

# Toronto Mesh

# Design Standards Manual

v001 – April 2021

# Introduction

Toronto Mesh aims to help communities create better networks with open source and peer-to-peer technologies that promote digital literacy and privacy. This brand is focused on helping continue our core values of community involvement, peer learning, and civic participation.

Toronto Mesh was started in 2016 and has since contributed to community networks both in our own city and abroad. We are a volunteer group always accepting of new members of any background, we aim to be professional while also acknowledging the human element that we believe is central to creating solutions with technology that work for everyone.

As of 2021, most community networks and mesh-centric community groups do not have established sets of brand guidelines — at least not ones that are publicly available. With these we hope to set a new standard for what outward-facing material from these organizations can look like and give further credibility to community networks overall.



# Logotype

Toronto Mesh's main logotype is a double story text mark featuring a custom typeface. The typeface is inspired by dot matrix printers as well as the overlapping nature of wireless networks. The colours in the full colour version can be optionally randomized each time it is used — variety is fun!

The monochromatic version of the logo should be used any time it is present on a white or generally light background. Both the monochromatic and colour versions can be used on a dark background. When printing black & white documents always use the monochromatic versions.

## **Always “Toronto Mesh”... Except when it’s “tomesht”**

When referring to our organization we always refer to it as “Toronto Mesh”. Our social media handles and domains sometimes break this rule and are often named variations of “tomesht” or “tomeshtnet” however we don’t refer to the organization this way anywhere else.

The image shows the monochromatic version of the Toronto Mesh logotype. The words "TORONTO" and "MESH" are stacked vertically. The text is rendered in a custom typeface where each letter is composed of a grid of dots, giving it a dot-matrix appearance. The entire logo is black on a white background.The image shows the full-color version of the Toronto Mesh logotype. The words "TORONTO" and "MESH" are stacked vertically. The dots that form the letters are colored in a random pattern of blue, yellow, and pink. The logo is set against a dark navy blue background.

# Expanded Logotype

Sometimes a double story logotype doesn't fit,  
when this is the case use the expanded logotype!

The same colour randomization suggestion and  
colour usage rules also apply to the expanded version.

TORONTO NEWS

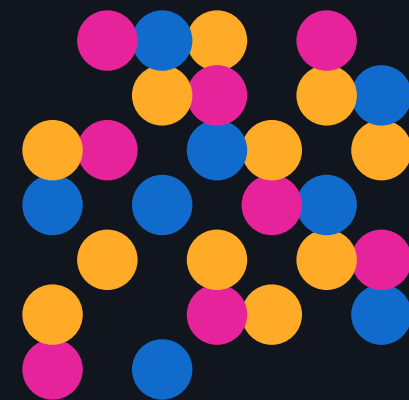
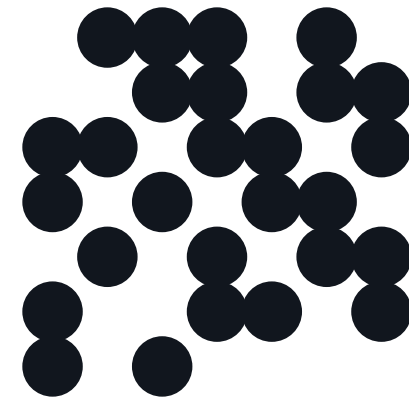
TORONTO NEWS

# Logomark

Finally, in instances where both text-based marks are unsuitable this logomark can replace it. This mark should not have text beside it, if there's enough room for text there's enough room to use one of the logotypes!

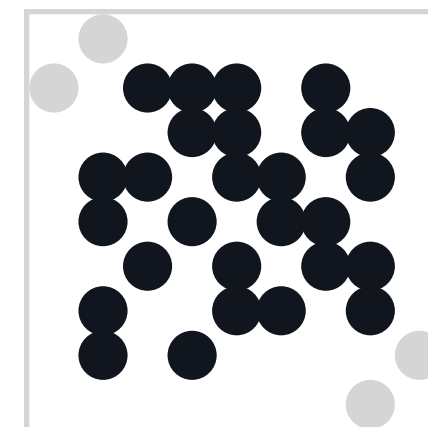
Like the logotypes this mark has a similar dot-matrix inspired overlap aesthetic however it also contains a bonus Easter egg! If you start at the top left and count all the gaps between dots as zeros and all of the dots as ones when input into a binary to ASCII converter it will output "tomes".

