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

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 (PIIDs), 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.
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.
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, Advancing Knowledge”
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**
- Hex: #08B1E2
- RGB: R0 G177 B226
- Pantone: 306 C
  - CMYK: C78 M0 Y6 K0

**Primary dark blue**
- Hex: #243B54
- RGB: R36 G59 B84
- Pantone: 7546 C
  - CMYK: C100 M85 Y61 K0

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<table>
<thead>
<tr>
<th>Character</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-Z</td>
<td>ABCDEFGHijklmnopqrstuvwxyz1234567890</td>
</tr>
<tr>
<td>a-z</td>
<td>abcdefghijklmnopqrstuvwxyz1234567890</td>
</tr>
</tbody>
</table>

---

**Barlow bold**
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 1234567890

---

**Barlow regular**
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 1234567890
DataCite Logo

**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.
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

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**

- ![Grayscale logo](image)
- ![Grayscale logo](image)

**Bi-color versions (only use on primary colors)**

- ![Bi-color logo](image)
- ![Bi-color logo](image)

**B&w versions**

- ![B&w logo](image)
- ![B&w logo](image)
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**

- 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.

Construction

Barlow semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz
1234567890

Clear space

Minimum size

23px/web

2 cm/print
Sub-brands Fabrica & Commons
## 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="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>
CHAPTER 3

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 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

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
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.

**DataCite secondary colors**

Secondary colors & shades

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

- **Turquoise**
  - Hex: #46BCAB
  - RGB: R70 G188 B171
  - CMYK: C26 M0 Y40 K0

- **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. 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 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.
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.