



Brand Book

Brand and logo guidelines 2020

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01 The Brand

DRUPAL BRAND BOOK

— The Brand

Brand expression (such as design elements, identity, tone of voice), and **brand experience** (the customer's experiences when using or interacting with the organization or product) **imprint the brand in the user's mind**. People walk away with an emotional sense of what Drupal is. Though individual concerns and product quality are critical—such as “Is the content management system right for my work?”—the emotional connection and users' perception of the brand are just as likely to inspire people to use the product, participate in the community, and/or become advanced users.

Drupal's brand is currently in a state of flux. We've recently redesigned the website, developing messaging based on persona research and interviews. We're now in the process of defining a business strategy that will help define the brand direction and objectives for Drupal over the next few years. The goal of a business strategy is to move Drupal and its brand closer to where and how Drupal aspires to show up in the market.

— Brand Objective

Our current (February 2020) brand objective is to enable users to **create ambitious digital experiences** that reach their audience across multiple channels - to inspire innovation of what's possible when given the flexibility to create.

— Target Audience

Drupal is for users with **ambitious goals** and **complex needs**.

From start-ups, to **higher education**, to **enterprise-wide application**, Drupal is most effective for complex users. Drupal's ability to scale makes complex digital experiences our forte. Scale can mean many things - scaling from a small start to a large digital footprint; scaling from simple needs to complex depth of content; scaling from one site to many as departments grow.

— Brand Personality

The Drupal Promise: Drupal helps people around the world **create powerful, flexible, rich, interactive digital experiences and web apps**, backed by an active and passionate community.

— Key Message

We're the leading open-source CMS for ambitious digital experiences that reach your audience across multiple channels.

Because we all have different needs, Drupal allows you to create a unique space in a world of cookie-cutter solutions.

— Key Message

By audience

Technical audience key messaging:

Build the open web with Drupal.

Drupal is the open-source CMS that helps you deliver ambitious, elegant, and performant digital experiences at scale.

Build outside the box: leverage an API-first architecture, robust configuration management, and unparalleled extensibility to build the web of the future.

— Key Message

By audience

Marketer audience key messaging:

Your ambition - realised.

Drupal is an essential part of your marketing ecosystem— with content-first, commerce-first, and community-first marketing solutions to achieve the most ambitious business goals.

With Drupal it's about giving your team the tools to move smart and agile - to make the biggest impact whether you're seeking lead generation, conversion, online sales, or brand proliferation.

Flexible design and incredible scalability, as a full web-solution or multi-channel, means your representation in-market is as unique as your brand.

— Key Message

By audience

Agency audience key messaging:

Achieve your clients' ambitions.

Drupal digital experiences can proliferate your clients' brand, foster engagement, and drive conversions. Customizable and scalable to match your clients' ambition. Build the dream solution using Drupal's API-first architecture and third-party integrations. Gain the power of the largest open source community.

Always open source.

As a robust open source content management system, you and your clients avoid a license fee, lowering your total cost of ownership. Drupal's open source community is passionate, global and over a million developers strong, constantly innovating Drupal and ensuring its top-notch security.

The Drupal community is unique in its collaboration between peers and within its own ecosystem, regardless of competition.

— Tone of Voice

Tone of voice is set by the core values of Drupal and how we speak to the world about what we're aiming to accomplish. While Drupal is a product of the Drupal community, it is an outward-facing product with a similar but distinct set of values:

- **Innovation:** Inspiring and aspiring statements that drive creative thinking—focused on our customers' vision of what's next.
- **Inclusivity:** Much like the principles of open source, we are open to contribution from all. As such, we use non-gender defining language (i.e. people, not guys), and don't use gender-specific job titles (i.e. chairman), etc.
- **Excellence:** We strive to be helpful, but not preachy. We don't make promises or commands, but instead aim to say something of substance.

We use business casual language. We're professional (no shorthand y'all), but maintain a distinct conversational Drupal voice.

Keep copy simple; don't overuse jargon. Don't use colloquialisms and slang at all — we have a global audience and these rarely translate.

Choice and Order

Your - use this first to convey the importance of our audience needs

We - use this next, to convey that we're real people and care about you



02 Brand Guidelines

DRUPAL BRAND BOOK

— Logo

The Drupal drop is the defining building block of its visual identity.

It's the primary visual element that identifies Drupal.

We recommend to use it every time when it is possible to do so, still respecting all the conditions stated below.



— Monochrome Version

This is the black and white version of the logo.

The guidelines and rules for safe space and so, are the same as for the normal colored version.

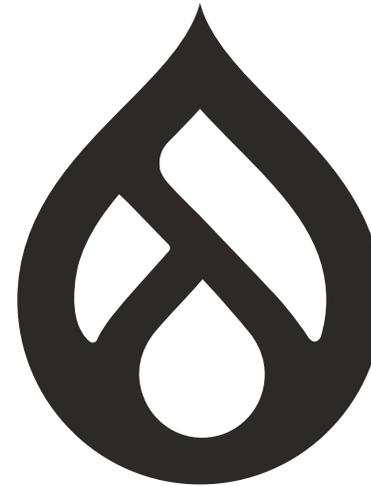
“Drupal Black”

