

DataCite

Design manual

November 2021
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About this manual

An organization's design represents its identity. The purpose of this document is to provide guidelines for the use of DataCite design elements such as our logo, colors, and fonts to highlight our identity and make it recognizable to our community at all times.

An organizational design is essential for a consistent visual experience of DataCite's services and products. It is also important because it represents DataCite's identity, mission, and values. We therefore encourage you to follow the guidelines of this design manual.

Please contact us at info@datacite.org if you have questions about how to apply these guidelines.

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About DataCite

DataCite is a global non-profit organisation that provides persistent identifiers to connect research and identify knowledge.

DataCite's services enable its member organizations and their affiliated researchers to make their research outputs persistently available, visible, and citable.

As a robust, sustainable, and community-driven open science organization, DataCite improves scholarly communication and traceability of research.

Our values

Reliability

We develop and support reliable persistent identifier services.

Transparency

We make transparent decisions and engage openly with the community in all that we do.

Trust

We seek to be a trusted partner for our members and other community stakeholders by delivering services that uphold community principles.

Inclusivity

We support a global community and value diverse perspectives.

Tone of voice

DataCite's tone of voice reflects its character as an open science organization. We communicate openly with the community to ensure that we remain accountable. Trustworthiness and reliability are the foundation of DataCite's relationship with its members and the PID community. As a member-driven non-profit organization we serve the goals of our members and address them in a respectful and sincere manner.

CHAPTER 1

DataCite logo

DataCite logo

DataCite primary logo

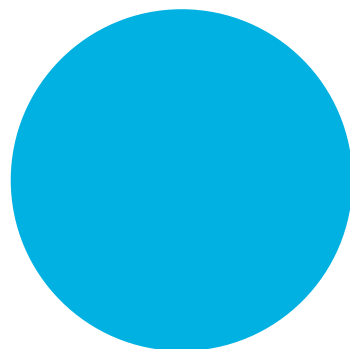
The logo is the most visible element of our identity, a universal signature across all DataCite communications. It is a guarantee of the quality that unites all of our work. Because the logo is such a recognizable and highly visible asset, it is vital that it is always applied consistently wherever it appears.

Elements of the DataCite primary logo

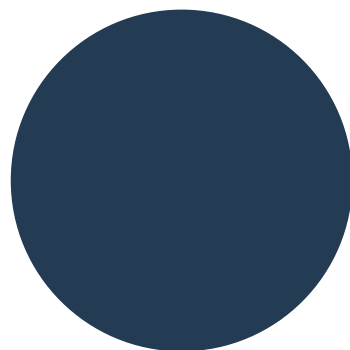


Logo font & colors

Barlow is a slightly rounded grotesk type family with a digital character. As the word “Data” is the main element, it has a higher font weight as “Cite”. The light blue is the active color, that highlights “Data” and emphasizes the first part of the wordmark.



Primary light blue
#00B1E2
R0 G177 B226
Pantone 306 C
C78 M0 Y6 K0



Primary dark blue
#243B54
R36 G59 B84
Pantone 7546 C
C94 M72 Y40 K35

DataCite

Barlow bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Barlow regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary logo – clear space & minimum size

Clear space is generated on behalf of the logo height x 3. The protection zone is the area around the logotype that must be free of any text or imagery.



Construction



Clear space



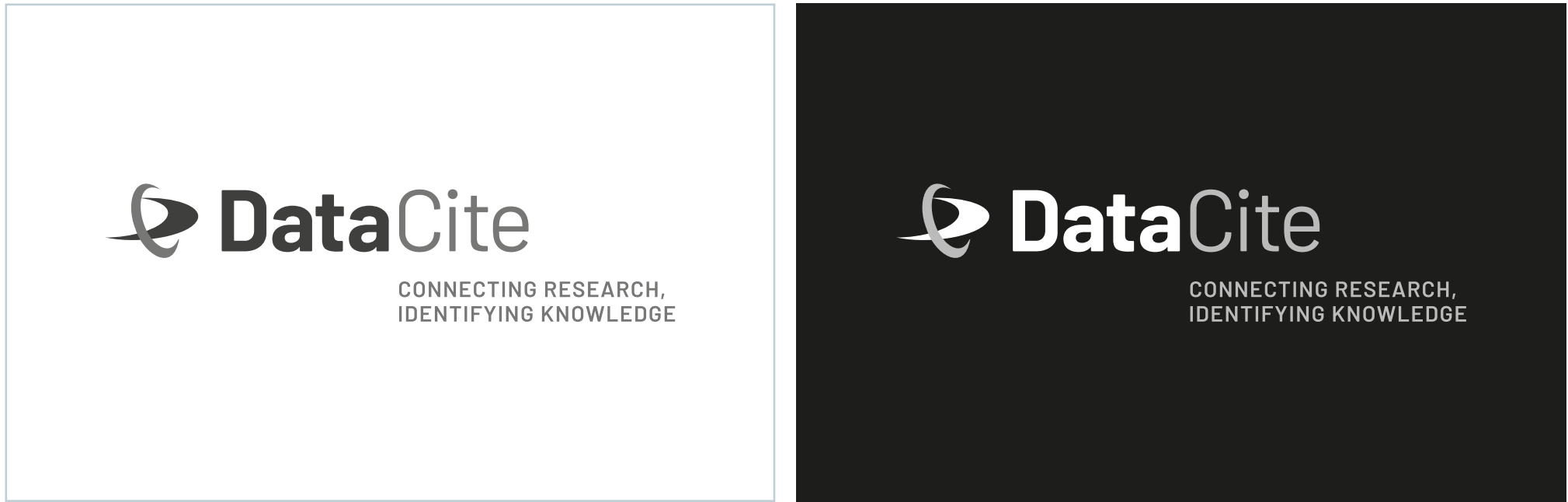
Minimum size



DataCite logo

Primary logo – variants

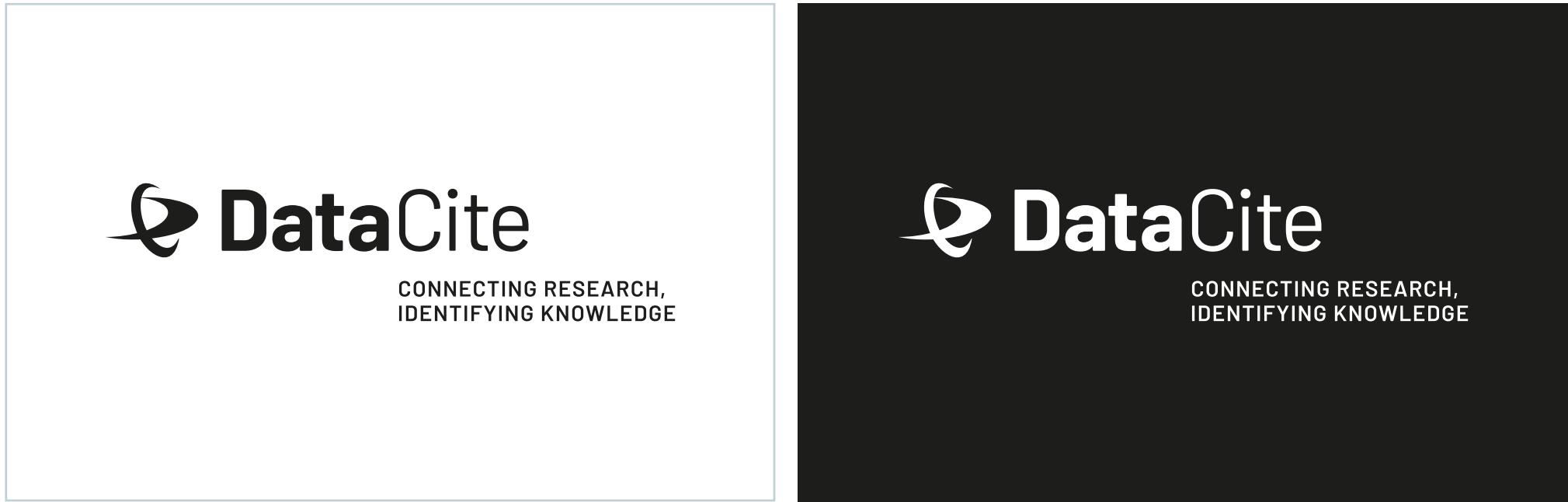
Grayscale versions



Bi-color versions (only use on primary colors)



B&w versions



Alternate DataCite logos

The alternate logos should be used if the primary logo size makes it impossible to read the claim (screen below 60px height, print below 5cm width) or if the space is limited.

Secondary logo



Stacked logo



Schwoop



Secondary logo

Clear space is generated on behalf of the logo height x 3. The protection zone is the area around the logotype that must be free of any text or imagery.



