



Gaia-X

Design Guidelines

V.1 – 2021

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01 Welcome

Welcome to the Gaia-X Design Guidelines. The Design Guidelines ensure a visual consistency across print and digital material.

The following pages are designed to guide you through the basic identity elements, such as the logo, the typeface and colours. The most important design elements of the Gaia-X Corporate design are also presented. The use cases of the design elements are explained and illustrated through specific samples.

01 Agreement on the trademark use

Gaia-X Association is the owner of the logo. You may use it under the following conditions:

You are welcome to use the logo for your communication in the context of **Gaia-X Association** activities. The use of the logo is restricted to current contributors in the **Gaia-X Association** project.

In general, permission is granted, provided that the use of the logo is related to pre-competitive involvement in the **Gaia-X Association** project, no damage to the reputation of **Gaia-X Association** is expected from the use and no commercial purposes are pursued.

You agree to comply with the guidelines for the use of the logo. **Gaia-X Association** grants you a non-transferable, non-exclusive, royalty-free, limited licence to use the logo. The licence applies exclusively to your external communications. This includes, for example, use on letterheads, websites, leaflets or exhibition boards, provided the logo is not directly connected with product presentations (use at product level is not permitted). The logo may be used by public partners (associations, municipalities, etc.) as well as by companies that have a direct connection to the **Gaia-X Association** project.

Editing or changing the logo is not permitted. You may not transfer or assign your rights or obligations under the Agreement to any third party. If the user breaches the obligations arising from this agreement, in particular the obligation not to use the logo on products or as a seal of quality for products, the user may be required to cease and desist and, if necessary, **Gaia-X Association** may be required to pay damages or indemnify **Gaia-X Association** against liability as a result.

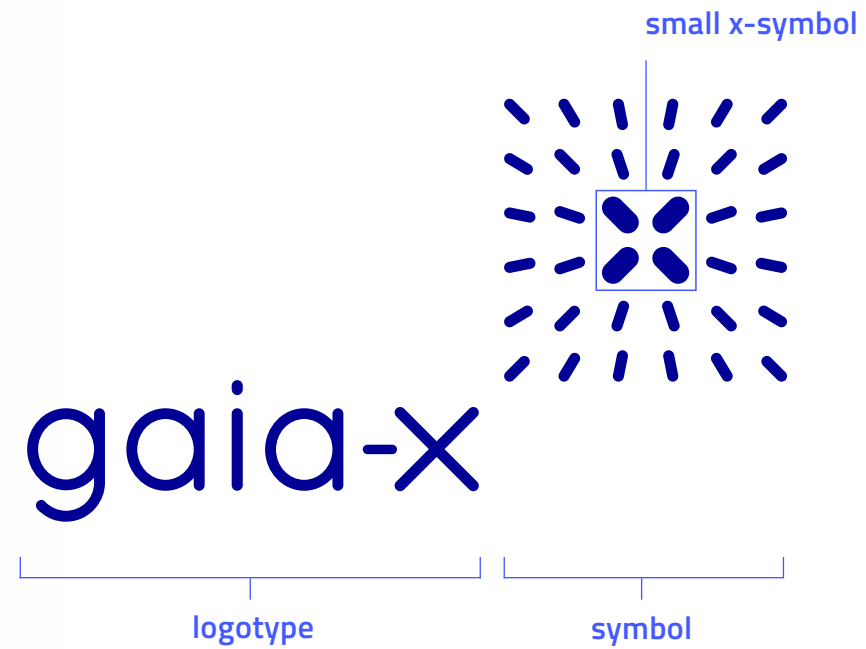
Gaia-X Association shall in no event be liable for any direct, indirect, special, incidental, consequential, punitive, exemplary or other damages arising out of or in connection with the agreement or the use of the umbrella trademark with respect to the subject matter of this agreement.

If you are not sure whether you are allowed to use the logo, please contact the **Gaia-X Association** (press@gaia-x.eu).

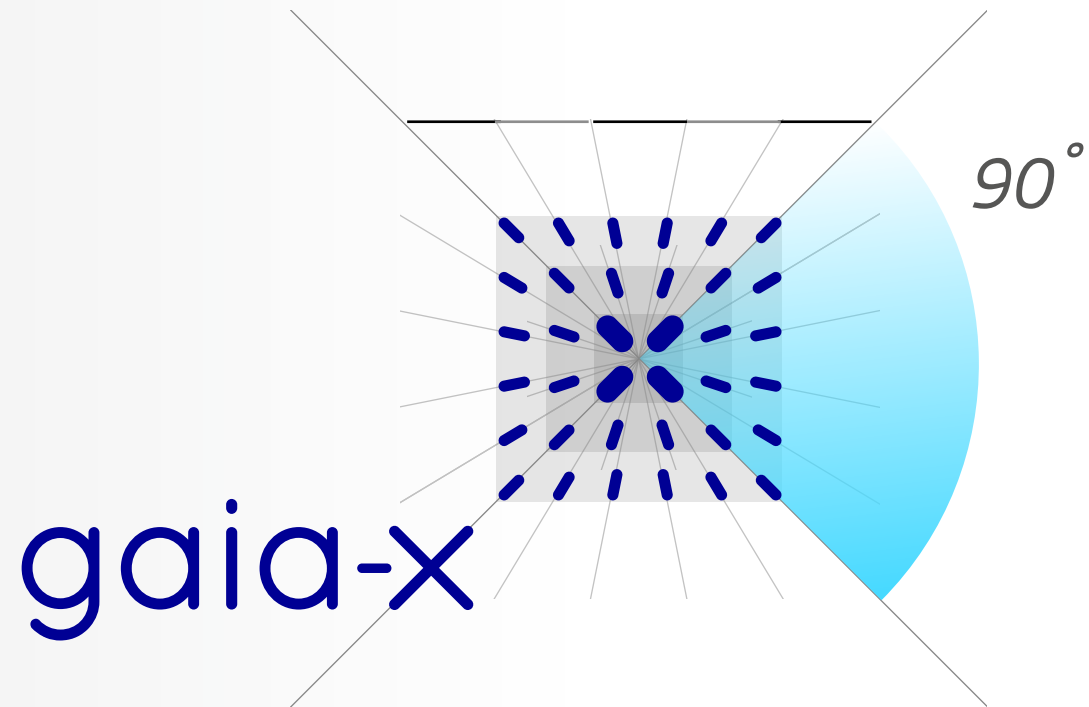
02 Logo development

The **Gaia-X logo** is the main element of the entire visual style.

It consists of two parts – the **logotype** and the **symbol**, which contains the **small x-symbol**.



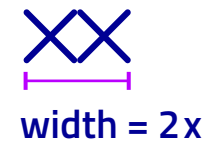
02 Logo development



02 Logo safe zone (clear space)

To make sure the logo is legible and to maintain its integrity, keep the area surrounding the logo free of other elements, including copy, images and other logos.

