



2023 Style guide

INDESIGN TEMPLATES



STYLE GUIDE

INDESIGN

TEMPLATES

2023

This style guide defines guidelines for InDesign templates designed to give a uniform expression to International IDEA publications.



International IDEA

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The style guide has been produced
by International IDEA in collaboration
with Phoenix Design Aid.

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Basic elements

Font

Colours

Colour combinations

Grid

Figures, boxes, and tables

Font

Roboto is the typeface family for publications of International IDEA.

It offers a flexible range of weights, including bold, medium, regular, and italic.

The font is a Google font and can be downloaded for free at fonts.google.com.

Roboto, bold

AaBbCcDdEeFfGgHh1234

Roboto, medium

AaBbCcDdEeFfGgHh1234

Roboto, regular

AaBbCcDdEeFfGgHh1234

Roboto, italic

AaBbCcDdEeFfGgHh1234

Roboto, body text

Ciur, que pa dolendempore perfere ssimi, alignat usciame lauda nus eum quam, suntoreperum sam iducius apienimodit expla consedipsae volo endis dolupiet exerferci odia commodicte experatis debit dit odis net experum quam, con resendel invenda quas saectectis que pliquis aut landam vellaceat es aborio optatur sunt utem niaspedis quos dis ut rem apicimo lenissi molorrovitem.

Colours

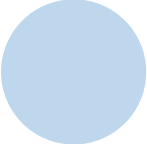
The primary colours are the ones used in the logo – orange and three blue colours.

These colours can be complemented with one of the nine secondary colours, the secondary colours are also the theme colours. Each publication should have a theme color, if no theme is applicable to the report, there is a neutral theme colour option available.

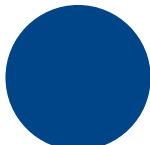
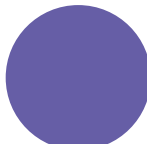
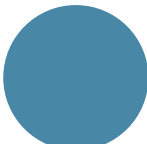
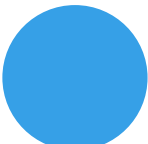
All IDEA InDesign templates contain a colour swatch named “MAIN THEME COLOR” - Edit this swatch to match one of the theme colours.

For figures all the primary and secondary/theme colours can be used.

PRIMARY COLOURS

			
International IDEA Blue C94 M69 Y0 K19 R8 G52 B186	Orange C0 M62 Y80 K0 R255 G126 B38	Light blue C24 M9 Y4 K0 R190 G215 B237	Sky blue C44 M17 Y0 K0 R139 G184 B232

SECONDARY/ THEME COLOURS

				
Electoral Processes C3 M91 Y53 K8 R212 G44 B78	Constitution-Building C96 M69 Y5 K19 R0 G69 B135	Gender and Inclusion C0 M52 Y84 K0 R255 G147 B55	Money in Politics C63 M7 Y32 K2 R93 G179 B178	
				
Political Participation and Representation C0 M37 Y92 K0 R253 G175 B24	Digitalization and Democracy C70 M66 Y1 K0 R102 G94 B166	Democracy Assessment C68 M28 Y17 K17 R73 G135 B166	Climate Change and Democracy C69 M0 Y60 K0 R69 G179 B132	Neutral theme colour C70 M27 Y0 K0 R54 G160 B231

Grid

The grid is built up with a wide margin on the outside, which for example can be used for quotes.

The grid is flexible with the number of columns, and the text can be layouted in one or two columns.

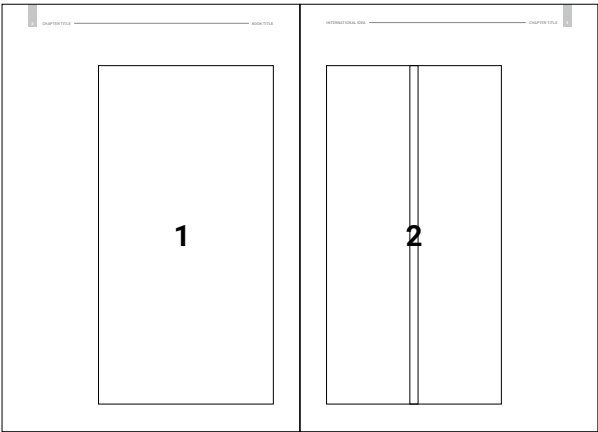
Photos can be layouted in three widths as shown on the image in the middle.

Figures, boxes, and tables can be layouted in three widths, as shown in the bottom.

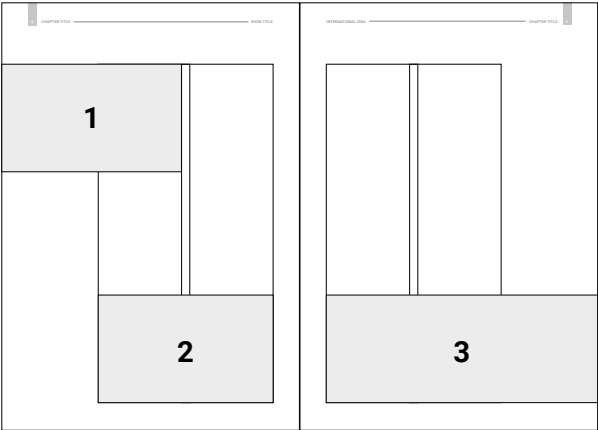
The height of photos, figures, boxes, and tables is flexible.



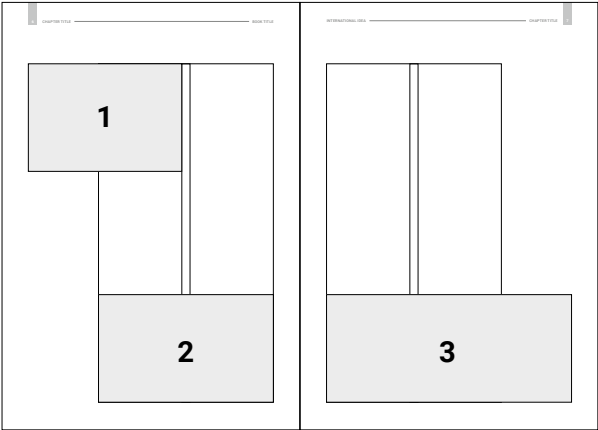
Number of columns



Width options of photos



Width options of figures, boxes, and tables

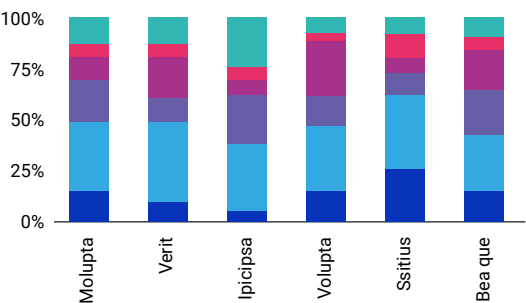


Figures, boxes, and tables

Here are some examples of a figure, box, and table.

The colour of the frame and text of figure, box and table number will automatically change when the colour swatch named “Main theme colour” is edited.

Figure 1: Ciunt perum diatem eosa ea dendam ut



Source: Expel is sit quia corerovit, nimolorio. Ita voluptibus il exce atus si assi cornis.

