



# BRAND GUIDELINES

JUNE 2023

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# Brand definition

The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization that supports sustainable democracy worldwide. Its objective is to strengthen democratic institutions and processes. International IDEA acts as a catalyst for democracy building by providing knowledge resources, expertise and a platform for debate on democracy issues. It works together with policymakers, donor governments, UN organizations and agencies, regional organizations and others engaged in the business of democracy building.

# Mission statement

International IDEA advances, promotes and protects sustainable democracy worldwide in consideration of human rights commitments through policy-relevant knowledge, capacity development, advocacy and the convening of dialogues.

# Introduction

These guidelines aim to contribute to a coherent and adaptable brand identity. It should serve as inspiration and guidance so more examples and assets can be created. A brand identity is a living entity and it is our people working at International IDEA who can make sure that we uphold a coherent and adaptable brand. We are a global organization with many offices but by being coherent and consistent in our brand we are ONE organization.



# Logo

The International IDEA logo is the face of the brand—the primary visual expression that we use for identification. The logo is a valuable asset and must be used correctly and consistently.

The icon which forms part of it represents democracy as a living, growing entity that people nurture and form through dialogue. This is depicted through simplified symbols of people, figures who are in conversation on various topics. This symbolizes the ‘act now’ mentality (actions) based in International IDEA’s work and campaigns; we can help build strong (blooming) democracies.

This logo aims to respond to International IDEA’s unique mission and challenges, facilitate visibility and attract more interest in our work with a fresh and evocative imagery.

# PRIMARY LOGO

This is the primary logo and is the preferred variant to be used whenever possible. Other logo variations should be used instead of this in specific cases as outlined in the upcoming pages of this section.



## ALTERNATIVE LOGO WITH FULL NAME

The alternate full logo should be used on all publication covers. In any other case, the use of this version should be approved by the Head of Communications. Specify in all instances needed.



## PRIMARY LOGO

### LOCKUP WITH TAGLINE

This logo lockup including the adjoined tagline, can be used on event materials and other such artworks, where the primary brand of the design **is not** International IDEA.

This allows the word 'Democracy' to be brought to the forefront as it is not showcased in the primary logo.



**SUPPORTING  
DEMOCRACY  
WORLDWIDE**

Landscape primary logo



Landscape alternative logo



## LANDSCAPE VARIANTS

The landscape variations of the primary and alternative logo can be used where vertical space is essential to be kept clear, such as letter heads and continuation sheets. In these cases more room for body text is required.

In any case where the landscape alternative logo is to be used, the Head of Communications must give their approval.

File identifier:  
International IDEA Logo - Portrait - Over blue  
International IDEA Logo - Landscape - Over blue  
International IDEA Logo - Alternative Portrait - Over blue  
International IDEA Logo - Alternative Landscape - Over blue



## ALL LOGO VARIANTS AS USED OVER BLUE

Wherever a solid blue or patterned/image background is used behind the logo (abiding with the 'Imagery and backgrounds' section) this colour scheme should be used for any logo variation applied. The rest of the criteria defined in the previous pages still apply for each of these four variations.



File identifier:  
International IDEA Logo - Portrait - Black  
International IDEA Logo - Landscape - Black  
International IDEA Logo - Portrait - White  
International IDEA Logo - Landscape - White

## PRIMARY LOGO VARIANTS

### MONO COLOUR

Wherever the primary logo must be used over backgrounds other than white and blue backgrounds (such as single colour prints, or publications using a different main brand) this colour scheme should be used for any logo variants applied. The rest of the criteria defined in the previous pages still apply for each of these four variants.



File identifier:  
International IDEA Logo - Alternative Portrait - Black  
International IDEA Logo - Alternative Landscape - Black  
International IDEA Logo - Alternative Portrait - White  
International IDEA Logo - Alternative Landscape - White

## ALTERNATIVE LOGO VARIATIONS

### MONO COLOUR VARIANTS

Wherever the alternative logo must be used over backgrounds other than white and blue backgrounds (such as single colour prints, or publications using a different main brand) this colour scheme should be used for any logo variant applied. The rest of the criteria defined in the previous pages still apply for each of these four variants.

Always consult the Communications Team before using or sharing the black and white logo versions with partners.

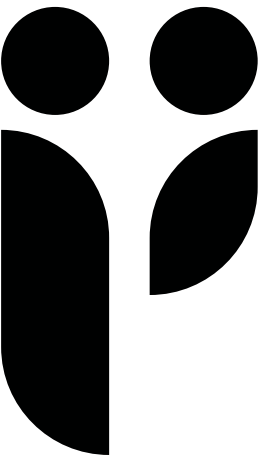


File identifier:  
International IDEA Icon - Colour  
International IDEA Icon - Black  
International IDEA Icon - White  
International IDEA Icon - Over blue

# ICON

The International IDEA icon is to be used only as an “avatar” on digital platforms, in instances when the primary or alternative logos and their variants would not be legible at all. Such an example is the browser favicon and similar web elements. Other uses should be verified by the Head of Communications.

The same background criteria that apply to the primary and alternative logos, also apply here. Refer to pages 18-23.



# MINIMUM SIZE

## PRIMARY LOGO

The minimum size for the primary logo is 20mm/75px and 25mm/95px for the landscape variant of the same primary logo.

If you need a smaller size, we recommend using the icon on its own instead. But first confirm this use with the department head.

# CLEAR SPACE

## PRIMARY LOGO

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of the logo. At the bare minimum, use the dimensions of the height of the shorter icon element to determine a clear margin which scales proportionally to the logo itself. Always keep this defined margin clear from any other elements.

The primary logo and its landscape variant should be kept close to the top left of an artwork/document, whenever possible.

← 20mm →



← 25mm →



# MINIMUM SIZE

## ALTERNATIVE LOGO

The minimum size for the alternative logo is 30mm/115px and 70mm/265px for the landscape variant of the same alternative logo.

If you need a smaller size, we recommend using the logo version with the shortened name instead.

# CLEAR SPACE

## ALTERNATIVE LOGO

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of the logo. At the bare minimum, use the dimensions of the height of the shorter icon element to determine a clear margin which scales proportionally to the logo itself. Always keep this defined margin clear from any other elements.

The alternative logo and its landscape variant should be kept close to the top left of an artwork/document, whenever possible.

← 30mm →



← 70mm →



# CLEAR SPACE

## ICON

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of the logo. At the bare minimum, use the dimensions of the circle elements to determine a clear margin which scales proportionally to the icon itself. Always keep this defined margin clear from any other elements.



- 1 Do not stretch horizontally
- 2 Do not stretch vertically
- 3 Do not apply shadows or other effects
- 4 Do not apply embossing or other effects
- 5 Do not change any of the colours
- 6 Do not apply gradients or transparencies
- 7 Do not enclose in a box
- 8 Do not use the logo on backgrounds other than those defined in this guide, and only in the proper way as defined.

# MISUSE

**Do not alter** the International IDEA logo or any of its variants in any way. Please always use the logo pack provided in conjunction with these guidelines. **You may not** rotate, skew, stretch or change any colours of the International IDEA logo or any of its variants.