CMYK: 63, 62, 59, 94

RGB: 45, 41, 38

HEX: #2D2926

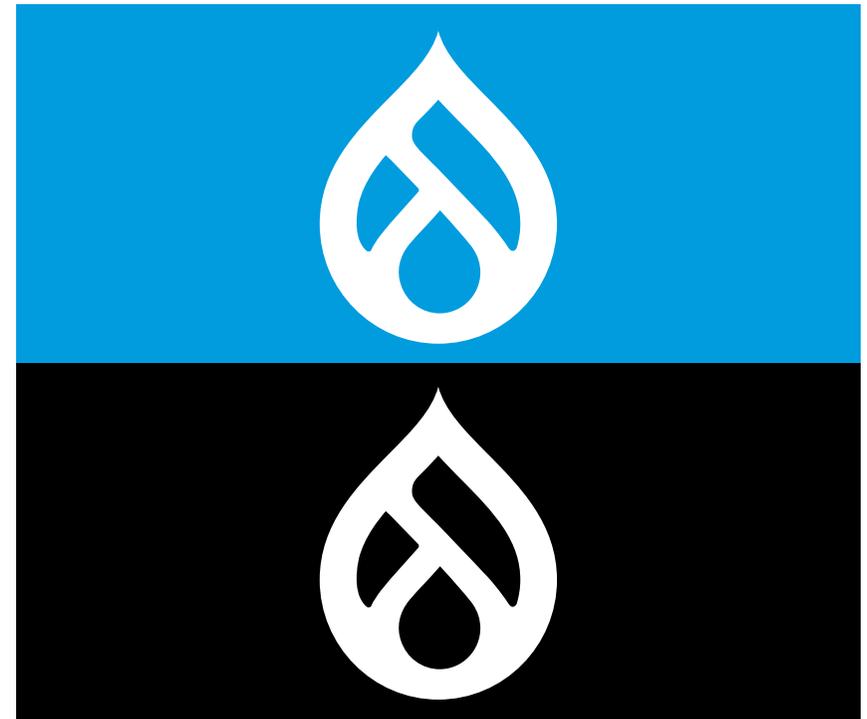
PANTONE Black 6C



— Negative Version

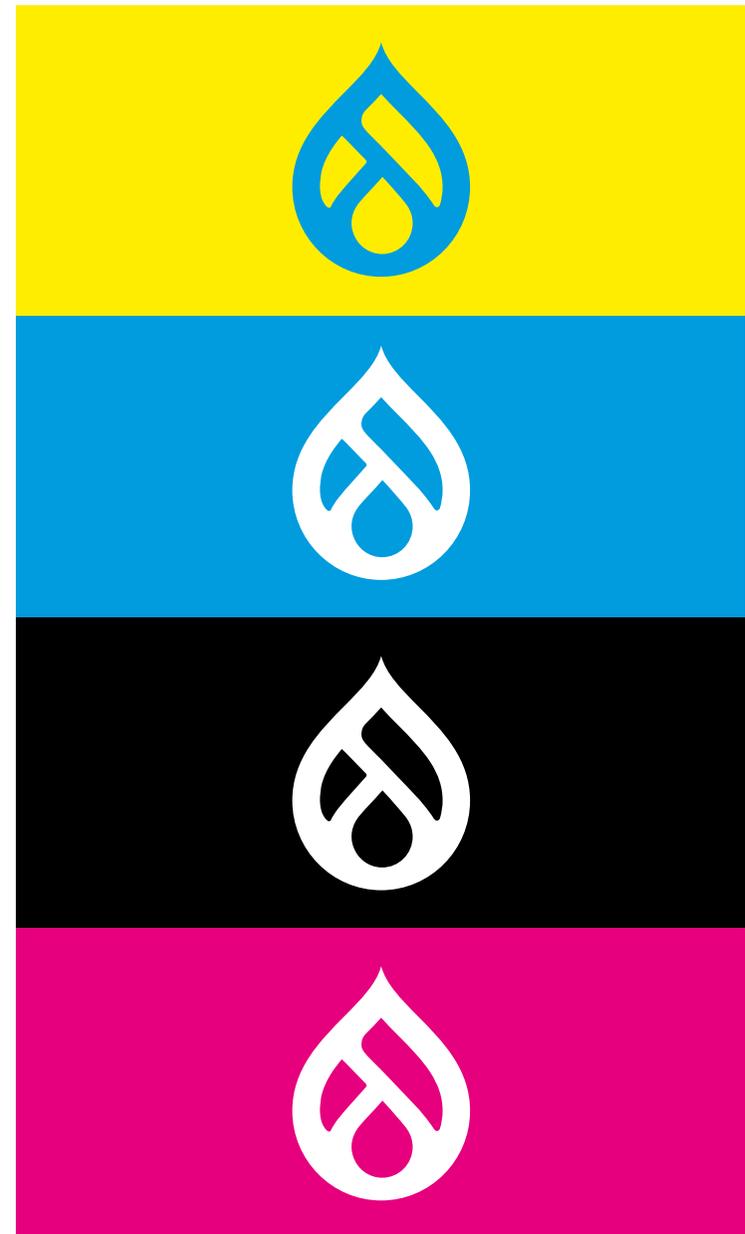
This is the negative version of the logo. This version should be used when the background color, or background image, is too similar to the blue spot of the logo.

The guidelines and rules for safe space and so, are the same as for the normal colored version.



— Background Colors

Some examples of logo usage on different backgrounds



— Background photos

Ideally, the logo should be used on a white background to give it the highest impact possible. Whenever it is not possible to do so, please be sure to choose background colors, or images, that provide a strong contrast with the logo.

