INTOSAI IDI

DEVELOPMENT INITIATIVE

IDENTITY GUIDELINES

TABLE OF CONTENTS

THANK YOU FOR BEING PART OF THE IDI FAMILY

We have created this document as a guide and inspiration for anyone who is writing, designing and producing IDI branded communications.

IDI has a well-established and recognized identity. This valuable asset forms the basis for how we present ourselves. Our communications materials convey who we are, what we do, and how we add value. They make a crucial difference in getting messages across to our target audiences, i.e., by ensuring our efforts in advocacy are effective.

Whether you are creating a PowerPoint presentation or sending an email, it is important to present the best version of our identity in a consistent way. The purpose of these guidelines are to help us apply our identity across multiple platforms correctly. Remember we work towards effective, accountable and inclusive Supreme Audit Institutions making a difference in the quality of public sector governance and service delivery for the value and benefit of citizens.

The IDI communications team

IDENTITY
APPLICATION

IDENTITY
ELEMENTS

CORE
IDENTITY

Vision
Mission
Principles

Stationery

Promotional
Items

Mail
signature

QR Code

Logo

Work
Streams
Logos

Banner

Videos

Tagline

Type

Brochure

Photo

Colours

Flyer

Social Media
Design

Publications
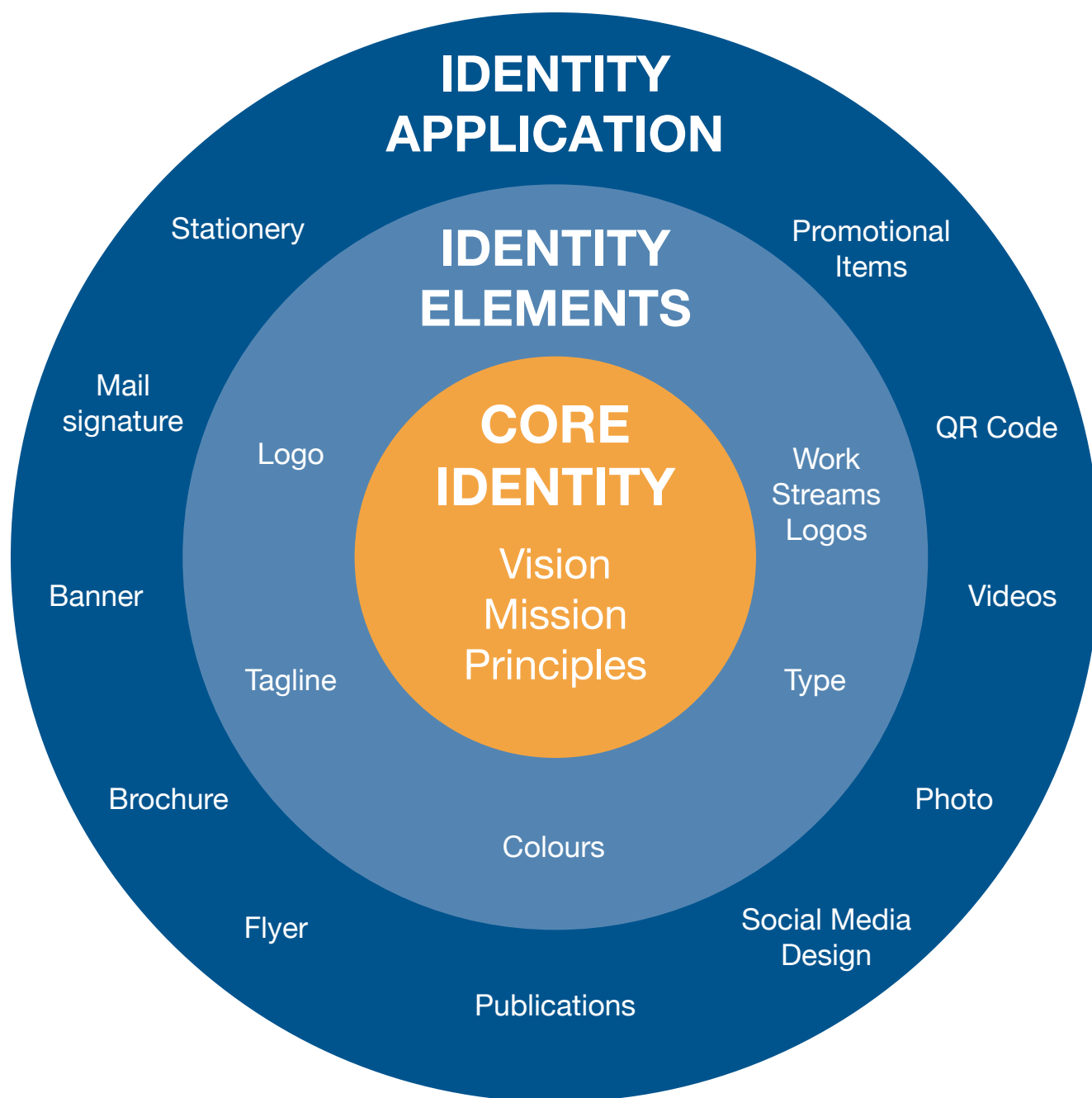
OUR VISION

Effective, accountable and inclusive Supreme Audit Institutions making a difference in the quality of public sector governance and service delivery for the value and benefit of citizens

OUR MISSION

The INTOSAI Development Initiative supports Supreme Audit Institutions in developing countries in sustainably enhancing their performance and capacities. IDI is a part of the International Organisation of Supreme Audit Institutions (INTOSAI) and works together with INTOSAI Goal Committees, Regional Organisations, SAIs and other partners for independent, well-governed, professional and relevant SAIs.

OUR CORE PRINCIPLES

IDI's work is guided by three core principles. They reinforce each other and contribute to achieving IDI's Vision and Mission:

EFFECTIVE IDI

- Responds to SAI needs.
- Strive for professional excellence.
- Contributes to and facilitates SAI performance.
- Innovates and adapts to the changing SAI environment.
- Collaborates with INTOSAI and other partners for sustainable positive change.
- Promotes internal cooperation and team spirit.

ACCOUNTABLE IDI

- Acts ethically and with respect.
- Holds itself to account by measuring and reporting on performance.
- Has open and transparent processes.

INCLUSIVE IDI

- Promotes and supports gender equality and diversity in all forms.
- Provides equal opportunity for participation.
- Leaves no one behind by taking into account the needs of different types of SAIs and staff, including the most vulnerable.

CORPORATE LOGO

3.1 ABOUT THE LOGO AND ITS ELEMENTS

The IDI logo reflects the mission of the organisation. It consists of two parts. The logo symbol (1) is the logo of INTOSAI, which operates as the umbrella organisation for SAIs across the world. The second part of the logo is the logo title (2), acronym of IDI's name. It is located under the INTOSAI logo as a way to reflect IDI's underlying purpose of provision of support to INTOSAI members.

3.2 CLEAR SPACING AND SIZING

DEFINITION
Whenever you use the logo, it should have a clear space around to ensure its visibility and impact. No graphic elements of any kind should be in this zone.

COMPUTATION
To work out the clear space take the height of the INTOSAI globe.

MINIMUM SIZING

MINIMUM PRINT SIZE

23mm

MINIMUM DIGITAL SIZE

65px

FILE FORMATS

Four versions are available in AI, EPS, JPG, TIFF and PNG formats. See below a quick explanation:

AI AND EPS FORMAT
AI and EPS files are vector-based, which means they can be infinitely scaled without loss of resolution or quality.

JPG, TIFF AND PNG FORMAT
JPG, TIFF and PNG files are pixel-based, meaning that enlarging or otherwise manipulating the graphic may cause loss of resolution and clarity. JPEG format has a white background while TIFF and PNG have transparent background.

