

OCTOBER 2025



W3C BRAND STANDARDS

The W3C Brand Standards document outlines internal and external use of the W3C logo, colors, fonts and imagery to ensure consistency in materials and to maintain brand integrity.

This document is intended to be used by the W3C Team and those who interact with the W3C Brand. Not all logo examples are permitted for external use.

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INTERCONNECTED TECHNOLOGY

Since 1994, W3C has made the web work — for everyone. During that time, we have built a strong community of like-minded people who are dedicated to the achievement of this goal.

After thirty years, we became a non-profit organization working for the public good. We will always stay true to our core values, and the brand evolved to illustrate who we are now.

The Symbol The inspiration for the visual cue is connection, a coil or spiral — with W3C as the fixed center point continuously pushing forward and connecting people through technology. The single spiral represents completion and progress and it is these concepts that are reflected in our work.

The Wordmark Surrounding the symbol and creating a circle are the words World Wide Web Consortium. This treatment visually demonstrates the world wide web in constant motion, evolving and moving forward. The typeface is bold and tilted demonstrating positive growth along an imaginary horizontal axis.

MISSION STATEMENT

The World Wide Web Consortium (W3C) brings together global stakeholders to develop open standards which enable a world wide web that connects and empowers humanity.

TAGLINE

W3C makes the web work — for everyone.

OUR IDENTITY

We are a vendor-neutral open forum where diverse stakeholders from around the world and industries come together, incubate and build consensus for global standards for web technologies.

We are socially responsible and committed to ensure that the web is for everyone; we provide the proper foundations to meet requirements for accessibility, internationalization, privacy, and security, on the web.

We are committed to developing open and royalty-free standards with high focus on interoperability and collective empowerment.





THE
W3C
LOGO

W3C LOGO (FOR PUBLIC USE)

The W3C logo consists of a symbol surrounded by the wordmark. The symbol and wordmark are a unified lockup that can never be used independently of one another unless approved by the W3C Marketing and Communications Team.

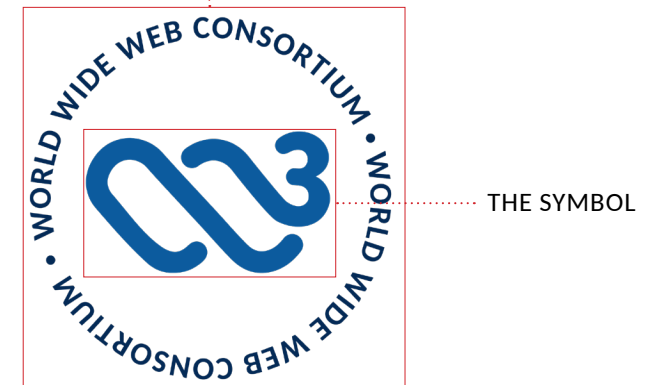
The full color logo should always show the symbol in W3C Blue with W3C Dark Blue for the wordmark. There are versions of the logo in all black and all white that can be used in certain situations.

The W3C logo may be used without requesting permission from W3C under the W3C logo and W3C icon use policies. <https://www.w3.org/policies/logos>. When used on the web, the W3C logo must be an active link to <https://www.w3.org/>.

INCORRECT USAGE:

- Do not use the symbol without the wordmark
- Do not combine with any other design element, the symbol and wordmark must stand alone
- Do not rotate or outline the symbol or wordmark
- Do not use other typefaces
- Do not apply other colors to any single part of the symbol or wordmark
- Do not apply gradients, shadows, or other effects to the lockup

THE WORDMARK



W3C LOGO SIZE, CLEAR SPACE AND MARGINS

The minimum size of the logo is 60px.

When using the W3C logo in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clear space and margins come in to play. The logo's clear space defines the distance between the logo and any graphic element it may be sitting next to in a composition.

Clear space for W3C Logo + Text

When pairing the W3C logo with a simple line of text, there should always be a minimum of 10px clear space as demonstrated in the design of this document.

Clear space for W3C Logo + Image

When pairing the W3C logo with other logos and detailed graphics, the W3C logo clear space is equal to the height of the logo at its minimum size which is 60px. This means that there must be at least 60px of clear space all the way around the logo.



LOGO SIZE = 60px

JUST THE WORDMARK (FOR W3C TEAM USE ONLY)

The W3C wordmark may **NOT** be used independently of the symbol. The only exception, as approved by the W3C Marketing and Communications Team, is for the suite of Validator icons only.

