



**INTERNATIONAL DATA
SPACES ASSOCIATION**



Version 10 | August 2023

IDSA corporate design manual



Index

01. Introduction

The visual identity// 03

02. Logo and color scheme

The brand color scheme// 04

The combined word and figurative mark// 05

Usage and scaling// 06

Working with color on surfaces// 07

03. Typography

The corporate fonts// 08

The font formats// 09

The font combination// 10

Working with text on pictures// 11

04. Design elements

The color library// 12

Working with colors// 13

The four geometric shapes// 14

The four graphic patterns// 15

The four graphic elements// 16

Lines and areas// 17

The IDSA icon set// 18

Icons and patterns application examples// 19

Infographics application examples// 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

Moving image// 26

07. Business tools

The business card layout// 27

Email signature// 28

Teams video call backgrounds// 29

Layout of documents// 30

08. Web presence

The website// 31

The website examples// 32



The visual identity

Clear guidelines

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.

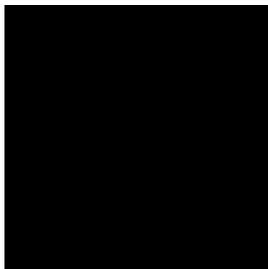
In order to ensure a uniform appearance, each user is responsible for applying the clear guidelines in the best possible and most precise way.



Logo and color scheme

The brand color scheme

The corporate colors



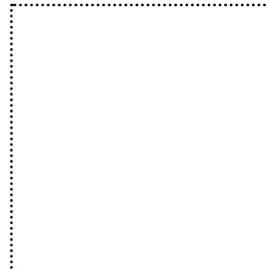
Black

100/20/0/0



Cyan

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



White



Logo and color scheme

The combined word and figurative mark

Breathing room/ clear space





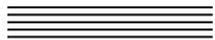
Logo and color scheme

Usage and scaling

The combined word and figurative mark

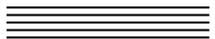
Screen/PowerPoint

**INTERNATIONAL DATA
SPACES ASSOCIATION**



min. size 247px / 8,7 cm

IDS A



**Only very reduced use
with special media!
(e.g. mobile, devices, favicon)**

Print

**INTERNATIONAL DATA
SPACES ASSOCIATION**



min. size Print 4,5 cm



Logo and color scheme

Working with color on surfaces

The combined word and figurative mark

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B/W application
Grayscale is not an option.

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

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



The corporate fonts And system font

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

Verdana (system font)

Verdana

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



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

Georgia

- 24pt font size
36pt Line spacing
Copy_24
- 18pt font size
26pt Line spacing
Copy_18
- 10pt font size
14pt Line spacing
Copy_10
- 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.

Italic



The font combination

Working with headlines

Droid Sans

<p>Headline H1</p> <p>Headline H1</p>	<p>Bold</p> <p>Regular</p>	<p>The font combination of Droid Sans bold und regular can be used for headlines.</p>
<p>Headline H1</p> <p>Headline H1</p>	<p>Bold</p> <p>Regular</p>	<p>Headlines can be underlaid with a black surface - „under-line-option“ InDesign</p>
<p>Headline H1</p> <p>Headline H1</p> <p>—</p>	<p>Bold</p> <p>Regular</p> <p>line: 15mm, 5pt</p>	<p>Headings can be combined with a line. Pay attention to the correct proportion.</p> <p>Headings can be combined with a line. Pay attention to the correct proportion.</p> <p>Watch out for clear space</p>



