


Data Science

Brand Identity Guide

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Information Science*



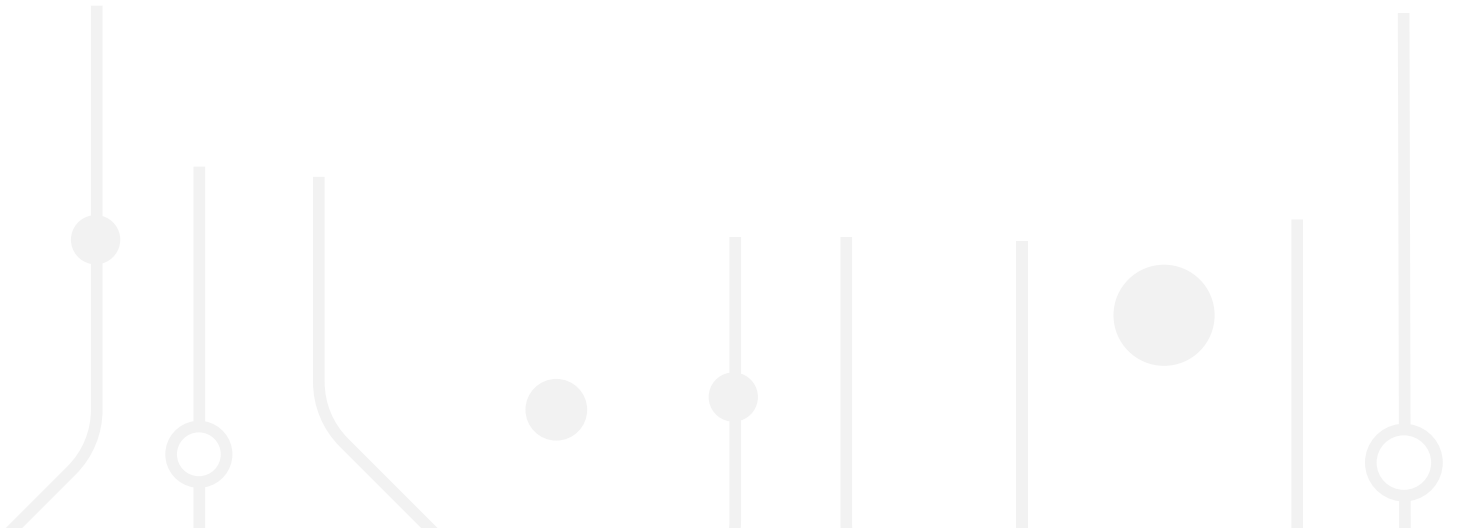


The latest version of this guide, logos and other materials can be found on our GitHub page.

www.github.com/fri-datascience/materials

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Logo - vertical

Construction



Clear space

While using the logo in new or existing material keep in mind that the logo needs to breathe by having clear space around it. The minimum clear space is defined by X in the figure above and is equal to the size of the squares.

Colors

The primary color of the logo is a combination of 6 shades of grey and 2 shades of red. All the correct color hexes can be found on page 4.

Usage

The vertical logo is more suitable for use in print and should be justified left or centre. The minimum size for print is 3cm width (with proportional height).

Logo - horizontal

Construction



Clear space

While using the logo in new or existing material keep in mind that the logo needs to breathe by having clear space around it. The minimum clear space is defined by X in the figure above and is equal to the size of the squares.

Colors

The primary color of the logo is a combination of 6 shades of grey and 2 shades of red. All the correct color hexes can be found on page 4.

Usage

The vertical logo is more suitable for usage on web and justified left. The minimum size for web is 150px width (with proportional height).

Typography

Logo font

The font is Oribtron Medium and it can not be replaced with any other font family. For the second line in the logo (like masters, workshop, tutorial etc..) the font weight should be changed to semi-bold or black for small font sizes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%&*()?,./"{}[]\
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%&*()?,./"{}[]\

Primary font

The primary font for web and print materials is Titillium Web. It consists of 3 font weights - light, regular and bold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%&*()?,./"{}[]\
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%&*()?,./"{}[]\
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%&*()?,./"{}[]

Secondary font

The secondary font can be used if the primary font family is not available. The Arial font family may be used. The font has 3 appropriate font weights - regular, italic and bold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%&*()?,./"{}[]\
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%&*()?,./"{}[]\
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%&*()?,./"{}[]

Colors

The logo is built from 8 colors listed bellow. For the name we use a **dark grey color** (#4d4d4d) for light shaded backgrounds, and a **lighter grey color** (#666666) for dark backgrounds. For the subnames, such as workshop, masters, tutorials and similar, we always use the light **red color** (#ff0000).



Hex Color Code: #cccccc
RGB Color Code: 204, 204, 204
CMYK Color Code: 19% 13% 10% 1%



Hex Color Code: #666666
RGB Color Code: 102, 102, 102
CMYK Color Code: 45% 36% 35% 22%



Hex Color Code: #b3b3b3
RGB Color Code: 179, 179, 179,
CMYK Color Code: 27% 19% 16% 3%



Hex Color Code: #4d4d4d
RGB Color Code: 77, 77, 77
CMYK Color Code: 56% 42% 41% 33%



Hex Color Code: #999999
RGB Color Code: 155, 155, 155
CMYK Color Code: 35% 25% 22% 7%



Hex Color Code: #ff0000
RGB Color Code: 255, 0, 0
CMYK Color Code: 1% 96% 91% 0%



Hex Color Code: #808080
RGB Color Code: 128, 128, 128
CMYK Color Code: 43% 31% 28% 13%



Hex Color Code: #c2000b
RGB Color Code: 194, 0, 11
CMYK Color Code: 19% 97% 90% 6%

Color variations

The logo has two color variations - the primary (Figure 1), and a secondary (Figure 2). If possible, the primary version should be used, which is appropriate for light backgrounds. The secondary version is appropriate for dark backgrounds.

The logo should be placed on either a white or black background. With a red or grey background, place the logo on a white square as shown in the examples below.



Figure 1



Figure 2

Guidelines for DataScience@UL-FRI sponsors

Sponsors and other entities outside of UL-FRI should always use the DataScience logo with the @UL-FRI subscript.



The don'ts

x Don't change the signature colors.



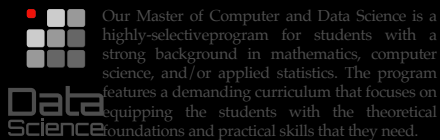
x Don't replace or try to recreate any part of the logo.



x Don't put stroke, filters or textures on the logo.



x Don't place elements within the clear space boundary.



x Don't warp or stretch the logo.



x Don't make the logo transparent.



x Never change the brand name or its font family.



x Don't use the logo as a part of a copy.

