



armbian
universal operating system

Armbian Brand Guide

2022.06.24_Abridged

Hello!

Welcome to the brand guide for armbian, the Universal Operating system.

Our brand guide communicates the various elements of the armbian brand, including our colors, logo, typography and imagery. These guidelines to ensure a consistent message across all media channels.

If you have any questions, feel free to contact us at <contact info goes here>.

Contents

- Colors
- Logo & Variations
- Typography
- Imagery
- Branded Collateral
- Media Channels
- “Sales” Funnel (aka engagement funnel)

Brand Colors - Primary

armbian

- Armbian Red
 - xxx
 - xxx
- Armbian Dark Gray
 - Xxx
 - xxx



The color name of hex code #F71000 is Candy Apple Red.

Color Name	Candy Apple Red
RGB Values	(247, 16, 0)
CMYK Values	(0%, 94%, 100%, 3%)
HSV/HSB Values	(4°, 100%, 97%)
Closest Web Safe	#FF0000
Inverse Color	#08EFFF [Aqua]
Closest Pantone®	2347 C
Closest RAL	3026 [Luminous bright red]
Complementary Color	#00E7F7 [Aqua]



The color name of hex code #22242D is Dark Gunmetal

Color Name	Dark Gunmetal
RGB Values	(34, 36, 45)
CMYK Values	(24%, 20%, 0%, 82%)
HSV/HSB Values	(229°, 24%, 18%)
Closest Web Safe	#333333
Inverse Color	#DDDBD2 [Timberwolf]
Closest Pantone®	433 C
Closest RAL	9011 [Graphite black]
Complementary Color	#2D2B22 [Pine Tree]

Brand Colors – Gradients 01

armbian

- Armbian Red

- XXX
- XXX



Shades

10

HEX #d9534f	HEX #c64d40	HEX #ad4631	HEX #943d23	HEX #7c3b1d
RGB 222, 14, 0	RGB 198, 13, 0	RGB 173, 11, 0	RGB 148, 10, 0	RGB 124, 8, 0
HSV 3.78, 100%, 43.53%	HSV 3.94, 100%, 38.82%	HSV 3.82, 100%, 33.92%	HSV 4.05, 100%, 29.02%	HSV 3.87, 100%, 24.31%

HEX #630600	HEX #4d0500	HEX #310300	HEX #190200	HEX #000000
RGB 99, 6, 0	RGB 74, 5, 0	RGB 49, 3, 0	RGB 25, 2, 0	RGB 0, 0, 0
HSV 3.64, 100%, 19.41%	HSV 4.05, 100%, 14.51%	HSV 3.67, 100%, 9.61%	HSV 4.8, 100%, 4.9%	HSV 0, 0%, 0%

Tints

10

HEX #f2212	HEX #ff3a2d	HEX #ff5347	HEX #ff6b61	HEX #ff847c
RGB 255, 34, 18	RGB 255, 58, 45	RGB 255, 83, 71	RGB 255, 107, 97	RGB 255, 132, 124
HSV 4.05, 100%, 53.53%	HSV 3.71, 100%, 58.82%	HSV 3.91, 100%, 63.92%	HSV 3.8, 100%, 69.02%	HSV 3.66, 100%, 74.31%

HEX #ff9d96	HEX #ffb5b0	HEX #ffccca	HEX #ffe6e5	HEX #ffffff
RGB 255, 157, 150	RGB 255, 181, 176	RGB 255, 206, 202	RGB 255, 230, 229	RGB 255, 255, 255
HSV 4, 100%, 79.41%	HSV 3.8, 100%, 84.51%	HSV 4.53, 100%, 89.61%	HSV 2.31, 100%, 94.9%	HSV 0, 0%, 100%

Brand Colors – Gradients 02

armbian

- Armbian Dark Gray

- Xxx
- xxx



Shades

10

HEX #1f2029 RGB 31, 32, 41 HSL 234, 13.89%, 14.12%	HEX #1b1d24 RGB 27, 29, 36 HSL 226.67, 14.29%, 12...	HEX #181920 RGB 24, 25, 32 HSL 232.5, 14.29%, 10...	HEX #14161b RGB 20, 22, 27 HSL 222.86, 14.89%, 9...	HEX #111217 RGB 17, 18, 23 HSL 230, 15%, 7.84%
HEX #0e0e12 RGB 14, 14, 18 HSL 240, 12.5%, 6.27%	HEX #0a0b0c RGB 10, 11, 14 HSL 225, 16.67%, 4.71%	HEX #070709 RGB 7, 7, 9 HSL 240, 12.5%, 3.14%	HEX #030404 RGB 3, 4, 4 HSL 180, 14.29%, 1.37%	HEX #000000 RGB 0, 0, 0 HSL 0, 0%, 0%

Tints

10

HEX #353946 RGB 53, 56, 70 HSL 229.41, 13.82%, 24...	HEX #474b5e RGB 71, 75, 94 HSL 229.57, 13.94%, 32...	HEX #5a5f77 RGB 90, 95, 119 HSL 229.66, 13.88%, 40...	HEX #6c73ff RGB 108, 115, 143 HSL 228, 13.94%, 49.22%	HEX #848aa2 RGB 132, 138, 162 HSL 228, 13.89%, 57.65%
HEX #9da1b5 RGB 157, 161, 181 HSL 230, 13.95%, 66.27%	HEX #b5b9c7 RGB 181, 185, 199 HSL 226.67, 13.85%, 74...	HEX #cedda RGB 206, 208, 218 HSL 230, 13.95%, 83.14%	HEX #e6e9ec RGB 230, 232, 236 HSL 220, 13.64%, 91.37%	HEX #ffffff RGB 255, 255, 255 HSL 0, 0%, 100%