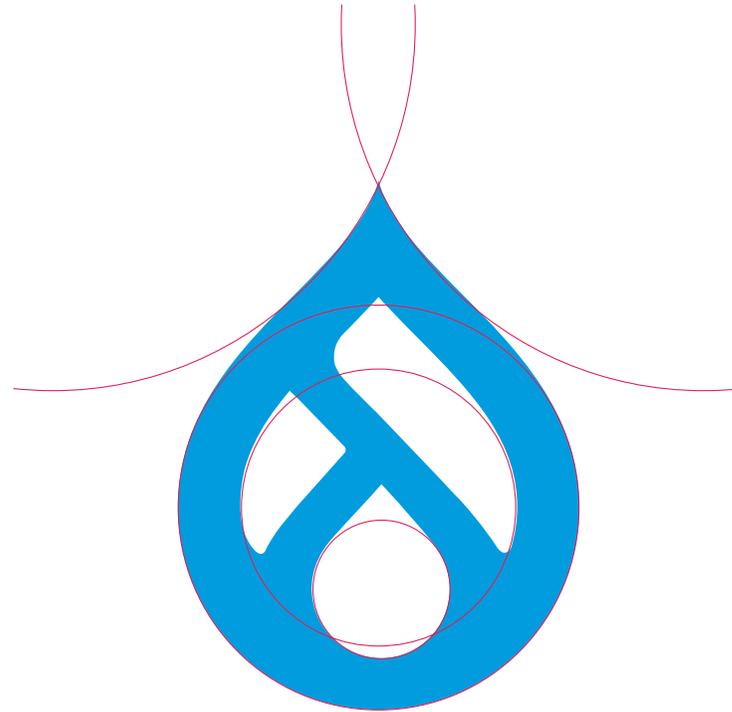
The “spot blue” logo must be used on white and clear backgrounds.

The white logo must be used on dark backgrounds or strong contrast images. The black logo must be used on white or clear backgrounds, or on monochrome printing applications.



— Logo Costruction

The grid and logo proportions



— Minimum Size

The minimum size shows the smallest logo usage allowed. This is to prevent the logo, or even part of it, from being illegible.

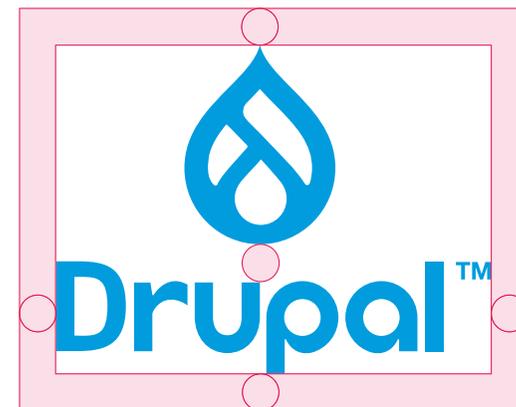
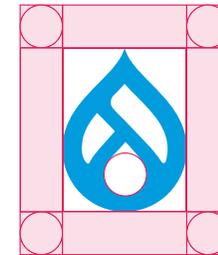
The minimum size allowed is 6mm of height



— Exclusion Zone

To keep the Drupal logo clear of any other graphic element, there is an exclusion zone around it. This exclusion zone indicates the distance from which any other graphic element or message can be positioned in relation to it.

The logo should be protected from other graphic elements by an area of clear space that is at least equal to the circumference of the small drop situated inside the logo.



— Incorrect Usage



Do not use dissonant background colors. In this case, use the lettering in its monochrome version.



Do not use similar background colors. In this case, use the lettering in its monochrome version.



Do not put the logo on images that are too complex or with similar colors to the logo. In this case, insert a color overlay on the image.

— Incorrect Usage



Do not stretch the logo



Do not change the color of the logo



Do not change the elements proportion



Do not change the kerning of the lettering

— Drupal Association Logo

The Drupal Association logo is not the Drupal logo.

It is not an alternative for the Drupal logo, and it does not represent the Drupal brand.

The Drupal Association logo should not be used on any materials other than in the context of representing or discussing the Association, and should follow the Drupal Association brand guidelines.

The Drupal Association logo appears on Drupal.org due to the nature of the Drupal Association's support and responsibility for maintaining the Drupal.org domain.

The Drupal Association Logo can be used in its stacked or inline version, where space is limited.



— Monochrome version

This is the black and white version of the logo.

The guidelines and rules for safe space and so, are the same as for the normal colored version.

“Drupal Black”

CMYK: 63, 62, 59, 94

RGB: 45, 41, 38

HEX: #2D2926

PANTONE Black 6C



— Negative Version

This is the negative version of the logo. This version should be used when the background color, or background image, is too similar to the blue spot of the logo.

The guidelines and rules for safe space and so, are the same as for the normal colored version.



— Background Colors

Some examples of logo usage on different backgrounds



— Background photos

Ideally, the logo should be used on a white background to give it the highest impact possible. Whenever it is not possible to do so, please be sure to choose background colors, or images, that provide a strong contrast with the logo.

The “spot blue” logo must be used on white and clear backgrounds.

The white logo must be used on dark backgrounds or strong contrast images. The black logo must be used on white or clear backgrounds, or on monochrome printing applications.



— Minimum Size

The minimum size shows the smallest logo usage allowed. This is to prevent the logo, or even part of it, from being illegible.

The minimum size allowed is 10mm of height



— Exclusion Zone

To keep the Drupal Association logo clear of any other graphic element, there is an exclusion zone around it. This exclusion zone indicates the distance from which any other graphic element or message can be positioned in relation to it.

The logo should be protected from other graphic elements by an area of clear space that is at least equal to the circumference of the small drop situated inside the logo.



