



artix

brand book

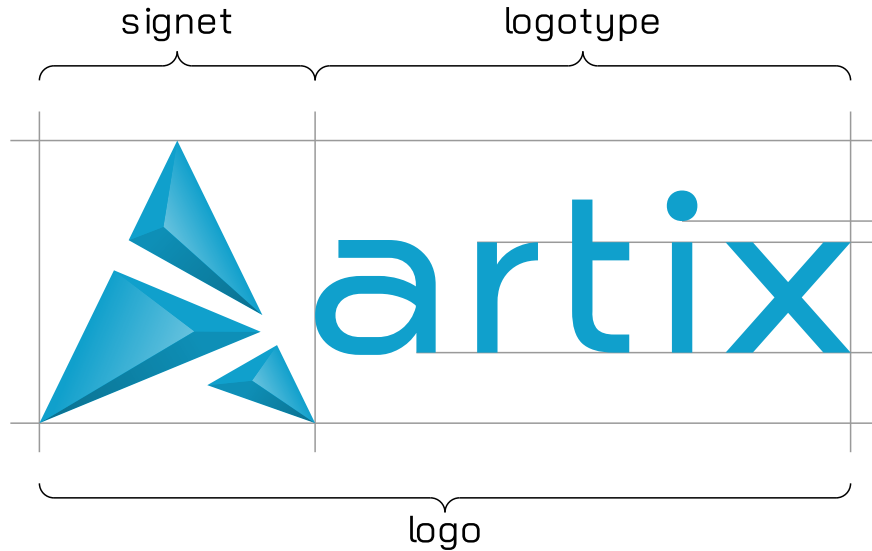
2019

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# Components and Structure

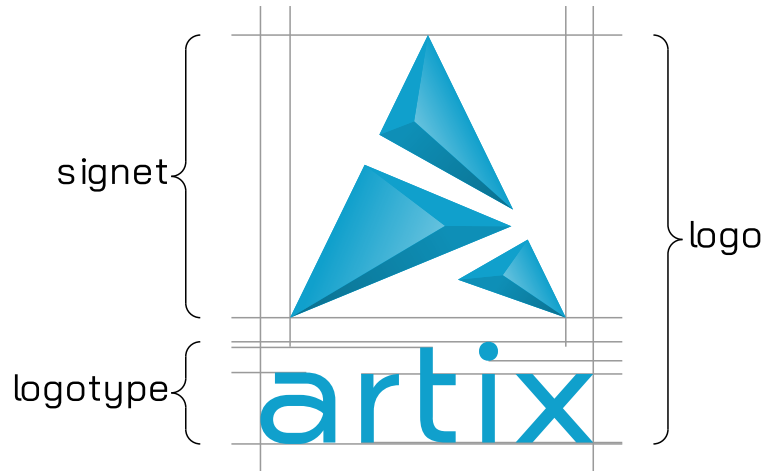
## Primary Form



Artix logo has a defined structure, that is not to be altered or subject to any kind of transformations. The primary, horizontal form is the default form, that represents the Artix Linux distribution.

# Components and Structure

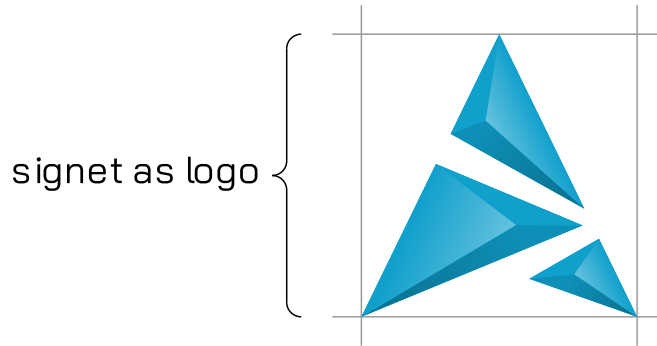
## Secondary Form



Artix logo has a defined structure, that is not to be altered or subject to any kind of transformations. The alternative, vertical form of the logo is allowed to be used in situations where the primary form is not suitable to use, or the graphical project requires a vertical setting.

