



Logo

fydeOS

## The essentials

The text of the FydeOS logo is primarily based on the **Proxima Nova** font designed by Mark Simonson Studio, with a few tweaks.

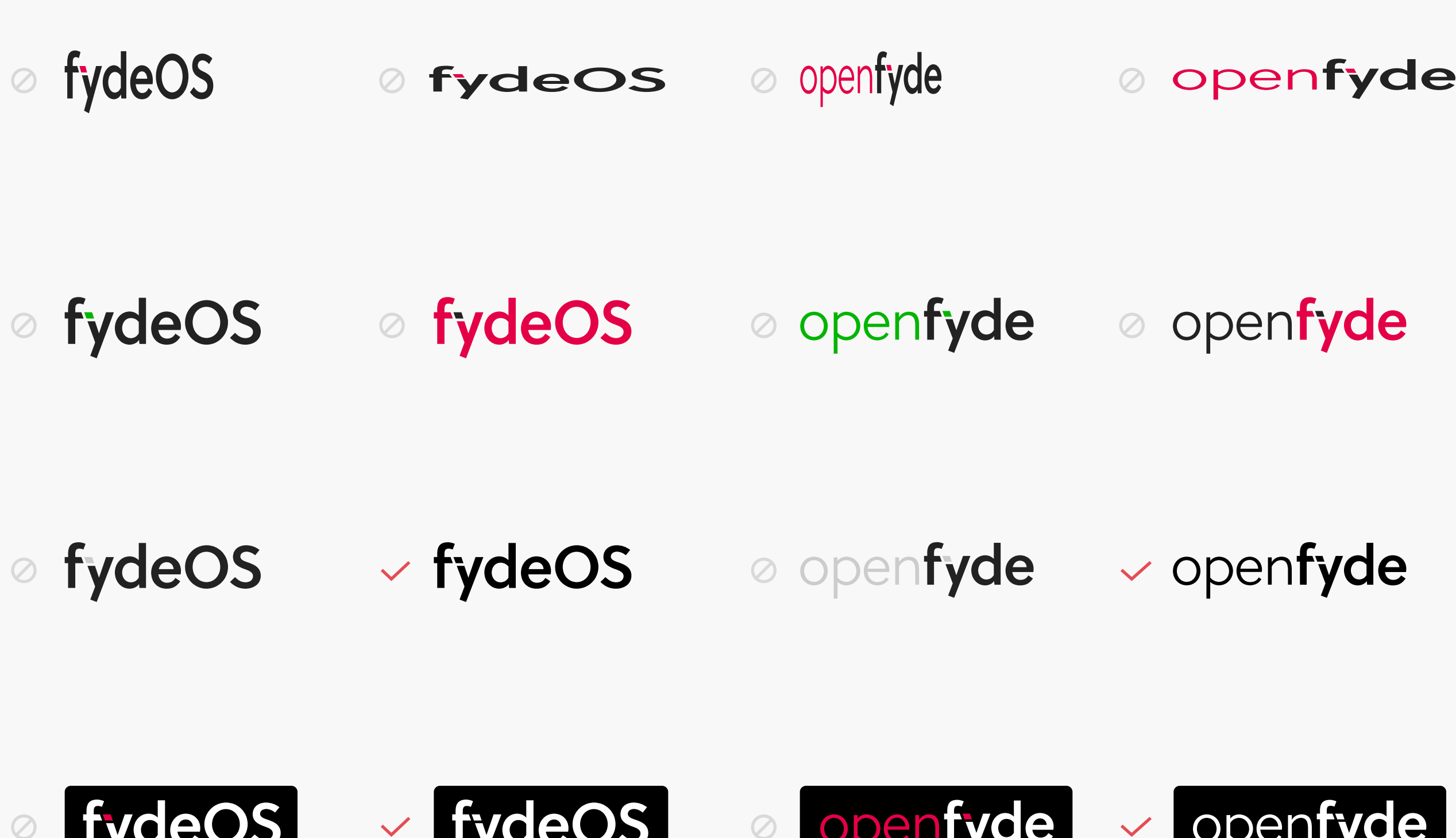


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## Do's and Don'ts

- Don't alter the original aspect ratio.
- Don't change the original colour scheme.
- Monochrome may be used, do make sure that the colours of all elements are consistent.
- When the background is not pure white, do use a monochrome version.



