

Brand Governance

Guidelines for Catena-X
Brand and Communication

Introduction

This document is an instruction manual for anyone who creates and publishes Catena-X content. The aim is to ensure consistency when communicating on behalf of Catena-X.

It explains how to use brand components like the logo and colors, and it defines key messages for communication.

The goal is to create a common understanding of the Catena-X brand, and support brand development through consistent brand management.

We hope that this manual will serve as an indispensable guide for all stakeholders, helping you represent the Catena-X brand accurately and precisely.

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1 Brand

The conceptual identity of Catena-X

The Catena-X identity

The following content and guidelines serve as a reference for working with the brand and as a basis for the strategic development and implementation of all marketing and communication activities.

We want to create a common understanding of what the brand Catena-X stands for, what our values are, and what messages we send to the public.

This will support our position as a trustworthy partner with enormous innovative power, while creating a strong foundation for future marketing activities that will drive our global growth.

1.1.1 What do we believe in?

We believe
in radical
collaboration

#1

We believe no one can face the complex and expensive transformation underway in the automotive industry alone and hope to survive.

#2

We believe in transforming rigid supply chains into resilient value-creation networks.

#3

We believe in **neutral governance, establishing standards, enacting certifications, and facilitating transfer:**

1. We set the framework and provide the standards for digitalizing the supply chains in the automotive industry.
2. We create the prerequisites for software development for solving challenges in our industry.
3. We create data spaces and technologies that guarantee data sovereignty, data security, and data integrity for all stakeholders.

#4

We believe in our values **honesty, trust, transparency, confidence, and radical collaboration** for more resiliency, sustainability, opportunity, and competitiveness.

1.2.1 What is our purpose?

We provide a trusted, global, and interoperable environment for the automotive industry to create and utilize data-driven value chains that solve the toughest business problems together.

1.3.1 What do we stand for?

We stand for the automotive industry.
And **we're** transforming it.

There's always an answer. We are solving problems together that are helping us – and other industries – become more resilient, more sustainable, and more competitive.

We stand for standards.
And **we** set them.

Our standardized rules mean data flows easily, reducing costs and adding efficiency.

We stand for sovereignty.
And **we** guarantee it.

Your data is your data, period. Interoperability, transparency, and trust, on every level.

We stand for community.
And **we're** creating one.

Together we're stronger. Our ecosystem makes the most out of all our diverse strengths.

We stand for collaboration.
And **we're** redefining it.

There is power in unity. We must work together – openly, as peers, and more radically than ever before.

We are Catena-X.
Your Automotive Network.

1.4.1 Our overarching story



1.4.2 Elevator pitch (short)

Radical change calls for even more radical collaboration.

The transformation underway in the automotive industry is complex and expensive. Supply chains are cumbersome and increasingly fragile. Regulations abound. No one can face these challenges alone and hope to survive.

We have the technology to solve our toughest problems together. But we need everyone along the value chain to participate and collaboratively create the solutions we all need.

That's why Catena-X was formed: an open and interoperable data ecosystem for the automotive industry designed to create data chains that will enhance your value chain.

But you have to participate to make it work.

We need
everybody.

1.4.2 Elevator pitch (long)

Radical change calls for even more radical collaboration.

Enhance the value of your business with Catena-X

The transformation underway in the automotive industry is complex and expensive. Supply chains are cumbersome and increasingly fragile. Regulations abound. No one can face these challenges alone and hope to survive.

We have the technology to solve our toughest problems together. But we need everyone along the value chain to participate and collaboratively create the solutions we all need.

That's why Catena-X was formed: an open data ecosystem for the automotive industry designed to create data interoperable and agile chains that will enhance your value chain. Our aim is to expand competitive advantage and reduce costs through secure, sovereign, and standardized data exchange in a radically collaborative industry-specific ecosystem.

Understanding more about your supply chain enables building a more reliable, innovative, and resilient business, including addressing environmental sustainability and social responsibility. It also creates a better connection with customers, builds brand trust, and leverages new opportunities generated by radical collaboration.

We're
stronger
together.

2 Corporate Design

The visual identity of

Catena-X

The visual identity of Catena-X

The following content describes the most important brand elements and how they are to be used – our logo, typography, colors, images, icons, graphics. etc. They have been specifically developed to create a unique visual identity. The striking design ensures memorability and high recognition. It is crucial to use them according to these guidelines in all media.



2.1 Logo

2.1 Logo

Basics

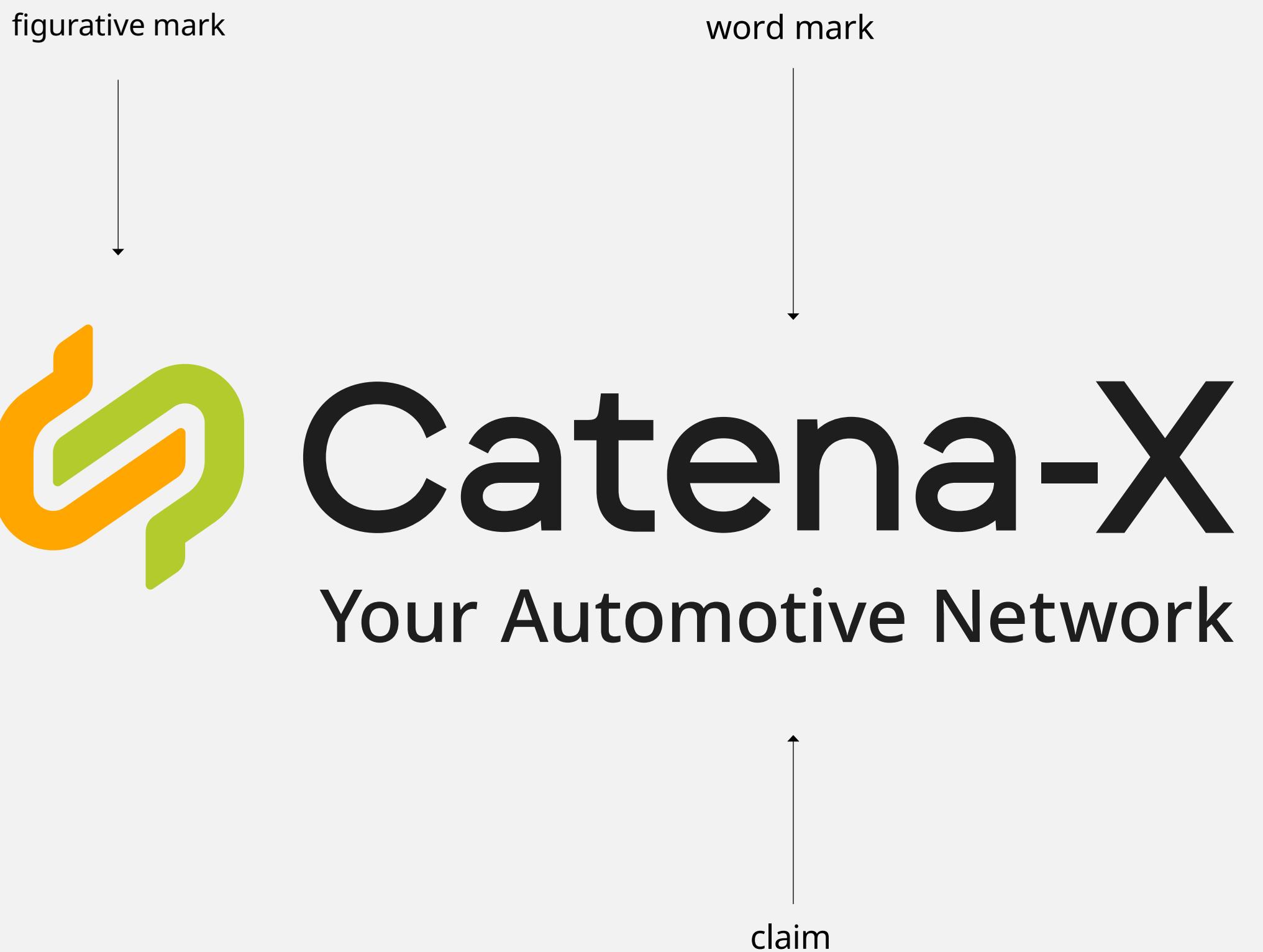
The logo consists of the knot-like figurative mark, the word mark "Catena-X" and the corporate claim "Your Automotive Network."

Depending on the context and available space, you can use the logo lock-up (a lock-up is the final form of the logo with all its elements "locked" in their positions) with claim, or you can use the figurative mark with word mark without the claim. The corporate claim must always be used either with the figurative and word mark Catena-X, or, in running copy, with the name Catena-X followed by the claim: Catena-X Your Automotive Network

The figurative mark can be used as a signet under certain circumstances.

In running copy, this is the only option for writing the name: Catena-X. Do not abbreviate the name. As mentioned above, you may add the corporate claim in running copy, but you don't have to.

The figurative mark is never used in running copy.



2.1 Logo

Logo Lock-Up: Word mark
with corporate claim



Document name:
CX_Logo_Claim_RGB_pos
CX_Logo_Claim_CMYK_pos



Document name:
CX_Logo_Claim_RGB_neg
CX_Logo_Claim_CMYK_neg

2.1 Logo

Logo Lock-Up: Word mark
without corporate claim



Document name:
CX_Logo_RGB_pos
CX_Logo_CMYK_pos



Document name:
CX_Logo_RGB_neg
CX_Logo_CMYK_neg

2.1 Logo

Figurative mark

Use the figurative mark alone when the word mark is not necessary, e.g., as a signet on PPT slides, or in social media.



Document name:
CX_Figurative_mark_RGB_pos
CX_Figurative_mark_CMYK_pos



Document name:
CX_Figurative_mark_RGB_pos
CX_Figurative_mark_CMYK_pos

2.1 Logo

Spacing

There is space surrounding the logo in which no other elements or type can be placed. It is the same as the height of the figurative mark in the logo. This ensures maximum legibility and recognition of the logo and ensures that it is integrated in balance and harmony.

When using the figurative mark, the clearance space is half the width of the figurative mark – this minimum distance must be maintained.



Logo with claim or subline (partner/member logos)



Figurative mark



Logo without claim

2.1 Logo

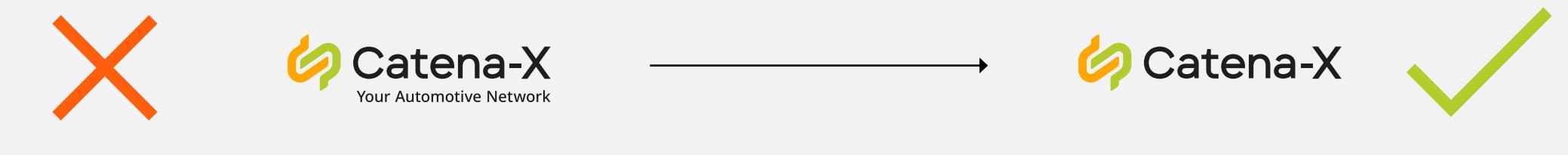
Sizing

The logo should be used with the claim wherever possible. If, however, the space is so small that the claim would be illegible or difficult to read, then the claim should not be included.

The logo size is calculated by the width of the document to be created. The formula for portrait formats is:

Width/4 = width of the logo - for DIN A4 H this corresponds to a width of 52.5 mm.

For landscape formats, use a factor of 5.



2.1 Logo

Dos & Don'ts

You cannot alter the logo. You can only use the variations and formats herein specified. If you have questions about special formats, please contact info@catena-x.net



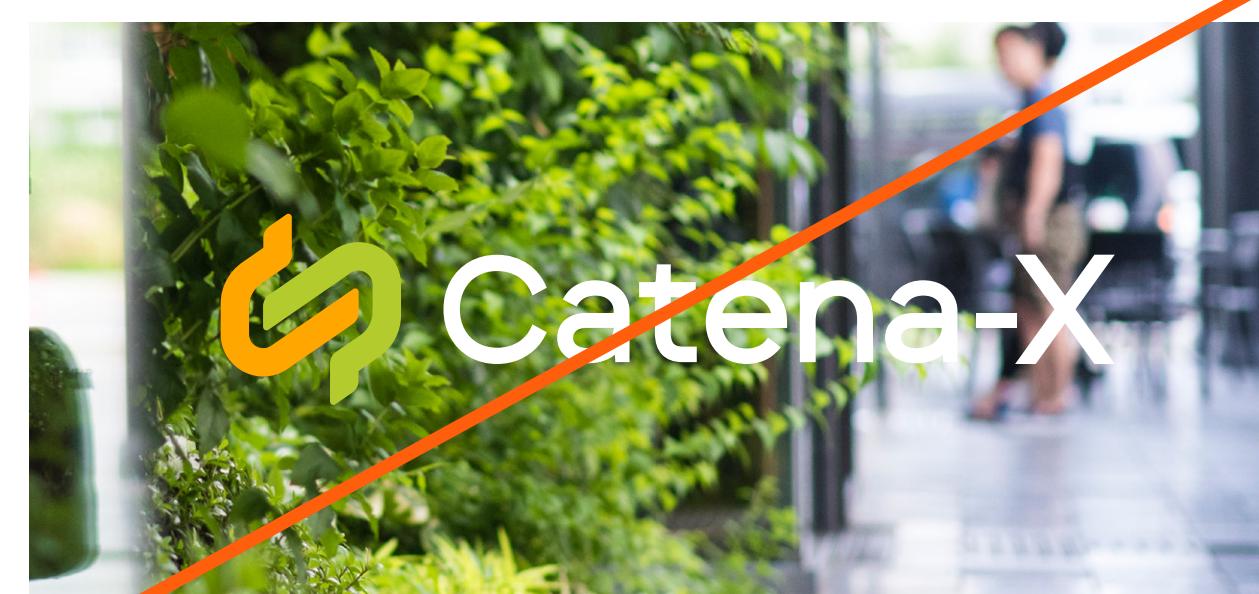
No shadowing



No colored typography



No outlines



Make sure it's legible



Make sure it's legible



Don't use too many colors



Partner and member logos

There are six different lock-ups that can be used by members and partners.



Option 1 – Member of

A member is an officially recognized member of the Catena-X Automotive Network Association. Members form an open, integrated community of businesses of all sizes and phases of the automotive value chain.



Option 2 – Certified Solution

The Catena-X Marketplace offers a neutral list of certified solutions, e.g., business applications and services. Without exception, these solutions come from certified providers in the Catena-X data space.



Option 3 – Certified Partner

Certified partners can operate their marketplace and offer their own certified solutions in the Catena-X data space. Their portfolio includes the operation of selected core services, e.g., identity providers.



Option 4 – Certified Operating Company

A Certified Operating Company operates at least one of the following core services: Catena-X Portal Frame, Identity Provider, Catena-X Marketplace, or Semantic Hub.



Option 5 – Certified Advisor

A certified advisor promotes the successful onboarding of SMEs to join the Catena-X Advisory Ecosystem. They support SMEs in each onboarding step and can create their own business as a certified Catena-X advisor.



Option 6 – Certified Provider

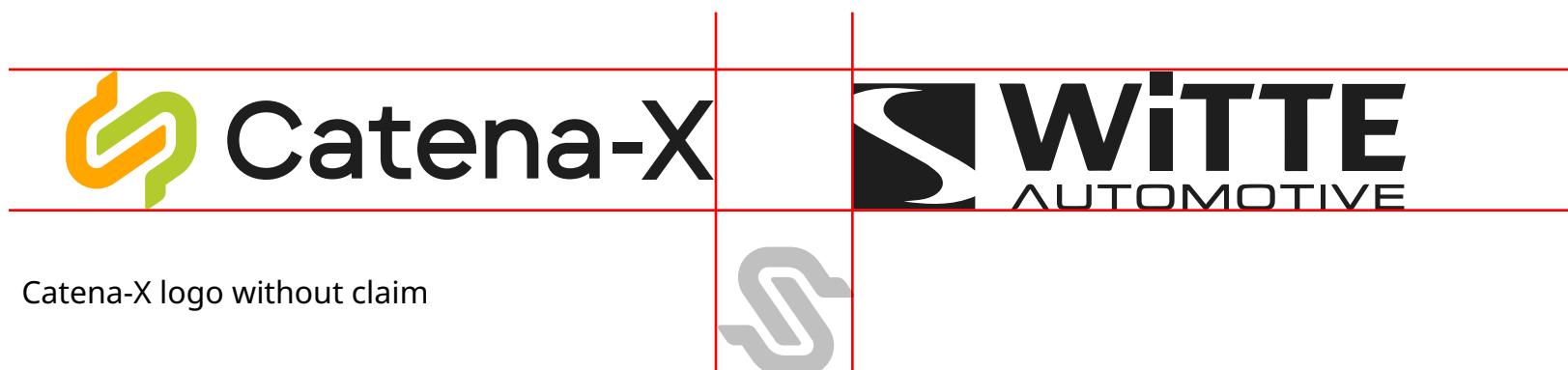
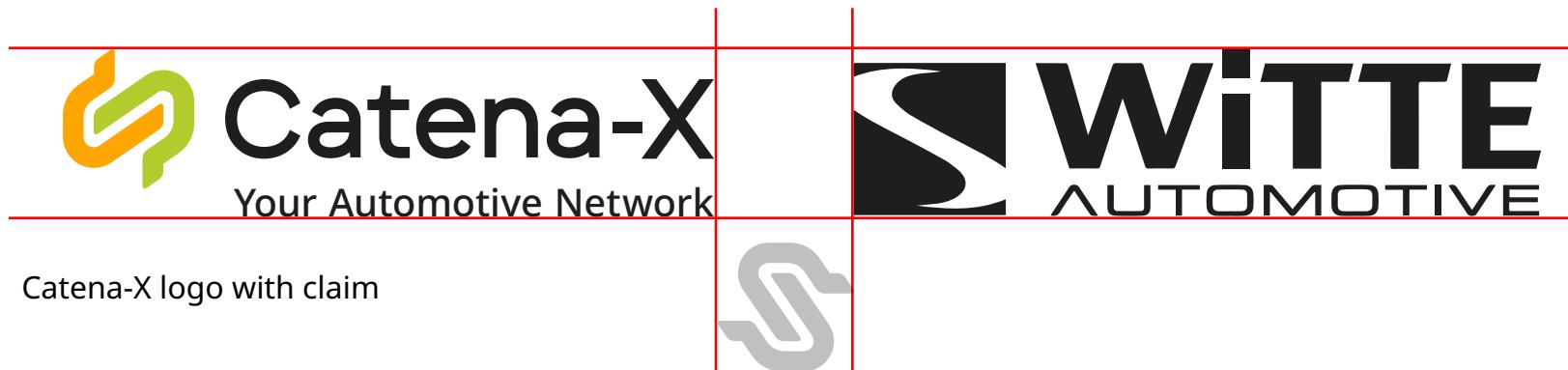
Certified data, application, and service providers are responsible for deploying, operating, and maintaining onboarding services, business applications, or enablement services according to Catena-X standards.