3.3 LOGO VERSIONS

MAIN VERSION

The main logo is a full coloured version used on white or light-coloured background. This is the ideal and recommended logo version to use. For other backgrounds, alternatives are provided in these guidelines.

BLACK AND WHITE VERSION

This version should be used when you are limited to one colour in an application.

DARK VERSION

This version should be used when the background colour is light.

LIGHT VERSION

This version should be used when the background colour is dark.

3.4 APPLICATION ON BACKGROUND

The logo is allowed to be used in different coloured backgrounds as long as it retains its readability and there is good contrast.

The white logo can be used in dark backgrounds and the blue logo can be used in light backgrounds.

Correct uses of colour and background:

1. Solid colour background sufficiently contrasting
2. Monochrome (single colour) in black on light backgrounds

3. Non-competitive photographic background
4. Contrasting photographic background

3.5 INCORRECT LOGO APPLICATIONS

Our logo represents our identity, so using it correctly is vitally important in maintaining our brand value.

The approved versions must not be altered, modified, changed or added to in any way. The incorrect examples on this page illustrate some common errors that should be avoided.

DO NOT
distort or stretch the logo.

DO NOT
extrude, rotate, apply shadow or any other effect.

DO NOT
change the colour of the logo to any other colour not specified before.

DO NOT
place the logo against a background that affects its legibility.

3.6 LOGO APPLICATIONS WITH OTHER LOGOS

When we run initiatives in partnership with other organisations, we are allowed to include the logo of the entity, but always to the right of the IDI logo and respecting the clear space indicated in these guidelines.

Space between logos is the height of the INTOSAI Globe

Maximum height of entity logo

3.7 IDI IN OTHER LANGUAGES

English
INTOSAI Development Initiative

Spanish
Iniciativa de desarrollo de la INTOSAI

French
L'Initiative de développement de l'INTOSAI

Arabic

<div dir="rtl">

مبادرة تنمية الإنتوساي

</div>

3.8 ABOUT THE TAGLINE

The IDI tagline is:
Effective, accountable and inclusive Supreme Audit Institutions

IDI's tagline presents our vision to our beneficiaries, partners and stakeholders. The tagline conveys a clear message and summarises what IDI's mission is ultimately about: Supporting SAIs in developing countries in sustainably enhancing their performance and capacities so they will become "effective, accountable and inclusive Supreme Audit Institutions" making a difference in the life of citizens.

TAGLINE IN DIFFERENTS LANGUAGES

English
Effective, accountable and inclusive Supreme Audit Institutions

Spanish
Entidades Fiscalizadoras Superiores efectivas, responsables e inclusivas

French
Des Institutions Supérieures de Contrôle efficaces, responsables et inclusives

Arabic

<div dir="rtl">

أجهزة عليا للرقابة فعالة وخاضعة للمساءلة وشاملة

</div>

LOGO AND TAGLINE

**Effective, accountable and inclusive
Supreme Audit Institutions**

3.9 COLOURS

Applying the right colour palette will help create strong visual communication.

LOGO AND CORPORATE COLOUR CODES

Dark blue

PANTONE : 541 CV
CMYK : **C**100 **M**51 **Y**0 **K**30
RGB : **R**0 **G**84 **B**142
HSB : **H**203 **S**100 **B**55
HEX : #00548E

Don´t saturate
Don´t desaturate
Don´t lower opacity
Don´t use gradients on top

Light blue

PANTONE : 284C
CMYK : **C**55 **M**22 **Y**0 **K**0
RGB : **R**109 **G**169 **B**220
HSB : **H**207 **S**50 **B**86
HEX : #6DA9DC

Don´t saturate
Don´t desaturate
Don´t lower opacity
Don´t use gradients on top

SECONDARY COLOUR CODES

CMYK : **C**70 **M**15 **Y**0 **K**0
RGB : **R**39 **G**170 **B**225
HSB : **H**197 **S**82 **B**88
HEX : #27AAE1

CMYK : **C**0 **M**38 **Y**84 **K**0
RGB : **R**250 **G**170 **B**66
HSB : **H**33 **S**73 **B**98
HEX : #FBAA43

CMYK : **C**60 **M**0 **Y**100 **K**0
RGB : **R**114 **G**191 **B**68
HSB : **H**97 **S**64 **B**74
HEX : #72BF44

CMYK : **C**0 **M**0 **Y**0 **K**60
RGB : **R**128 **G**130 **B**133
HSB : **H**216 **S**3 **B**52
HEX : #808285

3.10 TYPOGRAPHY

Typography builds a visual hierarchy, which makes text easier to read and communicates a brand's character.

IDI LOGO AND TAGLINE TYPOGRAPHY

The family font "Myriad Pro" is used for the logo.

Myriad Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

PRIMARY TYPOGRAPHY

This font "Helvetica Neue LT Pro" is used for main headings. It is also used to draw attention if needed to stationery, website design, brochures, reports and all forms of general correspondence.

It consists of many typeface weights or styles.

Helvetica Neue LT Pro Roman
BCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

Helvetica Neue LT Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&()-_+?*

Helvetica Neue LT Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

Helvetica Neue LT Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

SECONDARY TYPOGRAPHY FOR DOCUMENTS

The family font "Calibri" is used for documents. Calibri is a modern sans serif family with subtle roundings on stems and corners. Its proportions allow high impact in tightly set lines of big and small text alike. Therefore it is ideal for use in office documents, headings, titles, body text and additional information.

Calibri
BCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&()-_+?*

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

3.11 THE IDI GENDER LOGO

IDI is committed to effectively mainstreaming gender equality across IDI as an organisation and in its portfolio. The logo tries to capture this organisational commitment by melting the gender equality sign with the IDI logo. The colour of the main version of the logo is red orange as in the logo used for SDG 5 on "Achieving Gender Equality and Empowering all Women and Girls.

MAIN VERSION

COLOUR VERSION

BLACK AND WHITE VERSION

COLOURS

CMYK	:	**C**0 **M**90 **Y**94 **K**0
RGB	:	**R**255 **G**58 **B**33
HEX	:	#FF3A21

TYPOGRAPHY

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

4.1 ABOUT WORK STREAMS LOGOS

IDI achieves its strategic priorities through the four work streams (Independent, Well-Governed, Professional and Relevant SAIs), bilateral support to SAIs in the most challenged situations, and strengthening global foundations to advocate for, and improve, how support to SAIs is provided.

These six logos have a clean design that tries to capture the essence of the work delivered under these strategic priorities. All these logos are icons that can be easily used in all types of publications and have specific colours so they are easy to identify. Logos are shown below:

Independent SAIs
WORK STREAM

Well-Governed SAIs
WORK STREAM

Professional SAIs
WORK STREAM

Relevant SAIs
WORK STREAM

BILATERAL
SUPPORT

GLOBAL
FOUNDATIONS

4.2 INDEPENDENT SAIs

MAIN VERSION

COLOUR VERSION

BLACK AND WHITE VERSION

COLOURS

CMYK	:	**C**70 **M**15 **Y**0 **K**0
RGB	:	**R**39 **G**170 **B**225
HEX	:	#27AAE1
CMYK	:	**C**0 **M**0 **Y**0 **K**60
RGB	:	**R**128 **G**130 **B**133
HEX	:	#808285

TYPOGRAPHY

Cloud Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

Cloud Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

4.3 WELL-GOVERNED SAIs

MAIN VERSION

COLOUR VERSION

BLACK AND WHITE VERSION

COLOURS

CMYK	:	**C**99 **M**73 **Y**18 **K**3
RGB	:	**R**0 **G**83 **B**142
HEX	:	#00538E
CMYK	:	**C**0 **M**0 **Y**0 **K**60
RGB	:	**R**128 **G**130 **B**133
HEX	:	#808285

