

CentOS Stream branding

Red Hat Brand and Creative



Icon

The CentOS icon is based on the Symbol of Chaos and uses 4 distinct colors

CentOS

Typeface

The CentOS wordmark uses Handel Gothic, a bold sans-serif typeface

Stream logo



Other projects



Option 1: Most simple

Add the title of the project to the main CentOS logo in order to emphasize the relationship with the greater project but distinguish each project.

This option incorporates a secondary typeface, Montserrat Regular, which is an SIL open license typeface available through Google and Adobe Fonts..

Stream logo

CentOS Stream

Other projects

CentOS Linux 7

CentOS Linux 8

Option 2: Most direct

Remove the CentOS icon and emphasize the project title using one of the CentOS brand colors in a bar underneath. A full CentOS logo or the icon could be used in addition to this logo to relate the content back to the CentOS project family.

This option also introduces Montserrat Medium as a secondary typeface.

Stream logo



Other projects



Option 3: Most flexible

Utilize pieces of the main CentOS logo to create unique icons for various projects. This option retains brand recognition through the use of the shapes and colors of the icon while distinguishing each project as its own entity under the CentOS family.

This option also introduces Montserrat Regular as a secondary typeface.

Considerations

- ▶ Colors do not have to be related to a specific product, the colors are simply included in the logos to create connection to the CentOS overall brand
- ▶ Alternate layouts for options 2 and 3 could be explored to make them fit better on small items or skinny spaces (the pocket of a t-shirt, etc.)
- ▶ Alternate color options can be created for use on black/white/color backgrounds
- ▶ Another secondary typeface could be chosen although the brand team recommends Montserrat due to its san-serif and neutral design

Thank you

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