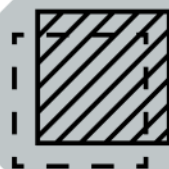


Digital Responsibility Goals

Design guidelines for the use
of the DRG logo, including the
colours and 7 icons



”

Digital transformation requires digital responsibility and the commitment of all of us to establish sustainable innovations.

“

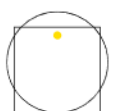
Whenever the DRG logo and/or icons are used (digital or printed), these guidelines must be followed and the original logo and icon files, provided by Identity Valley, must be used. Logo and icons may not be rebuilt or altered, mirrored or stretched and should always be placed on a neutral background.

The icons may be used together or as individual icons. Each icon can be used either in its entirety, including number, the text describing the related DRG and the symbol or only the symbol (if only the symbol is used, there is no black and white option).

For further information feel free to contact
Identity Valley Research gUG (haftungsbeschränkt)
Pützgasse 6
53572 Unkel
Germany

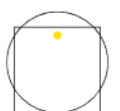
info@identityvalley.org
[linkedin.com/company/identityvalley](https://www.linkedin.com/company/identityvalley)

[identityvalley.org](https://www.identityvalley.org)



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Main logo

Digital
Responsibility
Goals

Colour version

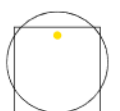
Digital
Responsibility
Goals

Black version

Digital
Responsibility
Goals

White version

The main logo may only be used in these three colours and should have a minimum height of 15 mm. The DRG logo icon may be used for smaller depictions.



Horizontal logo

Responsibility
Digital Goals

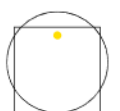
Colour version



Black version

White version

The horizontal logo may only be used in these three colours and should have a minimum height of 8 mm. The DRG logo icon may be used for smaller depictions.



Logo icon



Colour version

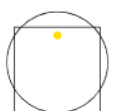


Black version



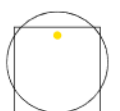
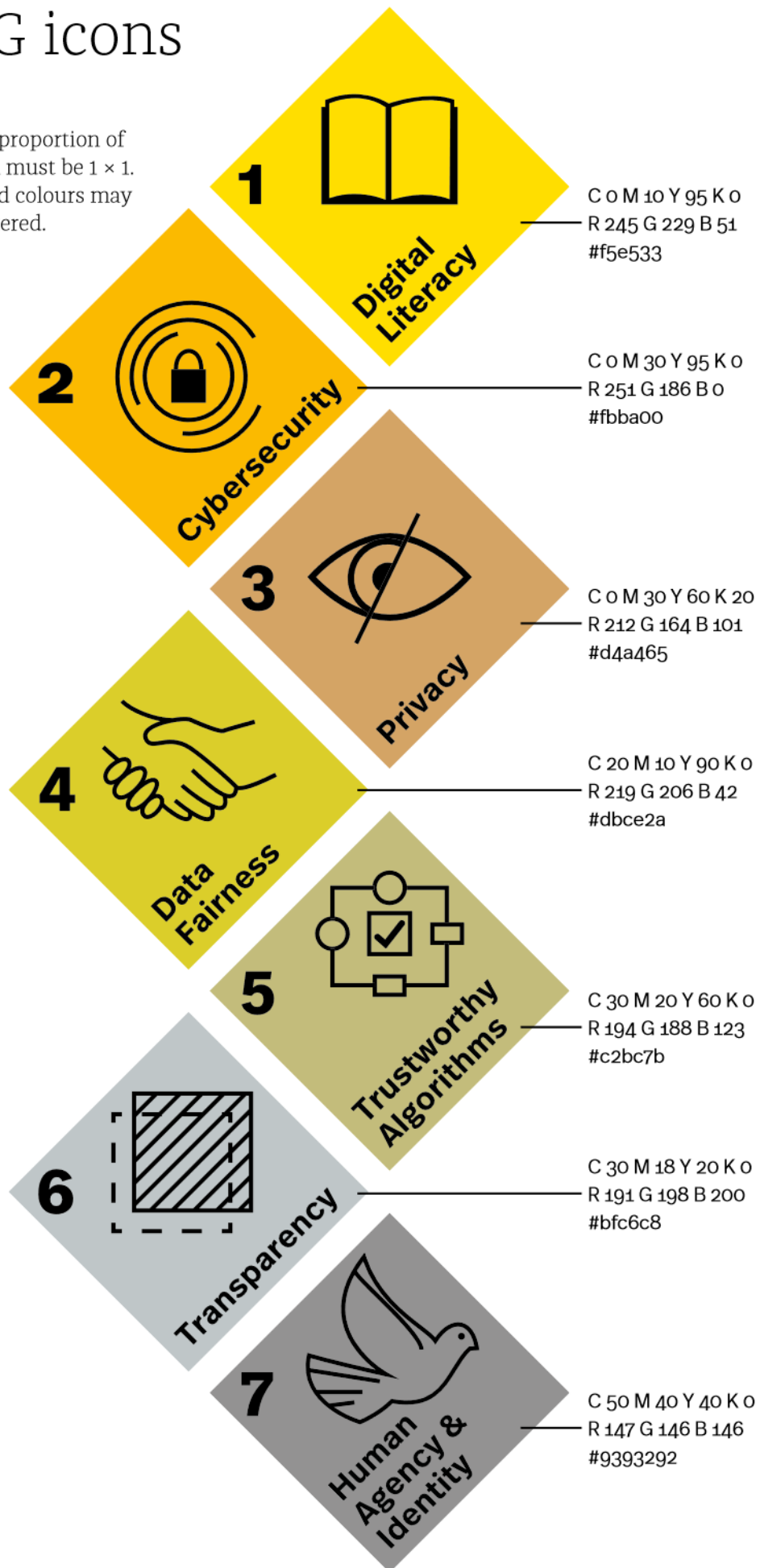
White version

