



**INTERNATIONAL IDEA**  
Supporting democracy worldwide

# VISUAL IDENTITY MANUAL

2019

**www.idea.int**



@int\_IDEA



InternationalIDEA

# VISUAL IDENTITY MANUAL

## International IDEA

All products as described in this Visual Identity Manual must be sent for review and approval to International IDEA's Communications Team: [CommunicationsTeam@idea.int](mailto:CommunicationsTeam@idea.int)

In regard to physical items, variations based on physical space, cost, vendor would be taken into consideration for each team and product order.



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This Visual Identity Manual has been produced by International IDEA in collaboration with Vision Communication.

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# **1 Definition of trademark**

- 1.1 Introduction**
- 1.2 Meaning of International IDEA**
- 1.3 Name and acronym**

## **1.1 Introduction**

A brand is much more than just a logo and a name. It is what differentiates us from other organizations and it is reflected in all our communications, be it printed materials, email campaigns, websites or simply how we talk about ourselves. Our brand defines the way we want to be perceived by all our targeted audiences.

This visual identity manual has been created to help strengthen International IDEA's brand and to present its corporate identity. To that end, the manual sets and helps us understand general rules to ensure its correct and consistent implementation at a global level.

## **1.2 Meaning of International IDEA**

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.**

## 1.3 Name and acronym

### English

Full name:

**International Institute for Democracy and Electoral Assistance**

Abbreviated name:

**International IDEA**

Tag line:

**Supporting democracy worldwide**

### Portuguese

Full name:

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

Abbreviated name:

**International IDEA**

Tag line:

**Apoiando a democracia internacionalmente**

### Spanish

Full name:

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

Abbreviated name:

**IDEA International**

Tag line:

**En apoyo a la democracia en todo el mundo**

### Arabic:

Full name:

**المؤسسة الدولية للديمقراطية والانتخابات**

Abbreviated name:

**المؤسسة الدولية للديمقراطية والانتخابات**

Tag line:

**دعاً للديمقراطية حول العالم**

### French

Full name:

**L'Institut international pour la démocratie et l'assistance électorale**

Abbreviated name:

**IDEA International**

Tag line:

**Soutenir la démocratie dans le monde**

## 2 Logo

- 2.1 Colour**
- 2.2 Correct use**
- 2.3 Minimum size**
- 2.4 Versions**
- 2.5 Examples of misuse**

## 2 Logo

The most important visual identification device for International IDEA is the logo. It is to the Institute what a handwritten signature is to a person – the unique graphic expression of individuality.

The logo has been designed to highlight its basic distinctive elements: the acronym IDEA and the square shape.

Its elements, proportions and colour range should not be modified.



File identifier

2 INTERNATIONAL IDEA\_LOGO.jpg / .ai

### 2.1 Colour



#### Main colours:



Pantone	P 288 C
CMYK	100/67/0/23
RGB	0/69/135
Hex	004587

1. Blue International IDEA



CMYK	0/0/0
RGB	255/255/255
Hex	FFFFFF

2. White

#### Complementary colours:



Pantone	P 7506 C
CMYK	0/4/9/0
RGB	255/248/235
Hex	FFF8EB

3. Beige

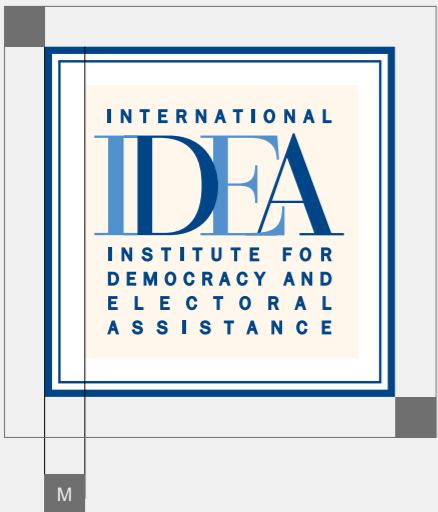


Pantone	P 284 C
CMYK	70/35/0/0
RGB	79/143/135
Hex	4F8FCC

4. Sky blue

## 2.2 Correct use

### Main logo



### Technical use

The minimum space around the outer frame must never be less than an “M”, which is the width between the square frame and the initials.

### Main logo with tag line



**INTERNATIONAL IDEA**  
Supporting democracy worldwide

### Tag line

The tag line must always be placed under the logo justified to the centre.

### Colour tag line

As a general rule, the International IDEA Blue colour and white colour will be used for colour tag line texts.

## 2.3 Minimum size

### Minimum size

The minimum size of the logo is 15mm.



### Minimum size with description

In small sizes of the logo, the description is required and will be placed on the right side of the logo.



### INTERNATIONAL IDEA

The International Institute for Democracy and Electoral Assistance



### INTERNATIONAL IDEA

The International Institute for Democracy and Electoral Assistance

### File identifier

2.2 INTERNATIONAL IDEA LOGO\_TAG LINE.ai

2.2 INTERNATIONAL IDEA LOGO\_TAG LINE\_blue.png

2.2 INTERNATIONAL IDEA LOGO\_TAG LINE\_white.png

2.3 INTERNATIONAL IDEA\_MIN SIZE\_DESCRIPTION.ai

2.3 INTERNATIONAL IDEA\_MIN SIZE\_DESCRIPTION\_BLUE.png

2.3 INTERNATIONAL IDEA\_MIN SIZE\_DESCRIPTION\_WHITE.png

## 2.4 Versions

### Main versions



#### 2 COLOURS

This logo should be used when the technical specifications of the printer or manufacturer will limit the number of colours allowed to 2 only. If the surface on which we are printing is not white, then a white background is to be added to the logo.



#### 1 COLOUR

This logo should be used when the technical specifications of the printer or manufacturer will limit the number of colours allowed to 1 only. If the surface on which we are printing is not white, then a white background is to be added to the logo.



#### SOCIAL MEDIA

This logo should be used as a profile image only on official International IDEA social media accounts like Facebook and Twitter.

#### File identifier

2.4 INTERNATIONAL IDEA VERSIONS.ai  
2.4 INTERNATIONAL IDEA VERSIONS\_2COLOURS.jpg  
2.4 INTERNATIONAL IDEA VERSIONS\_1COLOUR.jpg  
2.4 INTERNATIONAL IDEA VERSIONS\_SOCIAL MEDIA.png

### Secondary versions



#### BLACK AND WHITE

This logo should be used for publications in black and white.



#### BLACK SILHOUETTE

This logo should be used when a silhouette is needed, for example on stamps or cut vinyls.



#### WHITE SILHOUETTE

This logo should be used when a silhouette in white is needed, for example in cut vinyls or acid vinyls.

#### File identifier

2.4 INTERNATIONAL IDEA VERSIONS\_BLACK&WHITE.png  
2.4 INTERNATIONAL IDEA VERSIONS\_BLACK SHAPE.png  
2.4 INTERNATIONAL IDEA VERSIONS\_WHITE SHAPE.png

## 2.5 Examples of misuse

Main logo:



### MAIN LOGO ✓

This is the correct use of the logo.



### TRANSPARENCIES ✗

If the logo is placed on top of a colour surface, make sure to include the white background (inner white square) as well in order to avoid transparencies.



### COLOURS ✗

Variations of colours or negatives cannot be realized.



### MARKS ✗

The 2 frames around the logo must always be maintained.



### PROPORTIONS ✗

The square format and the white spaces between the beige square and the frames must always be maintained.

# 3 Typography

3.1 Font

3.2 Usage examples

## 3.1 Font

The International IDEA corporate typefaces are Meta OT and Garamond Pro. These two font families have a very different style: the first one is modern, while the second is classic.

To ensure correct use of the typographic range in Meta OT font, 3 typefaces in the same family are specified, Meta OT Black, Meta OT Regular and Meta OT Light.

Of the Garamond Pro, we will use Garamond Pro Regular as a general rule.

In certain applications, like PowerPoint, Word and email, where Meta OT is generally not available Arial is the approved alternative.

### Colours

Three colours should be used for the texts: the blue International IDEA, gray and black or white (for text on corporate background).

#### BLUE INTERNATIONAL IDEA

 CMYK: 78 / 0 / 35 / 0  
RGB: 0 / 155 / 179

#### BLACK

 CMYK: 0 / 0 / 0 / 100  
RGB: 29 / 29 / 27

#### GRAY

 CMYK: 0 / 0 / 0 / 60  
RGB: 135 / 135 / 135

#### WHITE

 CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255

#### META OT BOLD

To be used for titles and website name (www.idea.int).

**AaBb123**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### META OT LIGHT

To be used for subtitles with font size larger than 12 pt.

**AaBb123**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### META OT REGULAR

To be used for subtitles with font size smaller than 12 pt.

**AaBb123**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### GARAMOND PRO REGULAR

To be used for texts in general.

**AaBb123**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### ARIAL REGULAR

Operating system typeface. Use in PowerPoint, Word and email.

**AaBb123**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Font identifier

3.1 FONT

## 3.2 Usage examples

### Example of cover

#### A. TITLE

Meta OT Bold - 50 pt / 50pt

#### B. SUBTITLE

Meta OT Light - 25 pt

#### C. FOOTER

WEB: Meta OT Bold - 16 pt

MEDIA: Meta OT Regular - 10 pt

**Format**  
DIN A4 / 210 mm x 297 mm

**File identifier**  
5.2.1 BROCHURE.ai



## General overview for type applications:

### HEADER

TITLE: Meta OT Bold - 28 pt

SUBTITLE: Meta OT Light - 15 pt

### BODY

A. TITLE: Meta OT Bold - 22 pt

B. SUBTITLE: Meta OT Light - 20 pt

C. BODY TEXT: Garamond Pro Regular - 12 pt

D. CONTACT: Meta OT Bold - 10 pt

E. BOILERPLATE TEXT: Garamond Pro Regular - 10 pt

### FOOTER

ADDRESS: Meta OT Regular - 9 pt

WEB: Meta OT Bold - 13,5 pt

MEDIA: Meta OT Regular - 8 pt

### Format

DIN A4 / 210 mm x 297 mm

### File identifier

5.3.1 PRESS RELEASE.ai



# 4 Visual system

## 4.1 Corporate Background

4.1.1 Corporate Background with Logo

## 4.2 Regions

## 4.3 Programmes

## 4.4 Photographic treatment

## 4.5 Usage examples

## 4.6 Joint publications

Corporate background used in covers



## 4.1 Corporate Background

### Vertical formats

The logo will be accompanied by an elegant corporate background consisting of sinuous topographical lines.

These lines are of various shades of blues (based on the colours defined in the logo), alluding to one International IDEA working across all the continents to reinforce the idea of partnership, collaboration and international cooperation.

The corporate background can be either used with or without the logo.

Corporate background used in headers



### File identifier

- 4.1 COPORATE BACKGROUND\_DinA4\_COVER.ai / .jpg
- 4.1 COPORATE BACKGROUND\_DinA4\_HEADER.ai / .jpg
- 4.1 COPORATE BACKGROUND\_DinA4\_FOOTER.ai / .jpg

Corporate background used in footers



## Landscape formats

For landscape formats, such as folders, double-page presentations (like this manual) or covers and backs of catalogs, these backgrounds should be used.

Corporate background for large formats (840 x 297 mm)



Corporate background used in headers Din A3 size



Corporate background used in footers Din A3 size



### File identifier

- 4.1 COPORATE BACKGROUND\_LARGE.ai / .jpg
- 4.1 COPORATE BACKGROUND\_LARGE\_HEADER.ai / .jpg
- 4.1 COPORATE BACKGROUND\_LARGE\_FOOTER.ai / .jpg

## 4.1.1 Corporate Background with Logo

### Headers

In formats where a headline should be highlighted, such as covers, roll-up banners or folders, the International IDEA logo is to be placed in the center of the design.

Place the logo in the center of the corporate background, covering the horizontal half.

### Version A



The size of the header strip (white or corporate background) must be the same size as the logo.

Depending on the layout, use a different background size and one version or another. See the examples below.

### Version B



Two examples of International IDEA publications. The top example is a letterhead with a blue header strip at the top containing the logo and text, followed by a white main body with the title "REPRESENTATION IN THE AGE OF POPULISM?" and subtitle "Ideas for global action". The bottom example is a poster with a dark blue background featuring a white vertical strip on the left side containing the logo and text, followed by a white main body with the title "SUPPORTING DEMOCRACY WORLDWIDE" and subtitle "Subtitle". Both examples include a footer with the website "www.idea.int", social media links, and the International IDEA logo.

### Examples of compositions: logo + corporate background

#### Letterhead

Upper strip and foot with corporate background, see version A.

#### Poster

Vertical strip as the basis of the graph, see version B.

## Headers

In formats like publications with extensive content, the logo is to be aligned to the left together with the text.

### Version C



### File identifier

**VERSION A:** 4.1.4 CORPORATE BACKGROUND WITH LOGO\_A.ai / .jpg

**VERSION B:** 4.1.4 CORPORATE BACKGROUND WITH LOGO\_B.ai / .jpg

**VERSION C:** 4.1.4 CORPORATE BACKGROUND WITH LOGO\_C.ai / .jpg

**FACT SHEET**  
March 2019

**TITLE**  
Subtitle  
A Revised Edition  
Foreword by Name and Surname

**Introduction**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In at lobortis orci. Sed varius convallis augue, vel aliquam velit venenatis et. Curabitur non arcu justo. Sed non purus orci. Nam venenatis justo vel nisi cursus semper. Proin euismod urna lacus, consequat feugiat tellus iaculis vel. Etiam volutpat aliquam consequat. Ut egestas purus tellus. Aenean ac nulla blandit, finibus ipsum sit amet, tristique magna.

**Suspendisse** eget leo nec magna congue pulvinar. Nullam nunc erat, vehicula in dui et, pulvinar scelerisque tellus. Pellentesque dapibus mattis ligula, ac facilisis massa euismod id. Nullam eros arcu, varius ut eleifend feugiat, bibendum at sapien. Donec maximus lorem nibh, egestas pretium sapiens vestibulum lacinia. Nam efficitur vulputate lacus, ac mollis leo elementum vel. Morbi laoreet lorem et dolor gravida rutrum. Praesent ac risus commodo, pharetra nisi non, dapibus turpis.

From Name and Surname  
Charge

[www.idea.int](http://www.idea.int) International IDEA

**PRESS RELEASE**  
16 September 2019

**Title text**  
Subtitle text

Integer cursus, ex at eleifend cursus, arcu mauris efficitur augue, ut elementum nunc magna id neque. Nunc mi magna, eleifend ut tellus a, vehicula consectetur nulla. Mauris hendrerit diam sit amet felis tempus, nec ultricies ut varius convallis. Nam quis leo at odio pharetra lacinia eu id risus. Maecenas laoreet blandit tortor.

Maecenas efficitur, nibh sit amet tempor semper, erat justo feugiat turpis, sit amet venenatis est purus vitae dui. Vivamus tempor nisi vel magna congue condimentum. Fusce a sodales odio, et ultricies nunc. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Sed tempore, lectus in finibus ornare, dui risus suscipit nunc, a sollicitudin enim risus ac ante. Mauris sodales ut massa ut porta. Morbi facilisis orci non lorem lacina, sed porta libero.

Media contact: Contact CommunicationsTeam@idea.int

The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization with the mandate to promote and advance democracy worldwide. International IDEA contributes to the public debate on democracy and assists in strengthening process, reforms, institutions and actions that build, advance and safeguard democracy, with a focus on electoral processes, constitution-building processes and political participation and representation. Maintaining areas of all of our work is gender and inclusion, conflict sensitivity and sustainable development. For more information, visit [www.idea.int](http://www.idea.int).

Stockholm, SE-103 34 Stockholm, Sweden | Tel: +46 8 696 37 00 | CommunicationsTeam@idea.int  
[www.idea.int](http://www.idea.int) International IDEA

### Examples of compositions: logo + corporate background

#### Fact Sheet

Upper strip with logo on the left and foot with corporate background, see version C.

