



Design
Factory
Global
Network

Visual identity guidelines

Contents

Intro	01	IV. Visual elements	24
Visual DNA	02	Brand shapes	25
		Brand shapes as graphic elements	26
I. The logo	03	Brand shapes as graphic elements with photography	27
Logo structure	04	Brand shapes as image placeholders	28
Logo versions	05	Brand shapes as image placeholders examples	30
Logo colours	06	Brand shapes as letters	31
Incorrect logo usage	07	Brand shapes as letters examples	32
II. Colour	09		
Colour overview	10	V. Iconography	35
Primary palette	11		
Secondary palette	12	VI. Brand applications	38
Tertiary palette	16	Social media	39
		Presentation templates	41
III. Typography	17	Visual asset and template list	43
Primary typeface	18		
Secondary typeface	19		
Typeface exceptions	20		
Example hierarchy	21		
Variable font feature	22		
Variable font usage examples	23		

Intro

Modularity in the diverse community

As a platform that connects various academic institutions and organizations across continents, the DFGN network has been growing moderately fast for the last decade since it was founded in 2011.

A unique visual system is one of the critical factors supporting the network working and growing together. The newly transformed visual identity is designed to better reflect the heart of the diverse community that allows cross-cultural collaboration and experimentation. Fluidity and modularity are some of the main keywords of our new visual identity that describe how the DFGN's network members can grow individually above their own unique missions but can also build shared collaborations to reach common goals.

The DFGN whole new visual identity provides a clear guideline as a "hub" on representing the network identity to the stakeholders. Not only functioning as a unifying system that creates consistency, but leaves space for exploration and nonrigid transformation that feasibly supports the DFGN vision "Sharing the passion for doing."

Visual DNA

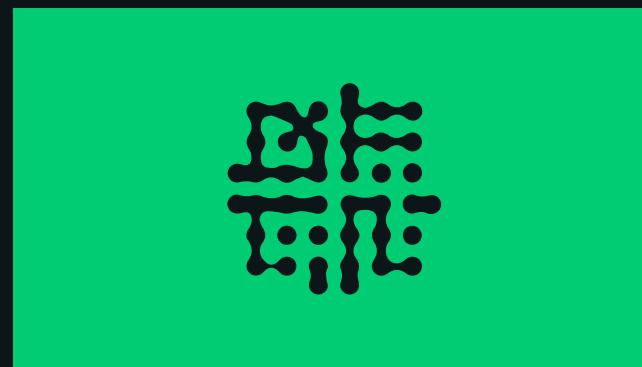


*Fluid and
modular*



*Experiential and
experimental*

***Bold yet
humble***



The logo

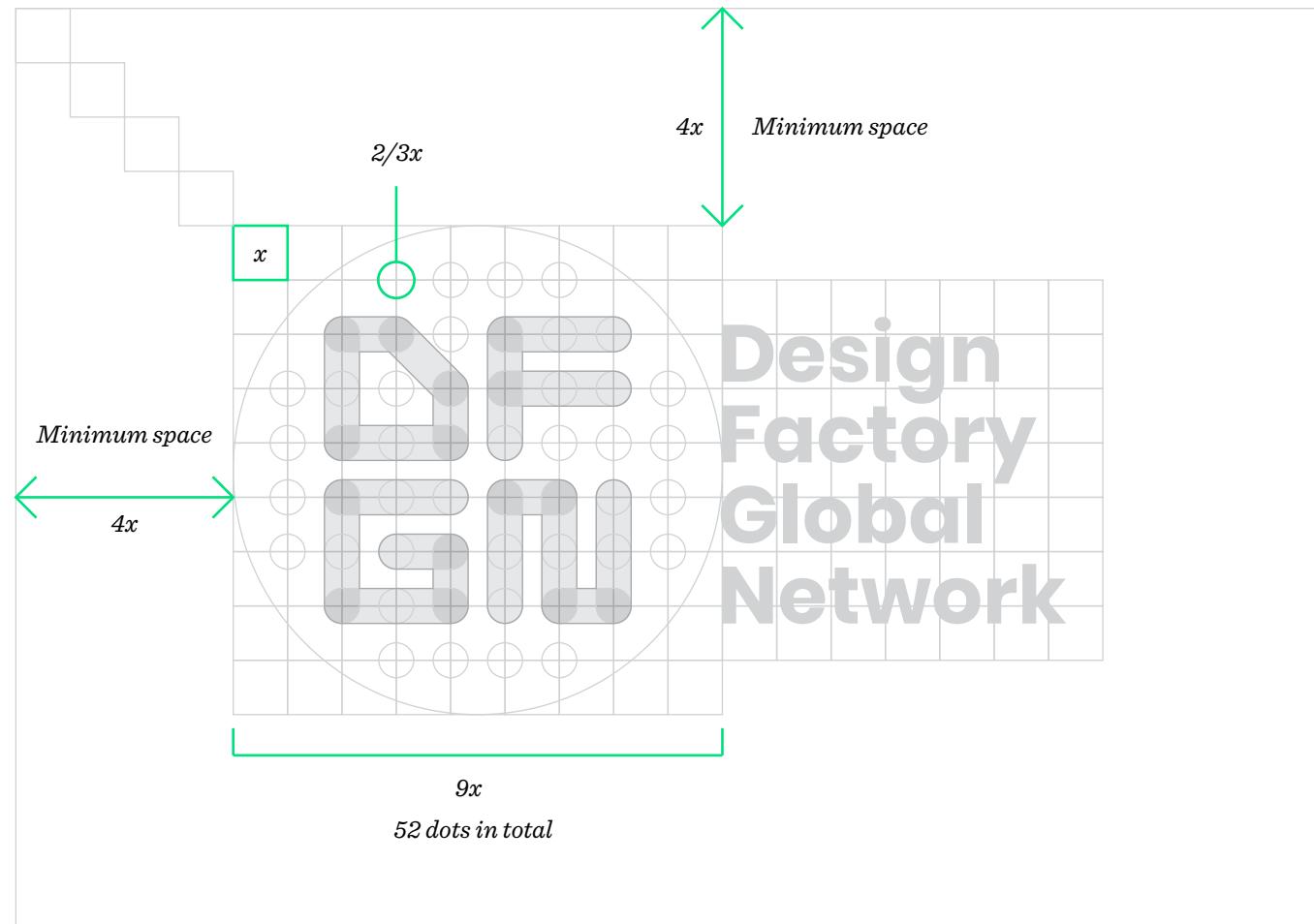
Logo structure

The updated DFGN logo comprises the DFGN logotype and its full form.

Evolved from the previous circular DFGN logo, the new DFGN mark is formed by a grid of 52 dots arranged inside a big circle. It translates the network's culture that heightened diversity and accessibility that the new visual identity recognises as modularity.

The modularity aspect is represented strongly in the logo's colours presented in the next section and applied in the other visual elements explained in the guidelines.

The outer grid is the clear space that should be the minimum white space. It should be free from other graphics, marks, or visual elements. The details of the logo usage are explained in the "Logo versions" section.



Logo versions

Different versions of the logo are used in specific applications, as explained in the following:

Extended logo

Extended logo comprises the logotype and the full form of DFGN. This is the main version of the DFGN logo that should be used on all branded applications.



Logotype

This version is used on:

- Social media pictures
- Less formal applications
- Small digital applications
- Or any situation where the placement of the extended logo is not applicable.

Extended logo



Logotype

Logo colours

The new DFGN logo has three colour versions which can be applied on different occasions.

Black logo

DFGN's black logo is the most versatile version as it has enough contrast in light or medium-coloured backgrounds.

Black



Design
Factory
Global
Network

Colour logo

The colour logo is the primary colour version of DFGN when placed on a bright or close to white background. Use the other logo colours when the background has busy colours or elements.



Design
Factory
Global
Network

White logo

Use this logo whenever the logo appears on a darker image or background.

Colour



Design
Factory
Global
Network

- Use logo in colour only on a bright background.
- Without proper background contrast, use the logo in black or white instead of in colours.