The logo icon may only be used in these three colours and should have a minimum height of 5 mm. The primary use of the logo icon should be in social media.



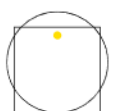
DRG icons

The proportion of each icon must be 1 × 1. Shape and colours may not be altered.



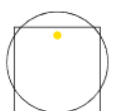
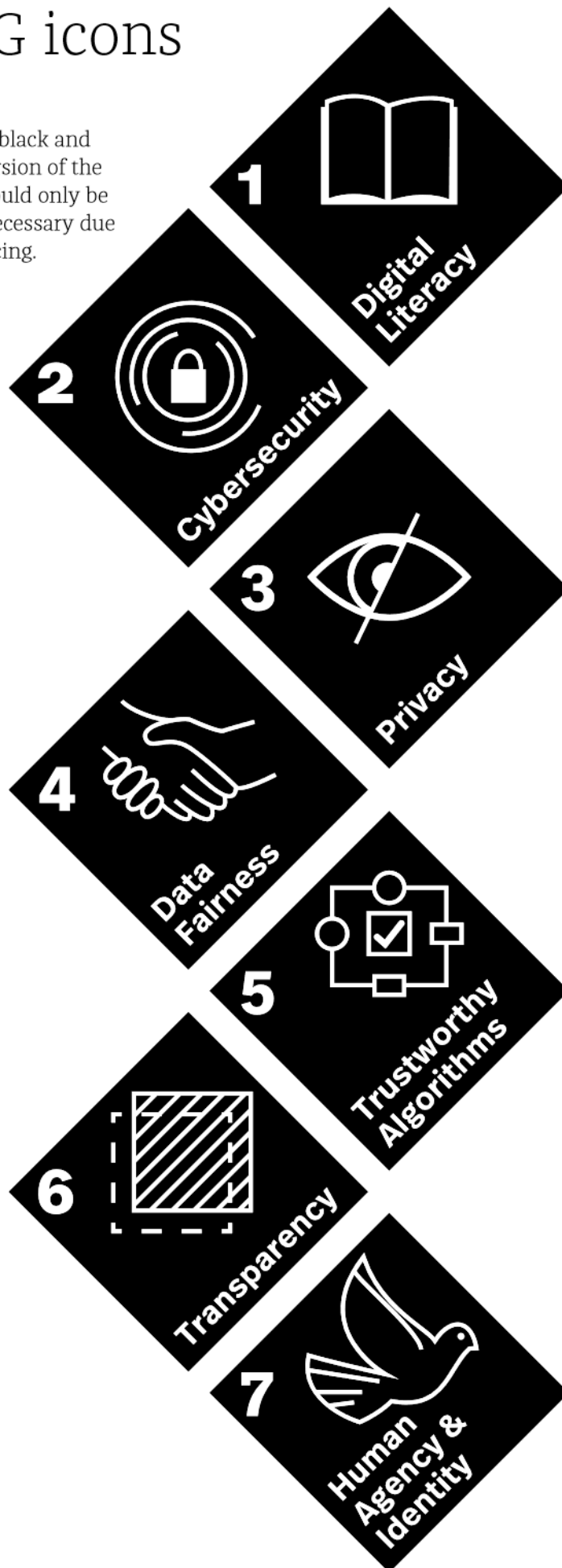
DRG icons

