



Linux
Professional
Institute

Linux Professional Institute Brand Book

Forward

20 years after its founding, the Linux Professional Institute (LPI) is going through a new and exciting phase of its development, both internally and externally. This year, we will complete our transition to a full member-based organization, broaden our partnership programs and strive to turn even those that view us as competition into friends and partners. Provided that we share a common ground and agreement on our core mission:

Promote the use of open source by elevating the people who work with it.

These changes, implemented by both board and staff members, come at a time when Linux and open source certifications and education programs are being offered as part of a mature and increasingly competitive market. The Linux Professional Institute will raise its profile as a neutral organization, both vendor-neutral and apolitical, non-discriminatory towards minorities and supportive others offering high quality and fair certifications that are of value to our community.

In order to reach our audiences best, we have made a strong commitment to focusing on content-driven marketing while continuing to evolve our certifications, services, and organization as a whole. An evolved brand identity visually reinforces this commitment.

The logo and identity system with its gold colour is unique and stands out in a field of blues and reds that are dominant in our business. It's bright and vibrant and conveys a sense of life and optimism.

I trust this brand identity guide will help you maintain global consistency and present our unified brand to the world.

Sincerely,



G. Matthew Rice
Executive Director
Linux Professional Institute

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The Linux Professional Institute Brand

The successful management of our brand will be a key indicator of business leadership and success. A review of stocks in the S&P index shows that businesses that own stronger brands perform significantly better than businesses that own weaker brands.

According to Millward Brown Optimor's analysis, in 1980 virtually the entire value of an average S&P 500 company was comprised of tangible assets (chairs, factories, inventory, etc). In 2010, tangible assets accounted for only 30 to 40 percent of a company's value. The rest is intangible value, and about half of that intangible portion, close to 30 percent of total business value, is attributed to brands.

A brand is created over time. It is the culmination of experiences and impressions perceived by all audiences. It exists within the hearts and minds of each customer, member, internal audience, in fact, everybody exposed to it. The logo is not the brand. It is a visual trigger and container for everything the brand stands for and means. In short, its purpose.



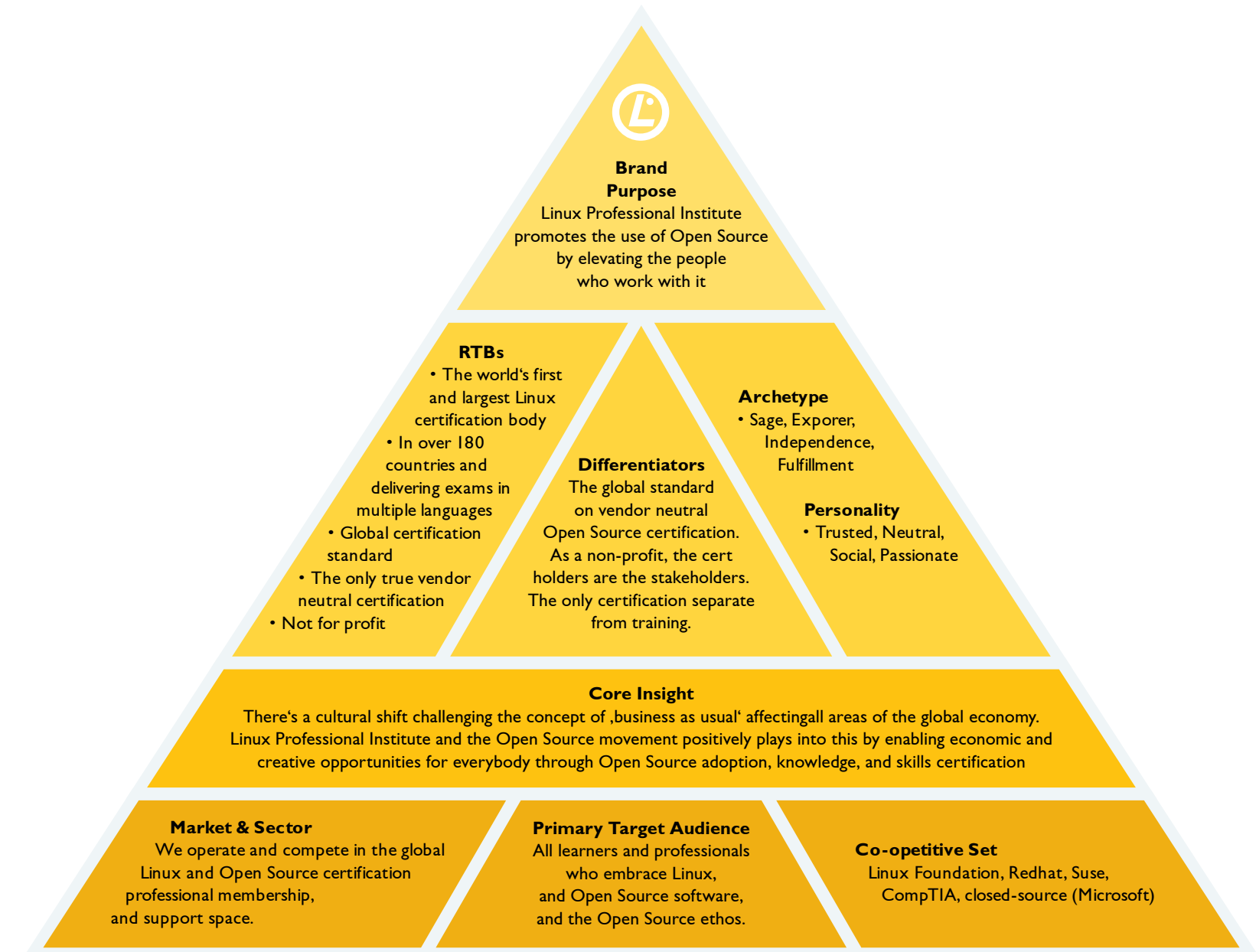
The purpose of this document is to provide guidelines and usage specifications for the Linux Professional Institute brand.

