

# GENERAL STYLE GUIDELINES

Netherlands Institute for  
**Multiparty Democracy**

## INTRODUCTION

This document contains guidelines on how to apply the visual identity of NIMD.

It is divided into three sections:

- [a section with the general style guidelines;](#)
- [a writing guide;](#)
- [an annex with technical specifications.](#)

The first and second section are designed for NIMD staff and implementing partners. They can use this document to brief their communication agencies and approve and monitor communication activities in their countries.

The annex is specifically for the designers and communication agencies. It provides all the technical details on the use of NIMD's style elements.

All style elements can be downloaded from the Style Guide website:

[www.nimd.org/StyleGuide](http://www.nimd.org/StyleGuide)

This Style Guide ensures that everyone within NIMD – from NIMD Headquarters (HQ) in The Hague to country offices and implementing partner organizations – represents NIMD in the same way.

For questions about the Style Guide or specific style elements you can contact the Communications Department at NIMD Headquarters by sending an email to: [info@nimd.org](mailto:info@nimd.org)

# WHEN A VISUAL IDENTITY IS PRESENTED CONSISTENTLY, IT CREATES A POSITIVE AND LASTING IMPRESSION OF THE ORGANIZATION.



### **Important note:**

*All external communication professionals need prior approval from their NIMD contact before using this manual.*

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# STYLE GUIDE

# 1. THE NIMD LOGO

This is the NIMD logo.

Its two distinguishing features are the use of the colour orange for 'Netherlands' and the orange leaf in the second line (image 1).

## DIFFERENT LANGUAGES

The NIMD logo is available with a translation for use in other languages: French, Spanish, Dutch and Arabic (image 2).

Dutch (Royal) Orange

Netherlands Institute for  
**Multiparty Democracy**

1.

Symbolizing growth

Netherlands Institute for  
**Multiparty Democracy**

*Instituto Holandés para la Democracia multipartidaria*

Netherlands Institute for  
**Multiparty Democracy**

*Institut Neéerlandais pour la Démocratie Multipartite*

Netherlands Institute for  
**Multiparty Democracy**

*Nederlands Instituut voor Meerpactijen Democratie*

Netherlands Institute for  
**Multiparty Democracy**

المعهد الهولندي للديمقراطية متعددة الأحزاب

2.

## LOGO POSITIONING BY COUNTRY OFFICES

The logo should always be positioned in the top right (image 1) or top left (image 2) of the page. The preferred position is the top left.

## LOGO POSITIONING BY IMPLEMENTING PARTNERS

When communicating about NIMD programme activities, partner organizations are requested to use the NIMD logo in combination with their own logo where possible and appropriate. In this case, it is up to the designer to position the logo.

In case of doubts, please [consult the NIMD Communications Department](#).

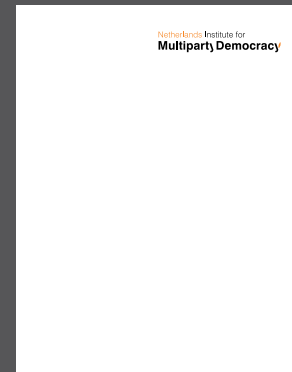
## EXTRA LOGO OPTION

When NIMD's regular logo does not work, you can use the extra logo option (image 3). Remember: this logo is for exceptions only. Use it only if:

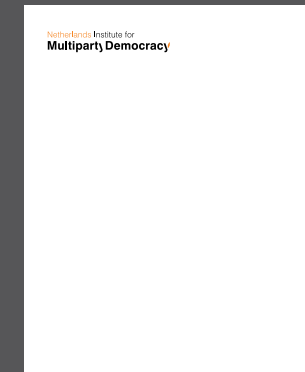
- The NIMD logo is presented in combination with other logos and there is not much space to present the logos and
- The combination and lack of space affects the readability of our logo.

### Important note:

*When deciding whether to use the extra logo, you will have to judge every communication product individually. As a rule of thumb, only use this option if the NIMD logo is smaller than 30% of the original size (image 4).*



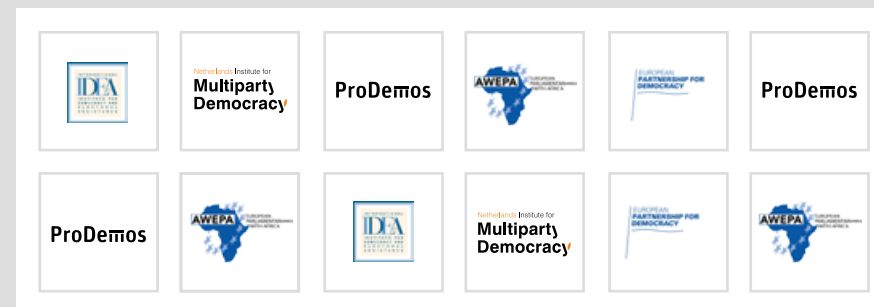
1.



