



Identity manual of Utrecht University's Yoda research data management

Instructions for use of the Yoda graphic mark

Utrecht University

Open mind, open attitude, open science: at Utrecht University we work together on solutions that have a positive impact on society. Across disciplines, Utrecht University researches, educates and communicates knowledge and insights that lay the foundation for the future. Sharing and making research support openly available is part of that mission.

What is Yoda?

Yoda is a service and an application that is developed and managed by Utrecht University. It is a research data management service that enables researchers to safely deposit, share, publish and store large quantities of research data during all stages of a research project.

The Yoda application is used by several organisations, both in the Netherlands and abroad. That is why Utrecht University had this graphic mark developed. This graphic mark supports communication and helps to identify Yoda as a “product” of Utrecht University. At the same time, it is a graphic mark that fits in with the corporate identity of other universities and knowledge institutions.

The Yoda graphic mark, including tagline and name, is available in English. There is no Dutch version.

When do you use the Yoda graphic mark

You use the Yoda graphic mark in all means of communication involving Yoda. In what shape depends on the specific means. Below you will find the guidelines for using the entire graphic mark, including tagline, only the graphic mark and the name Yoda and the graphic mark only.

When do you use the entire graphic mark, including tagline and the name Yoda?

- In PowerPoint presentations
- In (the credits of) videos
- In tutorials
- On websites
- On visiting cards and in email signatures

When do you use the graphic mark and the name Yoda?

- On stationary
- In leaflets and brochures
- On posters and signage

When do you use the graphic mark only?

- For social media profile photos and avatars

Only the options in this guide are permitted. This means that further variations in colour and style are not possible. Below you will find a list of how the entire graphic mark with or without tagline and/or the name Yoda may be used:



Graphic mark Yoda FC without tagline

cmyk 0/15/100/0
cmyk 55/22/75/5



Graphic mark Yoda FC reversed type without tagline

cmyk 0/15/100/0
cmyk 0/0/0/0



Graphic mark Yoda B&W without tagline

cmyk 0/0/0/100



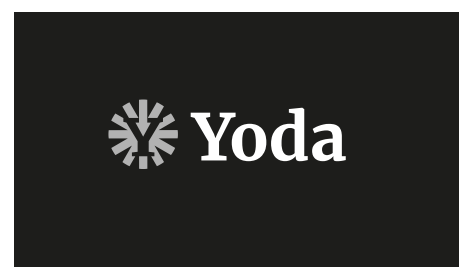
Graphic mark Yoda B&W reversed type without tagline

cmyk 0/0/0/0



Graphic mark Yoda B&W without tagline

cmyk 0/0/0/60
cmyk 0/0/0/100



Graphic mark Yoda B&W reversed type without tagline

cmyk 0/0/0/40
cmyk 0/0/0/0



Graphic mark Yoda FC with tagline

cmyk 0/15/100/0
cmyk 55/22/75/5



Graphic mark Yoda FC reversed type with tagline

cmyk 0/15/100/0
cmyk 0/0/0/0



Graphic mark Yoda B&W with tagline

cmyk 0/0/0/100



Graphic mark Yoda B&W reversed type with tagline

cmyk 0/0/0/0



Graphic mark Yoda B&W reversed type with tagline

cmyk 0/0/0/60
cmyk 0/0/0/100



Graphic mark Yoda B&W reversed type with tagline

cmyk 0/0/0/40
cmyk 0/0/0/0



Graphic mark Yoda FC

cmyk 0/15/100/0



Graphic mark Yoda B&W

cmyk 0/0/0/100



Graphic mark Yoda B&W

cmyk 0/0/0/40



Graphic mark Yoda reversed type

cmyk 0/0/0/0