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

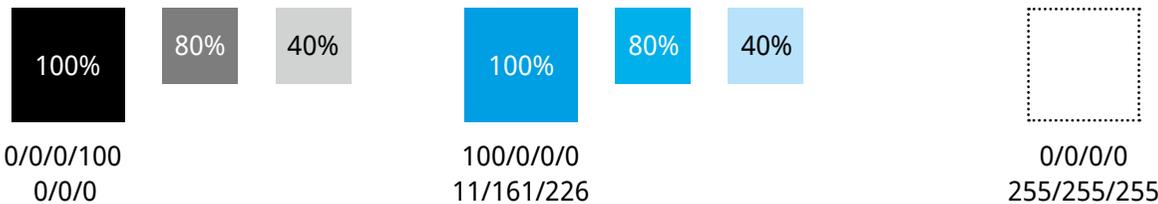


Design elements

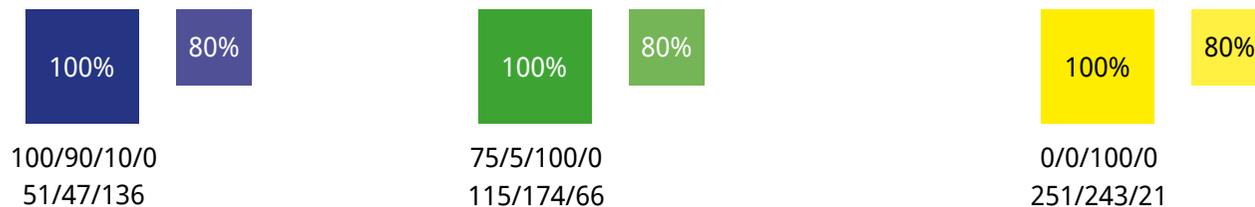
The color library

CMYK for print media & RGB for online presentation

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.



Design elements

Working with colors

How to use primary colors and secondary colors

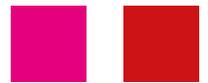
Primary colors



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)

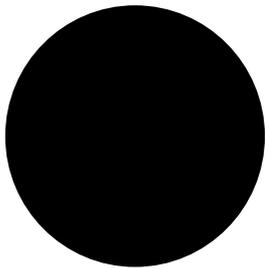
The secondary colors - highlight can be used **complementary and sparingly for highlighting**. They set the scene and **generate greater attention** and are thus more suitable for the area of **social media entertaining media**.



The four geometric shapes

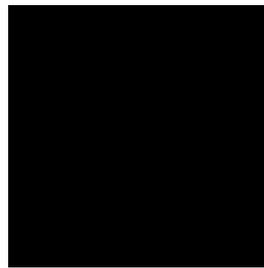
Form the base for graphic elements

1



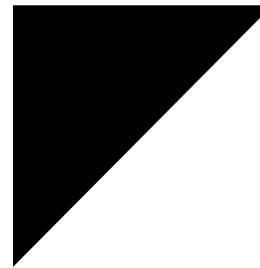
1 // Circle

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.

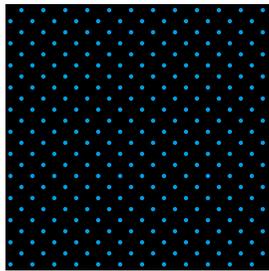


Design elements

The four graphic patterns

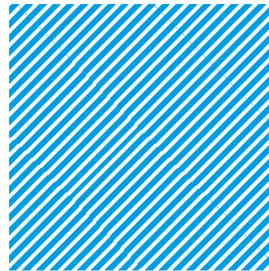
For combining with the basic forms

1



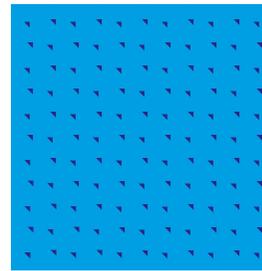
1 // Pattern **Dots**

2



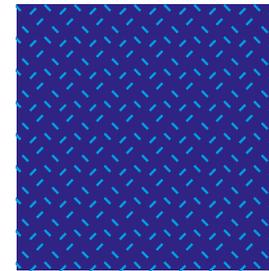
2 // Pattern **Lines**

3



3 // Pattern **Triangles**

4



4 // Pattern **Rectangles**

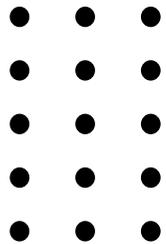
The four patterns can be combined with the basic shapes and inserted into them.
They are also suitable for backgrounds and can be combined with photographs.
They can be colored in the colors of the corporate design.



04

Design elements

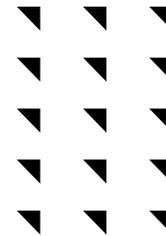
The four graphic elements For combining with the basic forms



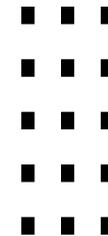
1 // Element **Dots**



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.



