Visual Identity Guidelines

January 2025
Version 1.1

CMI
MARTTI AHTISAARI
PEACE FOUNDATION

Logo

The logo comes in two layouts: horizontal and vertical. Both layouts are also available in negative versions.

The logo features the Freight Display Bold and Proxima Nova typefaces, which are not utilized elsewhere.

25th anniversary Logo

To mark CMI's 25th anniversary, a special version of the logo has been created.

PRIMARY
LOGO

PRIMARY
NEGATIVE LOGO

SINGLE COLOR
NEGATIVE LOGO

Typography

CMI uses Bespoke Serif and Public Sans typefaces.

Bespoke Serif
Used for long text layouts and headlines. The Bespoke Serif Medium cut is most commonly used in headlines. When designing headlines, it's worth noting that the letter spacing of the Bespoke Serif typeface can be tightened by approximately -25.

Public Sans
Used for body text, with Regular for standard text and Bold for emphasis.

Substitute fonts:
Headlines: Georgia
Body text: Arial

Primary font for headlines

Bespoke Serif

light   *light italic*
regular   *regular italic*
medium   *medium italic*
bold   ***bold italic***
extra bold   ***extra bold italic***

Primary font for body text

Public Sans

thin   *thin italic*
extra light   *extra light italic*
light   *light italic*
regular   *regular italic*
medium   *medium italic*
semibold   *semibold italic*
bold   ***bold italic***
extra bold   ***extra bold italic***
black   ***black italic***

Substitute font for headlines

Georgia

Substitute font for body text

Arial

Color palette and accessibility

CMI's brand color is petrol.

The primary colors on the top row (as well as lime) are used for line elements, highlights, and graphs on a light background. The colors in the bottom row are used for background.

Background colors can also be applied to create line elements or highlights if the background is dark. Also white can be used for line elements and backgrounds.

Text should always be written in black on top of a color surface. The exceptions are petrol and blue, on which the text must be written in white.

PRIMARY COLORS

Brand color Petrol CMYK 90, 54, 44, 38 RGB 20, 75, 91 HEX #144B5B	**Turquoise** CMYK 68, 13, 21, 0 RGB 75, 171, 195 HEX #4bABC3	**Blue** CMYK 71, 59, 0, 0 RGB 99, 110, 210 HEX #626DD2	**Purple** CMYK 39, 57, 0, 0 RGB 211, 119, 243 HEX #D377F3	**Bright Green** CMYK 62, 0, 58, 0 RGB 85, 212, 143 HEX #55D48F	**Gold** CMYK 13, 22, 80, 2 RGB 225, 191, 70 HEX #E1BF46

BACKGROUND COLORS

Light green CMYK 41, 1, 29, 0 RGB 164, 212, 196 HEX #A4D4C4	**Vaalea turquoise** CMYK 39, 2, 11, 0 RGB 166, 216, 228 HEX #A6D8E4	**Light blue** CMYK 31, 11, 0, 0 RGB 186, 212, 244 HEX #BAD4F4	**Light purple** CMYK 12, 20, 0, 0 RGB 231, 212, 251 HEX #E7D4FB	**Lime** CMYK 20, 0, 48, 0 RGB 219, 249, 162 HEX #DBF9A2	**Beige** CMYK 5, 4, 9, 0 RGB 245, 243, 235 HEX #F5F3EB

