

DATA
SCIENCE
INITIATIVE



The Hague
Data Science Initiative
Brand manual

◆ The Talent
The Impact
The **Hague.**

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→ Visual Identity

01. Logo
02. Colours
03. Typography



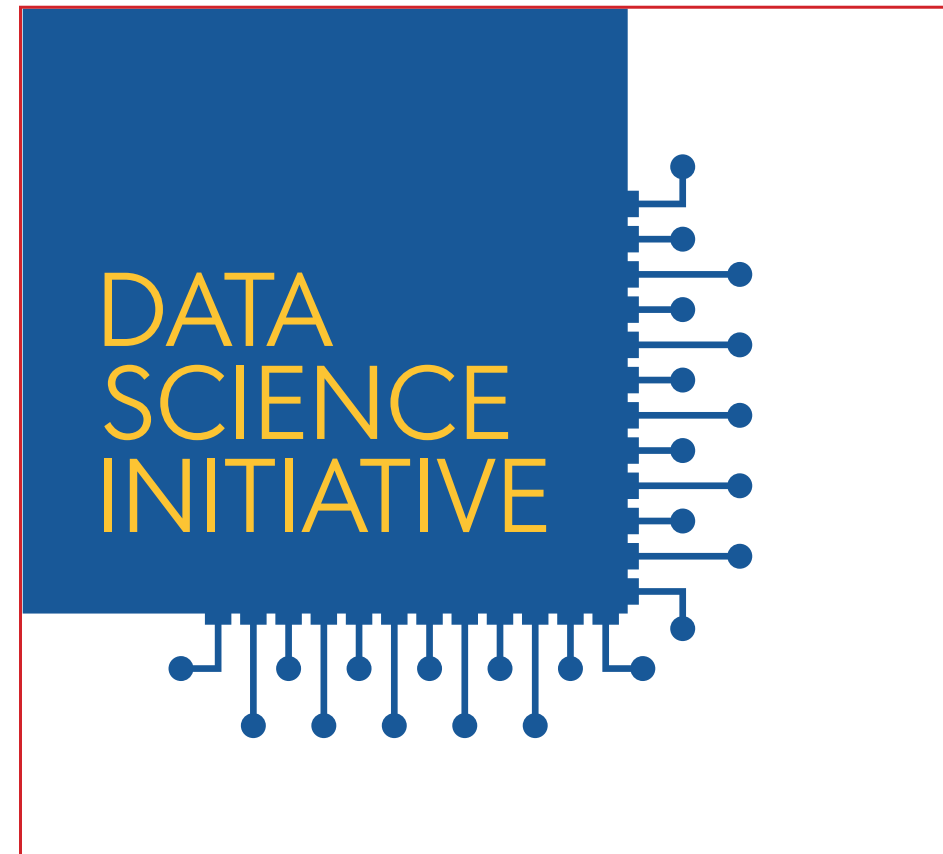
→ The DSI logo

The DSI logo consists of two distinct elements: the blue square with print plate tentacles and the name 'Data Science Initiative'. These elements are defined and balanced. They should not be modified or tinkered with. In any way.



