

BRAND MANUAL



Joomla!™
...because open source matters

1 Introduction

- A Welcome
- B Our New Name
- C What is Joomla?

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Introduction

A Welcome

Using the Brand Manual

Welcome to the Joomla! brand manual. This is a tool to help guide and strengthen the body of visual communications that will build Joomla! into a highly recognized and respected brand. The essential elements provided and discussed in this manual bring dimension and foundation to our brand, while allowing the creative flexibility needed to create communications which address the product and marketing of Joomla!

1

Introduction

● B Our New Name

What's in a Name?

The name Joomla! is a phonetic spelling for the Swahili word “Jumla”, which means “all together” or “as a whole”. It was chosen as the entire teams behind Mambo were unanimous in their commitment to protecting the interests of the creators and community, which was the true cause for the success and acclaim earned by that project.

This name was chosen from thousands of recommendations by the community, and even went through an arduous review session by branding and marketing professionals who also felt that Joomla! was the best choice of the lot.

What sets Joomla! apart from the rest is our dedication to keeping things as simple as possible, while providing the most features possible. Finally, non-technical people can have complete control over their websites without paying exorbitant amounts for closed, proprietary software.

Joomla! is more than just software, it is people. The community behind Joomla! includes developers, designers, systems administrators, translators, content writers, and most importantly the end users. We welcome you to our community, and look forward to the future with great excitement!

1

Introduction

C What is Joomla?

Cutting Edge Content Management

Joomla! is one of the most powerful Open Source Content Management Systems on the planet. It is used all over the world for everything from simple websites to complex corporate applications. Joomla! is easy to install, simple to manage, and reliable.

Joomla! is created by the same award-winning team that brought the Mambo CMS to its current state of stardom.

2 Using The Logo

- A Copyright Notice
- B Artwork
- C Logo Placement
- D Alternate Logo Colors
- E Trademark
- F Logo Don'ts

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Using The Logo

A Copyright Notice

An Important Copyright Notice

The Joomla! logo is **NOT** copyright free. It is important to maintain the integrity of the logo. We therefore ask that anyone considering use of the logo keep the following guidelines in mind.

- The logo should use only the “official” logo colors listed in this manual.
- Any scaling must retain the original proportions of the logo.
- Other than the variations listed in this manual, the logo may not be modified in any way.
- Additional text may not be added in such a way that it appears to be part of the logo itself.

Permission is granted to use the logo, subject to the above guidelines on any web site or open source product.

If you wish to use the logo on any commercial product then your usage of the logo must be approved. In general permission will be given providing that your usage of the logo is not done in such a way as to imply any form of approval of the product by Joomla!

Permission is not granted to use the logo on any form of merchandise. An official Joomla! shop will be provided for this purpose. If you wish to create variants of the official merchandise then you should contact the shop administrator who will add your variant to the official shop.

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Using The Logo

B Artwork

About the mark

The Joomla! logo consists of the logotype and the mark. The mark represents what Joomla! is about...a community coming together as one. The mark is made up of four “J’s” rotated and linked together that represent the community coming together as one. This logo has been developed to promote high visibility of the mark balanced with clear legibility of the name. The relationship (size, positioning, etc.) of these elements should never be altered in any way.

Whenever possible, the logo should appear in it's full color horizontal gel version.

When the gel version cannot be used, a solid color version is available.



2 Using The Logo

B Artwork

Vertical Version

While the horizontal logo is the preferred version, there is also a vertical version of the logo provided to give greater flexibility for all applications.

It may only be reproduced in the colors listed in this manual.

For all color conversions including PANTONE coated, PANTONE uncoated, four-color process, video, and web see page 5b in Chapter 5.

When the gel version cannot be used, a solid color version is available.