Box 1: Ciunt perum diatem dolorem eosa ea dendam ut

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Table 1: Ciunt perum diatem dolorem eosa ea dendam ut

Estemque	Estemque	Estemque	Estemque	Estemque	Estemque
Estemque	250	250	250	250	250
Estemque	250	250	250	250	250
Estemque	250	250	250	250	250
Estemque	250	250	250	250	250
Estemque	250	250	250	250	250
Estemque	250	250	250	250	250

Source: Expel is sit quia corerovit, nimolorio. Ita voluptibus il exce atus si assi cornis.

Cover and chapter divider

Design element

Cover

Cover variations

Joint publications

Chapter divider

Design elements

Geometric shapes are used as design elements, which gives the design a contemporary look.

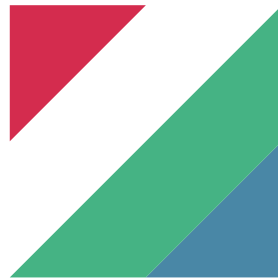
The geometric patterns as shown below can be used on covers and chapter dividers.

The pattern colours can vary between all the secondary colors, as long as the main theme colour of the report is present in the pattern.

THREE MAIN PATTERNS USED ON COVERS WITHOUT PHOTO



Use this pattern for the themes:
Constitution-Building
Money in Politics
Gender and Inclusion



Use this pattern for the themes:
Electoral Processes
Climate Change and Democracy
Democracy Assessment



Use this pattern for the themes:
Digitalization and Democracy
Political Participation and Representation
Neutral theme

SECONDARY PATTERNS USED ON CHAPTER DIVIDERS

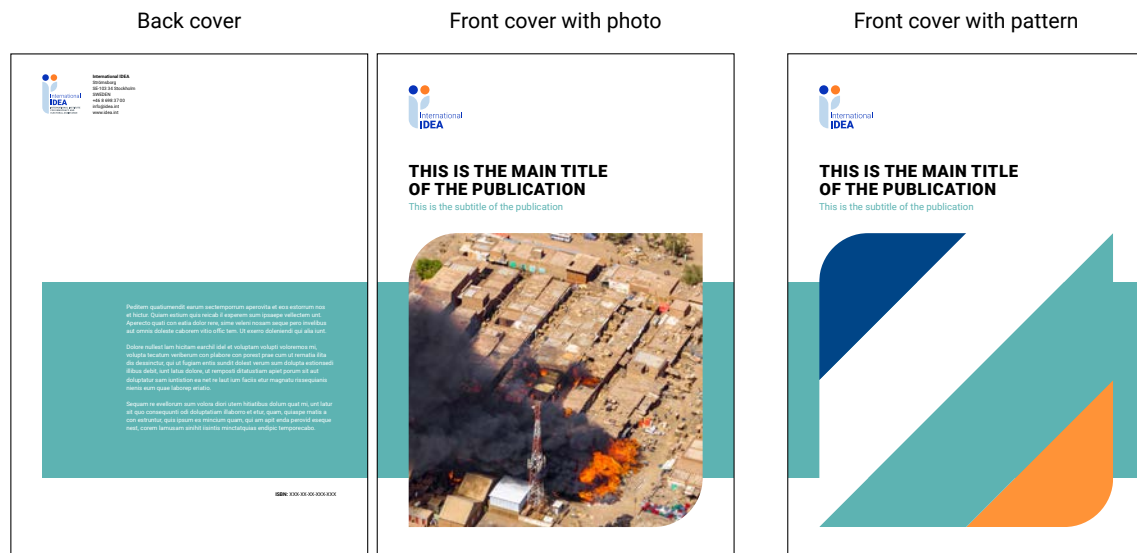


Cover

International IDEA's logo is placed in the upper left corner of the front and back cover.

The color of the subtitle on the cover and the colored horizontal bar spanning across the front to the back cover, should be in the colour of the reports theme.

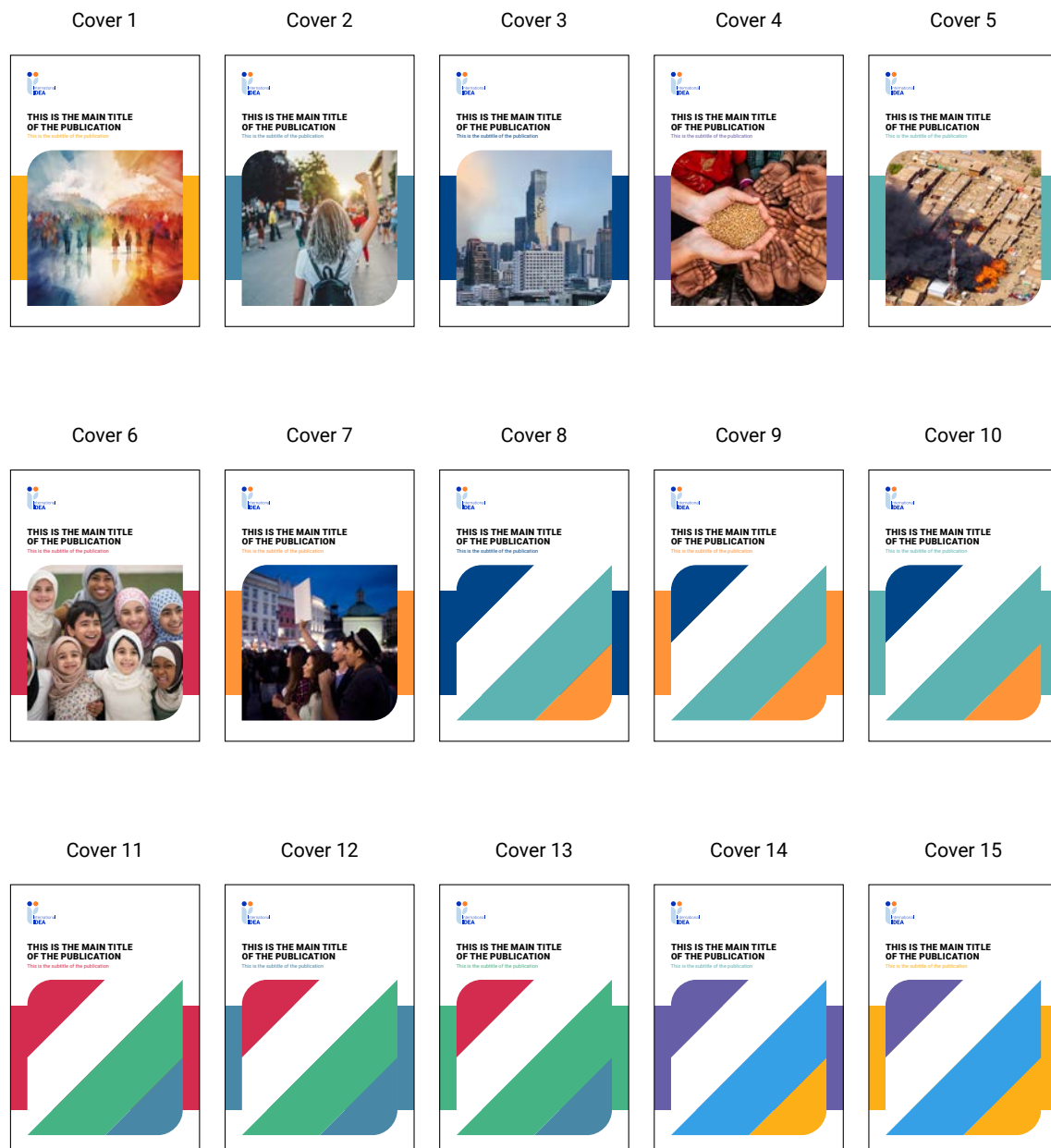
On the back cover it is possible to add a description of the publication.



