Introduction • Exclusion zone and minimum size • Colour palette • Colour variations
Typography • Background control • Logo misuse
Introduction

Our logo is the foundation of our visual identity and the primary identifier of Transparency International’s brand. The full logo — consisting of the globe, title and strapline — should be included on all of our communications products, and care should be taken to ensure all elements are presented correctly and consistently throughout our work. Under no circumstances should the artwork be altered, and only the approved files should be used.
Exclusion zone and minimum size

The Transparency International logo should always be surrounded by an exclusion zone to ensure its legibility and impact, and to protect it from competing visual elements such as text and supporting graphics. As shown here, the absolute minimum exclusion zone is equal to the size of the capital “T” in the Transparency International wordmark. The logo can be scaled to a variety of sizes, but at extremely small sizes the readability becomes compromised. To ensure the logo is always legible, it should never be reproduced smaller than 35mm wide.
Colour palette

Colour consistency is a key component of Transparency International’s visual identity, particularly when it comes to the logo. Above are the four colour variations which can be used for the logo, and which make up our primary colour palette (more on colour selection can be found below). Using these logo colours consistently across brand communications is vital to maintaining our unified look and feel.
Colour variations
To accommodate a range of reproduction and printing requirements, a number of logo colour variations are available for use. Our primary logo colour is blue – this should be used wherever there is a white background. Our secondary colours are black and white. Use black on all black/white materials. Use white on coloured backgrounds and photographs.
Typography

Transparency International’s logo typeface is an essential piece of our brand identity. Within Transparency International’s font family, the logo typeface is unique, but complementary. You won’t find it on other products, but this highly legible, sans serif typeface works together with our other primary fonts to create a modern, clean style.
Background control

Our logo was designed to be adaptable to a range of background requirements, but it’s essential that all elements remain highly legible in every application – particularly if you’re using a photograph. As shown here, the logo and its variations can be positioned against a variety of backgrounds. The blue and black logo should be used wherever there is a white background or very pale and clean photograph, while the white logo is best against coloured backgrounds or photographs.
Logo misuse

Any misuse of our logo diminishes its integrity and that of the Transparency International brand as a whole. Here, we’ve collected examples of common misuses that must be avoided whenever designing with the logo. Remember that the logo must never, under any circumstances, be altered or re-created in any way.

1. Never rearrange the elements of the logo.
2. Never use a background that distorts the legibility of the logo.
3. Never distort the logo.
4. Never change the font of the logo.
5. Never outline the logo.
6. Never change the colour of the logo.
02 COLOUR

Introduction • Primary colour palette • Secondary colour palette
Introduction

The Transparency International blue is a cornerstone of our visual identity, and is used in our logo and across our products. This bright colour embodies Transparency International’s modern, positive brand, and is a key element of our vibrant and recognisable communications.
Primary colour palette

Accurate colour reproduction is critical to the success of Transparency International’s brand identity. Above you will find the colour palette values for Pantone® spot colour, CMYK, RGB and HTML values. When printing or manufacturing colours, please ensure that they remain true to these specifications.
Secondary colour palette

The colours in our secondary colour palette were selected to complement both the Transparency International blue, and each other. This colour palette can be used as a highlight, and in most cases can go on either a white or black background – although yellow on white should be avoided.
03 TYPOGRAPHY

Introduction • Publication cover typeface • Body copy typeface • Title typeface • Promo and infographic heading typeface
Introduction

Typography is a key element of our brand identity and sets the tone for Transparency International’s communications. These typefaces should never be substituted or replaced with alternate styles and unspecified weights and versions should not be used.
**General publication cover typeface**

Helvetica Neue Medium Condensed is used for cover titles of publications and Helvetica Neue Condensed is used for the subtitles. This font family is a clean, headline sans-serif typeface that can be used in a variety of different weights and sizes.

