CORPORATE STYLE
GUIDELINES
01 LOGO

- Intro
- Comfort zone and minimum size
- Logo palette
- Versions in different shades
- Font
- Background control
- Misuse of the logo
**Intro**

The logo is the main visual identity constant of the Transparency International Ukraine brand. The full logo consisting of the symbol, the signature name and the region line must be placed on all the printed materials in accordance with the rules set forth herein.
Comfort zone and minimum size

It is not advisable to place other elements too close to the logo. The comfort zone is defined as the minimum distance between the logo and other elements. As illustrated above, its minimum size is equal to the size of the letter T. The logo can be of different sizes, but the minimum size should be 35 mm.
Logo palette

Saturation of the color is a key component of Transparency International Ukraine’s visual identity, which constitutes part of the logo. Five versions of colors that can be used in the logo are displayed above. They are our primary colors (find more information about the colors below). To maintain our visual identity, use these colors consistently throughout the corporate communication.
Versions in different shades

To comply with printing requirements, several color options are available.

Our primary color is blue; it is to be used on a white background.

Our additional colors are black and white. Use them for all black and white printed materials.

Use the white logo on colorful backgrounds and photos.
Font

The corporate font is one of the elements ensuring that the brand is recognizable. The font used for all text of the logo is Syntax Bold, and it is not used anywhere other than the logo.
**Background control**

Placing the logo against a textured background, make sure it contrasts against the background. Use the primary version of the logo on light backgrounds and the white version on dark backgrounds or black and white pictures.
Misuse of the logo

Misuse of the logo disrupts perception of Transparency International Ukraine as a unified brand. The most common mistakes that can be avoided are listed above.
Intro
The corporate blue is the basis of our visual identity. It is used in the logo and in all the corporate products. This bright color embodies transparency and clarity of our communications.
Primary colors

Use of specific colors is critical for our visual identity. Above, you can find the palette for Pantone®, CMYK, RGB and HTML. When you print or produce materials, make sure they comply with the requirements stated above.
Supplementary colors

The task of the supplementary palette is not to draw attention, but to supplement primary colors. Make sure that the weight of these colors is not excessive. Supplementary colors are used for charts and graphs and for local accents.
03 TYPEFACE

- Intro
- Placement on the cover
- Main text typeface
- Heading design
- Promo and infographics in headings
Transparency International
Фірмовий стиль

16

Intro

The font palette of Transparency International Ukraine sets the tone for the entire communication and is one of the key factors making the brand recognizable. The palette is based on typefaces PF DinText Pro and Minion Pro. The fonts can be obtained from the communications department of Transparency International Ukraine.
**Headings and subheadings**
Font: PF DinText Pro Bold
Font size: 12-30 pt
Case: upper case
Align: left
Color: black or blue

**Headings on the cover**
Font: PF DinText Pro Medium
Font size: 32 pt
Case: upper case
Align: left
Color: black or white

**Placement on the cover**
PF DinText Pro Medium is used for headings on the cover,
PF DinText Pro Bold – for subheadings.
They can be used in different sizes.
Body text font

Minion Pro Regular is always used for body text. If the font weight Regular is not available, Medium is permissible in its place.
Headings and subheadings
Font: PF DinText Pro Bold
Font size: 12-30 pt
Case: all upper case or capitalized first letters
Align: left
Color: black or blue

Headings and subheadings
Font: PF DinText Pro Medium
Font size: 12-30 pt
Case: all upper case or capitalized first letters
Align: left
Color: black or white

Headings and subheadings
Font: PF DinText Pro Regular
Font size: 12-30 pt
Case: all upper case or capitalized first letters
Align: left
Color: black or blue

Headings and subheadings
Font: PF DinText Pro Light
Font size: 12-30 pt
Case: all upper case or capitalized first letters
Align: left
Color: black or blue

Headline design
PF DinText Pro is used for headings and subheadings
(Minion Pro is used in body text of other publications).
It can be used in different sizes.

PF DinText Pro Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

PF DinText Pro Medium
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

PF DinText Pro Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

PF DinText Pro Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
Promo and infographics in headings

Font: PF DIN Text Pro Bold
Size: > 30 pt
Case: upper case
Align: left
Color: black, blue or white

Transparency International Ukraine uses bigger letters for headings and subheadings for promos and infographics. We use PF DIN Text Pro Bold for major headlines, supplemented by PF DIN Text Pro. All uppercase should be used, font size is at least 30 pt.
04 LAYOUT

- Intro
- Cover publications
- Publications inside the cover
- Flip side
- Main template
- Additional template
- Promo materials
Intro
Visual communication is not only based on the logo and color palette, but also on the consistent use of layout rules and work with formats. In this section, you will find the key principle for creation of publications in Transparency International Ukraine.
Key publication cover

There are three key elements of the publication cover: the background, the logo and the headline. Here, you can see characteristics of each of these elements. To ensure visual coordination among publications, every element needs to be located in the same place and cannot change its size or placement under any circumstances.
Transparency International Ukraine is an accredited chapter of a global movement with a comprehensive approach to development and implementation of changes for reducing levels of corruption. Our mission is to reduce the level of corruption in Ukraine.

www.ti-ukraine.org
Flip side

Publications on the flip side of the cover have to be on a blue background. The standard contact information is published in white in the bottom left corner.
HIGHLIGHTS

Quality of Lobbying Regulation

19 countries and three EU institutions

31% average score

Transparency

26%

Integrity

33%

Equality of Access

33%

Key Statistics

7/19 countries

36% average quality of lobbying regulation for the three EU institutions

58% of EU citizens

53% European Commission

37% European Parliament

19% Council of the EU

7/19 countries have a dedicated lobbying regulation (Austria, Belgium, Ireland, Luxembourg, Malta, Poland, Slovenia and the United Kingdom).

