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

Brand Purpose
Linux Professional Institute promotes the use of Open Source by elevating the people who work with it

RTBs
• The world's first and largest Linux certification body
• In over 180 countries and delivering exams in multiple languages
• Global certification standard
• The only true vendor neutral certification
• Not for profit

Differentiators
The global standard on vendor neutral Open Source certification. As a non-profit, the cert holders are the stakeholders. The only certification separate from training.

Archetype
• Sage, Exporer, Independence, Fulfillment

Personality
• Trusted, Neutral, Social, Passionate

Core Insight
There's a cultural shift challenging the concept of ‚business as usual' affectingall areas of the global economy. Linux Professional Institute and the Open Source movement positively plays into this by enabling economic and creative opportunities for everybody through Open Source adoption, knowledge, and skills certification

Market & Sector
We operate and compete in the global Linux and Open Source certification professional membership, and support space.

Primary Target Audience
All learners and professionals who embrace Linux, and Open Source software, and the Open Source ethos.

Co-opetitive Set
Linux Foundation, Redhat, Suse, CompTIA, closed-source (Microsoft)

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.
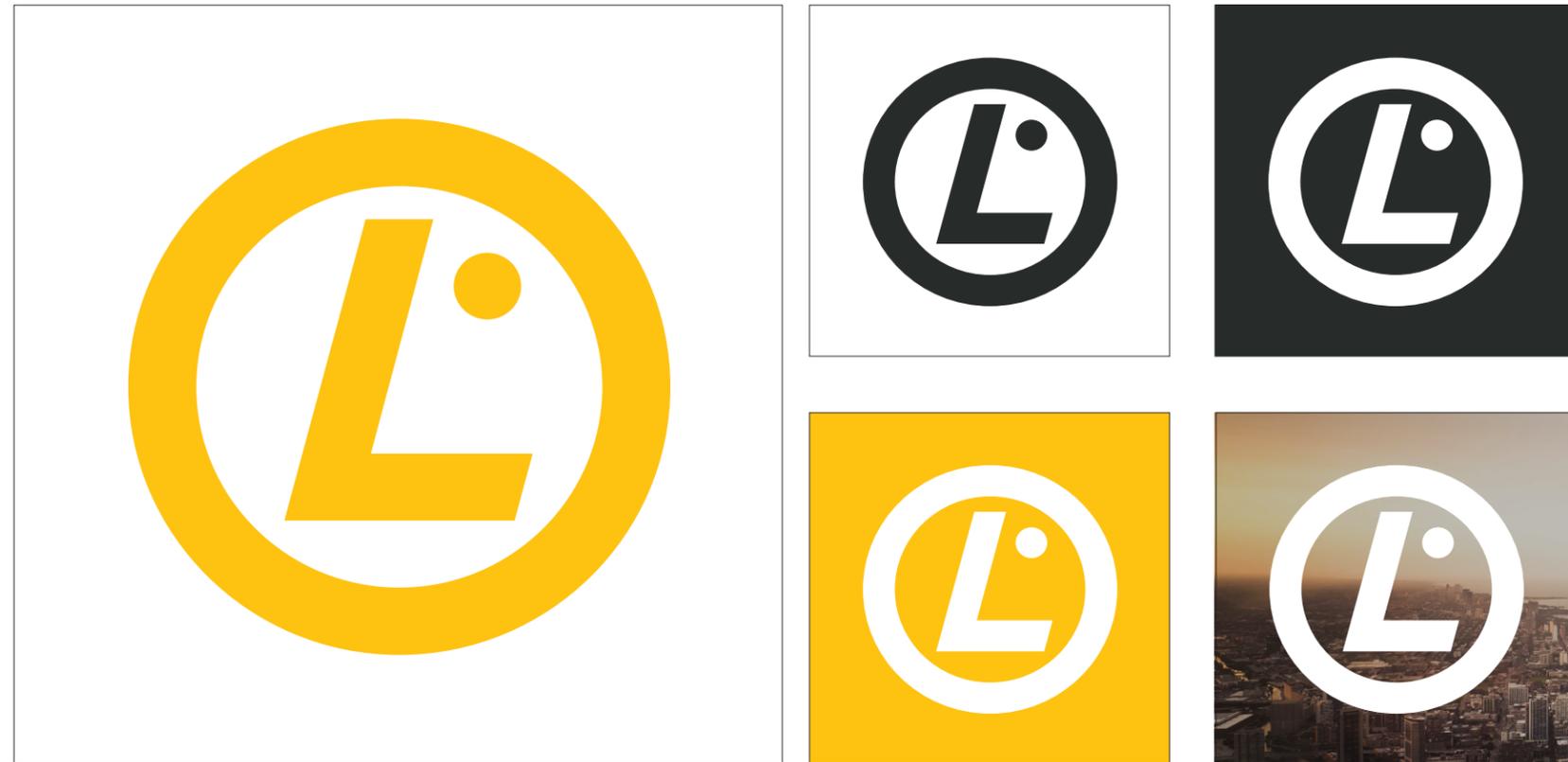
Logo Measurements

