symbian

Corporate Identity Guidelines

symbian

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The Symbian logo

The Symbian logo provides a simple, clear, and easily recognizable brand which represents stability, quality and integrity of the organization. The symbol (i) expresses the human element and importance of people, and the yellow dot represents the idea of inspiration and intellectual capacity.

The indicated use of all Symbian logos as contained throughout this document supersedes all previous guidelines incorporating other logo usage and styles or product names, maximizing exposure of the corporate brand.

The Symbian logo should never be altered in any way and should always be reproduced from digital artwork, supplied by Symbian.

The symbol (i) of the Symbian logo can only be used on its own when used in conjunction with the complete Symbian logo. The (i) symbol is NOT the logo.

The Symbian Logo

symbian

Normal logo

symbian

Use grayscale version of the logo if color is not available. The grayscale values for the (i) are 60% and 40%.

Reverse logo

White patch on
image background

White patch on
colored background

Logo used correctly
on image background

Use of logo

Wherever possible the logo must always be used on white or very light backgrounds and adhere to the free space guidelines stated.

If the logo is to appear on a black background, the reverse version of the logo may be used, as indicated.

Where the logo is to be used on any other backgrounds (ie. colored or image), the appearance depends largely on the background used. If a background provides adequate contrast to the corporate colors of the (i) symbol, the logo can appear as normal or reverse. Should the background clash in any way with the (i) or distort the visual appearance of the logo, it should appear on a white patch of a size equal to the free space guidelines. A reverse logo can also be used on a black patch if this improves the overall clarity of the logo.
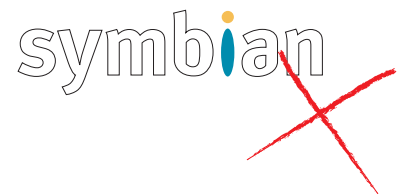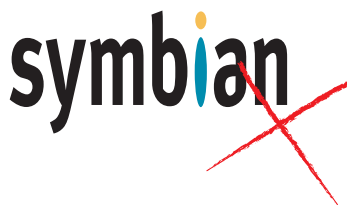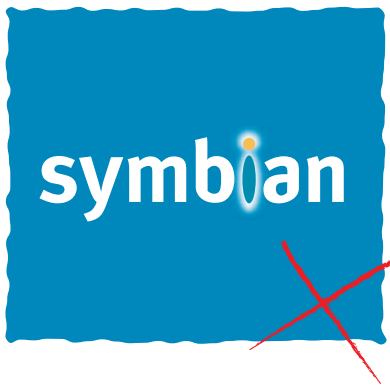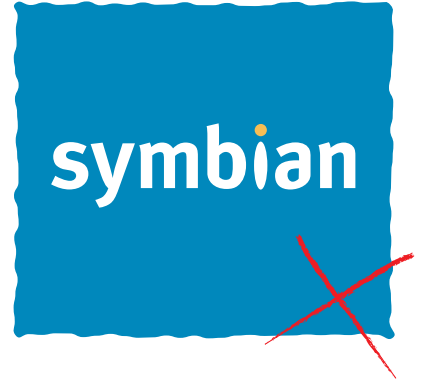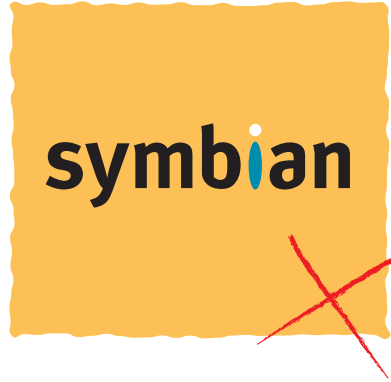
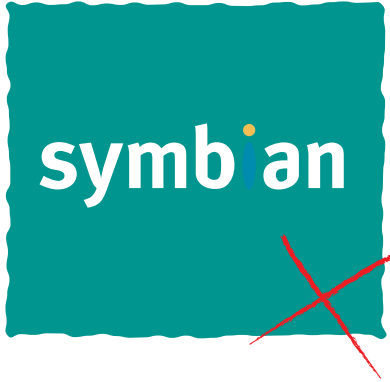When the Symbian name is to appear within any form of text in publication (printed or web), Symbian must be written in the style of the type used and must NOT appear as the logo.

No variations on these guidelines can be used unless with prior permission from Symbian Ltd.

The Symbian Logo

Incorrect use of logo

The following examples show how the logo should NOT appear under any circumstances.

The Symbian Logo

Free Space

The free space around the logo is based upon the distance between the top of the 'y' and bottom of the 'm', shown here as x, and indicated by the lines.

The amount of free space around the logo must be a minimum distance of x on all sides.

