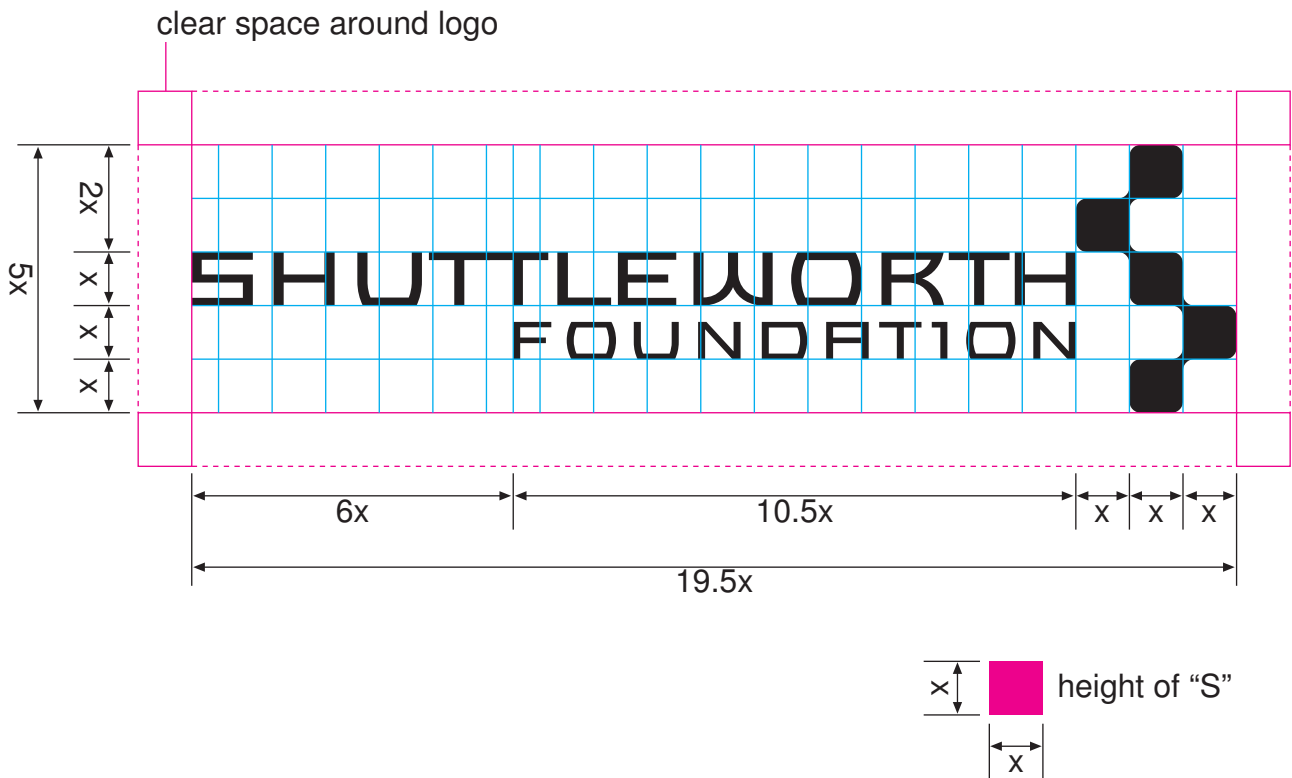
In a diverse country like South Africa, our logo is the one aspect of our organisation that is able to transcend language and cultural barriers and speak clearly on our behalf. It is also the one aspect of our corporate identity that is most widely used and, because it makes any communications element on which it appears immediately recognisable as emanating from the Shuttleworth Foundation, it is imperative that the use of our logo is always consistent and correct.

Our logo is the tangible representation of our brand and if we use it incorrectly, that same

brand becomes diluted and we run the risk of creating confusion in the minds of those to whom we should be providing a consistent and clearly understandable service.

With this in mind, we must all become protective of our logo and the way in which it is used. So, while much of the other content of this document provides guidelines in terms of the use of corporate identity elements, this section deals with specific standards. There can be no leeway or creative licence in terms of how to use our logo. Rather, there is only one version and the following pages demonstrate these visually.