This version of the logo consists of a simple wordmark of the W3C letters. The font for the letters should always use Carlito Bold for text. The full color version of this logo should always show the wordmark in W3C Blue.

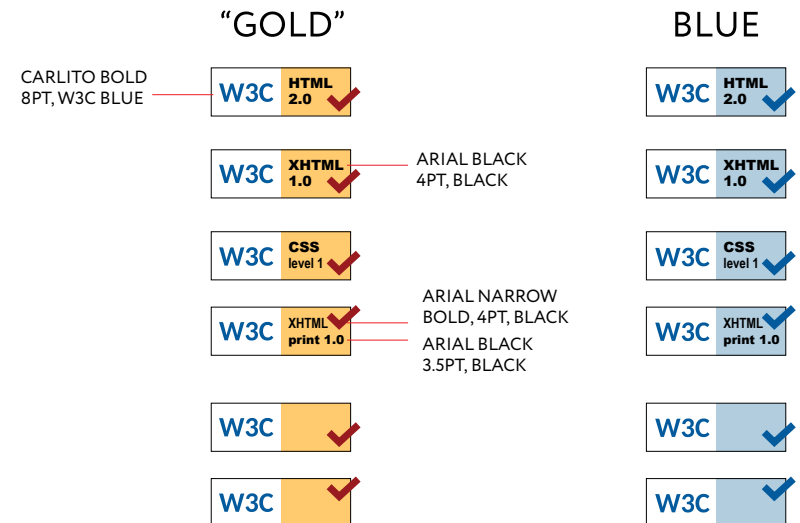
Clear space for the exception to the wordmark is equal to one en space as illustrated to the right.

INCORRECT USAGE:

- Do not use for anything other than the Validator icons
- Do not rotate or outline the wordmark
- Do not use other typefaces
- Do not apply gradients, shadows, or other effects to the wordmark
- Do not apply other colors to any single part of the wordmark
- Do not combine with any other design element, the wordmark must stand alone

W3C] WORDMARK
BOLD 40PX

EXAMPLE VALIDATOR ICONS



JUST THE SYMBOL (FOR APPROVED W3C TEAM USE ONLY)

A version of this logo with all white text in a W3C blue box was created for specific approved documents only. This helps keep brand consistency with type and color which can also be used for dark mode.

Using the symbol without the wordmark is not permitted other than in specific W3C Team approved documents.

INCORRECT USAGE:

- Do not combine with any other design element, the symbol and wordmark must stand alone
- Do not rotate or outline the symbol or wordmark
- Do not use other typefaces
- Do not apply other colors to any single part of the symbol or wordmark
- Do not apply gradients, shadows, or other effects to the lockup



EXAMPLE FOR
SPECIFICATION
PAGES



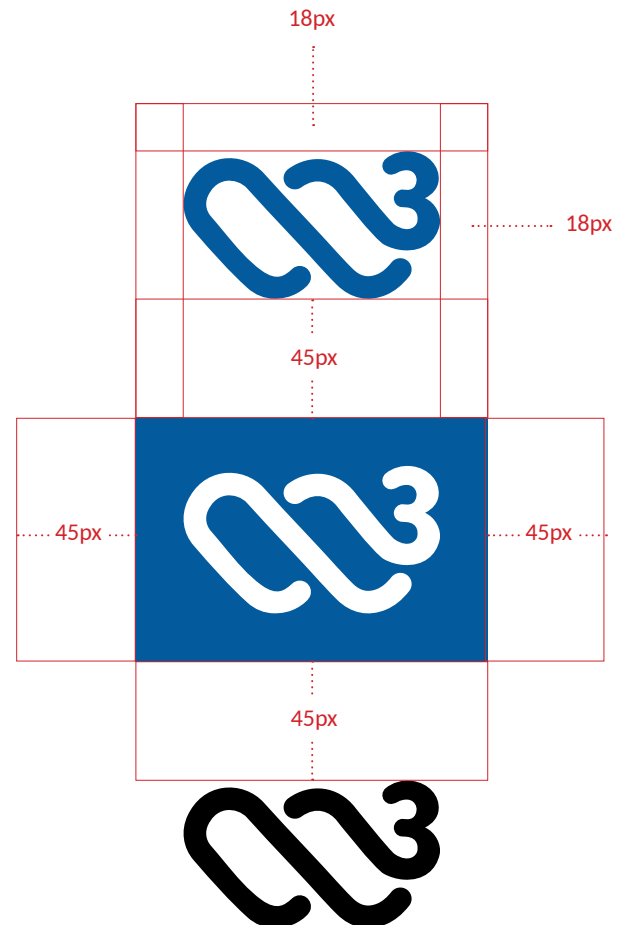
JUST THE SYMBOL CLEAR SPACE AND MARGINS

Clear space for W3C Logo + Text

When pairing the symbol with a simple line of text, there should always be a minimum of 18px clear space all the way around the shape as demonstrated on the right.

