



Branding for leaflets

This manual contains a general presentation, variations accepted and one template for each area:

Constitution Building Processes

Electoral Processes

Political Participation and Representation

Democracy and Development

**Regions/Countries – Latin America, Asia Pacific,
Africa and Arab World**

You can cut and paste symbols and maps from the general presentation and the variations accepted to obtain the ultimate leaflet. Each area has its main colour and a set of indicator colours to be used for the squares on the leaflet's cover. The indicator colours can be used for different sub-themes within an area.

The following four areas with symbols 1:1, main colours and indicator colours:

Constitution Building Processes

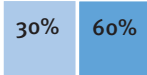
Electoral Processes

Political Participation and Representation

Democracy and Development

Constitution Building Processes

Main colour



Ec 04x0

Indicator colours



Ec 4090

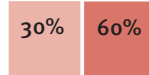
Ec 0580

Ec 0160

Ec 1080

Electoral Processes

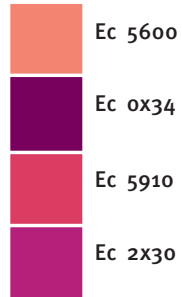
Main colour



PMS 187

Ec 8x20

Indicator colours



Ec 5600

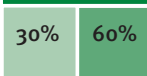
Ec 0x34

Ec 5910

Ec 2x30

Political Participation and Representation

Main colour



PMS 356

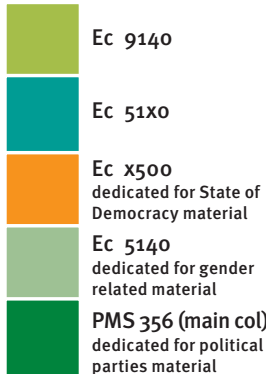
C 95

M 0

Y 100

K 27

Indicator colours



Ec 9140

Ec 51x0

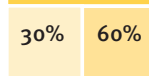
Ec x500
dedicated for State of
Democracy material

Ec 5140
dedicated for gender
related material

PMS 356 (main col)
dedicated for political
parties material

Democracy and Development

Main colour



PMS 122

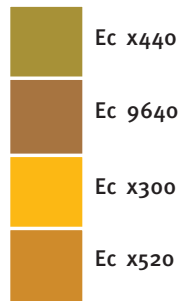
C 0

M 17

Y 80

K 0

Indicator colours



Ec x440

Ec 9640

Ec x300

Ec x520

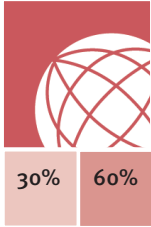
Maps 1:1 – with the basic colour for each area



Regions/Countries with the subareas Latin America, Asia Pacific, Africa and Arab World with symbols 1:1, main colours and indicator colours:

Latin America

Main colour



Ec 6820

Indicator colours



Ec 7x40

Ec 7810

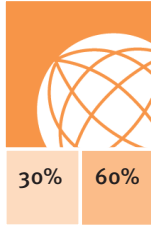
Ec 6850

Ec 5870



Asia Pacific

Main colour



Ec 8500

Indicator colours



Ec 9740

Ec x710

Ec x620

Ec x610



Africa

Main colour



PMS 174

C 0
M 70
Y 100
K 36

Indicator colours



Ec x870

Ec 5502

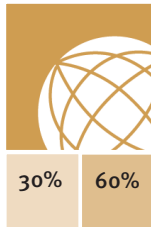
Ec 6540

Ec 3304



Arab World

Main colour



Ec 8420

Indicator colours



Ec 7550

Ec x410

Ec 9310

Ec 9550



Leaflet – all variations of the layout accepted

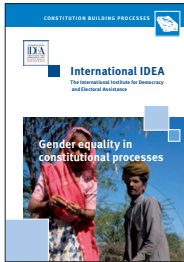
The basic layout can be used with or without image.