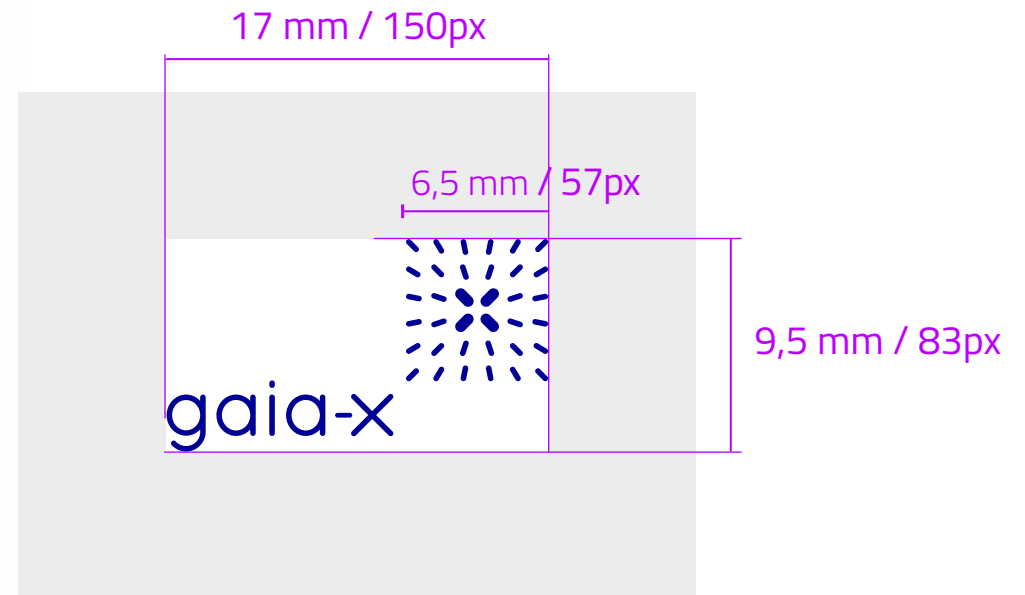
The minimum clearspace is **2 times the „x“** of the logotype in any direction.



02 Logo size requirements

The minimum size of the Gaia-X logo is 17 mm for printed media. Reducing the logo further would compromise legibility and the integrity of the logo reproduction. In digital media use a minimum width of 150 pixels.

The recommended minimum size for common print materials with the sizes of A6, A5, A4 and DL is 35 mm (logo width).



02 Logo appearance and background colour

The two colour variants of the logo positive and inverted are used equally.

Logo on white background



inverse colour version on darker background



B/W Version



02 Logo misuse



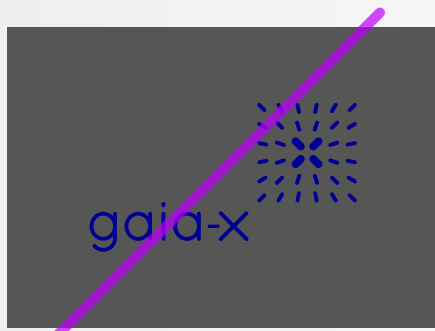
Custom logo colours



Stretching and rotating the logo



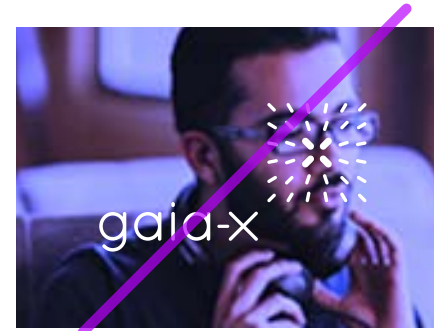
Not enough clear space around the logo



Logo on dark background



Logo on custom gradient

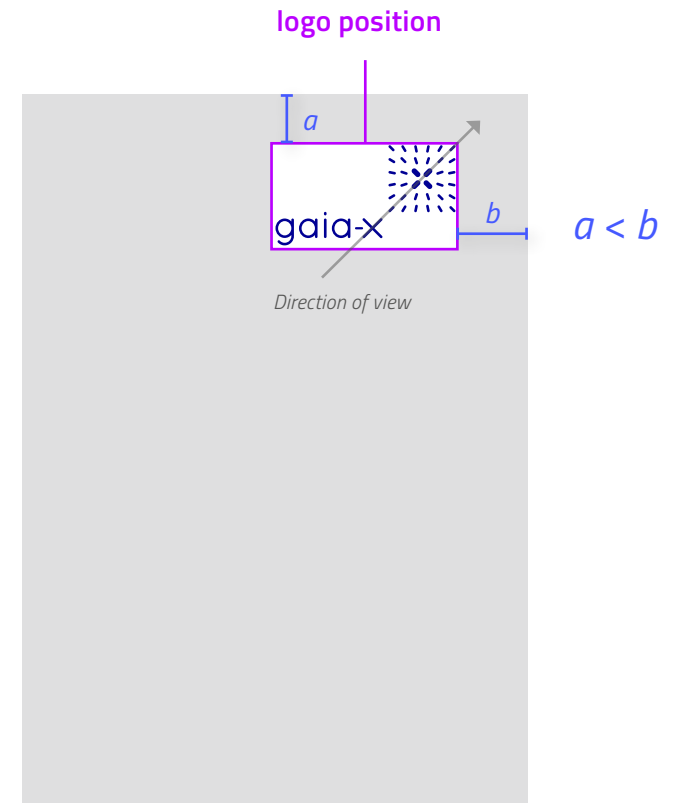


Logo over complex, busy or low contrast imagery

02 Logo placement

The logo is always positioned at the **top right** of the application. This is how it can best unfold its effect due to its structure (viewing direction from the lettering at the bottom left to the signet diagonally to the top right).

Ideally, the distance from the right-hand edge of the page (b) should be greater than the distance to the upper edge of the page (a). The clear space around the logo (2 times the "x") should be taken into account when positioning the logo. Information about the clear space can be found on [page 7](#).



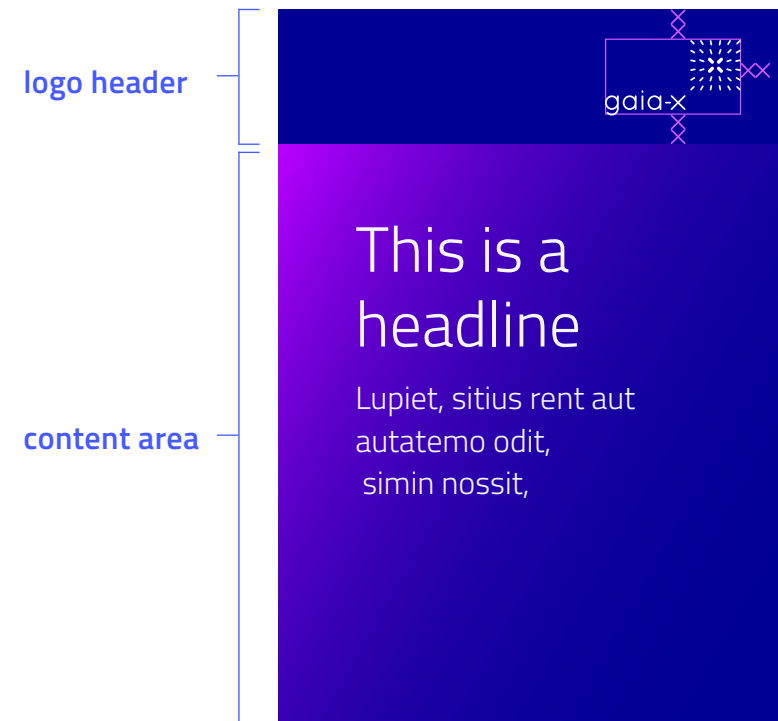
02 Logo header

The **logo header** is a colour bar at the top of the page on which the logo is placed. This separation from the content area gives the logo a prominent position and thus strengthens its impact.

