International IDEA’s Visual Identity Manual

Contents

1 What International IDEA stands for
   Name

2 Logo
   Correct use of logo
   Correct use of logo in conjunction with others
   Logo size and placing
   Tag line in conjunction with logo

3 Colours
   Sign (corporate) colours
   Graphic elements

4 Typography

5 Stationery
   Letterheads
   Compliments cards
   Memo slips
   Business cards
   Envelopes

6 Miscellaneous printed matter
   Brochures
   The Publications Catalogue
   Fact sheets and leaflets
   Posters
   CD covers
   Folders
   Covers for Board and Council

7 Promotional materials for electronic distribution
   Press releases
   Vacancy announcements
   Email signatures

8 Other promotional materials
   Roll-up posters
   Banners
   Pens
   Bookmarks
   T-shirts

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This Visual Identity Manual has been produced by International IDEA in collaboration with T2 Form & Kommunikation
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.
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.

Translation of the tag line  French
Soutenir la démocratie
En apoyo a la democracia
Arabic
دعمًا 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

<table>
<thead>
<tr>
<th>PMS 288</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C 100&lt;br&gt;M 67&lt;br&gt;Y 0&lt;br&gt;K 23</td>
</tr>
</tbody>
</table>

### Basic colours

<table>
<thead>
<tr>
<th>PMS 122</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C 0&lt;br&gt;M 17&lt;br&gt;Y 80&lt;br&gt;K 0</td>
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</tbody>
</table>

<table>
<thead>
<tr>
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<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C 0&lt;br&gt;M 100&lt;br&gt;Y 63&lt;br&gt;K 29</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
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<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C 95&lt;br&gt;M 0&lt;br&gt;Y 100&lt;br&gt;K 27</td>
</tr>
</tbody>
</table>

### Secondary colours

<table>
<thead>
<tr>
<th>PMS 652</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C 50&lt;br&gt;M 25&lt;br&gt;Y 0&lt;br&gt;K 10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 187</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C 0&lt;br&gt;M 100&lt;br&gt;Y 79&lt;br&gt;K 20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 165</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C 0&lt;br&gt;M 59&lt;br&gt;Y 96&lt;br&gt;K 0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 5415</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C 42&lt;br&gt;M 8&lt;br&gt;Y 0&lt;br&gt;K 40</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 174</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C 0&lt;br&gt;M 70&lt;br&gt;Y 100&lt;br&gt;K 36</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 135</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>C 0&lt;br&gt;M 19&lt;br&gt;Y 60&lt;br&gt;K 0</td>
</tr>
</tbody>
</table>
The squares are graphic elements. You may change size, colour and placing from publication to publication.

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

www.idea.int
4 Typography

Adobe Garamond Pro, for running text and preamble

Adobe Garamond Pro
ABCDEFHIJKLMNOPQRSTUVWXYZÄÖ
defghijklmnopqrstuvwxyzääö
1234567890

Adobe Garamond Pro – italic
ABCDEFHIJKLMNOPQRSTUVWXYZÄÖ
defghijklmnopqrstuvwxyzääö
1234567890

Adobe Garamond small caps
ABCDEFHIJKLMNOPQRSTUVWXYZÄÖ
1234567890

Adobe Garamond Pro – semibold
ABCDEFHIJKLMNOPQRSTUVWXYZÄÖ
defghijklmnopqrstuvwxyzääö
1234567890

Adobe Garamond Pro – semibold italic
ABCDEFHIJKLMNOPQRSTUVWXYZÄÖ
defghijklmnopqrstuvwxyzääö
1234567890

Adobe Garamond – semibold small caps
ABCDEFHIJKLMNOPQRSTUVWXYZÄÖ
1234567890

Adobe Garamond Pro – bold
ABCDEFHIJKLMNOPQRSTUVWXYZÄÖ
defghijklmnopqrstuvwxyzääö
1234567890

Adobe Garamond Pro – bold italic
ABCDEFHIJKLMNOPQRSTUVWXYZÄÖ
defghijklmnopqrstuvwxyzääö
1234567890

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.
Meta, for headings and subheadings

Meta – Normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta – Normal italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Plus Normal – caps
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Plus Bold – roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Plus Bold – italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

META PLUS BOLD – CAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Plus Black – roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Plus Black – italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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

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

Natural size is A5, 105x148 mm
Memo slips

Natural size is A6, 105x148 mm.

Business cards

Natural size is 90x55 mm

Ambassador Andrés Rozental
Vice Chair of the board

Strömsborg SE-103 34 STOCKHOLM
SWEDEN

TEL: +46 8 698 37 00
FAX: +46 8 10 24 20
SKYPE: xxxxxx 00
Email: info@idea.int

www.idea.int
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.
Women in Parliament: Beyond Numbers

Women in Parliament: Beyond Numbers, a revised edition, serves to access the higher and more complex challenges in encouraging women’s inclusion in the democratic process. How do women navigate the world of politics, and how do they achieve greater representation in elections? This Handbook provides a comprehensive analysis of gender quotas and other strategies used to promote women’s inclusion in parliament and in other political roles.

