



# BRAND GUIDELINES

Rules for the consistent and correct use of the trademark





# BRAND GUIDELINES

OPENAPI.COM

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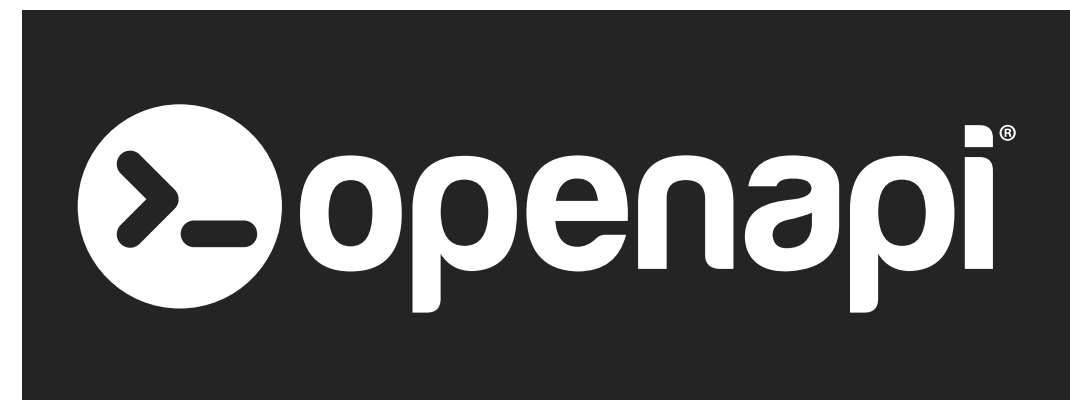
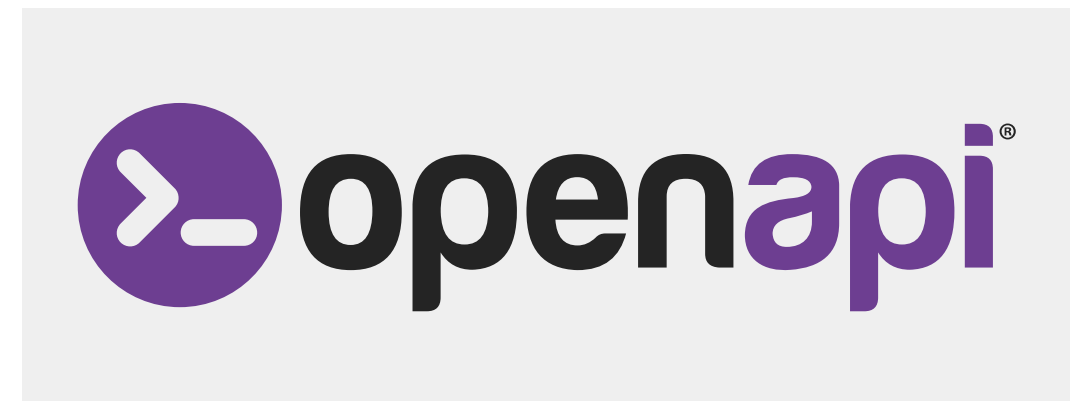
# OUR LOGO

## ABOUT THE OPENAPI TRADEMARK

The OpenAPI logo combines simplicity and modernity, with clear, readable text flanked by a distinctive symbol.

In the original version, the use of the color purple conveys innovation and professionalism, while the clean design reflects the orientation towards efficiency and connection, fundamental values of the API world. This color, often associated with technology and digital transformation, communicates a sense of modernity and dynamism, key values for an organization that operates in the API sector.

The trademark was registered in 2023.



# COLOR PALETTE

## ABOUT THE OPENAPI TRADEMARK

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The OpenAPI trademark uses a specific and defined color palette. The use of colors other than those indicated in this palette is not permitted for the logo.

The logo usage guidelines are designed to ensure consistency and uniformity across every application.

This approach helps strengthen the brand identity, promoting its value and recognition over time.

Available colors:  
RGB 109 62 145  
CMYK 70 85 0 0  
#6D3E91

Available colors:  
RGB 56 52 51  
CMYK 66 60 56 66  
#383433

Available colors:  
RGB 255 255 255  
CMYK 0 0 0 0  
#FFFFFF

USAGE:

CMYK: USE THESE VALUES FOR PRINTING OR AS A REFERENCE FOR YOUR SUPPLIER, TO ENSURE OPTIMAL COLOR RENDERING.