# Components and Structure

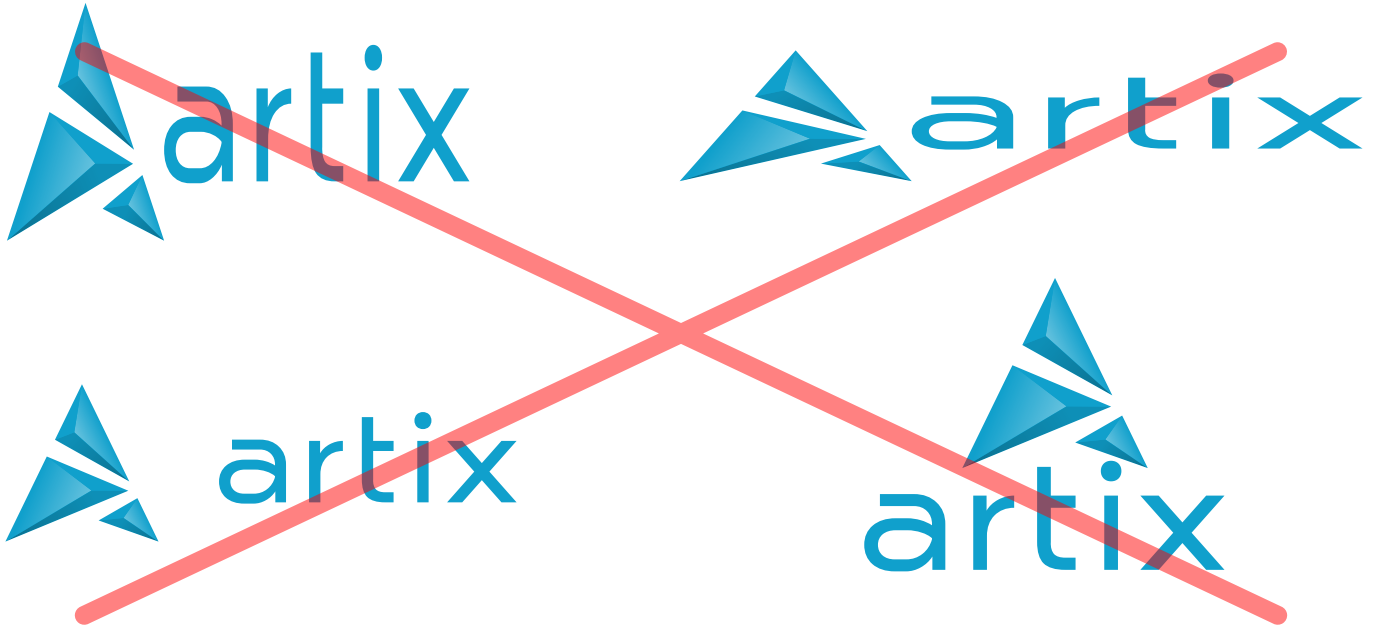
## Signet Form



Artix logo has a defined structure, that is not to be altered or subject to any kind of transformations. The signet alone without the logotype part is allowed to be used in elements of applied art like user interfaces, icons, etc.

## Components and Structure

### Improper Usage



Artix logo has a defined structure, that is not to be altered or subject to any kind of transformations.  
Improper use examples.

# Protective Zone

## Area and Rules

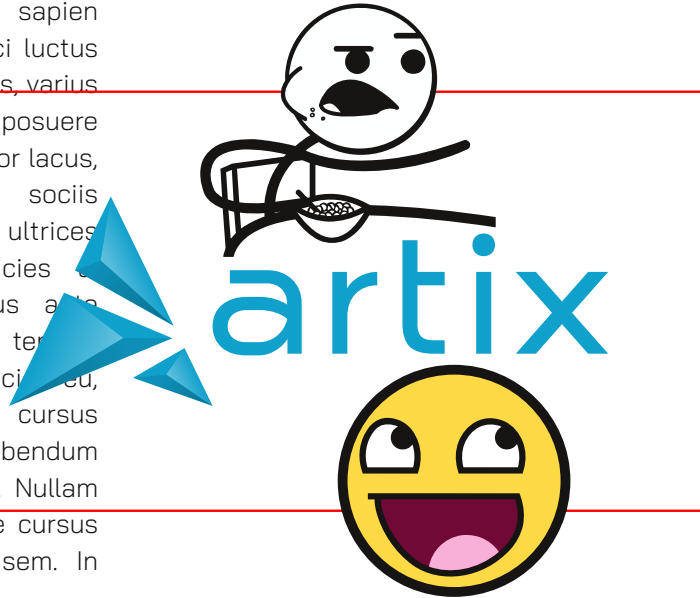


The logo's protective zone is the minimum space within which no graphic elements are to exist. The protective zone of the logo in each of its forms is determined by the height of half the logo's signet.

