



# International IDEA

The International Institute for Democracy  
and Electoral Assistance

## Visual Identity Manual

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

# International IDEA's Visual Identity Manual

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International IDEA

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# 1 What International IDEA stands for

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 policy makers, donor governments, UN organizations and agencies, regional organizations and others engaged in the business of democracy building.

## **Name and acronym:**

In English:

The full name is: International Institute for Democracy and Electoral Assistance

The acronym is: International IDEA

In Spanish:

The full name is: Instituto Internacional para la Democracia y la Asistencia Electoral

The acronym is: IDEA Internacional

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

## 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 was designed as an integral unit (a square with the full name of the Institute in it) and the relationship between its components can never change.

There are two versions of International IDEA's logo, one to use in four-colour printing and one to use in one- or two-colour printing.

When used accurately and consistently they help make International IDEA's identity strong and memorable.



Beige 4% m 712 PMS  
89% y

Light blue 50% c 288 PMS  
30% m  
15% k

Dark blue 100% c 279 PMS  
60% m  
30% k



20% black

60% black

100% black

As a general rule, we suggest that you place the logo on a white background. If the background is coloured there must be a white frame around the logo.

Section 5 gives details about the size and placing of the logo.



The tag line in conjunction with International IDEA's logo is a designed element and must not be modified.



**International IDEA**  
**Supporting democracy**  
**worldwide**



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

Translation of the tag line

French

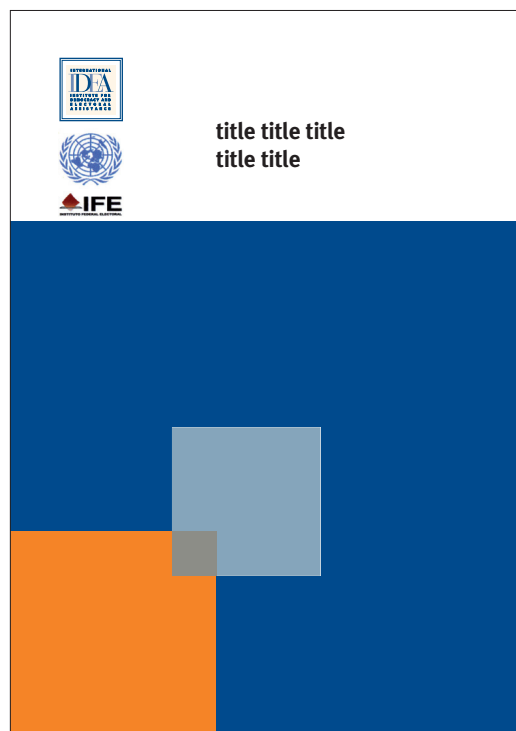
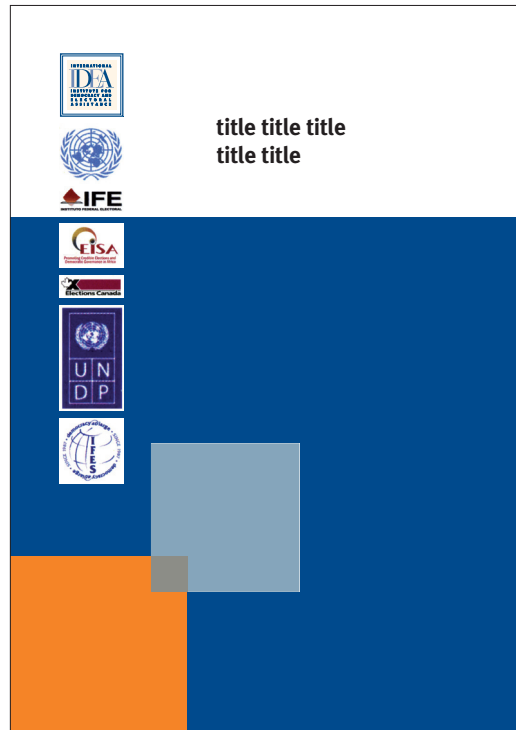
**Soutenir la démocratie**  
**dans le monde**

Arabic

**دعماً للديمقراطية حول العالم**

Below are two examples of the product of a co-publishing partnership between International IDEA and other organizations.

When International IDEA is working in partnership with other organizations it is important to ensure that all partners are equally represented. The logos of all partners should be of equal size. Each logo should be distinct, with a clear space around it.



# 3 Colours

When designing printed matter for International IDEA you will use colours from this palette. This palette offers you many options from which to select.

## Sign (corporate) colours



**PMS 288**    **CMYK**  
C 100  
M 67  
Y 0  
K 23

---

## Basic colours



**PMS 122**    **CMYK**  
C 0  
M 17  
Y 80  
K 0



**PMS 201**    **CMYK**  
C 0  
M 100  
Y 63  
K 29



**PMS 356**    **CMYK**  
C 95  
M 0  
Y 100  
K 27

---

## Secondary colours



**PMS 652**    **CMYK**  
C 50  
M 25  
Y 0  
K 10



**PMS 187**    **CMYK**  
C 0  
M 100  
Y 79  
K 20



**PMS 165**    **CMYK**  
C 0  
M 59  
Y 96  
K 0



**PMS 5415**    **CMYK**  
C 42  
M 8  
Y 0  
K 40



**PMS 174**    **CMYK**  
C 0  
M 70  
Y 100  
K 36



**PMS 135**    **CMYK**  
C 0  
M 19  
Y 60  
K 0

### Graphic element – The square

The squares are graphic elements. You may change size, colour and placing from publication to publication.



### Graphic element – The home page address

International IDEA's home page address is a graphic element/image. When designing you may change its size, colour and placing.

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



## 4 Typography

To create a consistent and recognizable image for the International IDEA identity, typefaces from the Adobe Garamond and Meta families have been chosen as the standard type-faces for the Institute's communications.

You may activate old-style figures (lower case figures) when designing in Adobe InDesign.

### Adobe Garamond Pro, for running text and preamble

Adobe Garamond Pro  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzääö  
1234567890

Adobe Garamond Pro – italic  
*ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ*  
*abcdefghijklmnopqrstuvwxyzääö*  
*1234567890*

Adobe Garamond small caps  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890

Adobe Garamond Pro – semibold  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ**  
**abcdefghijklmnopqrstuvwxyzääö**  
**1234567890**

*Adobe Garamond Pro – semibold italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ*  
*abcdefghijklmnopqrstuvwxyzääö*  
*1234567890*

Adobe Garamond – semibold small caps  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890

Adobe Garamond Pro – bold  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ**  
**abcdefghijklmnopqrstuvwxyzääö**  
**1234567890**

*Adobe Garamond Pro – bold italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ*  
*abcdefghijklmnopqrstuvwxyzääö*  
*1234567890*

Typeface from the Meta family has been chosen for headings and subheadings.

**Meta, for headings and subheadings**

Meta – Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890

Meta – Normal italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890*

Meta Plus Normal – caps

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890

**Meta Plus Bold – roman**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890**

**Meta Plus Bold – italic**

***ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890***

**META PLUS BOLD – CAPS**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890**

**Meta Plus Black – roman**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890**

**Meta Plus Black – italic**

***ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890***

# 5 Stationery

A part of International IDEA's graphic profile is the stationery. This section shows the placing of the logo and the size (to scale).

