



Style Guide

Use this guide to understand and implement the Apache™ Solr identity in digital and print.



Statement of Intent

The Apache™ Solr project powers some of the world's most influential and mission-critical applications. From a software quality and capability standpoint, it is arguably the best search platform available today. That reputation is a testament to the open source software development model, the effort invested by the community, and the maturity of the most widely-deployed search platform in the world.

The intent of this identity refresh is to begin to address one aspect of the Solr project that has been historically under-served: marketing and design.

It is difficult to approach an identity system in a linear and piecemeal fashion. That is, all the parts of the identity system—glyph, logo, color scheme, type treatment, application guidelines, and the like—must be designed together to function in concert. Additionally, it is a contribution that involves a significant amount of subjective and difficult-to-test opinion in addition to expertise that lies outside the typical skill sets of the open source community.

This style guide is opinionated, subjective, and certainly will not please everybody on a personal level. However, that is not the purpose of the design. The purpose is to serve and advance the Solr project with an expertly designed identity system aligned with the quality of the software itself, to position Solr as a vibrant and active open-source project, and to represent its standing as the world's preeminent search platform.

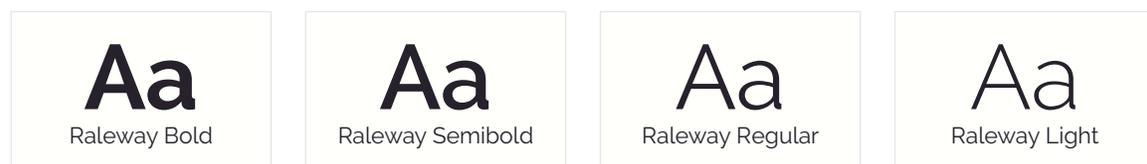
The objectives of this style guide are to establish a beautiful, cohesive identity system for the Solr project, and to provide easy-to-follow resources that allow the community to implement the identity in a cohesive manner throughout the project.

Typeface

Raleway is the primary typeface for the Solr identity. It is a versatile and elegant sans-serif typeface family initially designed by Matt McInerney. It was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Iginio Marini.

It is made available under the SIL Open Font License, making it an ideal choice for the creation of any resource relating to Solr.

The regular weight of the typeface scales well from large titling to body copy, and allows as few as this one weight to be used for web-based documents. However, if more expressiveness is needed, the other weights may also be used. Any system sans-serif font can be used as a backup font for web applications. Try to maintain a leading (line-height) of approximately 133% of the type size. (E.g. a 12pt type size would look best with a 16pt leading.)



22pt

The five boxing wizards jump quickly.

18pt

The five boxing wizards jump quickly.

14pt

The five boxing wizards jump quickly.

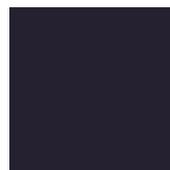
Palette

In order to maintain consistency in the various applications of the Solr identity, from online applications (website, documentation) and offline applications (T-shirts, meetups, conferences) the following defines the color palette of the identity system and the general use cases for each color. Pantone coated and uncoated values have not yet been selected.



Orange
Hex: #D9411E

The primary color of the identity. Used for titling and when an accent color is needed. Use sparsely in fields. Maybe used on white or dark backgrounds.



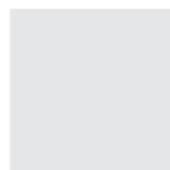
Dark Blue
Hex: #262130

The primary field color. Use when a dark background is needed, or in place of black whenever possible.



Light Orange
Hex: #FF833D

Light orange should be used to complement the primary colors in secondary applications, such as icons or diagrams.



Gray
Hex: #E6E7E8

Use in fields or to deemphasize text or elements. Don't use for text or foreground elements that need to be easily readable.



Blue
Hex: #305CB3

Use in secondary elements such as icons or diagrams, or as a hyperlink color. Never use as a primary color or as a field.



Light Blue
Hex: #A5DBFF

Light blue should be used to complement the primary colors in secondary applications as Light Orange does.

Logo

The centerpiece of this identity system is an updated logo. The purpose behind this execution was to “refine, not redefine” the existing Solr logo. It maintains a level of brand equity and recognition while resolving design issues with the previous logo.

In its default rendering, it is the lockup of the sun glyph and the Solr logotype as shown below. Note the spacing guides that indicate the weight and balance required when positioning the logo in a box. This provides an optically centered image.



Alternate renderings of the logo are acceptable.



Please avoid distorting the logo in any way.



Don't adjust the size ratio between the glyph and the textmark, or adjust the aspect ratio of any element.



Don't skew or rotate any part of the logo. Don't reposition the sun glyph.

In accordance with the Apache Website Branding guidelines^[1], in the first occurrence of the name of the project must read as follows:

Apache™ Solr

Subsequently, the Solr project should be referred to uniformly as just "Solr," not "Lucene/Solr." The relationship between Lucene and Solr does not need to be reinforced in this way, and it is clearer and cleaner to simply refer to the project as "Solr."