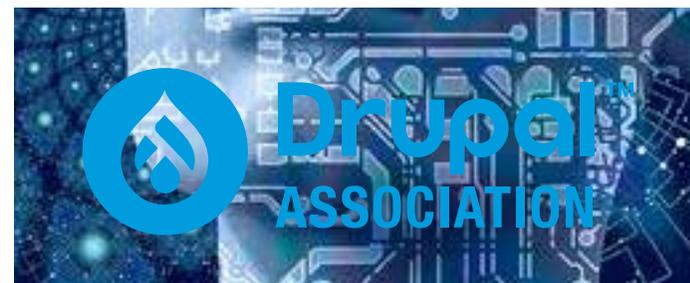
— Incorrect usage



Do not use dissonant background colors. In this case, use the lettering in its monochrome version.



Do not use similar background colors. In this case, use the lettering in its monochrome version.



Do not put the logo on images that are too complex or with similar colors to the logo. In this case, insert a color overlay on the image.

— Incorrect usage



Do not stretch the logo



Do not change the color of the logo



Do not change the elements proportion



Do not change the kerning of the lettering



03 Color Palette

DRUPAL BRAND BOOK



— Brand Colors

There is only one Drupal brand color palette.

However the usage of single colors may change between the main website, Drupal.org, and communications outside of it.

The Drupal primary color palette consists of:

- Blue palette
- Gray palette
- Accent palette

— The “Drupal Spot Blue”

The “Drupal Spot Blue” is the primary logo color.

It must be used for the logo only, in its primary version (positive logo), and it can’t be used to create graphic elements.

“Drupal Spot Blue”



PANTONE
Coated 2995 C

CMYK: 90, 11, 0, 0

RGB: 0, 156, 222

HEX: #009CDE

PANTONE 2995 C

— Drupal Brand Palette

These colors can be used to create textures, backgrounds, and graphic elements.

Blue palette Brand guidelines



PANTONE
Coated 660 C

Dark blue

CMYK: 85, 45, 0, 0
RGB: 0, 120, 191
HEX: #0678BE



PANTONE
Coated 284 C

Light blue

CMYK: 64, 16, 0, 0
RGB: 80, 175, 235
HEX: #53B0EB



PANTONE
Coated 7694 C

Navy blue

CMYK: 100, 70, 31, 17
RGB: 6, 71, 113
HEX: #064771



PANTONE
Coated 660 C

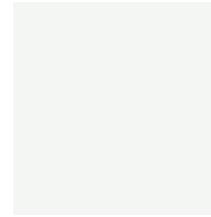
Light navy blue

CMYK: 84, 42, 0, 0
RGB: 13, 125, 193
HEX: #0D7DC1

— Drupal Brand Palette

These gray tonalities can be used in creating text, titles, and backgrounds.

Gray palette Brand guidelines



Pale Gray

CMYK: 6, 3, 6, 0

RGB: 246, 246, 242

HEX: #F6F6F2

PANTONE
Coated Cool Gray 1 C



Grey

CMYK: 57, 45, 45, 32

RGB: 102, 102, 102

HEX: #666666

PANTONE
Cool Gray 10 C



Black

CMYK: 76, 65, 59, 77

RGB: 34, 34, 34

HEX: #222222

PANTONE
Neutral Black C

— Drupal Brand Palette

This “accent” palette consists of 2 colors chosen for their strong visibility. These colors must be used to focus on certain elements. They must be used within given limits and they can’t be used on backgrounds or big graphic elements.

Accent palette Brand guidelines



PANTONE
Coated 376 C

Lime Green

CMYK: 50, 4, 86, 0

RGB: 149, 188, 71

HEX: #96BC44



PANTONE
Coated 372 C

Light yellow

CMYK: 16, 0, 38, 0

RGB: 230, 252, 182

HEX: #E6FCB6

— Best Practices

The “accent” colors don’t have to be predominant in the graphics and design composition but they should be considered as complementary colors to the brand color range.

Color quantity ratio



— Drupal.org Palette

Colors are used to color code sections,
define lower level content and direct
attention to important content

— Drupal.org Palette

Primary colors



PANTONE
Coated 660 C

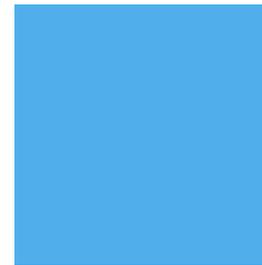
Dark blue

Background colors used in the masthead

CMYK: 0, 0, 85, 45

RGB: 0, 120, 191

HEX: #0678BE



PANTONE
Coated 284 C

Light blue

Background colors used in the masthead

CMYK: 64, 16, 0, 0

RGB: 80, 175, 235

HEX: #53B0EB



PANTONE
Coated 376 C

Lime Green

Used for download buttons and to indicate customization

CMYK: 50, 4, 86, 0

RGB: 149, 188, 71

HEX: #96BC44

— Drupal.org Palette

Secondary colors



PANTONE
Coated 7694 C

Navy blue

Background color used in the top navigation

CMYK: 100, 70, 31, 17

RGB: 6, 71, 113

HEX: #064771



PANTONE
Coated 660 C

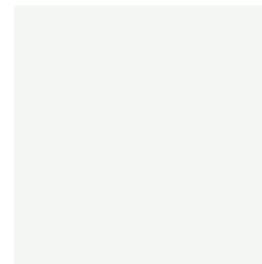
Light navy blue

Background color used in the top navigation

CMYK: 84, 42, 0, 0

RGB: 13, 125, 193

HEX: #0D7DC1



PANTONE
Coated Cool Gray 1 C

Pale Gray

Background color used in the footer, advertising and to highlight important information.