Combining colors

The colors that are on top of each other in the color palette on page 5 are used as color combinations. So we choose a primary color for graphic elements and the background colour right below it.
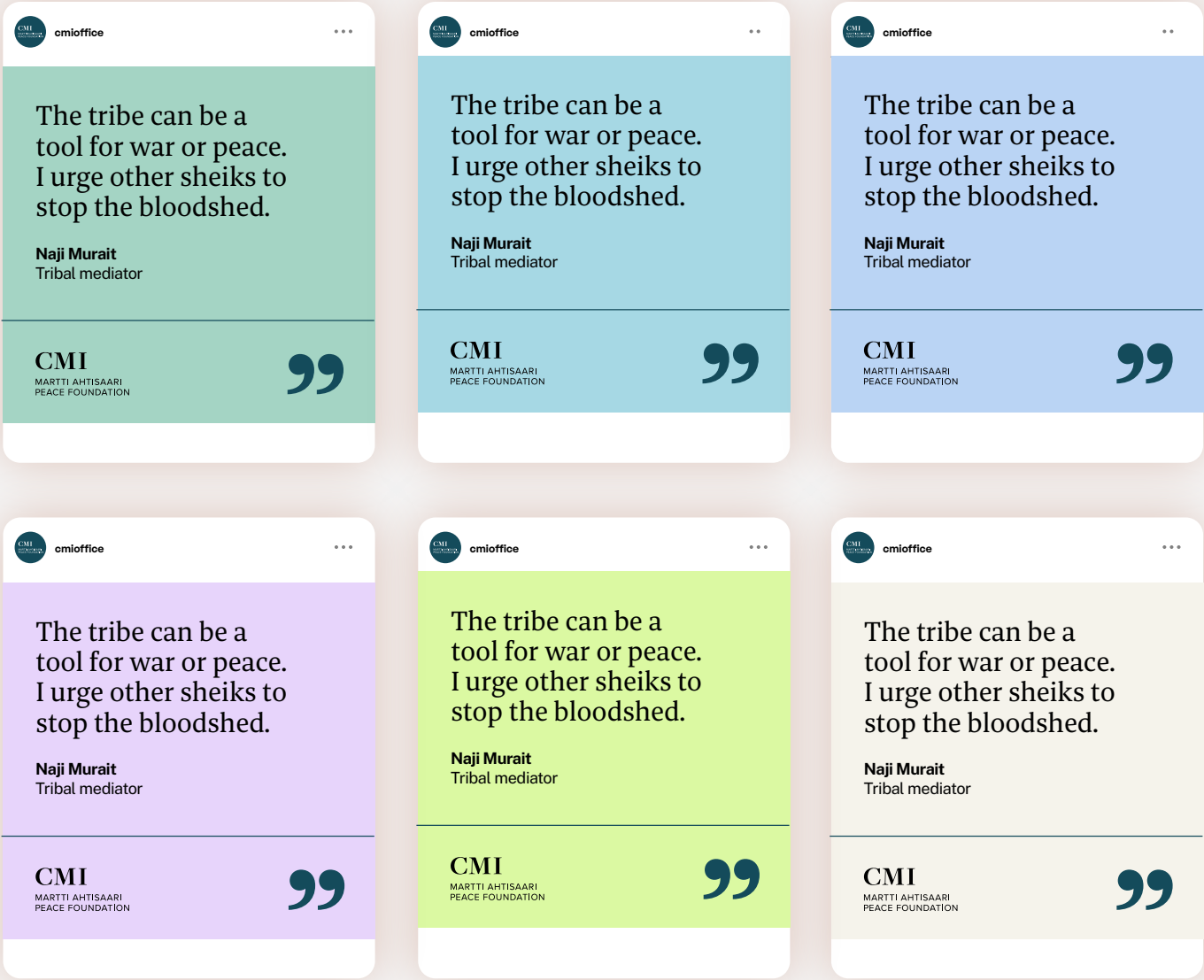
The only exception is brand color petrol, which can be used with any background color (see next page).

However, for a campaign etc. it is possible to select a different primary and background color from the color palette if needed.

Combining colors

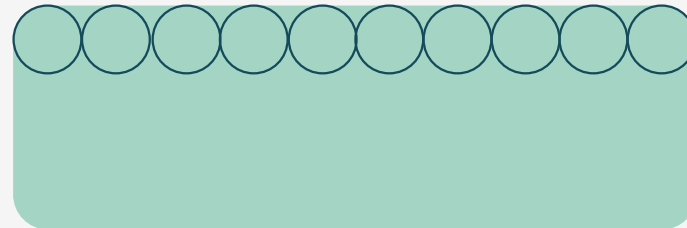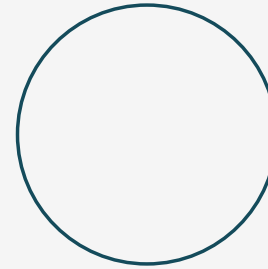Brand color petrol can be used with any light background color.

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The tribe can be a tool for war or peace. I urge other sheiks to stop the bloodshed.

Naji Murait
Tribal mediator

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# An example of different color combinations for graphs

Visual Language

CMI's visual identity is based on thin lines and rounded corners, which are used to create frames, background elements, buttons, and illustrations.

Examples of graphical elements

Line versions of the elements can be used in layouts or social media posts as decorations or to illustrate materials. Lines look best when they extend partially beyond the edges of the layout.