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Using The Logo

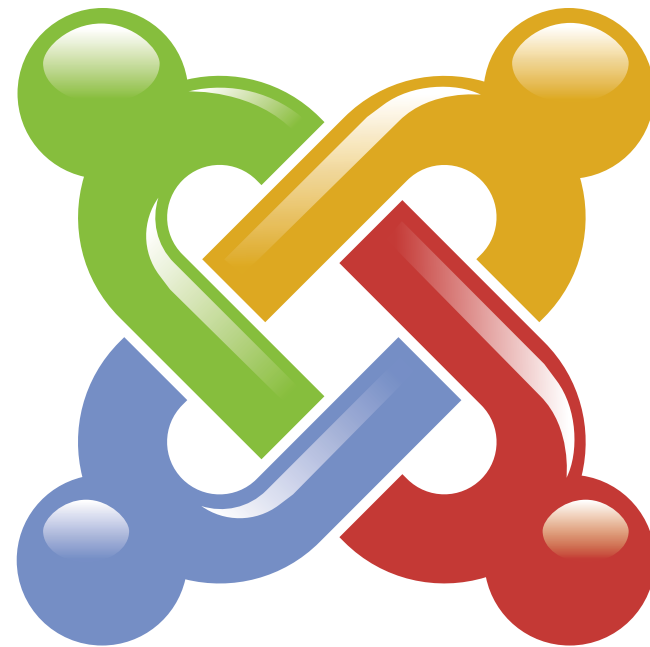
B Artwork

The Symbol

The symbol may appear without the Joomla! text when used as a graphic element or imagery. It is a dynamic mark that will work well in both print and web.

It may only be reproduced in the colors listed in this manual.

Never use the symbol, as an art element, alone on any communication materials without the combined Joomla! logo (symbol & Joomla! text).



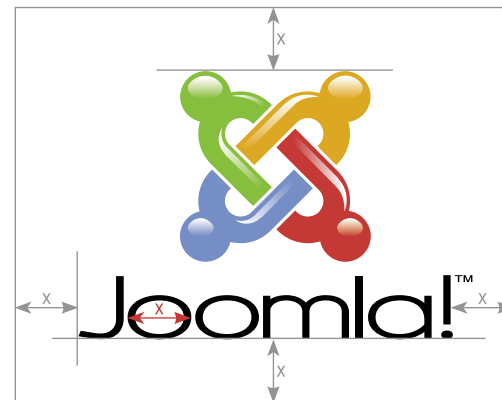
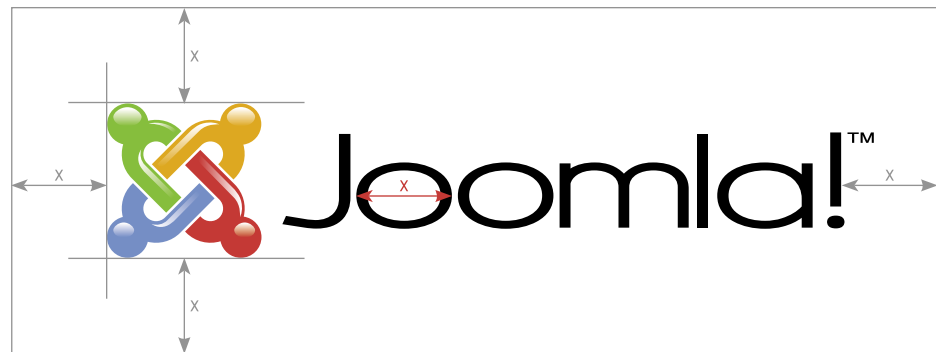
2

Using The Logo

C Logo Placement

Area of Isolation

The Joomla! logo is a clean and strong mark and should be treated with respect in all usages. A minimum amount of white space around the logo is required. For the minimum amount of white space required, use the width of the “o” in Joomla! as the unit by which to measure white space on all sides of the logo. The area of isolation protects the logo from other imagery, graphic elements, and page trim. Only the web site address or the tagline may be placed closer to the logo. Examples of tagline placement can be found on page #.



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Using The Logo

C Logo Placement

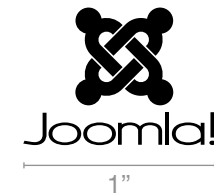
Size of the Joomla! Logo

Depending on usage, the size of the logo will change. Let good taste be your guide in sizing the Joomla! logo. The logo should be sized for clear legibility with the minimum amount of white space around it. This will often be more visually appealing than a logo that is sized too large for the space available, making it cluttered and harder to read.

Minimum Size Requirements

For ideal legibility, the horizontal version of the logo should be used in small space applications. The minimum width of this logo is 1.375 inch.

The minimum width of the vertical version is 1 inch.