Branding is achieved through a combination of factors. This includes the name, logo, use of color, design, typography, photography, tone and attitude, and most important, the customer experience itself.

Linux Professional Institute promotes the use of open source by elevating the people who work with it.

Your future is open!

Linux Professional Institute Brand Pyramid





The visual identity system for the Linux Professional Institute brand consists of elements including the logo, logotype, typography, color palette, and photographic style.

Logo

The logo is an evolution of the former logo, not a revolution. The gold color is unique and stands out in the field of reds and blues that are dominant in our competitive set. It's bright and vibrant, giving a sense of life and optimism. As well as the change in colour, the logo now has balanced weight and measures which improves visual appeal and scalability. And as such, it's a better visual representation of our brand as we plot our path and move forward.

The logo consists of two parts, the mark and the logotype. The logotype uses the Gill Sans font as shown.

For the majority of communications, the logo should be produced using LPI yellow, with black type on a white background, as seen below. When this is not possible, the logo may be presented in black (a), white on black (b), or a white logo mark with black type on LPI yellow (c). Logos may also be placed on images, provided the image is not too busy (d). When placing the logo on a photographic background, strive to meet the accessibility contrast requirements ratio of 4:5:1.



a.



b.



c.

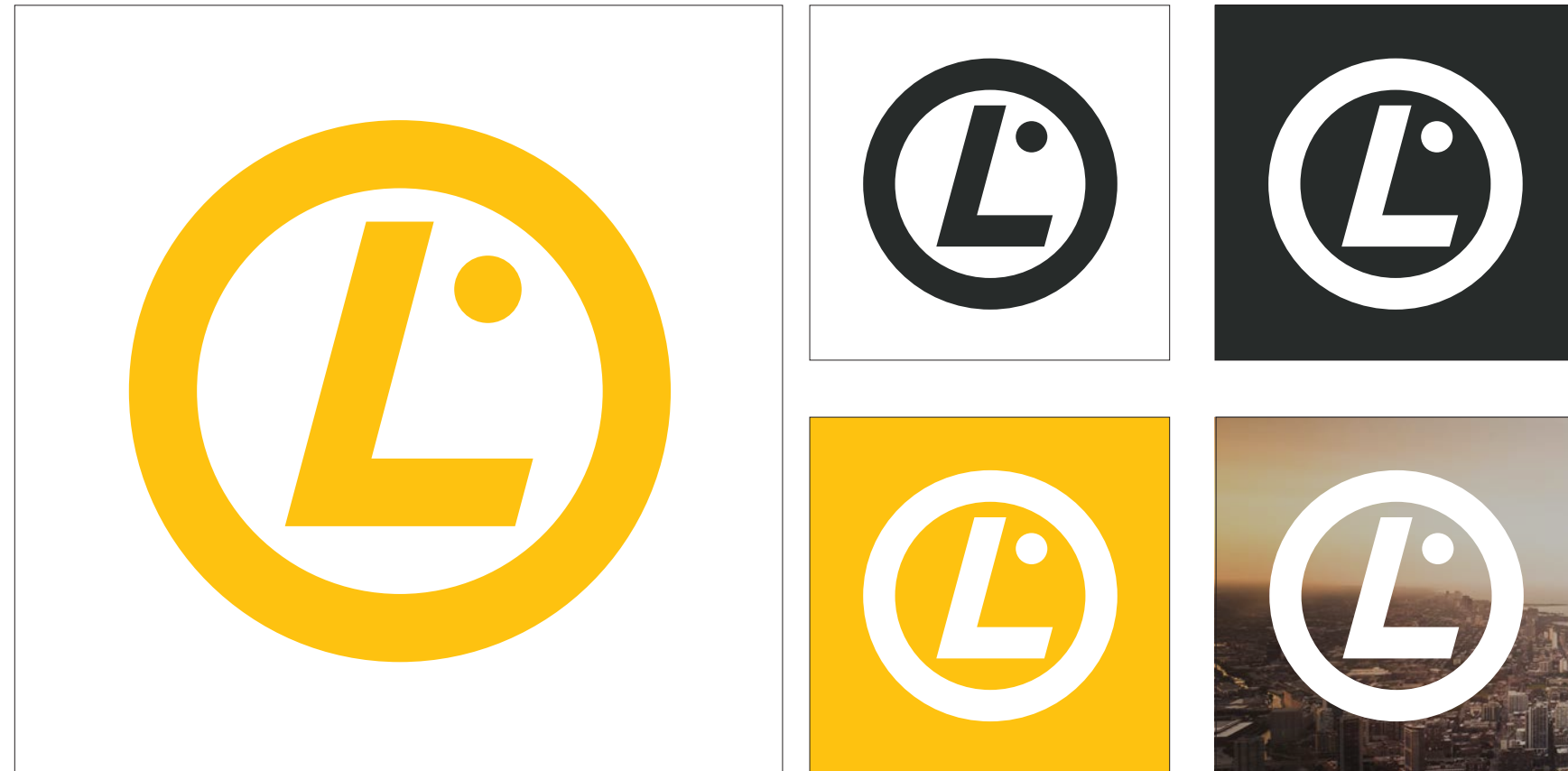


d.



Logo Mark

The logo mark can be used in place of the full logo when the full logo becomes illegible, or to simplify the design.



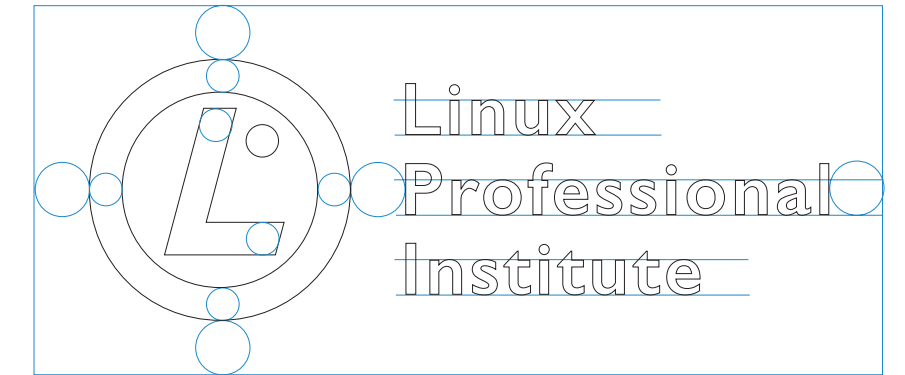
Logo Measurements

Safe Zone

Beyond the large blue outer box is the safe zone. Other graphic and visual elements can be safely positioned outside the blue line.

Inside the blue outline indicates Clear Space. The area inside the blue line must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement equal to the height of the uppercase letters LPI.



Minimum Logo Size

In print, the logo should never appear smaller than 1.25" (31.75mm), On-screen, it must appear at least 90 pixels wide. Should the logo need to be smaller than 90 pixels, just the logomark may be used.



Favicon

The LPI favicon (favourite icon) graphic is the 16x16 pixel icon that is associated with the LPI web page. It's primary use is as a smaller visual representation of the brand for the browser address window.



Recommended Regional Use of Logo

In order to create brand consistency across regions, it's recommended that when the region is combined with the Linux Professional Institute logo and logotype it is based on the examples shown below. A vertical rule separates the affiliate's region from the logo and logotype. The first

word is on the same baseline as the word 'Linux' and the other words are stacked below when the description is longer. When there is a single word, such as 'France,' it is centred and on the same baseline as 'Professional.'