2.

Netherlands Institute for  
**Multiparty  
Democracy**

3.



4.

## USING THE LOGO AGAINST DIFFERENT BACKGROUNDS

The NIMD logo can be used against different backgrounds:

If the background is white or light, we use the regular logo (image 1).

If the background is coloured, you can use the inversed version of the logo.

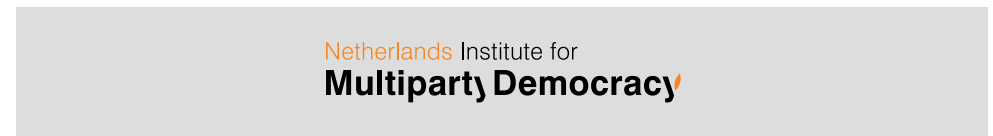
The preferred combination is orange and white (image 2).

If the background is orange, this logo is also available in white and black (image 3).

If the background is complex, you can use the complete white logo (image 4).

## WHAT TO AVOID

When placing the logo on a coloured background, please use the 'transparent logo', which is available for download on the Style Guide website. This logo has a transparent background, meaning that it will sit directly on your page, rather than appearing with a white box around it (image 5).



1.



2.



3.



4.



5.

## INCORRECT USE OF LOGO

It is **not permitted** to add or change elements in the logo.

- No adding elements to the logo (image 1)
- No reshaping the logo (image 2)
- No re-sizing one line of the logo (image 3)
- No outlining the logo (image 4)
- No re-colouring the logo (image 5)
- No adding drop-shadow (image 6)
- No use of abbreviated logo (image 7)

### Important note:

*As of 2016, it is also no longer permitted to use the abbreviated logo in any NIMD materials, including both online (website, social media) and offline (documents, publications) communications.*

Netherlands Institute for  
**Multiparty Democracy**

1.

Netherlands Institute for  
**Multiparty Democracy**

2.

Netherlands Institute for  
**Multiparty Democracy**

3.

Netherlands Institute for  
Multiparty Democracy

4.

Netherlands Institute for  
**Multiparty Democracy**

5.

Netherlands Institute for  
**Multiparty Democracy**

6.

NIMD

7.



## SUPPORTING VISUAL

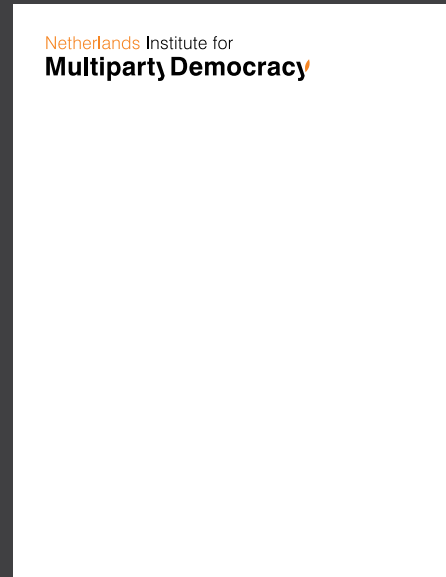
The NIMD leaf can be used to support the NIMD logo in large Word documents or PowerPoint presentations.

Never use the image standalone: Always use the official NIMD logo on the first page of your document or presentation (image 1), followed by the leaf on the other pages (if desired). When used, the leaf should always be positioned in the top right-hand corner (image 2).

