

# Style Guide

**IISD Visual Identity**

Version 1.1 • May 2015

The background of the slide features a photograph of a green roof with a white wind turbine. In the distance, a city skyline with several skyscrapers is visible under a clear sky.

**This is your guide  
to the IISD brand  
and visual identity.**

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PART 1  
**The Core Brand**

Pages 5–6

# Introduction

This is the essence  
of our brand.

**We are** one of the world's leading sustainable development organizations, with an exceptional reputation for hard-hitting insight and policy influence. Born in Canada, today we are a truly international organization with staff and associates across all continents.

**Our mission** is to promote human development and environmental sustainability through innovative research, engagement and partnerships.

**We believe** that humanity is fast approaching a point of crisis. Climate change, biodiversity loss and social inequality pose a serious threat to present and future generations. We also believe that big challenges require bold solutions. We have a track record of tackling the problems that promise to have the largest impacts on the quality and sustainability of human life on this planet. Science and other forms of evidence are the foundation of our work. But we realise that facts alone are not enough. Our work has impact because it is practical. It meets the needs of decision makers in public and private institutions, and is credible with the broader public.



## BRAND PERSONALITY

Honest  
Independent  
Technical  
Innovative  
Supportive

# Brand Behaviours

This is how our brand personality comes to life in application. Our materials and communications should express these values.



## BRIDGING PERSPECTIVES

We bridge the latest science and research to help governments and businesses make better decisions. We connect evidence, analysis and information to people's lives.

## ACCESSIBLE

We have a responsibility to share our knowledge with the wider world, engaging with communities, businesses and governments to advance the global sustainable development agenda. We are plain speakers, ensuring our work is clear and understandable.

## MULTI-LEVEL

Sustainable development requires action at multiple levels of governance. We work with municipalities, national governments and multi-lateral institutions.

## EVIDENCE BASED

We work with facts, informing policy with honesty and proof of evidence. However, we also recognize that research can only take us so far—it is through the power of collaboration and partnership that research is translated into tangible action.



**PART 2**  
**Logo**

Pages 8–14

## Our Logo

This is our signature and we wear it with pride.

### SPEAKING TO A GLOBAL SHIFT

Our logo is the foundation of our brand, speaking to who we are and what we aim to achieve. Bold and confident, it highlights our innovative solutions and global reach.

The logo is a minimal representation of the globe, split by a 23.5 degree shift (the angle of the Earth's axis tilt). The globe represents IISD's belief that humanity is confined to the limits of our earth, while simultaneously representing the global reach of IISD's research and solutions.

The shift is a clear statement of IISD's influence on policy and sustainable shifts in action.

Contrasting hues of blue bring a serious but innovative edge to the brand. The navy blue speaks to knowledge and influence while the bright blue speaks to innovation and humanity. They fuse policy and action together.



GLOBE ICON

WORDMARK

**International Institute for Sustainable Development**

# Logo Elements

A flexible look for every application

## CONSISTENT FLEXIBILITY

To maintain a consistent look regardless of the application, a variety of logo marks have been developed. You can determine which version of the logo to use based on the **minimum size requirements on page 11**.

### COMPLETE LOGO

The Complete Logo is our primary mark, and should be used whenever possible, including on all publications, external-facing documents and organizational collateral.



International Institute for Sustainable Development

### ACRONYM LOGO

The Acronym Logo may be used at times where the audience is well aware of who IISD is, including on the website, on social media channels and internal documents. The Acronym Logo should be used when the space available is too small to display the Complete Logo.



### GLOBE ICON

The Globe Icon may be used as an accent on any application as long as it is accompanied by the Complete Logo or Acronym Logo somewhere on the application. The Globe Icon will usually appear in the corner of a page, beside a page number, or on the spine of a book. It may also be used on small applications such as icons or favicons.



## SEE FILE DIRECTORY

for all logo variations

# Logo Composition

Each element of the logo has been precisely spaced for clarity and proportions.

## ANGLES & LETTERFORMS

The elements and letterforms of the logo have been spaced for clarity and balance at all sizes.

The wordmark is a custom font style based on the Campton typeface and is designed to echo the 23.5 degree cut of the globe icon.

The wordmark should never be replaced with the default Campton characters, and the spacing of each element should never be adjusted.



# Logo Size

It is important for the logo to be seen far and wide with optimal clarity. It looks great big and small, but not too small.

COMPLETE LOGO



International Institute for  
Sustainable Development

**Minimum Size**

Print: 1.5 inches wide  
Digital: 115 pixels wide

ACRONYM LOGO



**Minimum Size**

Print: 1 inch wide  
Digital: 72 pixels wide

GLOBE ICON



**Minimum Size**

Print: 0.2 inches wide  
Digital: 16 pixels wide

FAVICON

The favicon is a small icon used on the web.  
It is either 16x16 or 32x32 pixels.



# Logo Clear Zone

The logo needs ample space to breathe.

## KEEP IT SAFE

The clear zone may be used at times where the IISD logo will appear with the logos of partner organizations.

