

OpenCulture
Foundation_

品牌識別規範
Visual Identity Guideline

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品牌標誌

Logo

標誌意象

Visions

精簡版本

Compact version

社群頭像

Avatar

應用程式圖標

App icon

留白空間

Clearspace

主要放置位置

Primary positions

次要放置位置

Secondary positions

重複排列

Repeating pattern

標誌意象 Visions

品牌標誌反映了開放文化基金會對於數位相關領域議題的關注，清晰且直接地傳達其組織名稱。從細節來看，標誌中的底線沿用了在數位編碼介面中常見的語彙；同時，兩行字重、圓角處理不同的文字也呼應了該組織親和、有條理的特質。

The OCF logo reflects the nature of the organisation's focus on digital-related areas, which clearly and directly delivers its name. When looking in detail, the underline borrows from the sign commonly found in coding interfaces. At the same time, the two lines of text with varying font weights and rounded corners further show the organisation's intimate, structured character.

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精簡版本 Compact version

在特定環境下，使用精簡版本的品牌標誌得以更有效且清晰的傳達品牌識別。該版本可依情境需求作為標準版本標誌的替代品；然而，在情況允許下，盡可能地使用標準版本標誌，以達到最完整的視覺溝通效果。

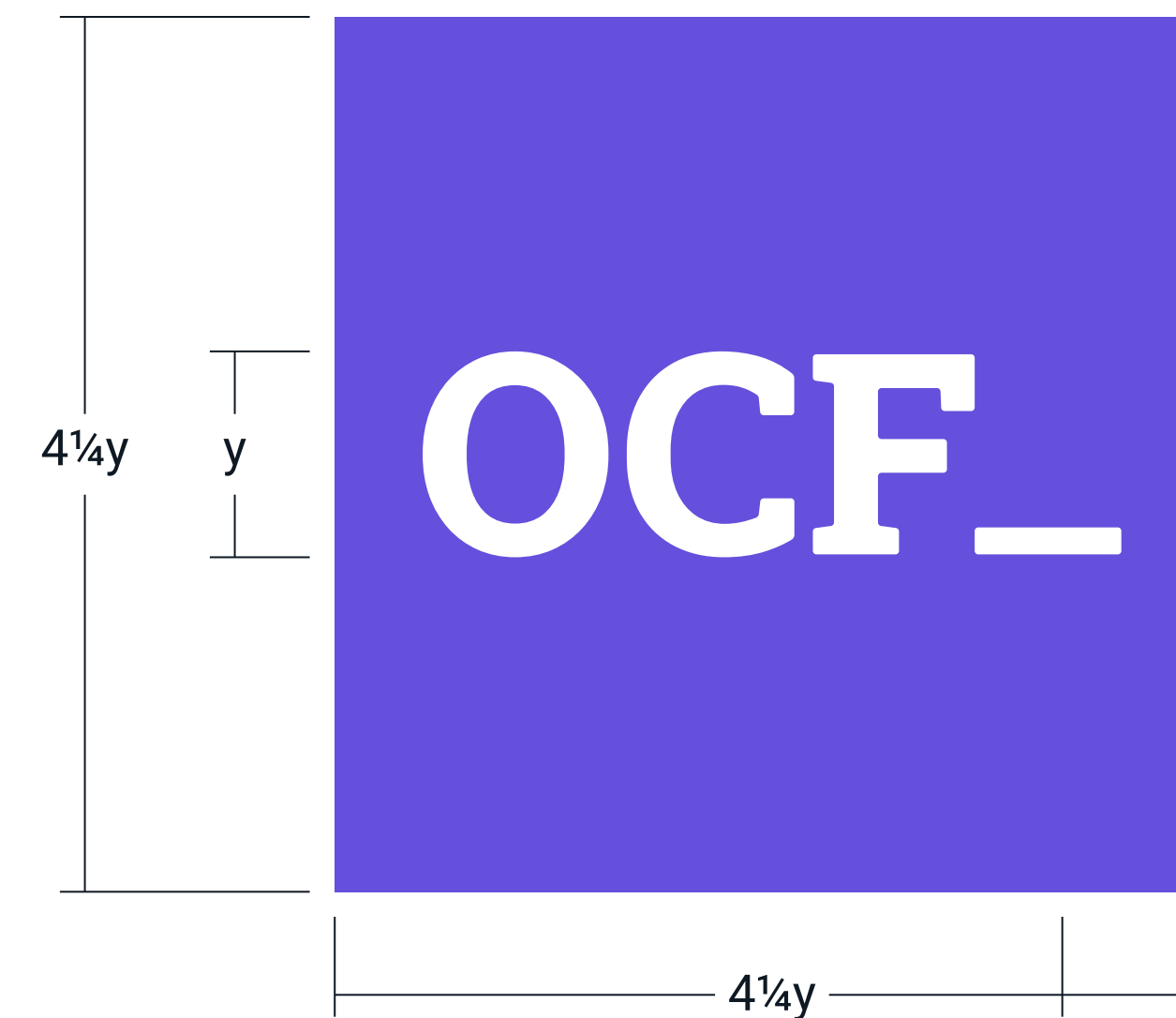
In specific contexts, employing this compact version of the logo can effectively and clearly deliver brand identity. This version can be used based on contextual requirements; however, whenever circumstances permit, it is better to use the standard version of the logo for the most comprehensive visual communication.



社群頭像 Avatar

在數位應用中（如社群媒體頭像），我們建議使用精簡版本的**品牌標誌**。如此，其有限的顯示空間可以最大限度的被使用，並盡可能消除任何易讀性問題。右方的色彩搭配與元素相對尺寸比例應始終被遵守，以保持一致的品牌視覺傳遞。

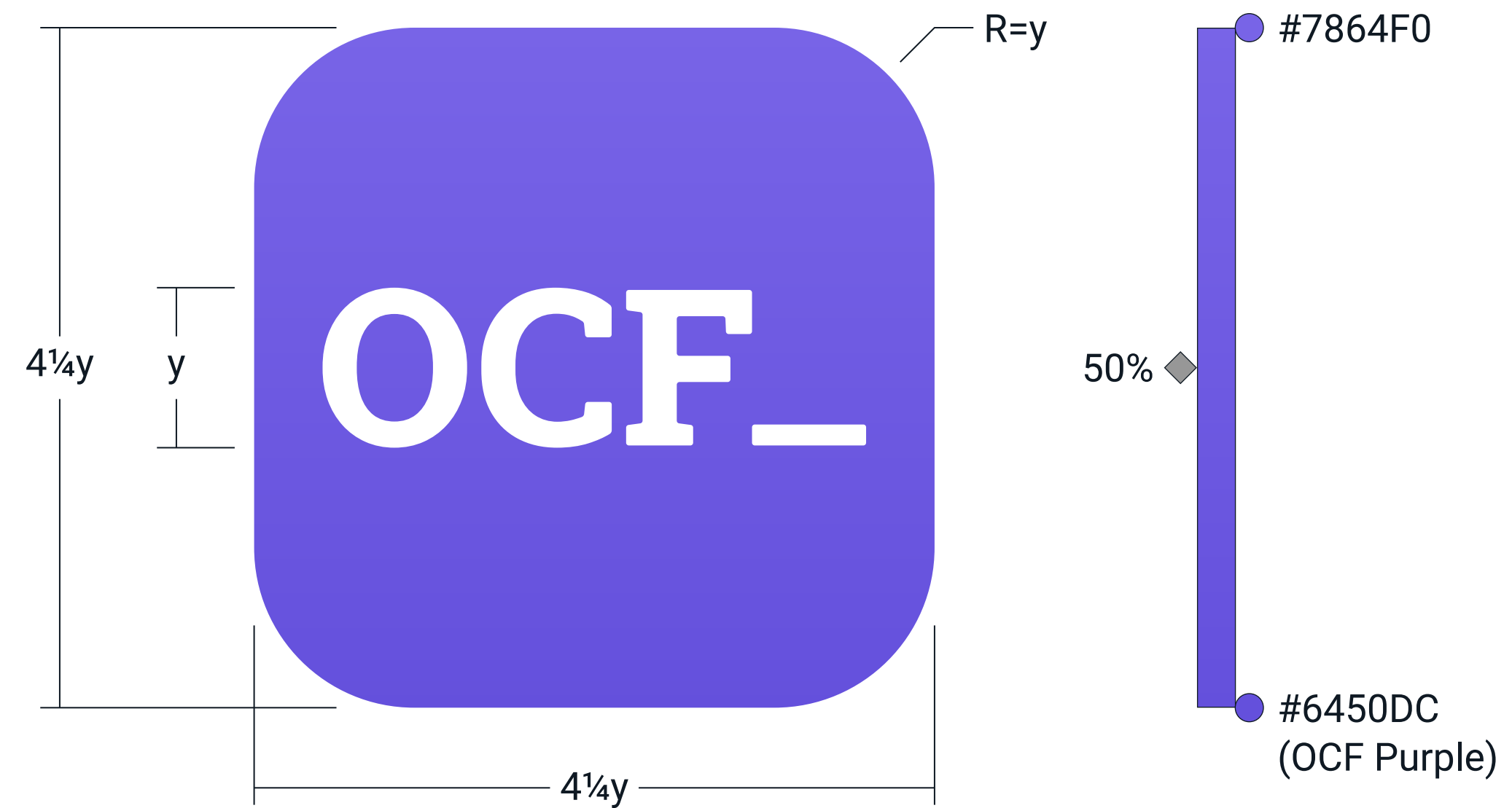
We suggest using the compact logo version in digital applications, such as social media avatars. By doing this, the space usage can be maximised, removing any legibility issues. The colour pairing and size ratio should always follow the measurement instructed here for consistent visual branding.



應用程式圖標 App icon

在數位應用中（如應用程式圖標），我們建議使用精簡版本的¹品牌標誌。如此，其有限的顯示空間可以最大限度的被使用，並盡可能消除任何易讀性問題。右方的色彩搭配與元素相對尺寸比例應始終被遵守，以保持一致的品牌視覺傳遞。軟體圖標的色彩中融入了些微漸層變化，以在數位環境中達到更豐富的顯示效果。

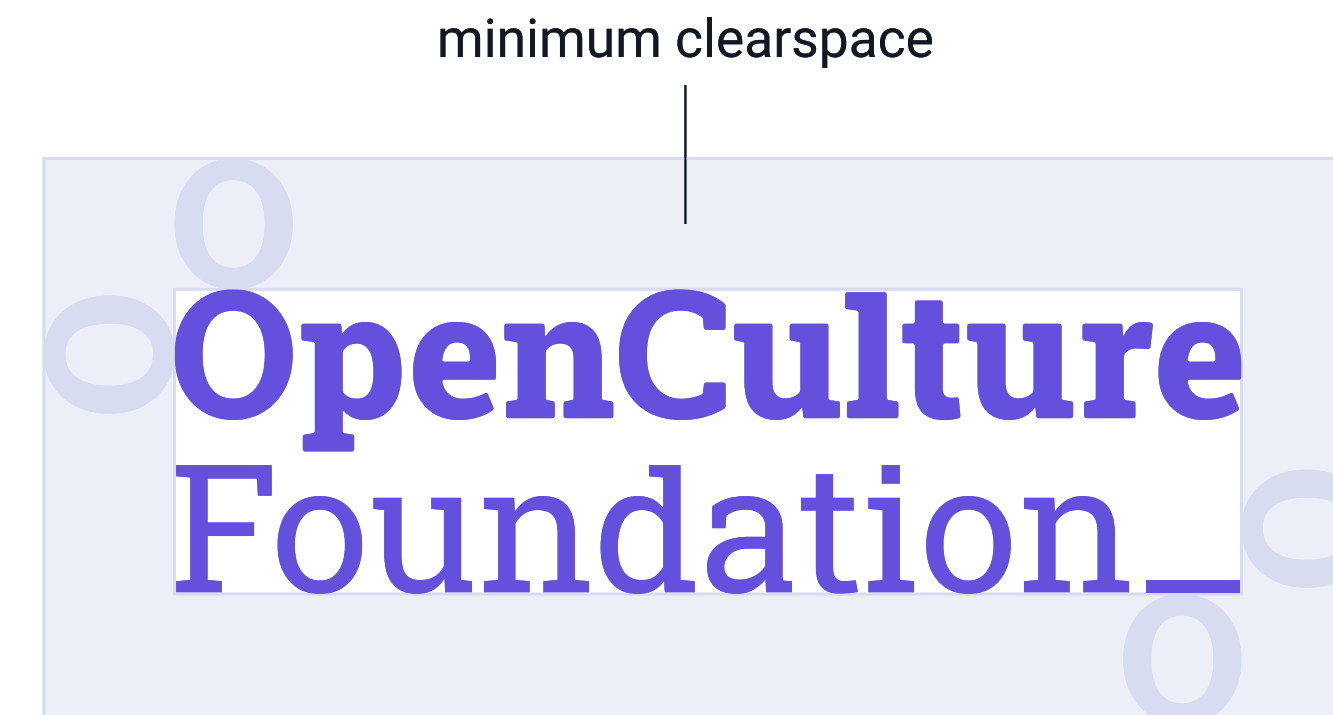
We suggest using the compact logo version in simplified digital applications, such as app icons. By doing this, the space usage can be maximised, removing any legibility issues. The colour pairing and size ratio should always follow the measurement instructed here for consistent visual branding. A subtle colour gradient was implemented for the icon to achieve a richer digital display effect.



留白空間 Clearspace

品牌標誌在周圍淨空時最能強烈地傳達其訊息，這確保了它的可視性與易讀性並同時保留其完整性。右側的規範是留白空間的最小值，在各種情境下應盡可能遵守。然而，加大留白空間以創造更清晰的視覺是被允許的；且在特殊情況下，留白空間允許被調整，以確保品牌圖標在不同場景中得以創造最大的視覺影響力。

The logo is most powerful when surrounded by clearspace; this guarantees visibility and legibility while preserving its integrity. The measurement is the minimum space allowed around the logo and should be applied in all instances. As this defined clearspace is a minimum, it is allowed to go above this in order to create clear and consistent designs. Also, in exceptional cases, the clearspace can be adjusted in order to secure or maximise impact.



