

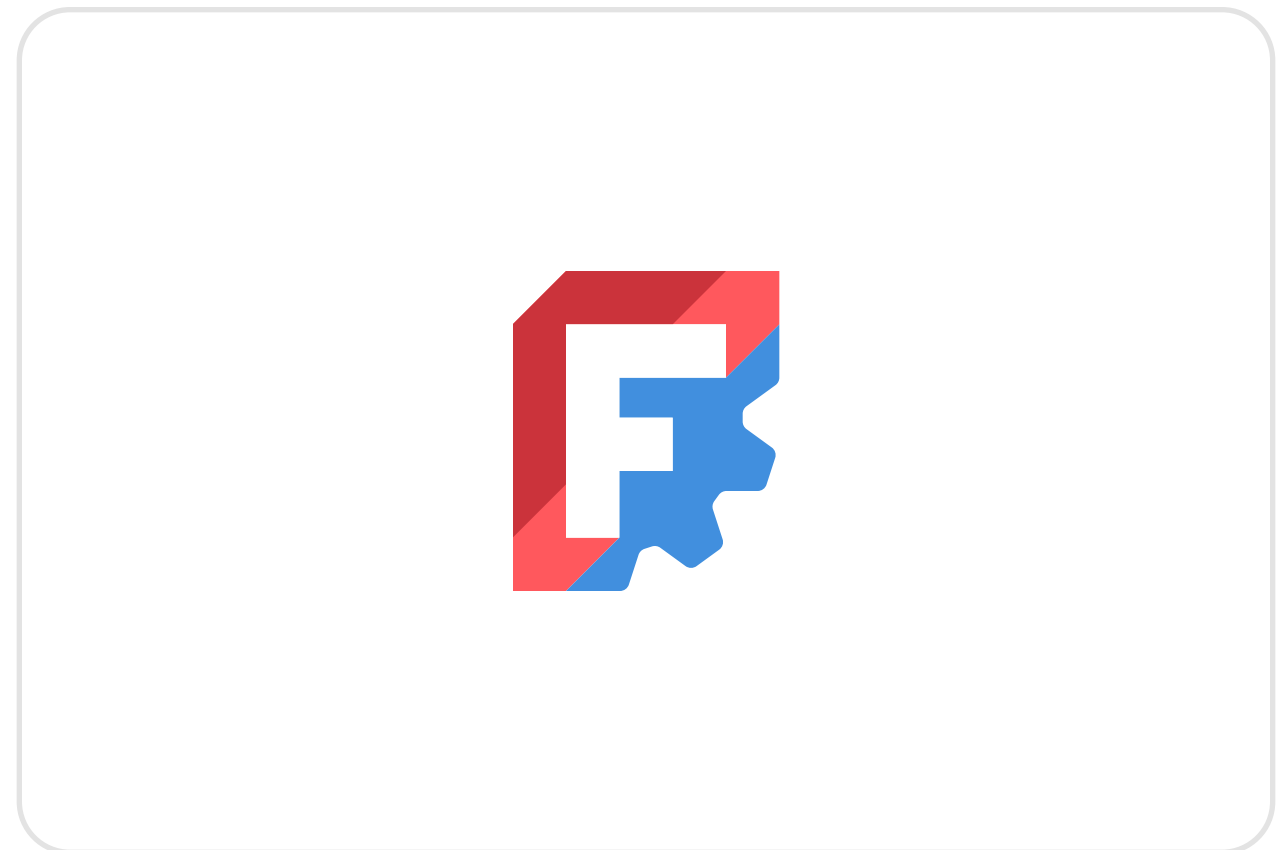
FreeCAD brand guidelines

Share the magic with our curated FreeCAD logo kit and its guidelines for use.

Logos



The lockup consists of two elements: the symbol and the wordmark. The text uses the Evolventa font family in Regular weight for "Free" and Bold for "CAD". The provided wordmark must not be altered or recreated from its constituent parts if used.



There are two versions of the FreeCAD symbol: Full Color (primary) and 1C (secondary). The full color variant is preferred in most cases.

Colors

The FreeCAD logos must always appear as one of FreeCAD's primary brand colors. This includes our Tufts Blue, Light Red, Dark Red, Off Black, and White.

