



# DDI Logo Guide

## Standards Information and Usage

Please find enclosed the DDI guidelines for logo and color usage. The logo is designed to communicate interoperability and machine-actionability, two concepts associated with DDI.



# Approved Variations

The DDI logo creates a distinctive graphic presence and may serve as a visual signature. Whenever possible, the full color high resolution vector logo (just below) should be used.

*Preferred Logo:* designed to be used on most materials. May be resized to any size and will maintain crispness and clarity, as long as the original vector file is used.



*Full color high resolution vector logo: no tagline*

## TAGLINE VARIATIONS

There are four variations on the tagline in use with the DDI logo. These are listed below with requirements, if necessary.

*Tagline 1*



METADATA POWERED BY DDI

*Tagline 2*



DATA DOCUMENTATION INITIATIVE

### **Restricted use!**

*Tagline 3:* The Collective Mark is reserved only for members who have completed the 2013 membership form



MEMBER OF DDI ALLIANCE

*Tagline 4*



DOCUMENT, DISCOVER, AND INTEROPERATE

## Approved Variations (cont'd)

There are instances when the first logo is not visually compatible with the overall design or specific medium being used. The following are a few examples of when other variations of the logo may be used.

*Variation 1 — Inverse Logo:* may be used when the logo is intended for use on a dark background. Please note that this variation should not be used over busy, graphic images.



*Variation 2 — Black & White Logo:* Black & White Logo: may be used when the logo is required to be only one color, such as imprinting a pen or other marketing piece.



## Clear Space

To give it a place of prominence and isolation, the DDI logo should always be surrounded by a generous amount of open/clear space, free of any text and imagery. The example shown below shows the minimum amount of open/clear space around the logo, 1/8 inch.



## Minimum Sizes

Nothing smaller than a minimum size of 1/2" (0.5 inch) height should be used in print. Any smaller than this, and the logo loses its impact and artistic integrity.



## Incorrect Usage

The DDI logo must not be altered or distorted in any way. Whether using the logo alone, or partnering with other organizations, care should be taken to follow the standards. The effectiveness of the logo depends on consistency of usage.



The logo should never be reportioned, distorted, or set at an angle.



The logo should never be typeset using another font or have artificial effects, such as drop shadow, transparencies, emboss or glow, without express permission.



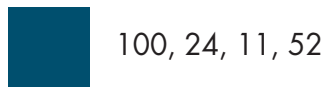
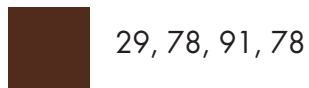
## Color Usage

The DDI logo utilizes a specific color palette that should be used when creating print pieces, marketing collateral like pens, powerpoint slides, posters, web pages, and other materials. Using the color palette across the broad range of communications helps to harmonize and unify DDI's presence. The color palette is below.

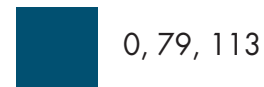
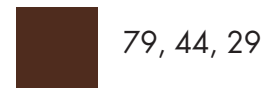
### PMS VALUES



### CMYK VALUES



### RGB VALUES



## Font Usage

Two font families are utilized within the logo: Gill Sans (at 79% horizontal scale) and Gotham (at regular scale).

## Additional Symbols

You may wish to use additional symbols with any marketing materials. The following are approved for use, if desired. These are used to connote Document, Discover, and Interoperate (DDI).



# Formats

Depending on how you will be producing the completed material, the file format will make a difference. Following are explanations of which file type works best in what format.

## *.PDF Portable Document Format*

File format used universally for viewing documents and also used by some digital printing vendors.

## *.EPS Encapsulated Postscript*

File format used by printing vendors and professional graphic designers. Best for print purposes or any large-scale products, such as conference posters.

## *.PSD Photoshop*

Another file format used by professional graphic designers and illustrators.

## *.JPG Joint Photographic Experts Group Format*

File format used for Web graphics and some Microsoft Office documents, such as powerpoint slides (when transparency is unnecessary).

## *.GIF Graphics Interchange Format*

File format used for Web graphics, particularly when transparency is necessary.

## *Other File Formats*

Other file formats are available upon request, if needed.

# Accessing the Logo

All logo variations can be found at <http://www.ddialliance.org/publications/logo-marketing-materials>. Please note that only DDI members who have completed new membership forms (2013 version) may download the logo with Tagline 3.