# LOGO USE CASE SUMMARY



To be used whenever possible



To be used instead of the primary logo in single colour applications or over light backgrounds which are not white



To be used only when primary logo doesn't leave enough vertical space



To be used instead of the landscape primary logo in single colour applications or over light backgrounds which are not white



To be used whenever possible if full name is required



To be used instead of the alternative logo in single colour applications or over light backgrounds which are not white



To be used only when alternative logo doesn't leave enough vertical space



To be used instead of the landscape alternative logo in single colour applications or over light backgrounds which are not white



To be used at a size where neither the primary nor alternative logos are legible



To be used instead of the full colour icon in single colour applications or over light backgrounds which are not white



To be used instead of the primary logo over blue backgrounds



To be used instead of the landscape primary logo over blue backgrounds



To be used instead of the alternative logo over blue backgrounds



To be used instead of the landscape alternative logo over blue backgrounds



To be used instead of the full colour icon over blue backgrounds



To be used instead of the primary logo in single colour applications or over light backgrounds which are not blue



To be used instead of the landscape primary logo in single colour applications or over light backgrounds which are not blue



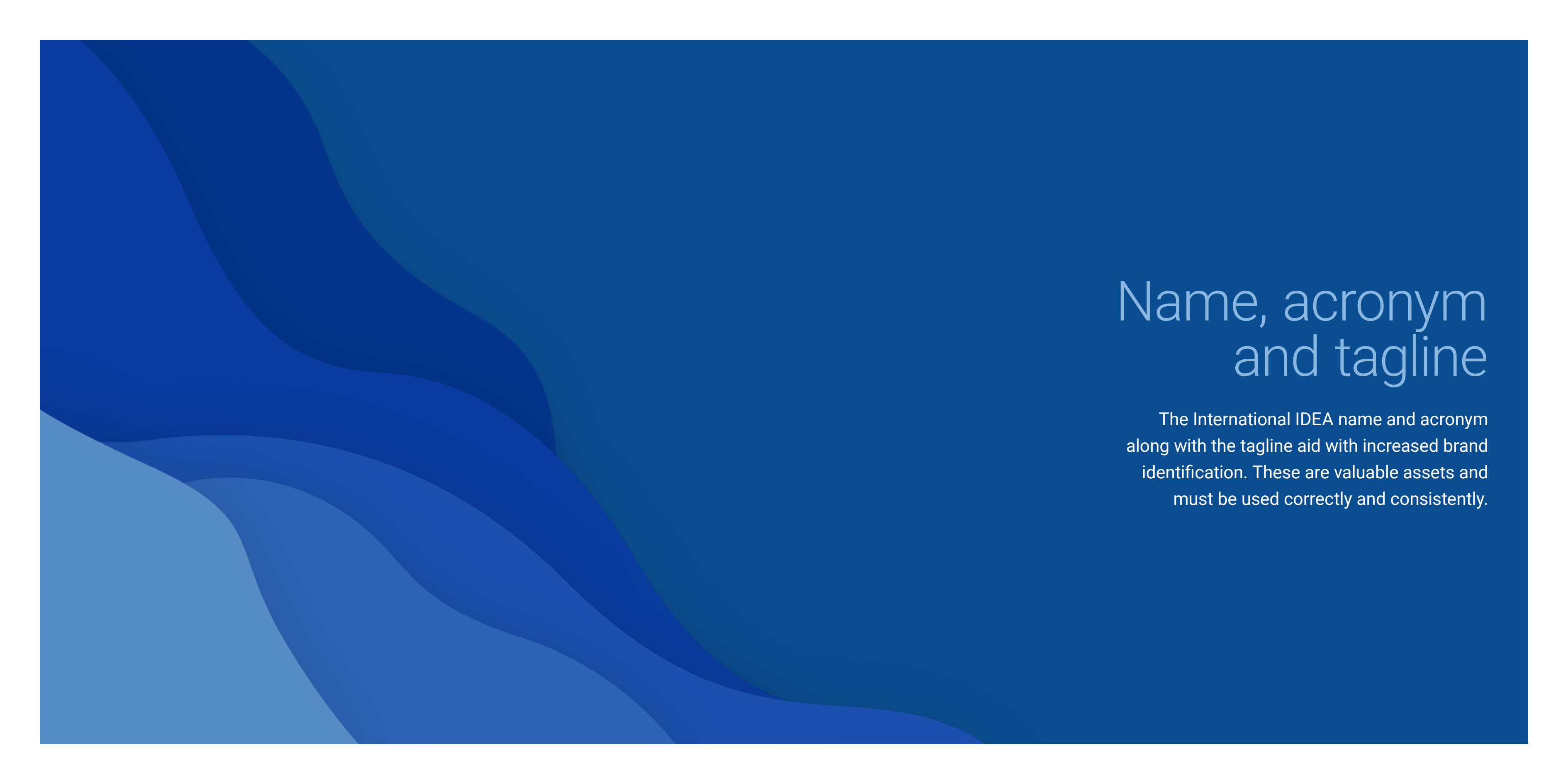
To be used instead of the lternative logo in single colour applications or over light backgrounds which are not blue



To be used instead of the landscape alternative logo in single colour applications or over light backgrounds which are not blue



To be used instead of the full colour icon in single colour applications or over light backgrounds which are not blue



# Name, acronym and tagline

The International IDEA name and acronym along with the tagline aid with increased brand identification. These are valuable assets and must be used correctly and consistently.

# TRANSLATIONS

This is the correct way to write the full name, abbreviated name, and tagline in five different languages.

## ENGLISH

Full name  
**International Institute for Democracy and Electoral Assistance**

Abbreviated name  
**International IDEA**

Tagline  
**Supporting democracy worldwide**

## SPANISH

Full name  
**Instituto Internacional para la Democracia y la Asistencia Electoral**

Abbreviated name  
**IDEA Internacional**

Tagline  
**Supporting democracy worldwide**

## FRENCH

Full name  
**International Institute for Democracy and Electoral Assistance**

Abbreviated name  
**IDEA International**

Tagline  
**Soutenir la démocratie dans le monde**

## PORTUGUESE

Full name  
**Instituto Internacional para a Democracia e Assistência Eleitoral**