RGB: Use these values for digital content, such as presentations or screen graphics.

HEX: Adopt these values for web applications, ensuring color consistency across online platforms.

# TYPOGRAPHY/VARIATIONS

ABOUT THE OPENAPI TRADEMARK



MAIN FONT:  
Harabara Maid



MAIN FONT:  
Harabara Maid

FONT PAYOFF:  
Ruda



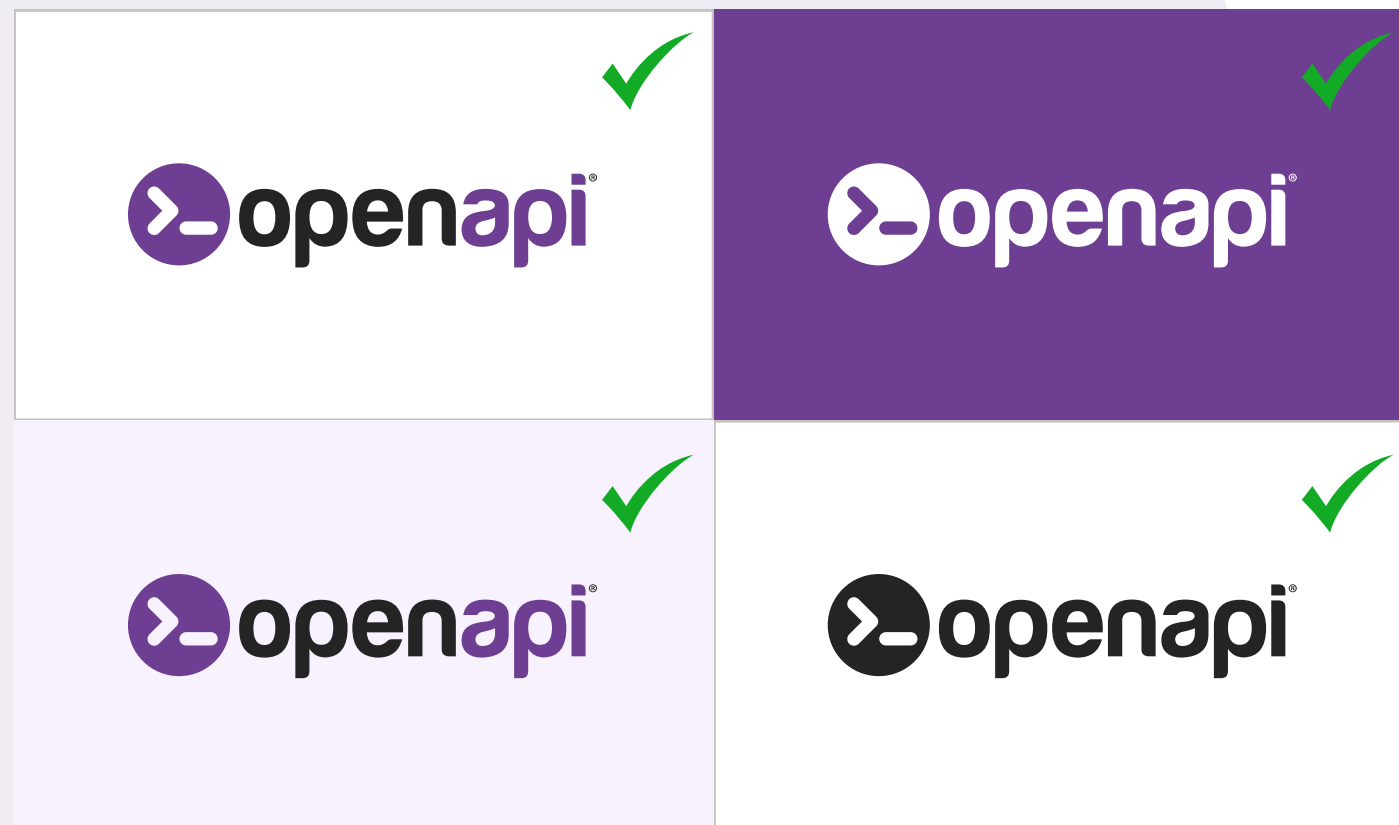
MAIN FONT:  
Harabara Maid

# USE OF THE LOGO

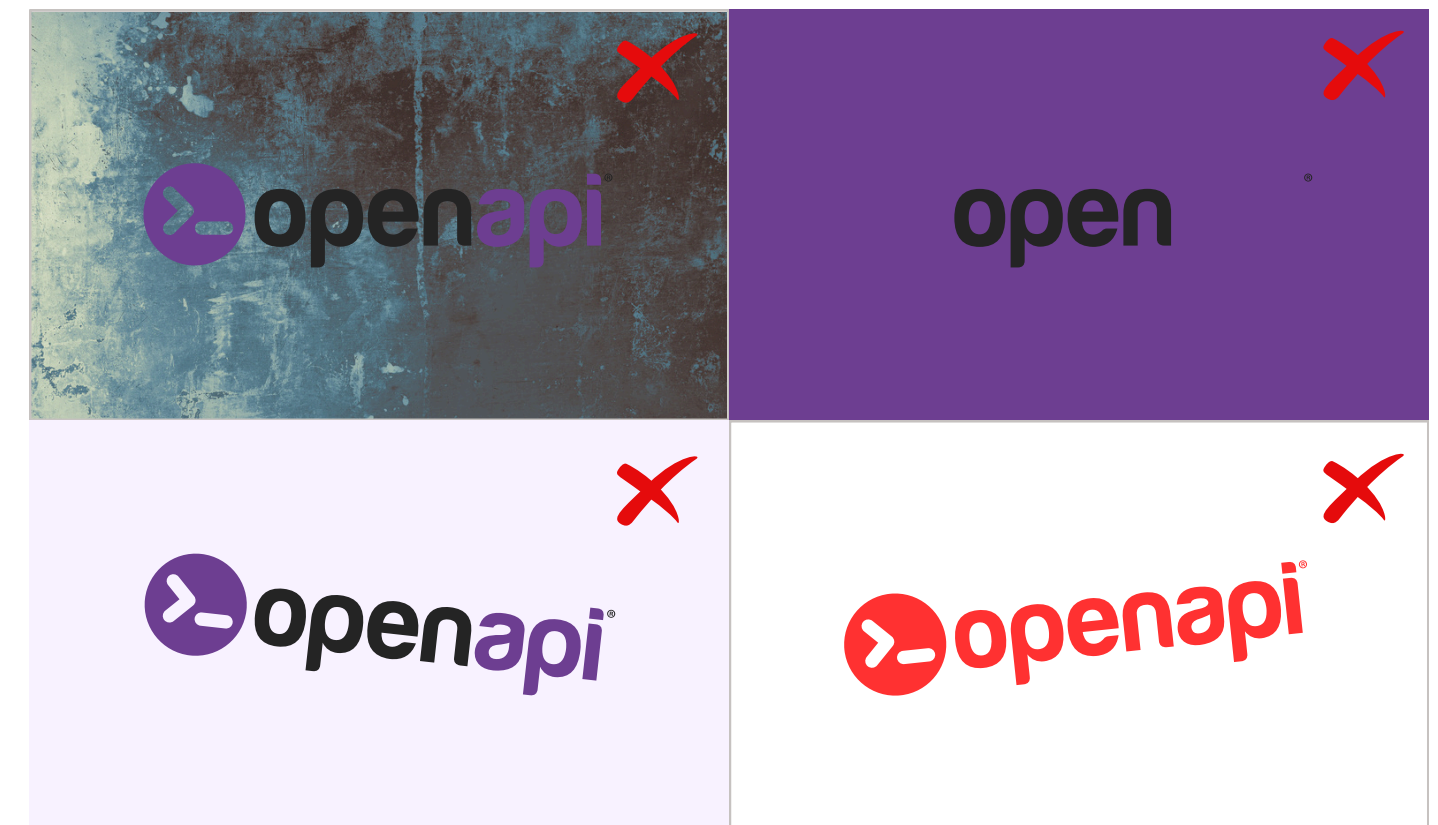
## ABOUT THE OPENAPI TRADEMARK

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### CORRECT USE



### INCORRECT USE



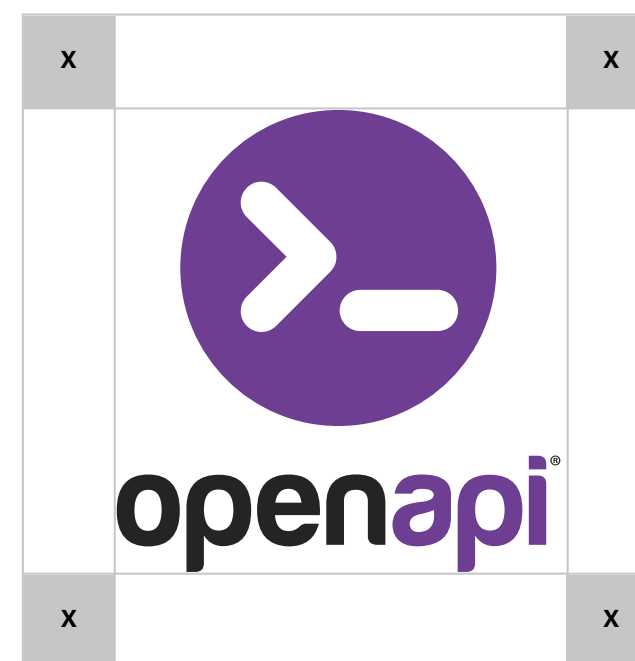
#### USAGE:

The Openapi logo will only be used in these circumstances.  
No rotations, deformations, tilts or distortions are permitted.

# CLEAR SPACE

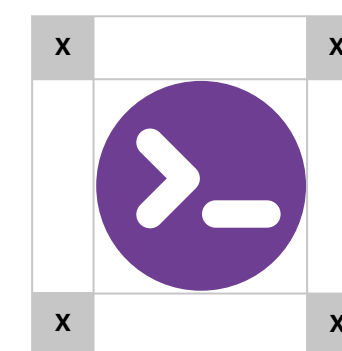
## ABOUT THE OPENAPI TRADEMARK

The logo usage guidelines are designed to ensure consistent and uniform application in every context. This consistency is essential to increase brand value and improve recognition over time.



### SIZING

The minimum logo size defines the limit below which the logo is no longer clearly legible. In exceptional situations, it may be necessary to further reduce the size for printing; however, in these cases, it is essential to ensure that legibility remains the top priority.