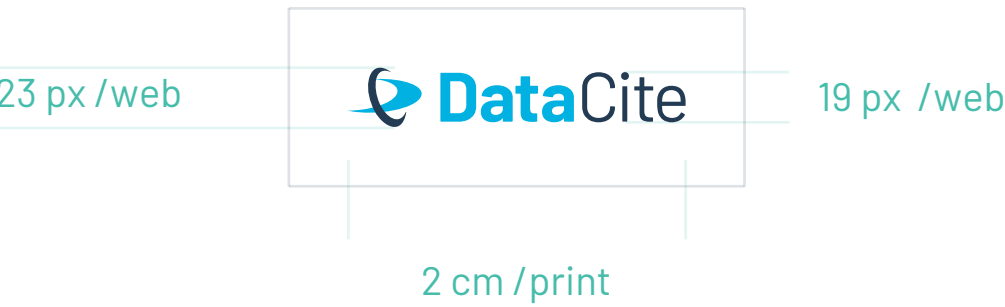
Construction



Clear space



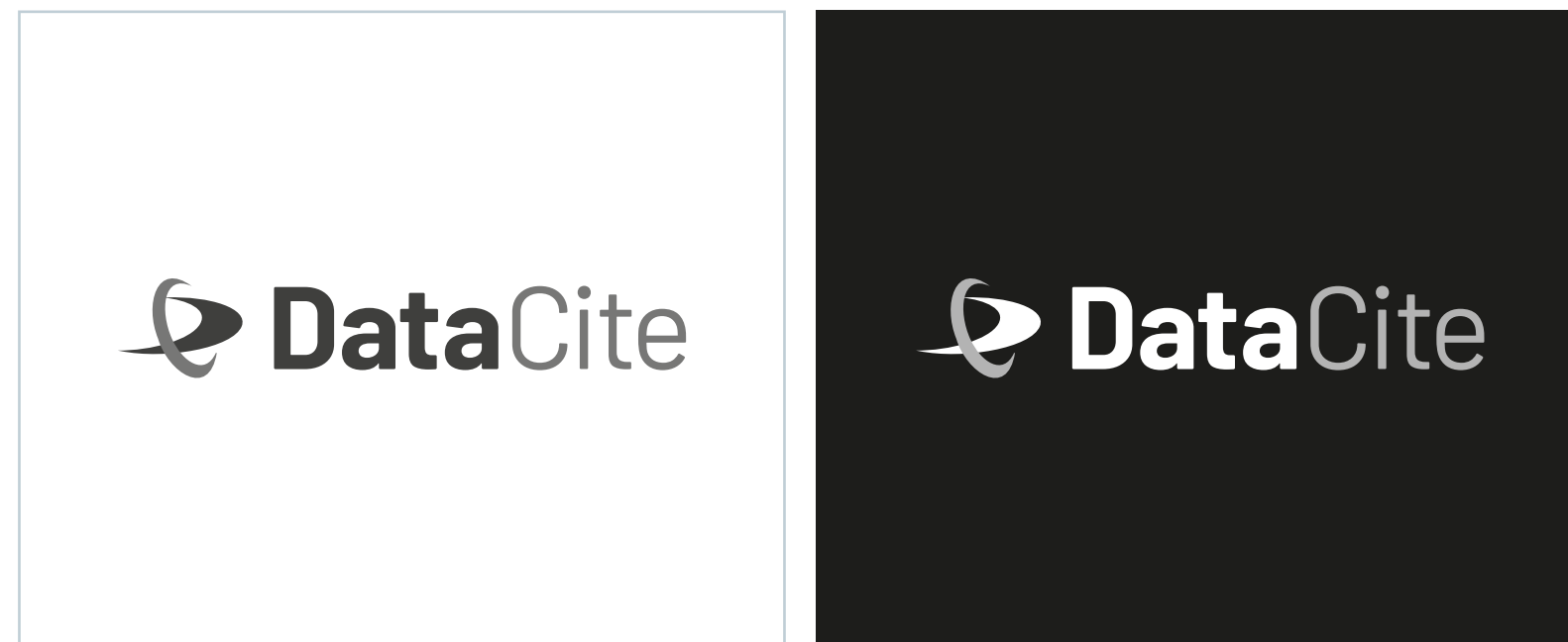
Minimum size



DataCite logo

Secondary logo – variants

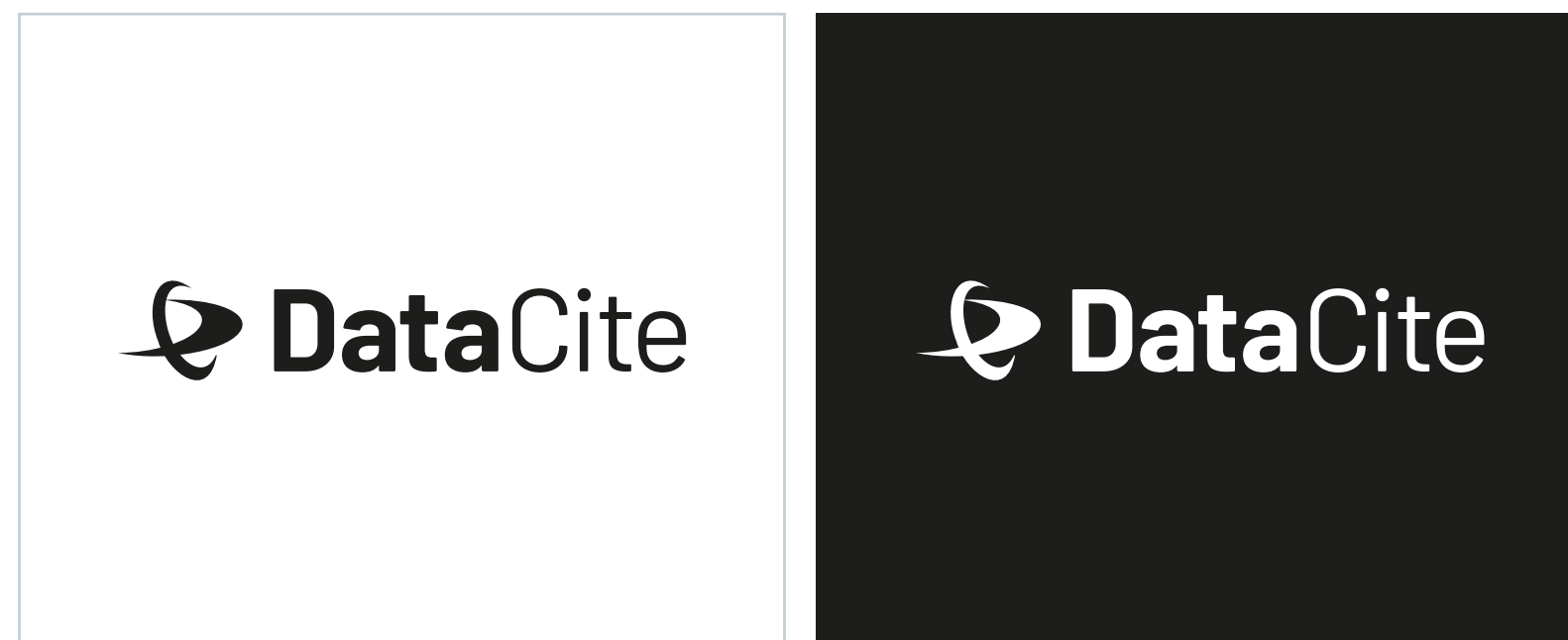
Grayscale versions



Bi-color versions (only use on primary colors)



B&w versions



Stacked logo & Schwoop

Clear space is generated on behalf of the logo height x 3. The protection zone is the area around the logotype that must be free of any text or imagery.