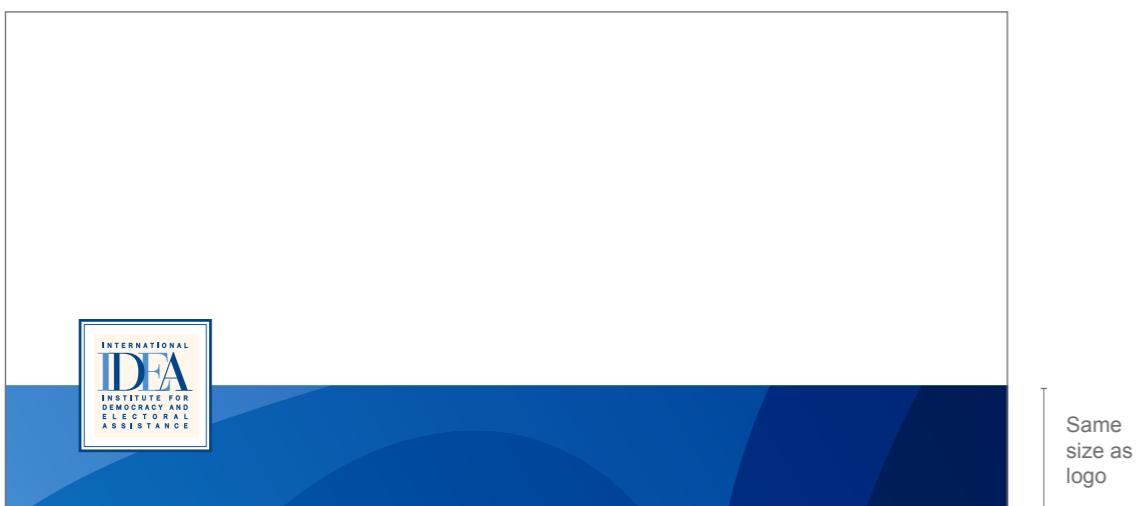
#### Press Release

Upper strip with logo on the left and foot with corporate background, see version C.

## Footers

In special formats, the strip can also be placed as a footer. The logo is to be aligned to the left with the rest of the text, if any. The size of the strip should be the same of the logo, whenever possible.

## Version D



## Examples of compositions: logo + corporate background

**TITLE**  
SUBTITLE

Text 1  
Text 2



TOPIC

[www.idea.int](http://www.idea.int)

PowerPoint Slide

International IDEA  
Strömsborg  
SWEDEN  
[info@idea.int](mailto:info@idea.int)  
[www.idea.int](http://www.idea.int)



DL Envelope

File identifier

VERSION D: 4.1.4 CORPORATE BACKGROUND WITH LOGO\_D.ai / .jpg

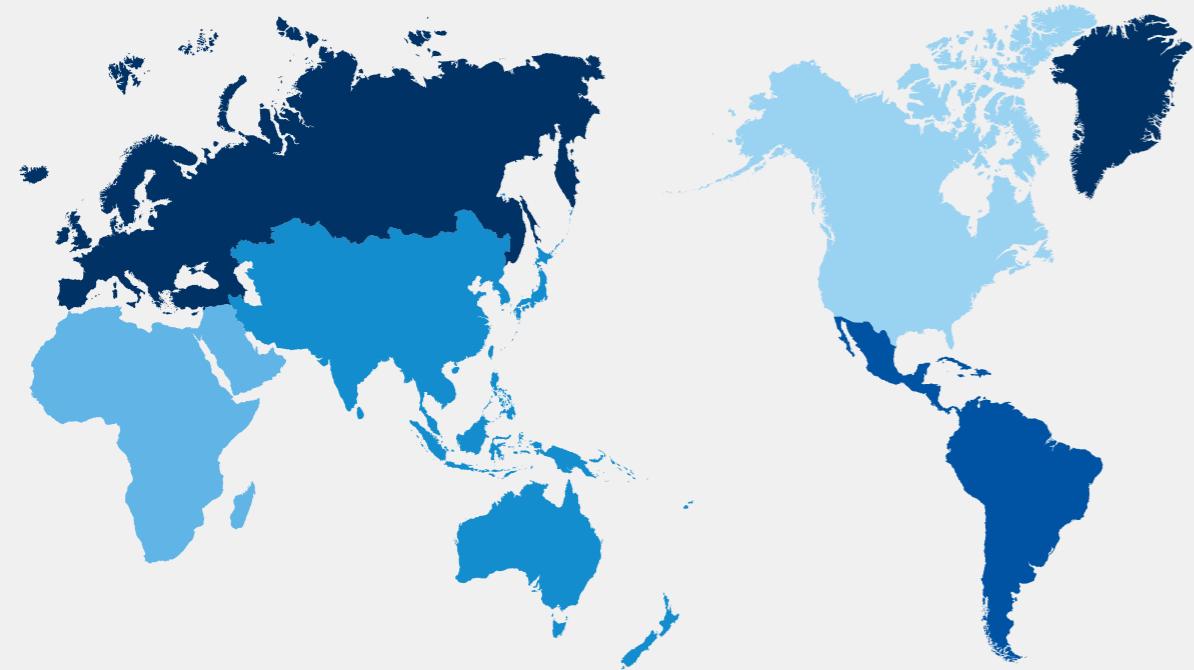
## 4.2 Regions

Depending on the specific case, we will use the general map with all the regions or a map in which only a selected region is highlighted. The typeface will be the same colour as the region and lowercase.

File identifier  
4.2 REGIONS.ai

World map with all regions:

- Wider Europe
- North America
- Africa and West Asia
- Latin America and the Caribbean
- Asia and the Pacific



World map with 1 highlighted region:

### Wider Europe

CMYK: 100 / 67 / 0 / 50  
RGB: 0 / 50 / 101



### Africa and West Asia

CMYK: 61 / 13 / 0 / 0  
RGB: 97 / 180 / 229



### Asia and the Pacific

CMYK: 79 / 32 / 0 / 0  
RGB: 19 / 141 / 205



### North America

CMYK: 43 / 3 / 2 / 0  
RGB: 154 / 210 / 241



### Latin America and the Caribbean

CMYK: 100 / 67 / 0 / 0  
RGB: 0 / 83 / 162



## 4.3 Programmes

As a general rule, the round icon should always be used. Depending on the specific case, also use the lineal in its programme colour.

The typeface will be the same colour as the programme and uppercase. (Meta OT Bold)

### CONSTITUTION-BUILDING PROCESSES

■ CMYK: 78 / 0 / 35 / 0 RGB: 0 / 155 / 179
■ CMYK: 51 / 0 / 23 / 0 RGB: 134 / 204 / 206



### ELECTORAL PROCESSES

■ CMYK: 0 / 95 / 72 / 0 RGB: 230 / 34 / 58
■ CMYK: 0 / 77 / 41 / 0 RGB: 235 / 90 / 111



### POLITICAL PARTICIPATION AND REPRESENTATION

■ CMYK: 75 / 0 / 99 / 0 RGB: 58 / 170 / 55
■ CMYK: 34 / 0 / 75 / 0 RGB: 188 / 210 / 94



### DEMOCRACY ASSESSMENT AND POLITICAL ANALYSIS

■ CMYK: 64 / 92 / 0 / 15 RGB: 110 / 44 / 123
■ CMYK: 31 / 54 / 0 / 0 RGB: 186 / 136 / 187



File identifier

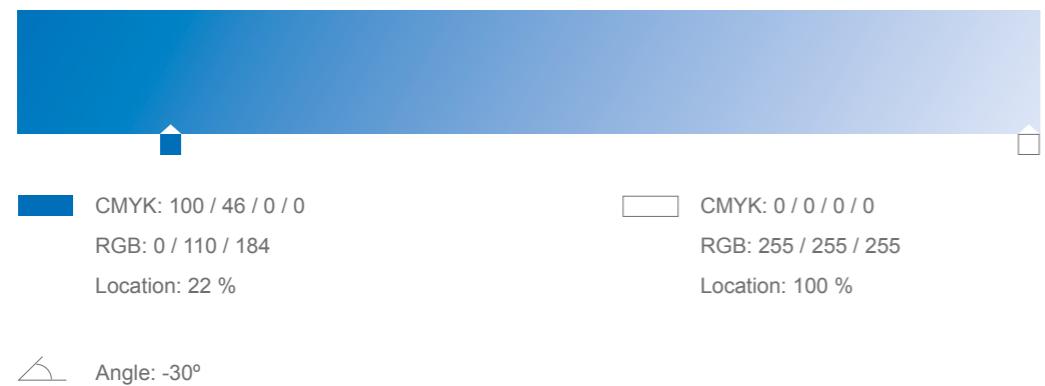
4.3 PROGRAMMES.ai

## 4.4 Photographic treatment

The images will be treated with a touch-up of colour. A gradient must be placed in a layer above the original image and then should be put in blending mode: **colour**

This retouching can be done with any program of the Adobe package, although the best tool would be Adobe Photoshop.

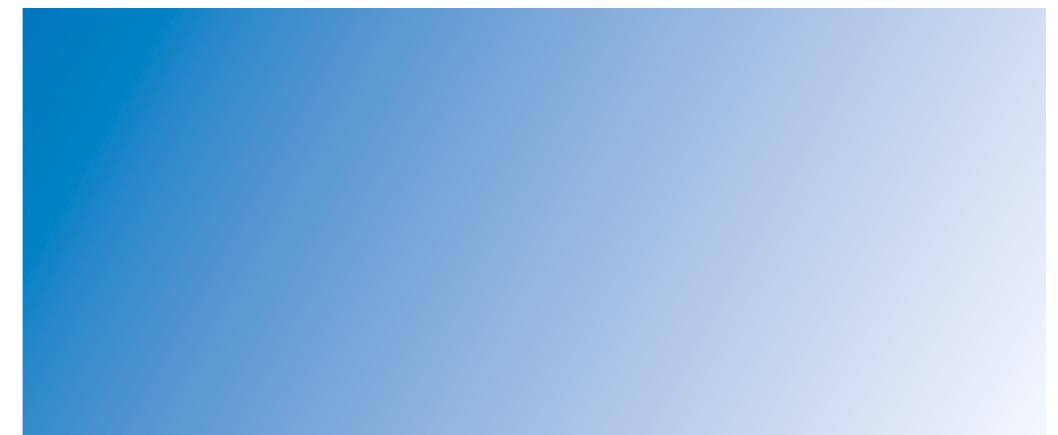
Gradient from blue to White in blending mode: colour



File identifier

4.4 FADING BLUE.ai / .psd

Gradient from blue to white



Original image



Final result



## 4.5 Usage examples

The following examples show a cover of a publication with the composition of the elements described in this section:

- Corporate Background
- Regions
- Programmes
- Photographic treatment

The same order of the example composition should always be used to replicate other editions.

### Format

DIN A4 / 210 mm x 297 mm

### Composition of:

- A. HEADER
- B. TITLE AND SUBTITLE
- C. PHOTO
- D. PROGRAMME
- E. REGION

### File identifier

4.5. USAGE EXAMPLES.ai



## Examples of combinations.

Photography ad hoc for the region in combination with a programme.



## 4.6 Joint publications

Sometimes International IDEA collaborates with other entities in events or publications.

In this manual two different situations are described:

- **Hosting and co-hosting:**

In this case the International IDEA logo should have more predominant visibility compared to the other logos. To do so, keep the usual location of the logo and add a white strip at the bottom of the page for the logos of the other entities.

- **Partnering:**

In this case the International IDEA logo should be given the same importance as other logos. Position the International IDEA logo on the white strip of the footer and among the other logos of the other entities. All the logo should be of the same size.

### Examples of joint publications:

#### Flyer: co-hosting



#### Flyer: partnering



#### Format

DIN A4 / 210 mm x 297 mm

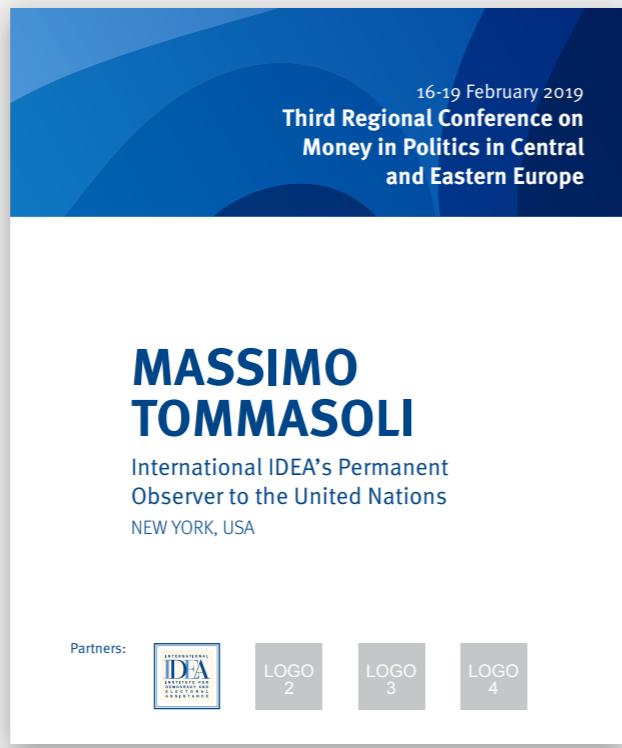
#### File identifier

4.6 FLYER.ai

Accreditation: co-hosting



Accreditation: partnering



**Format**

100 mm x 120 mm

**File identifier**

4.6 ACCREDITATION.ai

Facebook post: co-hosting



Facebook post: partnering



**Format**

1200 mm x 630 px

**File identifier**

4.6 FACEBOOK.ai

# 5 Branding usage

## 5.1 Office templates

- 5.1.1 Excel
- 5.1.2 Word
- 5.1.3 PowerPoint

## 5.2 Printed materials

- 5.2.1 Brochure
- 5.2.2 Fact Sheet
- 5.2.3 Flyer
- 5.2.4 Folder
- 5.2.5 Event programme
- 5.2.6 Poster
- 5.2.7 Cover for Governance documents

## 5.3 Electronic distribution

- 5.3.1 Press release
- 5.3.2 Email signature

## 5.4 Event and Room Branding

- 5.4.1 Roll-up banner
- 5.4.2 Wall banner
- 5.4.3 Accreditation

## 5.5 Merchandising

- 5.5.1 T-shirt
- 5.5.2 Bag
- 5.5.3 Pen

## 5.6 Social Media

- 5.6.1 Twitter
- 5.6.2 Facebook

## Office templates

### 5.1.1 Excel

#### Format

DIN A4 / 210 mm x 297 mm

#### Typography

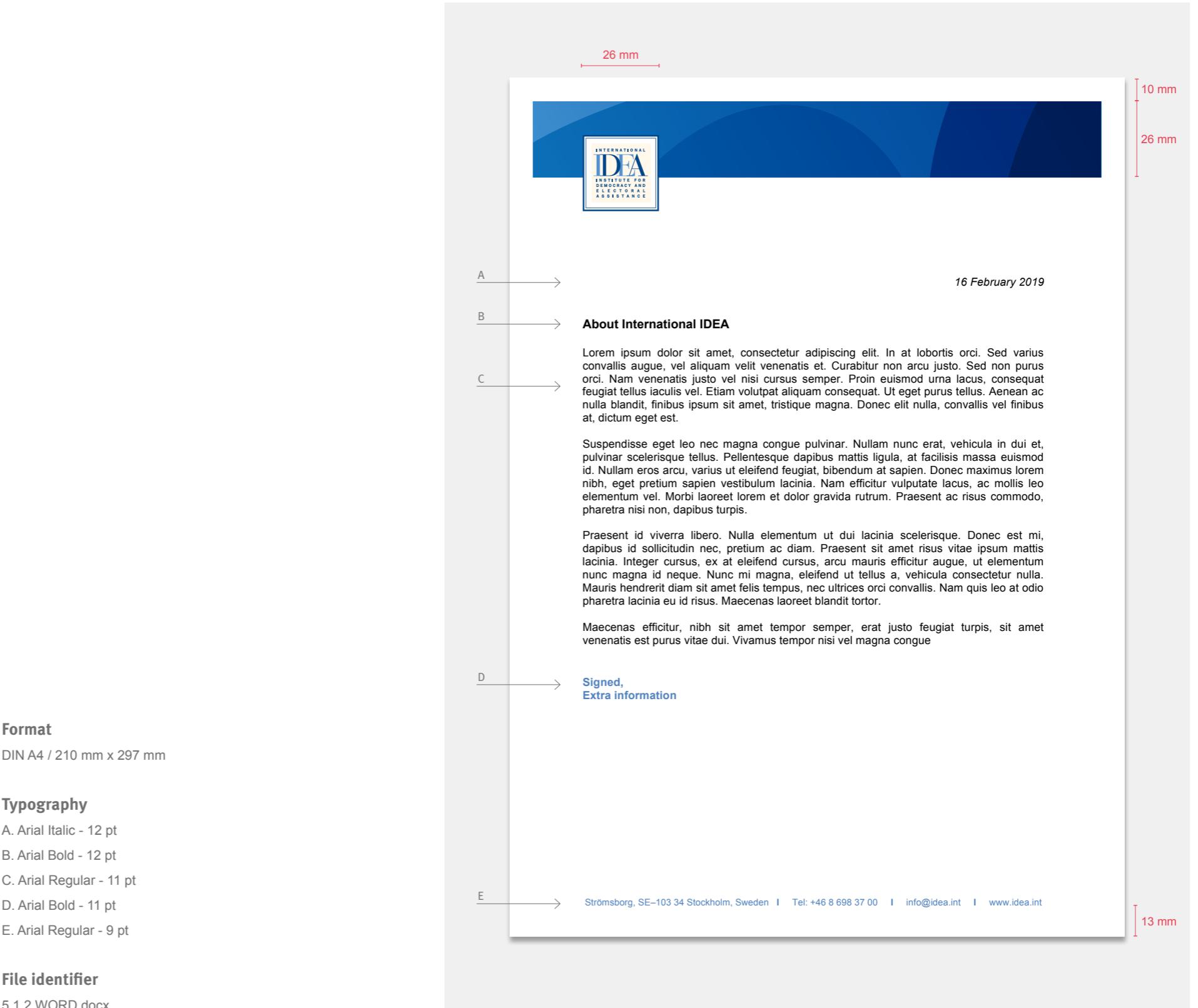
- A. Arial Bold - 12 pt
- B. Arial Regular - 11 pt
- C. Arial Regular - 9 pt

