



Gaia-X

National Hubs Online Styleguide

V.1 – 2021

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01 Welcome

The Gaia-X Hubs, are an important part of the Gaia-X project. As national contact points for our international community, they help shape and develop the project and its public image. To support both, an individual and to Gaia-X standards aligned online presence of each of the national Hubs the Gaia-X Association provides this online styleguide. Since many hubs use the websites of ministries or member companies for their online presence, the technical basis (content management system) and structure are usually fixed. However, This style guide is intended to help the hub teams to design their websites in the corporate design of Gaia-X, but still individually. It contains useful information on the use of fonts, colours, photos and the logo.

If you are unsure about the use of design elements or have any other questions, please contact the Gaia-X Association marketing team at vassilia.orfanou@gaia-x.eu.

01 Agreement on the trademark use

Gaia-X Association is the owner of the Gaia-X logo as well as any image and graphic element used on websites. 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.

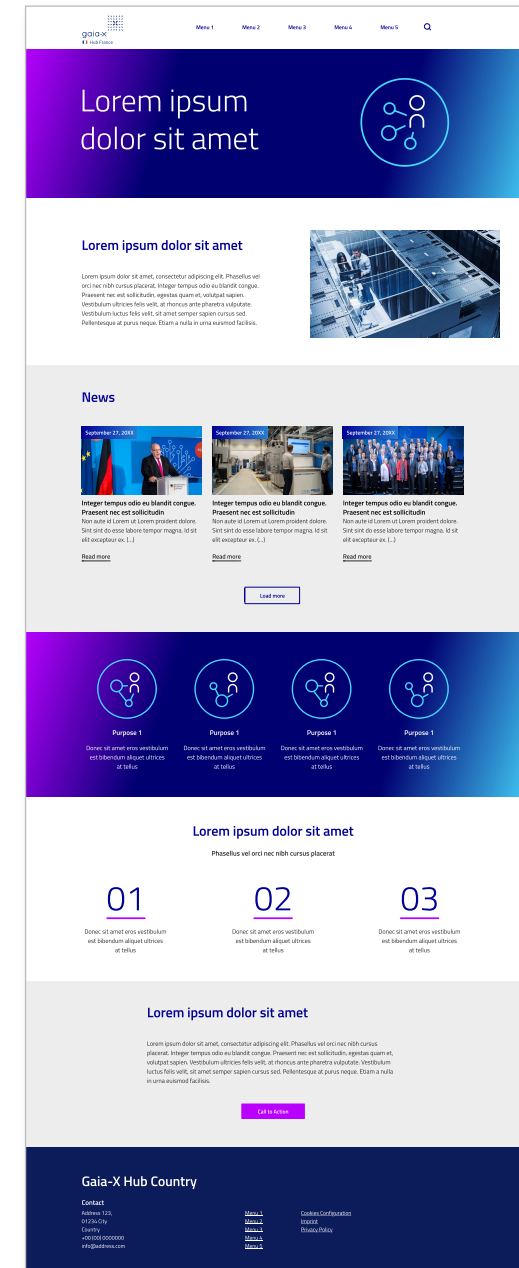
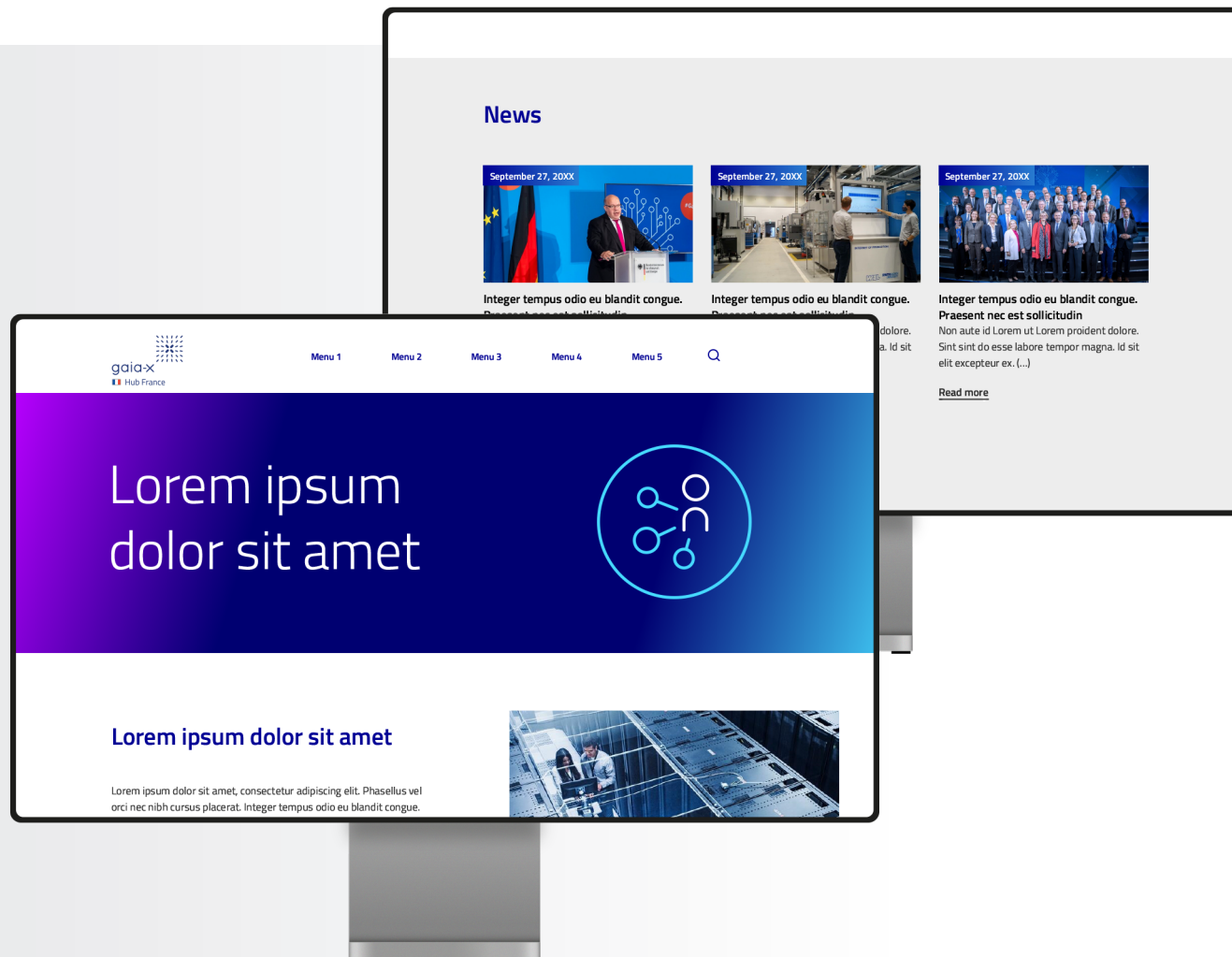
You agree to comply with the guidelines for the use of the logo. **Gaia-X Association** grants you a non-transferable, non-exclusive, royalty-free, limited licence to use the logo. The licence applies exclusively to your external communications. This includes, for example, use on letterheads, websites, 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.

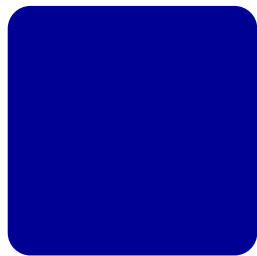
If you are not sure whether you are allowed to use the logo, please contact the **Gaia-X Association** (vassilia.orfanou@gaia-x.eu).

02 Website layout overview



03 Colour palette

Primary Colour



Gaia-X blue
Used for Headlines
RGB 0-0-148
CMYK 97-85-0-0
HEX #000094

The Gaia-X colour palette consists of the colours seen on this page. Additional colours, like e.g. green or red, should not be used.

