



OpenEMIS

Better data. Better education.

**Brand
Identity**

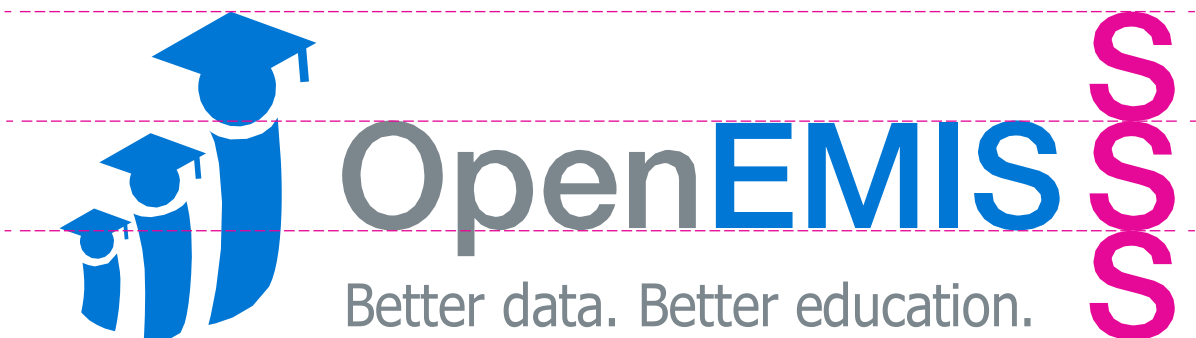
Logo Breakdown

The logo is made up of three different parts:

- The three stickmen with square hats
- The word OpenEMIS
- The Tagline 'Better data. Better education.'

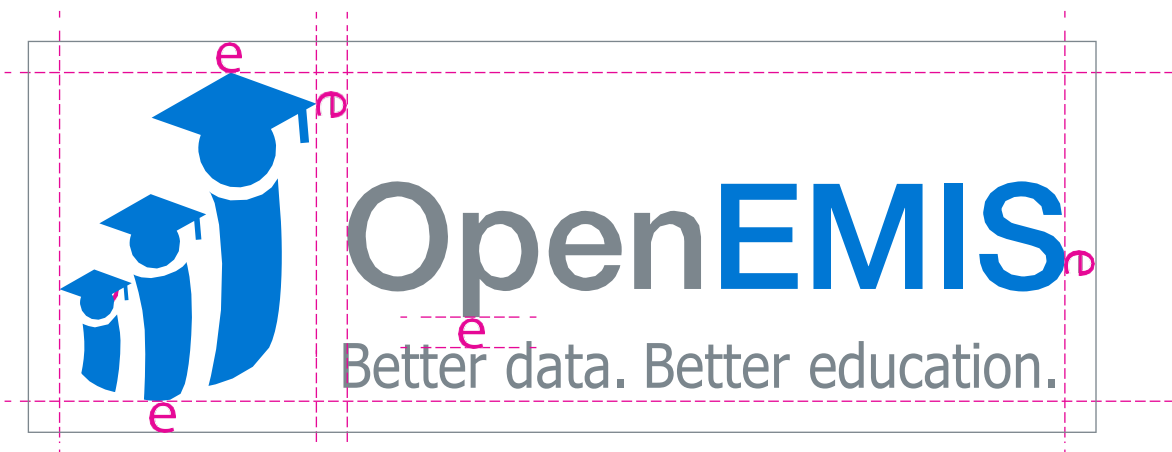
Logo Proportion

Height of the logo is measured by the 'S' used in 'EMIS'. It must be the height of 3 'S' stacked up vertically.



