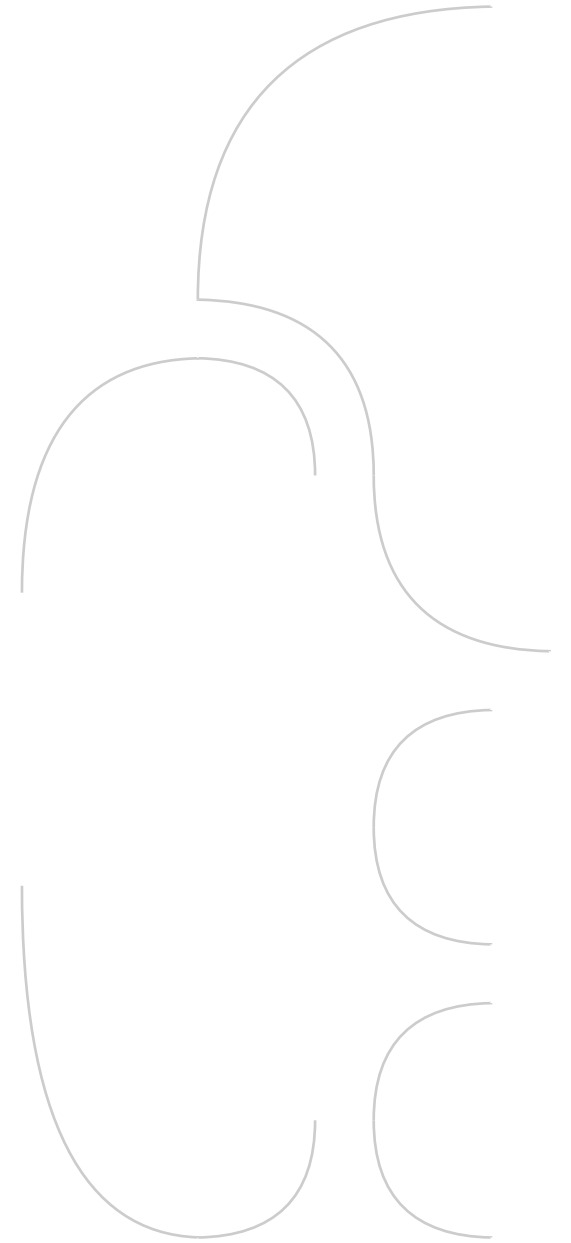


how
we look



This is the guide to the Apache CouchDB visual identity. Use it wisely (;

3. logo
4. color context
5. do's and don'ts
6. color palette
7. typeface
8. the shape



logo

There are two versions of the CouchDB logo - the standard and a “vertical” logo

standard logo



vertical logo

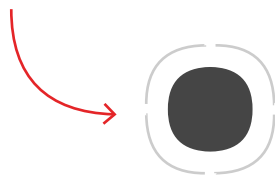


color context

When the context isn't white, the CouchDB logo should be used in the following way:



In combination with the negative logo, we prefer CouchDB very dark gray.



do's and dont's

Be a good human, please, we'll thank you later.



Perfect OK



Hard to see - NOK



Rotation - NOK



No space to breathe - NOK

Also, NEVER add drop-shadows, embossings etc. to the logo - NOK, always.



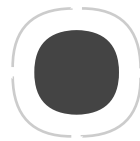
color palette

The CouchDB logo is made from cozy shapes and bold bright colors.



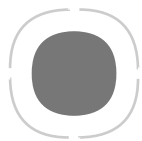
bright red

CMYK: 1 - 94 - 85 - 0
RGB: 228 - 37 - 40
HEX: e42528



very dark gray

CMYK: 65 - 55 - 52 - 54
RGB: 68 - 68 - 68
HEX: 444444



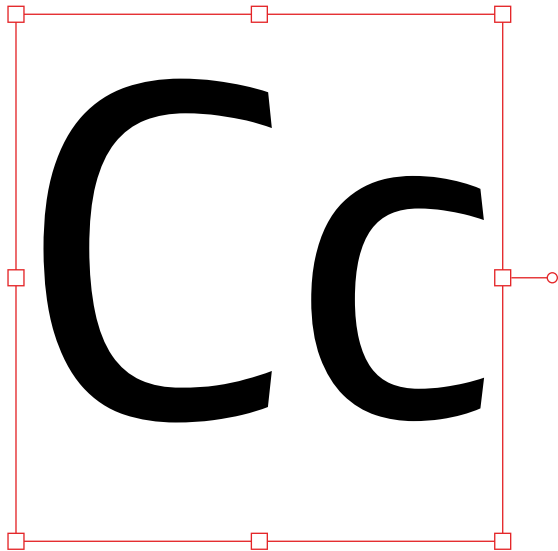
dark gray

CMYK: 52 - 41 - 41 - 24
RGB: 119 - 119 - 119
HEX: 777777



typeface

The Mako font is used for “CouchDB” and “relax” and is freely available via Google Fonts.

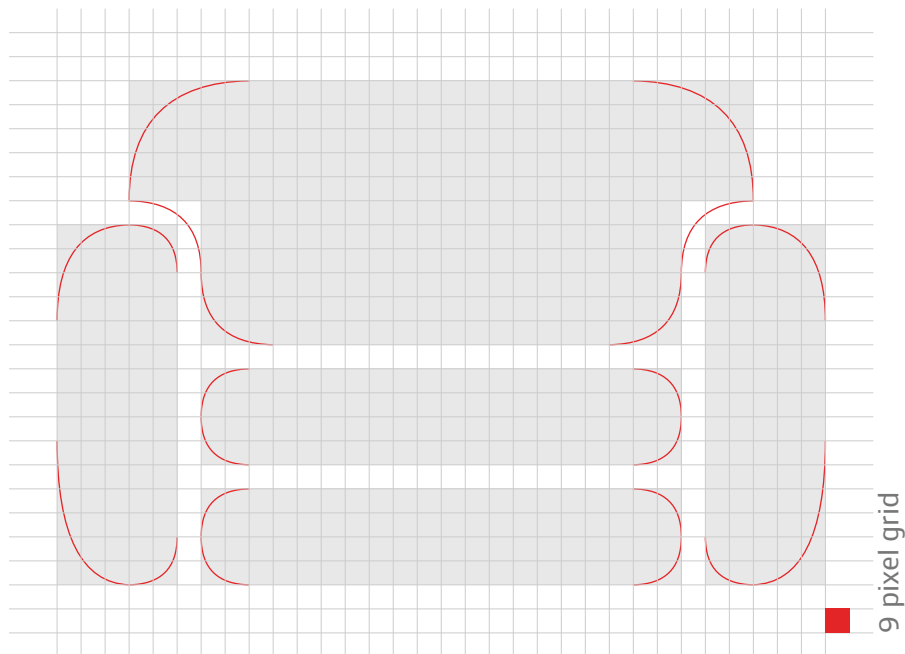


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!f\$&@*--) 0123456789



the shape

The curve was extracted from letter “O”.
On it’s base, the couch shape was created.



thank you!

Constantin Angheloiu
@cmnstmntmn

