The new OpenWrt logo is using the **Galano Grotesque SemiBold** font style conveying simplicity and confidence of the project’s operating system powered by the Linux kernel. Placed at its left is the OpenWrt symbol which displays a noncompleted circle/letter “O” and a wireless connectivity icon. The noncompleted circle represents not only the project’s name but also its aim. Together with the wireless connectivity icon, the symbol emphasizes the project’s commitment to its userbase which is to provide freedom to fully customize applications.

Consistent use of the OpenWrt logo is needed to construct a uniform brand identity. The master logo is supplied as artwork and should never be transformed or regenerated in any way.
When using the logo with other graphic elements, the logo should have the needed space to breathe. The clear space around the logo should be at least the quarter of the given “x” measurement. To ensure that the visual details of the logo are maintained, it is advised not to make it smaller than 70 px. wide.
OpenWrt Core Colors

PANTONE 2191 C
CMYK 75 11 0 0
RGB 0 163 225
HEX #00A3E1

PANTONE 7463 C
CMYK 100 53 0 72
RGB 0 43 73
HEX #002B49

PANTONE 419 C
CMYK 76 65 66 90
RGB 33 35 34
HEX #212322

WHITE
CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF
This is the OpenWrt’s Master logo in horizontal or landscape orientation. It must be used to represent the OpenWrt’s brand in any content in which it is included.

A specific colour combination must be used according to the given colourways.

- White and Dark Blue
- White and Blue
- Blue and Dark Blue
- Gradient (From White - Blue - Dark Blue)
- White
- Black
This is the OpenWrt’s Master logo in vertical or portrait orientation. It must be used to represent the OpenWrt’s brand.

A specific colour combination must be used according to the given available colourways.

- White and Dark Blue
- White and Blue
- Blue and Dark Blue
- Gradient (From White - Blue - Dark Blue)
- White
- Black
The OpenWrt’s wordmark must be used whenever the brand is to be included in any content.

The OpenWrt’s logo/icon may be used without the brand’s wordmark.

A specific colour combination must be used according to the given available colourways.
To maintain branding, the OpenWrt’s logo colours must be used consistently according to the specific colour relationship with the logo and the background. In cases, where the logo is used in backgrounds of different colour, it is advised to utilize either the black or white logo version.

For images, applying 10-30% black tint to the entire image is suggested to preserve the visual appearance of the white logo.

Never use the OpenWrt’s logo in different colours just to suite the person’s interest of making it fancier. Remember, the colours of the logo are specifically chosen to represent the identity of the project, so they must be preserved.

Note: the black logo can only be used on a black and white scheme. Where white is dominant on the background.
In webpage, the same colour rule is applied.
NEVER

Outline

Fill with patterns or multiple colours

Skew, rotate, shear, stretch

Stray from the colour palette

Change the font or use other typeface

Add elements