



OpenEMIS

Better data. Better education.

Brand Identity

Logo Breakdown

The logo is made up of three different parts.

The three stickman with square hats.

The word **OpenEMIS**.

The Tagline '**Better data. Better education.**'

01 Logo Proportion

Height of the logo is measured by the 'S' used in 'EMIS'. It must be the height of 3 'S' stacked up vertically.

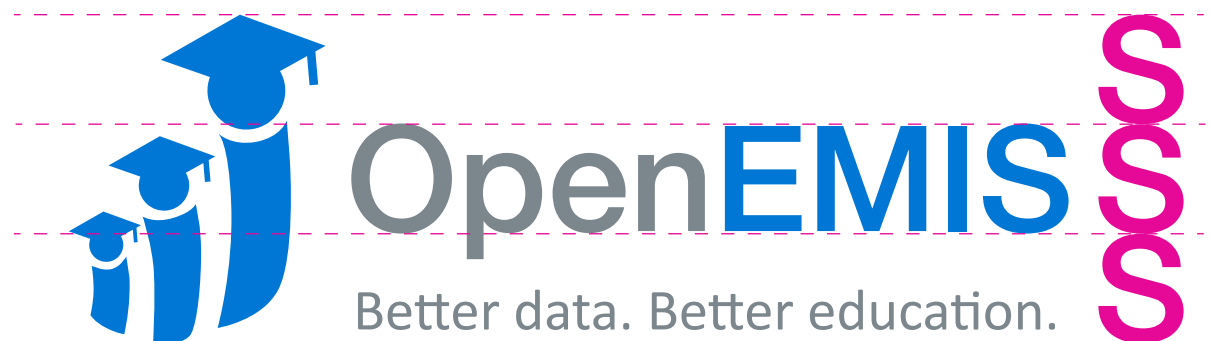
02 Logo Staging

The space between elements is determined by the height of the lower-cased 'e' in the tag-line.

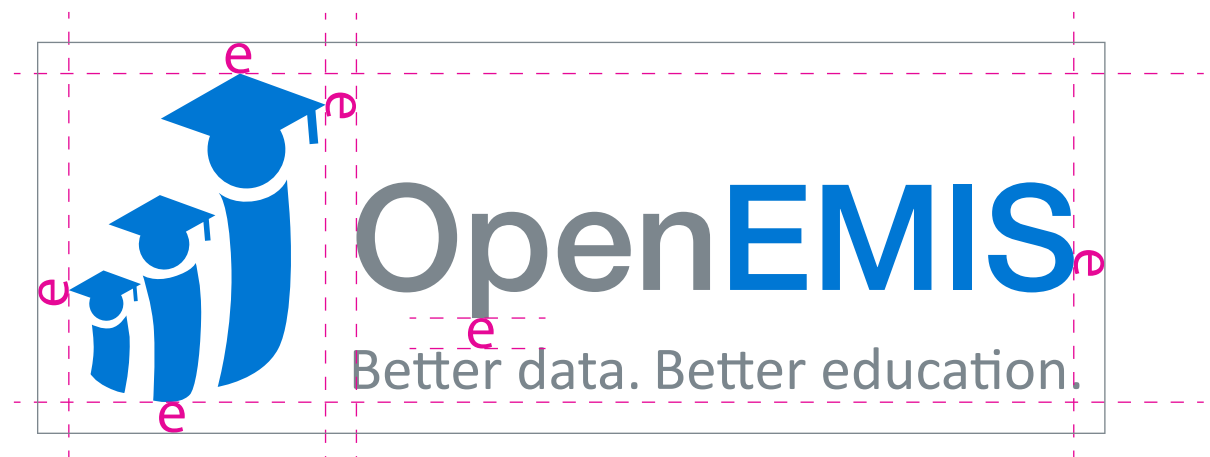
The spacings are 1 'e' wide or tall and has a 1 'e' all around.