The same colour randomization suggestion and colour usage rules also apply here for the logomark.



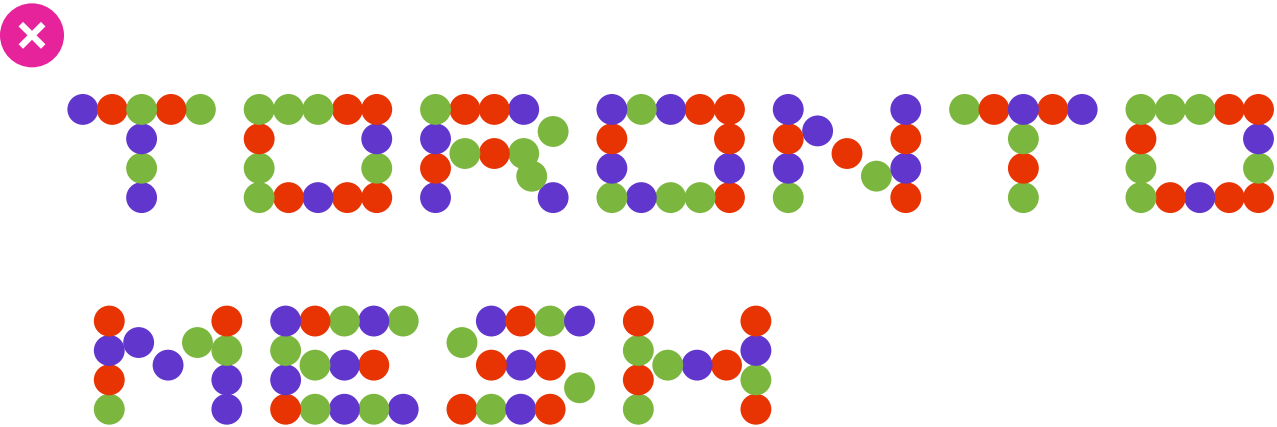
# Logo Spacing

Please ensure that a reasonable amount of space is given around all implementations of the logotype and logomark. Minimum space guidelines are shown to the right, more space can be given but do not give less. Note that the box shown around these logos is for clarity only.



# Logo Don'ts

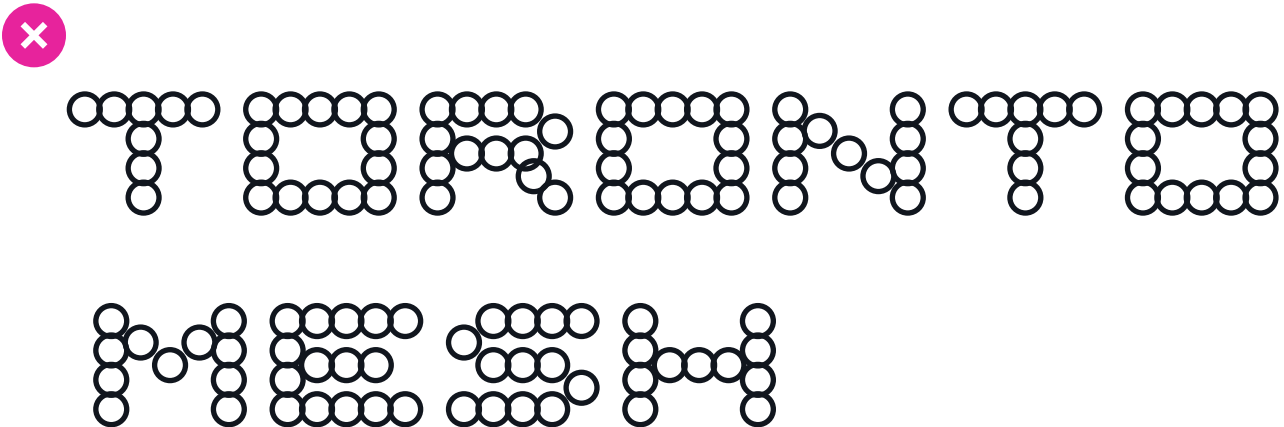
The following guidelines apply to all Toronto Mesh Logos.



Do not recolour the logo.



Do not distort the logo.

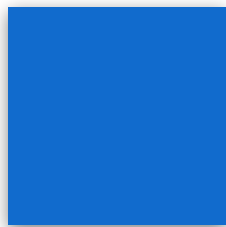


Do not outline the logo.



Do not add text to the logomark. If there's enough space to represent text there's enough space to use the actual logotype!