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Using The Logo

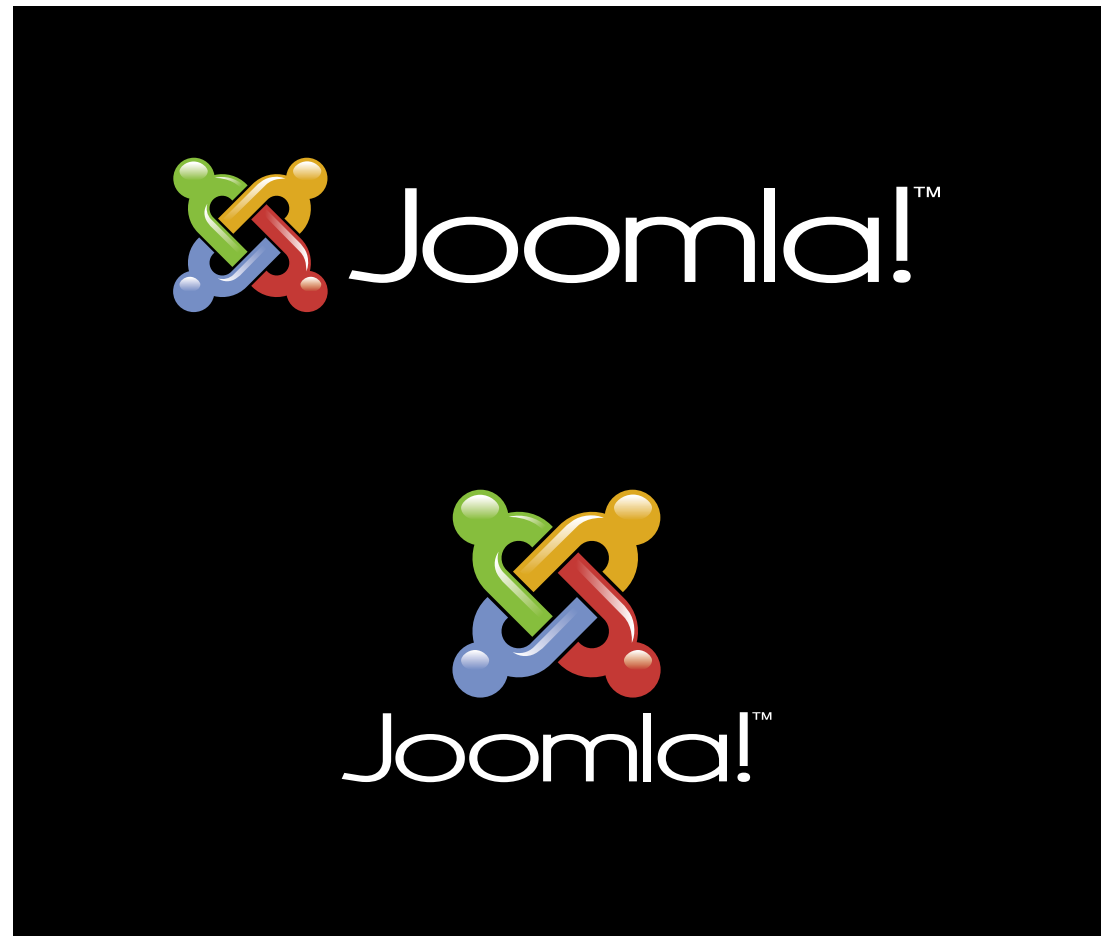
D Alternate Logo Colors

Color Knock-out Logo

The logo is also available in a color knock-out version. The knock-out version should be used in place of the original logo when background color or photographic backgrounds make the original logo illegible.

If using the color knock-out version of the logo on a solid color, it is only possible to use one of the colors in the Joomla! palette or black.

If using the color knock-out version of the logo on a photographic background, please be sure that the area behind the logo is visually even and that its value is equal to 75% black or greater for best legibility.



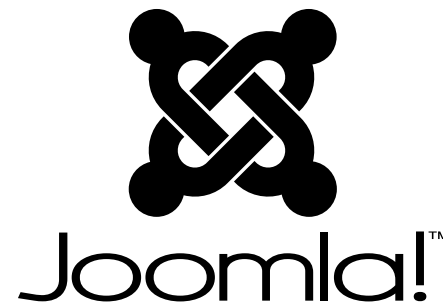
2

Using The Logo

D Alternate Logo Colors

Black and White

For black and white publications, or when color is not an option, there is a one-color version of the logo available for use in black.