Remember: The entire logo is designed to work as a whole on all primary communications, however the individual elements can be used as design elements supporting the full logo e.g. watermark (tint) of just the icon.



## Primary Composition

The grid that governs the use of our logo application comprises a series of squares based on the height of the letter S in Shuttleworth. As can be seen, every aspect of the grid is in direct relation to this S and it is imperative that when the logo is resized, these proportions are maintained throughout.

The icon is always displayed to the right of the logotype and at the proportions demonstrated on the grid.

One of the most common misconceptions regarding corporate logos is that the icon and logotype can be used interchangeably. The Shuttleworth Foundation's logo is a complete unit, comprising the visual and textual elements. These cannot and should never be separated or used in isolation from each other (unless used as a design element). Whenever our logo appears, it must appear in full.

### Important Information

It's not just what you can see that makes our logo effective. The spaces around the various logo elements and the entire logo itself play a vital part in ensuring its communication effectiveness. The clear space shown here represents the preferred proportional distance between the logo and any other design or graphic elements. By ensuring that you maintain these spacing requirements, you increase the recognition of our logo and maintain its integrity as our corporate signature.



### Primary Application

The fact that our logo comprises two colours, makes its application relatively easy. Ideally, the Shuttleworth Foundation logo is most effective when used in these two colours (discussed later) against a white background.

The other primary application is to apply the logo on a green background. In this instance, the icon and 'foundation' type changes to white. The logotype 'Shuttleworth' stays black.

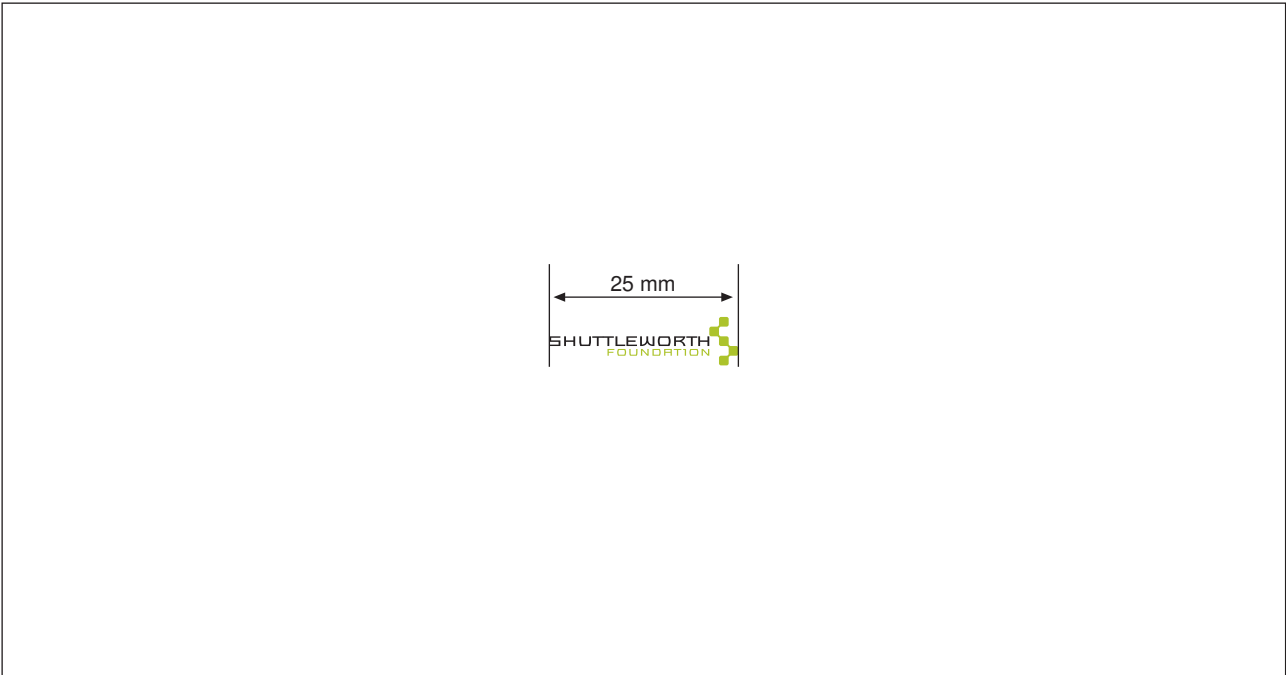


## Secondary Application

In certain instances, e.g. black and white documents, the logo will, of necessity, be used in black and white. In such cases, the same standards apply as to the use of the colour logo. When used against a white background, the logo is applied in black only. It is important in such a case to guard against converting the logo from