# EVOLUTION OF THE LOGO

ABOUT THE OPENAPI TRADEMARK

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FIRST LOGO  
2020



CURRENT LOGO  
2021





# APPLICATION

## ABOUT THE OPENAPI TRADEMARK



**openapi.com**  
API Made Simple



# GUIDELINES

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## LEARN MORE ABOUT USAGE

- ✗ • **NO** - Display the logo in a manner that could be considered misleading, defamatory, unlawful, libelous, hateful, obscene or otherwise objectionable, in OpenAPI's sole discretion.
- ✗ • **NO** - Combine the logo with your domain, product, service or company name, or integrate it into your company logo, product icons, app icons or other branding.
- ✓ • **YES** - Follow the guidelines provided by OpenAPI for the use of the logo and do not use it in any way other than indicated. Violation of these instructions is a violation of the OpenAPI Terms of Service.
- ✓ • **YES** - Resize the OpenAPI logo to fit your marketing materials, as long as the aspect ratio and colors remain the same.
- ✓ • **YES** - When using the OpenAPI logo on a web page, maintain a minimum space of no less than half the height of the badge between the sides of the logo and other graphics or text on the web page, as indicated in the guidelines.

# GUIDELINES

## LEARN MORE ABOUT USAGE

- ✘ • **NO** - Remove, distort, or alter the OpenAPI logo in any way.
- ✘ • **NO** - Translate or localize the logo into other languages.
- ✘ • **NO** - Display the OpenAPI logo as a prominent feature in your marketing materials, including your website, or make it appear larger or more prominent than your company name or logos.
- ✘ • **NO** - Create frames or mirrors of an openapi.com page.
- ✔ • **YES** - Use the OpenAPI logo for both online publications and printed marketing materials.
- ✘ • **NO** - Use the OpenAPI logo in any way that implies a relationship or affiliation with OpenAPI. Use of the logo does not imply that OpenAPI sponsors your company or endorses your products, services, or information.

# GUIDELINES

## LEARN MORE ABOUT USAGE

- ✘ • **NO** - Use the logo in any way that might imply that editorial content was created by OpenAPI or represents the views of OpenAPI or its employees.
- ✘ • **NO** - Place the OpenAPI logo on products or promotional items.
- ✘ • **NO** - Display the OpenAPI logo in a manner that, in OpenAPI's sole discretion, may be deemed misleading, defamatory, unlawful, libelous, hateful, obscene, or otherwise objectionable.