58% of EU citizens believe that their country’s government is to a large extent or entirely controlled by a few big interests (Transparency International Global Barometer, 2013).
Page spread with a photo

To create a rhythm inside the publication and break it down into thematic sections, a page spread with a photo can be used, and an infographic can be placed at the top.
Photo placement according to the template
The height of the frame with the photo depends on the baseline grid
Graphics for social media (Facebook, Twitter, LinkedIn)

Graphics for social media can be placed on an image or a regular colored background to demonstrate quotes, statistics or statements. Recommendations concerning fonts remain unchanged — PF DinText Pro Bold and PF DinText Pro Medium.
CORRUPTION PERCEPTIONS INDEX 2013.

WITH MORE THAN 400 NEWS STORIES ON CORRUPTION A DAY, HOW DO YOU KEEP UP?

1 IN 2 PEOPLE THINK THEIR GOVERNMENT IS INEFFECTIVE IN FIGHTING CORRUPTION. ARE YOU ONE OF THEM?

Promo materials
With promo materials, slight departure from the principles of logo placement or the color palette is permissible, however, all the other rules concerning the logo (colors, comfort zone, prohibition of modifications) and the fonts must be followed.
INFOGRAPHICS

- Intro - Color palette - CPI color palette - Background -
**Intro**

Infographics produced by Transparency International Ukraine have a very recognizable style. The text must stand out, be clear and bright. There are alternatives, however. Infographics can have a black background with a variety of bright colors or a clear white background with the corporate blue: the style is highly dependent on what the infographic is about.
Color palette
The main palette for infographics consists of blue, black and white. However, we show the level of corruption in many of our infographics, which is why we use a supplementary palette, created in addition to the corporate blue to make the information stand out.
CPI color palette

The Corruption Perceptions Index palette has been developed exclusively for this infographic. Each color represents a particular level on the CPI scale, can be used on a white or black background.
Background

An infographic has to be placed on a black or white background, or on a photograph. No matter what background is used, it is important to make sure that all the elements are legible.
Intro

Photographs are a key to our visual identity. They are a way we communicate. The image of Transparency International Ukraine as a brand is optimistic – we focus on finding solutions and try to change something. This is reflected in our imagery. Like our work, our images are positive, action-driven and culturally engaged, they inspire rather than shock. Below, you can find guidelines for choosing, processing and purchasing images.
Our style — general information

Transparency International Ukraine’s pictures have a very recognizable style: we select positive images, clear and exciting, which motivate people to act. They show that our brand is modern and positive, and that we give people an opportunity to make positive change.
Our style — publications on the cover

When pictures are used as cover images, it is important to remember that there should be space for the logo and the title, and that the background should not interfere with the legibility of both elements. Cover images must be attractive, not too “heavy,” usually colorful.
Things to avoid

To protect the brand of Transparency International Ukraine, it is important to avoid certain kinds of images. Do not use photos with religious connotations or images that may be excessively shocking. Use conceptual stock photos. Photos should not be offensive to any culture or perpetuate negative stereotypes, gender and racial balance must be maintained. If you have five photos for a report, at least one should contain people of a different race or gender.
Resolution

Using a picture make sure it is high-quality and not pixelated. The resolution for printing is 300dpi, for web – 72dpi. If a photo does not have a high-resolution version, make it smaller, but avoid pixelated images. All printed images have to be in CMYK, all web images – in RGB.

Printing
Resolution: 300dpi
Color model: CMYK
Prompt: make sure that the width of the cover image is at least 2480 px and the height is at least 3508 px.

Web
Resolution: 72dpi
Color model: RGB
Photo resources

It is recommended to use original images from Transparency International Ukraine meetings, and if this is not possible, use a photo library, which contains plenty of photo material selected by categories. To find editorial photos, we use Flickr/Creative Commons, which is a free resource. But pay attention to license agreements (information below). Reuters and Panos have a great selections of editorial photos (EUR 150-300), while istockphoto (EUR 10-50 per photo) and Getty (EUR 150-300 per photo) offer conceptual photos.

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Licenses

It is always important to verify terms of licenses when you use images, according to Creative Commons (CC). We usually use attribution or non-commercial licenses. Other types of CC licenses prohibit modifications of images or enforce the use of a CC license for original images, which is not always convenient. All the images must be marked as © LIBRARY/PHOTOGRAPHERNAME. For instance: © Flickr/John Smith.
07 CARRIERS

- Business cards - A4 template - DL envelope -
Business card

Business card should preferably be printed using digital printing on thick white paper with a light texture.
A4 template
A template for A4 documents can contain either a full name of the organization and contact information or the address and contact information of a regional chapter.
DL envelope
A standard 220 x 110 mm envelope for correspondence.

Contacts
Font: PF DinText Pro Regular
Font size: 8/10 pt
Color: blue
www.ti-ukraine.org