Note that the Apache name and/or ASF feather glyph is not required to appear in the official project logo, and the use of such Apache trademarks must be cleared through trademarks@.

Thus, it is also not acceptable to add the ASF feather to the Solr logo or in any way to distort either the ASF feather or the Solr logo.



It is important to note that this is not intended to diminish the association with Apache in any way, but rather to specify the appropriate way to integrate the Apache trademarks with the Solr identity. Please follow all content guidelines in the Apache Trademark Policy^[2] and the Apache Project Branding Requirements documents.

[1] <http://www.apache.org/foundation/marks/pmcs.html>

[2] <http://www.apache.org/foundation/marks/>

There are only a few cases when using the glyph alone is acceptable:

- Social media avatars
- Favicons
- Categorically artistic implementations, such as t-shirts, hats, wallpapers, etc...

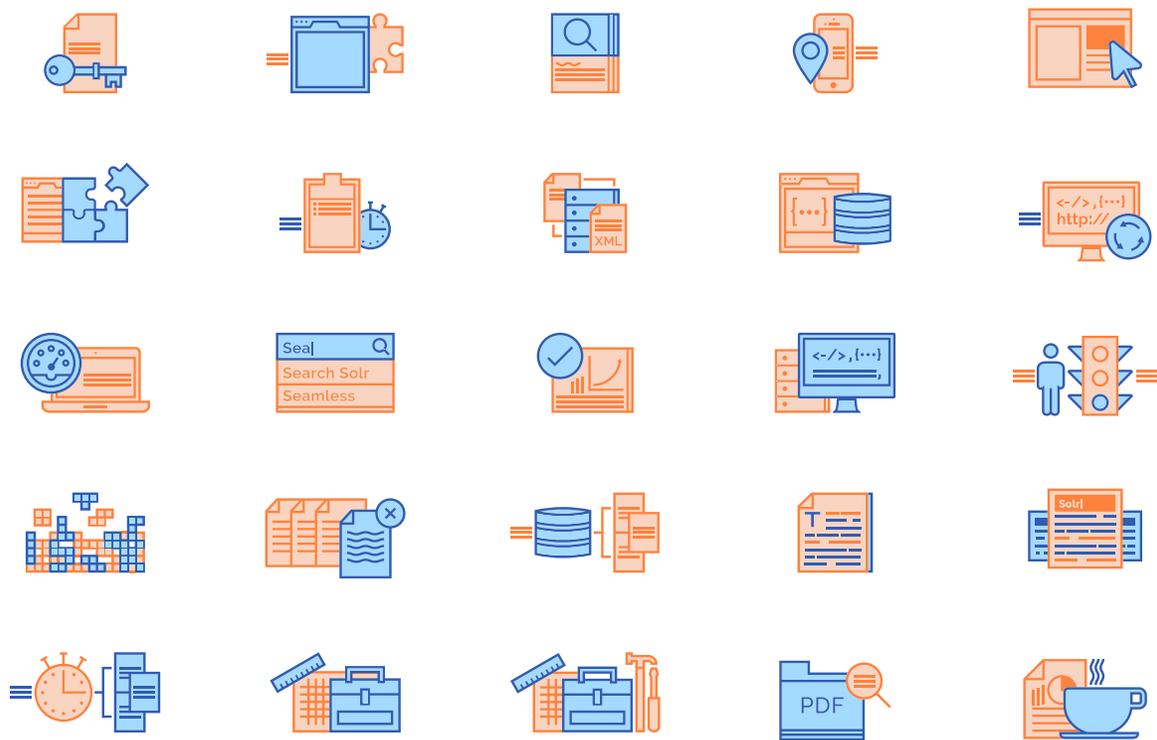
In general, maintaining the full logo is desirable. However, when using only the glyph, please maintain adequate and uniform framing. The ideal ratio is specified below, where the total padding is the size of the glyph * 1.61.



Framing space (padding) is calculated as $1/2$ the width of the glyph * the golden ratio (~1.61), providing a natural amount of whitespace around the image.

Supporting Iconography

The initial release of the identity system comes with a library of icons that can be used wherever and whenever they can help convey a concept. A subset of them appear here.



When contributing new icons, please try to follow the design motif established by this initial icon set.

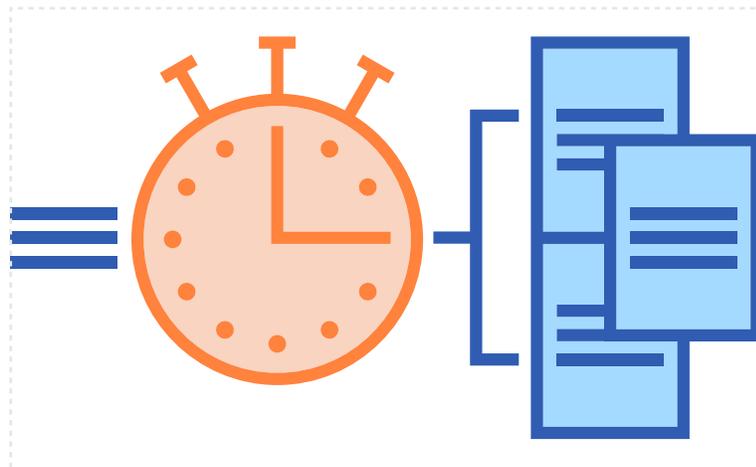
General Guidelines for New Icons

This deconstruction establishes some of the principles you can use to create new icons that are cohesive with the Solr identity system.