The icons without number and text may also be used, but not in black and white.



DRG icons

The black and white version of the DRGs should only be used if necessary due to producing.

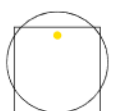


DRG Index

Digital Responsibility **Index**



The "turned" version of the DRG icons is part of the DRG Index and only used in connection with the Index.

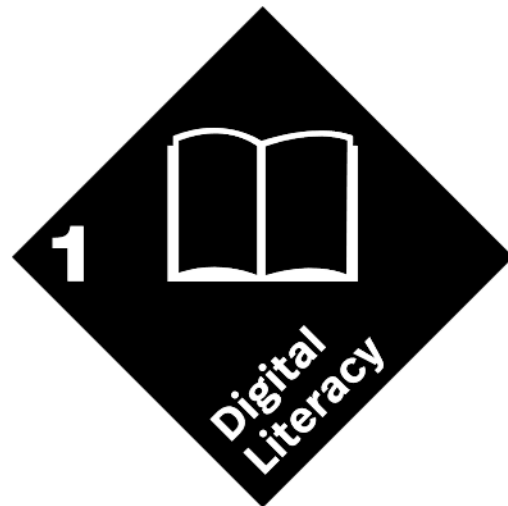


DRG#1 Digital Literacy

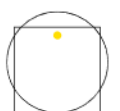


Yellow

C 0 M 10 Y 95 K 0
R 245 G 229 B 51
#f5e533



Black/white



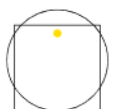
DRG#2 Cybersecurity



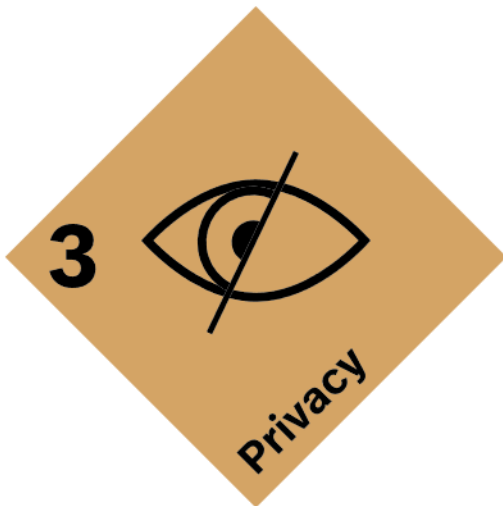
Orange

Black/white

C 0 M 30 Y 95 K 0
R 251 G 186 B 0
#fbaa00

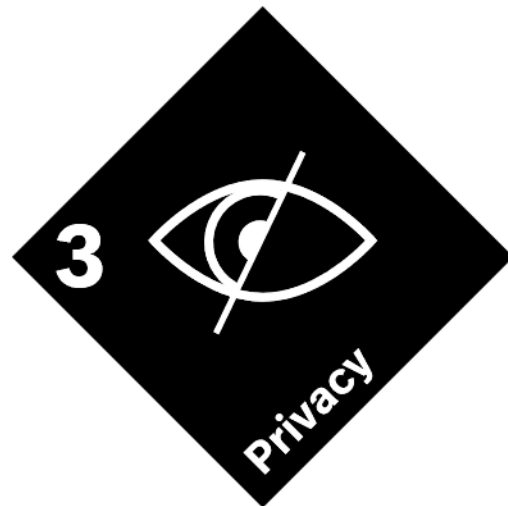


DRG#3 Privacy

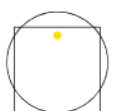


