

BRAND MANUAL



Joomla!™
...because open source matters

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1 Introduction

- A** Welcome
- B** Our New Name
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1 Introduction

A Welcome

Using the Brand Manual

Welcome to the Joomla! brand manual. This is a tool to help guide and strengthen the body of visual communications that will build Joomla! into a highly recognized and respected brand. The information provided and discussed in this manual bring a solid foundation to the Joomla! brand, while allowing the artistic and creative flexibility needed to create high quality and visually stunning communications.

NOTE: The manual guide is for both print and web and the guidelines listed in this manual should be followed for both. Due to some differences between print and web communications, some of the guidelines have been modified for web usage. Please refer the the “Using The Logo On Your Web Site” section on page 33 of this manual for modified guidelines for web usage. There is no obligation and it is not mandatory to include the Joomla! logo on a Joomla! powered web site.

1 Introduction

B Our New Name

What's in a Name?

The name Joomla! is a phonetic spelling for the Swahili word “Jumla”, which means “all together” or “as a whole”. It was chosen as the entire teams behind Mambo were unanimous in their commitment to protecting the interests of the creators and community, which was the true cause for the success and acclaim earned by that project.

This name was chosen from thousands of recommendations by the community, and even went through an arduous review session by branding and marketing professionals who also felt that Joomla! was the best choice of the lot.

What sets Joomla! apart from the rest is our dedication to keeping things as simple as possible, while providing the most features possible. Finally, non-technical people can have complete control over their web sites without paying exorbitant amounts for closed, proprietary software.

Joomla! is more than just software, it is people. The community behind Joomla! includes developers, designers, systems administrators, translators, content writers, and most importantly the end users. We welcome you to our community, and look forward to the future with great excitement!

1 Introduction

● C What is Joomla?

Cutting Edge Content Management

Joomla! is one of the most powerful Open Source Content Management Systems on the planet. It is used all over the world for everything from simple web sites to complex corporate applications. Joomla! is easy to install, simple to manage, and reliable.

Joomla! is created by the same award-winning team that brought the Mambo CMS to its current state of stardom.

2 Using The Logo

- A Copyright Notice
- B Artwork
- C Logo Placement
- D Alternate Logo Colors
- E Trademark
- F Logo Don'ts

2

Using The Logo

A Copyright Notice

An Important Copyright Notice

The Joomla! logo is **NOT** copyright free. It is important to maintain the integrity of the logo. We therefore ask that anyone considering use of the logo keep the following guidelines in mind.

- The logo should use only the “official” logo colors listed in this manual.
- Any scaling must retain the original proportions of the logo.
- Other than the variations listed in this manual, the logo may not be modified in any way.
- Additional text may not be added in such a way that it appears to be part of the logo itself.

Permission is granted to use the logo, subject to the above guidelines on any web site or open source product.

If you wish to use the logo on any commercial product then your usage of the logo must be approved. In general permission will be given providing that your usage of the logo is not done in such a way as to imply any form of approval of the product by Joomla!

Permission is not granted to use the logo on any form of merchandise. An official Joomla! shop will be provided for this purpose. If you wish to create variants of the official merchandise then you should contact the shop administrator who will add your variant to the official shop.

2 Using The Logo

B Artwork

About the mark

The Joomla! logo consists of the logotype and the mark. The mark represents what Joomla! is about...a community coming together as one. The mark is made up of four “J’s” rotated and linked together that represent the community coming together as one. This logo has been developed to promote high visibility of the mark balanced with clear legibility of the name. The relationship (size, positioning, etc.) of these elements should never be altered in any way.

When possible, the logo should appear in it’s full color horizontal gel version.

When the gel version cannot be used, a solid color version is available.



2 Using The Logo

B Artwork

Vertical Version

While the horizontal logo is the preferred version, there is also a vertical version of the logo provided to give greater flexibility for all graphic communications.

It may only be reproduced in the logo palette colors listed in this manual.

For all color conversions including PANTONE coated, PANTONE uncoated, four-color process (CMYK), RGB, and web see page 31.

When the gel version cannot be used, a solid color version is available.