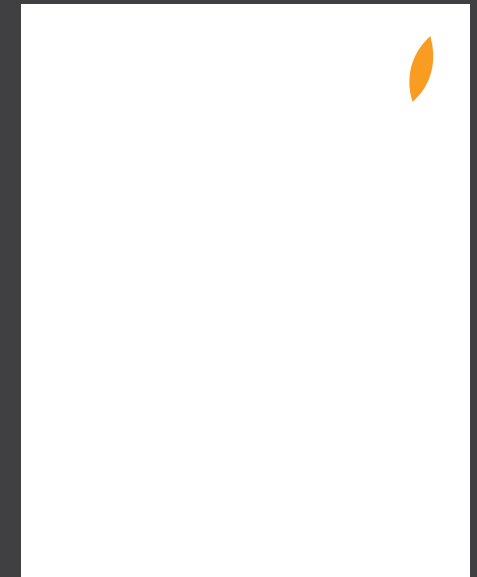
The size of the leaf should not distract from the content. Never place the official logo and the leaf next to each other.

**Important note:**

*The orange leaf does not replace the NIMD logo.*



1.



2.



## 2. THE NIMD SLOGAN

NIMD's slogan is **'Democracy starts with dialogue.'**

The slogan should always be presented in 1 or 3 lines. It should never be written across 2 lines, as this would be too similar to the NIMD logo.

When using the slogan:

- Always use the slogan in combination with the logo, never standalone. It is not a substitute for the logo.
- Never place the slogan directly under the logo. We recommend presenting the official logo on the cover or first page of a publication or presentation, and having the slogan on the last page or slide.
- You are not obliged to use the slogan in your communications. Use it only if it fits in your design and if you feel it adds to, or underlines your key message.

The slogan is available in black and orange and in the different NIMD languages (Dutch, French, Spanish and Arabic). These can be downloaded from Style Guide website:

[www.nimd.org/StyleGuide](http://www.nimd.org/StyleGuide)

# Democracy starts with dialogue.

Democracy starts with dialogue.

**Democracy starts with dialogue.**

Democracy starts with dialogue.

**La democracia empieza con diálogo.**

La democracia empieza con diálogo.

**La democracia empieza con diálogo.**

La democracia empieza con diálogo.

**La Démocratie commence par le dialogue.**

La Démocratie commence par le dialogue.

**La Démocratie commence par le dialogue.**

### 3. THE NIMD COLOUR SYSTEM

NIMD's main colours are orange, black and grey.

Orange symbolizes and emphasises NIMD's Dutch background.

Country offices should use the NIMD colour system as much as possible in their communications. This provides consistency and strengthens the NIMD brand.

Implementing partners are kindly requested to use their own organization's colour system and branding. In the case of communicating NIMD programme activities, it is sufficient to use the NIMD logo – the other elements of the style are reserved for NIMD and its country offices.

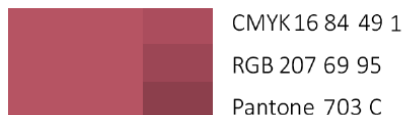
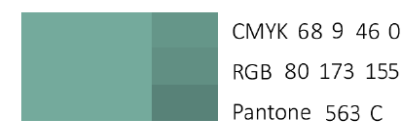
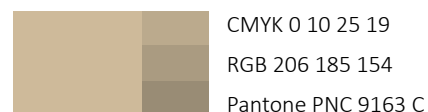
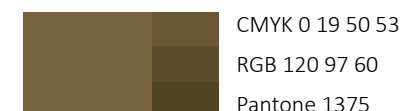
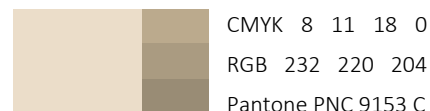
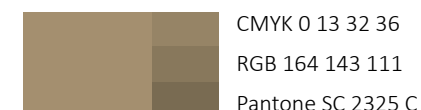
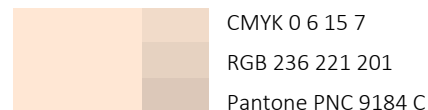
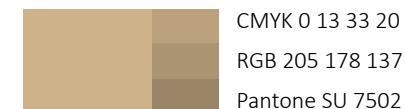
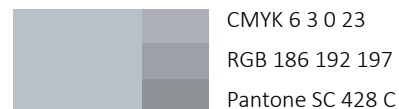
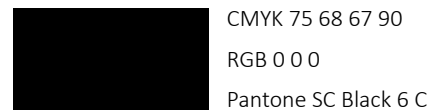
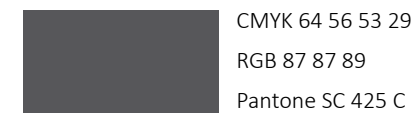
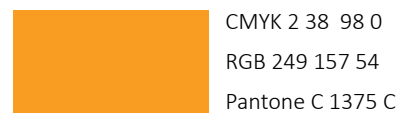
#### NIMD SUPPORTING COLOURS