Construction



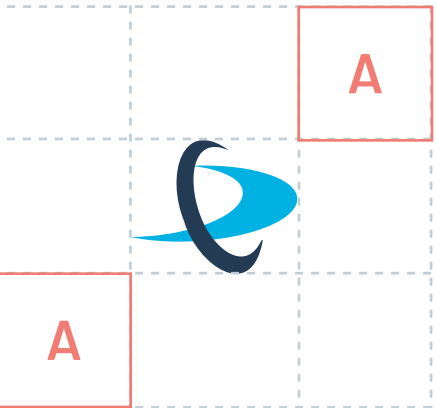
Clear space



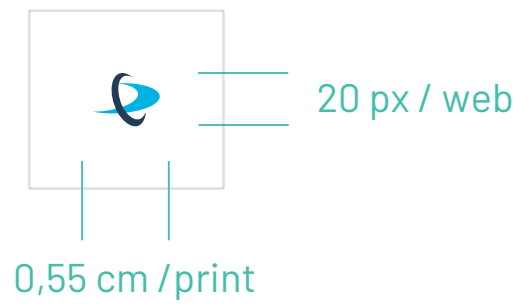
Minimum size



Clear space

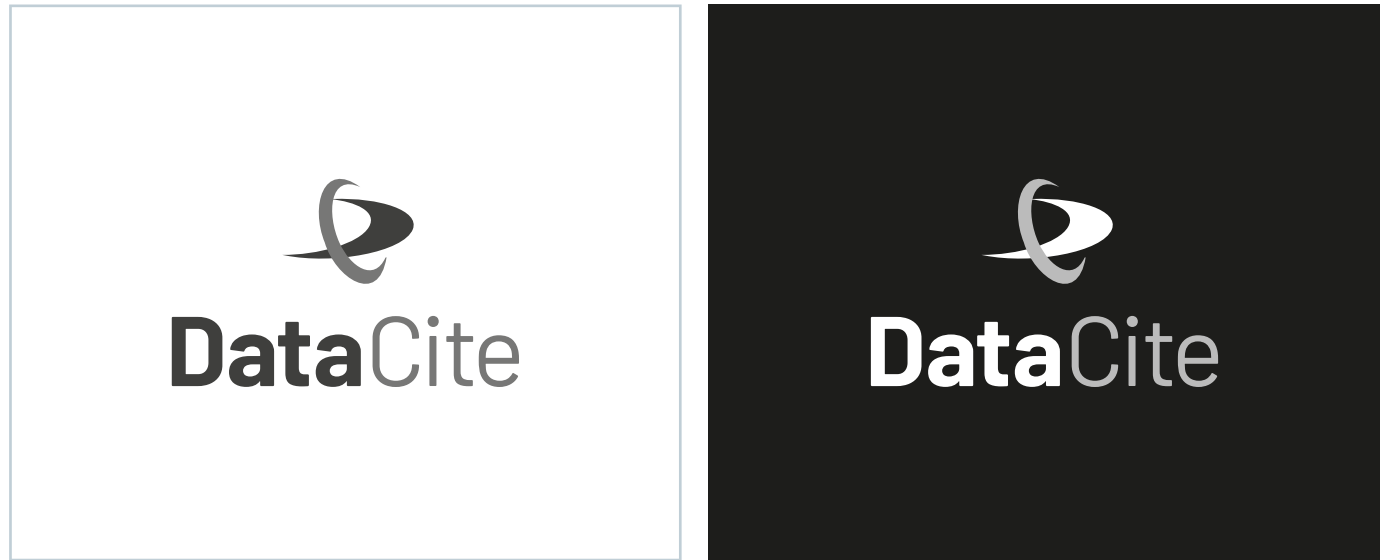


Minimum size

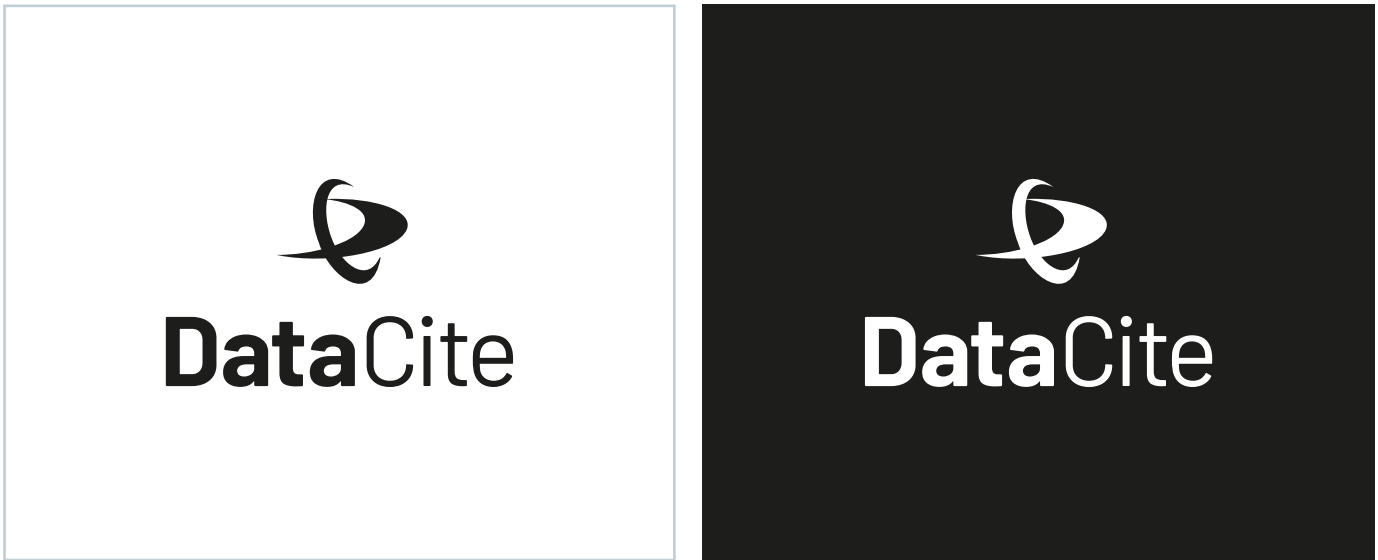


Stacked logo & Schwoop – variants

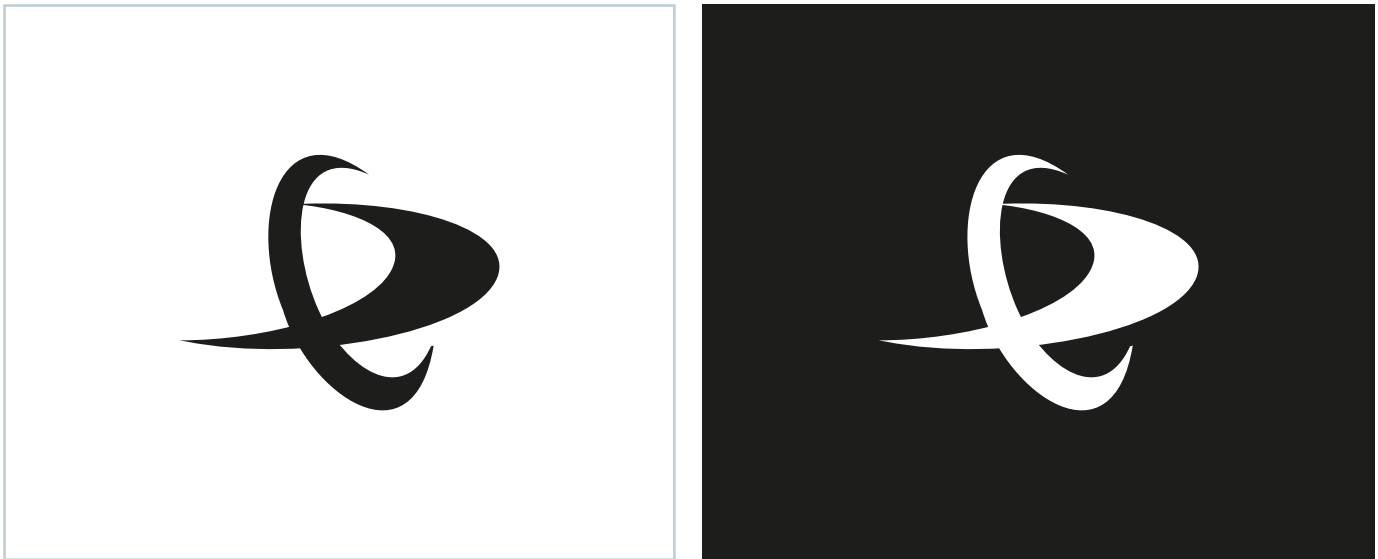
Grayscale versions














B&w versions



Bi-color versions (only use on primary colors)



Logo don'ts

	Do not change the typography or font weights of the wordmark.		Never add an element or descriptor to the logotype.		Do not add a shadow.
	Do not reverse the logotype colors.		The logotype should never be condensed or expanded.		Do not distort the logo.
	Do not re-arrange the logotype elements.		Do not add a border to the logotype.		Never remove the Schwoop from the logotype lock-up.
	Do not change the colors in the two-color logotype.		Do not change the color in the one-color logotype.		

CHAPTER 2

DataCite sub-brands

Sub-brand system

Clear space is generated on behalf of the logo height x 3. The protection zone is the area around the logotype that must be free of any text or imagery.