White

Incorrect logo usage

Examples of incorrect uses of the logo are shown here for your reference.

- Always use the logo files provided.
- Do not recreate the logo or type out the letters manually.

Do not distort or stretch the logo.



Do not replace the DFGN logotype with a different typeface.



Always use the original logo files provided.



Do not rearrange elements of the logo.



Do not recolour any part of the logogram or logotype.



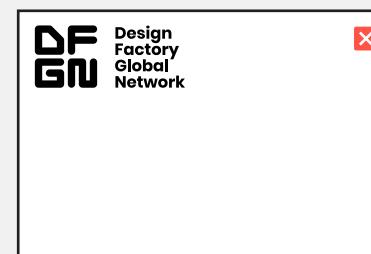
Always use the original logo versions provided.



Do not add any effect to the logo. e.g., drop shadow or emboss.



Do not place the logo without the correct clear space between the edges or beside other elements.



Do let the logo have a clear space distanced from the edges and free from any graphic, text, or other marks.



Incorrect logo usage

Examples of incorrect uses of the logo are shown here for your reference.

- Always use the logo files provided.
- Do not recreate the logo or type out the letters manually.

Do not use the logo on a busy background.



Do use the colour logo only on a bright/almost white background.



Do use the white logo with good contrast instead of the colour logo with bad contrast.



Do not use the wrong colour version that diminishes clarity and contrast.



Do use the black logo on a light background.



Do use the white logo only on a dark background.



Colour

Colour overview

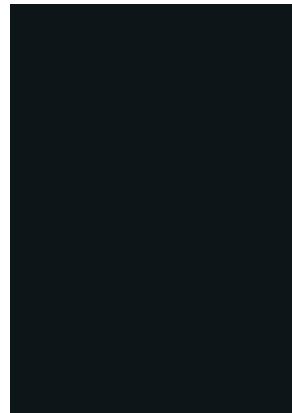
The DFGN's new colour system was developed to ensure flexibility and maintain the familiarity of the previous brand image.

Black, white, and grey are the primary colours that should dominantly represent the organization's brand. Representing the network as a hub, these colours emphasise neutrality and modularity that can be combined well with any colour from the secondary and tertiary palettes.

Additionally, the vibrant secondary colours can be picked interchangeably to complement the primary colours. The secondary tonal colours can be flexibly used for more complex information, such as in data visualizations.

To accommodate more versatile applications, the tertiary colours work as minor accent colours or as additional colour options when the secondary colours are insufficient to represent certain information.

Primary

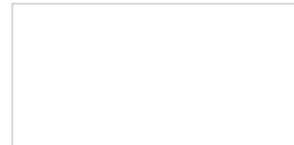


Rich Black

Primary Tonal greys



Cultured Grey

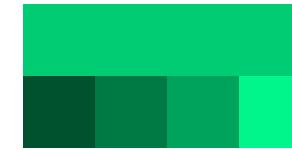


White



Black

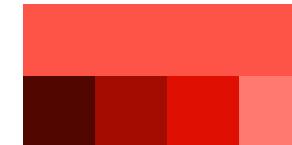
Secondary And tonal colours



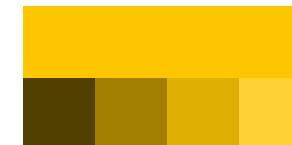
Emerald



Viridian Green

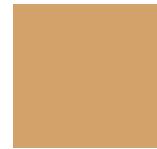


Orange Red Crayola



Mikado Yellow

Tertiary/ Accent



Fawn



*Middle Green
Yellow*



*Maximum
Blue Purple*



*Lavender
Floral*

Primary palette

Rich Black should be the leading brand colour of DFGN, especially for a large area that uses colour block. However, for clarity reasons, white can be used as an alternative when certain information is better presented on a light background.

Rich black has a unique feature as, in the digital environment, it looks slightly lighter than black. However, in prints, it looks darker than black. Its bluish tone makes it fit well with the secondary and accent colours.

Although Rich Black works as a primary colour, black is highly recommended for body text. It is also permissible to use black instead of Rich Black in applications that do not allow custom colour pickers.

Tonal greys work as neutral colours that support primary, secondary, and tertiary colours. This colour palette can also maintain better contrast in visual applications or data visualizations.

Leading colours

Rich Black	#0C1618
CMYK	50, 8, 0, 91
RGB	12, 22, 24

White #FFFFFF	Black #000000
CMYK	0, 0, 0, 0
RGB	255, 255, 255

Tonal greys

CMYK	0, 0, 0, 4	#F5F5F5
RGB	245, 245, 245	Cultured Grey

CMYK	1, 0, 1, 16	#D5D7D5
RGB	213, 215, 213	Light Grey

CMYK	2, 0, 2, 27	#B6B9B6
RGB	182, 185, 182	Silver Sand

CMYK	3, 0, 3, 39	#979B97
RGB	151, 155, 151	Spanish Grey

Secondary palette

DFGN's secondary colours' variation conveys the diversity aspect that significantly shapes the network culture.

It comprises four main colours: emerald, green, orange-red, and yellow. With tonal options, they add vibrancy to the semi-formal primary colours. They also help make data visualizations more appealing and easy to understand by grouping and classification.

Additionally, they are meant to enrich the dynamic visual elements, as seen in the 'Visual elements' section.

Emerald

Default

#00CC74

CMYK 100, 0, 43, 20

RGB 0, 204, 116

Darker

#00522E

CMYK 100, 0, 44, 68

RGB 0, 82, 46

Dark

#007A45

CMYK 100, 0, 43, 52

RGB 0, 122, 69

Medium

#00A35C

CMYK 100, 0, 44, 36

RGB 0, 163, 92

Light

#00F58B

CMYK 100, 0, 43, 4

RGB 0, 245, 139

Secondary palette

DFGN's secondary colours' variation conveys the diversity aspect that significantly shapes the network culture.

It comprises four main colours: emerald, green, orange-red, and yellow. With tonal options, they add vibrancy to the semi-formal primary colours. They also help make data visualizations more appealing and easy to understand by grouping and classification.

Additionally, they are meant to enrich the dynamic visual elements, as seen in the 'Visual elements' section.

Viridian Green

Default

#119DA4

CMYK

90, 4, 0, 36

RGB 17, 157, 164

Darker

#223E44

CMYK 50, 9, 0, 73

RGB 34, 62, 68

Dark

#0A585C

CMYK 89, 4, 0, 64

RGB 10, 88, 92

Medium

#0E7B81

CMYK 89, 5, 0, 49

RGB 14, 123, 129

Light

#15C2CB

CMYK 90, 4, 0, 20

RGB 21, 194, 203

Secondary palette

DFGN's secondary colours' variation conveys the diversity aspect that significantly shapes the network culture.

It comprises four main colours: emerald, green, orange-red, and yellow. With tonal options, they add vibrancy to the semi-formal primary colours. They also help make data visualizations more appealing and easy to understand by grouping and classification.

Additionally, they are meant to enrich the dynamic visual elements, as seen in the 'Visual elements' section.

Orange Red Crayola

Default

#FE5448

CMYK 0, 67, 72, 0

RGB 254, 84, 72

Darker

#510600

CMYK 0, 93, 100, 68

RGB 81, 6, 0

Dark

#A20C01

CMYK 0, 93, 99, 36

RGB 162, 12, 1

Medium

#DF1001

CMYK 0, 93, 100, 13

RGB 223, 16, 1

Light

#FE7A71

CMYK 0, 52, 56, 0

RGB 254, 122, 113

Secondary palette

DFGN's secondary colours' variation conveys the diversity aspect that significantly shapes the network culture.

It comprises four main colours: emerald, green, orange-red, and yellow. With tonal options, they add vibrancy to the semi-formal primary colours. They also help make data visualizations more appealing and easy to understand by grouping and classification.

Additionally, they are meant to enrich the dynamic visual elements, as seen in the 'Visual elements' section.

