



INTERNATIONAL DATA
SPACES ASSOCIATION



IDSA Corporate Design

Manual V9/2021



Index

01. The Introduction	
The visual identity	// 03
02. Logo and Color Scheme	
The combined word- and figurative mark	// 04
The brand color scheme	// 05
Working with color on surfaces	// 06
Usage and scaling.....	// 07
03. Typography	
The corporate fonts.....	// 08
The font formats	// 09
The font combination	// 10
Working with text on pictures	// 11
04. Design Elements	
Color library.....	// 12
Working with colors	// 13
The four geometric shapes.....	// 14
The four graphic patterns.....	// 15
The four graphic elements.....	// 16
Lines and surfaces.....	// 17
IDSA icon set.....	// 18
Icons application example.....	// 19
Infographic application example	// 20
05. Presentations	
The PowerPoint Design	// 21
06. Imagery	
The key visuals.....	// 22
The IDSA image library	// 23
The subject areas	// 24
Variation in image temperature	// 25
Stock-Graphics.....	// 26
Moving image	// 27
07. Business Tools	
Business card layout	// 28
Documents layout	// 29
08. Web Presence	
The Website	// 30
The Website Examples	// 31



The Visual Identity

Clear Guidelines

Precise Implementation

01

In the INTERNATIONAL DATA SPACES ASSOCIATION many people are involved, at many different levels. All contributors communicate in their work with the association as the originator.

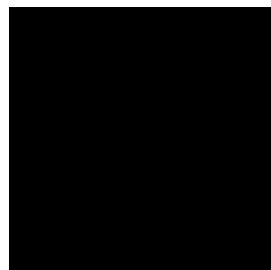
In order to ensure a uniform appearance, each user is responsible for applying the clear guidelines in the best possible and most precise way.



Brand Color Scheme And the Corporate Design

The Corporate Colors

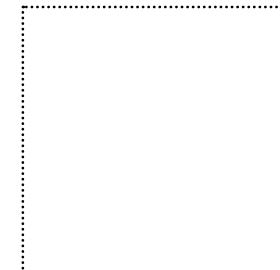
02



Black



Cyan



White

0/00/0/100

100/0/0/0
0/153/255
#0099ff



The Combined word and Figurative Mark

Breathing Room/ Clear Space

02





Working with Color on Surfaces

With the Combined Word and Figurative Mark

02

INTERNATIONAL DATA
SPACES ASSOCIATION



INTERNATIONAL DATA
SPACES ASSOCIATION



INTERNATIONAL DATA
SPACES ASSOCIATION



B/W Application
Grayscale is not an option .

Application on black
Above: with color
Below: in B/W
Grayscale is impossible.

INTERNATIONAL DATA
SPACES ASSOCIATION



INTERNATIONAL DATA
SPACES ASSOCIATION



Application on cyan
Above: just with black
Below: is not allowed due to low
contrast.



Logo and Color Scheme

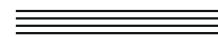
Usage and Scaling

The Combined Word and Figurative Mark

02

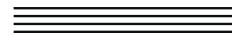
Screen/PowerPoint

**INTERNATIONAL DATA
SPACES ASSOCIATION**



.....
min. size 247px / 8,7 cm

INTERNATIONAL DATA
SPACES ASSOCIATION



.....
min. size
75px / 2,655 cm

Only very reduced use
with special media.
(e.g. mobile and devices)

Print

**INTERNATIONAL DATA
SPACES ASSOCIATION**



.....
min. size Print 4,5 cm

Download Logos

IDSA > Dokuments > General >
Corporate Design, Visuals, Tem-
plates, Fonts > IDSA Logos

Corporate Fonts And System Font

03

Corporate fonts

Droid Sans (corporate font)

Droid Sans

Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Georgia (System font) for
font mix and display

Georgia

Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Second choice

Segoe UI (System font)

Segoe UI

Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Use for shared docs



03

The Font Formats

Droid Sans

48pt font size
40pt Line spacing

Headline H1

26pt font size
31,2pt Line spacing

Headline H2

14pt font size
16,8pt Line spacing

Headline H3

10pt font size
14pt Line spacing

Headline H4

24pt font size
36pt Line spacing

Copy_24

18pt font size
26pt Line spacing

Copy_18

10pt font size
14pt Line spacing

Copy_10

Georgia

11pt font size
13,2pt Line spacing*Captions*20pt font size
30pt Line spacing*Quote*Bold
or
Regular~~HEADLINE~~
~~HEADLINE~~Do not use capital letters/
versals or small caps.

Download Corporate Font

IDSA > Dokuments > General >
Corporate Design, Visuals, Templa-
tes, Fonts > Font Droid Sans

Italic



The Font Combination

Working with Headlines

03

Headline H1

Headline H1

Bold

Regular

The font combination of Droid Sans bold und regular can be used for headlines.

Headline H1

Headline H1

Bold

Regular

Headlines can be underlaid with a black surface - „Underline-option“ InDesign

Headline H1

Headline H1

Bold

Regular

Headings can be combined with a line. Pay attention to the correct proportion.



line: 15mm, 5pt

Watch out for clear space



Working with Text on Pictures

03



Headlines can be underlaid with a black area -
„underline option“ InDesign



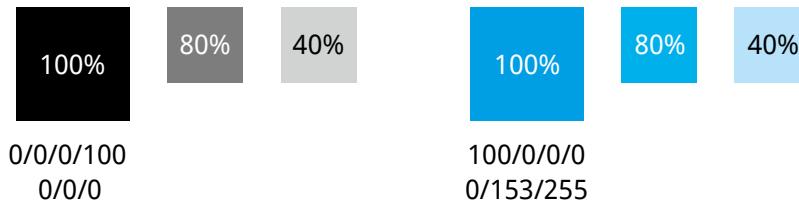
Headlines can be placed on calm, monochrome parts of a
photos - e.g. sky, water surface