green to greyscale as this can lead to a washed out, grey appearance. Rather obtain the approved black and white logo from our brand representative.

When the logo is used against a black background, the logo and logotype revert to white only.



### Minimum Size Application

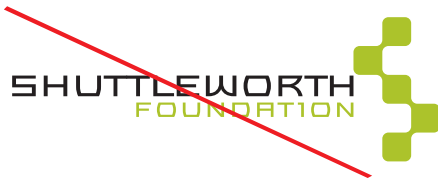
Since our logo is an external representation of our brand, it is imperative that it be highly visible on every item of communication that we generate. In order to ensure legibility, the Shuttleworth Foundation logo may never be used at a size

smaller than 25 mm in width. Anything smaller than this severely limits the legibility of the text and causes it to fill in, creating the incorrect appearance of the logo.



**Correct logo use.**

This is the correct horizontal application of our logo. The visual icon is to the right of the logotype and in the correct proportion to all the text elements. The correct spacing and aspect ratio between all elements has been maintained during the resizing process.



**Incorrect logo use.**

The logo icon is too large in relation to the logotype.



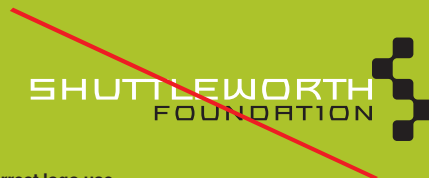
**Incorrect logo use.**

The logo must never be used in any colour other than the approved green, black or white (reversed out).



**Incorrect logo use.**

The logo icon is too small in relation to the logotype.



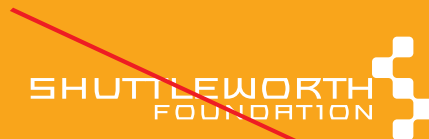
**Incorrect logo use.**

When reversed out of green, the logo icon and 'foundation' type mustn't be anything other than white.



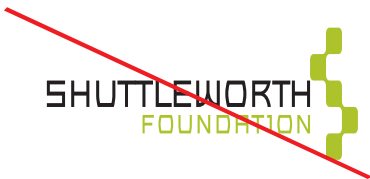
**Incorrect logo use.**

The logo typeface must never be anything other than the bespoke creation, and must never be italicised.



**Incorrect logo use.**

The logo has been used on an inappropriate colour background.



**Incorrect logo use.**

The logo has been resized incorrectly and 'squashed' out of proportion.



**Incorrect logo use.**

The logotype has been typed out in a different font. Only the bespoke creation to be used.



**Incorrect logo use.**

The logo has been resized incorrectly and 'squashed' out of proportion.