Mikado Yellow

Default

#FEC601

CMYK 0, 22, 100, 0

RGB 254, 198, 1

Darker

#514000

CMYK 0, 21, 100, 68

RGB 81, 64, 0

Dark

#A27F01

CMYK 0, 22, 99, 36

RGB 162, 127, 1

Medium

#DFAF01

CMYK 0, 22, 100, 13

RGB 223, 175, 1

Light

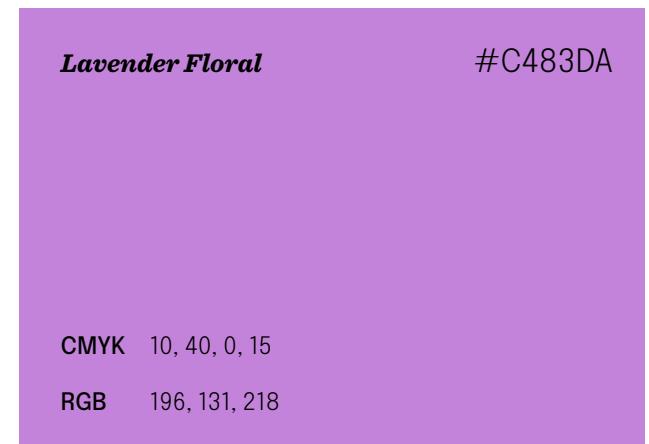
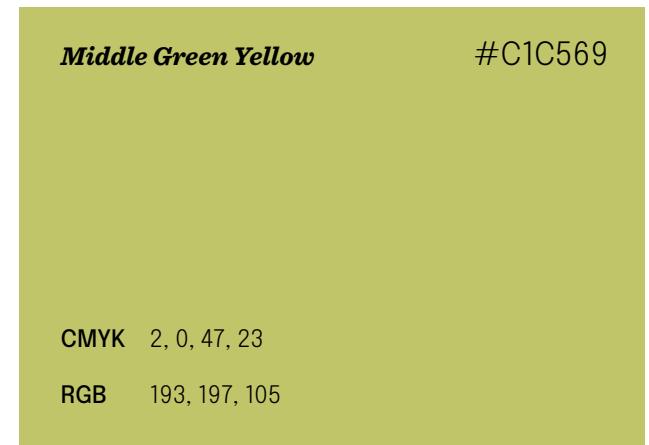
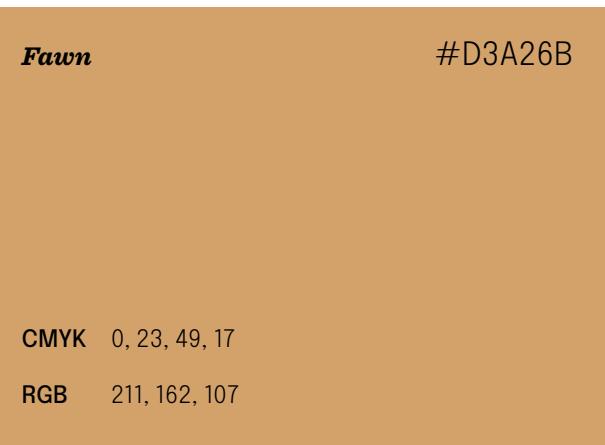
#FED234

CMYK 0, 17, 80, 0

RGB 254, 210, 52

Tertiary palette

These colours are picked for extra colour stocks. When the secondary colours are insufficient to portray certain information, the tertiary colours can be used as minor accent colours or supplementary colour variations to support more diverse applications.



Typography

Primary typeface

The new DFGN visual system typography uses Epilogue, a sans-serif typeface with nine weights for each upright and italic format. This variable font supports a large number of languages in the Latin script scope. This typeface is licensed under the OFL (Open Font License), which makes it accessible for broader use on desktop and web environments.

The range of weights (Thin/100 to Black/900) makes this typeface aligned with the fluidity aspect of DFGN's new brand DNA. It allows clarity on any application, either on-screen or in print.

- **Although having 9 weights in total, it is recommended to use the thin, regular, bold, and black fonts by default to retain simplicity and consistency.**
- See the "Variable font" section for the variable font usage guide.

Epilogue

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! \$ % & * () ? /

Thin

Aa

Regular

Bb Cc Dd

Bold

Black

Thin italic

Aa

Italic

Bb Cc Dd

Bold italic

Black italic

Secondary typeface

The new visual identity includes a secondary typeface that contrasts with the clean feel of the primary typeface.

Sentinel, as a slab serif typeface, provides a traditional look with geometrical shapes that grab attention and increase legibility.

This typeface is ideal for highlighting quotes and notable information. It nearly resembles handwriting, which is one of the crucial activities in knowledge sharing and the design process.

- Use this typeface to make quotes or highlight interesting information.

Sentinel

Book

Aa

Book italic

Bb

Bold

Cc

Bold italic

Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?/

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?/

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?/

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()?/

Typeface exceptions

In situations where the typefaces of the DFGN visual identity are not available or accessible, they can be replaced with the following typefaces contained by the PC and Macintosh operating systems: Arial replaces Epilogue and Georgia replaces Sentinel.

These typeface alternatives are commonly available on most platforms, including Microsoft Office products, Miro, or other online platforms.

- Use Arial to replace Epilogue
- Use Georgia to replace Sentinel

Arial family

Regular

Bold

Italic

Bold italic

Aa Bb Cc Dd

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!\$%&*()?/

Georgia family

Regular

Bold

Italic

Bold italic

Aa Bb Cc Dd

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!\$%&*()?/

Example hierarchy

Build a clear hierarchy by identifying the sequence of the most essential information and distinguishing each item with different weights, sizes, fonts, and even colours. Nevertheless, the number of type variations inside a document should be limited.

- Highly consider using Epilogue book for body text.

Main heading

A longer subheading or quotes.

Body text; lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam egestas, metus malesuada congue porta, libero urna pharetra mi, sed suscipit sem ipsum vitae ex. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Morbi mattis iaculis diam et feugiat. Maecenas quis lorem et ante venenatis malesuada sit amet nec lorem. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Duis iaculis lorem eget enim feugiat eleifend. Mauris pulvinar malesuada ullamcorper. Donec facilisis, arcu in gravida efficitur, tellus est vehicula purus, semper mattis diam nulla a tortor. Quisque nec dignissim libero.