2.1 Logo

Cooperations

Preferred logo display of partner logos is next to the Catena-X logo in CX Gray or white. In exceptions, the partner can also be displayed in color.

The positioning of the partner logos in relation to the Catena-X logo must be adhered to:



Cooperation Catena-X logo with claim on a white/bright background



Cooperation Catena-X logo without claim on a white/bright background



Cooperation Catena-X logo on a dark background



Cooperation Catena-X logo without claim on a dark background

Exceptions



Cooperation with colored partner logo on white background



Cooperation with colored partner logo on white background



Cooperation with colored partner logo on a dark background

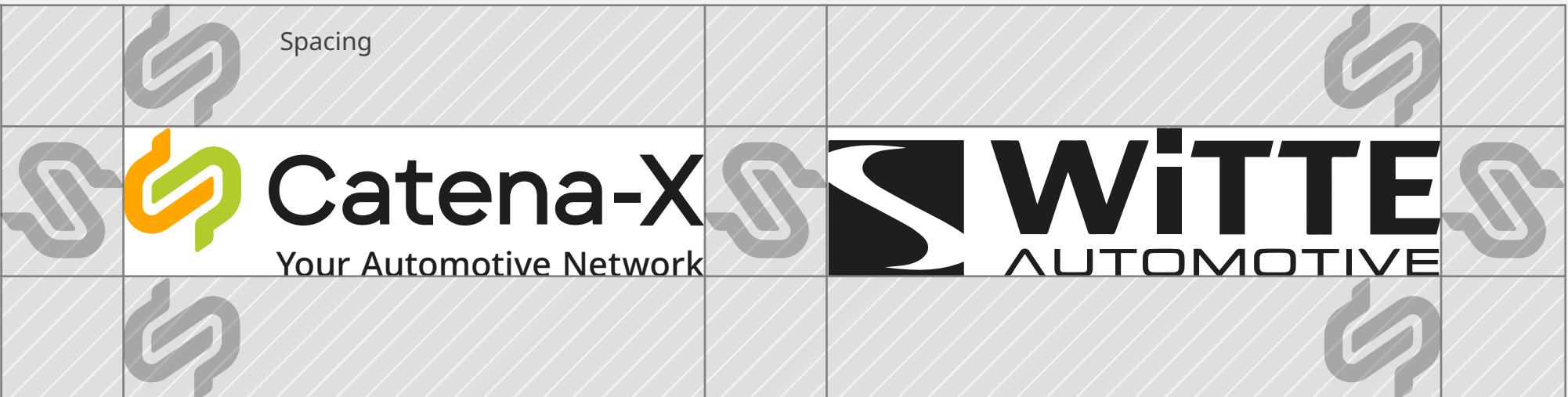


Cooperation with colored partner logo on a dark background

2.1 Logo

Cooperations: Spacing

There is space surrounding the cooperations logo in which no other elements or type can be placed. It is the same as the height of the figurative mark in the logo. This ensures maximum legibility and recognition of the logo and ensures that it is integrated in balance and harmony.



Cooperation Catena-X logo with claim



Cooperation Catena-X logo without claim

2.1 Logo

Cooperations: Dos & Don'ts

The Catena-X logo, the logo of cooperation partners, and spacing thereof cannot be changed. The only options are those presented here. The clear spaces must be upheld.

You may not create any individual cooperation designs. If you have questions, please contact info@catena-x.net



Incorrect positioning



Incorrect positioning



Example b/w



- No individual cooperation logos
- Cooperation logos must be positioned according to our CD



- Single color on colored background
- Placement on edge of the format

2.2 Typography

Introduction

Two typeface families can be used.

1 – Noto Sans: Corporate typeface

Noto Sans is our corporate design typeface. It supports the visual appearance of the brand and is used in all communicative measures that represent the brand externally, like the website, print, and fairs. The typeface has to be installed, but is free for commercial use.

2 – Arial: System typeface

All open documents in PPT, Word, Excel etc., that primarily serve the flow of information use the Arial typeface. It is usually pre-installed in most operating systems and is widely used internationally.

Corporate typeface

Noto Sans

System typeface

Arial

Corporate typeface Noto Sans

Noto Sans is an open-source typeface that was developed by Google with Monotype, Adobe, and other global experts.

This typeface includes all special characters and guarantees a uniform global appearance and is available in almost all languages worldwide.

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#%*()+-,:-_

A B C D E F G H I J K L M N O P Q R S T U V W

a b c d e f g h i j k l m n o p q r s t u v w

123456789!@#%*()+-,:-_

Styles

Noto Sans Thin

Noto Sans Thin Italic

Noto Sans Light

Noto Sans Light Italic

Noto Sans Regular

Noto Sans Regular Italic

Noto Sans Medium

Noto Sans Medium Italic

Noto Sans Bold

Noto Sans Bold Italic

Noto Sans Black

Noto Sans Black Italic

Variable Font for web and animations

NotoSansDisplay[wdth,wght].ttf

NotoSansDisplay-Italic[wdth,wght].ttf

Download the Catena-X typefaces here:

[Noto Sans ↗](#)

[Noto Sans Display ↗](#)

System typeface Arial

Arial is a very common system typeface. It is pre-installed on almost all computers and can be used by everyone.

If Arial is not supported on your system, please use a typeface that is as similar as possible.

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

123456789!@#%*()+-,:-_

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

123456789!@#%*()+-,:-_

Styles

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

2.2 Typography

Using Noto Sans

Our typeface is black on a light background and white on a dark background.

Line spacing in running copy and in headlines should be 120%, in Office programs factor 1.

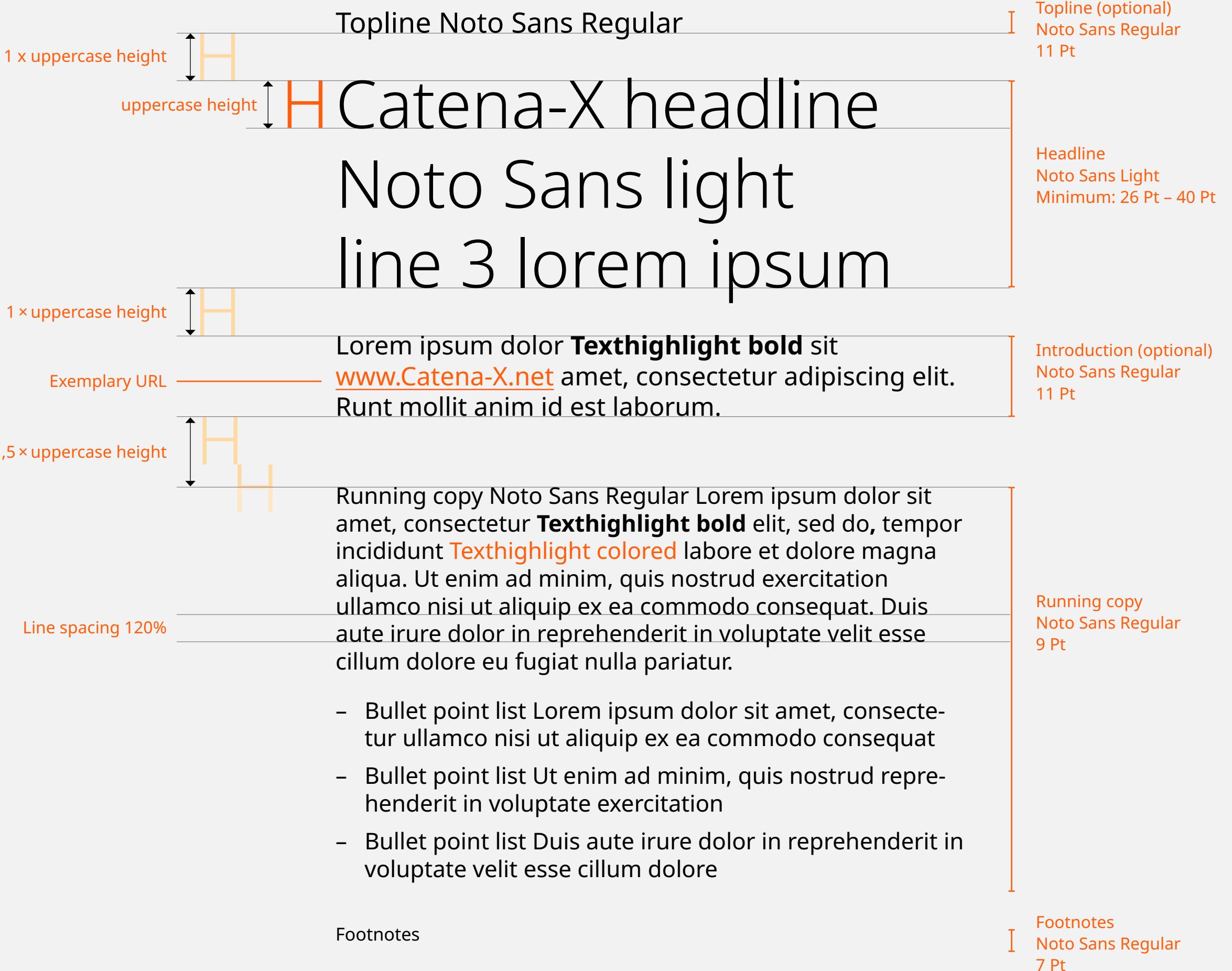
Running copy is in Noto Sans Regular. From 26 Pt/26 Px, headlines should be in Noto Sans Light font.

Bold or color can be used to highlight specific content. Make sure you have enough contrast.

We do not use all uppercase because it interferes with legibility.

When writing headlines, capitalize only the first word, and proper nouns, but nothing else.

Font formatting using the example of DIN A4



2.2 Typography

Using Arial

Our typeface is black on a light background and white on a dark background.

Line spacing in running copy and in headlines should be 120%, in Office programs factor 1.

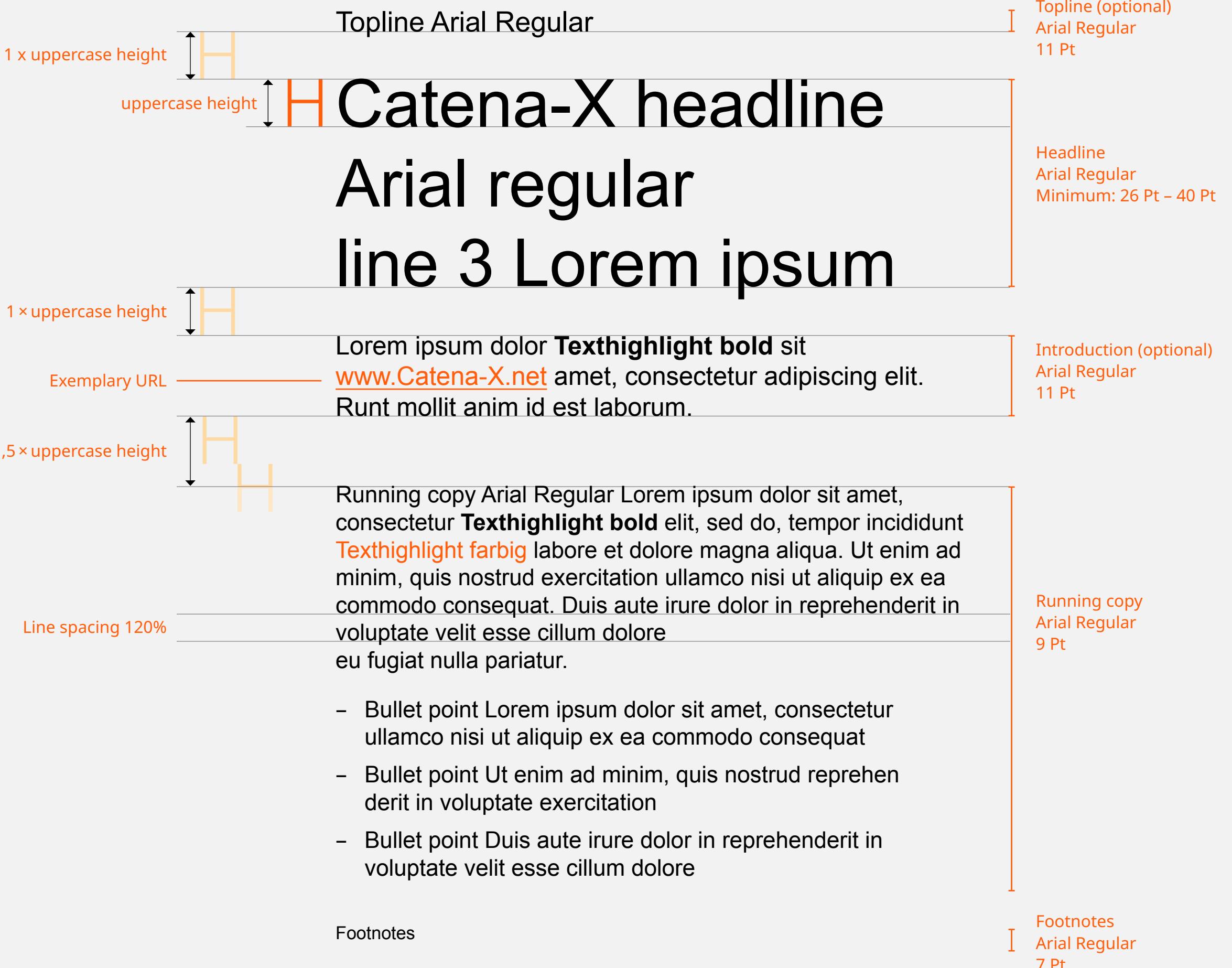
Running copy and Headlines are in Arial Regular.

Bold or color can be used to highlight specific content. Make sure you have enough contrast.

We do not use all uppercase because it interferes with legibility.

When writing headlines, capitalize only the first word, and proper nouns, but nothing else.

Font formatting using the example of DIN A4



2.3 Colors

2.3 Colors

Primary colors

CX Orange, CX Green, CX Gray, and White are the primary colors of our corporate design.

They are an integrated component of the brand appearance and support the logo. They can be complemented by secondary colors when necessary.

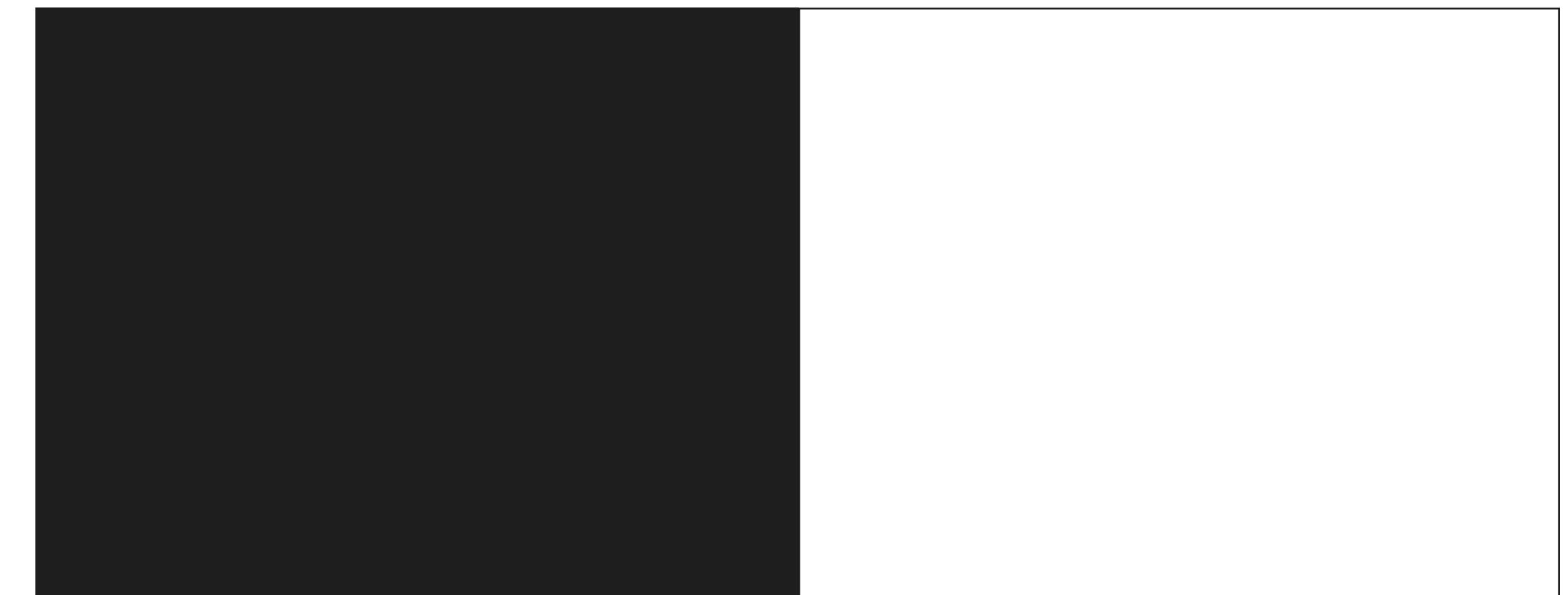


CX Orange

CMYK 0 / 42 / 93 / 0
PMS 137 C
RGB 255 / 166 / 0
ffa600

CX Green

CMYK 38 / 1 / 93 / 0
PMS 2290 C
RGB 179 / 203 / 45
b3cb2d



CX Gray

CMYK 0 / 0 / 0 / 92
PMS Black 7 C
RGB 30 / 30 / 30
1e1e1e

White

CMYK 0 / 0 / 0 / 0
PMS 000 C White
RGB 255 / 255 / 255
ffffff

2.3 Colors

Grays

CX Gray replaces the black that is commonly used. This creates a more technical appearance in the overall appearance that creates a smooth contrast between the colors, white, and dark elements.

Use: backgrounds, surfaces, text, icons, lines in e.g., infographics, etc.

The only exception is for text documents such as whitepapers, magazines, etc. Black is still used for these texts.

The gray palette may always be used alone or in combination with the primary and secondary colors. This ensures a homogeneous design across all measures that is colorful but not gaudy.

Use: backgrounds, surfaces, outlines, e.g., in infographics, etc.