TYPOGRAPHY

Cloud Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

Cloud Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

4.4 PROFESSIONAL SAIs

MAIN VERSION

COLOUR VERSION

BLACK AND WHITE VERSION

COLOURS

CMYK	:	C60 M0 Y100 K0
RGB	:	R114 G191 B68
HEX	:	#72BF44

CMYK	:	C0 M0 Y0 K60
RGB	:	R128 G130 B133
HEX	:	#808285

TYPOGRAPHY

Cloud Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?**

Cloud Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

4.5 RELEVANT SAIs

MAIN VERSION

COLOUR VERSION

BLACK AND WHITE VERSION

COLOURS

CMYK	:	C0 M37 Y84 K0
RGB	:	R249 G170 B67
HEX	:	#F9AA43

CMYK	:	C0 M0 Y0 K60
RGB	:	R128 G130 B133
HEX	:	#808285

TYPOGRAPHY

Cloud Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

Cloud Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

4.6 GLOBAL FOUNDATIONS

The Global Foundations Unit strengthens the impact and sustainability of IDI's interventions, leverages on other organisation support to SAIs, documents the needs and achievements of the SAI community and advocate on behalf of SAIs. The GFU logo reflects on this concept with its circular dynamic moving wheel that is hard solid in the core middle with sustainable components around. The four people represent the IDI work streams and the joint collaborations and integration among them in a dynamic unit.

MAIN VERSION

BLACK AND WHITE VERSION

COLOURS

CMYK :	**C**570 **M**15 **Y**0 **K**0	**CMYK** :	**C**60 **M**0 **Y**100
RGB :	**R**39 **G**170 **B**225	**RGB** :	**R**114 **G**191 **B**68
HEX :	# 27AAE1	**HEX** :	#72BF44

CMYK :	**C**99 **M**73 **Y**18 **K**3	**CMYK** :	**C**O **M**37 **Y**83 **K**0
RGB :	**R**0 **G**83 **B**142	**RGB** :	**R**249 **G**170 **B**67
HEX :	#00538E	**HEX** :	#FBAA43

TYPOGRAPHY

Avant Garde Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

Avant Garde Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

4.7 BILATERAL SUPPORT

IDI's objective with bilateral support is to provide assistance to the most challenged SAIs and improve their performance. The logo tries to capture this with the encapsulating globe with two people around it.

MAIN VERSION

COLOUR VERSION

BLACK AND WHITE VERSION

COLOURS

CMYK	:	C40 M82 Y0 K0
RGB	:	R161 G80 B159
HEX	:	#FBAA43

CMYK	:	C0 M0 Y0 K60
RGB	:	R128 G130 B133
HEX	:	#808285

TYPOGRAPHY

Avant Garde Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

Avant Garde Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()-_+?

5.1 BUSINESS CARD

PARAMETER

Dimensions:	**Paper:**	**Print:**	**Typography:**
W: 8.5cm H: 5cm	300gm	CMYK	Helvetica Neue LT Pro
Print safety margin: 0.5 cm	Uncoated white	Both sides	Name size: 14.5 pt
			Information size: 9.5 pt

FRONTSIDE

Karina Mera-Warholm
Senior Coordinator
Professional and Relevant SAIs Department

📱 +47 468 40 101
✉ karina.mera.warholm@idi.no
🌐 www.idi.no

INTOSAI
IDI
DEVELOPMENT INITIATIVE

BACKSIDE

INTOSAI
IDI
DEVELOPMENT INITIATIVE

Effective, accountable and inclusive Supreme Audit Institutions

5.2 LETTERHEAD

PARAMETER

Dimensions:
A4
W: 21cm **H:** 29.7cm

Paper:
Bond 150 gm
Uncoated white

Margins:
Top: 2.01 cm
Bottom: 3 cm
Left: 2.3 cm
Right: 2 cm

Typography:
Calibri
Header size: 11 pt
Subtitle size: 14 pt
Body size: 10.5 pt

FIRST SHEET

CONTINUATION SHEET

TO:
Mikle Smith
Chief Director

Company Name
Phone: +555 23145678
Mail: miklesmith@companyname.com

Executive Officer: Jhon Marston	
Our date: 00.00.2020	Our reference: 00000
File No:	
Your date:	Your reference:

Subject subtitle

Dear Mikle Smith

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus ac faucibus nunc. Quisque nunc velit, finibus at ante et, vulputate maximus risus Aenean ut nisl diam. Quisque non diam a sem lacinia dictum id ac augue. Ut sed malesuada tortor. Nullam tempus risus vitae justo egestas, et dignissim massa lacinia. Ut vehicula facilisis nulla ac vulputate.

Integer scelerisque tincidunt risus, sed luctus massa laoreet ac. Nullam efficitur ullamcorper purus, nec dignissim est. Fusce consectetur felis quam, at blandit nulla dapibus sed. Etiam non felis sit amet est cursus sagittis quis a nibh. Donec pretium sapien quam, nec finibus est eleifend ut. Pellentesque commodo ligula quis quam luctus feugiat in ac dui. Nullam nunc urna, varius et egestas id, interdum sed elit. Suspendisse porta imperdiet consectetur. Duis in erat elit. Aenean id sollicitudin nisi, sed faucibus purus. Praesent congue, nulla et interdum lobortis, nulla felis lacinia mi, sollicitudin gravida dolor erat quis quam. Donec egestas urna hendrerit ex luctus semper.

Phasellus ut efficitur quam, eget fermentum leo. Praesent eu massa nec ipsum tristique rhoncus sed ac velit. Duis in erat elit. Aenean id sollicitudin nisi, sed faucibus purus. Praesent congue, nulla et interdum lobortis, nulla felis lacinia mi, sollicitudin gravida dolor erat quis quam. Donec egestas urna hendrerit ex luctus semper. Praesent varius lectus vel nisi condimentum, ac luctus ante accumsan. Donec efficitur nisi at turpis aliquam, scelerisque posuere neque laoreet. Integer id orci ac justo euismod aliquet sed eu libero.

Proin hendrerit in magna in hendrerit. Maecenas sollicitudin lacus eu nunc fermentum facilisis. Suspendisse vel lorem ultricies enim dignissim pulvinar. In at sapien sapien. Fusce fermentum fringilla metus id faucibus.

+47 22179500
info@idi.no
Stenersgata 2, N-01Oslo, Norway
Effective, accountable and inclusive Supreme Audit Institutions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus ac faucibus nunc. Quisque nunc velit, finibus at ante et, vulputate maximus risus Aenean ut nisl diam. Quisque non diam a sem lacinia dictum id ac augue. Ut sed malesuada tortor. Nullam tempus risus vitae justo egestas, et dignissim massa lacinia. Ut vehicula facilisis nulla ac vulputate.

Integer scelerisque tincidunt risus, sed luctus massa laoreet ac. Nullam efficitur ullamcorper purus, nec dignissim est. Fusce consectetur felis quam, at blandit nulla dapibus sed. Etiam non felis sit amet est cursus sagittis quis a nibh. Donec pretium sapien quam, nec finibus est eleifend ut. Pellentesque commodo ligula quis quam luctus feugiat in ac dui. Nullam nunc urna, varius et egestas id, interdum sed elit. Suspendisse porta imperdiet consectetur. Duis in erat elit. Aenean id sollicitudin nisi, sed faucibus purus. Praesent congue, nulla et interdum lobortis, nulla felis lacinia mi, sollicitudin gravida dolor erat quis quam. Donec egestas urna hendrerit ex luctus semper.