Primary
Blue

#418FDE
RGBA(65,143,222,1)
CMYK(73,36,0,13)
PMS 279 C

Accent
Light Red

#FF585D
RGBA(255,88,93,1)
CMYK(0,64,64,0)
PMS 178 C

Accent
Dark Red

#CB333B
RGBA(203,51,59,1)
CMYK(0,75,72,18)
PMS 1797 C

Primary
Off Black

#212529
RGBA(33,37,41,1)
CMYK(0,0,16,82)
PMS BLACK C

Uses

The FreeCAD logo is provided in several distinct flavors for the following applications:

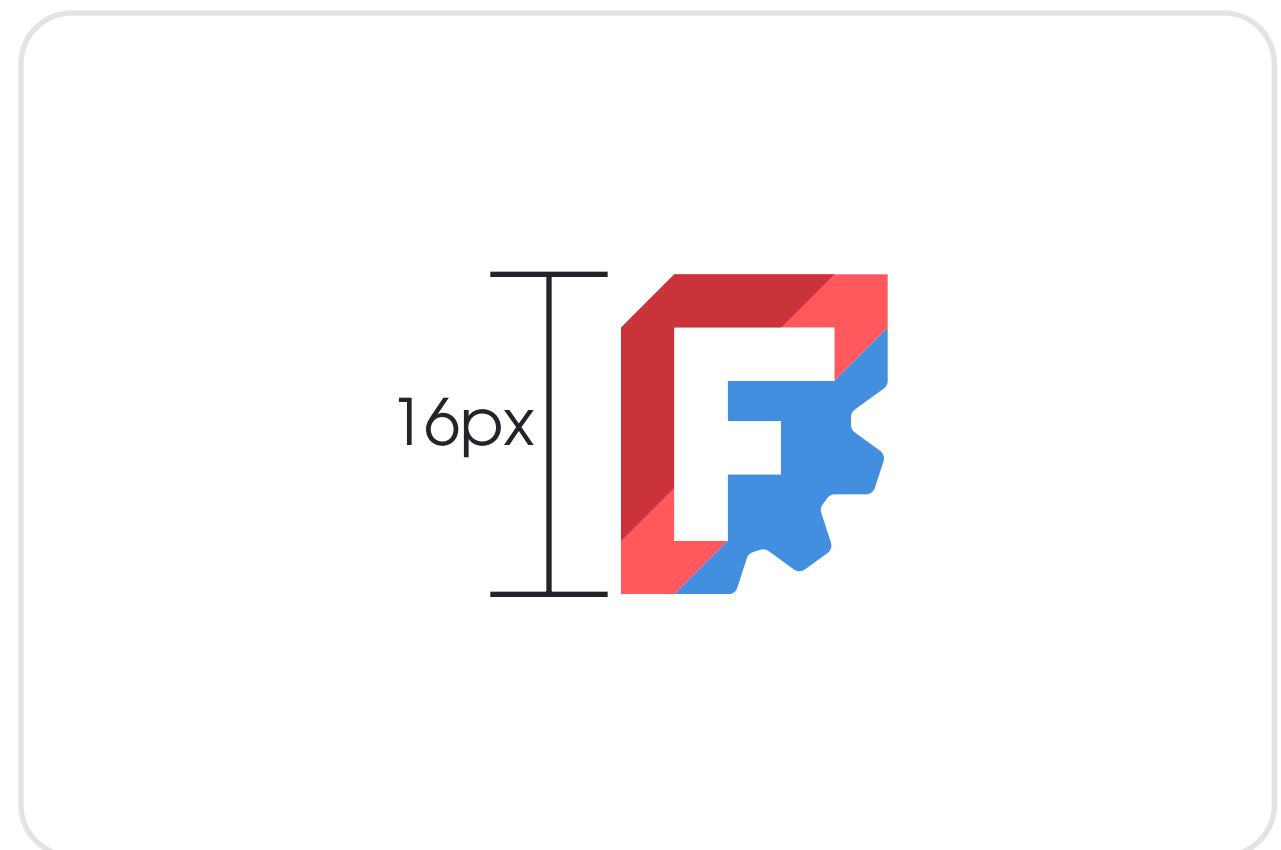
- Primary (Full Color): The primary version of the logo should be used the majority of the time, on any background so long as it is clearly legible.
- 1C Black and 1C White
- 1C Blue and 1C Red

Each of the 1C variants consists of one solid color, with the "F" as negative space. Use the provided symbols, do not fill in the "F" with white, and always choose the version of the logo that achieves the most desirable contrast with the background and other elements in a given design.