Your leaflet can include:

- 1) one theme only, with or without an image
- 2) one theme and a map, with or without an image
- 3) different indicator colours in the boxes on the cover page



1) one theme only, without an image



1) one theme only, with an image



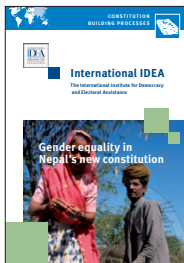
2) one theme and a map, without an image



2) one theme and a map, with an image



3) different indicator colours in the boxes on the cover page, without an image



3) different indicator colours in the boxes on the cover page, with an image



International IDEA

The International Institute for Democracy
and Electoral Assistance

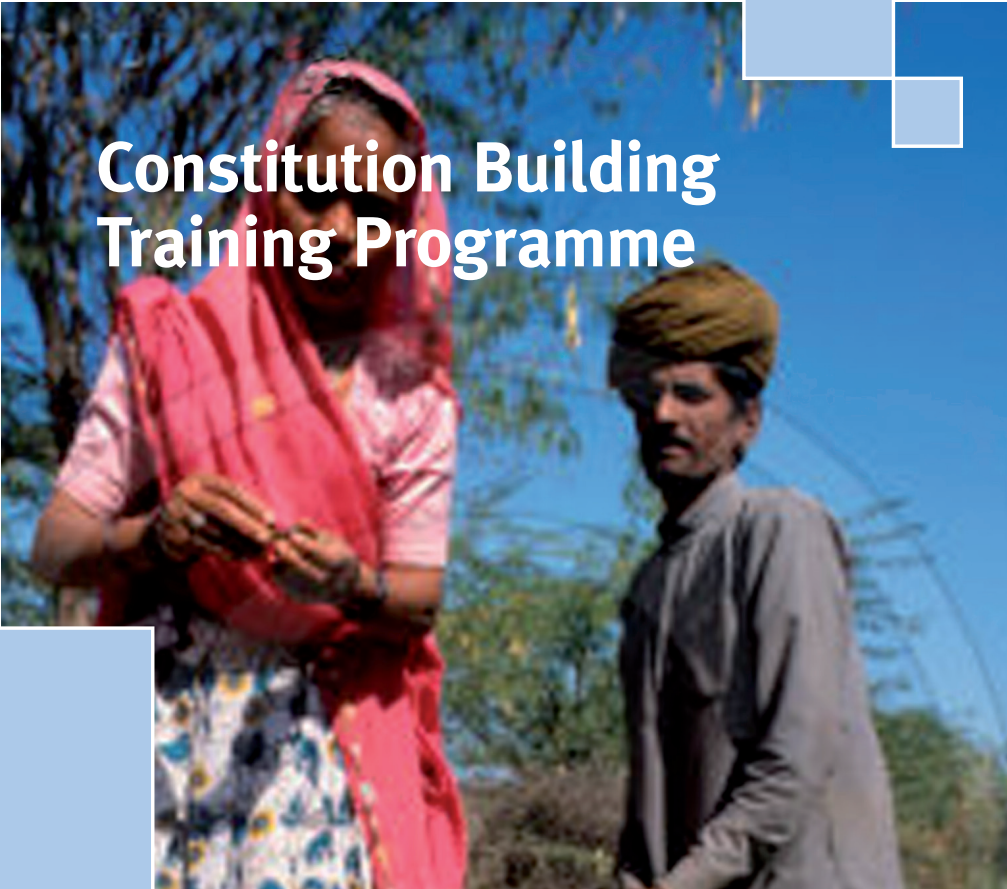
Constitution Building Training Programme