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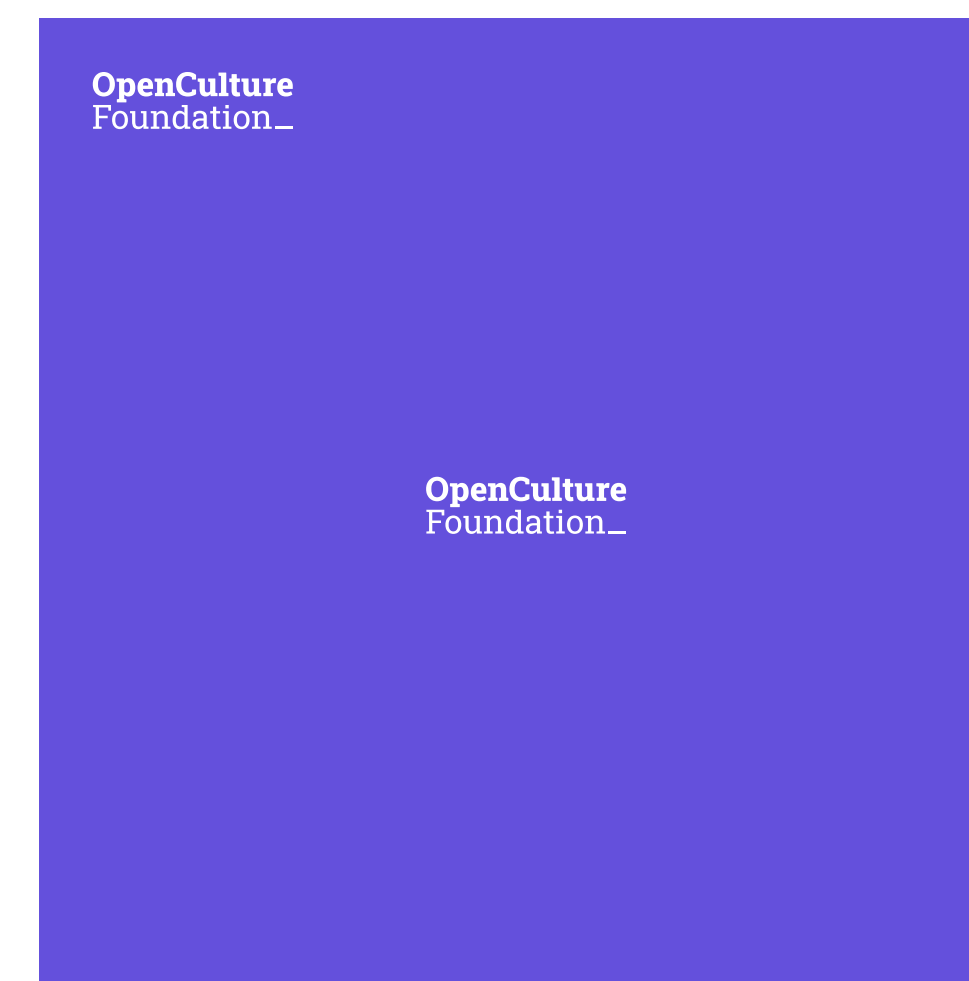
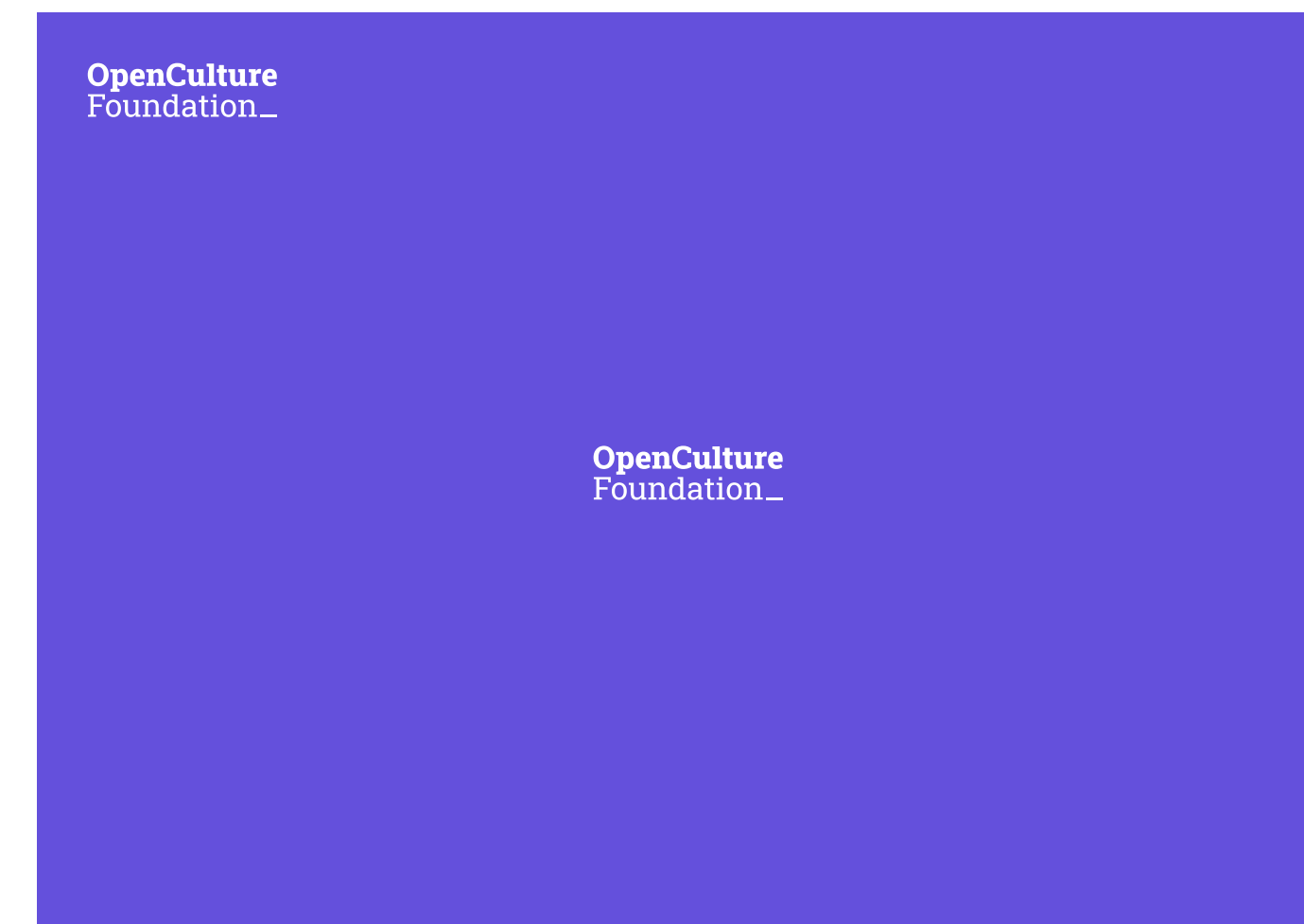
The logo is most powerful when surrounded by clearspace; this guarantees visibility and legibility while preserving its integrity. The measurement is the minimum space allowed around the logo and should be applied in all instances. As this defined clearspace is a minimum, it is allowed to go above this in order to create clear and consistent designs. Also, in exceptional cases, the clearspace can be adjusted in order to secure or maximise impact.



主要放置位置 Primary positions

左上角與正中心是品牌標誌的主要放置位置。對於大多數格式皆是如此，包括縱向、橫向和方形等圖面比例。為了最大限度地減少變化並確保外觀協調、統一，請盡可能在視覺應用中套用類似的位置以及尺寸。

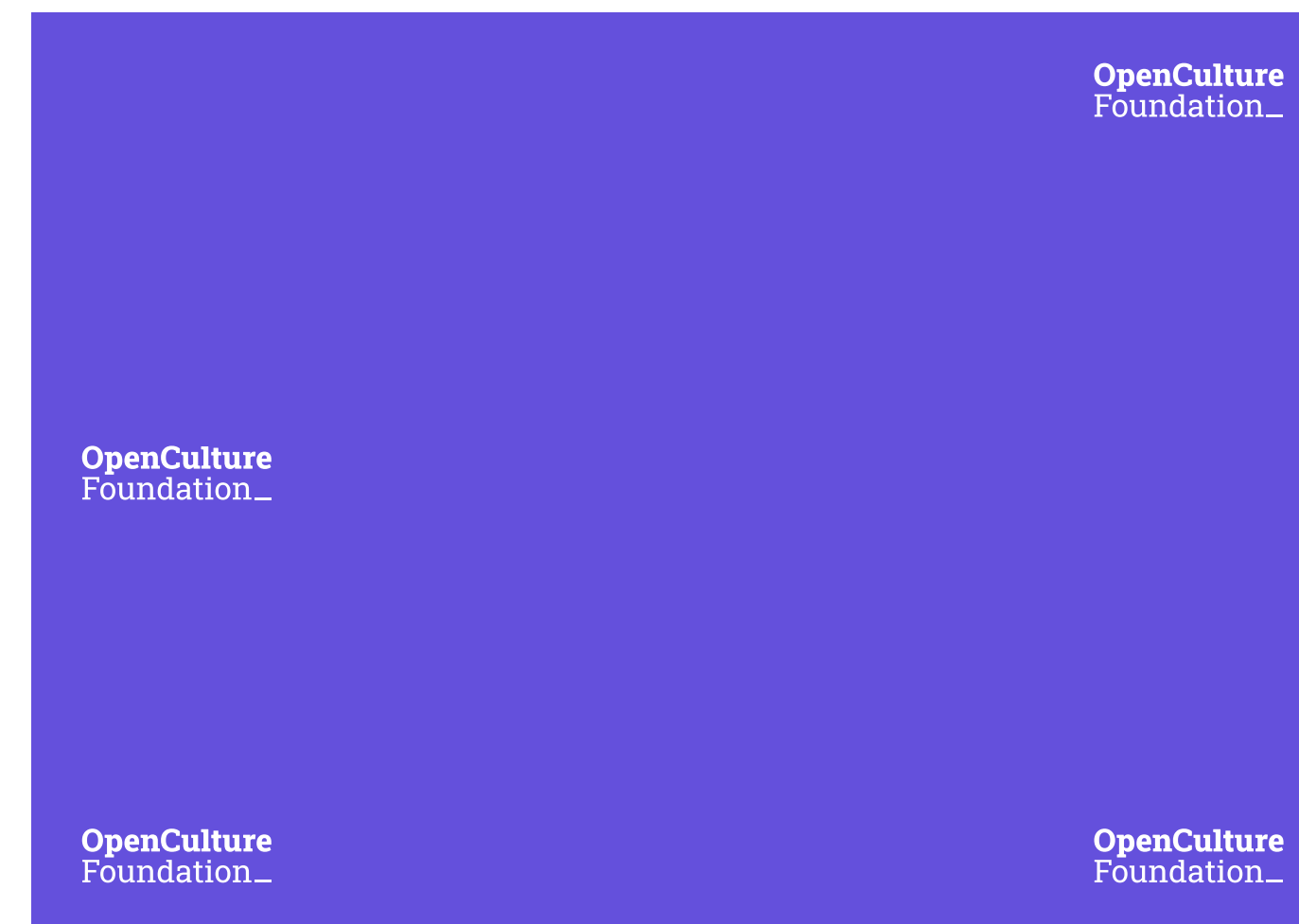
The upper-left corner and center are our primary positions for the logo. This is true for most of the formats, including portrait, landscape and square. In order to minimize variation and ensure a coordinated, uniform appearance, try to use the same position and size across similar applications.



次要放置位置 Secondary positions

儘管品牌標誌的主要放置位置是優先選項，但在某些情況下，由於內容和格式的限制，也可以將其放置於次要位置作為替代方案。

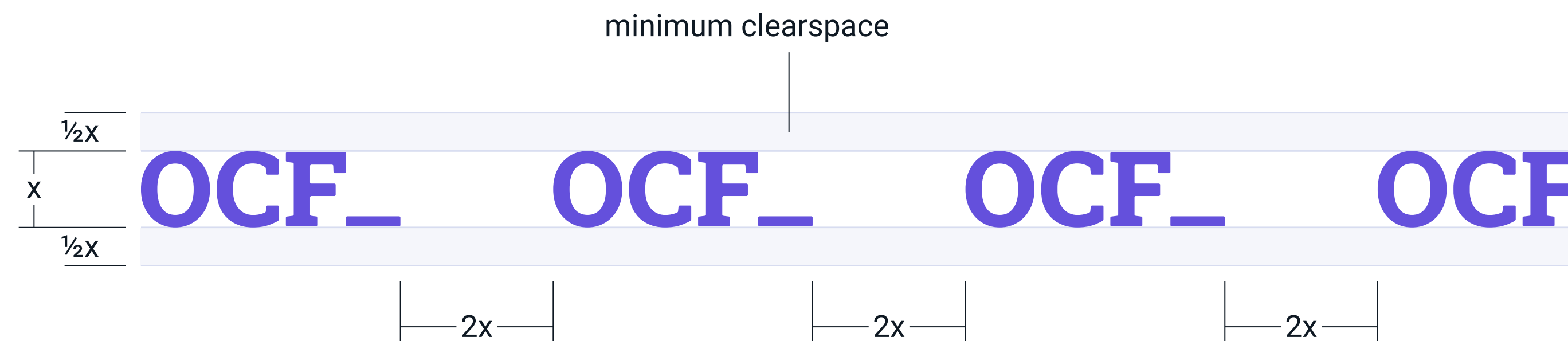
Although the primary position for logo is preferred, that could also be placed in the secondary position due to content and format limitation in some instances.



重複排列 Repeating pattern

在部分情境中，我們會將品牌標誌重複排列作為圖形使用，而適當的留白空間與間隔可確保標誌保留最大的完整性與易讀性。右側的規範註記了上下留白空間及標誌的最小值，在各種情境下應盡可能遵守。然而，加大留白空間以創造更清晰的視覺是被允許的。

In some scenarios, we repeat the logo as a pattern. And, as associated with proper clearspace guarantees visibility and legibility, the measurement here displays the minimum clearspace and interval for this particular situation. This defined clearspace is a minimum, so it can go above this to create clear and consistent designs.