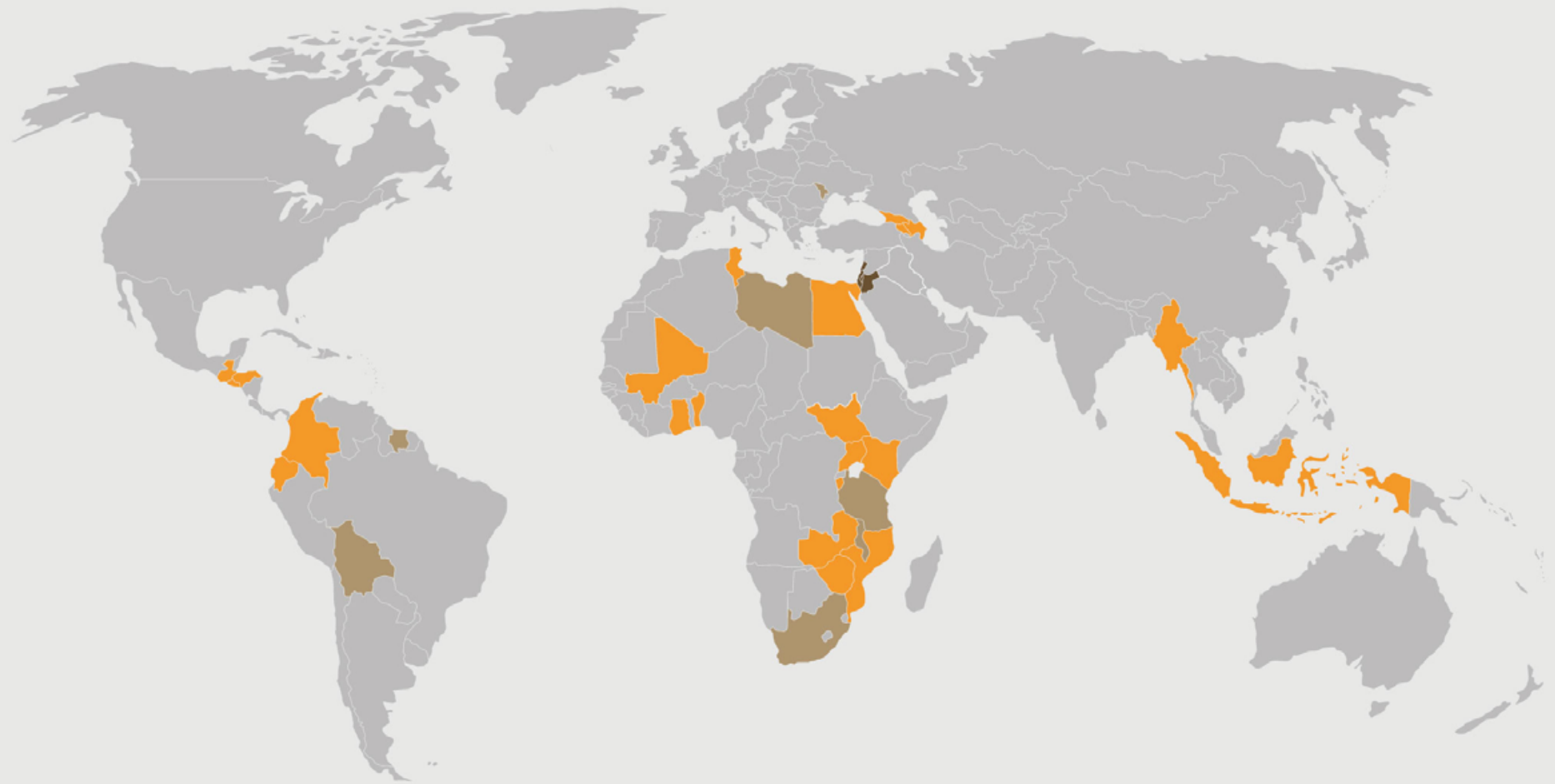
These are our supporting colours. They bring an extra dimension to the design and can be used by NIMD country offices for infographics, tables, and as background colours for pages, etc.

Use of the supporting colours is recommended. Using only black can be a bit too 'cold'. Please be careful when using the colour orange for (larger) text boxes and tables because it is very bright. It can diminish the readability of your text, so use a higher transparency. On the right, you see the various supporting colours of NIMD.

