

# Brand Style Guide

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RESEARCH DATA ALLIANCE

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Typography

## **Graphics**

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## **Communication**

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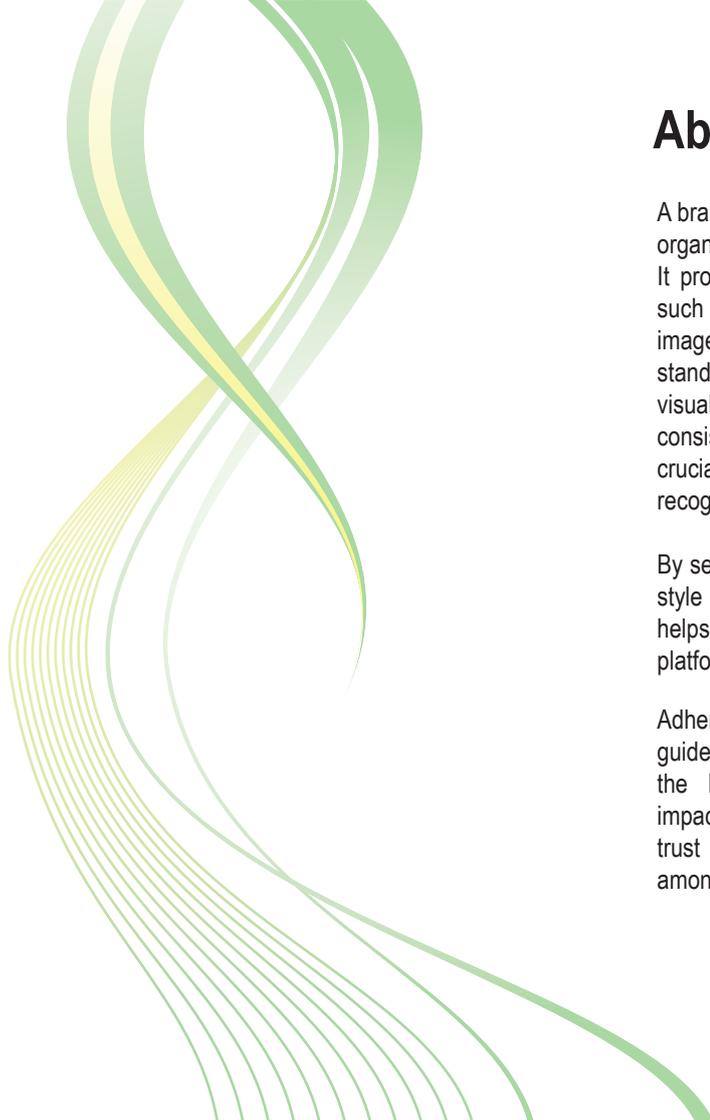
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Glossary

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# Introduction



## About the Style Guide

A brand style guide is a vital document for any organization.

It provides clear guidelines on key elements such as logo usage, color palette, typography, imagery, and tone of voice. By defining these standards, the style guide ensures that all visual and written communications remain consistent and cohesive. This consistency is crucial for establishing a strong and recognizable brand presence.

By serving as a comprehensive reference, the style guide protects the brand's integrity and helps convey its values effectively across all platforms.

Adhering to these guidelines enhances the brand's overall impact and fosters trust and recognition among its audience.



**Welcome to the  
RD-Alliance Style Guide**

”

# Engaging

Engaging with the Research Data Alliance means becoming part of a vibrant, inclusive community dedicated to the open sharing and re-use of data. Our approach fosters collaboration among data producers, users, and stewards worldwide, creating a dynamic platform where innovative solutions and ideas flourish.

"Join us in shaping the future of data management and interoperability through meaningful connections and active participation."





# Masterbrand

Brand Logo  
Colours  
Typography

# Brand Logo

## Logo Significance

Our logo serves as the cornerstone of our brand identity, representing the essence of our values and vision. It is designed to be visually appealing and instantly recognizable.

## Design Elements

The logo combines three elements, the 'acronym (RDA)', the 'meridian' lines and the 'Research Data Alliance' typography to convey a cohesive and professional image and embody our brand's personality and values.

## Usage Guidelines

The logo should be used consistently across all platforms and materials to ensure brand integrity and recognition. Adherence to the logo guidelines detailed in this style guide is crucial for maintaining the strength and coherence of our brand identity.