品牌色彩

Colour

色彩計畫

Colour scheme

主要色彩

Primary colour

次要色彩

Secondary colours

輔助色彩

Supportive colours

背景與標誌

Background and logo

背景與文字

Background and text

背景與圖形

Background and shape

色彩計畫 Colour scheme

色彩計畫主要由「OCF 紫」構成，並搭配一系列的次要、輔助色彩以滿足各種潛在的使用場景。整體視覺語彙呈現出躍動且充滿活力的性格。當需要強烈表現力時，大膽的品牌主色可作為溝通媒材；而需要清晰的溝通時，該色彩計畫也可達到相對應的功能，強化重點資訊的視覺傳遞。

The colour scheme mainly consists of OCF Purple, with a series of secondary and supportive colours that could be paired to cover a broader range of scenario usage. The overall visual language delivers a vibrant yet energetic character while. When the brand wants to be expressive, we can use our bolder primary colour to communicate; however, when sober tones are needed, the palette could still be functional to highlight the hero message.



主要色彩 Primary colour

品牌主色「OCF 紫」體現了基金會活躍於難以被定義的模糊地帶，且象徵著其在端點間建立連結的能力。該色彩是品牌識別的核心元素，適用於 Logo、文字、背景等任何可能的場景，以確保品牌視覺具有連貫性。多數情況下應盡可能使用該指定色，但若有必要，可適時應用不同透明度。

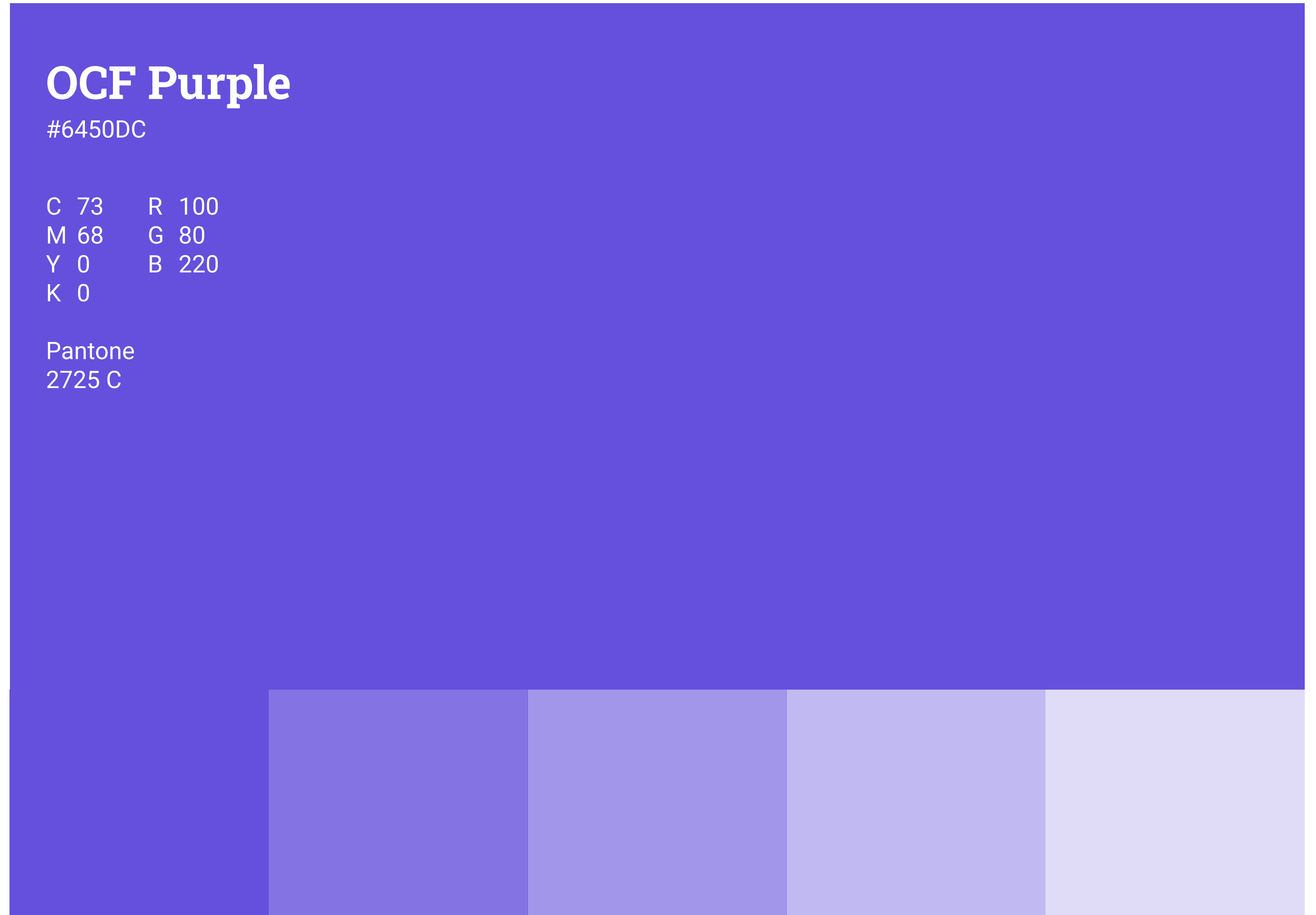
The primary colour, OCF Purple, embodies the foundation's dynamic presence in undefined territories, symbolising its ability to forge flexible connections between endpoints. It is a core element in the visual identity, applicable to logos, texts, backgrounds, and any possible scenario, ensuring a cohesive visual presentation. This specified colour should be used in most cases, but transparency shall be applied if necessary.

OCF Purple

#6450DC

C 73	R 100
M 68	G 80
Y 0	B 220
K 0	

Pantone
2725 C



次要色彩 Secondary colours

當需要表現力時，「OCF 淺藍」與「OCF 深藍」可作為增加視覺層次及趣味性的元素。此外，白色也是可確保清晰的替代品，以達到更明瞭的視覺溝通。多數情況下應盡可能使用該指定色，但若有必要，可適時應用不同透明度。

When it is needed to be more expressive, OCF Light Blue and OCF Dark Blue could be elements to create hierarchy and interest. White is also a colour that provides freshness and a clean alternative for more sober communication. These specified colours should be used in most cases, but transparency shall be applied if necessary.

<h3>OCF Light Blue</h3> <p>#D7DCF0</p> <p>C 18 R 215 M 11 G 220 Y 0 B 240 K 0</p> <p>Pantone 2706 C</p>	<h3>OCF Dark Blue</h3> <p>#0F1293</p> <p>C 88 R 15 M 57 G 25 Y 27 B 35 K 65</p> <p>Pantone 7546 C</p>	<h3>White</h3> <p>#FFFFFF</p> <p>C 0 R 255 M 0 G 255 Y 0 B 255 K 0</p> <p>Pantone 2706 C</p>
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輔助色彩 Supportive colours

輔助色彩主要作為資訊圖表中的工具。例如，在長條圖中，「OCF 青」與「OCF 洋紅」可作為視覺溝通的元素，同時確保視覺語彙的一致性與其趣味性。多數情況下應盡可能使用該指定色，但若有必要，可適時應用不同透明度。

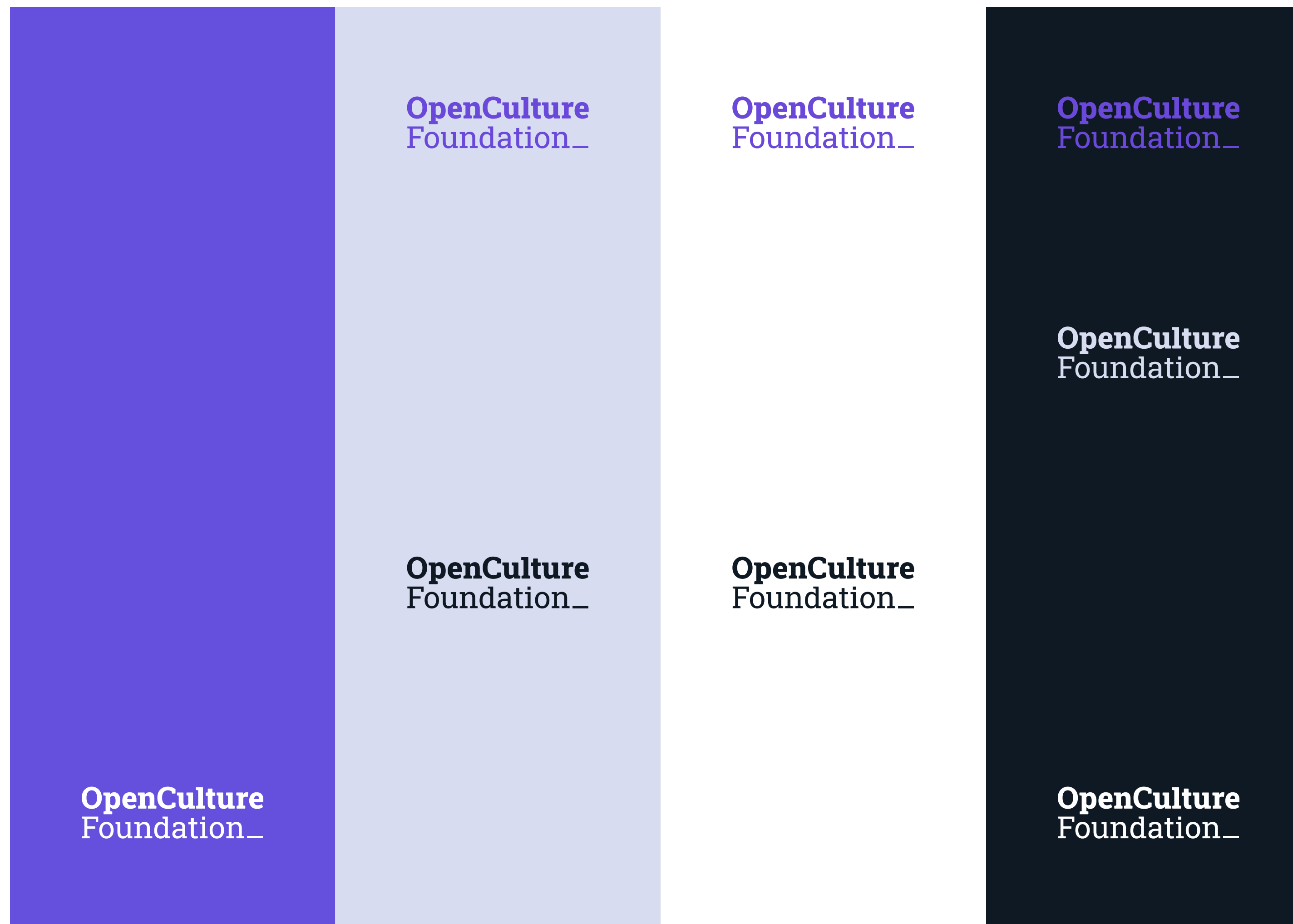
Supportive colours are particularly handy for infographics. For instance, in a bar chart, OCF Cyan and OCF Magenta could be elements to display while ensuring a cohesive visual presentation and interests. These specified colours should be used in most cases, but transparency shall be applied if necessary.

<h3>OCF Cyan</h3> <p>#0091DA</p> <table border="0"> <tr> <td>C 91</td> <td>R 0</td> </tr> <tr> <td>M 17</td> <td>G 145</td> </tr> <tr> <td>Y 0</td> <td>B 218</td> </tr> <tr> <td>K 0</td> <td></td> </tr> </table> <p>Pantone 2192 C</p>	C 91	R 0	M 17	G 145	Y 0	B 218	K 0		<h3>OCF Magenta</h3> <p>#CE0058</p> <table border="0"> <tr> <td>C 0</td> <td>R 206</td> </tr> <tr> <td>M 100</td> <td>G 0</td> </tr> <tr> <td>Y 24</td> <td>B 88</td> </tr> <tr> <td>K 4</td> <td></td> </tr> </table> <p>Pantone Rubin Red</p>	C 0	R 206	M 100	G 0	Y 24	B 88	K 4	
C 91	R 0																
M 17	G 145																
Y 0	B 218																
K 0																	
C 0	R 206																
M 100	G 0																
Y 24	B 88																
K 4																	

背景與標誌 Background and logo

背景與標誌之色彩來源可以是主要或次要色彩，但絕對不能將輔助色彩用於此目的。盡可能地節約使用色彩，以傳達強烈的色彩識別信號，即使是在相對簡單的圖面中也是如此。始終遵循右側的識別規範，以確保色彩搭配之對比度可以在閱讀性與傳播性間取得平衡。

The background and logo colours could be any primary or secondary colours but never use supportive colours for this purpose. Be economical in using colour to send strong identity signals, even in simpler layouts. Always follow the guidelines on the right side to ensure that the pairing of colours achieves the balance between visibility and visual communication.