Logo

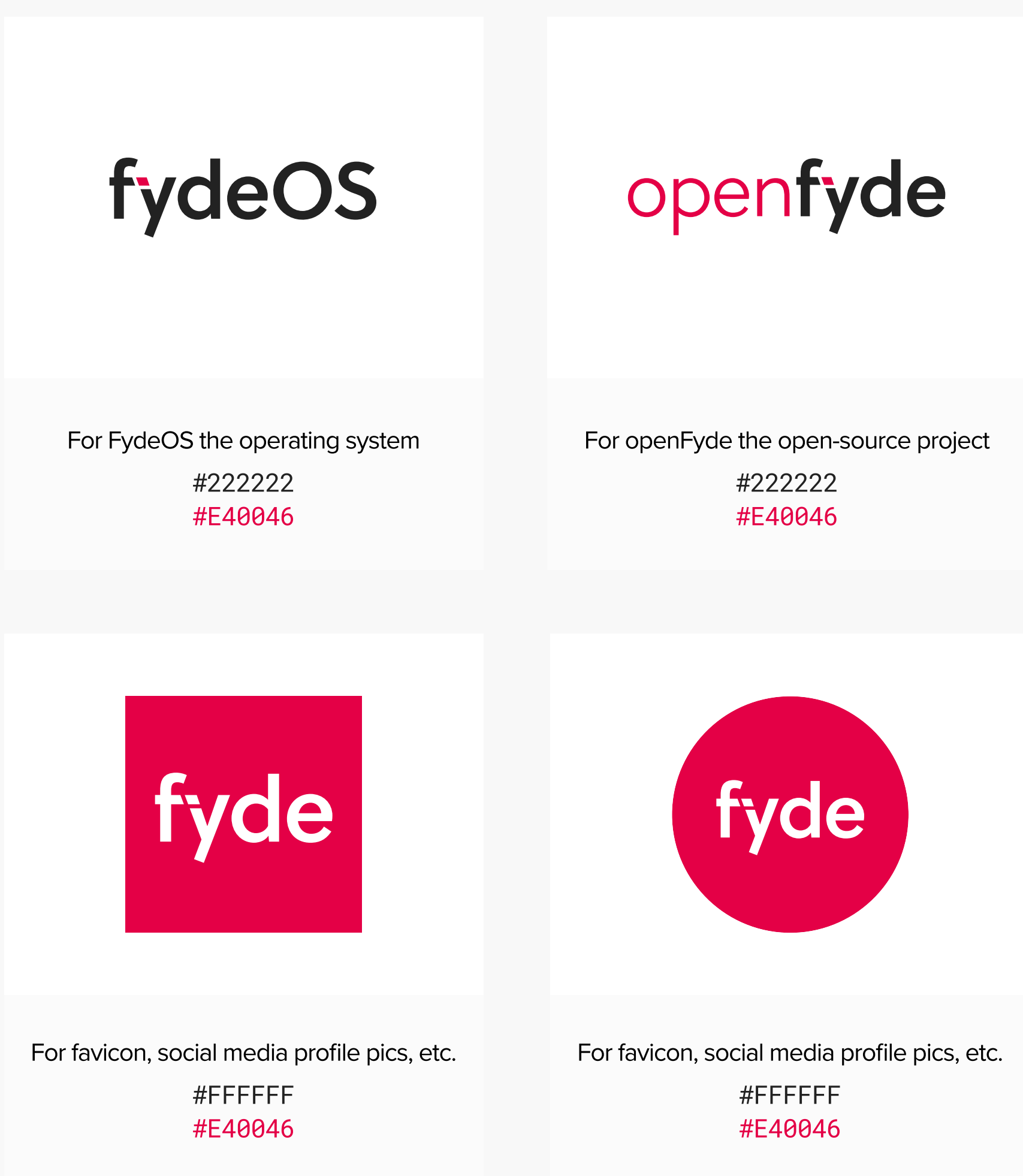
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## Variations and scenarios

Note that the 'f' in the FydeOS and openFyde logos are both lower-case. However, when 'FydeOS' and 'openFyde' appear as text in the text 'F' should be capitalised.