**Important note:**

For use of different shades of the colours, please refer to the 'Technical specifications' in the Annex, p.22.





- Past country programmes 
- Current country programmes 
- Potential country programmes 

## EXAMPLE OF USE OF THE NIMD COLOURS

## 4. PHOTOGRAPHY

NIMD makes use of photography to help to underline our communication messages.

We use a number of criteria when selecting photos:

- **Not activist.** NIMD is not an activist organization. We work with parliamentary political parties. Instead, show photos that are relevant to NIMD: elections, meetings, rallies.
- **No political symbols in the photos.** No peace symbols, 'V' signs, or fists. In various countries, symbols mean different things. The photos can show expressions on people's faces, situations, etc., but no symbols or aggressive behaviour.
- **No aid campaign/development sector look and feel.** We want to show powerful people, happy people, and positive environments.
- **No still life.** Images should depict people not objects.
- **Preferably no staged photos.** Show people in their real environment and in real situations.

### Important note:

*If you are not sure whether the photo is appropriate, please contact the Communications Department in The Hague for further guidance.*

### NIMD CORPORATE STYLE PHOTOGRAPHY

Based on these guidelines NIMD has developed a specific corporate style which consists of:

- Greyscale effects on all photos
- Use of the NIMD orange, grey and white text and graphics

This style is reserved for NIMD and its country offices.

## USEFUL PHOTO DATABASES

### 1. FLICKR

<https://www.flickr.com/>

( Use "Creative Commons" license )

### 2. WORLD BANK PHOTO COLLECTION ON FLICKR

<https://www.flickr.com/people/worldbank/>

### 3. EUROPEAN PARLIAMENT MEDIA NETWORK

<http://bit.ly/2k9P5oM>

### 4. UN PHOTO

<http://www.unmultimedia.org/photo/>

( Registration required )



## 5. WEBSITE AND SOCIAL MEDIA

### WEBSITE INFORMATION FOR COUNTRY OFFICES

The NIMD country office websites are based on the corporate site ensuring a consistent look and feel across NIMD's online communications.

A template of the NIMD site is provided to all NIMD country offices. [Please contact the NIMD Communications Department](#) for more details or access to the template.

### WEBSITE INFORMATION FOR IMPLEMENTING PARTNERS

NIMD's implementing partners have their own websites.

Partners are requested to mention their collaboration with NIMD on their websites where appropriate. When making reference to NIMD, please keep the following in mind:

- present the full organization name (Netherlands Institute for Multiparty Democracy)
- provide a link to NIMD's corporate website (nimd.org)
- include a standard explanatory paragraph, e.g. The Netherlands Institute for Multiparty Democracy (NIMD) supports democratization and political parties in developing democracies by encouraging interparty dialogue.





## SOCIAL MEDIA

NIMD encourages the use of social media by both the country offices and implementing partners. For our country offices, please follow these instructions:

- NIMD's profile photo should be the leaf image.
- The cover photo should be NIMD's logo with translation in your country's language where available.
- The following text should always be used on NIMD's bio/introduction pages on social media:

***The Netherlands Institute for Multiparty Democracy (NIMD) is a democracy assistance organization that supports political parties in developing democracies.***

There are no specific guidelines for the implementing partners, as they will communicate via their own channels using their own organization name.



## 6. USE OF FONTS

### SWISS 721

NIMD's official font for online and offline publications is Swiss 721. We use the version made by Bitstream in the following weights: Thin, light, roman, medium, bold, condensed, bold condensed.

**Important note:**

*Swiss 721 is not a standard font in Word. It can be downloaded from our Style Guide website. Designers and printers are not permitted to download and use the font for other customers or other purposes.*

### CALIBRI

When working in Word, we use Calibri.

- Calibri 11 for normal text
- Calibri 16, bold, for chapter titles
- Calibri 12, bold, for paragraph titles, captions, and tables

For more on Word documents [see the Writing Guide \(p.19\)](#).

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



## 7. MISCELLANEOUS

### BUSINESS CARDS

In general, business cards for the country offices are printed in the Netherlands. The offices can also choose to use the InDesign template for printing in their own countries. The template is available on the website.