背景與文字 Background and text

文字之色彩來源可以是色彩計畫中的所有選項，但僅在必要時套用輔助色彩（如資訊圖表）。盡可能地節約使用色彩，以傳達強烈的色彩識別信號，即使是在相對簡單的圖面中也是如此。始終遵循右側的識別規範，以確保色彩搭配之對比度可以在閱讀性與傳播性間取得平衡。

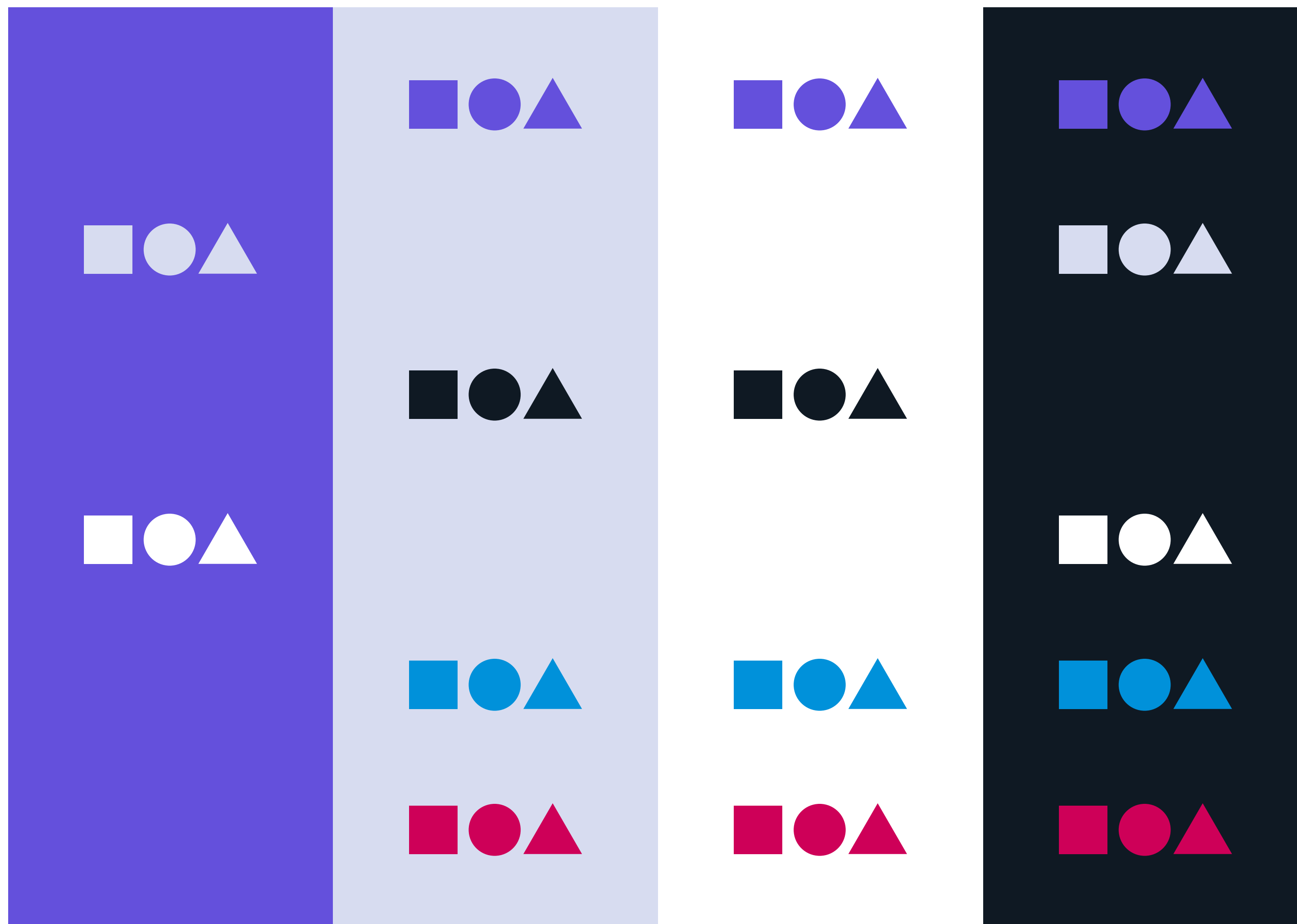
The text could be any colour from the colour scheme, but using supportive colours only when it is needed (e.g. infographic). Be economical in using colour to send strong identity signals, even in simpler layouts. Always follow the guidelines on the right side to ensure that the pairing of colours achieves the balance between visibility and visual communication.



背景與圖形 Background and shape

圖形之色彩來源可以是色彩計畫中的所有選項，但僅在必要時套用輔助色彩（如資訊圖表）。盡可能地節約使用色彩，以傳達強烈的色彩識別信號，即使是在相對簡單的圖面中也是如此。始終遵循右側的識別規範，以確保色彩搭配之對比度可以在閱讀性與傳播性間取得平衡。

The shape could be any colour from the colour scheme, but using supportive colours only when it is needed (e.g. infographic). Be economical in using colour to send strong identity signals, even in simpler layouts. Always follow the guidelines on the right side to ensure that the pairing of colours achieves the balance between visibility and visual communication.



品牌字體

Typeface

字體總覽

Overview

強調字體

Highlight typography

內文字體

Body copy typography

替代字體

Alternative typography

常見尺寸

Common sizes

行距與字距

Leading and tracking

字體總覽 Overview

本品牌字體系統由三個字型家族構成，分別為昭源黑體（Chiron Hei HK）、Roboto Slab、Roboto；同時，選定四個指定字重之雙語組合作為使用規範。該三個字型家族皆為開放式授權，與基金會自由、開源、共創的價值觀相呼應。

This typeface guideline is consisted by three font families, which are Chiron Hei HK, Roboto Slab, and Roboto. Four weights were designated for bilingual usage combination in this guideline. Also, all these font families are open-source, echoing the foundation's value.

昭源黑體 Chiron Hei HK

財團法人開放文化基金會

Roboto Slab

Open Culture Foundation

Roboto

We help governments, enterprises, and NGO's better understand the benefits of adopting open technology, and promote the use of open tech in the public sphere.

強調字體 Highlight typography

該中英文電腦打字體組合適用於大標、標題、重要資訊、大尺寸顯示等需強調內容之情境；必要時也可用於強調小尺寸文案，但其主要用途仍服務於重要資訊。

These combinations of typography are suitable for contexts where emphasis is needed, such as headlines, titles, critical information, large-scale displays, etc. They may also highlight more minor texts, but their predominant usage is for hero messaging.

昭源黑體 Chiron Hei HK / Light + Roboto Slab / Light

開放文化社群 Open culture community

昭源黑體 Chiron Hei HK / Regular + Roboto Slab / Regular

開放文化社群 Open culture community

昭源黑體 Chiron Hei HK / Bold + Roboto Slab / Bold

開放文化社群 Open culture community

昭源黑體 Chiron Hei HK / Heavy + Roboto Slab / Black

開放文化社群 Open culture community

內文字體 Body copy typography

該中英文電腦打字體組合適用於內文、註記、小尺寸顯示等大部分情境；無襯線的外觀確保其有效的易讀性，因此適合在需要清晰、實用地傳達訊息時使用。

These combinations of typography are suitable for most scenarios, such as body copy, footnotes, and small-scale displays. The sans-serif appearance ensures their legibility and, as such, is best used when trying to communicate information clearly and practically.

昭源黑體 Chiron Hei HK / Light + Roboto / Light

財團法人開放文化基金會（Open Culture Foundation）由多個台灣開源社群共同發起；自 2014 年創立以來，已支持 30 多個開放科技社群。

昭源黑體 Chiron Hei HK / Regular + Roboto / Regular

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昭源黑體 Chiron Hei HK / Bold + Roboto / Bold

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昭源黑體 Chiron Hei HK / Heavy + Roboto Slab / Black

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替代字體 Alternative typography

在大部分情境中，應始終遵循中英文電腦打字體組合規範，以確保一致的品牌視覺傳達。惟在 Google 簡報或其無法存取品牌字體情境下，允許以此頁規範之組合作為替代方案。

In most situations, the highlight and body copy typography shall always be followed to ensure the brand's visual communication consistency. However, the alternative typography could be used as a replacement on Google Docs or other environments where those typefaces are not entirely available.

預設中文標準黑體（MacOS 為蘋方-繁、Windows 為微軟正黑體）+ Roboto Slab / Regular

開放文化社群 Open culture community

預設中文粗黑體（MacOS 為蘋方-繁、Windows 為微軟正黑體）+ Roboto Slab / Medium

開放文化社群 Open culture community

預設中文標準黑體（MacOS 為蘋方-繁、Windows 為微軟正黑體）+ Roboto / Regular

財團法人開放文化基金會（Open Culture Foundation）由多個台灣開源社群共同發起；自 2014 年創立以來，已支持 30 多個開放科技社群。

預設中文粗黑體（MacOS 為蘋方-繁、Windows 為微軟正黑體）+ Roboto / Medium

開放文化基金會（Open Culture Foundation）由多個台灣開源社群共同發起；自 2014 年創立以來，已支持 30 多個開放科技社群。

常用尺寸 Common sizes

良好的字級選擇意味著在必要時可以輕易的實現視覺層次。右方僅列出一些常用字級，但在特定需求下，仍可視情況新增更多尺寸。

A good selection of font sizes means it's easy to achieve typographic hierarchy whenever necessary. While we have a recommended selection of commonly used sizes, there is also the scope to add more if specific needs exist.

72pt	2014年，由多個台灣開源社群
60pt	2014年，由多個台灣開源社群共同發
48pt	2014年，由多個台灣開源社群共同發起。
42pt	2014年，由多個台灣開源社群共同發起。
36pt	2014年，由多個台灣開源社群共同發起。
30pt	2014年，由多個台灣開源社群共同發起。
24pt	2014年，由多個台灣開源社群共同發起。
20pt	2014年，由多個台灣開源社群共同發起。
18pt	2014年，由多個台灣開源社群共同發起。
16pt	2014年，由多個台灣開源社群共同發起。
12pt	2014年，由多個台灣開源社群共同發起。
9pt	2014年，由多個台灣開源社群共同發起。

行距與字距 Leading and tracking

通常來說，理想行距應在字級的 125% 至 150% 間；且在大尺寸字級時應略將行距與字距縮小、小尺寸字級時則反之。然而，這僅是基本概念，實際應用情況仍須依據視覺效果做不同調整。

Usually, the ideal leading would be between 125-150% of font size. However, it's best practice to reduce the leading and tracking at larger sizes, while the opposite is true at smaller sizes. As this is the basic principle, the setting should be adjusted visually in every case.

字級 72pt、行距 90pt、字距微調 0 / Font size 72pt, leading 90pt, tracking 0

開放文化基金會， 陪伴開放生態系成長茁壯。

字級 42pt、行距 60pt、字距微調 10 / Font size 42pt, leading 60pt, tracking 10

OCF 是非營利性的組織。透過推廣開放科技和跨界合作，在台灣持續的銜繫科技社群與其他公／私領域，來促成開放共創保障數位人權、支持透明涵融的數位公民社會。

字級 18pt、行距 27pt、字距微調 20 / Font size 18pt, leading 27pt, tracking 20

台灣的開源社群一向非常活躍，由社群舉辦的開源研討會更是百花齊放。籌辦研討會的帳務與單據，通常透過私人公司或社團法人核銷，但公司或社團法人各有組織上的問題與限制，因此社群間開始出現成立財團法人的討論。2014 年 6 月，在 g0v 村長 clkao 挖坑，COSCUP、PyCon Taiwan、OSDC 等社群與 Netivism、Izero 等企業與個人贊助，資深開源人 pofeng 與 jimyhuang 奔走，以及 bob chao、honki 相挺之下，開放文化基金會向台北市政府文化局提出申請，於北市文化文創字第 10331440100 號函核准成立。

輔助圖形 Pattern

「按鍵」

“Click”

「呼應」

“Echo”

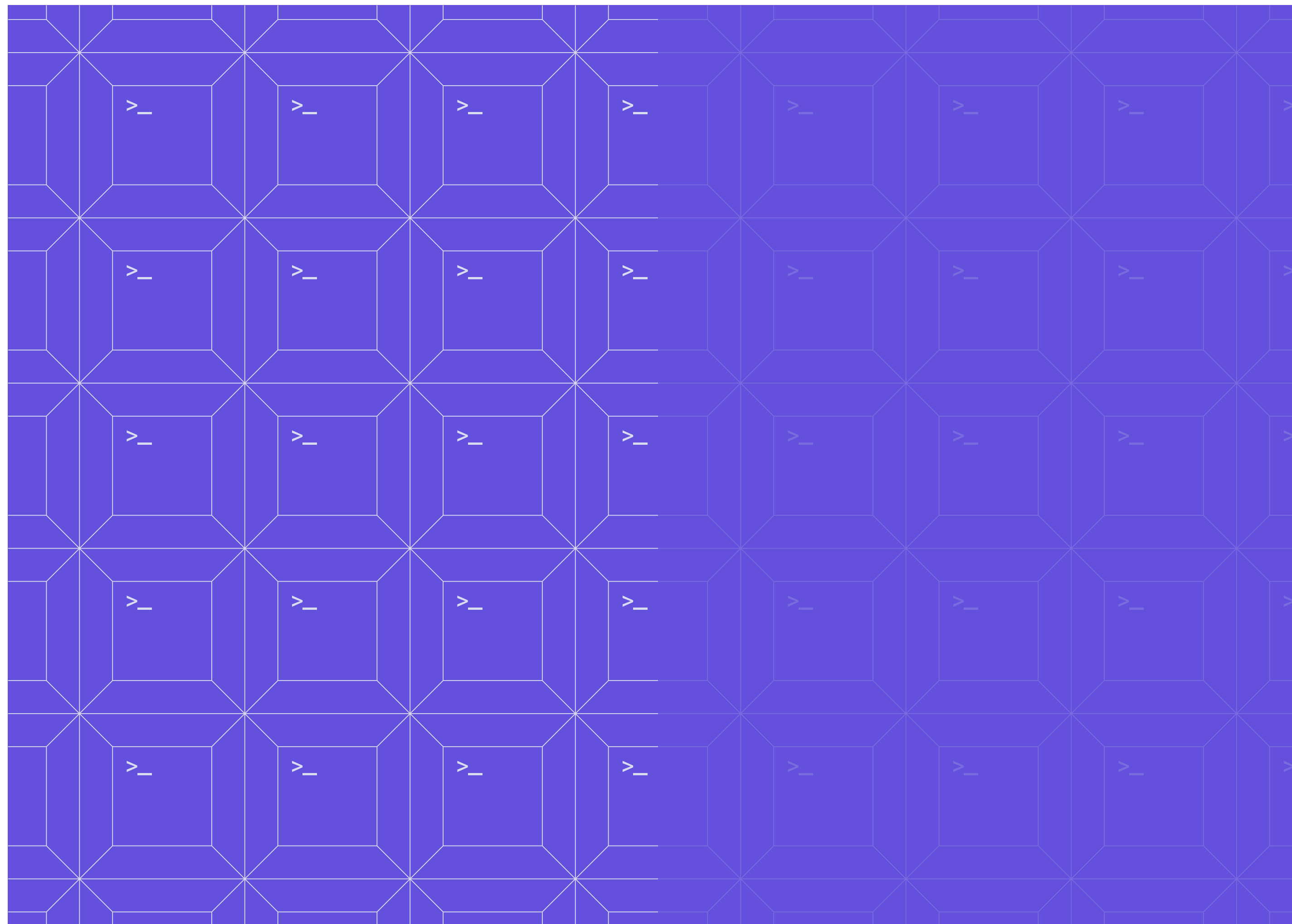
「未完」

“Uplifting”

「按鍵」 “Click”

輔助圖形「按鍵」啟發自電腦鍵盤與螢幕視窗；而其中的符號取樣自常見的終端機符號。透過多個圖形的重複排列，象徵著開放文化基金會與數位社群的共創。若單純使用為圖騰，應使用主要與次要色彩之飽和搭配；若需搭配圖標、文字等資訊，則應使用 20% 透明度之調整版本。

