

Our Mission

We believe longevity in the marketplace is often one of the hallmarks of an optimal solution. The pre-5.0 WordPress publishing experience was (and still is) a tried and tested solution complimented by a wide array of plugins that extend its functionality. ClassicPress is a content management system (CMS) that builds upon the foundation that made WordPress the most popular CMS in the world.

Careful and deliberate planning combined with the insight and collective wisdom of the ClassicPress community will ensure the success of ClassicPress for many years to come.

Business-focused CMS

Although an effective CMS may include a blog, expanding a blog into a CMS is a more complex task. ClassicPress serves businesses worldwide that will benefit greatly from a more robust, business-focused CMS. As ClassicPress evolves, the features and functionalities we implement will align with our three core ideals:

Powerful. Versatile. Predictable.

We facilitate democratic discussion and decision making

In order for community members to participate in decisions about ClassicPress, it is essential that we provide a platform that makes it easy for every member to share ideas, debate, vote, and give feedback without censorship.

To make this a reality, we facilitate these discussions via our forum and other digital communication platforms. Our organizational structure allows us to adapt to meet the expressed needs of the ClassicPress community, and we make decisions collaboratively with the overall mission of ClassicPress in mind.

We will make people's lives better

We are sensitive to the wide variety of needs that are presented by ClassicPress users. Programmers, designers, marketers, businesses, and individual website visitors each have unique challenges that must be addressed. Stability, efficiency, security, and usability are some of the considerations we seek to address in the coming weeks and months. Ultimately, we want to ensure that those who use ClassicPress find it to be a positive experience that supports them as they focus on their own personal and business goals.

We will invest in the future of ClassicPress

ClassicPress is registered as a Limited by Guarantee company based in the United Kingdom (Registration #11549088).

We pledge to use all ClassicPress finances prudently. We will be transparent about any money raised (or spent) and encourage the community to provide input on how this money will be best used. We will consistently re-invest into the ClassicPress platform and any supporting systems to ensure the continued success of ClassicPress.

Ultimately, all decisions made by the ClassicPress Committee will be based on their understanding of the ClassicPress mission and will be in an effort to serve the best interest of the organization as a whole.

Color Palette

Note: All color samples in this guide use CMYK/PDF output. RGB may vary from this guide. In all web/digital usage, use RGB or Hex Code.

Primary: Aqua Gradient (135°)

Used for iconography & background
When feather is used as overlay over background, feather is at 50% opacity



Light	Mid	Dark
#3ebca6	#057f99	#006b81
67-0-12-26	97-17-0-40	100-17-0-49
62-188-166	5-127-153	0-107-129

Secondary: Gray Gradient (0°)

Used for alternative background. When feather is used as overlay over background, feather uses aqua gradient at 10% opacity



Light	Mid
#eeeef1	#d1e1e5
1-1-0-5	9-2-0-10
238-238-241	209-225-229

Secondary: Purple Gradient (45°)

Used for alternative background.



Light	Mid
#89288f	#4b2063
4-72-0-44	24-68-0-61
137-40-143	75-32-99

Primary: Aqua Button (60°)

Button text is 21px DejaVu Sans Bold
Text is #ffffff



Light	Dark
#07989e	#034a59
96-4-0-38	97-17-0-65
7-152-158	3-74-89

Secondary: Purple Button (60°)

Button text is 21px DejaVu Sans Bold
Text is #ffffff



Light	Mid
#89288f	#4b2063
4-72-0-44	24-68-0-61
137-40-143	75-32-99

Secondary: Yellow Button (60°)

Button text is 21px DejaVu Sans Bold
Text is #262626



Light	Dark
#eac8e	#f89c1b
0-0-39-7	0-37-89-3
234-236-142	248-156-27

Headings: DejaVu Sans Bold

H1: 2em	#361946
H2: 1.5em	23-64-0-73
H3: 1.2em	54-25-70

Para: DejaVu Sans Regular

calc(15px+4*(100vw/1500))
#464646
0-0-0-73
70-70-70

Links: DejaVu Sans Bold

#89288f
4-72-0-44
137-40-143

Light text is all #ffffff with appropriate font size

Logo



Primary Logo

The ClassicPress logo uses intercaps and the word “ClassicPress” uses a single color (#057f99), while the feather symbol uses the aqua gradient designated for iconography.

Care should always be taken to ensure a proper amount of clear space is provided around the logo. This space ensures legibility and isolates the logo from any other competing graphic elements.

In all circumstances, the logo should be easy to read.

Secondary Logos

When against a colored or busy background, a solid white or black variant of the logo may be used at the discretion of the designer.

The feather coin can be used in place of the primary logo when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the feather could be used as a profile photo on social media, because the username (ClassicPress) will be adjacent to it, in plain text.

A grayscale version of the logo may be used only when other variants are not appropriate. ClassicPress text should be at 65%. The gradient for the feather uses the same angle and locations; the darkest shade should be at 80% and the lightest shade should be at 50%, with a midpoint of 65%.