#### File identifier

5.1.1.EXCEL.xlsx



## 5.1.2 Word



## 5.1.3 PowerPoint

### Format

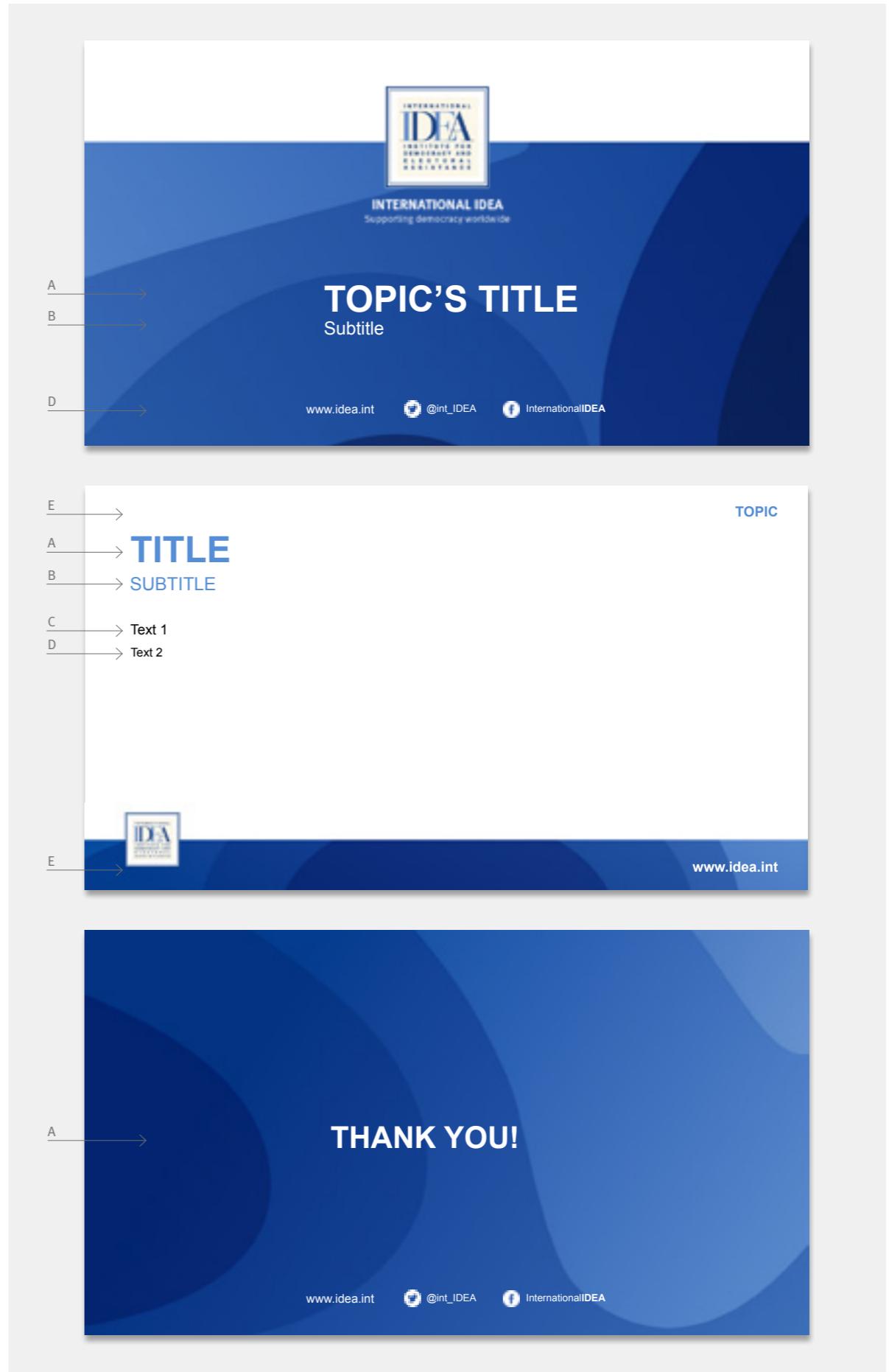
16 / 9

### Typography

- A. TITLE: Arial Bold - 35 pt
- B. SUBTITLE: Arial Regular - 18 pt
- C. TEXT 1: Arial Regular - 14 pt
- D. TEXT 2: Arial Regular - 12 pt
- E. Arial Bold - 14 pt

### File identifier

5.1.3 POWERPOINT.pptx



## Printed materials

### 5.2.1 Brochure

Cover and back cover for documents ranging from 8 to 24 pages used to present International IDEA's work in some depth.

#### Format

DIN A4 / 210 mm x 297 mm

#### Typography

##### COVER

A. TITLE: Meta OT Bold - 50 pt / 50pt

B. SUBTITLE: Meta OT Light - 25 pt

##### BACK COVER

C. Meta OT Bold - 14 pt

D. Garamond Pro Regular - 12 pt / 10,4 pt

E. Meta OT Bold - 10 pt / 12 pt

Meta OT Regular - 10 pt / 12 pt

##### FOOTER

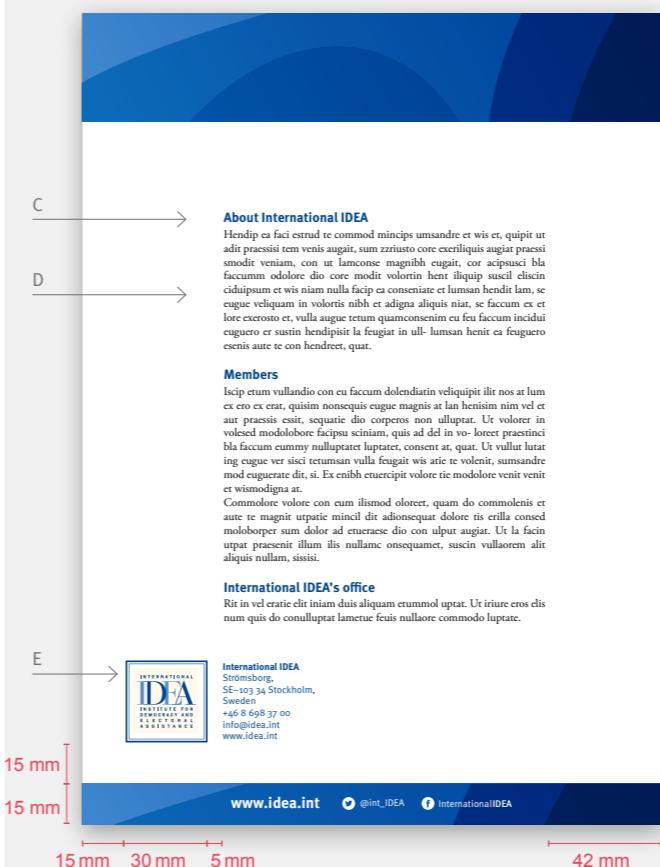
WEB: Meta OT Bold - 16 pt

MEDIA: Meta OT Regular - 10 pt

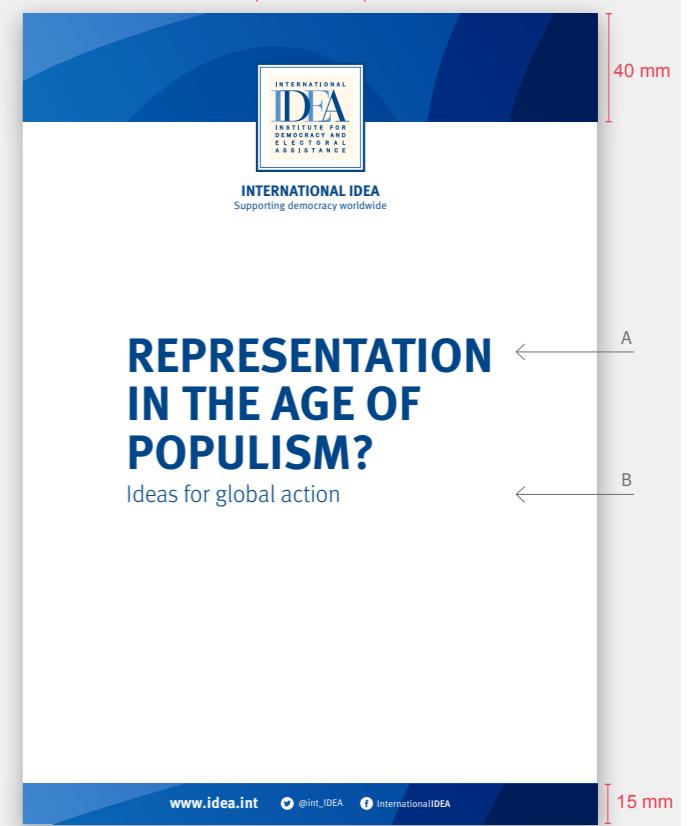
#### File identifier

5.2.1 BROCHURE.ai

Back cover



Cover



## 5.2.2 Fact Sheet

The Fact Sheet can be presented alone on a single page (see example 1) or it can be accompanied by a back cover containing the International IDEA information (see example 3). In the case that the text exceeds the size of a page, apply the design shown in example 2.

### Format

DIN A4 / 210 mm x 297 mm

### Typography

#### TITLE:

- A. TITLE: Meta OT Bold - 28 pt / 35pt
- B. SUBTITLE: Meta OT Light - 15 pt

#### TEXT:

- C. SUBTITLE 2: Meta OT Regular - 12 pt
- D. TITLE: Meta OT Bold - 14 pt
- E. TITLE 2: Meta OT Bold - 12 pt
- F. TEXT: Garamond Pro Regular - 12 pt / 10,4 pt
- G. Meta OT Regular Italic - 10 pt / 12 pt
- H. TEXT: Garamond Pro Regular - 11 pt / 13,2 pt

### HEADER

Meta OT Bold - 28 pt  
Meta OT Light - 15 pt

### FOOTER

WEB: Meta OT Bold - 16 pt  
MEDIA: Meta OT Regular - 10 pt

### File identifier

5.2.2 FACT SHEET.ai





## 5.2.3 Flyer

The corporate background is the base of this format and white strips are added to separate and adapt to the extension of the content.

### Format

DIN A4 / 210 mm x 297 mm

### Typography

- A. TITLE: Meta OT Bold - 28 pt / 35 pt
- B. SUBTITLE: Meta OT Regular - 12 pt / 14,4 pt
- C. TEXT: Meta OT Regular Italic - 10 pt / 12 pt

### HEADER

Meta OT Bold - 28 pt

Meta OT Light - 15 pt

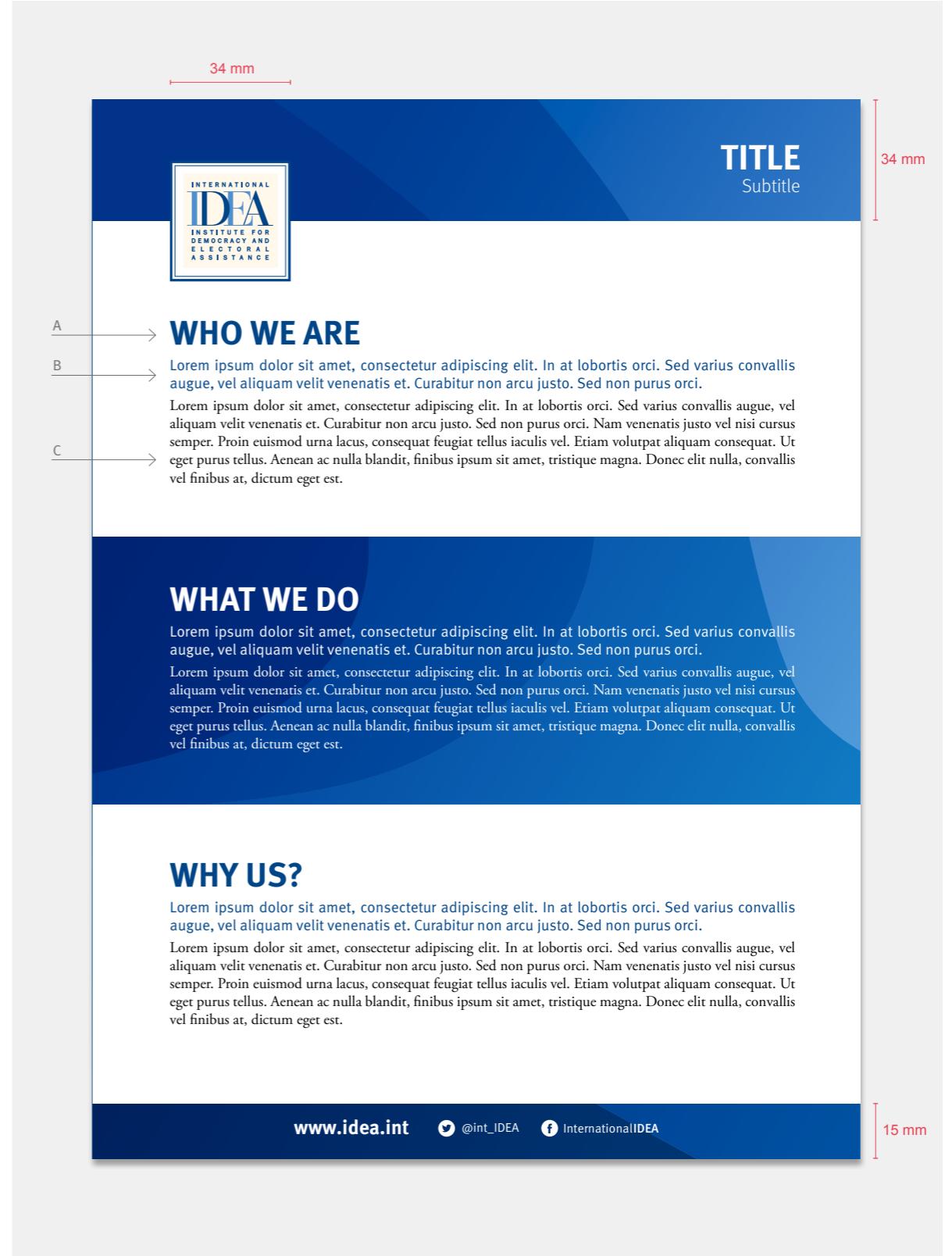
### FOOTER

WEB: Meta OT Bold - 16 pt

MEDIA: Meta OT Regular - 10 pt

### File identifier

5.2.3 FLYER.ai



## 5.2.4 Folder

The corporate folder to hold different documents such as an event programme, promotional brochure or flyer.

### Format

DIN A4 (closed)

590 mm x 470 mm (open)

### Typography

#### COVER

A. Meta OT Bold - 50 pt / 50 pt

B. Meta OT Light - 25 pt

#### BACK COVER

C. Meta OT Bold - 14 pt

D. Garamond Pro Regular - 12 pt / 10,4 pt

E. Meta OT Bold - 10 pt / 12 pt

Meta OT Regular - 10 pt / 12 pt

#### FOOTER COVER

WEB: Meta OT Bold - 27 pt

MEDIA: Meta OT Regular - 16 pt

### File identifier

5.2.4 FOLDER.ai



## 5.2.5 Event programme

### One-day agenda

This is a single page plan for a one-day event hosted by International IDEA.