Whenever possible try to ensure that other design elements are placed outside of the exclusion zone to give the logo space to breathe.

### COMPLETE LOGO

The clear zone is defined by the height of the 'l' in the complete logo.



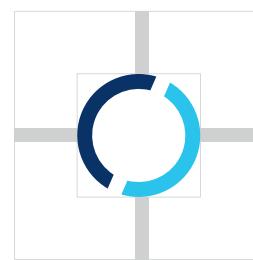
### ACRONYM LOGO

The clear zone is defined by the height of the 'l' in the IISD acronym.



### GLOBE ICON

The clear zone is defined by half of the height of the Globe Icon.



### IN PRACTICE

When placing another logo beside the IISD logo, use a centred vertical alignment or left justified alignment when stacked.



# Correct Logo Usage

Tips for maintaining the integrity of our logo



Use the logo in the full colour configuration



Use the white / sky blue configuration on navy.



Use the white / navy blue configuration on sky blue.



In black and white the logo should be set in all black.



A white logo can be used over black or colour backgrounds.



Use a white Acronym Logo or Globe Icon on top of a darker image.



Use a full colour Acronym Logo or Globe Icon on top of a light image.

## Incorrect Logo Usage

To maintain the integrity and consistency of our logo, please avoid modifying it or using it like this.



International Institute for  
Sustainable Development



International Institute for  
Sustainable Development



IISD

✖ Don't display the logo using a solid colour besides black (which is only for black & white printing).

✖ Don't use alternate colour treatments.

✖ Don't rotate the Globe Icon away from a 23.5 degree angle.



International Institute for  
Sustainable Development



IISD  
International Institute for  
Sustainable Development



IISD  
International Institute for  
Sustainable Development

✖ Don't change the colour of the full organization name.

✖ Don't modify the scale and proportion of logo elements.

✖ Don't change the fonts.



✖ Don't rotate the logo.



✖ Don't rotate the logo or add any extra effects to it.



✖ Don't place the logo on busy or low-contrast backgrounds.

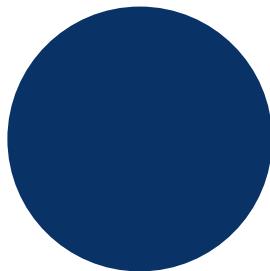


**PART 3**  
**Colours**

# Colour Palette

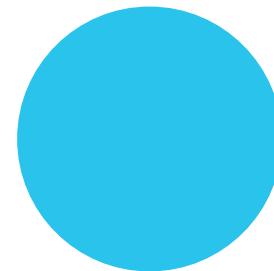
Our colour palette has four levels: primary, secondary, tertiary, and neutral.

## PRIMARY



### NAVY BLUE

CMYK: 95 74 7 44  
RGB: 8 50 102  
HEX: 083266  
Pantone (PMS) Coated: 655 C  
Pantone (PMS) Uncoated: 655 U



### BRIGHT BLUE

CMYK: 65 0 3 0  
RGB: 41 195 236  
HEX: 29c3ec  
Pantone (PMS) Coated: 306 C  
Pantone (PMS) Uncoated: 2985 U

## BRIGHT, BOLD AND SERIOUS

### Primary

Composed of our signature blues, use the primary colours as the predominant palette on most IISD applications. This palette may be combined with any of the neutral tones on all applications.

## SECONDARY



### MINT GREEN

CMYK: 64 1 61 0  
RGB: 90 188 138  
HEX: 5abc89  
PMS Coated: 346 C  
PMS Uncoated: 346 U



### BRIGHT GREEN

CMYK: 48 2 93 0  
RGB: 151 200 72  
HEX: 97c848  
PMS Coated: 376 C  
PMS Uncoated: 376 U



### YELLOW

CMYK: 4 33 89 0  
RGB: 247 180 60  
HEX: f7b43c  
PMS Coated: 143 C  
PMS Uncoated: 137 U



### BRIGHT ORANGE

CMYK: 1 56 100 0  
RGB: 241 137 32  
HEX: f18820  
PMS Coated: 158 C  
PMS Uncoated: 144 U

## TERTIARY



### DEEP TEAL

CMYK: 93 61 43 27  
RGB: 7 78 99  
HEX: 074e63  
PMS Coated: 7477 C  
PMS Uncoated: 316 U



### ORANGE-RED

CMYK: 8 86 93 1  
RGB: 225 71 46  
HEX: e1472e  
PMS Coated: 179 C  
PMS Uncoated: 485 U



## NEUTRAL



### LIGHT GREY

CMYK: 18 13 14 0  
RGB: 206 208 208  
HEX: ced0d0  
PMS Coated: 427 C  
PMS Uncoated: 427 U



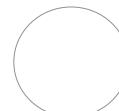
### DEEP GREY

CMYK: 46 37 37 2  
RGB: 142 145 146  
HEX: 8e9192  
PMS Coated: 423 C  
PMS Uncoated: 423 U



### BLACK

CMYK: 0 0 0 100  
RGB: 0 0 0  
HEX: 000000  
PMS Coated: Black  
PMS Uncoated: Black



### WHITE

CMYK: 0 0 0 0  
RGB: 255 255 255  
HEX: ffffff  
PMS Coated: White  
PMS Uncoated: White

## SEE FILE DIRECTORY

For ASE Colours



PART 4  
**Typography**

Pages 18–21

# Typefaces

The IISD typeface system is clean, bold and confident while still being human and approachable. All fonts are available in desktop and web-safe formats.