# Colour: Primaries



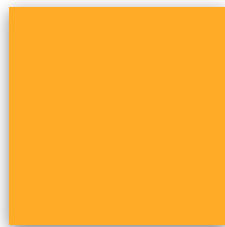
**sRGB<sub>8</sub>**  
17, 107, 205

**sRGB<sub>8</sub>**  
#116bcd

**sRGB<sub>Linear</sub>**  
0.005, 0.147, 0.610

**Pantone**  
2387 C

**CMYK\***  
80, 51, 0, 0



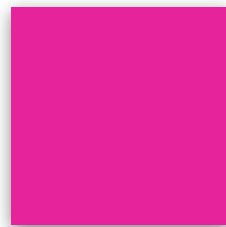
**sRGB<sub>8</sub>**  
255, 171, 39

**sRGB<sub>8</sub>**  
#ffab27

**sRGB<sub>Linear</sub>**  
1.000, 0.407, 0.020

**Pantone**  
4008 C

**CMYK\***  
0, 34, 91, 0



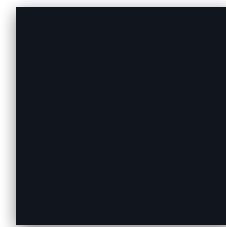
**sRGB<sub>8</sub>**  
231, 35, 156

**sRGB<sub>8</sub>**  
#e7239c

**sRGB<sub>Linear</sub>**  
0.799, 0.016, 0.332

**Pantone**  
255 C

**CMYK\***  
0, 92, 9, 0



**sRGB<sub>8</sub>**  
231, 35, 156

**sRGB<sub>8</sub>**  
#11161e

**sRGB<sub>Linear</sub>**  
0.005, 0.008, 0.012

**Pantone**  
Black 6 C

**CMYK\***  
70, 55, 47, 81

This is Toronto Mesh's primary colour palette! These colours should be used in branded material to give emphasis, they also make up the colours of our logotypes and logomark.

The off-black shown here is often used in place of pure black for fills. Body text should likely be typeset in pure black.

Note that the primary orange provides a low contrast ratio of 1.9:1 when compared to white.

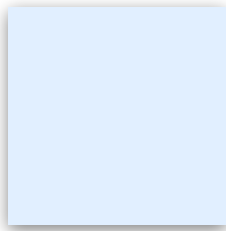
\*CMYK values are represented here with the *Adobe U.S. Sheetfed Uncoated v2* ICC profile. Some of these colours exist outside of the available gamut and have been moved within the defined profile to accommodate it.

**These CMYK values may not result in proper reproduction with your printer!**

It is recommended that you use the sRGB values to define accurate CMYK values according to your printer's respective ICC profile.



# Colour: Desaturated Fills



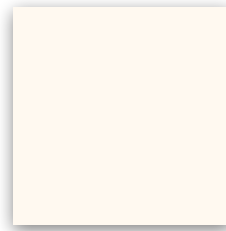
**sRGB<sub>8</sub>**  
225, 239, 255

**sRGB<sub>8</sub>**  
#e1efff

**sRGB<sub>Linear</sub>**  
0.752, 0.863, 1.000

**Pantone**  
P 115-9 C

**CMYK\***  
11, 1, 0, 0



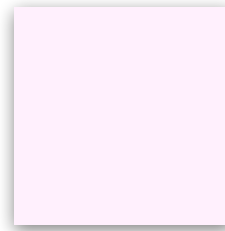
**sRGB<sub>8</sub>**  
255, 249, 240

**sRGB<sub>8</sub>**  
#fff9f0

**sRGB<sub>Linear</sub>**  
1.000, 0.947, 0.871

**Pantone**  
P 1-2 C

**CMYK\***  
0, 2, 4, 0



**sRGB<sub>8</sub>**  
255, 240, 253

**sRGB<sub>8</sub>**  
#fff0fd

**sRGB<sub>Linear</sub>**  
1.000, 0.871, 0.982

**Pantone**  
p 75-1C

**CMYK\***  
0, 6, 0, 0

These are Toronto Mesh's desaturated fill colours. They have hues that correspond with the primary colours and can be used instead of white for greater uniformity, however this is not a hard requirement.

\*CMYK values are represented here with the *Adobe U.S. Sheetfed Uncoated v2* ICC profile. Some of these colours exist outside of the available gamut and have been moved within the defined profile to accommodate it.

