1.01 Logo overview

This refresh of the original logo modernizes the hexagon for a more sophisticated look.

The overlapping bands within the shape represent the cross-platform environment of node.js.
1.02

Event Logos

NODE.JS INTERACTIVE

NODE.JS LIVE
Logo usage may vary so we created four versions of the logo for light and dark backgrounds.

**LOGOS FOR LIGHT Backgrounds**

Use the full colour logo for all materials with a light background. If the background is one of the brand colours use a solid black or white logo.

**LOGOS FOR DARK Backgrounds**

Use the colour and white logo if possible, otherwise on all dark backgrounds use the solid white logo.
Clearspace is the minimum amount of space around the logo into which no other object should infringe. To work out the clearspace take the height of the hexagon, and divide it in half.

\[(\text{Clearspace} = \frac{\text{"O" Height}}{2})\]
1.05 Incorrect Usage

Here are some examples where the logo has been incorrectly used.

**NEVER DISTORT THE LOGO**

**DO NOT ALTER THE LOGO ELEMENTS**

**NEVER USE A DROP_SHADOW**

**NEVER PLACE THE LOGO ON AN ANGLE**

**NEVER CHANGE THE COLOURS**

**UNLESS LEGIBLE, DON'T PLACE THE BLACK LOGO ON DARK BACKGROUND**
2.0
Brand Colours

The palette consists of four main colours. The primary colour is Pantone 7741 C.

<table>
<thead>
<tr>
<th>PANTONE 357 C</th>
<th>PANTONE 360 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 69, 62, 61, 58</td>
<td>CMYK 89, 0, 45, 72</td>
</tr>
<tr>
<td>RGB 33, 87, 50</td>
<td>RGB 108, 194, 74</td>
</tr>
<tr>
<td>Web #336633</td>
<td>Web #66cc33</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE 7741 C</th>
<th>BLACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 76, 4, 100, 21</td>
<td>CMYK 69, 62, 62, 58</td>
</tr>
<tr>
<td>RGB 68, 136, 62</td>
<td>RGB 51, 51, 51</td>
</tr>
<tr>
<td>Web #339933</td>
<td>Web #333333</td>
</tr>
</tbody>
</table>
3.0 Typography

**Font Name**

Open Sans

**Download**

www.google.com/fonts/specimen/Open+Sans

**About**

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

**Font for Print & Web**

Open Sans Light | Open Sans Light Italic

Open Sans Regular | Open Sans Italic

Open Sans Semibold | Open Sans Semibold Italic

Open Sans Bold | Open Sans Bold Italic

Open Sans Extra Bold | Open Sans Extrabold Italic