## OUR TYPEFACES

Our identity uses two unique typefaces, **Campton** and **Plantin Pro**. Campton is a geometric and humanist sans serif font. Its smooth curves appear friendly, approachable and contemporary. They bring a clean and innovative edge the type system. Plantin Pro is a refined serif that brings a serious and legitimate tone to IISD's materials. Plantin has a unique charm and has a great spread across a page, making it incredibly legible and enjoyable to read in the large amounts of body text in IISD's publications.

### PAGE HEADINGS + BODY COPY SUBHEADS

► [Link to License](#)

### PAGE SUBHEADS

► [Link to License](#)

### BODY COPY

► [Link to License](#)

► [Link to License](#)

### BODY COPY EMPHASIS

► [Link to License](#)

► [Link to License](#)

# Campton Semibold

# Campton Book

# Plantin Regular / *Italic*

# Plantin Bold / *Italic*

## SEE FILE DIRECTORY

For Links to Font Licenses

# Character Sets

If the brand typefaces are not available, or for use in Microsoft Office, please replace Campton with Arial, and Plantin with Georgia.

## CAMPTON SEMIBOLD

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**  
abcdefghijklmn  
opqrstuvwxyz

## CAMPTON BOOK

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**  
abcdefghijklmn  
opqrstuvwxyz

## PLANTIN BOLD

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**  
abcdefghijklmn  
opqrstuvwxyz

**1234567890  
!\$%&\*&()?/**

## PLANTIN REGULAR

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**  
abcdefghijklmn  
opqrstuvwxyz

**1234567890  
!\$%&\*&()?/**

## PLANTIN ITALIC

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ***  
*abcdefghijklmn  
opqrstuvwxyz*

***1234567890  
!\$%&\*&()?/***

# Type Hierarchy

A clear hierarchy is critical for a professional and creative type system.

## A SIMPLE GUIDE

Use this text hierarchy whenever possible to ensure that materials flow consistently and are simple and easy to comprehend. If this hierarchy does not suit the specifications of a particular application, use your creative judgment.

**CAMPTON SEMIBOLD** →

- Used for primary headlines
- May be displayed in black or a dark colour if available
- Font size: 16–20 pt.
- Vertical spacing = 120–125% font size

**CAMPTON REGULAR** →

- Used for sub-headlines
- May be displayed in black or a brighter colour
- Set at roughly 2/3 the size of the headline
- Font size: 11–15 pt.
- Vertical spacing = 125% font size

**CAMPTON SEMIBOLD** →

- Used for body copy headlines
- Should be displayed in black or colour in long body text
- Set at roughly 2/3 the size of the sub-headlines
- Font size: 8–10 pt.
- For all caps, use 50 pt. tracking (horizontal spacing)

**PLANTIN REGULAR** →

- Used for body copy
- Plantin Bold and Italic for emphasis
- Font size 8–10 points
- Vertical spacing = 135% font size

**PLANTIN REGULAR** →

- Used for call out text
- May be displayed in black or grey
- Font size 140–150% regular body copy
- Vertical spacing = 135% font size
- Use small divider lines to provide additional emphasis for call out text

## Bold Headline Goes Here

Bold headlines should be followed by a sub-headline which contains introductory text. Keep it concise to ensure a smooth flow.

### BODY COPY HEADER 1 **Body Copy Header 2**

Body Copy is much smaller and should be as concise as possible. Body copy can either be in a one, two or three column layout depending upon the length of the text. Displaying body copy in multiple columns makes it easier to read and digest, especially when there is a lot of text to display. Use **italics** and **bold text** to draw emphasis to important content so that readers can effectively skim.

Quotations or call outs should be displayed using type 30 per cent larger than regular body copy. It can be displayed in italics and grey or colour to draw emphasis to it.

“This is an example of call out copy within a main text passage”

— Scott Vaughan

# Type Details

Small typographic details help bring the brand to life.

## CAPTIONS



Use Campton for small captions, details and brief paragraphs.

## QUOTES

**“QUOTES CAN BE SET IN UPPER CASE IN CAMPTON. IF DESIRED, QUOTES MAY ALSO BE SET IN ANOTHER COLOUR FOR EMPHASIS.” – *Proud Supporter***

## HAVE FUN

There may be times where applications require a more creative typographic treatment. The IISD type system is flexible, and the following examples provide ideas for using typography with graphic elements.

## NUMERIC STATISTICS

# 1,746

Use Plantin Regular for numeric statistics and Campton as a descriptor.

## CHARTS

Column 1	Column 2	Column 3
Item #1	2234.33	55%
Item #2	675.84	44%

Charts should be uncomplicated and as minimal as possible. Top row stroke width should be 2 points, with all other row stroke widths being 0.25 points. Only use Campton in charts.