Color Library

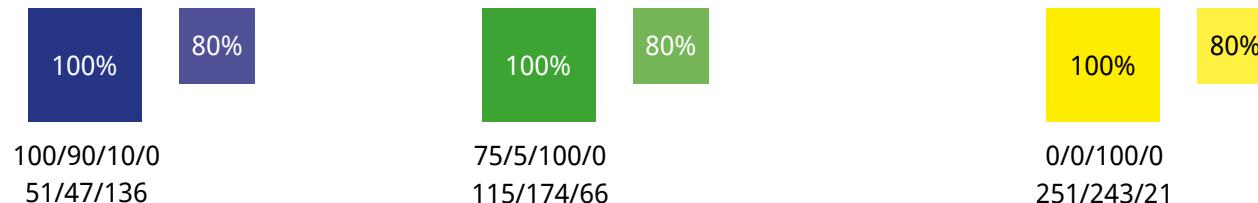
CMYK for Print Media & RGB for Online Presentation

04

Primary colors



Secondary colors - Base



Secondary colors - Highlight



The color palette results from the basic colors of the printing industry, which also include the company colors (cyan and black). The gradations are percentage of color values. The colors should be strong (up to 80% color saturation). Pastel tones are not desired.

Working with colors

How to use primary colors and secondary colors

04

Primary colors



Secondary colors - base



Secondary colors - highlight



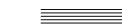
Technical, factual (e.g. position paper)

The primary colors are an important part of the corporate design and provide a **great recognition value**. They should be **used primarily and especially for technical and factual content**.

The secondary colors - base create attention and can be **used complementary** to the primary colors to **highlight and create variation**. The more subdued colors of dark blue, green and yellow can also be used **occasionally** for backgrounds or lettering..

Highlighting, attention (e. g. social media)

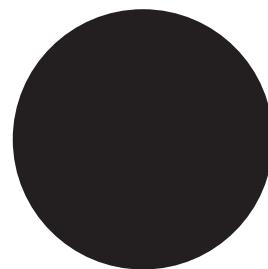
The secondary colors - highlight can be used **complementary and sparingly for highlighting**. They set the scene and generate **greater attention** and are thus more suitable for the area of **social media entertaining media**.



The four Geometric Shapes Form the Base for Graphic Elements

04

1



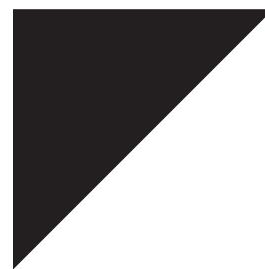
1 // Circle

2



2 // Square

3



3 // Triangle - **halved square**

4



4 // rectangle - **ratio 2:3**



other e.g. elliptical shapes are not desired



other triangular shapes that are not based on a halved square are not desired



other rectangular shapes that are not based on the ratio 2:3 are not desired

The four geometric shapes form the base for the graphic design and development of graphics.

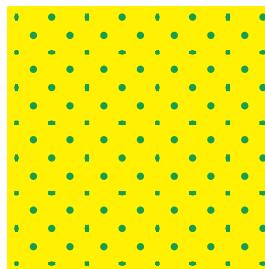
The graphic elements and patterns are based on these four basic shapes. patterns or icons can be placed in the shapes.



The four Graphic Patterns For Combining with the Basic Forms

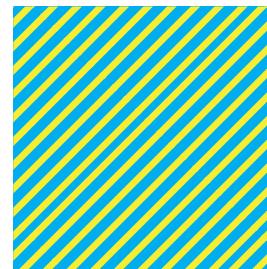
04

1



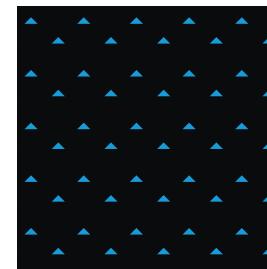
1 // Pattern Dots

2



2 // Pattern Lines

3



3 // Pattern Triangles

4



4 // Pattern Rectangles

The four patterns can be combined with the basic shapes and inserted into them. They are also suitable for backgrounds and can be combined with photographs. They can be colored in the colors of the corporate design.

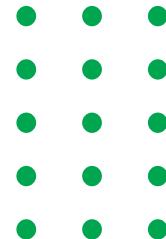
Download Patterns

IDSA > Dokuments > General >
Corporate Design, Visuals, Templates, Fonts > Graphic Elements

The four Graphic Elements

For Combining with the Basic Forms

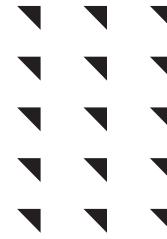
04



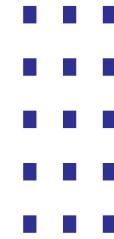
1 // Element Dots



2 // Element Lines



3 // Element Triangles



4 // Element Rectangles

The four graphic elements can be combined with the basic shapes or photographs.
They can be colored in the colors of the corporate design.