Phasellus ut efficitur quam, eget fermentum leo. Praesent eu massa nec ipsum tristique rhoncus sed ac velit. Duis in erat elit. Aenean id sollicitudin nisi, sed faucibus purus. Praesent congue, nulla et interdum lobortis, nulla felis lacinia mi, sollicitudin gravida dolor erat quis quam. Donec egestas urna hendrerit ex luctus semper. Praesent varius lectus vel nisi condimentum, ac luctus ante accumsan. Donec efficitur nisi at turpis aliquam, scelerisque posuere neque laoreet. Integer id orci ac justo euismod aliquet sed eu libero.

Proin hendrerit in magna in hendrerit. Maecenas sollicitudin lacus eu nunc fermentum facilisis. Suspendisse vel lorem ultricies enim dignissim pulvinar. In at sapien sapien. Fusce fermentum fringilla metus id faucibus.

Regards;

Jhon Marston
Chief Director

+47 22179500
info@idi.no
Stenersgata 2, N-01Oslo, Norway
2

5.3 EMAIL SIGNATURE

PARAMETER

Dimensions:
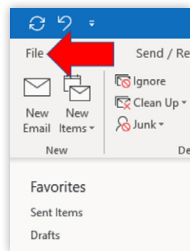**W:** 640 px **H:** 182px

Typography:
Helvetica Neue LT Pro

CREATING YOUR IDI SIGNATURE BLOCK IN OUTLOOK INSTRUCTIONS
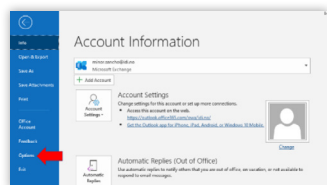
HTML Signature
Follow the process described below to include the official IDI HTML signature in your emails.
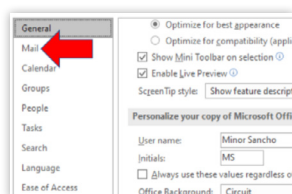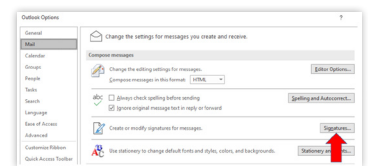
1- Open Microsoft Outlook
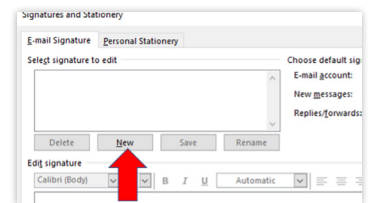
2- Click on "File"
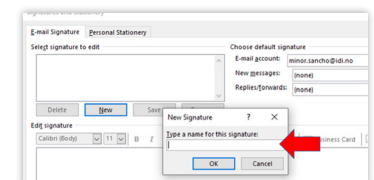
3- Click on "Options"
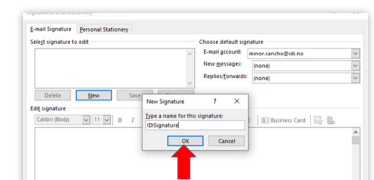
4- Click on "Mail"
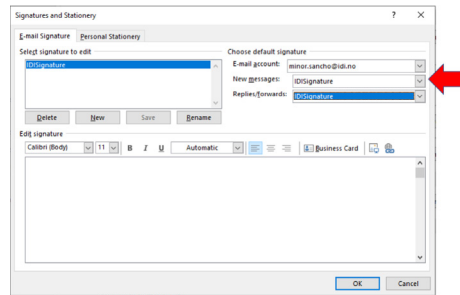
5- Click on "Signatures" button

6- Click on "New" button

7- Type the name for the signature "IDISignature"

8- Click on "OK" button

9- Go to "Chose default signature and select your email account and the name of your signature "IDISignature" from "New messages" and "Replies / Forwards" drop down menu.

10- Click on "OK" button
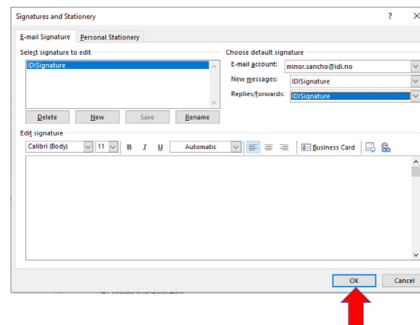
11- Open Windows file manager and go to: "w:/06 idi photos and videos/HTML Signature Template" and copy the file "IDISignature.htm"
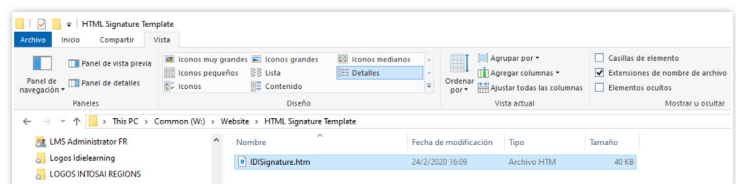
12- Open Windows file manager and clic on "Hidden elements" check box and go to: C:/USERS/YOUR USER/AppData/ Roaming/Microsoft/Signatures.   Replace the file "IDISignatures.htm"
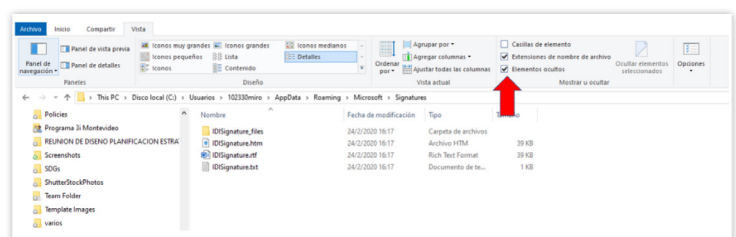
13- Return to Microsoft Outlook Signatures (Repeat steps 1 to 5) and select the "IDISignature".
Then edit the signature including your personal information and click on "Save" and "OK" buttons
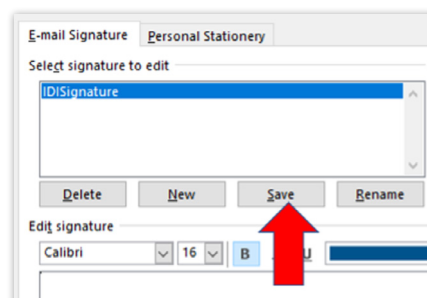
PUBLICATIONS

From strategic and operational plans to social media posts, IDI´s published documents should use our logo, typography, colour palette and photography consistently.

The cover page from our publications is critical to attract our audience and communicate our intended objective. A good cover page should convey a key message with simplicity. All covers should prominently feature the IDI logo. This may be placed at the top or bottom of the cover.

GRAPHIC DESIGN

Wherever possible, publications should be designed by a professional graphic designer and follow these guidelines. IDI staff must share these guidelines (or at least the relevant section) with the contracted graphic designers.

When the work is done, you must request to the graphic designer or agency to send you all the vector file versions. Editable versions are essential when translating the publications.

PRINTING TIP
Please consider the environmental impact of printing. All by-products of the printing process adversely affect the environment. It is recommended that, when available and financially feasible, recycled papers and vegetable inks be used to lessen that impact.

