

Logo Guidelines

Data Design System and DDS-CAD

The logos of Data Design System

Our logos are an important component of our company's brand image. To ensure a globally consistent representation of our brand, usage of our logos must always be in compliance with the following specifications.

Following aspects require particular attention:

- correct choice of company or product logo
- correct choice of long or short version of logo
- compliance with set color specifications
- adherence to minimum logo sizing
- consideration of minimum clearance

Company and product logo

Data Design System uses different logos for company and product purposes. Both, company and product logo can be applied in either long or short versions, in order to be used appropriately given any situation.

The company logo is to be used:

- when Data Design System acts as author/publisher of communication deliverables or a product (such as print materials, internet, etc.)
- when it is to be indicated that DDS acts as a sponsor or organizer
- on business stationary (letters, envelopes, business cards)
- on give-aways, specifically promoting the company

The product logo is to be used:

- when the focus is on the product DDS-CAD
- as graphic symbol and 'placeholder' in presentations and communication deliverables
- on give-aways, specifically advertising the product

In some cases, a clear identification of correct use might prove difficult. In those cases the DDS communication department will decide.

Selection of long or short version of logos

In general: Use of the long version is preferred.

If the long version cannot be staged in appropriate size or with appropriate effect due to insufficient space, the short version of the logo must be applied.

company logo long



product logo long



company logo short



product logo short



Components of the logo

Word and figurative mark

Our logo is a word and figurative mark. Hence it consists of two inseparable components: a graphic element and text.

Any other use is prohibited unless otherwise approved by the DDS communication department.

The graphic element (the DDS cube) is consistent in both company and product logo, however, the text differs:

- in the company logo: DATA DESIGN SYSTEM
- in the product logo: DDS-CAD

Font family is 'Times New Roman'.

The text in the DDS company logo is written in upper case at the beginning of each word followed by small caps.

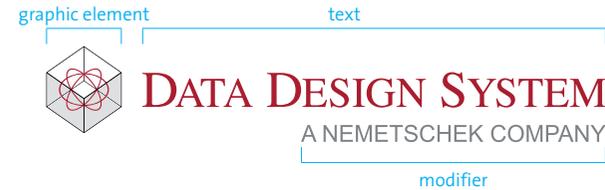
The product logo is written in upper case only.

The modifier

The modifier 'A NEMETSCHEK COMPANY' is a mandatory text element of the company logo only and is never to be used in the product logo.

Following specifications apply:

- The modifier is positioned below the text 'Data Design System' and sits right-aligned to it. It consists of upper cases of the font family 'Arial Regular'.
- In the long version of the company logo the modifier is centrally aligned with the lower tip of the DDS cube in order to determine its vertical position. In the short version vertical adjustment is determined by the cap height of the modifier.
- The cap height of the modifier is determined by keeping an exact distance of one cap height between the modifier and the text above.
- 6 point is the minimum font size of the modifier.
- Deviations to these specifications need to be approved by the DDS communication department in any case. (For example, if the modifier cannot be applied in a minimum size of 6 pt.)



The modifier is centrally aligned with the lower tip of the cube. This results in an exact distance of one cap height.

Sizing of the logos

Adherence to minimum sizes of our logos is crucial in order to ensure readability and quality of representation.

Only in exceptional cases, the company logo is allowed to be placed without a modifier. Such is, when the minimum size of 6 pt cannot be adhered to due to insufficient space. Also, if restrictions on the production side of a communication deliverable occur, the modifier may be dropped in order to assure DDS quality standards.

