BRAND STYLE GUIDE

LOGO, USAGE, TYPOGRAPHY, COLOR
Fair Use Week is an annual celebration of the important doctrines of fair use and fair dealing. The week is designed to highlight and promote opportunities presented by fair use and fair dealing, to celebrate successful stories, and to explain these doctrines.

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**BRAND ATTRIBUTES:**
Community
Flexibility
Adaptability
Creativity
Enthusiasm
Camaraderie
0.1.1 Clearspace and minimum size requirements

LOGO USAGE
The Fair Use Week logo consists of an icon and logotype. Though icon may be used separately, the logotype should never be used without the icon, or in any other arrangement other than the horizontal lockup.

LOGO RULE
The Fair Use Week logo includes a division line, or rule. This design element should always be used with the logo, and the space around it should remain consistent while scaling size.

Logo icon represents community, flexibility, adaptability of Fair Use rights. It also represents the four areas used to determine Fair Use.

The inner circle of the icon sets the grid size.

Clearspace: The grid is used to set proportional consistency and white space around logo.

Minimum size required: To ensure legibility, the logo should not be reduced below a width of 1.2". 
SINGLE COLOR
The Fair Use Week logo can be printed using three single color options: Fair Use Week blue, Fair Use Week light blue and black-and-white. There may also be instances where use of a solid color and white logo works best. In these instances, the white logo should only be used on brand blues or black backgrounds.

It is also very important that the correct colors are used when printing the logo. In addition to the four-color option, there are options for single color and black-and-white.

- Fair Use Week blue: C=100; M=90; Y=10; K=0
- Fair Use Week light blue: C=85; M=50; Y=0; K=0
- Reverse fill: C=100; M=90; Y=10; K=0
- Reverse fill: C=85; M=50; Y=0; K=0
- Reverse black-and-white
- Black-and-white
0.2 Typography

**OPEN SANS**
Open-source typeface designed by Steve Matteson, Type Director of Ascender Corp. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

**ROKKITT**
Open-source typeface designed by Vernon Adams for Google Font Directory. Inspired by the type forms of a number of distinctive geometric slab serifs, sometimes called ‘Egyptians’, of the late nineteenth and early to mid twentieth century.

**OUTLINING FONTS**
There is no need to outline fonts because they are free to download and use.

The primary typeface for Fair Use Week is Open Sans, a humanist sans serif with an upright stress, open forms and a neutral, yet friendly appearance. It is supported by Rokkitt, a slab-serif typeface that was designed specifically as a display font for headings and headlines, though it can also be useful as an alternative to sans serif text fonts.

**Open Sans**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_\-\+\[]\{}"
```

Open Sans Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_\-\+\[]\{}
```

Open Sans Bold

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_\-\+\[]\{}
```

**Rokkitt**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_\-\+\[]\{}
```

Rokkitt Regular
0.3

Color and Pattern

Tones of blue represent the Fair Use Week brand, and this palette communicates trust, openness and creativity. The primary color palette should always be used. A secondary color palette provides more variety when combined.

Primary Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Value</th>
<th>RGB Value</th>
<th>HEX Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Blue</td>
<td>58, 22, 0</td>
<td>79, 173, 254</td>
<td>4FADFE</td>
</tr>
<tr>
<td>Blue</td>
<td>5, 4, 3</td>
<td>239, 238, 239</td>
<td>EEEDEF</td>
</tr>
<tr>
<td>White</td>
<td>0, 0, 0</td>
<td>255, 255, 255</td>
<td>000000</td>
</tr>
</tbody>
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Secondary Color Palette

<table>
<thead>
<tr>
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<th>RGB Value</th>
<th>HEX Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple</td>
<td>42, 39, 0</td>
<td>81, 64, 130</td>
<td>513f81</td>
</tr>
<tr>
<td>Yellow</td>
<td>9, 21, 90</td>
<td>235, 195, 57</td>
<td>EAC338</td>
</tr>
<tr>
<td>Green</td>
<td>60, 15, 100</td>
<td>118, 166, 65</td>
<td>75A641</td>
</tr>
<tr>
<td>Orange</td>
<td>48, 95, 0</td>
<td>236, 148, 43</td>
<td>EB942B</td>
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Pattern

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