In layouts, you can use boxes with rounded corners as backgrounds.
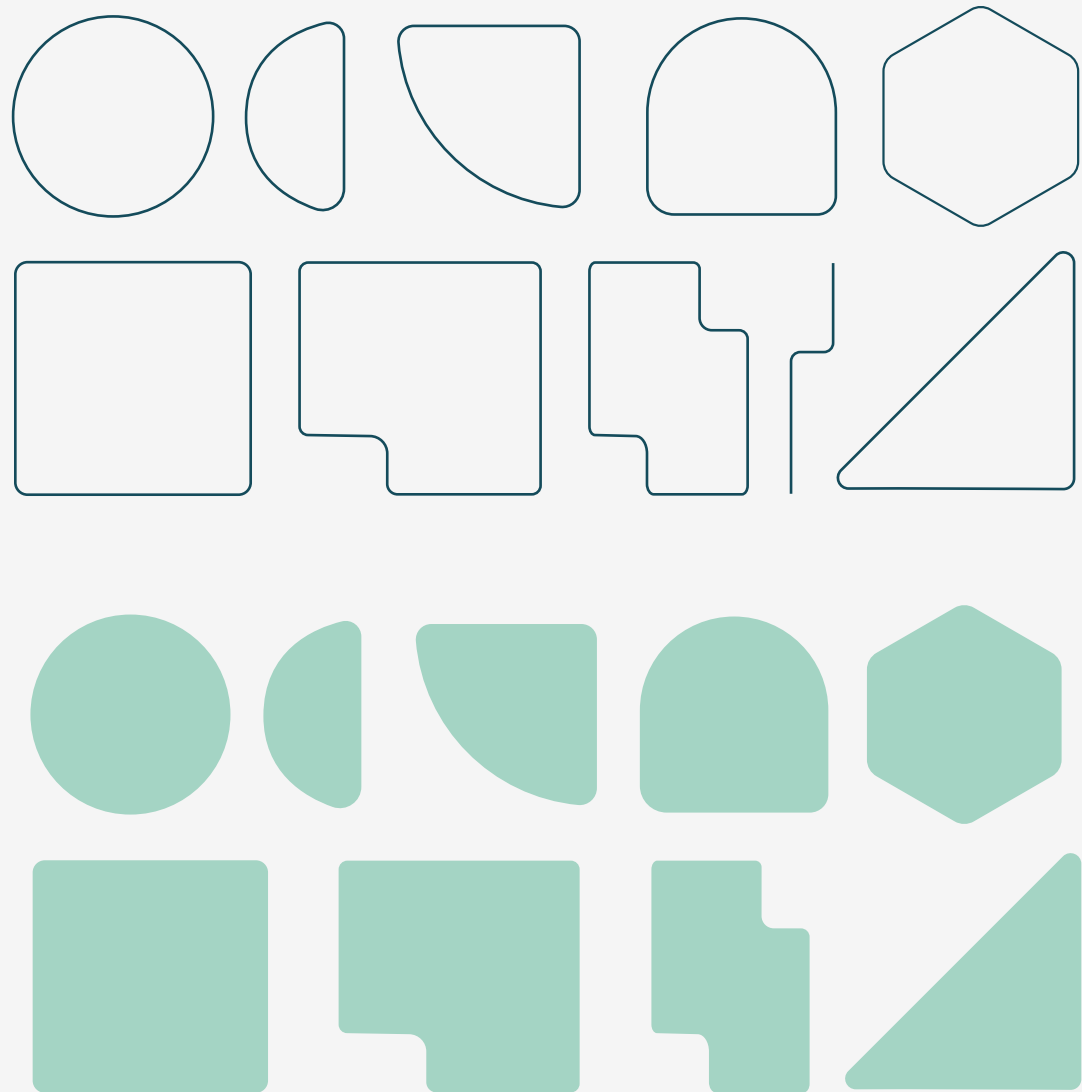
What graphical elements should not be like

No sharp corners.
Avoid overly playful,
freehand-drawn, or
complex elements.
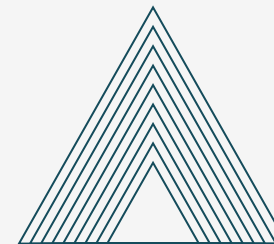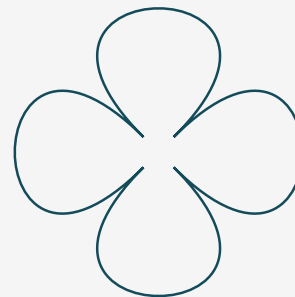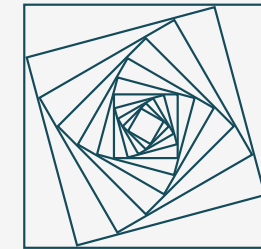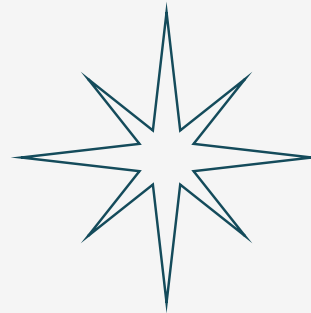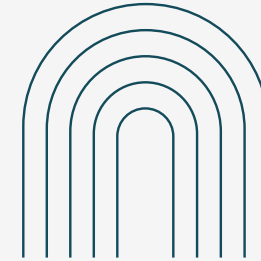
All illustrations follow the same thin-line style as graphical elements.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque erat lacus, fringilla eget ligula in, pharetra.

