



# OWASP

## 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



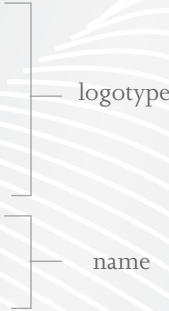
OWASP

Open Web Application  
Security Project



OWASP

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Security Project



# Recommended Signature Variations

Color

Black & White / 1C



Logo with Slogan



Logo without Slogan



Reversed Logo

# Customized Signature



OWASP

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:



# Sizing and Spacing



Minimum width of logo is 1.75"

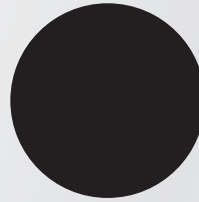


Maintain a margin around all sides of the logo, equal to the height of two capital letters from the full organization name.

# 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 30 Y 100 K 0  
R 232 G 138 B 73



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



**Lt Blue**  
PMS 298 C  
C 66 M 0 Y 0 K 0  
R 31 G 196 B 244



**Red**  
PMS 7416 C  
C 13 M 78 Y 82 K 0  
R 216 G 93 B 51



**Purple**  
PMS 258 C  
C 32 M 82 Y 0 K 0  
R 176 G 81 B 159



**Dk Blue**  
PMS 633 C  
C 100 M 0 Y 0 K 38  
R 0 G 121 B 167



**Olive**  
PMS 5763 C  
C 65 M 46 Y 78 K 0  
R 114 G 127 B 91



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

# 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

## Display Typeface

House Gothic Text *Light*

Sample:

abcdefghijklm  
nopqrstuvwxyz  
1234567890  
!@#\$%^&\*

## Bodytext Typeface

Joanna MT

Sample:

abcdefghijklm  
nopqrstuvwxyz  
1234567890  
!@#\$%^&\*

## Alternate Typeface

Helvetica *Light*

Sample:

abcdefghijklm  
nopqrstuvwxyz  
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, ect.) 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

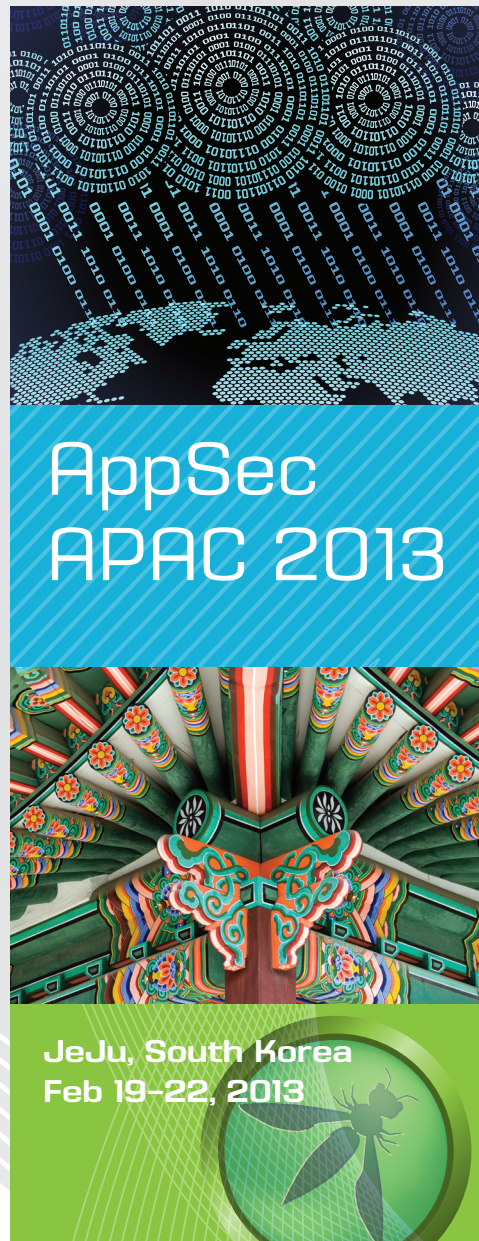


 **OWASP**  
Open Web Application  
Security Project

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

[www.owasp.org](http://www.owasp.org)

The bannerstand features a dark blue background with a green pixelated world map. White arrows point from the map towards the OWASP logo and text. A large, faint fly logo is visible in the bottom right corner.



**AppSec  
APAC 2013**

**JeJu, South Korea  
Feb 19-22, 2013**

The bannerstand is divided into three horizontal sections. The top section has a dark background with binary code (0s and 1s) arranged in a circular pattern. The middle section has a blue background with diagonal white lines. The bottom section has a green background with a grid pattern and a circular fly logo in the bottom right corner.

# Samples - ID Package

123 Main Street, #423, Springfield, TR 82913, U.S.A. | 202.555.1212 tel | www.owasp.org



**OWASP**  
Open Web Application  
Security Project



 **OWASP**  
Open Web Application  
Security Project

123 Main Street, #423  
Springfield, TR 82913  
United States of America

202.555.1212 tel  
202.555.1111 fax  
john.doe@owasp.org  
www.owasp.org

**John W. Doe**  
System Administrator



 **OWASP**  
Open Web Application  
Security Project

123 Main Street, #423  
Springfield, TR 82913  
United States of America

# Samples - Postcard



## OWASP

Open Web Application Security Project

Making Software Security Visible

**Software powers the world,** but insecure software threatens safety, trust, and economic growth. The Open Web Application Security Project (OWASP) is dedicated to making application security visible by empowering individuals and organizations to make informed decisions about true application security risks.

**OWASP boasts 36,000+ participants,** more than 65 corporate and organizational supporters, and more than 130 academic supporters. Our community succeeds based on the collective wisdom of the best individual minds from around the world, in application security.

**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 50 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.

Sign up: [www.owasp.org/index.php/membership](http://www.owasp.org/index.php/membership)

## 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](http://sl.owasp.org/appsec_conferences)

# Samples - Flyer

## 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](http://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 application 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](mailto:@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/meeting 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 [@OWASPORG](mailto:@OWASPORG) e-mail address
- Be recognized as a supporter, receiving an e-badge

Learn More and Join Today  
at [www.OWASP.org](http://www.OWASP.org)



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