Secondary Colours



Dark blue
Used for Footer background
RGB 23-31-90
HEX #0C1B5A



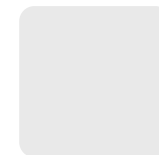
Turquoise
Used for Icons
RGB 70-218-255
HEX #46DAFF



Grey
**Used for Subheadlines
and body text**
RGB 42-42-042
HEX #2A2A2A



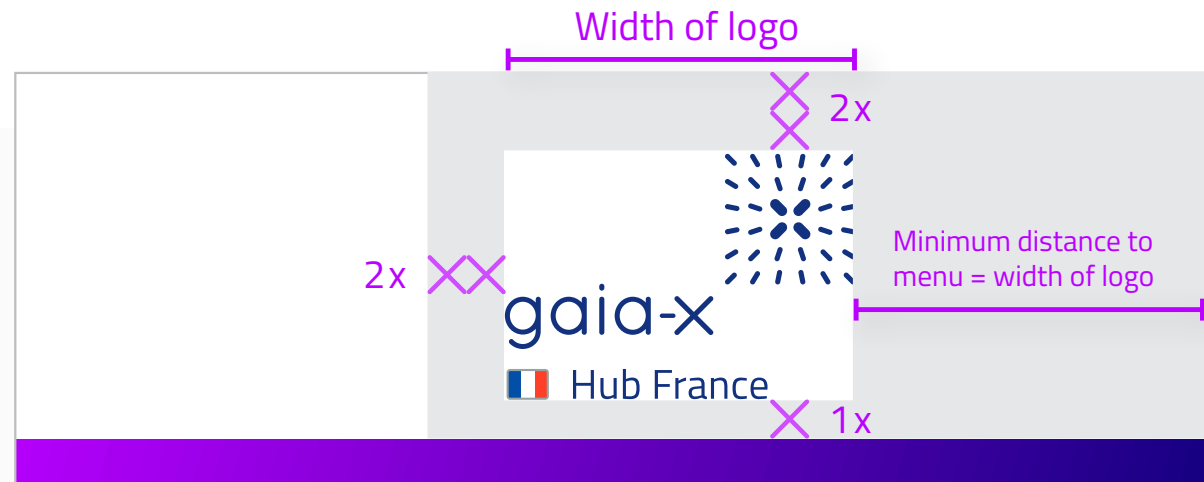
Purple
Used for Icons
RGB 185-0-255
HEX #B900FF



Light grey
Used for backgrounds
RGB 237-237-237
HEX #EDED

04 Header logo placement

The **Gaia-X Hub logo** should always be placed on the upper left hand side of the website and to the left of the main menu. Always place the logo on a white background to ensure best visibility. Keep in mind the minimum distances to surrounding elements when positioning the logo (as described on the right).



Placement of the logo on the left hand side of the menu



05 Background colours

Content can be structured by using different coloured backgrounds. The website should appear light. Darker colours are used sparingly to highlight specific content, such as the website title.

Gradient background: This background can be used for the title headline in the header area or as a background for icons.

White and grey backgrounds: These backgrounds can be used for content with text and images.

Dark blue background: Dark blue is only used for the website footer.

White background for content with text.

White

RGB 255-255-255
HEX #FFFFFF

Grey background for content with text.

Grey

RGB 237-237-237
HEX #EDED

Dark blue background for footer only.

Dark blue

RGB 23-31-90
HEX #0C1B5A

ca. 15 %

ca. 60 %

ca. 25 %

Gradient background to highlight specific content.



Diagonal gradient direction

Purple

RGB 185-0-255
HEX #B900FF

Gaia-X blue

RGB 0-0-148
HEX #000094

Turquoise

RGB 70-218-255
HEX #46DAFF

06 Font faces and colours

Titilium

Open source font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The font Titilium should be used throughout the entire website.