There is no space between 'Fyde' and 'OS'.

The "Fyde" logo denotes Fyde Innovations Limited, the company that owns FydeOS and openFyde.



Colour

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## Colour scheme

Use accent colours where there is a strong brand association, such as logos, main buttons and hyperlinks in web pages.

When the design requires the use of multiple colours (e.g. system built-in icons, campaign flyers, etc.), there are a variety of secondary colours that can be used without a strict requirement for the type of secondary colour.

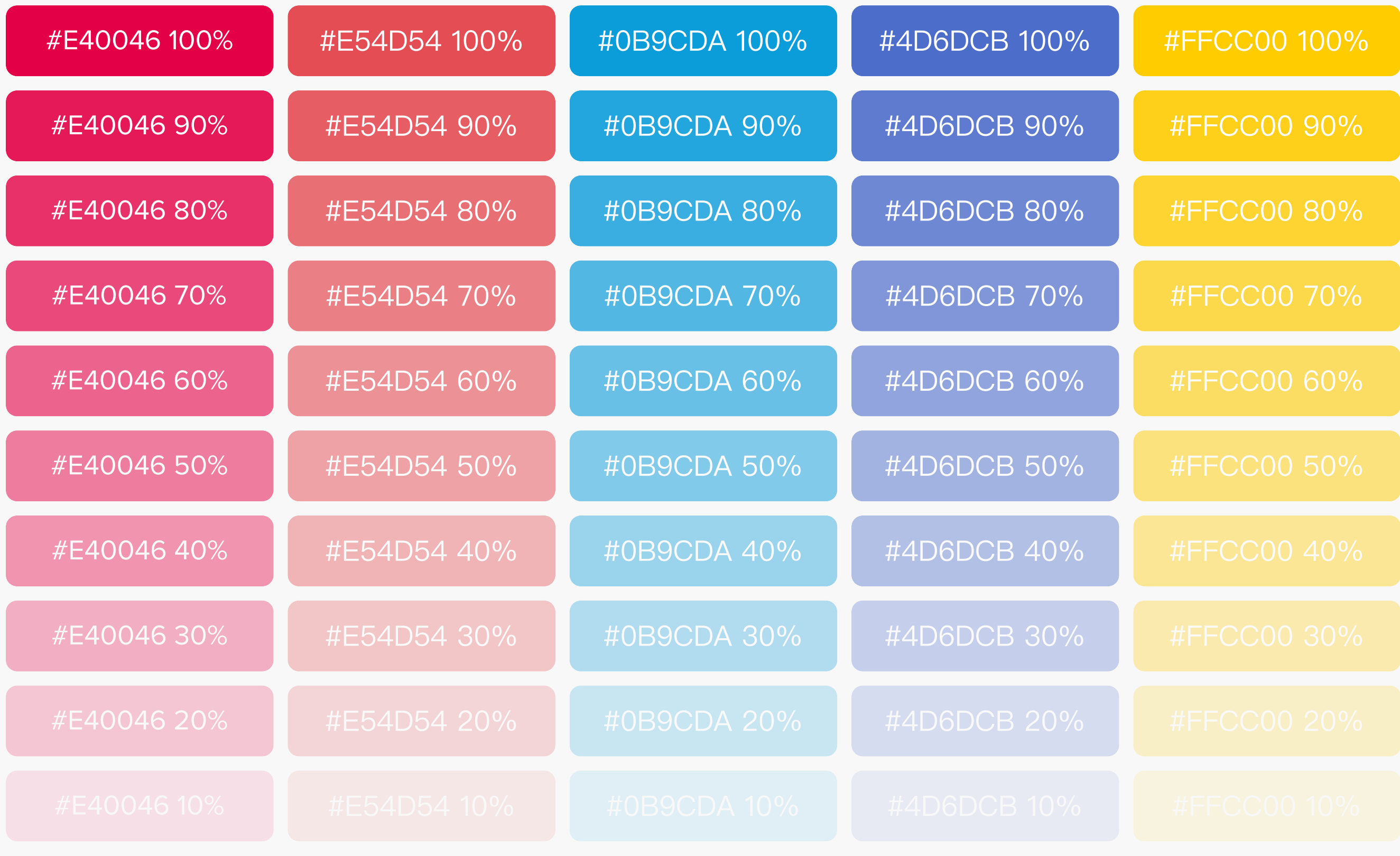


Colour

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## Transparency

In the use of colour, a reasonable amount of transparency can be used to give the image more depth, usually in units of 10%.



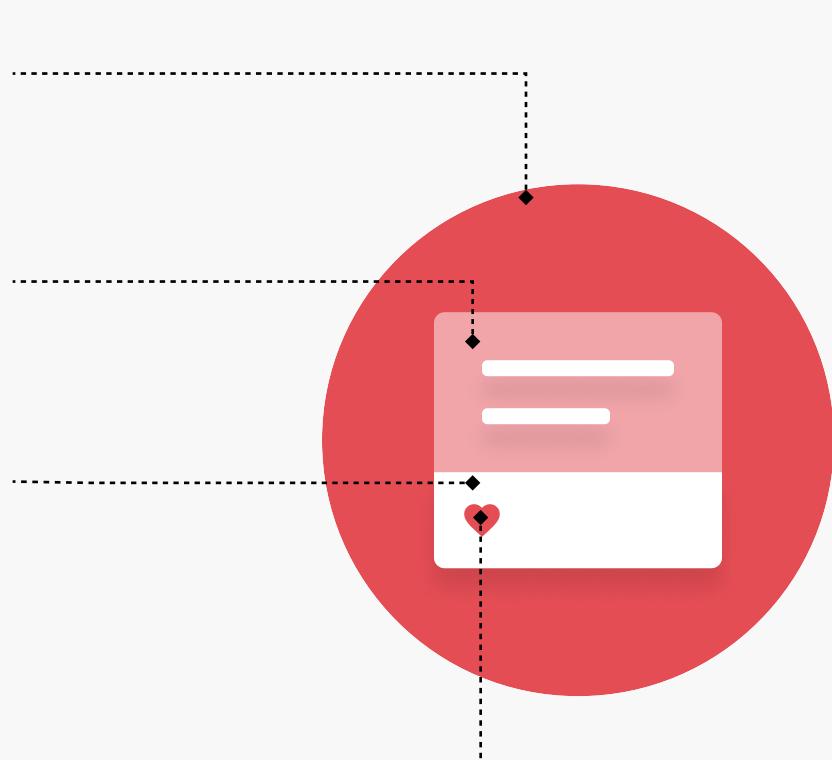
Icon

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## Icon design

FydeOS icons usually consist of 2-4 layers, with a solid background layer at the bottom, a translucent layer with 50% transparency on top, an opaque layer containing mainly identifiable information about the application itself, and finally a decorative layer to make the icon more interesting.

- Background layer (required): solid colour to fill the whole circle
- Translucent layer (optional): white with 50% opacity
- Opaque layer (required): white with additional shading of 0, 8px, 8px, rgb(0, 0, 0, 10%)
- Decorative layer (optional): solid colour



Icon

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## Consistency

All FydeOS icons conform to the "Material You" design specification, boasting the core concepts of expressiveness, vibrant and young.

This consistent design language also ensures neatness and legibility in any complex situation.