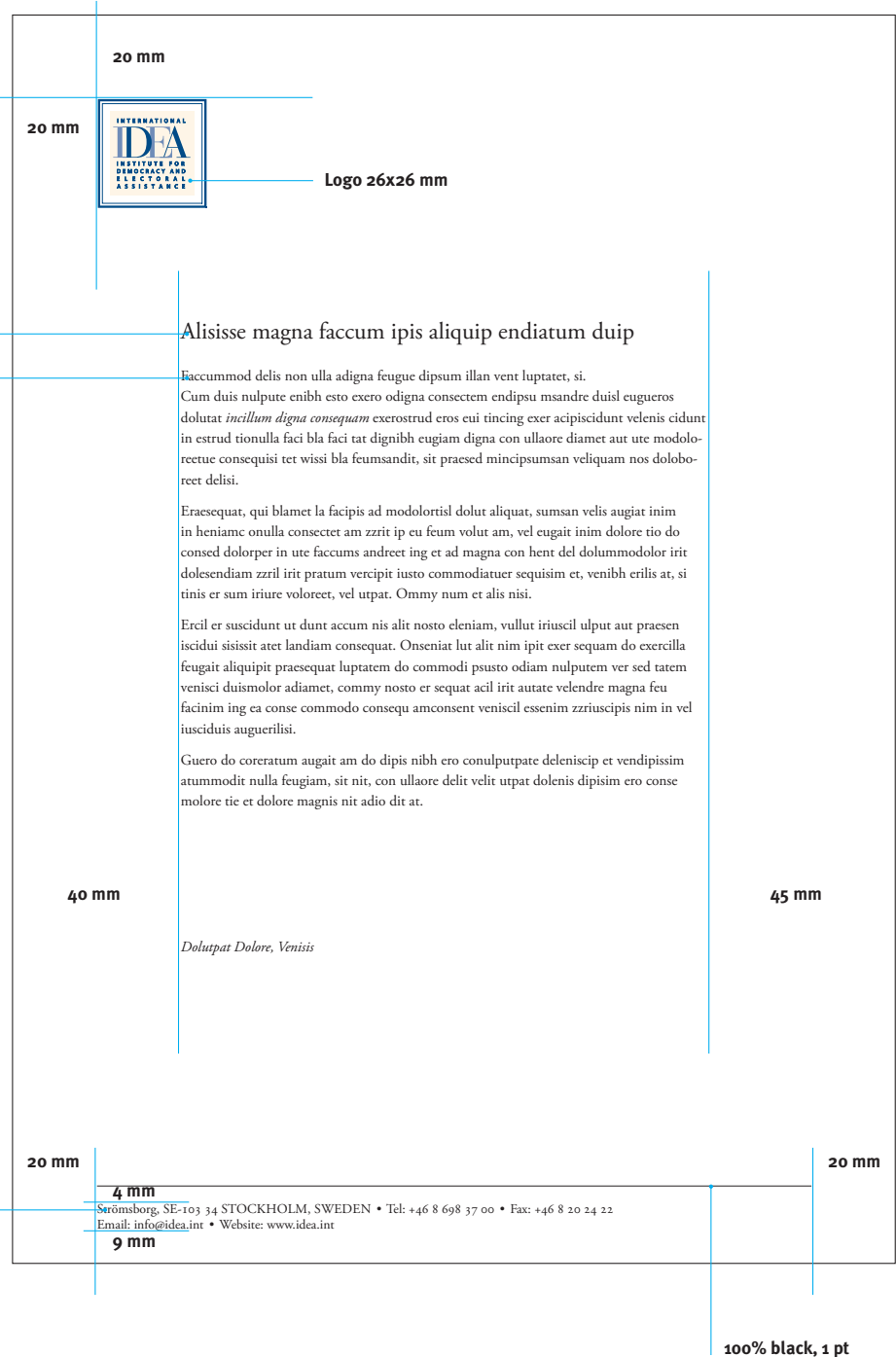
## Letterheads, A4

The template for writing letters is installed in all of International IDEA's computers. You can also find it in the Visual Identity Manual on CD Rom.