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 SpaCace. 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.
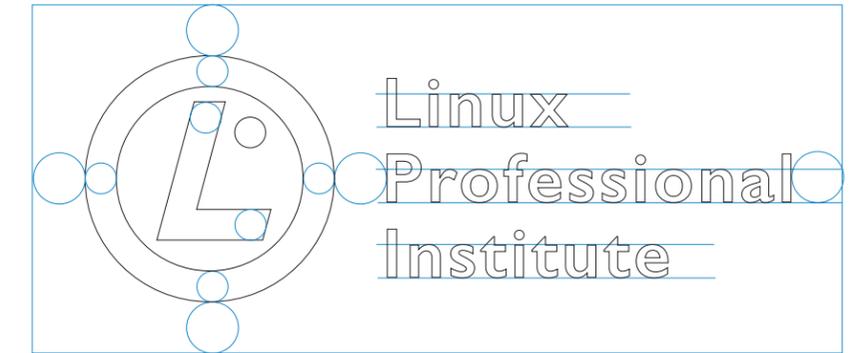
Minimum Logo Size

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 Professioneal 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 Colors

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

RGB: 21,42,96
CMYK: 100, 88, 19, 36
HEX#: 14295F
Pantone: 288 U

RGB: 0, 100, 83
CMYK: 86, 22, 63, 41
HEX#: 006352
Pantone: 3298 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

Primary Colors
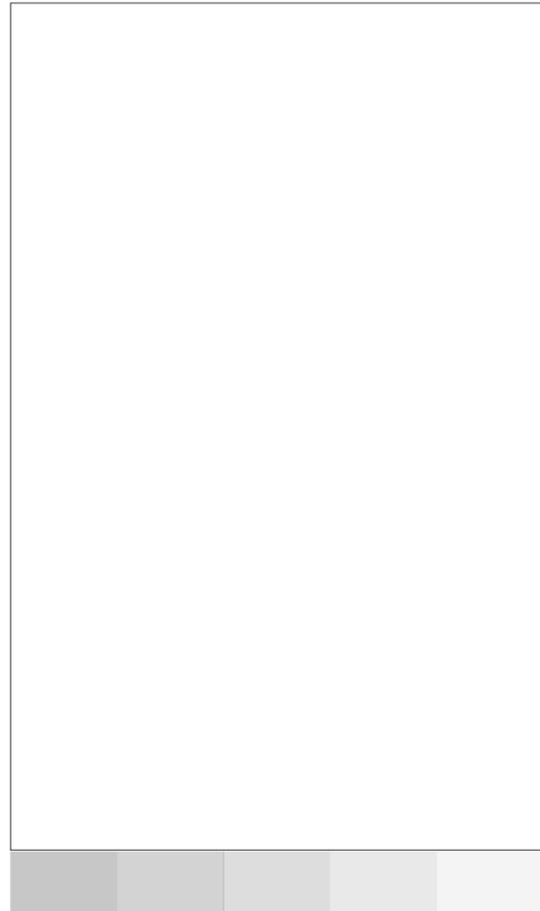
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX#: FFFFFF