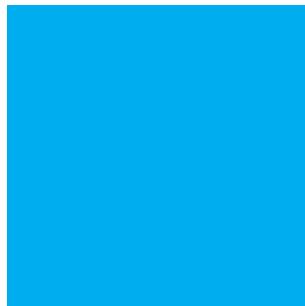
[Download Elements](#)

IDSA > Dokuments > General >
Corporate Design, Visuals, Tem-
plates, Fonts > Graphic Elements >
Elements

Lines and Areas

Defining the Space and giving Identity

04



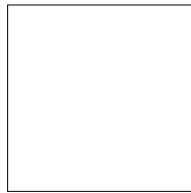
1 // simple colored area
for basic shapes or
background



2 // color Gradient - for basic
shapes or backgrounds



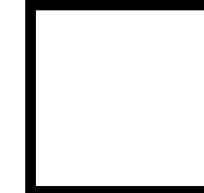
3 // multicolored gradient - for
backgrounds



0,25pt solid line
triangle arrow, point at the end



1pt fine-dotted line triangle
arrow, point at the end

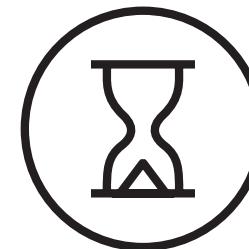
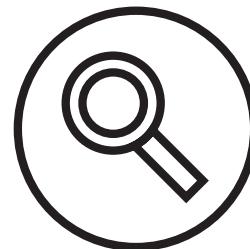
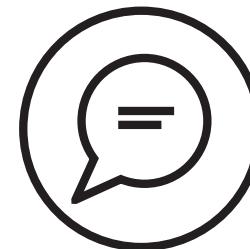
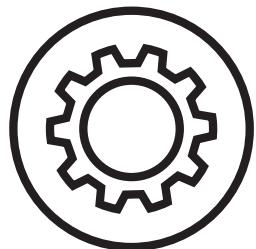
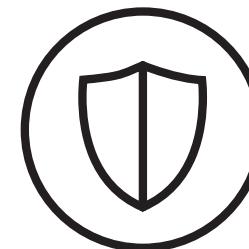
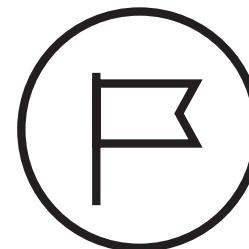
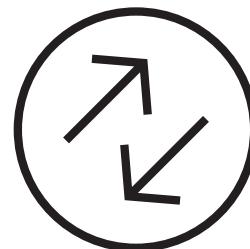
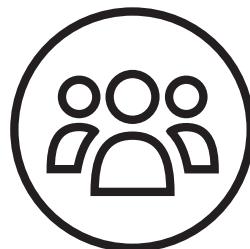
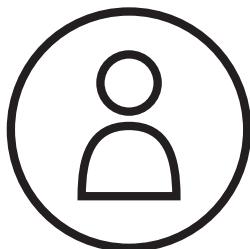


4pt solid line
triangle arrow



The IDSA Icon Set

04



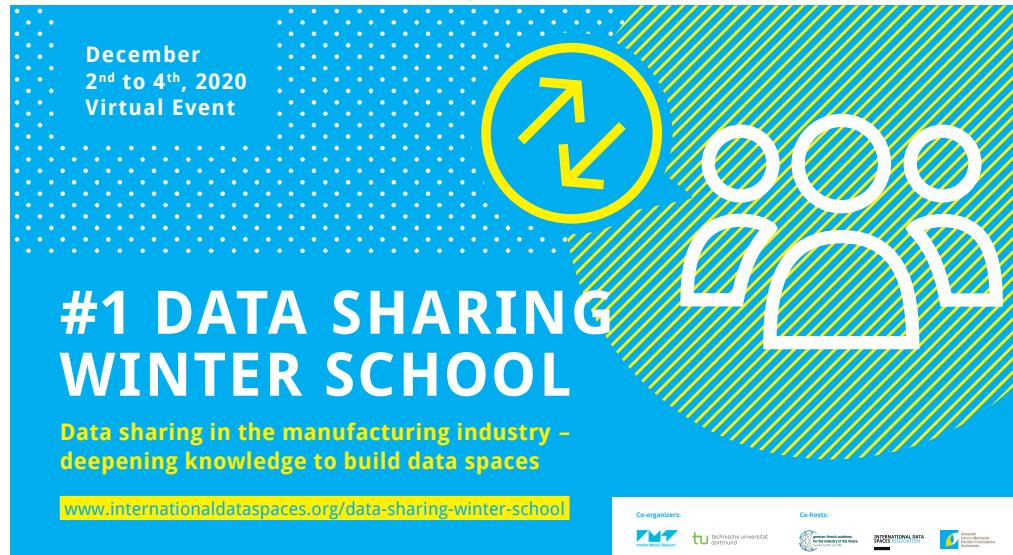
Download Icons

IDSA > Dokuments > General >
Corporate Design, Visuals, Tem-
plates, Fonts > IDSA Icons