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Minna Mäkinen appointed as Senior Adviser

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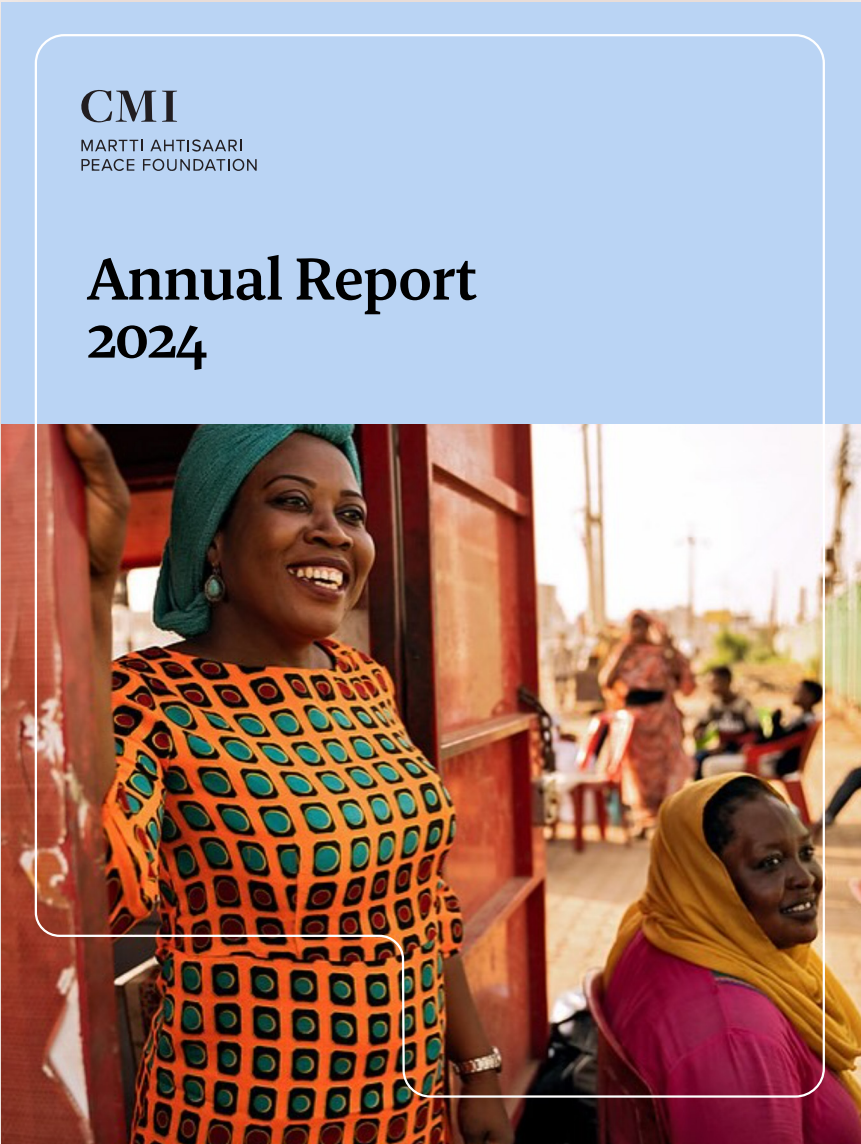
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Annual Report
2024

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Peacemaking adapts to a new global context

JANNE TAALAS
Chief Executive Officer, CMI

The war in Ukraine has brought about challenges that have a strong impact on peacemaking. Mediation experts will be at the core of navigating these new developments.

2022 will be known as a watershed year in history. The Russian invasion of Ukraine created a new global political context and reshaped the local dynamics of various conflicts. The change has been most profound in Europe and its adjoining regions. The ripple effect has been felt in further regions too.