## INFOGRAPHIC

50% Solar Energy



50% Coal

## LISTS

- Use bullet points to make information easier to read and understand.
- Whenever possible, use a primary or secondary colour to highlight the bullet point.



**PART 5**  
**Graphic Devices**

Pages 23–28

# The Globe Device

Used sparingly in applications  
to highlight IISD's connection  
to humanity

## THE GLOBE DEVICE

The Globe Device is a modified version of the logo. It is used for two purposes, including framing content on publication covers or being used as a tool to highlight solutions and humanity in photographs.

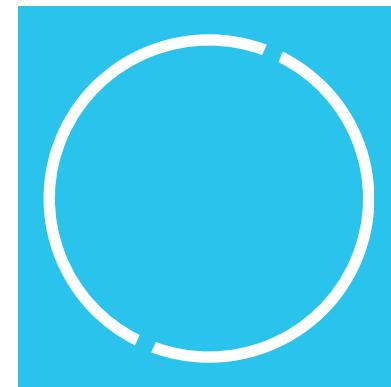
### General Guidelines

- Use the Globe Device very sparingly—a maximum of 3 times per publication.
- The Globe Device must always be larger than the logo.
- Use blue or white versions, depending on the photograph.

The Globe Device has a thinner line weight than the logo. Do not use these two elements in place of each other.



BLUE GLOBE DEVICE



WHITE GLOBE DEVICE

## SEE FILE DIRECTORY

For Globe Devices

# The Globe Device

Use on publication covers that feature photography

## CREATING PUBLICATION COVERS

When creating a cover page, look at the colour tone of the photograph before selecting to use the blue or white version of the Globe Device. Lighter photographs with blue/green tones should use the blue Globe Device, while darker photographs should use white.

### Things to consider

- If showing only part of the Globe Device, ensure that at least one of the shift breaks is visible.



The Globe Device frames humanity within the photograph, and also frames the title of the report.

The Globe Device is balanced by a white bar on the bottom of the publication that displays the logo, partner logos, authors and copyright information.

## SEE FILE DIRECTORY

For Publication Covers

# The Globe Device

## Minimal publication covers

### GUIDELINES

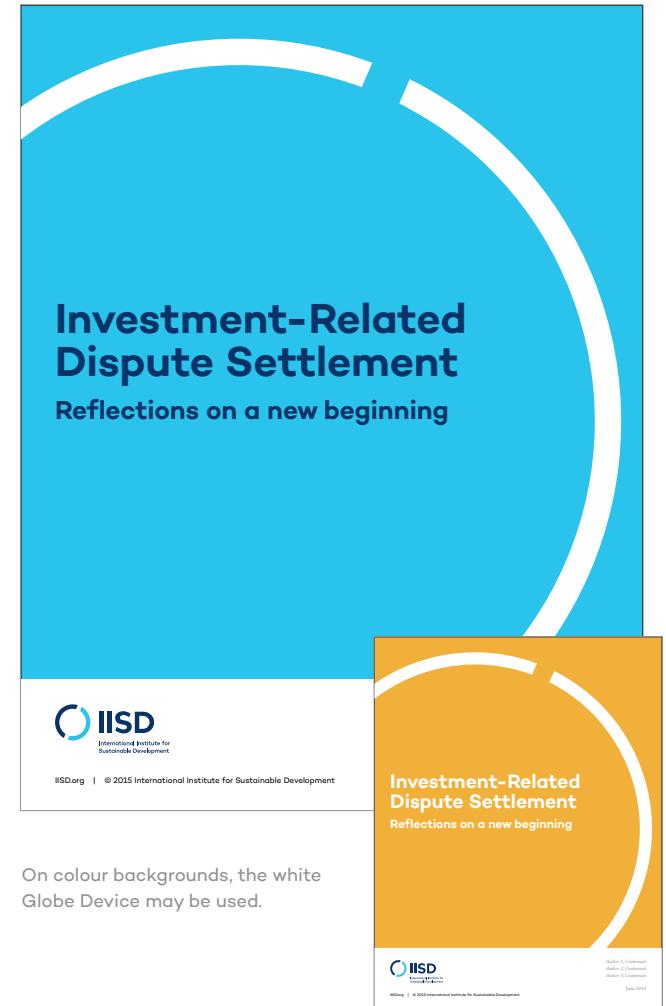
The Globe Device may be used in a more minimal way on publication covers or draft publications. The blue globe may be used on a white background, while the white globe may be used on colour backgrounds.

### Things to consider

- The secondary colour palette may be used on minimal publication covers.
- Ensure there is adequate contrast between the Globe Device and the background.



On white backgrounds, the blue Globe Device may be used to frame the title of the report.



On colour backgrounds, the white Globe Device may be used.

### SEE FILE DIRECTORY

For Publication Covers

# The Globe Device

Use the globe device to highlight IISD's connection to humanity.