This is the minimum space for for the logo if used anywhere.

01



02



OpenEMIS Logo Usage

There are three variations to it, always use the two-toned version wherever possible. Logo must stand out against its background.

01 Full Logo

This is the original two-toned logo, use this whenever possible.

02 White on Dark

The White on Dark version of the logo will only be used in cases where the background causes the logo to blend in and not stand out.

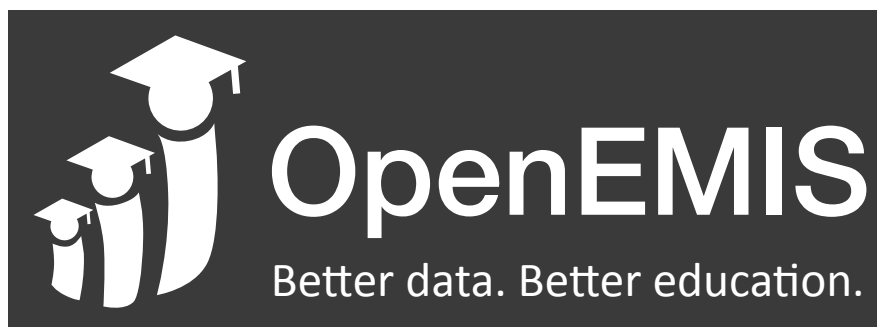
03 Background Tint

When used on a messy background. You may use a black background tint of 70% opacity following the minimum lock up space for the logo and use the white logo instead.

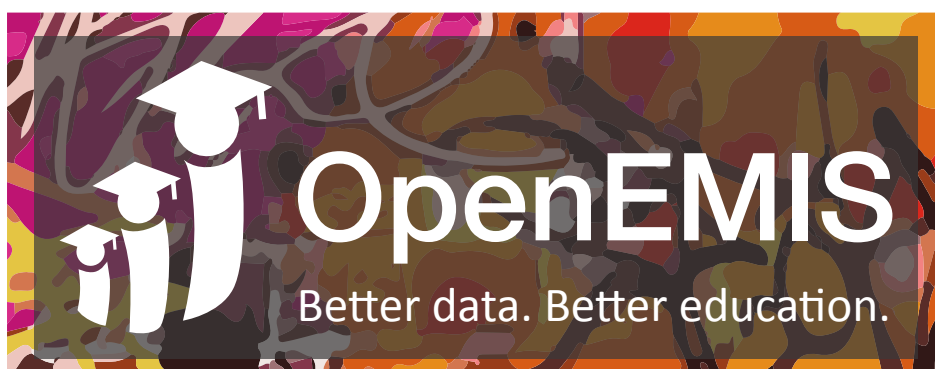
01



02



03



Logo Colors

Below shows the colors we use in the logo.



HEX #0077D4

RGB 0/119/212

CMYK 82/51/0/0



HEX #7C858C

RGB 124/133/140

CMYK 54/41/38/4

Fonts

Two of them are used. First font is Helvetica Neue, Medium.



Helvetica Neue, Medium

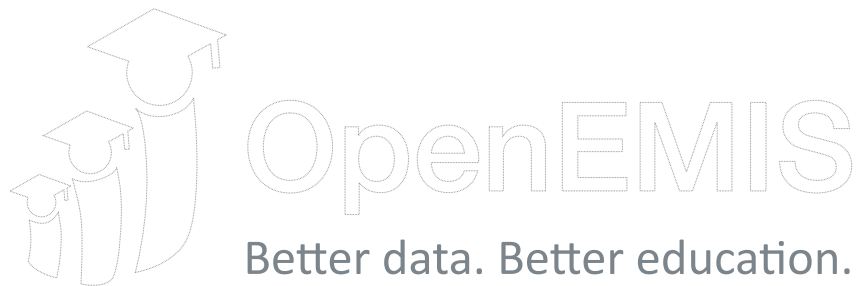
The Helvetica Neue, Medium is used for the main text in our logo.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*(),./; '[]{}:"<>?
0123456789

Fonts

Two of them are used. The other is Myriad, Roman.