The header of this format is larger than the size of the logo, because the title is long, so adapt the size of the header to the title.

In the case that the title is shorter, set the height of the header to the same size as the logo.

#### Format

DIN A4 / 210 mm x 297 mm

#### Typography

##### A. TIME AND TITLES:

Meta OT Bold - 10 pt / 12 pt  
Meta OT Light - 10 pt / 12 pt

##### B. SPEAKERS:

Meta OT Bold - 10 pt / 12 pt  
Garamond Pro Regular - 11 pt / 12 pt

##### C. DESCRIPTION

Garamond Pro Regular - 11 pt / 12 pt

#### HEADER

Meta OT Bold - 28 pt  
Meta OT Light - 15 pt

#### FOOTER

ADDRESS: Meta OT Regular - 9 pt  
WEB: Meta OT Bold - 13,5 pt  
MEDIA: Meta OT Regular - 8 pt

#### File identifier

5.2.5 ONE-DAY AGENDA.indd



## Full agenda

This is a complete agenda for an International IDEA-hosted event comprised of the following sections:

- Cover page
- Description of the event
- General overview of the agenda
- Detailed agenda per day
- Work sessions
- Speakers
- Organizations
- Back cover

### Format

DIN A4 / 210 mm x 297 mm  
Spread: DIN A3: 42 x 297 mm

### Typography

#### COVER:

- A. Meta OT Bold - 50 pt / 47 pt  
B. Meta OT Light - 28 pt  
C. Meta OT Bold - 20 pt

#### FOOTER:

- WEB: Meta OT Bold - 24 pt  
MEDIA: Meta OT Regular - 14 pt

#### END PAPER:

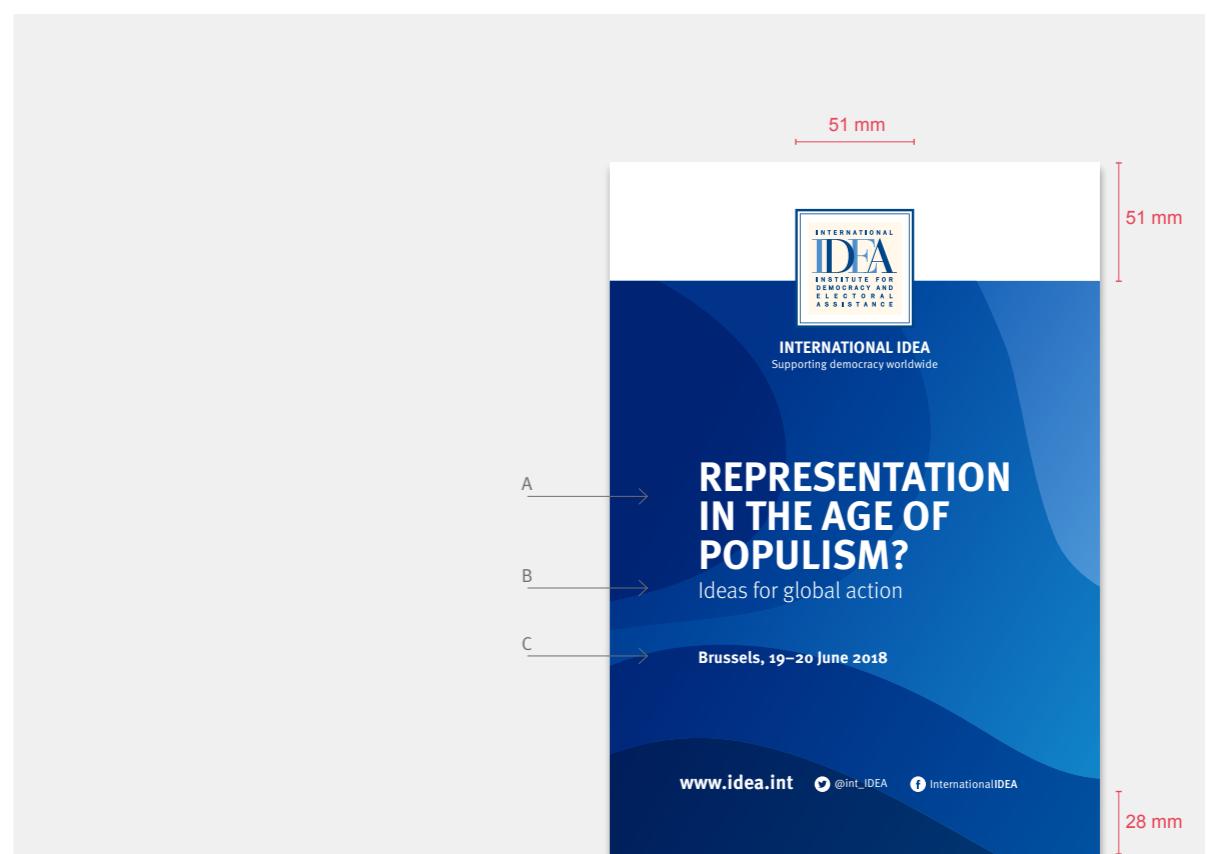
- D. Meta OT Regular - 14 pt  
E. Meta OT Bold - 10 pt / 13 pt  
Meta OT Regular - 10 pt / 13 pt

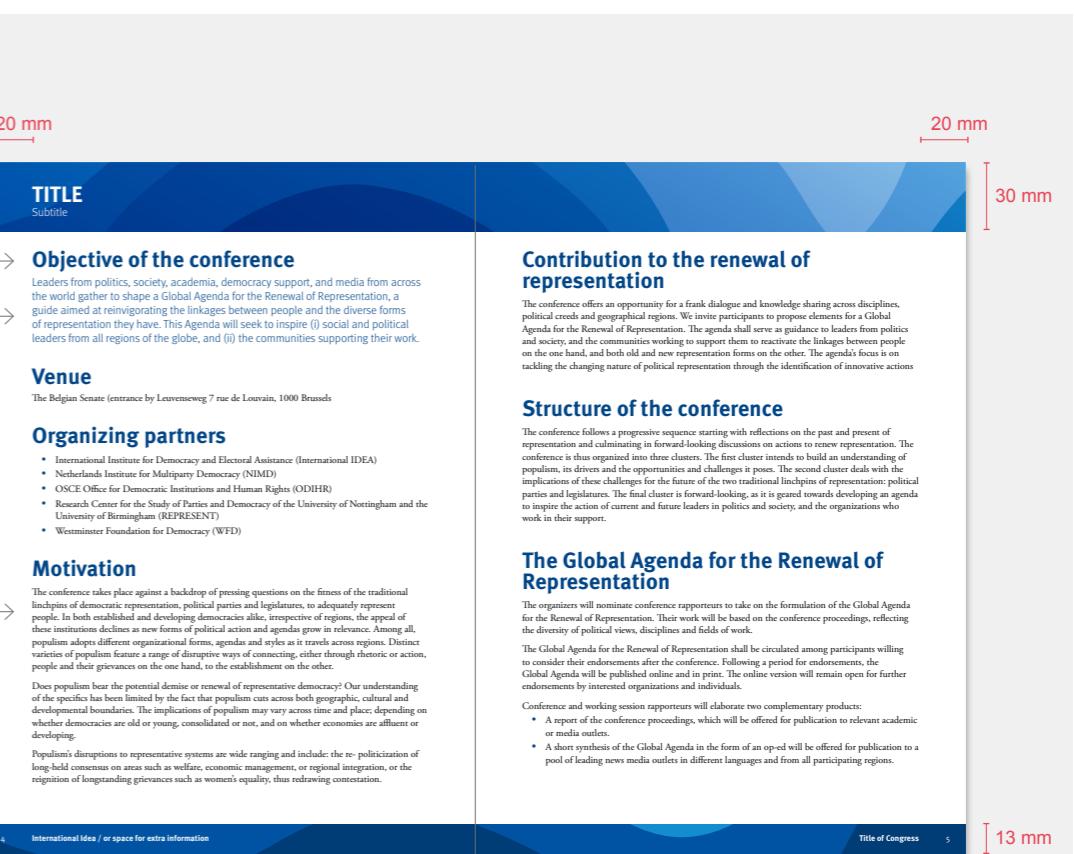
#### FOOTER:

- Meta OT Bold - 10 pt

### File identifier

5.2.5 FULL AGENDA.indd





**Description of the event**

AGENDA	
Overview	
19 JUNE	
Plenary Session 2	Objective and Introductions (Hemicycle)
Plenary Session 3	Global and Historical Perspectives on Populism (Hemicycle) <ul style="list-style-type: none"> <li>Lightning talks: Understanding populism and its drivers</li> <li>Panel discussion: Is Populism a Threat or an Opportunity?</li> </ul>
Working sessions - Cluster 1	Session 1.1 Learning from history: past experiences of populism and its drivers Convenor: Westminster Foundation for Democracy Room D
	Session 1.2 Assessing the impact of populist trends in Europe/US on the politics of other regions Convenor: Westminster Foundation for Democracy Room K
	Session 1.3 From evidence to action: Using research to transform populism from threat to opportunity Convenor: Represent Room B
	Session 1.4 Social Media matter: The role of information and media integrity in the rise of populism Convenor: National Democratic Institute Room M
Plenary Session 3	The Evolving Nature of Representation (Hemicycle) <ul style="list-style-type: none"> <li>Lightning talks: Global Perspectives on Populism and Evolving Nature of Representation</li> <li>Panel discussion: The Changing Face of Representation</li> </ul>
Working sessions - Cluster 2	Session 2.1 The power and limits of protest: lessons from the women's movement Convenor: OSCE ODIHR Room D
	Session 2.2 More than elections: politicians' ongoing accountability to citizens Convenor: Transparency International Room K
	Session 2.3 Re-engaging with the people: How parties outside the EU Convenor: Netherlands Institute for Multiparty Democracy Room B
	Session 2.4 Parties, movements and tech: Bridging the gap Convenor: International Republican Institute Room M
20 JUNE	
Plenary Session 5	The Future of Political Representation (Hemicycle) <ul style="list-style-type: none"> <li>Lightning talks: The Future of Political Representation</li> <li>Panel discussion: Action for the Renewal of Political Representation</li> </ul>
Working sessions - Cluster 3	Session 3.1 The future of representation: including alternative forms of citizen engagement in politics Convenor: International IDEA Room D
	Session 3.2 What is the future of populism: is 'fixing' populism by changing the rules the answer? Convenor: OSCE ODIHR Room K
	Session 3.3 Now what? Responding to populism in policy and practice Convenor: European Partnership for Democracy Room B
	Session 3.4 Saving democracy from tech, or saving democracy with tech? Convenor: National Democratic Institute and International IDEA Room M
Plenary Session 6	General Debate: A Global Agenda for the Renewal of Representation (Hemicycle)
Plenary Session 7	Plenary Session 7: Closing (Hemicycle)

**General overview of the agenda**

## Typography

### HEADER:

TITLE: Meta OT Bold - 27 pt

SUBTITLE: Meta OT Light - 14 pt

### FOOTER:

Meta OT Bold - 10 pt

### DESCRIPTION:

A. TITLE: Meta OT Bold - 27 pt

B. SUBTITLE: Meta OT Light - 14 pt

C. TEXT: Garamond Pro Regular - 12 pt / 15 pt

### AGENDA OVERVIEW:

D. TITLE: Meta OT Bold - 14 pt

### E. TABLE

Meta OT Bold - 10 pt / 12 pt

Meta OT Regular - 10 pt / 12 pt

**Detailed**  
Agenda

**Day 1**  
19 June 2018

A → **DAY 1 (19 JUNE 2018)**

08:30 - 09:15 Arrival of participants

B → 09:15 - 09:55 Plenary Session 1. Introductions and Objective  
**Objective:** The Global Agenda for Action for the Renewal of Representation  
Yves Leterme, Secretary-General of International IDEA and former  
Introduction:  
Simone Filippini, Executive Director, Netherlands Institute for Multiparty Democracy  
Ingridur Sörlín Gislásdóttir, Director of the OSCE Office for Democratic Institutions and Human Rights (ODIHR)  
Sue Inglish, Independent Governor, Westminster Foundation for Democracy  
Ric Chesserian, Co-Director of the Research Centre for the Study of Parties and Discourse and Professor of Democracy and International Development at the University of Birmingham  
Room: Hemicycle

09:55-11:30 Plenary Session 3. Global and Historical Perspectives on Populism  
Room: Hemicycle

09:55-10:30 Lighting talks: Understanding Populism and its Drivers  
This introductory session sets the stage for discussions. It provides an overview of different understandings of populism today, and the variety of forms it has adopted at different historical periods and regions.  
Carsten Stedje, Associate Professor in the School of Public and International Affairs at the University of Georgia; Researcher in the Center for Research on Extraterritoriality at the University of Oslo  
Chantal Detel, Philosopher, Founder of the Hanano Arendt Research Institute, author of *Populisme: Les éléments de l'histoire*, Le Figaro columnist

11:30-11:45 Coffee Break

11:45-13:15 Parallel working sessions: Cluster 1  
Session 1.1 Learning from history: past experiences of populism and its drivers  
Convenor: Westminster Foundation for Democracy  
Room D  
Session 1.2 Neighbourhood effects? Assessing the impact of populist trends in Europe/US on the politics of other regions  
Convenor: Westminster Foundation for Democracy  
Room E  
Session 1.3 From evidence to action: Using research to transform populism  
Convenor: Represent  
Room B  
Session 1.4 Social Media matter: The role of information integrity in the rise of populism  
Convenor: National Democratic Institute  
Room M

8 International Idea / or space for extra information

Title of Congress 9

## Detailed agenda per day

**Detailed**  
Agenda

**Day 1**  
19 June 2018

13:15-14:15 Lunch (Peristyle)

14:15-15:45 Plenary Session 4. The Changing Face of Representation  
Room: Hemicycle

14:15-14:45 Lighting talks: Adaptation to the evolving nature of representation  
This session addresses one of the most pressing questions of our time: How will political parties and legislatures have to transform to remain relevant? How have new political movements succeeded in adapting to the changing face of representation?  
Rafael Ceballos, Vice-President, Momentum Movement, Hungary  
Kizza Besigye, Opposition leader, Uganda

14:45-15:45 Panel Discussion: The changing face of representation, visions from the regions  
The panel addresses how parties have transformed, bringing new actors and methods to the table. The panellists will debate about the changing face of representation from their political experience, and answer some of the following questions: what does political leadership landscape in different parts of the world currently look like, and how do political parties and legislatures change (if at all) than those do the populist movements? Can we expect more or fewer female leaders (face of politics in different regions of the world)? Does populism open or rather further close doors for traditionally excluded or marginalized groups in society? How (often) do leadership movements change the traditional notion of a chosen/elected leader? Lin Fei-fan, Sunflower Movement, Taiwan  
Gordana Comici, MP and Deputy Speaker of Serbian Parliament  
Nicholas Westcott, Director, Royal African Society  
Rafael Ceballos and Kizza Besigye

15:45-16:00 Coffee Break (Peristyle)

16:00-17:30 Parallel working sessions: Cluster 2  
Session 2.1 The power and limits of protest: lessons from the women's movements  
Convenor: OSCE Office for Democratic Institutions and Human Rights  
Room D  
Session 2.2 More than elections: politicians' ongoing accountability to citizens  
Convenor: Transparency International  
Room K  
Session 2.3 Re-engaging with the people: How parties outside the EU deal with populist competitors  
Convenor: Netherlands Institute for Multiparty Democracy  
Room B  
Session 2.4 Communication Technology in Modern Democracy: (dis)Connecting Public- Political  
Dialogue  
Convenor: International Republican Institute  
Room M

10 International Idea / or space for extra information

Title of Congress 11

## Detailed agenda per day, text overflow

### Typography

#### A. TITLE:

Meta OT Bold - 27 pt  
Meta OT Light - 20 pt

#### B. CONTENT

Meta OT Bold - 10 pt / 12 pt  
Meta OT Regular - 10 pt / 12 pt  
Garamond Pro Regular - 11 pt / 12 pt

## Typography

### Working sessions:

#### A. TITLE:

Meta OT Regular - 14 pt  
Meta OT Bold - 14 pt / 77 pt

#### B. TABLE

Meta OT Bold - 10 pt / 12 pt  
Meta OT Regular - 10 pt / 12 pt  
Garamond Pro Regular - 11 pt / 12 pt