Icons Application Example

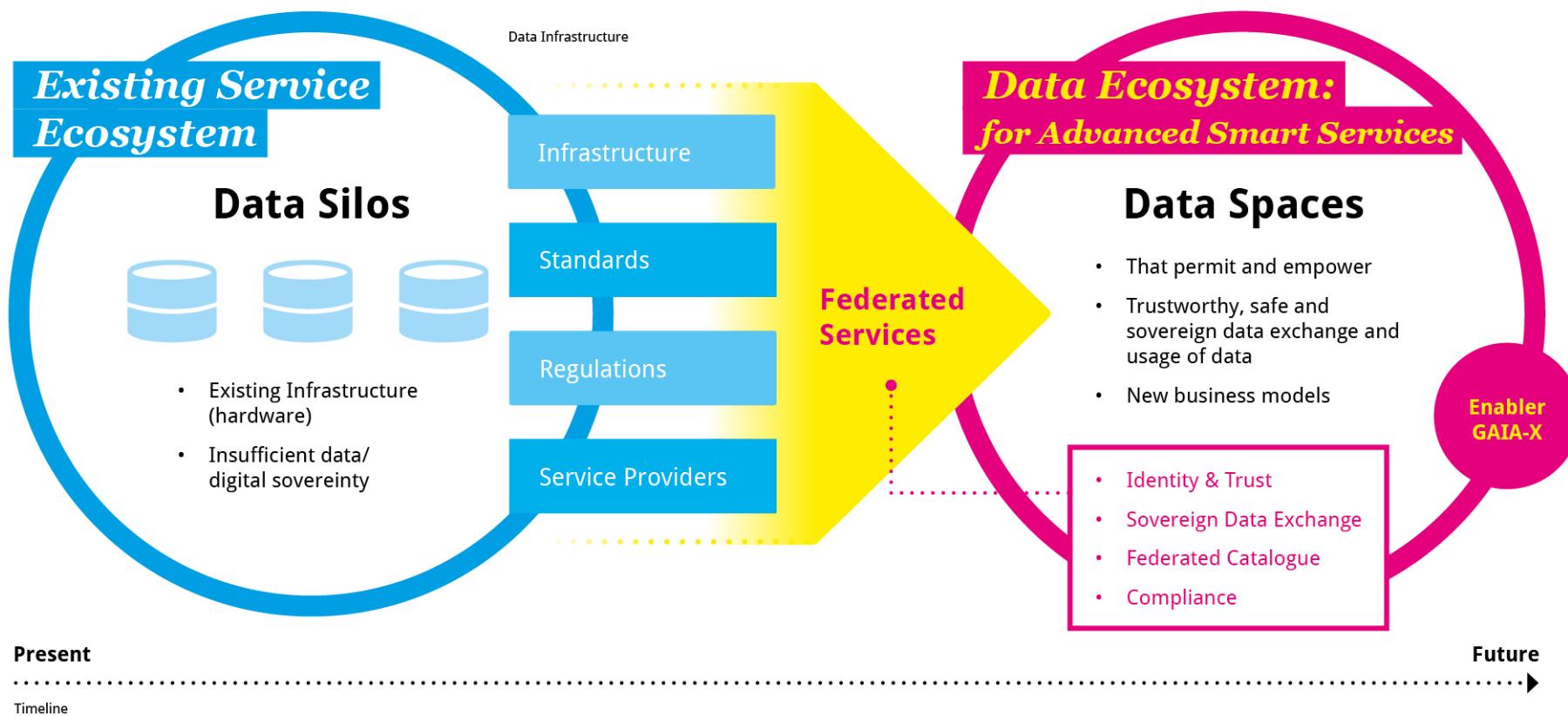
04

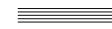


Infographic Application Example

GAIA-X: Next Generation Data Ecosystems

The pioneering principles of the Federated Services

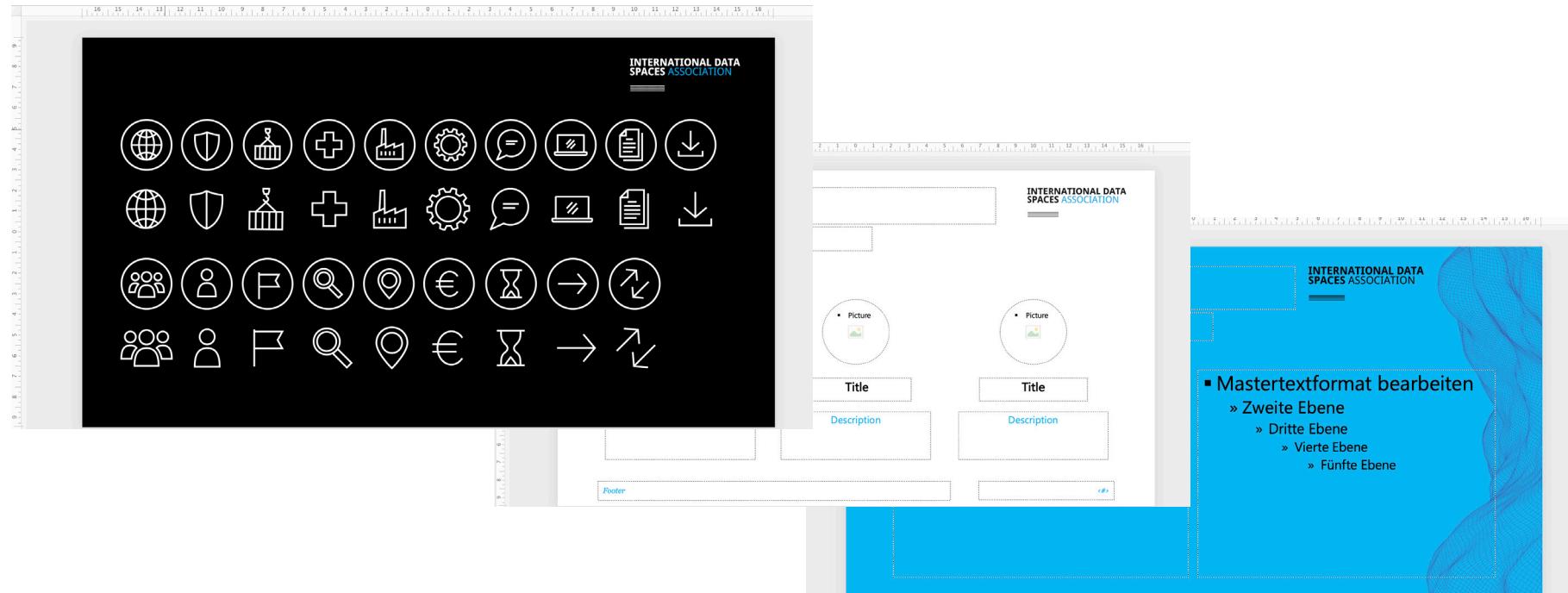




05

The PowerPoint Design

The Master Slide Deck



Download PowerPoint Master

IDSA > Dokuments > General > Corporate
Design, Visuals, Templates, Fonts > Master
Slide Deck

The Key Visuals

Data Ecosystems, Data Space & Networking

06



The key visual shows an eco system, the coral reef, and covers the important subject area, data eco systems.