Brown

C 0 M 30 Y 60 K 20
R 212 G 164 B 101
#d4a465



Black/white



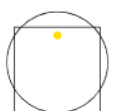
DRG#4 Data Fairness



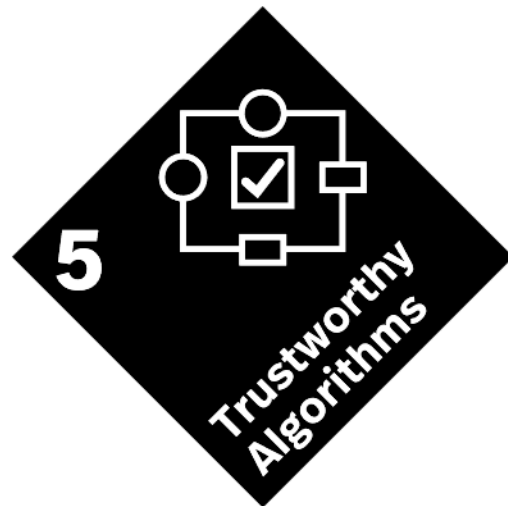
Green

Black/white

C 20 M 10 Y 90 K 0
R 219 G 206 B 42
#dbce2a



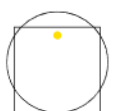
DRG#5 Trustworthy Algorithms



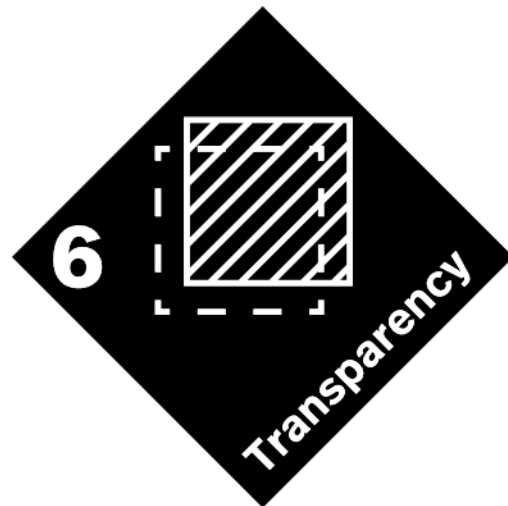
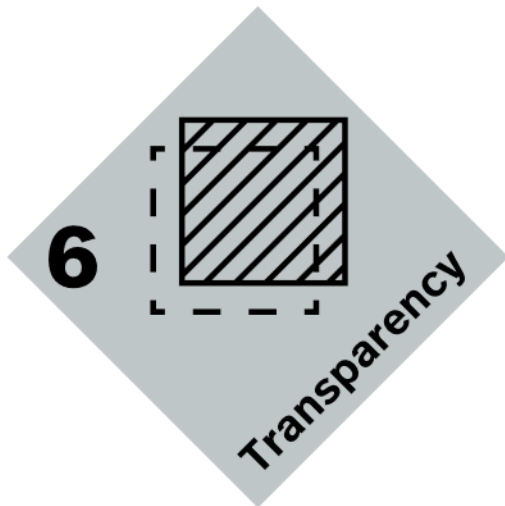
Olive

Black/white

C 30 M 20 Y 60 K 0
R 194 G 188 B 123
#c2bc7b



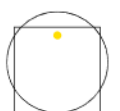
DRG#6 Transparency



Light grey

Black/white

C 30 M 18 Y 20 K 0
R 191 G 198 B 200
#bfc6c8



DRG#7 Human Agency & Identity

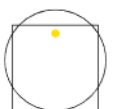


Dark grey

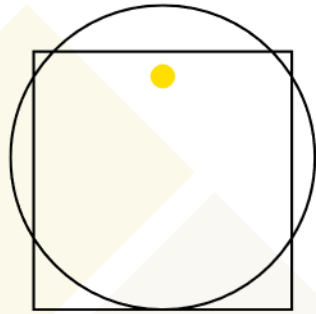
C 50 M 40 Y 40 K 0
R 147 G 146 B 146
#9393292



Black/white



**It's
all
about
trust.**



Identity
Valley