Contents:

Chapter 1: Introduction
Provides a background on the role of the international IDEA in promoting gender equality in politics.

Chapter 2: Women in Parliament: Making a Difference
Examines the impact and benefits of gender quotas and other strategies used to promote women’s inclusion in parliament.

Chapter 3: Gender-Responsive Recruitment and Electoral Systems
Focuses on how gender-responsive recruitment and electoral systems can be designed to increase women’s representation.

Chapter 4: Training
Explains the importance of training for women candidates and parliamentarians.

Chapter 5: Should quotas be abolished?
Considers the arguments for and against the abolition of gender quotas.

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

International IDEA's Visual Identity Manual

Logo 23x23 mm
15 mm

Logo 19x19 mm
15 mm

MetaPlus Bold 27 p
55 mm

MetaPlus Bold 12/15 p
15 mm

MetaPlus Bold 7/12 p
15 mm

MetaPlus Bold 27 p
55 mm

MetaPlus Bold 15 p
55 mm

MetaPlus Bold 12/15 p
55 mm

MetaPlus Bold 15 p
83 mm

www.idea.int
79 mm
Posters

Natural size is 500x700 mm

International IDEA
The International Institute for Democracy and Electoral Assistance

Supporting democracy worldwide

www.idea.int
The role of money in politics is an issue of daily debate in old and new democracies alike. The ways that parties get access to money can influence the outcome of elections, determine the relationship between party leaders and members, affect the number of women elected and condition the level of public trust as a whole.

This CD-ROM contains all IDEA publications on the topic to date, including the full text of four books:

- Handbook on Funding of Political Parties and Election Campaigns (global study)
- From Norms to Best Practices (Latin America)
- The Delicate Balance between Political Equity and Freedom of Expression (Canada and the US)
- From the Grassroots to the Airwaves (The Caribbean)

Many countries have decided to introduce a system of regulation of political party funding. This CD-ROM contains an extensive matrix on political finance laws and regulations in 111 countries of the world. The most common features of such laws and regulations are bans (mainly on sources of funding), limits (mainly on expenditure), disclosure (to provide transparency) and public funding provisions.
What is 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, capacity building, and platforms for debate on democracy issues. It works together with policy makers, donor governments, UN organizations and agencies, regional organizations and others engaged in democracy building.

What does International IDEA do?

International IDEA’s areas of expertise include constitution-building processes, electoral processes, political parties, democracy and gender, and democracy assessments. The institute offers to those in the process of democratization:

• Knowledge resources, in the form of handbooks, databases, websites and expert networks;
• Policy proposals to provoke debate and action on democracy;
• Assistance with democratic reform in response to specific national requests.

Where does International IDEA work?

International IDEA works worldwide. It is based in Stockholm, Sweden and has offices in Africa, Asia and Latin America.
Covers for Board and Council papers have been designed so that they can be printed in-house.
Press release

New International IDEA Handbook on "Electoral System Design"


This new Handbook seeks to foster a better understanding of the basic principles and methodologies that underlie the successful management of credible, free and fair elections. It provides a practical tool for 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 13 chapters that deal with all aspects of electoral management, including who organises 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

Contact:
Ayman Ayoub
Senior Programme Officer
Tel: +46 8 698 07 00
Email: a.ayoub@idea.int

www.idea.int
## 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.

<table>
<thead>
<tr>
<th>Logo 26x26 mm</th>
<th>20 mm</th>
<th>20 mm</th>
<th>55 mm</th>
<th>55 mm</th>
<th>40 mm</th>
</tr>
</thead>
</table>

### Adobe Garamond Pro Italic 9/12 p

### MetaPlus Bold 38 p

### Adobe Garamond Pro Semibold 9,5/13 p

### Adobe Garamond Pro 9,5/13 p

### 100% black, 1 pt

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**Senior Programme Officer**

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.

The main planned functions of this Senior Programme Officer position are in the following areas:

**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 South experience.

**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 development and practice more widely in the sphere of democracy assistance.

**How to apply**: IDEA is an equal opportunity employer which seeks to further diversify its staff in terms of gender, culture and nationality.

**Applications**

Applications consisting of the documents indicated below should be submitted to IDEA, preferably via e-mail: vacancies@idea.int or by fax: +46 8 24 17 17 or by post: International IDEA, SE-113 34, Stockholm, Sweden. All application documents should be in English.

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www.idea.int
Email signatures

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

Best regards
Massimo Tommasoli
8 Other promotional materials

To be used at conferences, book tables etc.
Text: MetaPlus Bold

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.
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.