DataCite
Design manual

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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.
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

- **Icon**  
  - called the Schwoop  
  - representing DataCite’s initials D and C

- **Wordmark**  
  - “DataCite”

- **Vision**  
  - “CONNECTING RESEARCH, IDENTIFYING KNOWLEDGE”
DataCite 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

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.
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

Clear space is generated on behalf of the logo height \( \times 3 \). The protection zone is the area around the logotype that must be free of any text or imagery.
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.
Stacked logo & Schwoop - variants

Grayscale versions

B&w versions

Bi-color versions (only use on primary colors)
DataCite logo

Logo don’ts

1. Do not change the typography or font weights of the wordmark.
2. Do not reverse the logotype colors.
3. Do not re-arrange the logotype elements.
4. Do not change the colors in the two-color logotype.
5. Never add an element or descriptor to the logotype.
6. The logotype should never be condensed or expanded.
7. Do not add a border to the logotype.
8. Do not change the color in the one-color logotype.
9. Do not add a shadow.
10. Do not distort the logo.
11. Never remove the Schwoop from the logotype lock-up.
CHAPTER 2

DataCite
sub-brands
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.

Barlow semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgh
ijklmnopqrstuvwxyz
1234567890

Clear space

Minimum size

23px/web

2 cm/print
Sub-brands Fabrica & Commons

DataCite sub-brands

Construction

Clear space
### DataCite sub-brands

#### Sub-brands variants

<table>
<thead>
<tr>
<th>Grayscale versions</th>
<th>B&amp;w versions</th>
<th>Bi-color versions (only use on primary colors)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Fabrica" /></td>
<td><img src="image" alt="Fabrica" /></td>
<td><img src="image" alt="Fabrica" /></td>
</tr>
<tr>
<td><img src="image" alt="Commons" /></td>
<td><img src="image" alt="Commons" /></td>
<td><img src="image" alt="Commons" /></td>
</tr>
</tbody>
</table>
DataCite community badges
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.
DataCite community badges

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)
DataCite typography - Barlow family

Usage example

Lorem ipsum title
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi company enim ad minim, quis norem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut lao-
DataCite visuals

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
- +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
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**
  - Hex: #C0CED6
  - RGB: R192 G206 B214
  - CMYK: C12 M0 Y0 K17

- **Turquoise**
  - Hex: #46BCAB
  - RGB: R70 G188 B171
  - CMYK: C85 M0 Y0 K17

- **Light red**
  - Hex: #F07C73
  - RGB: R240 G124 B115
  - CMYK: C0 M62 Y44 K0

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

- **Medium blue**
  - Hex: #0D60D4
  - RGB: R13 G96 B212
  - CMYK: C85 M55 Y0 K0

- **Dark pink**
  - Hex: #BC2B66
  - RGB: R188 G43 B102
  - CMYK: C25 M100 Y20 K0

- **Lime**
  - Hex: #E2E254
  - RGB: R226 G226 B84
  - CMYK: C20 M0 Y75 K0
DataCite color scheme combinations

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

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

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.
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.