Myriad, Roman

The Myriad, Roman is used for the slogan in our logo

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*(),./; '[]{}:"<>?
0123456789

Logo Restrictions

What you should never do when handling OpenEMIS logo.

01 Proportions

Always maintain proportions of the logo. Do not stretch, squish or change the size of the elements individually.

02 Colour

There are only two variations to the for the OpenEMIS logo. One with the blue and gray, the other being single tone and white in colour.

03 Visibility

The logo must be visible and have adequate breathing space. Do not put the logo on a messy background or be too close to another element.

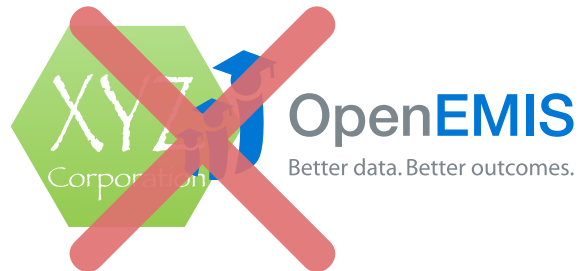
01



02



03

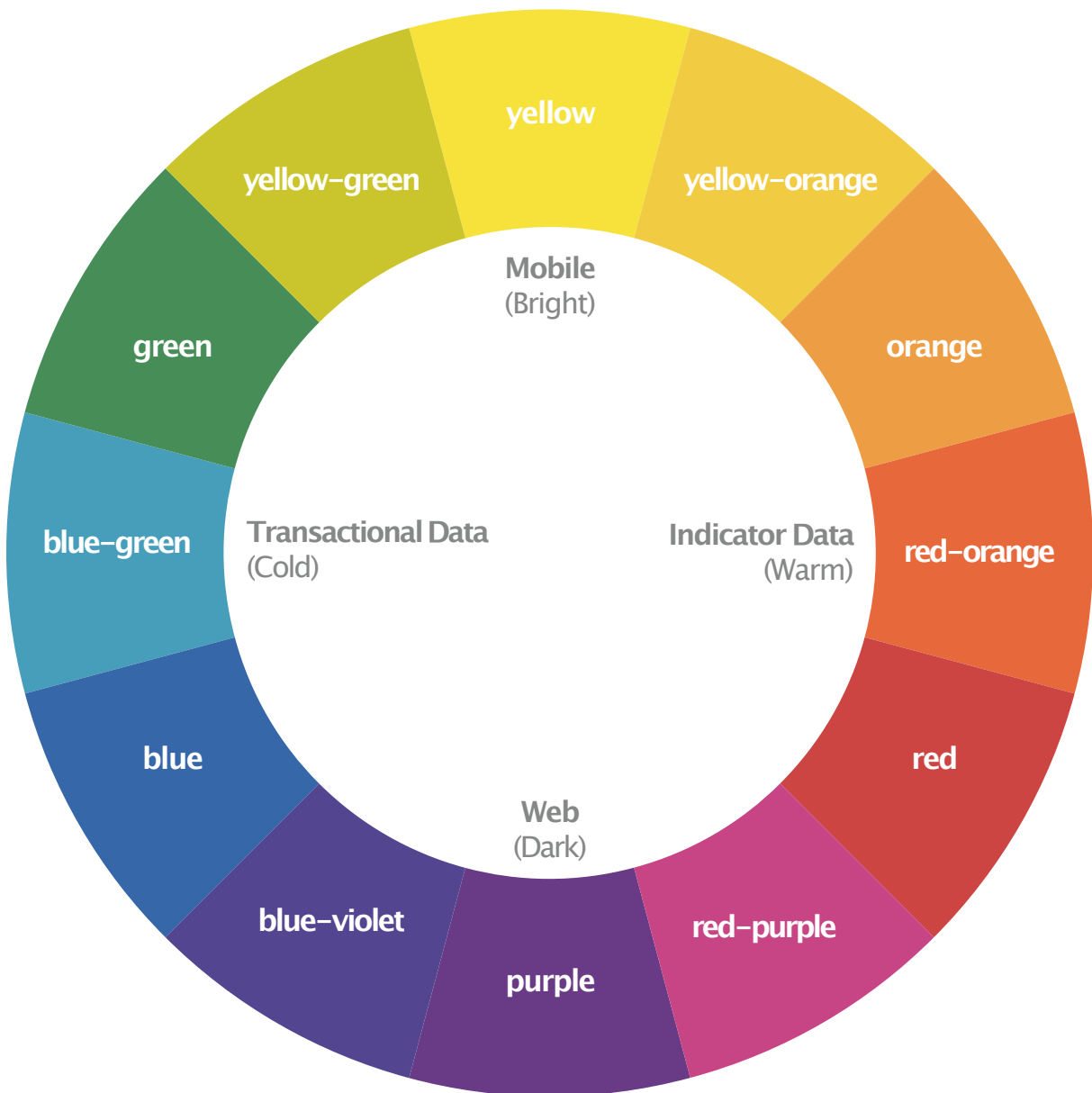


Product colour

Our product colors are chosen based on this color wheel.