International IDEA

The International Institute for Democracy
and Electoral Assistance

Constitution Building Training Programme





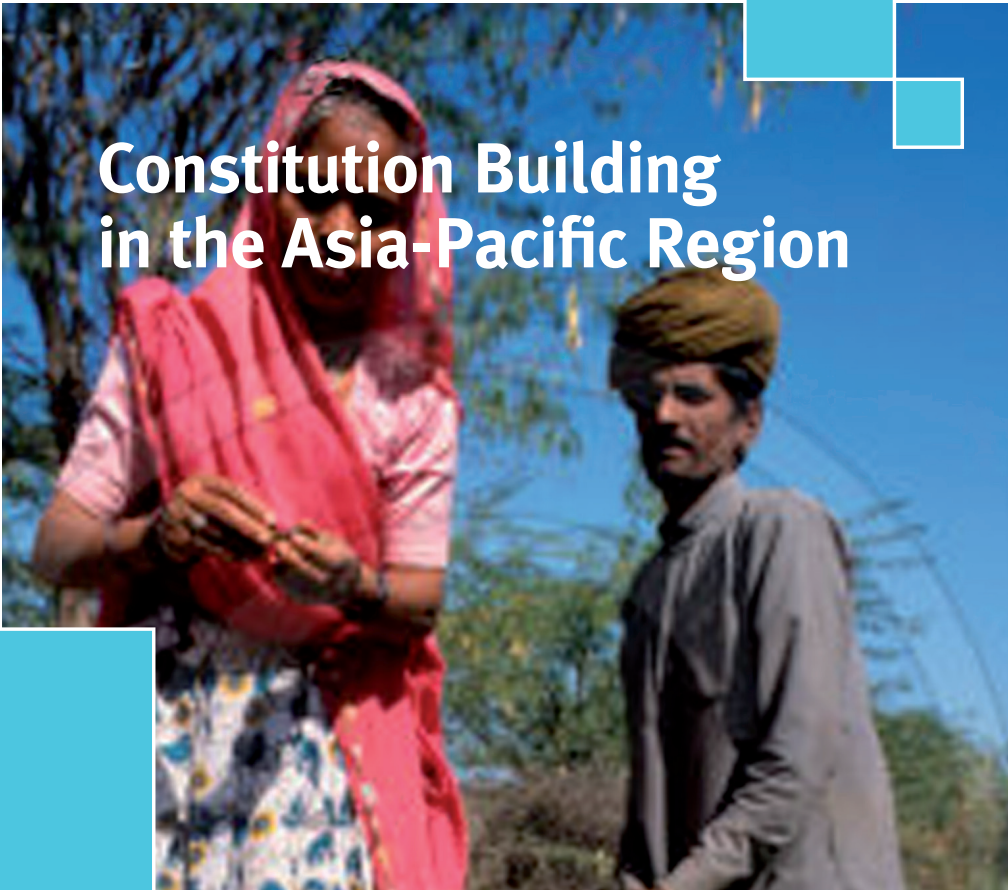
CONSTITUTION
BUILDING PROCESSES



International IDEA

The International Institute for Democracy
and Electoral Assistance

Constitution Building in the Asia-Pacific Region





CONSTITUTION
BUILDING PROCESSES



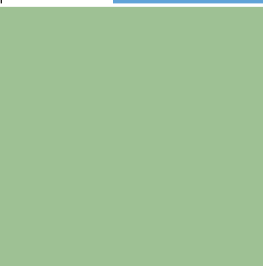
GENDER INITIATIVE



International IDEA

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Gender equality in Nepal's new constitution





CONSTITUTION
BUILDING PROCESSES



GENDER INITIATIVE



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A photograph of a woman in a pink shawl and a man in a turban standing outdoors. The woman is in the foreground, looking down at her hands. The man is in the background, looking to the side. The background shows trees and a clear blue sky. There are decorative green and blue squares on the right side of the image.

