

Design Guide

Logo

On light backgrounds



Greyscale on white background



On dark backgrounds



Logo usage

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 or greyscale logo is used.

Avoid using the logo on mid-toned backgrounds. If the logo is used on an image background, sufficient contrast must be ensured.

Typography

Screen fonts

The primary screen font is the **Inter** family, available from: <https://github.com/rsms/inter/releases/latest>

Inter is free and crafted for computer and mobile screens, and supports all European character sets (incl. Greek/Cyrillic) across all styles. It is also available as a variable font.

Default

Inter Medium (500)

Body text

Inter Regular (400)

Headings

Heading 1 - Inter Bold (700)

Heading 2 - Inter Bold (700)

Heading 3 - Inter Bold (700)

Fallback font

If the Inter font isn't available, **Tahoma** can be used as a fallback font. It is available by default on most systems.

Tahoma

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Contrast

Contrast Ratio

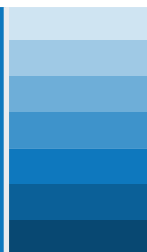

Text may be used on coloured backgrounds or images provided sufficient contrast is achieved. For normal text, a minimum contrast ratio of 4.5:1 is required. For headings or large text (18pt/24px), the ratio must be at least 3:1.

Contrast can be checked using online tools such as:

