

ember®

Primary Logo

This is the mark to be used on websites, mobile apps, or in printed materials to indicate use of Ember technologies—assuming there is no chance it might imply official status or project/core team endorsement.



ember®

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Approved colors

The red logo is preferred for use on black or white backgrounds. In other scenarios, use a solid black or white logo to contrast your background. Only the white logo should be used over the Ember-red background.



Tomster lockup

A fun alternative to the primary logotype is the Tomster lockup. It's designed with a white stroke which allows it to work on all background colors without modification.



Don't remove the ® mark.



Don't add effects to the logo.



Don't use unapproved colors.



Don't stretch or distort the logo.



Don't alter the logotype.



Don't box the logo in.



Don't use unapproved lockups.



Don't imply official endorsement.

Things to avoid

Don't alter or misuse the logo.
You have better things to do.

Icon

In situations where the primary logos aren't legible (e.g., avatars, favicons) you can use the simple "E" icon. Choose the container shape that suits the context, and be sure to follow the same rules established for the [primary logo](#).



Other logos

The Ember project has numerous subprojects with logos that may be used under the same terms as the [primary logo](#). These designs denote official Ember efforts and may not be used for unofficial projects.

MAJOR SUBPROJECTS

ember[®]*data*
ember[®]*cli*

EMBER FAMILY PROJECTS

 **embroider**

 **glimmer**

COMMUNITIES & SMALLER PROJECTS

The ember[®] **times**

ember[®] **forum**

typed *ember*[®]

Meetup Badge

This lockup is recommended for Ember community meetups. It's designed to give our groups a consistent feel while being easy to manipulate. Create your own using our templates below.

[Ember Meetup Templates.zip](#)

Includes typeface along with Sketch and Illustrator templates.

PRIMARY LOCKUP

ember[®]

NEW YORK CITY



SECONDARY LOCKUP

ember[®]  **NEW YORK CITY**

ember[®]  NEW YORK CITY

ember[®]  NEW YORK CITY

ember[®]  NEW YORK CITY

ember[®]  NEW YORK CITY

ember[®]  NEW YORK CITY

Approved colors

Both lockups follow the color rules established for the primary logo: Use the full-color marks on really light or dark backgrounds and in other situations, use the one-color variants.



Mascot lockup

Some cities have commissioned custom mascots to be illustrated by official Ember designers. If you're interested in a custom logo for your meetup, please [contact us for details](#). Pricing depends on the extent of the request, but usually costs ~\$200. Drawing your own mascot is prohibited.

Mascots

Tomster and Zoey are important to the Ember brand, adding personality and playfulness, and help illustrating complex ideas.

They're trademarked, which means they may not be created, modified, or used for any unofficial purpose without our approval. [Contact us](#) for commission requests or read the [Tomster FAQ](#) for more information.



TOMSTER



ZOEY

Typography

Roboto is used for all typography except code samples, which use the monospaced Source Code Pro.

ROBOTO

AaBbCcDdEe
FfGgHhIiJjKk
LlMmNnOoPp
QqRrSsTtUu
VvWwXxYyZz
0123456789

Bold - 700
Medium - 500
Regular - 400

SOURCE CODE PRO

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz0123456789

Colors

Our primary palette is composed of black, white, and Ember red, with occasional accents of blue and yellow. Tints and shades of these colors may be used as long as they don't overpower the main colors.

In 2022, the primary Ember red was updated to #DB3122 for all digital uses, a similar but more accessible variant. The original shade (#E04E39) can still be found in use around the web and should be updated whenever possible.

\$ember PMS 7417C #E04E39 (offline) #DB3122 (web)		\$black #212121	
	\$burnt-ember #9B2918		\$gray #817F7F
\$blue #1E719B		\$faint-gray #EFEBEA	
	\$light-blue #74B0CE		\$linen #FDF7F6
\$yellow #FBC840		\$white #FDFDFD	

Accessibility

We follow [Web Content Accessibility Guidelines](#) so that our content is accessible to people with disabilities. In addition to using semantic HTML tags, it's important to size and color text in accordance with WCAG AA requirements. Use the [WebAIM Contrast Checker](#) to make sure your typography has passable contrast.

LARGE TEXT

The five boxing wizards jump quickly.

