



Design Guide

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01. LOGOS

CESSDA Logo

The logo may be resized but must not be stretched, rotated or otherwise transformed. Sufficient white space must be applied to ensure the logo remains distinct and clear.

On dark backgrounds, the white logo is used. On light backgrounds, the coloured logo is used. Avoid using the logo on mid-toned backgrounds.

See [page 8](#) for logo usage guidelines and examples.



Service Logos

CESSDA Training



DMEG



Data Archiving Guide



Tool Logos

Data Catalogue



ELSST Thesaurus



European Question Bank



Metadata Validator



Resource Directory



Vocabulary Service



02. COLOURS

Colours for digital use are supplied with HSL (Hue, Saturation, Luminance) values, where the Hue (first value) is fixed and the remaining values can be adjusted. Five sample variants for the primary colours are given below, in addition to three samples for each secondary colour. Hex values are in parentheses.

Any colour using a listed Hue value may be used as long as sufficient contrast is preserved. A simple HSL colour generator can be found at <https://hslpicker.com>.

CMYK values are supplied for print usage.

Primary Colours

Blue (Hue 204)



- HSL 204, 90, 96 (#ecf7fe)
CMYK 7, 3, 0, 0
- HSL 204, 86, 52 (#1b9aee)
CMYK 89, 35, 0, 7
- HSL 204, 86, 44 (#1083d1)
CMYK 92, 37, 0, 18
- HSL 204, 87, 32 (#0b6099)
CMYK 93, 37, 0, 40
- HSL 204, 84, 12 (#052438)
CMYK 91, 37, 0, 78

Magenta (Hue 329)



- HSL 329, 70, 96 (#fceef5)
CMYK 0, 17, 8, 4
- HSL 329, 67, 52 (#d73387)
CMYK 0, 76, 37, 16
- HSL 329, 67, 40 (#aa2268)
CMYK 0, 80, 39, 33
- HSL 329, 67, 32 (#881b53)
CMYK 0, 80, 39, 47
- HSL 329, 67, 12 (#330a1f)
CMYK 0, 80, 39, 80

Green (Hue 178)



- HSL 178, 62, 96 (#eefbfb)
CMYK 5, 0, 0, 2
- HSL 178, 62, 32 (#1f8481)
CMYK 77, 0, 2, 48
- HSL 178, 62, 24 (#176361)
CMYK 78, 0, 2, 61
- HSL 178, 63, 20 (#135351)
CMYK 78, 0, 0, 67
- HSL 178, 66, 8 (#072221)
CMYK 79, 0, 3, 87

Secondary Colours

Sky Blue (Hue 196)



HSL 196, 90, 96 (#ecf9fe)
CMYK 7, 2, 0, 0



HSL 196, 90, 67 (#61d0f7)
CMYK 53, 0, 0, 0



HSL 196, 84, 55 (#2cb9ed)
CMYK 65, 6, 0, 0

Orange (Hue 25)



HSL 25, 95, 92 (#fee7d7)
CMYK 0, 9, 15, 0



HSL 25, 95, 50 (#f96b06)
CMYK 0, 57, 98, 2



HSL 25, 95, 32 (#9f4504)
CMYK 0, 57, 97, 38

Slate (Hue 201)



HSL 201, 21, 90 (#e0e7eb)
CMYK 0, 9, 15, 0

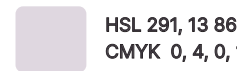


HSL 201, 21, 52 (#6B8C9E)
CMYK 32, 11, 0, 38



HSL 201, 21, 36 (#49626f)
CMYK 34, 12, 0, 56

Raisin (Hue 291)



HSL 291, 13, 86 (#dfd7e0)
CMYK 0, 4, 0, 12



HSL 291, 13, 38 (#605562)
CMYK 2, 13, 0, 62



HSL 291, 12, 22 (#383239)
CMYK 2, 12, 0, 78

Grey (Hue 208)



HSL 208, 7, 90 (#e4e6e7)
CMYK 1, 0, 0, 9



HSL 208, 7, 46 (#6c757d)
CMYK 14, 6, 0, 51



HSL 208, 7, 20 (#2f3337)
CMYK 15, 7, 0, 78

02. COLOURS

Colour Guidelines

As a general rule, a primary colour should be complemented with one or more secondary colours or with a variant of itself. Luminance gradients may be generated from a single hue.