2

Using The Logo

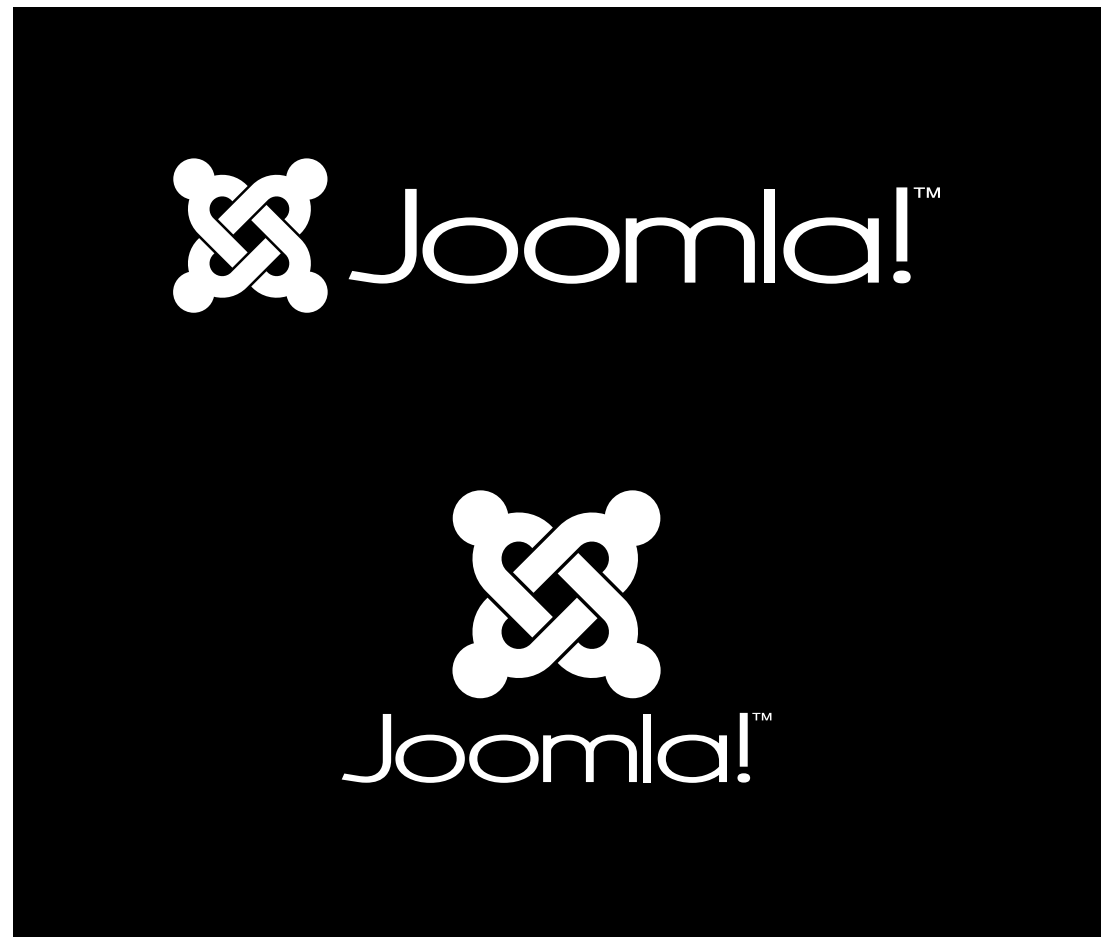
D Alternate Logo Colors

Full Knock-out Logo

The logo is also available in a full knock-out version. The full knock-out version should be used in place of the original black and white logo when background color or photographic backgrounds make the original black and white logo illegible.

If using the full knock-out version of the logo on a solid color, it is only possible to use one of the colors in the Joomla! palette or black.

If using the full knock-out version of the logo on a photographic background, please be sure that the area behind the logo is visually even and that its value is equal to 75% black or greater for best legibility.



2

Using The Logo

E Trademark

Trademark Notice

The Joomla! logo must always appear with the common law mark (TM)

The trademark notice is aligned to the top right of the exclamation point. This is standard in both versions of the logo. The color of the notice should always be the color of the Joomla! text.



2

Using The Logo

F Logo Don'ts

Logo Protection

Presentation of our logo consistently is important and helps to promote recognition of the Joomla! brand. These examples and the examples on the following page help to avoid misuses of the logo.