RGB: 251, 192, 0
CMYK: 0, 25, 100, 0
HEX#: FBC000
Pantone: 109U
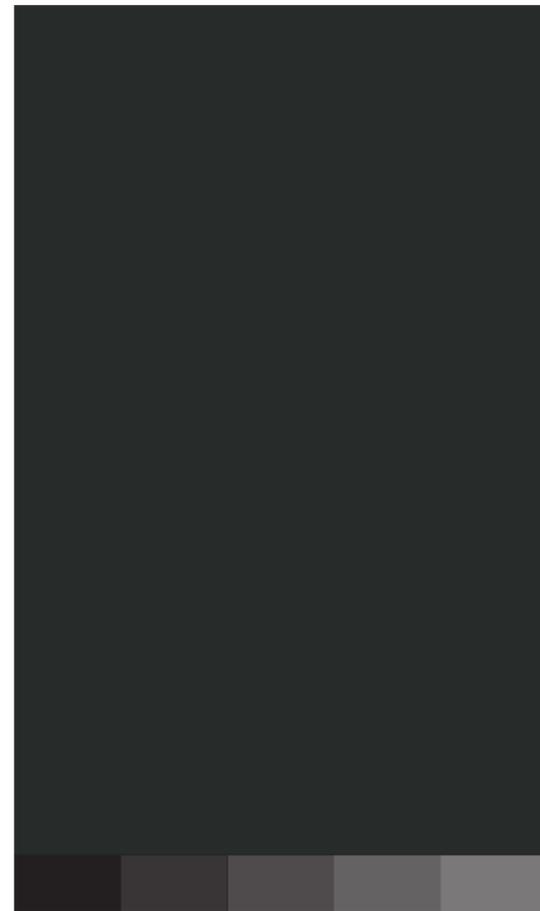
RGB: 41, 44, 43
CMYK: 72, 63, 64, 65
HEX#: 222422
Pantone: Black 6 U

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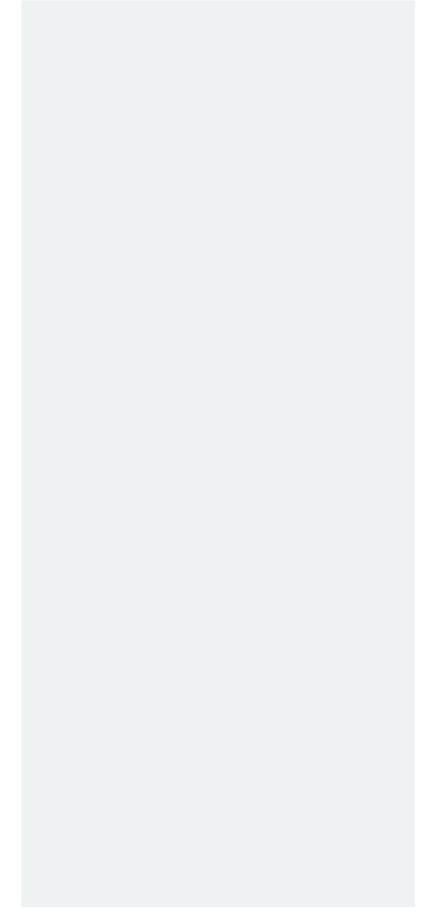
RGB: 238, 241, 242
CMYK: 5, 2, 2, 0 V
HEX#: EEF1F2
Pantone: Cool Grey 1 U

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 I. In this case we recommend to use Open Sans light for the 1 or for the whole text.

Gill Sans

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*>

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*>

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

Gill Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*>

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVQXYZ
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.

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 abbreviation LPI in text can be used after the full name Linux Professional Institute has been used. Although both can be used interchangeably, the full name is preferred.

Open Sans

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*>

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*>

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

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*>

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*>

Gill Sans Semibold and Bold should be used for headlines.

Type in Use

Advertisement 1

5.0

LPIC-1 and Linux Essentials were updated.

Technology evolves. So does your job. To stay current, LPI updates its certification exams every three years. In October 2018, LPIC-1 was updated to version 5.0 and Linux Essentials to version 1.6. Visit www.lpi.org/lpic-1 and www.lpi.org/linux-essentials to learn more about the changes and getting certified in the transition period.

Save 15% on LPIC-1
Offer valid from March 15 to October 30, 2019
Enter Coupon Code LinuxMag19LPIC1 at www.lpi.org/lpic-1

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Advertisement 2

■ Countries with LPI certification holders

Use your skills. Worldwide.