Clear space for W3C Logo + Image

When pairing the W3C logo with other logos and detailed graphics, the symbol clear space is equal to the width of the logo at its smallest size which is 45px. This means that there must be at least 45px of clear space all the way around the symbol.



SYMBOL WIDTH = 45px

W3C AFFILIATE LOGO GUIDELINES (FOR AFFILIATE USE ONLY)

The W3C logo can only be combined with text in three specific cases: for W3C Members, W3C Chapters or W3C Evangelists. This combination of the W3C logo and text is meant to take on a prominence to support its Members and affiliated entities as illustrated on the right.

Members of the World Wide Web Consortium are encouraged to display this icon on their products, packaging and literature, provided that there is no implication of W3C endorsement.

No alteration of the W3C Affiliate logo is allowed.

As we continue to grow, W3C may change or create new affiliate types.

The typeface used for the affiliate name, Carlito Regular, should never be smaller than 10pt, and is displayed in all capital letters with -15 letter spacing as shown in the examples to the right.

When used on the web, these logos must be an active link to <https://www.w3.org/>.



W3C AFFILIATE LOGO SIZE, CLEAR SPACE AND MARGINS

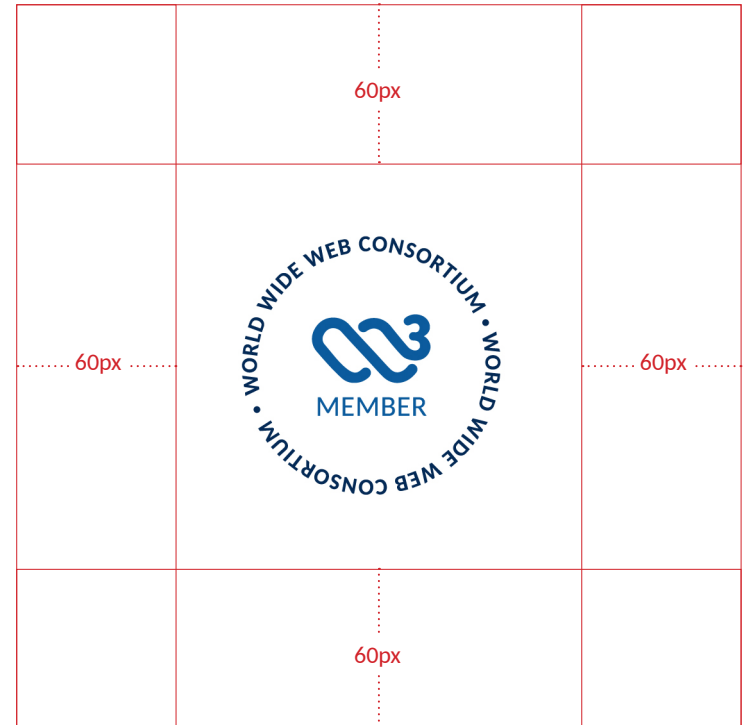
The minimum size of the affiliate logo is 60px.

Clear space for W3C Logo + Text

When pairing the W3C logo with a simple line of text, there should always be a minimum of 10px clear space as demonstrated in the design of this document.

Clear space for Logo + Image

When pairing the W3C logo with other logos and detailed graphics, the W3C logo clear space is equal to the height of the logo at its smallest size which is 60px. This means that there must be at least 60px of clear space all the way around the logo.



LOGO SIZE = 60px

COLOR PALETTE





PRIMARY BRAND COLORS

The essence of the W3C brand is represented using the color blue, a color associated with freedom, intuition, imagination, inspiration, trust, loyalty, sincerity, wisdom, confidence, stability and intelligence.

The W3C Blue is the main brand color with the W3C Dark Blue playing a strong supporting role. It is the preferred color to use for calls to action, headings and other design elements. Black is used primarily for text only.