The brutal war in Ukraine has brought issues related to large scale interstate war back to the forefront. The models and practices of power sharing developed over the last twenty years have proven to have limited applicability in a situation where one sovereign state claims authority over all or part of another. Perhaps the most striking development has been the weaponisation of everything, from food to visas and finance to energy, with information as the main vector of influence. This has a profound impact on peacemaking, as it necessitates expanding the expertise required for mediation work, and more importantly, demonstrates that peacemaking and mediation themselves can also be weaponised.

The war in Ukraine has also rendered relevant multilateral organisations, especially the UN and the OSCE, less capable of maintaining international security. The effect is uneven, but the longer the stagnation lasts, the weaker international responses to further crises become. The war has also brought to the fore arguments about international legal instruments and highlighted the dilemma between justice and peace in mediation efforts. There is an increasing gap between seeking justice and political expediency in peacemaking, leading to greater regionalisation.
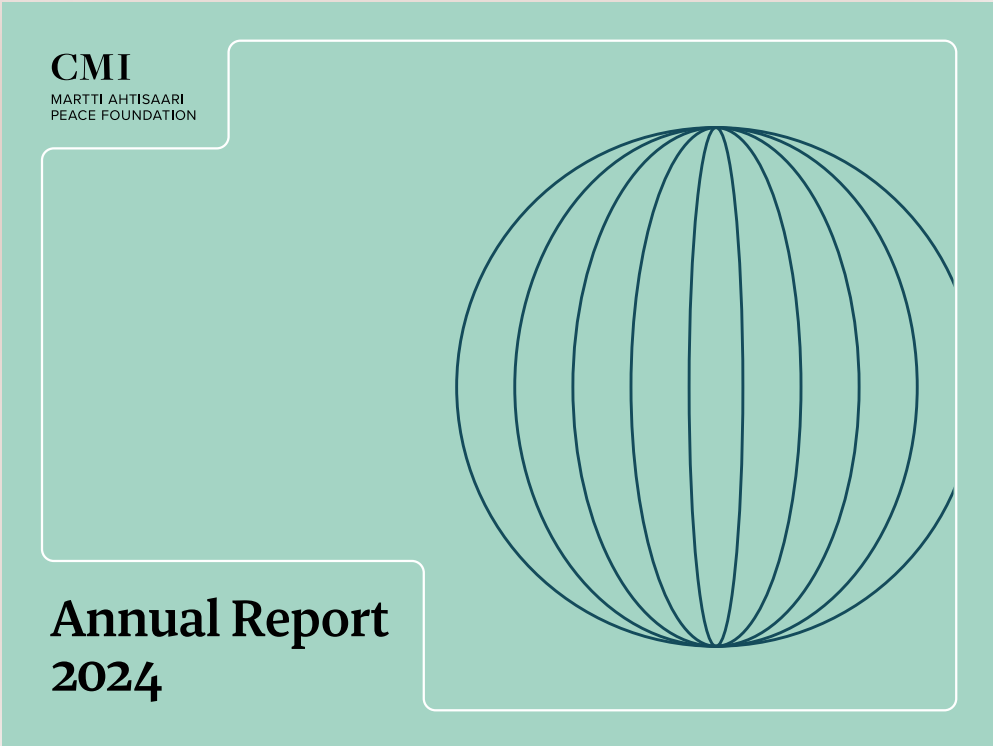
> *The war in Ukraine has brought issues related to large scale interstate war back to the forefront and intensified the trend of weaponisation of everything.*

OUR WORK

Young women are redefining activism across the world

A new generation is transforming women's traditional forms of involvement in politics – including peace processes. We asked Libyan Asma Khalifa, Palestinian Dalia Hamayel and Afghan Nilofar Ayoubi how they view their activism.

From left to right: Dalia Hamayel, Asma Khalifa and Nilofar Ayoubi. Photos: Anni Lindgren/CMIbe

What made you an activist?

Asma Khalifa: There are many things that make an activist – conditions, the environment, upbringing. I was already conditioned to join in 2011 [Libya's revolution] because of how I was brought up. My dad has a very clear sense of injustice. Had I had a different upbringing, maybe I would not have participated. I have a very straightforward idea of what is morally acceptable and what isn't, and I'm willing to stand by my beliefs. It's actually a very hard thing to discuss, to try to convince other women to participate in women's movements if they are so comfortable in their lives. They might have never had to face a violent male family member or witness it.