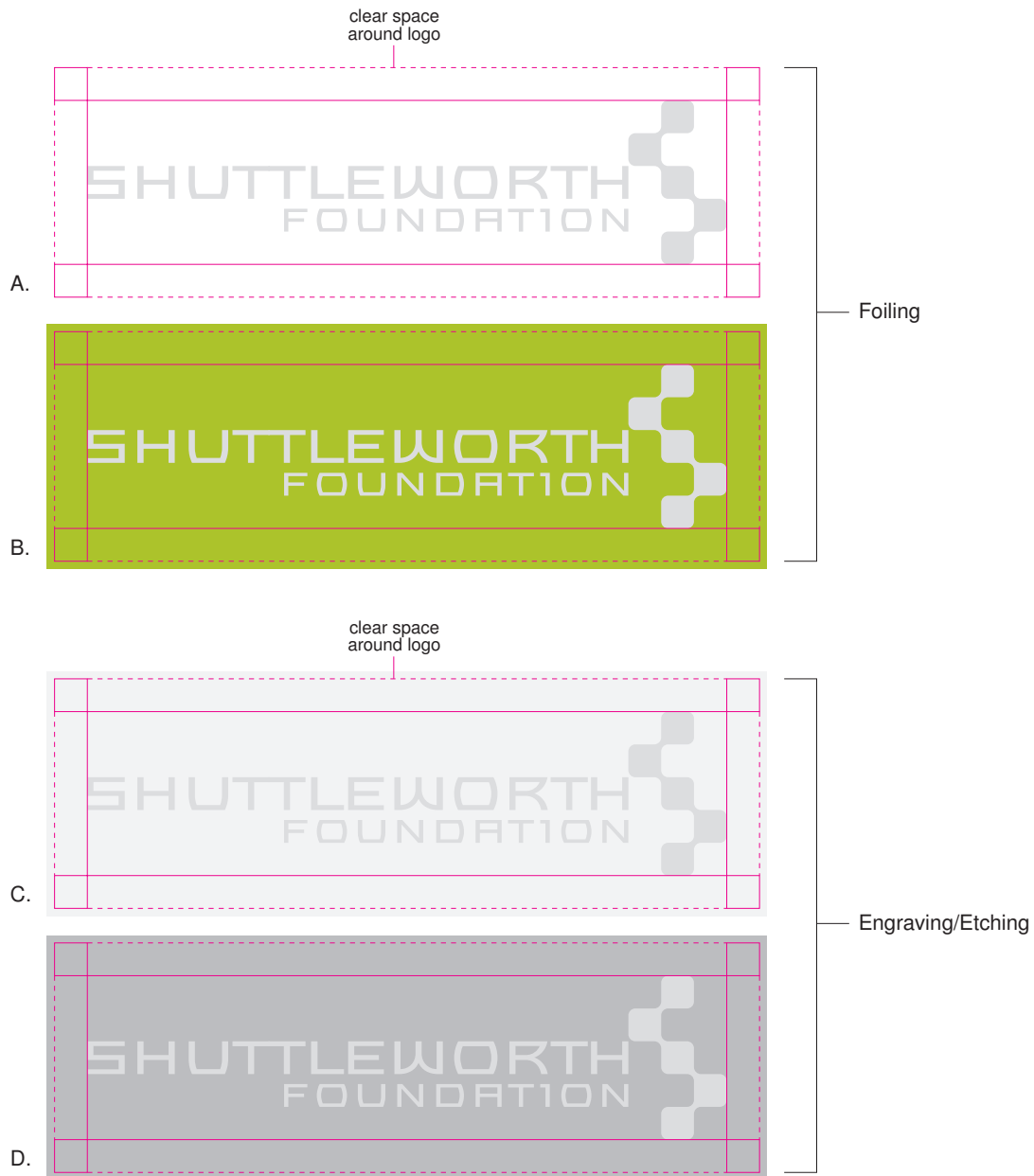
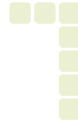
**Incorrect logo use.**

The icon is to the left of the logotype, this should never be done.

## Do's and Don'ts

The various configurations of the logo and logotype shown above are not acceptable in terms of the Shuttleworth Foundation corporate identity guide.

When in doubt, it is always advisable not to try to recreate the logo, but rather to obtain master artwork of the logo from the brand representative.



## Special Effects

In certain instances, the corporate logo is used on surfaces other than paper and this requires a specific treatment of the logo, either in the form of foiling or engraving. In such situations, specific controls need to be applied as follows:

### Foiling

The only colour to be used for the purpose of foiling is silver. This page provides examples of how such foiling should appear on a light

background or a dark background, such as our primary colour Pantone 383 C (Pantone 397 U) or a black or grey leather folder or diary cover.

### Engraving and etching

When engraving or etching the logo on to glass or a light coloured surface such as aluminium, the end result should resemble sample C above. Sample D above shows the treatment of the logo when engraving or etching it on to a dark substrate.