\*The Masterbrand is not to be redrawn, typeset or altered in any way.

# Logo Variations

## Primary Logo

Our primary logo should be used in most applications to ensure maximum brand recognition and consistency. This version captures the core of our brand and is designed to stand out across various mediums.

## Monochrome Applications

For small-scale applications, we offer the monochrome black and white versions. These variations maintain clarity and impact when the primary logo would be too detailed. Additionally, it ensures our brand remains identifiable and professional in single-color printing contexts.



# Logo Clearspace

## Clear Space

It is essential to preserve adequate clearspace around the logo. The clearspace is the minimum area surrounding the logo that must remain free of any other graphic elements, text, or images & the measurement is defined by the letter 'N'. This ensures that our logo remains prominent and legible, preventing any visual clutter that might detract from its impact.

## Minimum Size

To ensure our logo remains legible and maintains its visual impact, it is important to adhere to the size requirements. The minimum size is the smallest dimension at which the logo can be reproduced while still being clear and distinguishable. Minimum size of 10mm in height is recommended to ensure the logo is effectively reproduced in all applications.

\*The Masterbrand is not to be redrawn, typeset or altered in any way.



# Logo Background

When placing our logo on various backgrounds, it is crucial to maintain contrast and legibility. Our primary logo colors should be used on light or neutral backgrounds to ensure visibility and impact. On darker backgrounds, our logo can be reversed to white to maintain clarity. It is recommended that the Masterbrand is to appear on a white background where possible.

- A. **White Background**
- B. **Light Green Background**
- C. **Light Yellow Background**
- D. **Light Brown Background**
- E. **Light Grey Background**
- F. **Black Background**

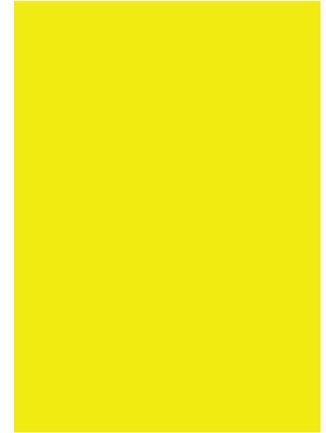


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# Colours

## Colour Palette

Our masterbrand colour palette is essential to our visual identity, incorporating specified Pantone, CMYK, and RGB values to ensure consistent reproduction across all media. These colors should be used predominantly to maintain brand uniformity.



### Green

Pantone: Pantone 369 CP  
CMYK: C70 M4 Y100 K0  
RGB: R85 G177 B71

### Yellow

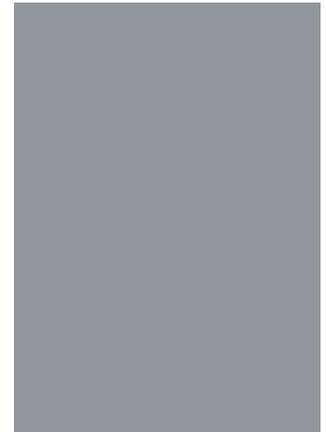
Pantone: Pantone 3965 CP  
CMYK: C7 M0 Y98 K0  
RGB: R245 G235 B6