The key visual is a NASA recording and shows a galaxy and covers the important subject area „Space“.



The key visual is a NASA recording and shows the earth at night and stands for networking.



The IDSA Image Library

Abstract and Emotional

When choosing a photo or graphic, high-quality and visually appealing motifs based on abstract, associative and emotional level should be used. The chosen motifs attempt to outline the complex subject area of IDSA, rather than to represent it precisely.

Classic stock photos, photomontages or other illustrations that are not approved, are excluded. Generally we will avoid the use of images with people.

[Download image library](#)

IDSA > Dokuments > General >
Corporate Design, Visuals, Tem-
plates, Fonts > Photos

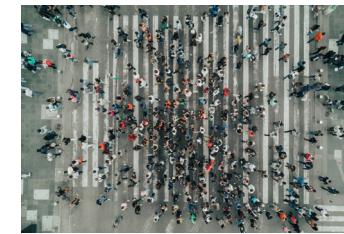


The IDSA Image Library

Subject Areas

06

Space / Systems

Architecture / Foundation /
Space / StrukturRouten / Flow / Streams /
NetworksSwarm / Flock / School /
EcosystemWave / Stream /
Infrastructur / Landscape

Variation in Image Temperature

06



Original



Optional: Images slightly colored with cyan. Suitable for campaigns.

Stock Graphics

Lines create spaces

06



Clear and linear stock graphics, that create spaces and depth, as well as topographic graphics, are preferable.

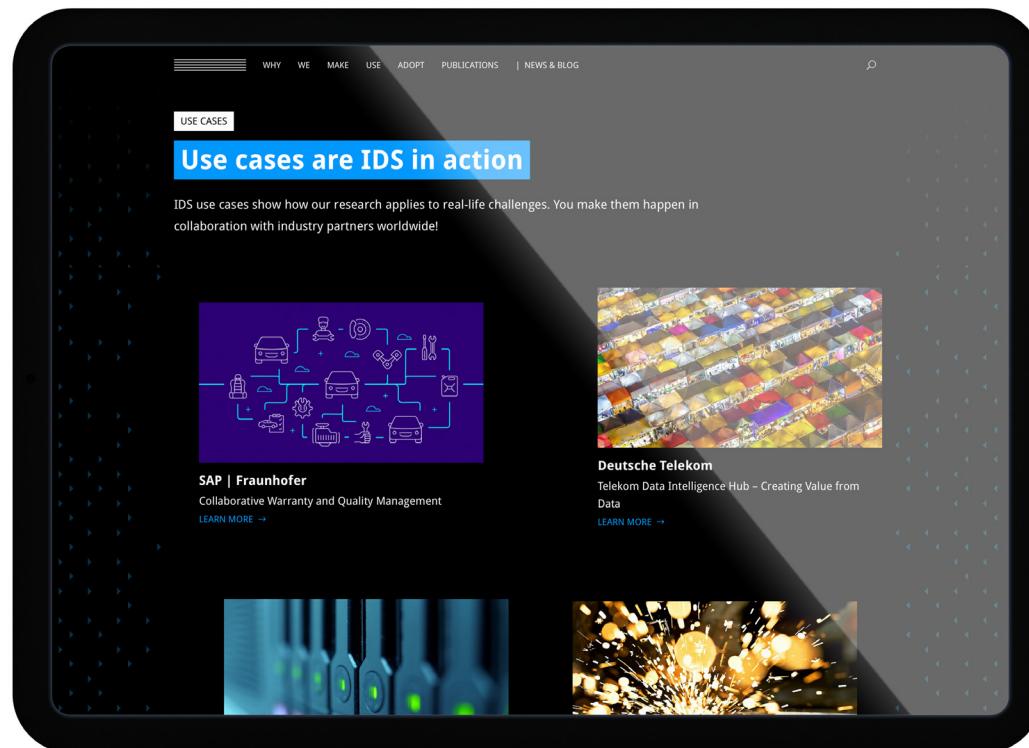
[Download graphics](#)

IDSA > Dokuments > General >
Corporate Design, Visuals, Tem-
plates, Fonts > Stock graphic
elements



06

Moving Image Videos and Animations



Examples for working with moving images can be found on the use case subpage of the website. When selecting video material, the criteria for photo selection must be noted. The chosen motifs attempt to outline the complex subject area of IDSA, rather than to represent it precisely. Animations are based on the color library and the design criteria of the corporate design.



07

Business card layout



Front



Back



Email Signature

07

First name last name

International Data Spaces Association

Position

Emil-Figge-Str. 80
44227 Dortmund | Germany

Mobile: +49 171 1234567
Email: pfirstname.surname@internationaldataspaces.org
LinkedIn: personal account

www.internationaldataspaces.org

INTERNATIONAL DATA
SPACES ASSOCIATION



Follow us:



Segoe UI / 10pt font size / Bold

Segoe UI / 9pt font size / Bold

Segoe UI / 9pt font size / Regular

Text body for all e-mails:

