

ReSeeD Design Guidelines

1. General Information

This document contains guidelines for the use of the ReSeeD design. Adherence to these guidelines ensures consistent and correct use of ReSeeD symbols across all platforms and materials.

2. ReSeeD Symbols

ReSeeD logos, wordmarks, and icons should be used consistently. The logo, wordmark, and icon must not be altered in any way.

- **ReSeeD Logo:** Whenever possible, use the primary ReSeeD logo. It must be clearly visible and not distorted.



- **ReSeeD Logo:** Black-and-white versions are available for print use if needed. Use these when the primary ReSeeD logo cannot be used. There is also a white version for use on black backgrounds.



- **ReSeeD Logo:** If the primary ReSeeD logo is too large, a version without the tagline is available.





- **ReSeeD Wordmark:** Use the wordmark in situations where the primary symbol cannot be used. Ensure that it remains clearly visible.



- **ReSeeD Icon:** Use the icon in situations where neither the primary logo nor the wordmark can be used. Ensure that it remains clearly visible.



3. Logo Usage

- **Clear Space:** The clear space around the logo should be at least 10px on all sides.
- **Minimum Size:** The logo should be no less than 360px wide in digital formats and no less than 3cm wide in print to ensure legibility.
- **Colourways:** Whenever possible, use the ReSeeD logo in its original colours. Black-and-white versions are intended for use in single-colour print contexts or on coloured backgrounds.

4. Colour Palette

The ReSeeD colour palette includes:

- **Primary Colour:** ReSeeD Blue (Hex #17365C, RGB(23, 54, 92))

- **Secondary Colours:** ReSeeD Dark Yellow (Hex #E0AD21, RGB(224, 173, 33)),

ReSeeD Light Yellow (Hex #F4DEAF, RGB(244, 222, 175)),

ReSeeD Light Blue (Hex #6E88AB, RGB(110, 136, 171)).


Use these colours consistently across all materials.

5. Do's and Don'ts

- **Do:** Use the ReSeed logo as provided, without alterations.
- **Do:** Ensure the logo is clearly visible.
- **Do:** Maintain the logo's aspect ratio.
- **Don't:** Do not stretch, compress, or distort the logo.
- **Don't:** Do not change the logo's colours.
- **Don't:** Do not add effects such as shadows, gradients, or outlines to the logo.

6. Contact Information

For questions or permissions regarding the use of ReSeed logos or other components, please contact the Research Data Services team at Ruhr University Bochum: researchdata@rub.de