W3C BLUE

#005a9c

RGB: 0, 91, 156
CMYK: 97, 69,10, 1

W3C DARK BLUE

#002a56

RGB: 0, 43, 86
CMYK: 97, 69,10, 57

BLACK

#111111

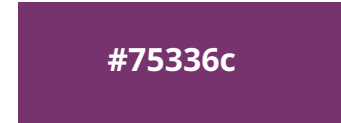
RGB: 17, 17, 17
CMYK: 73, 67, 66, 83

ACCENT COLORS

Purple combines the calm stability of blue and the fierce energy of red. It is often associated with creativity and wisdom. The Gray color represents intellect and wisdom.

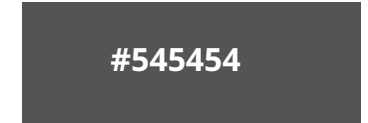
These colors are used to accent the brand colors when a wider palette is necessary for the composition. The Purple should never be dominant over the W3C Blue.

PURPLE



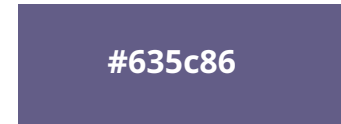
RGB: 118, 51, 108
CMYK: 52, 89, 20, 22

DARK GRAY



RGB: 84, 84, 84
CMYK: 64, 56, 56, 32

HEATHER



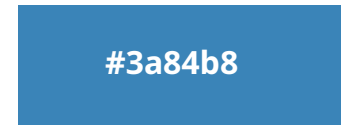
RGB: 99, 92, 134
CMYK: 69, 68, 25, 6

LIGHT GRAY



RGB: 202, 202, 202
CMYK: 20, 16, 16, 0

ULTRAMARINE



RGB: 58, 132, 184
CMYK: 77, 40, 9, 0

POWDER BLUE



RGB: 114, 175, 215
CMYK: 52, 18, 4, 0

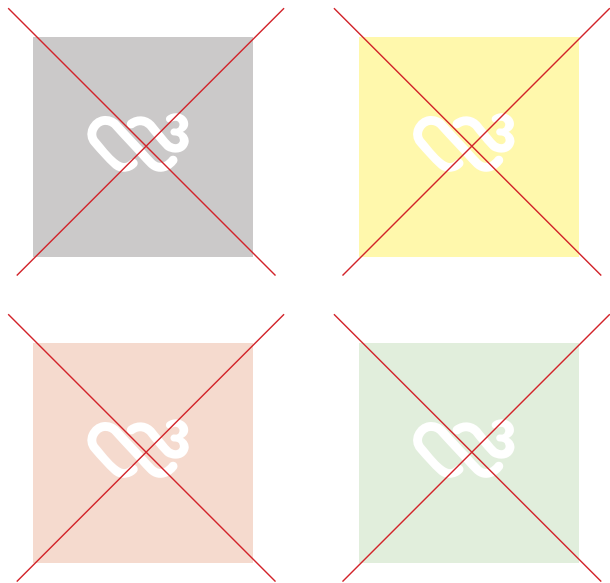


COLOR
PALETTE

REVERSE LOGO/DARK MODE

The logo may be used as all white on W3C Blue, all white on the W3C Dark Blue, or all white on black. The white version can never be used against a color where the contrast is too low as in the examples below. The ideal contrast range to meet all requirements is 7:1 - 15:1.

INCORRECT COLOR USAGE:





BRAND TYPOGRAPHY



FONT USAGE

The typeface used for the wordmark in the W3C logo is called Carlito, a modern sans-serif with some geometric qualities. Inspired by the font family Lato, it is clean and simple and a touch whimsical.

This font should only be used for the words in the logo and for the words 'Member', 'Chapter' and 'Evangelist' in the affiliate logos. It can also be used for headings in printed materials as demonstrated in this document.

The font can be licensed and downloaded at the following link: <https://fonts.google.com/specimen/Carlito>.

Carlito

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789*

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789***



FONT USAGE

The typeface used in the W3C design system is a sans-serif global font collection called Noto Sans. This font should be used for all body text in printed materials as demonstrated in this document as well as on the W3C website.

Please see the design system at <https://design-system.w3.org/> for the rules and polices on the usage of this typeface.