If the logo is to be used where space is restricted, contact Symbian for advice and approval.

No infringement of these guidelines is permitted unless with prior permission from Symbian Ltd.

x
x
x

x

x

symbian
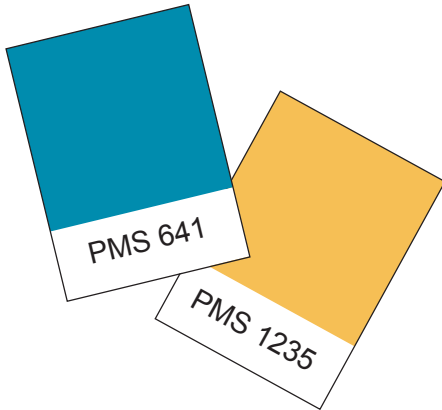
15mm

symbian

Minimum Size

The minimum size that the logo can appear is shown here. A logo reproduced any smaller than this size begins to lose legibility.

The Symbian Logo

Color

Symbian's corporate colors are blue and orange as shown below. In order to create a consistent impression on all Symbian communication material there should be a balance of color which reflects as much as possible the Symbian Logo. ie. approx 70% black, 20% blue and 10% orange.

Should a corporate publication require color other than blue and orange, the additional color palette gives a set of compatible bright and pastel colors which have been carefully chosen to compliment the dominant corporate colors.

PMS 641

PMS 1235

Pantone	CMYK	RGB	Hexadecimal
PMS 641	C: 100% M: 0% Y: 0% K: 27%	R: 0% G: 102% B: 153%	#006699
PMS 1235	C: 0% M: 27% Y: 76% K: 0%	R: 255% G: 153% B: 0%	#FF9900

Additional Color Palette

PMS 1807	PMS Warm Red	PMS 134	PMS 615	PMS 324
PMS 327	PMS 3302	PMS 294	PMS 272	PMS 658

Color

Type (Roman Alphabet)

Symbian's corporate typeface is Meta.

The typeface is not available for internal employees who should use Arial (see separate page), but Meta should always be specified when work is commissioned from an internal or external design source.

The Meta font must be used for printed material and if used on electronic media ie. web pages the font must be embedded into a non editable format. If you have further questions please contact Marketing Services at Symbian.

Meta is a clear, simple, sans serif typeface which can be used for headings, captions, tables, charts and large amounts of continuous text. This is the range of acceptable type weights when using Meta.

Note: Unlike some other fonts, Meta has both uppercase and lowercase numbers available (see the samples at the bottom of the page). The lowercase numbers (which is the default) are fine for use in normal text, but if you are typesetting something with address details on, the numbers of the postcode, telephone number, etc. should be set in uppercase numbers (This is done by selecting the typeface Meta-Caps).

Meta Font

Meta Normal *

ABCDEFGHIJKLMN
abcdefghijklmn
1234567890

Meta Bold *

ABCDEFGHIJKLMN
abcdefghijklmn
1234567890

Meta Caps *

1234567890

Type

*   Name of fonts may vary slightly between PC and Mac versions.

Type (Roman Alphabet)

Symbian's correspondence typeface is Arial.

Arial is a clear, simple sans serif typeface which can be used for headings, captions, tables, charts and large amounts of continuous text. Arial is also used for correspondence.

Arial Font

Arial Regular

ABCDEFGHIJKLMN
abcdefghijklmn
1234567890

Arial Bold

ABCDEFGHIJKLMN
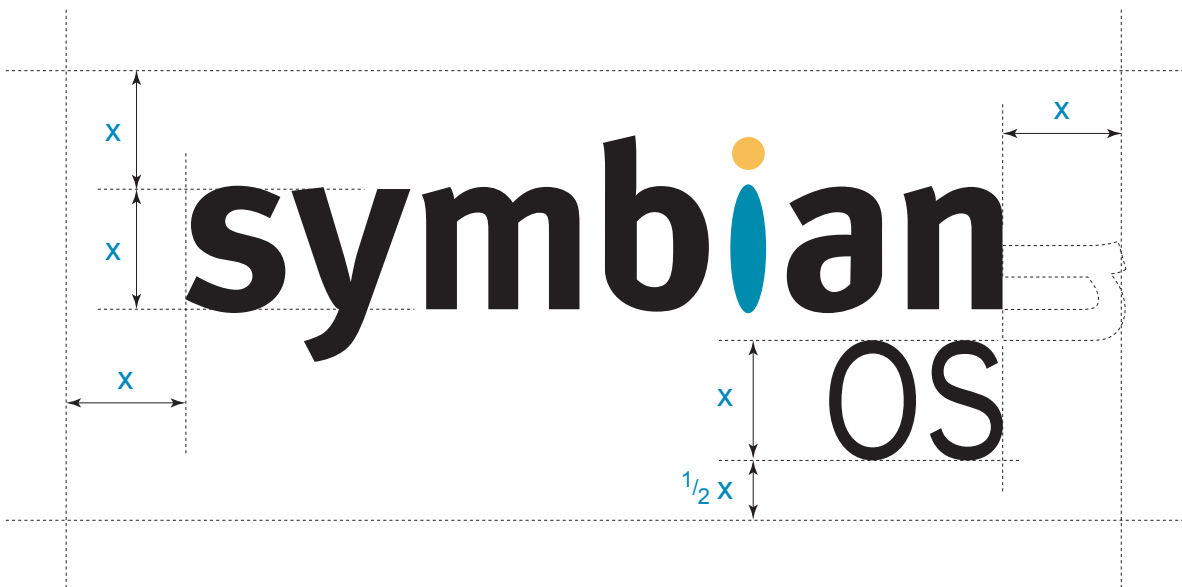**abcdefghijklmn**
1234567890