CX Gray

CMYK 0 / 0 / 0 / 92

PMS Black 7 C

RGB 30 / 30 / 30

1e1e1e



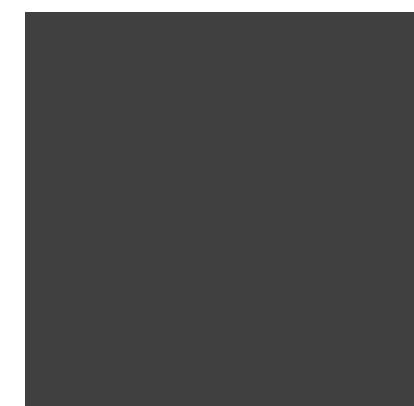
Black 100%

CMYK 0 / 0 / 0 / 100

PMS Black 6 C

RGB 0 / 0 / 0

000000



Gray 4

CMYK 0 / 0 / 0 / 75

PMS Cool Gray 11 C

RGB 64 / 64 / 64

404040



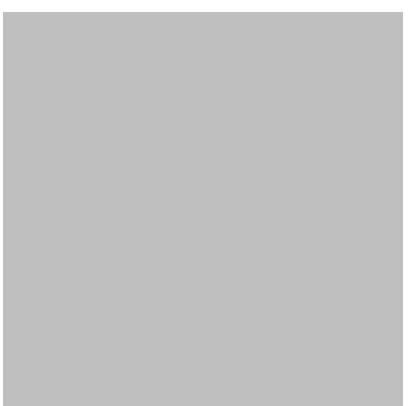
Gray 3

CMYK 0 / 0 / 0 / 50

PMS Cool Gray 8 C

RGB 128 / 128 / 128

808080



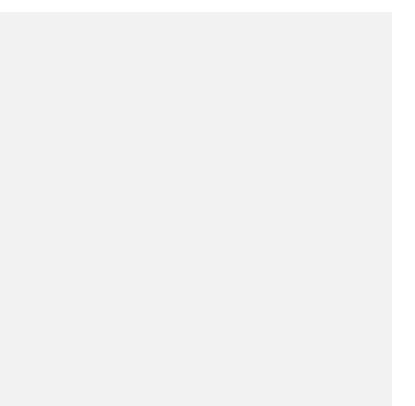
Gray 2

CMYK 0 / 0 / 0 / 25

PMS 428 C

RGB 191 / 191 / 191

bfbfbf



Gray 1

CMYK 0 / 0 / 0 / 5

PMS --

RGB 242 / 242 / 242

f2f2f2

2.3 Colors

Secondary colors

Our secondary colors complete our visual appearance by contributing to a digital, activating, and friendly look.

They are mainly used in info graphics, illustrations, and highlights. The primary colors should not be overwhelmed by the secondary colors.



Orange extra dark
100%

CMYK 20 / 94 / 100 / 12
PMS 7628 C

RGB 179 / 39 / 20
b32714

Orange dark
100%

CMYK 0 / 73 / 92 / 0
PMS 7579 C

RGB 255 / 94 / 12
ff5e0c

Orange light
100%

CMYK 0 / 18 / 41 / 0
PMS 155 C

RGB 255 / 217 / 164
ffd9a4

Orange light
20%

CMYK 0 / 4 / 8 / 0
PMS --

RGB 255 / 247 / 237
fff7ed

Orange light can be used in 10% gradations up to a 20% orange light color value.



Green extra dark
100%

CMYK 70 / 36 / 96 / 27
PMS 7743 C

RGB 80 / 108 / 46
506c2e

Green dark
100%

CMYK 64 / 5 / 85 / 0
PMS 7738 C

RGB 105 / 175 / 80
69af50

Green light
100%

CMYK 20 / 0 / 47 / 0
PMS 2275 C

RGB 203 / 237 / 151
cbed97

Green light
20%

CMYK 4 / 0 / 9 / 0
PMS --

RGB 245 / 251 / 234
f5fbea

Green light can be used in 10% gradations up to a 20% green light color value.



Blue dark
100%

CMYK 97 / 80 / 0 / 0
PMS 2746 C

RGB 6 / 52 / 179
0634b3

Blue
100%

CMYK 58 / 30 / 0 / 0
PMS 659 C

RGB 103 / 159 / 242
679ff2

Blue light
100%

CMYK 30 / 0 / 3 / 0
PMS 290 C

RGB 189 / 227 / 245
bde3f5

Blue light
20%

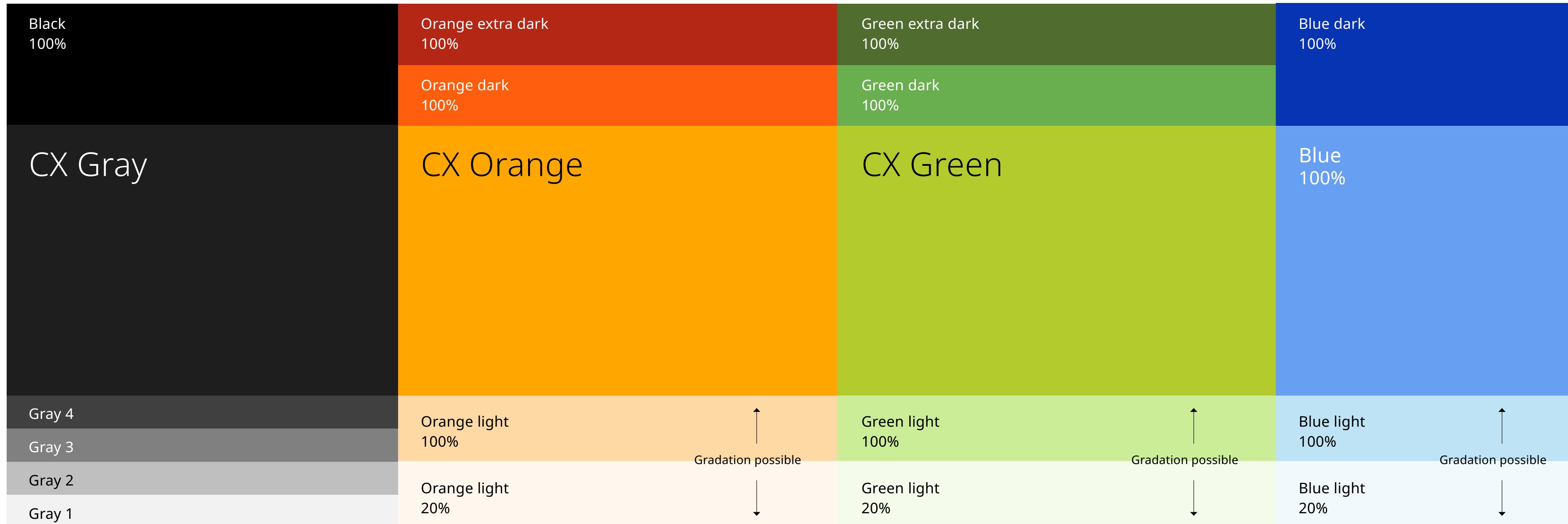
CMYK 6 / 0 / 0 / 0
PMS --

RGB 242 / 249 / 253
f2f9fd

Blue light can be used in 10% gradations up to a 20% blue light color value.

2.3 Colors

Overview



2.4 Graphic elements

2.4 Graphic elements

Stylistic element “Chain”

The knot-like “chain” graphic element can be used as a design element. It can be inserted in bleed or in full format as long as it does not clash with text, images, or logo in terms of legibility.

Try to balance all elements – no inflationary use of the figurative mark in combination with logo, image, and text. Reduce to the essentials, and refrain from using the figurative mark as a decorative element.

Colors

The combined use of CX Orange and CX Green is reserved for the logo, i.e., the word mark and figurative mark together.

If the figurative mark is used as a design element, as here on the right, use only one color value.

Both primary and secondary colors can be used as the surface color and combined with the Chain element.

A combination of two colors as well as one color with gray is also allowed. Please make sure the contrast is harmonious – the colors should not compete or shimmer.

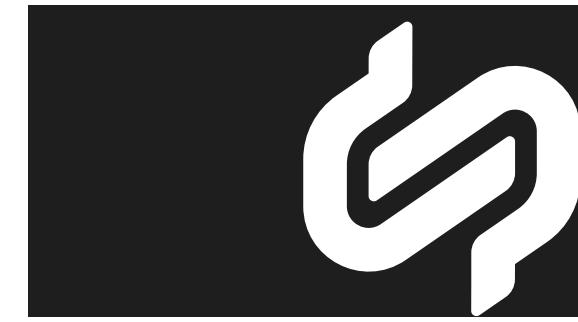
Primary colors



Figurative mark white



Figurative mark 25% white
up to 40% transparency is possible



Figurative mark white



Figurative mark 25% white
up to 40% transparency is possible



CX Gray background in combination
with CX Orange or CX Green



Secondary colors (examples)



Figurative mark white



Figurative mark 25% white
up to 40% transparency is possible



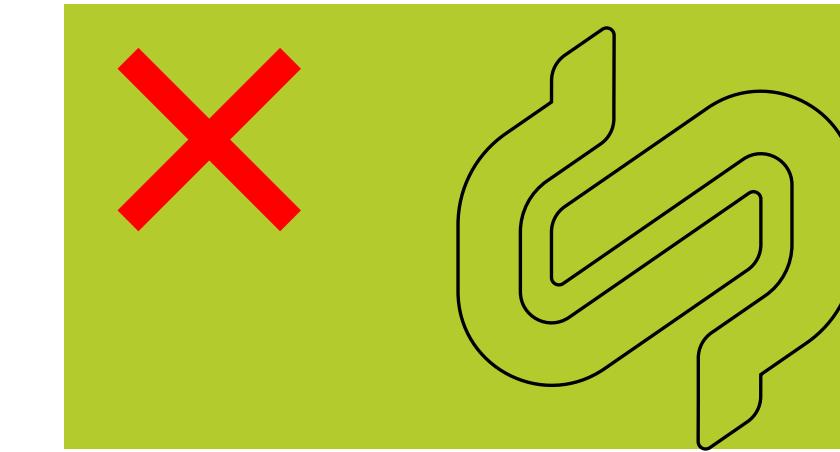
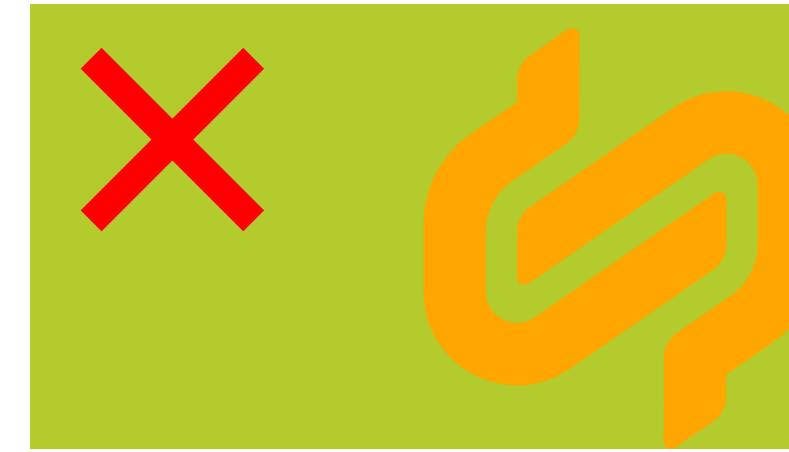
Example of two colors combined

Example of gray with one color

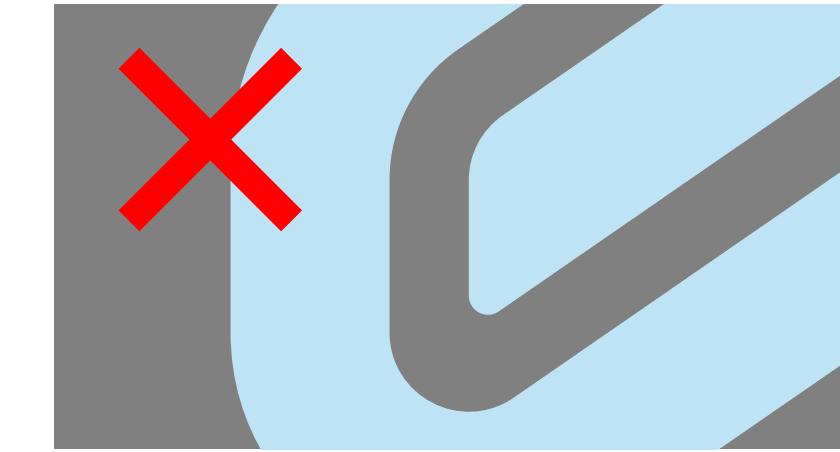
Dos & Don'ts



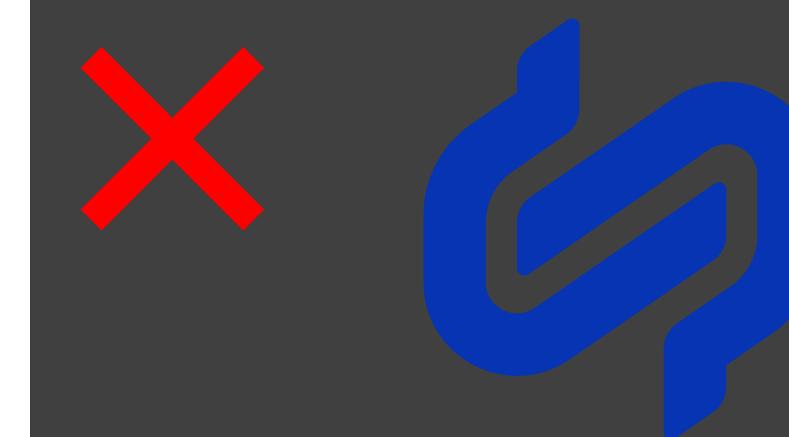
Do not use the color combination CX Orange and CX Green as a design element. Use a one-color figurative mark at this level.



No outlines



This is too big. The Chain element should be recognizable.



Make sure it's recognizable

2.5 Imagery

Principles

Our visual language should mirror our corporate values:
honest, trustworthy, transparent, confident, collaborative.

Following these principles will help in your design decision-making:

Positivity

Realistic and active scenes with energetic and enthusiastic protagonists tell positive stories that inspire confidence.

Togetherness

Our images are friendly and open, placing the audience in the scene, and making them feel like they are part of it, and belong.

Authenticity

Try to use natural colors whenever possible. At the same time, we strive for the sweet spot between a professional photo and a snapshot that captures the moment.

Diversity

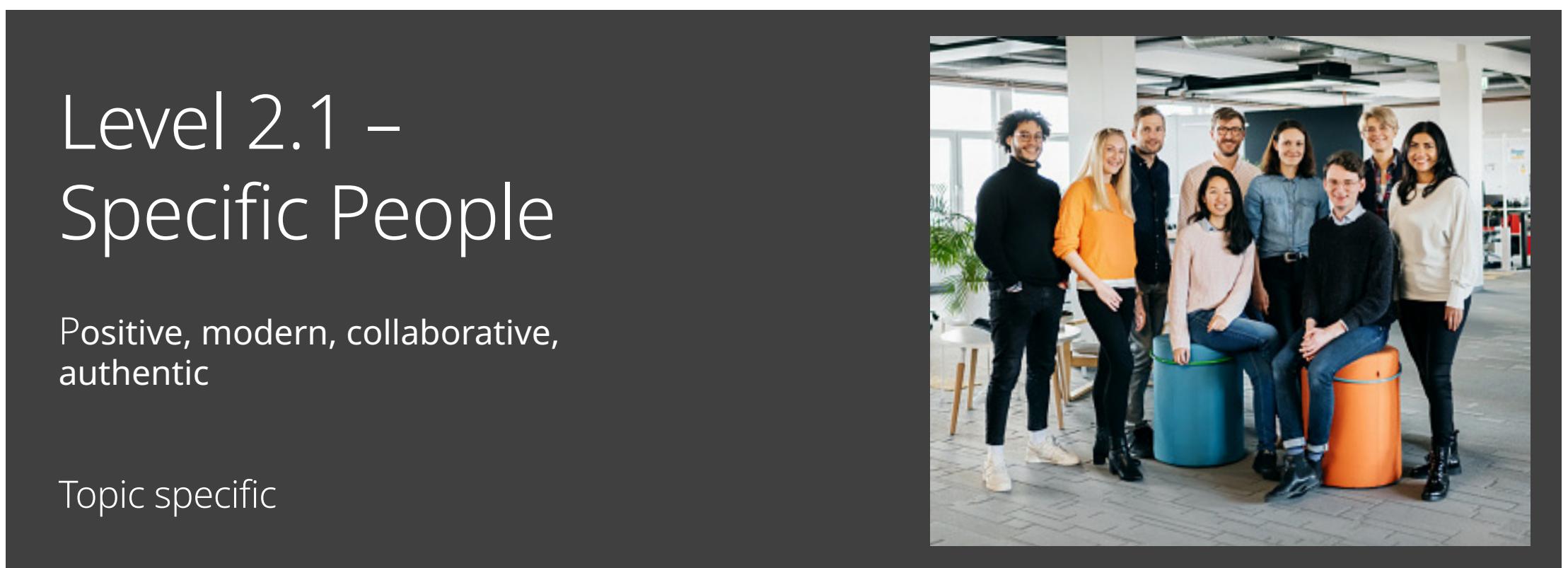
We are a global organization, and our visual imagery should reflect the diversity of our network of peers: ethnically, culturally, and pertaining to gender.

Sustainability

If you have a choice between images that show the natural world and those that don't, try to include those that underline our efforts to support sustainable practices.