Gender equality in Nepal's new constitution



International IDEA

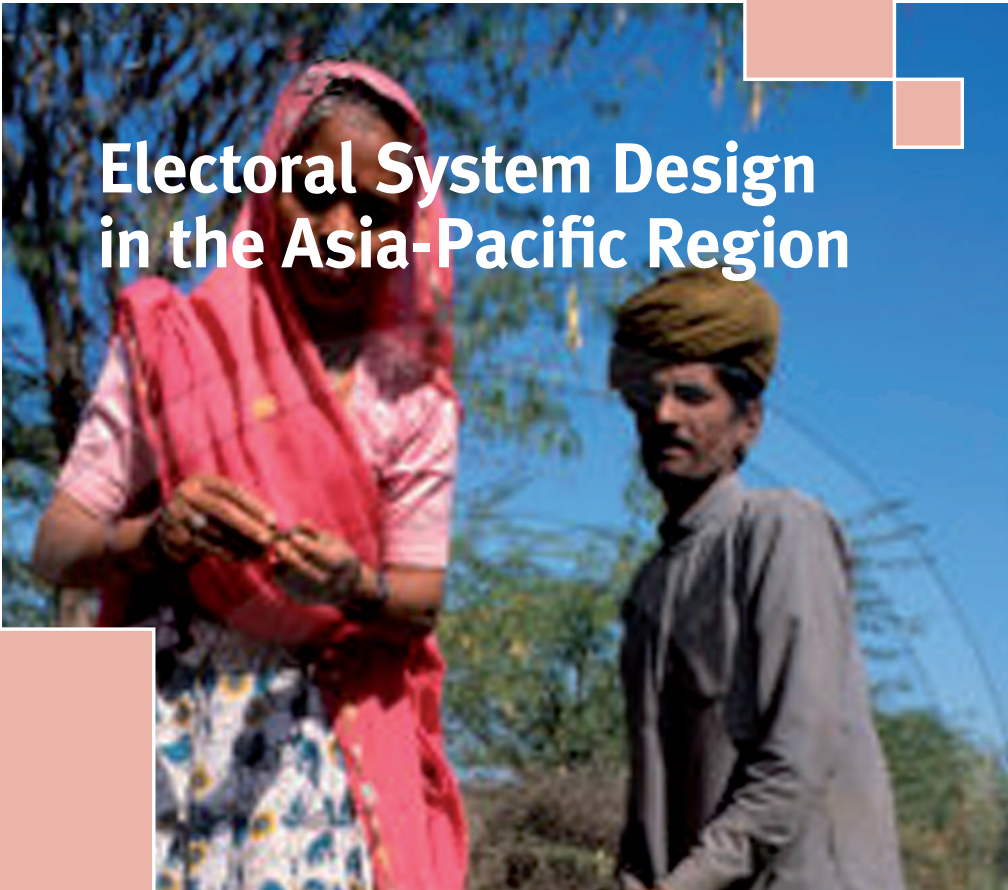
The International Institute for Democracy
and Electoral Assistance

Electoral System Design

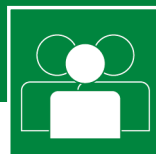


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Electoral System Design in the Asia-Pacific Region



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Political Parties Programme





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Political Parties in the Asia-Pacific Region



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Democracy and Development Programme



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and Electoral Assistance



Democracy and Development in the Asia-Pacific Region



REGIONS/COUNTRIES



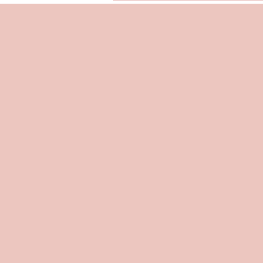
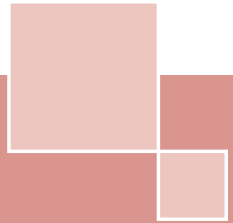
LATIN AMERICA



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Latin America Programme





REGIONS/COUNTRIES



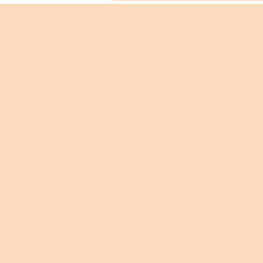
ASIA-PACIFIC



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and Electoral Assistance

Asia-Pacific Programme





REGIONS/COUNTRIES



AFRICA



International IDEA

The International Institute for Democracy
and Electoral Assistance

Africa Programme





REGIONS/COUNTRIES



ARAB WORLD



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and Electoral Assistance

Arab World Programme