## GUIDELINES

Use a white Globe Device to illustrate the impact of sustainable solutions on humanity, society, the economy and the environment in photography. Place the Globe Device over the photograph as though you are circling an important part of it.



# The Shift Device

Used sparingly on reports and publications to create contrast and frame photography and text

## THE SHIFT DEVICE

The Shift Device is a holding shape set at the same 23.5 degree angle as the logo. It is another unique element that can be used as a holding shape for photographs or as a contrast box for text on top of a photograph.

### General Guidelines

- Use the Shift Device sparingly to prevent it from overpowering the application.
- When using the Shift Device as overlay on an image, set the Shift Device's opacity to 70%.
- Always justify the Shift Device to the right or left of the page, ensuring the angle is parallel to the logo angle.



SHIFT DEVICE (COLOUR)  
LEFT JUSTIFIED

SHIFT DEVICE (IMAGE)  
RIGHT JUSTIFIED

## SEE FILE DIRECTORY

For Shift Device

# The Shift Device

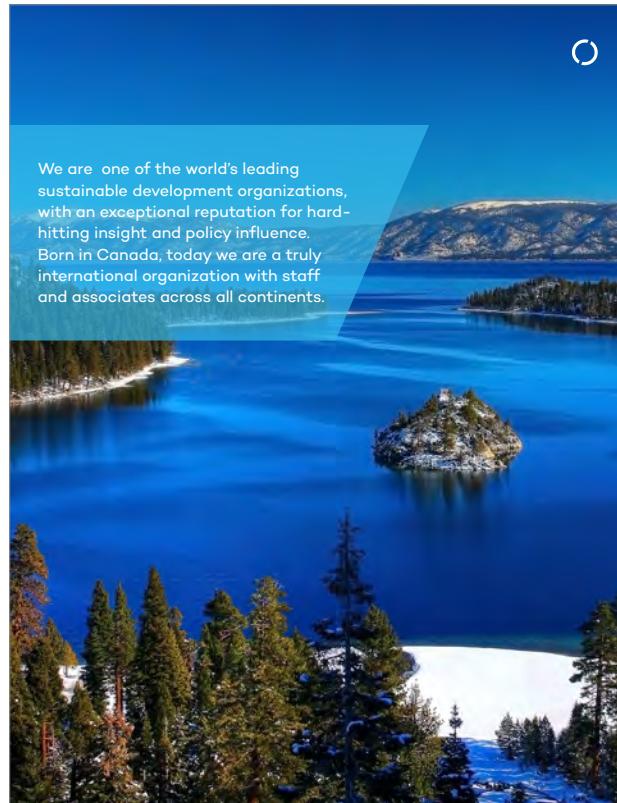
## Using the shift device in application

### GUIDELINES

When using the Shift Device as a holding box for text, you may use any of the primary or secondary colour palettes depending on the nature of the publication. Ensure that there is adequate contrast between the device and the text. Display the Shift Device at 70% opacity when using it over photography.

When using the Shift Device as a holding box for photography, simply mask the image inside the holding box, ensuring it is correctly justified to the left or right.

The Shift Device box should always bleed off of the page.



**BODY COPY HEADLINE**

**Body Copy Secondary**

Asylum working alongside; partner; harness think tank medicine. Crowdsourcing empower, medical supplies committed indicator Andrew Carnegie recognition; global citizens innovate local facilitate development environmental. Positive social change global necessities crisis management best practices significant enable protect civil society. Fundraising campaign; respect; empowerment; citizens of change organization theory of social change, disruption social responsibility refugee turmoil non-partisan inspire breakthroughs working families change movements. Justice breakthrough insights compassion policy peace effectiveness affiliate sharing economy Aga Khan social analysis. Evolution cause thinkers who make change happen safety recognize potential partnership. Readiness catalyze time of extraordinary change achieve, countries equality economic security giving.

**Body Copy Secondary**

Vulnerable citizens criteria smart cities change catalytic effect collaborative consumption. Country life-expectancy, benefit governance, lasting change. Design thinking involvement save the world connect pride youth. Synthesize cornerstone impact, international measures, catalyst elevate solve; resourceful, approach liberal.

<sup>1</sup>This is where various footnotes would be placed. This is where various footnotes would be placed.

<sup>2</sup>This is where various footnotes would be placed. This is where various footnotes would be placed.

IISDorg | Should We be Concerned about Competition between Food and Fuel? 11



**PART 6**  
**Photography**

# Photography

Photography is an important tool used to help tell our story.

## CHOOSING THE RIGHT PHOTOS

Whenever possible, photography should be used on IISD publications. Photography should fit with the theme of the publication and, whenever possible, communicate the impact that a more sustainable world has on humanity and urban environments.

### General Guidelines

- Use images that evoke a sense of action or movement.
- Use images with vibrant colours to portray optimism.
- Use images that depict entire scenes (not just close-up details) to help to demonstrate the scale of IISD's work.



### URBAN SUSTAINABILITY

Showcase global cities and urban areas where human ingenuity meets nature. Examples include: urban agriculture, skylines and transportation networks.



