

Raspberry Pi

Visual identity guidelines

© Raspberry Pi Foundation 2017

VISUAL IDENTITY GUIDELINES
CONTENTS

LOGO ---- 1

MINIMUM HEIGHT ---- 2

SPACING ---- 2

RESTRICTIONS ---- 3

SUB-BRANDS ---- 4

POWERED BY PI ---- 4

RASPBERRY JAM ---- 5

COLOUR ---- 6

CORE PALETTE ---- 6

ALTERNATIVE PALETTE ---- 7

USE OF TINTS ---- 8

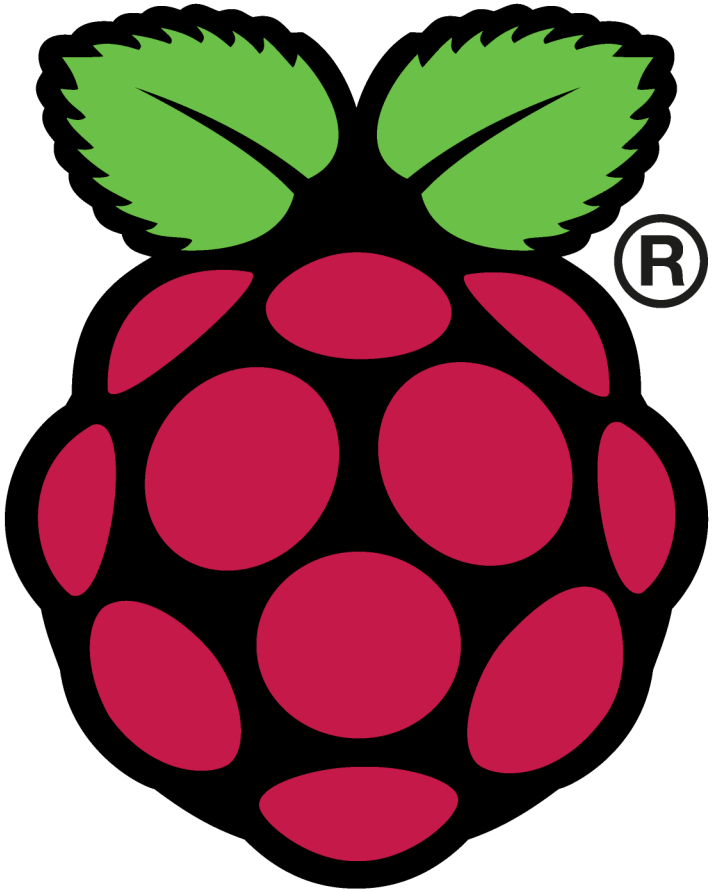
TYPEFACE ---- 9

FONT PRIMARY ---- 9

FONT SECONDARY ---- 10

PHOTOGRAPHY ---- 11

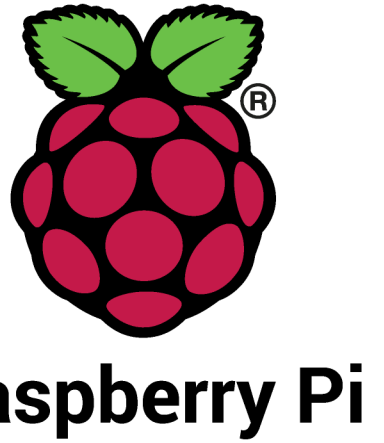
CONTACT ---- 12



Raspberry Pi logo main



Raspberry Pi logo landscape



Raspberry Pi logo stacked

Logo Minimum Height



30mm / 85px

Minimum height with use
of Raspberry Pi stacked/landscape logo



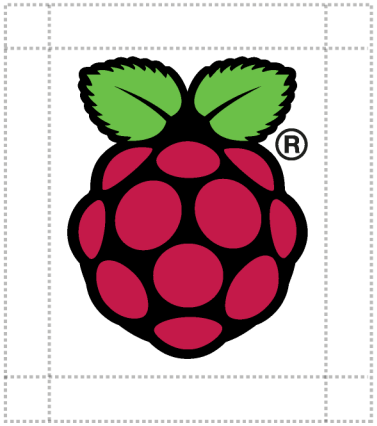
17mm / 48px

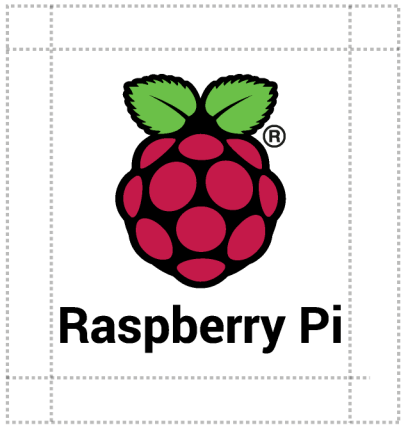
Minimum height, with use of
Raspberry Pi logo

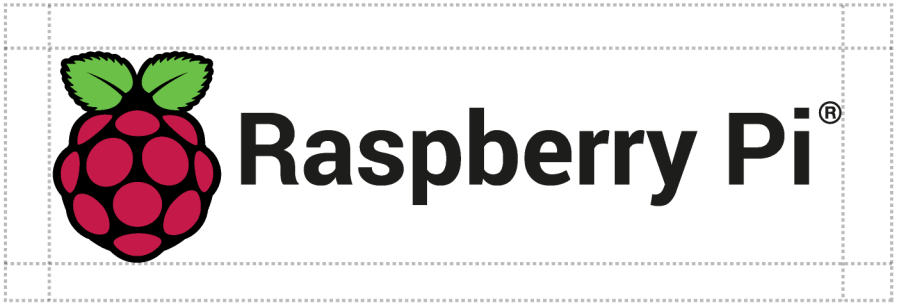
The Raspberry Pi text logo should be displayed at a minimum of 30 millimetres height for print and 85 pixels height for screen. When using the non-text logo, a minimum height of 17mm and 48px should be used for print and screen respectively.