Variable font feature

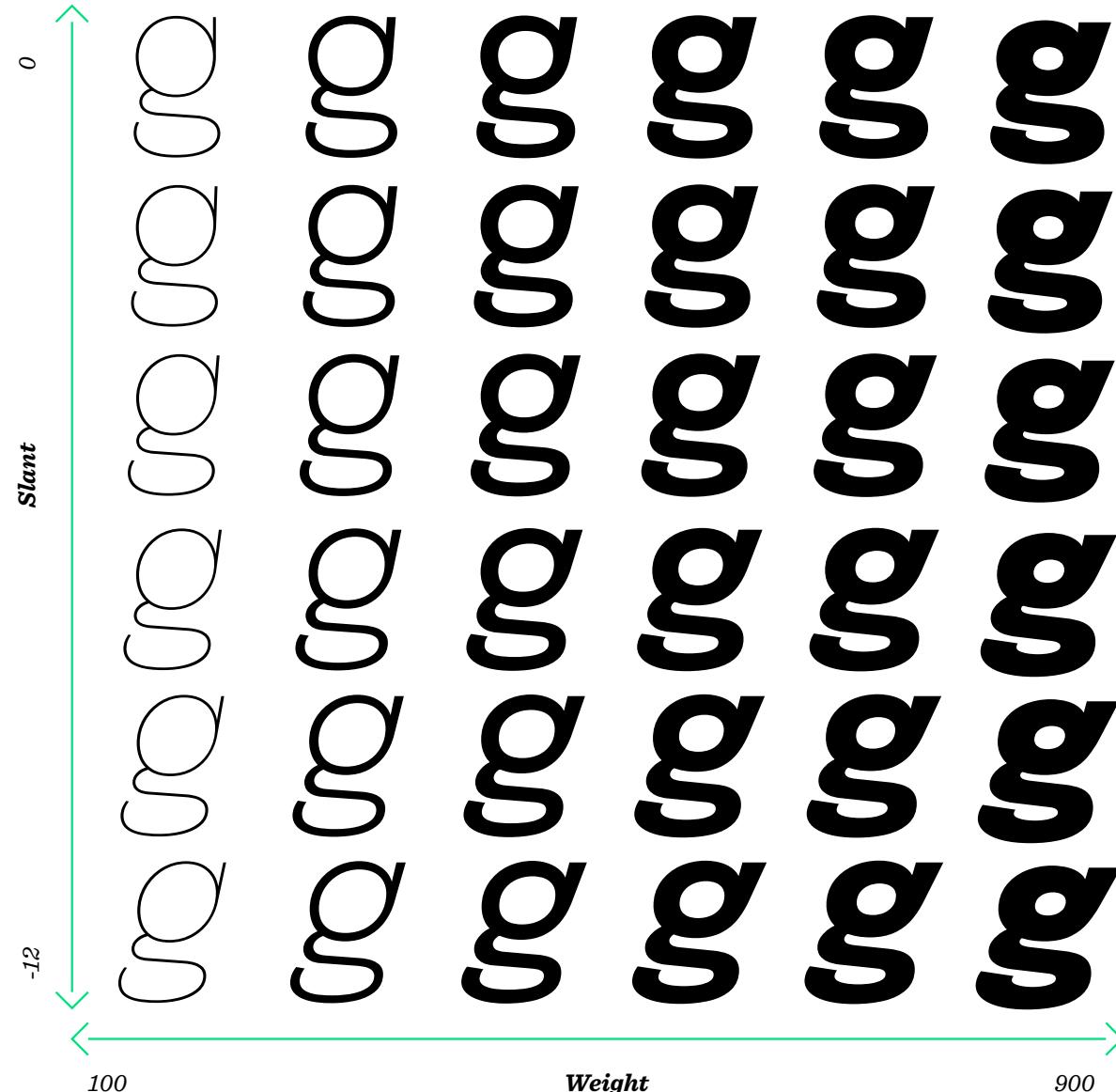
Besides static fonts, Epilogue has a variable option that allows you to flexibly adjust the typeface's weight and slant. Make sure you have the legacy version (version 1.120).

Variable fonts are an innovation of the OpenType font specification that enables diverse typeface variations to be comprised in a single file instead of having a separate font file for each width, weight, or style.

This advanced feature allows experimentation in creating DFGN's dynamic communication content. As illustrated, this variable font's weight and slanting direction can be flexibly modified and combined with a value of 100 to 900 points, and 0 to -12 points.

- Use this feature for less formal applications such as posters, social media content, or event banners.
- This feature should only be used if you have a basic understanding of typography.

Epilogue (variable font)



Variable font usage examples

The use of a variable typeface gives the impression of fluidity and dynamism. These aspects can be applied to static or animated attention-grabbing content.

You can limitlessly scale, capitalize, crop, or combine different font-weights and slants in one word or within one sentence to make a balanced composition.



heading
HEADING



heading



QUITE long and **unique**
INTERESTING heading

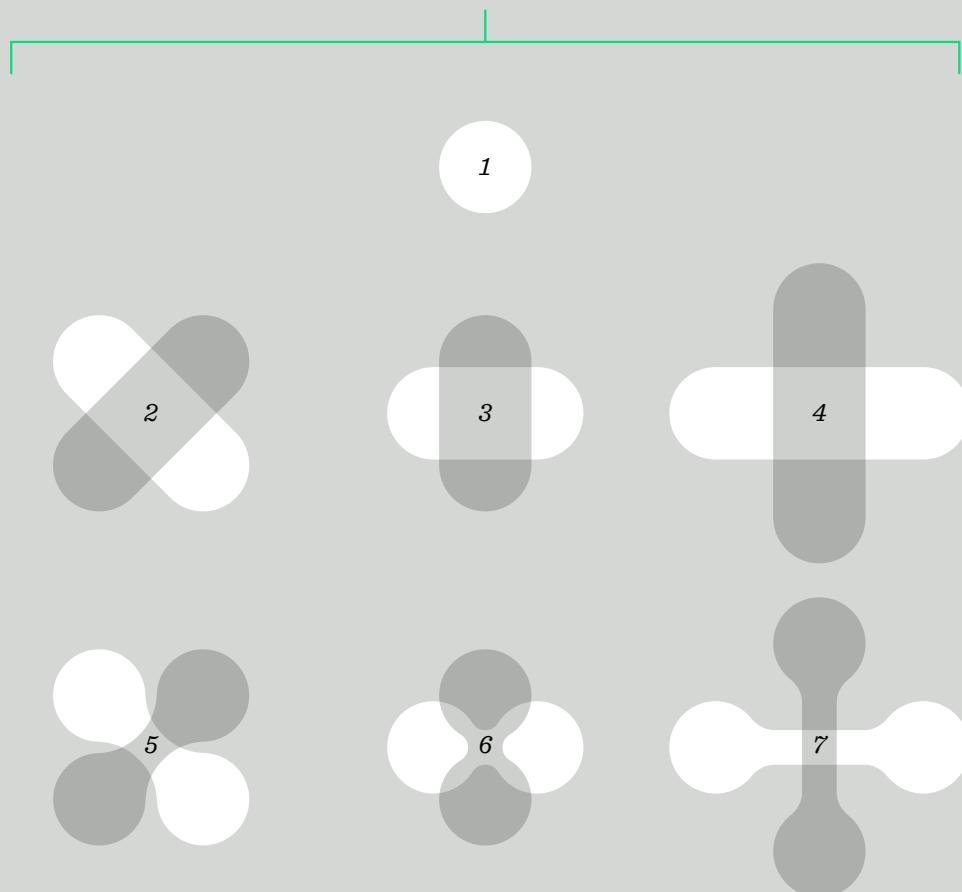
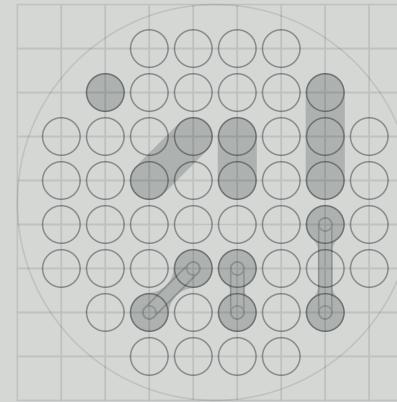
Visual elements

Brand shapes

Brand shapes are visual elements that tie together the whole visual system. Keeping with the modularity aspect, the DFGN's brand shapes are built on the same grids that create the DFGN logo. They are designed to be explorable, rich, and adaptable enough to generate limitless applications.

Essentially, simple fluid lines that connect one to three dots create seven basic brand shapes that are rotatable (90 degrees). These basic shapes are the baseline for developing various graphics categorised into these three groups:

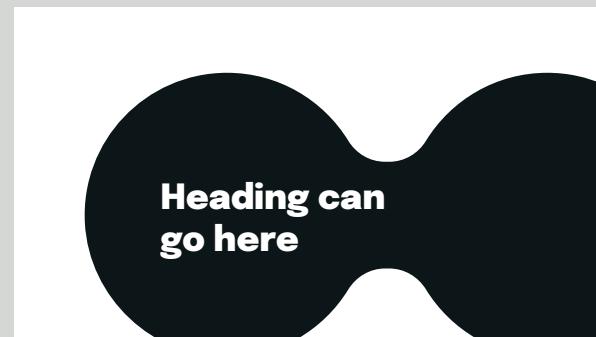
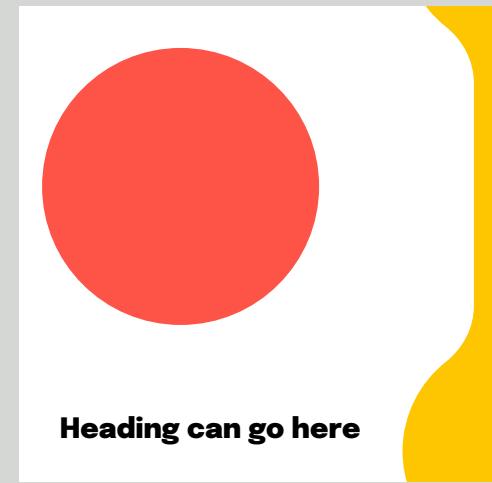
- As graphic elements
- As image placeholders
- As custom letters
- **As a general rule, each shape is rotatable by 90 degrees.**



Brand shapes as graphic elements

The brand shapes can be scaled, cropped, and combined with each other to create a balanced composition in any media dimension. Various colours from the colour palettes can be mixed and matched with all the elements.