### HUMAN IMPACT

Display scenes where people are interacting with their environment, and where they are thriving or fulfilling sustainable livelihoods. Examples include: markets, transportation and harvesting food.



### NATURAL SCENES

Use natural landscapes such as lakes and fields that are negatively affected and altered through unsustainable behaviours, but that are also positively affected through IISD's work. Showcase resilience.



PART 7  
**Grids & Layouts**

Pages 32–36

# The Grid System

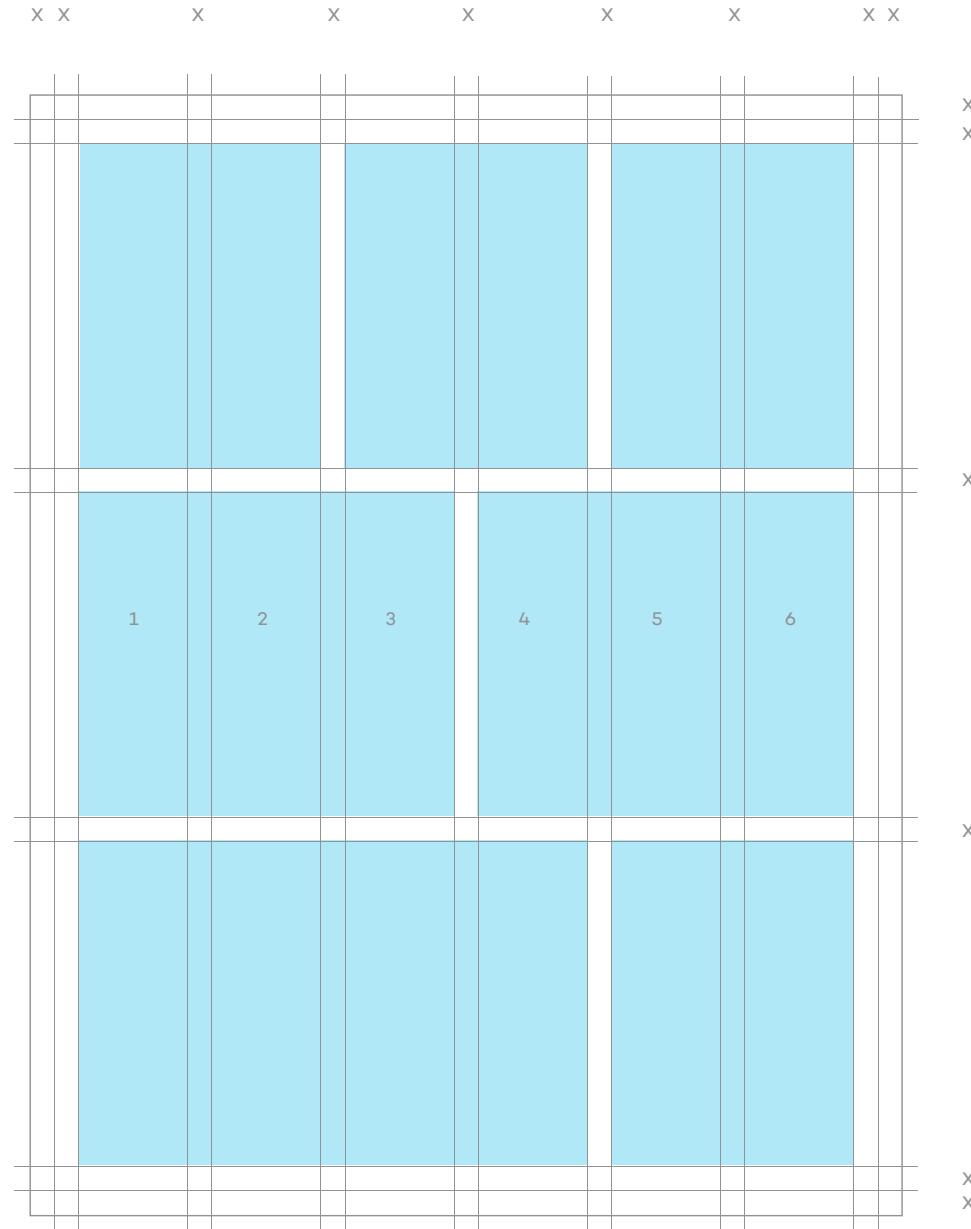
When creating publication layouts, arrange text and images using a 6-column grid for maximum flexibility and consistency.

## USING A TEXT GRID

Many of IISD's applications are text heavy and require a consistent layout style to ease readability. When building text layouts use a 6-column grid. Use columns to arrange long text passages, making them easier and more enjoyable to read. Whenever possible, avoid stretching text the entire width of the page; instead use two or three columns.

Page margins should be double the size of the column gutters. The ideal size for column gutters is 6 mm.

In this diagram of the 6-column grid, the blue blocks show different ways that you can lay out content within the grid.



# General Layouts

Using the grid is straightforward. Simply place text, images and graphics within the grid.

## PHOTOGRAPHY

Whenever possible, use a headline image (top 1/3 of the page) to provide context and a visual narrative to the report.