Design elements

Lines and areas

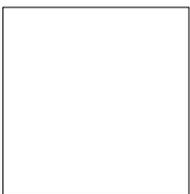
Defining the space and giving identity



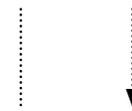
1 // simple colored area
for basic shapes or
background



2 // color gradient - for basic
shapes or backgrounds



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



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



4pt solid line
triangle arrow



Design elements

The IDSA icon set

04



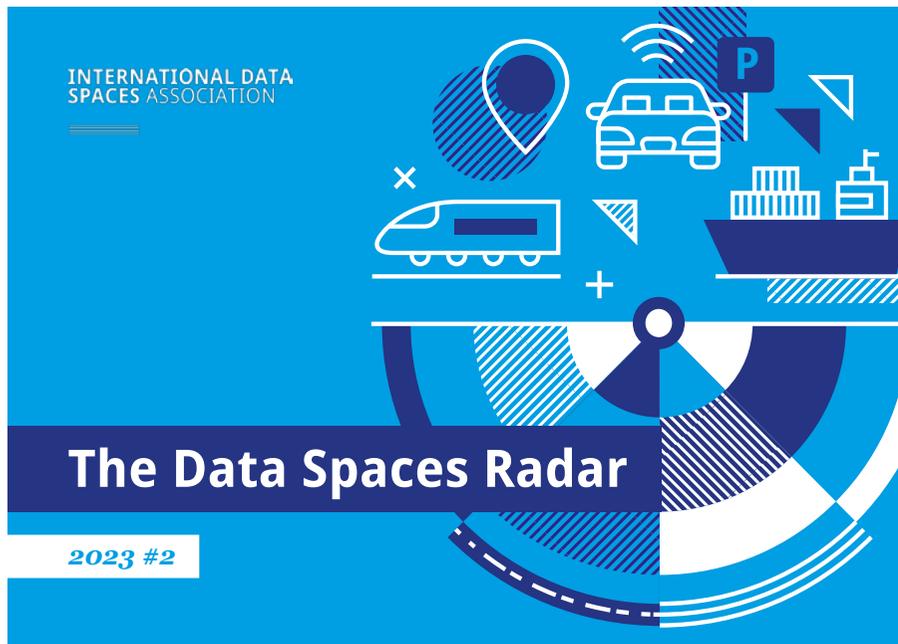


Design elements

Icons and patterns

Application examples

04

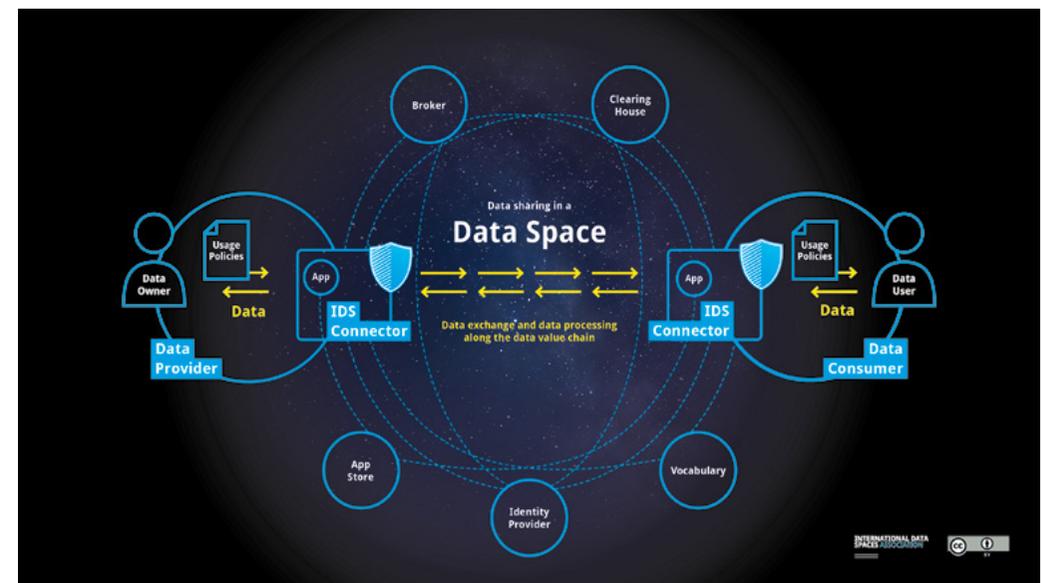
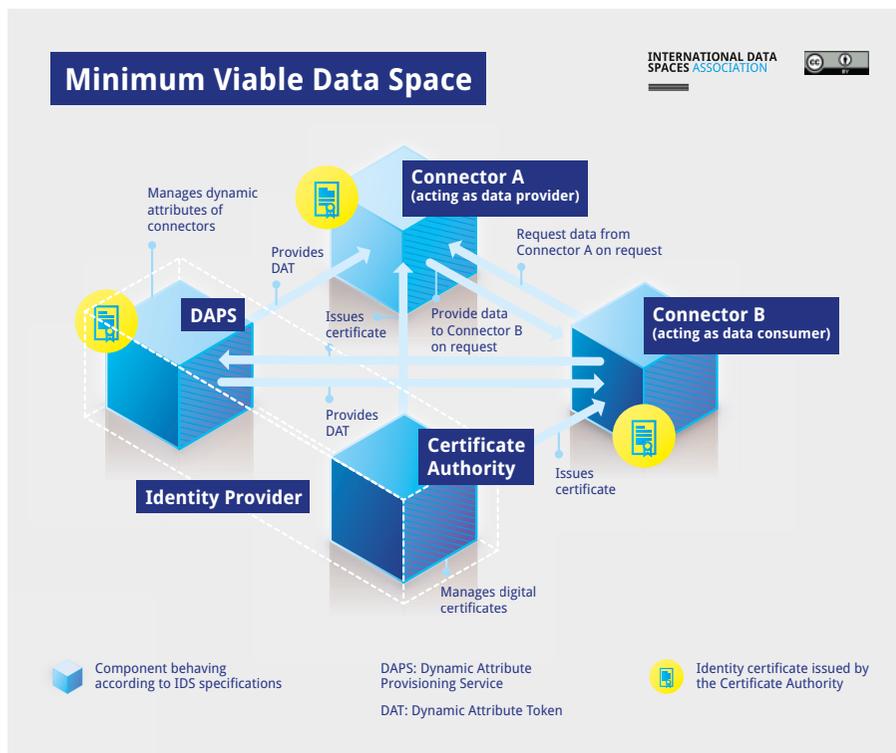