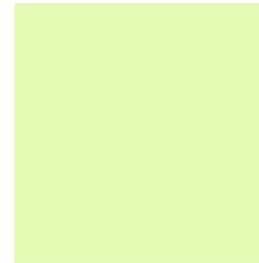
CMYK: 6, 3, 6, 0

RGB: 246, 246, 242

HEX: #F6F6F2

— Drupal.org Palette

Secondary colors



PANTONE
Coated 372 C

Light yellow

Used in the getting started section

CMYK: 16, 0, 38, 0

RGB: 230, 252, 182

HEX: #E6FCB6



PANTONE
Cool Gray 10 C

Grey

Used for smaller body copy

CMYK: 57, 45, 45, 32

RGB: 102, 102, 102

HEX: #666666



PANTONE
Neutral Black C

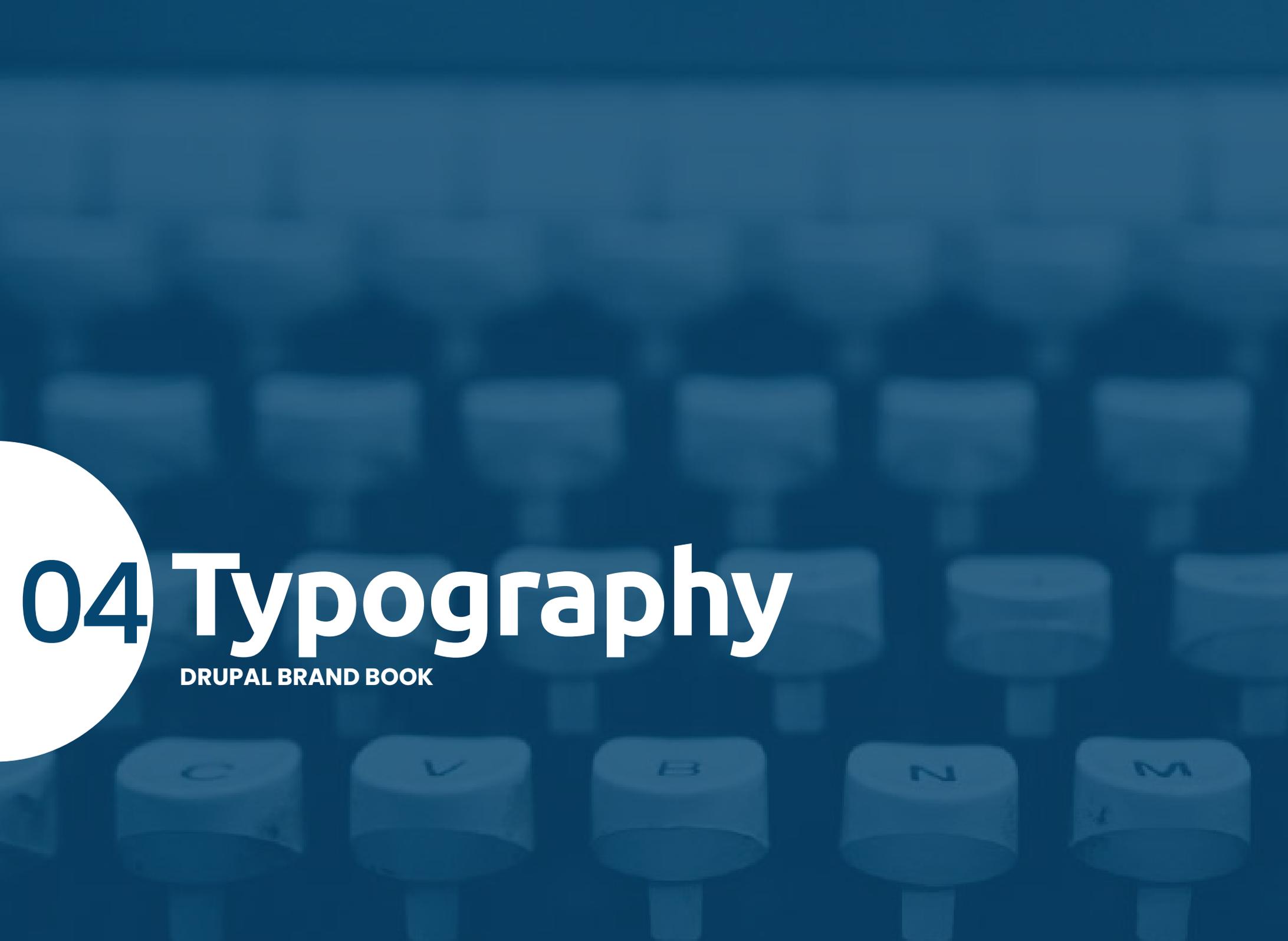
Black

Used for the main body copy

CMYK: 76, 65, 59, 77

RGB: 34, 34, 34

HEX: #222222



04 Typography

DRUPAL BRAND BOOK

— Typefaces

For marketing use, the Drupal brand is represented by the following Typeface - free and accessible to everyone through google docs, Microsoft and many other free and open, or paid, publishing software.

Title: Ubuntu

Subtitle: Helvetica neue Normal

Body: Helvetica neue light

The title font Ubuntu is a nod to the digital brand and also the font of the Drupal logo. The subtitle and body fonts are in Helvetica neue, which is also a nod to the options presented on Drupal.org for typeface, and provides a clean and easy to read font for digital and print materials not posted on Drupal.org.

PRIMARY

Ubuntu

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

— Typefaces

For marketing use, the Drupal brand is represented by the following Typeface - free and accessible to everyone through google docs, Microsoft and many other free and open, or paid, publishing software.

Title: Ubuntu

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The title font Ubuntu is a nod to the digital brand and also the font of the Drupal logo. The subtitle and body fonts are in Helvetica neue, which is also a nod to the options presented on Drupal.org for typeface, and provides a clean and easy to read font for digital and print materials not posted on Drupal.org.