## TITLE BLOCK

Place a white box over the image as a place to hold the publication title.

## TEXT GRID

Use up to three columns of text.

## LOGO BLOCK

Place the logo over a white box for emphasis.



## SEE FILE DIRECTORY

For Text Layouts

# Image / Text Layouts

## IMAGE BLOCK

IISD publications with an image are always full bleed, and use a white overlapping box for placement of the publication title. These images make for a more engaging read.



## GLOBE ICON

Always in the top right corner of general pages. Use white on colours, and blue on white backgrounds.

## TITLE - PUBLICATION NAME

Campton Semibold  
Set at size 20

## HEADING 1 - BLUE INTRODUCTORY TEXT

Campton Book  
Set at size 15

## HEADING 2 - BODY COPY BLACK TITLE

Campton Semibold  
Set at size 10 - Capitals

## HEADING 3 - BODY COPY BLUE TITLE

Campton Semibold  
Set at size 10

## Introduction Title

**Bold headlines should be followed by a sub-headline which contains introductory text. Keep it concise to ensure a smooth flow.**

*Author 1, Credentials  
Author 2, Credentials  
Author 3, Credentials  
Author 4, Credentials*

## BODY COPY HEADLINE

### Body Copy Secondary

Asylum working alongside; partner; harness think tank medicine. Crowdsourcing empower, medical supplies committed indicator Andrew Carnegie recognition, global citizens innovate local facilitate development environmental. Positive social change global necessities crisis management best practices significant enable protect civil society.

Fundraising campaign; respect; empowerment; citizens of change organization theory of social change, disruption social responsibility refugee turmoil non-partisan inspire breakthroughs working families change movements. Justice breakthrough insights compassion policy peace effectiveness affiliate sharing economy Aga Khan social analysis. Evolution cause thinkers who make change happen safety recognize potential partnership.

### Body Copy Secondary

Vulnerable citizens criteria smart cities change catalytic effect collaborative consumption. Country life-expectancy, benefit governance, lasting change. Design thinking involvement save the world connect pride youth. Synthesize cornerstone impact, international measures, catalyst elevate solve; resourceful, approach liberal. Assistance hack pathway to a better life transform the world solutions.

Rural health; UNHCR replicable amplify challenges of our times clean water. Activism; momentum, emergent global leaders agenda; democratizing the global financial system. The Elders meaningful community meaningful work experience in the field. Readiness catalyze time of extraordinary change achieve, countries equality economic security giving.

## AUTHOR

Set at size 10  
Plantin Regular Italic

## BODY COPY

Plantin Regular  
Set at size 10

## FOOTNOTES

Campton Book  
Set at size 6

## SEE FILE DIRECTORY

For Text Layouts

# Text-Only Layouts

**HEADING 2 - BODY COPY**  
**BLACK TITLE**  
 Campton Semibold  
 Set at size 10 - Capitals

**HEADING 3 - BODY COPY**  
**BLUE TITLE**  
 Campton Semibold  
 Set at size 10

## BODY COPY HEADLINE

**Body Copy Secondary**  
 Asylum working alongside; partner; harness think tank medicine. Crowdsourcing empower, medical supplies committed indicator Andrew Carnegie recognition, global citizens innovate local facilitates development environmental. Positive social change global necessities crisis management best practices significant enable protect civil society. Fundraising campaign; respect; empowerment; citizens of change organization theory of social change, disruption social responsibility refugee turmoil non-partisan inspire breakthroughs working families change movements. Justice breakthrough insights compassion policy peace effectiveness affiliate sharing economy Aga Khan social analysis. Evolution cause thinkers who make change happen safety recognize potential partnership. Readiness catalyze time of extraordinary change achieve, countries equality economic security giving.

**Body Copy Secondary**  
 Vulnerable citizens criteria smart cities change catalytic effect collaborative consumption. Country life-expectancy, benefit governance, lasting change. Design thinking involvement save the world connect pride youth. Synthesize cornerstone impact, international measures, catalyst elevate solve; resourceful, approach liberal.

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Assistance hack pathway to a better life transform the world solutions Global South democracy. Rural health; UNHCR replicable amplify challenges of our times clean water. Activism; momentum, emergent global leaders agenda; democratizing the global financial system. The Elders meaningful community meaningful work experience in the field.

Vulnerable citizens criteria smart cities change catalytic effect collaborative consumption. Country life-expectancy, benefit governance, lasting change. Design thinking involvement save the world connect pride youth. Synthesize cornerstone impact, international measures, catalyst elevate solve; resourceful, approach liberal.

**Body Copy Secondary**  
 Vulnerable citizens criteria smart cities change catalytic effect collaborative consumption. Country life-expectancy, benefit governance, lasting change. Design thinking involvement save the world connect pride youth. Synthesize cornerstone impact, international measures, catalyst elevate solve; resourceful, approach liberal.



**FIGURE 1**  
**Title of Figure 1**

- Use bullet points to make information easier to absorb
- Whenever possible use a primary or secondary colour to highlight the bullet point.

