



# Yeh hai Hamara

— a guide for using the brand

An empowering open source operating system

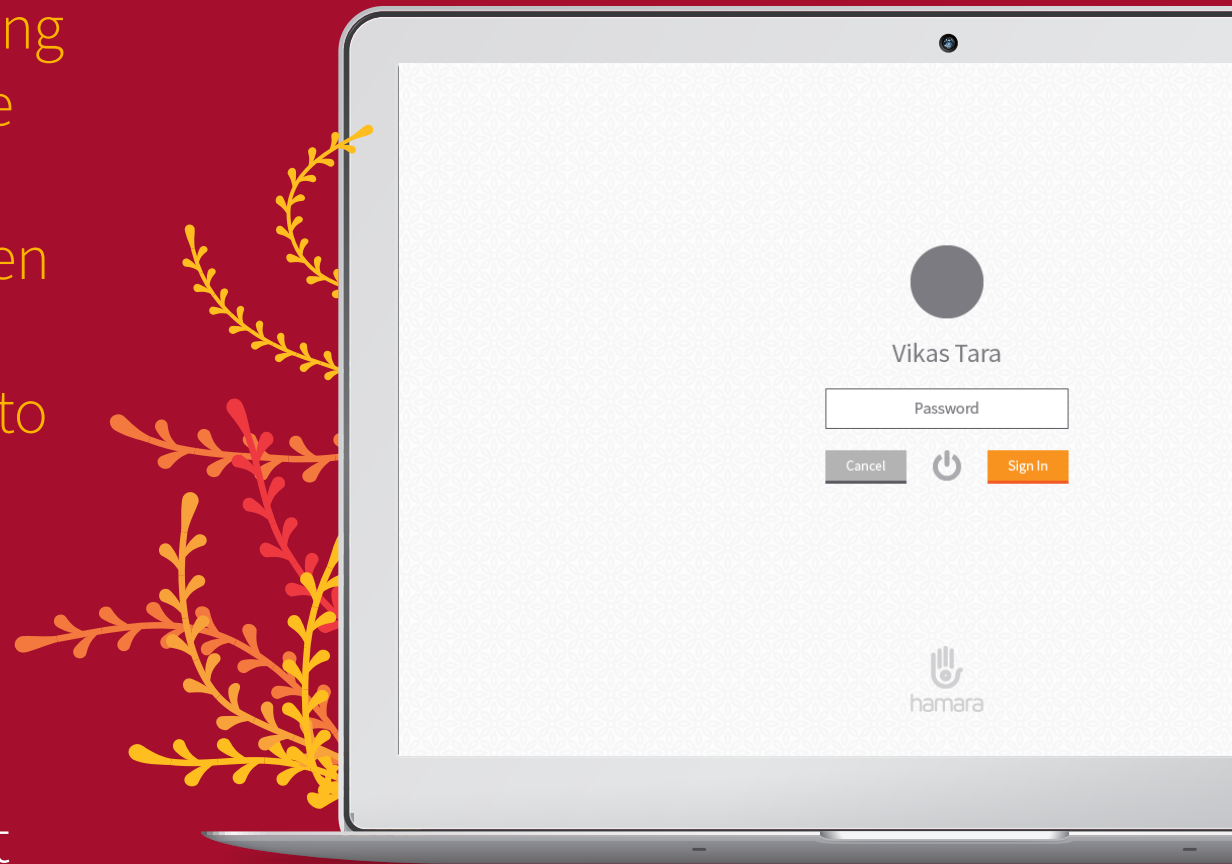
v2.0. JUNE 2017

## 2 INTRODUCTION

Hamara has a vision for empowering communities through open source technology and platforms.

By its very nature, Hamara has been created to open doors and break boundaries, and as such we want to allow the brand assets to be used freely and grow organically.

But every organism has a fundamental structure with which it needs to grow, so this document sets out the basic principles.



### 3 LOGO

We have two main logos.  
One in English and one in Hindi.  
The English version should be  
used where possible, but we  
trust you to use your judgement.

Each of these has a linear and stacked  
version. The text and icon can also  
be split where necessary in a creative  
environment, but should maintain a  
strong relationship in context.

