Identity Standards Manual
September 2013
About Us

Our Logo

This is an update of our existing logo. We retained the circular shield and the wasp illustration. The typeface has been updated to something more modern and in keeping with the style of the illustration/mark. The blue shield — which represents a global/worldwide reach — has been lightened in color so that the illustration is more visible. The shading style used in the shield/mark has been extended to the rest of the acronym, to tightly integrate all the pieces. The shading gives the logo a metallic appearance, which conveys strength and security. Several variations on the logo (including a 1-color version and a version for use against dark backgrounds) have been created.

By following these standards, you can help reinforce the OWASP brand, and make it easier for your audiences to quickly associate your materials with all the other beneficial work being done by OWASP.

Derivative Artwork

You do want to produce a body of work that all appears to have come from a common source. This is the very basis of a “brand”. Having a consistent literary and visual vocabulary allows people to quickly associate with you and your traits. Everything does not need to look the same, but it should look like it is part of the same family.

You should protect your core brand, (“OWASP”). While related materials and projects should be similar, they should not be mistaken for the original, nor vice versa. If you use the OWASP blue, then don’t use the same shapes. If you use the same shapes, choose a different color, (from the accent color palette). Include the OWASP logo in a document, but don’t alter it outside this book’s guidelines just to fit a single event, chapter or program.
Primary Signature

OWASP
Open Web Application Security Project

mark

OWASP
Open Web Application Security Project

logotype

name
Recommended Signature Variations

Color

Black & White / 1C

Open Web Application Security Project

Logo with Slogan

Logo without Slogan

Reversed Logo
Customized Signature

Chapter Name

Space = height of capital letter in chapter name - “C”

Left aligned with O in OWASP, (very slightly indented, so that it appears visually aligned.)

Colors:
As a means of establishing the uniqueness of each chapter or project, they can choose a color from the recommended accent colors palette, and use that one color consistently in their materials.

Examples:

OWASP
South Korea

OWASP
United Kingdom
Sizing and Spacing

Minimum width of logo is 1.75”

Maintain a margin around all sides of the logo, equal to the height of two capital letters from the full organization name.
Colors

Blue
PMS 661 C
C 100 M 69 Y 0 K 9
R 0 G 84 B 158

Black
C 0 M 0 Y 0 K 100
R 0 G 0 B 0

Complimentary Colors

Orange
PMS 143 C
C 9 M 10 Y 100 K 0
R 232 G 138 B 73

Purple
PMS 367 C
C 53 M 5 Y 100 K 0
R 135 G 187 B 64

Olive
PMS 3285 C
C 100 M 0 Y 58 K 16
R 0 G 147 B 126

Green
PMS 143 C
C 9 M 10 Y 100 K 0
R 232 G 138 B 73

Dk Blue
PMS 367 C
C 53 M 5 Y 100 K 0
R 135 G 187 B 64

Teal
PMS 3285 C
C 100 M 0 Y 58 K 16
R 0 G 147 B 126

Red
PMS 367 C
C 53 M 5 Y 100 K 0
R 135 G 187 B 64

Imagery

Photos of actual wasps should be used sparingly. Wasps do not have a positive connotation for most people. And some people react instinctually and violently to bugs, especially large images of them. When wasp images are necessary, stick to more abstract illustrations of them, and reserve the photos of live wasps for instances where you’re purposely trying to be more “in your face”.

Be sure artwork is of a suitable quality for the medium in which it will be presented. Do not warp images beyond their normal proportions. Always use the best available version of an image. Make sure the resolution of an image is acceptable. At the final size in a document, image resolution should at a minimum be:

Websites/email: 72dpi
Powerpoint documents: 150dpi
Printer materials: 300dpi (or vector images)
## Typefaces

<table>
<thead>
<tr>
<th>Display Typeface</th>
<th>Bodytext Typeface</th>
<th>Alternate Typeface</th>
</tr>
</thead>
<tbody>
<tr>
<td>House Gothic Text <em>Light</em></td>
<td>Joanna MT</td>
<td>Helvetica <em>Light</em></td>
</tr>
</tbody>
</table>

Sample:

```
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*
```

The above typefaces are the recommended choices when creating works for OWASP. But we understand that they may not always be available or suitable, for a variety of reasons. (Price, character set, etc.) In the event that you must choose alternative typefaces, please choose a face that is modern and clean-looking, but not so trendy as to become quickly dated. Simple, geometric shapes, with clean lines and an "open" shape will contribute to a modern look and high legibility.
Samples - Bannerstands

OWASP is a worldwide free and open community focused on improving the security of application software by making application security visible.

www.OWASP.org

AppSec APAC 2013

JeJu, South Korea
Feb 19–22, 2013
Samples - ID Package
Samples - Postcard

OWASP
Open Web Application Security Project
Making Software Security Visible

Why You Should Join OWASP
Community: Nearly 200 chapters around the world, and worldwide events, conferences, training where members can networking with software security professionals at Fortune 500 firms.
Intelligence: Latest resources and inside information on threats, vulnerabilities, and software.
Software & Tools: OWASP supports 141 active projects across “Builders, Breakers and Defender” groupings. All tools, code, and documentation are free and licensed under community principles.

OWASP GLOBAL APPSEC CONFERENCES

OWASP Global AppSec Conferences bring together industry, government, security researchers, and practitioners to discuss the state of the art in application security and beyond. Since 2004, the OWASP Global AppSec Conferences have grown in both activity offerings and attendance. At present, OWASP holds 4 Global AppSec Conferences per year, around the world.

Global AppSec Conferences consist of 2 days of pre-conference training followed by 2 days of conference talks, activities, networking opportunities and workshops. Get an introduction to application security or expand upon your current skill set.

For more information, visit sl.owasp.org/appsec_conferences
MEMBERSHIP TYPES & BENEFITS

Help us to continue to advance information security. Become an individual, corporate, academic, government, organizational and/or community member today!

CORPORATE - $5,000+

- Get a 30 consecutive day rotating banner ad on the homepage of www.owasp.org for a month at no additional cost (Value: $2,500)
- Be recognized as a supporter by posting your company logo on the OWASP website, conference events and in media placements
- Recognition on the Corporate Supporter Bio page
- Recognition in OWASP Connector, a bi-weekly e-newsletter with a global reach of 36,000+ individual applications security professionals, including new member recognition during the month of membership
- Discounted rate for corporate member employees who attend the Global AppSec conferences.
- Receive discounted sponsorship rates at event conferences.
- Have (1) supporting member vote in elections and on issues that shape the direction of the community.
- Get an @owasp.org e-mail address
- Discounts at OWASP’s industry-standard conferences and events
- Become a voting member.
- Optional:
  - Annual local sponsorship of a local chapter or project by allocating 40% of your annual donation to your choice of up to two locations by percentage.
  - Host a local OWASP event/monthly to raise security awareness at your offices.

INDIVIDUAL - $50+

- Shape the direction of our professional community as a voting member
- Member discounts at OWASP’s industry-standard conferences
- Receive an @OWASP.org e-mail address
- Be recognized as a supporter, receiving an e-badge

Learn More and Join Today at www.OWASP.org

Visit our website (www.owasp.org) to learn about MORE WAYS THAT YOU CAN HELP SUPPORT OWASP.