**Important note:**

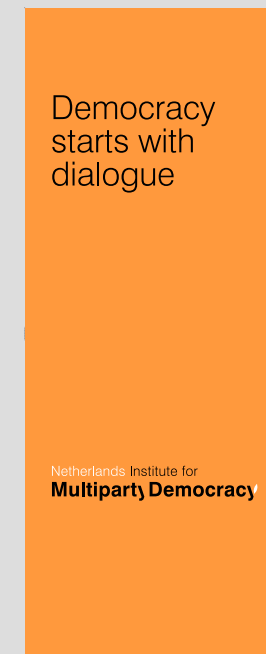
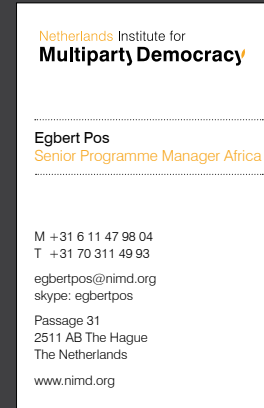
*The same set of details should always be presented in the 'contact information' section of the business cards.*

### BANNERS

This is the standard NIMD banner. The criteria for NIMD banners are:

- Background: NIMD orange
- Simple design: no photos or illustrations, only the logo (+ slogan)

In case of a joint banner with a partner, NIMD obviously cannot claim an orange background. Here it is important to make sure that NIMD's logo is incorporated correctly in the design ([See the guidelines for logo use, p.5](#)).



## GIVEAWAYS

Official giveaways must always contain the NIMD logo on the cover itself (image 1). We only use the official logo (with the orange element) for giveaways. Never use the leaf or the extra logo option.

## VIDEOS

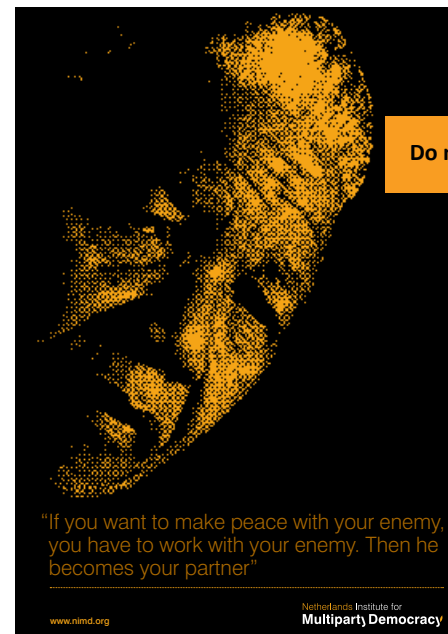
In an official NIMD video, always start and/or end the video with NIMD's logo.  
In the case of partner organizations, please mention NIMD in videos relating to programme activities.

## MANDELA VISUAL

As of 2015, NIMD's Mandela visual (image 2) is **no longer in use**. It should not be used in any official NIMD communications.



1.



2.

# WRITING GUIDE

# WRITING GUIDE

In NIMD's efforts to further enhance its professionalism, the use of proper and coherent English is indispensable.

## STYLE CHOICES

Drawing up Word documents:

- Use Calibri 11 for normal text
- Use Calibri 16, bold, for chapter titles
- Use Calibri 12, bold, for paragraph titles, captions, and tables

Do not use indentation at the beginning of a new paragraph. Avoid word division at the end of the line. Make sure that each new subject is introduced in a new paragraph containing a topic sentence (a sentence that introduces the topic of the paragraph).

Use a double space between paragraphs.

## SPELLING AND GRAMMAR

Follow the spelling of the Oxford advanced learner's dictionary of English (for instance: *analyse, honour, colour, realize, organize, programme, centre*).

Words in a title or a heading should be written in lower case, except for the first word and any proper nouns such as names of persons, organizations, or countries. For instance: *The Oxford advanced learner's dictionary of English*.

## DATES

Write all dates in cardinal numbers with the day before the month. For instance: *21 December*.

Do not write *21st December* or *December 21*.

The names of months and days are capitalized. For instance: *Tuesday 31 August 2005* (not: *tuesday 31-08-05*).

## ABBREVIATIONS

Avoid abbreviations, especially such expressions as *e.g., etc., cf.,* and *i.e.* Where abbreviations such as IEA, Fubodem, LIPI, PKS, PPP must be used, spell out these abbreviations when used the first time, with the abbreviation between parentheses. For instance:

*Centre Malien pour le dialogue inter-partis et la démocratie (CMDID) was founded in 2008.*

Where it may be unclear what a phrase means because it is in a language other than English, a translation may be added. For instance:

*Centre Malien pour le dialogue inter-partis et la démocratie (Centre for Interparty Dialogue and Democracy Mali – CMDID) was founded in 2008.*

Abbreviations must be capitalized. If they can be made plural, this should be done by adding a lower-case 's' without an apostrophe. For instance: *NGOs* rather than *NGO's*.