The height of the **logo header** should include the clear space around the logo and is thus determined by the logo height and the respective purpose (medium, viewing distance).

The distance of the logo to the right page edge should be greater than to the upper page edge. The distance should be at least the clear space around the logo (2 times the “x”).

If content components are also placed in the header area they should have a sufficient distance from the logo so as not to impair its effect. The logo should not be placed on busy backgrounds.



02 Logo hubs

For the Gaia-X hubs of the individual countries, a logo in different formats (for digital and print) is provided for use. The logos of the hubs consist of the Gaia-X logo supplemented with the addition of their flag and the respective country name.

In this way, the affiliation is directly recognisable and the hubs contribute to the Gaia-X brand through their visual appearance.



03 Typography

Titilium

Open source font



Use cases: web-applications and print media

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

light

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

semibold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

03 Typography

Calibri

System font

**Usecases: For Office applications
(PowerPoint- / Word-Documents)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

light

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

03 Typography headlines

Headlines can be placed on a white background or inverted on a dark background. This includes backgrounds with gradients.

However, headlines can also partially overlap with an image or can be placed on a semi-transparent blue background on top of an image. In both cases the position of the headline has to ensure good legibility.

Gaia-X headline



Gaia-X headline



Gaia-X headline



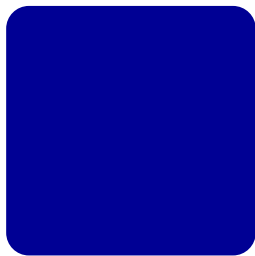
Hubs
Home > Who we are > Hubs



Gaia-X
headline

04 Colour palette

Primary Colour



Gaia-X blue

RGB 0-0-148
CMYK 97-85-0-0
HEX #000094



The colours „Turquoise“, „Purple“ and „Medium blue“ should only be used to highlight specific details and should not be used to cover large background areas.

Secondary Colours



Dark blue

RGB 0-0-113
CMYK 100-90-0-25
HEX #000071



Turquoise

RGB 70-218-255
CMYK 80-0-5-0
HEX #46DAFF



Purple

RGB 185-0-255
CMYK 20-95-0-0
HEX #B900FF



Medium blue

RGB 70-90-255
CMYK 80-60-0-0
HEX #465AFF

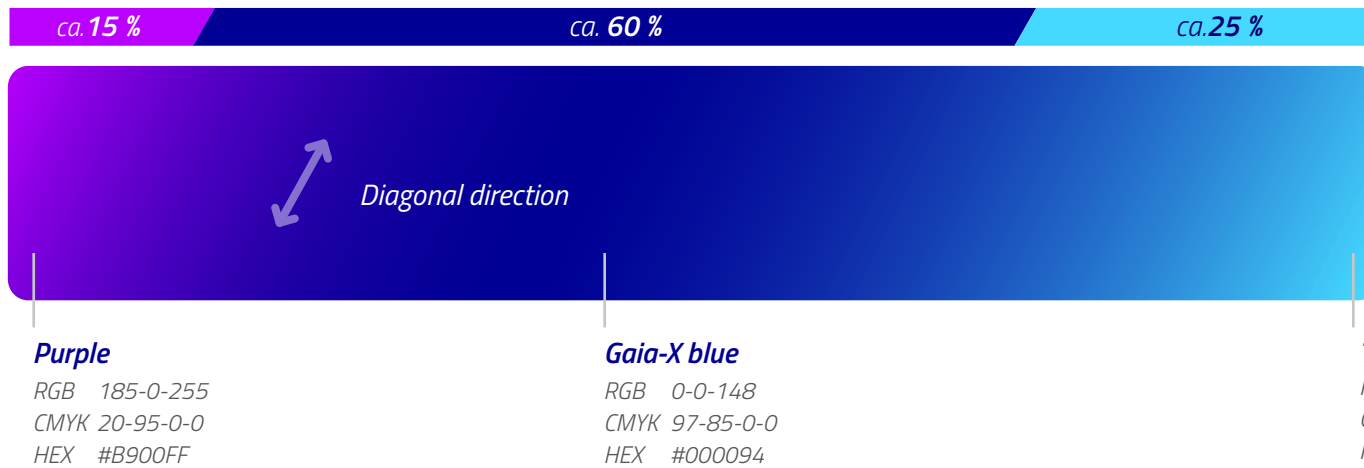


Black / Grey

RGB 0-0-0
CMYK 0-0-0-100
HEX #000000

04 Colour palette gradients

Primary gradient / Gaia-X gradient



Used mainly for key visuals, cover pages

Secondary gradients



Used additionally next to the primary gradient e.g. on subpages, intermediate pages or as calm backgrounds

05 Lines / Dividers

Horizontal lines have a central role in the Corporate Design of Gaia-X. They are used to structure content.

Short lines serve as visual anchors and are used to highlight specific content. They mark the beginning of (new) content and are therefore used on title pages, chapter pages or on top of main headlines. As the smallest component of the logo signet, they always form a reference to the logo. They have rounded ends and are highlighted in colour. Their width is based on the capital "X" of the respective text content and has a thickness of approx. 1/5 of the height of the letter. If short lines are used to highlight/separate paragraphs their width should be twice the width of the capital "X" of the paragraphs main headline (see e-newsletter application as an example on [page 42](#)).

Lines stretching over the width of a column are thinner and more subtle. They subdivide and separate content and are used for second-degree headlines, footnotes and subpages.



06 Backgrounds

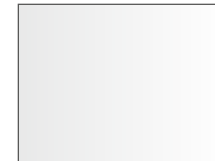
For body text (e.g. in publications), white background is preferred for optimal legibility. Content like title pages, headers and chapter pages should use dark backgrounds. Dark backgrounds should only use Gaia-X corporate colours (see use of colours and gradients on [page 18](#)).

The light grey gradient background can be used for highlighting specific content like info boxes and table of contents.



white

Usecase: body text



light grey gradient

**Usecase: information boxes,
table of contents, etc.**

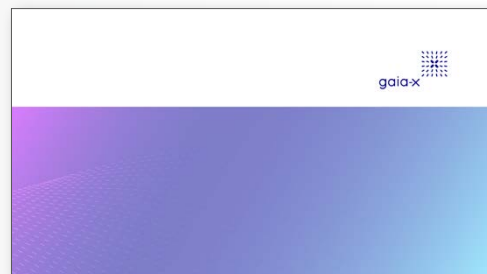
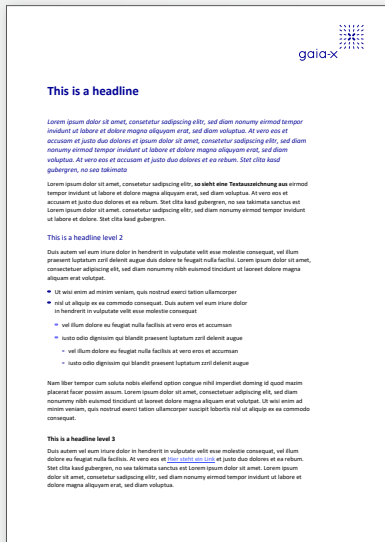


