

General Guidelines

The OpenID logo is to be displayed in its entirety on either a solid light or dark background—avoid mid-tones or strongly colored backgrounds. The logo should not be displayed in parts, with color variations, or with other elements superimposed on top of the logo. The stylized I+D symbol should not be modified or distorted.

Sizing

The logo should not be displayed on screen at any smaller than 24 pixels tall—with the exception of system icons that demand smaller sizes. The logo should not be displayed in print at any smaller than 3/8" tall. For uses less than 200 pixels tall, use the small size variant, which increases the size of the knockout around the I in the I+D symbol for legibility.

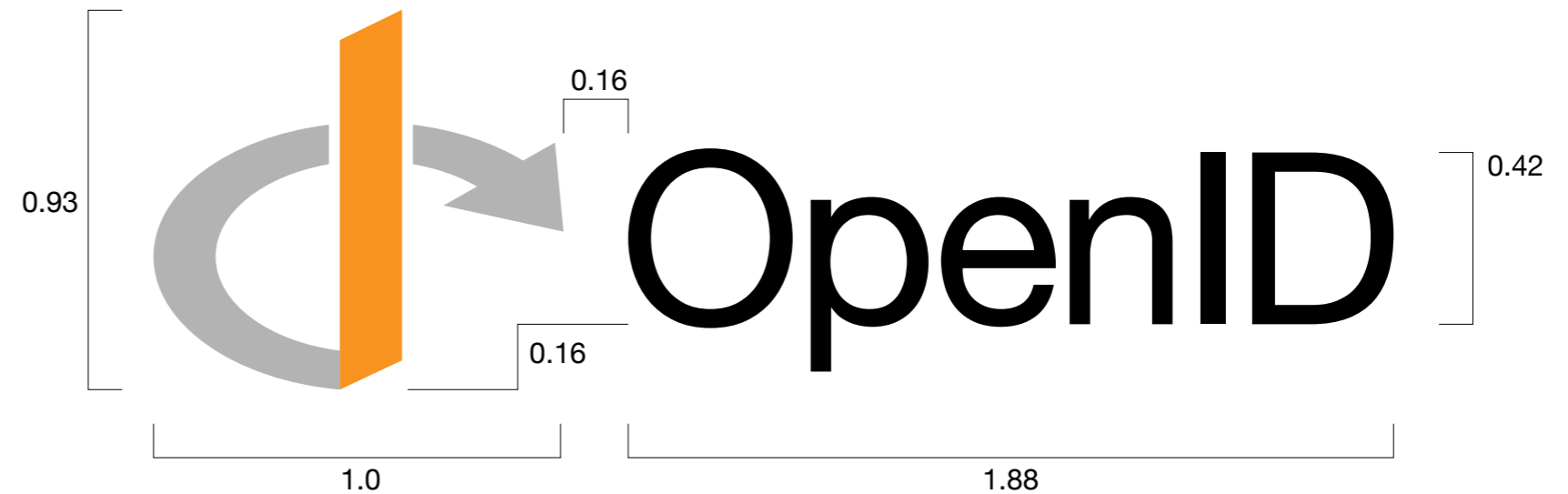
Colors

On white backgrounds, when the output method permits, use the colored—orange, gray, black version. On black, dark or any other colored backgrounds use the monochrome version.

Type

The OpenID logo is set in Neue Helvetica 55 Roman.

<http://www.linotype.com/1266/neuehelvetica-family.html>



Small + Monochrome Variants



30% gray
#b3b3b3

Pantone DS 32-1 C
#f7931e

100% black
#000000