Cover variations

The photo covers are preferred over covers with a pattern. Choose a cover photo with a strong visual impact, that matches the theme of the report. Photo credit should be present in colophon.

Covers with patterns should have the theme colour present in the pattern (see page 10).

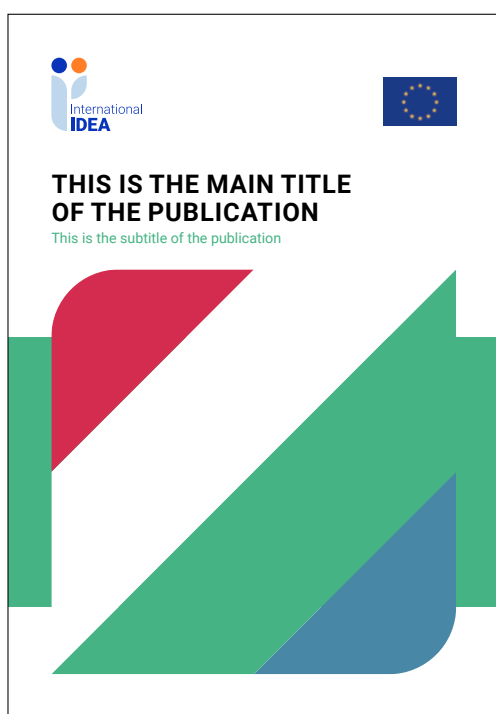


Joint publications

For joint publications, the partner logo is placed to opposite the logo of International IDEA.

All logos should seem visually equal size/balanced.

Front cover with visually equal sized partner logo



Front cover with partner logo in same height as the logo of International IDEA



Chapter divider

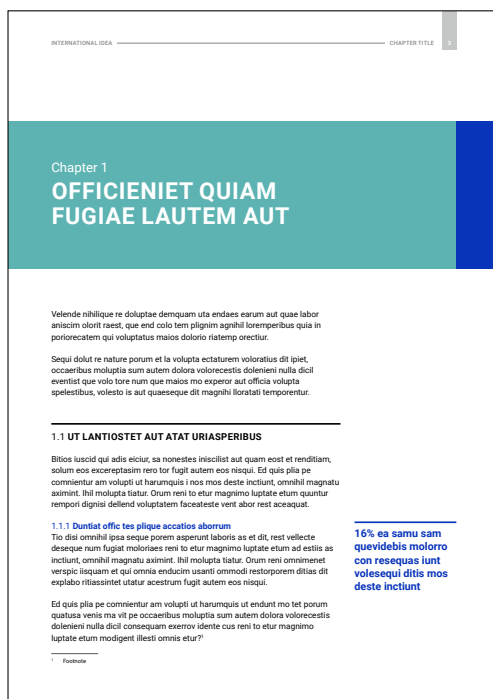
For publications with chapter dividers there are two options.

The first option uses only the top of the page and leaves space for the first part of the content of the chapter.

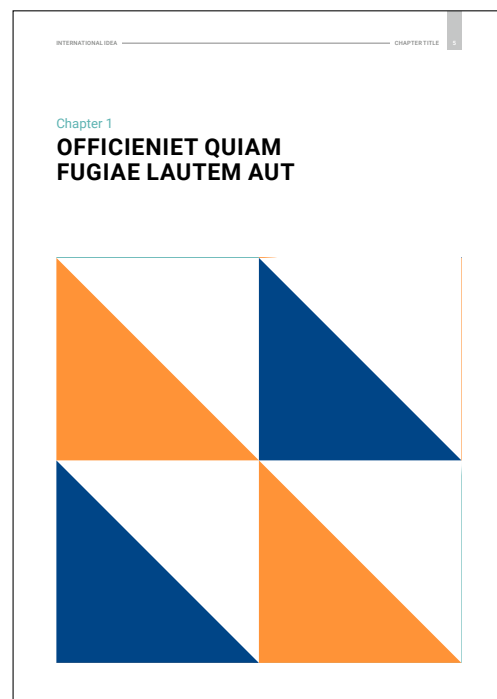
The second option for chapter dividers uses an entire page, with one of the secondary patterns (see page 10).

The theme color should be the main color of the chapter divider. The pattern and the secondary color can vary from publication to publication or from chapter to chapter.