Construction



Barlow semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Clear space



Minimum size



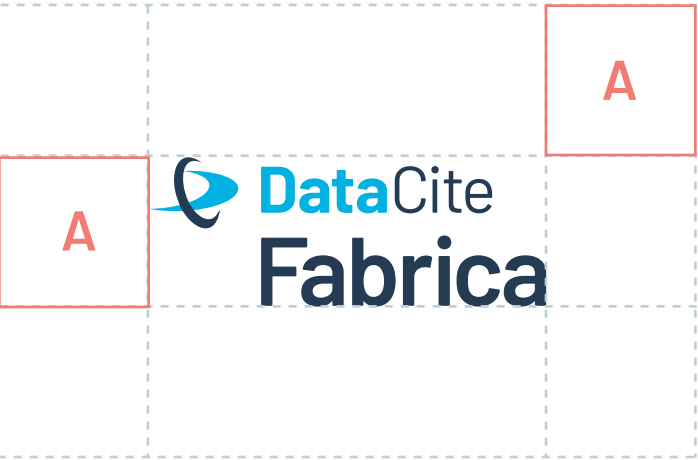
Sub-brands Fabrica & Commons



Construction



Clear space



Construction

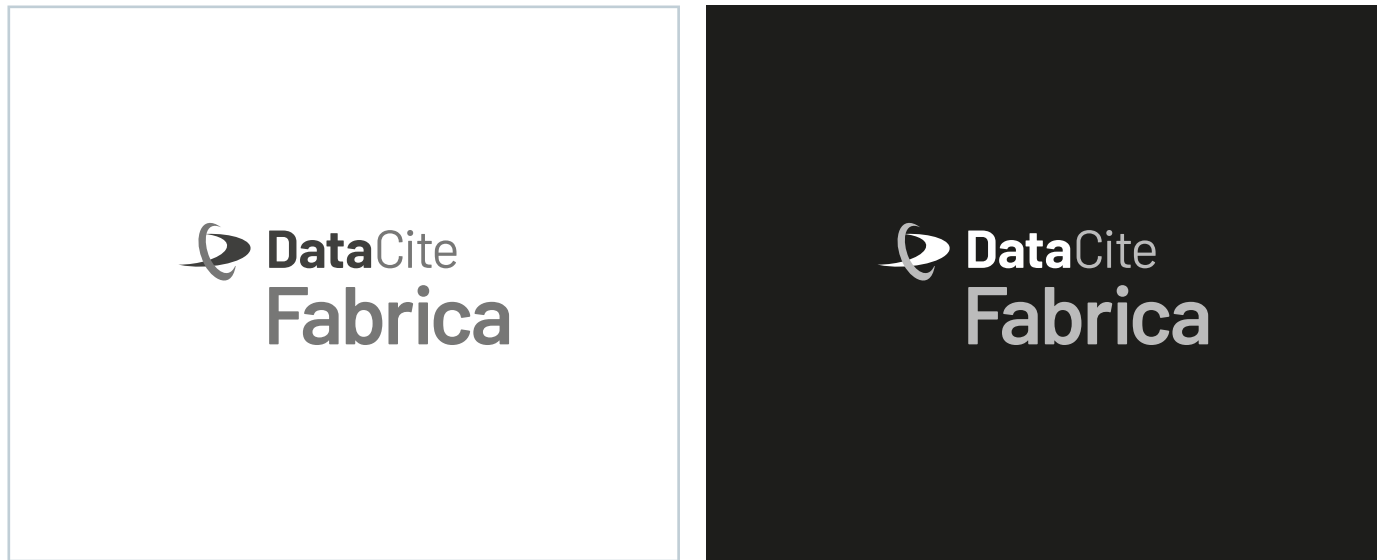


Clear space

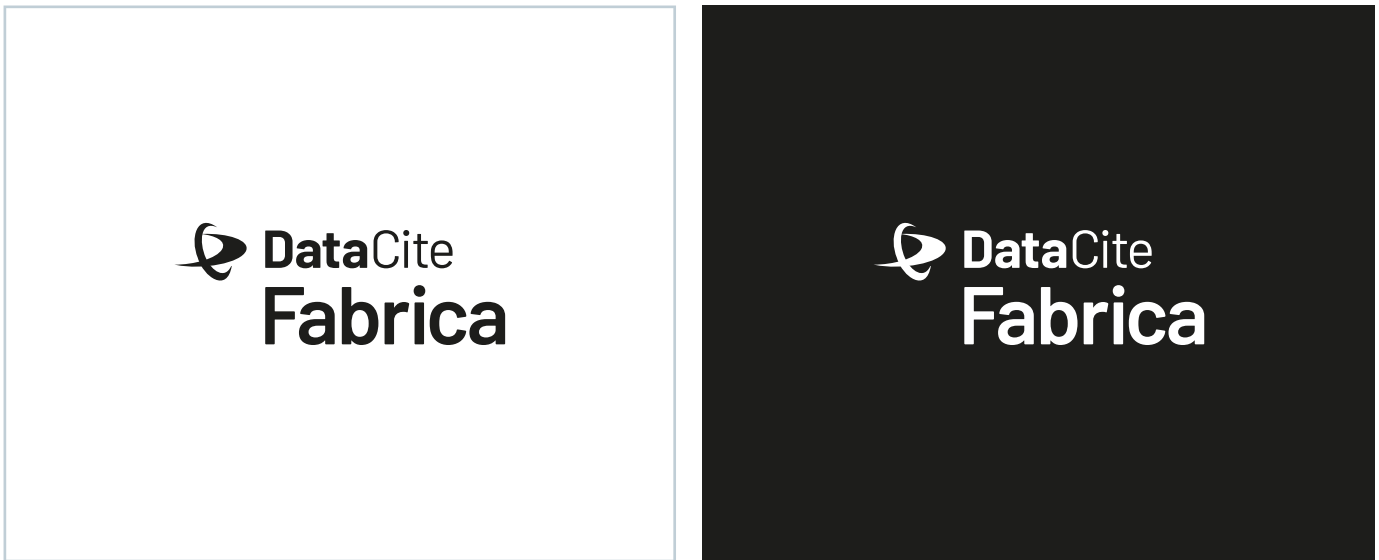


Sub-brands variants