A primary colour shouldn't overlap another primary colour.

Several primary colours may be used on the same surface provided there is clear visual spacing between them.

Samples - Primary with variants



Samples - Primary with Secondary



03. TYPOGRAPHY

Inter Font

The primary font is the [Inter](#) family, known for its excellent readability, features and availability.

This sans-serif font is crafted especially for computer and mobile screens, and supports all European character sets across all styles. It is also available as a variable font.

Inter is open-source and can be freely downloaded from the CESSDA website.

<https://www.cessda.eu/Fonts/Inter.zip>

Inter is also available on Google Fonts and included with the Google Docs applications (you may have to select “More fonts” in the font menu to see it).

Bitter Font

The **Bitter** font may be used in design materials as a serif-style complement to the Inter font. It is open-source and available on Google Fonts and Google Docs as well as for download from the CESSDA website.

<https://www.cessda.eu/Fonts/Bitter.zip>

Tahoma Font

If Inter isn't available, the **Tahoma** font may be used as an alternative. It is available on nearly all devices by default.

Font Usage Examples

Usage in documents / design materials

.....

Main heading - Inter SemiBold 16pt

Heading with body text - Inter SemiBold 14pt

Body text - Inter Regular 11pt - black - left aligned

Subheading - Inter SemiBold 11pt

Sum incium re molorep elest, non eturere pelluptate aut et et porum experio sandent, nobis vitem istiusam aut ut pa cus dem. Igniende prem accae. Erferfe rchici tenis ea dollit fuga. Et voluptas dolor sim ad erae.

Inter Heading with Bitter body text

Body text - Bitter Regular 11pt - black - left aligned

Subheading - Inter SemiBold 11pt

Sum incium re molorep elest, non eturere pelluptate aut et et porum experio sandent, nobis vitem istiusam aut ut pa cus dem. Igniende prem accae. Erferfe rchici tenis ea dollit fuga. Et voluptas dolor sim ad erae.

04. LAYOUT

Layout Grids

Sample InDesign layout grids are provided with this guide.

These assist in placing graphic elements, text and whitespace and are intended for graphic agencies producing specific print materials.

The grids are provided as advisory starting points and may be adapted to specific materials and campaigns.

As illustrated here, providing ample white space is important and design surfaces should not be overcrowded - "less is more".



Message

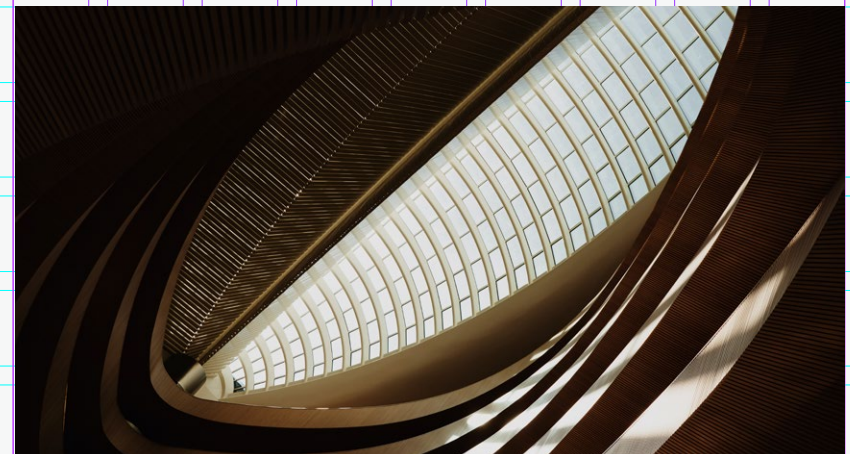
Sum incium re molorep elest, non eturere pelluptate aut et et porum experio sandent, nobis vitem istiusam aut ut pa cus dem. Igniende prem accae. Erferfe rchici tenis ea dollit fuga. Et voluptas dolor sim ad erae.