Abbreviated name  
**International IDEA**

Tagline  
**Apoiando a democracia internacionalmente**

## ARABIC

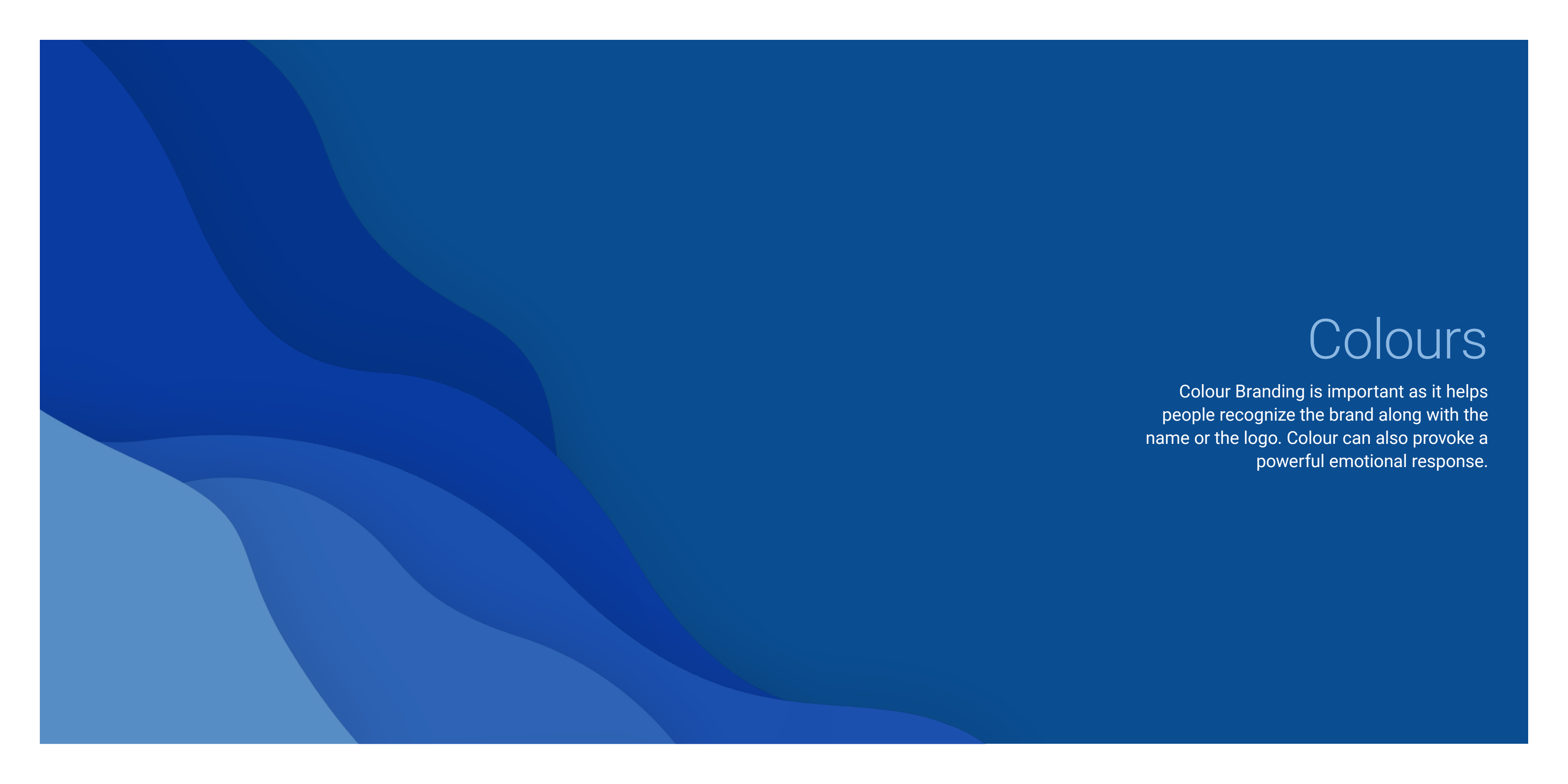
Full name  
المؤسسة الدولية للديمقراطية والانتخابات

Abbreviated name  
المؤسسة الدولية للديمقراطية والانتخابات

Tagline  
دعماً للديمقراطية حول العالم

# Writing 'International IDEA'

For all external communications,  
International IDEA should be written out in full  
as shown in this sentence.

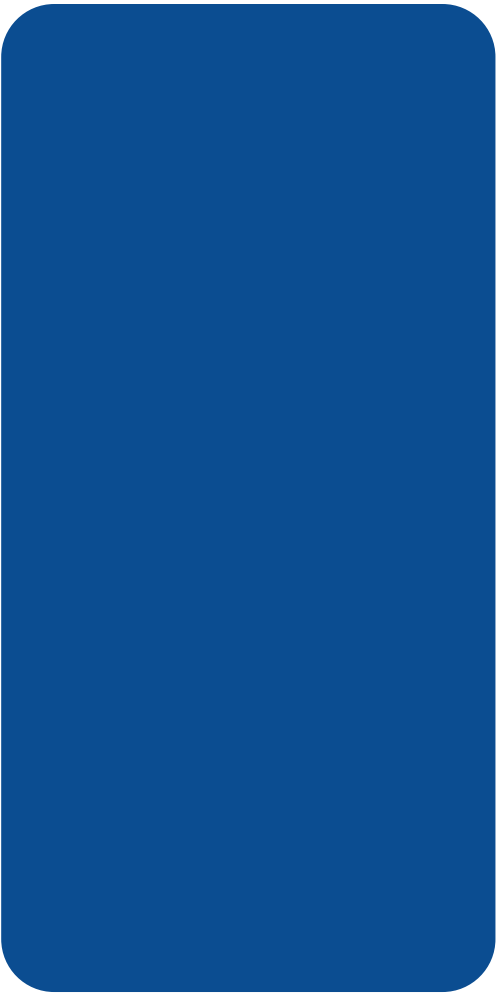
The background of the slide features a series of overlapping, wavy, organic shapes in various shades of blue, ranging from a deep navy blue to a lighter, almost white blue. These shapes flow from the left side of the frame towards the right, creating a sense of movement and depth. The overall effect is a modern, minimalist aesthetic.

# Colours

Colour Branding is important as it helps people recognize the brand along with the name or the logo. Colour can also provoke a powerful emotional response.

# PRIMARY PALETTE

The colours are important to build recognition and create a coherent perception of the brand. Therefore it is important to use first and foremost the primary colours blue, orange and light blue. The secondary colours should be used only in conjunction with the primary palette and can never take dominance over the primary palette.



## IDEA BLUE

**HEX** #0b4d91  
**RGB** 11, 77, 145  
**CMYK** 94, 69, 0, 19  
**SPOT** PANTONE 293 C



## IDEA ORANGE

**HEX** #f57f45  
**RGB** 245, 127, 69  
**CMYK** 0, 62, 80, 0  
**SPOT** PANTONE 1575c



## SKY BLUE

**HEX** #8ab7e2  
**RGB** 138, 183, 226  
**CMYK** 44, 17, 0, 0  
**SPOT** PANTONE 278 C

# SECONDARY PALETTE

The secondary colour palette is used to support and complement the primary colours. Examples of use include, background panels, lists and buttons.

