DCMI Logo Usage Guidelines

March 2002

Brands are the promise that an organization makes to its customers, a promise for consistency in everything it does.

The strength of a brand relies on a consistently and carefully designed signature that conveys its mission with meaning and power.

Building the Dublin Core Metadata Initiative brand strengthens the appeal of our promotion of metadata standards and practices. That is why it is essential that every member of DCMI, including our corporate sponsors and institutional members, implement the brand consistently and with a cohesive vision.

Consistent application of this single treatment strengthens the DCMI identity throughout all of our communication materials.

The DCMI logo is the most visible extension of the Dublin Core Metadata Initiative brand.

Altering the DCMI logo in any way dilutes its identity, and therefore dilutes the DCMI brand. The logo should be used according to the following usage guidelines, without alteration, modification, or manipulation.

These guidelines have been written to outline specific usage for the logo and yet be flexible enough to apply to a wide range of applications, and still maintain a consistent look overall.

Summary of the Guidelines

When using the DCMI logo, please follow these guidelines:

- Allow a clean visual separation of the logo from all other elements. The minimum clear space surrounding the DCMI logo should be .2 inches.
- Use the appropriate sponsorship logo in all instances where a member or sponsor logo is called for.
- Always treat the make of the brand in text as "DCMI" or "Dublin Core Metadata Initiative" (without the quotation marks).
- The color DCMI logo should be reproduced in the primary color palette whenever possible. The secondary color palette should be used only when necessary. Whenever possible, reproduce the color logo in the full, three color signature.
- Whenever possible, reproduce the grayscale logo in the full, two color signature.
- When only one color is available, the logo should be reproduced in solid black.
- Use white when reversing the logo out of a dark color or patterned background.
- Use only master artwork supplied by DCMI. Master artwork is available from the DCMI website at http://dublincore.org/logo/

When using the DCMI logo, do not:

- Place the logo over a textured background or photo. Re-crop the image so that the logo may be placed over a flat area with correct clear space.
- Use unauthorized icons or words in conjunction with the logo.
- Change text in the logo to a different casement or color.
- Italicize, skew, or stretch the logo.
- Redraw the logo or set in a different typeface.
- Change the logo color to any color other than DCMI Orange, DCMI Dark Orange, DCMI Blue, DCMI Dark Blue, DCMI Green, DCMI Red, DCMI Gray, Black or White.
- Reverse the colors of the logo.
- Use retired DCMI logo artwork.
- Create a new logo using non-approved typefaces or layouts.

Logo Construction and Minimum Clear Space

The standard logo consists of a central sphere, representing the core of the organization. The inner 15 surrounding spheres represent the 15 data elements available in Dublin Core. The outer 15 surrounding spheres represent an interpreted and extended 15-element core set.

The full logo consists of the standard logo with the addition of the DCMI name and tagline.

The logo is intended to be used conspicuously on all corporate and collateral materials, promotional items, advertising, and trade show materials. Consistency is of the upmost importance as the logo is applied to a wide variety of media.

The logo has been designed to work well in a wide range of sizes, however, if the full logo with text is used, readability of the text is required.

The minimum clear space surrounding the DCMI logo and full logo should be .2 inches, as specified by the dashed line in the displayed examples.

This clear space is flat and unpatterned, allowing for a clean visual separation of the logo from all other design elements, and clear of the edge of the page.

Do not place the logo over a textured background or photo. Re-crop the image so that the logo may be placed over a flat area with correct clear space.

Dublin Core Metadata Initiative
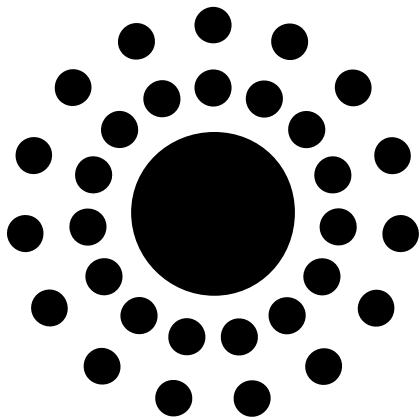*Making it easier to find information*
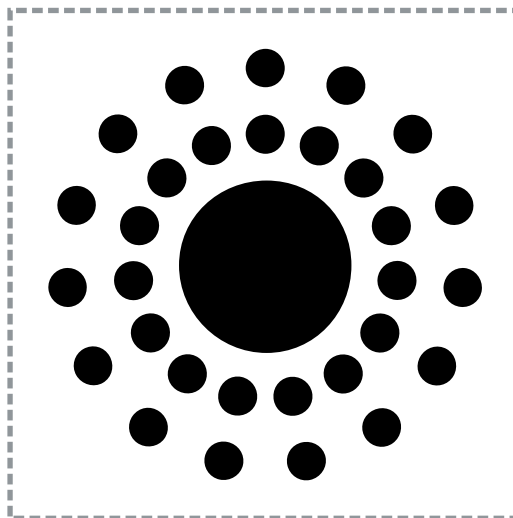
Sponsorship Logos

The DCMI sponsorship logos are a system for designating corporate sponsors and institutional members.