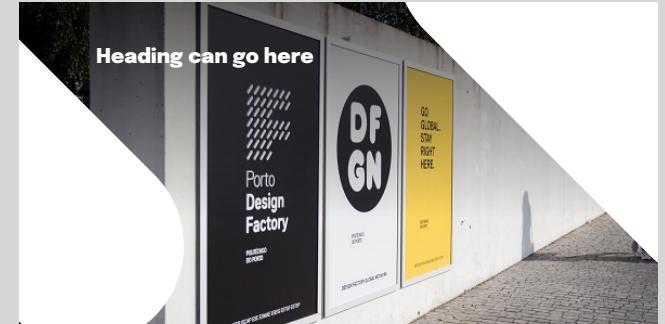
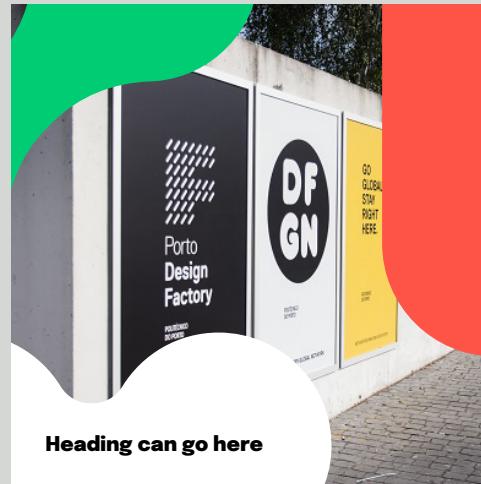
- Text elements can be added either within the shapes or outside of them by maintaining good balance and contrast.



Brand shapes as graphic elements with photography

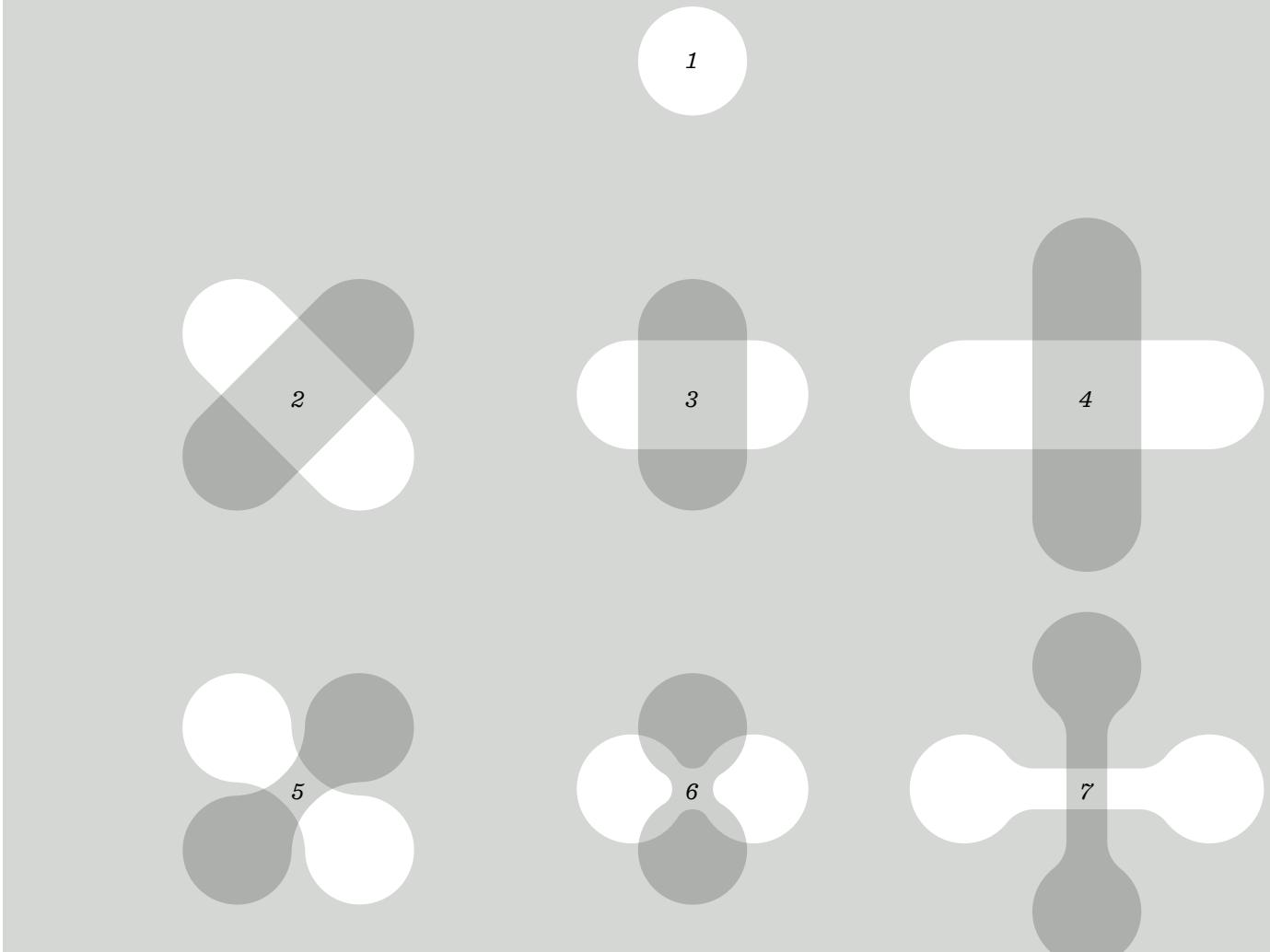
In addition to the basic rules of the brand shapes as graphic elements, images can be placed on the backgrounds by maintaining good balance and contrast.

- Text elements can be added either within the shapes or outside of them by maintaining good balance and contrast.