colour-intense gradient

**Usecase: Title pages, headers,
chapter pages, etc.**



06 Backgrounds application examples



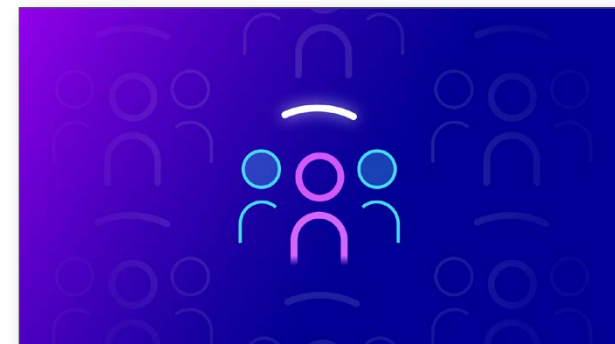
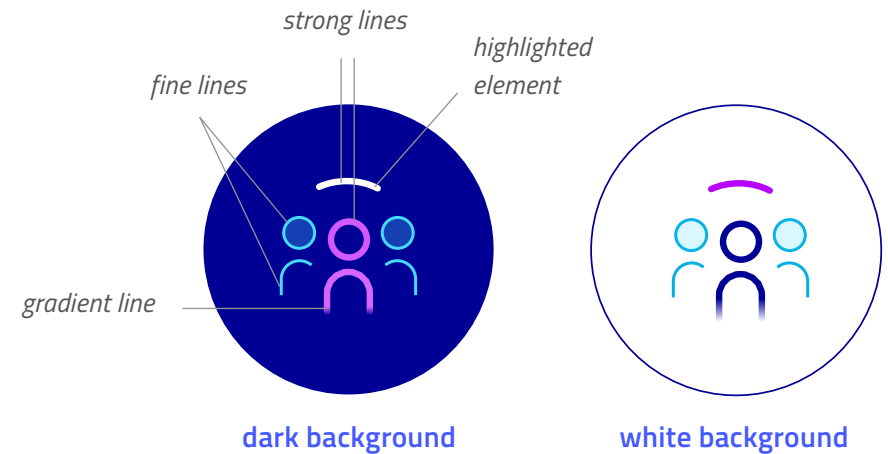
07 Graphics icons

Gaia-X icons use simple and geometric design elements. In terms of shape, mainly circular elements and rounded lines are used. Two line thicknesses are used, with the thicker lines always having twice the stroke width of the thinner lines.

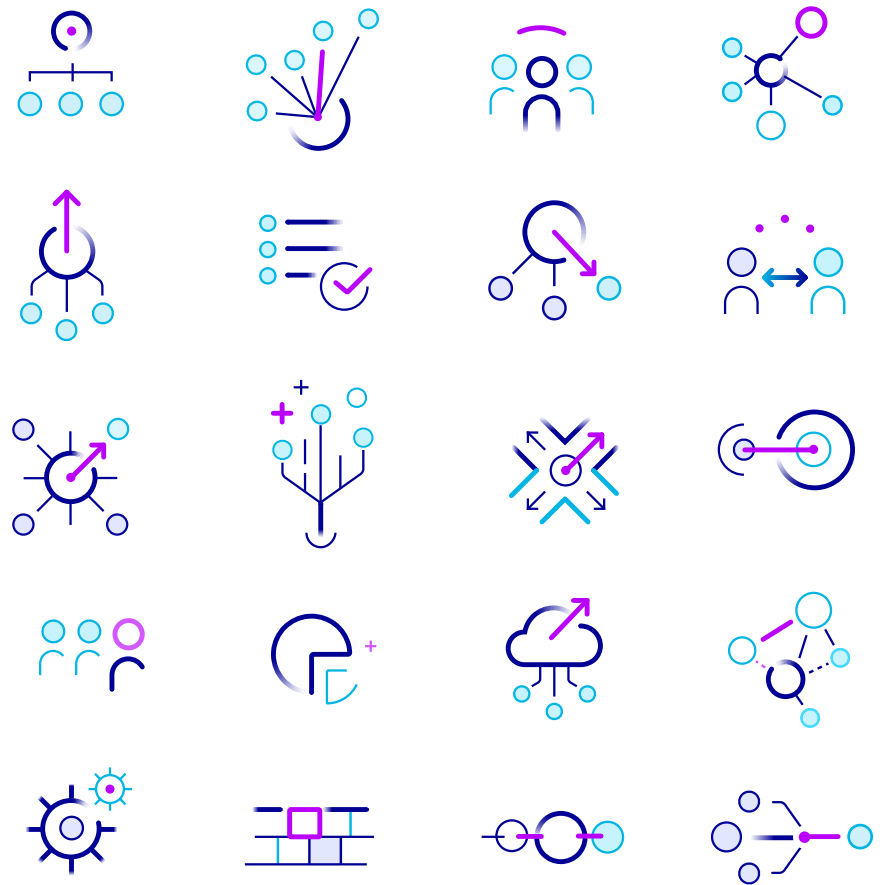
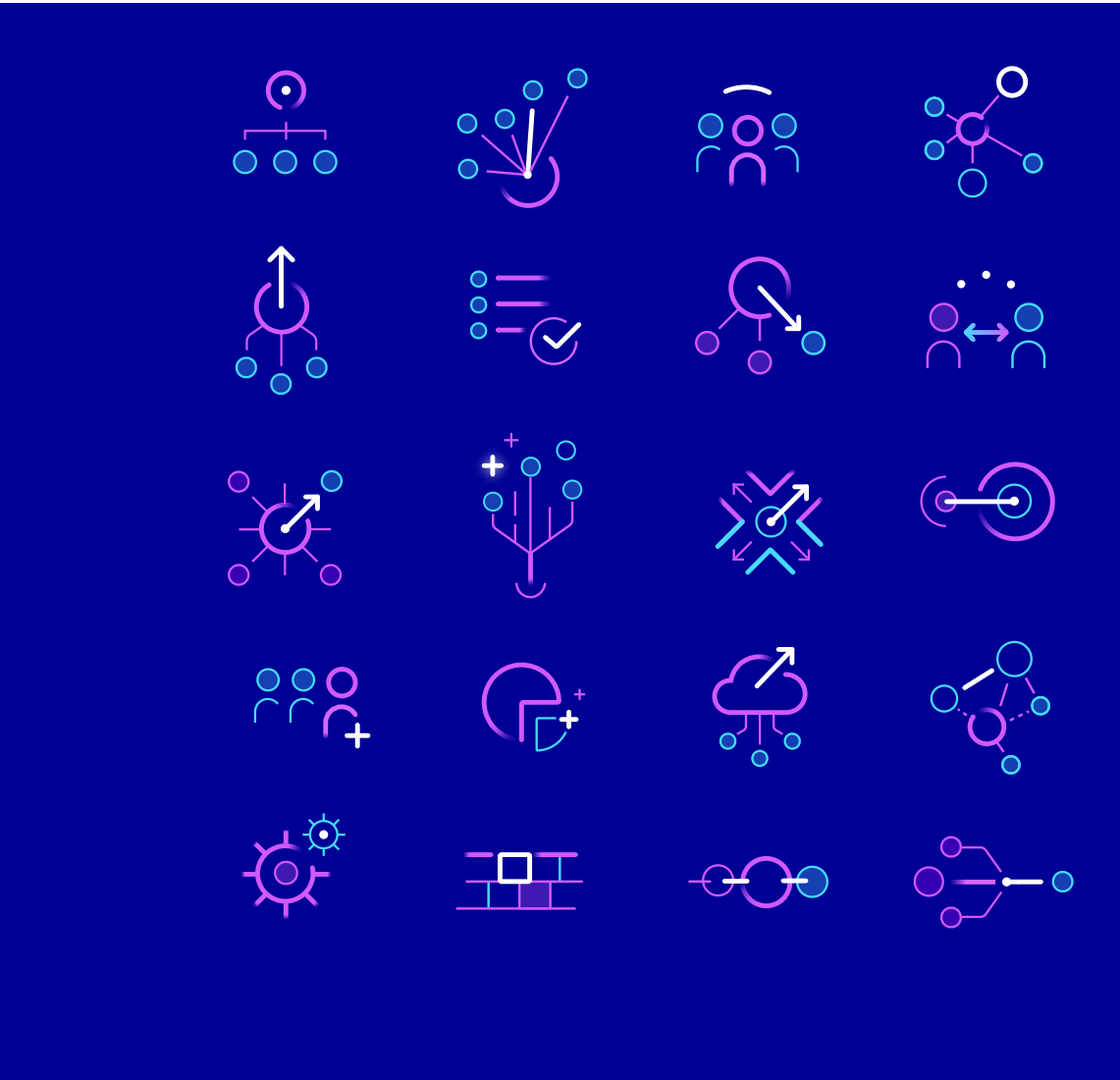
Each icon has thin lines, a gradient line and a highlighted line element in white (on a white background "Purple" is used instead of white).