Chapter divider 1



Chapter divider 2



Reports, A4

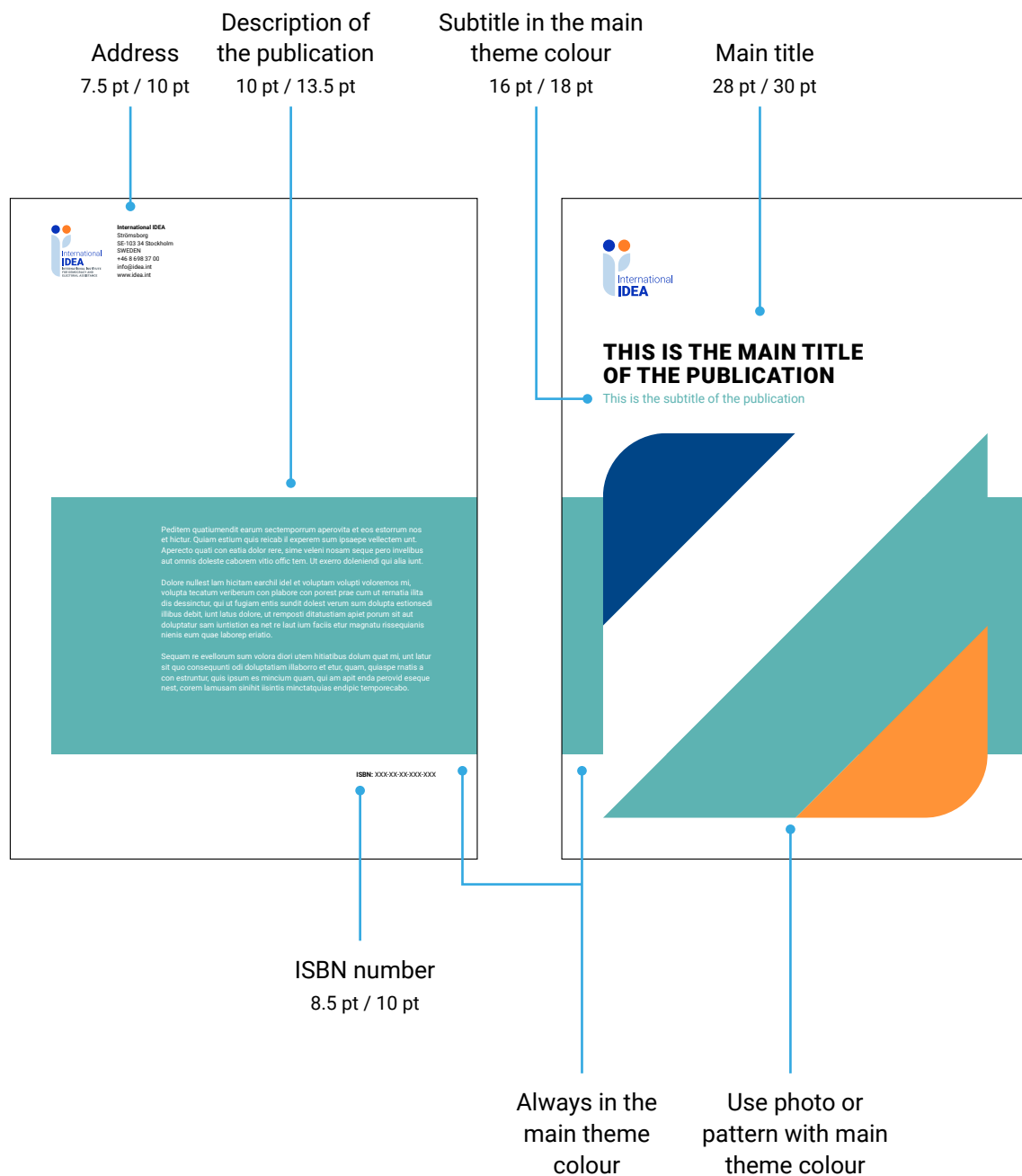
Discussion papers

Policy papers

Event reports

Cover

Reports, A4 (210 x 297 mm)



Colophon and title page

Reports, A4 (210 x 297 mm)

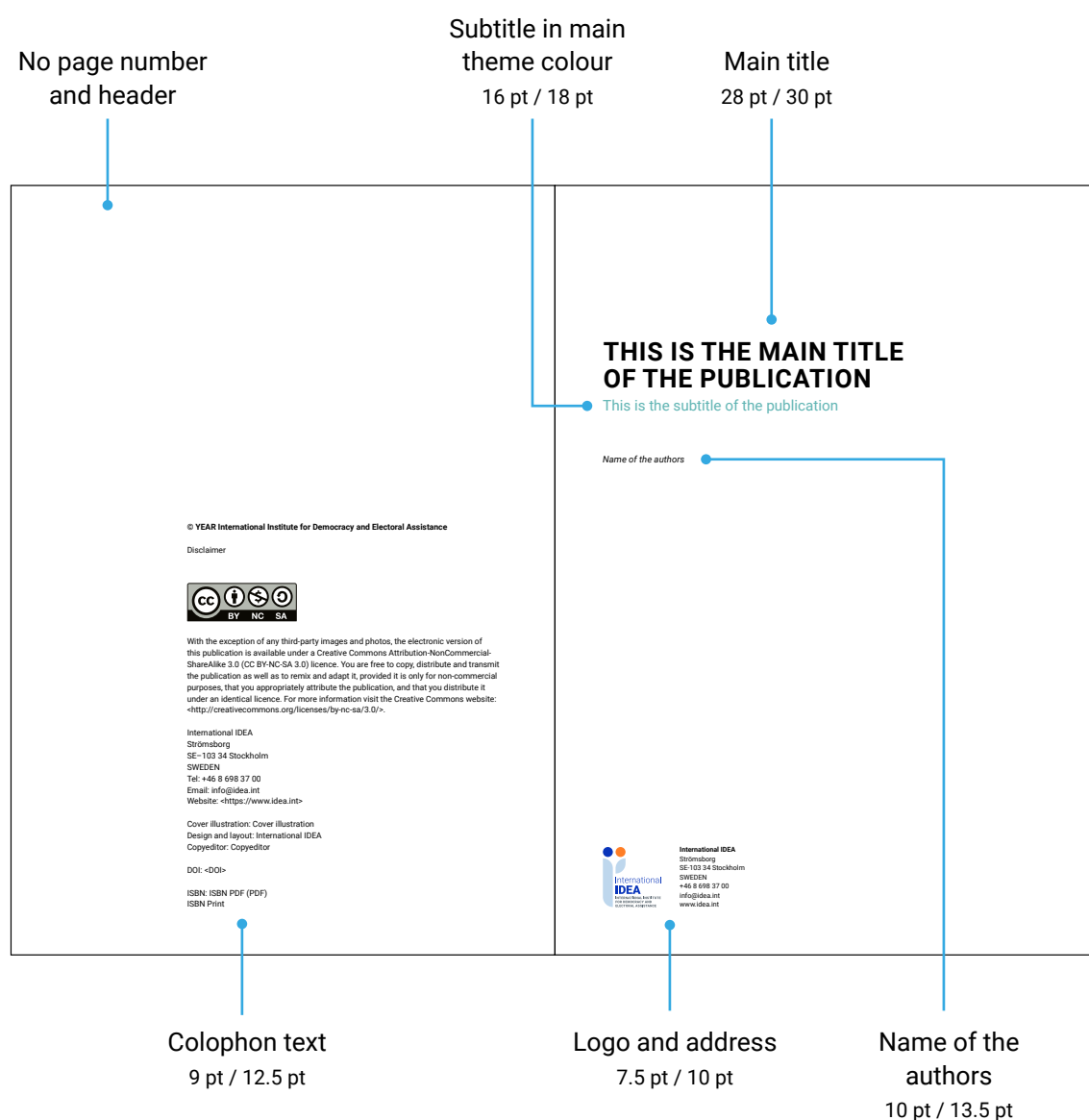


Table of contents

Reports, A4 (210 x 297 mm)

TOC 1 chapter
number in main
theme colour
10 pt / 13.5 pt

TOC 2
10 pt / 13.5 pt

TOC 1
10 pt / 13.5 pt

TOC 3
9 pt / 13.5 pt

INTERNATIONAL IDEA	CHAPTER TITLE	1
Contents		
Abbreviations		2
Chapter 1		
Officinet quam fugiae laudem aut		3
1.1 Ut lantioestet aut atatat uriasperibus		3
1.1.1 Duntiat offic tes plique accatios aborum		3
Chapter 2		
Officinet quam fugiae laudem aut		5
Chapter 3		
Officinet quam fugiae laudem aut		6
1.1 Ut lantioestet aut atatat uriasperibus		7
1.2 Bea samusam que		8
1.2.1 Duntiat offic tes plique accatios aborum		8
References		10
About the authors		11
Annexes		12