### About the speakers:

#### A. TITLE: Meta OT Bold - 27 pt

#### B. SPEAKER:

NAME: Meta OT Bold - 12 pt

JOB TITLE: Meta OT Regular - 10 pt

DESCRIPTION: Garamond Pro Regular - 11 pt / 13 pt

### WORKING Sessions

A
B

**Session 1.3**  
**From evidence to action: Using research to transform populism from threat to opportunity**

Convenor	REPRESENT – the Research Centre for the Study of Parties and Democracy
Cluster	Understanding populism and its drivers
<b>Description</b>	
<p>Populism is commonly presented as both a global phenomenon and an existential threat to representative democracy. This session will explore how academic research can help to transform populism from a threat into an opportunity by providing more nuanced, context-sensitive understandings of this phenomenon. Speakers will draw on new research from the recently held REPRESENT's recent conference—Political Parties in the Age of Populism—to identify concrete actions that can contribute to the renewal of political institutions.</p> <p><b>Key questions/themes</b></p> <ul style="list-style-type: none"> <li>• Regional varieties of populism. Populism is a global phenomenon but one with distinct national and manifestations. What does this variation mean for responses to populism?</li> <li>• Which facets of populism represent potential opportunities?</li> <li>• How will the principles of democracy support need to change to regularize the way in which crises created by populism contribute more effectively to the renewal of representative democracy?</li> </ul> <p><b>Agenda</b></p> <ul style="list-style-type: none"> <li>• Opening statement by the moderator.</li> <li>• Presentations by speakers.</li> <li>• Roundtable debate, led by the moderator.</li> </ul> <p><b>Format</b></p> <p>Panel presentation, followed by roundtable debate with audience</p> <p><b>Speakers</b></p> <p>Susan Dodsworth, International Development Department at the University of Birmingham Cristóbal Rovira Kaltwasser, School of Political Science of the Diego Portales University, Chile Fernando Casal Bértoa, School of Politics and International Relations at the University of Nottingham Greg Power, Global Partners Governance</p> <p><b>Moderator</b></p> <p>Uwe Sturm, Institute of Arab and Islamic Studies at the University of Exeter</p> <p><b>Rapporteur</b></p> <p>Anna Silander, School of Politics and International Relations at the University of Nottingham</p>	
ROOM B	

### Social Media matter: The role of information integrity in the rise of populism

A
B

**Session 1.4**  
**Social Media matter: The role of information integrity in the rise of populism**

Convenor	National Democratic Institute
Cluster	Understanding populism and its drivers
<b>Description</b>	
<p>This session will discuss how information integrity in public discourse and political systems is increasingly distorted by disinformation campaigns spread through automated accounts, trolls, or other forms of computational propaganda. It will focus particularly on developing responses across sectors, in collaboration with government, civil society, and the private sector, to combat disinformation and restore trust in the Design for Democracy Coalition. The Coalition is a multi-partisan, global coalition of key actors in the democracy community to better liaise and coordinate with tech companies and social media platforms on areas of shared concern. Speakers will discuss the role of information integrity in combatting disinformation and how to teach companies to media organizations in countering computational propaganda, disinformation and the spread of negative speech. Responses to ensure greater information integrity include a wide range from developing cybersecurity for parties and CSOs to election monitoring for disinformation and other forms of harmful speech online. The group will also consider ways that new regulations such as the General Data Protection Regulation (GDPR) and initiatives such as the proposed Code of Conduct on Disinformation can play a positive role in encouraging the development of information integrity in democratic discourse, policies and societies around the world.</p>	
ROOM M	

\*Footer text for extra information

16 International Idea / or space for extra information

Title of Congress 17

## Work sessions

### About the SPEAKERS

A
B

**PLENARY SESSION 1**

	<b>Christine Defraigne</b> , President of the Belgian Senate
<p>Christine Defraigne is a leading Belgian politician and the current President of the Senate of Belgium. A member of the Movement Réformateur, Ms. Defraigne held positions in both the municipality of Liège and in the Parliament of Wallonia before joining the Belgian Senate in 2003. She has served as its President since October of 2014.</p>	
	<b>Enrico Letta</b> , former Prime Minister of Italy
<p>Enrico Letta is Dean of the Paris School of International Affairs (PSIA) in Sciences Po and former Prime Minister of the Italian Republic. Serving in the Italian Parliament from 2001 and 2015, Mr. Letta held prominent positions within the Democratic Party and led multiple government ministries before serving as Prime Minister from 2013 to 2014. A graduate of the University of Pisa, Mr. Letta has focused much of his academic and professional work on the European Union.</p>	
	<b>Rafael Correa</b> , former President of Ecuador
<p>Rafael Correa served as the 43rd President of Ecuador from 2007 to 2017. An economist by training, President Correa received his PhD in economics from the University of Illinois and went on to serve as the Minister of Finance in 2005. The founder of the PRS Party, President Correa first won election to the Presidency in 2006, but was re-elected in 2009 and again in 2013. As President, Mr. Correa served as President pro tempore of the Union of South American Nations and the Community of Latin American and Caribbean States.</p>	

### PLENARY SESSION 2

A
B

	<b>Yves Leterme</b> , Secretary-General, International IDEA
<p>Prior to International IDEA, Yves Leterme served as Prime Minister of Belgium from 2007 to 2011. Belgium held the Presidency of the European Union during Leterme's tenure as Prime Minister. He then served as Deputy Secretary General of the Organization for Economic Cooperation and Development (OECD) from 2011 to 2014. Before serving as Prime Minister, Leterme held a variety of political posts in Belgium. After starting his career as an Alderman in his home town of Ypres, he became a Member of Parliament in 1992. Representing the Flemish People's Party, he has held various Ministerial posts, such as that of the Minister of Foreign Affairs. Leterme has also worked, inter alia, as a deputy auditor at the Belgian Court of Audit and as an administrator at the European Parliament.</p>	
	<b>Simone Filippini</b> , Executive Director, Netherlands Institute for Multiparty Democracy (NIMD)
<p>Simone Filippini is the Executive Director of the Netherlands Institute for Multiparty Democracy (NIMD), a position she has held since 2017. An expert in international affairs and development, Ms. Filippini served in various posts in the Dutch Ministry of Foreign Affairs, including as Ambassador to Macedonia. Prior to joining NIMD, Ms. Filippini was CEO of Cogital, one of the foremost development and humanitarian organizations in the Netherlands.</p>	
	<b>Ingibjörg Sólrún Gisladottir</b> , Director of the OSCE Office for Democratic Institutions and Human Rights
<p>Gisladottir has 35 years of leadership experience working on human rights, democracy, and the rule of law at the international, national and local levels. Before taking up her position as ODIHR Director, she served from 2014 as Regional Director for Europe and Central Asia at UN Women, and Country Representative to Turkey. From 2011 to 2014 she was a Country Representative of UN Women to Afghanistan. From 2007 to 2009, Gisladottir served as Minister for Foreign Affairs of Iceland. She was previously a Member of Parliament and Chairperson and Leader of the Social Democratic Alliance (2003-2009) and Mayor of Reykjavík (1994-2003).</p>	

18 International Idea / or space for extra information

Title of Congress 19

## Speakers

## Typography

### About the Organizations:

NAME: Meta OT Bold - 12 pt

ABBREVIATED NAME: Meta OT Regular - 10 pt

DESCRIPTION: Garamond Pro Regular - 11 pt / 13.2 pt

WEB: Meta OT Bold - 10 pt

### Back cover:

A. Meta OT Bold - 25 pt / 24 pt

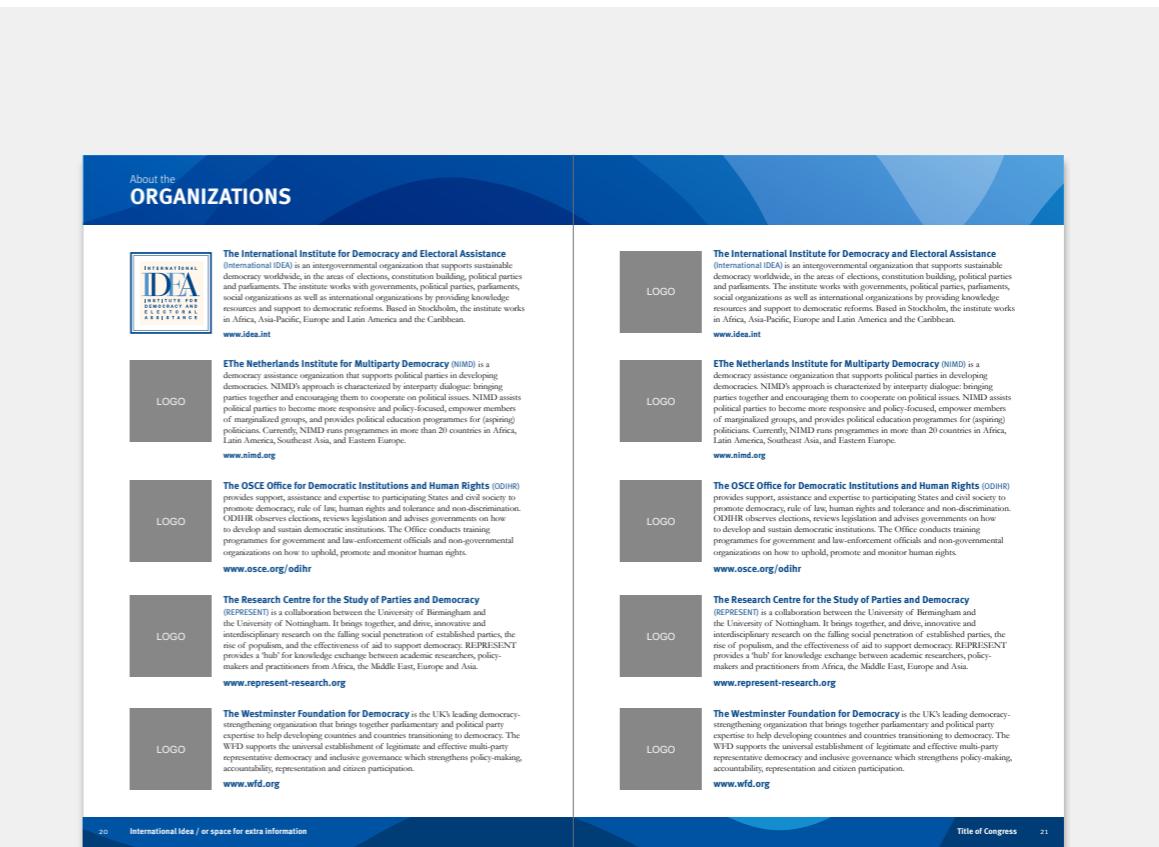
B. Meta OT light - 16 pt

C. Meta OT Bold - 10 pt

D. Garamond Pro Regular - 11 pt / 15 pt

E. Meta OT Bold - 10 pt

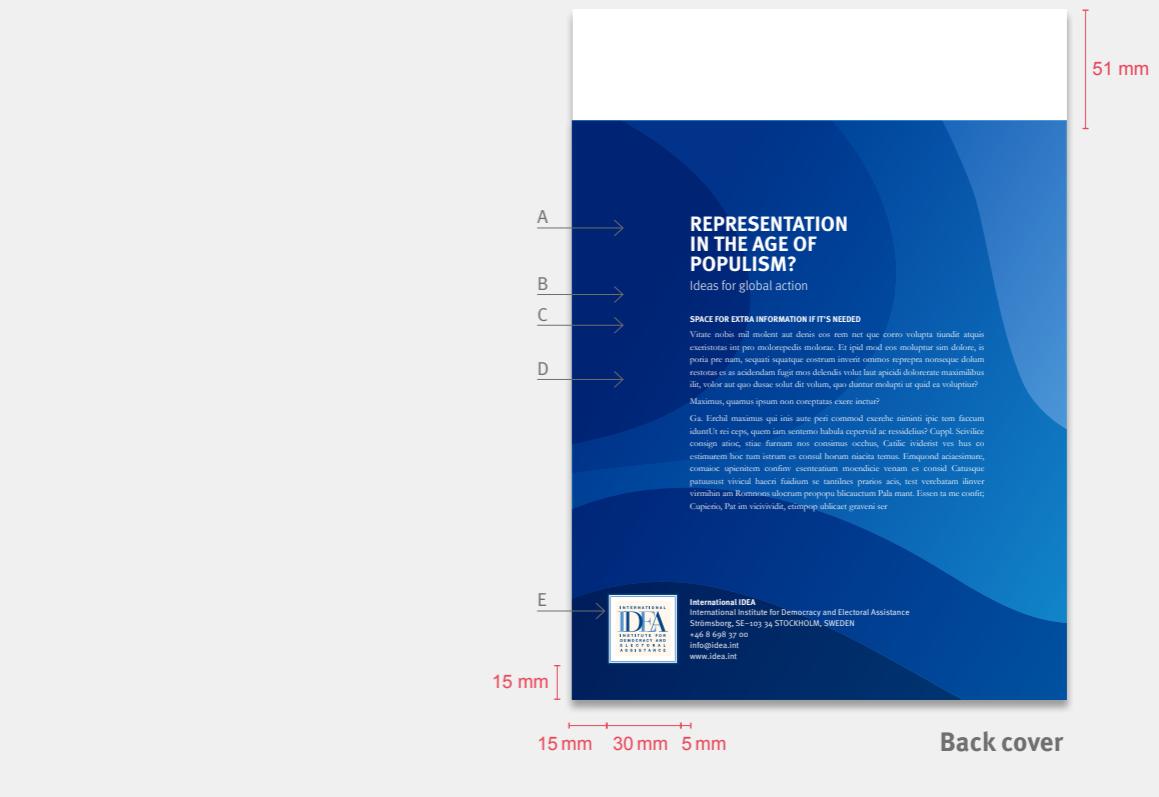
Meta OT Regular - 10 pt



20 International Idea / or space for extra information

21

## Organizations



Back cover

## 5.2.6 Poster

### Format

500 mm x 700 mm

### Typography

A. TITLE: Meta OT Bold - 118 pt / 118 pt

B. SUBTITLE: Meta OT Regular - 66 pt

### FOOTER

WEB: Meta OT Bold - 56 pt

MEDIA: Meta OT Regular -33 pt

### File identifier

5.2.6.POSTER.ai



## 5.2.7 Cover for Governance documents

This format has margins to facilitate its printing on semi-professional or domestic printers.