Linux Professional Institute Partner Use of Logo

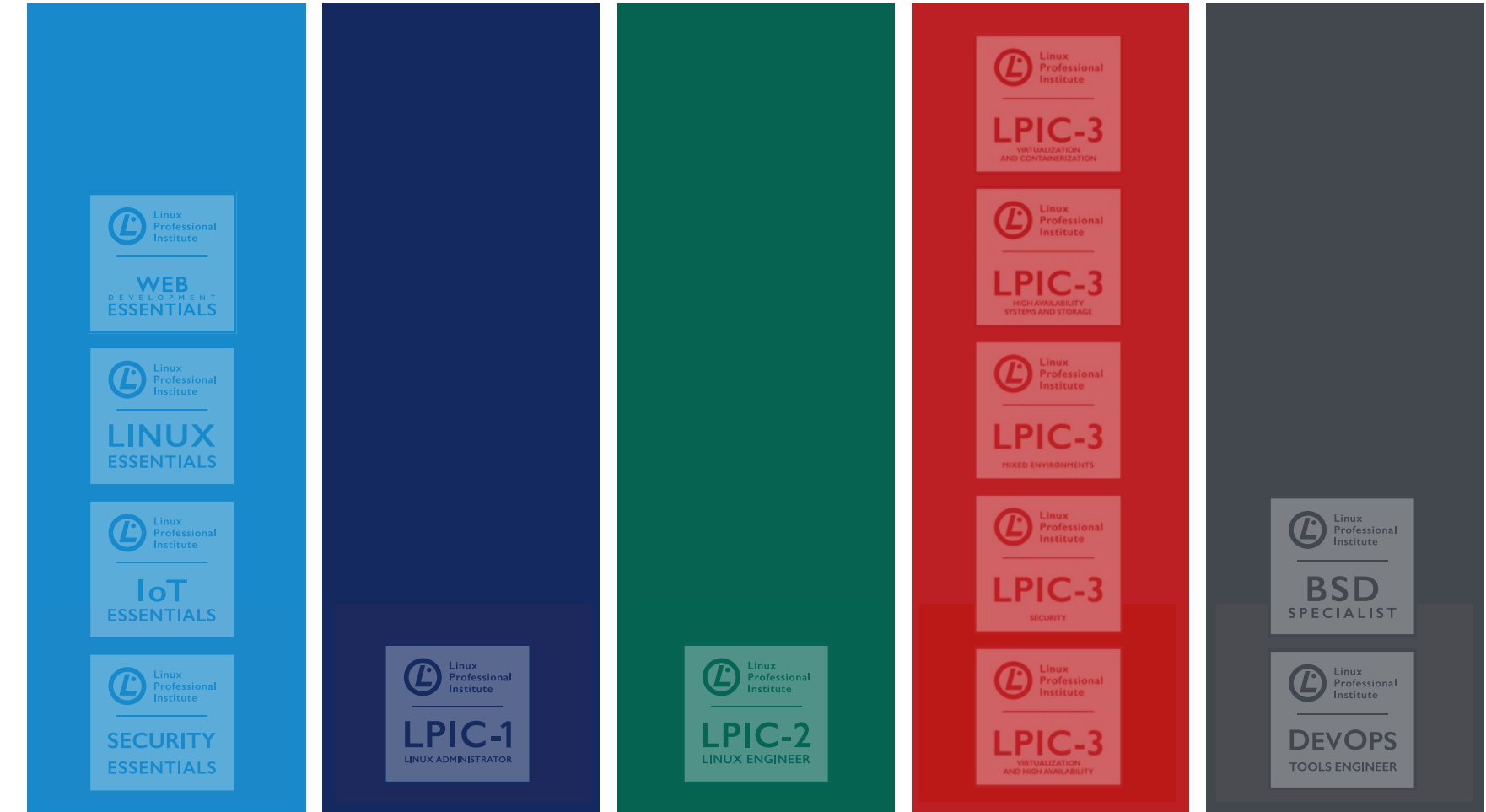


Certification Marks

Linux Professional Institute certs are colour coded with each cert having its own colour. The cert graphics and typography is simple, modern, and scalable while accommodating the various descriptions.