Chapter divider

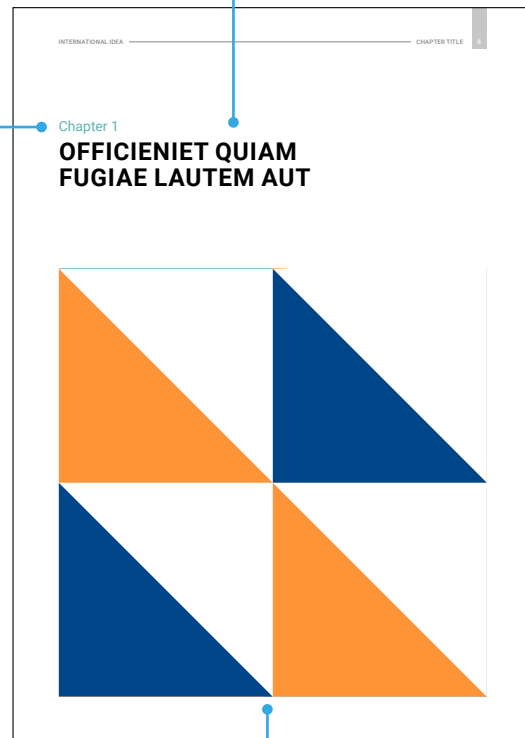
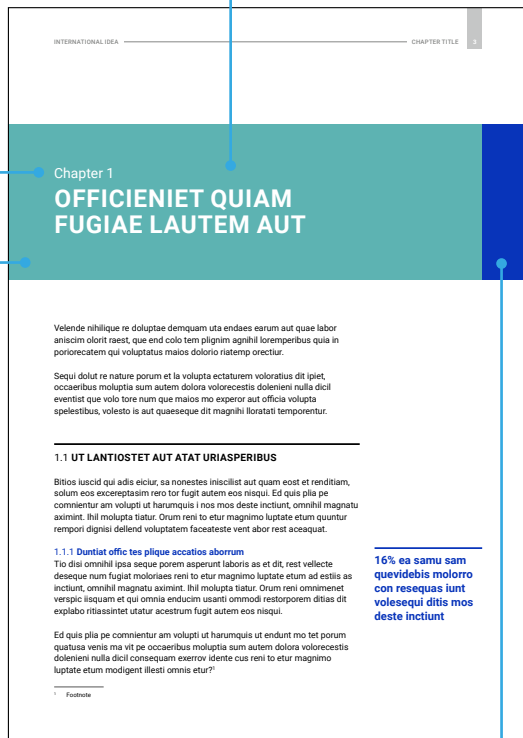
Reports, A4 (210 x 297 mm)

Chapter number
in white
16 pt / 18 pt

Chapter title
in white
28 pt / 30 pt

Chapter number in
main theme colour
16 pt / 18 pt

Chapter title
28 pt / 30 pt



Use main theme
colour.

Use International
IDEA Blue or one
of the secondary
colours.

Use one of the secondary
patterns with the main theme
colour present.

Content

Reports, A4 (210 x 297 mm)

Chapter number in
main theme colour
13 pt / 14 pt

Body text
10 pt / 13.5 pt

Chapter title

Book title

Chapter title



Heading 1
26 pt / 28 pt

Photo
Width size 3

Box number and
frame in main theme
colour
Width size 2

Pull quote always
in International
IDEA Blue
13 pt / 16 pt

Content

Reports, A4 (210 x 297 mm)

Heading 2 with or
without numbering

11.5 pt / 13.5 pt

Heading 3 with or
without numbering

10.5 pt / 13.5 pt

Table number and
frame in main theme
colour

Width size 3

24

CHAPTER TITLE

BOOK TITLE

1.2 BEA SAMUSAM QUE

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Figure 1: Clunt perum diatem incatum eosa ea dendam ut

Source: Expel is sit qua corerovit, nimolorio. Ita volupitibus il exce etus si assi commis.

25

INTERNATIONAL IDEA

CHAPTER TITLE

Table 1: Clunt perum diatem dolorem eosa ea dendam ut

Estemque	Estemque	Estemque	Estemque	Estemque	Estemque	Estemque
Estemque	250	250	250	250	250	250
Estemque	250	250	250	250	250	250
Estemque	250	250	250	250	250	250
Estemque	250	250	250	250	250	250
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Source: Expel is sit qua corerovit, nimolorio. Ita volupitibus il exce etus si assi commis.

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Footnote

Footnote

Photo

Figure number and
frame in main theme
colour
Width size 1

Heading 4 with or
without numbering
10 pt / 13.5 pt

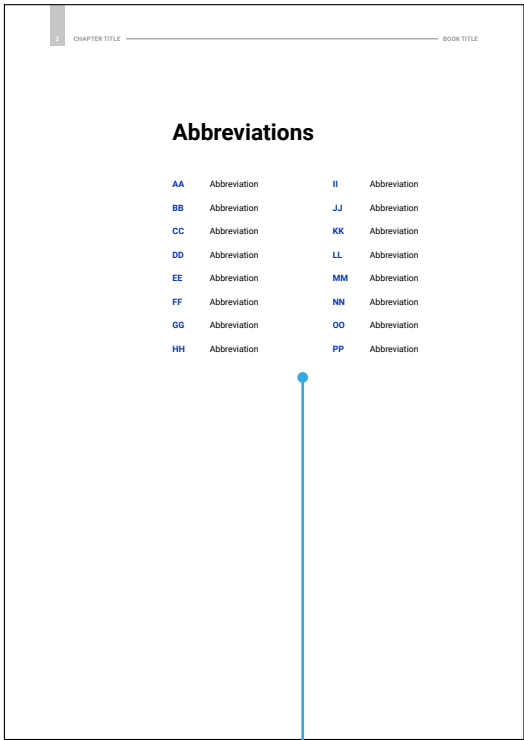
Photo
Width size 1

International IDEA

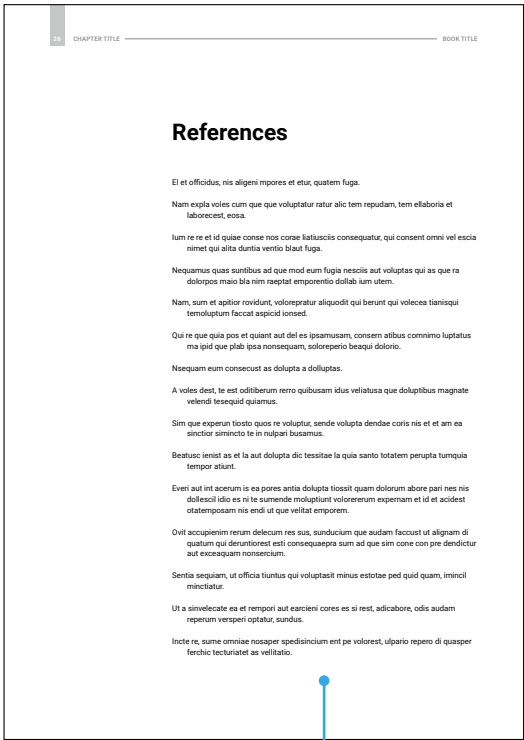
21

Abbreviations and references

Reports, A4 (210 x 297 mm)



The abbreviation is
always in International
IDEA Blue
10 pt / 13.5 pt



References with an
indent of 6 mm
9 pt / 12.5 pt

Reports, A4 (210 x 297 mm)

Annexes can fill
the entire width
of the page

[illegible]

