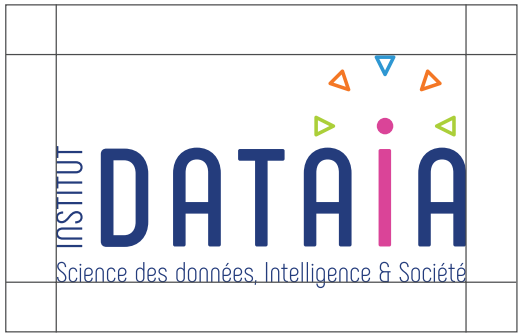
INSTITUTE DATAIA

Data Science, Intelligence & Society

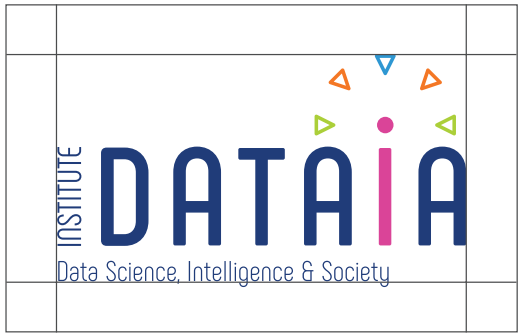
GRAPHIC CHARTER & BEST PRACTICES

February 2023

LOGOTYPE PROPORTIONS



Version française



Version anglaise

The DATAIA logo is set in a rectangle.
For a better reading of the logo, a protective space around the logo must be kept.

COLORS

Pantone	2738 C	Rhodamine Red C	375 C	Bright Orange C	299 C	425 C
CMJN	100 / 90 / 23 / 6	9 / 88 / 0 / 0	38 / 0 / 99 / 0	0 / 66 / 98 / 0	73 / 27 / 1 / 0	0 / 0 / 0 / 85
RVB	38 / 52 / 114	218 / 57 / 141	180 / 204 / 13	237 / 112 / 14	57 / 151 / 210	74 / 74 / 73
Hex	#263472	#da398d	#b4cc0d	#ed700e	#3997d2	#4a4949

The logotype in quadrichromy is intended for all the printed supports. Pantone colors are intended for direct tone printing. The equivalents in RGB are used on all the supports screen (web and office automation).

ACCOMPANYING TYPEFACES

Phenomena

Light

Lorem ipsum dolor sit amet, consectetur adipiscing. Sed non risus., suspendisse lectus tortor, dignissim Amet, adipiscing nec, ultricies sed, dolor.

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing. Sed non risus., suspendisse lectus tortor, dignissim Amet, adipiscing nec, ultricies sed, dolor.

Bold

Lorem ipsum dolor sit amet, consectetur adipiscing. Sed non risus., suspendisse lectus tortor, dignissim Amet, adipiscing nec, ultricies sed, dolor.

Century Gothic

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing. Sed non risus., suspendisse lectus tortor, dignissim Amet, adipiscing nec, ultricies sed, dolor.

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing. Sed non risus., suspendisse lectus tortor, dignissim Amet, adipiscing nec, ultricies sed, dolor.

In publishing documents, use Phenomena Light, Regular and Bold typography. For compatibility, office documents (Word, Powerpoint), should be composed in Century Gothic Regular and Bold.

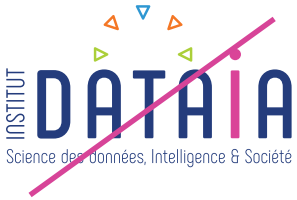
PROHIBITED

1

2

3

4



5

6

1 never distort the logotype
2 never change the typography
3 never change the color of the logo
4 do not put the logo on a background of density too close to the logotype
5 never shift the symbolism
6 never play with the symbolism

BEST PRACTICES

1

2

3

4

5

To affirm the brand, we will mainly use these 2 colors. Blue and fuchsia, always 100%.

1 on the blue background, put the typography of the logotype in white reserve.

2 on the fuchsia background, put the typography of the logotype in white reserve and the "i" in blue.

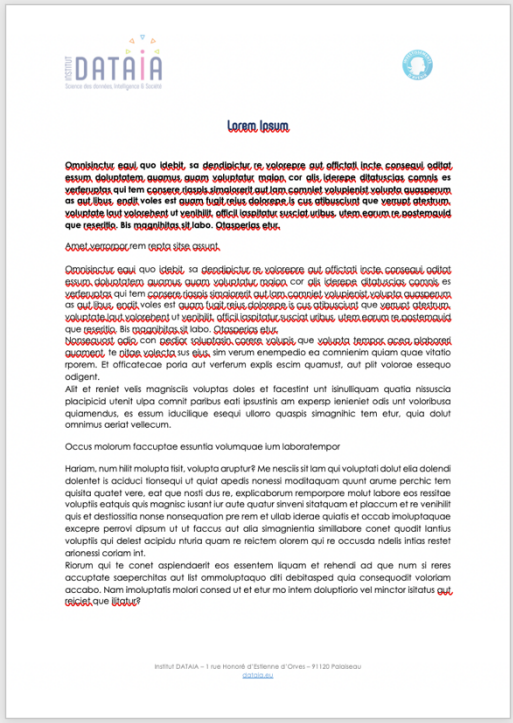
3 if it's a back monochrome printing, in silk-screen printing, the whole logotype is in white reserve.

4 and 5 on white background, and according to the techniques of impression, the logotype can be in black 100%, or black typography 100% and symbol in black 50%.

On all communications, please include the following acknowledgement sentence:

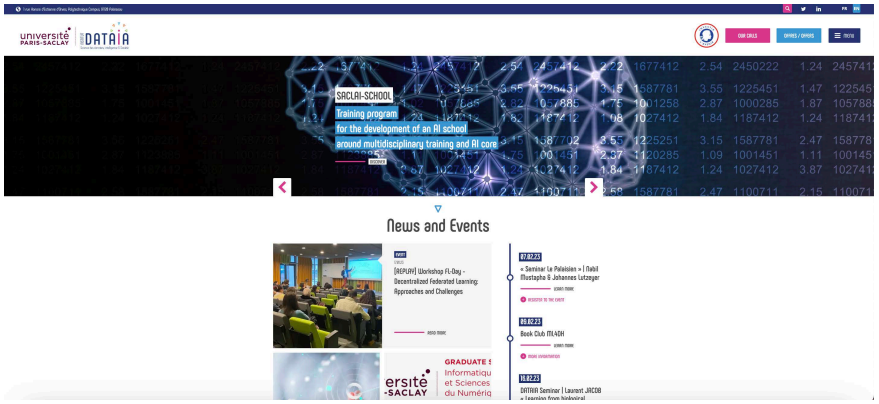
"This research was supported by DATAIA convergence institute as part of the « Programme d'Investissement d'Avenir », (ANR-17-CONV-0003) operated by [Partner] XXX."

DOCUMENT TEMPLATES



Word

PowerPoint



Website

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