\$black on \$linen/white



The five boxing wizards jump quickly.

\$burnt-ember on \$linen/white



The five boxing wizards jump quickly.

\$ember on \$linen/white



NORMAL TEXT

The five boxing wizards jump quickly.

\$black on \$linen/white



The five boxing wizards jump quickly.

\$burnt-ember on \$linen/white



SMALL TEXT (12PT MIN)

The five boxing wizards jump quickly.

\$black on \$linen/white



The five boxing wizards jump quickly.

\$burnt-ember on \$linen/white



The five boxing wizards jump quickly.

20%-darkened \$burnt-ember on \$linen/white

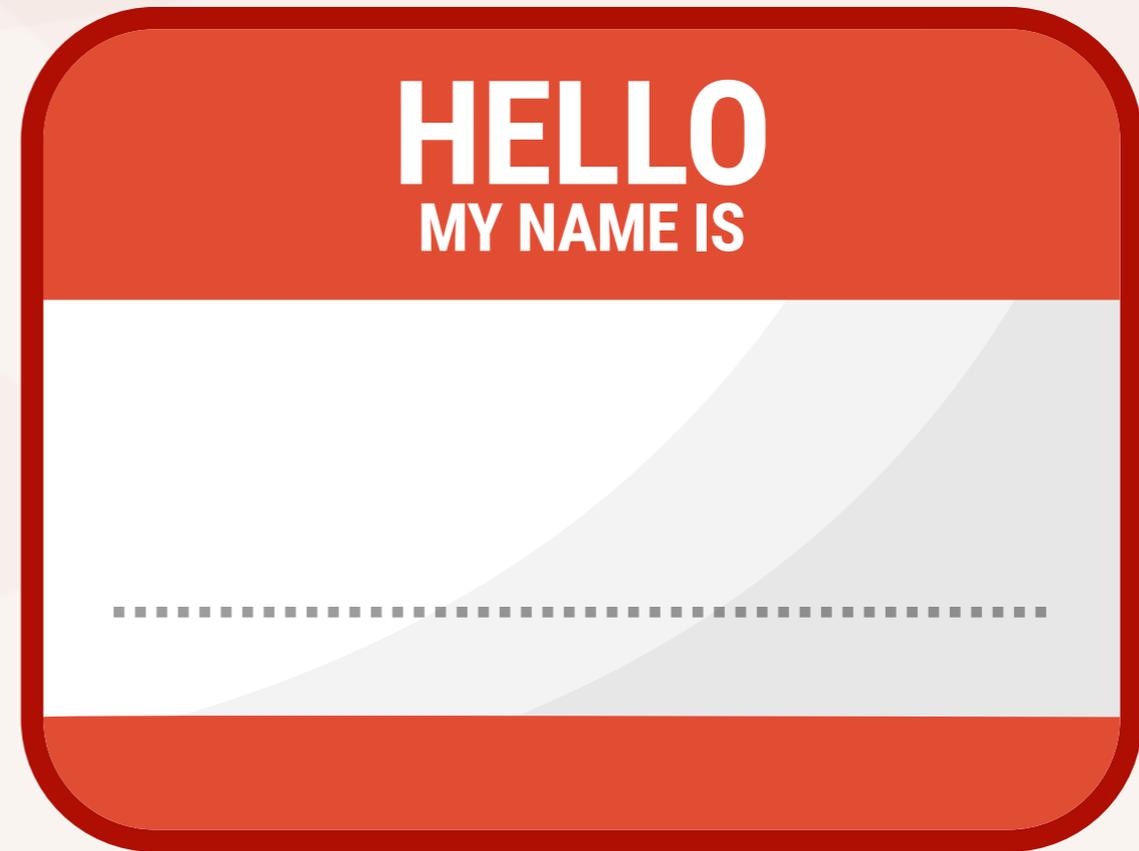


Naming

Avoid naming projects and events anything that implies official endorsement. Keep this in mind when selecting domain names as well.

You can use Ember in the name of local meetups, which are well understood to be unofficial, as well as for other events, assuming the Ember logo is never made part of the name or logo for the unofficial event.

[EmberConf](#) and [EmberCamp](#) are both used for official purposes and cannot otherwise be used.



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Ember is a registered trademark of Tilde Inc.