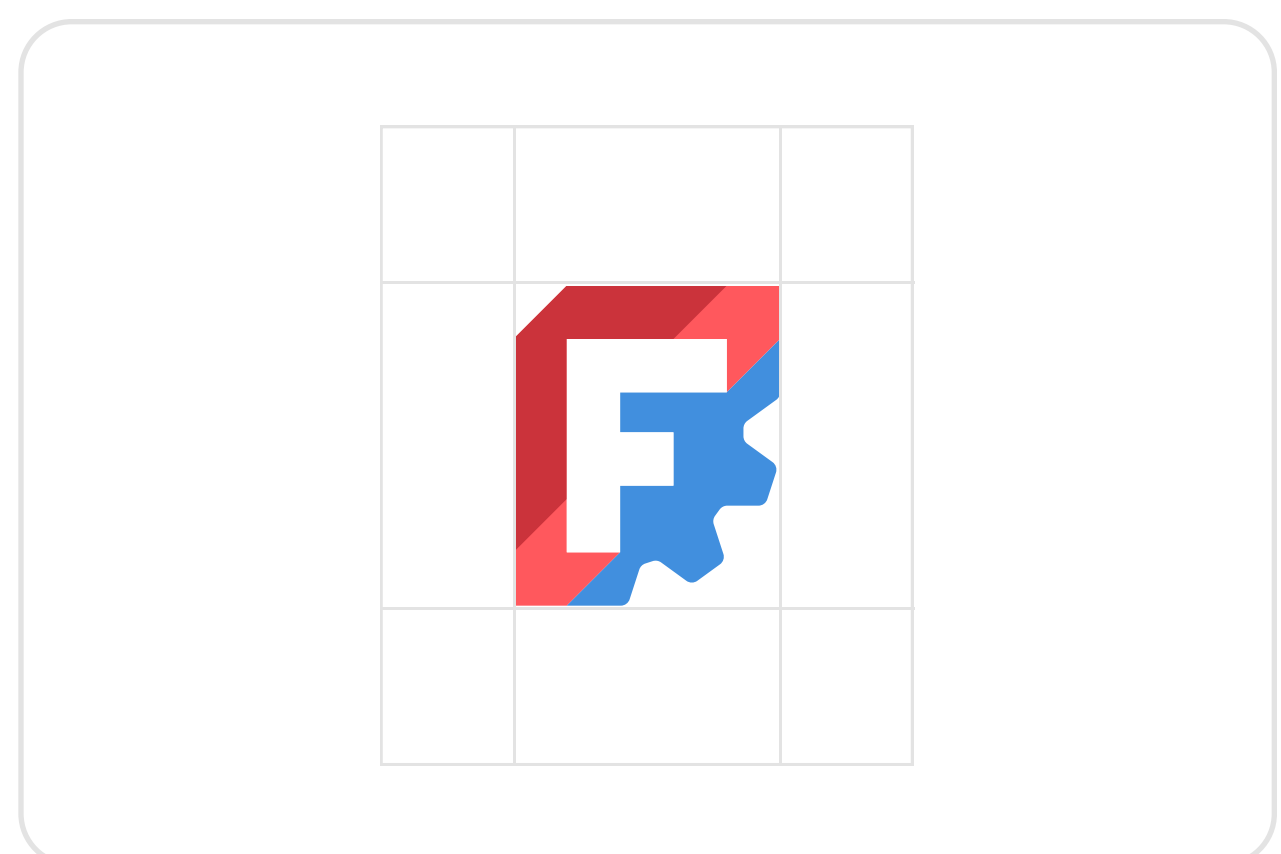
Scale

To retain legibility and integrity, the primary and secondary FreeCAD logos should be at least 32px and 16px respectively.



Clear space

To ensure that our logo is clearly visible in all applications, surround them with sufficient clear space.



Printing, physical & miscellaneous

The FreeCAD symbol is optimized for printed and other physical mediums as well as digital. Be sure to use the provided CMYK or PMS values whenever applicable. The 1C variant of the logo is cleared for use in single-color 3D printing, subtractive manufacturing, laser etching, and in other applications that do not support full color designs.



Logo don't's

To maintain consistency, the FreeCAD logo should only be used as suggested. Below are a handful of examples of what not to do when using the logo:

 ⊘ Don't flip	 ⊘ Don't rotate	 ⊘ Don't squeeze	 ⊘ Don't stretch
 ⊘ Don't decolorize	 ⊘ Don't grayscale	 ⊘ Don't use unapproved colors	FreeCAD ⊘ Don't use the wordmark alone
FreeCAD  ⊘ Don't reverse the icon and the wordmark	 FreeCAD ⊘ Don't change the spacing	 FreeCAD ⊘ Don't change proportions	 ⊘ Don't add circles or other figures
 FreeC ⊘ Don't write wordmark use lockup as is	 ⊘ Don't crop	 ⊘ Don't add borders or shadows	 ⊘ Don't remove the white fill in the F unless using a 1C variant
 ⊘ Don't apply effects like gradients	 ⊘ Don't change any internal element	 * ⊘ Don't change the gear module, number of teeth, or pressure angle, or other properties is likely to cause malfunctions in any mechanisms connected to the logo.	

* the gear in the logo must be a spur gear, do not alter the provided design to depict a beveled or helical gear.