Noto Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0123456789

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0123456789**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0123456789**

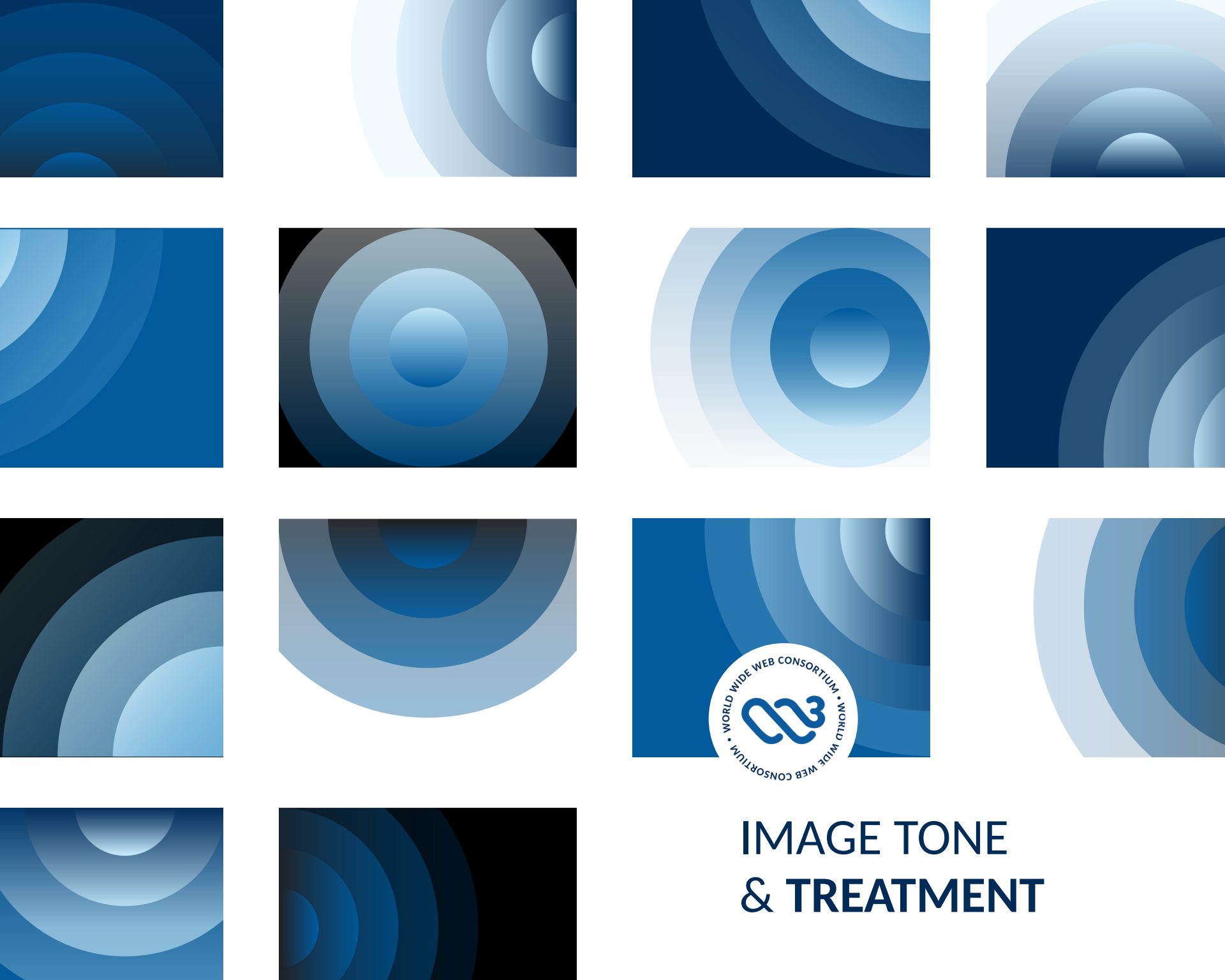


IMAGE TONE
& TREATMENT



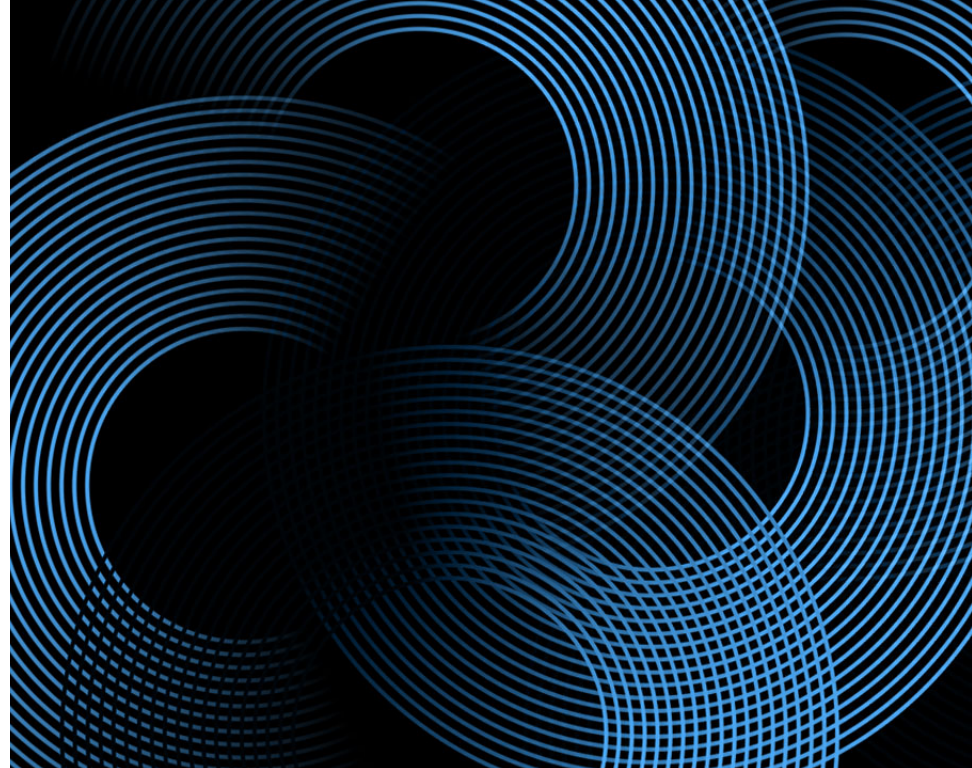
BOLD PATTERNS & MOVEMENT