LPI is the global certification standard and career support organization for open source professionals. With certified professionals in over 180 countries, it's the world's first and largest vendor-neutral Linux and open source certification body. LPI certification doesn't just claim you have the skills, it proves it. Around the world.

Learn more about the vaule of certification.
Find out what exam level will fit to your skills.
Visit lpi.org or email us to info@lpi.org

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Professional
Institute

Advertisement 3
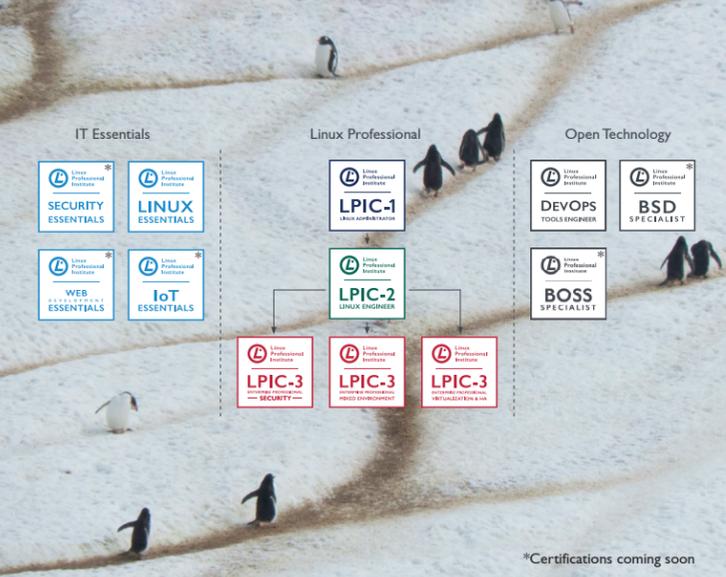
IT Essentials   Linux Professional   Open Technology

SECURITY ESSENTIALS   LINUX ESSENTIALS   LPIC-1   DEVOPS TOOLS ENGINEER   BSD SPECIALIST

WEB DEVELOPMENT ESSENTIALS   IoT ESSENTIALS   LPIC-2 LINUX ENGINEER   BOSS SPECIALIST

LPIC-3   LPIC-3   LPIC-3

*Certifications coming soon

Help along your career path.

LPI is the global certification standard and career support organization for open source professionals. With certified professionals in over 180 countries, it's the world's first and largest vendor-neutral Linux and open source certification body. LPI certification proves your skills and helps you advance your open source career.

Save 10% on all current LPI certifications.
Offer valid from April 15 to October 30, 2019
Enter Coupon Code LinuxMag19 at www.lpi.org

20 Linux
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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 Precences:

• Twitter: https://twitter.com/LPIConnect
• Facebook: https://www.facebook.com/LPIConnect/
• 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: @LPIConnect
• Facebook: @LPIConnect - Linux Professional Institute (LPI)
• LinkedIn: Linux Professional Institute
• Instagram: @lpi_org

Social Media Image Formats


Facebook
Image size: 1200 × 800 px
Logo distance to edge: right 41 px, bottom 35 px

LinkedIn
Image size: 1200 × 630 px
Logo distance to edge:
top/bottom 26 px, right/left 28 px
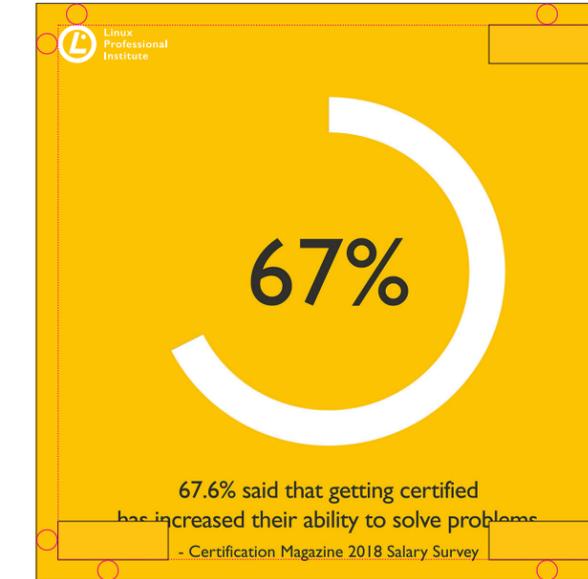
Instagram
Image size: 1200 × 1200 px
Logo distance to edge: top/bottom 72 px, right/left 51 px

