



DATA
FRIENDLY
SPACE

DFS BRAND MEDIA KIT

DOCUMENT OVERVIEW

The purpose of this document is to provide partners and other key stakeholders with the communications standards that DFS has in place. This media kit includes:

- DFS Description
- General Guidelines
- Social media guidelines
- Visual communications
- DFS logo usage
- Colour palette
- Typography
- Written communications
- Tone of voice
- Key messaging

If you have any questions, please reach out to Madigan, the Communications & Digital Content Manager at DFS at madigan@datafriendlyspace.org.

DFS DESCRIPTION

Born out of the Nepal earthquake of 2015, Data Friendly Space (DFS) provides trustworthy digital tools and actionable data for social impact organisations to fulfil their mission. We believe the international community holds not just the knowledge, but also the responsibility to utilise emerging technologies and data to better prepare for and respond to humanitarian needs, support the achievement of Sustainable Development Goals (SDGs), and accelerate climate action.

OUR VISION: We envision a future where technology and data power positive social change.

OUR MISSION: DFS provides digital tools and actionable data for social impact organisations to just get things done.

OUR IMPACT:

Cutting-edge technology for actionable data

By applying the full potential of emerging technologies to the information that surrounds us, we ensure organisations focused on making an impact have the digital tools to fulfil their mission.

Data analysis for informed response and preparedness

By delivering timely, accurate, and credible data analysis, we provide key insights into and a comprehensive understanding of complex humanitarian situations. We offer an opportunity to better identify historic trends and patterns, supporting a more confident exploration of possible futures.

Collaborative ecosystems and digital spaces

Collaborative technology integrations and data sharing are more important than competition. We build authentic partnerships in a search for innovative solutions to some of humanity's biggest challenges.

Leaders of the next generation

Data Friendly Space engages the next generation of leaders and out-of-the-box thinkers. Our work is fuelled by the diversity of experiences, professional expertise, and cultural backgrounds of our colleagues.

GENERAL GUIDELINES

The DFS team will gladly provide support in communications to partners, colleagues, and external stakeholders. Our aim is to have consistently branded communications across the board. Below are guidelines to keep in mind as you develop any marketing and communications materials that include DFS.

DO:

- Please refer to Data Friendly Space (DFS) first as Data Friendly Space (DFS) and henceforth can refer to us as DFS.
- Tag us on social media and share as our communications team will engage with likes, comments, and reposts.
- If needed, please reach out to the DFS comms team for a final review and/or with any questions at social@datafriendlyspace.org

SOCIAL MEDIA GUIDELINES

Please reference the general guidelines above in any social media post. Below are the following social media recommendations (LinkedIn, X, Instagram):

DO:

- Tag DFS on social media ([@DataFriendlySpace](#) (DFS) on LinkedIn, [@DFS_org](#) on X, [@datafriendlyspace](#) on Instagram)
- Use the DFS logo where applicable in visuals
- Engage with the comments and reposts from users
- Encourage user-generated content and share with the DFS team
- Share analytics around content with the DFS team

DO NOT:

- Do not ignore negative feedback, please pass it along to the DFS team if you are unable to respond so we can reach out.

VISUAL COMMUNICATIONS

Logos

The DFS logo is necessary for external communications material that reaches the media or the general public. It is the prime brand identifier. Therefore, maintaining its visual and conceptual integrity is a high priority for any messaging that includes DFS.

The logo has variations: full-colour, black, grayscale and white, including just the logo or the logo with our name. Select the most appropriate of the variations based on your production requirements, media qualities, visibility and proper usage. You can find the Google folder with all logos to be downloaded [here](#).



Fig 1: Horizontal version



Fig 2: Vertical version



Fig 3: Black variation





Fig 4: Grayscale variation



Fig 5: White variation

Colour Palette

Brand:		#ff6720
Accent:		#15283a
Complement:		#214766

Typography

Please adhere to your own brand's typography. However, if you wish to use DFS typography, please use the following guidelines. We urge you to remain consistent in all written communications so do not switch between your brand typography and the DFS typography.

For all titles and large headers, please use Adelle. There are four options to choose from: Regular, Semi-Bold, Bold, and Extra Bold. Feel free to use the one that best matches what you would like to emphasise. For sub-headers and smaller titles please use Alte Haas. Here you have the options of Regular or Bold. Finally, for all text, please use Helvetica Neue in the options, Regular, Medium, or Bold. If you do not have access to Adelle font, please download it [here](#).

WRITTEN COMMUNICATIONS

Tone of Voice

The tone of voice for DFS is educational, authentic, and human-centric. We are collaborative & inclusive and foster a sense of community and collaboration. We invite diverse perspectives and voices to contribute to the conversation surrounding AI and data in addressing challenges and finding solutions. We are solutions-focused and action-oriented, focused on concrete steps we can take towards positive social change and innovation. Transparent communication is important to us. We write in English for the most part using British spelling but understand that others will write in the language that they feel comfortable expressing.

Key Messaging

Technology, AI, and Trust-Building

DFS **builds AI-powered technology and digital tools** to help social impact organisations make decisions based on reliable and actionable data. We demystify complex technologies into simple, user-driven tools that align with our partners' values.

Flexible and robust analysis solutions

DFS' data analysis solutions are **based on reliable and effective methodologies**. We augment these established practices with the capabilities of Natural Language Processing (NLP) and our analysts' expertise, **ensuring time efficiency, accuracy and transparency**.

Ecosystem building and dialogue

DFS **drives idea generation** between social impact organisations, tech innovators and data collaborators to **converge collective expertise and innovate**.