Headlines

in Titilium semibold and Gaia-X blue

Gaia-X blue

RGB 0-0-148

HEX #000094

Small headlines and subheadlines

in Titilium semibold

Grey

RGB 42-42-42

HEX #2A2A2A

Body text

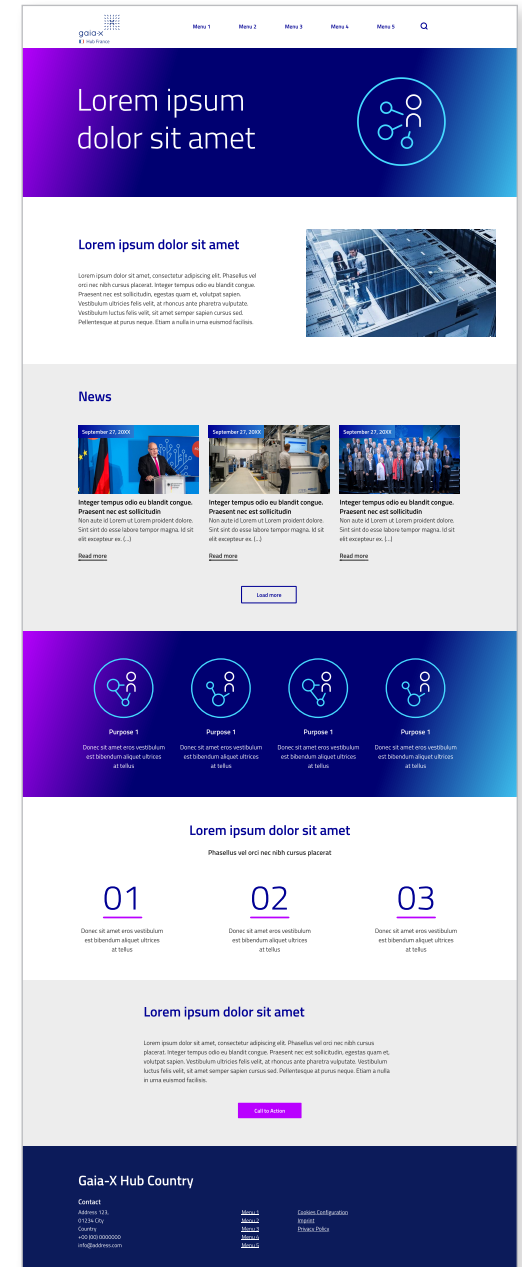
in Titilium regular

Grey

RGB 42-42-42

HEX #2A2A2A

Headlines and body text placed on the gradient and dark blue background are set in white
(RGB 255-255-255, HEX #FFFFFF)



07 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.

Photos can be placed on the white and grey background.

original



edited



08 Graphics icons

You are allowed to use any icon as long as copyrights are cleared. Icons can be placed on white or grey backgrounds and on the gradient background. They should be drawn with outlines in medium thickness and should not be drawn with fill colours.

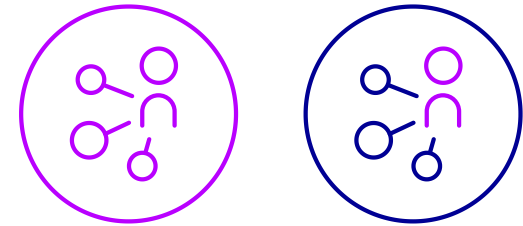
For white or grey backgrounds the icons should be coloured in monochrome Gaia-X purple or in a combination of Gaia-X purple and Gaia-X blue.

If icons are placed on the gradient background they can be used in two colours. They can either be coloured in monochrome Gaia-X turquoise or in a combination of Gaia-X turquoise and white. They can also be coloured in monochrome Gaia-X purple or a combination of Gaia-X purple and white.