Closed shapes can be highlighted with semi-transparent colour backgrounds additionally.

Icons are preferably used on dark blue backgrounds. This way the icons and their colours appear vibrant. They are made up of the three Gaia-X colours "Dark blue", "Turquoise", "Purple". To ensure a high enough contrast to the background colour these three Gaia-X colours are lightened and used at 80% colour value.



07 Graphics icons



07 Graphics data streams

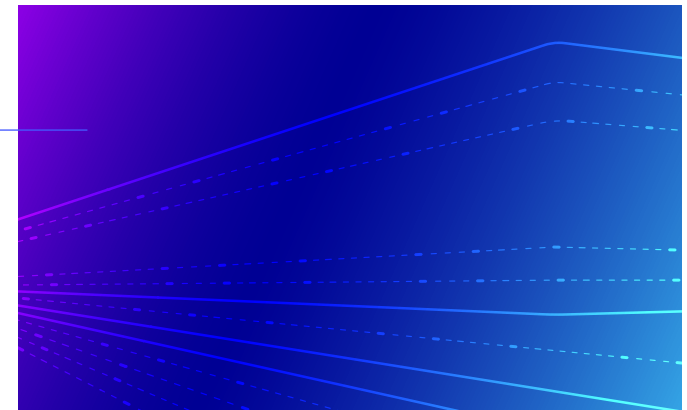
The data streams are represented by lines. They stand for the transport and exchange of data.

They can be integrated in images (key visual), but can also be used as standalone design elements on gradient backgrounds. In images they are used in 100% white. As standalone elements on gradient backgrounds they are used in white with an overlay effect. A combination of solid and dotted lines with round endings should be used.

Composition of lines and images



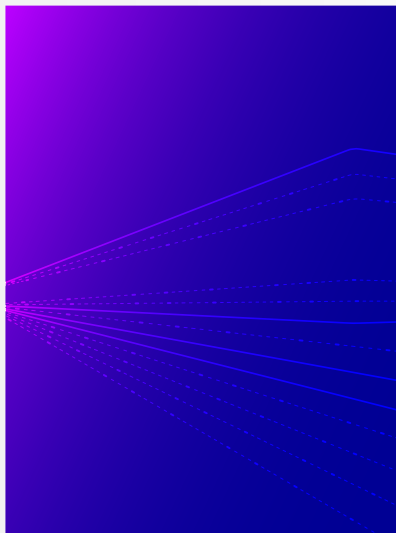
Overlay effect on backgrounds using gradients



07 Graphics data streams



Four different variants are available for use on gradient backgrounds. The data streams can be used, for example, on title pages for publications or for social media posts.