Image levels



2.5 Imagery

1- Atmospheric context

Content

- Atmospheric and or metaphorical images that symbolize mega-trends in the global economy

Composition

- Highly aesthetic
- Topical focus – the topic is the central theme of the composition
- Clear striking presentation, no small details

Colors

- Natural colors, strong and striking color scheme
- Don't use b/w, no filters, not unsaturated
- The CX colors can be used in postproduction

Lighting: brightness and contrast

- Internal and external lighting possible, day and night

Perspective

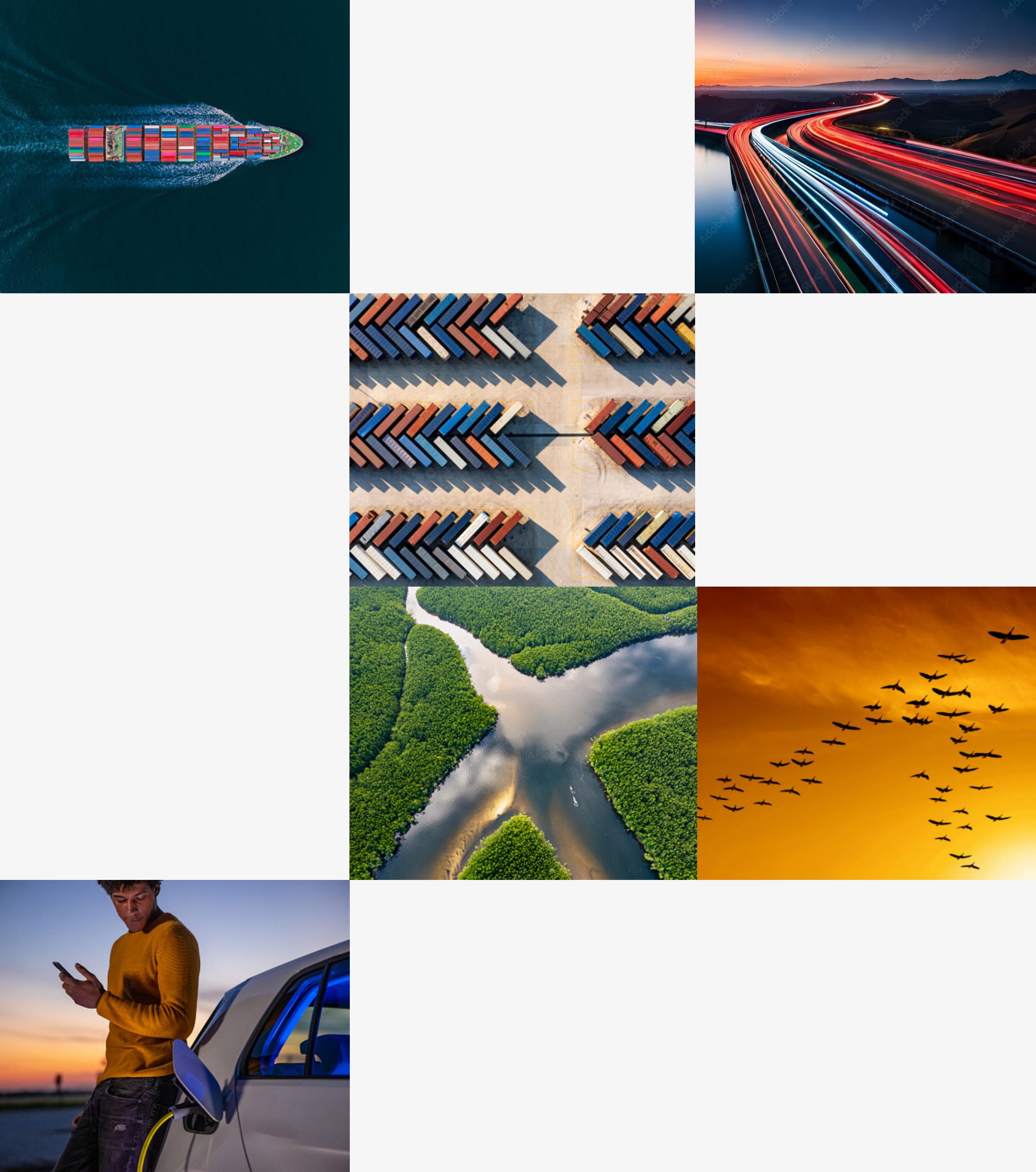
- Topic-appropriate - bird's eye view, peer-level, seen from below
- No distortions
- Visually balances and in terms of content

Important attributes

- visionary, holistic, global, future-oriented, sovereign

Possible topics

- | | |
|--------------------------|---------------------------------|
| - Globalization trends | - Collaboration |
| - Digital transformation | - Climate change mitigation |
| - Supply chain shifts | - Low carbon urban mobility |
| - Decarbonizing mobility | - Political and economic change |



2.5 Imagery

2.1 – People

Content

- Authentic situations in a diverse industry
- Documentary-style
- Don't stage photos
- Show people as team players and strong and confident individuals

Composition

- People should be the focal point in the image, if possible, shown frontally or from the side
- Clear views, little depth of field, no motion blurring
- Generous framing provides an overview of the overall situation

Colors

- Natural, warm
- Don't use b/w, no filters, not unsaturated.
- The CX colors can be used in details in postproduction

Lighting: brightness and contrast

- The motif is always well and evenly lit
- Internal and external lighting possible, day and night

Perspective

- No distortions
- Straightforward perspectives
- Balanced and at eye level, visually and in terms of content

Important attributes

- Positive, modern, collaborative, authentic



2.5 Imagery

2.2 – Environment

Content

- Authentic images from the industry, no dramatically staged scenes
- Lively, contemporary, tidy, sustainable environment “this is where we live and work”
- Maintain the aesthetic of the location

Composition

- Clear views, little depth of field, no motion blurring
- Generous framing provides an overview of the overall situation
- Reportage style
- Both long shots and focus on detail

Colors

- Natural, warm
- Don't use b/w, no filters, not unsaturated
- The CX colors can be used in details in postproduction

Lighting: brightness and contrast

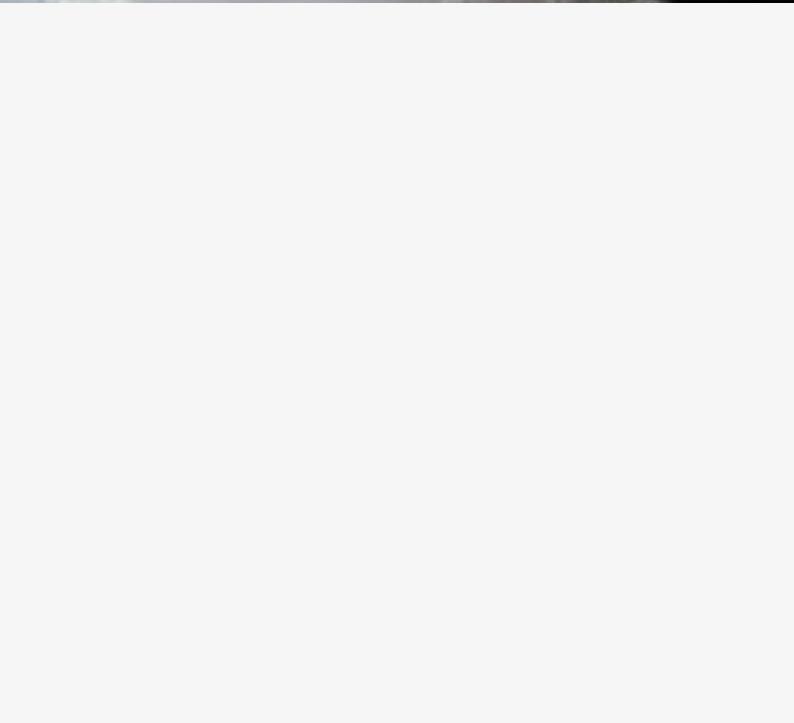
- The motif is always well and evenly lit
- Internal and external lighting possible, day and night

Perspective

- No distortions
- Straightforward perspectives
- Balanced and at eye level, visually and in terms of content

Important attributes

- Sustainability, modernity, industry-relevant, local

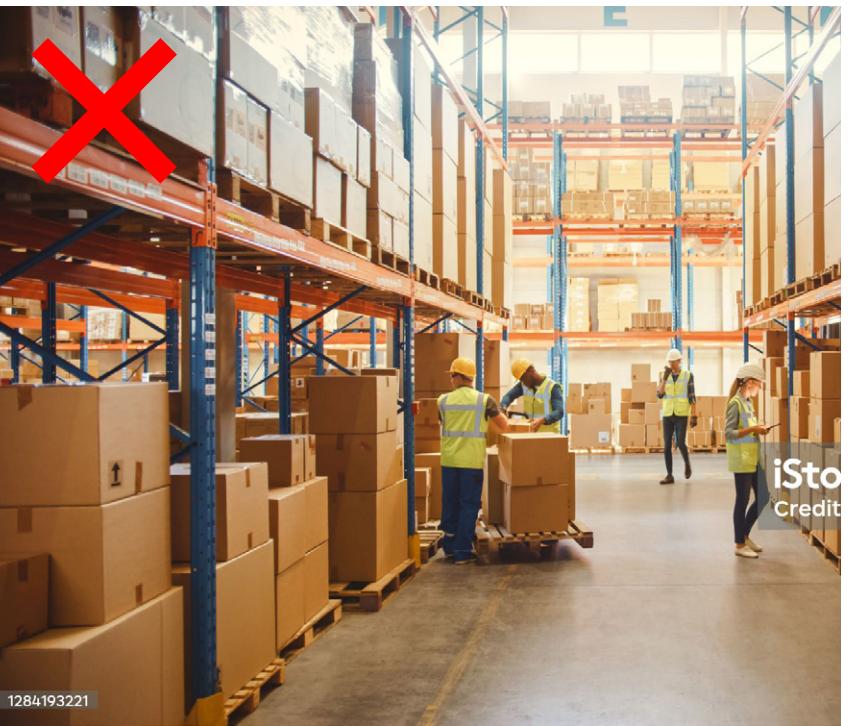


2.5 Imagery

Don'ts



Excessive color scheme, incorrect perspective



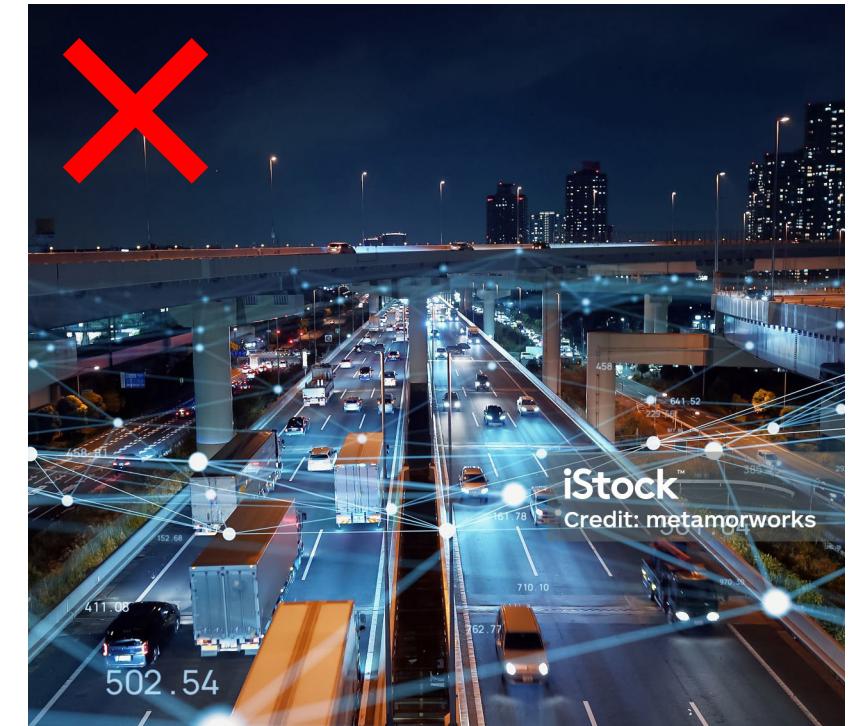
Contrived situation, inauthentic



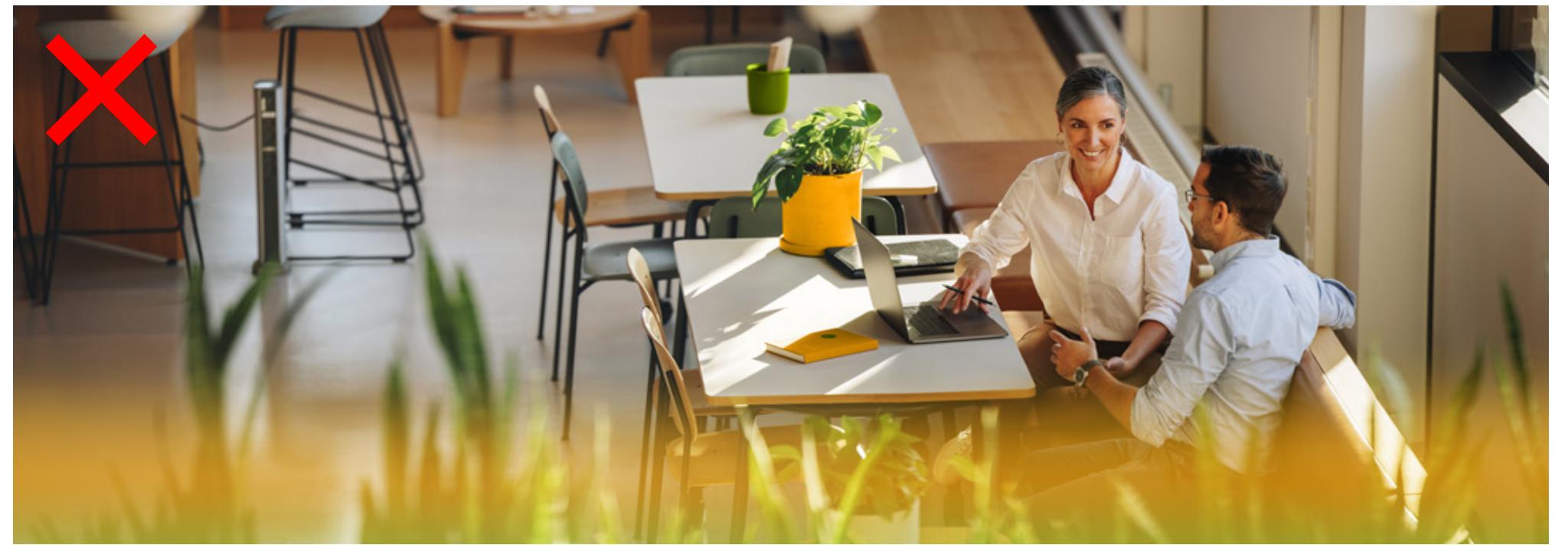
Artificial atmosphere



Too generic and abstract



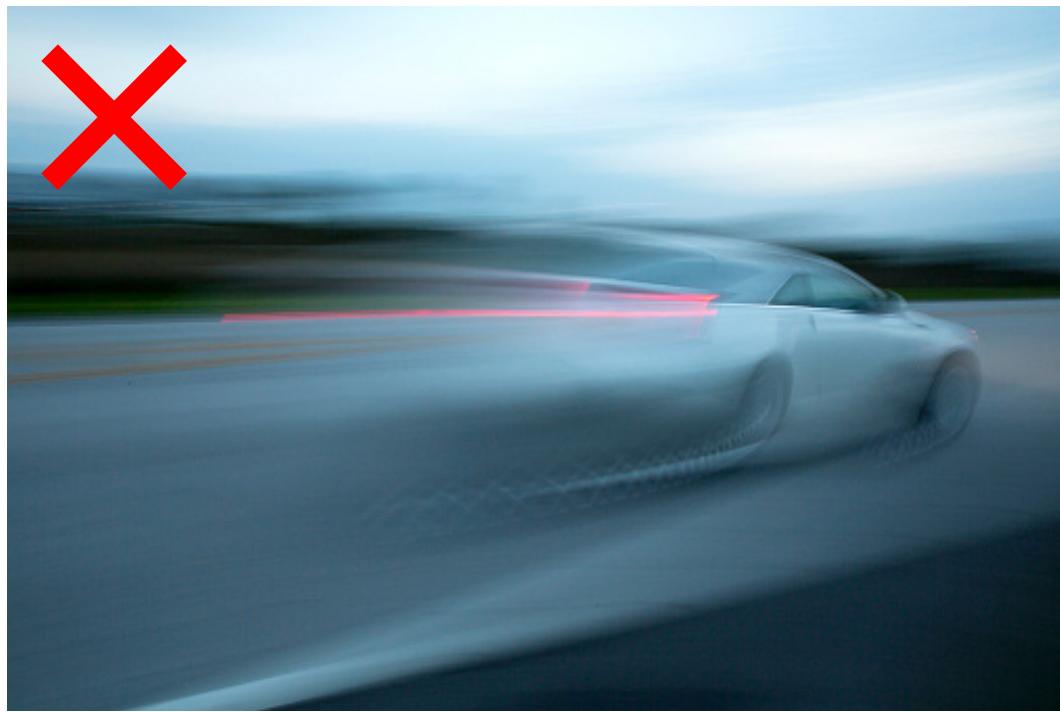
No digital layer



Integrated filter and bleed, incorrect perspective



Contrived motive



Extreme motion distortion



Distorted perspective

2.6 Info graphics

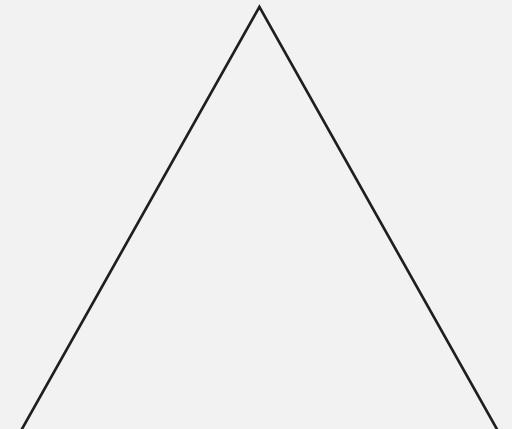
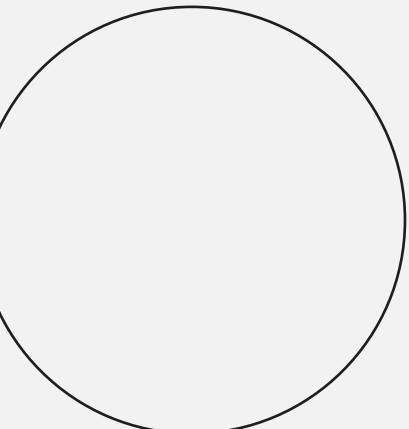
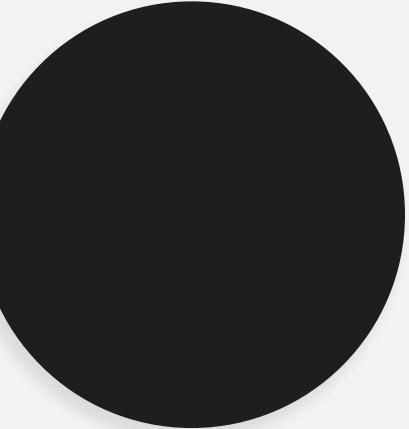
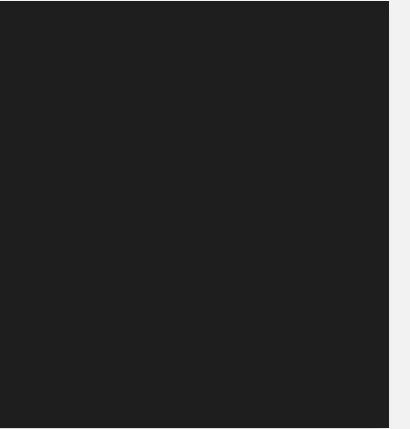
2.6 Info graphics

Overview

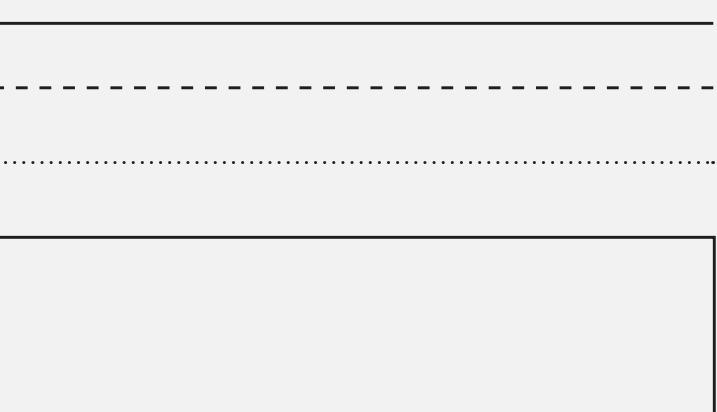
Strong surfaces meet technically delicate lines: the result is a balanced overall picture.