### Brown

Pantone: Pantone 478 CP  
CMYK: C35 M82 Y85 K46  
RGB: R107 G47 B33

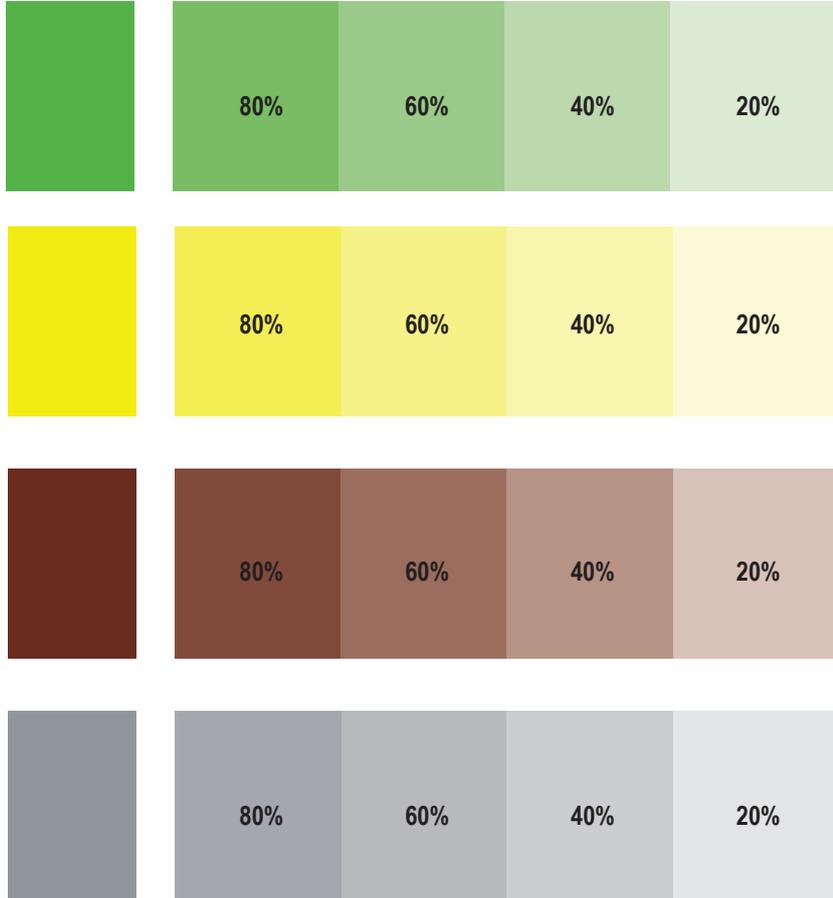
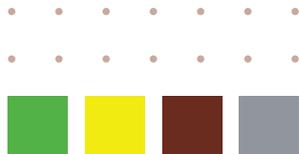
### Cool Gray

Pantone: Pantone Cool Gray 7  
CMYK: C46 M36 Y32 K1  
RGB: R144 G149 B157



# Colour Tint

By incorporating different tints of our primary and secondary colours, we achieve a versatile range of shades that allow for depth and flexibility in design. These variations enable nuanced visual storytelling, ensuring that our brand's presence remains engaging and recognizable across various platforms. The strategic use of tints helps to create a balanced and harmonious look, reinforcing our brand's professional and sophisticated image.



# Typography

## About the Font

Our brand's typeface, Arial Narrow, is selected for its modern, clean, and highly legible characteristics. This versatile font enhances readability and maintains a professional appearance across all brand communications.

Where Arial Narrow is unavailable Arial Regular is recommended to be substituted.

## Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&?

## Font Styles

Regular/*Italic*/**Bold**/***Bold Italic***

Aa

# Fonts Hierarchy

The font hierarchy variation of our brand's typeface, **Arial Narrow**, is pivotal in ensuring clarity and consistency in our communications.

Utilizing different weights and sizes we establish a clear visual structure that guides the reader's attention and enhances readability. Headings in bold and larger sizes create emphasis, while body text in regular weights provides a clean and approachable appearance.

This structured typographic approach not only reinforces our brand's professional tone but also aids in delivering information effectively and cohesively across all media.

Size 36pt	<b>The Headline Size</b>
Size 30pt	<b>Sub-Headline Size</b>
Size 24pt	<b>The 3rd Headline Size</b>
Size 20pt	<b>The 4th Headline Size</b>
Size 16pt	<b>The 5th Headline Size</b>
Size 14pt	<b>The 6th Headline Size</b>
Size 12pt	Paragraph Font Size

# Typography Overview

Typography is a foundational element of the brand's visual identity, playing a critical role in how the brand communicates with its audience. It's more than just selecting fonts; it's about using type strategically to enhance readability, establish hierarchy, and convey the brand's tone and personality. Consistent typography usage across all media ensures that every piece of communication - from digital content to print materials - reflects the brand's values and aesthetic standards. By adhering to specific guidelines on font styles, we can maintain a cohesive look that strengthens brand recognition and delivers messages with clarity and impact.

Each style serves a unique purpose, and understanding when and how to use them effectively will help create visually balanced and engaging designs. Whether used in headlines, body text, or callouts, these styles must be applied thoughtfully to maintain the integrity and professionalism of the brand's voice.

## Font Styles and Usage

### **Regular:**

Use for body text and longer passages, providing a clean and legible foundation for content. Regular style ensures readability and maintains a professional tone without drawing unnecessary attention away from the message.

### **Italic:**

Apply sparingly for emphasis on quotes, technical terms, or captions. Italic adds subtle emphasis without overpowering the surrounding text, making it ideal for nuanced differentiation.