Type

The Symbian OS logo

The Symbian Operating System logo is based on the addition of the initials OS. The size of this additional text is based upon the distance between the top of the 'y' and bottom of the 'm', shown here as x, and indicated by the dotted lines. The position of this text is based upon the stroke width of the main Symbian logo, shown here using the 'n' and is justified to the right of the main logo.

The amount of free space around the logo must be a minimum distance of x (top and sides) and $1/2x$ (bottom) as shown.

This logo should be treated in the same way as the main Symbian logo. Usage and free space rules should remain consistent. Where a white patch is required, this should also be equal to the free space guidelines as shown below.

White patch on image background

symbian Developer Network
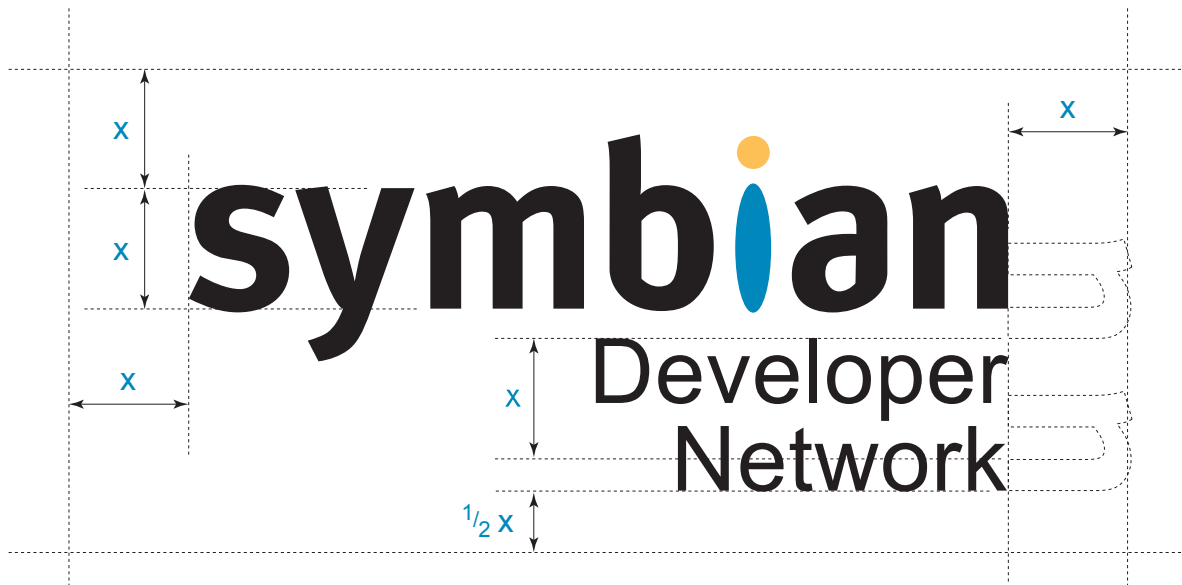

symbian Training Partner

symbian Competence Center

Other Symbian Marks

These logos are based on the addition of specific logo text. The size of this additional text is based upon the distance between the top of the 'y' and bottom of the 'm', shown here as x, and indicated by the dotted lines. The position of this text is based upon the stroke width of the main Symbian logo, shown here using the 'n' and is justified right of the main logo.

The amount of free space around the logo must be a minimum distance of x (top and sides) and 1/2x (bottom) as shown.

This logo should be treated in the same way as the main Symbian logo. Usage and free space rules should remain consistent. Where a white patch is required, this should also be equal to the free space guidelines as shown below.

White patch on image background

Other Symbian Marks