## QUOTATIONS

When quoting from another text, use single quotation marks and put square brackets around any additions or deletions not appearing in the original, as shown in the examples below. A quotation within a quotation is set off by double quotation marks.

Original: 'Misquoting an author is considered a serious offence by many people.'

- 'Misquoting [a source] is [...] a serious offence'
- While referring to the senior policy officer, he argued that 'deadlines are to be considered holy and "misquoting an author is considered a serious offence".'

# WRITING GUIDE

## SPELLING OF NAMES

Original spellings should be retained for personal names, even though these spellings may be outdated today. Similarly, names of newspapers, periodicals, organizations, official titles, and the like, are to be given in their contemporary spellings (with English translations in parentheses, where necessary).

Geographical names are to be given in their modern English spelling. For instance: Suriname rather than Surinam.

Geographical terms commonly accepted as proper names are capitalized. Other descriptive or identifying geographical terms that either are not taken to apply to one geographical entity only or have not become commonly regarded as proper names for these entities are not capitalized. These terms are not capitalized when they simply denote direction or compass points. For instance:

- Central America, Central American; central Europe
- North Africa; East (West) Africa; northern, eastern, southern, central Africa
- Southeast Asia; southeastern Asia; central Asia
- The West; western Europe

## FOREIGN TERMS

Foreign terms lacking widely accepted English equivalents should be supplied with an English translation in brackets the first time they appear.

Avoid adding an 's' to form the plural of nouns in languages such as Indonesian and other languages that do not have the plural 's'. The context of the word should make it sufficiently clear whether it is meant in a plural or singular sense.

Spell all foreign words correctly. Pay attention to accent marks (for instance: è, é, ä, ö).

## ILLUSTRATIONS

Prepare maps, graphs, and figures carefully. Submit each illustration on a separate page, giving the caption, stating sources, and indicating clearly where it is to appear in the text.

The author is responsible for making the necessary arrangements for permission to reproduce copyrighted material.

## NUMBERS, FIGURES, CURRENCIES

Use the comma (,) instead of a full stop (.) in numbers containing more than four digits: 10,000.

Be aware of and consistent in your use of currency symbols. These symbols precede the amount of money. Use the euro sign (€); do not use the words euro or euros. Other currencies should be treated similarly. If you have to refer to American dollars, please use US\$.

Leave a space between the currency sign and the amount. For instance: € 10,000 rather than €10,000 (or even 10.000 euros).

Round currency figures off to the nearest euro (or other currency). For instance: € 10,234.59 must be written as € 10,235.

All numbers below 101 are written in full when used in a text (*one, two, three...one hundred*) unless the sentence contains a combination. For instance:

- About fifty delegates attended the meeting.
- The 50 delegates represented 125 countries.

# ANNEX TECHNICAL SPECIFICATIONS

# ANNEX TECHNICAL SPECIFICATIONS

## LOGO FILE TYPE

The NIMD logo is available in different technical formats. These can be downloaded from Style Guide website: [www.nimd.org/StyleGuide](http://www.nimd.org/StyleGuide)

- In Word documents and other templates, use the jpg logo file.
- For (offset) printing, designers and printers need a high quality logo file: an eps-file. These are vector files which can't be opened on a regular computer. NIMD has two eps-files, one with pms and one with the fullcolour system. If your printer does not request a specific type, then send the printer both eps-files.
- For websites, there is a special web logo variant, which you can download from the Style Guide website.

## PAPER USE

NIMD uses wood-free uncoated offset paper for printing brochures and other publications.

### **Important note:**

*NIMD uses off-white paper for brochures and other publications. Do not use pure white paper.*

Specs for brochures, business cards and other stationary:

### **Brochures/publications in offset printing**

Cover: Arctic Volume White 250 – 300 g/m<sup>2</sup>

Pages: Munken Lynx 120 – 130 g/m<sup>2</sup>

### **Business cards**

Offset printed on 250 g/m<sup>2</sup>

Multibusiness Extra White

Other stationery (envelopes, letterheads, etc.) items are also printed on variations of Multibusiness Extra White.