SECONDARY

Helvetica Neue

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

— Alternative Typefaces

In instances where Helvetica neue is unavailable, the alternative free font of Poppins should be used.

Title: Ubuntu
Subtitle: Poppins Normal
Body: Poppins Light

SECONDARY
Poppins

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

— Text Hierarchy

Here's a guide for some basic typography used for online, offline, and print communications.

Headline - the size of the font can change but the line-spacing must respect the font size + 20% proportion.

Subtitle - if used, it has to be properly separated from the title and it needs to be smaller in size than the headline but higher than the body text.

Body text - Variable size between 10 to 18 px, in the appointed fonts (Helvetica or Poppins) in an 80% gray. The line-spacing may vary from 20 to 26 px.

— Text Hierarchy

Example

Headline text

Font size 30px
Line height 36px

Subtitle font

Font size 18px
Line height 22px

Body text

Font size 14px
Line height 22px

36px Headline Text, Ubuntu font light/regular
Use this style to insert content

50px *Subtitle, Ubuntu font italic regular/medium size*

60px Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit,

— Text Hierarchy

Below, there is an example of the usage of body text and bullets points

24px Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

36px Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

36px

- Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit,

36px

- Lorem ipsum dolor sit amet, cons ectetuer adipiscing elitUt wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

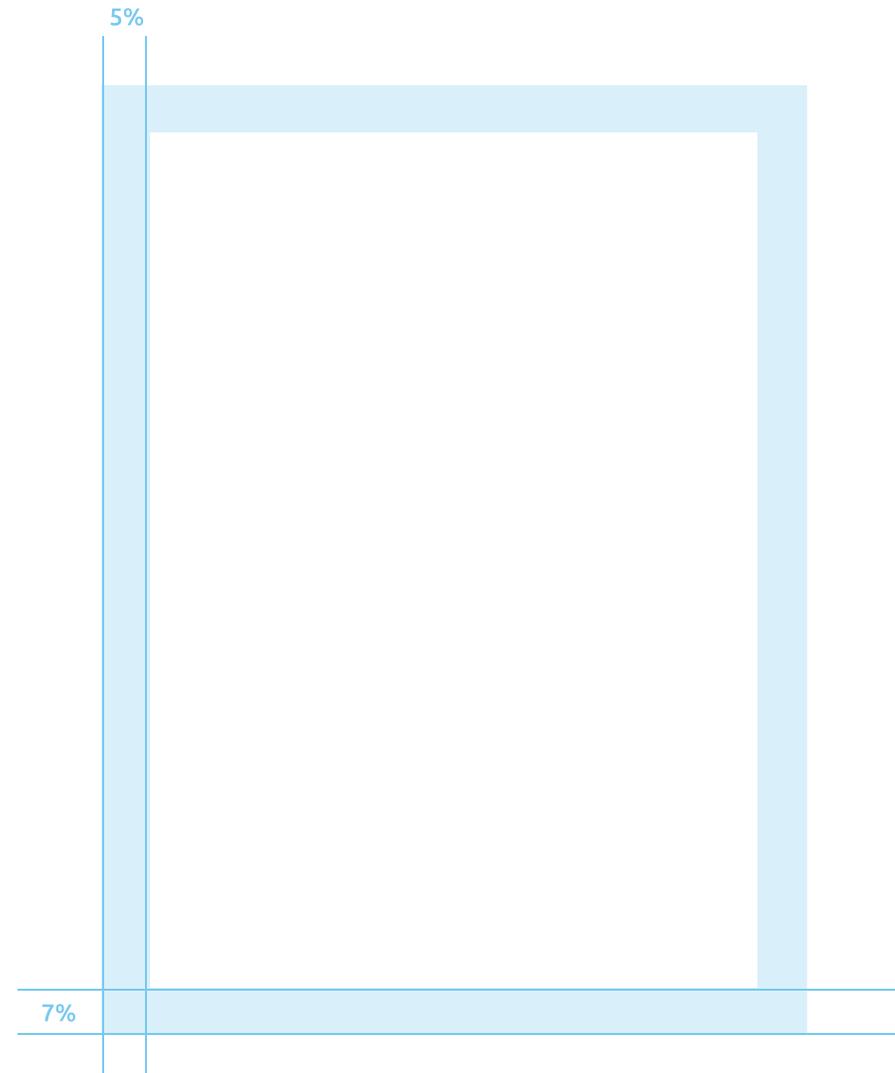
— Margins

Margins are important to create a functional design. They create an invisible frame around the content to provide a higher readability to it, so be sure to leave enough space between the support borders and the content.

The text cannot be inserted in this area.

There are not strict proportions to follow they change according to the different types of tool/support.