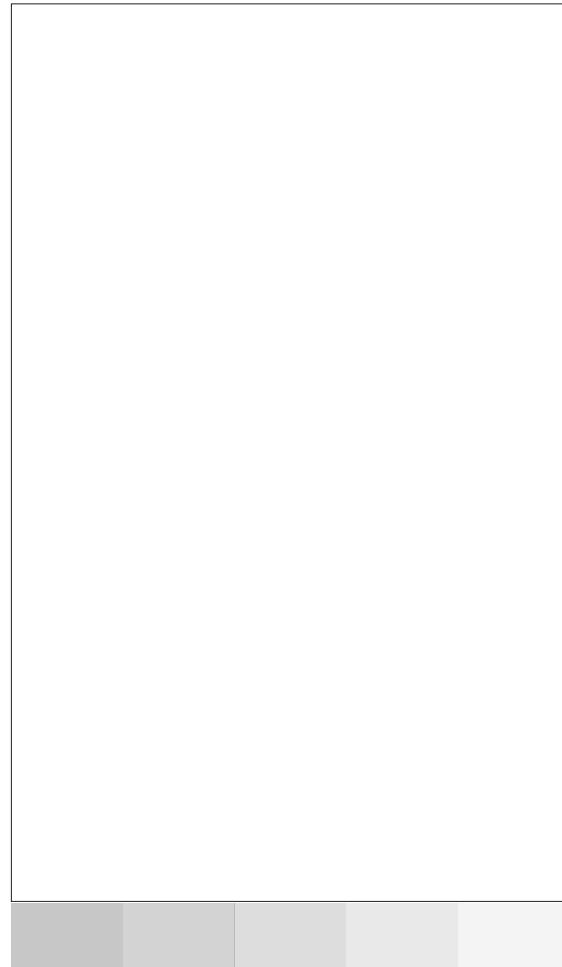


Certification Colours



<p>RGB: 0, 138, 206 CMYK: 81, 35, 0, 0 HEX#: 008ACE Pantone: 2995 U</p>	<p>RGB: 21,42,96 CMYK: 100, 88, 19, 36 HEX#: 14295F Pantone: 288 U</p>	<p>RGB: 0, 100, 83 CMYK: 86, 22, 63, 41 HEX#: 006352 Pantone: 3298 U</p>	<p>RGB: 188, 17, 26 CMYK: 18, 100, 100, 9 HEX#: BC111A Pantone: 200 U</p>	<p>RGB: 69, 73, 80 CMYK: 71, 61, 52, 37 HEX#: 454950 Pantone: 431 U</p>
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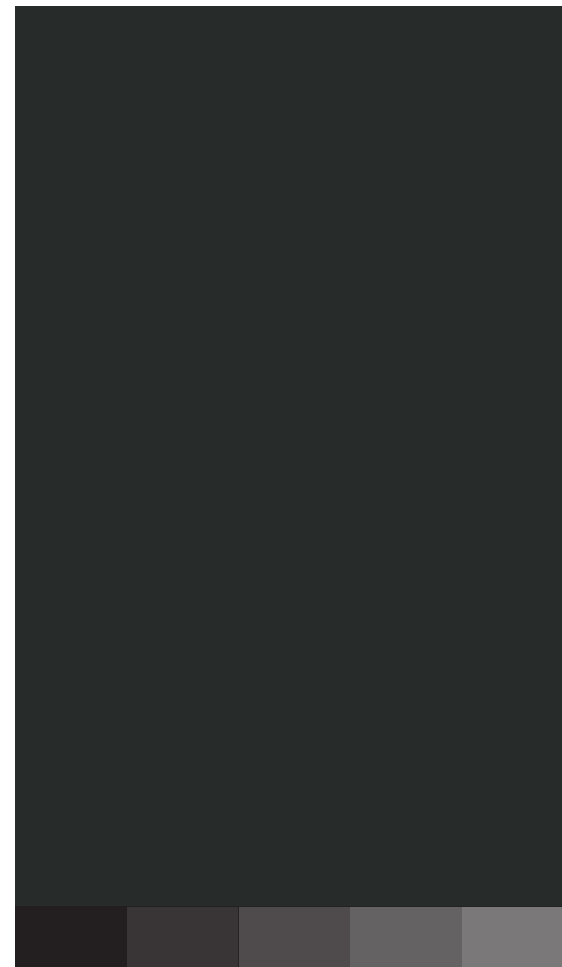
Primary Colors



RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX#: FFFFFFFF



RGB: 251, 192, 0
CMYK: 0, 25, 100, 0
HEX#: FBC000
Pantone: 109U



RGB: 41, 44, 43
CMYK: 72, 63, 64, 65
HEX#: 222422
Pantone: Black 6 U

Secondary Colors



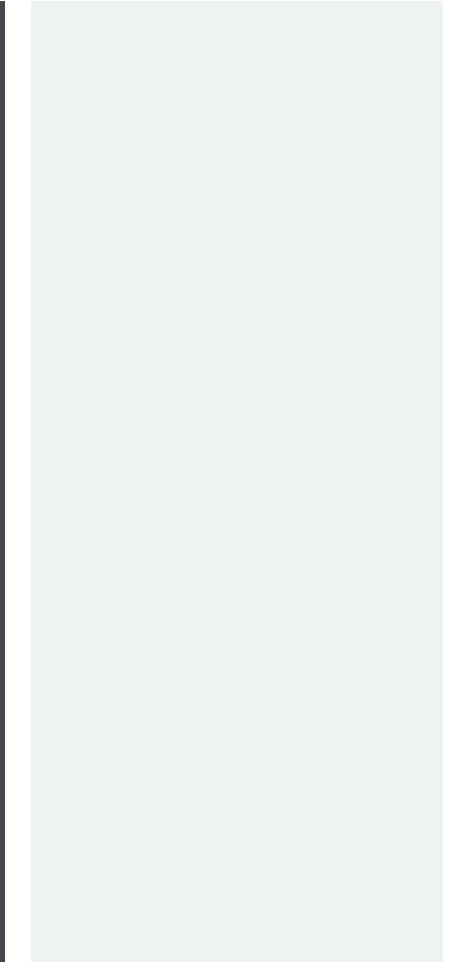
RGB: 0, 138, 206
CMYK: 81, 35, 0, 0
HEX#: 008ACE
Pantone: 2995 U