Logo Usage Guidelines

Please:

- Don't use an out-of-date version of the logo.
- Don't change the ClassicPress colors.
- Don't modify the logo in any way, such as adding visual effects, angling, or rotating.
- Don't use the logo in a phrase or sentence.
- Don't lock up or otherwise visually connect the ClassicPress logo with another logo.
- Don't mimic any ClassicPress branding (logos, typography or color palette) in non-ClassiPress materials.
- Third parties are **not** permitted to use the ClassicPress feather symbol.
- ClassicPress typically does not allow third-party use of our logo or brand features to create paraphernalia or swag. If you would like to propose usage of our logo in this manner, please contact the Design Team Lead for further discussion.

Backgrounds



Community first.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ullamcorper ante ut lectus feugiat, sed semper diam placerat. Aenean facilisis eleifend dictum. Curabitur id odio pulvinar lacus pellentesque cursus. Ut interdum sapien a pretium pharetra. Ut ut lorem velit.

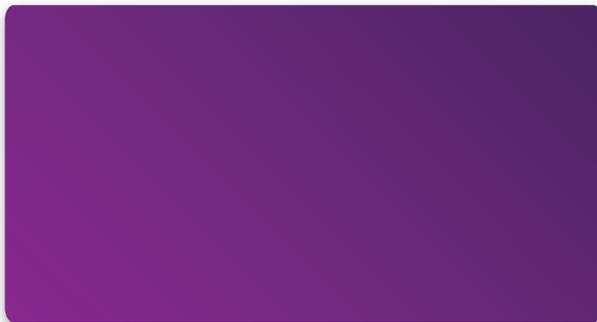
Ut interdum sapien a pretium pharetra.

Background Gradients

Background gradients can be used effectively to draw attention to an area or to create contrast between two areas. Gradients should follow the specifications in the color palette.

The feather symbol, used judiciously, can be used as a background overlay to extend the brand look & feel and create more opportunities to establish brand recognition. The effect should be subtle; it does not need to be used every time the aqua or gray background gradient is used. The feather symbol should never be used against the purple background.

When the feather symbol is used, it should not excessively compete with the text in the space. Using transparency on the feather overlay should help create better readability.



Typography

Typography: DejaVu Sans

For readability, ClassicPress uses the DejaVu Sans font family for both headings and body text. Headers should use DejaVu Sans Bold, body text should be DejaVu Sans Book.

Header sizing:

H1: 2em

H2: 1.5em

H3: 1.2em

Body text sizing:

`calc(15px+4*(100vw/1500))`

Bold

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

1 2 3 4 5 6 7 8 9 0

Book

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

1 2 3 4 5 6 7 8 9 0

Process/Usage

Designing for ClassicPress

ClassicPress is made up of volunteers. We welcome designers who wish to contribute their talents to this project. All designs will be vetted by the design lead and other key committee members to ensure that our brand remains consistent across all channels (print, website, social media). To join our team, connect with us via the ClassicPress Design Forum.

Collateral Storage and Usage

Upon final approval, collateral designed for ClassicPress and intended for public use will be stored in a central location accessible to all who wish to use it. ClassicPress retains the copyright for all brand assets and collateral created for ClassicPress.

Third-Party Usage Permissions

ClassicPress welcomes articles, videos, and podcasts that portray ClassicPress in a positive or neutral way. ClassicPress permits the use of our logo solely for editorial or information purposes. By using our logo, you agree to adhere to our brand guidelines.

No ClassicPress logo may be used or displayed in any manner that discredits ClassicPress or tarnishes its reputation and goodwill; in any manner that infringes, dilutes, depreciates the value, or impairs the rights of ClassicPress, in any manner that is false or misleading; in connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable; in any manner that violates the trademarks, copyright, or any other intellectual property rights of others; or in any manner that violates any law, regulations, or other public policy.

If you have any questions, or have a specific need, please contact the ClassicPress Design Team Lead.

Sponsorships, Attribution, Community Involvement, and Other Marketing Opportunities

ClassicPress is developing guidelines and assets that community members can use to share about their involvement with ClassicPress. As these guidelines are developed, they will be included within this Style Guide and assets will be made available. Contact the Design Team Lead with any questions or special requests.

Final Thoughts

Terms and Conditions

This Style Guide provides our requirements regarding use of the the ClassicPress logo and its variants available for use or download from the ClassicPress website or any other third party channels.

As the need to address future branding concerns arises, we may cancel, modify, or change the terms of this Style Guide from time to time without notice to the logo user (“You”). You are responsible for complying with any modified terms, so please review this Style Guide and become familiar with any modifications we publish.

The ClassicPress logo and feather symbol are the sole and exclusive property of ClassicPress. Your use of any ClassicPress logo implies acceptance of, and agreement with, the terms of this Style Guide. If you do not accept and agree to follow the rules for using the logos as set out in this Style Guide, you do not have the right to use the logos and should not use them. Any use of the logo not in compliance with this Style Guide is not authorized. If you violate the rules set out in this Style Guide, you must cease all use of all ClassicPress logos, regardless of the uses otherwise allowed in this policy. In addition, ClassicPress reserves the right to revoke its approval of your use of the logos at any time.

Feedback and questions may be directed to the Design Team Lead at forums.classicpress.net.