# THE
# ASF

# Brand Guidelines

September 2025

# Contents

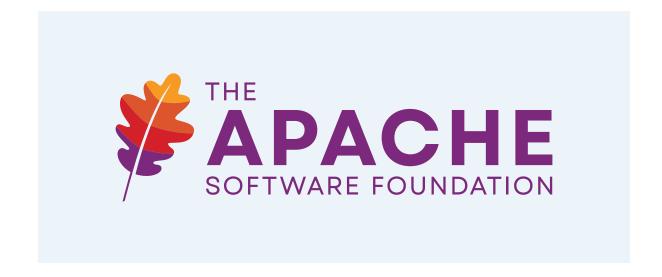# Logo Name Variations

The ASF logo — using just the acronym — should be used in all general and project-related contexts.

The full "Apache Software Foundation" logo should be used for legal and institutional use by the Foundation itself (e.g., tax filings, board reports, and official notices).



THE ASF
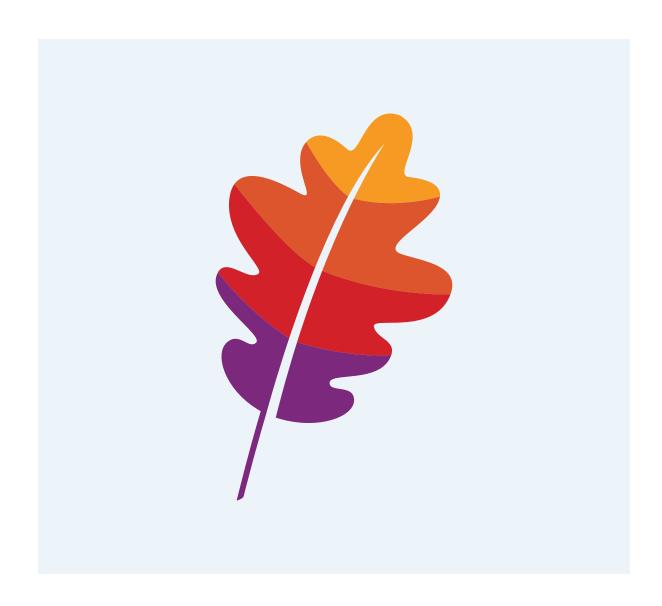


THE APACHE SOFTWARE FOUNDATION

# Why an Oak Leaf?

The oak is one of the most enduring trees in the natural world. It is a keystone species, supporting entire communities of life, growing slowly but steadily to last centuries. It is a symbol of stewardship, resilience, and collective strength—the same values that define The ASF.

Our new oak leaf icon honors the journey of our projects and contributors. From acorn to canopy, from single line of code to global infrastructure — our software grows through people working together. It represents the enduring power of community over code.

# Short Logo Formats

**The primary logo format is the horizontal lockup.**

The alternate stacked variation can be used in cases where the primary format is not well suited to the space available.

The icon can also be used independently in cases where the brand name is already present or otherwise clear.

# Full Logo Formats

**The primary logo format is the horizontal lockup.**

The alternate stacked variation can be used in cases where the primary format is not well suited to the space available.

The icon can also be used independently in cases where the brand name is already present or otherwise clear.

THE ASF BRAND GUIDELINES

# Logo Color Variations

**The primary logo colorway is a four-color icon with purple text.**

The reversed colorway can be used on dark backgrounds.

Where a single-colour version is required, the logo can be used in black or white variations.

# Logo Clear Space

Clear space is the minimum amount of space required around the logo to be free of other graphics, text, etc. This also includes the minimum distance between the logo and the edge of a page, screen, or border.

**The clearspace required around the logo is equivalent to the height of the uppercase A.**

# Logo Usage

**In order to maintain the integrity of the brand, the logo must never be altered, distorted or recreated.**

Always use the official logo files when reproducing the logo.



Do not apply drop shadows or any other 3D effect to the logo.



Do not put the logo on a background that does not provide sufficient contrast to be easily read.



Do not stretch, warp, skew or distort the logo in any way.



Do not rotate the logo unless absolutely required, in which case it can be rotated exactly 90˚.



Do not change the proportions or arrangement of the logo.


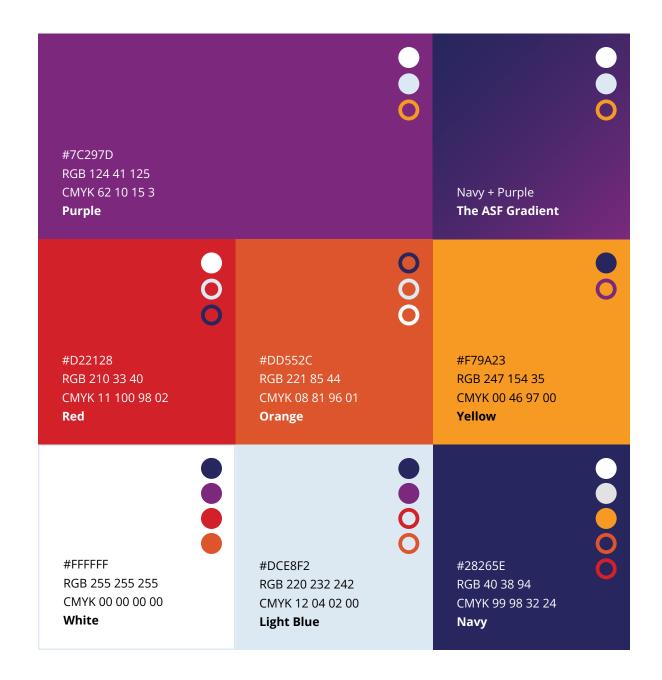
Do not change the color of the logo.

# Color Palette & Contrast for Legibility

**The primary brand color is purple.**

The secondary colors can be combined to add visual interest and highlight elements as needed.

Color combinations which pass WCAG 2.1 contrast requirements for AA-level accessibility are indicated on each swatch as follows:

⚫ Passes on all text sizes

⚪ Passes on large text only (18pt / 24px or 14pt / 18.5px if bolded)

#7C297D
RGB 124 41 125
CMYK 62 10 15 3
**Purple**

Navy + Purple
**The ASF Gradient**

#D22128
RGB 210 33 40
CMYK 11 100 98 02
**Red**

#DD552C
RGB 221 85 44
CMYK 08 81 96 01
**Orange**

#F79A23
RGB 247 154 35
CMYK 00 46 97 00
**Yellow**

#FFFFFF
RGB 255 255 255
CMYK 00 00 00 00
**White**

#DCE8F2
RGB 220 232 242
CMYK 12 04 02 00
**Light Blue**

#28265E
RGB 40 38 94
CMYK 99 98 32 24
**Navy**

# Type

**The brand typefaces are Montserrat and Open Sans and should be used whenever possible.**

In cases where a system default font may be required, Calibri is an acceptable substitute.

Consistent use of the type hierarchy shown here will help ensure clear, readable brand communications.

## Headings are to be in Montserrat Bold.

## Subheaders use Montserrat Light.

Body text uses Open Sans in Light or Regular weight (based on size of text). Here is a sample paragraph of placeholder text. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Vestibulum id ligula porta felis euismod semper.

**Its bold weight can be used as needed for emphasis or additional levels of typographic hierarchy.**

The logo font is **Garet**. It should only be used to create subbrands and never for typesetting.

Montserrat is available freely as a Google Font. Garet is available through Type Forward. They can be found at the following links:
**Montserrat** | **Open Sans** | **Garet**

# Thank you!