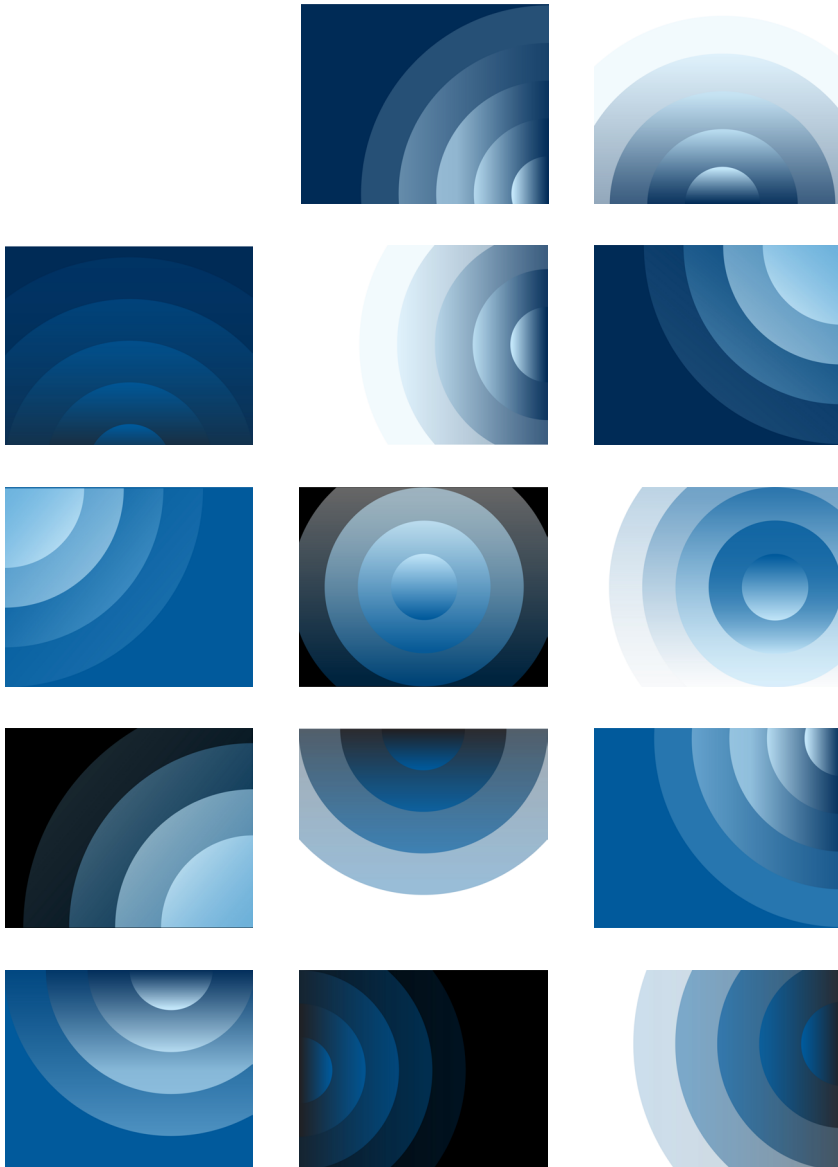
The tone and treatment of imagery for the W3C brand should feel modern, abstract and evocative of movement. This image approach offers a creative and distinct way to tell a story and helps the audience engage with our communication. W3C Brand imagery falls into three categories:

