AsciiDoc

Brand Guidelines

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Primary Logo

The logo is used both in horizontal and vertical lockups depending on the available space. In order to preserve accessibility, the color version must be used in white backgrounds and the opposite. The logo is available with and without the Trademark (R) symbol.

Logo

Logo icon

Logo vertical

Safe Space

The "double i" refers to the safe area around the logo, which must never be encroached upon by other visual elements or text. It also ensures that the logo is never placed too close to the edge of a document.

x/1.2

X

x * 1.6
Safe area

x * 1.6
Safe area

Minimum width: 150 px

Working Group Logo

A Working Group variation of the AsciiDoc is also available. The Working Group usage is limited to the horizontal logo lockups. Similarly to the Primary AsciiDoc logo, the Working Group logo is available with and without the Trademark (R) symbol.

Working Group Logo

File Type Icon

The file type icon can be used in sizes as small as 16×16px. Its usage is limited to AsciiDoc file representations and should not replace the primary AsciiDoc logo.
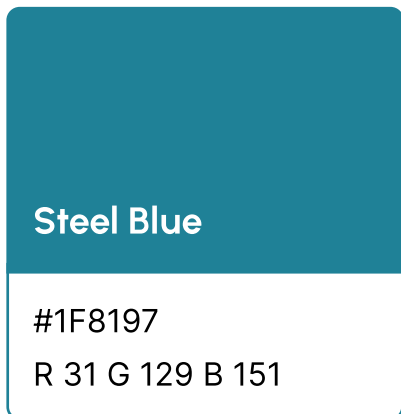
File Type icon.
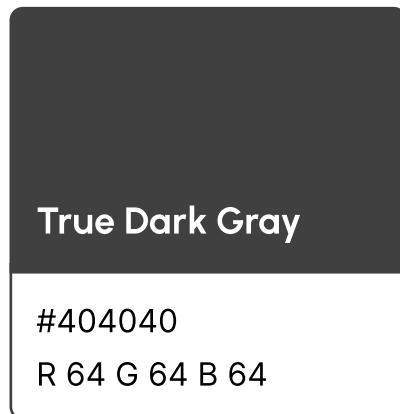
Brand & UI Colors

These are the colors that will mostly be used to represent AsciiDoc brand identity. However, for accessibility and readability reasons, there's the extended Color Palette of 10 different shades. When colors are used in text, according to Web Content Accessibility Guidelines (WCAG) 2, Level AA requires the contrast ratio to be at least 4.5:1. Any color of the palette can be used if this requirement is met.

UI Colors

Steel Blue 50	HEX #F1FCFE RGB 241 252 254
Steel Blue 100	HEX #D2F4FD RGB 210 244 253
Steel Blue 200	HEX #ABEBFC RGB 171 235 252
Steel Blue 300	HEX #7AD7EC RGB 122 215 236
Steel Blue 400	HEX #55BCD4 RGB 85 188 212
Steel Blue 500	HEX #379FB6 RGB 55 159 182
Steel Blue 600	HEX #1F8197 RGB 31 129 151
Steel Blue 700	HEX #196D80 RGB 25 109 128
Steel Blue 800	HEX #195866 RGB 25 88 102
Steel Blue 900	HEX #194954 RGB 25 73 84

Brand Colors

Steel Blue

#1F8197

R 31 G 129 B 151

True Dark Gray

#404040

R 64 G 64 B 64

Typography

Primary

Urbanist

Urbanist is used as primary font of the visual identity. It can be used in lower and upper cases. It comes with a family of styles. This font is used in texts such as titles and headers.

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

Typography

Secondary
Inter

Inter is used as secondary font of the visual identity. It can be used in lower and upper cases. It comes with a family of styles. This font is used in texts such as body texts.

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

AsciiDoc

For questions related to these brand guidelines please reach out to the **AsciiDoc Working Group** or **Ura Design** <hello@ura.design>