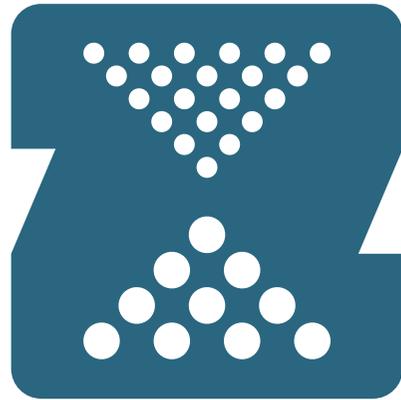


OpenZFS

Brand guidelines

# The logo concept:



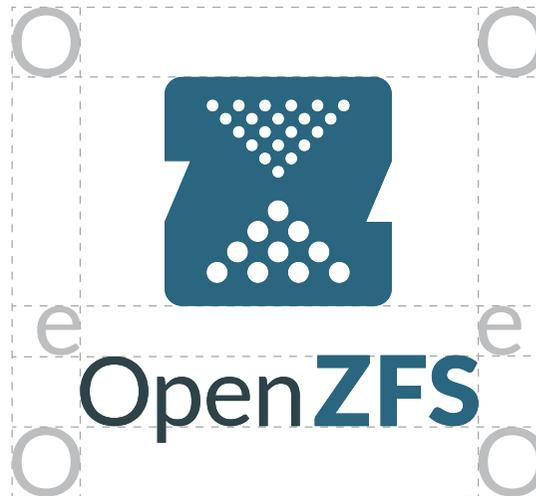
OpenZFS

ZFS stands for Zettabyte File System and a Zettabyte is equivalent to  $10^{21}$  bytes.  $10^{21}$  is also the estimated number of grains of sand on earth.

The logo contains references to these facts, the abstracted Z shape contains an hourglass form made up of two sets of dots, ten larger dots and 21 smaller ones.

These dots could also be read as the community of individuals coming together around the centre point of the Open ZFS project.

# The primary logo: arrangement



The primary logo for the project is made up of two elements. The Hourglass shape and the Type mark.

Whenever possible these should be presented in this stacked form.

## Spacing the logo

The space between the two elements is equivalent to the height of the e character in the Type mark.

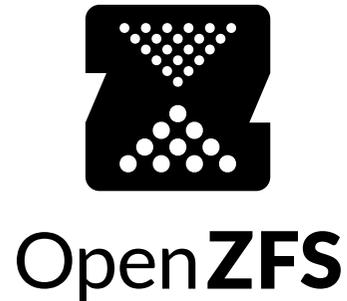
Whenever the logo is used it should be protected by an exclusion zone equal to the height and width of the O character from the Type mark.

# The primary logo: versions

Full colour logo



Black logo



## Full colour logo

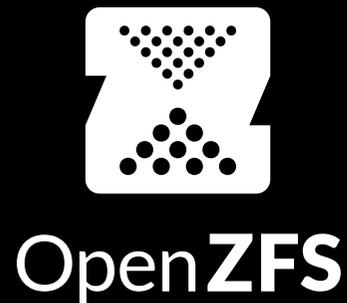
This is the preferred version of the logo it should be used wherever possible.

## Monochrome logos

The monochrome versions are for special applications such as in groups of other logos and for t-shirts and other promotional items.

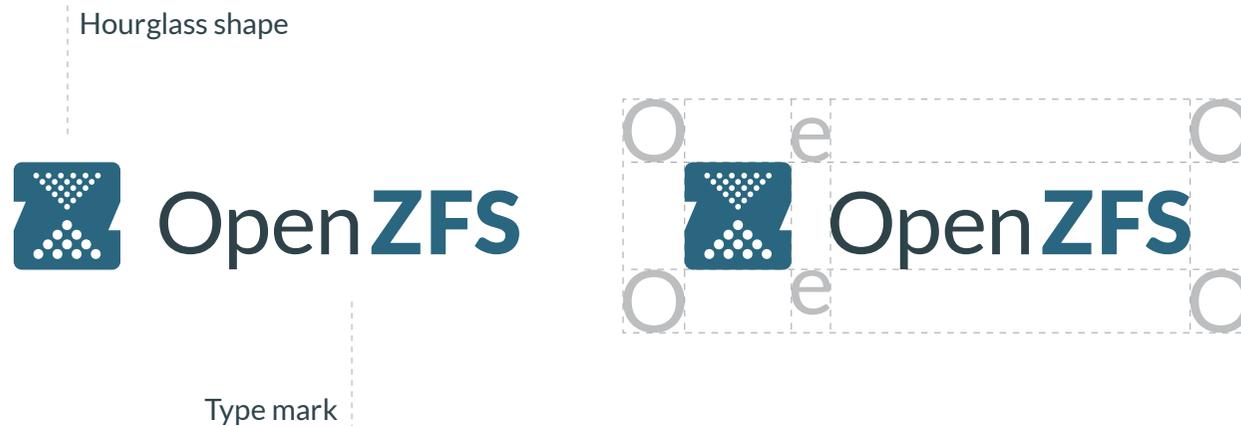


White logo (on blue)



White logo (on black)

# The secondary logo: arrangement



The secondary logo for the project re-arranges the Hourglass shape and the Type mark into a form which is more suitable for applications with limited vertical height.

## Spacing the logo

The space between the two elements is equivalent to the width of the e character in the Type mark.

Whenever the logo is used it should be protected by an exclusion zone equal to the height and width of the O character from the Type mark.

# The secondary logo: versions

Full colour logo



Black logo



## Full colour logo

This is the preferred version of the logo it should be used wherever possible.

## Monochrome logos

The monochrome versions are for special applications such as in groups of other logos and for t-shirts and other promotional items.



White logo (on blue)



White logo (on black)

# Typography:

## Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Primary typeface

The primary typeface for the OpenZFS brand is the family Lato. all the weights and versions of Lato are available as part of Google Fonts and can be found at [www.google.com/fonts/specimen/Lato](http://www.google.com/fonts/specimen/Lato).

### Secondary typeface

If for any reason Lato cannot be used, it should be replaced with Arial.

# Colour:

Open ZFS Blue  
C:84 M:48 Y:33 K:18  
R:42 G:102 B:127  
Hex: #29667e

80% tint

50% tint

20% tint

Open ZFS Charcoal  
C:77 M:54 Y:50 K:48  
R:45 G:67 B:74  
Hex: #2d4349

80% tint

50% tint

20% tint

Open ZFS Peppermint  
C:65 M:0 Y:41 K:10  
R:79 G:179 B:158  
Hex: #4ead9d

80% tint

50% tint

20% tint

Open ZFS Orange  
C:0 M:48 Y:89 K:10  
R:226 G:141 B:36  
Hex: #e18c24

80% tint

50% tint

20% tint