2

Using The Logo

B Artwork

The Symbol

The symbol may appear without the Joomla! text when used as a graphic element or imagery. It may also be used as a watermark. It is a dynamic mark that will work well in both print and web.

It may only be reproduced in the logo palette colors listed in this manual.

Never combine the symbol with any other text or logo. For use as an graphic element or imagery, it must stand alone.

Never use the symbol, as a graphic element or imagery, alone on any communication materials without the full Joomla! logo used in the same context.

The symbol is not restricted to any minimum size.



2 Using The Logo

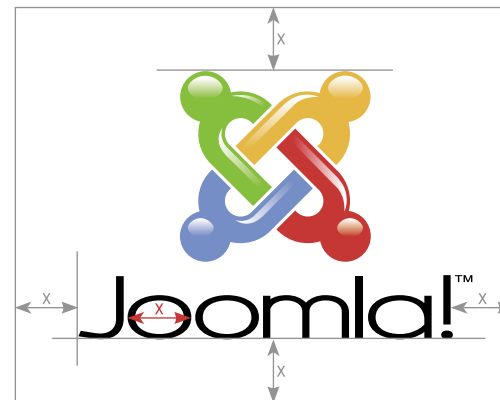
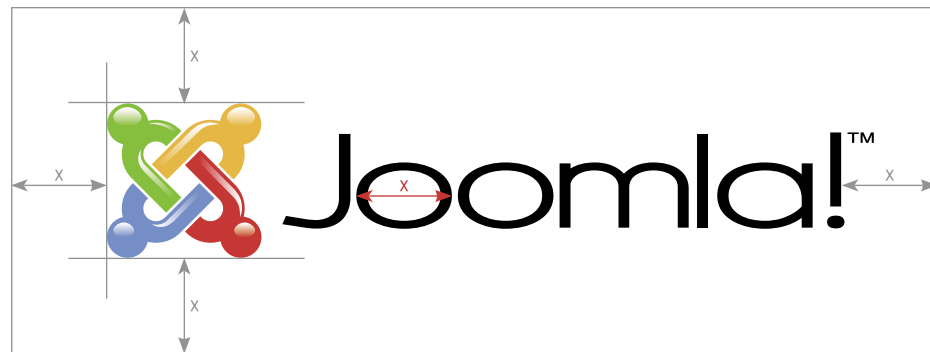
C Logo Placement

Area of Isolation

The Joomla! logo is a clean and strong mark and should be treated with respect in all usages.

A minimum amount of white space around the logo is required. For the minimum amount of white space required, use the width of the “o” in Joomla! as the unit by which to measure white space on all sides of the logo. This area of isolation protects the logo from other imagery, graphics, and page trim. Only the Joomla! web site address or tagline may be placed closer to the logo. Examples of tagline placement can be found on page 21.

NOTE: This guideline has been modified for web usage. Please see page 36.



2 Using The Logo

C Logo Placement

Size of the Joomla! Logo

Depending on usage, the size of the logo will change. The logo should be sized for clear legibility with the minimum amount of white space around it. This will often be more visually appealing than a logo that is sized too large for the space available, making it cluttered and harder to read. Let good taste be your guide when sizing the Joomla! logo.

Minimum Size Requirements

For ideal legibility, the horizontal version of the logo should be used in small space applications. The minimum width of this logo is 1.375 inch / 34.925 mm.

The minimum width of the vertical version is 1 inch / 25.4 mm.



PRINT (300dpi):
1.375 in / 34.925 mm
WEB (72dpi):
99 px



PRINT (300dpi):
1.375 in / 34.925 mm
WEB (72dpi):
99 px



PRINT (300dpi):
1 in / 25.4 mm
WEB (72dpi):
72 px



PRINT (300dpi):
1 in / 25.4 mm
WEB (72dpi):
72 px

2 Using The Logo

D Alternate Logo Colors

Color Knock-out Logo

The logo is also available in a color knock-out version. The knock-out version should be used in place of the original logo when background color or photographic backgrounds make the original logo illegible.