Design elements

Infographics

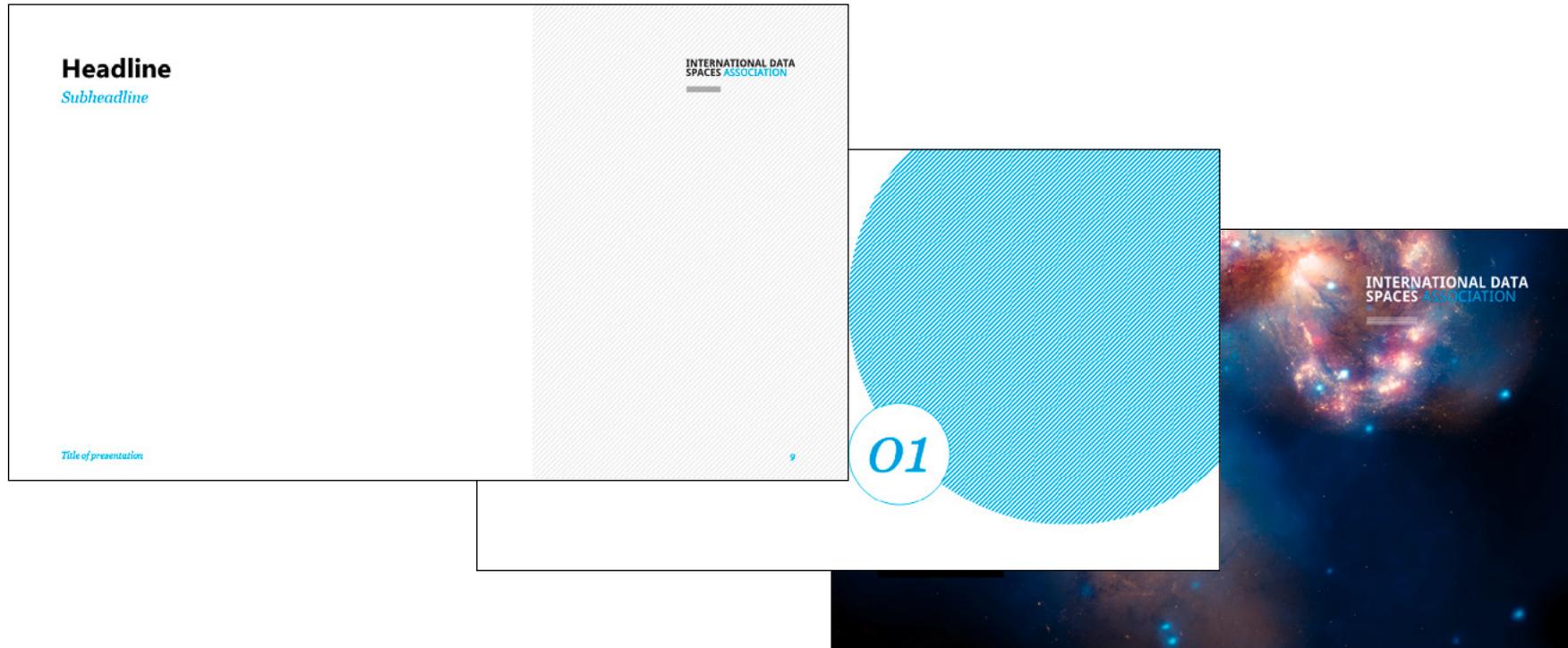
Application examples





The PowerPoint design

The master slide deck





Visual language

The key visuals

Data ecosystems, data space & networking



The key visual shows an ecosystem, the coral reef, and covers the important subject area, data ecosystems.



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.



Visual language

The IDSA image library

Abstract and emotional

06

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.





Visual language

The IDSA image library

The subject areas

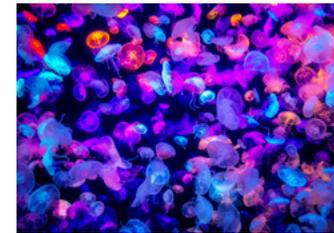
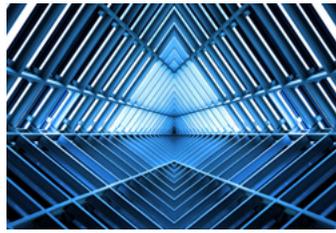
Space / systems

