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.
About DataCite

We are a global community that shares a common interest: to ensure that research outputs and resources are openly available and connected so that their reuse can advance knowledge across and between disciplines, now and in the future.

As a community, we make research more effective with metadata that connects research outputs and resources—from samples and images to data and preprints. We enable the creation and management of persistent identifiers (PID), integrate services to improve research workflows, and facilitate the discovery and reuse of research outputs and resources.
Our Values

Reliability
We exist to reliably support our community and ensure our infrastructure is sustainable.

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 embrace diverse perspectives.
**Tone of Voice**

DataCite's tone of voice reflects the inclusive character of a community-driven organization dedicated to open science. We communicate openly with the community to ensure that we remain accountable. Our commitment to trustworthiness and reliability is the foundation of our relationship with all stakeholders in our community. As a community-driven non-profit organization, we serve the goals of our community and address them in a respectful and sincere manner.
CHAPTER 1

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

- **vision**
  - "Connecting Research, Advancing Knowledge"

- **wordmark**
  - "DataCite"
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
R 0 G 177 B 226
Pantone 306 C
C78 M0 Y6 K0

Primary dark blue
#243B54
R36 G59 B84
Pantone 7546 C
C100 M85 Y61 K0

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.
Primary logo - variants

Grayscale versions

![Grayscale versions](image1)

Bi-color versions (only use on primary colors)

![Bi-color versions](image2)

B&w versions

![B&w versions](image3)
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.
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)
**Logo don’ts**

- Do not change the typography or font weights of the wordmark.
- Do not reverse the logotype colors.
- Do not re-arrange the logotype elements.
- Do not change the colors in the two-color logotype.
- Never add an element or descriptor to the logotype.
- The logotype should never be condensed or expanded.
- Do not add a border to the logotype.
- Do not change the color in the one-color logotype.
- Do not add a shadow.
- Do not distort the logo.
- 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.
Sub-brands Fabrica & Commons
# 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="image1" alt="DataCite Fabrica" /></td>
<td><img src="image2" alt="DataCite Fabrica" /></td>
<td><img src="image3" alt="DataCite Fabrica" /></td>
</tr>
<tr>
<td><img src="image4" alt="DataCite Commons" /></td>
<td><img src="image5" alt="DataCite Commons" /></td>
<td><img src="image6" alt="DataCite Commons" /></td>
</tr>
</tbody>
</table>
DataCite
Community Badges
The DataCite community badges are meant for use by Direct Members, Consortium Leads, Consortium Organizations, Supporting Members, and DataCite Registered Service Providers 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 \( \times 3 \). 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)
CHAPTER 4

DataCite Visuals
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 enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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
C100 M85 Y61 K0

Primary light blue
#00B1E2
R0 G177 B226
Pantone 306 C
C100 M0 Y61 K0

Primary light blue shades & tints

+60% black
+40% black
+20% black

Screen: Link color
White
#00B1E2
R0 G177 B226
R0 G0 B0

Screen: Standard small text color
White
#000000
R0 G0 B0

Print: Standard small text color
White
C0 M0 Y0 K0
85% Black
C0 M0 Y0 K85

Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum
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.
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.
DataCite Visuals

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 Direct Members, Consortium Leads, Consortium Organizations, Supporting Members, 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.