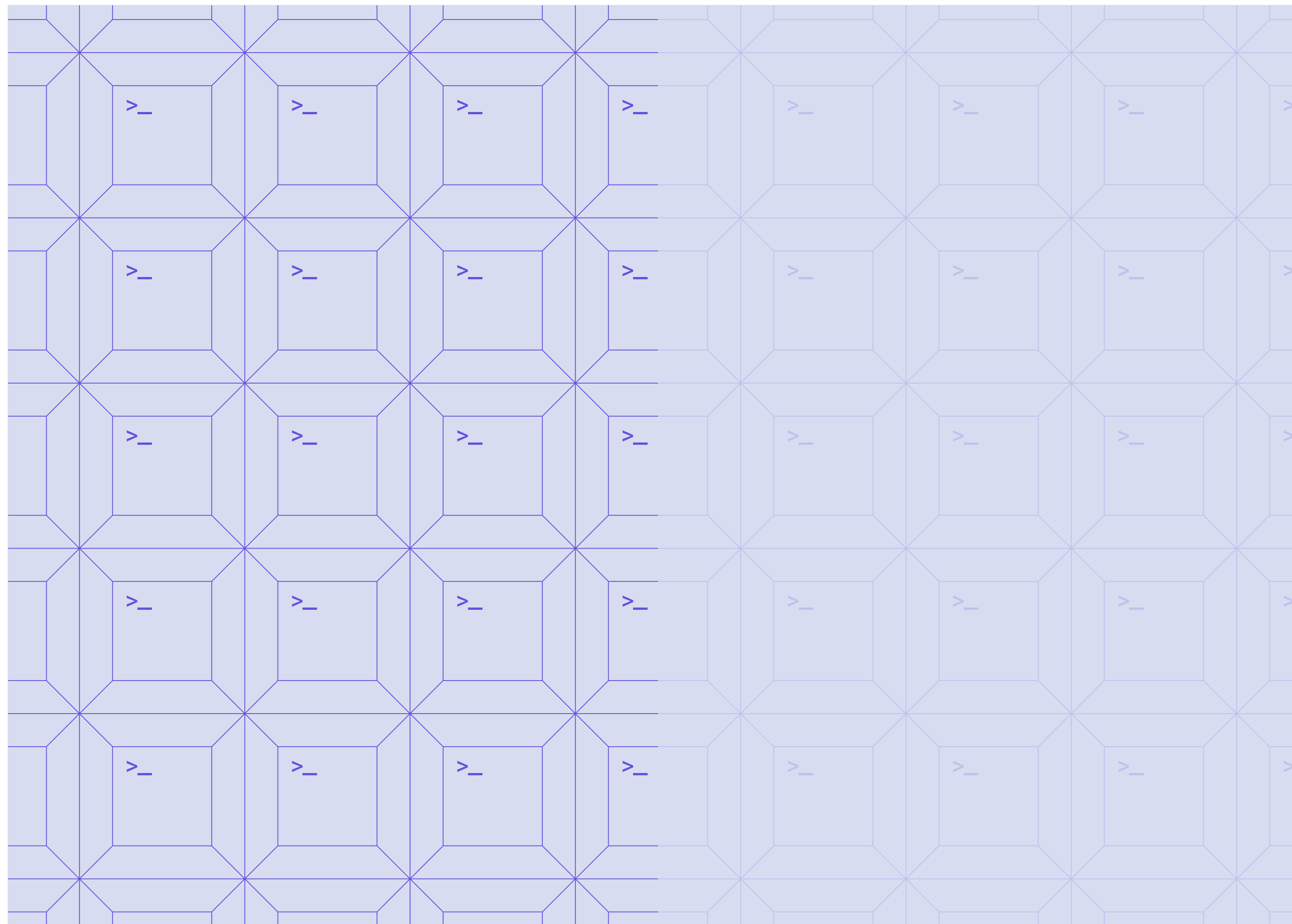
“Click” is inspired by the keyboard caps and the windows, while the symbol within is sampled from the terminal signs. Repeating these elements symbolises the co-creation between OCF and the digital community. The primary and secondary colours shall be implemented for most presentations, yet for cooperation with the logo and texts, a 20% transparency shall be applied.



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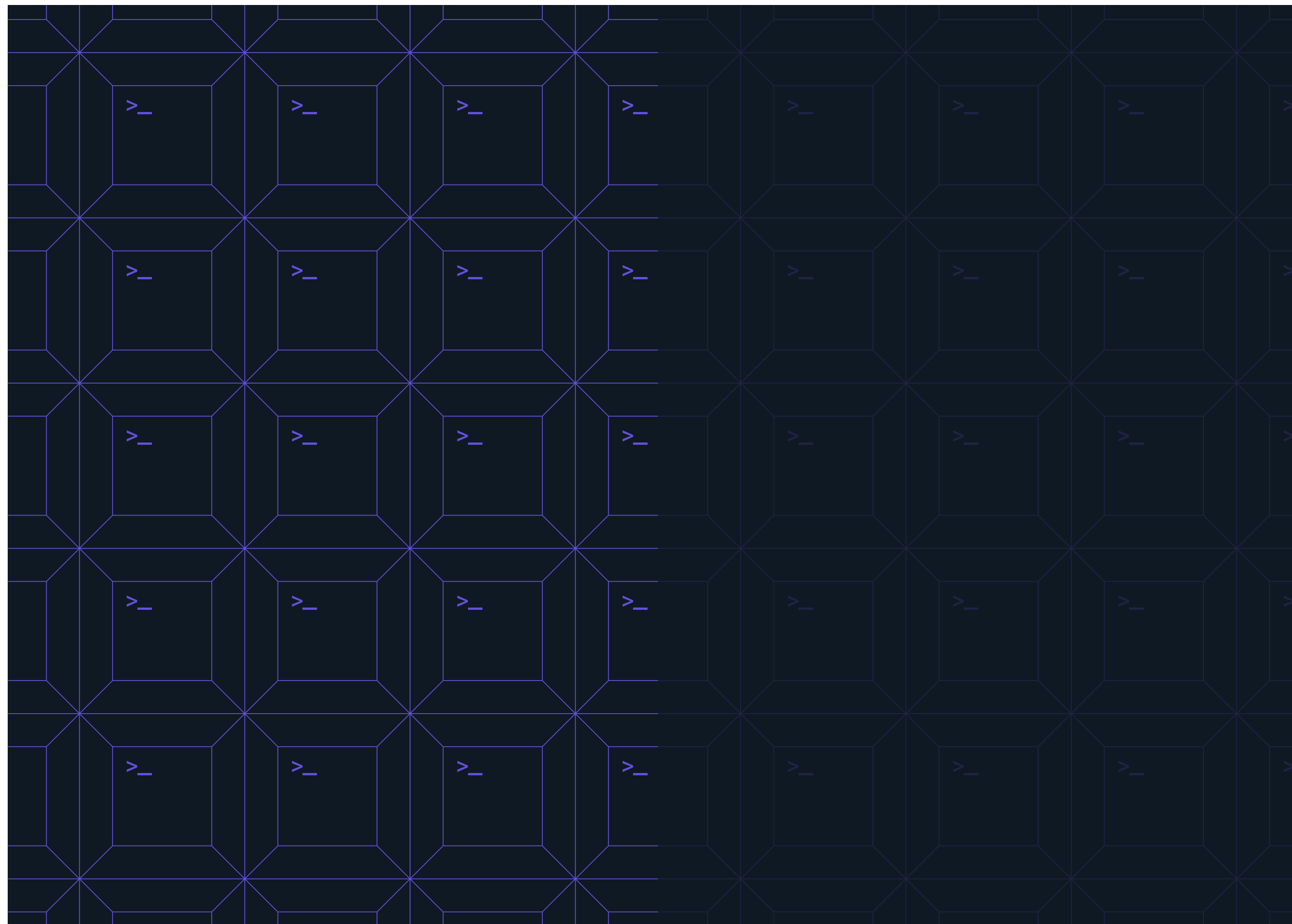
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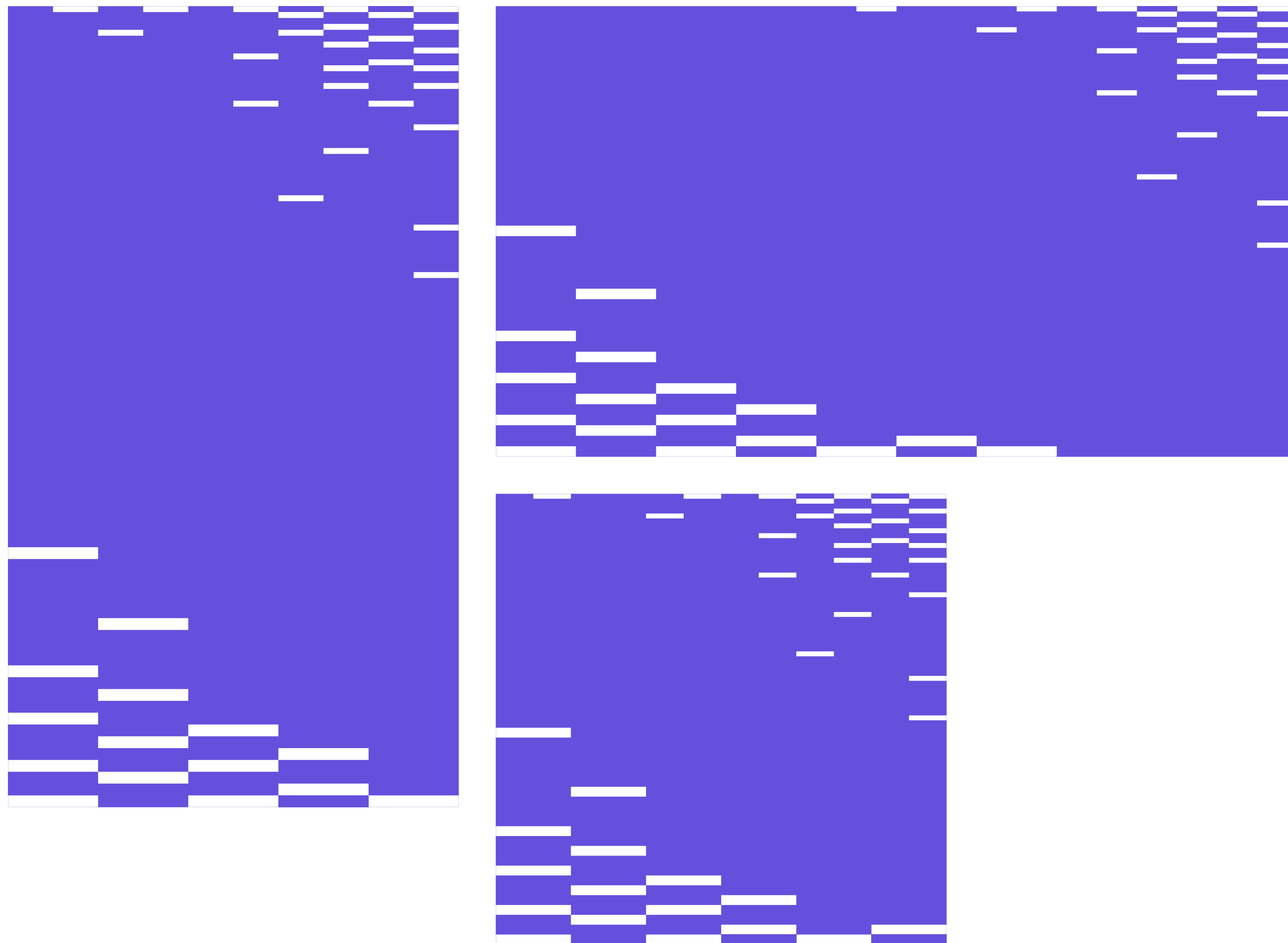
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「呼應」 "Echo"

輔助圖形「呼應」以層層堆疊、對角迴響的視覺語彙象徵著共創、交流的意涵。其中底線圖形來自於 OCF 的品牌圖標，大小不同的比例就如同數位社群中的組織、個體，雖能力有所差異、但皆向著同個目標努力。

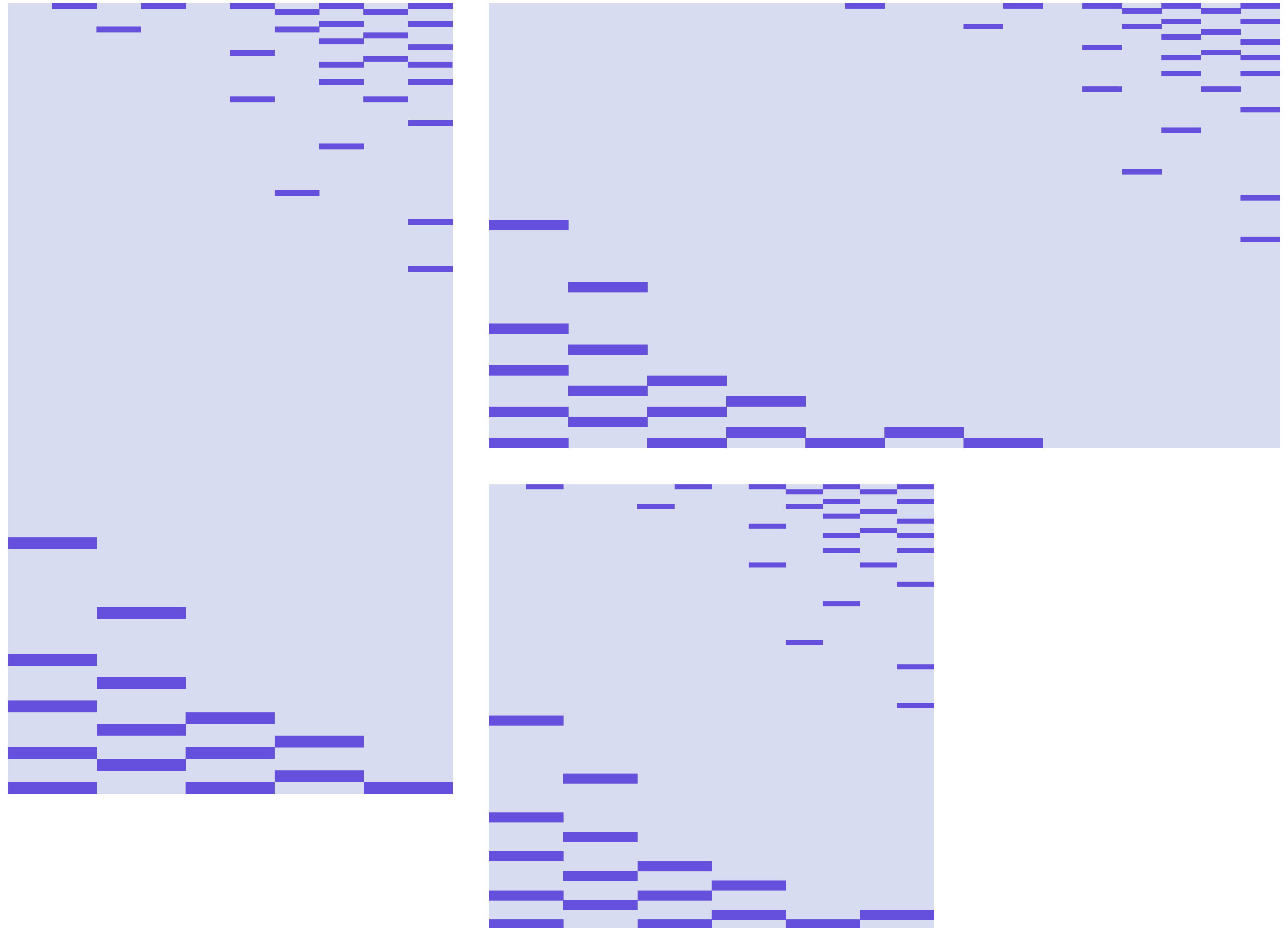
"Echo" is symbolic of co-creating and sharing through layered stacking and diagonal resonance. The underline sign are derived from OCF's logo, where varying scales mirror the diversity found in digital communities—organizations and individuals alike. Despite differing abilities, all strive towards a common goal.



