Logo Breakdown
The logo is made up of three different parts. The three stickman with square hats. The word OpenEMIS. The Tagline ‘Better data. Better education.’

01 Logo Proportion
Height of the logo is measured by the ‘S’ used in ‘EMIS’. It must be the height of 3 ‘S’ stacked up vertically.

02 Logo Staging
The space between elements is determined by the height of the lower-cased ‘e’ in the tag-line.

The spacings are 1 ‘e’ wide or tall and has a 1 ‘e’ all around. This is the minimum space for the logo if used anywhere.
OpenEMIS Logo Usage
There are three variations to it, always use the two-toned version wherever possible. Logo must stand out against its background.

01 Full Logo
This is the original two-toned logo, use this whenever possible.

02 White on Dark
The White on Dark version of the logo will only be used in cases where the background causes the logo to blend in and not stand out.

03 Background Tint
When used on a messy background. You may use a black background tint of 70% opacity following the minimum lock up space for the logo and use the white logo instead.
Logo Colors
Below shows the colors we use in the logo.

HEX #0077D4
RGB 0/119/212
CMYK 82/51/0/0

HEX #7C858C
RGB 124/133/140
CMYK 54/41/38/4
Fonts
Two of them are used. First font is Helvetica Neue, Medium.

Helvetica Neue, Medium
The Helvetica Neue, Medium is used for the main text in our logo.
Fonts
Two of them are used. The other is Myriad, Roman.

Myriad, Roman
The Myriad, Roman is used for the slogan in our logo
Logo Restrictions
What you should never do when handling OpenEMIS logo.

01 Proportions
Always maintain proportions of the logo. Do not stretch, squish or change the size of the elements individually.

02 Colour
There are only two variations to the for the OpenEMIS logo. One with the blue and gray, the other being single tone and white in colour.

03 Visibility
The logo must be visible and have adequate breathing space. Do not put the logo on a messy background or be too close to another element.
Product colour
Our product colors are chosen based on this color wheel. Brighter colors for mobile, darker colors for web. Cold colors for Transactional Data, warm colors for Indicator data.
Mobile - Indicator Data (Bright - Warm Colors)

OpenEMIS Visualizer
HEX #CC9933
RGB 204/153/51
CMYK 19/38/87/7

OpenEMIS Profiles
HEX #FF6633
RGB 255/102/51
CMYK 0/71/79/0
Web Indicator Data (Dark - Warm Colors)

OpenEMIS Analyzer
- HEX: #CC3300
- RGB: 204/51/0
- CMYK: 13/90/100/4

OpenEMIS Dashboard
- HEX: #990000
- RGB: 153/0/0
- CMYK: 25/100/100/26

OpenEMIS Monitoring
- HEX: #CC6699
- RGB: 204/102/153
- CMYK: 20/71/11/0

OpenEMIS Modelling
- HEX: #FF3366
- RGB: 255/51/102
- CMYK: 0/88/37/0

OpenEMIS DataManager
- HEX: #993366
- RGB: 153/51/102
- CMYK: 37/89/27/15

OpenEMIS Integrator
- HEX: #CC0066
- RGB: 204/0/102
- CMYK: 14/100/26/4

OpenEMIS Report
- HEX: #FF0099
- RGB: 255/0/153
- CMYK: 0/100/40/0