Architecture / foundation /
space / struktur

Routen / flow / streams /
networks

Swarm / flock / school /
ecosystem

Wave / stream /
infrastruktur / landscape





Visual language

Variation in image temperature

06



Original

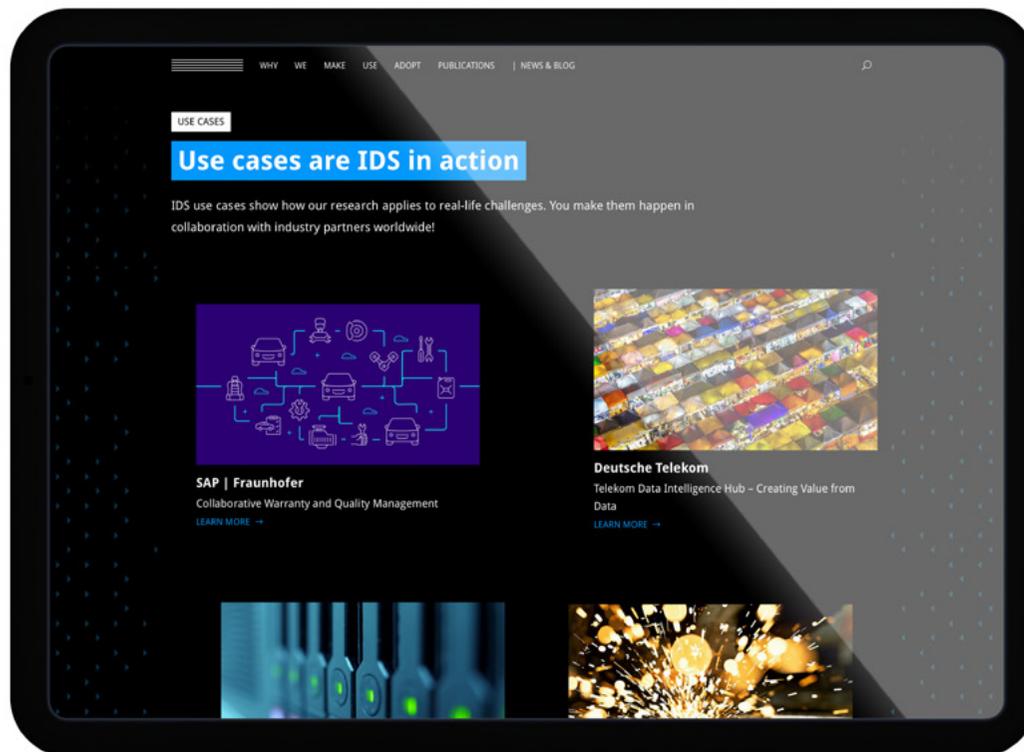


Optional: Images slightly colored with cyan. Suitable for campaigns.



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.



Business tools

The business card layout



Front



Back



07

Business tools

Email signature

First name last name

International Data Spaces Association
Position

Emil-Figge-Str. 80
44227 Dortmund | Germany

Mobile: +49 171 1234567
Email: prename.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



Teams video call backgrounds

07



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

1. 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."
2. The registered office of the association is in Berlin, Germany.
3. The fiscal year is the calendar year.
4. 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:
Eisslinger Str. 80
48227 Dortmund | Germany

Legal Office:
Apostelstraße Str. 2
10178 Berlin | Germany

www.internationaldataspaces.org
phone: +49 231 7096 501
mail: info@internationaldataspaces.org

Word document

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 ID5 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 office 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. G4A-X).
- » Your task is to 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
- » Several years of professional experience 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 interested in digital as you are? Then we offer you a working environment in an association that works agilely 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 Imme (susanne.imme@internationaldataspaces.org). Questions will be answered by Thorsten Huelsmann (thorsten.huelsmann@internationaldataspaces.org).

INTERNATIONAL DATA SPACES ASSOCIATION | phone: +49 231 7096 501
Eisslinger Str. 80 | mail: info@internationaldataspaces.org
48227 Dortmund | Germany

www.internationaldataspaces.org
Eisslinger Str. 80
48227 Dortmund | Germany

Sample job posting

INTERNATIONAL DATA SPACES ASSOCIATION

International Data Spaces e. V. | Geschäftsstelle | Eisslinger Str. 80 | 48227 Dortmund

Allgemeine Datengesellschaft
Geschäftsführung
Bürostraße 1
12345 Datenstadt
Deutschland

Sitz des Vereins
International Data Spaces e. V.
Frasenfelder 10/1016 Berlin
Anna Louisa Karsch-Straße 2
10178 Berlin

Geschäftsstelle
International Data Spaces e. V.
Eisslinger Str. 80
48227 Dortmund
+49 231 709 161 - 501
info@internationaldataspaces.org
www.internationaldataspaces.org

Dortmund, am 12. Mai 2021

Neue Mitgliedschaft im IDSA

Sehr geehrte Frau Vorsitzende,

Wir freuen und ganz ausdrücklich über Ihre neue Mitgliedschaft bei der International Data Spaces Association und hoffe auf eine sehr gute Zusammenarbeit und eine 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 Althoff

Schatzmeister
Ulrich Althoff

Stellv. Vorsitzende des Vorstandes
Prof. Dr. Boris Otto
André Williams

Geschäftsführer
Thorsten Huelsmann
Lars Nagel

Steuernummer: 315/5791/2639
USt-ID: DE315984196
Vereinsregister-Nr. VE 34791 B
Deutsche Bank AG
IBAN DE 80 3607 0050 0799 0362 00
BIC BFSW3333XXX