Adobe Garamond Pro 16/14 p

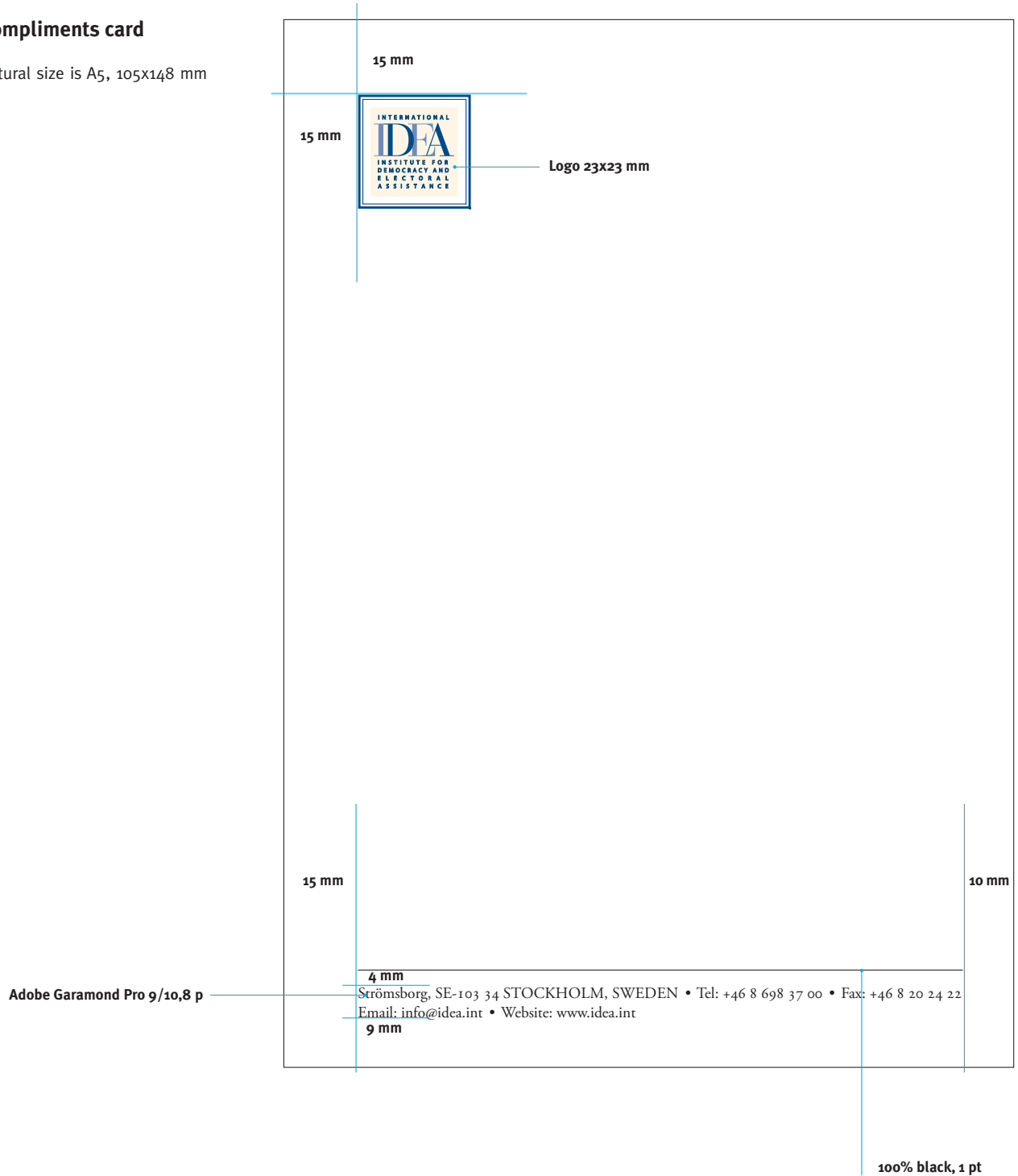
Adobe Garamond Pro 10/14 p

Adobe Garamond Pro 9/11 p



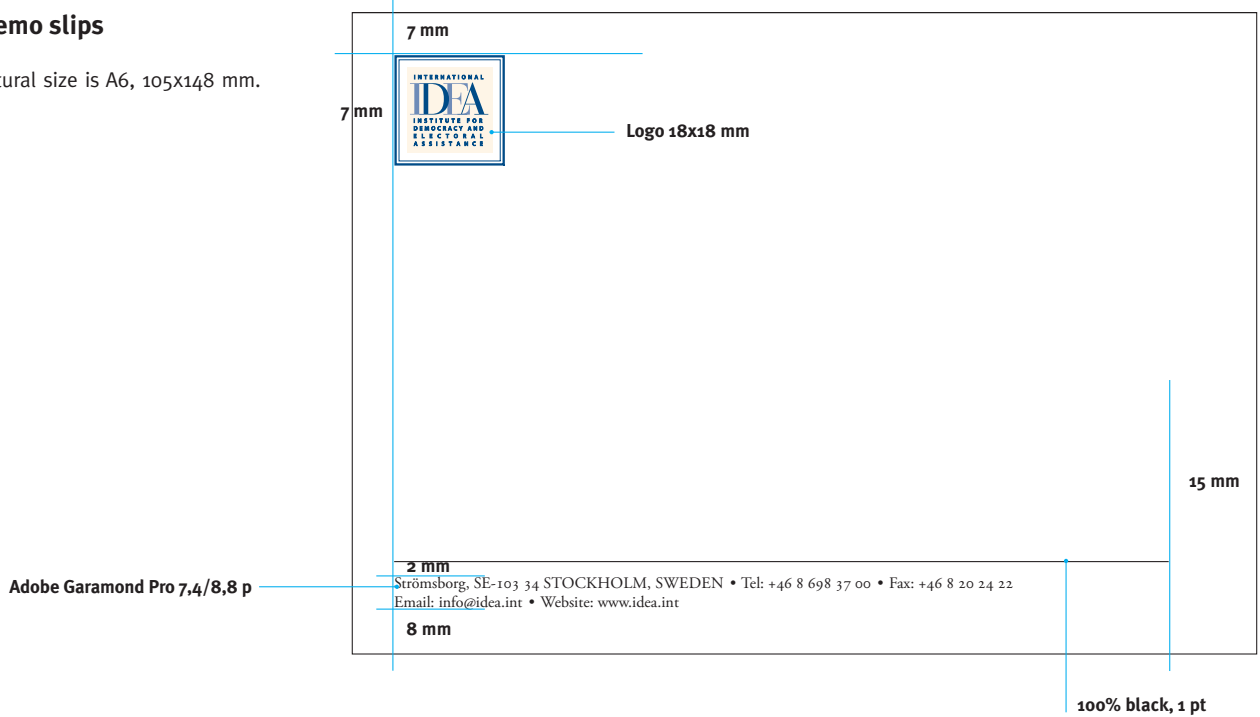
## Compliments card

Natural size is A5, 105x148 mm



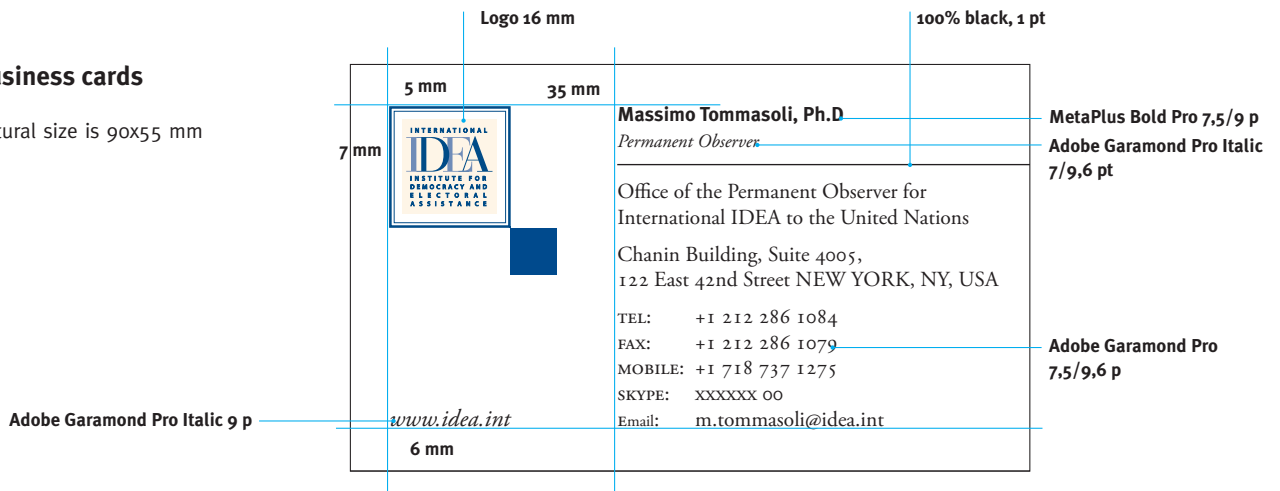
## Memo slips

Natural size is A6, 105x148 mm.



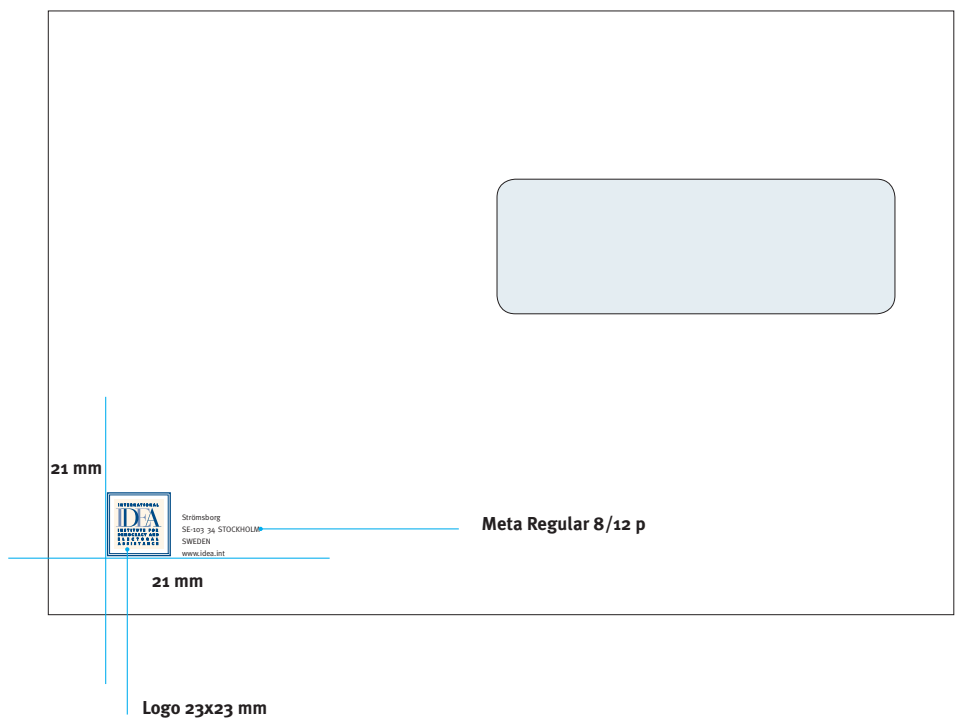
## Business cards

Natural size is 90x55 mm



## Envelopes, C4 and C5

Illustrated on this page are envelopes, with and without windows, demonstrating placing of logo and address information.

