**fair use
week**

BRAND
STYLE GUIDE

LOGO, USAGE, TYPOGRAPHY, COLOR

Fair Use Week is an annual celebration of the important doctrines of fair use and fair dealing. The week is designed to highlight and promote opportunities presented by fair use and fair dealing, to celebrate successful stories, and to explain these doctrines.

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BRAND ATTRIBUTES:

Community

Flexibility
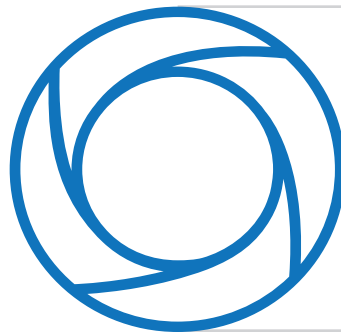
Adaptability

Creativity

Enthusiasm

Camaraderie

0.1.1

Clearspace and minimum size requirements

LOGO USAGE

The Fair Use Week logo consists of an icon and logotype. Though icon may be used separately, the logotype should never be used without the icon, or in any other arrangement other than the horizontal lockup.

Icon height defines height of wordmark

Logo icon represents community, flexibility, adaptability of Fair Use rights. It also represents the four areas used to determine Fair Use.

LOGO RULE

The Fair Use Week logo includes a division line, or rule. This design element should always be used with the logo, and the space around it should remain consistent while scaling size.

The inner circle of the icon sets the grid size.

Clearspace: The grid is used to set proportional consistency and white space around logo.

Minimum size required: To ensure legibility, the logo should not be reduced below a width of 1.2".

0.1.2

Color variations

SINGLE COLOR

The Fair Use Week logo can be printed using three single color options: Fair Use Week blue, Fair Use Week light blue and black-and-white. There may also be instances where use of a solid color and white logo works best. In these instances, the white logo should only be used on brand blues or black backgrounds.

It is also very important that the correct colors are used when printing the logo. In addition to the four-color option, there are options for single color and black-and-white.

C=100; M=90; Y=10; K=0

C=85; M=50; Y=0; K=0

Reverse fill: C=100; M=90; Y=10; K=0

Reverse fill: C=85; M=50; Y=0; K=0

Reverse black-and-white

Black-and-white

0.2

Typography

OPEN SANS

Open-source typeface designed by Steve Matteson, Type Director of Ascender Corp. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

ROKKITT

Open-source typeface designed by Vernon Adams for Google Font Directory. Inspired by the type forms of a number of distinctive geometric slab serifs, sometimes called 'Egyptians', of the late nineteenth and early to mid twentieth century.

OUTLINING FONTS

There is no need to outline fonts because they are free to download and use.

The primary typeface for Fair Use Week is Open Sans. a humanist sans serif with an upright stress, open forms and a neutral, yet friendly appearance. It is supported by Rokkitt, a slab-serif typeface that was designed specifically as a display font for headings and headlines, though it can also be useful as an alternative to sans serif text fonts.

Open Sans

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

Open Sans Regular

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

Open Sans Bold

Rokkitt

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

Rokkitt Regular

0.3

Color and Pattern

COLOR
Each color has a respective CMYK value for print work, and RGB/HEX values for web and digital work.

Tones of blue represent the Fair Use Week brand, and this palette communicates trust, openness and creativity. The primary color palette should always be used. A secondary color palette provides more variety when combined.
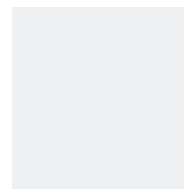
Primary Color Palette

CMYK=85, 50, 0, 0
RGB = 30, 117, 186
HEX = 1E75BA

CMYK=58, 22, 0, 0
RGB = 79, 173, 254
HEX = 4FADFE

CMYK=5, 4, 3, 0
RGB = 239, 238, 239
HEX = EEEDEF

PATTERN
Patterns can be used as an overlay on both primary and secondary colors in print or digital media. The patterns should be set in white at 30% opacity and never used in a brand color on white background.

Secondary Color Palette

CMYK=42, 39, 0, 0
RGB = 81, 64, 130
HEX = 513f81
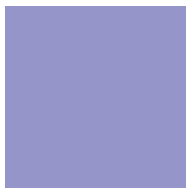
CMYK=9, 21, 90, 0
RGB = 235, 195, 57
HEX = EAC338

CMYK=60, 15, 100, 1
RGB = 118, 166, 65
HEX = 75A641

CMYK=5, 48, 95, 0
RGB = 236, 148, 43
HEX = EB942B

Pattern