If such situation occurs, the DDS communication department must be notified in order to approve an exceptional application of the company logo without modifier.

following minimum sizes apply to the company logos:



following minimum sizes apply to the product logo:



following minimum sizes apply to the company logo without modifier:

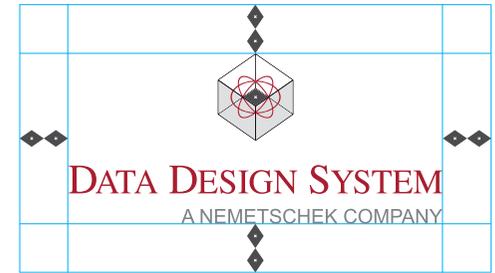


Clearance zone of the logo

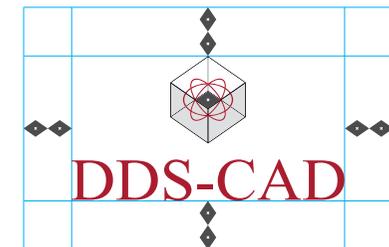
In order for the logo to have full effect, a minimum clearance between our logo and other elements must be maintained. The doubled width of the rhomb from the centre of our DDS cube indicates the measurement of minimum clearance between the logo and other elements on all sides.

Neither text nor graphical elements are to be placed inside the clearance zone.

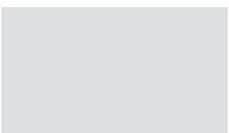
clearance zone of company logo



clearance zone of product logo



Colors of the logos

| | | | | |
|-------------------|---|--|--|---|
| RED |  | CMYK C: 22 M: 100 Y: 85 K: 16 | RGB R: 172 G: 25 B: 38 | Pantone Pantone 1807 C |
| BLACK |  | CMYK C: 78 M: 76 Y: 61 K: 81 | RGB R: 225 G: 225 B: 225 | Pantone Process black |
| DARK GREY |  | CMYK C: 45 M: 35 Y: 33 K: 18 | RGB R: 137 G: 139 B: 142 | Pantone Pantone Cool Grey 8 C |
| LIGHT GREY |  | CMYK C: 0 M: 0 Y: 0 K: 14 | RGB R: 229 G: 229 B: 229 | Pantone Pantone Cool Grey 1 C |
| WHITE |  | CMYK C: 0 M: 0 Y: 0 K: 0 | RGB R: 0 G: 0 B: 0 | Pantone Process white |

Color specifications

Different usage requires different versions of our logo artwork. In the following we will illustrate all approved color specifications by using the long version of the company logo.

Preferred color

The preferred use of product and company logo is in 4c/positive. Apply whenever possible.

CMYK (4c)/positive and CMYK (4c)/negative



1c/positive and 1c /negative



contour/positive and contour/negative



Prohibited usage of logos

The logos must not be placed in front of an interfering background.



Adhere to proportions of the logos.



The logos must be used as provided by DDS with no changes, including changes of the colors. The color specifications must not be altered in any way.



Do not add any effects, like shadows.



Proportionality of the graphic element and the text element to one another must be maintained as provided by DDS.



It is prohibited to depict the graphic element and the text element separately from one another.



Legal provisions

Intellectual Property

Data Design System (in the following DDS) holds exclusive rights to all DDS logos. Usage of our logos is only permitted pursuant to the specifications set out in these Logo Guidelines. The user is obligated to have their final layout, showing our implemented logo and surroundings, approved by DDS in writing or by e-mail before publishing. Any other usage beyond the already agreed right of use requires new approval by the DDS communication department.

Right of Use

The right of use will only be granted on an individual case basis and cannot be transferred. DDS reserves the right to terminate the permission to use the logos at any time, in which case the right of use will be voided immediately. The right of use does not transfer intellectual property rights or any other legal rights of the DDS logos to the user.

Terms of Use

The above mentioned specifications must be adhered to. If uncertain, the user must seek approval of DDS. As stated above, any changes to the logos are prohibited. Only proportional scaling is permitted, provided that the set minimum sizes are considered.

Liability

The user is liable for any violation of the DDS Logo Guidelines. DDS cannot be held responsible and liable for any direct or indirect damages or loss of data, caused by the use of DDS logos.

Final provisions

By downloading the DDS logos from our website, respectively by using them, you agree to the set specifications of the DDS Logo Guidelines. DDS reserves the right to unannounced changes of the Logo Guidelines.

Your contact persons



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