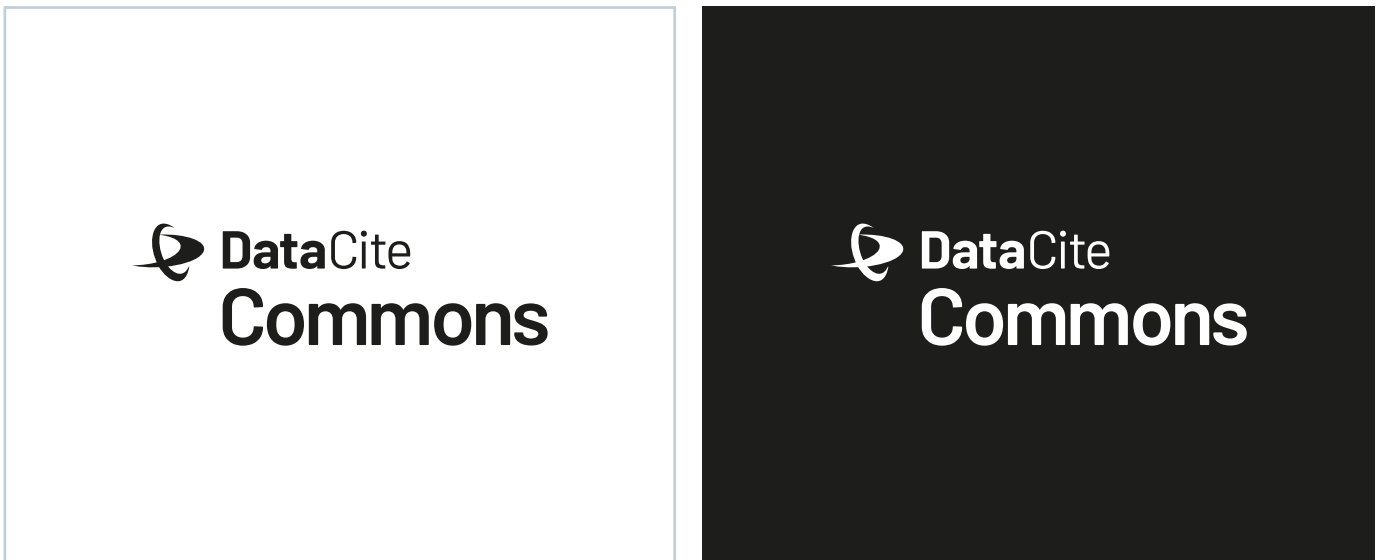
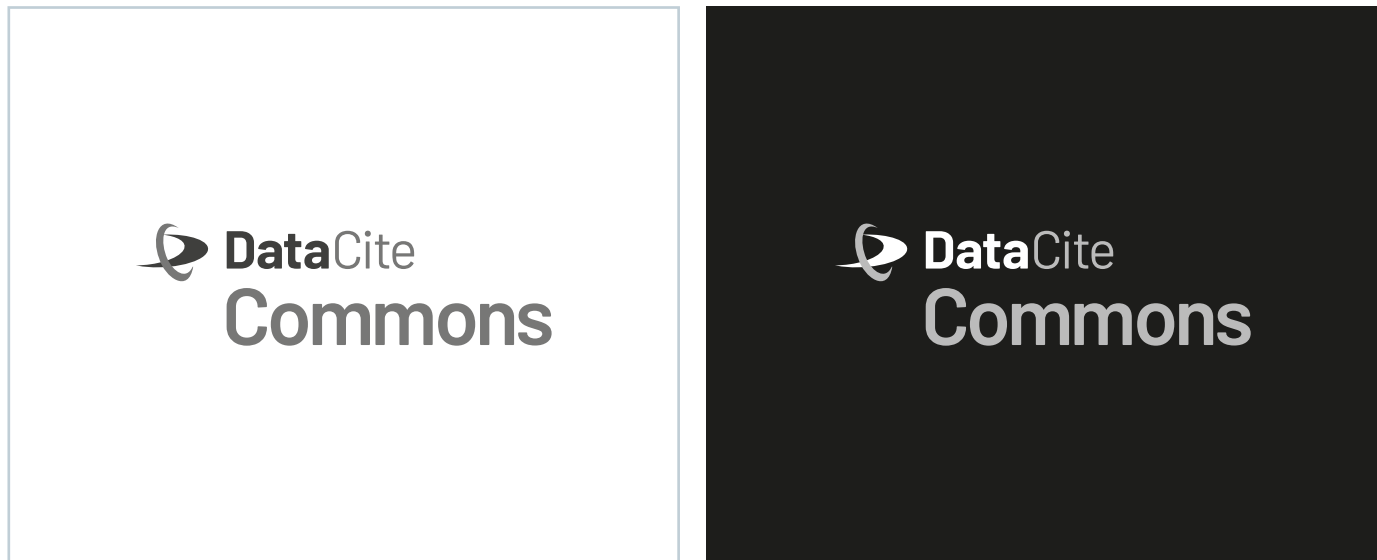
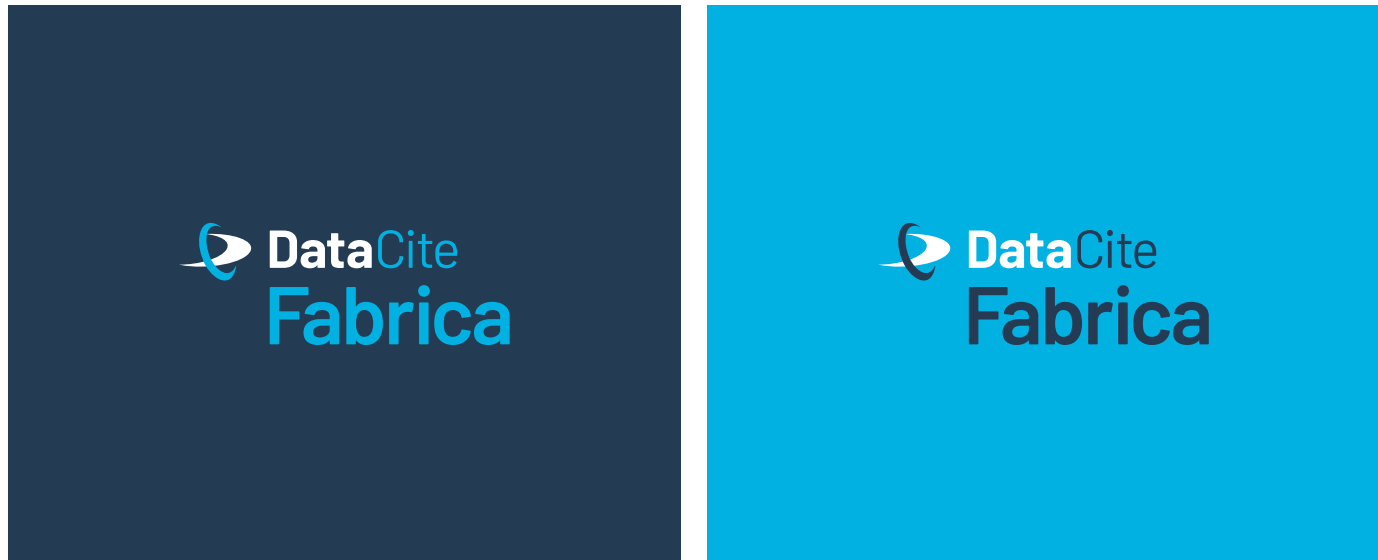
Grayscale versions



B&w versions



Bi-color versions (only use on primary colors)

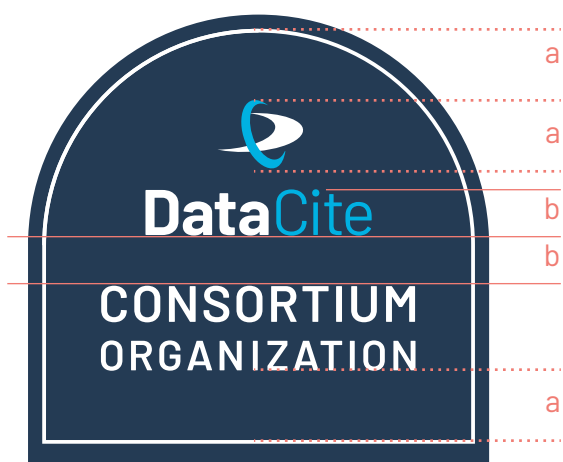
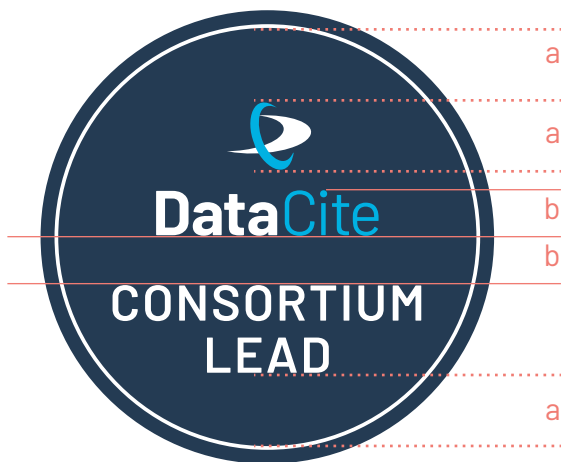
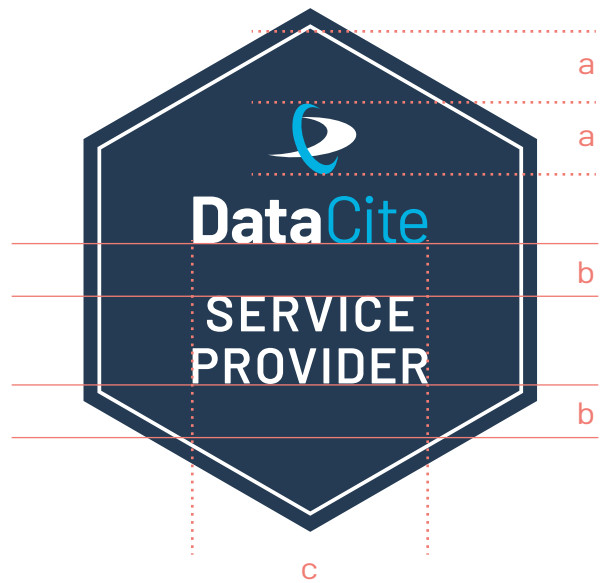