## 60% BLUE

**HEX** #6a7db3  
**RGB** 106, 125, 179  
**CMYK** 94, 69, 0, 19 - 60% tint  
**SPOT** PANTONE 293 C - 60% tint

## 60% ORANGE

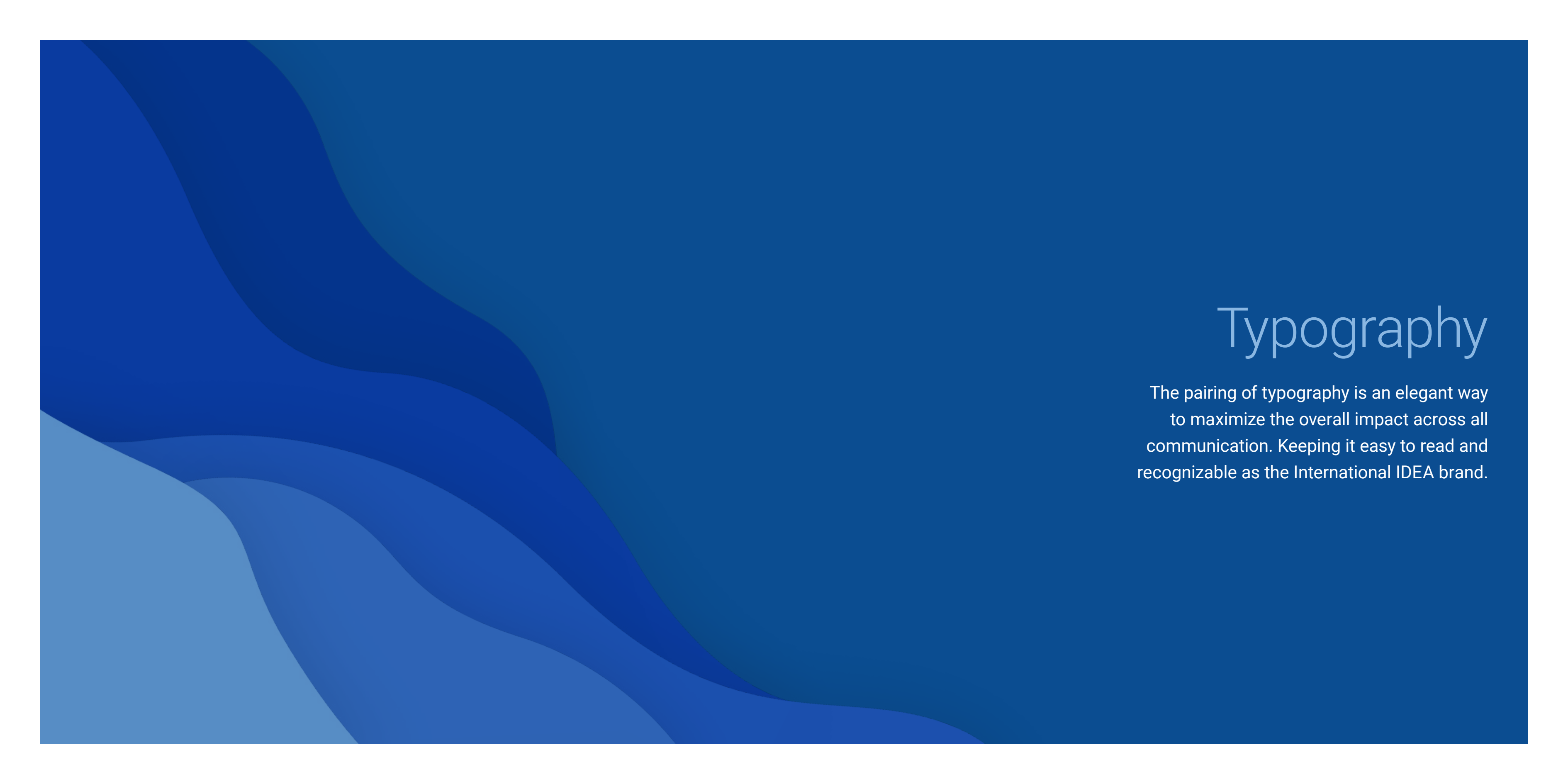
**HEX** #faaf82  
**RGB** 250, 175, 130  
**CMYK** 0, 62, 80, 0 - 60% tint  
**SPOT** PANTONE 1575c - 60% tint

## LIGHT BLUE

**HEX** #bed4e5  
**RGB** 190, 212, 229  
**CMYK** 24, 9, 4, 0  
**SPOT** PANTONE 544 C

## CONCRETE

**HEX** #5b676e  
**RGB** 91, 103, 110  
**CMYK** 13, 0, 0, 71  
**SPOT** PANTONE 431 C

The background of the slide features a series of overlapping, wavy, organic shapes in various shades of blue, ranging from a deep navy blue to a lighter, sky blue. These shapes flow from the left side of the frame towards the right, creating a sense of movement and depth. The right side of the slide is a solid, medium-dark blue, providing a clean backdrop for the text.

# Typography

The pairing of typography is an elegant way to maximize the overall impact across all communication. Keeping it easy to read and recognizable as the International IDEA brand.

# TITLE TYPEFACE

Roboto Light is to be used for section titles throughout all International IDEA communication using sentence case.

# Roboto Light

Aa

abcčdefgğĥijklmnopqrstuvwxyzž  
ABČDEFGĞĤHIJKLMNOPQRSTUVWXYZ  
YZŽ1234567890!#€\$%&'()\*+,-./:;<=>?@[\\

**DOWNLOAD**  
<https://fonts.google.com/specimen/Roboto>

# COVER AND POSTER TITLE TYPEFACE

Roboto Black is to be used for cover and poster titles throughout all International IDEA communication.

# Roboto Black

Aa

abcčdefggğhñijklmnopqrstuvwxyzž  
ABCČDEFGĞHĦIJKLMNOPQRSTUVWXYZ  
YZŽ1234567890!#\$%&'()\*+,-./:;<=>?@[\\

**DOWNLOAD**  
<https://fonts.google.com/specimen/Roboto>

# SUBHEADING TYPEFACE

Roboto Bold is to be used in ALL CAPS for subheadings throughout all International IDEA communication.

# Roboto Bold

Aa

abccdefggghhijklmnopqrstuvwxyz  
ABCCDEFGGHHIJKLMNOPQRSTUVWXYZ  
YYZ1234567890!#\$%&'()\*+,-./:;<=>@[\\

**DOWNLOAD**  
<https://fonts.google.com/specimen/Roboto>

# BODY TYPEFACE

Roboto Regular is to be used for body copy throughout all International IDEA communication.

# Roboto Regular

Aa

abcčdefgğĥijklmnopqrstuvwxyzž  
ABČDEFGĞĤIJKLMNOPQRSTUVWXYZ  
YZŽ1234567890!#\$%&'()\*+,-./:;<=>?@[\\]

**DOWNLOAD**  
<https://fonts.google.com/specimen/Roboto>

ALTERNATIVE  
TYPEFACE

The alternative typeface Arial must only be used when it is not possible to use primary typefaces. Examples of such situations are in-house presentations and email signatures.

Arial

Aa

Aa

REGULAR

abcc̈defgǵhñijklmnopqrstuvwxyzẓ  
ABCC̈DEFGǴHḦIJKLMNOPQRSTUVWXYZŽ  
1234567890 !#€\$%&'()\*+,-./:;<=>?@[\\

BOLD

abcc̈defgǵhñijklmnopqrstuvwxyzẓ  
ABCC̈DEFGǴHḦIJKLMNOPQRSTUVWXYZŽ  
1234567890 !#€\$%&'()\*+,-./:;<=>?@[\\

# TYPE SCALE

To further strengthen the International IDEA brand, a type scale has been chosen to create harmony throughout all our communication.

Further information can be found here:  
<https://www.modularscale.com>

## Perfect Fourth (1.333)

The sizes below can be used in either point or pixel format.