To ensure a uniform, clear, and striking presentation across all forms of information graphics, the following aspects should be adhered to:

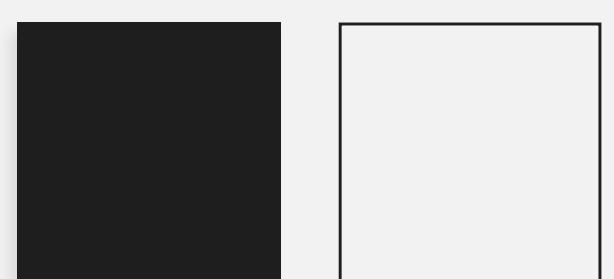
- The design language is based on the three basic shapes of rectangle, circle, and triangle. Preferably, only one shape is used per infographic. If the content requires it, a second basic shape can be integrated.
- A uniform line width within an infographic should be maintained for both lines and outlines
- Corners are angular, not rounded
- Arrowheads have the shape of an isosceles triangle
- Areas are displayed without outlines
- To achieve a better contrast of surfaces on top of each other, you can use a drop shadow with 10% opacity
- Icons can be integrated if they fit into the overall concept of the infographic.



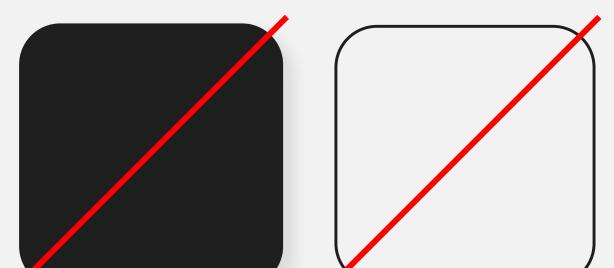
Basic shapes



Uniform line width for outlines and other lines



Angular corners



No rounded corners

2.6 Info graphics

Overview

Background

Info graphics can be placed on bright, dark, or colored backgrounds. Make sure the combination of elements and colors ensures maximum legibility.

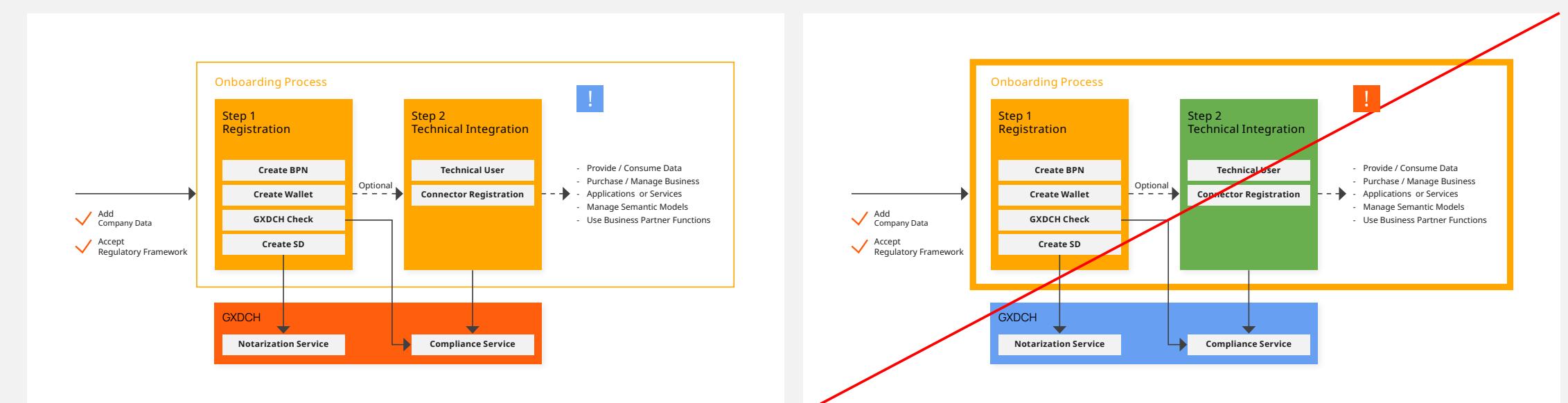
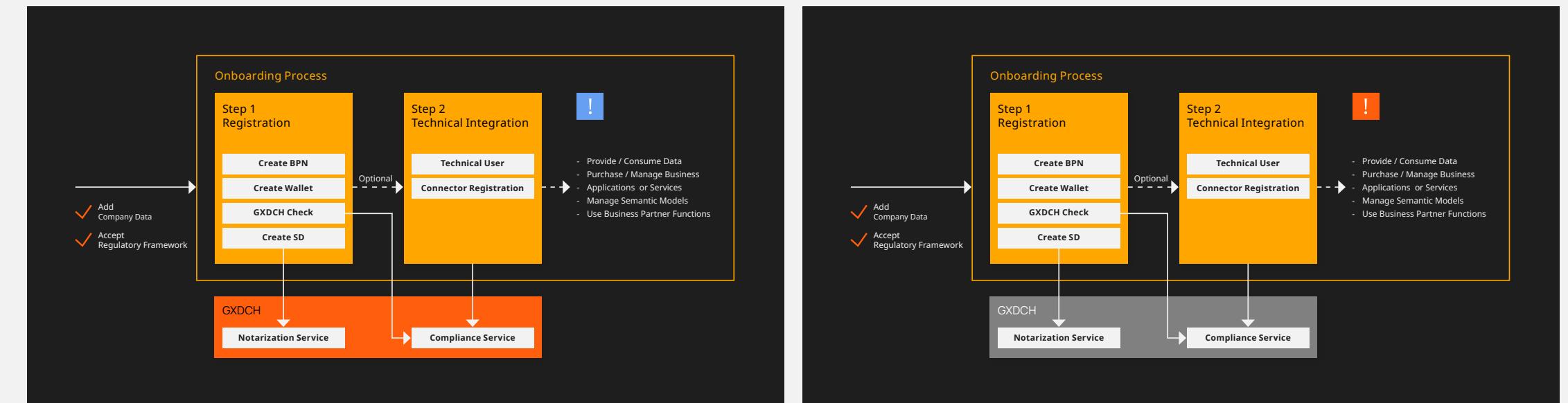
Colors

The use of colors should be clear and homogenous. Only one color family per info graphic should be used, CX Orange (primary or secondary) is recommended. If another color is needed choose from a second color family. Do not use a third color family.

You can always use gray tones or white. But make sure the result is good contrast and high legibility. Depending on the background color, copy should be in white or CX Gray.

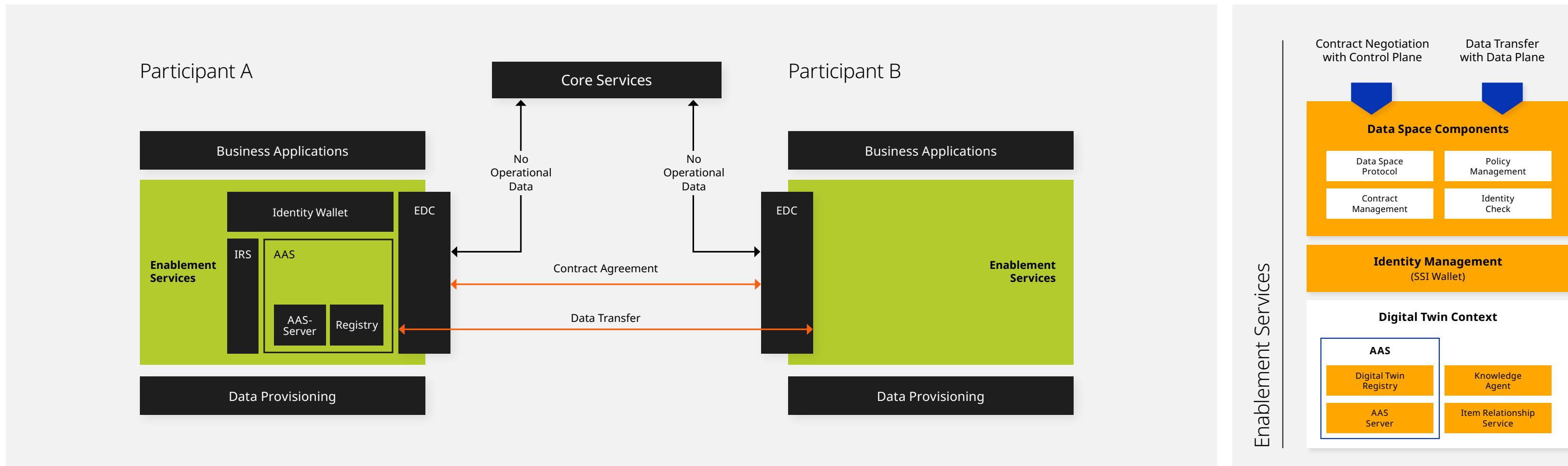
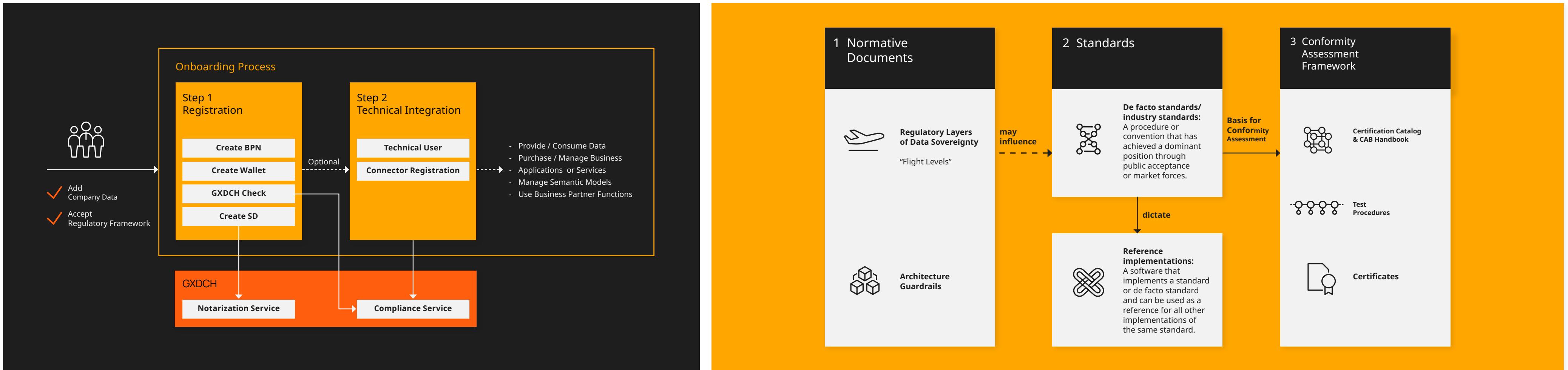
Typography

Hierarchy and use see chapter 2.2



2.6 Info graphics

Examples



2.6 Info graphics

Charts

Colors

Charts are created in a CX primary color and either their CX secondary color or CX Gray tones.

Headlines

Depending on color distribution, headlines can be in the primary color of the chart – CX Orange or CS Green or in white.

	CSP-A	CSP-B	OSP	DPC	ESP	BAP	AP	CAB	C-X
CSP-A	M	M	M	-	-	-	-	M	-
CSP-B	M	-	M	-	-	-	-	M	M
OSP	M	M	M	-	-	-	-	M	-
DPC	O	M	M	M	O	O	O	M	-
ESP	O	M	M	-	-	-	-	M	-
BAP	O	M	M	-	-	-	-	M	-
AP	O	O	M	-	-	-	-	-	M
CAB	-	-	-	-	-	-	-	-	M

	CSP-A	CSP-B	OSP	DPC	ESP	BAP	AP	CAB	C-X
CSP-A	M	M	M	-	-	-	-	M	-
CSP-B	M	-	M	-	-	-	-	M	M
OSP	M	M	M	-	-	-	-	M	-
DPC	O	M	M	M	O	O	O	M	-
ESP	O	M	M	-	-	-	-	M	-
BAP	O	M	M	-	-	-	-	M	-
AP	O	O	M	-	-	-	-	-	M
CAB	-	-	-	-	-	-	-	-	M

Dividing lines

Vertical and horizontal dividing lines are in the same color as the background. So if your page is white, the dividing lines are also white.

Typography

See chapter 2.2

Role	Advisory Provider (AP)	Role	Advisory Provider (AP)
Description/ Responsibilities	An AP offers advisory services in various areas, from strategy to operations to technology or business use cases for those interested in the Catena-X data space. Providing advisory services includes topics such as onboarding guidance, business value assessment, organizational and technical enablement, but do not include the operation of technical services.	Description/ Responsibilities	An AP offers advisory services in various areas, from strategy to operations to technology or business use cases for those interested in the Catena-X data space. Providing advisory services includes topics such as onboarding guidance, business value assessment, organizational and technical enablement, but do not include the operation of technical services.
Relationships	<ul style="list-style-type: none"> An AP can use one or more CSP-As if it intends to utilize specific CSP-A services such as listing an offer on a marketplace. An AP can integrate and use CSP-B services to access the Core Services B. An AP must use the services of one of the OSPs to register and onboard itself to the data space (e.g., registration service). 	Relationships	<ul style="list-style-type: none"> An AP can use one or more CSP-As if it intends to utilize specific CSP-A services such as listing an offer on a marketplace. An AP can integrate and use CSP-B services to access the Core Services B. An AP must use the services of one of the OSPs to register and onboard itself to the data space (e.g., registration service).
Prerequisites	<ul style="list-style-type: none"> An AP must be qualified by the Catena-X Association. An AP must accept and comply with the Catena-X regulatory framework during onboarding via one of the OSPs. 	Prerequisites	<ul style="list-style-type: none"> An AP must be qualified by the Catena-X Association. An AP must accept and comply with the Catena-X regulatory framework during onboarding via one of the OSPs.
Limitations Release 23.09	n/a	Limitations Release 23.09	n/a