It is only possible to use the color knock-out version of the logo on colored backgrounds that provide adequate contrast. Please use your best judgement.*

If using the color knock-out version of the logo on a photographic background, please be sure that the area behind the logo is visually even and that its value is equal to 75% black or greater for best legibility.



*An easy way to determine if there is enough contrast between the logo and a background color is to squint your eyes. If the any part of the logo appears to blend into the background or completely disappear, there is not enough contrast. You would then need to adjust your background color, either darker or lighter, until the every part of the logo is clearly visible when squinting your eyes.

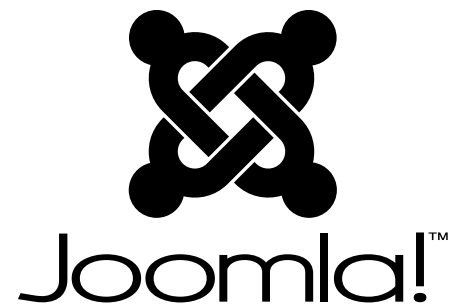
2 Using The Logo

D Alternate Logo Colors

Black and White

For black and white publications, or when color is not an option, there is a one-color version of the logo available for use in black.

If using the full black and white version of the logo on a solid background color, the background must provide adequate contrast.



2 Using The Logo

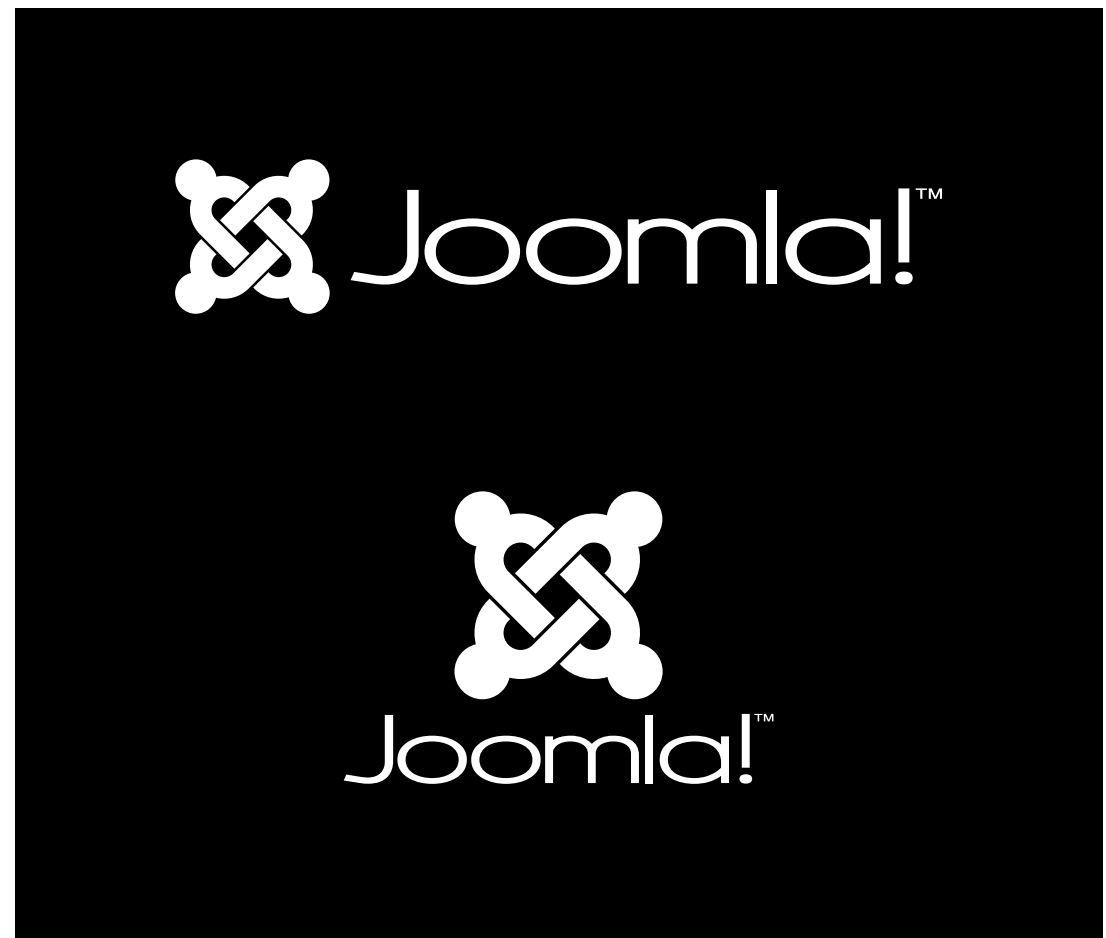
D Alternate Logo Colors

Full Knock-out Logo

The logo is also available in a full knock-out version. The full knock-out version should be used in place of the original black and white logo when background color or photographic backgrounds make the original black and white logo illegible.

If using the full knock-out version of the logo on a solid background color, the background must provide adequate contrast.

If using the full knock-out version of the logo on a photographic background, please be sure that the area behind the logo is visually even and that its value is equal to 75% black or greater for best legibility.



2 Using The Logo

E Trademark

Trademark Notice

The Joomla! logo must always appear with the common law mark (TM).

The trademark notice is aligned to the top right of the exclamation point. This is standard in both versions of the logo. The color of the notice should always be the color of the Joomla! text.



2 Using The Logo

F Logo Don'ts

Consistent Presentation of the Joomla! Logo

Presentation of our logo consistently is important and helps to promote recognition of the Joomla! brand. These examples and the examples on the following page help to avoid misuses of the logo.

