

STYLE GUIDE

DAASI
International

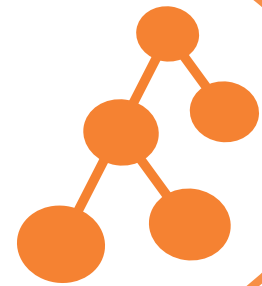


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GENERAL INFORMATIONEN

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



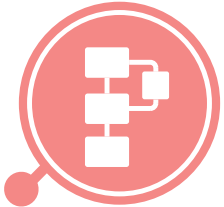
Pwd-Synchroniser



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



ETL-Flow

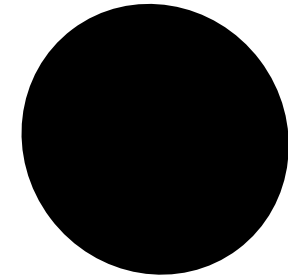
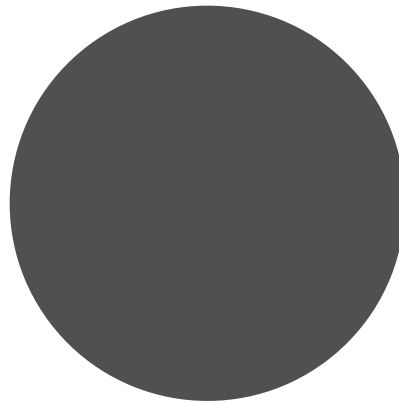
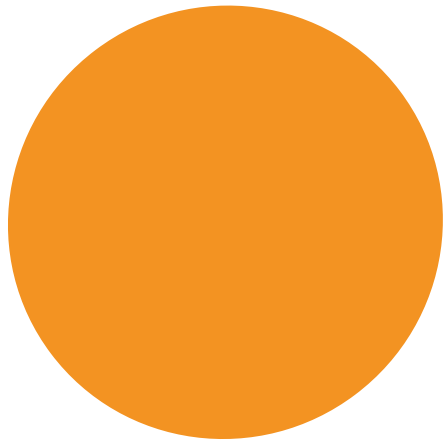


Provisioner



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

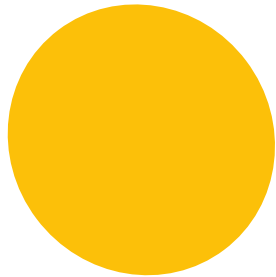
243 147 34

80 80 80

241 242 245

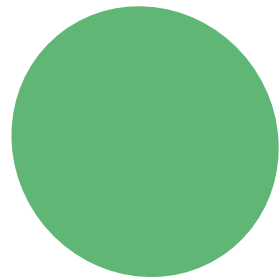
0 0 0

COLOUR PALETTE: didmos



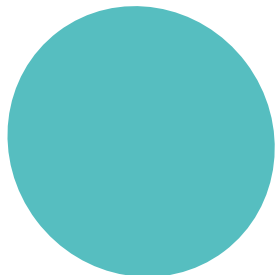
Core

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



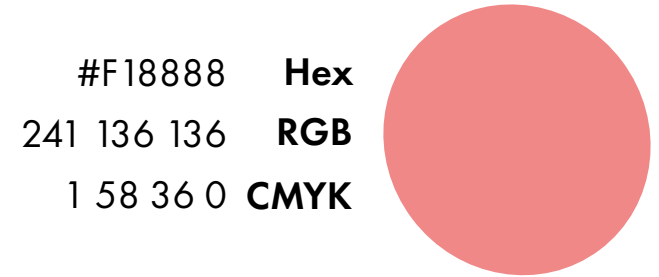
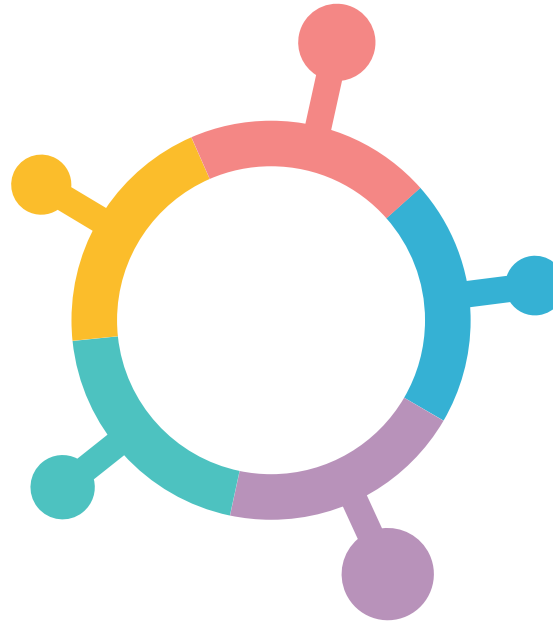
Authenticator

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



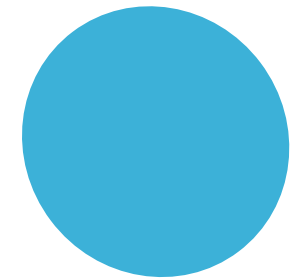
ETL-Flow

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



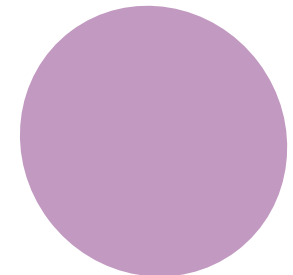
Provisioner

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 #C29AC1
RGB 194 154 193
CMYK 23 43 4 0

FONTS



Futura



Arial

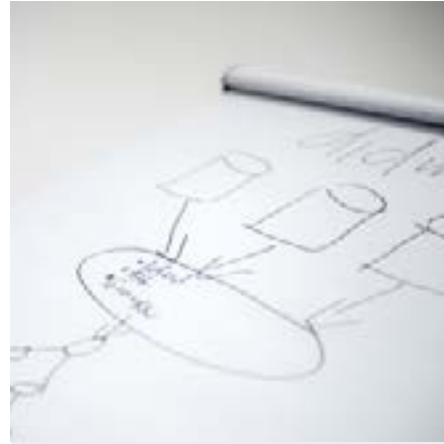
DAASI International uses for all its texts the two fonts Arial (online) or Futura (print).



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IMPRINT

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