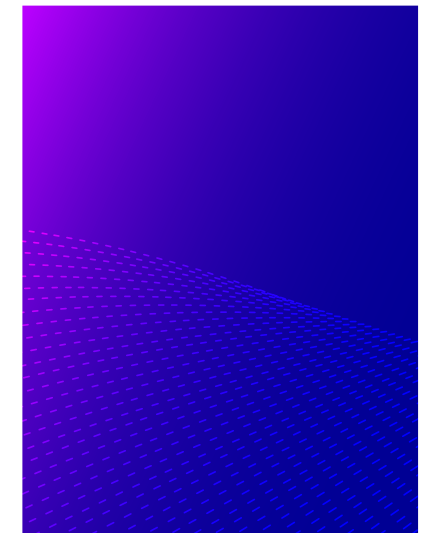
VAR 1



VAR 2



VAR 3

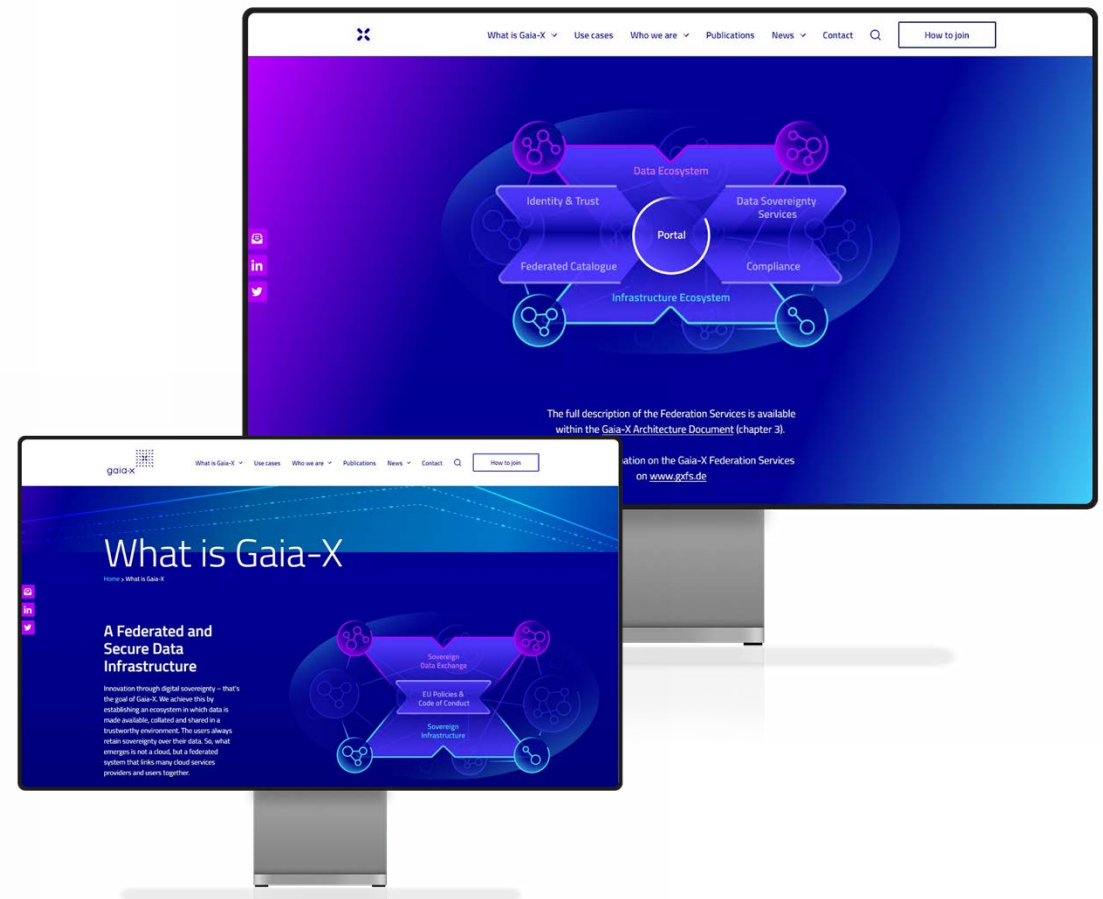


VAR 4

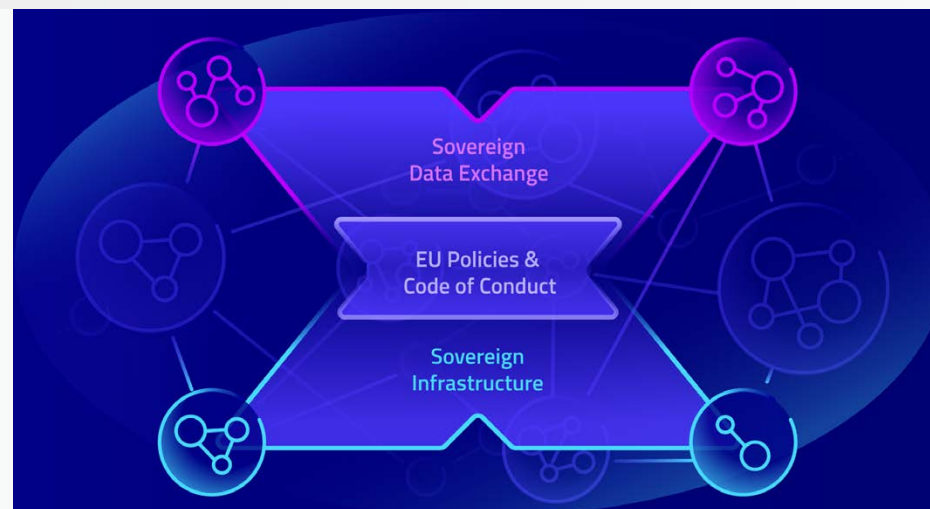
07 Graphics information graphics

Infographics are mainly made up of rounded lines and soft gradient areas. Hard 100% colour areas should not be used. The smooth gradients, transparencies and overlays create a spatial depth and give the graphics a slightly spacey look.

The futuristic impression is further enhanced by the bright colours (violet, turquoise, blue-purple, white) against a dark blue background. If possible, shapes made of lines are not completely closed, but have a small gap.



07 Graphics information graphics

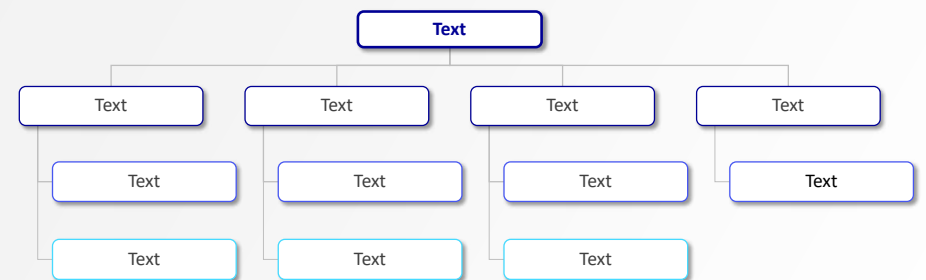
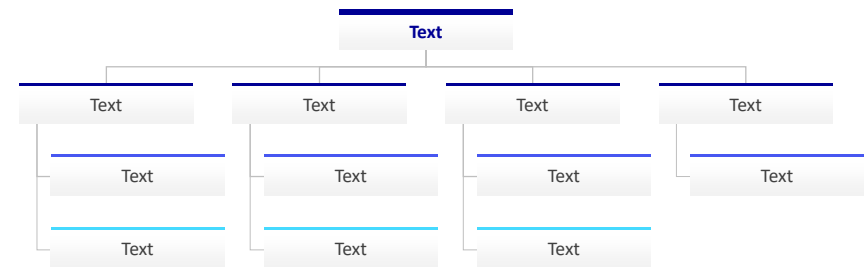


07 Graphics PowerPoint graphics

Graphics for PowerPoint presentations are clean and reduced in colour. This makes them appear elegant and light and not too dominant.

The Gaia-X colours should primarily be used for lines and only sparingly as fill colours. The central design elements are lines and shapes in white, light grey and subtle grey gradients.

Text can be set in black, dark grey or dark blue.



07 Graphics tables

Tables are primarily set with horizontal lines. The table header line is twice as thick as the line at the table footer.

The table header row uses a light grey background where as the other content rows use white as a background colour. Text in tables is set in “Gaia-X blue”.



Steps	Steps Short Description	Detailed Step Description
1	Anonymous Service Search	<ul style="list-style-type: none"> - A Visitor accesses the GAIA-X Federated Identity, browses the GAIA-X Catalogue and starts a Service search query. - A list with possible services matching the service search criteria will be displayed to the Visitor.
2	Provider Entity registration	The Provider entity will register in GAIA-X. One of the mandatory fields is the input of the IdP. An IdP must confirm the identity of the provider entity. A GAIA-X ID (identifier) will be provided to the Provider. Result: The Provider is verified and registered in GAIA-X.
3	Service Registration	The Provider is able to register a Service in the GAIA-X Federated Catalogue. A Service ID is generated by GAIA-X and obtained by the Provider.
4	Service Order Request	The registered Consumer contacts the Service Provider to order a specific Service.

Name	Definition	Alias / Synonym
Accreditation	Accreditation is the third-party attestation related to a Conformity Assessment Body conveying formal demonstration of its competence to carry out specific Conformity Assessment tasks.	
Asset	Element used to compose the Service Offering, which does not expose an endpoint.	
Consumer Policy	A Consumer Policy is a Policy that describes a Consumer's restriction of their requested Assets and Resources.	Search Policy

08 Imagery key visuals

Gaia-X key visuals are used as key features of the design. They show people surrounded by data streams in urban spaces. Key visuals are used as visual focal points on the homepage of the website or on title pages in PowerPoint.

The key visuals consist of three components, the image, a gradient made of the Gaia-X colours and solid and dotted lines representing data streams. Due to their composition they integrate well into the overall design but stand out as main features of the Gaia-X corporate design.



08 Imagery keyvisuals



08 Imagery keyvisuals



08 Imagery keyvisuals



08 Imagery portraits

Quotes consist of the portrait and its short statement. To integrate the picture of the person into the overall Gaia-X design the person is masked and the Gaia-X colours are applied.