6.1 POWER POINT PRESENTATIONS

TITLE SLIDE
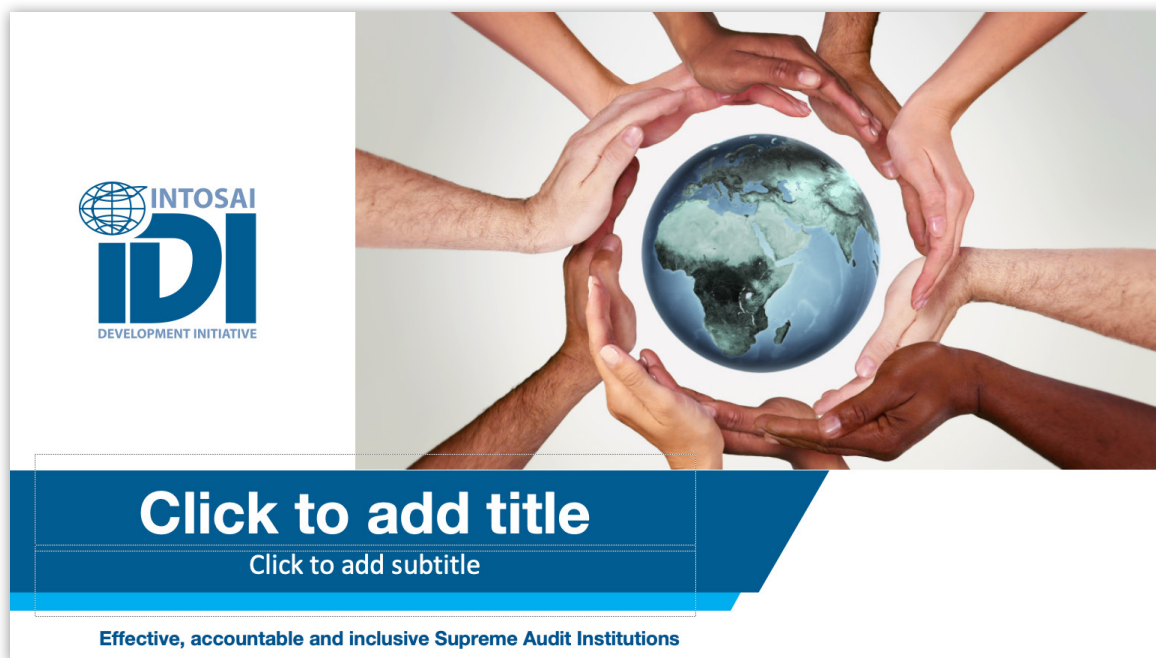
TITLE SLIDE WITH CONTENT
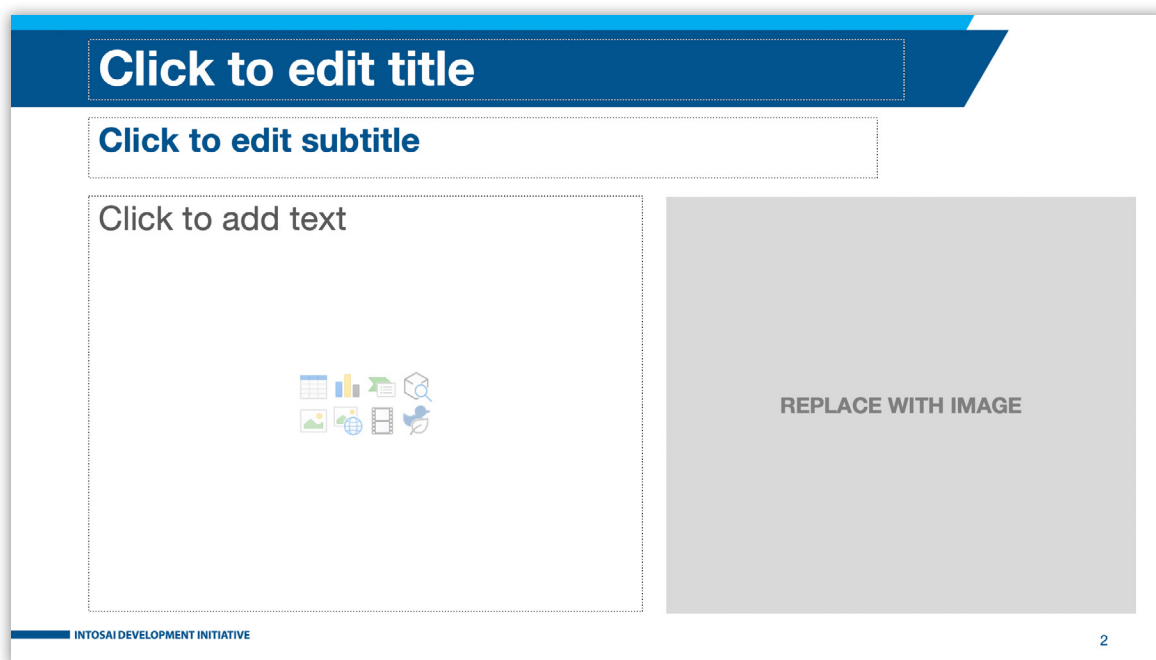
SUBTITLE SLIDE WITH TEXT AND IMAGES

Click to edit subtitle

Click to add text

REPLACE WITH IMAGE

REPLACE WITH IMAGE

INTOSAI DEVELOPMENT INITIATIVE

3

SUBTITLE SLIDE WITH CONTENT

Click to edit subtitle

Click to add text

INTOSAI DEVELOPMENT INITIATIVE

4

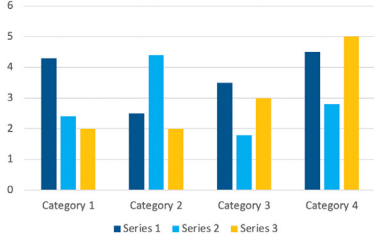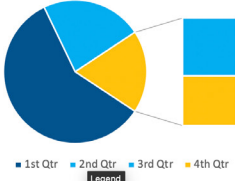SUBTITLE SLIDE WITH GRAPHICS

Click to edit subtitle

Chart Title

Category 1   Category 2   Category 3   Category 4

■ Series 1   ■ Series 2   ■ Series 3

Sales

■ 1st Qtr   ■ 2nd Qtr   ■ 3rd Qtr   ■ 4th Qtr

Legend

INTOSAI DEVELOPMENT INITIATIVE

5

6.2 BANNER

PARAMETER

Dimensions:
W: 85 cm **H:** 200 cm

6.3 BROCHURE

LOREM IPSUM
DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adip iscing elit, sed do eiusmod tempor incidi dunt ut labore.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

Proin hendrerit in magna in hendrerit. Maecenas sollicitudin lacus eu nunc fermentum facilisis. Suspendisse vel lorem ultricies enim dignissim pulvinar. Lorem ipsum dolor sit amet.

Maecenas sollicitudin la facilisis. Suspendisse vel lorem ultricies .

INTOSAI IDI
DEVELOPMENT INITIATIVE

Effective, accountable and inclusive Supreme Audit Institutions

+47 22179500
info@idi.no
www.idi.no

INTOSAI IDI
DEVELOPMENT INITIATIVE

HEADLINE
LOREM IPSUM DOLOR SIT AMET CONSECTETUR ELIT

PLACE YOUR TEXT HERE

Sed luctus massa laoreet ac. Nullam efficitur ullamcorper purus, nec dignissim est. Fusce consectetur felis quam, at blandit nulla dapibus sed. Etiam non felis sit amet est cursus sagittis quis a nibh. Donec pretium sapien quam, nec finibus est eleifend ut quis quam luctus feugiat in ac dui.

Fusce sodales feugiat justo, imperdiet dignissim ex cursus id. Integer sed massa eget massa mollis vehicula. Sed dignissim congue massa, id efficitur ante porttitor eu. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent egestas tortor ac tortor laoreet, ut ultrices lacus consequat. Maecenas tristique, est a porttitor dapibus, velit metus vestibulum sem.

INTERIOR EXHIBITION

PLACE YOUR TEXT HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

PLACE YOUR TEXT HERE

Consectetur adipiscing elit, sed sit do ut amet eiusmod tempor labore et dolore magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt magna.

55%   85%   35%

PLACE YOUR TEXT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, aliqua.

PLACE YOUR TEXT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, aliqua.

PLACE YOUR TEXT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, aliqua.