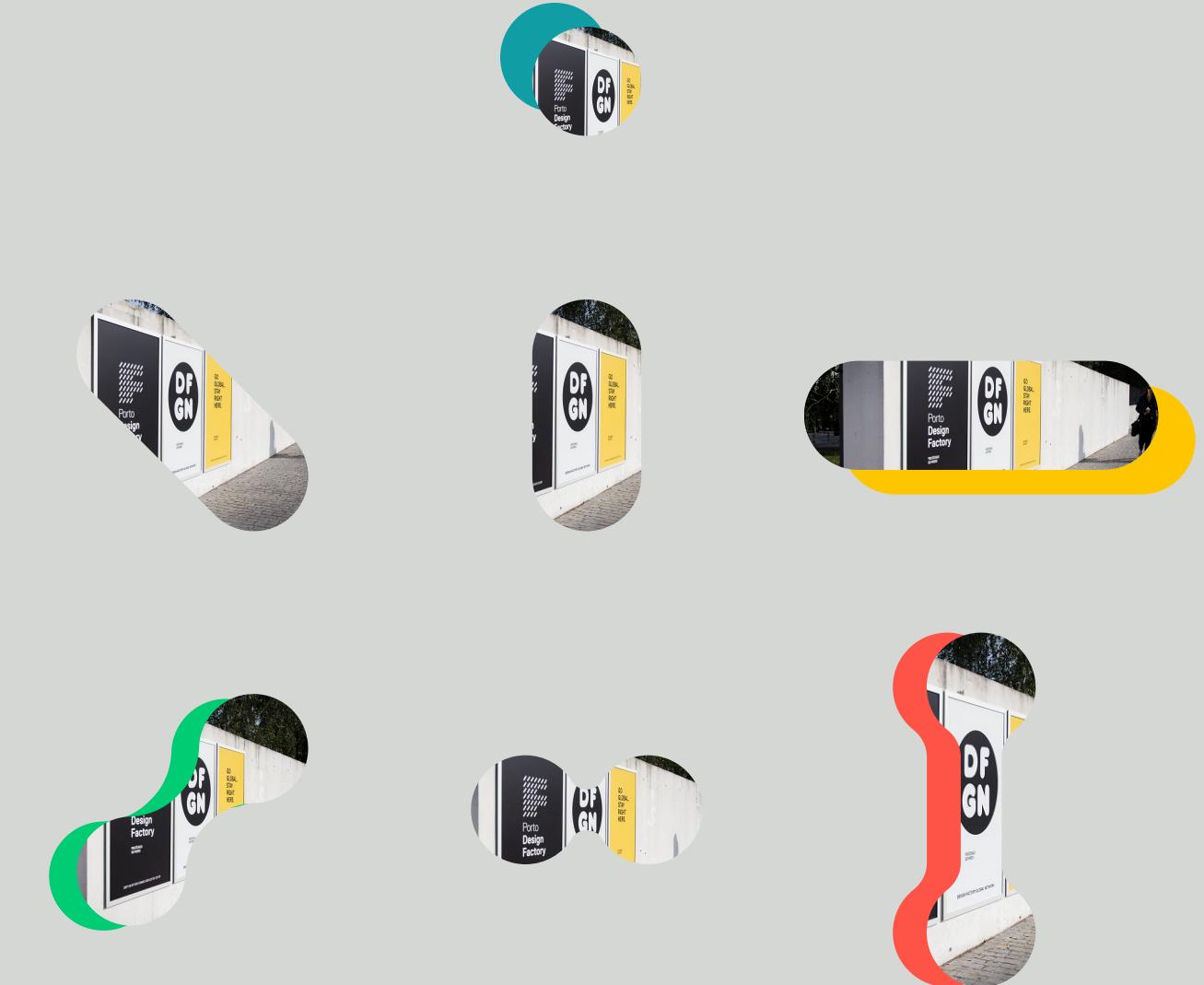
Brand shapes as image placeholders

Alternatively, the brand shapes can also be used as frames that crop photos for broader applications by following the 90-degree rotation rule.



Brand shapes as image placeholders

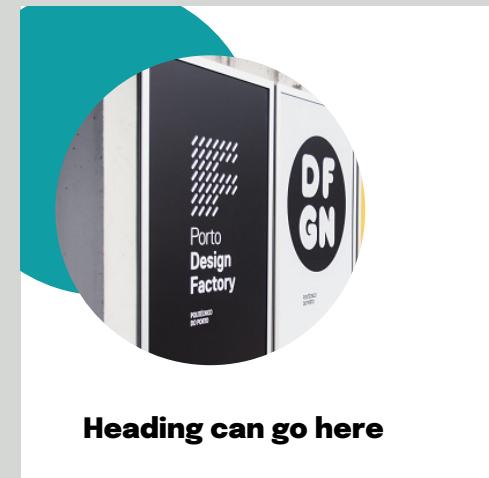
The brand shapes can be scaled, cropped, and combined with each other to create a balanced composition in any media dimension. Various colours from the colour palettes can be mixed and matched with all the elements.



Brand shapes as image placeholders examples

The brand shapes can be scaled, cropped, and combined with each other to create a balanced composition in any media dimension. Various colours from the colour palettes can be mixed and matched with all the elements.

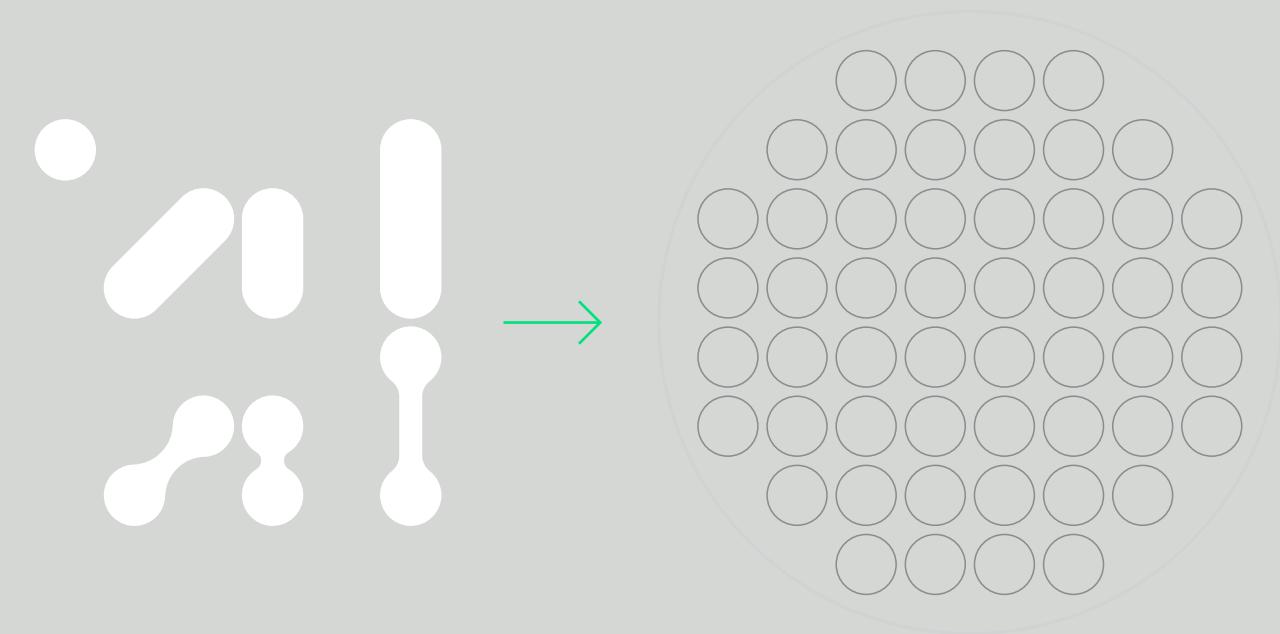
- Text elements should be added outside the shapes by maintaining good balance and contrast.



Brand shapes as letters

Unlike the other two logics that use the seven brand shapes raw, these premade shapes can be processed to create more unique letter-like graphic elements for more advanced applications.

Using the 52-dot grid, the seven brand shapes can be duplicated or rotated by 90 degrees and then placed precisely on the grid.