To achieve the design effect the image is masked first and then saved in black and white. Then a layer in the colour „Gaia-X blue“ (RGB 0-0-148) is placed over it with the effect „Colour dodge“ and an opacity of 60%.

original



edited



Gaia-X blue



*60% opacity
+ blending mode
"Colour Dodge"*



Photo by Rodrigo dos reis on Unsplash

08 Imagery pictures

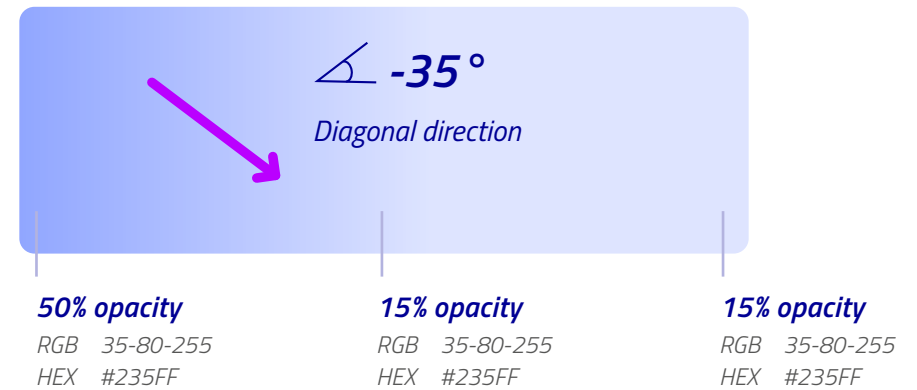
To give photos of different types a uniform look, a subtle image filter is used. A gradient in a defined shade of blue (RGB 35-80-255) leads (at an angle of 35°) from the upper left corner of the image from 50% opacity to 15% in the centre and the right part of the image.

In this way, images can be edited quickly and easily, e.g. for news articles on the website, and still have a slight Gaia-X branding.

original

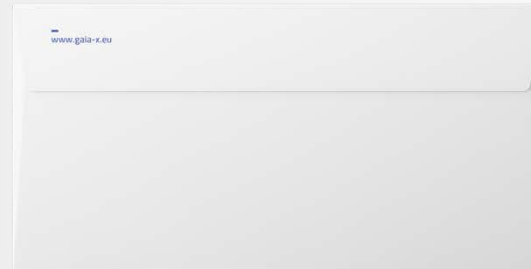
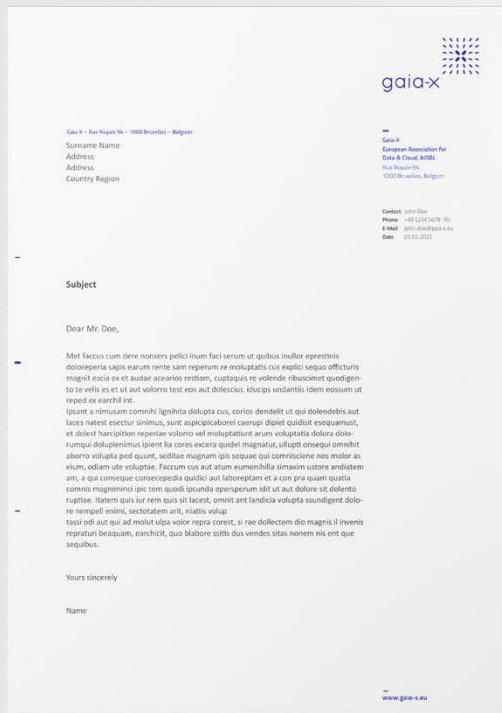


edited



09 Applications

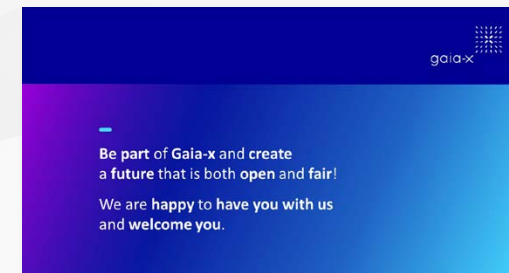
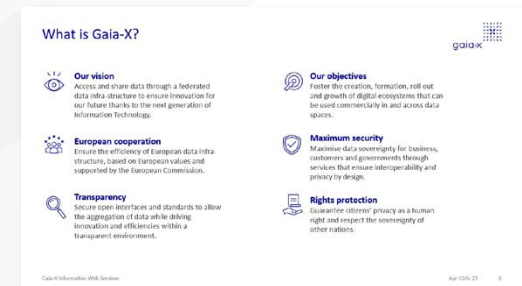
› Stationary



09 Applications

› PowerPoint Master

Content slides should have a white background to ensure good readability. Title and chapter/intermediate slides, on the other hand, are kept in the darker gradient backgrounds in order to stand out visually and to structure the presentation.



09 Applications

➤ Website



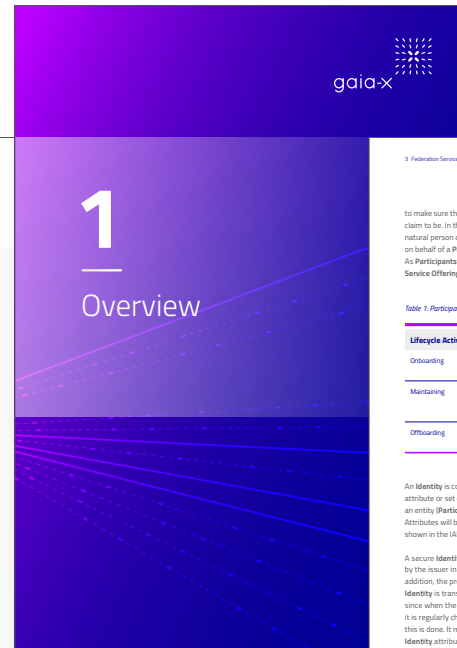
09 Applications

› *Publication Template*



Content

- 1 Overview**
 - 1.1 Introduction
 - 1.2 Objectives
 - 1.3 Scope
 - 1.4 Audience and Use
 - 1.5 Relation to other Gaia-X Documents
 - 1.6 Architecture Governance and Next Steps
 - 1.7 Architecture Requirements
 - 1.8 Architecture Design Principles
- 2 Gaia-X Conceptual Model**
 - 2.1 Participants
 - 2.1.1 Provider
 - 2.1.2 Federator
 - 2.1.3 Consumer
 - 2.2 Resources and Assets
 - 2.2.1 Assets
 - 2.2.2 Resources
 - 2.2.3 Policies
 - 2.3 Federation Services
 - 2.4 Service Offering
 - 2.5 Additional Concepts
- 3 Federation Services**
 - 3.1 Federated Catalogue
 - 3.2 Identity and Trust
 - 3.3 Data Sovereignty Service
 - 3.4 Compliance
 - 3.5 Portal and API



3 Federation Services 20

to make sure that Gaia-X Participants are who they claim to be, in the context of **Identity and Trust**, the natural person or a digital representation, which acts on behalf of a Participant is referred to as **Principal**. As Participants need to trust other Participants and **Service Offerings** provided, it is important that the

Gaia-X Federated Trust Model provides transparency for everyone. Therefore, proper lifecycle management is required, covering **Identity onboarding**, **maintaining**, and **offboarding**. Table 1 shows the Participant Lifecycle Process.