An optimal margin range would be around 5-10%, on both sides

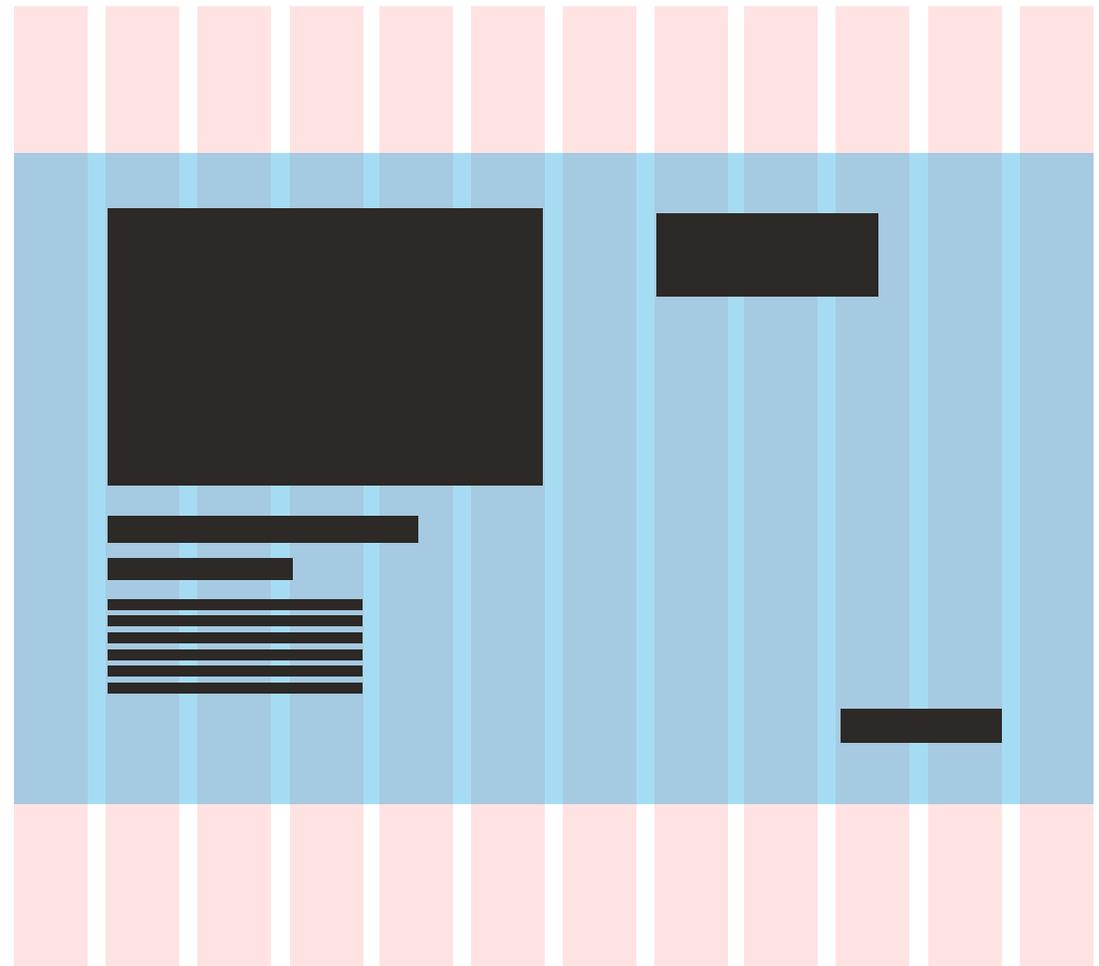


— Design Grid

In the graphic composition of any brand material, it is suggested to create a grid similar to the one used on the drupal.org website.

The design grid consists of 12 columns, divided by a space that is around the 20-30% of the columns dimension.

The text and the element must be positioned along this grid.



— Best Practices

Let it breathe!

Use the white space between the elements to give a higher readability and hierarchy to the content.

