MyData

Brand Guidelines

VERSION 1.4

This is our brand guide.

It's intended to help the MyData community and its affiliates create clear and consistent content.

Please use it as a reference when creating any communications for MyData or MyData subsidiaries.

Contents

Who can use MyData branding?

Currently, MyData Global permits its approved members; hubs; and thematic groups to use its name, trademarks, logos, web pages, screenshots and other brand elements.

Others are authorized, by a separate licence, to use MyData Global trademarks, subject to the Branding Policy.

Communications Goals and Principles

Every time we communicate and publish content, we aim to:

Empower. Help people understand MyData by using language that informs them and encourages them to be an active part of our community.

Respect. Treat readers with the respect they deserve. We put ourselves in their shoes, and don't patronize them. We remember that they have also other things to do. We try to be considerate and inclusive.

Educate. Tell readers what they need to know, not just what we want to say. Give them the exact information they need, along with opportunities to learn more. Remember that readers don't have access to everything we know.

Guide. Think of ourselves as a tour guide for our readers. In example, whether we're leading them through conference call for proposals or helping to promote events in social media, we communicate in a friendly and helpful way.

Speak truth. Understand MyData's place in the audience's lives. Avoid too dramatic storytelling and fear-mongering. Focus is on our real strengths.

In order to achieve these goals, we make sure our content is:

Clear. Understand the topic we're writing about. Using simple words and sentences.

Useful. Before writing, we can ask ourselves: What purpose does this serve? Who is going to read it? What do they need to know?

Friendly. Writing like a human. Let's not be afraid to break a few rules if it makes the writing more relatable. All of our content, from tweets to webpage copy, should be warm and human.

Appropriate. Write in a way that suits the situation. Just like we do in face-to-face conversations, adapt the tone depending on who we're writing to and what we're writing about.

Defining our style

Correct spelling

It is important to be consistent when spelling MyData in our communications:

MyData

(Capital M and D, with no spaces.)

MyData Global

(When appropriate, add Global as a separate word, with a capital G.)

Incorrect spellings of our name include:

myData · My Data · mydata · Mydata · my data

Defining our style

Tone of voice

- We are clear and intelligible. We do not use jargon or long words just for the sake of it.
- We are to the point. If we can say something in ten words rather than twenty, we do.
- We speak with authority as experts in the area, but never talk down to anyone.
- We presume a level of knowledge from the reader when writing for audiences who use our resources. However, we do not make assumptions, and always include hyperlinks or definitions to explain complex concepts.
- We carefully consider which concepts need unpacking to make our message clear and understandable.
- We are active and dynamic in tone, using vocabulary to support this.

Words

- If using an abbreviation, write it out in full the first time, with the abbreviation in brackets after, e.g. "Organisation for Economic Cooperation and Development (OECD)".
- We use "and", not "&" or "+".
- Titles are not capitalised, e.g. "MyData Global style guide".
- We use Oxford commas, e.g. "The policy was broad, comprehensive, and timely."
- Numbers should be written as words up to ten, then numerically above this. The same goes for first, second, 12th, etc. But don't mix these styles up in one clause, e.g. 9-11, or fourth and twelfth.
- Dates are written in the English order: (Saturday) 3 March 2018 – no "st", "th", or "rd".
- Time is written using the 24 hour clock, and, where appropriate (e.g. if it relates to scheduling), the time zone (always consider daylight saving time). E.g. 10:00 BST or 18:00 GMT.
- Abbreviations need full stops, but not when it is a name, e.g. "i.e.", "etc.", "Dr Jane Goodall".
- We use British spelling, not American. This, among others, generally means using an "s" rather than a "z".

Defining our style

Punctuation

- Speech is in double quotation marks.

- Quotes are in double quotation marks.

- A quote within a quote is in single quotation marks.

- Titles of publications quoted within our documents are in quotation marks or italics, if book-length.

- Use % rather than percent.

- Currencies: use USD (not US$), e.g. USD 4 million, EUR 4 million, GBP 4 million. For a complete list of currencies please visit: http://www.currency-iso.org/en/home/tables.html.

