

BRAND BOOK

/* The mission of the Academy Software Foundation (ASWF) is to increase the quality and quantity of contributions to the content creation industry's open source software base; to provide a neutral forum to coordinate cross-project efforts; to provide a common build and test infrastructure; and to provide individuals and organizations a clear path to participation in advancing our open source ecosystem.

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/* section one

the brand

/* goals

The Academy Software Foundation (ASWF) will provide a neutral forum for open source software developers in the motion picture and broader media industries to share resources and collaborate on technologies for image creation, visual effects, animation and sound.

- Coordinate cross-project efforts, establish best practices and share resources across the motion picture and broader media industries.
- Develop an open continuous integration (CI) and build infrastructure to enable reference builds from the community and alleviate issues caused by siloed development.
- Provide individuals and organizations with a clear path for participation and code contribution.
- Streamline development for build and runtime environments through the sharing of open source build configurations, scripts and recipes.
- Provide better, more consistent licensing through a shared licensing template.

/* values

What shapes our actions.

PRODUCTIVE

Get results faster.

RELIABLE

Things just work.

THOUGHTFUL

Considerate and deliberate.

EFFICIENT

Do more with less.

INCLUSIVE

Friendly and approachable.

The Academy Software Foundation and the community we support are based on five fundamental values. These values help align the Foundation's efforts, to help grow a sustainable ecosystem around open source technology.

/* tone of voice

How we communicate with each other, our community and the world.

WE ARE NOT

FRIENDLY EXCLUSIVE

DIRECT AMBIGUOUS

THOUGHTFUL REACTIVE

HUMBLE HAUGHTY

GENUINE DUBIOUS

/* our audience

The audience for our communications.

The Academy Software Foundation is currently focused on five key audiences. These segments have varying experience with open source technology and foundations. They each have different priorities and goals, and it is important to ensure any communications resonate with each group.

- 1. DEVELOPERS & ENGINEERS
- 2. SOLUTION PROVIDERS
- 3. CONTENT CREATORS
- 4. STUDIOS OF ALL SIZES
- 5. HARDWARE & SOFTWARE MANUFACTURERS

/* section two

visual identity

/* our logo

The flag that identifies us.

Our logo represents the project, the community, and the organizations who support us.

The clean lines and light weight sans-serif typeface communities simplicity and efficiency and purposefully gives a visual reference to the Academy of Motion Picture Arts and Sciences brand. The "/*" syntax gives a subtle nod to the developers and engineers who are the primary audience of the project and that this is the beginning of a long-term effort.



/* our logo

Acceptable logo use.

Please follow these guidelines as you implement the logo into any ASWF communications.

When using the ASWF logo, make sure to not crowd the logo with text, images or other visual elements. Use this reference to determine the proper padding. The perimeter surrounding the logo is labeled with the squares. In order to give the logo proper breathing room, nothing should occupy this area.



/* logo use

Acceptable logo use.

The ASWF brand has a range of color options available. The ASWF aqua, gold, black and white are the most common uses. The gradient is meant to be used as a background only and not intended for the logo itself.













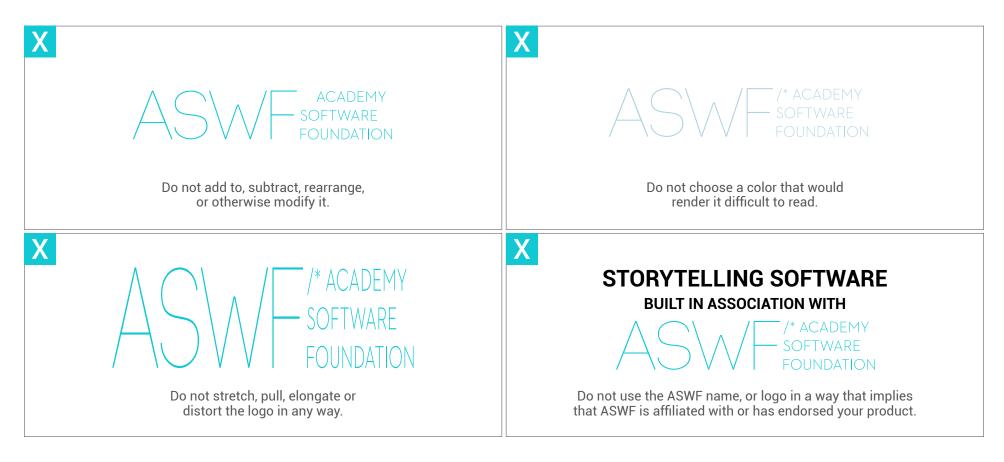




/* logo use

Unacceptable logo use.