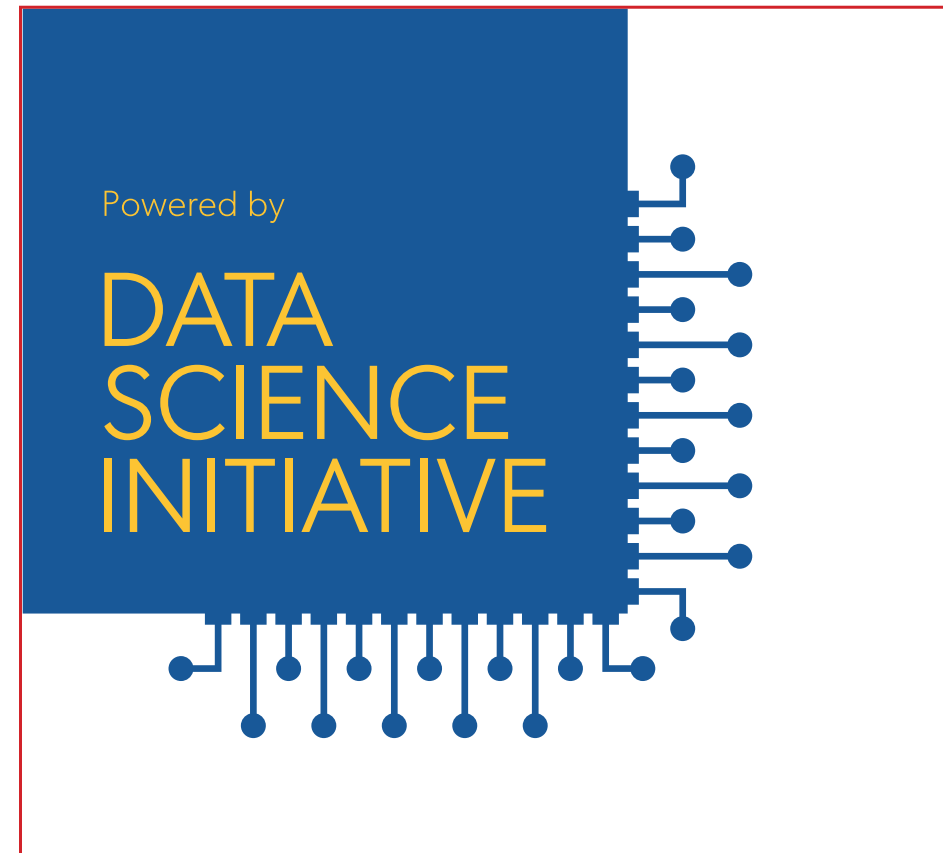
→ The logo

The logo is ment to be in the left-corner of every marketing and communication element. You can only use the logo in the ratios they are designed in.



→ Powered by...

An alternative option for the logo is the 'Powered by' logo. This logo can be used in case an event or marketing element is powered by Data Science Initiative. Still, it is ment to be placed in the left-corner of all designs.



Using the logo

Logo

This is the most common format that our logo will take. It makes it easy for readability, general placement, and consistent brand recognition.



Logo without box

Sometimes it is not possible to place the logo in the left-corner or in any other nice way. In that case, you can place it without box.



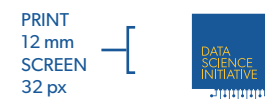
Spacing and sizes

Clear space is the area surrounding the logo that must be kept free of text and graphics. Below you see the minimum required space to ensure prominence and clarity of the logo. Keep in mind that bigger isn't always better. Take into account that the logo is placed in the left corner.

Spacing:



Minimum size:



Applying the logo

On light backgrounds:

The blue version of our logo is our primary version. If possible, always use this one.

On dark backgrounds:

On dark backgrounds, the blue version of our logo still looks good. If possible, always use this one.

In case of black & white:

In case there is no color possible, we provide the use of a black logo. Never use the black logo in combination with color.

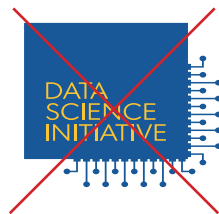


Respect the logo

There are files available for all approved applications of the DSI logo. So there is no need to modify or 'optimize' the logo in any way. The following examples are to avoid logo abuse.



Don't crop the logo. Always show the complete logo.



Don't distort the logo. Always ensure to scale proportionally.



Don't use a version of the logo other than blue and yellow.



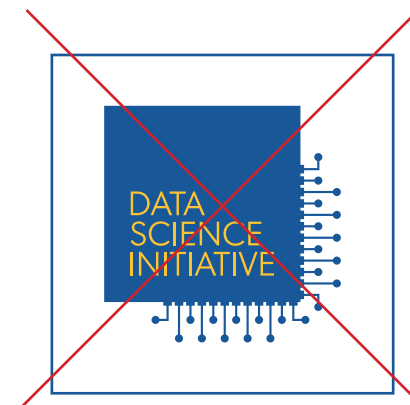
Don't alter the color of the logo into a yellow box and blue text.



Don't create an outline of the logo.



Don't place the logo randomly on a page but always in the left corner.



Don't place the logo in a box.

→ Colours

Our Colours

Blue is our colour. We use it for our logo, text styles, background text boxes for print and web and so on. If we don't use blue, we use either yellow or green. If we have a blue background somewhere, then we use white texts.

RGB 24/88/152
CMYK 92/64/10/1
HEX #185898
PMS 7686 C

RGB 252/196/51
CMYK 0/25/85/0
HEX #FCC433
PMS 123 C

RGB 60/147/71
CMYK 77/17/90/3
HEX #3C9347
PMS 7740 C

→ Typography

Primary typeface

DSI's primary typeface is clean, authoritative and timeless. Meet Gibson.

Gibson is a humanist sans-serif typeface designed by Canadian type designer Rod McDonald. Gibson is a Latin typeface family and is available in light, light italic, regular, italic, semibold and semibold italic.

Aa

Gibson Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Gibson Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Gibson Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Gibson Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Gibson Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Gibson Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative typeface

DSI's secondary typeface is an alternative for when Gibson is not available. Therefore we use a typeface that is available on all computer systems: Helvetica. Helvetica is optimized for print and screen, it is a sans serif font designed by Max Miedinger in 1957.