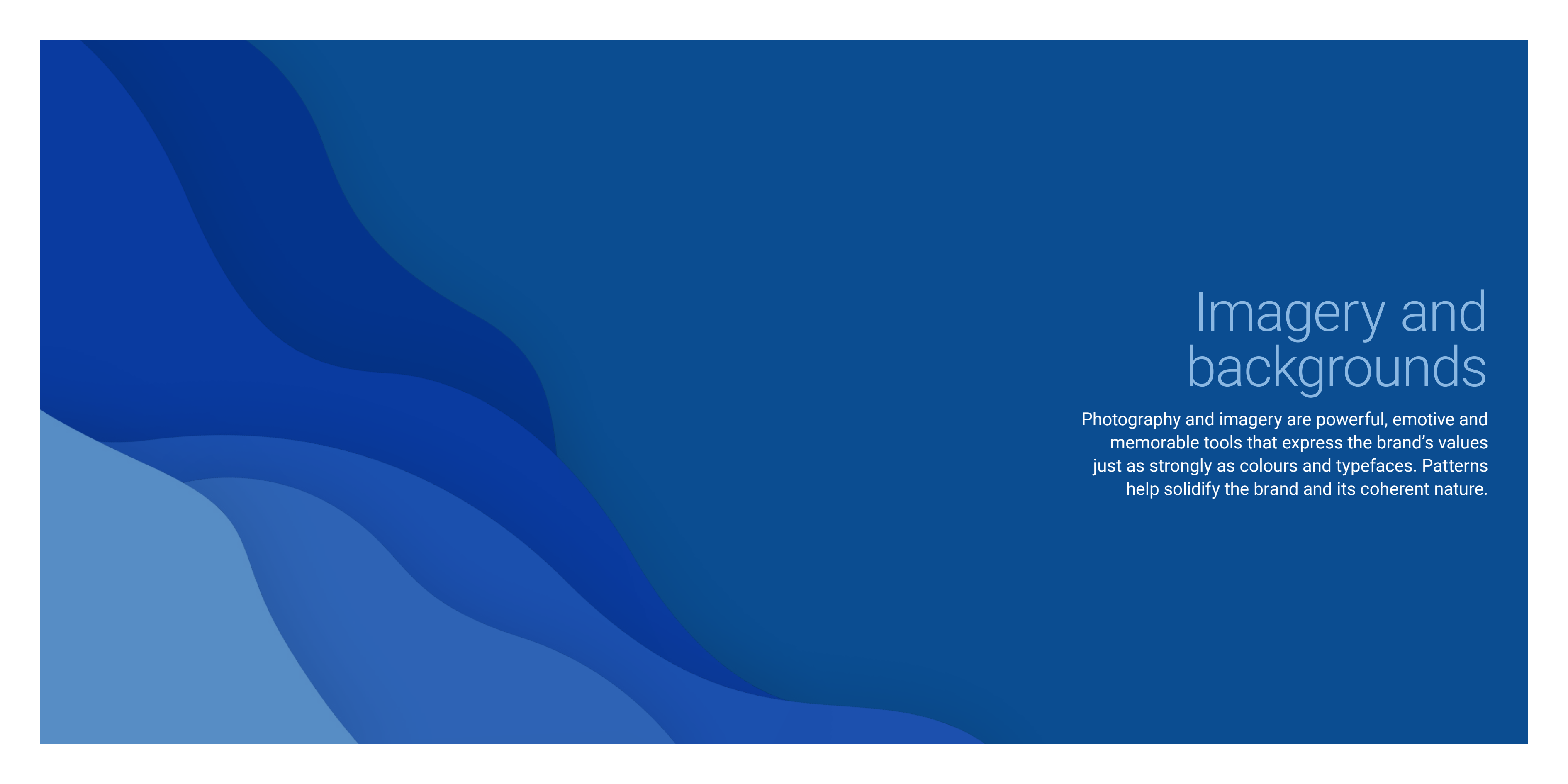
**MAIN**

6, 9, 12, 16, 21, 28, 38, 50, 67

**MIDPOINTS**

Midpoints for the above sizes have also been included.

8, 11, 14, 19, 25, 34, 45, 60, 80



# Imagery and backgrounds

Photography and imagery are powerful, emotive and memorable tools that express the brand's values just as strongly as colours and typefaces. Patterns help solidify the brand and its coherent nature.

# TYPE OF IMAGERY

In our work of supporting democracy worldwide, we often select strong, emotive images that reflect the importance of a wide range of topics and themes people face everyday. We strive for human-centered images that capture the situation of our themes as well as the people contributing to change and impact as partners in democracy.



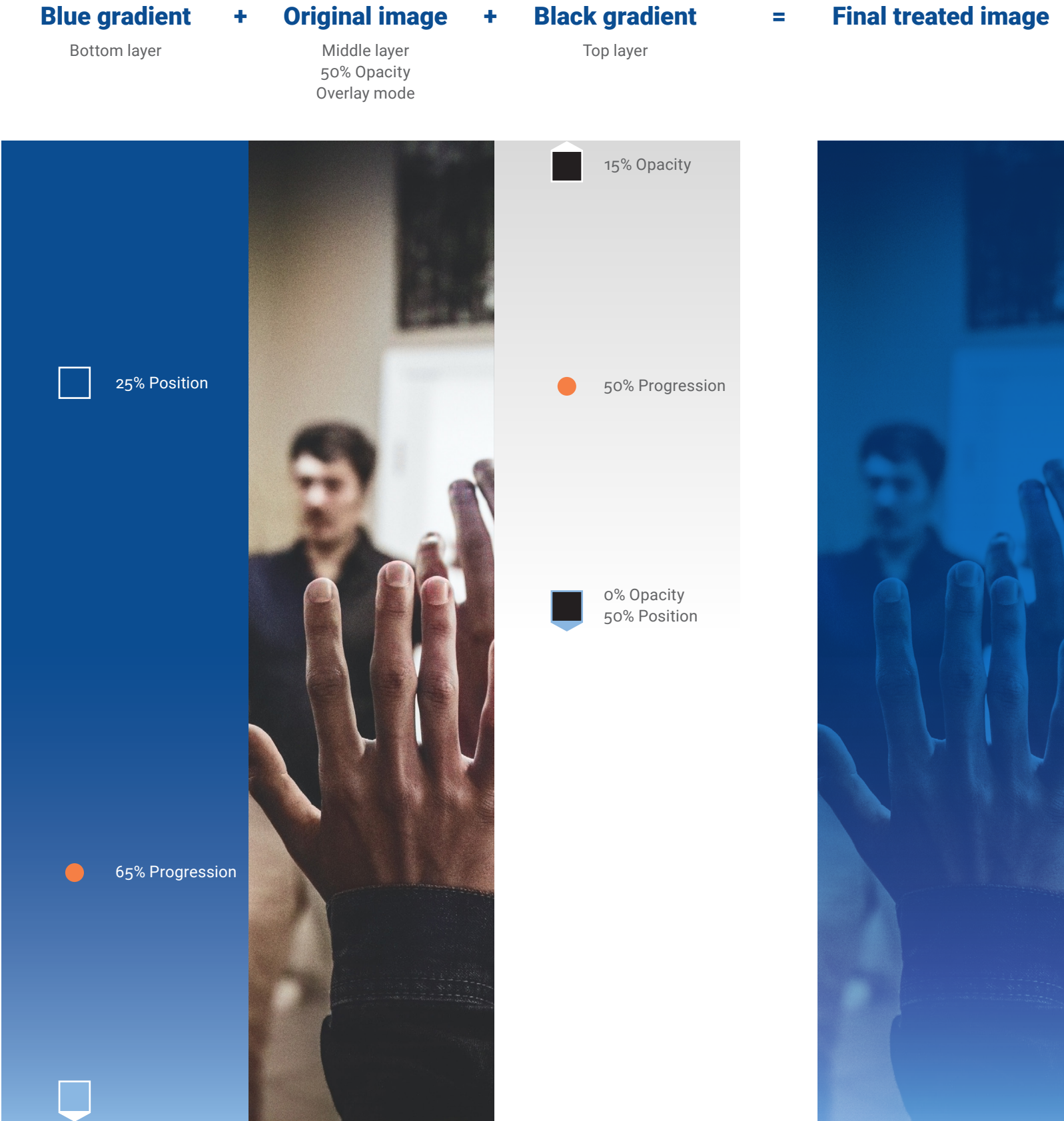
## BACKGROUND IMAGES

When selecting a shot to be used as a background, be sure to look for a well defined and sharp subject (such as the man in the center of the top-right image, and the hands in the other images). These images then need to be treated with a blue overlay and gradient as demonstrated in the upcoming page, in order to be used as blue tinted backgrounds.