- Abstract & Atmospheric
- Details & Environments
- Personal & Human

ABSTRACT/ATMOSPHERIC

We created two distinct series of images based on the spiral that are both abstract and atmospheric. Inspired by the spiral from the logo, the images use circles to convey energy and create bold patterns to contrast text-heavy communication. These images should be used for brand communication as much as possible as the “hero” image and can easily be combined with images from the other categories.





ABSTRACT CONCENTRIC CIRCLES

This is a series of concentric circles radiating from different directions using our color palette as a base, but creating new colors and patterns as the circles overlap. These images are used on the website and in brand materials.

INCORRECT USAGE OF IMAGES:

- Do not alter the spacing of the shapes
- Do not skew, squeeze, or alter shapes
- Do not apply additional gradients, shadows or other effects
- Do not recolor the shapes
- No use of these images is permitted for non-W3C use, nor for any commercial or marketing purpose



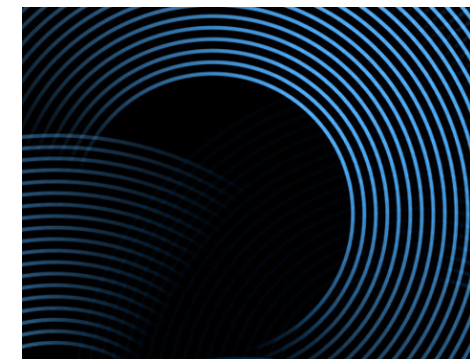
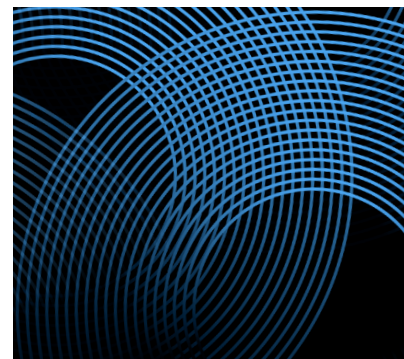
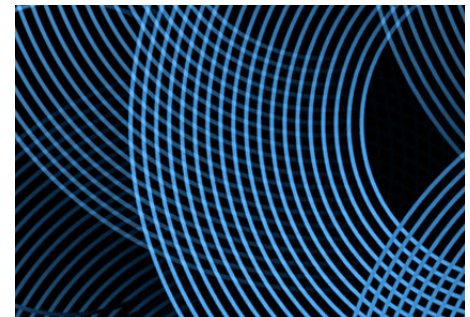
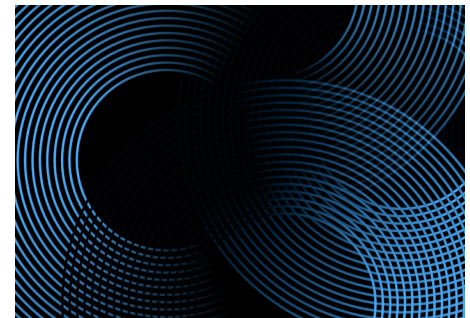
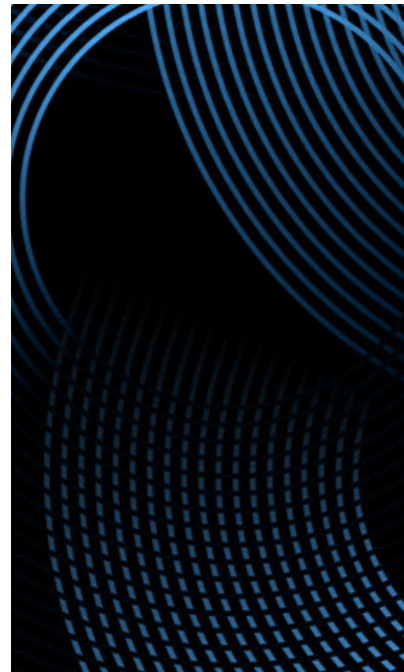
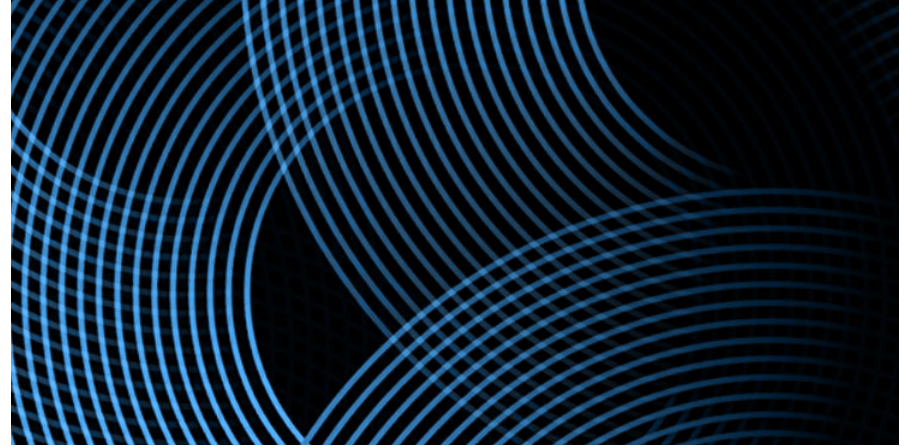
IMAGE TONE
& TREATMENT