Logo

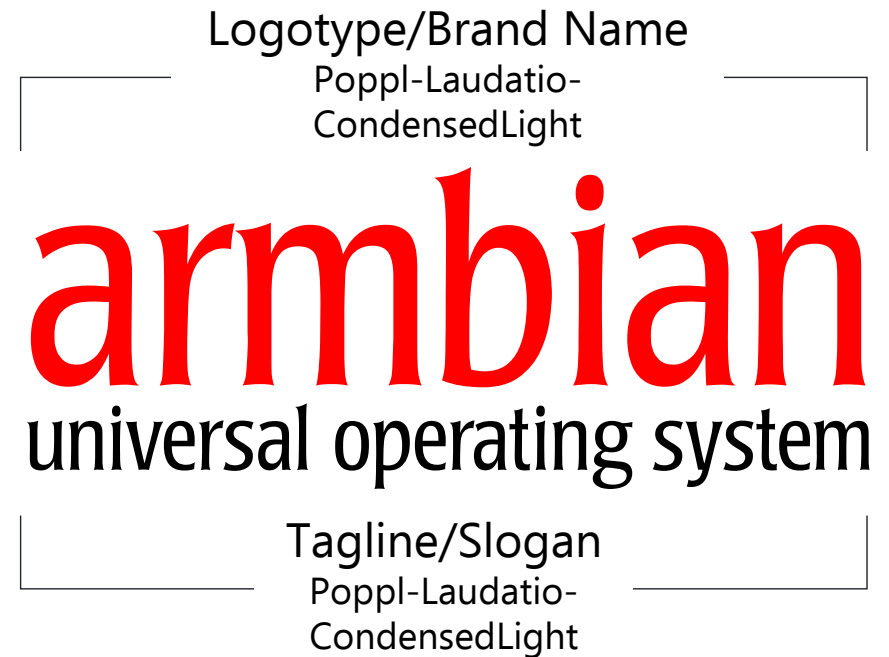
Current Logo

armbian

Logo

armbian

- Logotype/Brandname
 - “armbian”
 - Poppl-Laudatio-CondensedLight font
- Tagline/Slogan
 - “universal operating system”
 - Poppl-Laudatio-CondensedLight font



Logo Color Variations

armbian

- Clear Space
 - 50% of x-height
- White Background
- Dark Gray Background
- Medium Gray Background



Typography

Current Typography

armbian

Typography

armbian

- Logo & Tagline
 - Poppl-laudatio-condensedlight
- Presentation Master
 - LaudatioC (Template Titles)
 - Open Sans (template body text)

Imagegry

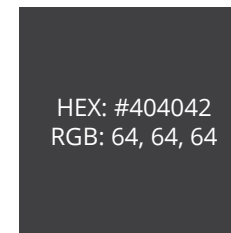
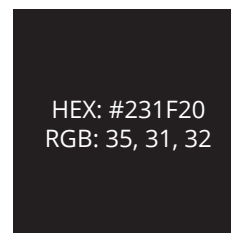
Current & Proposals

armbian

Imagery: Low Poly Penguin

armbian

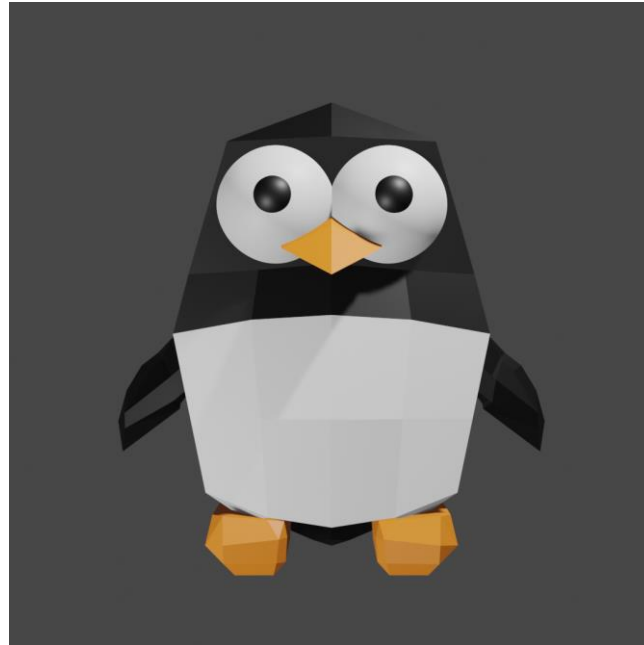
- Low Poly Penguin 01 (front view) - NicoD
- White background
- Medium Gray background
- Penguin Colors
 - Dark Gray 02
 - Medium Gray 02
 - Orange 01
 - Red 02



Inspiration: member artwork

armbian

- NicoD Low Poly Penguin 02
 - 3D Model
 - blender file
 - Converted to svg
- Miike Low Poly Penguin 01
 - .svg graphic
 - Inkscape file



Branded Collateral

Current

armbian

Branded Collateral

armbian

- Images taken from <https://armbian.myspreadshop.net>
- Categories for Collateral
 - Stuffed animals & Pillows
 - Backpacks & bags
 - Clothing
 - Cups, mugs & coasters
 - Computer (e.g., mousepad)