## Protective Zone

### Improper Usage

eleifend justo vel bibendum sapien  
massa ac turpis faucibus orci luctus  
non, consectetur lobortis quis, varius  
in, purus. Integer ultrices posuere  
cubilia Curae, Nulla ipsum dolor lacus,  
suscipit adipiscing. Cum sociis  
natoque penatibus et ultrices  
volutpat. Nullam wisi ultricies  
gravida vitae, dapibus risus ante  
sodales lectus blandit eu, tenen  
diam pede cursus vitae, ultricies eu,  
faucibus quis, porttitor eros cursus  
lectus, pellentesque eget, bibendum  
a, gravida ullamcorper quam. Nullam  
viverra consectetur. Quisque cursus  
et, porttitor risus. Aliquam sem. In






The logo's protective zone is the minimum space within which no graphic elements are to exist.  
The protective zone of the logo is determined by the height of half the logo's signet.  
Improper use example.



# Palette

## Primary Color Set



Part		Style	RGB Hex	CMYK
base		solid	#10A0CC	C90 M20 Y0 K20
lights		linear gradient	from: #10A0CC to: #67C3DF	from: C90 M20 Y0 K20 to: C55 M15 Y0 K15
shadows		linear gradient	from: #0E90B8 to: #0B6F8E	from: C90 M20 Y0 K30 to: C90 M20 Y0 K45

Artix logo has a defined set of color palettes dedicated for both display and print purposes. Only described color palettes are allowed to be used in the corresponding conditions described. The primary color set for use on any solid color background excluding colors similar to base logo color.

## Palette

### Reduced Color Set




Part		Style	RGB Hex	CMYK
base		solid	#10A0CC	C90 M20 Y0 K20
lights		solid	#44B4D7	C70 M15 Y0 K15
shadows		solid	#0E88AD	C90 M20 Y0 K35

Artix logo has a defined set of color palettes dedicated for both display and print purposes. Only described color palettes are allowed to be used in the corresponding conditions described. Color set for use in situations of device's reduced ability to recreate color gradients.

## Palette

### Single Color




Part		Style	RGB Hex	CMYK
base		solid	#10A0CC	C90 M20 Y0 K20

Artix logo has a defined set of color palettes dedicated for both display and print purposes. Only described color palettes are allowed to be used in the corresponding conditions described. Single color form for use with devices/carriers of limited color capacity.

# Palette

## Grayscale Color Set




Part		Style	RGB Hex	CMYK
base		solid	#6E6E6E	C5 M5 Y5 K60
lights		linear gradient	from: #6E6E6E to: #A3A3A3	from: C5 M5 Y5 K60 to: C5 M5 Y5 K35
shadows		linear gradient	from: #585858 to: #474747	from: C5 M5 Y5 K65 to: C5 M5 Y5 K75

Artix logo has a defined set of color palettes dedicated for both display and print purposes. Only described color palettes are allowed to be used in the corresponding conditions described. Grayscale color form for use with devices/carriers with no color support.

## Palette

### Black-on-White



Part		Style	RGB Hex	CMYK
base		solid	#000000	C0 M0 Y0 K100

Artix logo has a defined set of color palettes dedicated for both display and print purposes. Only described color palettes are allowed to be used in the corresponding conditions described. Black-on-White color form.