Brighter colors for mobile, darker colors for web.

Cold colors for Transactional Data, warm colors for Indicator data.



Mobile - Transactional Data (Bright - Cold Colors)



OpenEMIS Survey

HEX #009999
RGB 0/153/153
CMYK 79/17/42/2



OpenEMIS Guardian

HEX #CCCC00
RGB 204/204/0
CMYK 27/7/98/0



OpenEMIS Classroom

HEX #99CC00
RGB 153/204/0
CMYK 49/0/100/0



OpenEMIS Staffroom

HEX #66CC66
RGB 102/204/102
CMYK 61/0/74/0

Web - Transactional Data (Dark - Cold Colors)



OpenEMIS Core

HEX #6699CC
RGB 102/153/204
CMYK 63/32/4/0



OpenEMIS School

HEX #3366CC
RGB 51/102/204
CMYK 83/60/0/0



OpenEMIS Exams

HEX #003366
RGB 0/51/102
CMYK 100/83/35/21

Mobile - Indicator Data (Bright - Warm Colors)



OpenEMIS Charts

HEX #CC9933
RGB 204/153/51
CMYK 19/38/87/7



OpenEMIS Profiles

HEX #FF6633
RGB 255/102/51
CMYK 0/71/79/0

Web Indicator Data (Dark - Warm Colors)