### **Digital colour printing**

Cover: Go Matt 300 g/m<sup>2</sup>

Pages: Go Matt 170 g/m<sup>2</sup>

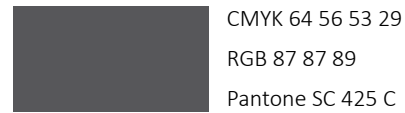
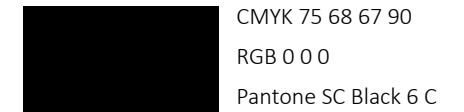
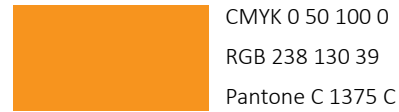
# ANNEX TECHNICAL SPECIFICATIONS

## THE NIMD COLOUR SYSTEM

The RGB colour system is used for online communications.

Use CMYK and Pantone when you have colour photos in a design that needs to be printed (e.g. a magazine).

Be careful when using the colour orange for (larger) text boxes and tables because it is very bright. It can diminish the readability of your text, so use lighter percentages.





CMYK 6 3 0 23  
RGB 186 192 197  
Pantone SC 428 C

CMYK 27 18 17 10  
RGB 170 176 180  
Pantone SU 428U U

CMYK 0 9 24 33  
RGB 170 155 129  
Pantone SU 2324 U

CMYK 0 8 24 40  
RGB 153 140 116  
Pantone SC 2325 C

CMYK 7 3 0 35  
RGB 155 161 166  
Pantone SC 422 C

CMYK 7 3 0 41  
RGB 139 146 150  
Pantone SC 877 C

CMYK 0 14 34 19  
RGB 206 178 136  
Pantone SU 7502 U

CMYK 0 13 34 27  
RGB 187 162 124  
Pantone SC 2324 C

CMYK 0 9 17 0  
RGB 255 231 212  
Pantone PNC 9200 C

CMYK 0 9 16 6  
RGB 240 218 201  
Pantone SC 2309 C

CMYK 0 13 33 33  
RGB 170 148 114  
Pantone SC 2325 C

CMYK 0 12 33 40  
RGB 153 134 103  
Pantone SC 2325 C

CMYK 0 9 16 10  
RGB 230 209 193  
Pantone SC 482 C

CMYK 0 9 16 14  
RGB 219 200 185  
Pantone SC 482 C

CMYK 0 9 17 0  
RGB 164 143 111  
Pantone SC 2325 C

CMYK 0 12 32 39  
RGB 156 137 106  
Pantone SC 2325 C

CMYK 0 6 15 8  
RGB 234 220 200  
Pantone PNC 9162 C

CMYK 0 6 14 16  
RGB 213 201 183  
Pantone 7534 C

CMYK 0 12 32 47  
RGB 135 119 92  
Pantone SC 2326 C

CMYK 0 12 32 53  
RGB 121 107 82  
Pantone SC 7561 C

CMYK 0 6 13 24  
RGB 194 183 168  
Pantone SC 7528 C

CMYK 0 5 13 32  
RGB 174 165 152  
Pantone SC 401 C

CMYK 0 18 50 53  
RGB 120 98 60  
Pantone SC 7769 C

CMYK 0 18 51 58  
RGB 106 87 52  
Pantone SC 7561 C

CMYK 0 10 25 20  
RGB 205 185 154  
Pantone PNC 9163 C

CMYK 0 9 25 27  
RGB 186 169 140  
Pantone SC 2324 C

CMYK 0 18 53 64  
RGB 93 76 44  
Pantone SC 450 C

CMYK 0 19 55 69  
RGB 80 65 36  
Pantone SC 449 C

CMYK 68 9 46 0  
RGB 80 173 154  
Pantone 563 C

CMYK 16 84 49 1  
RGB 207 69 95  
Pantone 703 C



**Democracy starts with dialogue.**

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Democracy starts with dialogue.

**La democracia empieza con diálogo.**

La democracia empieza con diálogo.

**La democracia empieza con diálogo.**

La democracia empieza con diálogo.

**La Démocratie commence par le dialogue.**

La Démocratie commence par le dialogue.

**La Démocratie commence par le dialogue.**

La Démocratie commence par le dialogue.

**Democratie begint met dialoog.**

Democratie begint met dialoog.

**Democratie begint met dialoog.**

Democratie begint met dialoog.