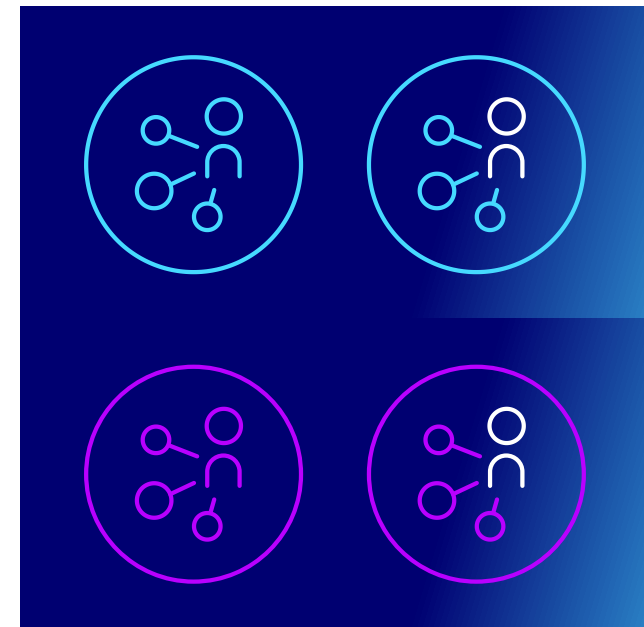
Icons should not be coloured in monochrome

In case existing icons are used they need to be coloured in monochrome Gaia-X purple on white or grey backgrounds, or in monochrome Gaia-X purple or turquoise on the gradient background. Please only use icons with outlines. Never use fully coloured icons.

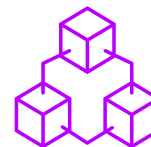
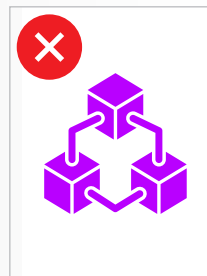
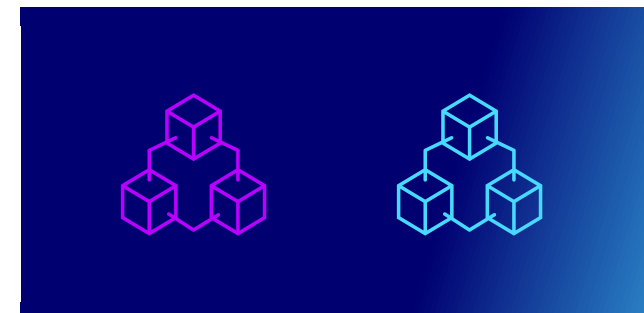
Icons coloured in
Gaia-X purple and
Gaia-X blue



Icons coloured in
Gaia-X turquoise
and white



Icons coloured in
Gaia-X purple and
white



09 Buttons and links

There are two types of buttons. A button with the fill colour Gaia-X purple and white text. It is used for “Calls to action”, which need to be highlighted on the page.

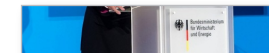
A button with an outline and the text in Gaia-X blue is used for loading additional content on a page or is used to navigate to different contents. Both types of buttons use rounded corners (2 px).

Text links use the same colour as the body text. In the case of text links on white or grey backgrounds the text colour is grey (HEX #A2A2A2). In the case of text links on the dark blue or the gradient backgrounds the text colour is white. Text links can be set in Titilium Regular or Medium and should always be set with an underline.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vel orci nec nibh cursus placerat. Integer tempus odio eu blandit congue. Praesent nec est sollicitudin, egestas quam volutpat sapien. Vestibulum ultricies felis velit, at rhoncus ante pharetra vulputate. Vestibulum luctus felis velit, sit amet semper sapien cursus sed. Pellentesque at purus neque. Etiam a in urna euismod facilisis.

Call to Action



s odio eu blandit congue.
st sollicitudin
m ut Lorem proident dolore.
labore tempor magna. Id sit
. (...)



Integer tempus odio eu blandit congue.
Praesent nec est sollicitudin
Non aute id Lorem ut Lorem proident dolore.
Sint sint do esse labore tempor magna. Id sit
elit excepteur ex. (...)

Read more



Integer tempus odio eu blandit congue.
Praesent nec est sollicitudin
Non aute id Lorem ut Lorem proident dolore.
Sint sint do esse labore tempor magna. Id sit
elit excepteur ex. (...)

Read more

Load more



Contact:

vassilia.orfanou@gaia-x.eu

www.gaia-x.eu

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