# IMAGE TREATMENT

When graphical or text elements needs to be placed over images, those images should be treated with the blue gradient overlay. The gradient overlay should always run from dark to light, left to right or top to bottom, depending on the orientation of the image.



- File identifier:
- 1. Full pattern bleeding
  - 2. Square
  - 3. Wide (Example: Compliments slip)
  - 4. Footer
  - 5. Header
  - 6. A4

# PATTERN

To be used as a background, to help accentuate content and make simpler layouts feel more exciting.

As per multiple examples in the following section 'Applications', you may find 6 size variations for use of this pattern. These are all labelled accordingly. Also note that the pattern can be used in IDEA blue, or white, and is to be used over solid IDEA blue or solid white only, and respectively.

Since this is a very fluid element, it can be scaled up proportionally to fill in more space. Also, any variation of this pattern in its entirety can be mirrored left to right to accommodate content alignment, such as the difference between this document's section spreads and front cover.

1



2



3



4



5



6



File identifier:  
Dots Blue\_Orange  
Dots White\_Orange  
Dots Blue\_White

# THE TWO DOTS

Apart from within the logo, these two elements can be used together as an additional graphical element. An example of such use is to note the end of an article/ chapter/section in a publication.

Over white



Over blue



Over orange



## Example within a document





# Application

These are a few general guidelines that  
will apply to the corporate stationery  
suite, banners and social media.

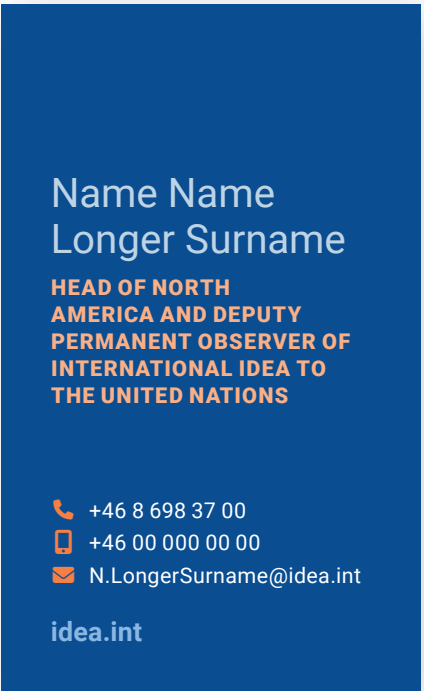
File identifier:  
0215-DU05 International IDEA - Brand collateral - Stationery (B\_Card 1)  
0215-DU05 International IDEA - Brand collateral - Stationery (B\_Card 2)

## BUSINESS CARDS

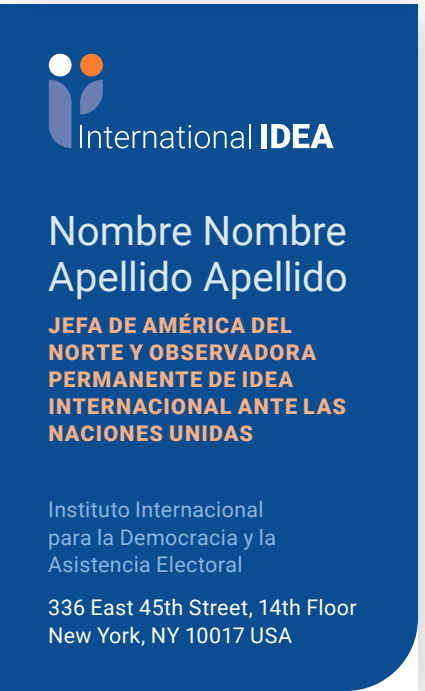
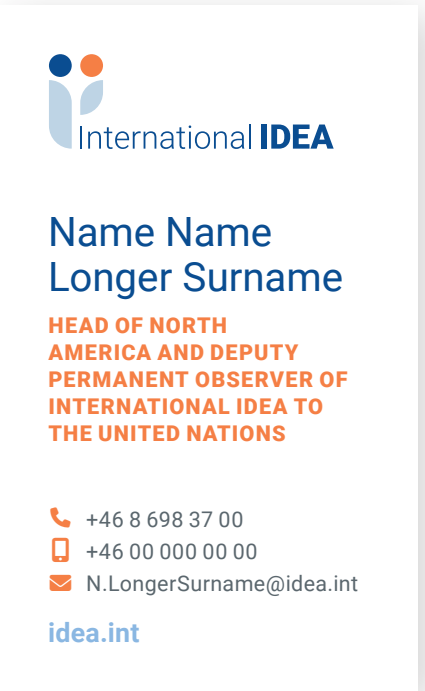
Make sure that in all the stationery suite, the logo exclusion zone and minimum size are in place to make sure that other graphic material or type does not interfere or detract from the identity.

Recommended dimensions:  
55mm (width) x 90mm (height)

### Single language



### Dual language



File identifier:  
0215-DU05 International IDEA - Brand collateral - Stationery (Letterhead)  
0215-DU05 International IDEA - Brand collateral - Stationery (Continuation sheet)

## LETTERHEAD AND CONTINUATION SHEET

Make sure that in all the stationery suite, the logo exclusion zone and minimum size are in place to make sure that other graphic material or type does not interfere or detract from the identity.