### Format

500 mm x 700 mm

### Typography

- A. TITLE: Meta OT Bold - 50 pt / 50 pt
- B. SUBTITLE: Meta OT Regular - 25 pt

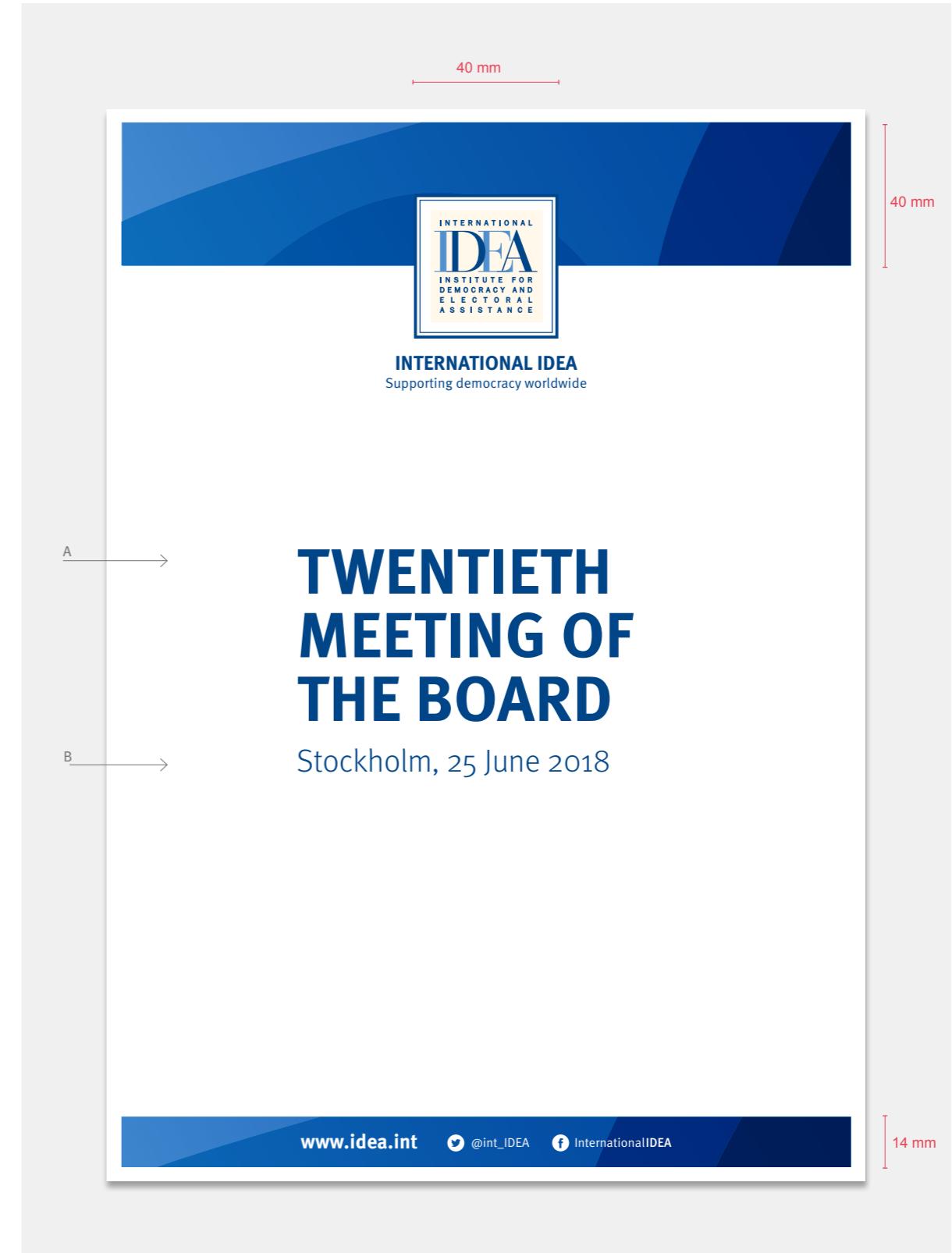
### FOOTER

WEB: Meta OT Bold - 16 pt

MEDIA: Meta OT Regular - 10 pt

### File identifier

5.2.7 COVER FOR GOVERNANCE DOCUMENTS.ai



## Electronic distribution

### 5.3.1 Press Release

The press release should always contain the boilerplate text. In the case that the content exceeds the size of a sheet, place the boilerplate text on the final page of the document accompanied by the International IDEA logo.