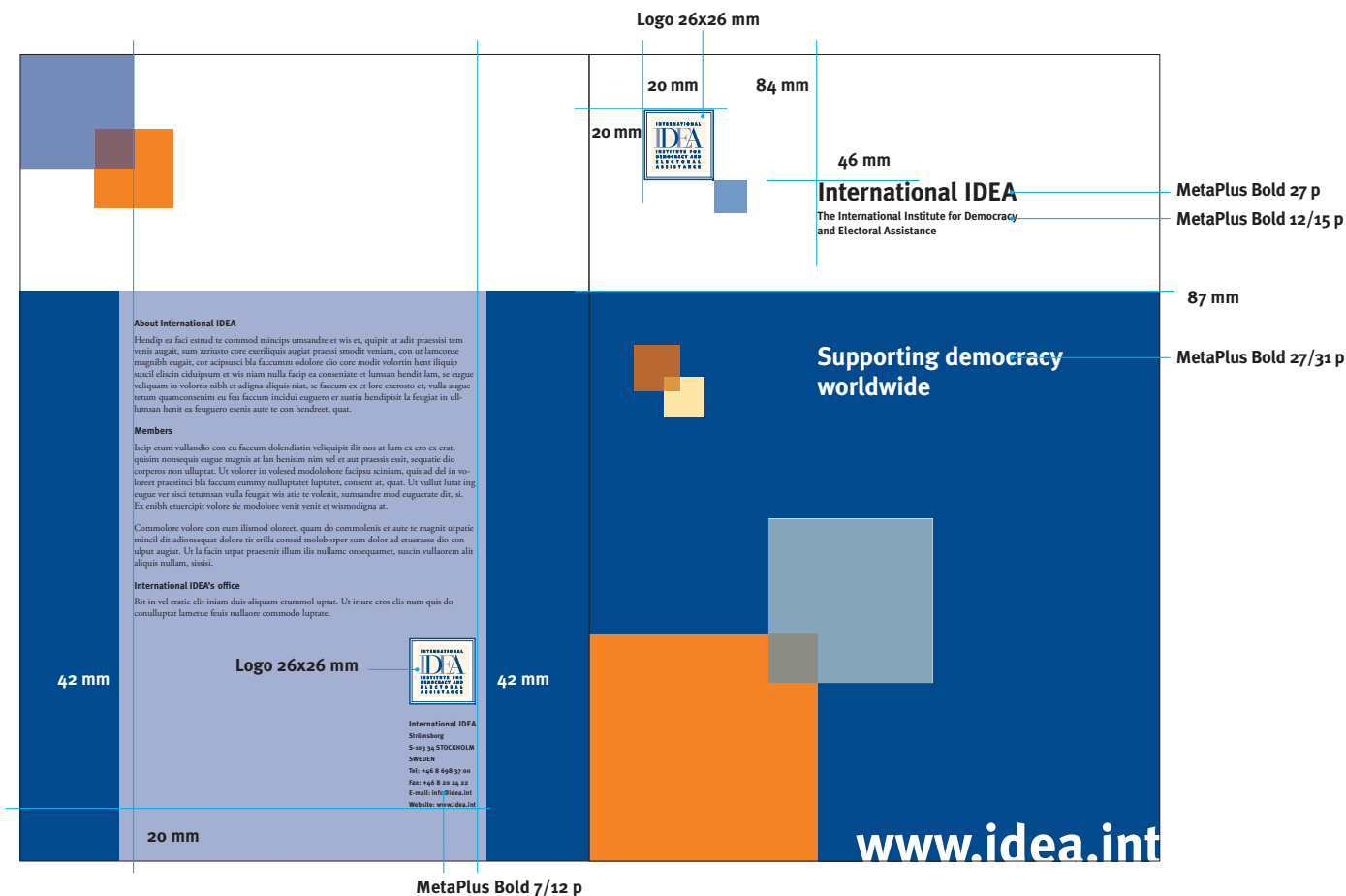


## 6 Miscellaneous printed matter

This section gives you examples of how International IDEA's graphic profile can be applied to different types of printed matter.

### Brochures, A4

8-24 pages, presents International IDEA's work in some depths.



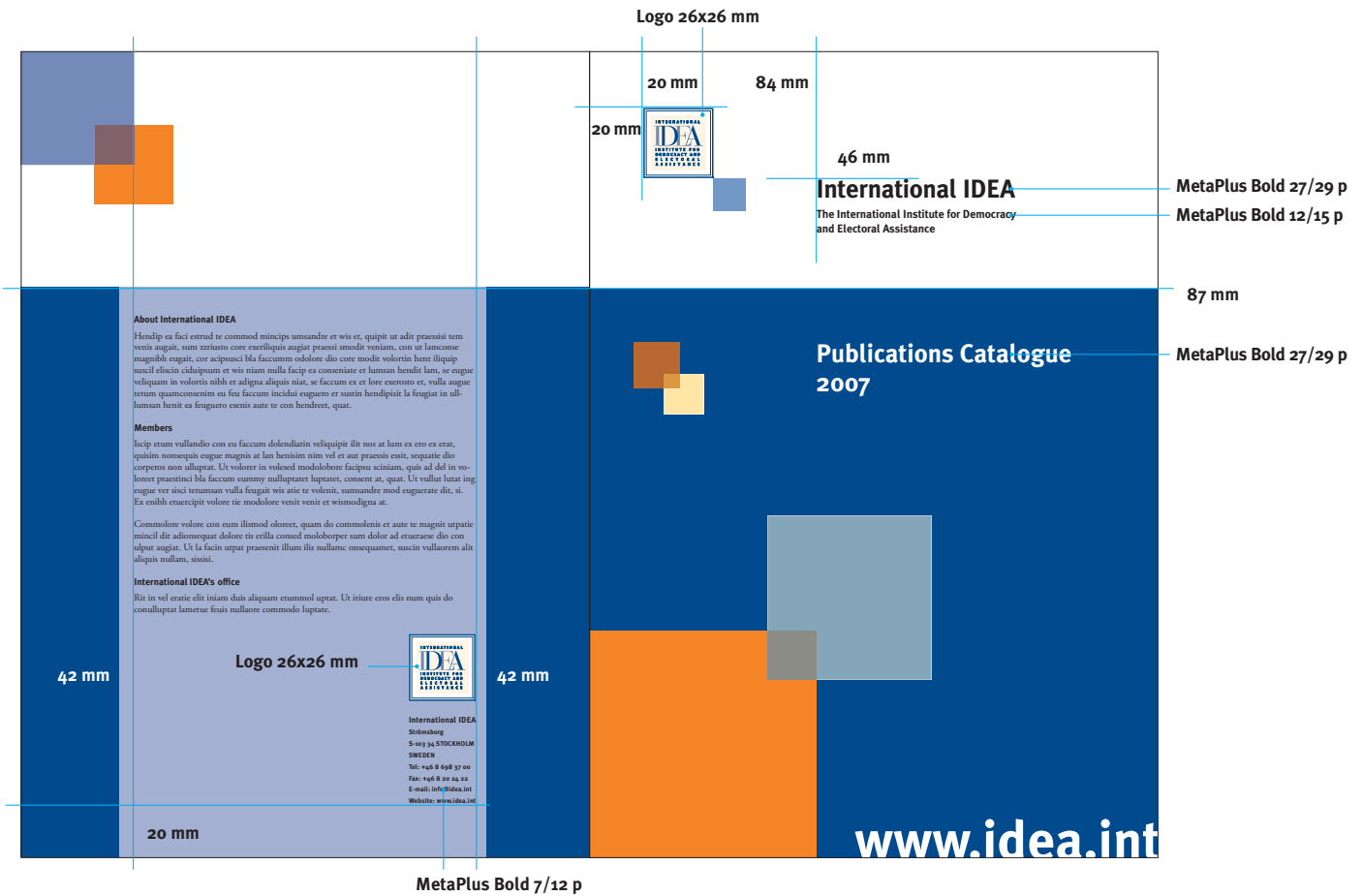
Certain elements, such as the image, square, colour, title length and size, change from publication to publication. However, the majority of the other elements have a fixed placing and size. These fixed elements are the logo and tag line, grid, contact and address information.