- Exclamation marks should be used sparingly. Yes, we are excited about our work, but that should come across in our tone rather than an overenthusiastic use of punctuation.

- In longer quotations, punctuation goes inside the quotation marks. For shorter quotations, punctuation goes outside the quotation marks, e.g. The minister described the policy as "a clear improvement".

Acronyms

- Acronyms are not to be used in titles or subtitles.

- Proper grammar and spelling should be used with acronyms. For example, "the" should be used in the phrase "the OECD's approach...".

Footnotes and referencing

- Reference in the Chicago Style using footnotes only, without a bibliography (see this resource for a guide on formatting).

- It is the responsibility of the author to include references in the appropriate format. The copy editor will check for consistency.

- If there are numerous references in a document, these should be included as endnotes. Explanatory notes should still appear as footnotes and can be indicated with letters (A, B, C, etc.).

The logo

The logo is a visual distillation of the MyData organisation and what it stands for – empowerment, connectedness, knowledge, expertise. It is designed for light and dark backgrounds, for use in different scenarios. Do not alter the logo artwork under any circumstances.

The logo represents the idea that whilst there are simultaneously multiple different kinds of data that are relevant to us as individuals, over time, increasing amounts of personal data form a fuller picture of the individual concerned.

The primary logo

Wherever possible use the primary logo, positioned on a neutral, light, background.

The logo

The secondary logo

If the logo is displayed on a dark background, use the secondary logo.

The logo

Greyscale and Mono

Where it is not possible to reproduce the logo in colour, for instance in single colour printed material, use the appropriate greyscale, or mono, logo.

Primary greyscale

Secondary greyscale

Mono black

Mono white

## MyData Global, Hubs, Themes and Conference logos

Other logos within the MyData organisation also have primary, secondary, greyscale and mono versions. Use the correct logo where appropriate. Other primary logo examples include:

 MyData Global

 MyData CONFERENCE 2022

 MyData Saar

 MyData Greater Bay Area

 MyData Operators

 MyData 4Children

 MyData 4Pandemics

How to use the logo

Minimum size

Do not reproduce the logo smaller than 20mm wide in print, or 60px digitally.
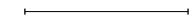
20mm / 60px

Clear space

Always leave blank space equivalent to the letter 'a' on all sides of the logo.

How to use the logo

Unnacceptable usage

Do not alter the logo in any way. Do not rotate, stretch, recolour, resize or recreate the logo. Do not add a dropshadow to the logo.
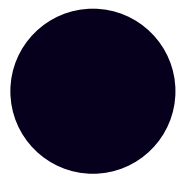
Use the approriate logo in the format suggested in these guidelines only.

The palette

The corporate palette is made up of a very dark blue which can be used for backgrounds, plus the six colours present in the logos.
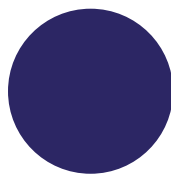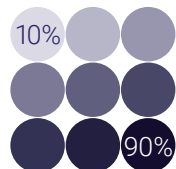
You may also use tints of these colours, and black and white.