### **Bold:**

Utilize for headings, subheadings, and to highlight key points. Bold text draws attention and creates a clear visual hierarchy, guiding readers through the content and emphasizing critical information.

### **Bold Italic:**

Reserved for adding emphasis within headings or callouts, bold italic combines the assertiveness of bold with the subtle distinction of italic, useful for drawing attention to crucial details while keeping a dynamic and engaging style.



# Graphics

Visual Graphics  
Illustrations  
Photography

# Visual Graphics

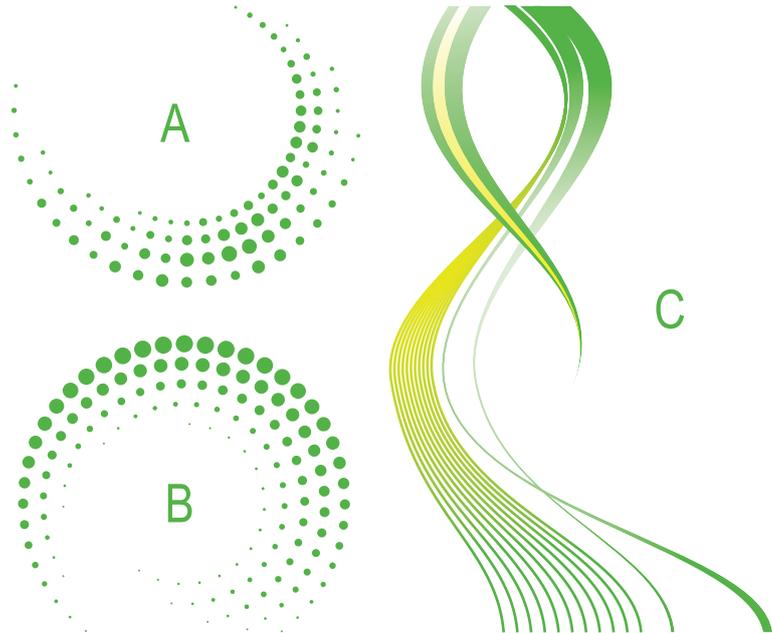
## Meridian Lines

### Meridian Halftone (A/B)

Incorporating the semi-circle motif from the master brand's meridian lines, the Meridian Halftone effect introduces a technological tone through its distinctive half-tone pattern. This versatile graphic element can serve as a primary focal point or as a subtle background feature. Use the Meridian Halftone to highlight specific content, creating an engaging visual emphasis.

### Meridian Flow Lines (C)

Maintaining the color theme of the master brand's meridian lines, the Meridian Flow Line graphics utilize curvature in a modern way to symbolize global data flow. These graphics are ideal as primary visual elements or as subtle background features. Additionally, Meridian Flow Lines can effectively frame a page or slide, adding a cohesive and dynamic touch.



# World Map

(A/B) The brand offers two halftone dotted world maps: one flat and one with subtle depth. Both maps symbolize global data sharing, a key aspect of the brand's mission. These versatile graphic elements are ideal for use in the background over other brand colors to add texture, creating visual interest and reinforcing the theme of global connectivity. These maps enhance the overall aesthetic and convey the brand's commitment to facilitating worldwide data flow.

(C) A curved world map with dynamic data flowing and rotating around it, representing the continuous movement and exchange of information globally. This graphic element is ideal for use as a prominent background in presentations and key visual areas, as the movement and curvature of the map add a sense of dynamism and innovation, making it perfect for capturing attention and conveying the brand's forward-thinking.