<https://webaim.org/resources/contrastchecker/>

Palette - standard

Primary colours



#CFE4F2

#9FC9E5

#6EAED8

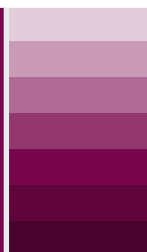

#3E93CB

#0E78BE

#0B6098

#084872

Blue
Hex #0E78BE
RGB R14 G120 B190
CMYK C93 M37 Y0 K25
Pantone Process Blue C



#E4CDD8

#C99BB7

#AE6A92



#93386E

#78064A

#60053B

#48042C

Purple
Hex #78064A
RGB R120 G6 B74
CMYK C0 M95 Y38 K53
Pantone 7650 C



#CDDADB

#9BB6B7

#699192

#376D6E



#05484A

#043A3B

#032B2C

Green
Hex #376D6E
RGB R55 G109 B110
CMYK C50 M1 Y0 K57
Pantone 7475 C

Supporting colours



#FEE1CD

#FDC29B

#FBA46A

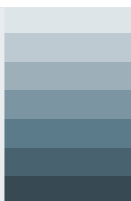

#FA8538

#F96706

#C75205

#953E04

Orange
Hex #C75205
RGB R199 G82 B5
CMYK C0 M59 Y98 K22
Pantone 2020 C



#DEE5E8

#BDCAD1

#9DB0B9



#7C95A2

#5B7B8B

#49626F

#374A53

Slate
Hex #49626F
RGB R73 G98 B111
CMYK C34 M12 Y0 K56
Pantone 431 C



#DFDDDF

#BFBABF

#9E989F

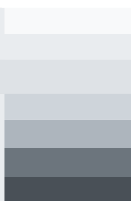

#7E757F

#5E535F

#4B424C

#383239

Raisin
Hex #4B424C
RGB R75 G66 B76
CMYK C1 M13 Y0 K70
Pantone 5185 C



#F8F9FA

#E9ECEF

#DEE2E6

#CED4DA

#ADB5BD

#6C757D


#495057

Grey
Hex #CED4DA
RGB R206 G212 B218
CMYK C5 M3 Y0 K15
Pantone 427 C

Saturated variants



Purple - Bright
Hex #8C0053



Blue - Bright
Hex #46AEF1



Green - Bright
Hex #218191

Gradients



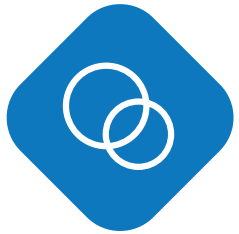
Tool and publication logos



Data Catalogue



Vocabulary Service



ELSST Thesaurus



Resource Directory



European Question Bank



Data Management
Expert Guide



Metadata Validator



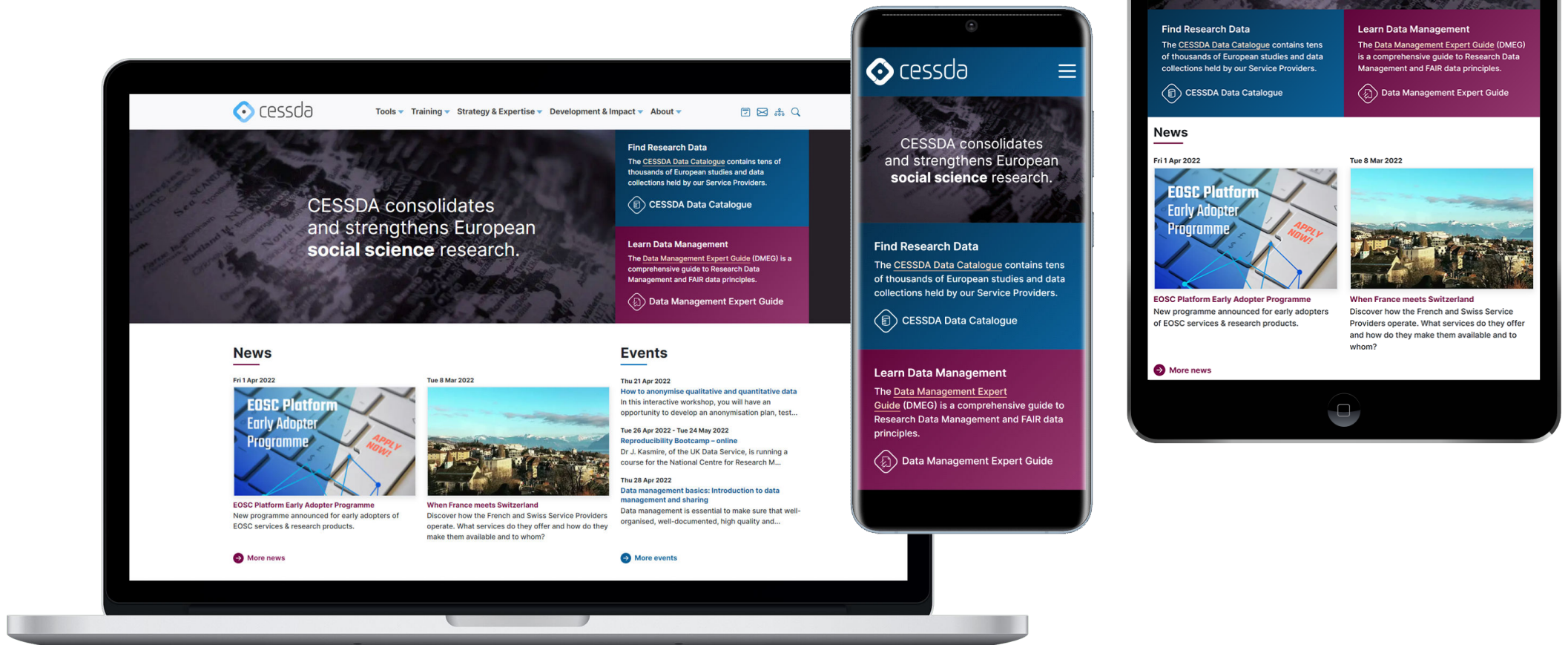
Data Archiving Guide

Website

The website employs most palette colour variants, with blue and purple dominating above-the-fold on the front page followed by other hues.

The various website sections have their own dominant colours, such as green for Training. The colour combinations for these sections may be used as themes for presentations.

The site is designed for readability, high contrast and usability on desktop as well as mobile and touch devices.



Graphic materials

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

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