The logo should never be...

re-typeset



Joomla!™



JOOMLA!™

reconfigured or altered in any way



Joomla!™



Joomla!™

distorted in any way



Joomla!™



Joomla!™

2 Using The Logo

F Logo Don'ts

The logo should never be...

missing the trademark symbol



screened or tinted



placed inside a shape which is smaller than the minimum protected space



placed on any color background that is different from the allowed colors in the Joomla! palette (exceptions may be made in advertising collateral)



reversed out of a photographic background that doesn't provide adequate contrast



reproduced on an overly busy background



3

Tagline

A Tagline Position and Usage

3

Tagline

A Tagline Position and Usage

Positioning the Tagline

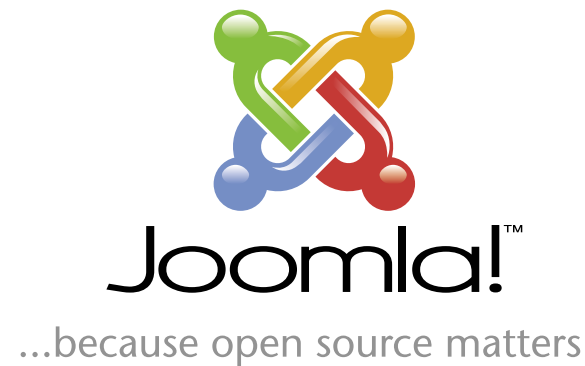
Horizontal Logo: The tagline should be positioned under the logo and aligned left to the “J” in Joomla!

Vertical Logo: The tagline should be centered under the logo.

The tagline may be placed inside the minimum white space of the logo

Tagline Usage

The tagline should appear on all marketing materials. This includes advertising, direct mail, etc. Exceptions to this requirement are informational materials such as signage, product guides, etc.



4 Typography

A Primary

B Secondary

Helvetica

Typography is critical when creating clear and consistent brand communications. These typefaces, when used regularly across all our graphic communications, will provide a clear and recognizable brand voice. The primary typeface chosen to communicate the Joomla! voice is Helvetica. This font represents the Joomla! brand because of its easy readability. This font should be used in all graphic communications.

Helvetica offers many weights available to you which offer tremendous design flexibility in style and application. From headlines to bullet points to body copy, this typeface will cover all design needs.

Helvetica Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢[]}

Helvetica Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢[]}[]

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢[]}[]

Helvetica Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢[]}[]

Helvetica (continued)*Helvetica Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {(.,,:;!¿?&\$¢)[]}

*Helvetica Light Italic**ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz 1234567890 {(.,,:;!¿?&\$¢)[]}***Helvetica Black****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz 1234567890 {(.,,:;!¿?&\$¢)[]}*****Helvetica Black Italic******ABCDEFGHIJKLMNOPQRSTUVWXYZ******abcdefghijklmnopqrstuvwxyz 1234567890 {(.,,:;!¿?&\$¢)[]}***

Helvetica (continued)

Helvetica Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

Helvetica Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

Helvetica Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

Helvetica Condensed Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

Helvetica (continued)

Helvetica Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

Helvetica Condensed Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

Helvetica Condensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

Helvetica Condensed Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

4

Typography

A Primary Typeface

Helvetica (continued)

Helvetica Compressed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

Helvetica Extra Compressed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

Helvetica Ultra Compressed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

New Baskerville

In a more limited fashion, a secondary typeface, New Baskerville, is available for use. This typeface can be used for lengthy blocks of body copy where a serif typeface may be preferred for readability. This typeface will work well with Helvetica headlines and subheads.

ITC New Baskerville Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

ITC New Baskerville Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

ITC New Baskerville Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

ITC New Baskerville Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {.,:;!¿?&\$¢}[]}

5

Joomla! Colors

A Color Palettes

B Color Conversions

C White Space

5

Joomla! Colors

A Color Palette

Using Color

Color is a strong and emotional component to any brand identity. With the name Joomla!, consumers will expect to see an attractive and vibrant color palette on all company materials.

There are two color palettes associated with the Joomla! brand – a primary and a secondary. The range of colors provided is meant to allow for the greatest flexibility in design while producing a harmonious brand color scheme.

When used regularly, both palettes will work together to establish strong association with the brand and create visually impactful materials that reflect the brand name.

Primary Palette



Pantone Red 032 C



Pantone 279 C



Pantone 138 C

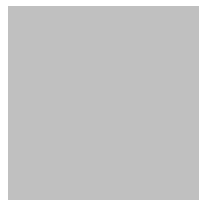


Pantone 368 C



Black

Secondary Palette



Pantone ??? C



Pantone ??? C



Pantone ??? C



Pantone ??? C



Pantone ??? C

Note: The colors here represent the coated color swatches. When printing the Joomla! logo on uncoated white stock, substitute Pantone Coated colors with Pantone Uncoated colors.