Dalia Hamayel: When you act against occupation, is that activism or is it wanting to see social change that makes you an activist? I remember that as a child we were only allowed on the streets at a certain time. So, then what I considered a revolutionary act was just me taking my bicycle and being able to go down to the supermarket and buying groceries for many families on my street. We supported each other and there I learned that the collective is so important. I could not be an activist without the group.

Nilofar Ayoubi: As a small child, I lived as my brother did – enjoying all the everyday things other girls living under the Taliban regime in Afghanistan were denied. I took karate classes, attended school,

The invasion of Ukraine by Russia in February 2022 marked a crucial moment in global security and international relations, comparable in impact to the 9/11 attacks. Unlike the post-Cold War era, where non-state actors and terrorism were seen as the primary threats to global security, the war in Ukraine accentuated geopolitical divides and shifted the conflict paradigm from intra-state to inter-state conflicts, often through proxies.

The West has responded to Russia's aggression by re-finding a common purpose in resisting it and increasing military spending, with the EU member states unifying and Finland and Sweden applying to join NATO. The UN General Assembly reprimanded Russia in two resolutions. The war raises concerns that the threshold for "unplugging" a major state from the international system might be lower in the future.

In Africa and the Middle East, many states want to have good relations with both the West and Russia. In the post-Soviet space, most economies remain highly dependent on Russia, and in Asia, states have taken different positions based on their history, economic setup, and bilateral relations with big powers. It is still uncertain how the war in Ukraine will impact the current trajectory of US-China relations, as it is the most significant concern regarding great powers. The war has also created uncertainty for key multilateral organisations like the UN and OSCE, which have been unable to make significant progress in ending the conflict.

The international peace mediation community must find ways to support peacemaking in addition to managing societal fragmentation and political tensions. Conflict resolution mechanisms must address different dimensions of conflict and consider how inclusivity and local ownership apply. New approaches are needed to understand mediation between states and resolve post-modern conflicts

Dealing with the weaponization of everything

For the past two decades, the predominant military context for peace mediation has been asymmetric warfare. The war in Ukraine has intensified this trend, shifting the focus to the weaponization of inter-state relations. The conflict has seen the use of unforeseen economic and technological sanctions, weaponization of energy delivery and trade, and leveraging food and commodity markets.

This new reality requires manifold and new types of expertise, ranging from the financial sector to energy infrastructure. The expansion of groups participating in acts of warfare demands the inclusion of these actors in peacemaking efforts. However, peacemaking itself can also be weaponized, which calls for a better understanding of the peacemakers' role in the conflict dynamics. The peacemaking community faces a challenge in dealing with this, necessitating a shift towards new approaches that acknowledge the changing nature of contemporary warfare.

Shifting balance of justice and political expediency

The debate surrounding the relationship between peace and justice has become increasingly important considering the war in Ukraine, and has raised questions about broader global dynamics.

Advocates for upholding norms argue that failure to support Ukraine's territorial integrity would be a significant blow to the rules-based international order. This view is particularly prevalent in the West. On a global scale, there is a fear that a lack of consensus around the interpretation of international norms may lead to acts of isolation and "unplugging" in the future, thus calling for the prioritization of political expediency. The outcome of this debate will have a significant impact on the future of peacemaking.

Peacemaking actors must consider that in the absence of strong, unified institutions to make political interpretations of international norms, conflict resolution efforts may be interpreted as precedents for future peacemaking efforts and touchstones for an emerging global order. It is likely that there will be different correspondences between justice and political expediency in different regions, leading to a shift towards more regionalized peacemaking practices. Private peacemaking actors may play a helpful role in this context by paving the way for creative solutions and setting patterns for future peacemaking practice.

The war in Ukraine will re-shape international relations. Peacemakers are being challenged to find ways to resolve intrastate conflicts.

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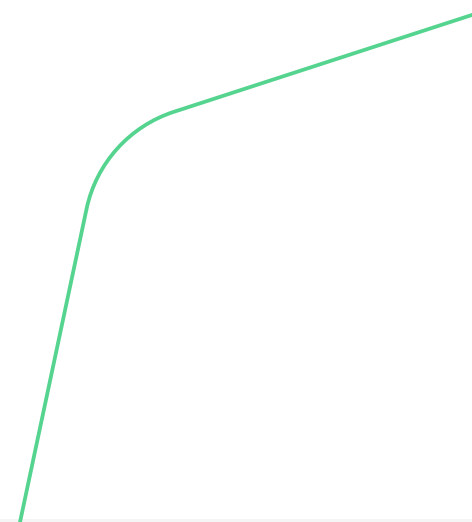
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