### Letterhead

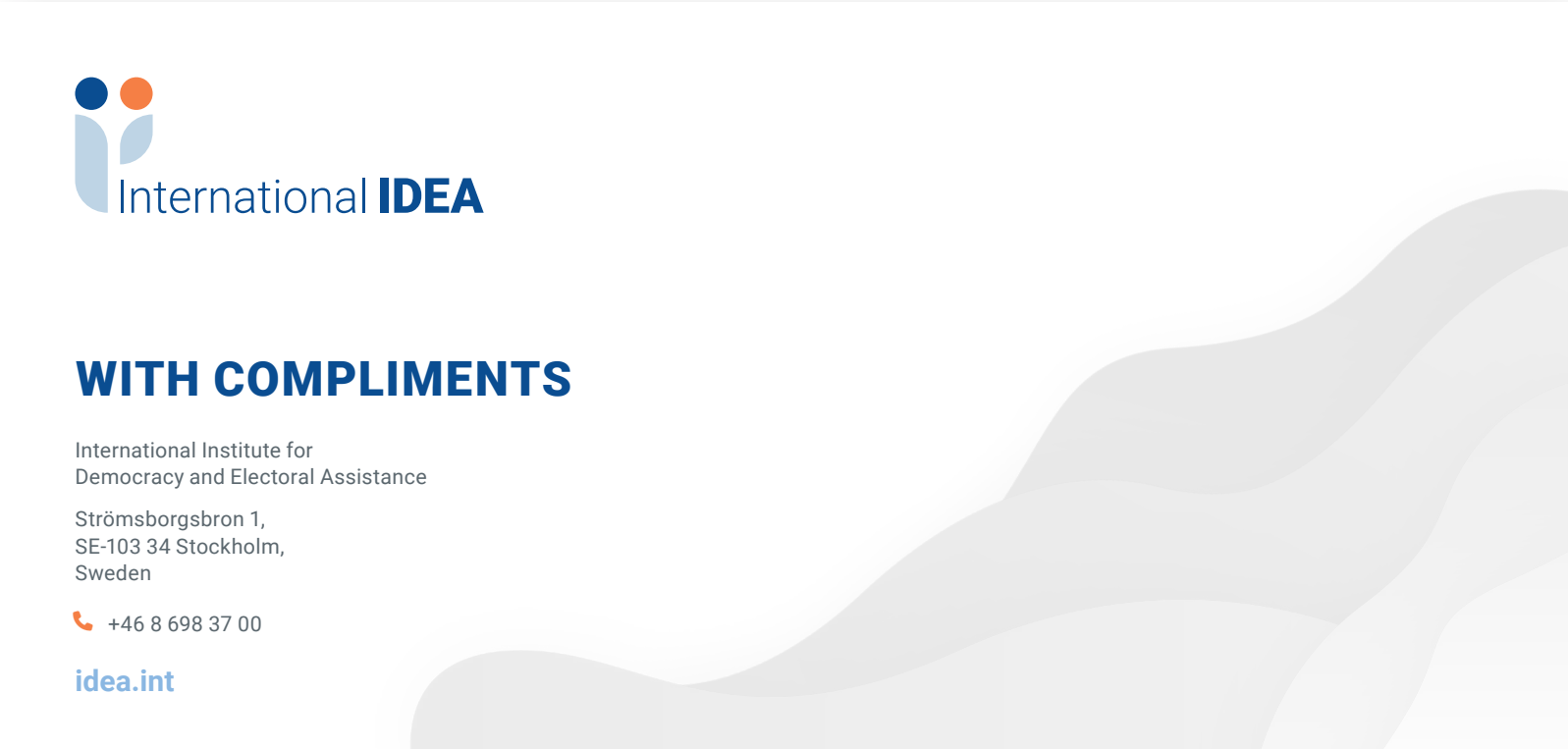


### Continuation sheet



# COMPLIMENTS SLIP

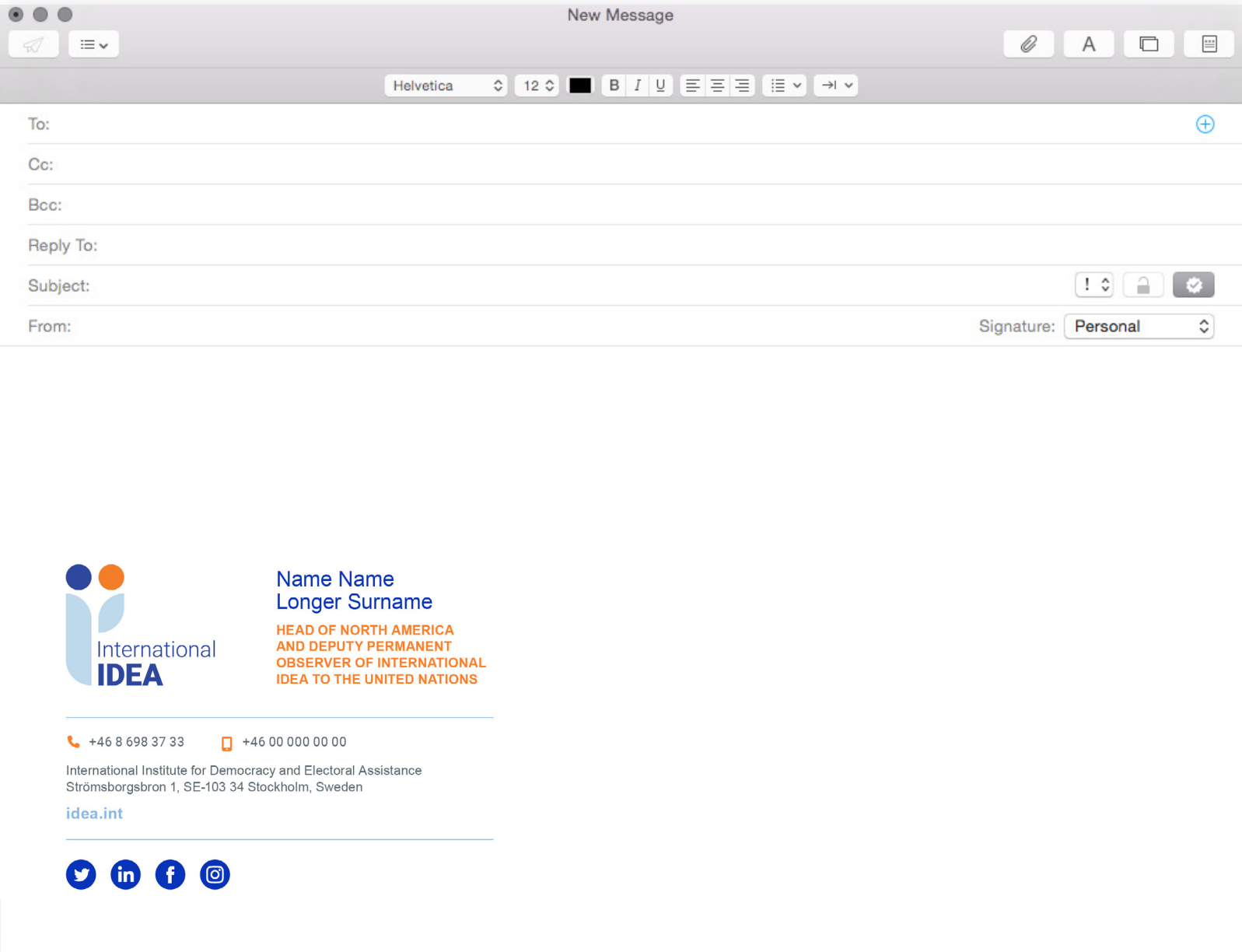
Make sure that in all the stationery suite, the logo exclusion zone and minimum size are in place to make sure that other graphic material or type does not interfere or detract from the identity.



File identifier:  
0215-DU05 International IDEA - Brand collateral - Signature

## EMAIL SIGNATURE

Please don't alter the email signature without guidance or approval. Exceptions can be made following review and consultation with the Head of Communications.