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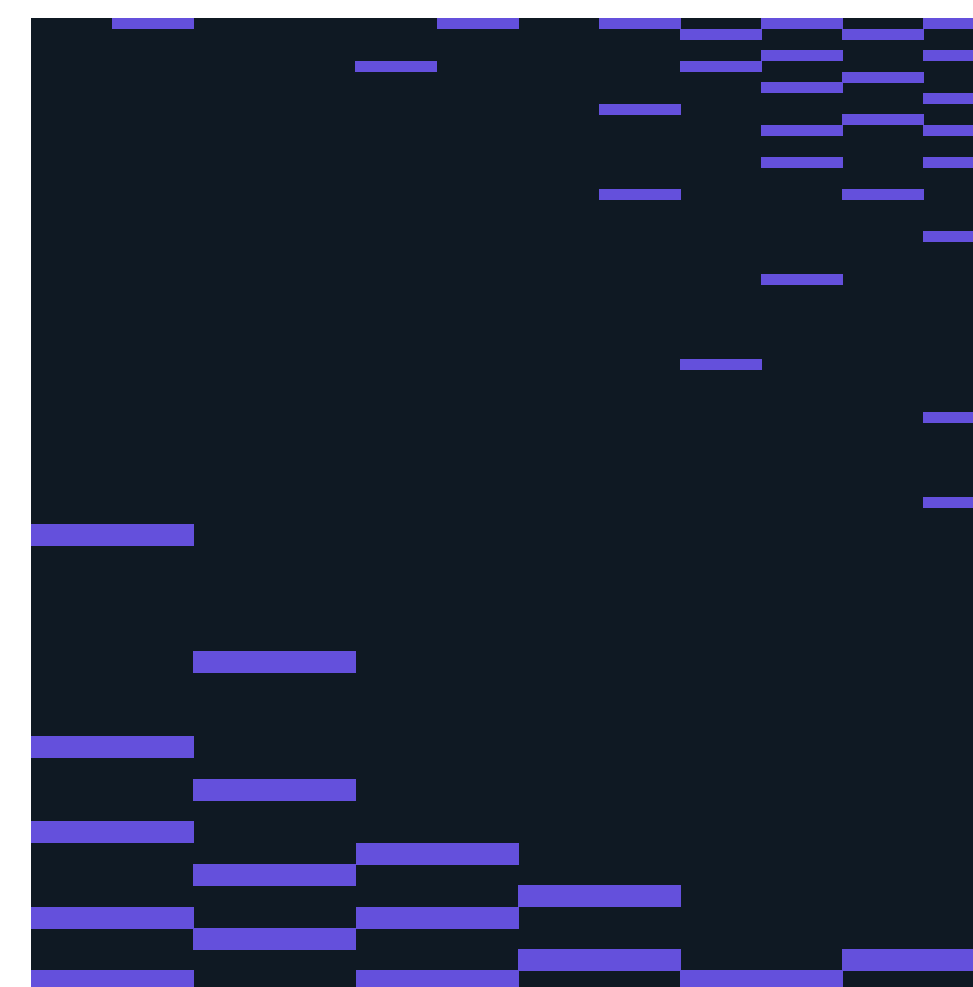
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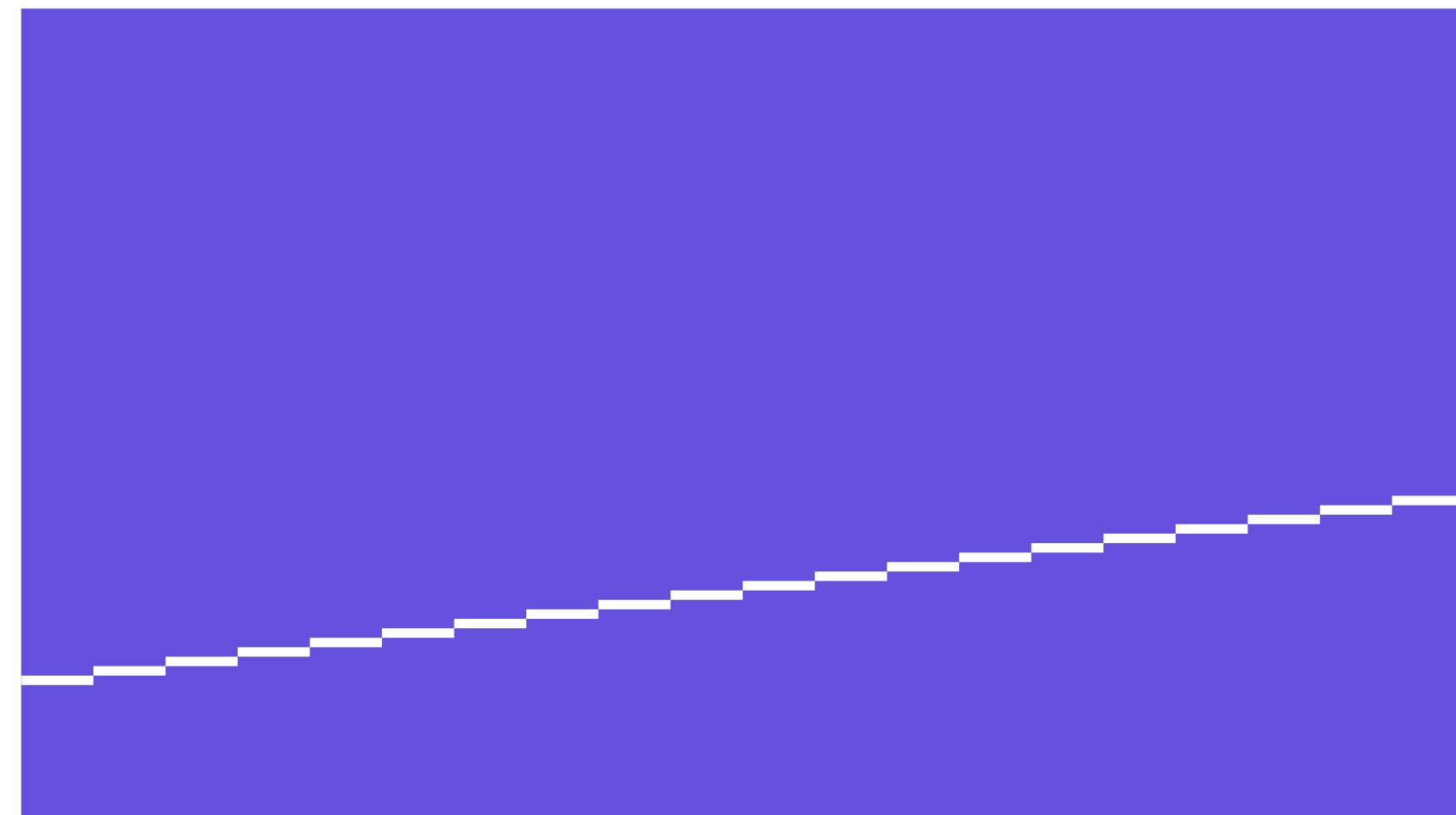
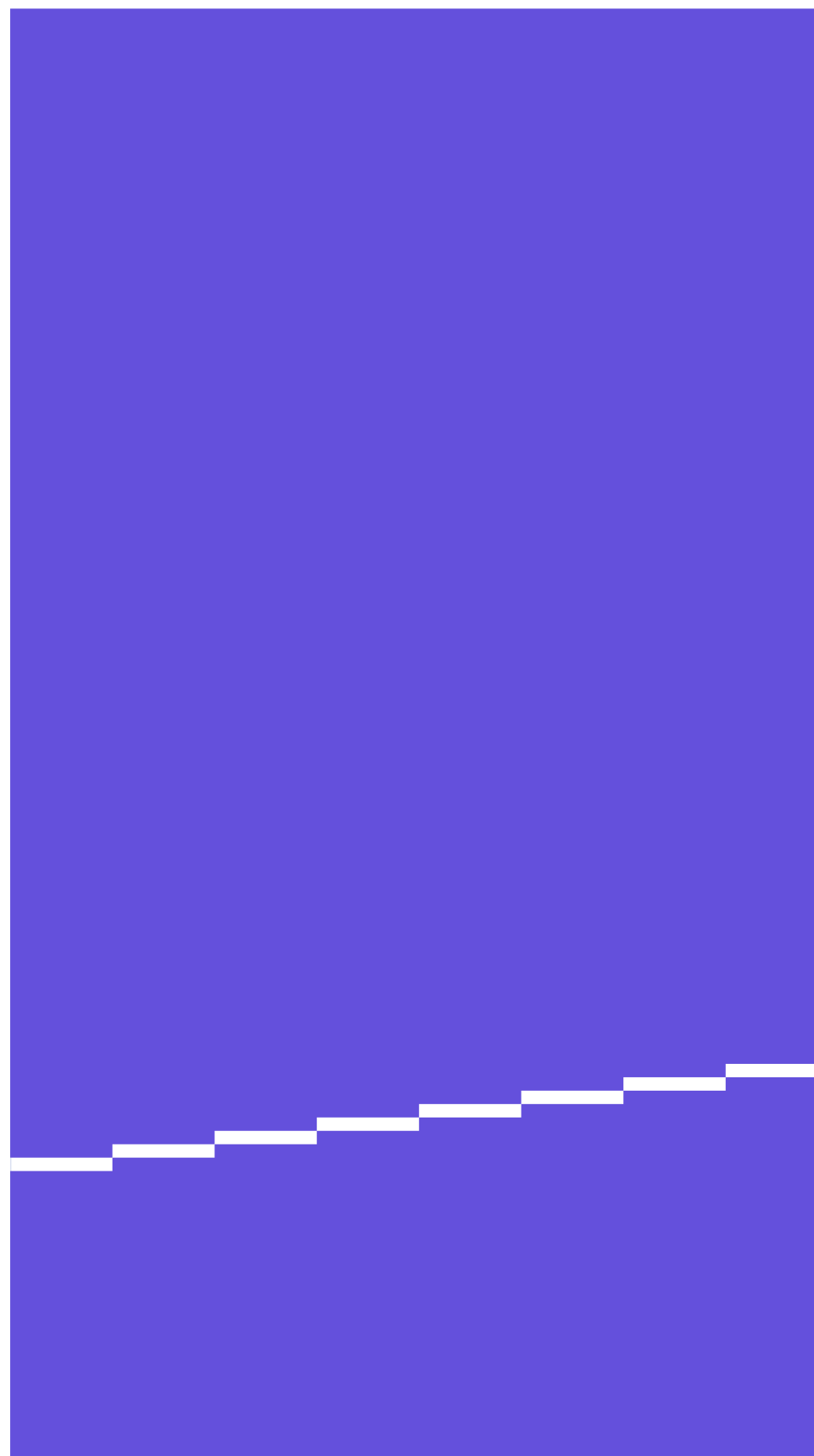
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「未完」 “Uplifting”