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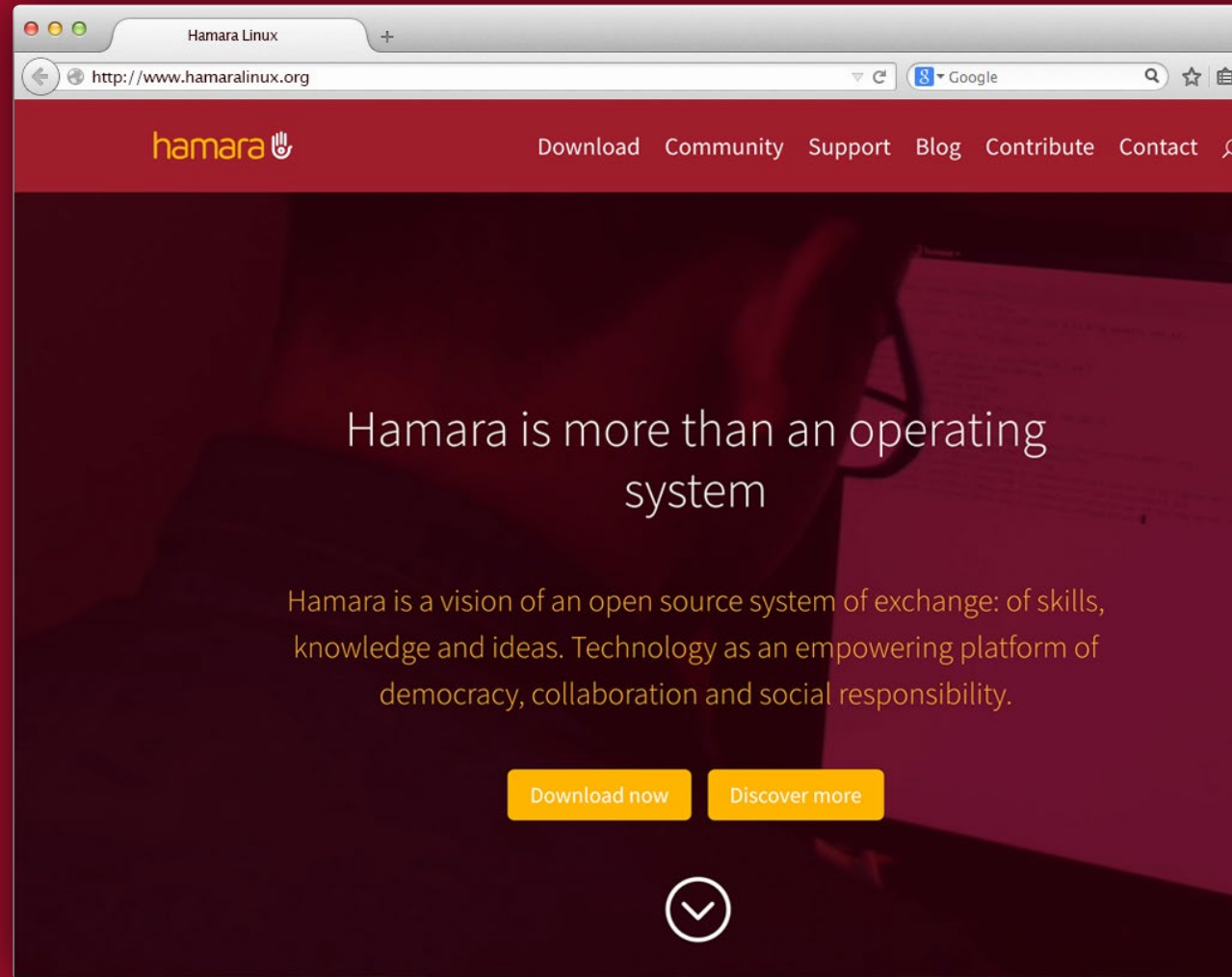
हमारा 

  
hamara

  
हमारा

## 4 LOGO

Here are some examples of the logo in a creative environment.



## 5 LOGO

It's pretty obvious, but please don't change the colours, try to redraw the logo or change the typeface. Or add effects such as drop shadows and bevels. We've come a long way since 1993

And it looks awful.