Reports, 170 x 244 mm

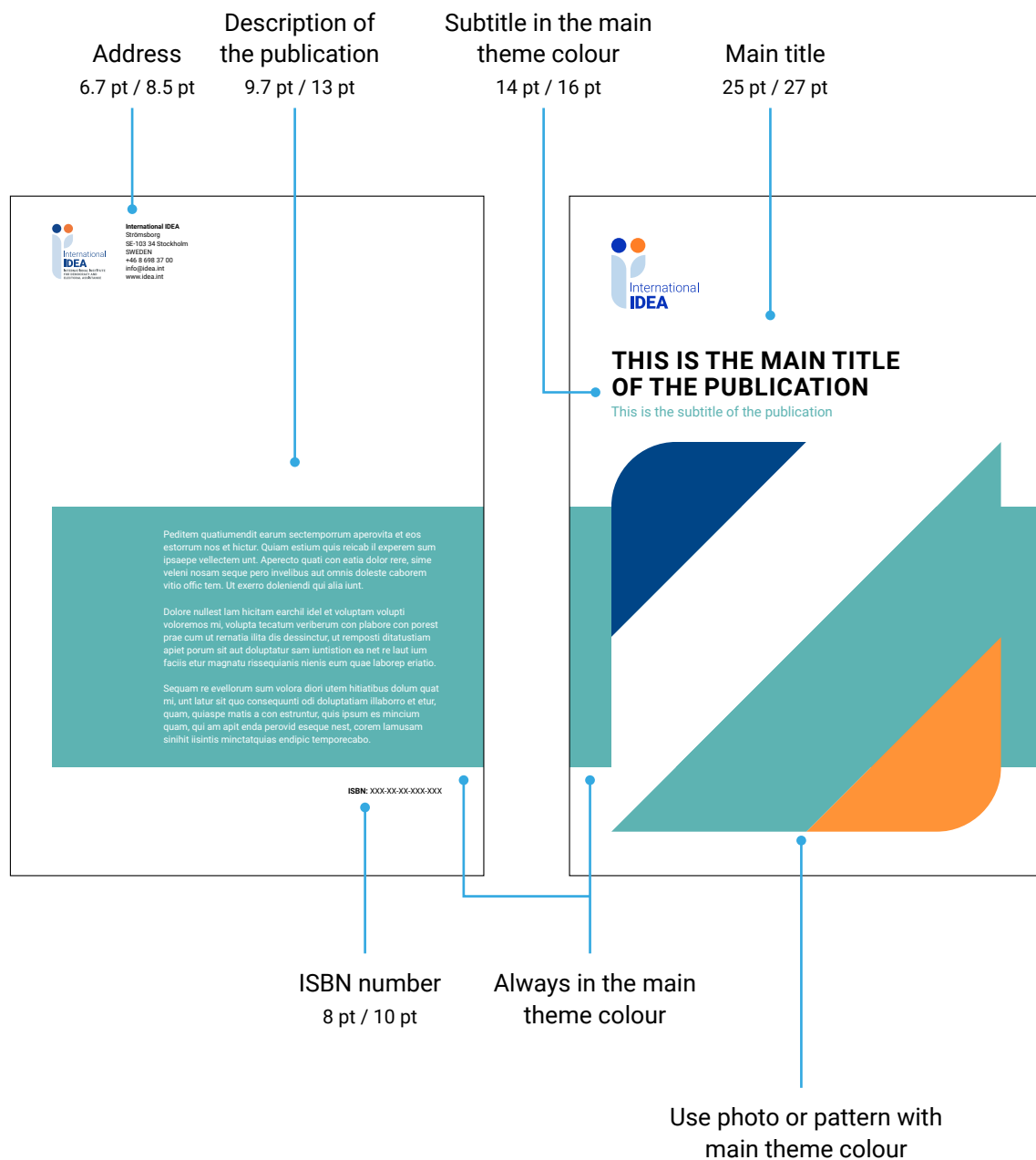
Primers

Reports

Handbooks

Cover

Reports, 170 x 244 mm



Colophon and title page

Reports, 170 x 244 mm

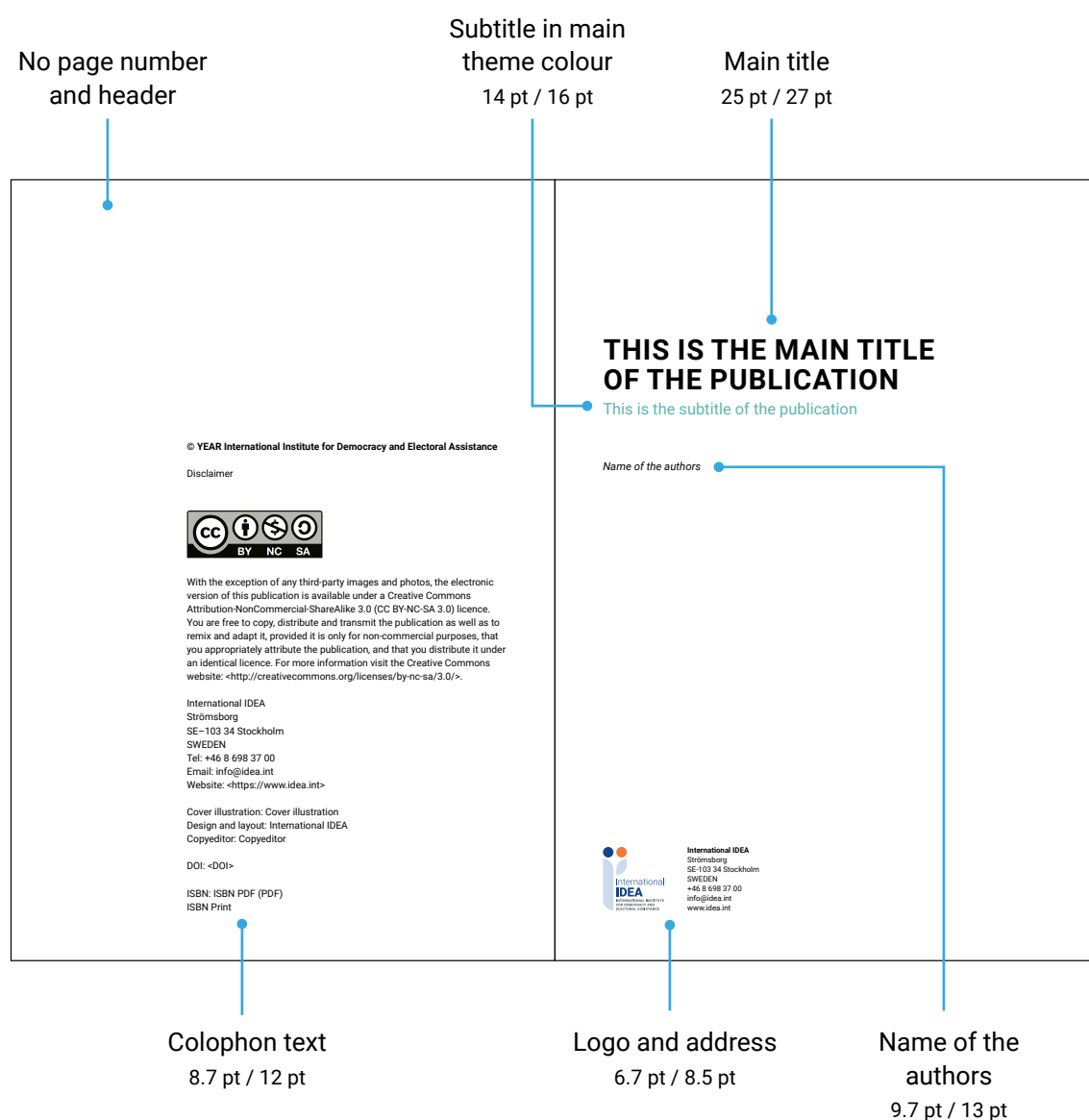


Table of contents

Reports, 170 x 244 mm

TOC 1 chapter
number in main
theme colour
9.7 pt / 13 pt

TOC 2
9.7 pt / 13 pt

TOC 1
9.7 pt / 13 pt

TOC 3
8.7 pt / 13 pt

INTERNATIONAL IDEA	CHAPTER TITLE
Contents	
Abbreviations	2
Chapter 1	
Officenet quam fugiae laudem aut	3
1.1 Ut lantioetet aut atat uriasperibus	3
1.1.1 Duntiat offic tes plique accatios aborum	3
Chapter 2	
Officenet quam fugiae laudem aut	5
Chapter 3	
Officenet quam fugiae laudem aut	6
1.1 Ut lantioetet aut atat uriasperibus	7
1.2 Bea samusam que	8
1.2.1 Duntiat offic tes plique accatios aborum	8
References	10
About the authors	11
Annexes	12