6.4 DIGITAL AND PRINT FLYER

OPTION 1

FRONTSIDE

BACKSIDE

6.5 SUCCESS STORIES TEMPLATE

OPTION 1

OPTION 2

OPTION 3

OPTION 4

💡 **TIP**

Colours in office documents:
To use the correct colours in your documents, you must access the colour option, select one of the colour code options (CMYK, RGB, HEX) and place the corresponding code values according to these guidelines in the colours section.

6.6 IDI DOCUMENTS TEMPLATES

Please use the templates indicated in these guidelines. You can find them in the IDI image Bank.

COVER
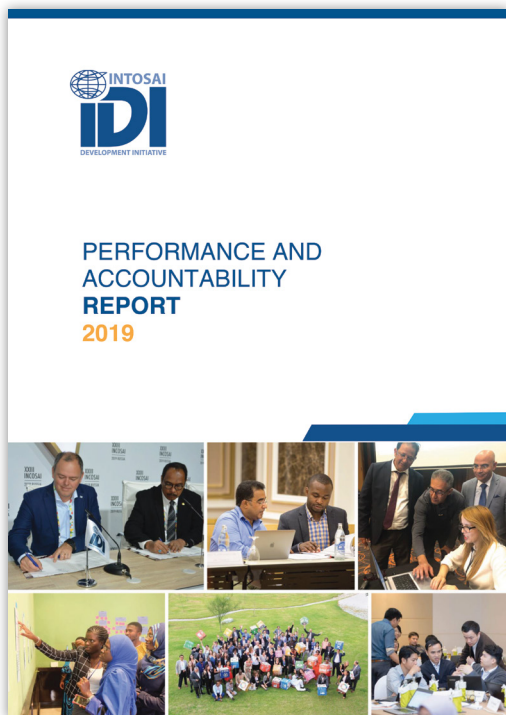
CONTENT WITH STYLES
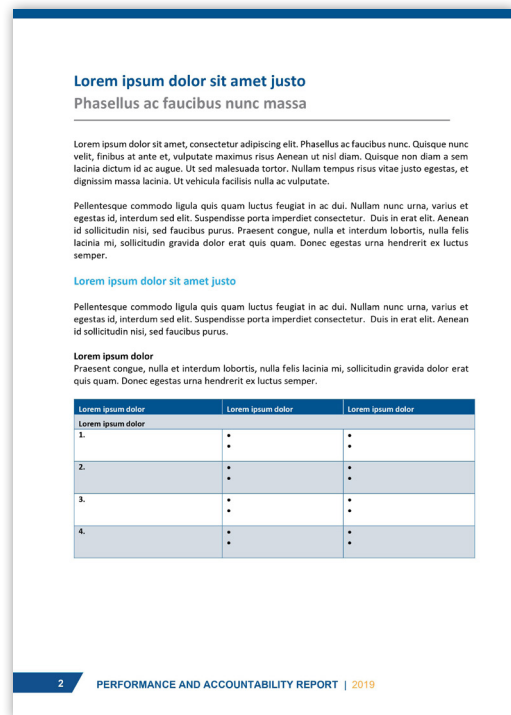
CONTENT
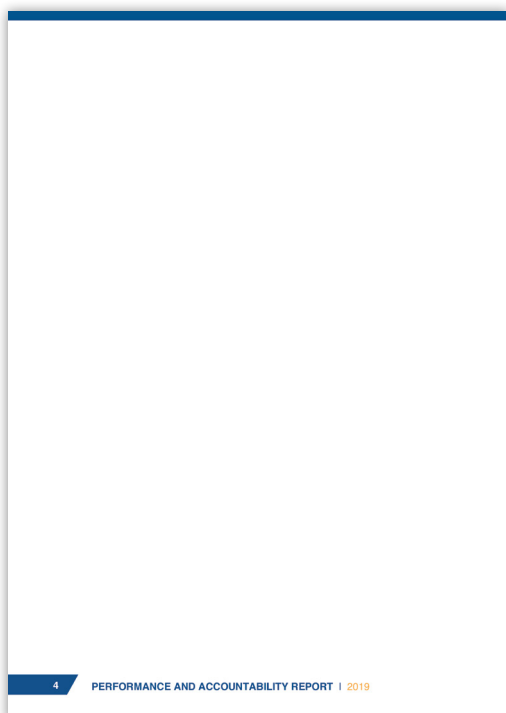
BACK COVER

6.7 WEB BANNERS

PARAMETER

Dimensions:

LMS:
W: 1600px cm **H:** 370px

WEB PAGE:
W: 1190px cm **H:** 200px

Colour:
RGB

Format:
PNG

Typography:
Helvetica Neue LT Pro

OPTION 1

LOGO

PLACE TITLE HERE

PHOTO

OPTION 2

LOGO

PLACE TITLE HERE

PHOTO

SOCIAL MEDIA DESIGN

IDI has social media presence in Facebook, Twitter and LinkedIn. The social media platforms should be dynamic and engaging, striking a balance between professional and approachable. Each social media platform has a slightly different style and audience, and IDI's social media outputs should be slightly tailored to fit each platform.

BANNERS

It is recommended to have rotating banner images to highlight strategic topics that are in the spotlight of the SAI development world. These should all be designed professionally or use professionally-designed elements. When designing the banner, it is important to consider a responsive design, how it displays on both desktop and mobile devices.

Otherwise the standard banner presented below should be used.

POSTS

Posts should be as short and concise as possible. They should include the following parts:

1. KEY MESSAGE
what you want
to communicate/
advocate for

2. CONTEXT
mention the activity
carried out, region
and date

3. TAGS
tag relevant stakeholders
and include key hashtags;
be consistent and use
the exact same hashtags
every time you post for
data analytics purposes

4. PHOTO OR VIDEO
photos should be
catchy and meaningful,
reflecting on the key
area (i.e. oil excavation
if is about extractive
industries).

RECOMMENDATIONS

- Visually led: Use high-quality and compelling images, ideally focused on an individual(s). Story and character driven.

- Join a conversation that is already happening in the social media and be present for subsequent discussions.

- Follow the photography guideline section. Always resize images to the correct size for the post you are making. Do not count on the social media platform to do this for you.

- Whenever possible, videos should be maximum of 20 seconds to keep viewers engaged.

- Character limit: text on Twitter is limited. Make sure to get the main message across. Use spacing between lines to help highlight the main points.

- Metadata: you may need to update the metadata on the link you want to share to Facebook. Facebook does not let you edit the description when you post.

HASHTAGS RECOMMENDATIONS

A hashtag, written with a **#** symbol, is used to index keywords or topics on social media. Hashtags are used to situate your post within a larger context and to be part of a global conversation. When hashtags are strategically and appropriately used, they can help expand the reach of your post, increase the visibility of the organisation as a whole, and advocate for SAIs within larger conversations on governance, citizen engagement, and public financial management.

Hashtags can be integrated into the text ("Good session in #Thailand today") or can come after the text ("SAI independence requires access to information! #RightToKnow #AccessToInfoDay")

When to use hashtags:

- When attending an event with a specific hashtag (#INCOSAI2020)

- When commenting on a specific issue or topic (#COVID19, #GenderEquality)

- When posting about a specific country (#Ghana, #Thailand)

- When making a post about a UN-recognized day (#InternationalWomensDay/#IWD2020, #AccessToInfoDay)

TWITTER EXAMPLE

INTOSAI Development Initiative
@INTOSAI_IDI

In these changing times due to #COVID19, implementation of SDGs is more crucial than ever.

IDI's SDGs Audit Model (ISAM) will help SAIs in providing independent external oversight on implementation of #SDGs, including target 3.D for managing national and global health risks.