**These CMYK values may not result in proper reproduction with your printer!**

It is recommended that you use the sRGB values to define accurate CMYK values according to your printer's respective ICC profile.

# Typefaces

Toronto Mesh has two primary brand typefaces; [Space Grotesk](#), and [Inter](#).

Space Grotesk is used primarily as a display font for titles and other large text that requires emphasis and attention. It was chosen for its distinct characters, interesting hard-edged ink traps, and its unique descenders. When text needs to be used to communicate our brand in larger sizes, Space Grotesk should be used.

Inter is used for body text and anywhere where we need to display text-based content that doesn't fit into the above category. It was chosen for its wide array of typesetting features, large character set, and neutral, clear letter-forms. When text needs to be used to communicate information and more generally at smaller sizes, Inter should be used.

In addition to our two primary brand typefaces [Space Mono](#) should be used whenever monospaced text is required. When text needs to be used to communicate code, Space Mono should be used.

This brand guidelines document serves as an example for proper font pairings and usage.

**Space Grotesk is a unique typeface best used as a bold display font.**

**Inter is a workhorse typeface best used for everything else.**

**Space Mono is a typeface best used for displaying code.**

# Title Typesetting

Large titles set in Space Grotesk often get a box placed around their character's covering the height from the ascent line to the decent line and the full horizontal width of the letter. These backgrounds also have a small drop-shadow applied to them.

These backgrounds can consist of any of the primary colours, *except orange*. The primary orange does not meet an acceptable contrast ratio when white text is placed over it, ignoring this rule will introduce accessibility problems.

This isn't mandatory, not all uses of Space Grotesk need to have a background fill, but use this when possible to increase brand uniformity, especially when titles should stand out.

**Big pink titles bring  
about banner boxes!**

**Blue actually is a  
creative colour**

**Investigate the inside  
of black-boxes.**

# Dithering

To further connect Toronto Mesh to the communities and people we interact with, we use photos of the city and combine them with our brand colours using Bayer matrix dithering. This creates a uniform aesthetic that can be applied anywhere that images are used for decorative purposes!

## Dithering Do's

- When displaying dithered images on the web be sure to use the following CSS properties and values to ensure that they remain sharp:

```
image-rendering: -moz-crisp-edges;  
image-rendering: pixelated;
```

- Scale your image down *prior* to dithering it, we want to see the pixels!
- You may have to also scale your image up *after* dithering to ensure pixels stay sharp. This should be done with nearest-neighbour scaling and should scale to integers.

## Dithering Don'ts

- Do not use dithered images when displaying images where the image's content needs to be conveyed in order to understand other things. Dithered images are not appropriate for documentation for example.
- Be sure to not display dithered images at a smaller scale than their original resolution. Downsampling makes them look different!



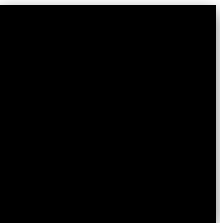
# Dithering Process

Images are dithered using [Dither](#), an open-source image dithering library written in GO that prioritizes colour accuracy. Images should be dithered using a Bayer matrix of no less than 16×16. You may have to lower the Bayer strength and adjust the image's exposure and contrast prior to dithering to achieve the desired result. It is recommended that you convert the image to greyscale prior to dithering

This four shade palette is pre-linearized to ensure that pixels are dithered properly by their luminance alone. Without this method of post-dither colour replacement the chrominance of the final stylized palette would influence the dithering process leading to un-uniform processing that biases certain colours depending on what's in the shot.

Instructions for colour replacement are available on the next page.

## Dither palette values



**sRGB<sub>8</sub>**  
0, 0, 0

**sRGB<sub>8</sub>**  
#000000

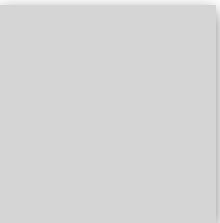
**sRGB<sub>Linear</sub>**  
0, 0, 0



**sRGB<sub>8</sub>**  
156, 156, 156

**sRGB<sub>8</sub>**  
#9C9C9C

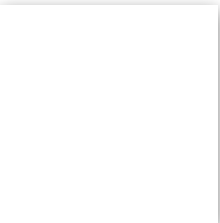
**sRGB<sub>Linear</sub>**  
0.333, 0.333, 0.333