Segoe UI / 10pt font size

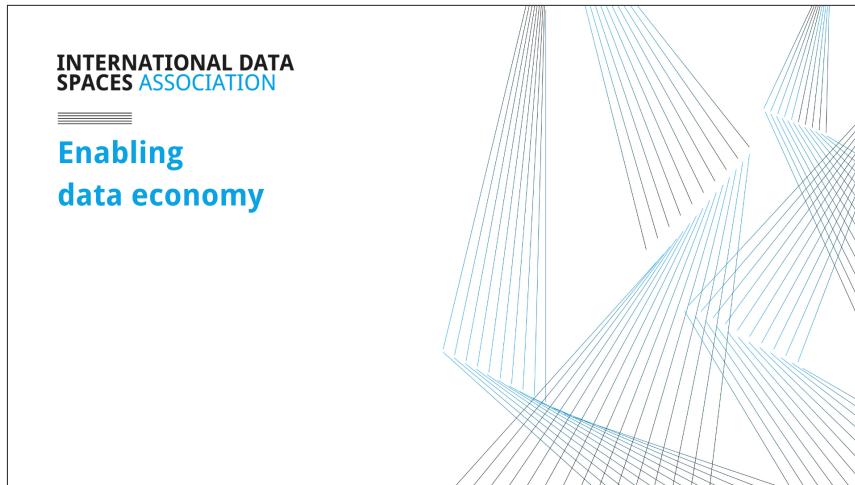
Download the guide

IDSA > Dokuments > General >
Corporate Design, Visuals, Templa-
tes, Fonts > Email Footer



Teams Video Call Backgrounds

07



INTERNATIONAL DATA
SPACES ASSOCIATION

Enabling
data economy



INTERNATIONAL DATA
SPACES ASSOCIATION

Let's build
data spaces!

[Download backgrounds](#)

IDSA > Dokuments > General >
Background for Teams



Layout of Documents Examples

INTERNATIONAL DATA SPACES ASSOCIATION

Statute

Preamble

Digitalization creates opportunities for new business models and thus for Germany as a business location. At the same time, data is becoming a strategic resource that can be a decisive factor for the success of companies on the market. The reliable and secure access and handling of data is therefore crucial for the future of our economy and our society.

The Association International Data Spaces e. V. aims at promoting secure, reliable solutions for digitalization and for the related rapid changes in industrial production and business processes. In particular, the Association intends to identify and bundle requirements for a protected space in which international data can be shared and exchanged based on its own rules, specify requirements for the development and operation of such a space and provide recommendations for action. International Data Spaces aims to enable a network of reliable, securely exchangeable data and thus contribute to more efficient value added in all areas of the economy. Principles in this connection should be maintaining sovereignty over one's own data, ensuring collaboration and integration in a spirit of trust while safeguarding security and respecting the private sphere based on defined standards.

§ 1 Name, registered office and fiscal year

- The association is named "International Data Spaces" and is to be entered into the register of associations; after registration it will bear the addition "e. V."
- The registered office of the association is in Berlin, Germany.
- The fiscal year is the calendar year.
- The association is neutral in terms of politics, ethnicity and denomination. Insofar as names of functions are used in this Statute, these shall apply to both sexes.

INTERNATIONAL DATA SPACES ASSOCIATION
Head Office
Emil-Figge-Str. 80
44227 Dortmund | Germany

Legal Office
Anna-Louisa-Karsch-Str. 2
10178 Berlin | Germany

www.internationaldataspaces.org
phone: +49 231 70096 501
mail: info@internationaldataspaces.org

INTERNATIONAL DATA SPACES ASSOCIATION

SENIOR ENTERPRISE ARCHITECT (F/M/D)

Who we are

The International Data Spaces Association (IDSA) was established in 2016 jointly by industry, politics and research and sets a standard for the trustworthy and self-determined exchange of data with the IDS architecture - the standard for data sovereignty. More than 120 companies and research institutions from more than 20 countries are working on standardization, adaptation of the technology and operational concepts for a sovereign data exchange infrastructure. The IDSA offer is growing in this context and needs digital enthusiasts to write another chapter in data management.

We would like to get to know you and would like to work with you in the area of

SENIOR ENTERPRISE ARCHITECT (F/M/D)

for the IDSA head office in Dortmund, Germany. The position is for the time being limited to 2 years.

Your tasks

- Your task is to organize the standard development process, select components for standardization and to create and organize a standardization roadmap as well as to further develop the reference architecture model.
- You will function as interface between requirement management (requirement engineering), open source software developments and architecture/implementation patterns definition.
- You will govern the open source software project of IDSA together with representatives of our member companies.
- You will create and coordinate the technical and content-related positioning of the International Data Spaces Association to relevant national and international initiatives (e. g. GAIA-X).
- You will design and prepare the reference architecture model in such a shape, that it can be adopted by data-driven ecosystems in every domain. This will be brought to life via relevant and convincing use cases with the IDSA members.
- You will be involved in industry-driven projects, European research projects and political-strategic projects.
- With your expertise at the interface between digital experts and market needs, you will position the IDSA in business, in national and European politics and in global initiatives.

Your profile

- Completed scientific university education in a mathematical-scientific course of studies or comparable qualification through adequate long-term professional experience
- Knowledge of the English language, especially in the design and implementation of IT architectures and profound knowledge in the area of IT infrastructure
- In-depth knowledge of SOA, microservices and cloud solutions and high interest in consulting on specialist topics such as Industry 4.0, data management, IoT and pronounced IT/technology affinity.
- Knowledge in project management and open source software projects
- Conversational English skills; confident handling of MS-Office applications.
- Open for agile innovation methods.

We offer

Are you looking for variety instead of everyday routine? Team spirit instead of rigid hierarchies? Colleagues who are just as dynamic and innovative as you? A company culture that is open and flexible, yet has a clear purpose like a startup, but is involved in exciting and influential projects such as a corporate group and helps shape them? We offer exciting responsible tasks, flexibility, a huge network and international perspectives. Your location could be anywhere in Europe. Dortmund, Berlin and Brussels should be easy to reach. It is expected to be in the Dortmund based Head Office for two days every second week.

Contact

We look forward to receiving your application, stating the earliest possible starting date and your salary expectations. Please send your application to Susanne.Immel@internationaldataspaces.org. Questions will be answered by Thorsten Hülsmann (thorsten.huelsmann@internationaldataspaces.org).