Logo Staging

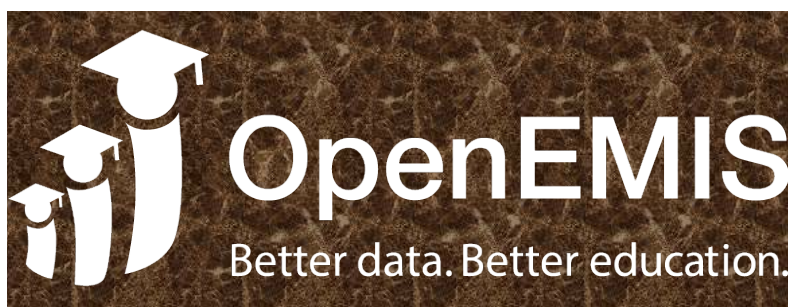
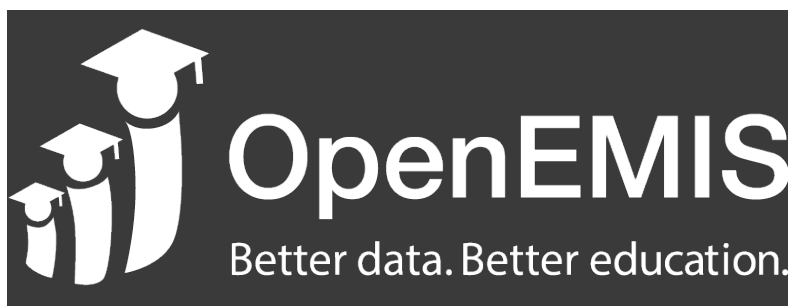
The space between elements is determined by the height of the lower-cased 'e' in the tag-line. The spacings are 1 'e' wide or tall and has a 1 'e' all around. This is the minimum space for for the logo if used anywhere.



Logo Usage

There are three variations to it, always use the two-toned version wherever possible. Logo must stand out against its background.

| | | |
|---|---|---|
| <p>01 Full Logo This is the original two-toned logo, use this whenever possible.</p> | <p>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.</p> | <p>01 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.</p> |
|---|---|---|



Logo Colors

Below shows the colors we use in the logo.



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

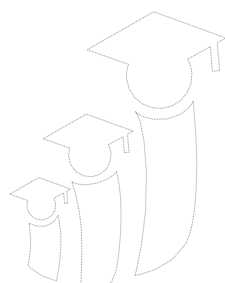


HEX #7C858C
RGB 124/133/140
CMYK 54/41/38/4

Logo Fonts

The logo two different fonts:

- The name: OpenEMIS
- The tagline: Better data. Better education.



OpenEMIS

Better data. Better education.

Name: Helvetica Neue, Medium.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*(),./;':[]{}:"<>?
0123456789

Tagline: Myriad, Roman.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*(),./;':[]{}:"<>?
0123456789

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.



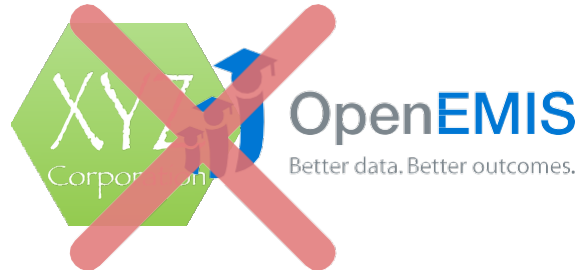
02 Color

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 color.



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 Color Wheel

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 Transactional Data (Bright - Cold Colors)



OpenEMIS Classroom

HEX #99CC00
RGB 153/204/0
CMYK 49/0/100/0



OpenEMIS Guardian

HEX # 009900
RGB 0/153/0
CMYK 100/0/100/40



OpenEMIS Scanner

HEX #66CCCC
RGB 102/204/204
CMYK 50/0/0/20



OpenEMIS Staffroom

HEX #66CC66
RGB 102/204/102
CMYK 61/0/74/0



OpenEMIS Survey

HEX #009999
RGB 0/153/153
CMYK 79/17/42/2

Web Transactional Data (Dark - Cold Colors)



OpenEMIS Accreditations

HEX #66CCFF
RGB 102/204/255
CMYK 60/20/0/0



OpenEMIS Admissions

HEX #0099CC
RGB 0/153/204
CMYK 100/25/0/20



OpenEMIS Core

HEX #6699CC
RGB 102/153/204
CMYK 63/32/4/0



OpenEMIS Exams

HEX #003366
RGB 0/51/102
CMYK 100/83/35/21



OpenEMIS Payments

HEX #0099FF
RGB 0/153/255
CMYK 100/40/0/0



OpenEMIS School

HEX #3366CC
RGB 51/102/204
CMYK 83/60/0/0

Mobile Aggregated Data (Bright - Warm Colors)



OpenEMIS Charts

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



OpenEMIS Chatbot

HEX #CC6600
RGB 204/102/0
CMYK 0/50/100/20

Web Transactional Data (Dark - Warm Colors)