Although the ASWF brand is flexible in how it's used, it's important to avoid inconsistency in the way people experience the brand. Here are a few tips.



/* logo variations

Variations of the logo.

The primary logo should always be used when possible, but in some instances, these variations with just the acronym or just the project name can be used if it will better visually represent the brand on creative assets.

Acronym Only

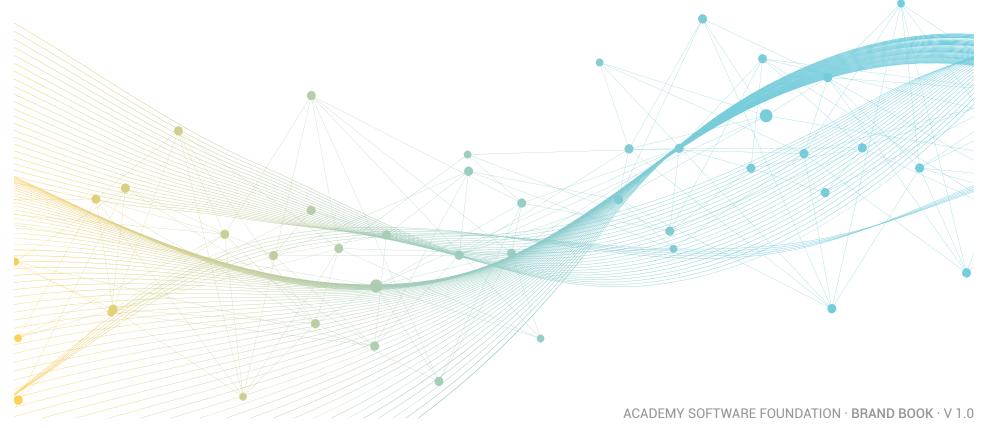
Project Name Only

/* ACADEMY SOFTWARE FOUNDATION

/* imagery

The visuals that help represent our community.

In addition to using light, dark and gradient backgrounds, we will also leverage an abstract blend of wavy lines that represent the seamless experience that we want people to associate with the brand, and connected lines that highlight the strength and depth of our open source development ecosystem.



/* member badges

Wave your membership flag.

There are badges available for each of our membership levels - Premier and General. These can be displayed at events, on websites, and marketing collateral. There are variations available in color, with white text and single color.

Premier Member

General Member

Associate Member



/* ACADEMY
SOFTWARE
FOUNDATION

GENERAL MEMBER

ASSOCIATE MEMBER

The colors that help us shine.

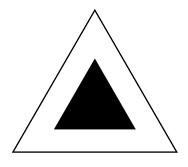
ASWF's color palette is led by the primary aqua, and supported by the blue. Use black as a high-contrast foundation. The sand color should be used as an accent color, and not as a replacement of the primary colors.



ASWF AQUA PANTONE 319 C **RGB** 29, 202, 211 **CMYK** 66, 0, 21, 0



OSCAR GOLD
PANTONE OSCAR GOLD C
RGB 186, 158, 94
CMYK 28, 34, 74, 2



BLACK PANTONE BLACK C **RGB** 0, 0, 0 **CMYK** 75, 68, 67, 90



ASWF BLUE PANTONE 7455 C **RGB** 56, 92, 173 **CMYK** 85, 69, 0, 0

/* typography

HEADLINES + SUB HEADS

Titillium Web for headlines and subheads will contribute to a unified ASWF brand.

Titillium Web

AaBbCcDdEeFfGgHhliJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz

Black Bold SemiBold Regular Light Thin

BODY COPY

Roboto for body copy will ensure that longform and small copy is easy to read.

Roboto

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz

Black Bold Medium Regular Light



aswf.io