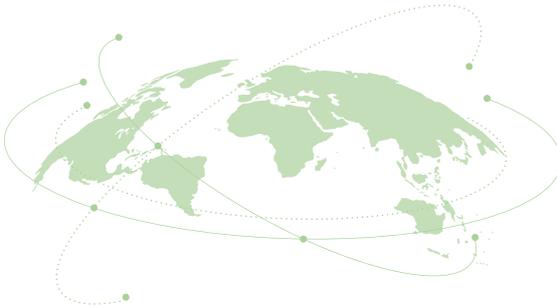
A



B



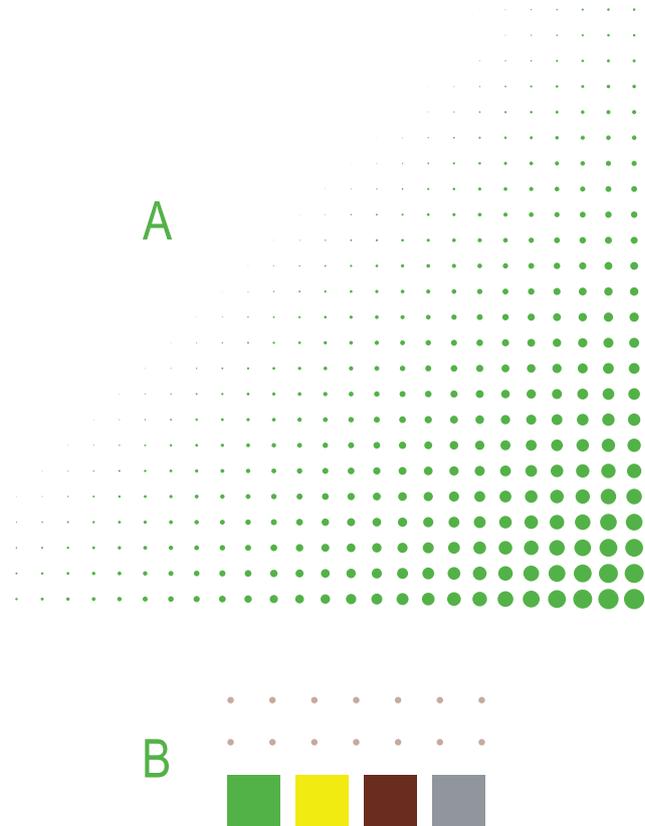
C



# Halftone

(A) The halftone dotted texture serves as a versatile graphic element, ideal for use as a background and overlay texture. This pattern can add depth and visual interest to photos and social media designs, enhancing the overall aesthetic without overwhelming the main content. The subtle yet dynamic nature of the halftone dots makes it perfect for creating a cohesive look across various brand materials, reinforcing the brand's modern and innovative identity while maintaining a clean and sophisticated appearance.

(B) This graphic element combines the masterbrand's color palette with a dynamic halftone data-centric texture, serving as a key visual alongside the brand's logotype across various media. Integrating these elements symbolizes the brand's commitment to innovation and global connectivity. It enhances visual identity with a modern and technological appeal, ideal for maintaining consistency and capturing attention in digital and print applications.



# Illustrations

## Storyset Graphics

The illustration elements from the "Storyset Graphics" collection are designed to enhance and elevate various media, including social media, presentations, and marketing materials.

These illustrations should be integrated thoughtfully, ensuring they align with the brand's tone and aesthetic. To maintain brand consistency, always customize these elements to comply with the brand color palette. Use them to highlight key points, add visual interest, and support storytelling. Correct usage includes positioning illustrations in harmony with other design elements, avoiding overcrowding, and maintaining a balanced layout. Using these illustrations correctly will not only enrich visual storytelling but also reinforce the brand's identity, making content more engaging and visually cohesive across all platforms.

\*Please ensure that all uses of Storyset graphics adhere to the attribution guidelines specified on the Storyset website, as proper attribution is required to maintain compliance with licensing terms and respect the creators' work.

<https://storyset.com/>



# Photography

## Photography Standards

The photography used throughout the brand should be thoughtfully chosen to reflect professional identity. Images should be artistic yet grounded, capturing moments that convey a sense of innovation, precision and clarity, qualities that align with the brand's values. Use artistic photos for hero images on websites, banners, or marketing materials where creating a strong first impression is key. Generic imagery, such as abstract data flow or cityscapes, can be used as backgrounds or subtle textures in presentations, providing a sophisticated yet unobtrusive backdrop that supports the main content. Focus on images with a clean, modern aesthetic that emphasizes authenticity and avoid overly staged visuals. By using appropriate images in the right context, photography can reinforce the organization's narrative.





# Communication

Letterhead & Long Document  
PowerPoint Presentation  
Social Media

# Word Documents

## Word Long Documents

Long-form documents are crucial for delivering detailed information. A custom Word template, provided with the style guide, ensures brand consistency. This template features pre-formatted font sizes, styles, and colors, along with a designed cover page, back page, and standardized inner page layout. It allows users to create professional documents quickly, ensuring all content aligns with the brand's visual standards and maintains a cohesive, polished look.

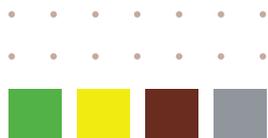


# Letterhead

The letterhead is a key element in maintaining a professional and cohesive brand presence in all formal communication. To ensure consistency, a custom Word template has been designed and provided with the style guide.