Logo Spacing

As shown, our logo must always have clearance space surrounding it to ensure that no other graphics, logos or type interfere with it.



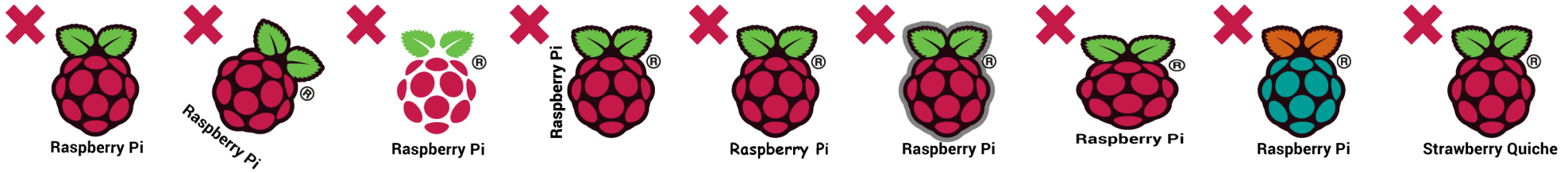




Logo Restrictions

The following alterations to the Raspberry Pi logo are not permitted. Please do not...

- Remove the registered trademark symbol
- Rotate the logo
- Delete or obscure elements of the logo
- Reposition elements of the logo
- Alter the typeface
- Create the logo with a stroke or keyline
- Reduce or enlarge the logo without proportional scale
- Introduce new colours to the logo
- Introduce alternative text



Download Assets

Click the icon to download the Raspberry Pi logo in EPS, PDF and PNG formats.

PLEASE CLICK HERE TO ACCESS FILES

Sub-brands **Powered by Pi**

If your product contains a Raspberry Pi, you may choose to display the "Powered by Raspberry Pi" mark on your product packaging at a width of no less than 30mm, using any of the monochrome versions shown below.



30mm







An example of the *Powered by Raspberry Pi* mark applied to packaging.