RGB: 188, 17, 26
CMYK: 18, 100, 100, 9
HEX#: BC111A
Pantone: 200 U



RGB: 69, 73, 80
CMYK: 71, 61, 52, 37
HEX#: 454950
Pantone: 431 U



RGB: 238, 241, 242
CMYK: 5, 2, 2, 0 V
HEX#: EEF1F2
Pantone: Cool Grey 1 U

Fonts

Primary Font

Eric Gill (1882-1940) was a versatile talent, active in many disciplines from wood-engraving to sculpture and calligraphy. In the 1920s his creative abilities turned to type design and in 1928 Gill Sans was born.

The successful Gill Sans was issued by Monotype in 1928 to 1930. The roots of Gill Sans can be traced to the typeface that Gill's teacher, Edward Johnston, designed for the signage of the London Underground Railway in 1918. Gill's alphabet is more classical in

proportion and contains what have become known as his signature flared capital R and eyeglass lowercase g. Gill Sans is a humanist sans serif with some geometric touches in its structures. It also has a distinctly British feel. Legible and modern though sometimes cheerfully idiosyncratic, the lighter weights work for text, and the bolder weights make for compelling display typography.

If LPIC-1 is written in Gill Sans, graphic designers have to take care that the 1 doesn't look like an l. In this case we recommend to use Open Sans light for the 1 or for the whole text.

Gill Sans

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^ & * >

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^ & * >

Gill Sans Light and Regular should be used for body copy.

Gill Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^ & * >

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^ & * >

Gill sans semibold is used for the Linux Professional Institute Logotype. Both Gill Sans Semibold and Bold should be used for headlines.

Secondary Font

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Open Sans

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^ & * >

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^ & * >

Open Sans Light and Regular should be used for body copy.

Using Linux Professional Institute and LPI in text

Use of 'Linux Professional Institute' in text must always have uppercase on the first letter of each word. The acronym LPI in official text can be used after using the full name and explanation of what LPI stands for: Linux Professional Institute (LPI). Although both can be used interchangeably, the full name is preferred.

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^ & * >

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^ & * >

Gill Sans Semibold and Bold should be used for headlines.

Social Media

Events, News & Evergreens

With the purpose to strengthen the brand and to lead new traffic to lpi.org and regional partner websites, Linux Professional Institute's social media activities are part of the content marketing strategy.

The main social media channels of the Linux Professional Institute use English, regional social media sites should use the language of their region.

Content for social media postings can include event announcements or reports, news and evergreens such as job facts & figures.

Contributions in the name of the Linux Professional Institute must be neutral and apolitical.

Official Social Media Preences:

- Twitter: <https://twitter.com/LPICConnect>
- Facebook: <https://www.facebook.com/LPICConnect/>
- LinkedIn: <https://www.linkedin.com/company/linux-professional-institute>
- Instagram: https://www.instagram.com/lpi_org/

Tag Linux Professional Institute in postings

If Linux Professional Institute related content is posted with personal profiles or on regional social media pages, LPI appreciates to be tagged:

- Twitter: @LPICConnect
- Facebook: @LPICConnect - Linux Professional Institute (LPI)
- LinkedIn: Linux Professional Institute
- Instagram: @lpi_org