CHAPTER 3

DataCite community badges

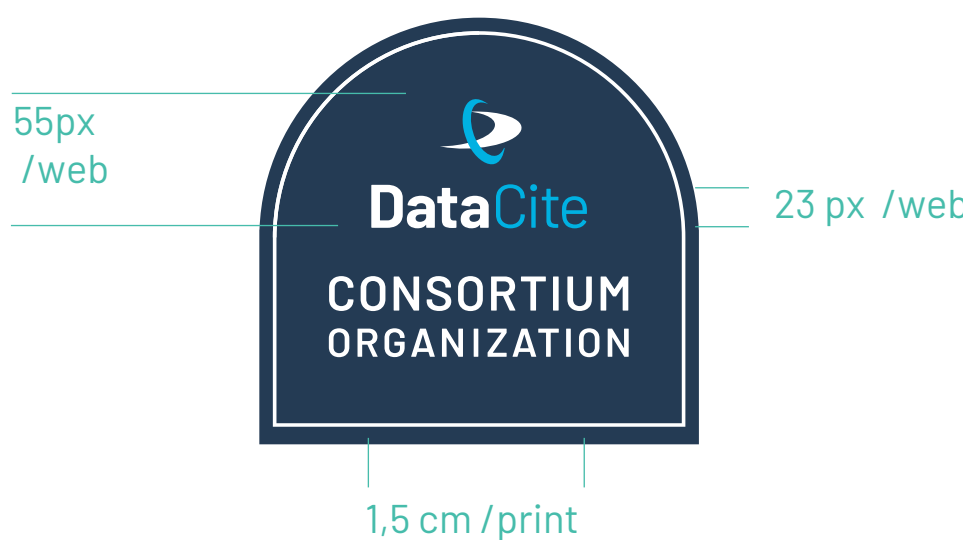
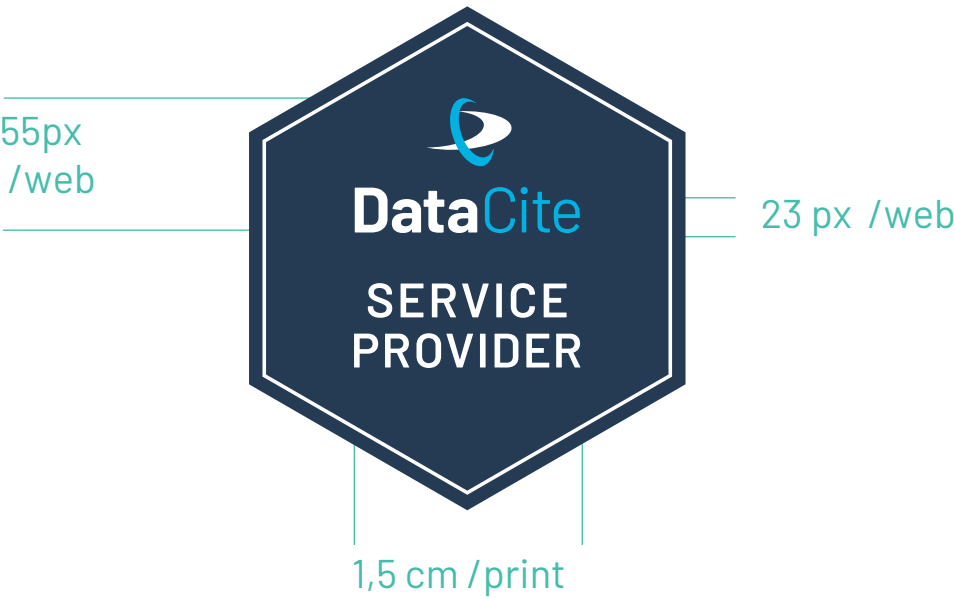
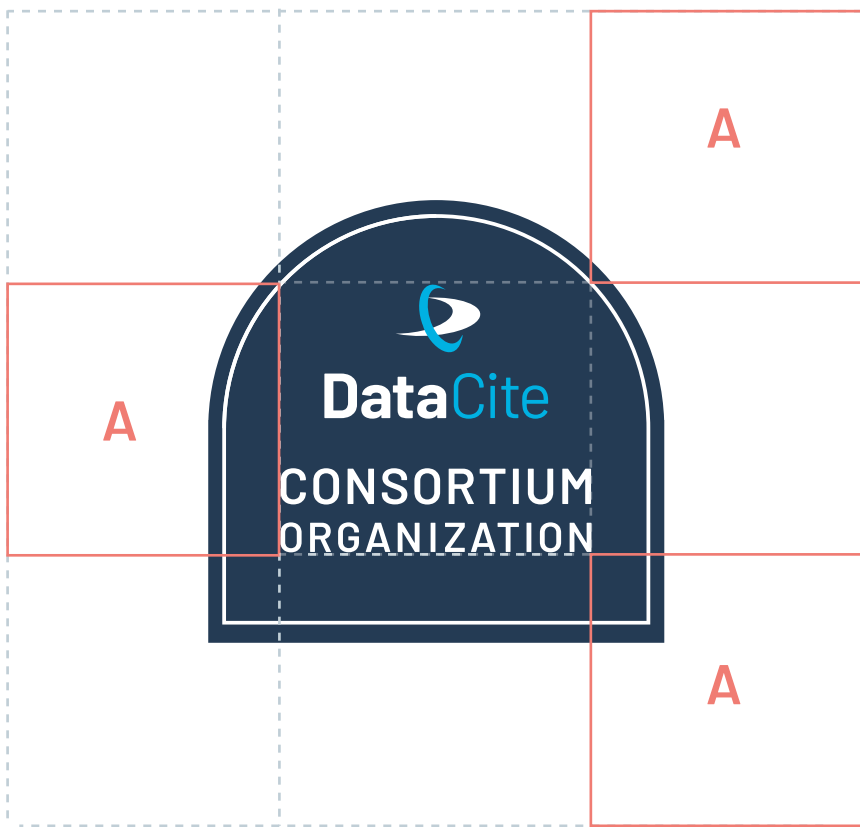
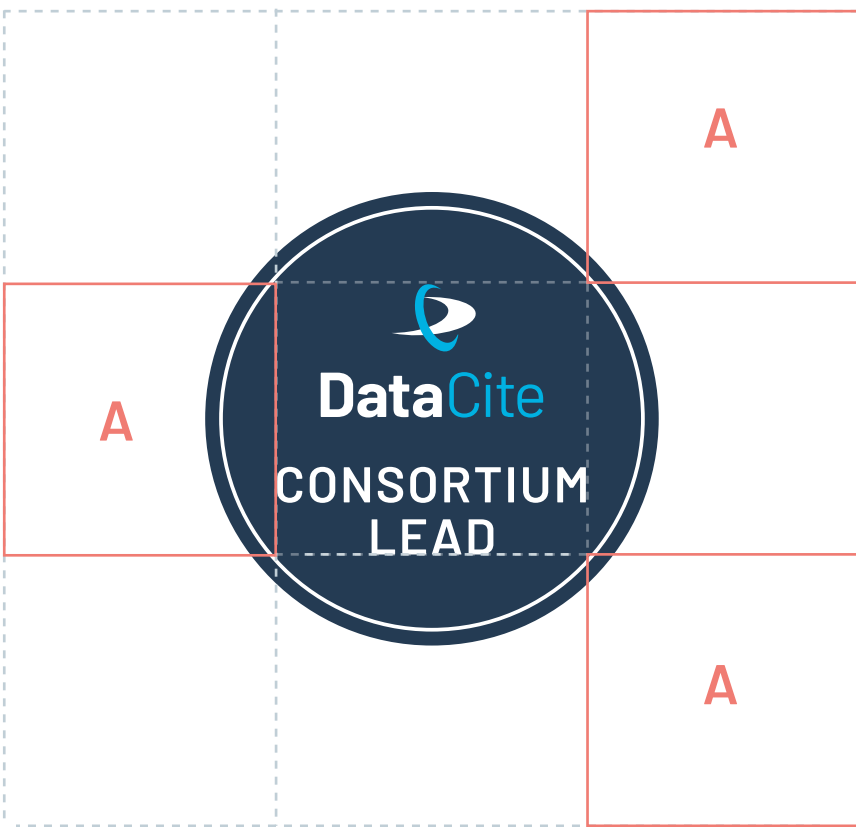
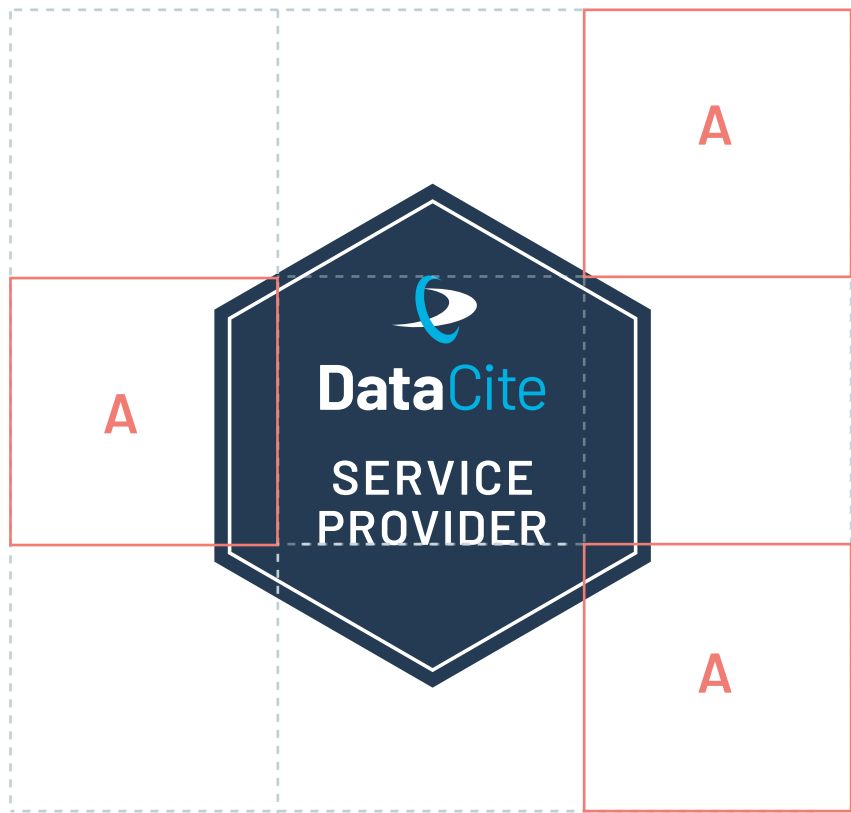
Badge system

The DataCite community badges are meant for use by registered Service Providers, Members, and Consortium Organizations to announce their status. For questions about the use of DataCite's community badges, please contact info@datacite.org.