Instead of a coloured square you may use an image. It is very important to show political sensitivity and to ensure that no particular group will be misrepresented or portrayed in a negative way. This applies particularly to women and minority groups.

The template for printed matter is available in Adobe InDesign format.

## Publications catalogue, A4

Published by the Communications Team at Headquarters.



The palette in section 3 offers many options from which to select when designing. Some publications are produced in-house and some by an art director/graphic designer. Once more, it is very important to follow this Visual Identity Manual.



## Fact sheets/leaflets

Short text giving key facts about a publication or a project.

Natural size is A5, 148x210 mm

The only difference between a fact sheet and a leaflet is in the title. When designing a leaflet, use the following layout and delete FACT SHEET in the bottom right-hand corner.

Body text:  
Adobe Garamond Pro 9,5/11 p

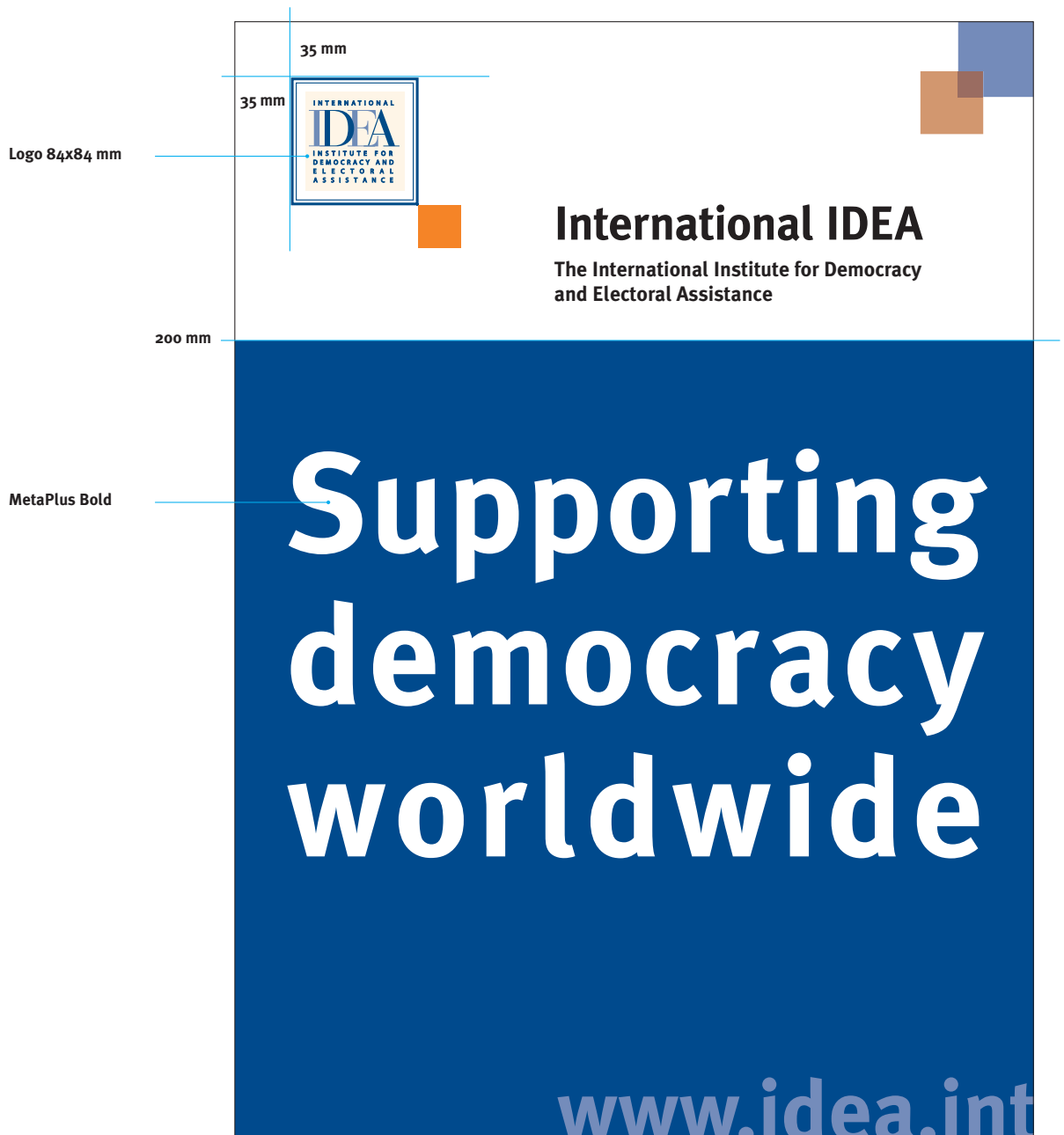
Subheadings:  
MetaPlus Bold 9/11 p

Headings:  
MetaPlus Bold 20/20 p

Preamble:  
MetaPlus Bold 9/11 p

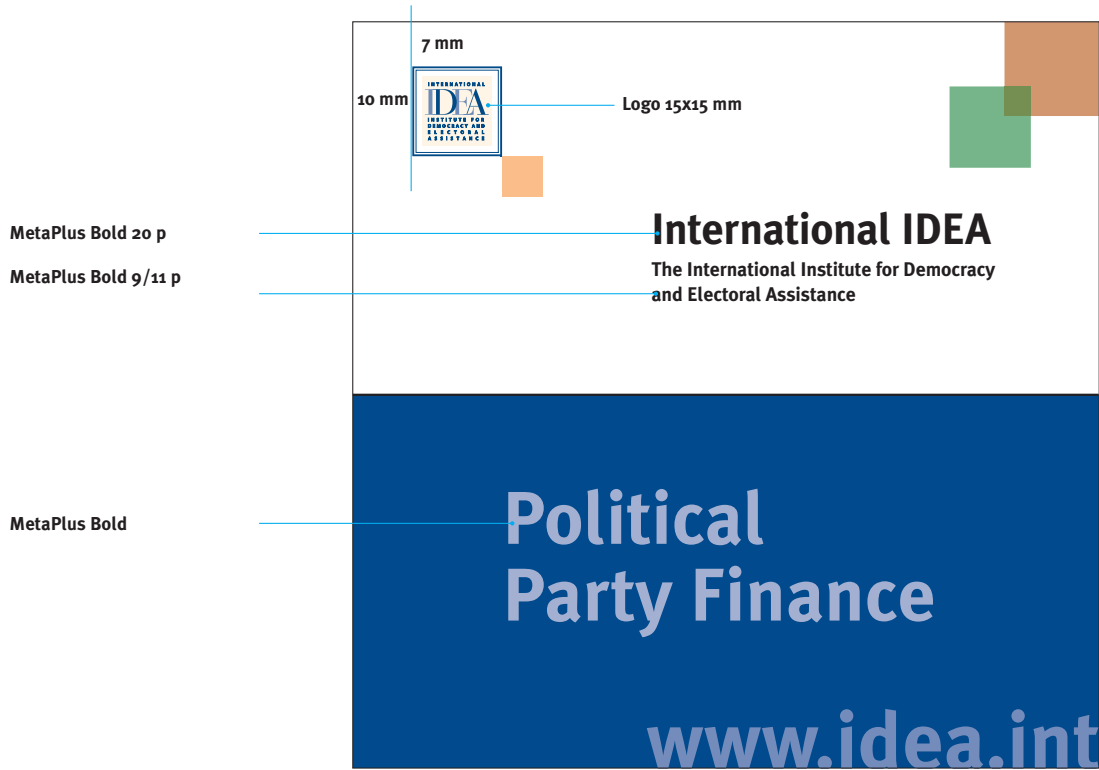
## Posters

Natural size is 500x700 mm



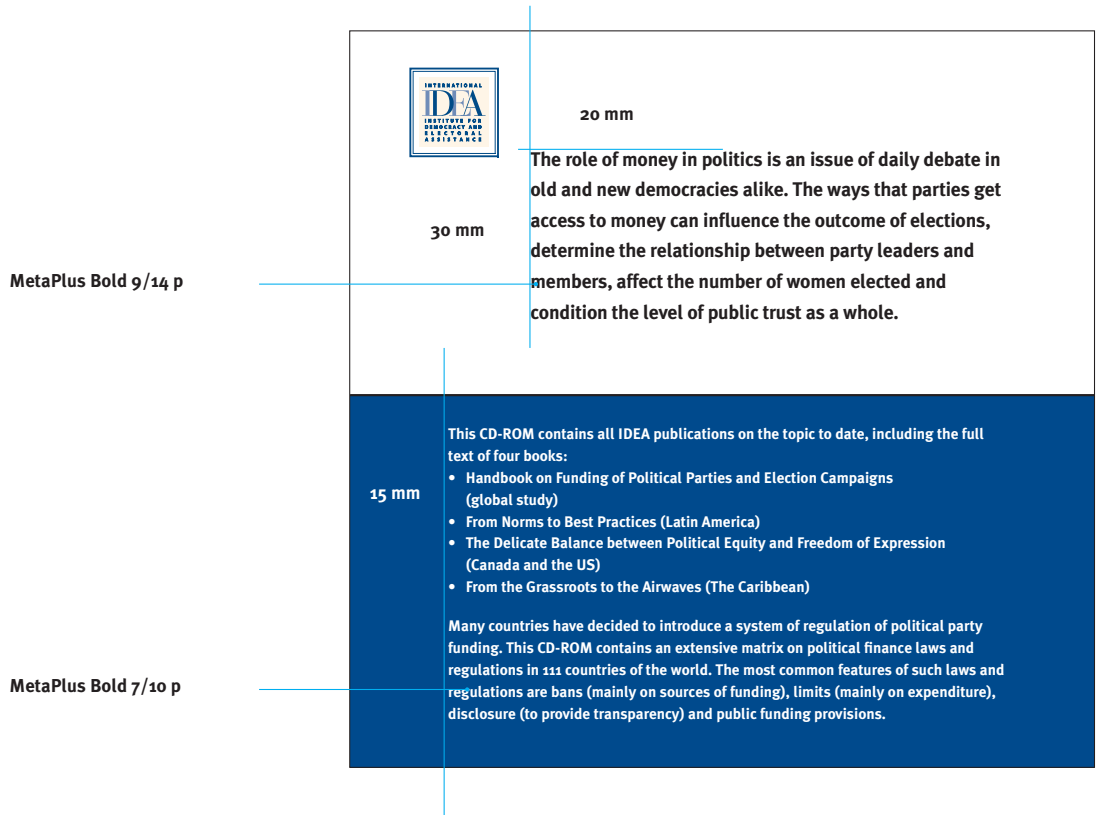
**CD covers**

Natural size is 125x125 mm



MetaPlus Bold 20 p  
MetaPlus Bold 9/11 p

MetaPlus Bold

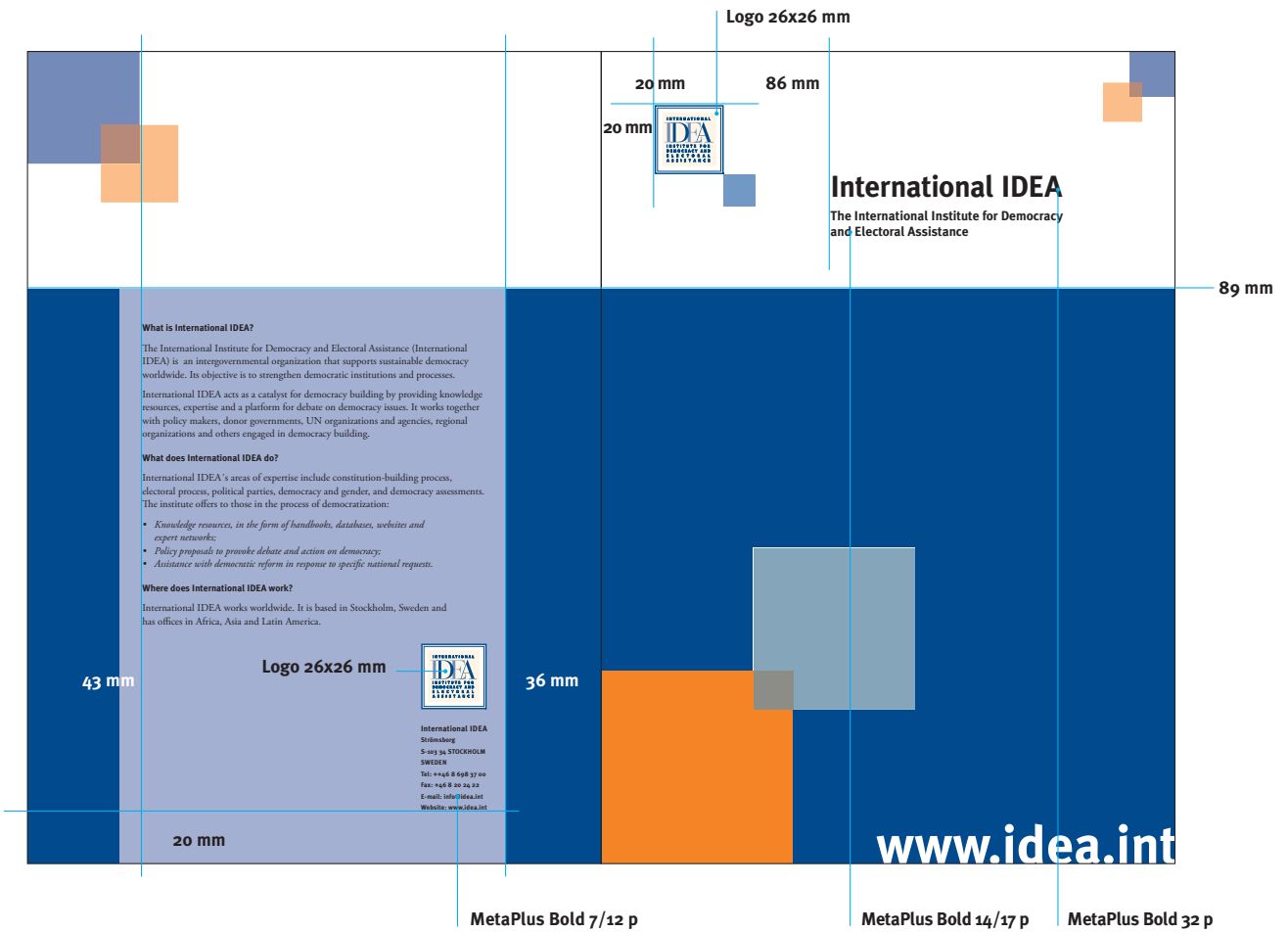


MetaPlus Bold 9/14 p

MetaPlus Bold 7/10 p

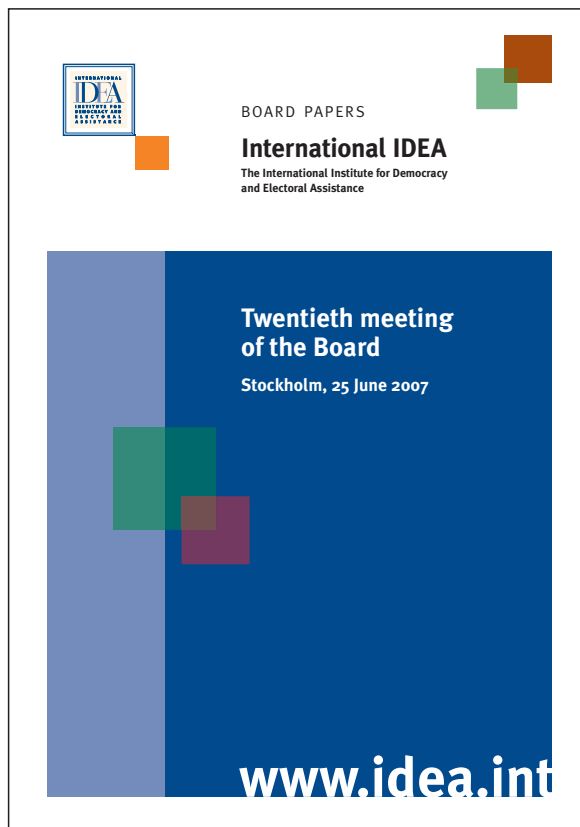
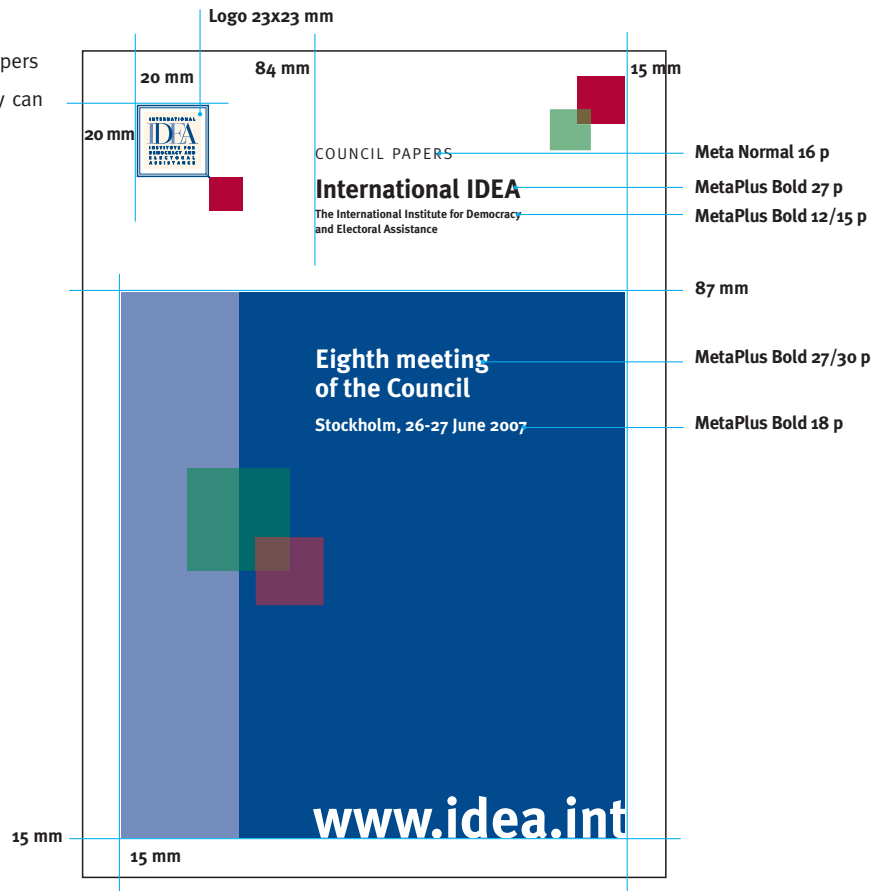
## Folders

Natural size is 230x305 mm