INTERNATIONAL DATA SPACES ASSOCIATION
Emil-Figge-Str. 80
44227 Dortmund | Germany

phone: +49 231 70096 501
mail: info@internationaldataspaces.org

WWW.INTERNATIONALDATASOURCES.ORG

INTERNATIONAL DATA SPACES ASSOCIATION

Stir des Vereins
International Data Spaces e. V.
Fraunhofer FORUM Berlin
Anna-Louisa-Karsch-Strasse 2
10178 Berlin

Geschäftsstelle
International Data Spaces e. V.
Emil-Figge-Str. 80
44227 Dortmund
+49 231 709 96 - 501
info@internationaldataspaces.org
www.internationaldataspaces.org

Neue Mitgliedschaft im IDSA

Sehr geehrte Frau Vorsitzende,
Wir freuen uns ganz ausdrücklich über Ihre neue Mitgliedschaft bei der International Data Spaces Association und hoffen auf eine sehr gute Zusammenarbeit und einen regen Austausch. Zukunft gestalten ist uns alle ein Ziel und wir können es nur gemeinsam erreichen.

Als ersten Schritt schlagen wir ein kurzes Begrüßungsgespräch vor. Aus gegebenen Umständen kann dies momentan nur virtuell stattfinden, doch hoffen wir das wir ein persönliches Treffen in unserem Büro in Dortmund bald nachholen können.

Bitte lassen Sie uns ein bis zwei Terminvorschläge zukommen damit wir möglichst zeitnah unseren Dialog starten können. Bei Fragen zur Mitgliedschaft stehen wir natürlich jederzeit telefonisch zu Verfügung.

Mit freundlichen Grüßen

Ihr IDSA Team

Vorsitzender des Vorstandes
Dr. Reinhold Achatz

Schatzmeister
Ulrich Ahle

Stellv. Vorsitzende des Vorstandes
Prof. Dr. Boris Otto

Geschäftsführer
Thorsten Hülsmann

Steueridnummer: 315/5791/2639
UG-ID: DE32596496
Verrechnungs-Nr. VR 34791 B
Deutsche Bank AG
IBAN: DE80 3607 0550 0799 0302 00
BIC: DEUTDEDEXXX

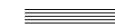
Word document

Sample job posting

Standard letter head

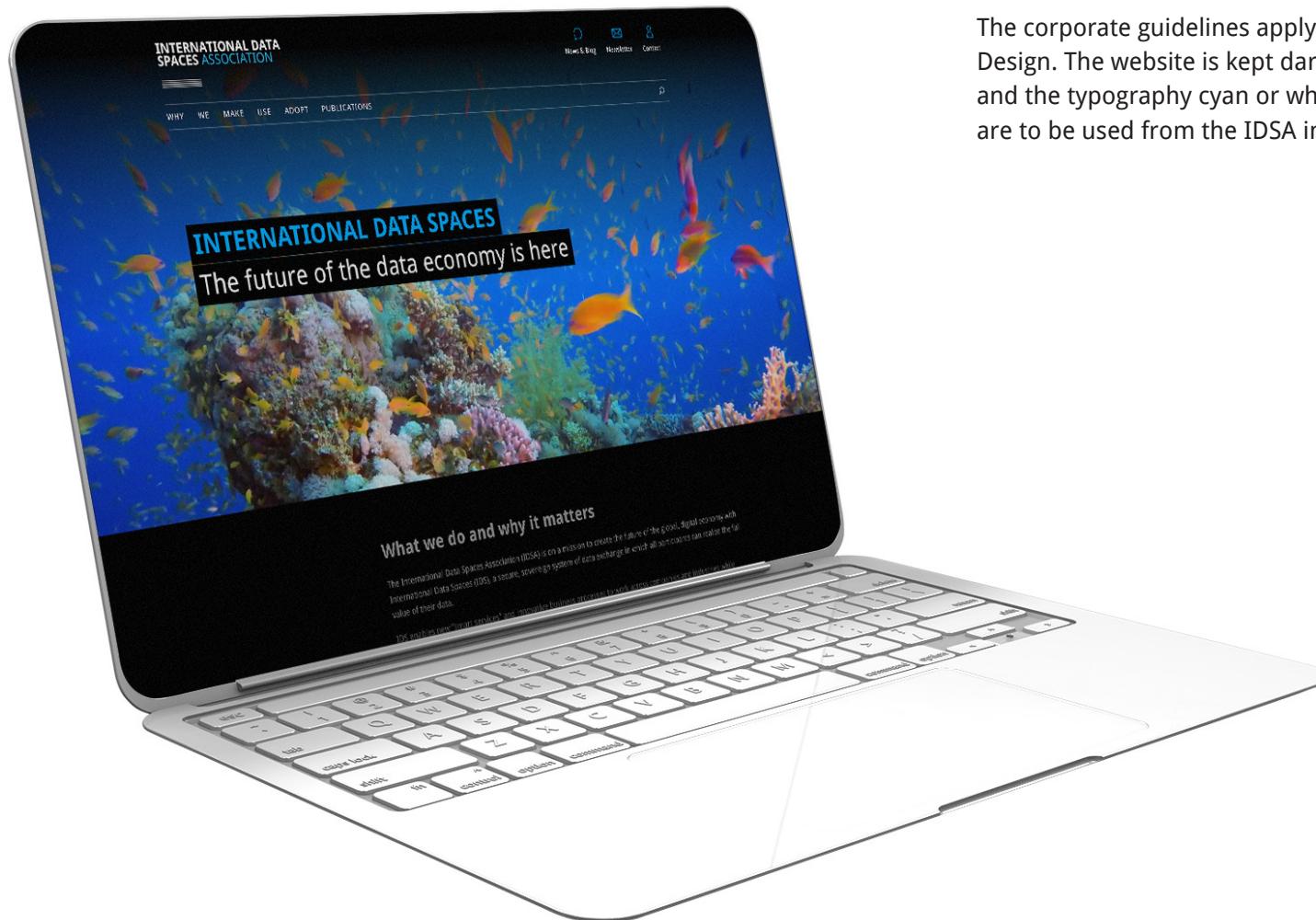
Download template

IDSA > Dokuments > General >
Corporate Design, Visuals, Tem-
plates, Fonts > Letter Templates