Badges – clear space & minimum size

Clear space is generated on behalf of the logo height x 3. The protection zone is the area around the logotype that must be free of any text or imagery.



Badges – variants

Standard version (to be used on light & medium dark background tones)



Grayscale version – to be used on dark background tones (not part of the DataCite color scheme)

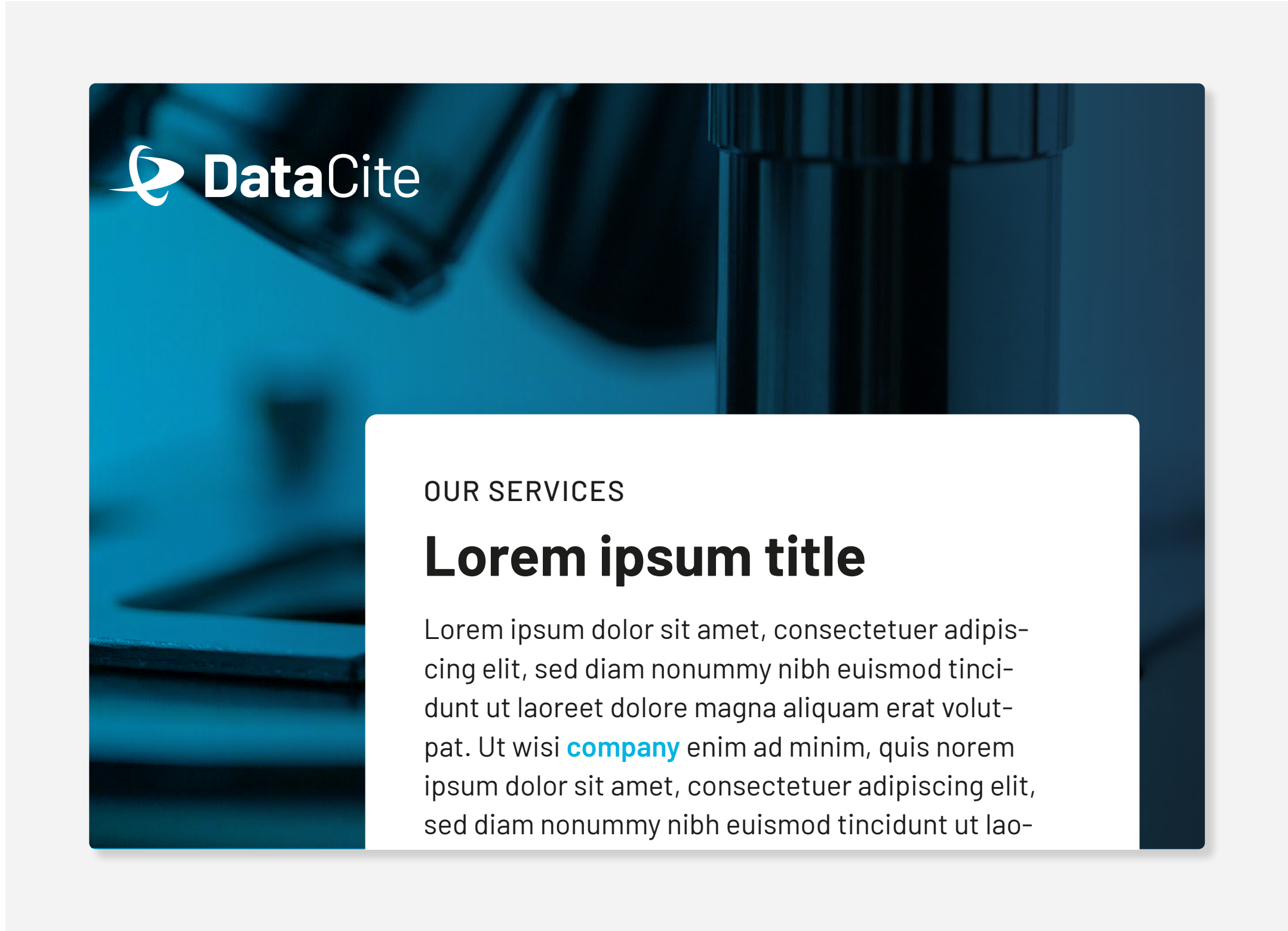


CHAPTER 4

DataCite visuals

DataCite typography – Barlow family

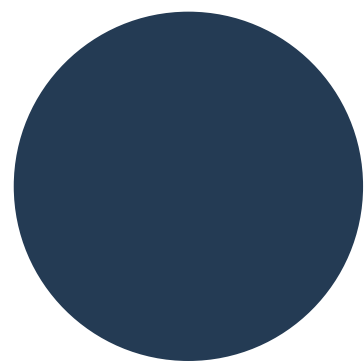
Usage example



- Barlow light
- Barlow light italic*
- Barlow regular
- Barlow italic*
- Barlow medium
- Barlow medium italic*
- Barlow semibold
- Barlow semibold italic*
- Barlow bold
- Barlow bold italic*
- Barlow extrabold
- Barlow extrabold italic*
- Barlow black
- Barlow black italic*

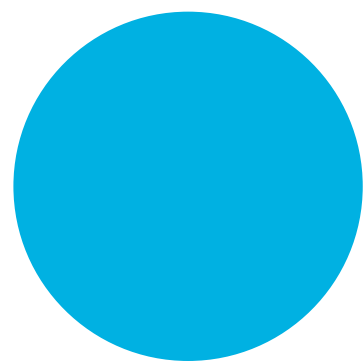
DataCite primary colors

Primary colors



Primary dark blue

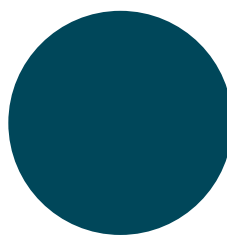
#243B54
R36 G59 B84
Pantone 7546 C
C94 M72 Y40 K35



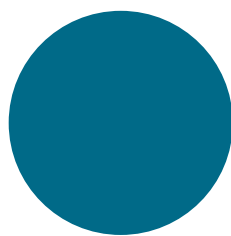
Primary light blue

#00B1E2
R0 G177 B226
Pantone 306 C
C78 M0 Y6 K0

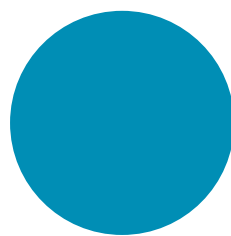
Primary light blue shades & tints



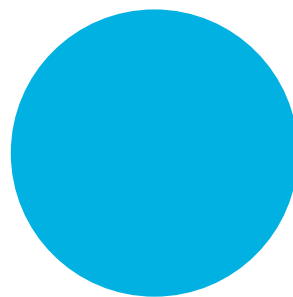
+60%
black



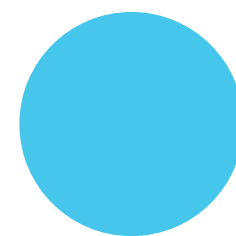
+40%
black



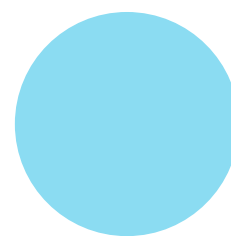
+20%
black



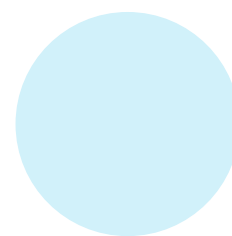
Primary
light blue



+30%
white



+60%
white



+90%
white

Print: Standard small text color



White

C0 M0 Y0 K0



85% Black

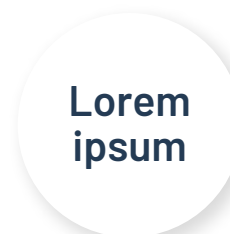
C0 M0 Y0 K85

Screen: Standard small text color



White

#000000
R0 G0 B0



Primary dark blue

#243B54
R36 G59 B84

Screen: Link color



Primary light blue

#00B1E2
R0 G177 B226



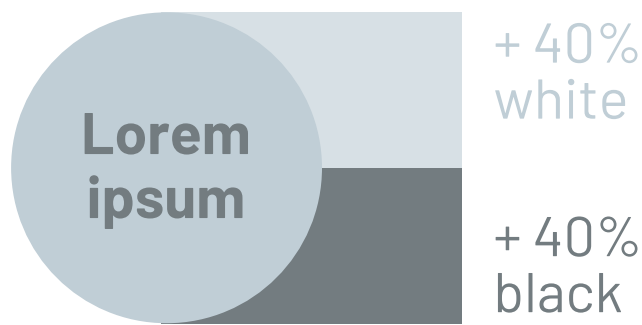
Primary light blue

#00B1E2
R0 G177 B226

DataCite secondary colors

Secondary colors and additional colors shall always be used in combination with the primary dark blue, never on its own. The tints & shades are suggestions and can be varied if necessary.