Table 1: Participant Lifecycle Process

Lifecycle Activity	Description
Onboarding	The governing body of a Gaia-X Ecosystem validates and signs the Self-Description provided by a Visitor (the future Participant / Principal).
Maintaining	Trust related changes to the Self-Descriptions are recorded in a new version and validated and signed by the governing body of a Gaia-X Ecosystem. This includes both information controlled by the Participant / Principal .
Offboarding	The offboarding process of a Participant is time-constrained and involves all dependent Participants / Principals .

An **Identity** is composed of a unique **Identifier** and an attribute or set of attributes that uniquely describe an entity (**Participant / Asset**) within a given context. Attributes will be derived from existing identities as shown in the IAM Framework¹⁷.

A secure **Identifier** for an **Identity** will be assigned by the issuer in a cryptographically secure manner. In addition, the process of identifying the holder of an **Identity** is transparent. Furthermore, it is traceable since when the **Identifier** exists in this form, whether it is regularly checked and according to which policy this is done, it must also be possible to revoke issued **Identity** attributes¹⁸.

Trust Framework

Gaia-X defines a trust framework on established standards and EU regulation. The Trust Framework solution supports the privacy and self-sovereign requirements and gains the chain of trust without the need of a global and traceable unique ID across the **Ecosystem**.

Trust in Gaia-X is established by technical elements, such as technical components and processes as well as by a fair and transparent governing body.

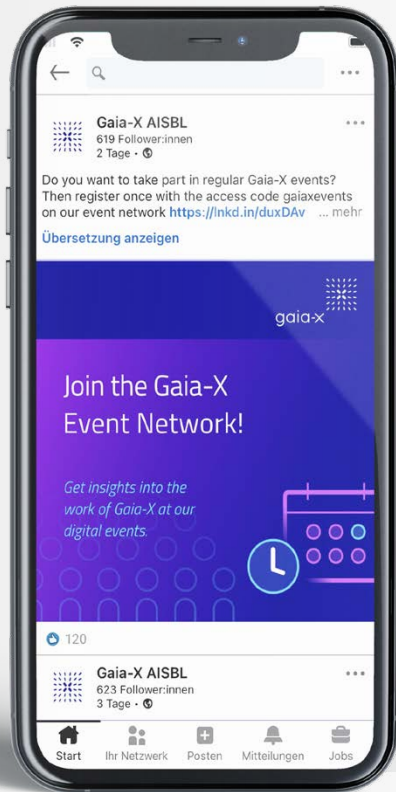
The Gaia-X AISBL is the main trust anchor. **Participants** trusting AISBL is a prerequisite for a Functioning **Ecosystem**. In this sense, Gaia-X can act as a **Federator** (according to section 2). Then, Gaia-X maintains a list of

17 For a comprehensive view of the current discussion on the broader Gaia-X community, extra documents from the open working packages can be found on the Gaia-X community platform: <https://gaia-x.eu/en/working-packages>

18 For more on secure identities, see <https://www.w3.org/2019/01/identity-wg/2019-01-08-identity-wg-charter.html>

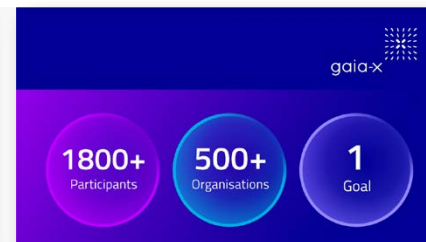
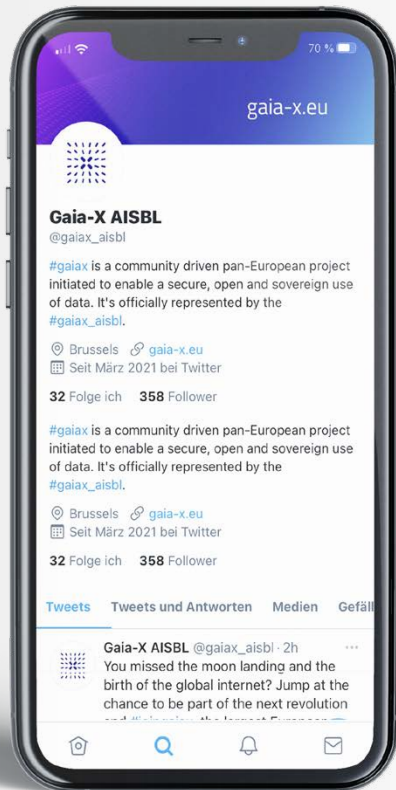
09 Applications

› Social Media LinkedIn channel, Shareables



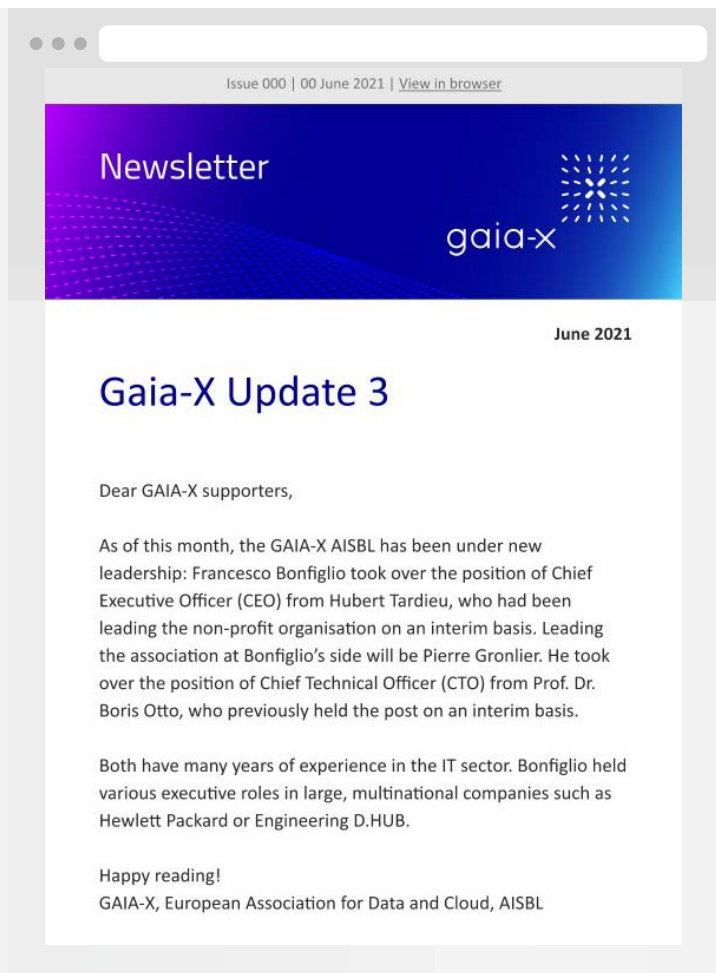
09 Applications

› Social Media Twitter channel, Shareables



09 Applications

› *E-Mail Newsletter*



lorem bibendum, pulvinar eros ullamcorper, lobortis ante. Vestibulum condimentum rutrum scelerisque. Interdum et malesuada fames ac ante ipsum primis in faucibus. Maecenas tincidunt elementum urna, et tincidunt libero molestie ut.

[Read more](#)



Lorem ipsum dolor sit amet consectetur adipiscing elit

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