**sRGB<sub>8</sub>**  
#d5f5f5

**sRGB<sub>8</sub>**  
213, 213, 213

**sRGB<sub>Linear</sub>**  
0.666, 0.666, 0.666



**sRGB<sub>8</sub>**  
255, 255, 255

**sRGB<sub>8</sub>**  
#ffffff

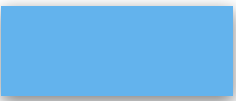
**sRGB<sub>Linear</sub>**  
1, 1, 1

# Dithering Process: Colour

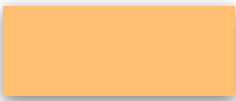
The colour combinations to the right make up our dithering colour palettes to be used as a post-dither colour replacement for corresponding grays on the previous page (their swatches are also shown here). After dithering with the gray colour palette, replace each corresponding shade of gray with the colours in one of these palettes according to its spot in the dither palette replacement matrix.

Each of these palettes is made up of the colours from the previous colour pages, as well as the three swatches defined on this page.

The magic wand tool in Adobe Photoshop or GIMP is suitable for replacing the shades of gray with these palettes, be sure to set a threshold of 1 to ensure that only pixels of the exact value are selected, and replace them with their corresponding colour.



**sRGB<sub>8</sub>**  
99, 179, 237  
**sRGB<sub>8</sub>**  
#63b3ed  
**sRGB<sub>Linear</sub>**  
0.124, 0.450, 0.846

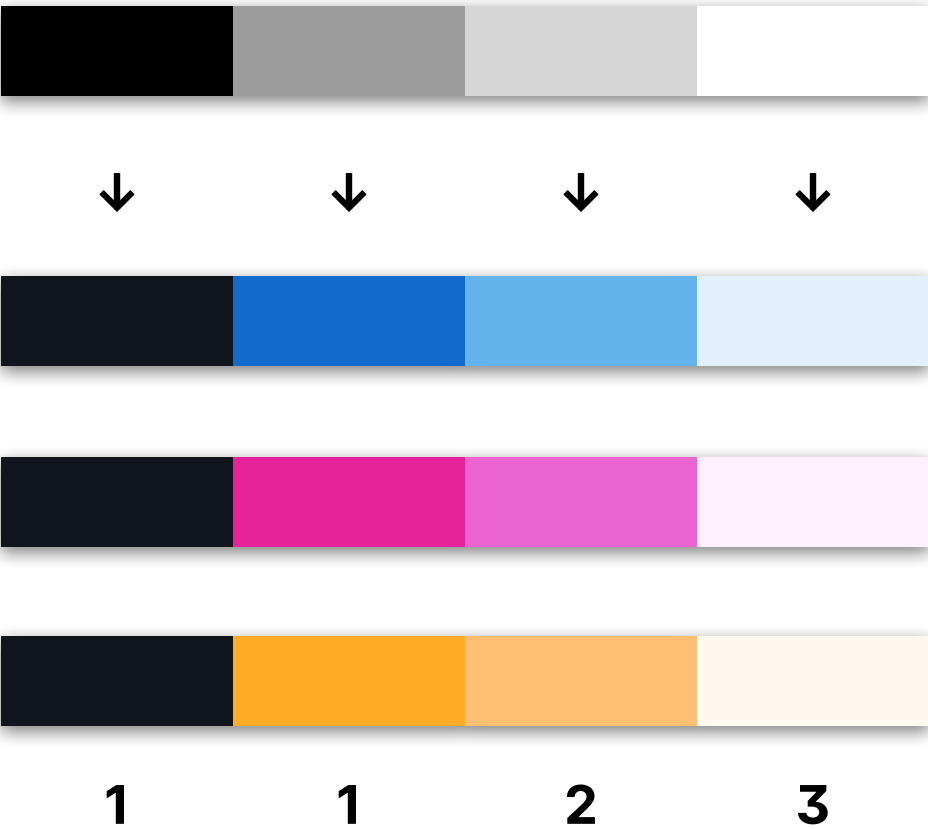


**sRGB<sub>8</sub>**  
255, 191, 115  
**sRGB<sub>8</sub>**  
#ffbf73  
**sRGB<sub>Linear</sub>**  
1.000, 0.520, 0.171



**sRGB<sub>8</sub>**  
234, 99, 208  
**sRGB<sub>8</sub>**  
#ea63d0  
**sRGB<sub>Linear</sub>**  
0.822, 0.124, 0.630

## Dither palette replacement matrix



1. Toronto Mesh Primaries (see page 8 for values)
2. The colour values listed to the left on this page!
3. Toronto Mesh Desaturated (see page 9 for values)