Traducir Tweet

IDI's SDG Audit Model (ISAM)
🔗 www.idi.no

2:51 p. m. · 30 mar. 2020 · Twitter for Advertisers

SUGGESTED HASHTAGS

#IDI	#ISAM
#SDGs	#publicoversight
#SAILeadership	#independentSAIs
#donorcoordination	#SAIdevelopment
#PESAP	#publicaccountability
#SYL	#professionalSAIs
#SPMR	#relevantSAIs
#donorcoordination	#wellgovernedSAIs
#PAPAPP	#IDIbilateralsupport
#gcp	#SAIINNOVATIONS
#SAIPMF	

TIPS FOR USING HASHTAGS:
• You cannot add spaces or punctuation in a hashtag, or it will not work properly.
• We recommend using no more than 2 hashtags per Tweet as best practice.
• Type a hashtagged keyword in the search bar to discover content and accounts based on your interests.
• Good to know: Hashtagged words that become very popular can become trending topics.
• When developing a new hashtag for an event or initiative, it is important to check that the hashtag is not already in use for other contexts, and especially for something IDI would not want to be associated with.

7.1 FACEBOOK

PROFILE PICTURE

Dimensions:

W: 600px cm **H:** 600px

Keep in mind that your Page's profile picture will be cropped to a circular shape in ads and posts, but will remain the same square shape when people visit your Page.

COVER PHOTO

Dimensions:

W: 820px cm **H:** 312px

For profile pictures and cover photos with your logo or text, you may get a better result by using a sRGB PNG file.

Trimmed on mobile App 90 px wide

Save Zone
Visible on mobile and desktop screens

Trimmed on mobile App 90 px wide

IMAGE POST

Dimensions:

W: 1200px cm **H:** 1200px

IMAGE FOR LINK POST

Dimensions:

W: 1200px cm **H:** 630px

7.2 TWITTER

COVER PHOTO

Dimensions:
W: 1500px cm
H: 500px

PROFILE PICTURE

Dimensions:
W: 600px cm
H: 600px

POST IMAGE

Dimensions:
W: 1024px cm   **H:** 512px

CARD IMAGE

Dimensions:
W: 1200px cm   **H:** 628px

7.3 LINKEDIN

PROFILE PICTURE

Dimensions:

W: 300px cm **H:** 300px

COVER PICTURE

Dimensions:

W: 1536px cm **H:** 396px
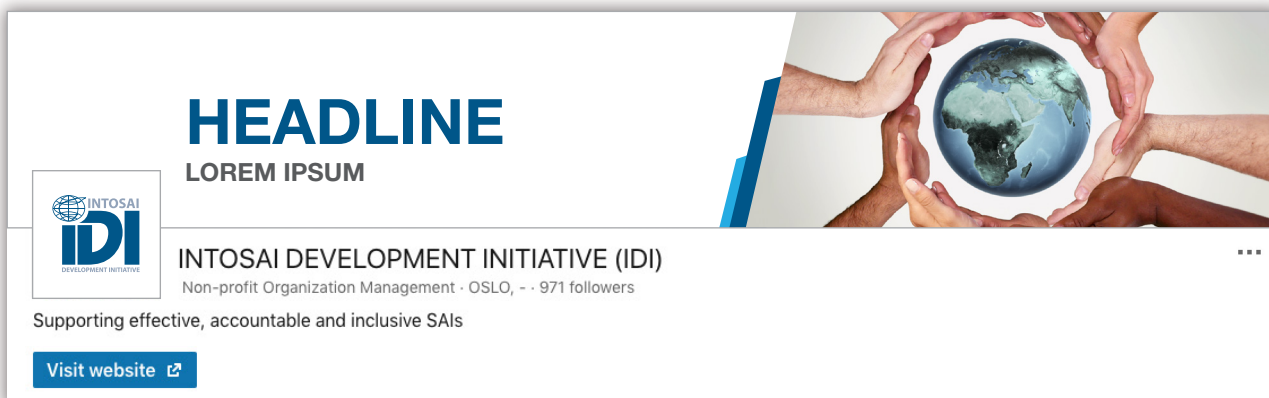
POST IMAGE

Dimensions:

W: 1200px cm **H:** 627px

LINK SHARE IMAGES

Dimensions:

W: 1200px cm **H:** 628px

> **TIPS**
> • Feature content that is in the news or being talked about. People share social media content that they like, agree with, are surprised by.
> • For actual LinkedIn size pictures check:
>   https://www.linkedin.com/help/linkedin/answer/70781

7.4 YOUTUBE

CHANNEL ICON

Dimensions:

W: 800px cm **H:** 800px

COVER PICTURE

Dimensions:

W: 2560px cm **H:** 423px

HEADLINE
LOREM IPSUM

INTOSAI Development Initiative
172 suscriptores

SUSCRIBIRSE

INICIO   VÍDEOS   LISTAS DE REPRODUCCIÓN   CANALES   COMENTARIOS   MÁS INFORMACIÓN

Subidas   ▶ REPRODUCIR TODO

1:33	1:41	2:23	3:40

IDI/CAROSAI Facilitation Programme. SAI PMF Basic…

19 visualizaciones •
Hace 3 días

Covid 19 Support message from the IDI family to you

33 visualizaciones •
Hace 5 días

IDI/CAROSAI Facilitation Programme. SAI PMF Basic…

27 visualizaciones •
Hace 5 días

IDI/CAROSAI Facilitation Programme. SAI PMF Basic…

36 visualizaciones •
Hace 1 semana

PREVIEW THUMBNAILS

Dimensions:

W: 1280px cm **H:** 720px

TIP
For actual YouTube information check:
https://support.google.com/
youtube/answer/2972003?hl=en-
GB&authuser=5&ref_topic=9257884

PHOTOGRAPHY GUIDELINE

8.1 PHOTOS

GENERAL RECOMMENDATIONS FOR ALL THE PHOTOS WE TAKE

✅ Keep backgrounds clear and uncluttered to bring focus to the subject.

✅ Choose photographs that are visually interesting and bright.

✅ Add photos that provide a human side to our communications; particularly when writing success stories.

PORTRAIT PHOTOGRAPHY

• Portrait photography should capture people in their work environment.

• Show people looking directly at the camera to engage with the viewer.

• Close cropped photos ensure the focus is clearly on the person and ensure they are visible when using small thumbnails (e.g. websites or in social media).

"It was natural for SAIs to be involved in the review and monitoring of the implementation of the SDGs and ensuring that the government resources are properly allocated to achieve success."

Pamela Monroe Ellis – Auditor General of Jamaica and IDI Board Member

TIP
Remember that the most powerful testimonials are about how someone like a participant, a donor or a SAI has benefited by being involved with IDI.
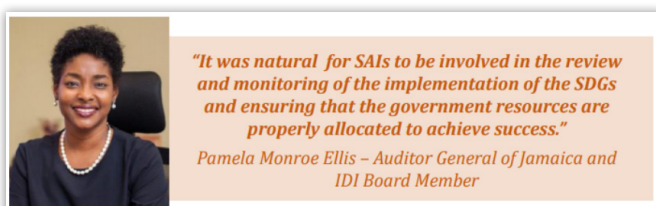
GOOD EXAMPLE
Adding a good portrait photo with a quote in a report or a presentation brings credibility and inspiration.

GROUP PHOTOS AND PHOTOS OF PEOPLE WORKING

Group photos and photos of people working at IDI events are a great way to demonstrate our collaborative, diverse and inclusive work culture. They can be taken by SAI professional photographers or IDI staff.

✅ Subjects may or may not have direct eye contact with the camera, but always show natural emotions.