Aa

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Helvetica Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Helvetica Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

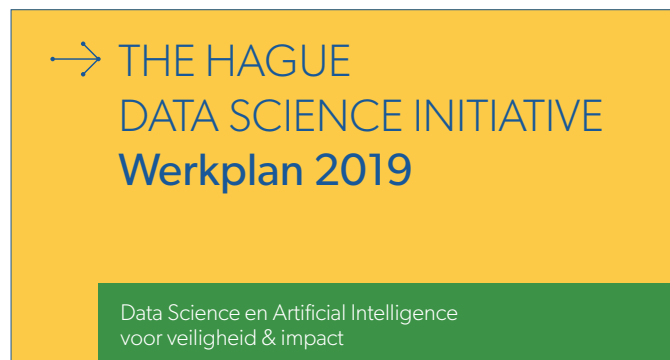
Aa

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Helvetica Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Examples of Gibson



1. Title document part 1

Capitals – Light

2. Title document part 2

Lowercase – Regular

3. Subtitle document

Lowercase – Light

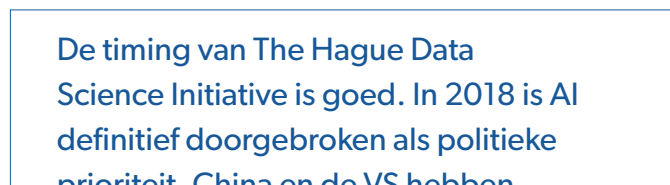


5. Paragraph title

Lowercase – Semibold

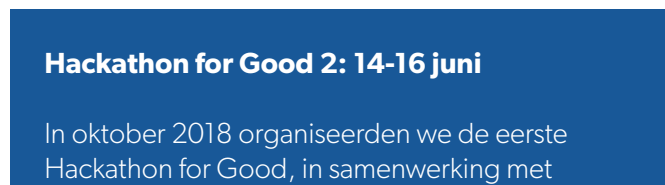
6. Paragraph subtitle

Lowercase – Regular



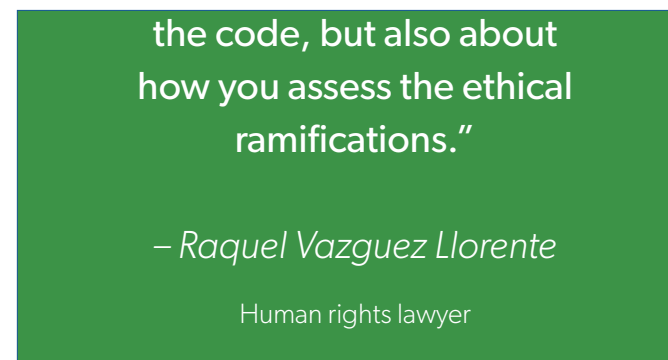
4. Introductory text

Lowercase – Regular



7. Highlighted box title

Lowercase – Semibold



8. Highlighted quote

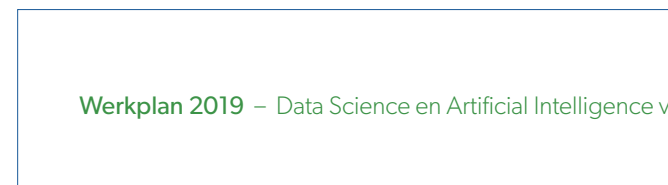
Lowercase – Regular

9. Quote sender

Lowercase – Light italic

10. Quote sender title

Lowercase – Light



11. Footer text

Lowercase – Regular

Lowercase – Light

→ Applications

- 01. Letterhead
- 02. Business cards
- 03. PowerPoint
- 04. Social Media avatars

Letterhead

There is a template available for the letterhead. So you'll only need to use those and don't think about these sizes. Nevertheless, here you see the spacings mentioned.

Here you see the first page of the letterhead. If your letter has more than one page, from the second page on you use the letterhead without contact information, only containing the logo. Your Word-template does this automatically.

Text size: 9 pt.
Line spacing: 1,2



Business Cards

Business cards are available as an InDesign document. The backside is similar for everybody. The text side contains the following information in this order: Name, Function, Cellphone number, Email address, Address.

Order new cards via Studio Kordaat at info@studiokordaat.nl

Size: 55 x 85 mm

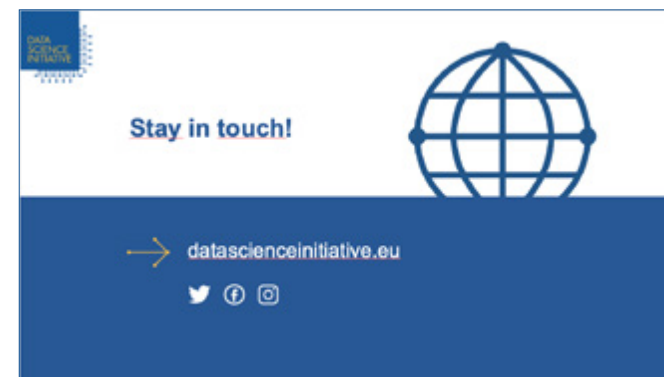
Paper: 350 gr. LuxoSatin

Double sided 2 PMS colours:
PMS 7686c and PMS 123c



PowerPoint

There is a template available for the PowerPoint. So you can use the pages that you need and pick the templates suited for you presentation. Here you see screenshots of the template pages.



Social Media

There are two types of social media avatars available. The first is a large D and the second contains the full Data Science Initiative name. You can choose which one to use.





More information

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