2.6 Info graphics

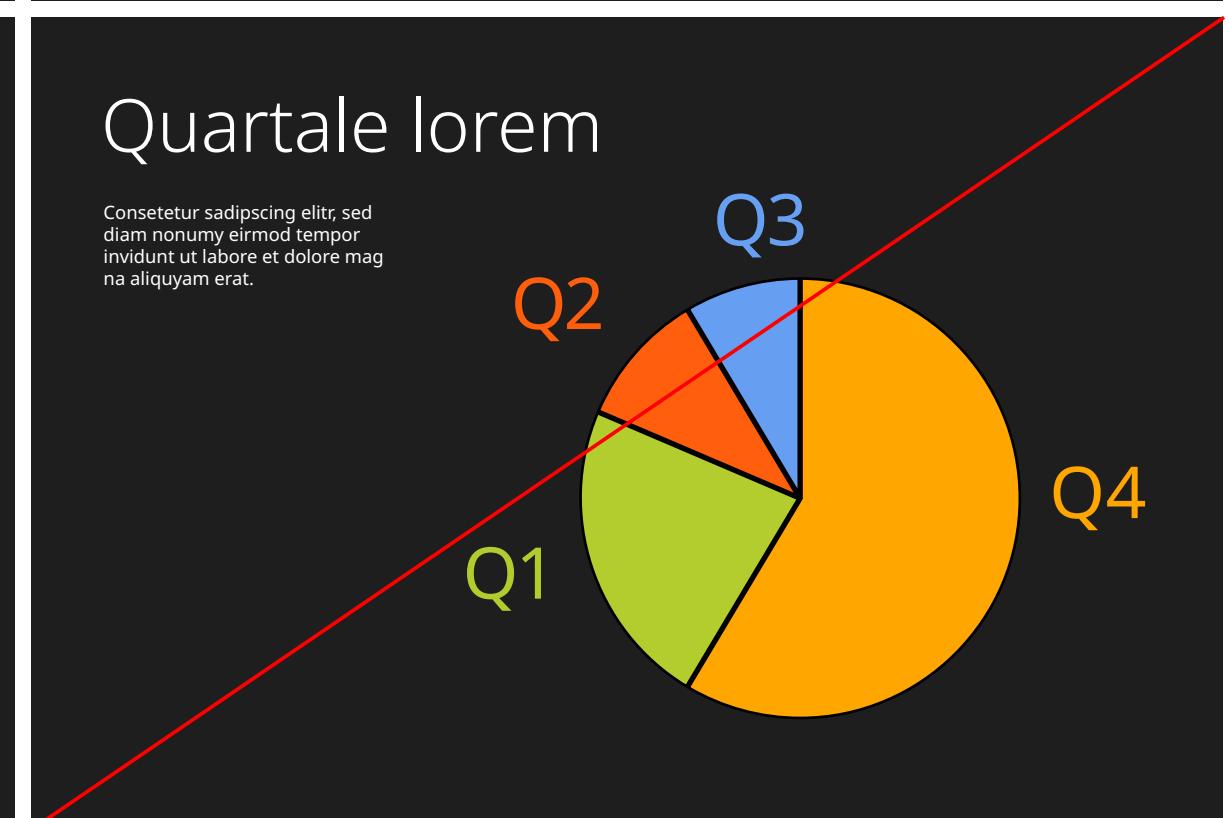
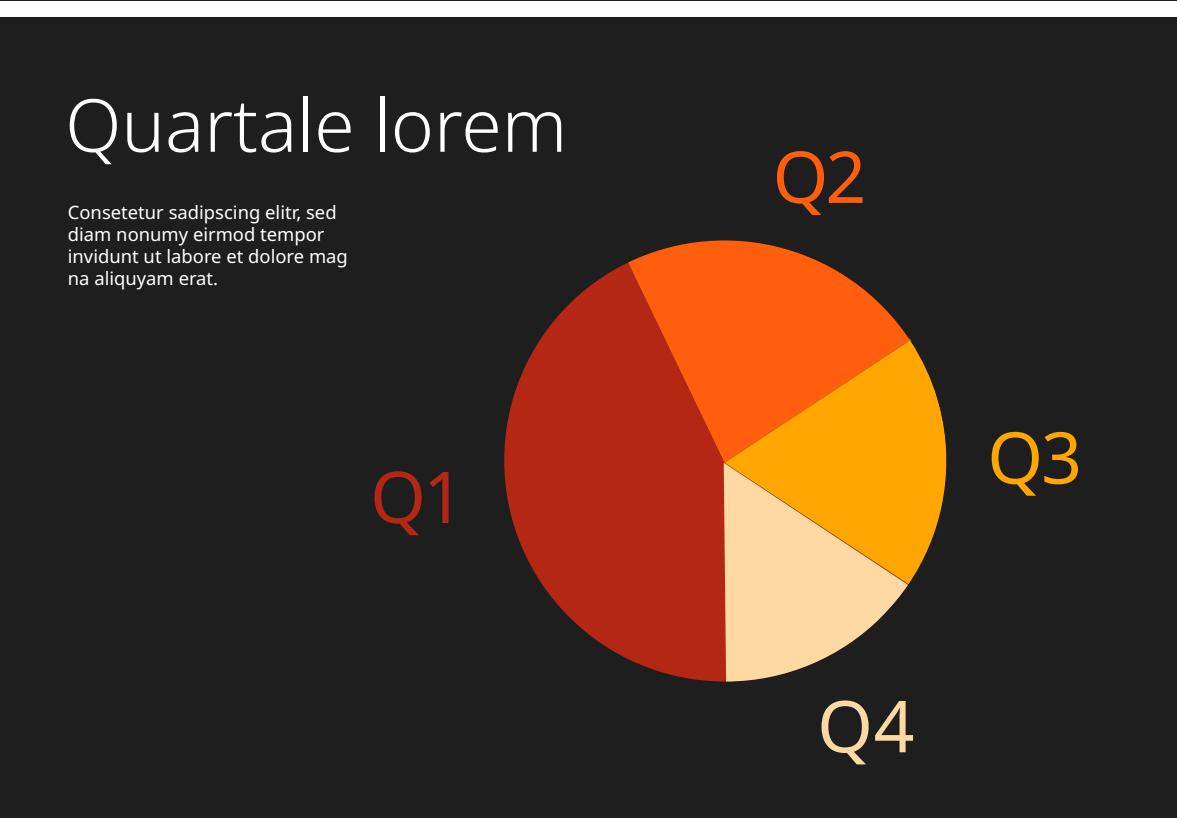
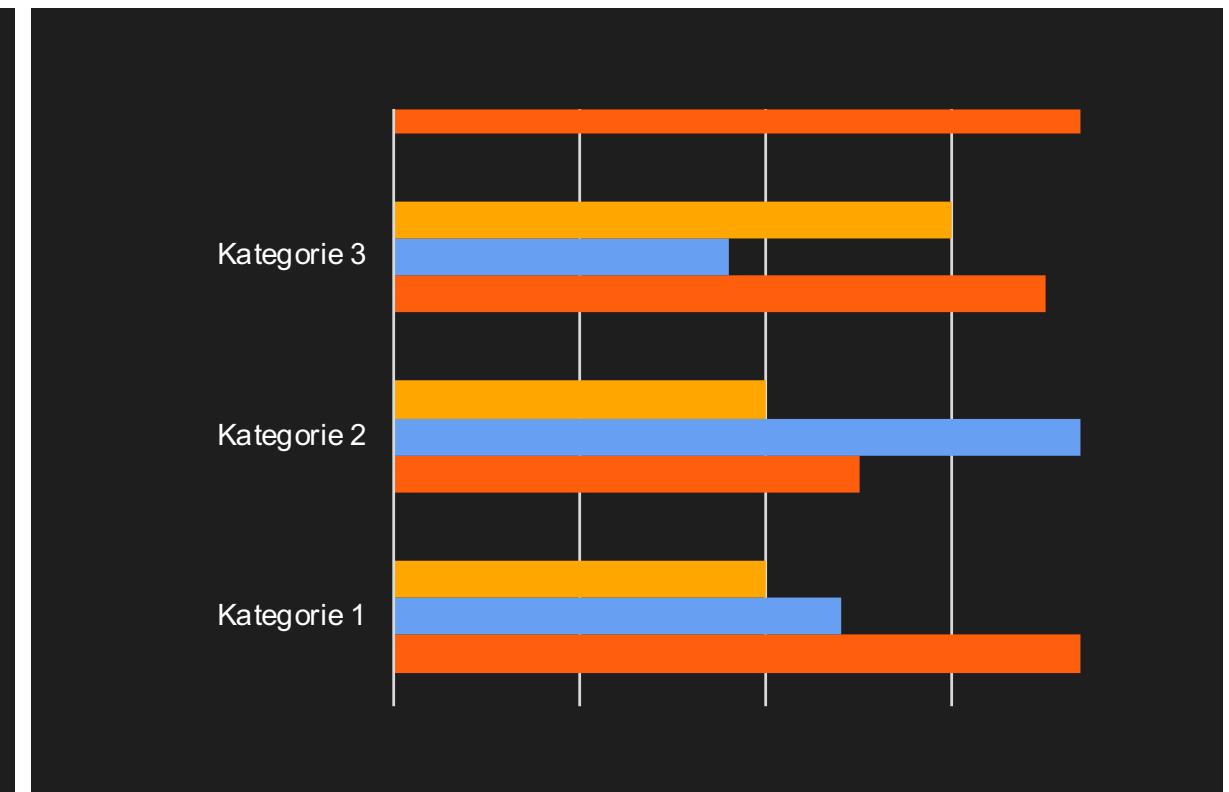
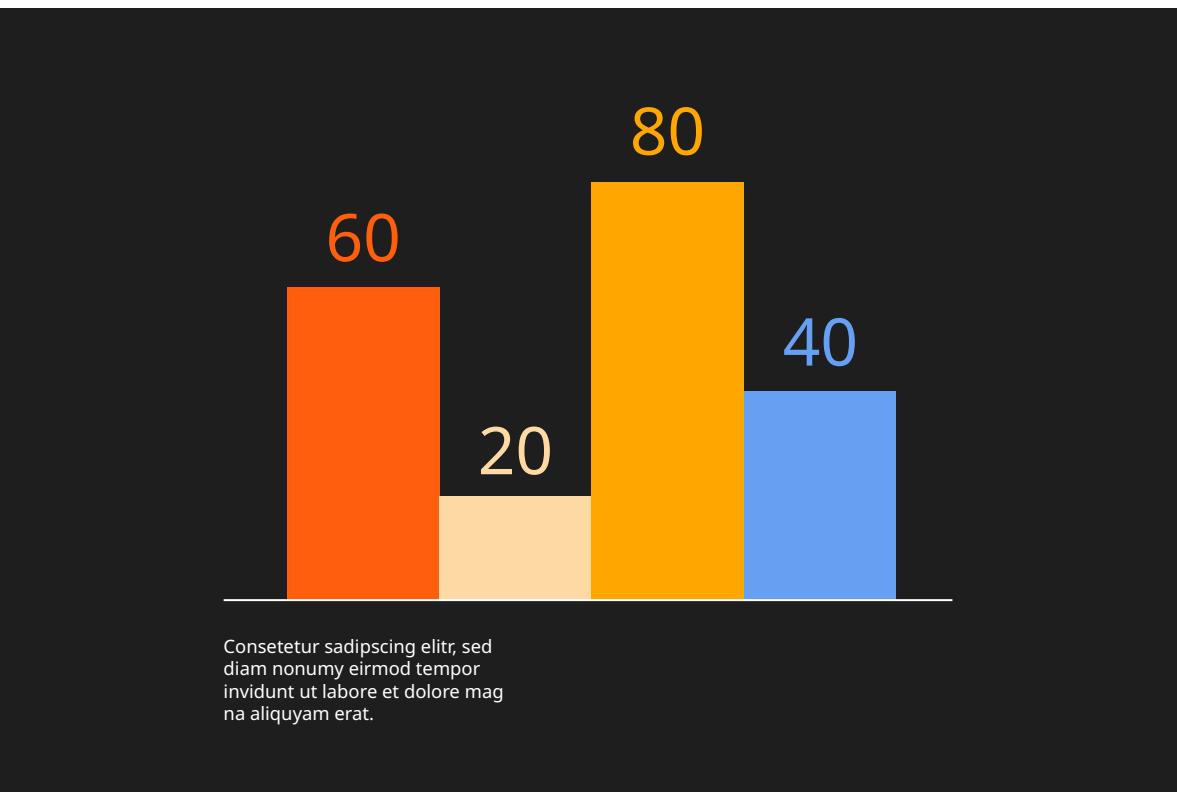
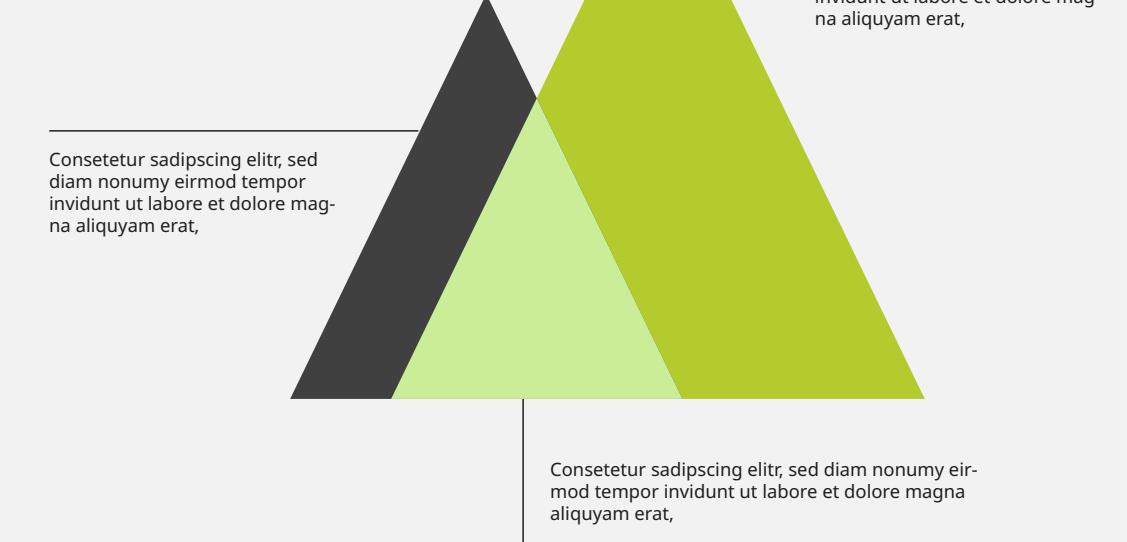
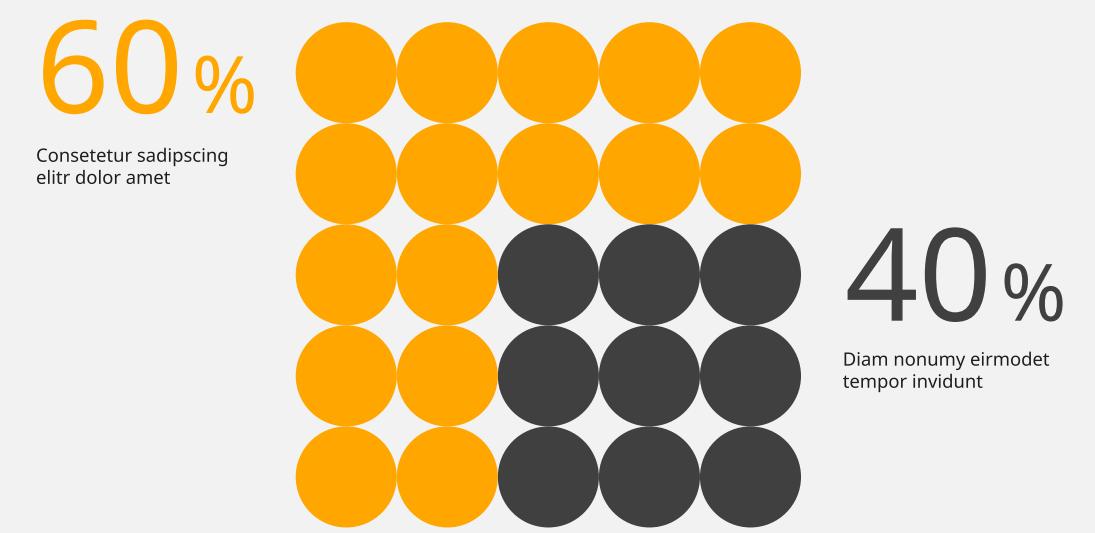
Diagrams

The foundation of diagrams is the three basic shapes rectangle, circle, and triangle. New shapes are constantly being created from these forms – self-confident and diverse. Do not mix shapes within an infographic, i.e., an infographic always consists of only one basic element.

The use of large numbers serves to emphasize data.

Colors

- Preferably use CX Orange (primary and/or secondary colors). If another color is required, a second color family can be used.
- Do not use a third color family.
- The use of shades of gray and white is always possible. However, good contrast and legibility should be ensured.
- White or CX Gray is used for texts, depending on the color of the background.



2.7 Icons

Flaticon – Basic Rounded Lineal

For icons we use the platform "Flaticon", style "Basic Rounded Lineal". Flaticon is an icon data bank with downloadable vector icons in the format SVG, EPS, PSD, and Base64.

In order to use the icons to their full extent, they must be downloaded for a fee:

€ 9.99 / mo.

€ 7.50 / mo. for an annual subscription

166,880 icons in this category

https://www.flaticon.com/authors/basic-rounded/lineal?author_id=1

Examples

Server	Network /Sharing	People /Collaboration	Data /Data Quality	Automation	Security	AI	Vehicles	Misc
...

Style

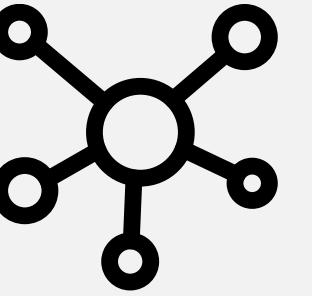
The icons are visually derived from the logo typeface. Their simplicity and linearity, when combined with the typeface, and colors complete the brand appearance.

When downloading, it's important to optimize the line width to ensure a harmonious overall appearance.

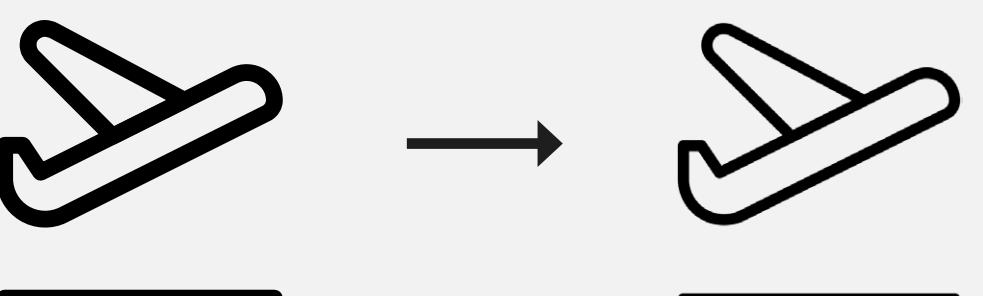
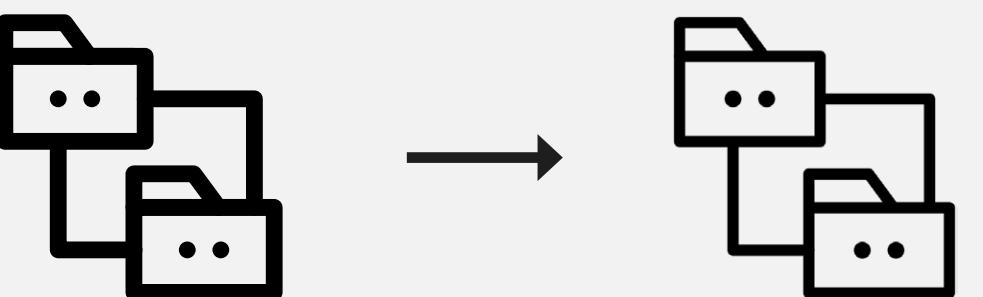
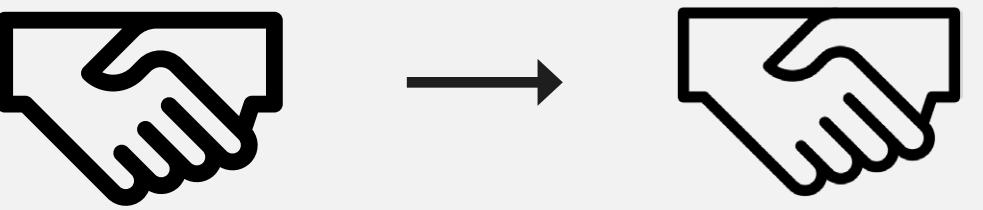
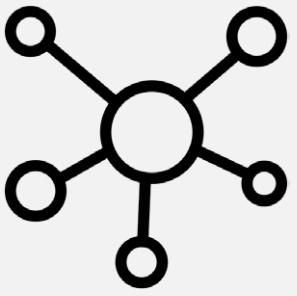
→ Edit icon → Reduce stroke from **30 px to 20 px**
 (see **How to download** on next page)

Only use icons with editable line widths!