Elements are heavily simplified with geometric shapes and perpendicular lines.

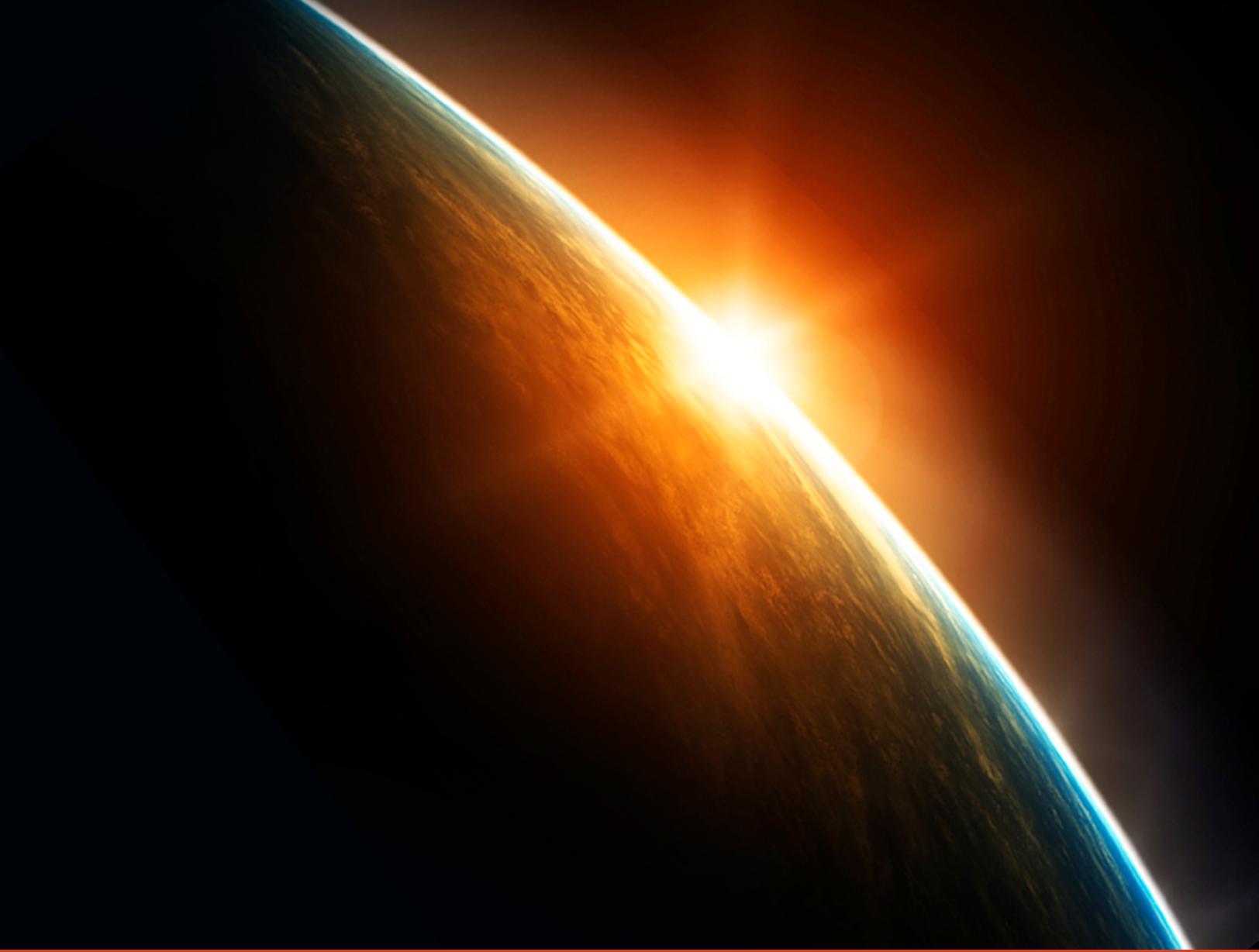
Both secondary colors are used to create a sense of depth and layering.

Three stacked lines indicate motion, movement, or a process.



The elements have a flat, 2-dimensional rendering, without any orthographic or rendered 3D, and no tactile embellishments such as drop shadows, textures, or gradients.

Elements fit comfortably and proportionately inside a 5/8 ratio bounding box. There may be exceptions to this, but try to keep them as exceptions.



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