OpenEMIS Dashboard

HEX #990000
RGB 153/0/0
CMYK 25/100/100/26



OpenEMIS DataManager

HEX #993366
RGB 153/51/102
CMYK 37/89/27/15



OpenEMIS Integrator

HEX #CC6699
RGB 204/102/153
CMYK 20/71/11/0



OpenEMIS Monitoring

HEX #CC0066
RGB 204/0/102
CMYK 14/100/26/4



OpenEMIS Visualizer

HEX #FF3366
RGB 255/51/102
CMYK 0/80/60/0

Web Safe Colors

| | | | | | | | | | | | | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | | | | | | | | | | | | | | | | | |
| 330000 | 333300 | 336600 | 339900 | 33CC00 | 33FF00 | 66FF00 | 66CC00 | 669900 | 666600 | 663300 | 660000 | FF0000 | FF3300 | FF6600 | FF9900 | FFCC00 | FFFF00 |
| | | | | | | | | | | | | | | | | | |
| 330033 | 333333 | 336633 | 339933 | 33CC33 | 33FF33 | 66FF33 | 66CC33 | 669933 | 666633 | 663333 | 660033 | FF0033 | FF3333 | FF6633 | FF9933 | FFCC33 | FFFF33 |
| | | | | | | | | | | | | | | | | | |
| 330066 | 333366 | 336666 | 339966 | 33CC66 | 33FF66 | 66FF66 | 66CC66 | 669966 | 666666 | 663366 | 660066 | FF0066 | FF3366 | FF6666 | FF9966 | FFCC66 | FFFF66 |
| | | | | | | | | | | | | | | | | | |
| 330099 | 333399 | 336699 | 339999 | 33CC99 | 33FF99 | 66FF99 | 66CC99 | 669999 | 666699 | 663399 | 660099 | FF0099 | FF3399 | FF6699 | FF9999 | FFCC99 | FFFF99 |
| | | | | | | | | | | | | | | | | | |
| 3300CC | 3333CC | 3366CC | 3399CC | 33CCCC | 33FFCC | 66FFCC | 66CCCC | 6699CC | 6666CC | 6633CC | 6600CC | FF00CC | FF33CC | FF66CC | FF99CC | FFCCCC | FFFFCC |
| | | | | | | | | | | | | | | | | | |
| 3300FF | 3333FF | 3366FF | 3399FF | 33CCFF | 33FFFF | 66FFFF | 66CCFF | 6699FF | 6666FF | 6633FF | 6600FF | FF00FF | FF33FF | FF66FF | FF99FF | FFCCFF | FFFFFF |
| | | | | | | | | | | | | | | | | | |
| 0000FF | 0033FF | 0066FF | 0099FF | 00CCFF | 00FFFF | 99FFFF | 99CCFF | 9999FF | 9966FF | 9933FF | 9900FF | CC00FF | CC33FF | CC66FF | CC99FF | CCCCFF | CCFFFF |
| | | | | | | | | | | | | | | | | | |
| 0000CC | 0033CC | 0066CC | 0099CC | 00CCCC | 00FFCC | 99FFCC | 99CCCC | 9999CC | 9966CC | 9933CC | 9900CC | CC00CC | CC33CC | CC66CC | CC99CC | CCCCCC | CCFFCC |
| | | | | | | | | | | | | | | | | | |
| 000099 | 003399 | 006699 | 009999 | 00CC99 | 00FF99 | 99FF99 | 99CC99 | 999999 | 996699 | 993399 | 990099 | CC0099 | CC3399 | CC6699 | CC9999 | CCCC99 | CCFF99 |
| | | | | | | | | | | | | | | | | | |
| 000066 | 003366 | 006666 | 009966 | 00CC66 | 00FF66 | 99FF66 | 99CC66 | 999966 | 996666 | 993366 | 990066 | CC0066 | CC3366 | CC6666 | CC9966 | CCCC66 | CCFF66 |
| | | | | | | | | | | | | | | | | | |
| 000033 | 003333 | 006633 | 009933 | 00CC33 | 00FF33 | 99FF33 | 99CC33 | 999933 | 996633 | 993333 | 990033 | CC0033 | CC3333 | CC6633 | CC9933 | CCCC33 | CCFF33 |
| | | | | | | | | | | | | | | | | | |
| 000000 | 003300 | 006600 | 009900 | 00CC00 | 00FF00 | 99FF00 | 99CC00 | 999900 | 996600 | 993300 | 990000 | CC0000 | CC3300 | CC6600 | CC9900 | CCCC00 | CCFF00 |
| | | | | | | | | | | | | | | | | | |
| 000000 | 333333 | 666666 | 999999 | CCCCCC | FFFFFF | | | | | | | | | | | | |