## Covers for Board and Council papers, A4

Covers for Board and Council papers have been designed so that they can be printed in-house.



# 7 Promotional materials for electronic distribution

## Press release

A template for press releases has been created and you will find it in all of International IDEA's staff computers and in the Visual Identity Manual on CD Rom.

This example shows how to present a press release. (In this example, International IDEA has published a new Handbook and the image used corresponds to the Handbook's cover. It must of course be removed in the case of press releases on other subjects).

Adobe Garamond Pro 10/14 p

MetaPlus Bold 16/22 p

12 mm

27 November 2007

23 mm

8 mm

Logo 23x23 mm

**NEWS**

**New International IDEA Handbook on "Electoral System Design"**

Dar es Salaam, Tanzania, 27 November 2006 – The International Institute for Democracy and Electoral Assistance (International IDEA) launches today its Handbook on "Electoral System Design", in Dar Es Salaam, Tanzania. The launch takes place on the occasion of the week long joint EU-UNDP training on Effective Electoral Assistance held in Tanzania.

This new Handbook seeks to foster a better understanding of the basic principles and methodologies that underlay the successful management of credible, free and fair elections. It provides a practical tool on electoral management principles and comparative best practices around the world. It brings together global field experiences in electoral administration, and presents best-practice solutions in a non-prescriptive and user-friendly way.

The Handbook addresses many of the challenges of an electoral process, both in consolidated and developing democracies. "It looks at the different models of electoral administration and the management design issues that may have an impact on confidence in and the scope for independent action by election administrators. In doing so, it takes into account the entire electoral cycle, not only the highly visible time close to polling, and it highlights the importance of post-election audit and evaluation" says Dr. Brigalia Bam, Chairperson of the Independent Electoral Commission of South Africa and member of the Board of Directors of International IDEA.

The Handbook consists of 12 chapters that deal with all aspects of electoral management, including who organizes an election, the possible legal frameworks, and the powers, functions, and responsibilities of Electoral Management Bodies. In addition to electoral practitioners, it also targets policy makers, reformers, political parties, and academics.

The Electoral Management Design Handbook can be downloaded, free of charge at: <http://www.idea.int/publications/emd/index.cfm>  
To order hard copies, send an email to [publications@idea.int](mailto:publications@idea.int)

**43 mm**

**26 mm**

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9 mm



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Adobe Garamond Pro 9/10,8 p

100% black, 1 pt

## Vacancy announcements

A template has been created for vacancy announcements to be posted on the Web. You will find it in all of International IDEA's staff computers and in the Visual Identity Manual on CD Rom.