Message

Sum incium re molorep elest, non eturere pelluptate aut et et porum experio sandent, nobis vitem istiusam aut ut pa cus dem. Igniende prem accae. Erferfe rchici tenis ea dollit fuga. Et voluptas dolor sim ad erae.

Sum incium re molorep elest, non eturere pelluptate aut et et porum experio sandent, nobis vitem istiusam aut ut pa cus dem. Igniende prem accae. Erferfe rchici tenis ea dollit fuga. Et voluptas dolor sim ad erae.

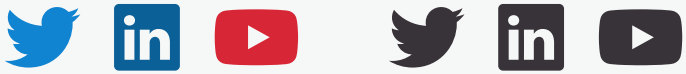


05. ELEMENTS

Icons

The primary icon set is Bootstrap Icons, available at <https://icons.getbootstrap.com>. Individual icons may be downloaded as SVG and coloured according to the palette.

Social Media Icons



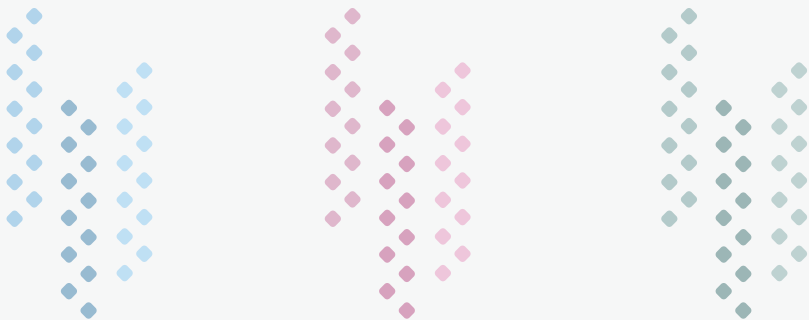
Social media icons are derived from the Bootstrap set.

Graphical Elements

Assorted elements are provided for decoration and structure.

Falling Diamonds

Light-contrast element for documents, presentations and other design materials. May be styled using any primary or secondary colour, or inverted (white on background).



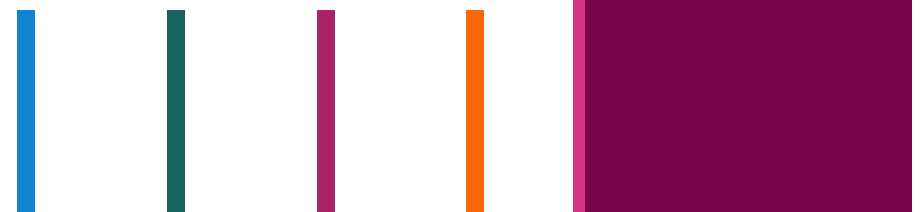
Logo-derived Backgrounds

Used as subtle decorative elements on design materials.



Solid Columns

Used as dividers/edge markers.



06. GUIDELINES

CESSDA Branding

Logo usage

The logo should always be used on all CESSDA materials, but only once on each design surface (screen, page or ad). For publications, a smaller logo can be added to the header or footer on pages with a larger logo on the cover.

Logo placement

The logo should be placed in one of the corners, preferably top left, and clearly distant from edges and other content. Distance to edges and other elements should be equal on all relevant sides (protected area). Use whitespace to ensure that the logo is not crowded.