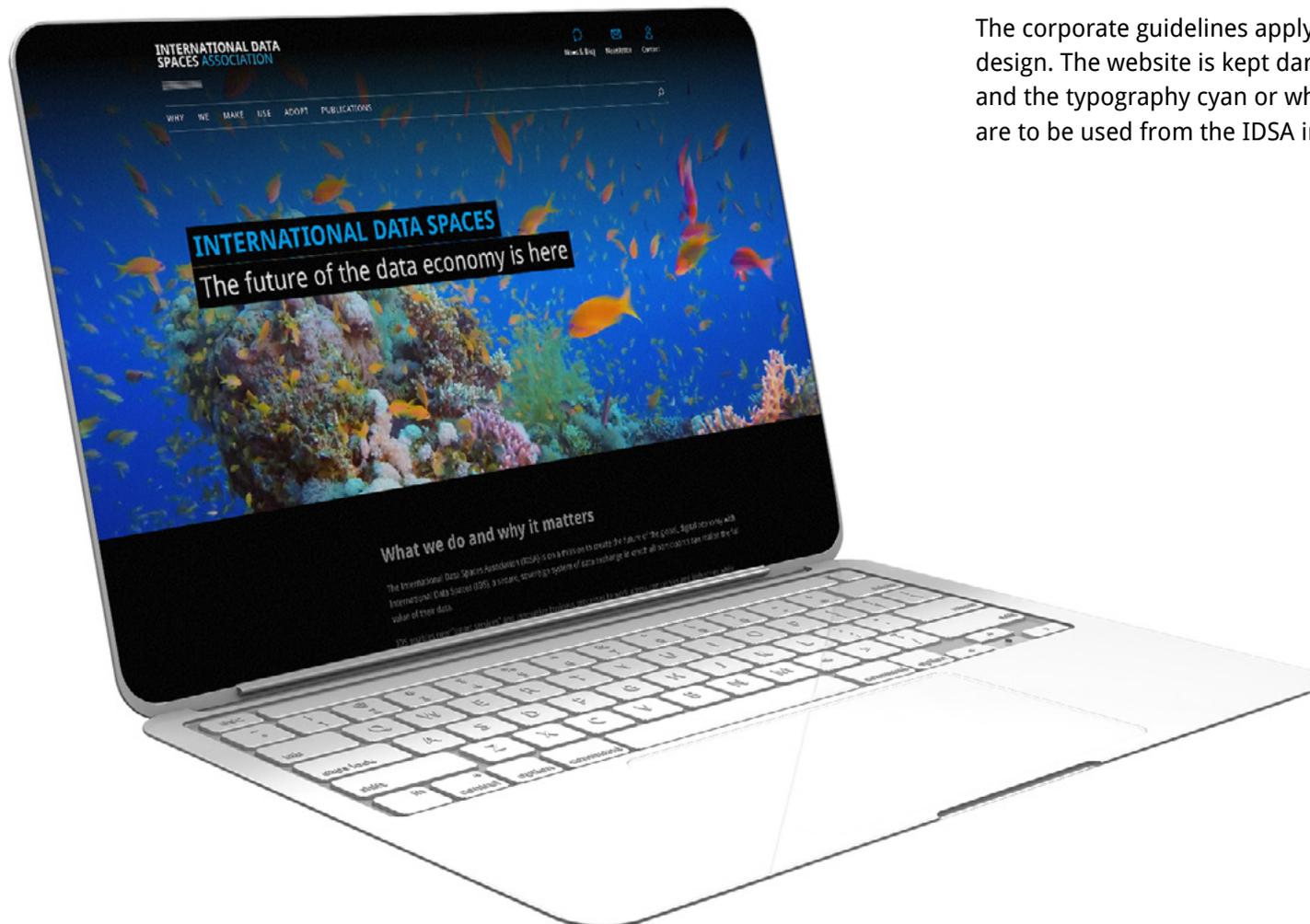
Standard letter head



08

Web presence

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.



Web presence

The website Examples