延續「呼應」的意象，輔助圖形「未完」在視覺上以更簡潔的外觀呈現；涵蓋更多潛在使用情境的同時，也創造出越來越好、未完待續的暗喻。

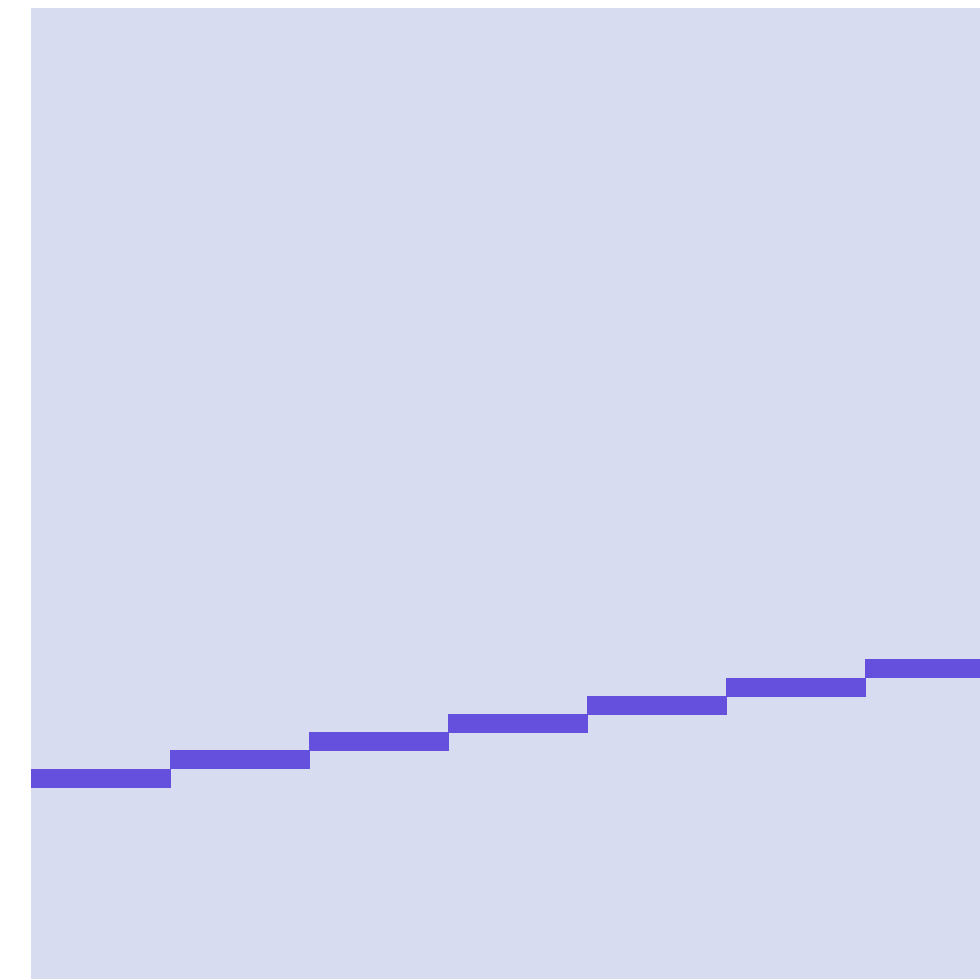
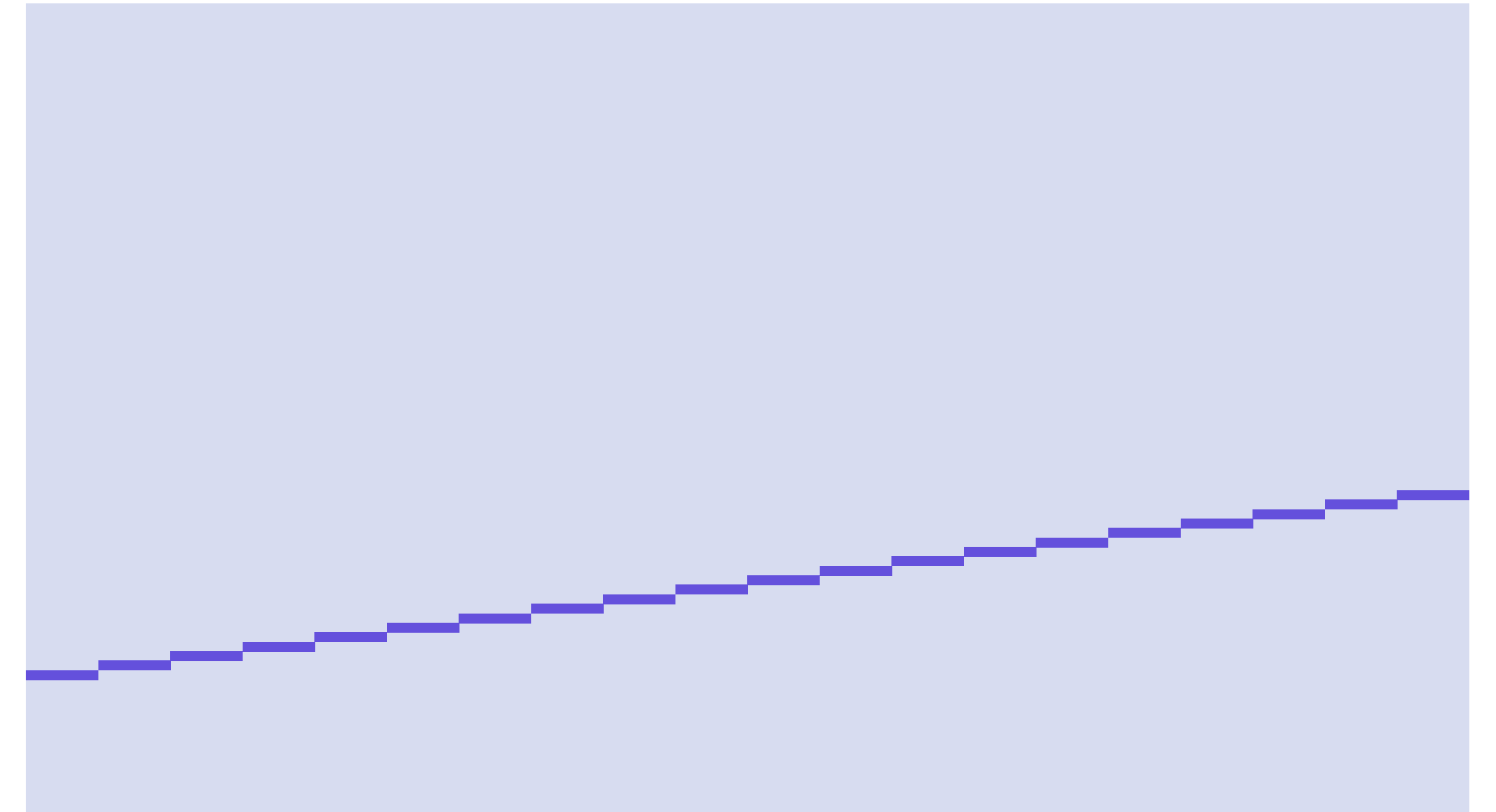
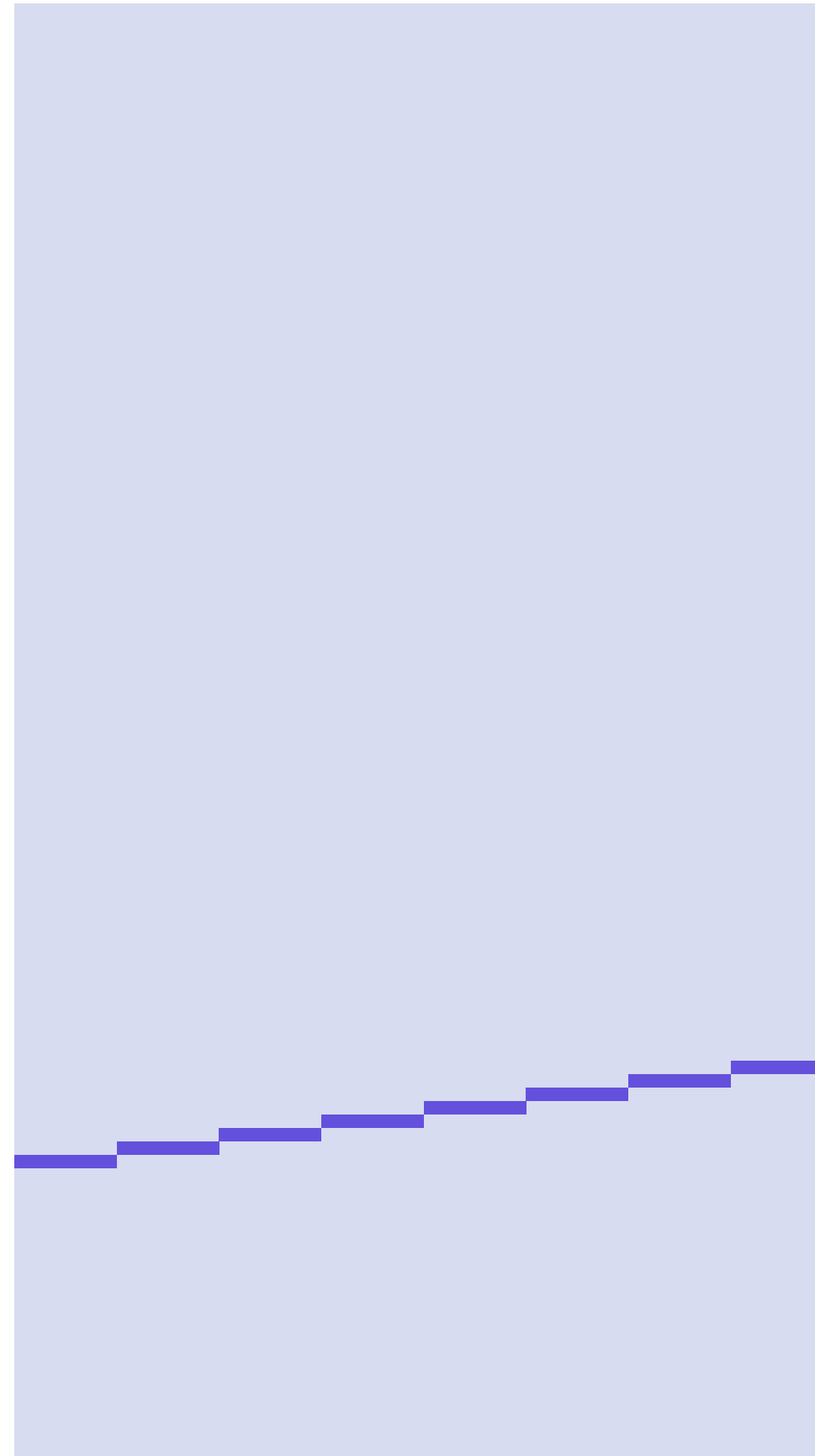
Extending the image of “Echo”, the pattern “uplifting” is presented in a visually simpler way, covering more potential usage scenarios and at the same time creating a metaphor of getting better, unfinished, and to be continued.



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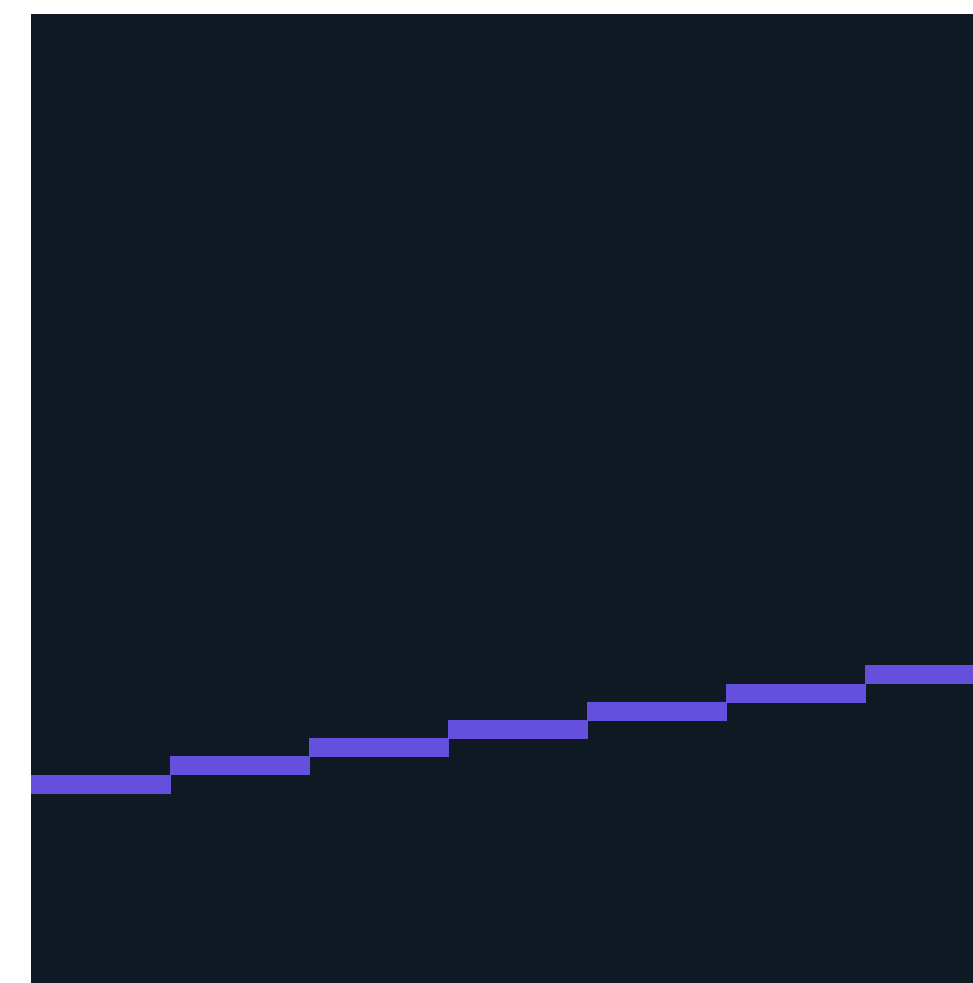
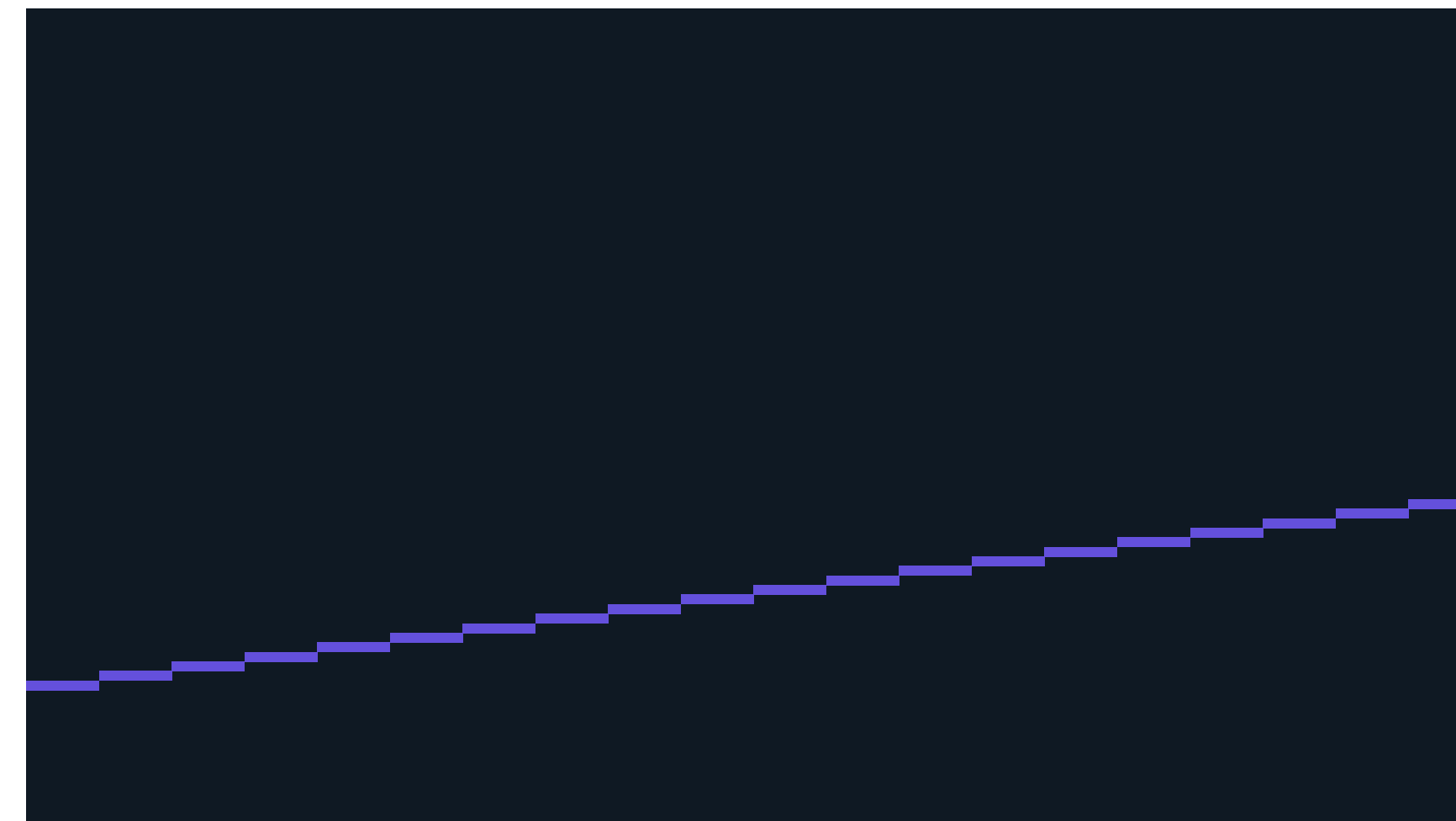
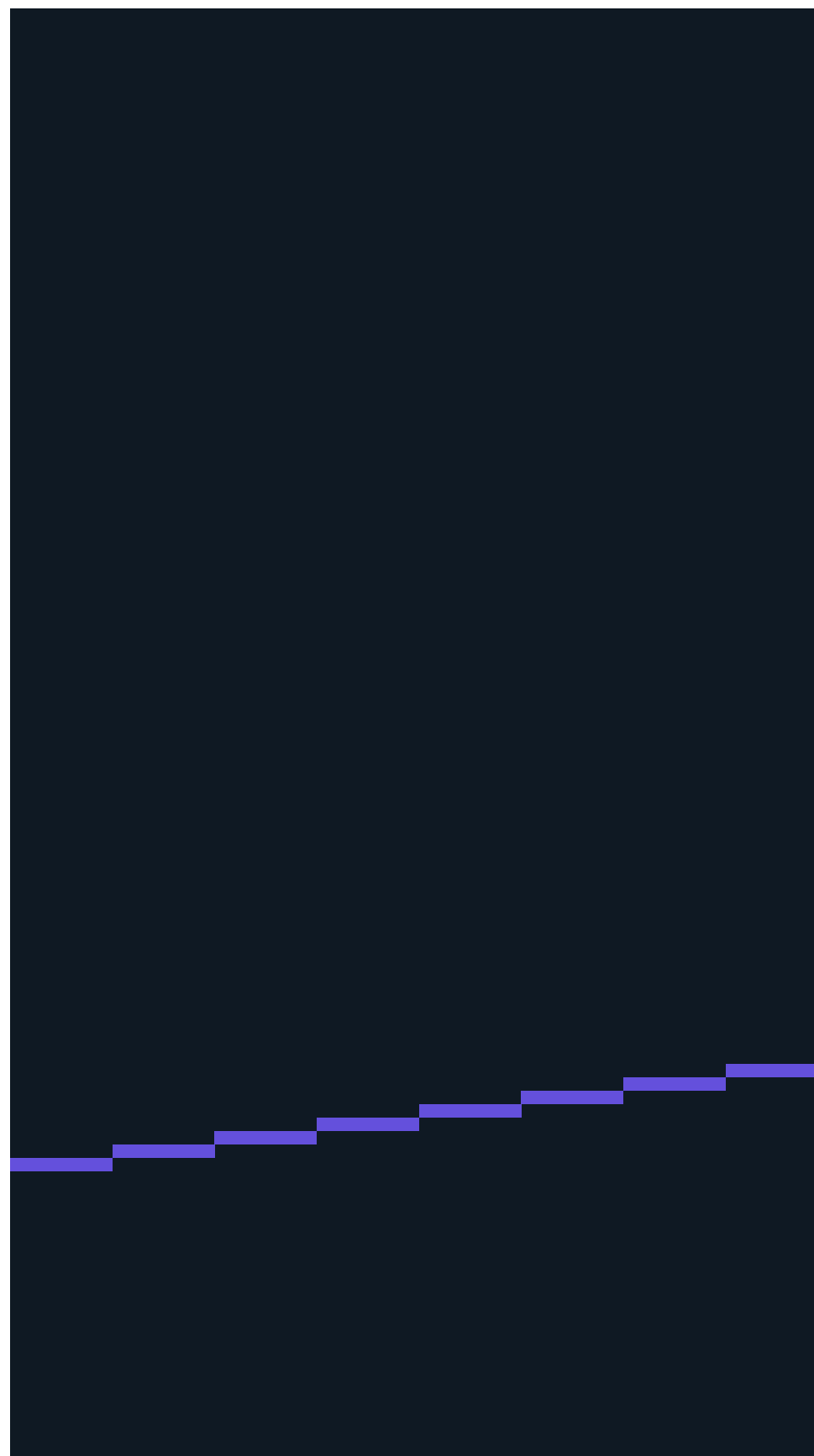
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使用範例