The displayed logos should be used in all instances where a member or sponsor logo is called for.
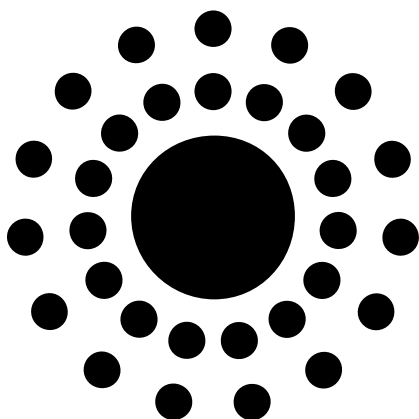
DCMI Member

DCMI Sponsor

Typography

DCMI's organizational fonts consist of the typeface family Meta, released by FontFont and available at http://www.fontfont.de/

Meta is a clean, modern typeface that works well in both large or small sizes. It was selected because of its implied technological confidence and the inherent legibility of the letter forms. The typeface scales well in size and reads easily in digital media-based applications. The font family includes MetaNormal, MetaBook, MetaMedium, MetaBold, and MetaBlack.

The primary typeface for the DCMI name in the logo is MetaBold Roman, and the primary typeface for the DCMI tagline is MetaBook Italic.

Always treat the make of the brand in text as "DCMI" or "Dublin Core Metadata Initiative" (without the quotation marks). Never try to mimic the logo in text using different fonts or treatments.

MetaNormal Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetaBook Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetaMedium Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetaBold Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetaBlack Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetaNormal Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetaBook Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetaMedium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetaBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetaBlack Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Color Palette

DCMI's primary color palette consists of four colors: DCMI Orange, DCMI Dark Orange, DCMI Gray, and Black.

The color DCMI logo should be reproduced in the primary color palette whenever possible.

Displayed are the only approved variations of the color logo in the primary color palette. Whenever possible, reproduce the color logo in the full, three color signature.

To ensure legibility, the positive color logo should always be reproduced on a light, neutral background that has a visual density no greater than 40% value of black. Use white when reversing the color logo out of a dark color background. Reproduce the reverse color logo on a visual density no less than 70% black.

DCMI Orange
r/255 g/102 b/0
hexadecimal /FF6600
PMS 165

DCMI Dark Orange
r/255 g/51 b/0
hexadecimal /FF3300
PMS 172

DCMI Gray
r/153 g/153 b/153
hexadecimal /999999
PMS Cool Gray 8

Black
r/0 g/0 b/0
hexadecimal /000000
PMS Process Black

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Secondary Color Palette

DCMI's secondary color palette consists of four colors: DCMI Blue, DCMI Dark Blue, DCMI Green, and DCMI Red.

The color DCMI logo should be reproduced in the primary color palette whenever possible. The secondary color palette should be used only when necessary.

Displayed are the only approved variations of the color logo in the secondary color palette. Whenever possible, reproduce the color logo in the full, three color signature.

To ensure legibility, the positive color logo should always be reproduced on a light, neutral background that has a visual density no greater than 40% value of black. Use white when reversing the color logo out of a dark color background. Reproduce the reverse color logo on a visual density no less than 70% black.

DCMI Blue
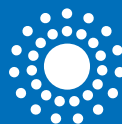r/0 g/102 b/204
hexadecimal /0066CC
PMS 660

DCMI Dark Blue
r/51 g/51 b/204
hexadecimal /3333CC
PMS 2728

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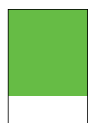*Making it easier to find information*

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DCMI Green
r/102 g/204 b/0
hexadecimal /66CC00
PMS 376

DCMI Red
r/204 g/0 b/51
hexadecimal /CC0033
PMS 186

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Grayscale Color Palette

DCMI's grayscale color palette consists of two colors: DCMI Gray and Black.

The grayscale DCMI logo may only be reproduced in the grayscale color palette.

Displayed are the only approved variations of the grayscale logo in the grayscale color palette. Whenever possible, reproduce the grayscale logo in the full, two color signature.

To ensure legibility, the positive grayscale logo should always be reproduced on a light, neutral background that has a visual density no greater than 40% value of black. Use white when reversing the grayscale logo out of a dark color background. Reproduce the reverse grayscale logo on a visual density no less than 100% black.

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DCMI Gray
r/153 g/153 b/153
hexadecimal /999999
PMS Cool Gray 8

Black
r/0 g/0 b/0
hexadecimal /000000
PMS Process Black

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