Logo colour and background

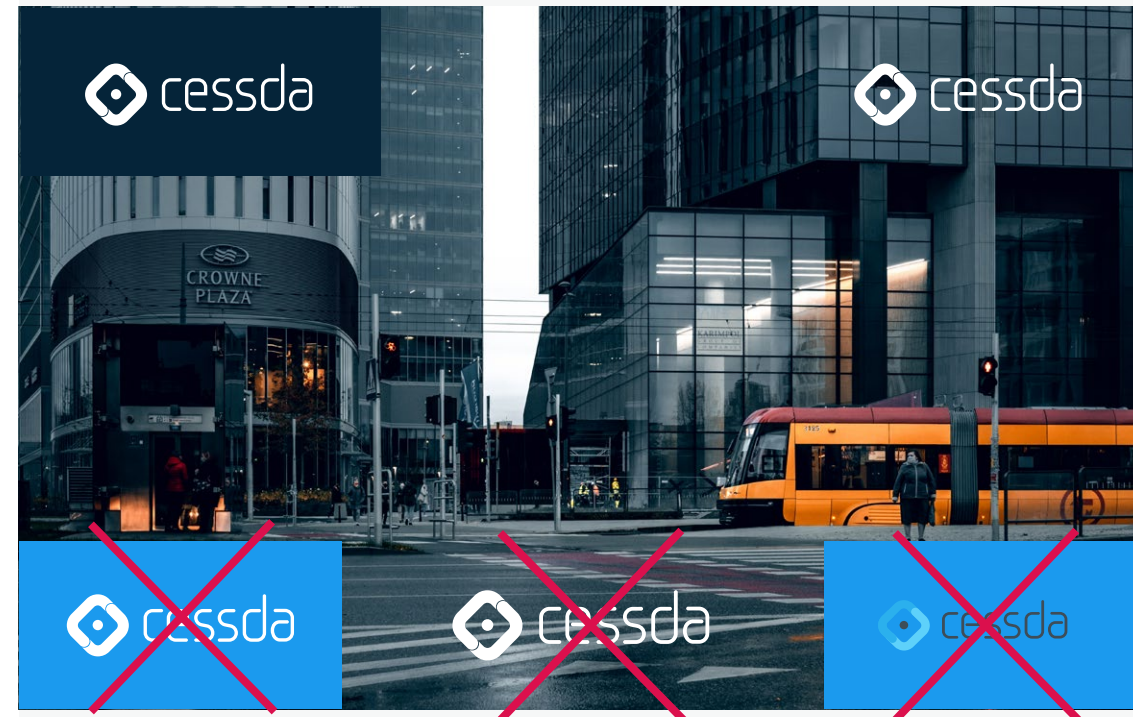
Use the coloured logo only on very light backgrounds or image areas. Use the white logo on very dark backgrounds or image areas. If used on an image, consider adding a background box for the logo (example on right).

The greyscale version of the logo should only be used on greyscale-themed materials or b/w printing.

Logo size

The size of the logo should harmonise with the format and elements of the design surface to ensure that it is clearly defined and independent but not over- or undersized.

Examples



06. GUIDELINES

Contrast and Readability

The contrast ratio between text and background (including image backgrounds) should be at least 4.5 to 1 for normal text and 3 to 1 for large text, but the recommended minimum is 7 to 1 and 4.5 to 1 respectively.

Contrast can be checked using online tools such as <https://webaim.org/resources/contrastchecker>.

The standard body text font size should be 11pt in print/PDF and 16px on websites, with a line spacing of 1.25 to 1.4.

The font weight should be Regular or Medium, with SemiBold and Bold for headings. Thin, Light and ExtraLight weights may be used in design materials with a high contrast background.

Text should **always** be left-aligned.

