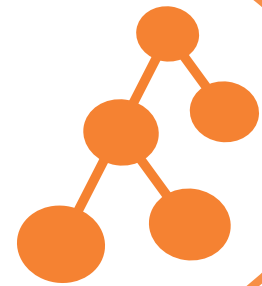


STYLE GUIDE

DAASI  
International



# TABLE OF CONTENTS

GENERAL INFORMATION .....	3
LANGUAGE .....	4
COMPANY LOGO .....	5
INSTRUCTIONS .....	6
PRODUCT LOGO.....	8
COLOUR PALETTE.....	10
COLOUR PALETTE didmos .....	11
FONT.....	12
CONTACT.....	13
IMPRINT .....	14

## GENERAL INFORMATIONEN

DAASI International is expert for (federated) Identity & Access Management with open source technology. Ever since it was founded in 2000, the IT service provider based in Tübingen deals with identity management, access control, and directory technology for universities, public institutions, and private companies. Moreover, DAASI International is an active member of the Digital Humanities community, here we participate in national as well as international research projects, such as digital research infrastructures like DARIAH-DE. The service portfolio of DAASI International comprises consulting, support, hosting, software development, as well as trainings.

## CORRECT LANGUAGE

DAASI International

The company name, DAASI International, is capitalised and consists of two words. The short form, DAASI without International is **not** permitted for use.

didmos

The brand name didmos is always written in minuscules (lower case), even at the beginning of sentences.

## COMPANY LOGO



## COMPANY LOGO – PROPER USE

The logo consists of a **word mark** („DAASI International“), a **design mark** (directory tree), and an arc, which completes the logo. The **aspect ratio of the logo equals approximately 2:1** (2.1:1).

A colour-matched protective zone must be maintained around the logo, which contains neither image nor text elements. The **size of this protective zone depends on the size of the logo**, but **must be at least 5% of the logo**, in height and width. For example, if the logo has a size of 470 x 215 pixels, the space to the left and right of the next element should be at least 24 pixels, and at least 11 pixels at the top and bottom.



5% protective zone in red, aspect ratio 2:1

## COMPANY LOGO – ILLICIT USE



In principle, the DAASI International logo is to be used on a white background; the only potential exception is a black background in special use cases.



The colours of the logo are orange and dark grey, although only the word „International“ is actually grey. Reversing the colours („DAASI“ in grey) is not permitted.



It is only allowed to use the complete logo, this means text mark, design mark, and arc.

## PRODUCT LOGO – didmos

The aspect ratio of the didmos logo is the same as that of the company logo, at 2:1.





# didmos Module Icons



LUI



Authenticator



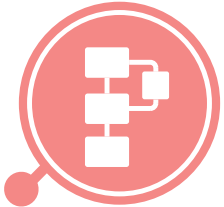
Pwd-Synchroniser



The icons of the single modules are set in a square shape. The same goes for the design mark of didmos itself.



ETL-Flow

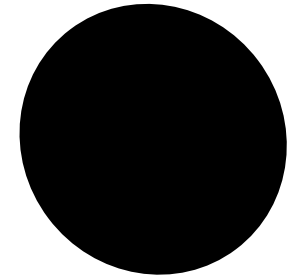
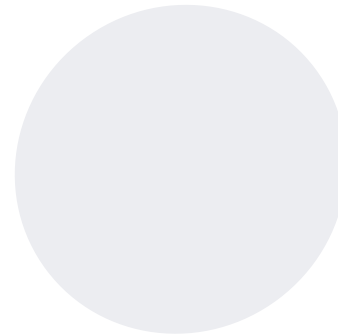
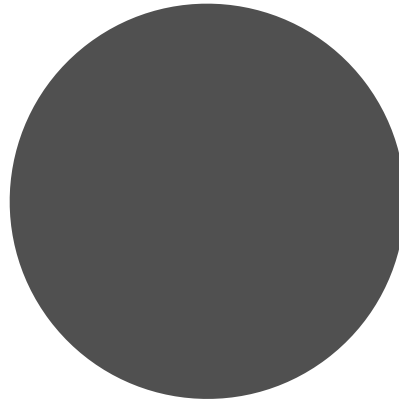
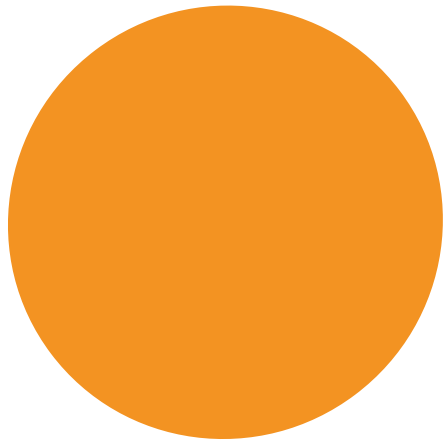


