IODA | Internet Outage
Detection and Analysis

brand
guidelines

ESSENTIAL VISUAL IDENTITY GUIDELINES

The purpose of this document is to ensure that the visual identity of **IODA** and its essential visual assets are used correctly.

Contents

Primary Logo

The primary logo that will represent IODA is illustrated below.

The three images are all versions of the primary logo. The first image shows the logo in its original colors that will be used on white or light background only. The second one is an adaptation of the same logo in dark mode and the third is the logo with a colors' simplification for a monochrome environment. The purpose of having multiple versions is the flexibility they offer. The logo is correctly adapted based on its environment. It also can be used in black and white or on any background color, within the guidelines.
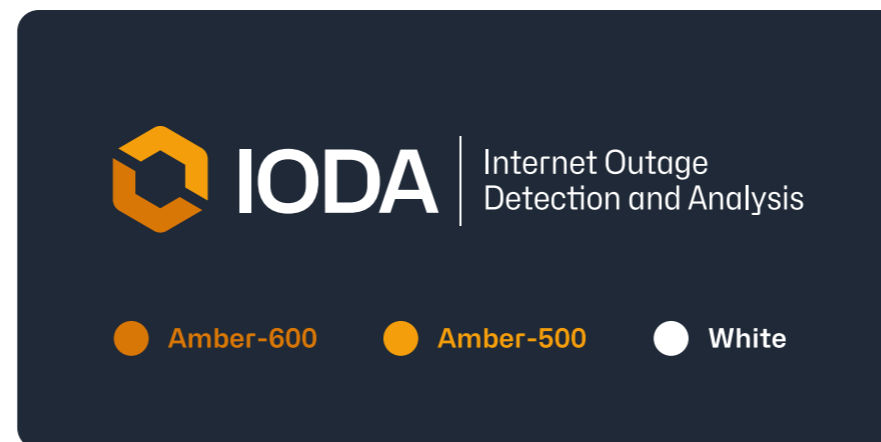
More information regarding the colors can be found on pages 7-9.

LIGHT MODE

IODA | Internet Outage Detection and Analysis

● Amber-600   ● Amber-500   ● Gray-700

DARK MODE

IODA | Internet Outage Detection and Analysis

● Amber-600   ● Amber-500   ● White

MONOCHROME

IODA | Internet Outage Detection and Analysis

● White

Logo Variations

There will be other applications of the logo based on where it will be placed and the purpose.
Regarding the colors, each of the variations illustrated below can be used in Dark Mode and Monochrome, same as the Primary Logo on page 3.

All these variations can also be used in black and white, as shown on page 5.

PRIMARY LOGO

IODA | Internet Outage Detection and Analysis

ICON

DEFAULT

IODA

GEORGIA TECH

IODA | GT Georgia Tech

B&W Logo

When we can't use colors, there's the black and white logo.

In this application, there is no difference in contrast between the elements of the logo.
It's simply 100% black or 100% white, depending on the background.
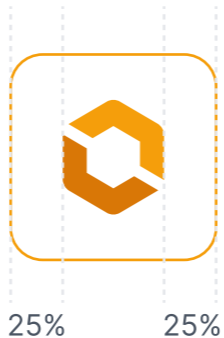
Safe Areas

The "O factor" refers to the safe area around the logo which must never be encroached upon by other visual elements or text. It also ensures that the logo is never placed too close to the edge of a document.

The "O factor" is a square which is measured using the height of the uppercase "O" in the IODA's logotype.
It must be applied to all four sides of the logo as illustrated. The horizontal space in the icon image must be respected for the same reason.

PRIMARY LOGO

ICON

25%   25%

DEFAULT

GEORGIA TECH

Color System

The brand's main colors will be **Amber-600, Amber-500, and Gray-700**. However, for accessibility and readability reasons, when colors are used on text, according to Web Content Accessibility Guidelines (WCAG) 2, Level AA requires the contrast ratio to be at least **4.5:1**. Any color of the palette can be used if this requirement is met. **Black** and **White** are also part of the color palette.

UI EXTENDED

Amber-50	Amber-100	Amber-200	Amber-300	Amber-400	Amber-500	Amber-600	Amber-700	Amber-800	Amber-900
HEX #FFFBEB	HEX #FEF3C7	HEX #FDE68A	HEX #FCD34D	HEX #FBBF24	HEX #F59E0B	HEX #D97706	HEX #B45309	HEX #92400E	HEX #78350F

Gray-50	Gray-100	Gray-200	Gray-300	Gray-400	Gray-500	Gray-600	Gray-700	Gray-800	Gray-900
HEX #F9FAFB	HEX #F3F4F6	HEX #E5E7EB	HEX #D1D5DB	HEX #9CA3AF	HEX #6B7280	HEX #4B5563	HEX #374151	HEX #1F2937	HEX #111827

Light Mode

In light mode, the background color is **White**. In this case, only colors like **Amber-700 and darker** are suggested to be used so the readability is not compromised and there is enough contrast.

In the example on the right **Amber-700** is used in headers/buttons. **Gray-800** is used for body text.

Overview

IODA (Internet Outage Detection and Analysis) is an operational prototype system that monitors the internet, in near-realtime, to identify macroscopic Internet outages affecting the edge of the network, i.e. significantly impacting an AS (Autonomous System) or a large fraction of a country.

INTERESTED?

● Amber-700   ● Gray-800

Dark Mode

In light mode, the background color is **Gray-800**. In this case, only colors like **Amber-500 and lighter** are suggested to be used so the readability is not compromised and there is enough contrast.

In the example on the right **Amber-400** is used in headers/buttons. **White** is used for body text.

IODA

Overview

IODA (Internet Outage Detection and Analysis) is an operational prototype system that monitors the internet, in near-realtime, to identify macroscopic Internet outages affecting the edge of the network, i.e. significantly impacting an AS (Autonomous System) or a large fraction of a country.

INTERESTED?

● Amber-400   ○ White

Typography

Hubot-Sans is a variable font and it comes with a family of styles including:
ExtraLight, Light, Regular, Medium, SemiBold, Bold, ExtraBold, Black.

The font is licensed under the SIL Open Font License v1.1.

Aa

a b c d e f g h i j k l m n o p
q r s t u v w x y z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

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