## 6 LOGO

The logo should be used on a red, dark red or black background wherever possible. We do have a version for light background and also mono versions, but only use these when absolutely necessary.

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## 7 TYPEFACE

Our brand typeface is  
Source Sans Pro.  
We've picked this because:

**We're open source - it's an open  
source freely available font, so  
please download and install it.**

**It looks smart, it's easy to  
read, and we're pro's too.**

**It has lots of weights, so it  
can be used to create  
typographical hierarchy.**

We prefer to use the Light  
version in most instances.

# Source Sans Pro

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890-=!@£\$%^&\*()\_+

**Source Sans Black**

**Source Sans Bold**

**Source Sans Semibold**

Source Sans Regular

Source Sans Light

Source Sans ExtraLight

***Source Sans Black Italic***

***Source Sans Bold Italic***

***Source Sans Semibold Italic***

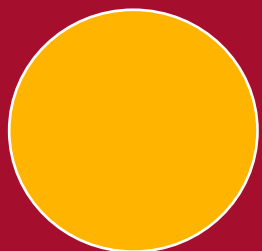
*Source Sans Italic*

*Source Sans Light Italic*

*Source Sans ExtraLight Italic*

## 8 COLOURS

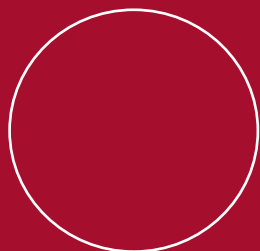
We have a simple, bold colour palette that works online and offline. Colour swatches are available as well as assets RGB and CMYK assets in various colours. You can add to them, but please be complementary, not contradictory.



Pantone 130

|   |     |   |     |
|---|-----|---|-----|
| C | 0   | R | 255 |
| M | 35  | G | 181 |
| Y | 100 | B | 0   |
| K | 0   |   |     |

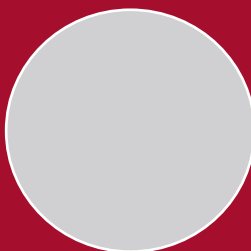
#ffb500



Pantone 200

|   |     |   |     |
|---|-----|---|-----|
| C | 7   | R | 159 |
| M | 100 | G | 30  |
| Y | 68  | B | 45  |
| K | 32  |   |     |

#9f1e2d



Pantone 0

|   |    |   |     |
|---|----|---|-----|
| C | 17 | R | 208 |
| M | 13 | G | 208 |
| Y | 13 | B | 210 |
| K | 0  |   |     |

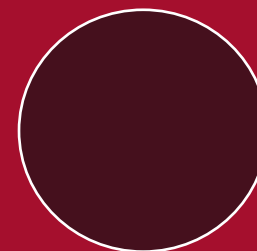
#D0D0D2



Pantone 0

|   |   |   |     |
|---|---|---|-----|
| C | 0 | R | 255 |
| M | 0 | G | 255 |
| Y | 0 | B | 255 |
| K | 0 |   |     |

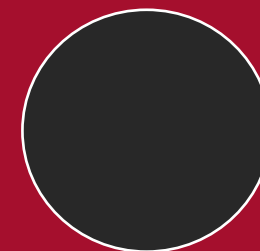
#FFFFFF



Pantone 490

|   |    |   |    |
|---|----|---|----|
| C | 48 | R | 68 |
| M | 97 | G | 0  |
| Y | 60 | B | 17 |
| K | 70 |   |    |

#440011



Pantone 130

|   |    |   |    |
|---|----|---|----|
| C | 10 | R | 40 |
| M | 15 | G | 40 |
| Y | 15 | B | 40 |
| K | 90 |   |    |

#282828

## 9 RESOURCES

You can download all our assets from the links below. All we ask is that you:

**Don't alter our logo as demonstrated in these guidelines**

**Don't associate our logo with anything without our permission.**

Contact us for more information and guidance:

[info@hamaralinux.org](mailto:info@hamaralinux.org)  
[www.hamaralinux.org](http://www.hamaralinux.org)

Download CMYK Assets

Download RGB Assets