Chapter divider

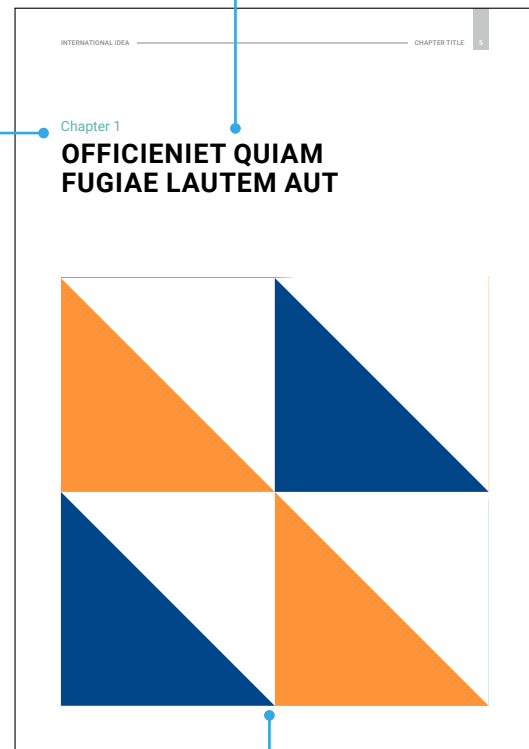
Reports, 170 x 244 mm

Chapter number
in white
13 pt / 15 pt

Chapter title
in white
25 pt / 27 pt

Chapter number in
main theme colour
13 pt / 15 pt

Chapter title
25 pt / 27 pt



Use main theme
colour.

Use International
IDEA Blue or one
of the secondary
colours.

Use one of the secondary
patterns with the main theme
colour present.

Content

Reports, 170 x 244 mm

Chapter number in
main theme colour
11 pt / 13 pt

Body text
9.7 pt / 13 pt

Chapter title

Book title

Chapter title

22 CHAPTER TITLE

BOOK TITLE

23

Chapter 1

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² Footnote

Box 1: Ciunt perum diattem dolorem sfojssjff jsfojsfojdam

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in International
IDEA Blue
12 pt / 15 pt

International IDEA

29

Content

Reports, 170 x 244 mm

Heading 2 with or without numbering
11 pt / 13 pt

Heading 3 with or without numbering
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Table number and frame in main theme colour
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24 CHAPTER TITLE

BOOK TITLE

1.2 BEA SAMUSAM QUE

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Figure 1: Ciunt perum diatem eosa ea dendam ut

Category	Percentage
Molupta	100%
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Ipecipaa	100%
Volupta	100%
Sinluis	100%
Bea que	100%

Source: Expel is sit quia corerovit, nimolorio. Ita voluptibus il exce atus si assi commis.

Footnote

INTERNATIONAL IDEA

CHAPTER TITLE

25

Table 1: Ciunt perum diatem dolorem eosa ea dendam ut

Estemque	Estemque	Estemque	Estemque	Estemque	Estemque
Estemque	250	250	250	250	250
Estemque	250	250	250	250	250
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Source: Expel is sit quia corerovit, nimolorio. Ita voluptibus il exce atus si assi commis.

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Footnote

Photo

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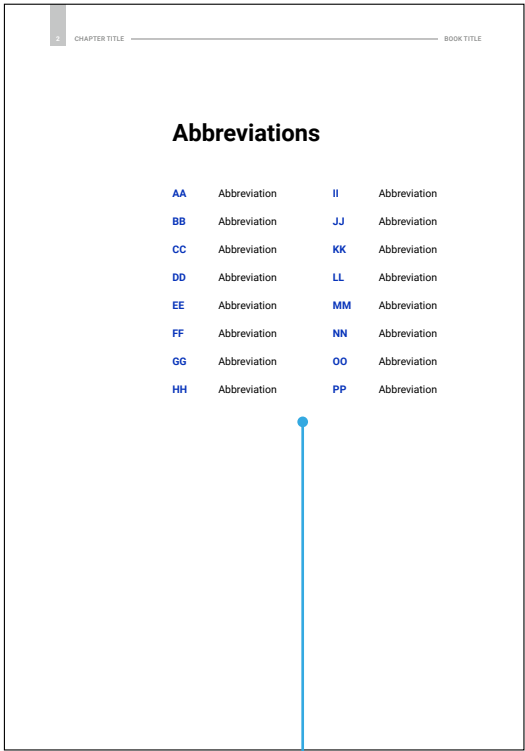
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International IDEA

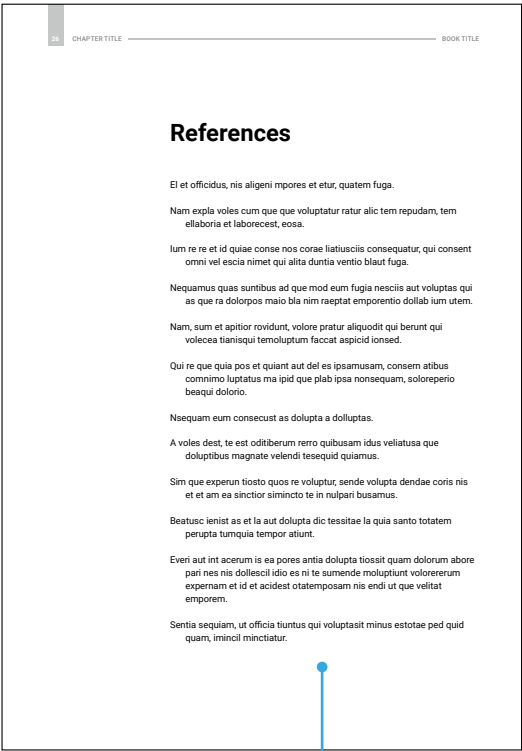
30

Abbreviations and references

Reports, 170 x 244 mm



The abbreviation is
always in International
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References with an
indent of 5 mm
8.7 pt / 12 pt

Annexes

Reports, 170 x 244 mm

Annexes can fill
the entire width
of the page

Annexes

Table 1: Ciunt perum diatem dolorem eosa ea dendam ut

[illegible]

Source: Expel is sit quia corerovit, nimolorio. Ita voluptibus il exce atus si assi comnis.