To use the *Powered by Raspberry Pi* mark on your product,
please fill out the request form at www.raspberrypi.org/trademark-rules/powered-raspberry-pi

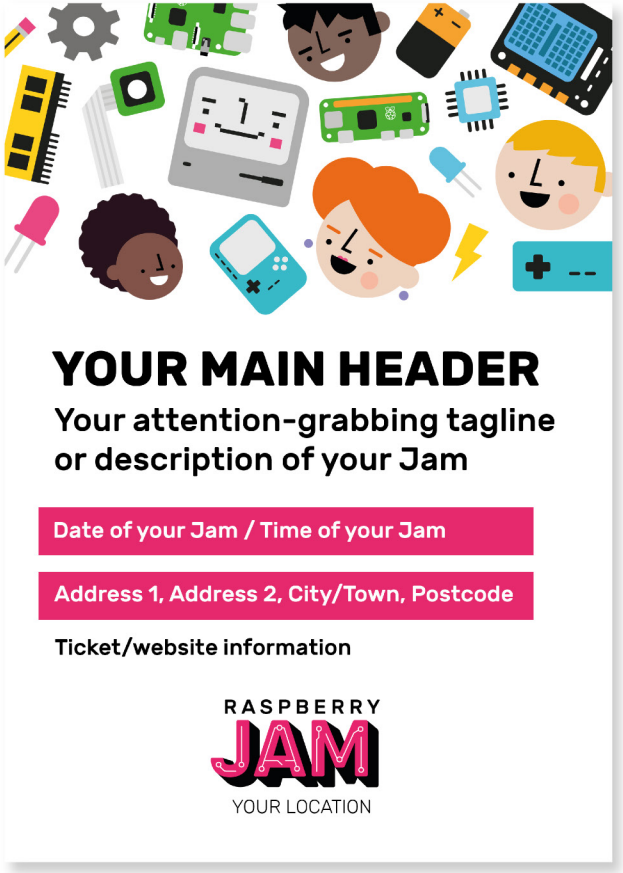
Sub-brands **Raspberry Jam**

When running a Raspberry Jam in your local area, you are welcome to produce your own logo and promotional materials to advertise your event. If not then you're very welcome to use the logo assets and materials we have produced to help you.

IMPORTANT: When creating your own artwork, please do not use the Raspberry Pi logo as it is a trademark of the Raspberry Pi Foundation.

RASPBERRY JAM

RASPBERRY JAM
YOUR LOCATION



Example poster layout using the Official Raspberry Jam poster template

Download Assets

Click the icon to download the Raspberry Jam logo assets and materials

PLEASE CLICK HERE TO ACCESS FILES

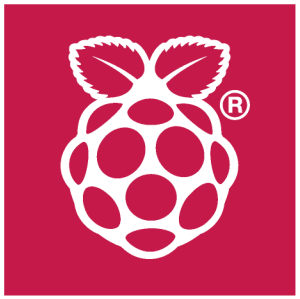
Colours Core palette

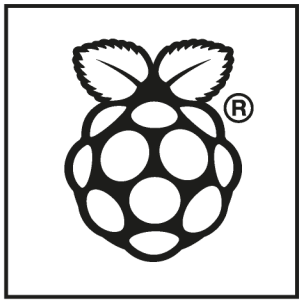
Raspberry red	Leaf green	Black	White

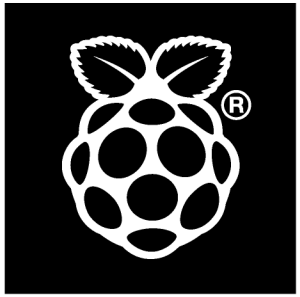
Colour	**Pantone®** (special)	**CMYK** (professional and desktop printing)	**RGB** (web and screen)	**HEX** (web and screen)
Raspberry red	7636 C	**C** 15 **M** 98 **Y** 62 **K** 97	**R** 197 **G** 26 **B** 74	#c51a4a
Leaf green	360 C	**C** 61 **M** 0 **Y** 86 **K** 0	**R** 108 **G** 198 **B** 74	#6cc04a
Black	Black 3	**C** 0 **M** 0 **Y** 0 **K** 100	**R** 0 **G** 0 **B** 0	#000000
White	---	**C** 0 **M** 0 **Y** 0 **K** 0	**R** 255 **G** 255 **B** 255	#FFFFFF

Colours Alternative Palette

Where possible, the Raspberry Pi logo must appear in full colour. However, if necessary, a whited-out version of the logo can be used on blocks of colour, and also appear in the following monochrome formats if colour is not possible.