#### Format

DIN A4 / 210 mm x 297 mm

#### Typography

##### HEADER

TITLE: Meta OT Bold - 28 pt

SUBTITLE: Meta OT Light - 15 pt

##### BODY

A. TITLE: Meta OT Bold - 22 pt

B. SUBTITLE: Meta OT Light - 20 pt

C. BODY TEXT: Garamond Pro Regular - 12 pt

D. CONTACT: Meta OT Bold - 10 pt

E. BOILERPLATE TEXT: Garamond Pro Regular - 10 pt

##### FOOTER

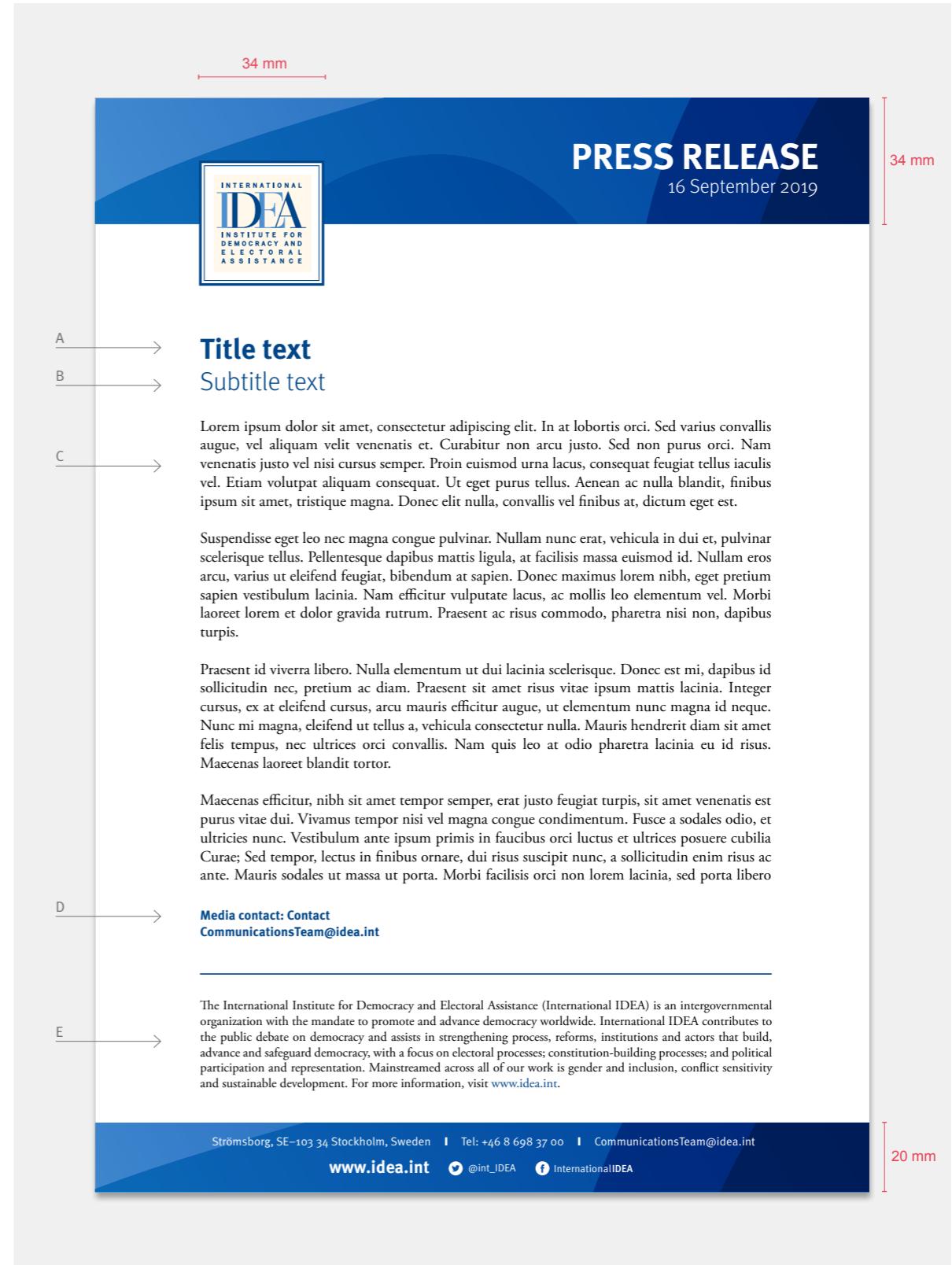
ADDRESS: Meta OT Regular - 9 pt

WEB: Meta OT Bold - 13,5 pt

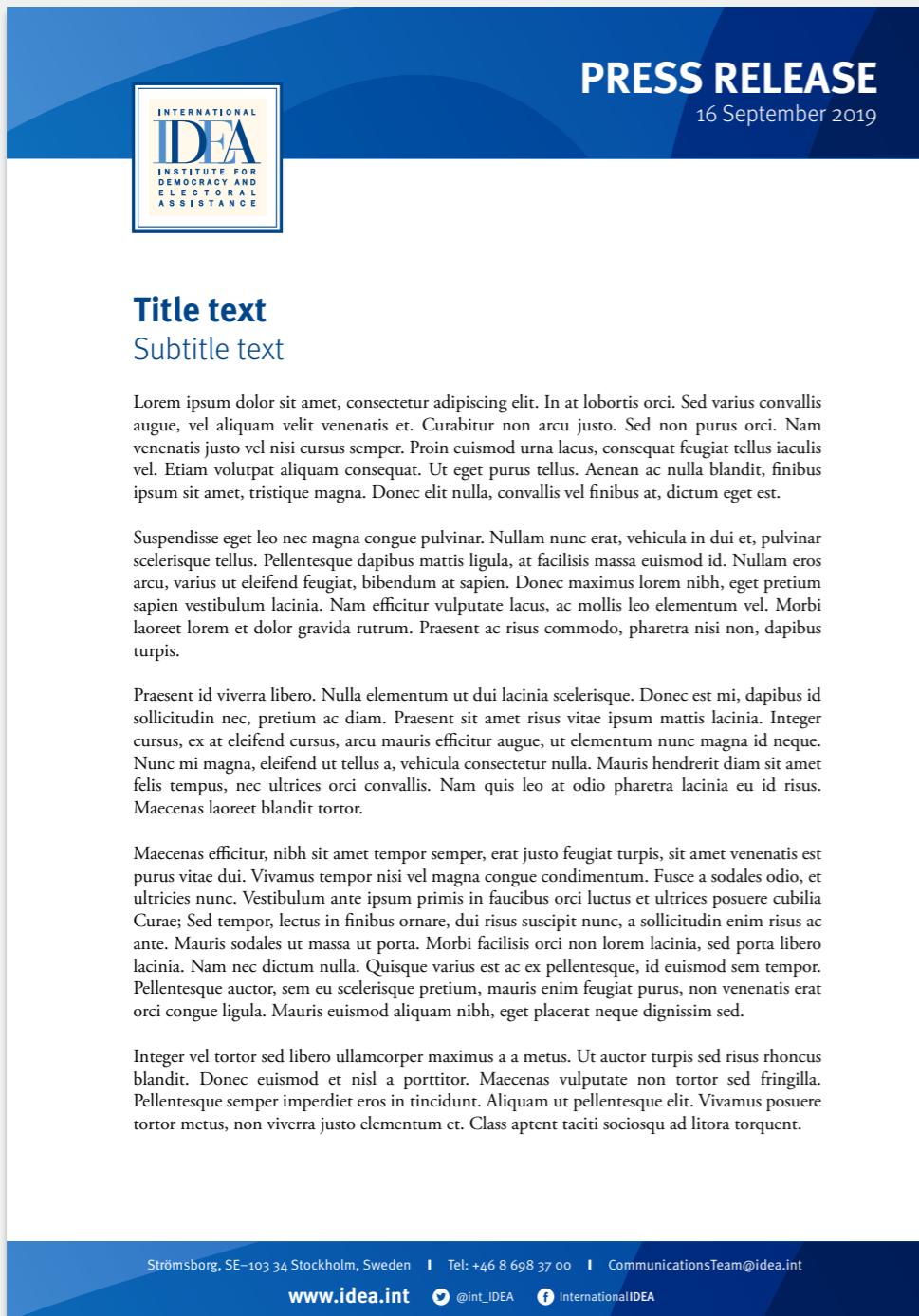
MEDIA: Meta OT Regular - 8 pt

#### File identifier

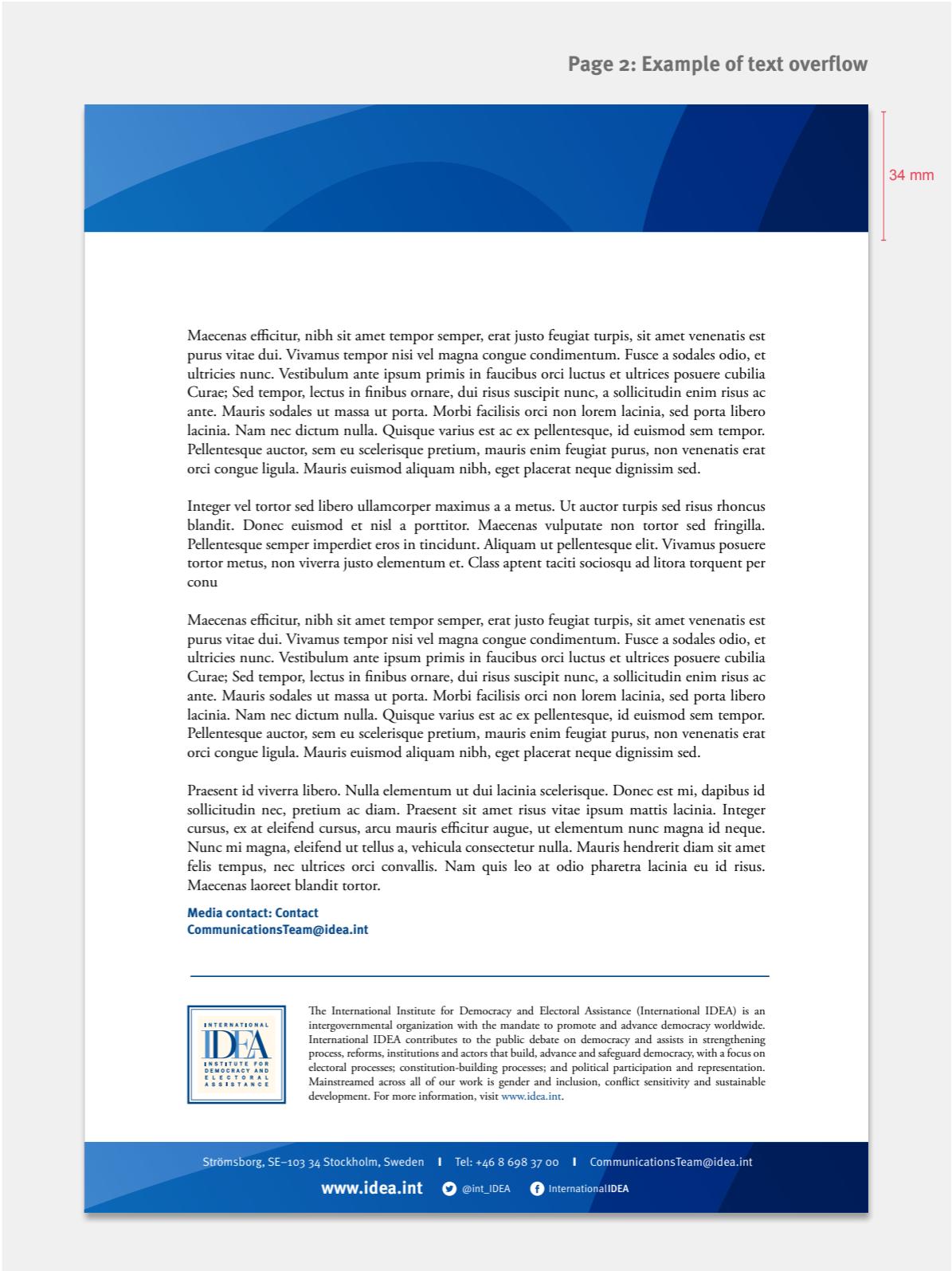
5.3.1 PRESS RELEASE.ai



## Page 1: Example of text overflow



## Page 2: Example of text overflow



## 5.3.2 Email signature

### Typography

NAME: Meta OT Bold - 11 pt

JOB TITLE: Meta OT Regular - 10 pt

OFFICE: Meta OT Regular - 9 pt

MAIL, PHONE, SKYPE AND ADDRESS: Meta OT Regular - 8 pt

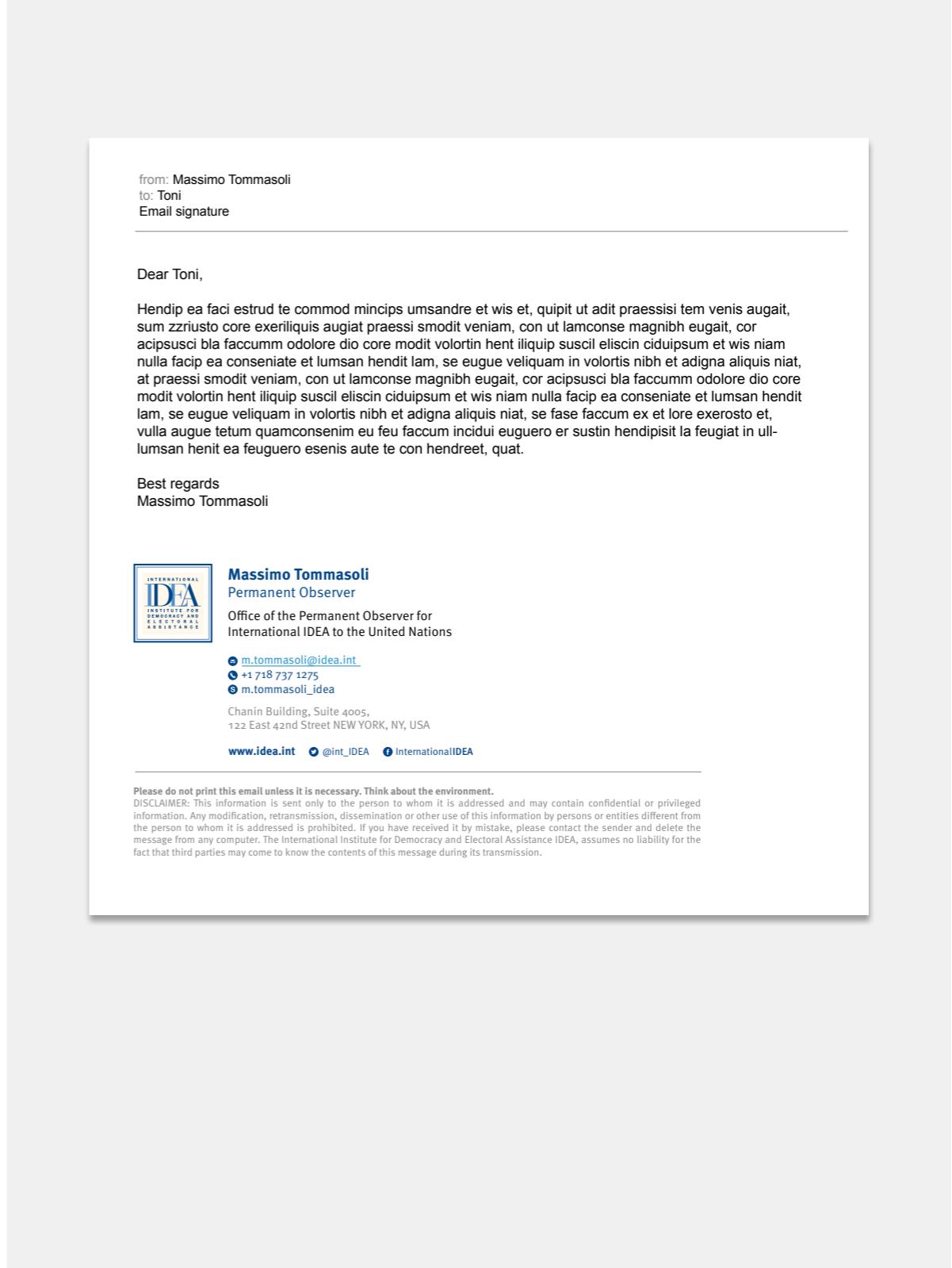
WEB: Meta OT Bold - 8 pt

MEDIA: Meta OT Regular - 7 pt

DISCLAIMER: Meta OT Bold / Regular - 7 pt

### File identifier

5.3.2 EMAIL SIGNATURE.ai



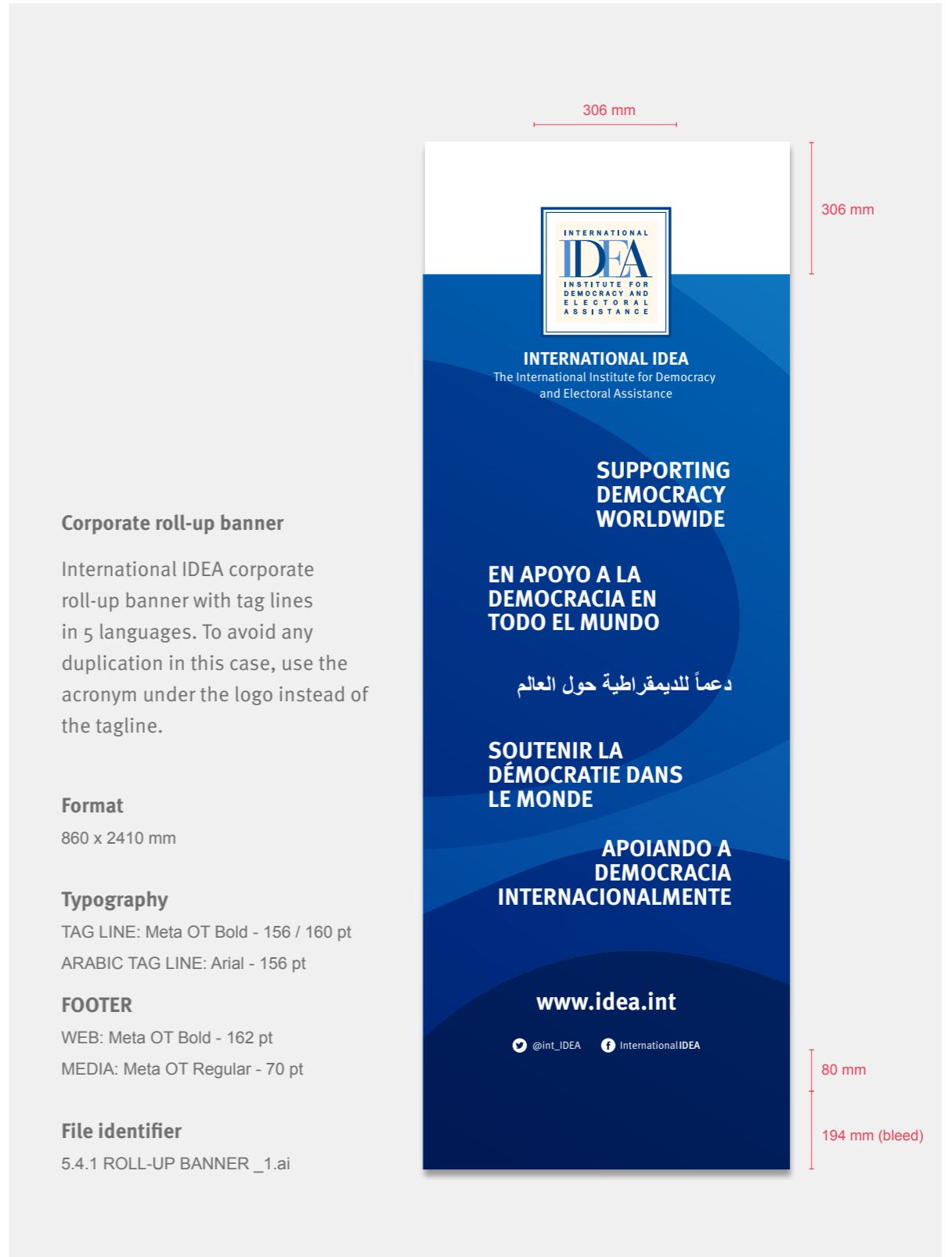
## Event and room branding

### 5.4.1 Roll-up banner

Three roll-up banner templates are defined below:

- Corporate roll-up banner
- Roll-up banner for conferences or events
- Special roll-up banner for programmes and regions

It is important that no relevant graphic is placed at the bottom of the roll-up banner because this area is reserved to mount the roll-up banner on its support.



#### Corporate roll-up banner

International IDEA corporate roll-up banner with tag lines in 5 languages. To avoid any duplication in this case, use the acronym under the logo instead of the tagline.

#### Format

860 x 2410 mm

#### Typography

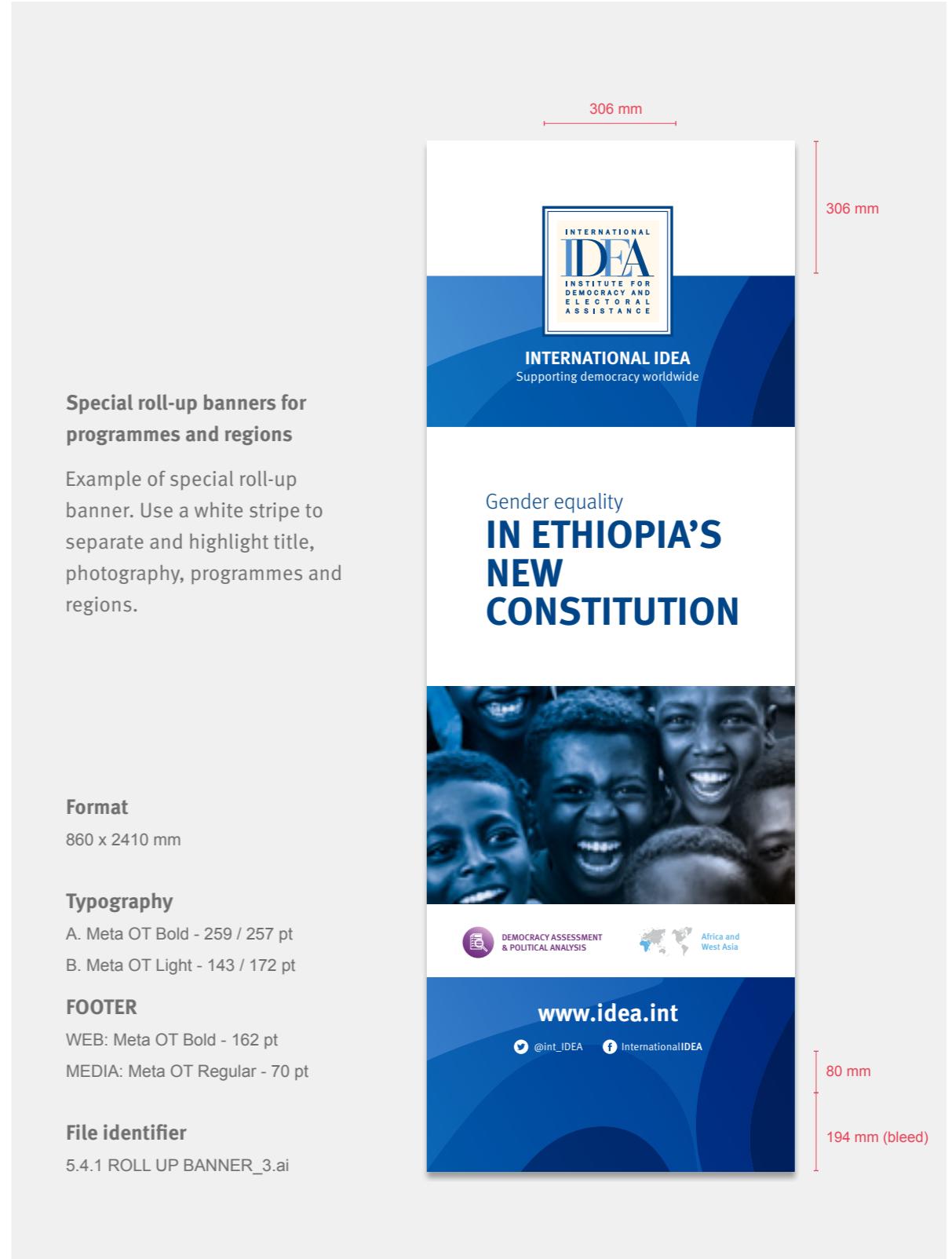
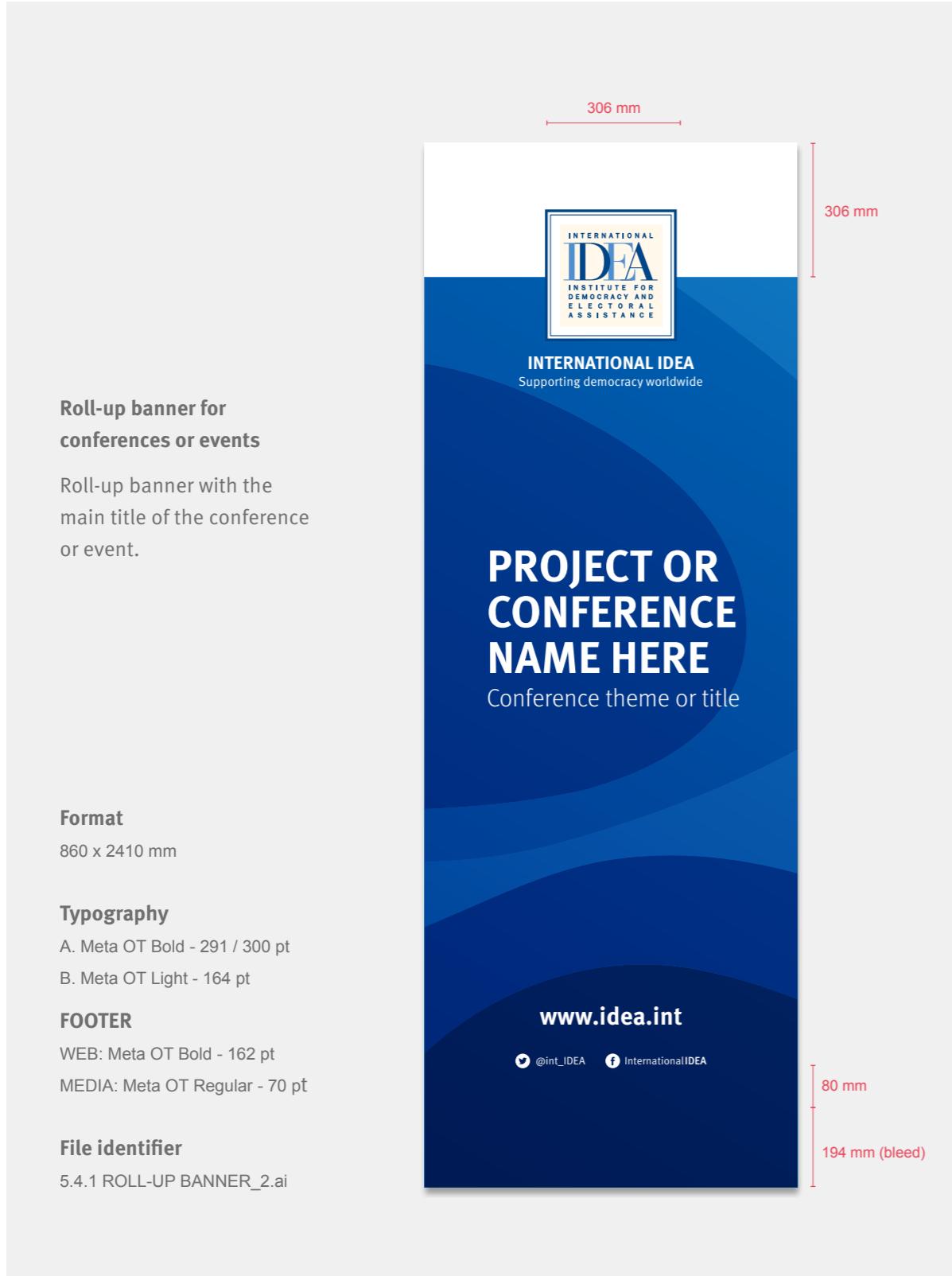
TAG LINE: Meta OT Bold - 156 / 160 pt  
ARABIC TAG LINE: Arial - 156 pt

#### FOOTER

WEB: Meta OT Bold - 162 pt  
MEDIA: Meta OT Regular - 70 pt

#### File identifier

5.4.1 ROLL-UP BANNER \_1.ai



## 5.4.2 Wall banner

It is important that no relevant graphic is placed at the top and bottom of the wall banner. These top and bottom areas are reserved for the placement of supports for the wall.

### Format

600 mm x 1.140 mm

### Typography

- A. TITLE: Meta OT Bold - 167 pt / 167 pt
- B. SUBTITLE: Meta OT Regular - 95 pt

### FOOTER

WEB: Meta OT Bold - 79 pt

MEDIA: Meta OT Regular - 47 pt

### File identifier

5.4.2 WALL BANNER.ai



## 5.4.3 Accreditation

The headers for the accreditations for congresses or events may vary in size depending on the length of the title. If it is very long, modify its height as seen in example 2.

### Format

100 mm x 120 mm

### Typography

- A. NAME: Meta OT Bold - 24 pt / 23,5 pt
- B. JOB TITLE: Meta OT Regular - 11 pt / 13 pt
- C. UBICTION: Meta OT Light - 9 pt

### HEADER 1

Meta OT Regular - 9 pt  
Meta OT Bold - 16 pt

### HEADER 2

Meta OT Regular - 9 pt  
Meta OT Bold - 11 pt /13 pt

### FOOTER

WEB: Meta OT Bold - 10,45 pt  
MEDIA: Meta OT Regular - 7 pt

### File identifier

5.4.3 ACCREDITATION.ai



## Merchandising

### 5.5.1 T-Shirt

The shirt can be white or dark blue similar or equal to Pantone 288C.

Depending on the technical specifications, the printing shall be realized on 1 or 2 sides and several techniques might be available such as screen printing, digital printing or transfer.

Also, restrictions to the colours of the text might be applied (printing in 2, 3 or 4 colours). If this happens, do not forget to use the appropriate logo (see allowed versions in section 2.4).