— Table 2: Ciunt perum diatem dolorem eosa ea dendam ut

[illegible]

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Single pages, A4

Policy Briefs

Constitution Briefs

Fact sheets

Technical Papers

GSoD In Focus

Front page

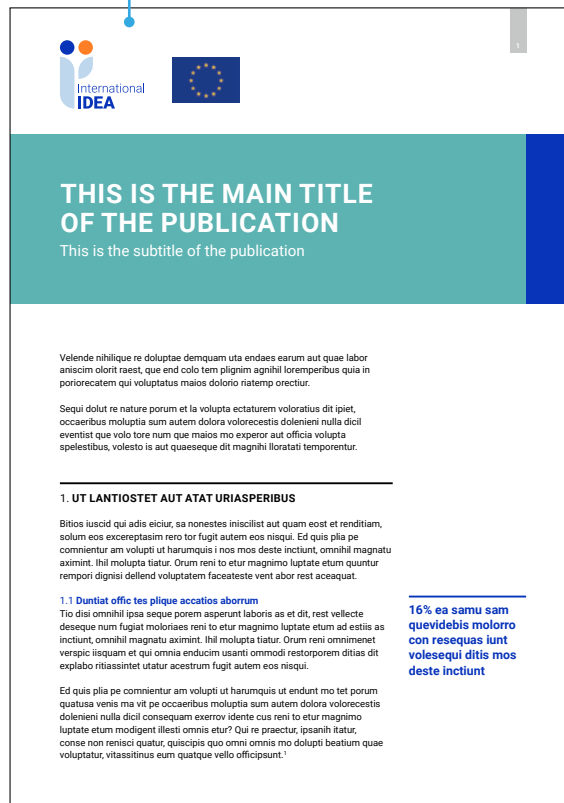
Single pages, A4 (210 x 297 mm)



Front page, joint publications

Single pages, A4 (210 x 297 mm)

All logos should seem visually equal size/balanced.



Back page

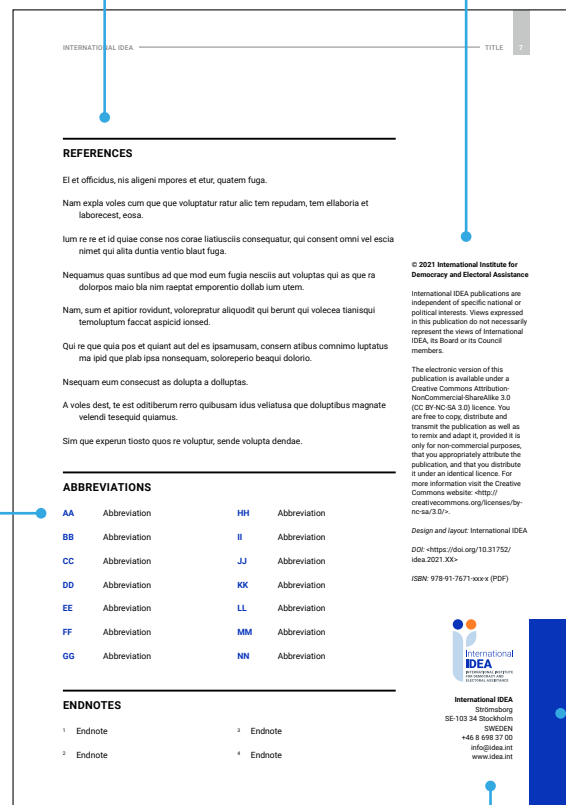
Single pages, A4 (210 x 297 mm)

References

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Colophon

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The abbreviation
is always in
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Logo and address
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Always in
International IDEA
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Content

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Body text

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Title

Title

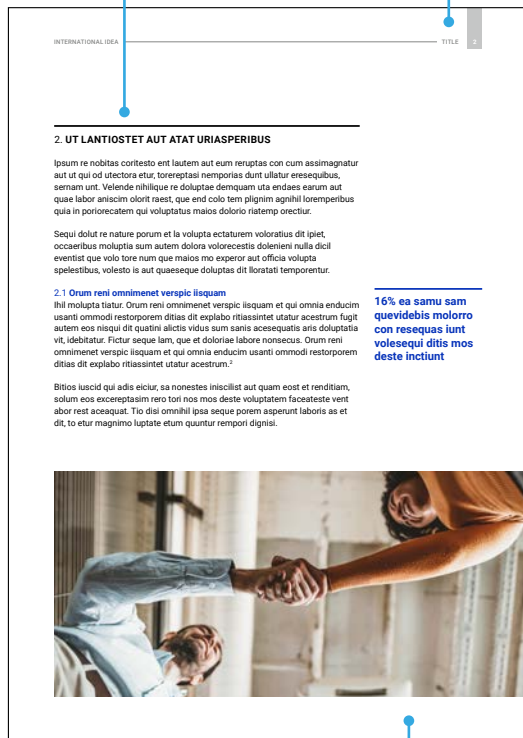


Photo
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Box number and
frame in the main
theme colour
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in International
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Content

Single pages, A4 (210 x 297 mm)

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without numbering
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Heading 3 with or
without numbering
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Table number and
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INTERNATIONAL IDEA

TITLE

4

3. BEA SAMUSAM QUE

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Figure 1: Clunt perum diatem inctatum eosa ea dendam ut

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INTERNATIONAL IDEA

TITLE

5

Table 1: Clunt perum diatem dolorem eosa ea dendam ut

Estemque	Estemque	Estemque	Estemque	Estemque	Estemque	Estemque
Estemque	250	250	250	250	250	250
Estemque	250	250	250	250	250	250
Estemque	250	250	250	250	250	250
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Source: Expel is sit qua coreorvit, nimolorio. Ita voluptibus il exce atus si assi commis.

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Photo
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Accessibility

Legibility

Ensure that our publications follows a clear and logical design and layout. This means keeping the page uncluttered and ensuring that headings, page numbers and other navigational features always appear in the same location, in a consistent format, on the page and throughout the document. Always use a legible font size.

Text alignment:

Left-aligned text (for all languages other than Arabic) creates a logical reading pattern and makes it easier for readers to find the starting point of the paragraph or next line.

Justified paragraphs can crowd words together or leave large gaps between words.

Right-aligned or centred paragraphs are difficult to follow for partially sighted readers, because they often start and end in different places.

Emphasized text:

Use bold type to create emphasis, rather than capitals, italics and underlined text.

LONG BLOCKS OF CAPITALS, ITALICS AND UNDERLINED TEXT *can distort the shapes of letters and make them difficult to read.*

Leading:

The amount of space between lines in a paragraph – known as leading – is very important.

Leaving adequate leading space enhances the ease and speed of reading.

Accessibility

Optimize for screenreading software

Most images and figures (aside from those that are purely decorative) should be accompanied by a caption used to complement or contextualize the image.

Alt text describes or explains images and figures to people with visual impairments. Alt text appears when users hover their cursor over an image; this text can also be read out loud by a screen reader.

When exporting pdf from InDesign, the option “Create Tagged PDF” has to be activated to include ALT texts.

Write descriptive ALT text for images and figures in InDesign
Test by hovering mouse over image in pdf



Venet quaquid quaque cus, sintur, il illorem explis nosto berumqu amendi re nobis reium voluptati.

Write captions whenever relevant

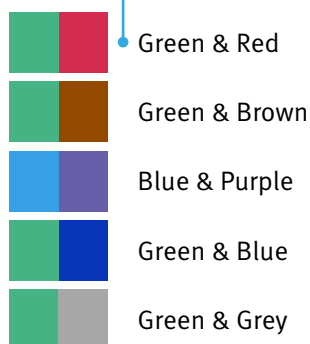
Colour contrast and combinations

A sharp contrast between background and text colour enhances legibility.

If you are using white type on a dark background, a heavy-weight font can make the text stand out clearly.

People with colour blindness have difficulty distinguishing between certain colour combinations. Red-green colour blindness – the most common form of the condition – makes it difficult to tell red and green apart, so avoid using these colours together in maps, graphs and other figures.

Try to avoid bad color combos in figures



Keep legend colors in same order as figure colors