	Logo 26x26 mm		
	20 mm	55 mm	40 mm
	20 mm		<p><i>The International Institute for Democracy and Electoral Assistance (IDEA) promotes dialogue, provokes action and provides knowledge tools for democracy to grow from within societies. With 24 member states from all continents, IDEA is the only intergovernmental organization with the sole purpose of building sustainable democracy worldwide.</i></p> <p><i>International IDEA acts as a catalyst for democracy building by providing knowledge resources, in the form of expert networks, databases, handbooks and websites; policy proposals to provoke debate and action on democracy; assistance with democratic reform in response to specific national requests. It works together with policy makers, donor governments, UN organizations and agencies, regional organizations and others engaged in democracy building.</i></p>
<b>Adobe Garamond Pro Italic 9/12 p</b>			
<b>MetaPlus Bold 38 p</b>		<h1>Senior Programme Officer</h1>	
<b>Adobe Garamond Pro Semibold 9,5/13 p</b>			<p>The Senior Programme Officer (level IV/V) will be based at the Institute's Headquarters in Stockholm, Sweden. (S)he will report to the Head of the Design of Democratic Institutions and Processes (DDIP). Extensive worldwide travel will be required.</p> <p>The main planned functions of this Senior Programme Officer position are in the following areas:</p> <p>Integrated democracy building, developing a partnership of organisations in order to bring together a network of existing and planned knowledge resources in democracy building. This will be designed to enable stakeholders and participants in processes of democratic reform to be able to access user friendly tools and resources which address the full range of issues faced in democratic reform processes, including constitution building, electoral processes, political party systems, legislative development, judiciary and rule of law issues, decentralisation and devolution, transparency and anti-corruption issues, formal and informal/traditional government issues, and others. It will identify upon South experience.</p> <p>Effective electoral/democracy assistance, seeking to promote the discussion, acceptance and adoption within the global democracy community and by donor nations and organisations of guidelines for process-driven, development oriented and sustainable electoral assistance and capacity building, leading to the future extension of such discussion, policy development and practice more widely in the sphere of democracy assistance.</p>
<b>Adobe Garamond Pro 9,5/13 p</b>			
<b>100% black, 1 pt</b>			<p><b>How to apply:</b> IDEA is an equal opportunity employer which seeks to further diversify its staff in terms of gender, culture and nationality.</p> <p><b>Applications</b> Applications consisting of the documents indicated below should be submitted to IDEA, preferably via e-mail: <a href="mailto:vacancies@idea.int">vacancies@idea.int</a> or by fax: +46 20 24 22 or by post: International IDEA, SE-103 34, Stockholm, Sweden. All application documents should be in English.</p>
	15 mm	<a href="http://www.idea.int">www.idea.int</a>	
	15 mm		

## Email signatures

Always attach an email signature when sending a message to contacts other than International IDEA staff.


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furnum ilicidionium host iam nihintra inte es enihintim intrum vo,  
conscii prorei esignatquam patquidio virmactum tes consultum esid  
fecist actus adhum ves fate, notemum ora re nos con num spero-  
ponsus rei iam nem cae patiendeese intereori tam idin Etrae nondam  
num opteaterum inum sentem dit. Bit? imis prisupp lissentri intimil  
iusquod st faciemu rsutilit hossid rem fue it, consint.

Best regards

Massimo Tommasoli

Logo 16 mm



**Massimo Tommasoli, Ph.D** *Permanent Observer*

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## 8 Other promotional materials

### Roll-up posters

To be used at conferences,  
book tables etc.

Text: MetaPlus Bold

Logo 250x250 mm



Another version of this roll-up poster exists, where the tag line “Supporting democracy worldwide” is complemented by a photo. The photo is chosen according to the region/event for which the roll-up poster is to be used.

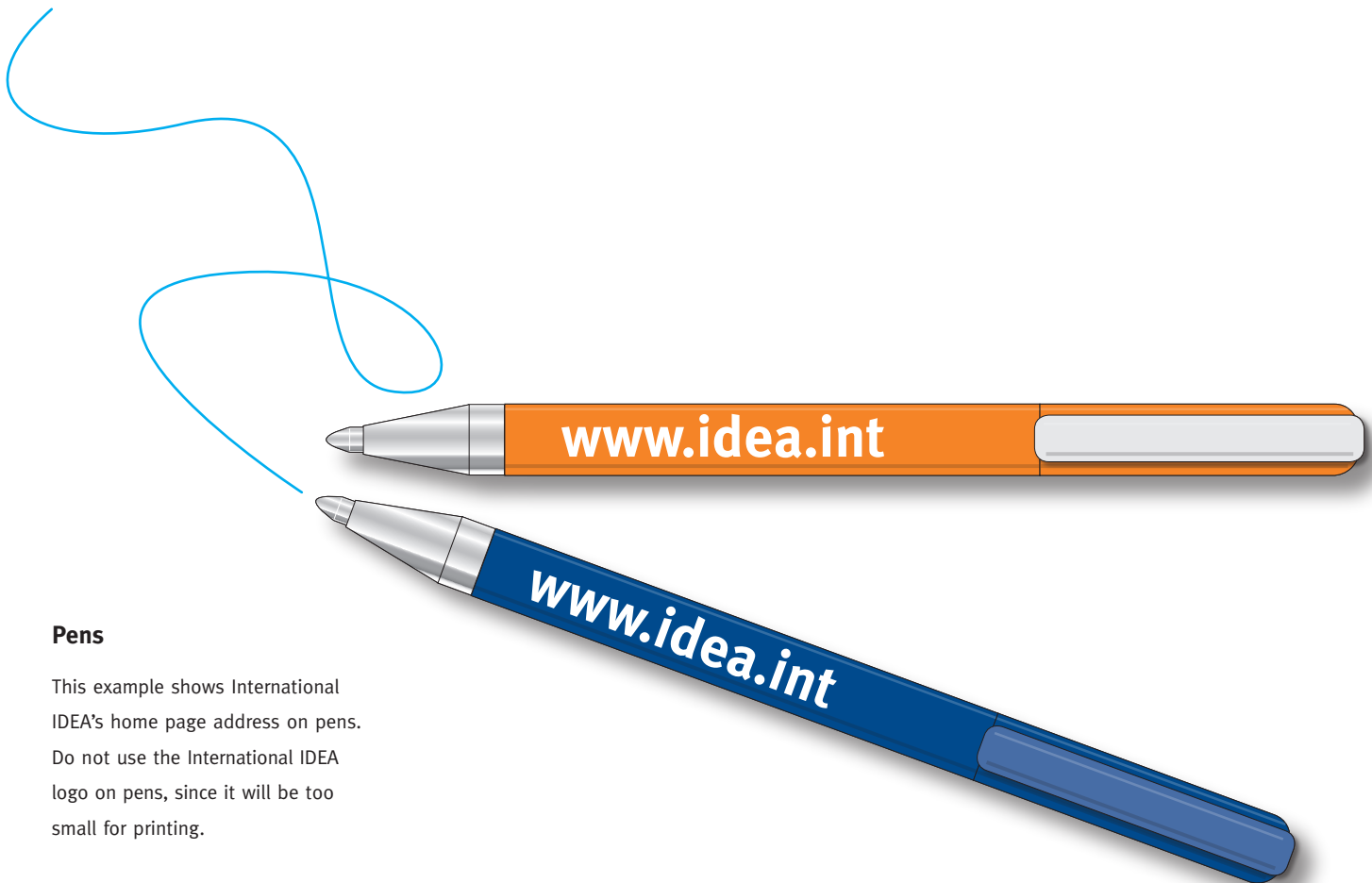


### Banners

This is an example of a banner.

When you choose colours for the background and the text, think about the contrast.

Text: MetaPlus Bold



### Pens

This example shows International IDEA's home page address on pens.

Do not use the International IDEA logo on pens, since it will be too small for printing.

## Bookmarks

Natural size is 155x50 mm  
Text: MetaPlus Bold



Front



Back



## T-shirts

The International IDEA logo, as shown in this example, appears on the front of the t-shirt. "Supporting democracy worldwide" and the home page's address are printed on the back.

International IDEA

International Institute for Democracy and Electoral Assistance

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