Original
Stroke 30 px



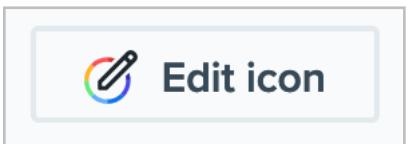
After editing
Stroke 20 px



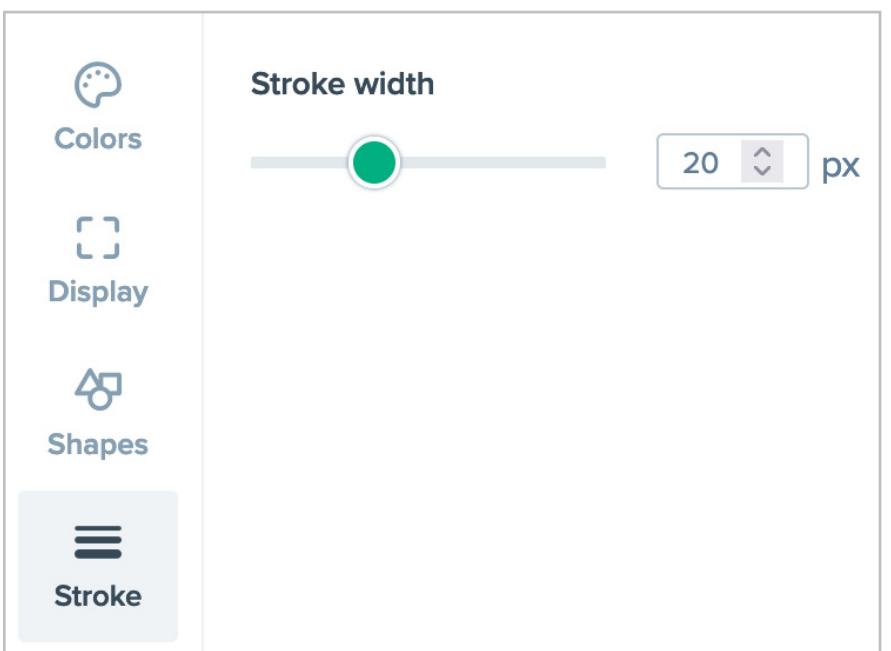
How to download

Please follow these instructions when downloading icons:

1. Edit icon



2. Reduce Stroke from 30 px to 20 px – only choose icons that can be edited!



3. Download

- png (512px)
- svg
- eps



https://www.flaticon.com/authors/basic-rounded/lineal?author_id=1

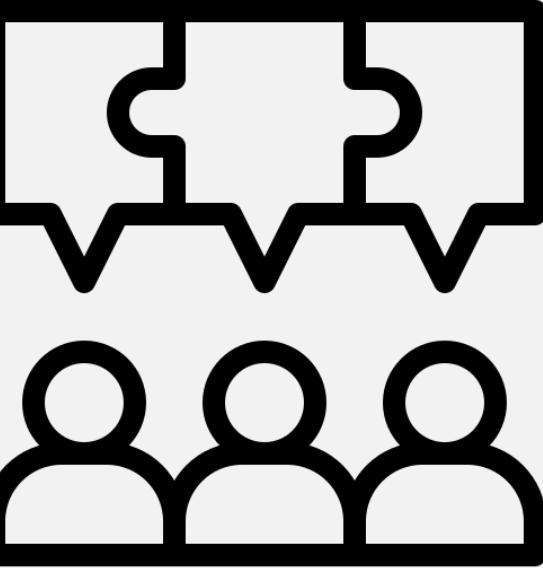
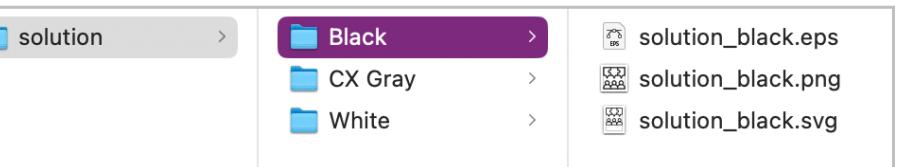
4. Choose a new color

CX Gray = type in **a** and download

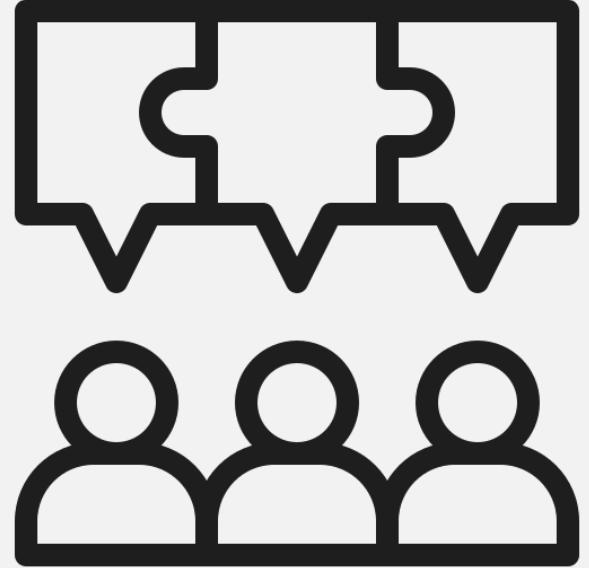
5. White icons (#ffffff), reduce stroke to 18 px and download

6. Create a folder with the icon names and save your download

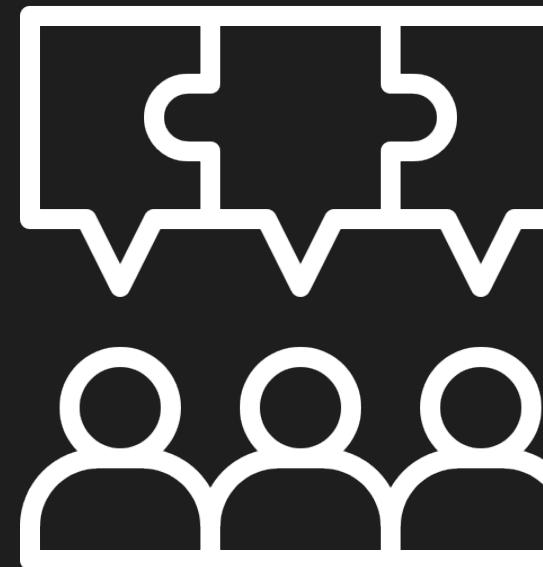
Example for “solution”



black

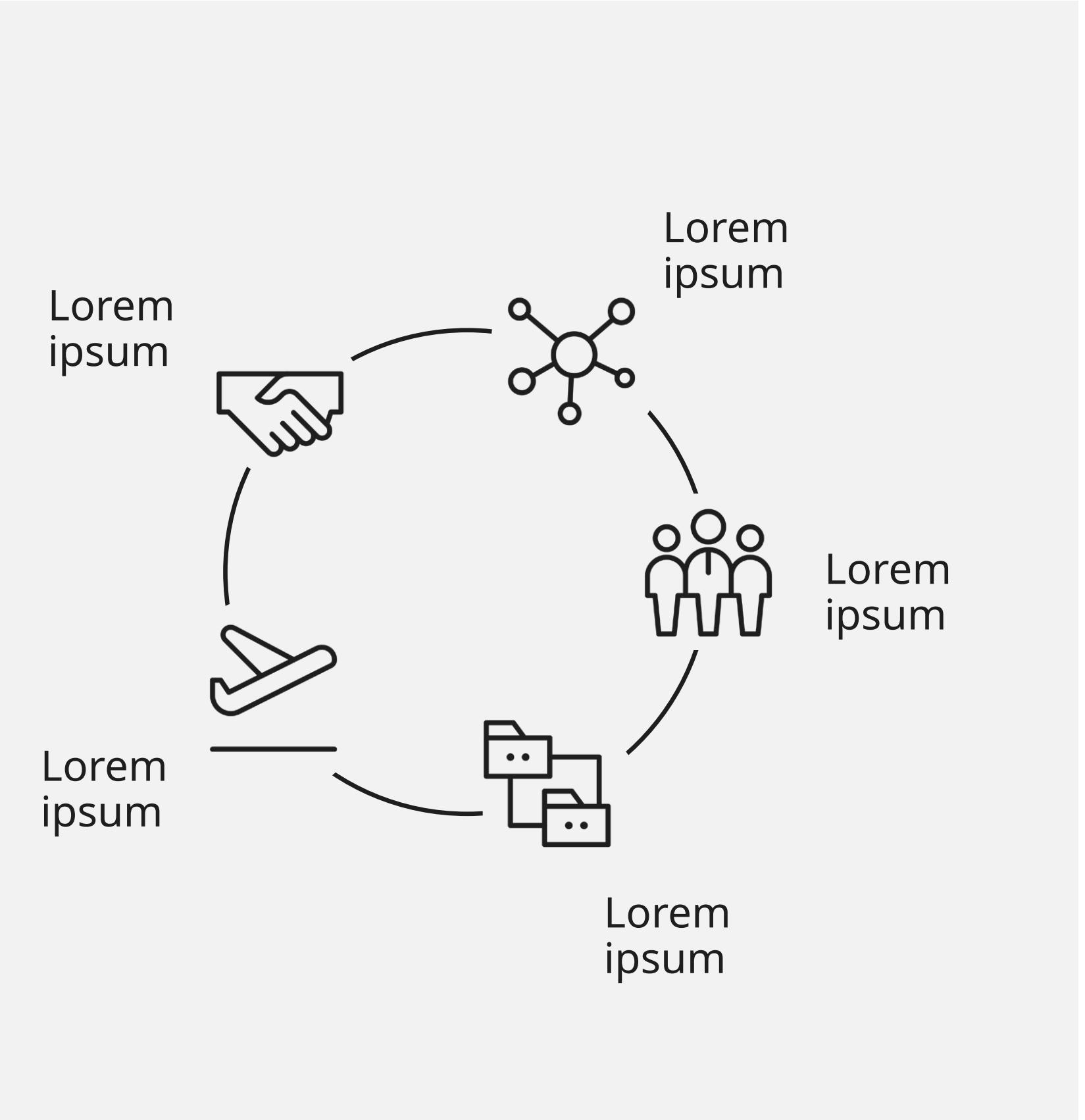
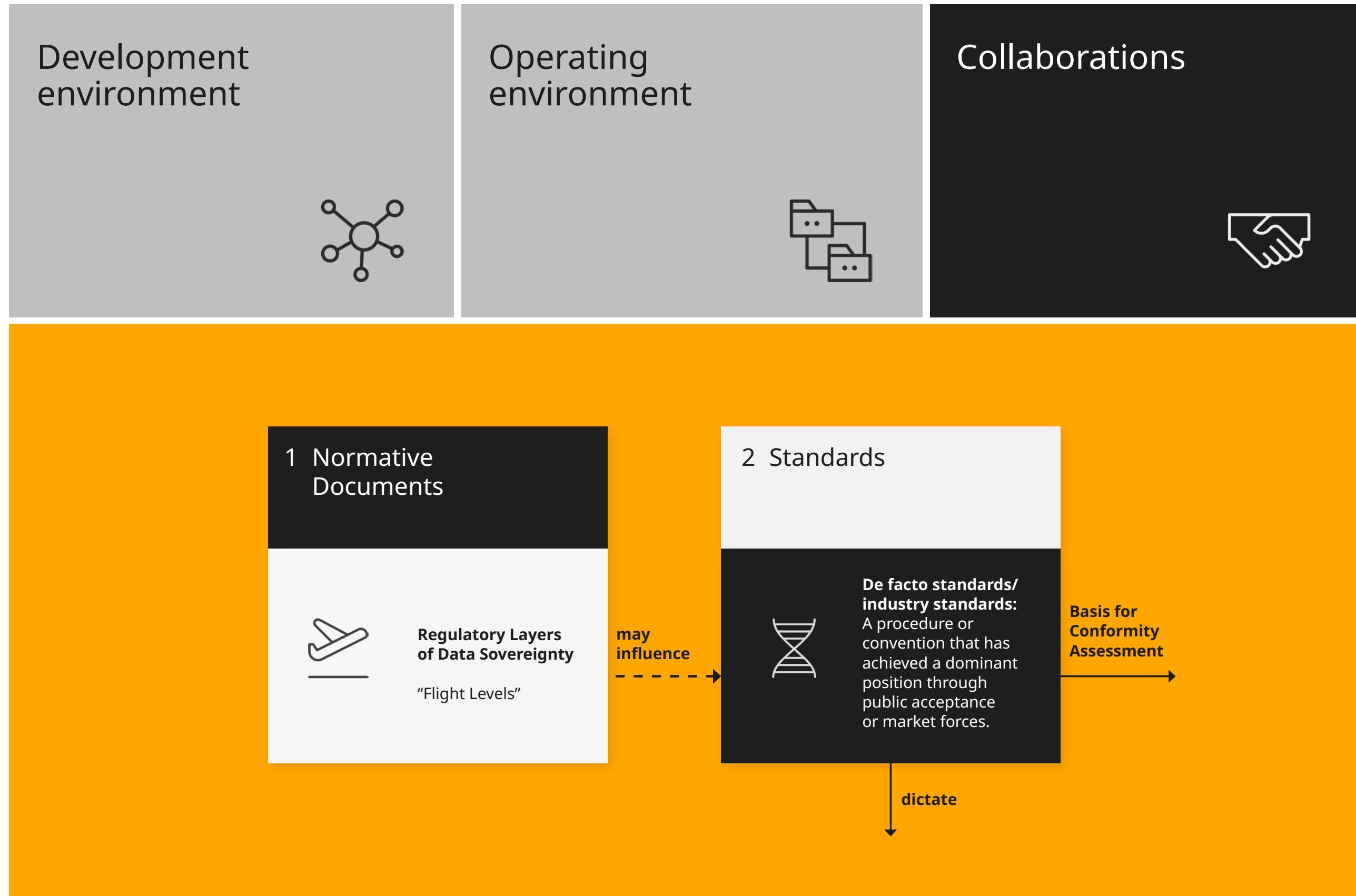


CX Gray



white

Examples



2.8 Social media

2.8 Social media

Basics (1/2)

Templates are available for these types of social media posts:

- Event announcement (16:9)
- Image and documentation (1:1 and 16:9)
- Image/copy (1:1 and 16:9)
- Copy (1:1)
- Info graphic (1:1)

Logo

- Logo placement in one of the four corners
- Use of logo without claim
- Logo color: see chapter 2.1
- Partner logos are only mentioned with copy.
For exceptions, see Page 24
- Do not use the logo if you are using a signet or on documentary images
- Logo is always placed in the area reserved in the template

Grid

- Colored areas and images are aligned with a grid for diverse layouts. This is integrated into the template. Areas and images can be realigned according to the guide lines.
- For more variety and other effects, the areas can be interrupted.

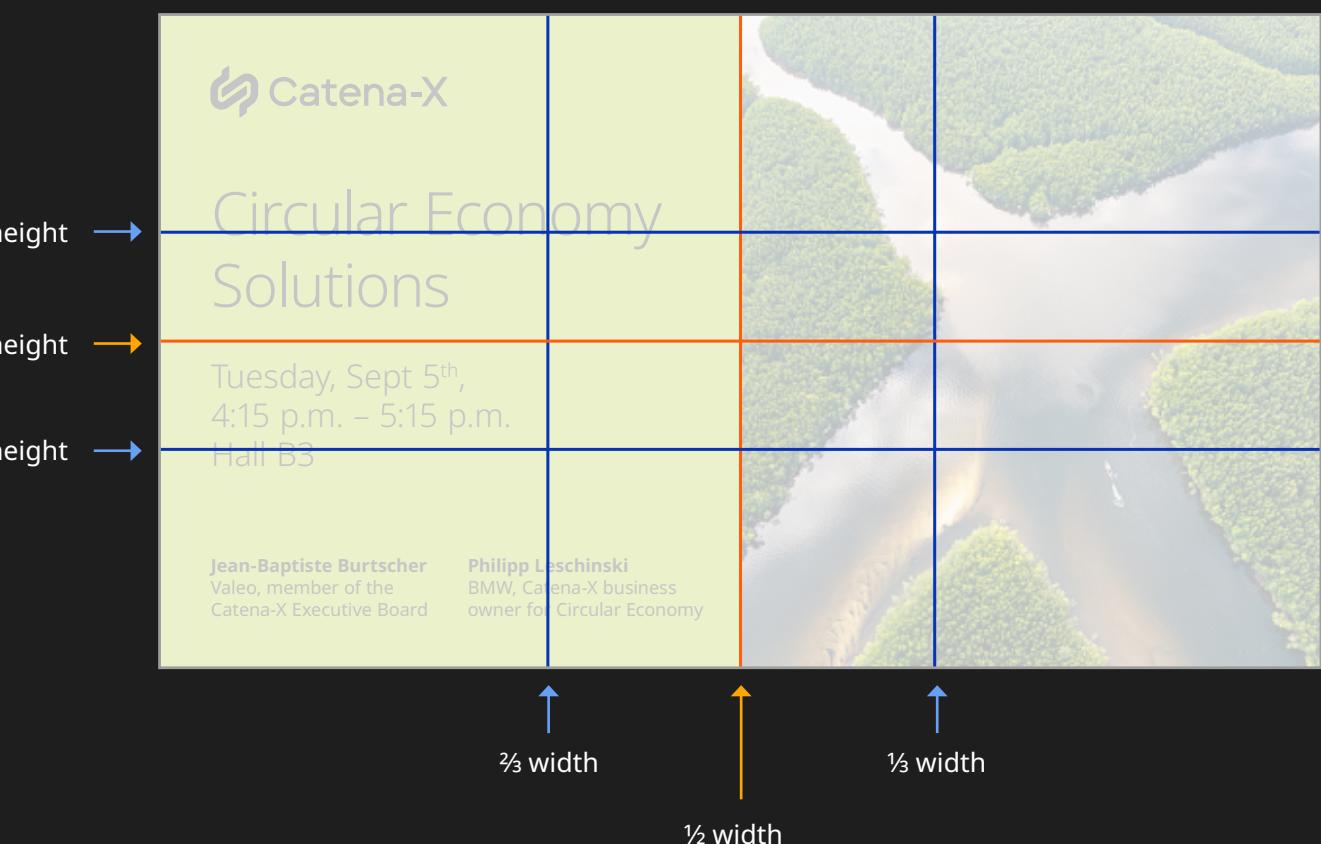
Format 16:9
Copy area and logo placement



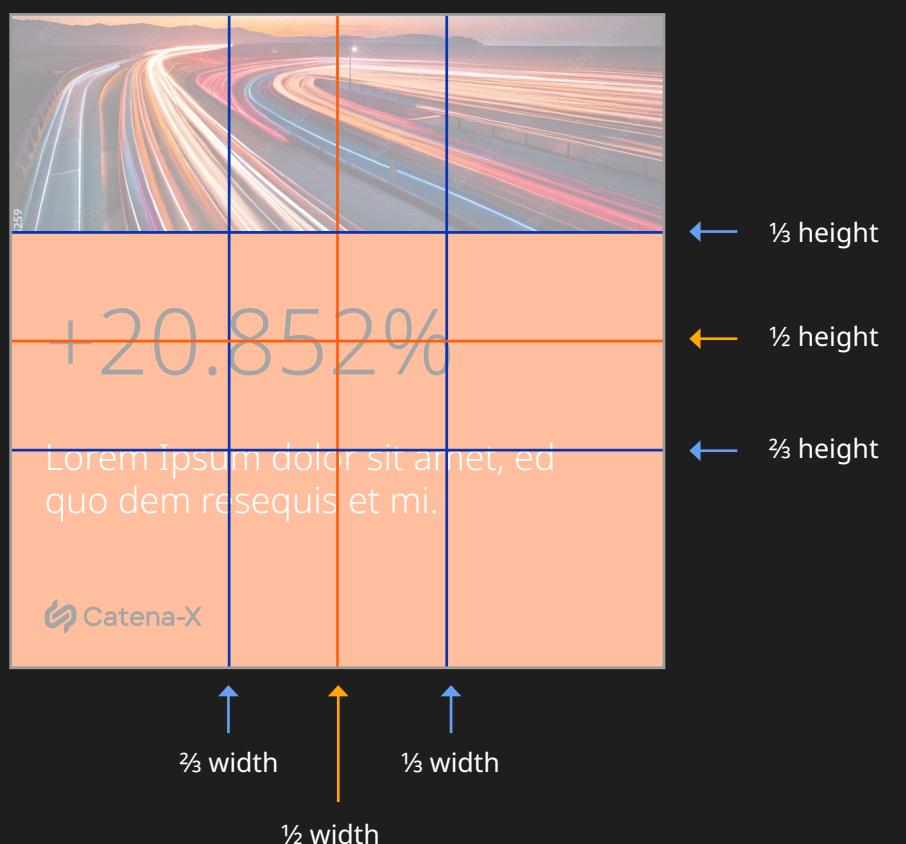
Format 1:1
Copy area and logo placement



Format 16:9
Grid



Format 1:1
Grid



2.8 Social media

Basics (2/2)

Copy

- Center the copy vertically
- No copy-image overlay. Maintain sufficient distance to other objects
- Format 16:9: Minimum font size is 30 px/pt. Headline font size is Noto Sans Light 55 px/pt
- Format 1:1: Minimum font size is 40 px/pt and headline font size is Noto Sans Light 65 px/pt
- Copy is always placed in the area reserved in the template