**Titles and subtitles**
- **Font:** Helvetica Neue Light Condensed
- **Size:** 12-30pt
- **Case:** all caps or title case
- **Alignment:** left
- **Colour:** TI Black or TI Blue

**Publication cover title**
- **Font:** Helvetica Neue Medium Condensed
- **Size:** 32pt
- **Case:** all caps
- **Alignment:** left
- **Leading:** 32pt
- **Colour:** TI Black or TI White
Body copy typeface

Helvetic Neue is used for body copy in designed publications and brochures (Arial is used for body copy in our word-formatted publications). This font family is a modern and legible sans-serif typeface that can be used in a variety of different weights and sizes. Use Helvetica Neue Light as standard for all body copy, and Helvetica Neue Medium to highlight words or sentences within body copy.
**Title typeface**

Helvetica Neue Condensed is used for titles and subtitles within in designed publications (Arial Narrow is used for body copy in our word-formatted publications). This font family is a clean, headline sans-serif typeface that can be used in a variety of different weights and sizes. All three weights can be used for titles and sub-titles in a report or brochure etc.
Heading typeface for flagship publication cover, promo and infographic

Transparency International uses a louder typeface for headings and titles within promotional material and infographics. We use Folio Bold Condensed, a bold and engaging sans-serif font perfect for large headlines, which complements the Helvetica Neue font family. To ensure legibility, it should only be used in 30pt or larger. Only use all caps.

**Promo and infographic headings**
- Font: Folio Bold Condensed
- Size: >30pt
- Case: all caps
- Alignment: left
- Colour: Ti Black, Ti Blue or Ti White

**FOLIO BOLD CONDENSED**

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
Introduction
Consistency in look and feel is essential to Transparency International’s brand identity system, particularly across our range of publications, and we have set guidelines on logo and cover elements. However, we speak on a range of topics and to a range of audiences, and the selection of the cover image can be used to set the visual tone of the publication.
Flagship publication cover

There are three key elements to a Transparency International publication cover: the background, the logo and the title. Here you can see the layout specifications for each element. To ensure visual consistency across our publications, each element must remain in the same place and under no circumstances should they be moved around or changed in size. The flagship publication cover uses the font Folio for a bold and impactful look. For all other publications please see the following page.
General publication cover
For general publications we use Helvetica as font.
Publication inside cover

Inside covers of publications should always be white, and should comprise two main elements: the organisational blurb and the copyright/disclaimer information. The position and text of the organisational blurb should not be altered. Always check that the copyright/disclaimer information show the correct date, and note that all cover images are credited, even if the photographer does not demand this. If requested, donor information can also be included here.

**TI blurb**
- Positioning: Top left
- A measurement: 33.2mm
- B measurement: 20mm
- Colour: TI Blue
- Font: Helvetica Neue Bold Condensed
- Size: 14pt
- Leading: 17.5pt
- Alignment: Left

**Copyright/disclaimer information**
- Positioning: Bottom left
- C measurement: 20mm
- D measurement: 20mm
- Colour: TI Black
- Font: Helvetica Neue Light, 9.3pt/12.5pt
- Alignment: Left
The back cover of a Transparency International publication should always be the Transparency International blue. Standard contact information should always be included and should be presented in white, in the bottom left of the page.

**Positioning**
A measurement: 20mm
B measurement: 20mm

**Style**
Font: Helvetica Neue Roman
Size: 9pt
Leading: 12pt
Paragraph spacing: 2pt
Alignment: Left
Colour: TI White
Positioning: Bottom left
Background colour: TI Blue
## HIGHLIGHTS

**Quality of Lobbying Regulation**

<table>
<thead>
<tr>
<th>Country</th>
<th>Average Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>26%</td>
</tr>
<tr>
<td>France</td>
<td>33%</td>
</tr>
<tr>
<td>Ireland</td>
<td>33%</td>
</tr>
<tr>
<td>Lithuania</td>
<td>33%</td>
</tr>
<tr>
<td>Poland</td>
<td>31%</td>
</tr>
<tr>
<td>Slovenia</td>
<td>26%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>33%</td>
</tr>
</tbody>
</table>

**Key Statistics**

<table>
<thead>
<tr>
<th>Country</th>
<th>Average Quality of Lobbying Regulation for the Three EU Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>53%</td>
</tr>
<tr>
<td>Parliament</td>
<td>37%</td>
</tr>
<tr>
<td>Council</td>
<td>19%</td>
</tr>
</tbody>
</table>

7/19 countries have a dedicated lobbying regulation.

58% of EU citizens believe their country’s government is to a large extent or entirely controlled by a few big interests.

36% of EU citizens believe that the EU is to a large extent or entirely controlled by a few big interests.

19% of EU citizens believe that the EU is to a large extent or entirely controlled by a few big interests.