Subheading in ALL-CAPS  
Roboto Bold, 27pt, IDEA orange

Section title in normal CAPS  
Roboto Light, 14pt, Sky blue

Body copy titles in normal CAPS  
Roboto Bold, 11pt, IDEA blue

Additional styling, such as enclosed area titles, and body copy subheadings can have slightly different styling as displayed here, for further hierarchy and visual recognition

Body copy text in normal CAPS  
Roboto Regular, 10pt, Concrete

FACT SHEET



DOCUMENT COVERS

Cover title in ALL CAPS  
Roboto Black, 10pt, White/IDEA blue

Cover subtitle in ALL CAPS  
Roboto Black, 10pt, Sky blue

Cover info in normal CAPS  
Roboto Bold, 10pt, IDEA orange

External



Hybrid



Internal



DAY AGENDA



International  
IDEA

DEMOCRATIC ENGAGEMENT  
AFTER TWO SUMMITS  
FOR DEMOCRACY

REVIEWING THE IMPACT AND PROVIDING  
SOME REFLECTIONS FOR THE FUTURE

Brussels, 18 June 2018

12:00 - 12:30

Arrival and registration of participants

12:30 - 14:00

Plenary Session 1. Opening: The Rise of Populism and the Future of Democracy

Christine Defraigne, President of the Belgian Senate

Enrico Letta, former Prime Minister of Italy

Rafael Correa, former President of Ecuador

Delia Ferreira, Chair, Transparency International

Katalin Cseh, Vice-President, Momentum Movement, Hungary

Moderator: Yves Leterme, Secretary-General of International IDEA and former Prime Minister of Belgium

Room: Hemicycle

14:00 - 15:30

Lunch (Peristyle)

15:30 - 16:30

Panel Discussion: Is Populism a Threat or an Opportunity?

In light of the historical and contextual factors driving populism, this session explores whether the increase in populism represents an opportunity or a threat to representation. The panel discussion will examine the growing relevance of populist forms of political leadership and mobilization, and how the phenomenon has unfolded across regions.

Delia Ferreira, Chair, Transparency International

Paikiasothy Saravanamuttu, Founder and Executive Director, Center for Policy Alternatives, Sri Lanka

Claudia Luciani, Director of Democratic Governance, Council of Europe

Chantal Delsol

Cas Mudde

Moderator: Andrew Bradley, Director, International IDEA

16:30 - 17:45

Coffee Break and Networking

1

 @intL\_IDEA

 international-idea

 internationalIDEA

 international\_idea

idea.int

0215-DU05 International IDEA - Agenda (Full)

## 92



# A4 FOLDER



File identifier:  
0215-DU05 International IDEA - Brand collateral - Rollup 1  
0215-DU05 International IDEA - Brand collateral - Rollup 1(ES)  
0215-DU05 International IDEA - Brand collateral - Rollup 2  
0215-DU05 International IDEA - Brand collateral - Rollup 3

## ROLL-UP BANNERS



File identifier:  
0215-DU05 International IDEA - Brand collateral - Backdrop 1  
0215-DU05 International IDEA - Brand collateral - Backdrop 2

# BACKDROPS

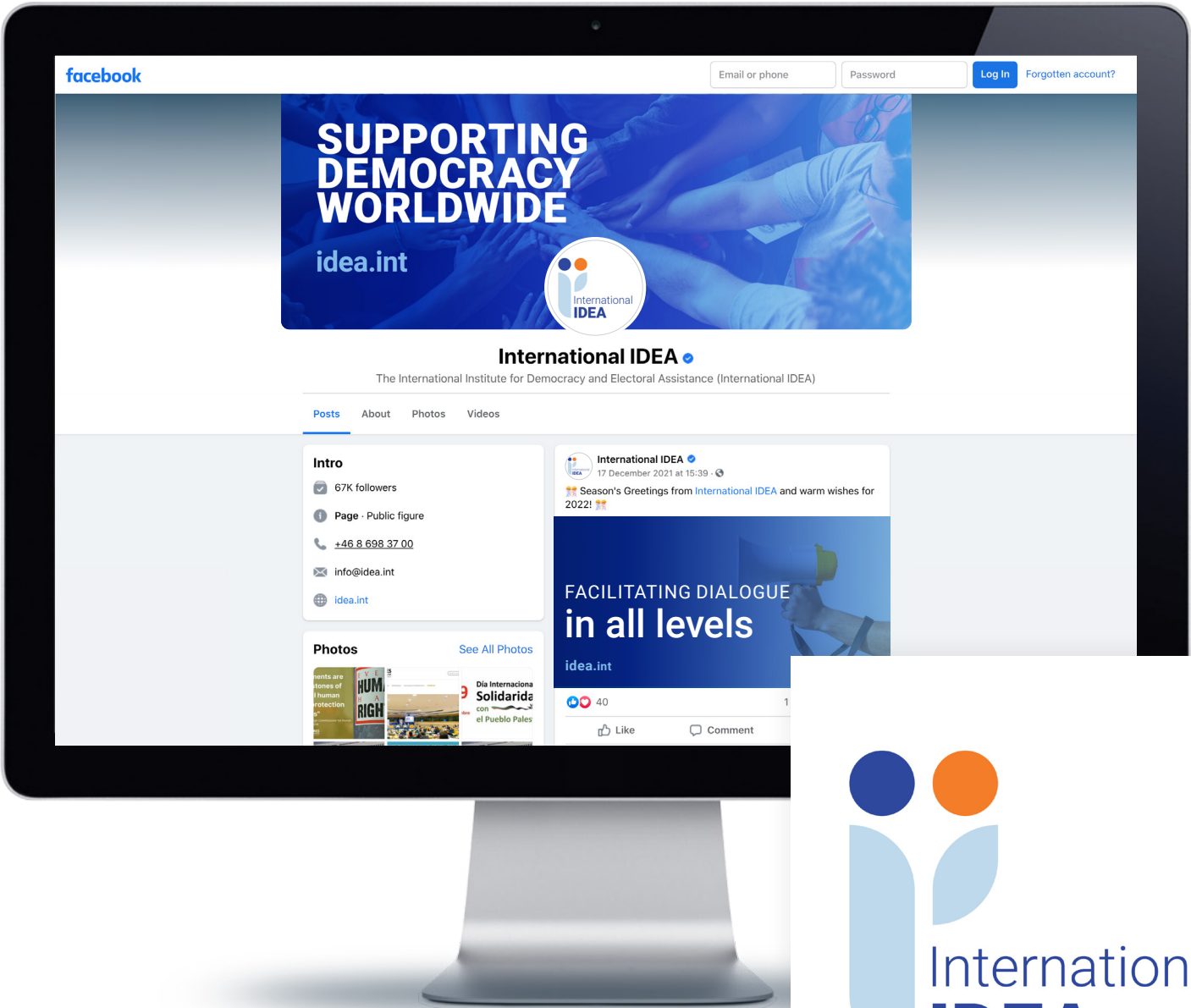
Backdrops are useful during events, creating branded and designed spaces for photo and media interviews. Consider the location size and event setting in selecting the backdrop.



File identifier:  
0215-DU05 International IDEA - Brand collateral - Social (Profile pic 1)  
0215-DU05 International IDEA - Brand collateral - Social (FB cover)  
0215-DU05 International IDEA - Brand collateral - Social (Li cover)  
0215-DU05 International IDEA - Brand collateral - Social (Twitter cover)  
0215-DU05 International IDEA - Brand collateral - Social (YT cover)

SOCIAL MEDIA

Social Media





BRAND DEVELOPMENT

[CONCEPTSTADIUM.COM](https://conceptstadium.com)

JUNE 2023