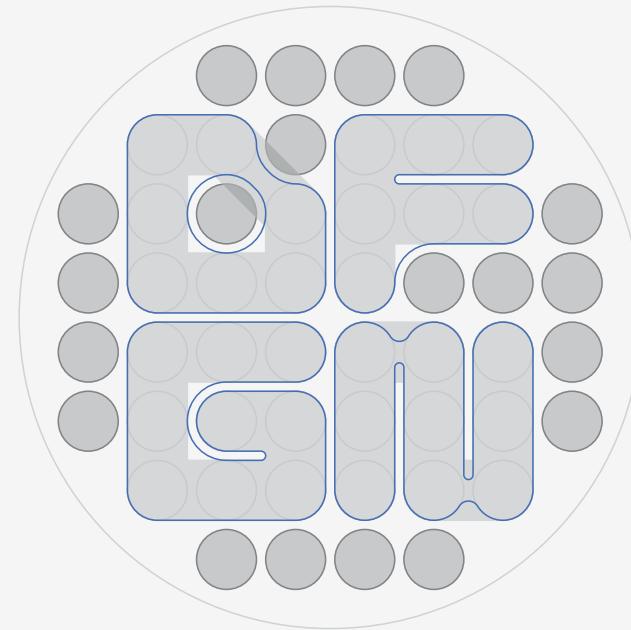


Seven basic brand shapes

Grid

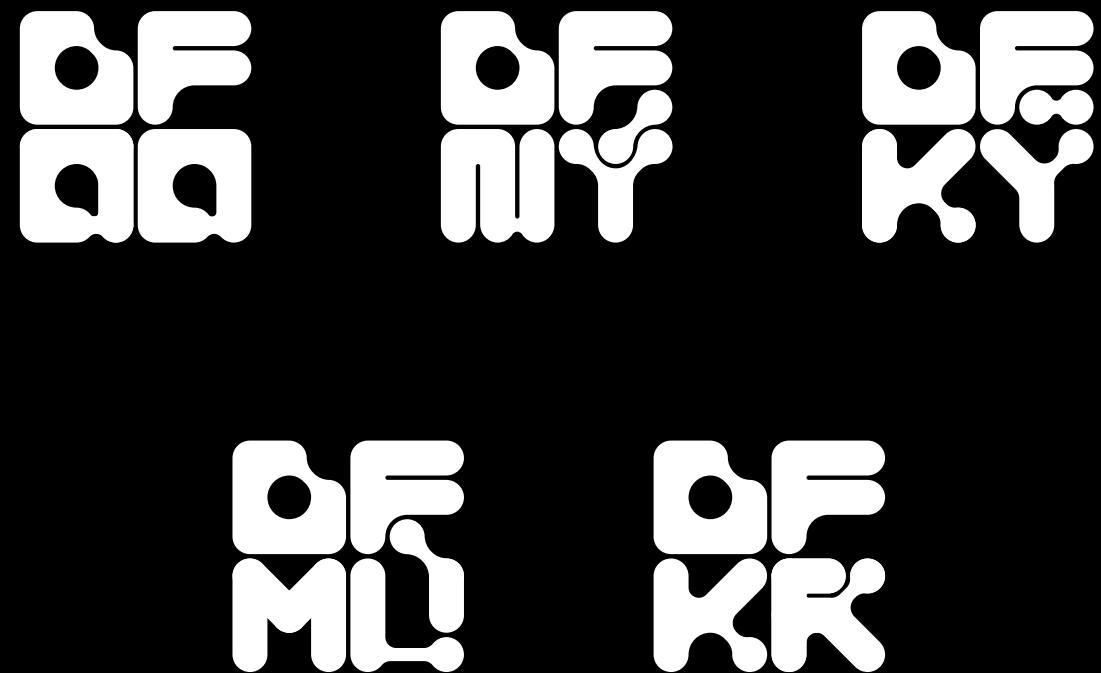
Brand shapes as letters

These are DFGN's default brand letter shapes, generated using the grid. Colour variation can be applied to the letters, and they are versatile enough to be treated similarly to the seven brand shapes.



Brand shapes as letters examples

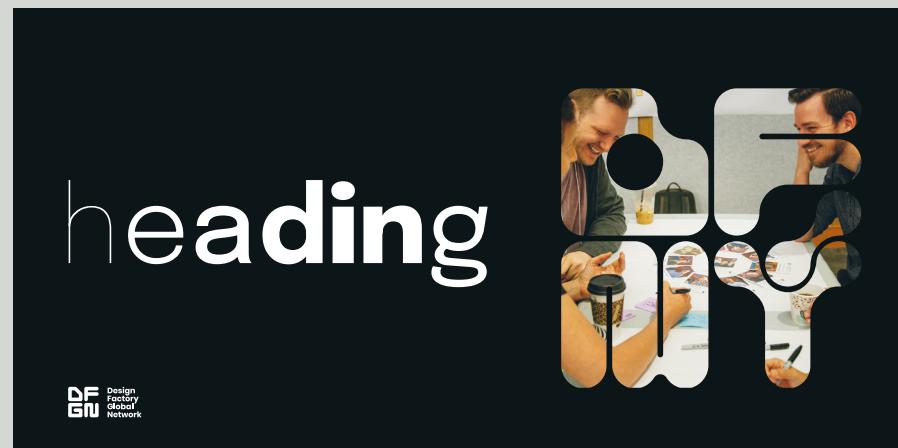
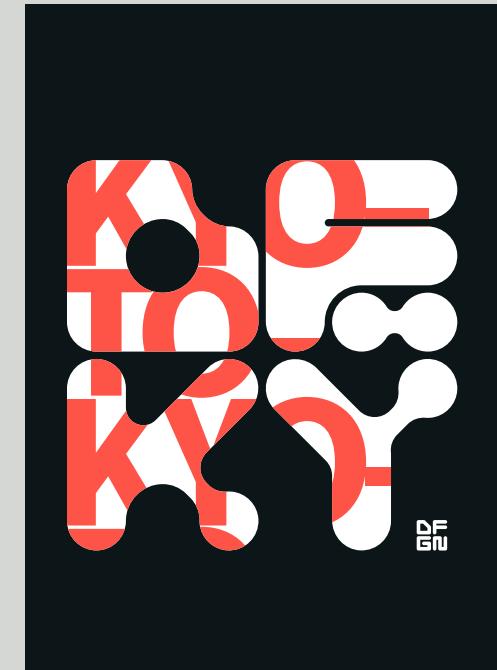
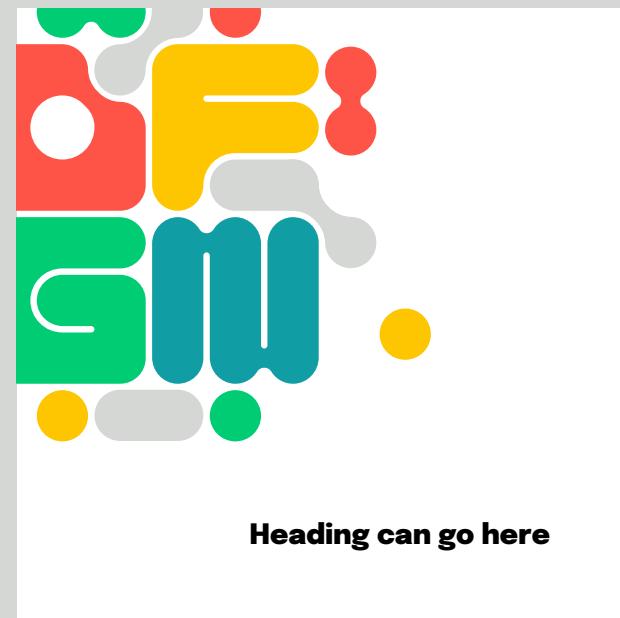
You can limitlessly generate more letter shapes using the grid. Colour variation can be applied to the letters, and they are versatile enough to be treated similarly to the seven brand shapes



Brand shapes as letters examples

The brand letter shapes are very versatile by design; they can work as graphic elements or clipping masks. Moreover, they can be utilised beyond static graphics as their fluid look makes them suitable for being treated as motion elements.

These shapes work in any dimension and can be scaled or combined with other visual identity elements, e.g. the variable font.



Iconography

Iconography

Icons comprehend the new visual language as a means to simplify information and make it universally understandable beyond language and culture.

The DFGN icon set is built on the DFGN grid of 52 dots (see page 4). To maintain consistency, the icons appear with rounded edges and in the DFGN's color palettes.

To create new icons, draw front-facing images. Do not draw the icons in a perspective view. Use the combination of geometrical shapes and lines with a round cap when needed. Use 2-4 colour combinations.

For a dark background, replace black icons with white, particularly for the shapes that touch the background directly.

Light



Location



Date



Time



Region



Time zone



Website



Link



Representative



Love DF



Love



DF



Author



Brainstorm



Workshop



Prototype



Coffee break

Iconography

Icons comprehend the new visual language as a means to simplify information and make it universally understandable beyond language and culture.

The DFGN icon set is built on the DFGN grid of 52 dots (see page 4). To maintain consistency, the icons appear with rounded edges and in the DFGN's color palettes.

To create new icons, draw front-facing images. Do not draw the icons in a perspective view. Use the combination of geometrical shapes and lines with a round cap when needed. Use 2-4 colour combinations.

For a dark background, replace black icons with white, particularly for the shapes that touch the background directly.

