

PICTOGRAMS

Above are a few examples of our pictograms. They mirror the circular aspect of both the CoF and the Canonical logo. We use them in both print and on the web. They are used to represent a word or an idea.

COLOURS

You can use the pictograms in any of the three colours. Never mix the colours together. Use orange for Ubuntu, aubergine for Canonical and the warm grey for any neutral environment.

See colour section for references.

CREATING NEW ICONS – GUIDING PRINCIPLES

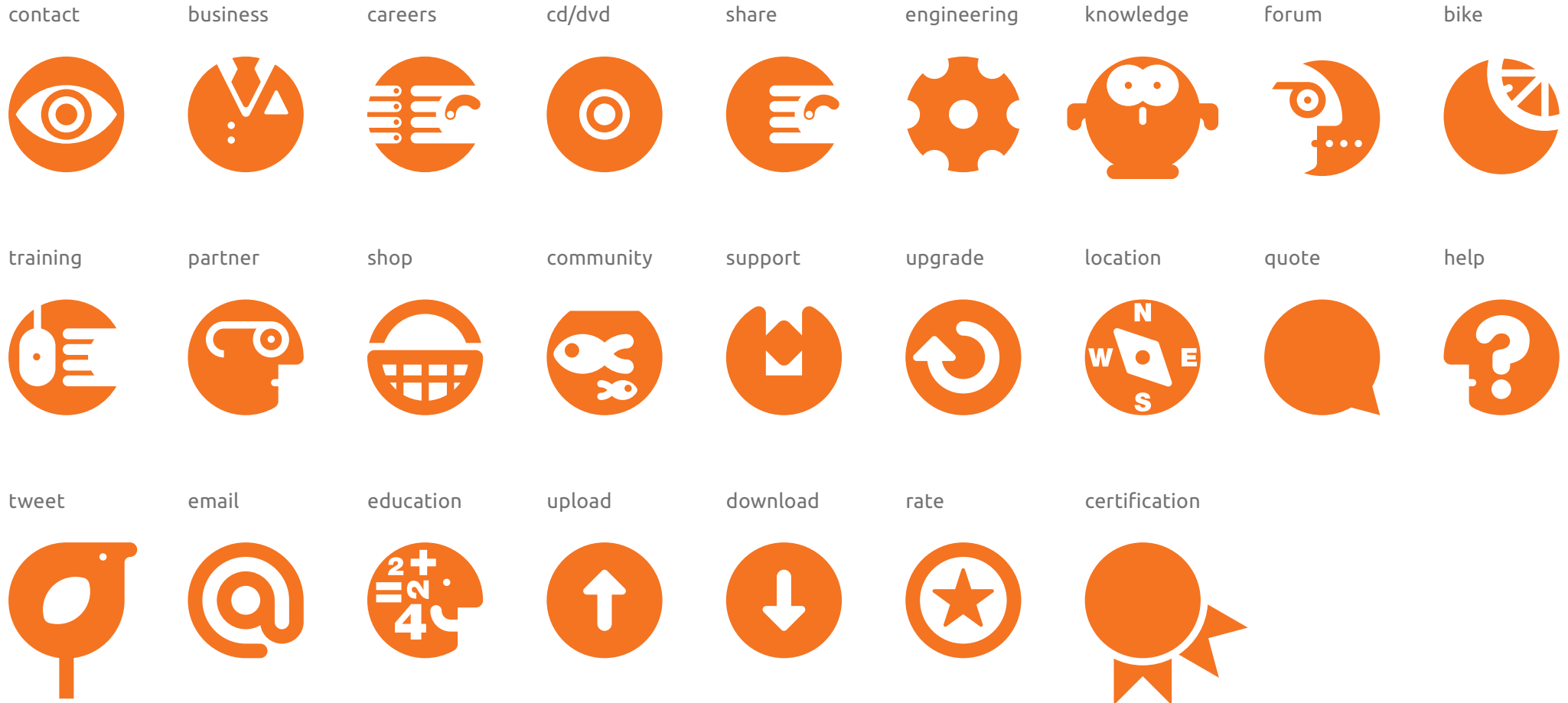
When creating new icons we have some guiding principles:

1. The style is very simple and graphic
2. Avoid duplication
3. The main element is the circle
4. Use one of the three colours shown, or white, but only one colour in each individual pictogram
5. Use the above pictograms as reference



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COLOURWAYS

When using the pictograms they should be in one colour only, either on a white background or one of the brand colours as shown above.



ARTWORK FORMATS

Artwork files are available for all existing pictograms. Four different colourways, for print and screen use, in four alternative file formats.

COLOURWAYS

The following colourways are available:
 Ubuntu Orange
 Canonical Aubergine
 Warm Grey
 White

FILE FORMATS

Screen
 EPS, SVG, PNG and PSD – HEX
Print
 EPS – CMYK and Pantone (PMS)