Publication design, “Highlights” spread

To give a first overview about the most interesting findings, we use a prominent black double spread at the beginning of the report.
Publication design, photo spread
In a designed report, you can highlight the sections with big photos or/and infographics
InDesign template, image grid
The height is depending on baseline grid
Social media graphics (Facebook, Twitter, Linked in)

Social media graphics can be created with a strong image or a plain coloured background to showcase a quote, statistic or statement. Folio font can be used for bold headlines, generally Helvetica is best suitable for the main text.
Promotional materials
When it comes to promotional materials, there’s more visual flexibility – for example on the placement of the logo, or on the use of graphical elements or images. But there’s still a set of principles to follow: the design should be clean and bold, using folio font. It’s important to be eye-catching, but the appearance should not be busy or overwhelming.
05 INFOGRAPHICS

Introduction • Colour palette • CPI colour palette • Background
Introduction

Transparency International infographics have a very distinct style: they should be bold, clean and bright. But there’s also room for flexibility. From a stark black background with a variety of bright colours, to a clean white background that highlights the Transparency International blue, the style will vary depending on the messaging and data that is visualised. The most important thing is to keep it simple – our data should be represented in a simple yet engaging way, so don’t overcrowd or complicate the infographic.
Colour palette

Transparency International’s primary palette for infographics are the Transparency International blue, black and white. However for many of our infographics it is important to show different degrees of corruption, or varying levels of scores. For this we use our secondary colour palette which was created to complement the Transparency International blue, as well as to make our infographics as eye-catching and engaging as possible.
CPI colour palette

The Corruption Perceptions Index colour palette was created for this product only – it shouldn’t be used for other infographics. Each colour represents a different range on the colour scale and can be used on either a white or black background.
Background
Infographics should be presented on a background that is black, white or a photograph. Whichever background is chosen, it’s important to ensure that all elements are legible and contrast well with the background.
Introduction

Images are key to our visual identity – it’s how we communicate the personality of our organisation. Transparency International’s brand personality is optimistic – we focus on finding solutions and enabling change. This is reflected in our visuals. Like our work, our images are positive, action-oriented and culturally sensitive, and seek to inspire rather than to shock. Below are guidelines on selecting, presenting and crediting images.
Our style - general

Transparency International has a very distinct style when it comes to photographs – we select scenes that are positive, clean and engaging, and highlight empowered people taking action. This embodies our fresh and upbeat brand, as well as our organisational values, which are about giving people the opportunities they need to create positive change.

Positive          Engaging          Active          Empowered
Our style - publication cover

When it comes to covers, it’s important to remember that space is needed for the logo and the title, and the background should ensure the prominence and legibility of both. Stylistically, our cover images should be eye-catching without being cluttered, and in most cases they are full-colour.
What to avoid

In order to safeguard the Transparency International brand, it’s extremely important to avoid certain kinds of images. Do not use images containing religious motifs or graphic scenes that aim to shock, and only use conceptual stock images if they appear authentic. Images should also be reviewed to ensure they don’t offend cultures or perpetuate negative stereotypes, and there should be a balance of regions and gender wherever possible. If you have five images in a global report, for example, there must be one photo per region and a gender balance overall.
Resolution

When using photos, ensure they are high resolution and do not appear pixelated. Resolution for print is 300dpi, and resolution for web 72dpi. In the event that no high resolution version is available, reduce the size of the image or discard altogether – we should never use pixelated images. All print photographs should be CMYK, and all web photographs should be RGB.
Photo resources

It’s always preferable to use original images from the Transparency International movement, but if one can’t be found, use a photo library. There’s an extremely large range of libraries out there, and they all have slightly different qualities. For realistic, news-like images, we normally use Flickr/Creative Commons. These are free of charge, but ensure that you pay attention to the licensing information (more info below). Reuters and Panos both have great selections of news-like images (around €150–€300 each), while iStockphoto (around €10–€50 per photo) and Getty (€150–€300) are better for conceptual images.
Licensing

It’s always important to check the terms of a licence when using an image, particularly if it’s under a Creative Commons (CC) licence. We normally use an attribution licence (where you just have to credit the photographer) or an attribution-non-commercial licence (as above, but only available to non-commercial products). Other kinds of CC licences stipulate that you cannot change the image (no-derivatives) or that you have to share your own product under a CC licence (share-alike) which may not always be suitable for us. Regardless of the type of licence, all images should be credited as © LIBRARY/PHOTOGRAPHERNAME e.g.: © Flickr/John Smith.