This template includes pre-formatted font sizes, styles, and colors that align precisely with the brand's typography and color guidelines, ensuring that each document is visually consistent with the brand's identity. The design includes a custom header and footer that incorporates the brand logo, contact details, and space for any additional information, ensuring brand recognition and a clear structure on every page. This template not only provides a uniform look but also streamlines the process of creating on-brand letters, memos, and other correspondence.

By using the template, users can focus on content while ensuring that each document reinforces the brand's professional image.

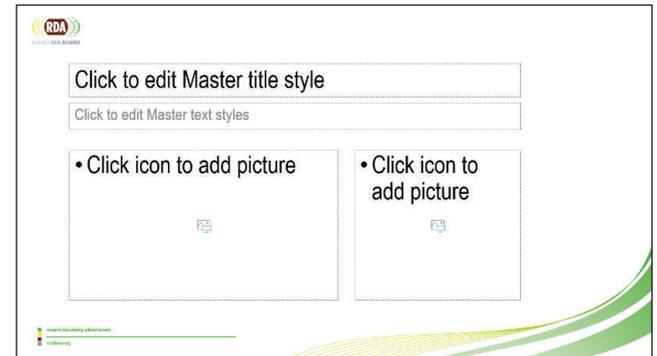


# PowerPoint Presentation



To ensure all presentations align with the brand's identity, a custom PowerPoint template is provided with the style guide. This template features pre-formatted font sizes, styles, and colors that match the brand's typography and color standards, ensuring every slide is on-brand. The template includes a designed cover page, back page, and a standardized layout for the remaining pages, maintaining a polished look throughout.

It offers 10 unique slide layouts, each with three types of interfaces: a simple layout for text, a simple layout for images, and a custom interface for more complex content needs.



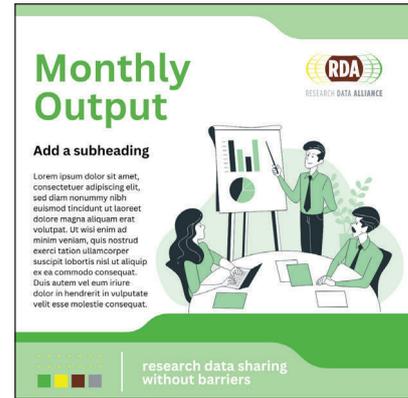
# Social Media

## Social Media Posts

To maintain a cohesive look, the style guide includes a range of fully customizable **Canva** templates for social media posts.

These templates feature various styles and elements that align with the brand's visual identity. The editable designs allows users to adapt content for different types of posts whether **promotional**, **educational**, or **event-related**.

They make it easy to produce on-brand content quickly, ensuring every post reflects the organization's professional image and communicates effectively with its audience.



# Zoom Backgrounds

The style guide includes three custom Zoom background options: an office environment, a home office environment, and a background featuring the brand's colors and graphics. These backgrounds allow users to maintain a polished and consistent brand presence, whether they are working remotely or in a more formal setting.

Each background is designed to provide a clean, distraction-free backdrop while subtly integrating the brand's visual elements, ensuring a cohesive look that aligns with the organization's professional standards.

# LinkedIn and X (Twitter)

A custom cover image, designed with the brand's colors and graphics, is provided for both platforms to ensure a cohesive visual identity and create a lasting impression on followers and visitors.





# Glossary

## Glossary

## Brand Color Palette:

Specific colors representing the brand's visual identity.

## CMYK:

Cyan, Magenta, Yellow, Key (Black) – used for printing.

## RGB:

Red, Green, Blue – used for digital displays.

## Hex Code:

Six-digit code representing colors in digital design.

## Typography:

Art of arranging type – includes font selection, size, spacing, and alignment.

## Serif Font:

Typeface with small lines at the ends of characters.

## Sans-Serif Font:

Typeface without small lines at the ends of characters.

## Whitespace:

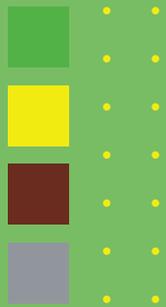
Empty areas around design elements for a clean look.

## Halftone:

Printing technique using dots for gradient effect.



# Glossary



# research data sharing without barriers

[rd-alliance.org](http://rd-alliance.org)