OpenEMIS Modelling

HEX #CC3300
RGB 204/51/0
CMYK 13/90/100/4



OpenEMIS Dashboard

HEX #990000
RGB 153/0/0
CMYK 25/100/100/26



OpenEMIS Monitoring

HEX #CC0066
RGB 204/0/102
CMYK 14/100/26/4



OpenEMIS Visualizer

HEX #FF3366
RGB 255/51/102
CMYK 0/88/37/0



OpenEMIS DataManager

HEX #993366
RGB 153/51/102
CMYK 37/89/27/15



OpenEMIS Integrator

HEX #CC6699
RGB 204/102/153
CMYK 20/71/11/0



OpenEMIS Maps

HEX #FF0099
RGB 255/0/153
CMYK 0/100/40/0



OpenEMIS MiniDashboard

HEX #FF0000
RGB 255/0/0
CMYK 0/100/100/0



OpenEMIS Styleguide

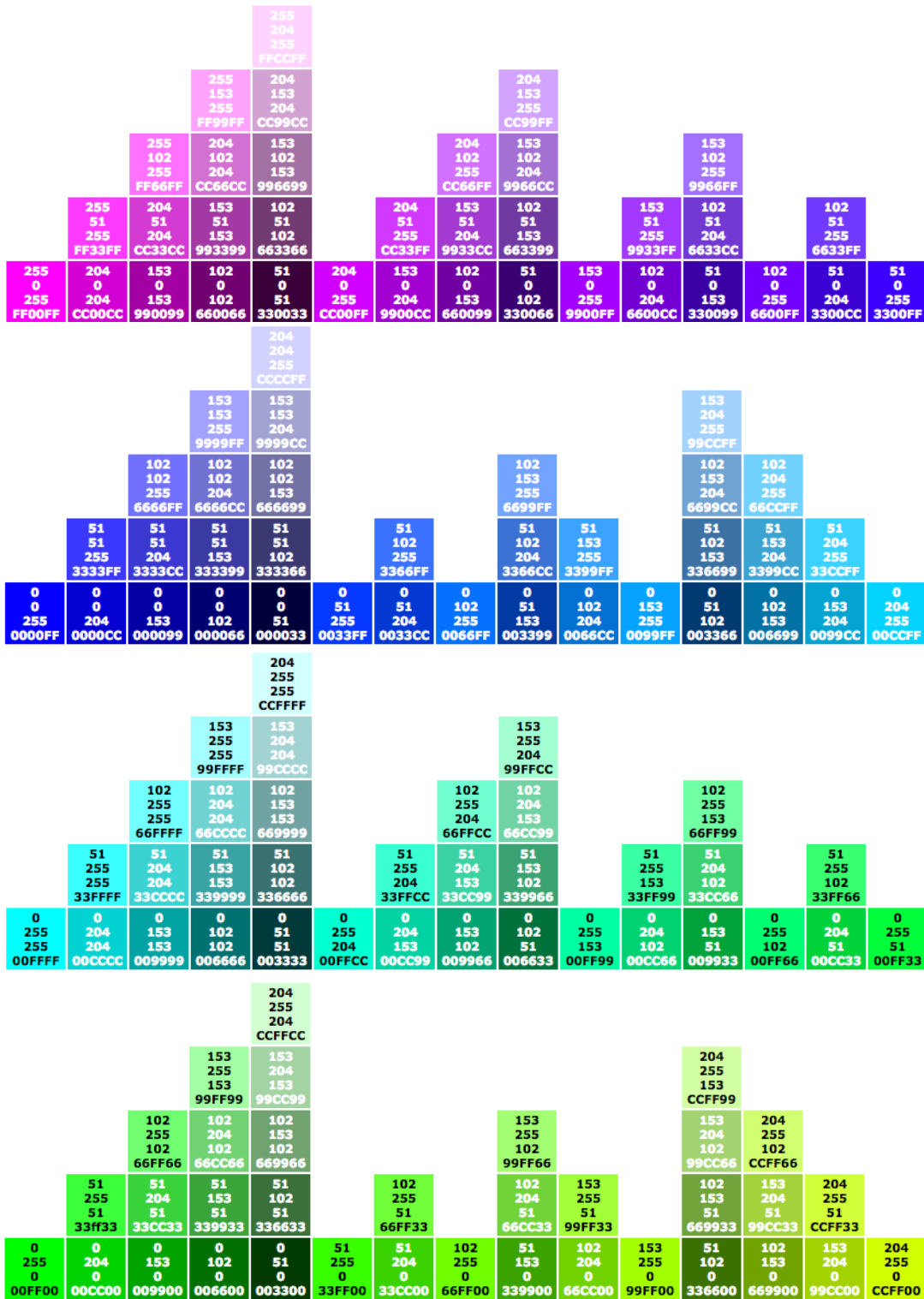
HEX #000000

RGB 0/0/0

CMYK 91/79/62/97

Web-Safe Color Chart

Resource: <http://cloford.com/resources/colors/websafe1.htm>



Web-Safe Color Chart

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