Correct use



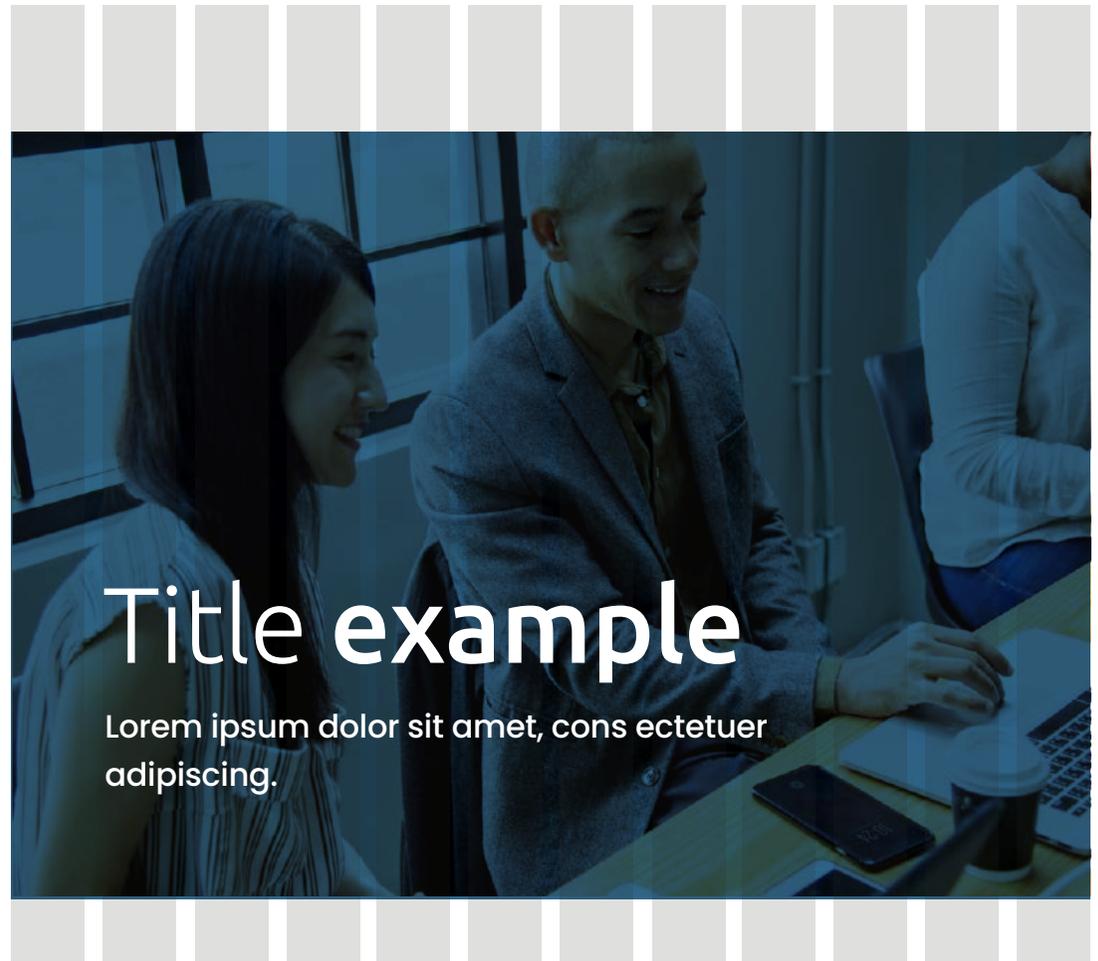
Incorrect use



— Background Photo

The text positioned on background images must always have a strong contrast. If there are no clear areas or uniform backgrounds it must be used the overlay effect to make the text stand out.

Also in these cases, the design grid must be followed.





04 Photography

DRUPAL BRAND BOOK

— Approved Photography

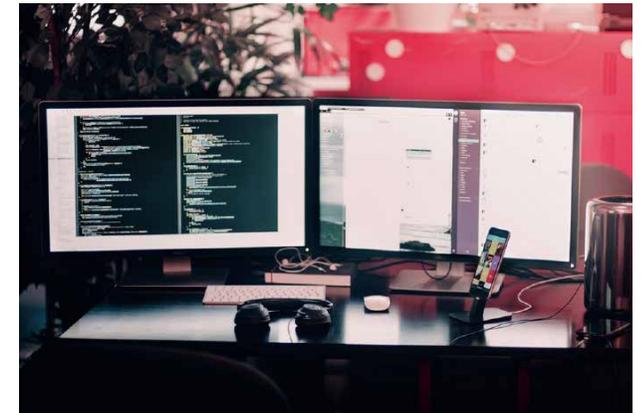
Photography is a critical part of design. Photography used in conjunction with the Drupal brand should be uncluttered and professional. A mix of people and technology – or either separately – are appropriate to convey what Drupal is and does.

There are many photographs available through creative commons on **Flickr**, **Pixabay**, and other public image searches. Please use **creative commons images**, or provide the appropriate image license to the Drupal Association for tracking in our library, if you use paid images.

60% People
40% Tech

— Approved Photography

Some examples of approved photos.



— Approved Photography

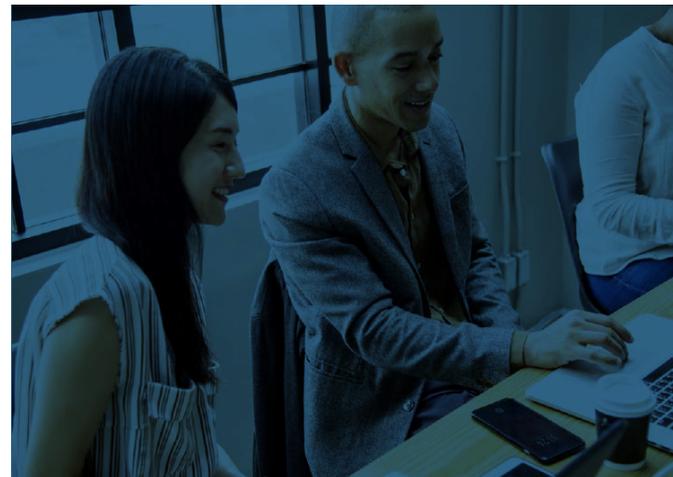
Apart from the classic image usage, it is allowed to use a color overlay to the pictures.

The color used is Dark Blue and the overlay can be done using two distinct methods: opacity or multiply mode.

Opacity mode



Multiply mode





05 Iconography

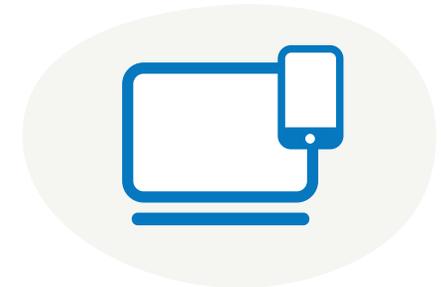
DRUPAL BRAND BOOK

— The Icon Set

Icons are used mainly on the drupal.org website but they can also be used on different materials.

They don't have sharp angles but rounded borders, to create simple and soft shapes. They are bicolor icons with a 'Dark Blue' outline and a white filling color.

The icons can be used on neutral backgrounds or on soft shapes and colors that respect the official palette.



— The Icon Set

In the negative version, the outline becomes white while the filling color will be transparent.

The opacity can be reduced to 70%.



— The Fluid Background

The fluid backgrounds used on the Drupal.org website recall the concepts of dynamism and technological evolution, thanks to its fluid and soft shapes that reflect the human component of the community.

If you want to create backgrounds or graphic elements with this kind of design we suggest to use it only for digital materials and not for printed materials



Drupal™

We're the leading open-source CMS for ambitious digital experiences that reach your audience across multiple channels.

Because we all have different needs, Drupal allows you to create a unique space in a world of cookie-cutter solutions.

Brand Support

If you have questions or need further guidance on any of these aspects of the Drupal brand, please contact:

Drupal Association

marketingpr@association.drupal.org

+1 503-705-1159 x705