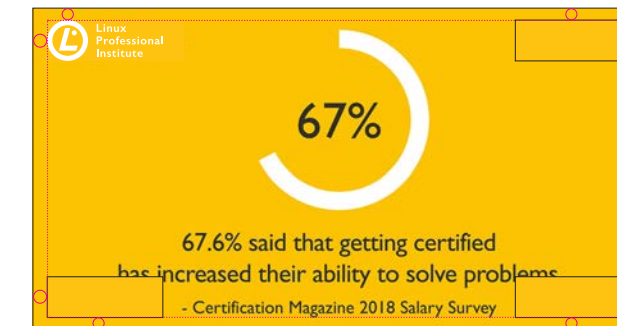
Social Media Image Formats



Facebook

Image size: 1200 x 800 px

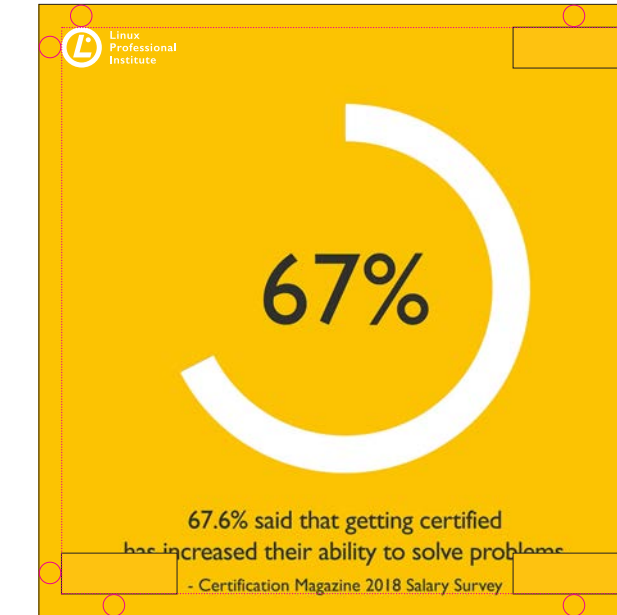
Logo distance to edge: right 41 px, bottom 35 px



LinkedIn

Image size: 1200 x 630 px

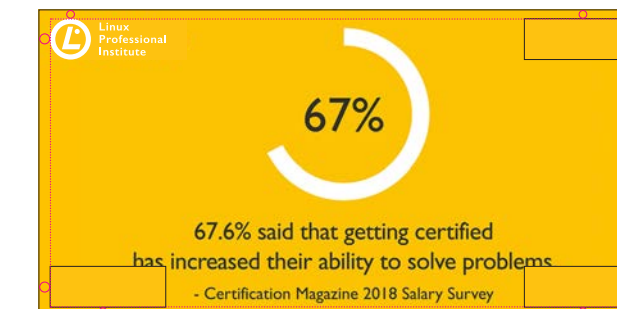
Logo distance to edge:
top/bottom 26 px, right/left 28 px



Instagram

Image size: 1200 x 1200 px

Logo distance to edge: top/bottom 72 px, right/left 51 px



We use different image sizes on Facebook, Twitter, LinkedIn and Instagram.

While the logo position is fixed on Facebook images, it can vary on Twitter, LinkedIn and Instagram. The possible logo positions are marked with squares in the examples on the left.

Depending on the brightness of the image, the logo can be white or black. The yellow-black logo may only be used on Facebook.

Logo size on Twitter, LinkedIn and Instagram: 212 x 75 px

Logo size on Facebook: 333 x 118 px

Twitter

Image size: 1200 x 600 px

Logo distance to edge:
top/bottom 15 px,
right/left 19 px

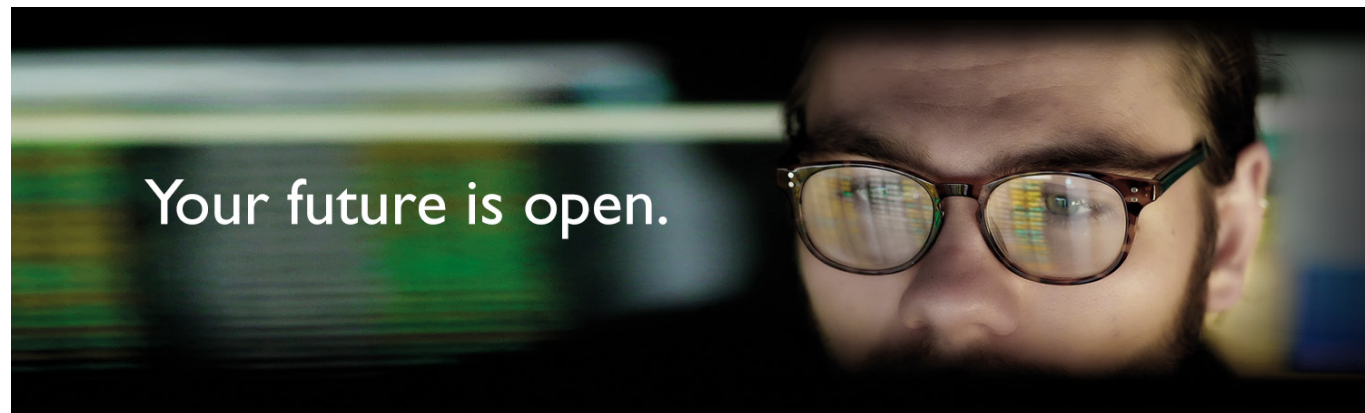
Social Media Headers and Profile Image

Header images and profile icons on social media are strong representers of a brand. This is why you really need to use the right images to represent the Linux Professional Institute.*