## Palette

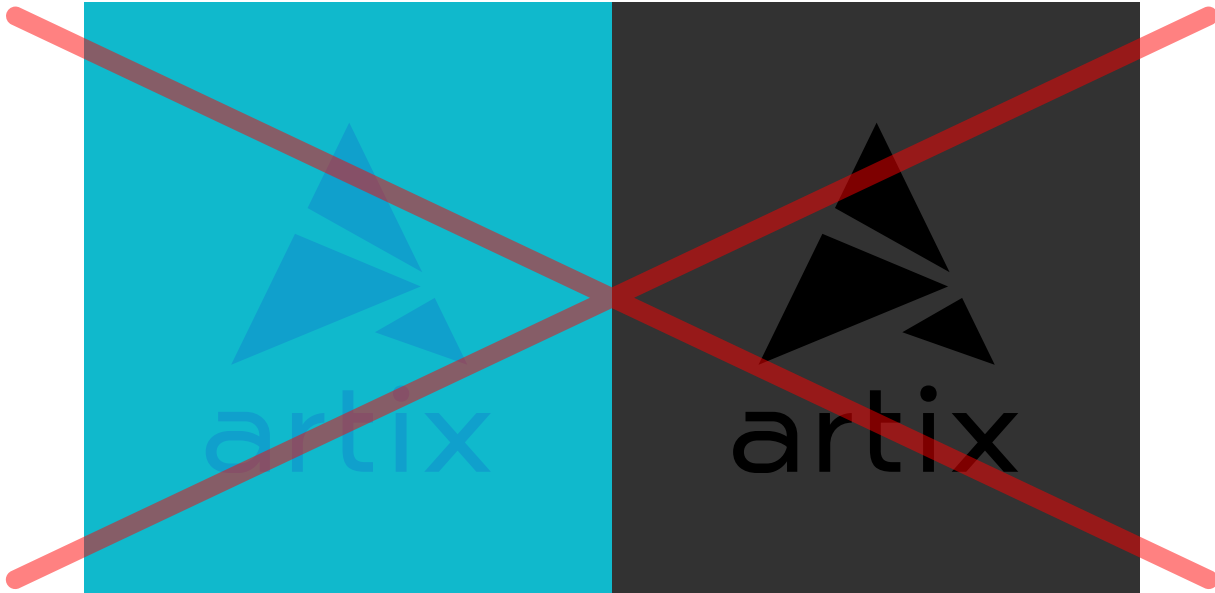
### White-on-Black



Part		Style	RGB Hex	CMYK
base		solid	#FFFFFF	C0 M0 Y0 K0

Artix logo has a defined set of color palettes dedicated for both display and print purposes. Only described color palettes are allowed to be used in the corresponding conditions described. White-on-Black color form.

## Palette Improper Usage



Artix logo has a defined set of color palettes dedicated for both display and print purposes. Only described color palettes are allowed to be used in the corresponding conditions described. Improper use examples.

# Lettering

Bai Jamjuree ExtraLight	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890'?''"!"(%){#}{@}/&<-+÷×=>®©\$€£¥¢;:;,.
Bai Jamjuree ExtraLight Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890'?''"!"(%){#}{@}/&amp;&lt;-+÷×=&gt;®©\$€£¥¢;:;,.</i>
Bai Jamjuree Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890'?''"!"(%){#}{@}/&<-+÷×=>®©\$€£¥¢;:;,.
Bai Jamjuree Light Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890'?''"!"(%){#}{@}/&amp;&lt;-+÷×=&gt;®©\$€£¥¢;:;,.</i>

The logotype part of Artix logo is based on Bai Jamjuree font licenced under the SIL Open Font Licence. The font serves as a visual complement to the Artix brand and is recommended for use in Graphical User Interfaces, headings and other visually important sections of written materials.



# Lettering

Bai Jamjuree      **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " ( % ) { # } / & < - + ÷ × = > ® © \$ € £ ¥ ¢ ; , .**

Bai Jamjuree      *A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
Italic                *a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " ( % ) { # } / & < - + ÷ × = > ® © \$ € £ ¥ ¢ ; , .*

Bai Jamjuree      **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
Medium              **a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " ( % ) { # } / & < - + ÷ × = > ® © \$ € £ ¥ ¢ ; , .**

Bai Jamjuree      **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
Medium              **a b c d e f g h i j k l m n o p q r s t u v w x y z**  
Italic                **1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " ( % ) { # } / & < - + ÷ × = > ® © \$ € £ ¥ ¢ ; , .**

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# Lettering

Bai Jamjuree  
SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " ( % ) [ # ] { @ } / & < - + ÷ × = > ® © \$ € £ ¥ ¢ ; , .

Bai Jamjuree  
SemiBold  
Italic

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " ( % ) [ # ] { @ } / & < - + ÷ × = > ® © \$ € £ ¥ ¢ ; , .*

Bai Jamjuree  
Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " ( % ) [ # ] { @ } / & < - + ÷ × = > ® © \$ € £ ¥ ¢ ; , .**

Bai Jamjuree  
Bold  
Italic

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***  
***a b c d e f g h i j k l m n o p q r s t u v w x y z***  
***1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " ( % ) [ # ] { @ } / & < - + ÷ × = > ® © \$ € £ ¥ ¢ ; , .***

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