Never combine the logo with any other text (other than the tagline) or logo. It must stand alone with at least it's minimum amount of white space surrounding it.

The logo should never be...

re-typeset



re-configured or altered in any way



distorted in any way



2 Using The Logo

F Logo Don'ts

The logo should never be...

missing the trademark symbol



placed on any color background that does not provide adequate contrast. Please use your best judgement.*



screened or tinted



reversed out of a photographic background that does not provide adequate contrast. Please use your best judgement.*



placed inside a shape smaller than the minimum protected space



reproduced on an busy background



*An easy way to determine if there is enough contrast between the logo and a background color is to squint your eyes. If the any part of the logo appears to blend into the background or completely disappear, there is not enough contrast. You would then need to adjust your background color, either darker or lighter, until the every part of the logo is clearly visible when squinting your eyes.

3 Tagline

A Tagline Position and Usage

3 Tagline

A Tagline Position and Usage

Positioning the Tagline

Horizontal Logo: The tagline should be positioned under the logo and aligned left to the “J” in Joomla!

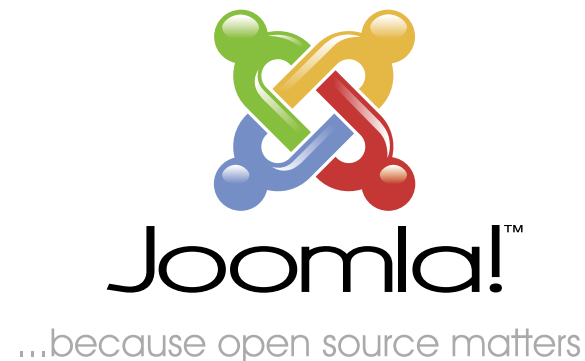
Vertical Logo: The tagline should be centered under the logo.

The tagline may be placed inside the minimum white space of the logo.

Tagline Usage

The tagline should appear on all marketing materials. This includes advertising, direct mail, etc. Exceptions to this requirement are informational materials such as signage, product guides, etc.

Logos containing the tagline can be found on the Joomla! web site. The tagline’s typeface is AvantGarde.



4 Typography

A Primary

B Secondary

4 Typography

A Primary Typeface

Helvetica

Typography is critical when creating clear and consistent brand communications.

These typefaces, when used regularly across all our printed graphic communications, will provide a clear and recognizable brand voice. The primary typeface chosen to communicate the Joomla! voice is Helvetica because of its easy readability and surplus of typefaces. This font should be used in all graphic communications.

Helvetica offers many weights available to you which offer a large amount of design flexibility for all graphic communications. From body copy to headlines, this typeface will cover all design needs.

