

Brand guidelines

Version 3.0



iSHARE

Introduction

Since 2015, iSHARE Foundation has been a pioneer in the field of data sovereignty, dedicated to empowering individuals and organizations with the tools and frameworks needed to control their own data. Our mission is to create a **secure, trustworthy environment** where data sharing is governed by **transparency, legal soundness, and participant collaboration**.

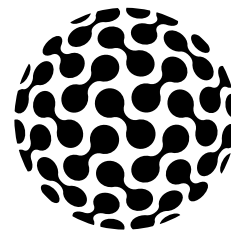
At the heart of our identity lies the iSHARE Trust Framework, a unique combination of legal protections, governance structures, and technical solutions that enables seamless and secure data sharing across Europe. This brand book reflects our commitment to being a **trusted and approachable partner**, one that fosters innovation and collaboration to ensure that data sovereignty is not just a concept, but a lived reality for all.

Logo usage

iSHARE's main logo consists of 6 colours. The iSHARE logo on the left should be used primarily. In case it is not possible, the horizontal logo may be used.



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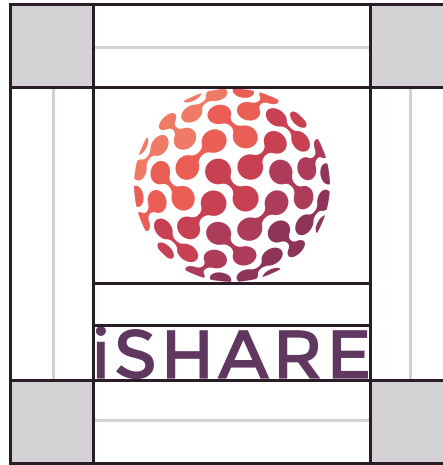


iSHARE



Logo margins

When positioning the logo, always leave a minimum margin of white space all the way around. The minimum margin is equal to twice the space between the visual image and the company name. The minimum margin must be adhered to at all times, even when space is extremely limited.



Minimum size

The logo may never measure less than 15 mm in order to ensure it remains legible and the colour transitions are effective.



Use of the logo

The iSHARE logo is the combination of the name and the visual image. Here are some do's and don'ts relating to the placement of the logo.

If you need a different version or file (e.g. an svg-file) of our logo, please send an email to info@ishare.eu with more details about your request.

✓ DO place the logo on a white or very light background.



✓ DO use the diapositive version on a dark/black background.



✗ DON'T place the full-colour logo on a colour from the iSHARE colour palette.



✗ Never place the logo on an image.

Use of colour

This page shows all the colours that may be used online and offline. Apart from using the colours separately the first six colours can also be used as a gradient.

Text colour

These shades can be used for text. The lighter shades can be used as subtext (but not with Lato Light, as it will be unreadable). The 20% and 40% can be used for tables, separation lines, etc.

#EF7B66

This colour should mostly be used as an **accent colour**. Beware that this cannot be used as text.

#EB5E55

This colour should mostly be used as the **background of a CTA**. Beware that this cannot be used as text.

#C84152

This colour should mostly be used as an **accent colour**. Beware that this cannot be used as text.

#AC3A59

This is the **tertiary title** colour and when inverted can also be used as a **background** colour with white text.

#8E3459

This is the **secondary title** colour and when inverted can also be used as a **background** colour with white text.

#61365E

This is the **main title** colour and when inverted can also be used as a **background** colour with white text.

100%

#291D28

80%

#544B53

60%

#696169

40%

#AAA5A9

20%

#D4D2D4

0%

#FFFFFF

Typography

In offline and online communications, we use the Montserrat and Lato fonts for body text. This page presents the guidelines for font use. Generally speaking, the rule of thumb for typography is that the line spacing must be sufficient to support optimum clarity and readability. The line spacing may therefore never be less than the font size.

Montserrat regular
Montserrat italic
Montserrat medium
Montserrat semibold
Montserrat bold
Montserrat extra bold

Montserrat

Aa

Titles, one-liners

Lato light
Lato light italic
Lato regular
Lato italic
Lato semibold
Lato bold

Lato

Aa

Body text

Arial regular
Arial italic
Arial bold
Arial bold italic

Arial

Aa

Letters & e-mail messages



iSHARE