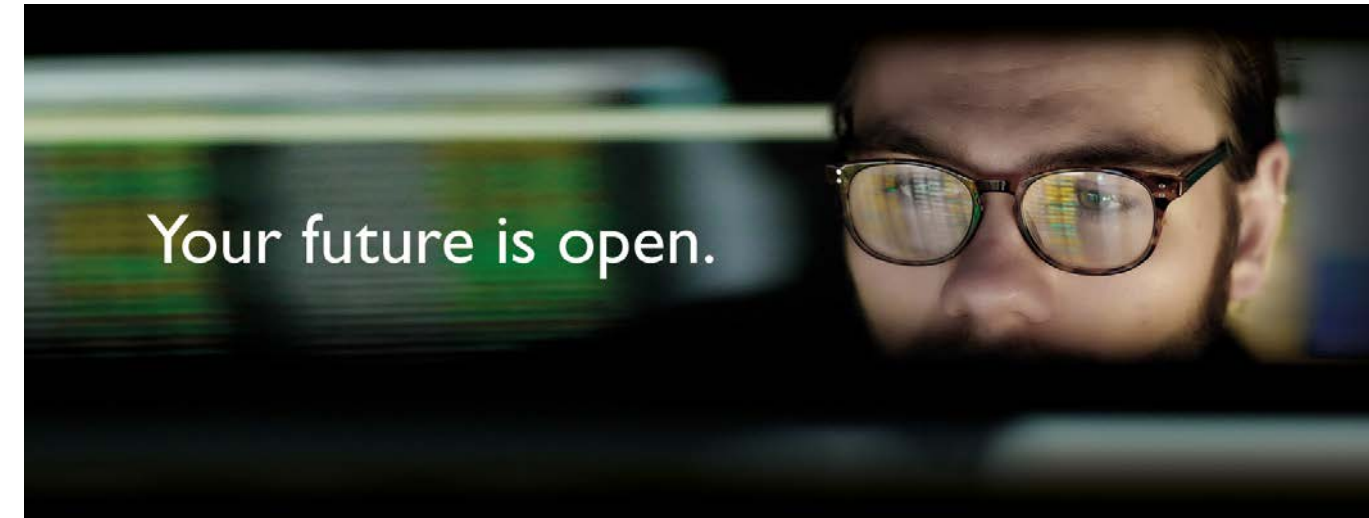
Profile image

For Facebook, Twitter,
and LinkedIn: 325 x 325 px
For Instagram: 150 x 150 px



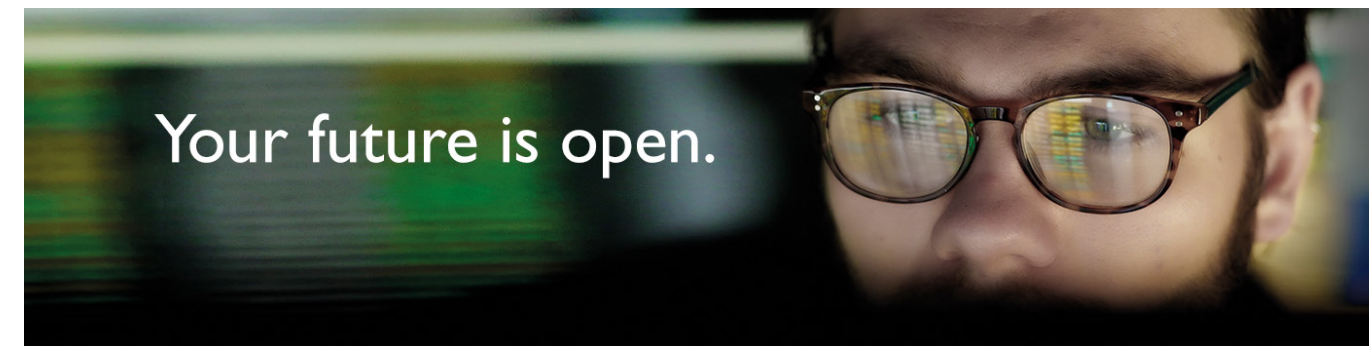
Twitter

Header image size: 1500 x 500 px



Facebook

Header image size: 1600 x 900 px, auto scaled by Facebook



LinkedIn

Header image size: 1400 x 700 px, auto scaled by LinkedIn

Imagery

Real People, Places & Technology

We are in a visual era where photographs and illustrations do much of the talking. Linux Professional Institute uses photos of people, places and technology.

Whenever it is possible we use photos showing real people from LPI and its community. We do not use clichéd shots in obvious set up stock photography scenarios, because it's cheesy and not realistic.

Places and technology photography is simple with interesting lighting, showing real life situations or technology that runs on Linux.





For more information please contact marketing@lpi.org