Usage

不當使用範例

Improper example

正確使用範例

Correct example

不當使用範例 Improper example

不當使用品牌標誌將降低其辨識度，並降低品牌識別傳達之力道。在任何情況下，應始終避免此頁呈現之各種錯誤品牌標誌使用範例，包含但不限於隨意拉伸、壓縮、錯誤色彩、重新排列和添加效果等。

Improper logo use will reduce its recognition and weaken the power of the brand's visual communication. Incorrect usage examples on this page shall always be avoided in any situation; this includes but is not restricted to stretching, compressing, rearranging, and misusing colours and effects.



正確使用範例 Correct example

正確的使用品牌識別可確保其一致性，並在各種情境中保持相對清晰之辨識度。在製作數位及實體印刷衍生設計時，可參考此頁之使用範例，以對此規範之使用方式有更好的理解。

Correct use of the brand's visual identity could ensure consistency while maintaining a high legibility. While designing any visual presentation, examples could serve as references to understand OCF's visual identity better.



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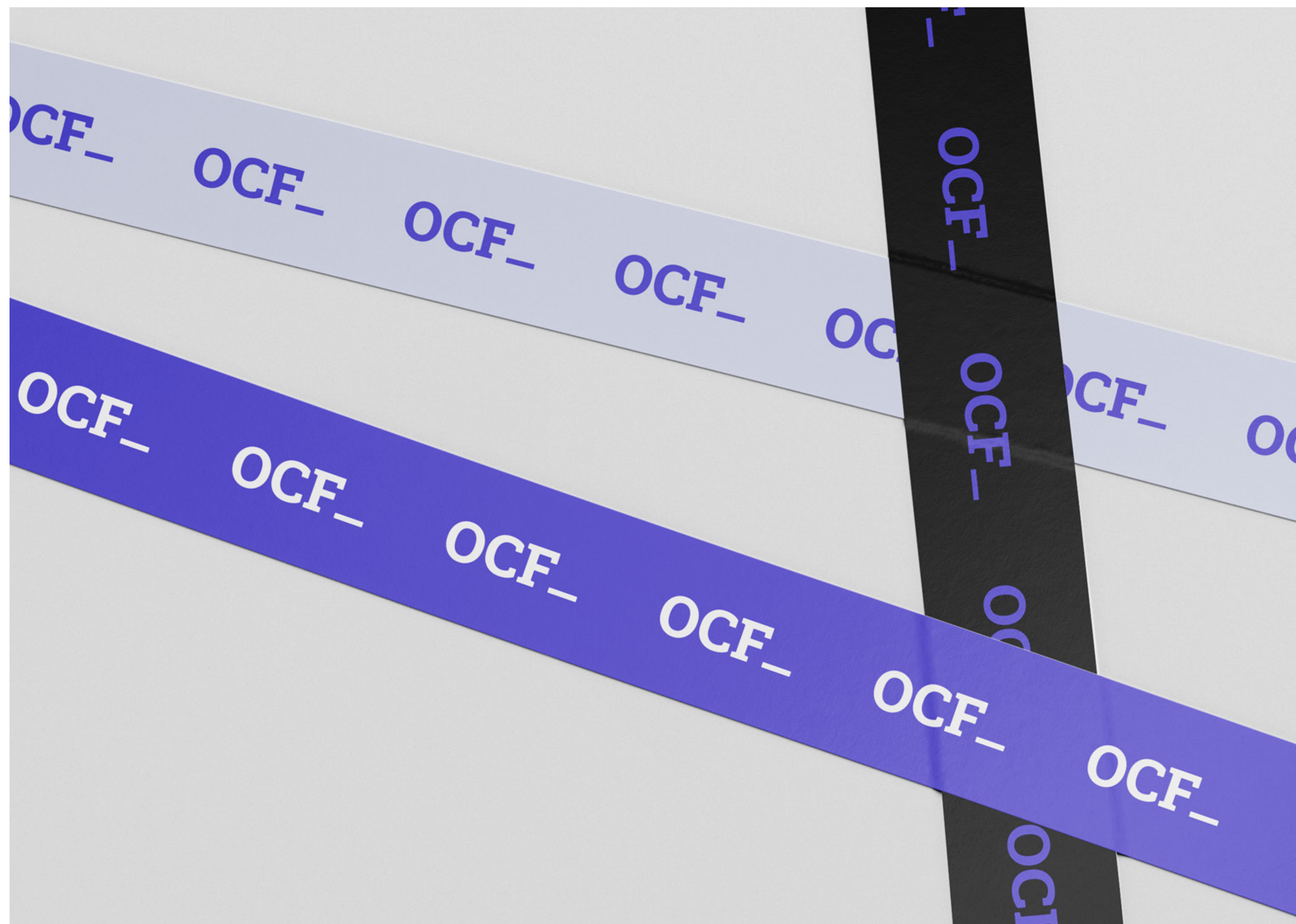
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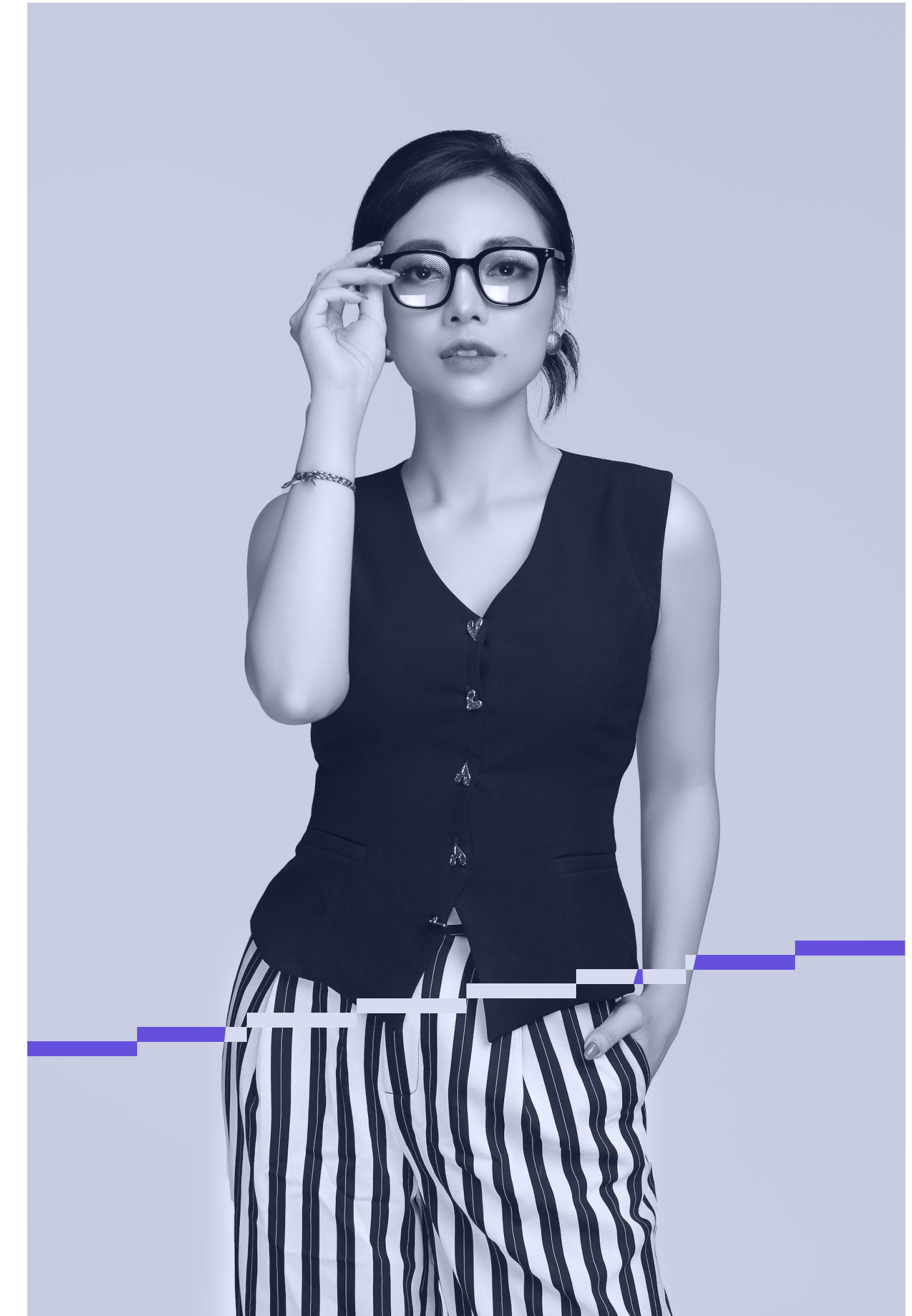
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www.ocf.tw

開放世界的超連結

開放文化基金會是由台灣多個開放科技社群於2014年所共同創立的非營利組織。透過推廣開放科技及跨界合作，我們在台灣持續銜繫科技社群及相關公／私領域，以促成開放共創保障數位人權、支持透明涵融的數位公民社會。

Co-create the digital future

Open Culture Foundation is a non-profit organisation founded in 2014 by several open tech communities in Taiwan. Our main goal is to support local communities in advocating open technology, as we see open technology as the core to securing digital rights and internet freedom.