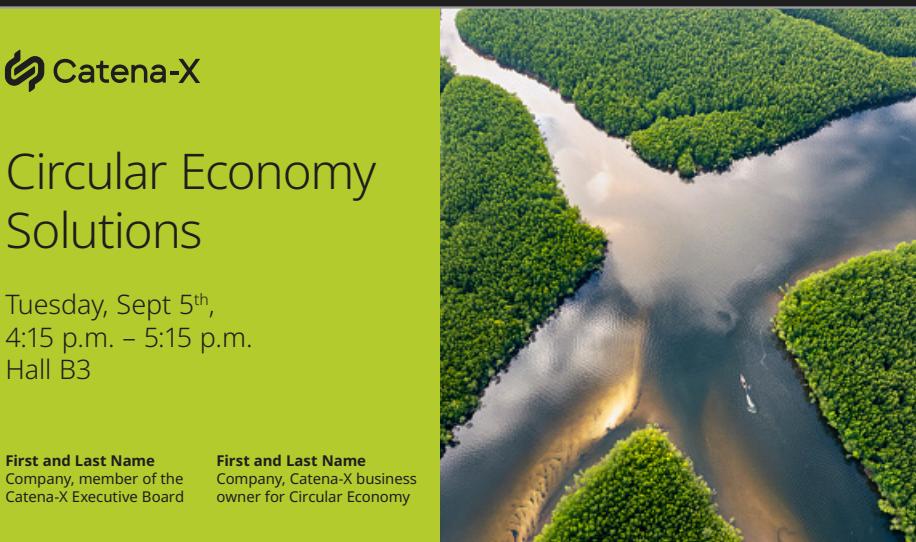
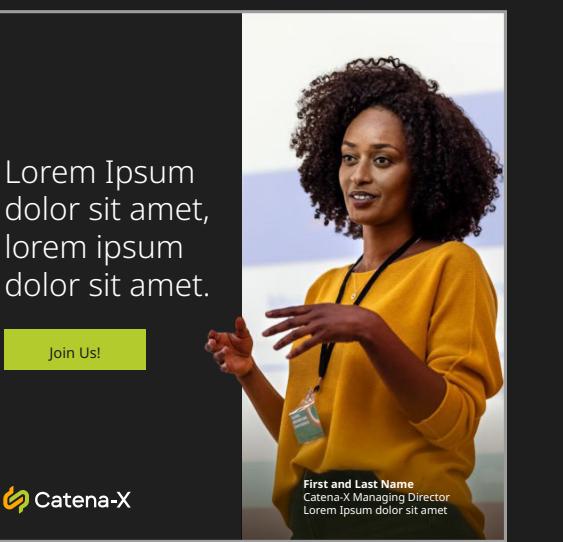
Colors

- 75% of the posts should be in primary colors (CX Gray, CX orange, and CX Green)
- 25% of the posts should be full-surface in secondary colors possible

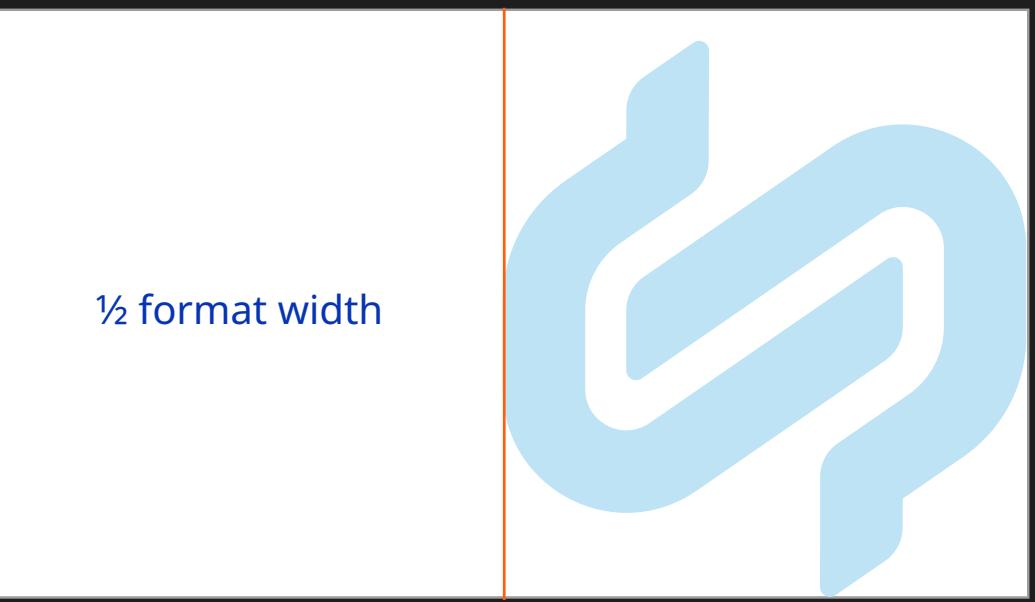
"Chain" element

- When using the "Chain" element, it can be between $\frac{1}{2}$ and $\frac{2}{3}$ of the width of the format surface
- Color: see Page 39
- Positioning as shown (right)

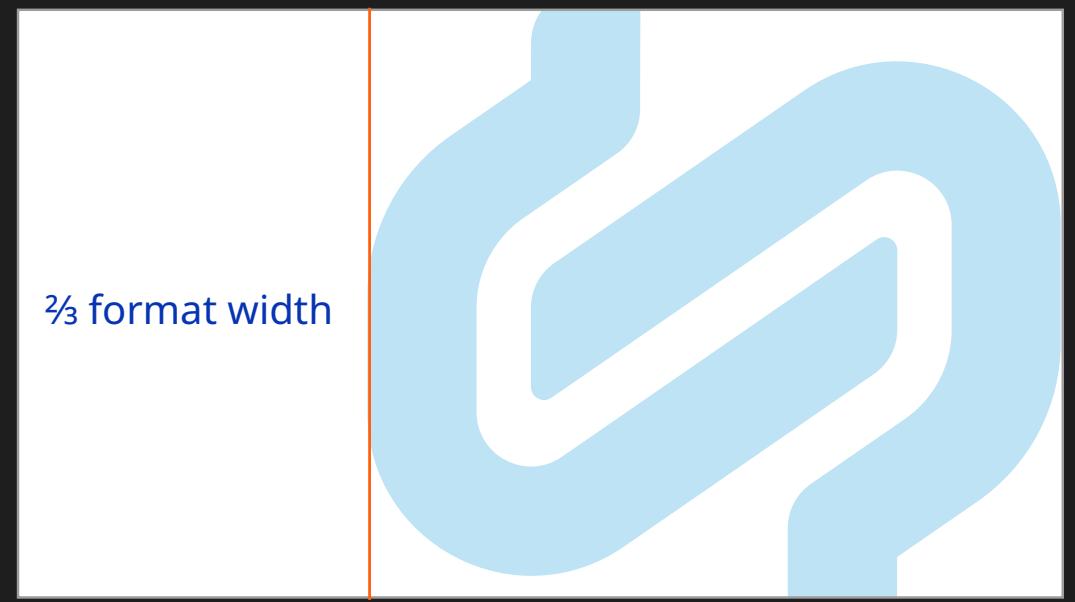
Colors and copy



Large "Chain"



Minimum format width

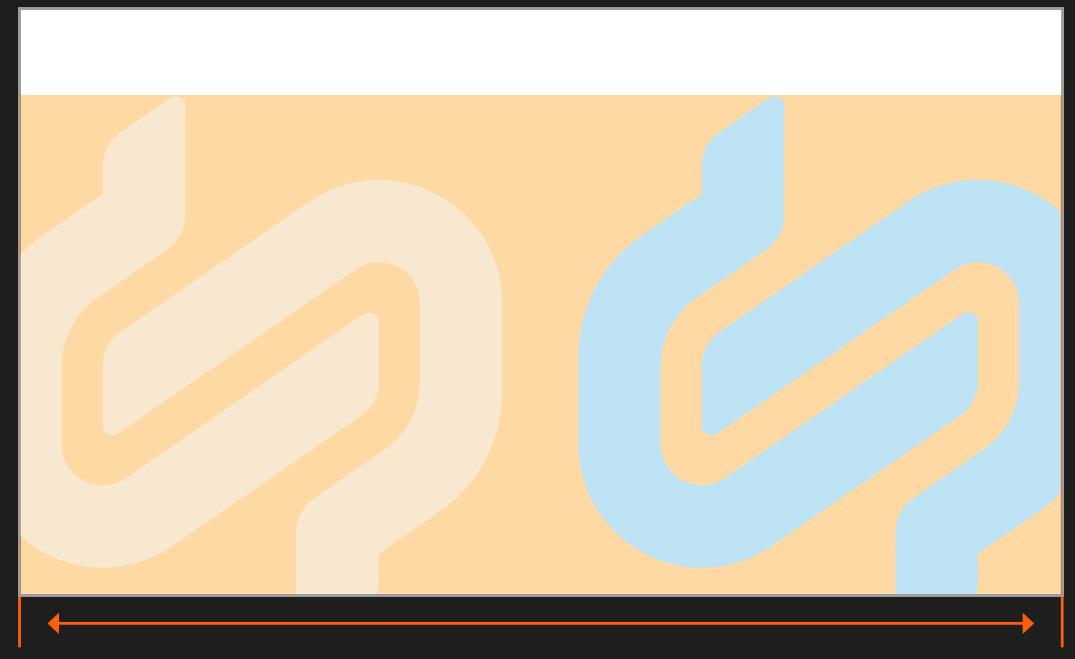


Maximum format width

Placement "Chain"



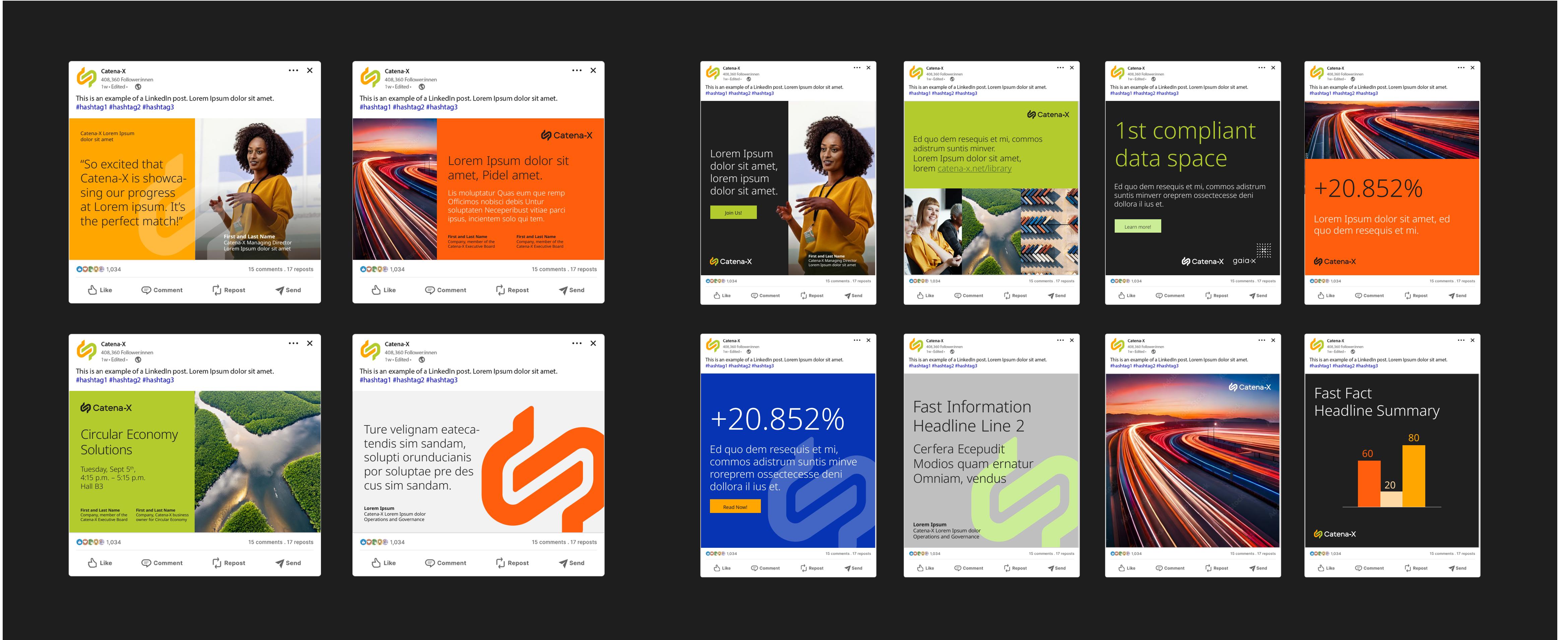
Placement in lower right corner



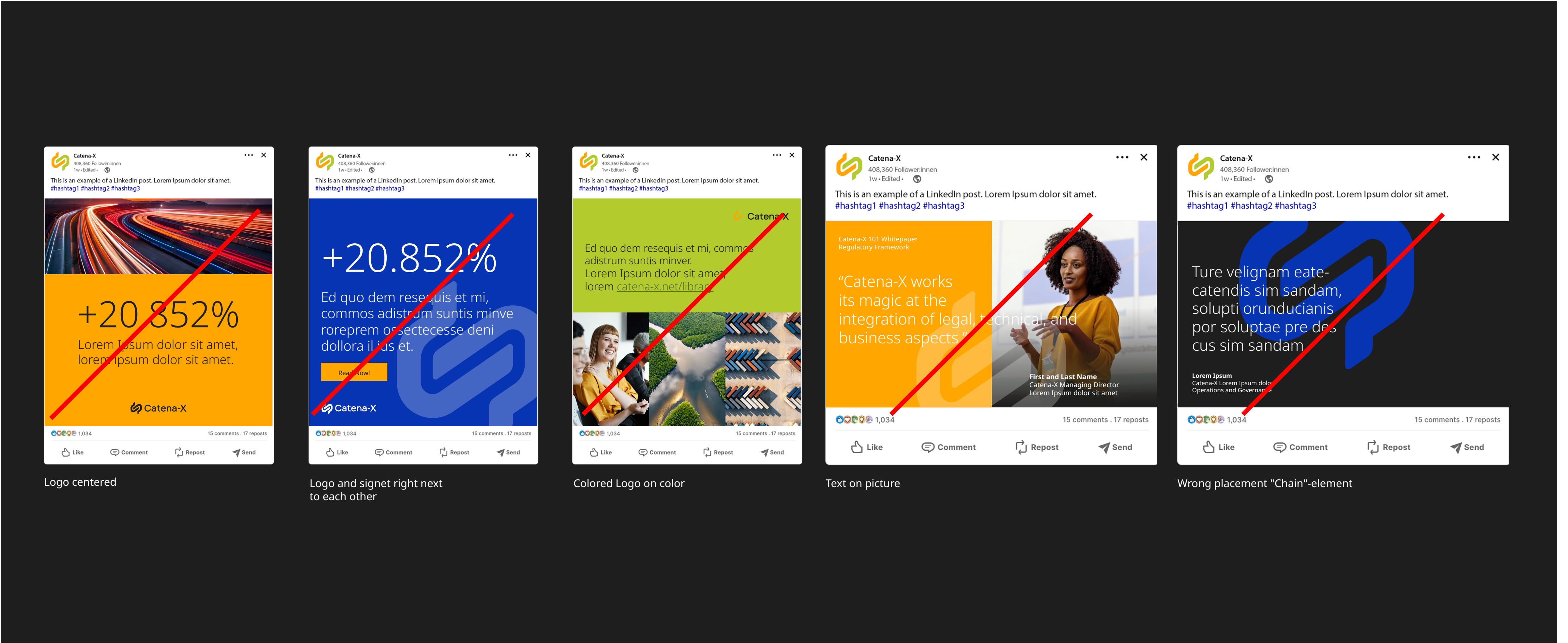
Variable positioning within the marked area

2.8 Social media

Examples



Don'ts



3 Tone of voice

The linguistic identity of Catena-X

3. Tone of voice

The linguistic identity of Catena-X

Catena-X is complex. This makes it even more important to communicate clearly and consistently with all our audiences.

Try to put yourself in the shoes of your audience: What drives them? What do they know? What don't they know? Use relevant language that makes them feel at home, and curious to know more.

In Chapter 1, we introduced our values: **honesty, trust, transparency, confidence, and radical collaboration**. This is our brand, and this how we speak. In all channels. With one voice.

We want to be recognized and grow the awareness of our brand. By following these guidelines, we aim to make our complex ecosystem easily understandable and more attractive and accessible.

Honest
Trustworthy
Transparent
Confident
Collaborative

3. Tone of voice

3.1 Principles

#1 Be concise.

Say what is important briefly, but comprehensively.

#2 Be your audience.

Understand what your target group needs to hear and tell them clearly what you are offering.

#5 Be personal, but appropriate.

We are a global organization, a network of peers radically collaborating with each other. Address your audience in the most culturally appropriate and friendly way possible. We strive to use language that is free from bias. We support diversity, equality, and inclusion at all levels.

#3 Be easy to understand.

Keep your sentences short and use the active voice where possible. Avoid redundancies. How does it sound when you read it out loud?

#4 Be the brand.

Transport your ideas in a way that reflects our mission and values.

#6 Be clear.

Our Operating Model whitepaper is the standard when choosing terminology to describe our internal processes, technologies, and services. It's in the [library on our website](#) ↗

#7 Be correct.

All languages have style guides for grammar and usage. We use American English, and we like the Chicago Manual of Style. Choose one for your language and use it consistently.

3. Tone of voice

3.2 The language of Catena-X
in social media

Social media is competitive, which means your writing has to attract attention, stimulate the reader's curiosity, and be informative to be successful. While following the linguistic principles in chapter 3.1, keep in mind that social media is, well, social. What we share on social media should be exciting content, and it should be described as such. Keep your sentences as short as possible, don't be shy, and think twice about your headline.

#1

Well-written plain text goes a long way. So think it through: **what's** the point of the post, and **how** will it benefit those who read it?

#2

Headlines can be more effective when you use statistics, **quotes**, **questions**, **compelling statements**, or **humor**.

#3

Tell a story with a **beginning, a middle and an ending**. Readers respond to shared experiences.

#4

The **paragraph break** is your friend. No one likes to read a wall of uninterrupted text.

#5

If you ask a question, ask also for **answers** or **other viewpoints** **in the comments** to increase your chance of trending.

4 Additional information

All the information about the brand Catena-X including this manual and other assets can be downloaded in the Catena-X Member space:
Folder "[Communication Materials](#)" ↗

Notes on using Catena-X brand assets

The development of the catena-X brand is an ongoing process. It will take some time. This document and other assets will be updated as we continue to evolve. New assets will be developed. Please make sure you are always using the most current version available in the Member space.

Communication that pre-dates the creation of this brand governance manual will co-exist until they are able to be updated.

5 Contact and imprint

For questions about the brand Catena-X, please contact:

Anja Misselbeck

Managing Director for
Membership, Transfer and
Office Management
Tel: +49 30 5360 7799
info@catena-x.net



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Catena-X

Your Automotive Network