Document Templates

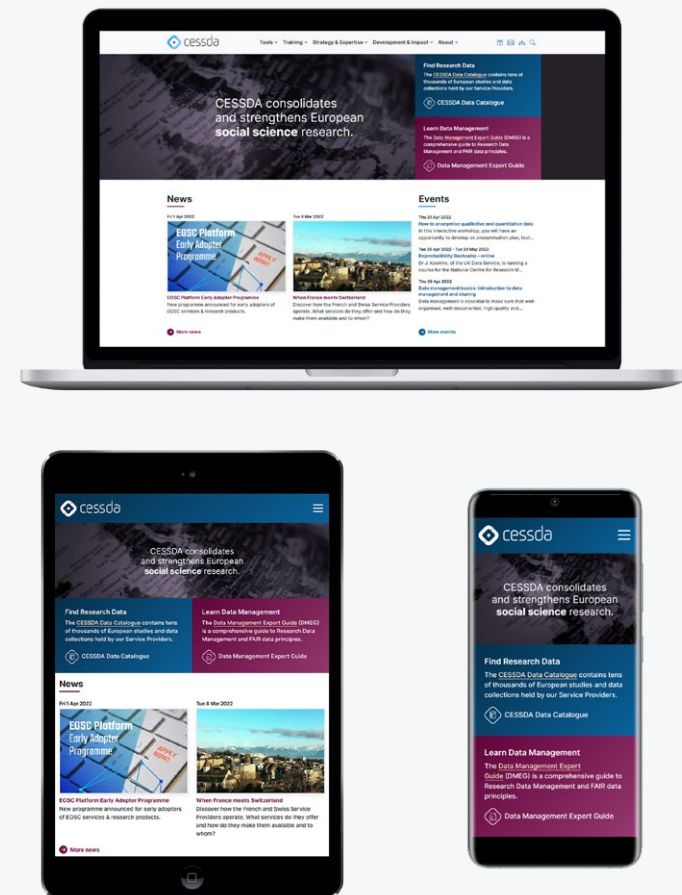
Templates for text documents and presentations are available in Word, PowerPoint and Google Docs formats.

These use high-contrast text and are adapted for use on a wide variety of platforms and devices.

Website Accessibility

All CESSDA websites should as a minimum meet [WCAG 2](#) level AA requirements and strive to meet level AAA requirements as far as reasonable.

All CESSDA websites should be mobile-friendly.



06. GUIDELINES

Social Media (SoMe) Communications

Social media profiles should always include the CESSDA logo. Banner and logo images for SoMe channels are available for download.

Any posts with graphic material promoting a specific CESSDA service or branded product should incorporate the service logo/brand.

SoMe videos should feature the logo at the beginning and end sequences. A logo overlay throughout the video can also be used when appropriate.

Logo use should conform to the guidelines in this document.

Photos and Images

Any photo or image use must respect licence rights and provide attribution where necessary or natural.

Images should conform to the style and theme of the design surface at hand and harmonise with selected colours.

“Stock Art” should never be used, but use of CC-licensed or public domain images from sources such as [Unsplash](https://unsplash.com/) is recommended.

Language Style and Copywriting

CESSDA uses British English as standard for spelling and grammar. The [Cambridge Dictionary](https://www.cambridge.org/9780521875586) is used as an authoritative reference for semantic use and grammar, as well as a thesaurus.

CESSDA has a highly international audience and the copy needs to reflect this in terms of structure and word usage. Keywords include simplicity, clarity and avoidance of obscure vocabulary and phrasing. The below guide to writing CESSDA news articles contains starting guidelines.

[Article guide for cessda.eu](https://www.cessda.eu/article-guide)



07. CHECKLIST

Designer Checklist

Logo (p. 8)

1. The correct source file is used (RGB or CMYK).
2. The logo is correctly placed and its area protected.
3. The logo dimensions and orientation are unchanged.
4. The correct logo variant and background is used.
5. The logo is correctly sized.

Colours (p. 2-3)

1. Palette colours are used according to guidelines.
2. Colour values are specified correctly (HSL/Hex or CMYK)
3. No colour effects besides gradients are used.

Typography (p. 5 and 9)

1. The appropriate font, sizes and weights are used.
2. Font proportions are not stretched.
3. The text is left-aligned.
4. Contrast is maintained.

Layout (p. 6)

1. Layout grids are used.
2. Elements are placed along grid lines.
3. Ample white space is applied.

Images (p. 10)

1. Images harmonise with selected colours.
2. Image licence/credit is verified and respected.
3. Images follow the grid.





Graphic Materials

This design guide and accompanying graphic materials are available on the website:

<https://www.cessda.eu/Design-Guide>