



Typography

Myriad Pro is Maldives Open Source Society's typeface. There are several style and weight options within this font family. The correct styles and weights to use are listed below. These fonts are to be included in all print communications such as brochures, advertising, and digital media. The only exception to this font rule is in some web applications where Arial (PC) and Helvetica (Mac) can be used. If you do not own this font, please contact us via the mailing list.

<http://groups.google.com/group/mlugmv>

Myriad Pro SemiCond - Normal sample

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro SemiCond - Italic sample

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro SemiCond - Bold sample

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro SemiCond - Bold-Italic sample

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MOSS Logo

MOSS is represented with two logo versions. A horizontal version and a vertical version. For consistency, please use the vertical version only where the horizontal logo will not fit.



MOSS Logo Colors

To maximize recognition, the logo has been designed to be reproduced using specific core colors, and must not be reproduced using any other colors. In addition to the core color palette, a support palette has been selected to ensure the consistent use of color across the various printed and electronic elements of the MOSS marketing program.

If you have questions regarding the appropriate application of these color standards, please contact us.

Pantone® PMS Color Palette

The following PMS color specifications are for use in spot color printing only. (Color reference source: Pantone Color Formula Guide)

Core Color Palette

	Blue	PMS 281c
	Black	PMS Black

Support Color Palette

	Yellow	PMS 458
	Green	PMS 5545
	Tan	PMS 4525
	Rust	PMS 159
	Blue-gray	PMS 5497

CMYK Color Palette

The following CMYK colors specifications are for use in four color process printing only, and are intended to match their PMS counterparts as closely as possible. (Color reference source: Adobe US Prepress Standards)

Core Color Palette

	Blue	PMS 281c	Process Color mix: 100c, 63m, 0y, 60k
	Black	PMS Black	Process Color mix: 0c, 0m, 0y, 100k

Support Color Palette

	Yellow	PMS 458	Process Color mix: 11c, 11m, 71y, 0k
	Green	PMS 5545	Process Color mix: 80c, 34m, 70y, 19k
	Tan	PMS 4525	Process Color mix: 16c, 17m, 48y, 0k
	Rust	PMS 159	Process Color mix: 9c, 68m, 100y, 1k
	Blue-gray	PMS 5497	Process Color mix: 48c, 28m, 34y, 1k

RGB Color Palette

RGB colors are for use in web and other digital applications, and are intended to match their PMS counterparts as closely as possible. RGB versions should never be used for print applications.

Individual RGB color values are expressed as numeric scale of 0 to 255 for each color component. (Color reference source: Adobe US Prepress Standards)

Core Color Palette

RGB Values (0 –255 Numeric Scale)

	Blue	PMS 281c	RGB Color mix: 0r, 37g, 101b
	Black	PMS Black	RGB Color mix: 0r, 0g, 0b

Support Color Palette

RGB Values (0 –255 Numeric Scale)

	Yellow	PMS 458	RGB Color mix: 217r, 202g, 104b
	Green	PMS 5545	RGB Color mix: 77r, 104g, 84b
	Tan	PMS 4525	RGB Color mix: 199r, 185g, 135b
	Rust	PMS 159	RGB Color mix: 187r, 103g, 48b
	Blue-gray	PMS 5497	RGB Color mix: 135r, 145g, 143b



Logo Guidelines

A strong image is a consistent image. That's why we've developed these guidelines to help ensure the world sees the same MOSS in everything we do. This is a top-level summary of the MOSS logo usage guideline, followed by specific implementation guidelines.

1. Only use approved artwork of the MOSS logo. Never recreate the logo with your own fonts.
 2. When resizing the logo keep the height and length in the proper proportion.
 3. It should only appear in the colors Black and PMS 281c.
- You can find logo artwork on our mailinglist and Website, www.moss.org.mv

MOSS Logo Usage



Logo



Size



Position



Color



Find below preliminary information to help you use the MOSS name and logos in marketing and advertising. The legal right to use any MOSS logo is superseded by a written contract or agreement with MOSS. MOSS retains the right to reject distribution of any materials with the MOSS logo if proper usage, as outlined in this guide, has not been followed. Any MOSS related items not conforming to these guidelines will be held in violation of MOSS logo standards and subject to review. MOSS reserves the right to reject any logo use compromising its image.

In the MOSS logo use only the word 'MOSS'. The MOSS logo is an image, not a font, and cannot be recreated using a different font.

The MOSS logo must be no less than 1 inch (.25" x 1"). It may not be manipulated in any manner to create a disproportionate size increase or decrease either horizontally or vertically.

The MOSS logo must not appear within 1/2 inch of any other logo, and must not be positioned within 3/8 inch trim of any printed material. When the MOSS logo appears with other logos within a document the MOSS logo must be:

- at least equal in size and in color, if other logos are in color.

The MOSS logo may appear in one of three ways:

- Pantone Matching System (PMS) 281c Blue & Black
- 100% black
- 100% white

The MOSS logo should never appear in any colors other than the designated PMS, black or white.

Use of Logo on Promotion Items



Promotion items include shirts, hats, pens, T-shirts, awards and all other miscellaneous items. The MOSS standards established in this guide apply to all promotion items. Logo font is Myriad Pro. Used in conjunction with the logo, in ads and/or in MOSS literature.

See examples:

MOSS Logo License



MOSS logo is licensed under the **Creative Commons Attribution-Noncommercial-Share Alike 3.0 Unported License**. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

You are free:



to Share — to copy, distribute and transmit the work



to Remix — to adapt the work

Under the following conditions:



Attribution — You must attribute the work by making clear to others of MOSS. The best way to do this is with a link to MOSS website.



Noncommercial — You may not use this work for commercial purposes, unless you are a certified MOSS partner who wish to use the LOGO for promotional materials of events and affiliated causes.



Share Alike — If you alter, transform, or build upon this work, you may distribute the resulting work only under the same or similar license to this one and with attribution to the original work.

With the understanding that:

Waiver — Any of the above conditions can be **waived** if you get permission from MOSS.

Other Rights — In no way are any of the following rights affected by the license:

- ☒ Your fair dealing or **fair use** rights;
- ☒ The author's **moral** rights;
- ☒ Rights other persons may have either in the work itself or in how the work is used, such as **publicity** or privacy rights.