Only under special circumstances and approval, can typefaces other than the ones listed in this manual be used.

Helvetica Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢[]}

Helvetica Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢[]}

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢[]}

Helvetica Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢[]}

4 Typography

A Primary Typeface

Helvetica (continued)

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}

Helvetica Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}*

Helvetica Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}**

Helvetica Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}***

4 Typography

● A Primary Typeface

Helvetica (continued)

Helvetica Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢[]}

Helvetica Condensed Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢[]}*

Helvetica Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢[]}**

Helvetica Condensed Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢[]}***

4 Typography

A Primary Typeface

Helvetica (continued)

Helvetica Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}

Helvetica Condensed Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}*

Helvetica Condensed Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}**

Helvetica Condensed Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}***

4 Typography

● A Primary Typeface

Helvetica (continued)

Helvetica Compressed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

Helvetica Extra Compressed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

Helvetica Ultra Compressed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

4 Typography

B Secondary Typeface

New Baskerville

This typeface can be used for lengthy blocks of body copy where a serif typeface may be preferred for readability. This typeface will work well with Helvetica headlines and subheads.

ITC New Baskerville Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!;?&\$¢)[]}

ITC New Baskerville Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!;?&\$¢)[]}*

ITC New Baskerville Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!;?&\$¢)[]}**

ITC New Baskerville Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!;?&\$¢)[]}***

5 Joomla! Colors

- A** The Joomla! Color Palette
- B** Color Conversions
- C** White Space

5

Joomla! Colors

A The Joomla! Color Palette

Logo Colors

Color is a strong and communicative element to any brand identity. The Joomla! logo is made up of an attractive and dynamic palette that will bring color and vibrance to all communication materials.

The harmonious blend of colors provide great flexibility in design while producing a consistent brand color scheme for all communications.

When used, the logo color palette will generate a strong brand unity and create visually stunning materials that reflect the brand name.

Joomla! Logo Color Palette



Pantone Red 032 C

Pantone 279 C

Pantone 143 C

Pantone 368 C

Black

Note: The colors here represent the coated color swatches. When printing the Joomla! logo on uncoated white stock, substitute Pantone Coated colors with Pantone Uncoated colors.

5

Joomla! Colors






B Color Conversions

Color Accuracy

There is natural inconsistency in color across different media and printing processes. When working in media that does not use PANTONE color, use the values in the chart on the right to match the PANTONE color. These listed color values should help to provide the best color consistency.

You will find all versions of the Joomla! logo (PANTONE coated, PANTONE uncoated, CMYK, RGB, Web and Black and White) in various file formats on our web site at www.joomla.org.

Joomla! Logo Color Palette

Pantone Red 032 C	Pantone 279 C	Pantone 143 C	Pantone 368 C	Black*
				
Pantone Red 032 U	Pantone 279 U	Pantone 143 U	Pantone 368 U	Black*

CMYK CONVERSION VALUES

C: 0	C: 68	C: 0	C: 57	C: 0
M: 90	M: 34	M: 35	M: 0	M: 0
Y: 86	Y: 0	Y: 85	Y: 100	Y: 0
K: 0	K: 0	K: 0	K: 0	K: 100

*For richer blacks when printing large areas of black, use these CMYK values: C: 60 M: 40 Y: 40 K: 100

RGB CONVERSION VALUES

R: 237	R: 87	R: 235	R: 97	R: 0
G: 46	G: 138	G: 173	G: 91	G: 0
B: 56	B: 214	B: 20	B: 26	B: 0

WEB CONVERSION VALUES

Hex #ED2E38	Hex #578AD6	Hex #EBAD14	Hex #61BF1A	Hex #000000
-------------	-------------	-------------	-------------	-------------

The Role of White Space

White space is a valuable part of communication design. So why is white space so important? The reason is both psychological and physical: text needs room to breathe. When text crowds the edge of a communication piece, it leaves viewers feeling crowded and confined. Long passages of text, written edge to edge can actually tire the eyes.

White space does not always have to be white. Any color can make up white space. White space is an empty area, that can be colored or white, opaque or transparent, that is free from text.