Provisioner



Core

## COLOUR PALETTE



### ORANGE

### DARK GREY

### LIGHT GREY

### BLACK

**Hex**

#FF7F18

#505050

#F1F2F5

#000000

**CMYK**

0 50 91 0

0 0 0 69

2 1 0 4

0 0 0 100

**RGB**

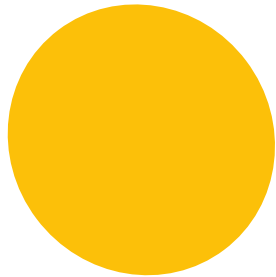
243 147 34

80 80 80

241 242 245

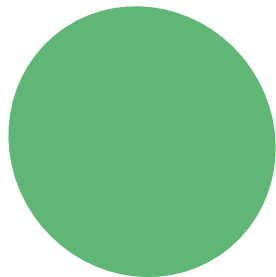
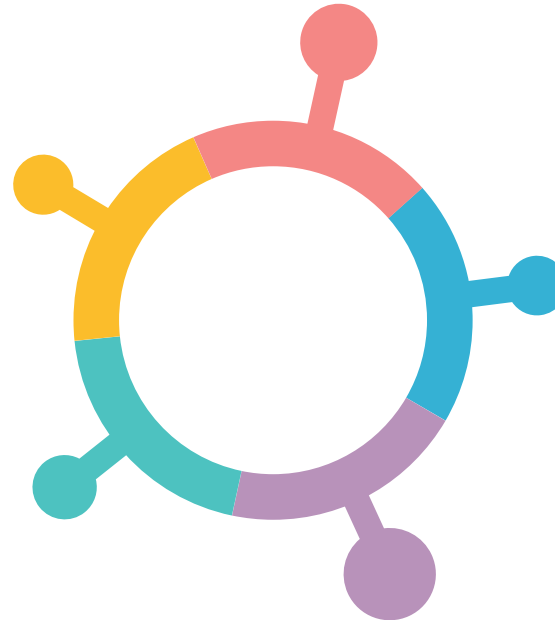
0 0 0

# COLOUR PALETTE: didmos



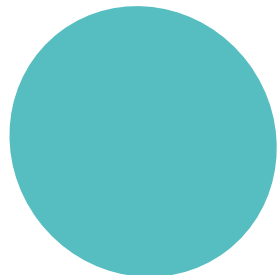
Core

**Hex** #FCC009  
**RGB** 252 192 9  
**CMYK** 1 26 100 0



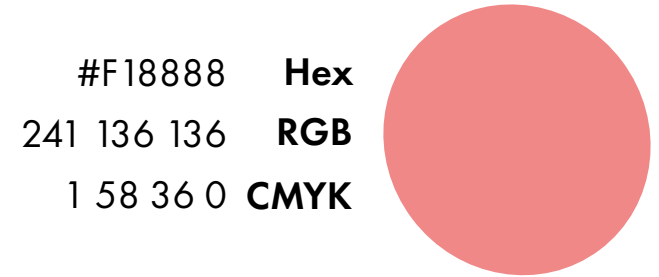
Authenticator

**Hex** #60B775  
**RGB** 96 183 117  
**CMYK** 65 4 72 0



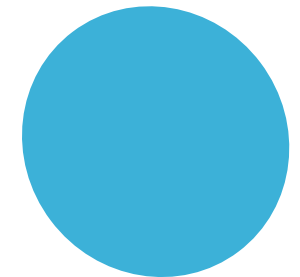
ETL-Flow

**Hex** #56BEC0  
**RGB** 86 190 192  
**CMYK** 62 2 27 00



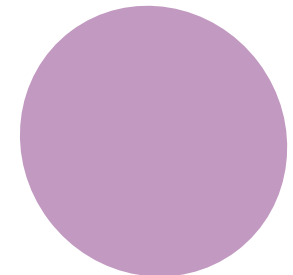
Provisioner

**Hex** #F18888  
**RGB** 241 136 136  
**CMYK** 1 58 36 0



LUI

**Hex** #3CB1D8  
**RGB** 60 177 216  
**CMYK** 67 11 8 0



Pwd-Synchroniser

**Hex**  
**RGB**  
**CMYK**

## FONTS



Futura



Arial

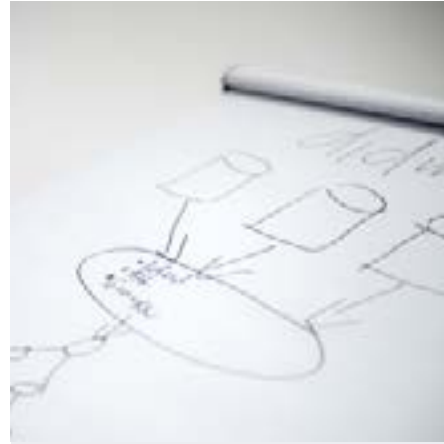
DAASI International uses for all its texts the two fonts Arial (online) or Futura (print).



## CONTACT

**Jennifer Vosseler**  
Head of Marketing

marketing@daasi.de  
+49 7071 / 407 109-4



## IMPRINT

DAASI International GmbH  
Europaplatz 3  
D-72072 Tübingen  
[www.daasi.de](http://www.daasi.de)

email: [info@daasi.de](mailto:info@daasi.de)  
phone: +49 (0) 7071 407109-0  
fax: +49 (0) 7071 407109-9

Represented by: Peter Gietz (CEO)