08

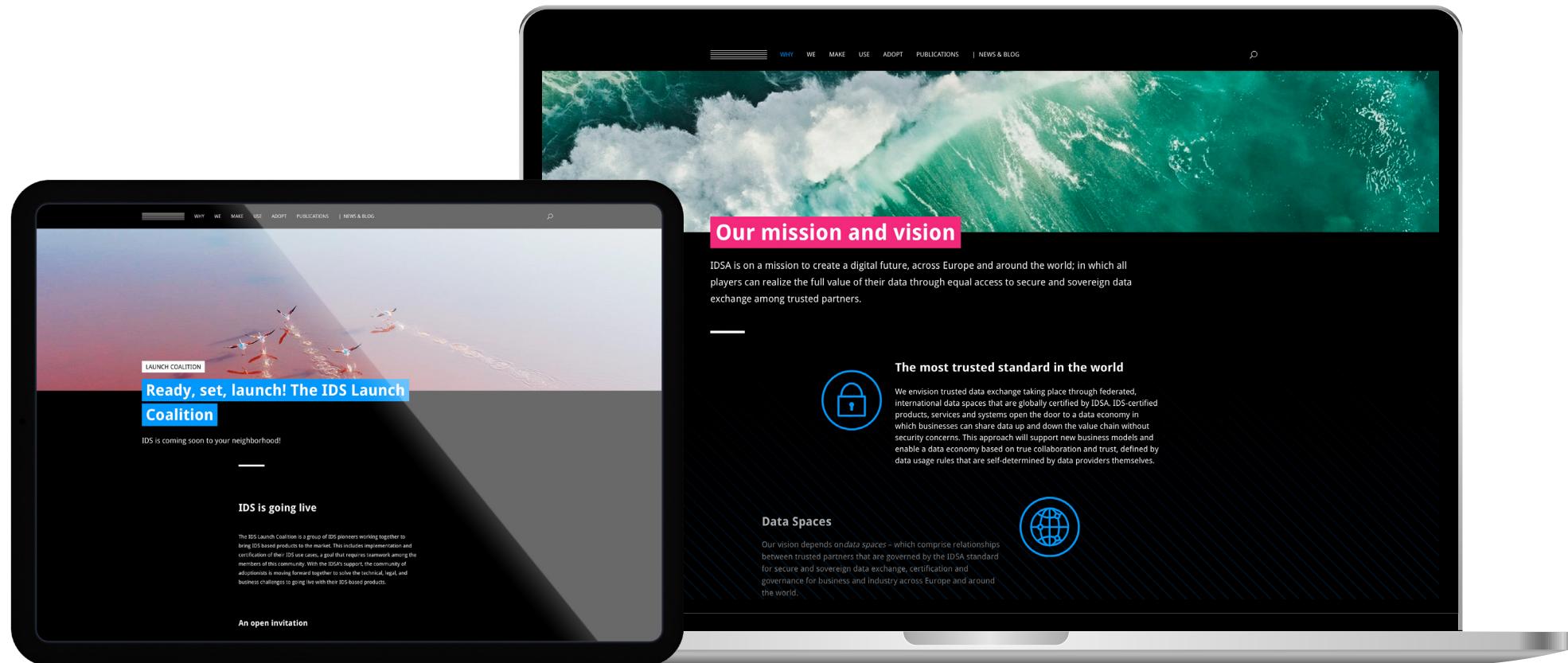
The Website Overview



The corporate guidelines apply to the website Design. The website is kept dark. The backgrounds are black and the typography cyan or white. The Images and the icons are to be used from the IDSA image and icon library.

The Website Examples

08



The image shows two devices displaying website examples. On the left, a smartphone screen displays the homepage of the International Data Spaces Association (IDSA) Launch Coalition. The header includes navigation links like 'WHY', 'WE', 'MAKE', 'USE', 'ADOPT', 'PUBLICATIONS', and 'NEWS & BLOG'. A main banner features a red-to-blue gradient background with a stylized aircraft formation. Below the banner, a blue call-to-action button reads 'Ready, set, launch! The IDS Launch Coalition'. Text below the button says 'IDS is coming soon to your neighborhood!' and 'IDS is going live'. A small note at the bottom states: 'The IDS Launch Coalition is a group of IDS pioneers working together to bring IDS based products to the market. This includes implementation and certification of their IDS use cases, a goal that requires teamwork among the members of this community. With the IDSA's support, the community of adopters is moving forward together to solve the technical, legal, and business challenges to going live with their IDS based products.' At the very bottom, it says 'An open invitation'.

On the right, a tablet screen displays the IDSA website. The top navigation bar is identical to the smartphone version. The main content area features a large banner with a dramatic aerial photograph of a wave crashing. Below the banner, a pink box highlights the section 'Our mission and vision'. Text in this section states: 'IDSA is on a mission to create a digital future, across Europe and around the world; in which all players can realize the full value of their data through equal access to secure and sovereign data exchange among trusted partners.' To the right, there is a section titled 'The most trusted standard in the world' featuring a lock icon. Text in this section describes the vision of trusted data exchange through federated, international data spaces. Below this, another section titled 'Data Spaces' features a globe icon and describes the vision of data spaces as relationships between trusted partners governed by the IDSA standard for secure and sovereign data exchange, certification, and governance.