6 Using The Logo On Your Web Site

- A Introduction
- B Using the Joomla! Logo in Your Web Site Masthead
- C Area of Isolation for the Web
- D Typography

6 Using The Logo On Your Web Site

A Introduction

Web Site Usage

First and foremost, there is no obligation and it is not mandatory to include the Joomla! logo on a Joomla! powered web site. If the logo is used on a web site, please refer to the following guidelines listed in this section.

NOTE: ALL guidelines in this manual pertain to the web unless modified in this section. The following web guidelines do not pertain to printed communication materials for the Joomla! product.

6 Using The Logo On Your Web Site

B Using the Joomla! Logo in Your Web Site Masthead

Web Site Mastheads

Just because a web site is powered by Joomla! doesn't give it the right to use the Joomla! logo in it's masthead. You may only use the Joomla! logo in your web site masthead if your web site offers Joomla! services, Joomla! modules and components, Joomla! related content, etc. Basically, the web site's content must be Joomla! related.

Reason for this: To prevent the Joomla! logo and brand from being associated and branded with any sites and content that may dilute the Joomla! brand.

When using the Joomla! logo in your masthead, you must abide by the guideline listed to the right.

Guideline For Using The Joomla! Logo in a Web Site Masthead

You cannot combine the Joomla! logo with your own text or logo to make one combined logo. You must keep some separation. Follow the "Area of Isolation for the Web" guideline on page 36. See example below of what is acceptable and what is not.

NOT ACCEPTABLE



Spacing of Joomla! logo and web site text **does not** follows Area of Isolation guideline.

ACCEPTABLE



Spacing of Joomla! logo and web site text follows Area of Isolation guideline.

NOTE: You may use the Joomla! name as part of your site name and may also make your own web site logo and masthead. The only restriction is it may not use any elements other than color from the Joomla! logo.

6 Using The Logo On Your Web Site

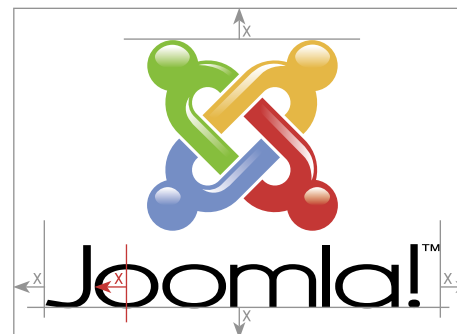
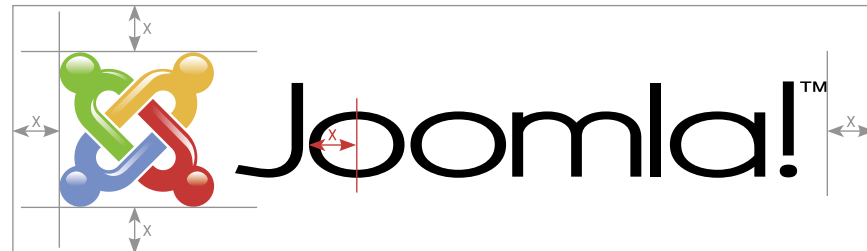
C Area of Isolation for the Web

Area of Isolation

When using the logo on a web site, a minimum amount of white space around the logo is also required.

For the minimum amount of white space required for the web, use half the width of the “o” in Joomla! as the unit by which to measure white space on all sides of the logo. This area of isolation protects the logo from other imagery and graphics. Only the Joomla! web site address or tagline may be placed closer to the logo. Examples of tagline placement can be found on page 21.

NOTE: This guideline has been modified for web usage. For area of isolation for printed materials please see page 12.



6 Using The Logo On Your Web Site

D Typography

Typography for the Web

Because of type restrictions on the web and individual design preference you are not restricted to the typefaces listed in this manual.

NOTE: This guideline is only for the web. All printed graphic communications and marketing materials for the Joomla! product must adhere to typography guidelines listed in Section 4 of this manual. Only under special circumstances and approval, can typefaces other than the ones listed in this manual be used.



Joomla!™

...because open source matters

● www.joomla.org