CMYK
100.90.10.90

RGB
7.0.29

#
07001d

CMYK
100.100.25.15

RGB
44.38.100

#
2c2664
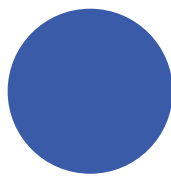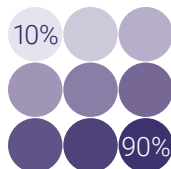
CMYK
85.65.0.0

RGB
58.91.167

#
3a5ba7
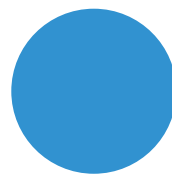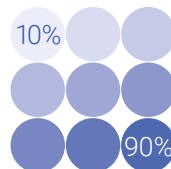
CMYK
75.30.0.0

RGB
49.146.208

#
3192d0
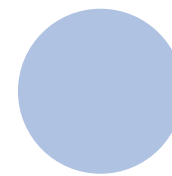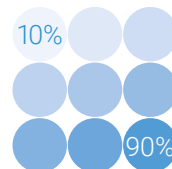
CMYK
33.16.0.5

RGB
175.194.225

#
afc2e1
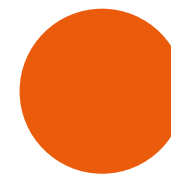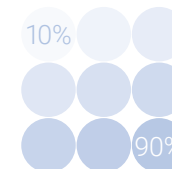
CMYK
0.75.100.0

RGB
234.91.12

#
ea5b0c
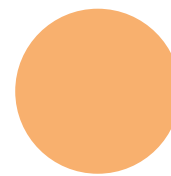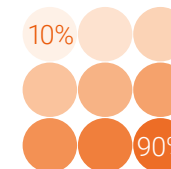
CMYK
0.38.61.0

RGB
248.176.110

#
f8b06e
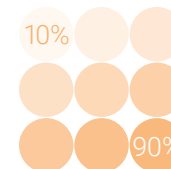
Typography

The MyData typefaces are Poppins, Roboto, and Lora.

Poppins
Poppins is a rounded, monolinear, geometric typeface, ideal for headings and sub-headings. It comes in nine weights, each with an accompanying italic. It is available to download free here:
https://fonts.google.com/specimen/Poppins

Poppins Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto
Roboto is largely geometric, but has some humanist forms that make it easy to read. It comes in six weights, each with an accompanying italic. It is available to download free here:
https://fonts.google.com/specimen/Roboto

Roboto Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Lora
Lora is a well-balanced contemporary serif with moderate contrast well suited for body text in print. It comes in four weights, each with an accompanying italic. It is available to download free here:
https://fonts.google.com/specimen/Lora

Lora Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Typography

Sample texts

1. Digital

HEADING
Poppins SemiBold, 22/23, -50

SUB-HEADING
Poppins Medium, 12/15

BODY
Roboto Light, 9/13, +10

Solor sequiatem fugias volorernam

Faceperum volorem laces excepudi aut arum quas molendiore, voluptur.

Et verro doluptatum qui ulparum eatis si apel explanistrum nem ea dolupid usapedi officid unt essimenis dis eum reseres sus eiuntorum corem qui derum eos utem res exeri con nihil molora qui officat atatectum alist, iliquam, core offic temoditis illam sedit am, sequi necab idi alitia ipit ea quis ex eicid quis modis aliquos nost, cum, test et fugia volupta quametur, simagni magnatias sequamusdam, assedit iusdam voluptae nonsequi occullaccae esto et omnimol uptatium doluptiam, officab incieni ommodiae erit fuga. Ehendior aut quaspic imaiorp.

2. Print

HEADING
Poppins SemiBold, 22/23, -50

SUB-HEADING
Poppins Medium, 12/15

BODY
Lora Regular, 9/13

Solor sequiatem fugias volorernam

Faceperum volorem laces excepudi aut arum quas molendiore, voluptur.

Et verro doluptatum qui ulparum eatis si apel explanistrum nem ea dolupid usapedi officid unt essimenis dis eum reseres sus eiuntorum corem qui derum eos utem res exeri con nihil molora qui officat atatectum alist, iliquam, core offic temoditis illam sedit am, sequi necab idi alitia ipit ea quis ex eicid quis modis aliquos nost, cum, test et fugia volupta quametur, simagni magnatias sequamusdam, assedit iusdam voluptae nonsequi occullaccae esto et omnimol uptatium doluptiam, officab incieni ommodiae erit fuga. Ehendior aut quaspic imaiorp.

Graphic elements

To further define the MyData brand, specific graphic elements are used.

Use them sparingly, do not overpower your communication.