ATMOSPHERIC INTERTWINING CIRCLES

This series of intertwining circles showing the infinite connections that are made at W3C. These images are used on the website and in brand materials.

INCORRECT USAGE OF IMAGES:

- Do not alter the spacing of the shapes
- Do not skew, squeeze, or alter shapes
- Do not apply additional gradients, shadows or other effects
- Do not recolor the shapes
- No use of these images is permitted for non-W3C use, nor for any commercial or marketing purpose





DETAILS & ENVIRONMENTS

Should you require an image with a more literal concept, the use of stock photography is allowed. Stock photography should feel artful, editorial and intentional. Any props and styling should complement the focal point, not overshadow it. If possible, include a human element in the composition if relevant. Natural, soft and warm light creates authenticity while depth of field helps to soften the look against the abstract/atmospheric images.

The general rule for selecting photos for communication is to ensure the subject matter of the photo reinforces the emotion and message of the words being used with imagery that embodies the relevant concepts and metaphors. The above are examples of look and feel when selecting stock images.

PERSONAL/HUMAN IMAGES

Human involvement in imagery should be subtle and implied rather than the focus of the image, however, if needed to enforce the concept, candid images of real members/employees are preferred. Highlight diversity in group shots as much as possible through age, gender, race, country of origin, and job responsibility.

INCORRECT USAGE OF IMAGES:

- Avoid the use of images that are strongly generic and impersonal
- Do not skew or squeeze images
- Do not apply additional gradients, shadows or other effects to images

ICONOGRAPHY

A series of bespoke illustrations were created for the W3C principles and to help illustrate how the web transforms many different business ecosystems.

The icons are designed using visual metaphors to communicate concepts, therefore they should never be used without their corresponding text label. Icons can be colored using any shade from the primary color palette (W3C Blue, Dark Blue, black or white). These illustrations should only be used with permission from the W3C Marketing and Communications team.

INCORRECT USAGE OF ICONS:

- Do not alter the spacing of the shapes
- Do not skew, squeeze, or alter shapes
- Do not apply additional gradients, shadows or other effects
- No use of these icons is permitted for non-W3C use, nor for any commercial or marketing purpose



ACCESSIBILITY



SUSTAINABILITY



MEDIA &
ENTERTAINMENT



INTERNATIONALIZATION



WEB OF THINGS



PUBLISHING



PRIVACY



NETWORK &
COMMUNICATION



DATA &
KNOWLEDGE



SECURITY



WEB ADVERTISING

See more information on the W3C Logos and icons policy page: <https://www.w3.org/policies/logos/>

For more information on our brand, contact a member of the W3C Marketing and Communications team at <w3t-pr@w3.org>.