#### One-side printing:

The International IDEA logo with its tag line and the website address will be placed on the front top, left of the shirt, above the chest.

#### Two-sides printing:

The International IDEA logo with the tag line only will be placed on the front top, left of the shirt, above the chest. In the back the tag line will be repeated and the website address should be placed below it. The graphic will be centered and placed in the middle of the shirt.

According to these basic general guidelines shown in the examples, we can expand stamping areas such as sleeves.

#### WHITE T-SHIRT

##### Format

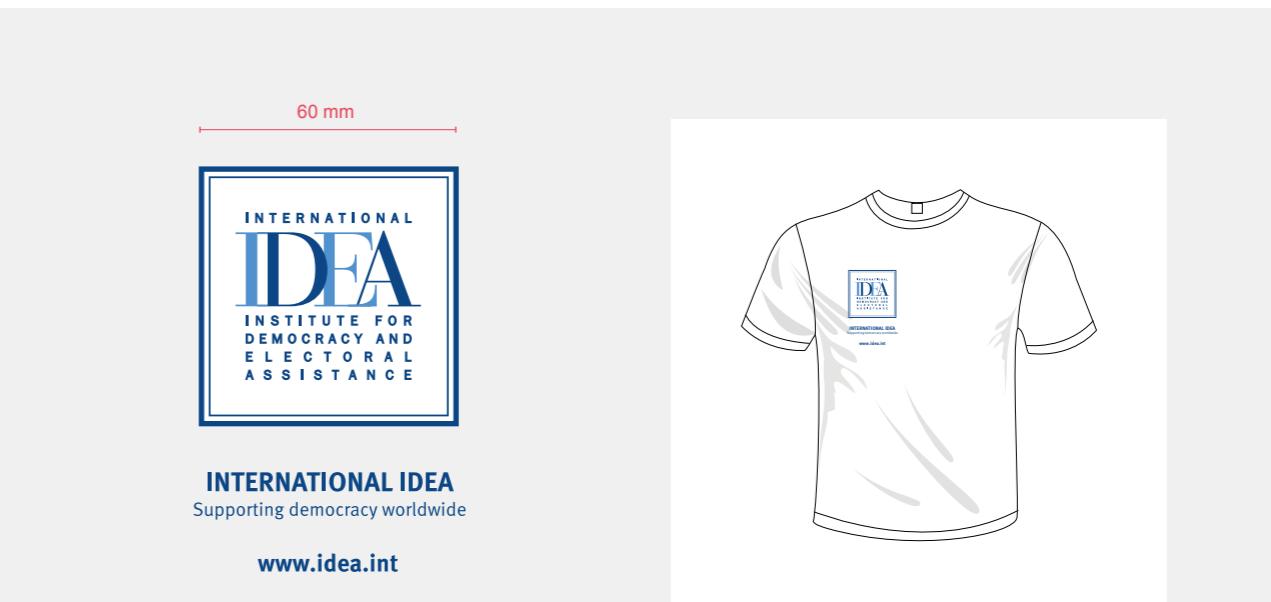
Men T-Shirt size M

##### Screen printing colours:

- █ P 288C
- █ P 284C
- █ P 7506C

##### File identifier

- 5.5.1 T-SHIRT\_WHITE\_one side printing\_3 colours.ai
- 5.5.1 T-SHIRT\_WHITE\_one side printing\_2 colours.ai
- 5.5.1 T-SHIRT\_WHITE\_two side printing\_3 colours.ai
- 5.5.1 T-SHIRT\_WHITE\_two side printing\_back.ai



One-side printing



Two-sides printing



## Printing techniques:

Depending on the finish desired or the technical specifications of the printer, consider using different printing techniques. The most common are the following:

**Screen printing** (serigraphy): uses a mesh to transfer ink onto a selected surface, separation by colours

**Digital printing**: direct printing on selected surface, full colour \*

**Transfer printing**: adhesive ironed on the surface, full colour \*

\* If the surface on which we are printing is not white, then a white background is to be added to the logo.

### BLUE T-SHIRT

#### Format

Men T-Shirt size M

#### Screen printing colours:

- P 288C
- P 284C
- P 7506C
- WHITE

#### File identifier

- 5.5.1 T-SHIRT\_BLUE\_one side printing\_4 colours.ai
- 5.5.1 T-SHIRT\_BLUE\_one side printing\_3 colours.ai
- 5.5.1 T-SHIRT\_BLUE\_two side printing\_4 colours.ai
- 5.5.1 T-SHIRT\_BLUE\_two side printing\_back.ai



One-side printing



## 5.5.2 Bag

Depending on the technical specifications, the printing shall be on 1 or 2 sides and several techniques might be available such as screen printing, digital printing or transfer. Also, restrictions to the colours of the text might be applied (printing in 2, 3 or 4 colours). If this happens, do not forget to use the right logo (see allowed versions on section 2.4).

If the bag is dark blue or another colour, add the white background to the logo and apply the same dynamics defined on the T-shirts.

### Format

250 mm x 310 mm (printing space)

### Screen printing colours:

- P 288C
- P 284C
- P 7506C
- WHITE

### FOOTER

WEB: Meta OT Bold - 30 pt

MEDIA: Meta OT Regular - 17,5 pt

### File identifier

5.5.2 BAG.ai



### 5.5.3 Pen

Three different types of text options (A, B or C) are foreseen for this item and should be chosen depending on the size of the pen and its technical printing requirements.

Sizes smaller than those indicated cannot be used.

Only the white colour or the Blue IDEA colour should be used for printing.

#### Format

10 x 135 mm

#### Colours:

- P 288C
- WHITE

#### Typography

- A. Meta OT Bold - 12,5 pt
- B. Meta OT Bold - 11 pt  
Meta OT Regular - 9 pt
- C. Meta OT Bold - 11 pt  
Meta OT Regular - 9 pt

#### File identifier

5.5.3 PEN.ai



## Social Media

### 5.6.1 Twitter

International IDEA's Twitter account is:

@int\_IDEA

Three areas of the account could be customized: the profile picture, the cover image and the posts.

- **Profile picture:** The logo will be adapted to the round of the Twitter profile picture.
- **Cover image:** Use the corporate background as the header of the Twitter account.
- **Posts** (see next page)

**HEADER:**  
**Format**  
1500 x 500 px  
**File identifier**  
5.6.1 TWITTER\_HEADER.jpg / .ai

**PROFILE PICTURE:**  
**Format**  
400 x 400 px  
**File identifier**  
5.6.1 TWITTER\_PROFILE\_PICTURE.png / .ai



## Posts

We will use two types of templates for the posts: photographic and graphic.

- **Photographic post:** Apply the blue gradient over the selected image (see section 4.4 Photographic treatment). No text should be placed over the image or the message. Relevant information should be limited to the number of characters allowed by Twitter.
- **Graphic post:** Place the title and subtitle over the corporate background. Be concise as these elements should not occupy more than two lines each. Any extension of the message can be realized using only the number of characters allowed by Twitter.

### Format

1024 x 512 px

### Typography

A. Meta OT Bold - 54,5 pt

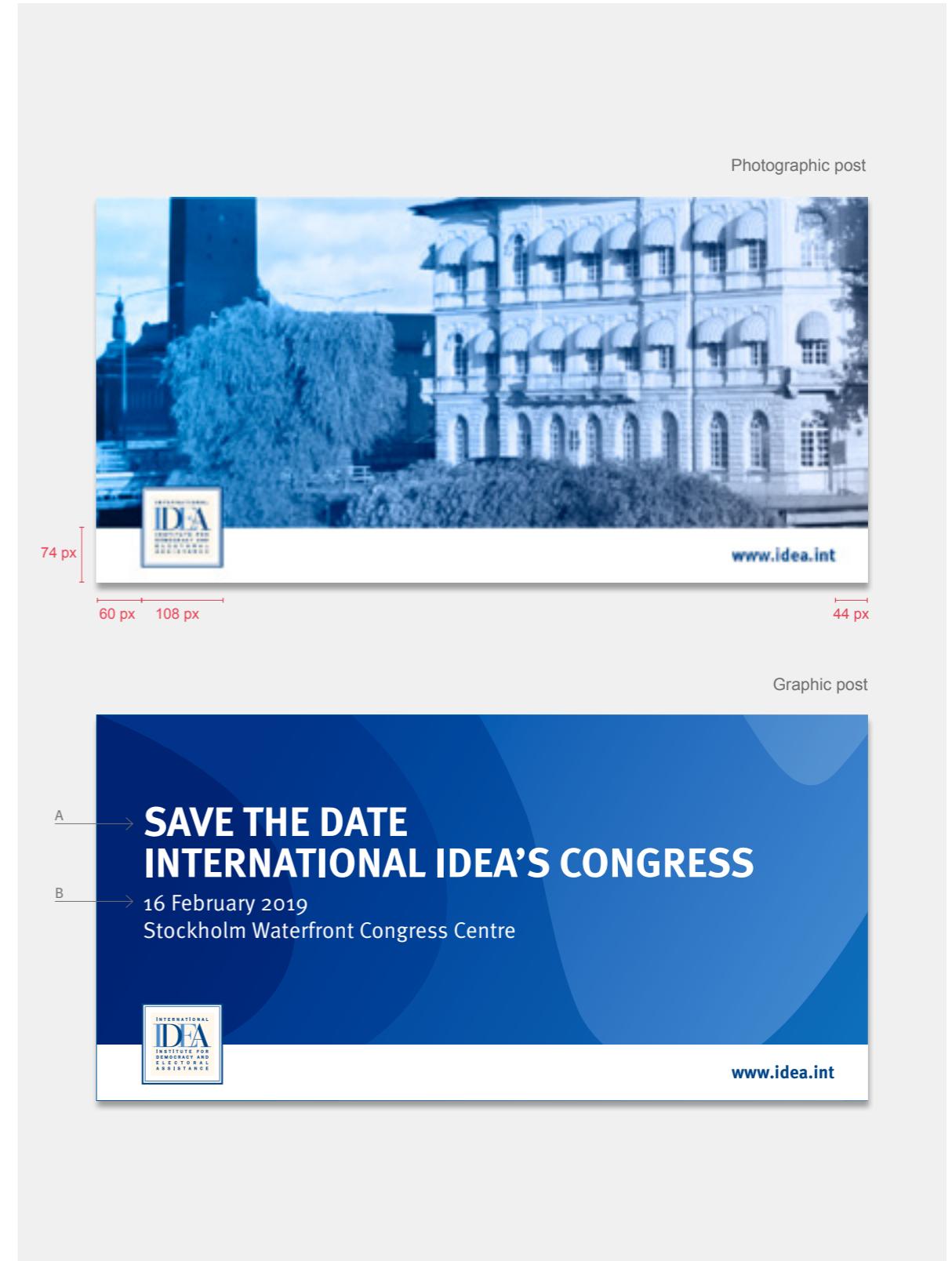
B. Meta OT Regular - 30 pt

WEB: A. Meta OT Bold - 24 pt

### File identifier

5.6.1 TWITTER\_PHOTOGRAPHIC POST.ai / .psd

5.6.1 TWITTER\_GRAPHIC POST.ai



## 5.6.2 Facebook

International IDEA's Facebook account is:

**internationalIDEA**

Three areas of the account could be customized: the profile picture, the cover image and the posts.

- **Profile picture:** The logo will be adapted to the round of the Facebook profile picture.
- **Cover image:** Use the corporate background as the header of the Facebook account.
- **Posts** (see next page)

**HEADER:**  
**Format**  
820 x 312 px  
**File identifier**  
5.6.2 FACEBOOK\_HEADER.jpg / .ai

**IMAGE PROFILE:**  
**Format**  
180 x 180 px  
**File identifier**  
5.6.2 FACEBOOK\_PROFILE PICTURE.png / .ai



## Posts

We will use two types of templates for the posts: photographic and graphic.

- **Photographic post:** Photographic post: Apply the blue gradient over the selected image (see section 4.4 Photographic treatment). No text should be placed over the image or the message. Relevant information should be limited to the number of characters allowed by Facebook.
- **Graphic post:** On top of the corporate background we will place a title and subtitle. We must be concise as these elements should not occupy more than two lines each. Any extension of the message can be realized using only the numbers of characters allowed by Facebook.

### Format

1200x 630 px

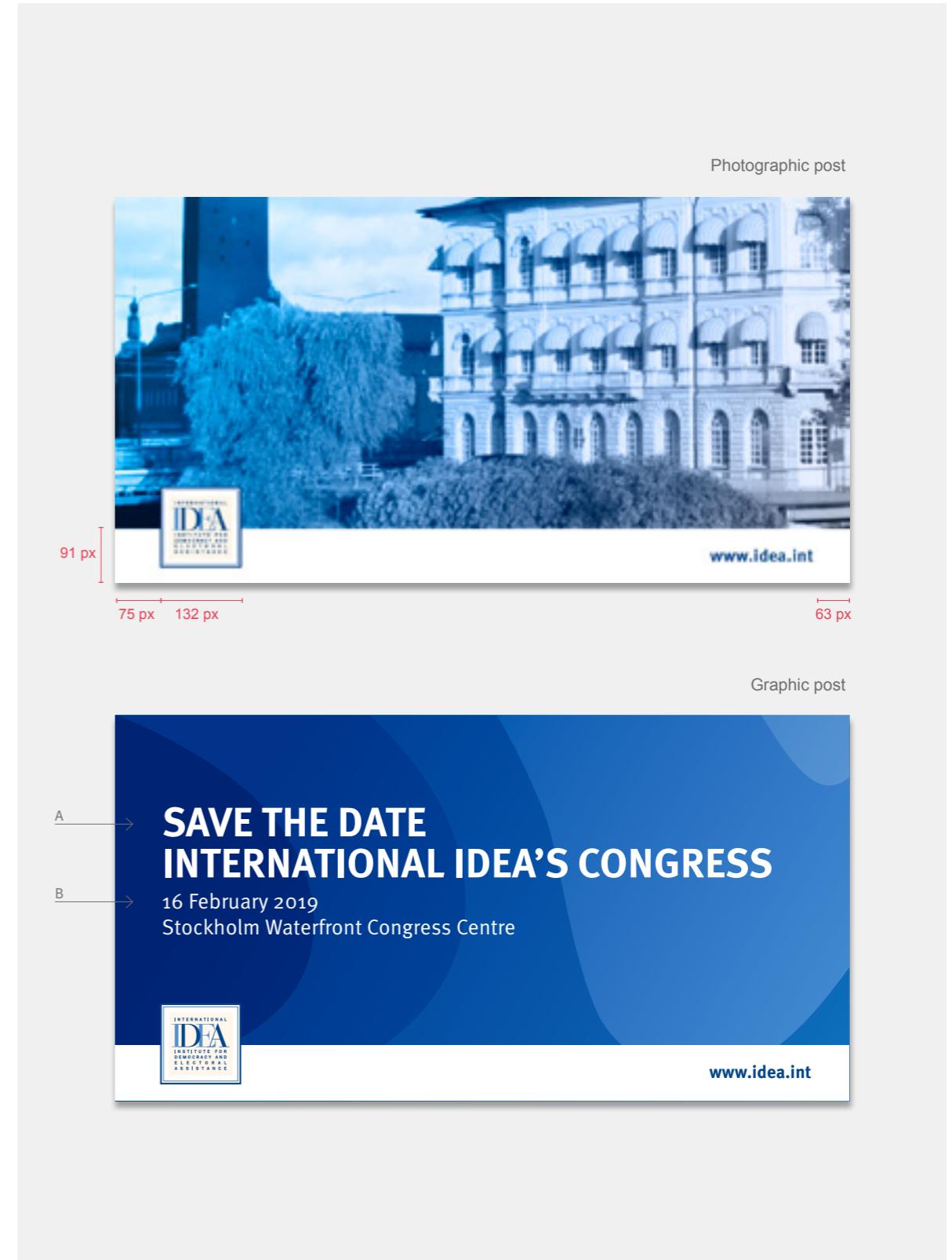
### Typography

- A. Meta OT Bold - 67 pt  
B. Meta OT Regular - 35 pt

WEB: A. Meta OT Bold - 29 pt

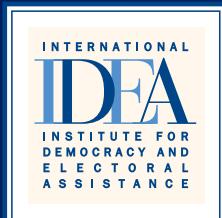
### File identifier

5.6.2 FACEBOOK\_PHOTOGRAPHIC POST.ai / .psd  
5.6.2 FACEBOOK\_GRAPHIC POST.ai



# VISUAL IDENTITY MANUAL

2019



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