Sequences (x12)
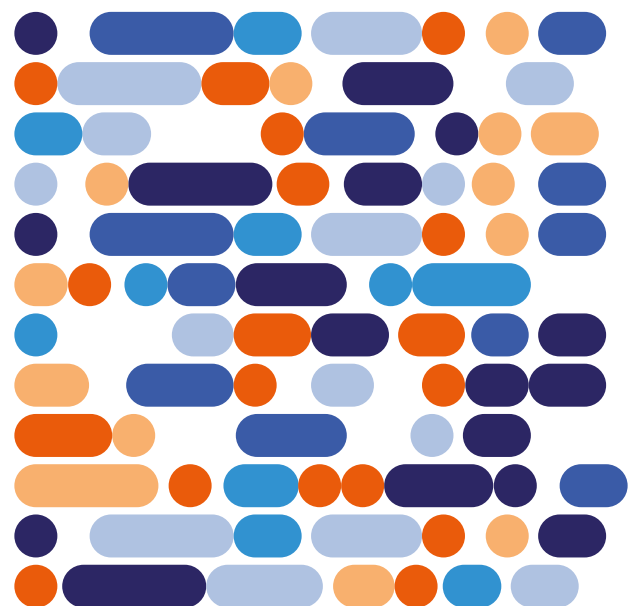
Images

Like the words we use, the images in our communications should be clear, useful, friendly and appropriate.

Their content should be human-centric, and should emphasise empowerment (alongside diversity of age, gender, colour and setting). They should be excellent quality; and a 'reportage' or natural and informal style rather than staged or posed is preferred. Images that lean toward our corporate palette are encouraged.

Examples:

Examples

This brand guidelines document is itself one example of how we communicate our brand. Other examples include:

1. Business card

Atissero Omolorepe
Peribus Cipiend Iciaspedis

atissero@mydata.org
+37123456789
🐦 @omoloatissero

www.mydata.org

🐦 @mydataorg

2. Letterhead

March 2, 2022
Helsinki, Finland

MyData

To:
Dolest
Sit haris peliti
Secabo. Ovitate
57000 - Deriorepe

MyData Global ry
Lapinlahdenkatu 16
FI-00180 Helsinki
Finland

hello@mydata.org
🐦 @mydataorg

Subject:
Ovitate mporectur rem venim faci acessimet quo in estius.

Dear Orepuda Nditiumque

Volo offic torem que voloreptae nectotae. Caboriam, aborerum quis utam, quatatis eum quam quae voluptaturia volupta tianimus.

Bit aut duciisit est, sandaec tioremp orestia volenditem ent velita poritassimos quas eaquibus vo-lorro viducienis minciendae nullist emoditiorest ellant veliignis poribuscim derspicid eossitiur, nemo tem rerum, occusa voluptatem qui omni berent dolupta est explatur?

Ad ut voluptatem aute rem et volupta tiiscimaio. Optaturia sequas eum rem quam dolorro omni-hicium inctus, custruptatem cusdam eaquidentor moloribus erecturibus dit alignatur serrovita aci denimin pore nem nus, con eum es doluptatur?

Am, officipsae peribus solectiae. Ut prorion conse est qui rem volores accaborrori audae es apien-is estis dolest, sit haris peliti secabo. Ovitate mporectur rem venim faci acessimet quo in estius. Em aut latur, natem ea dolut aut quam qui assed ut deriorepe maion enisin conseroresto blaceate voluptio cus.

Genda quunt que voluptas necto is etus, ut aut aceaquos dicatium quidunt aces ra et fugit mi, vel ipictoriti volupta quunteni que quam faccus, sernateculpa ne velenditio maiorumqui dipieni minver-um dolum autaquam ipsunt quam, sam quis explaccus sequodio erum que od erion corem quaten-tiorem reiunde rionemp orepuda nditiumque mod que num ent harcidi am qui omnis dio et eumqui odi ommoloresto excea comnim liquoss eninim doluptatque prepta iminum est, andebitatur arciis min nimpost velicia quiatus ut re officab iliquati dolupta vel eos dolorumquam faceped et escias aut ut est faces ipienia si dolupta tecuptiore dem ut volupta tiatent.

Yours sincerely,

Caborrori Audae
Apienis Estis

MyData Global
+358 123 456 789
caborrori.audae@mydata.org

Registered non-profit
Business-ID: 2971224-7

Contact

For further information regarding MyData visual identity, please get in touch.

Email: hello@mydata.org

Website: www.mydata.org