Secondary colors & shades



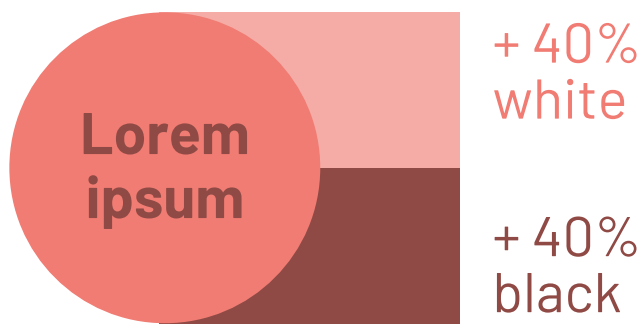
Grey

#C0CED6
R192 G206 B214
C12 M0 Y0 K17



Turquoise

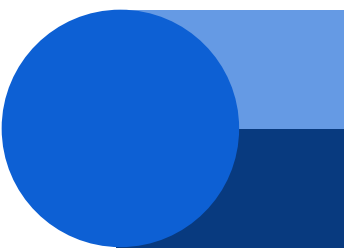
#46BCAB
R70 G188 B171
C65 M0 Y40 K0



Light red

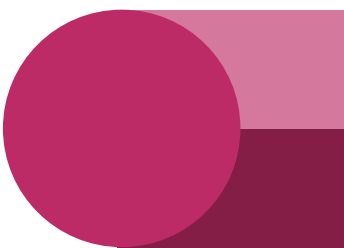
#F07C73
R240 G124 B115
C0 M62 Y44 K0

Additional colors & shades (+ 40% white / + 40% black)



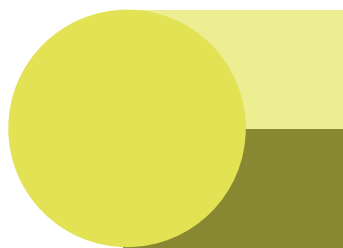
Medium blue

#0D60D4
R13 G96 B212
C85 M55 Y0 K0



Dark pink

#BC2B66
R188 G43 B102
C25 M100 Y20 K0

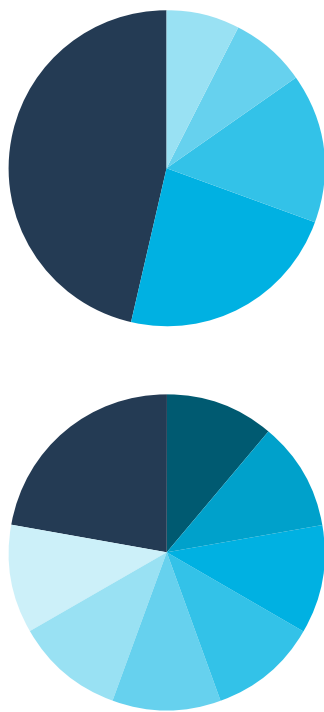


Lime

#E2E254
R226 G226 B84
C20 M0 Y75 K0

DataCite color scheme combinations

These examples show how to combine the colors of the DataCite color scheme in e.g. infographs. The base color for all combinations is the primary dark blue. Additional colors shall only be used when secondary colors are not sufficient.



Primary colors,
tints & shades



Primary dark blue & light blue
+ secondary colors



Primary dark blue
+ secondary colors, tints
& shades



Primary dark blue + additional
colors, tints & shades



Primary dark blue
+ secondary colors
+ additional colors,
tints & shades

DataCite color gradient

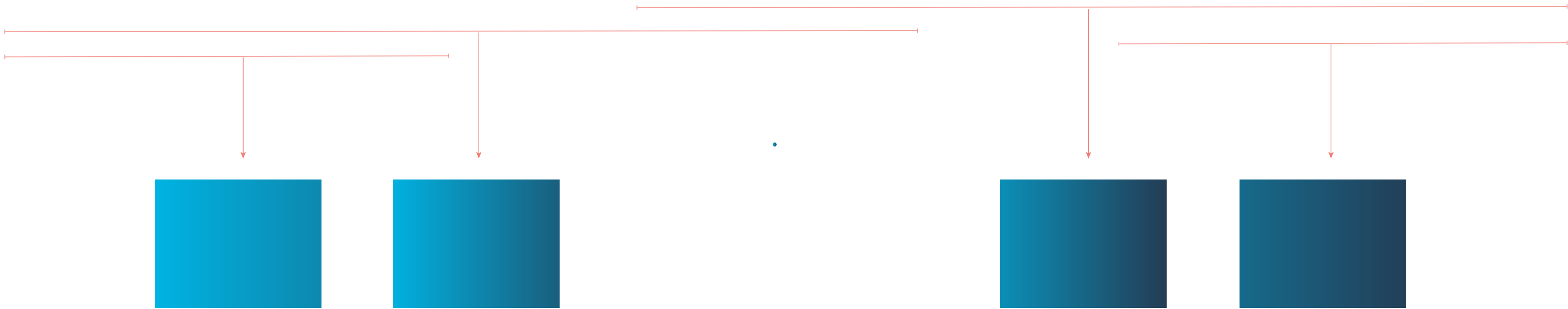
The gradient can be used for coloring backgrounds, infographics or image enhancements.



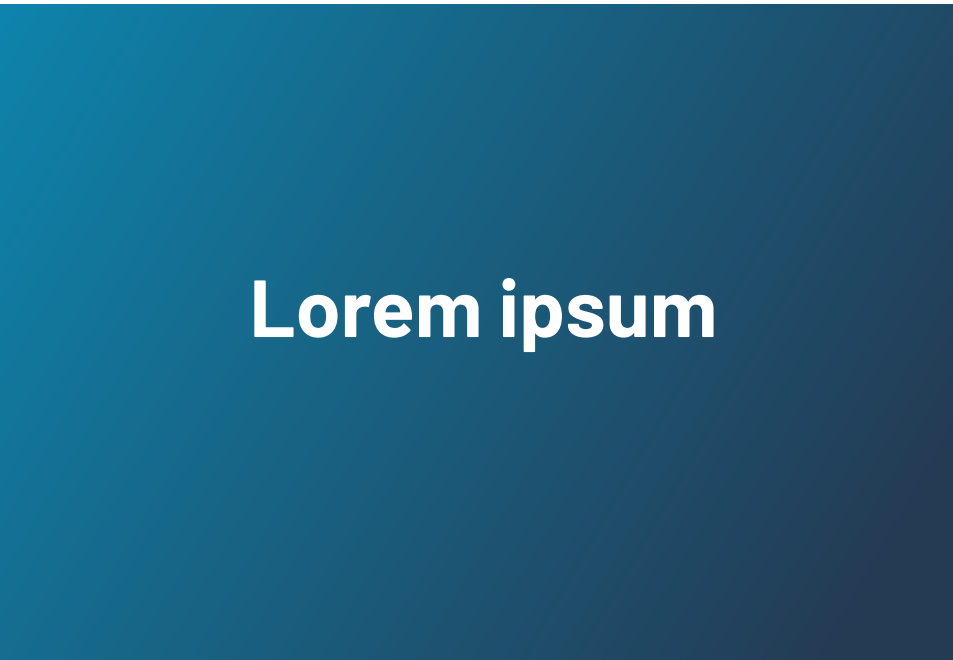
Primary light blue
#00B1E2

Primary dark blue
#243B53

In cases where the gradient is used as a plain background color, only a section should be used. Minimum 1/3 - maximum 2/3 of the spectrum.



Examples of usage





DataCite Members, Consortium Organizations and registered Service Providers may use DataCite's name, logo, and the relevant community badge to announce their status and their activities. For any other use of the materials available in this manual, please contact info@datacite.org.

Email us:

info@datacite.org

Follow us:

[@datacite](https://twitter.com/datacite)

Talk to us:

pidforum.org

Get support:

support.datacite.org
support@datacite.org

www.datacite.org