✅ Photos taken inside a conference room should be bright. Use a good flash.
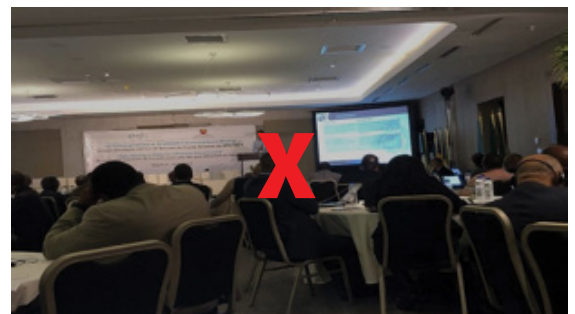

✅ IDI has professional cameras and small portable photo lights you can take to the events.

❌ Avoid taking photos in low light or backlit conditions

❌ Keep backgrounds clear and unclutter to bring focus to the subject.

INFORMAL GROUP PHOTOS

Informal group photographs can work well on social media. These should be relaxed and try to capture spontaneous moments and real emotions.


STOCK PHOTOS

✅ Embrace diversity and inclusion, featuring participants from all regions, and maintaining a balance of gender and cultural identifications. Avoid stereotypes.

✅ Obtain informed consent and use written releases as possible. Use credit lines for photographs, e.g., ©Shutterstock.

✅ Do not manipulate, add or remove content to change the meaning the photo conveys. Photographs may be cropped to remove anything from the shot that might be distracting. Photos may be flipped if there is no writing in the photograph. Avoid images that are too busy or complicated.

💡 **TIP**
Use images to strengthen the message we want to communicate.
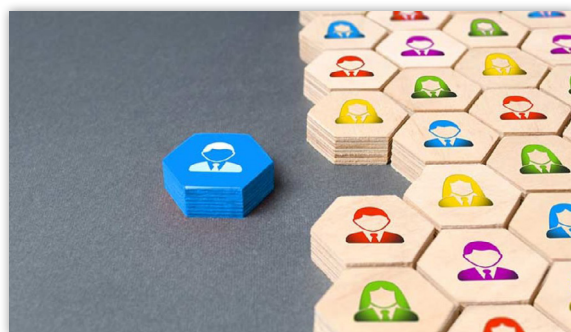
IMAGES WITH TEXT

❌ Do not use text on small images.

Lorem ipsum dolor sit amet
consectetur adipiscing elit

❌ Avoid complex images that can affect the legibility of the text.

Lorem ipsum dolor sit amet
consectetur adipiscing elit

✅ Strong contrast ensures legibility.

Lorem ipsum dolor sit amet
consectetur adipiscing elit

WHEN PUBLISHING NEWS…

Text and photos should be sent separately to the person in charge of publishing. Photos as attachment. If photos were taken with the iPhone, select "Actual size" when sending the photos via email.

TIP: When using your iPhone remember to always clean the lens before taking the shot.

TIPS FOR VIDEO RECORDING

LIGHTING
Sit near a window if you can.

AUDIO
Add an external mic if possible.

TRIPOD
Keep your device steady.

LOCATION
Find a quiet spot and simple background.

LENS
Wipe the lens before you start.

HORIZONTAL
Turn your device sideways.

POSITION
Raise your device to eye level.

CAMERA
Flip the camera so you can see yourself.

ADDITIONAL RECOMMENDATIONS

1 **Lighting:** Natural lighting looks great in almost every instance. Face yourself toward a window for natural light. Never have the window behind when recording.

2 **1, 2 and 3:** When you start screen recording, count to 3 and then speak. Count to 3 after the recording is done to have some additional footage for editing.

3 **Shoot in airplane mode:** To avoid a phone call or SMS interrupting your recording.

4 **Do not zoom:** Zooming in the phone will give a pixelated shot. Move closer to the camera.

5 **Rule of Thirds:** Frame your subject using the rule of thirds.
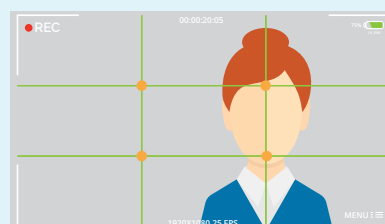
09 QR CODE

A QR code (short for "quick response" code) is a type of barcode that contains a matrix of dots. It can be scanned using a QR scanner or a smartphone with built-in camera. For example, scanning a QR code with your phone might open a URL in your phone's web browser.

The QR code just contains the address of a website. By scanning the code, the website can be accessed by the user without the hassle of manually entering the address (URL). This works because the QR reader recognizes the http(s):// protocol prefix and then interprets the text as a website address / URL.

9.1 HOW TO USE IT

This kind of codes are very useful for printed publications such as pamphlets, informative documents, reports, etc. Using these codes can motivate users to visit our web page or an specific section of our webpage. The users only need to use the smartphone camera to scan the code to visit the URL.

9.2 HOW TO GENERATE IT

There are many free options in the web to generate free QR codes.

In this section you can follow the process to create a free QR code using que QR Code generator available at: **https://www.the-qrcode-generator.com/**
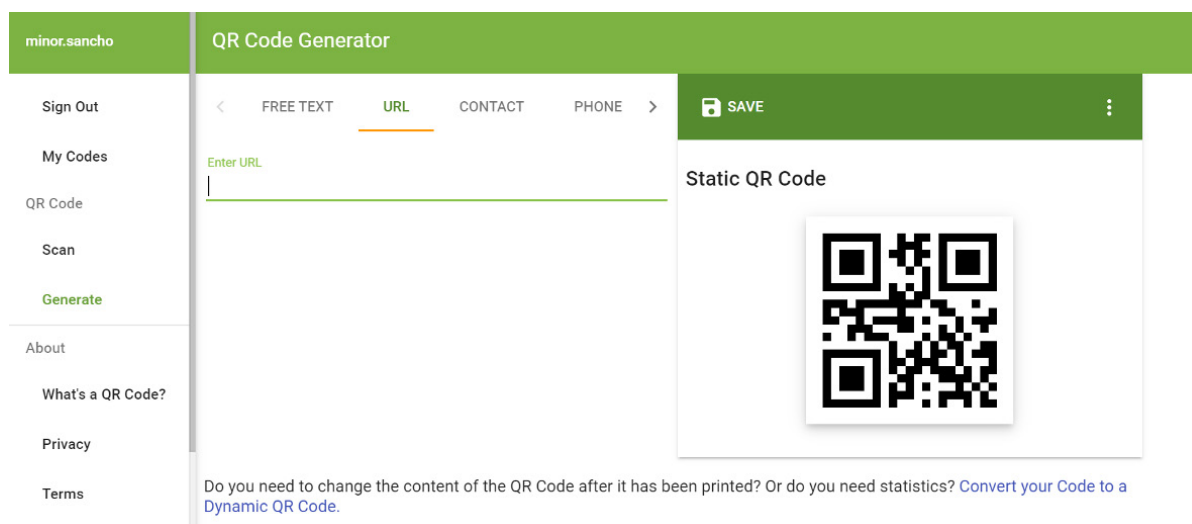
After accessing the webpage above follow the instructions below in order to create the QR code.

1-Click on "Generate" in the left menu
2-Click on the option URL available on the top menu
3-Include the complete URL for example
   https://www.idi.no/en/
4-The generated QR code appears on the right
5-Save the image with the QR code in your computer
6-Include the image in the printed document

TIP
Do you need to change the content of the QR code after it has been printed? Or do you need statistics? Sign in with Google account and convert your code to a Dynamic QR code.

EXAMPLE:

The QR code redirects the user to www.idi.no main page.

10 PROMOTIONAL ITEMS

PENS

When an item is too small to accommodate the logo because the text would not be legible, you may apply the text "IDI" instead of **"INTOSAI DEVELOPMENT INITIATIVE".**

INTOSAI DEVELOPMENT INITIATIVE

INTOSAI DEVELOPMENT INITIATIVE

INTOSAI

iDi

DEVELOPMENT INITIATIVE

**Effective, accountable and inclusive
Supreme Audit Institutions**