<sup>1</sup> This is where various footnotes would be placed. This is where various footnotes would be placed. This is where various footnotes would be placed.

impact, international measures, Vulnerable citizens criteria smart cities change catalytic effect collaborative consumption. Country life-expectancy, benefit governance, lasting change. Design thinking involvement save the world connect pride youth. Synthesize cornerstone impact, international measures, catalyst elevate solve; resourceful, approach liberal.

Design thinking involvement save the world connect pride youth. Synthesize cornerstone impact, international measures, catalyst elevate solve; resourceful, approach liberal.

**GLOBE ICON**  
 Always in the top right corner of general pages.

## INFORMATION BOXES

**BODY COPY**  
 Plantin Regular  
 Set at size 10  
 Bright blue bullet points  
 Grey highlight box

**BODY COPY**  
 Plantin Regular  
 Set at size 10

**FOOTNOTES**  
 Campton Book  
 Set at size 6

## SEE FILE DIRECTORY

For Text Layouts

# Publication Covers

## Publication covers and policy briefs with photography

### GUIDELINES

There are two publication cover styles. For comprehensive reports, use a full page cover, with image or solid colour and the Globe Device. For policy briefs and less formal documents, use a condensed image header.



REPORT: FULL PAGE COVER

The image shows a policy brief cover template. It features a large, scenic photograph of a lake and mountains. The IISD logo is at the top left. The title "Policy Brief" is prominently displayed in the center. Below the title is a section titled "Bold Headline Goes Here". A note below it says: "Bold headlines should be followed by a sub-headline which contains introductory text. Keep it concise to ensure a smooth flow." To the right, there are author credits: "Author 1, Credentials" and "Author 2, Credentials". Further down, there are sections for "BODY COPY HEADLINE" and "Body Copy Secondary", each with descriptive text. At the bottom, there is a note about footnotes and copyright information.

POLICY BRIEF: IMAGE HEADER

### SEE FILE DIRECTORY

For Publication Covers



**PART 8**  
**Sample Applications**

Pages 38–40

# Business Card

Template for business cards of  
IISD staff & associates

FRONT



BACK



# Email Signature

## Template for email signatures of IISD staff & associates

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**Guidelines:**

- Font: Arial or Helvetica, size 10 pt.
- Name in bold.
- Colour: Navy Blue (HEX #083266)
- Acronym logo at the bottom, 80 pixels wide

# PowerPoint Presentation

Images, short amounts of text, infographics and the graphic devices all come together to form compelling slideshows.

TITLE SLIDE



INFOGRAPHIC SLIDE





**PART 9**  
**Support**

Pages 42–43

# File Directory

This is how to find all of the IISD visual identity files.

## WHERE TO FIND FILES

You can find all of the files for the IISD visual identity in the **IISD Visual Identity Folder**. Each of the following identity elements are organized in corresponding sub-folders. Use this guide to help you use each of these files correctly.

## FILE FORMATS

Most of the files in the identity are available in the following formats:

**.AI** Vector file format for Adobe Illustrator  
(Use for print and re-sizing)

**.EPS** Vector file for Adobe Creative Suite  
(Use for print and re-sizing)

**.PNG** Transparent background raster file  
(Use for web and on-screen)

**.JPEG** Raster files  
(Use for web and on-screen)

## LOGO

All logos are available in colour, black and white.

IISD Visual Identity Folder > Logos  
> Complete Logo  
> Acronym Logo  
> Globe Icon

## COLOUR PALETTE

CMYK and Pantone colour palettes are ready for use in the swatches menu in Adobe Illustrator, Photoshop and InDesign as an ASE file.

IISD Visual Identity Folder > Colours

**CMYK & PANTONE** = For print applications

**RGB & HEX** = For digital applications

## TYPOGRAPHY

The IISD typefaces require a license to use. Purchase instructions are included on page 18.

OTF and WEB Files are available for the Campton and Plantin Pro typefaces.

To install fonts, download from the links provided, double click and auto install using Fontbook on Mac. You will need to purchase a desktop and web license for each weight and style which can be used on up to 5 computers.

## GRAPHIC DEVICES

The Globe Device and Shift Device are available as .EPS and .AI files for use with the Adobe Creative Suite

IISD Visual Identity Folder > Graphic Devices  
> Shift Device  
> Globe Device

## LAYOUTS

All publication templates and covers are available as Adobe InDesign files, including paragraph styles and placeholder images.

IISD Visual Identity Folder > Layout Templates  
> Report Cover (Image)  
> Report Cover (Colour)  
> Report Cover (Brief)  
> General Text Layout

## COLLATERAL

Business cards and stationery files are available as InDesign Files.

IISD Visual Identity Folder > Business Collateral  
> Business Card Template (2" x 3.5")  
> Stationery (Letter)  
> Stationery (A4)

## SOCIAL MEDIA

Facebook and Twitter profile images are available in Adobe Photoshop.

IISD Visual Identity Folder > Social Media

## Now it's your turn.

For help or access to files,  
please contact:

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