Dark



Location



Date



Time



Region



Time zone



Website



Link



Representative



Love DF



Love



DF



Author



Brainstorm



Workshop



Prototype



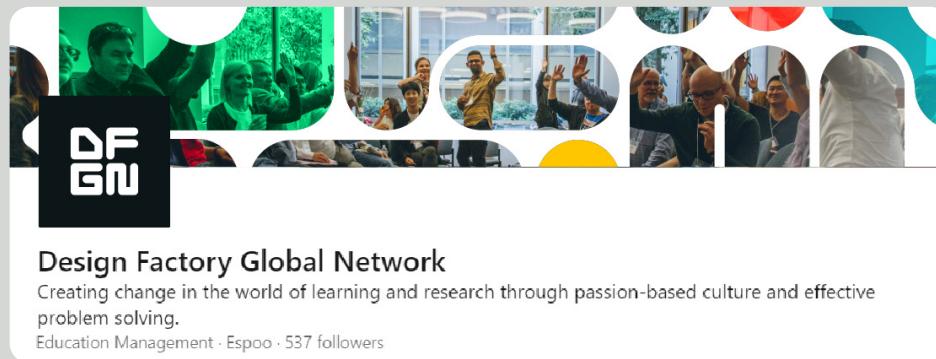
Coffee break

Brand applications

Social media

Each social media profile and cover picture can be different as each platform has specific picture dimensions and layout. However, the brand letter shapes are the key visual system that creates consistency across any platform.

LinkedIn



The LinkedIn profile for Design Factory Global Network features a collage of various photos showing people in professional settings like conferences and office environments. The DFGN logo is prominently displayed in the top left corner of the profile picture area. Below the profile picture, the page title is "Design Factory Global Network" followed by a brief description: "Creating change in the world of learning and research through passion-based culture and effective problem solving." It also shows the location "Education Management - Espoo" and the follower count "537 followers".

Flickr



The Flickr profile for Design Factory Global Network displays a grid of various photographs. The header includes the DFGN logo and the page title "Design Factory Global Network". Below the header, there are navigation links for "About", "Photostream", "Albums", "Faves", "Galleries", and "Groups". It also shows the date "Joined November 2013".

Facebook



The Facebook profile for Design Factory Global Network features a collage of various photos related to the organization's activities. The profile picture is a circular image of a man with a beard. Below the profile picture, the page title is "Design Factory Global Network" and it is described as "@globaldfnetwork · University". There is a blue "Send Message" button and a message box at the bottom right. A small note at the bottom right says "Hi! Please let us know how we can help."

Social media

It is essential to maintain a good contrast between the logo as a profile picture and the right cover picture. For example, the colour logo with a white background is ideal for a colourful cover on a dark background. On the contrary, a bright cover picture makes a good balance with a white logo on a dark background. The image for the cover pictures can be any variation of the brand shapes explained in the 'Brand shapes' section.

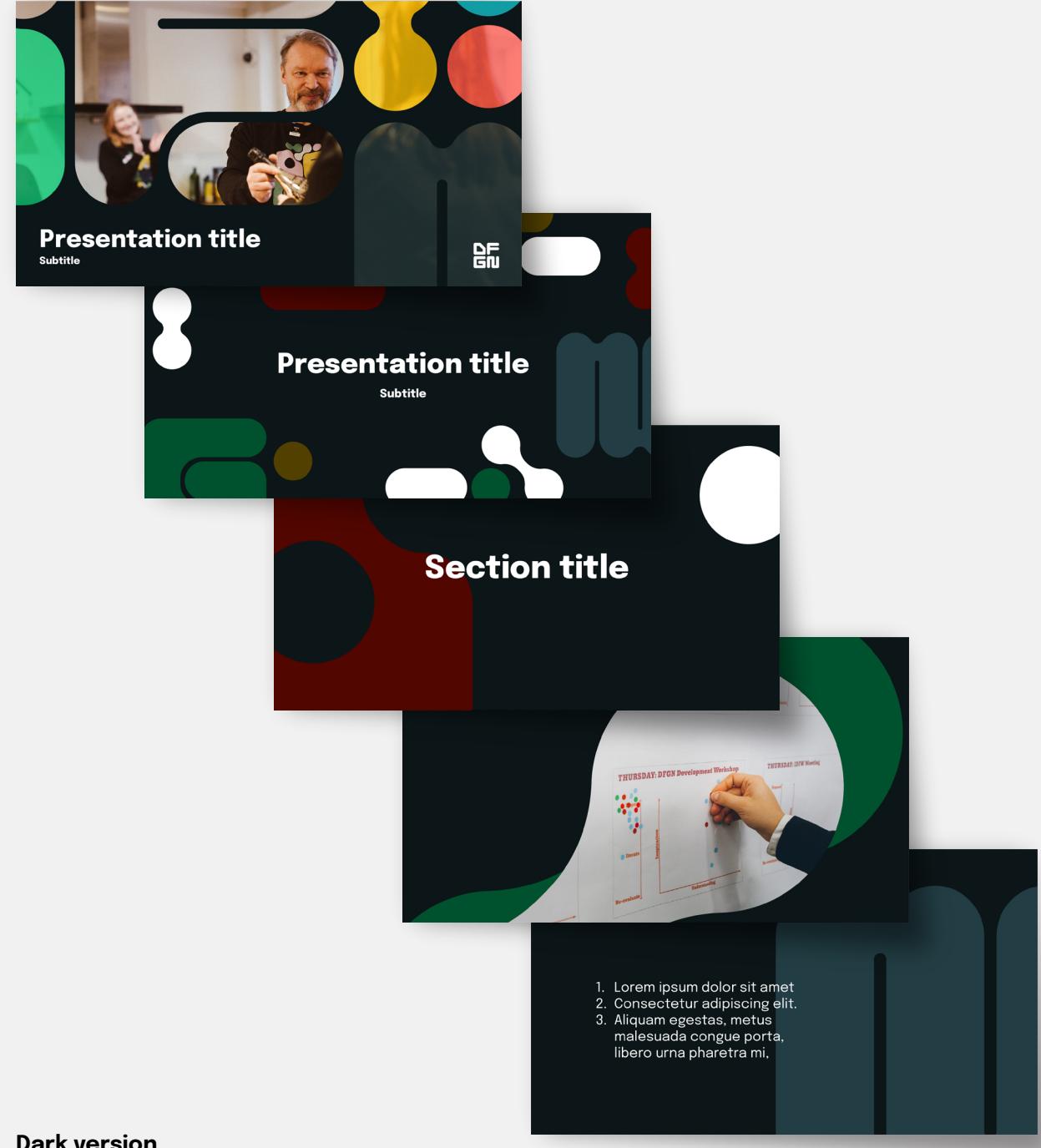
- Three versions of DFGN's logogram can be randomly chosen for social media avatars.
- However, the profile picture should have good contrast with the cover picture.



Presentation templates

DFGN's presentation templates are available in two formats: PPT and GSLIDES, which work for Microsoft PowerPoint, Keynote, and Google Slides. They are ideal to be displayed on the standard 16:9 screens.

There are dark and light template versions that can be used interchangeably depending on the needs or the information type. Adding other elements or layout to the template is acceptable as long as they follow the rules explained in this guideline, particularly in the 'Visual elements' section.



Presentation templates

DFGN's presentation templates are available in two formats: PPT and GSLIDES, which work for Microsoft PowerPoint, Keynote, and Google Slides. They are ideal to be displayed on the standard 16:9 screens.

There are dark and light template versions that can be used interchangeably depending on the needs or the information type. Adding other elements or layout to the template is acceptable as long as they follow the rules explained in this guideline, particularly in the 'Visual elements' section.



Visual asset and template list

Logo 6 versions (3 logotypes, 3 full forms)

Format: SVG, PNG

Color swatch Format: AI

Typefaces **Epilogue**

1 variable font (Legacy version 1.120)

18 static fonts (version 2.112)

Format: TTF, OTF

Sentinel

8 static fonts

Format: OTF

Brand shapes Format: AIT, AI

Icons 1 set (16 icons)

2 versions (dark and light)

Format: (SVG, PNG)

Templates **Presentation**

2 versions (dark and light)

Format: PPT, GSLIDES

Social media

Format : AIT