Twitter
Image size: 1200 × 600 px
Logo distance to edge:
top/bottom 15 px,
right/left 19 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 × 75 px

Logo size on Facebook:
333 × 118 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
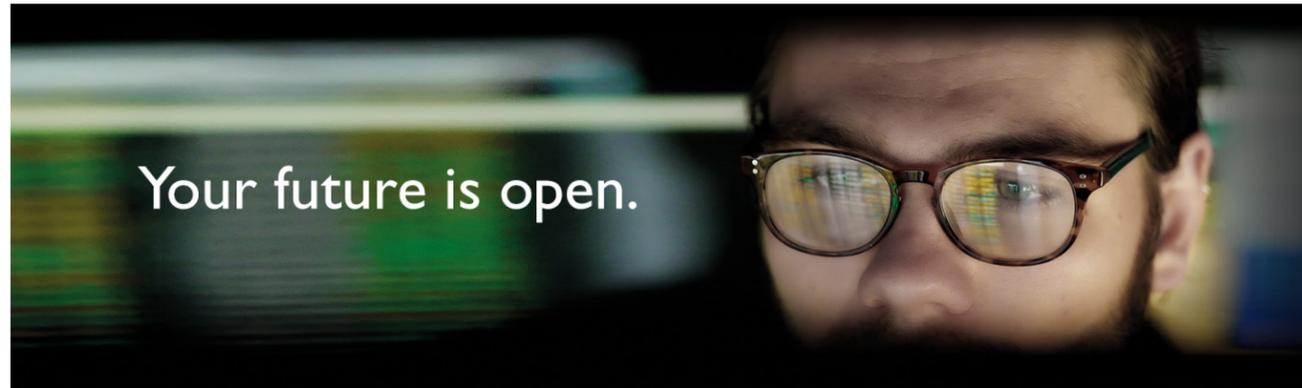
Twitter

Header image size: 1500 x 500 px
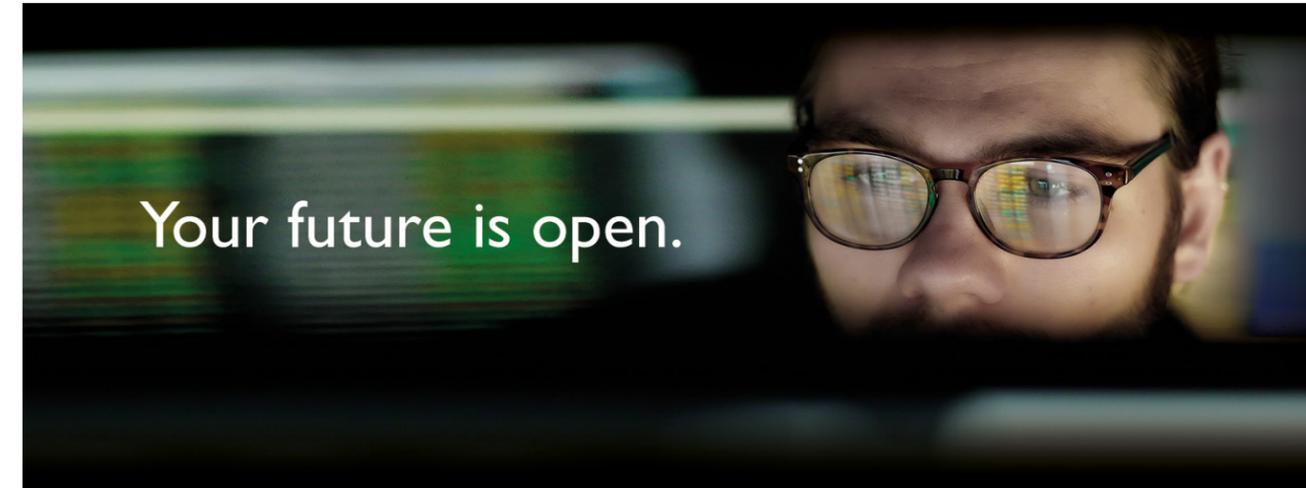
Facebook

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 lightning, showing real life situations or technology that runs on Linux.

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For more information please contact marketing@lpi.org