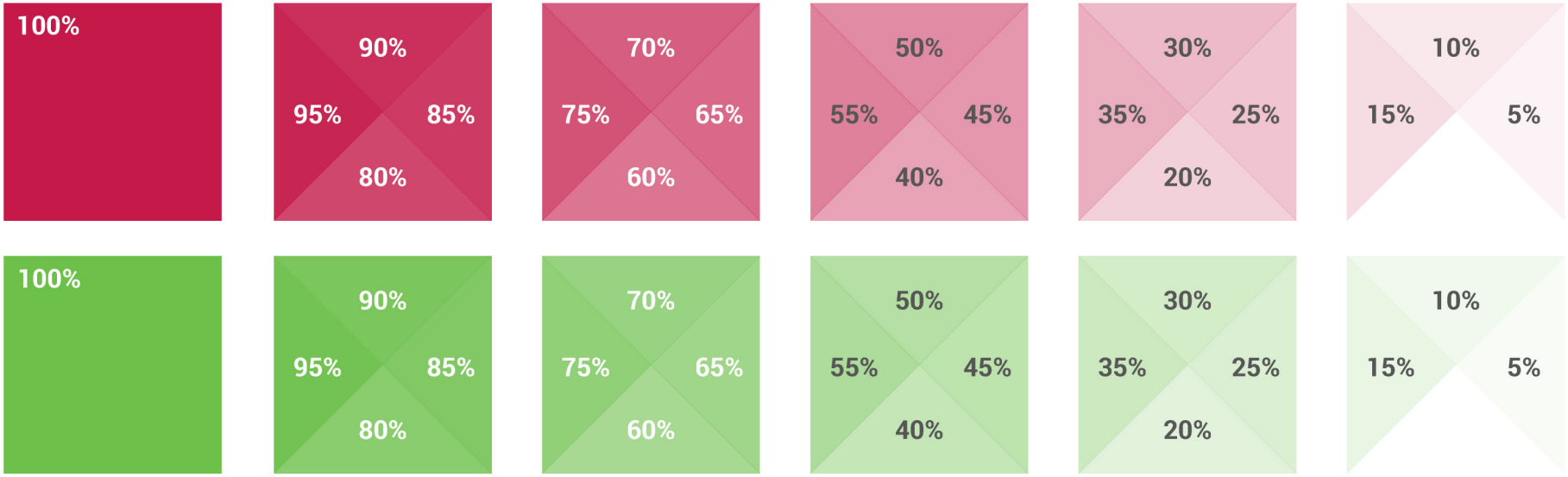
Download Assets

Click the icon to download the Raspberry Pi logo in EPS, PDF and PNG formats.

PLEASE CLICK HERE TO ACCESS FILES

Colours Use of Tints

Core and alternative colours should be used at 100% of their original colour value in most instances. However, if necessary, tints may be used in increments of five for pull-out boxes, graphic elements, accent colours, and to add interest to a page. Tints should not be used as main background colours or in bodies of text.



Font Primary

The minimum font size for body copy set in Roboto is 8 pt. Captions can be set in 6 pt. Leading refers to the spacing between lines of type and, as a general guide, should be set at two points above the type size.

Roboto Thin
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Light
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Regular
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Medium
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Bold
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Black
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Thin Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Light Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Regular Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Medium Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Bold Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Black Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Font Secondary

Roboto Slab is a more ornate typeface, and is recommended for use in conjunction with **Roboto** to add interest to headers and sub-headings.

Roboto Slab Thin
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Slab Light
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Slab Regular
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Slab Bold
abcdefghijklmnopqrstuvwxyz 0123456789

Download Assets

Click the icons to download Roboto and Roboto Slab from www.fontsquirrel.com

Roboto.ttf

Roboto_Slab.ttf

Photography

Photographs of Raspberry Pi products and events are available upon request (see page 12). We ask that they are displayed at a clear size and are not altered in terms of colour, orientation or proportion.



Example product image



Example event image

Contact

If you have any further queries, a general inquiry, or would like to request logos or other images, please email **info@raspberrypi.org.**

Alternatively, for design queries please contact Sam Alder at **sam@raspberrypi.org**.