



THE BASIC STYLE GUIDE FOR **IACC**

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1 The brand mark

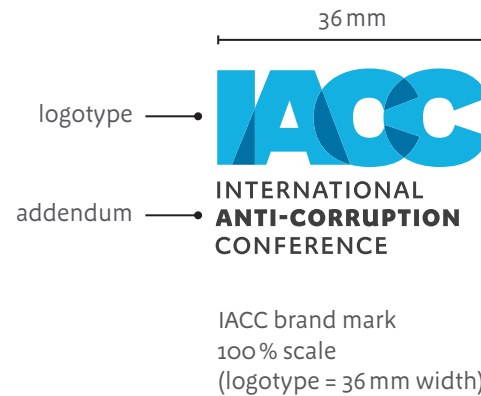
THE BASIC STYLE GUIDE FOR IACC

The biennial International Anti-Corruption Conference (IACC) is the conference on the different aspects of the fight against corruption founded in 1983. Its brand mark shows transparency graphically visible.

The brand mark consists of a logotype and an addendum. For standard A4 formats it is used in 100% scale, for larger applications you can scale the logo in steps of 10%.

Please use this brand mark in your applications respecting the few rules stated here.

- Give the logo enough space to breath—respect the exclusion zone.
- Provide the logo with a white, or at least light blue background.
- It is allowed to use the logotype without the addendum for applications like conference banners.



The exclusion zone is the binding free space around the brand mark and the minimum distance to other layout elements. It is defined by one width of the logotype "I".



Using the logotype only is allowed for applications like conference banners.



Do not position the brand mark on images.

2 The brand colours

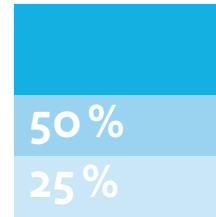
The brand colours create an environment of colours in which the conference is recognizable and distinct throughout communications.

The colours are split into primary and secondary colours. The primary colours are exclusively for the main conference and work for the logotype as well as for colour usage throughout the communication.

Primary colours



IACC_dark-blue
CMYK 100/20/0/30
RGB 0/110/160
HTML #006EAO

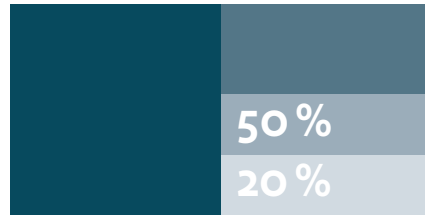


IACC_light-blue
CMYK 70/5/0/5
RGB 30/175/225
HTML #1EAFE1



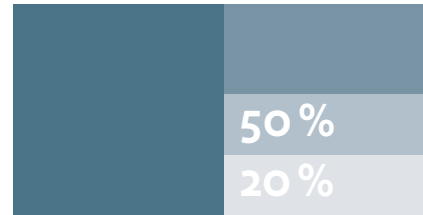
IACC_addendum
CMYK 0/0/0/90
RGB 60/60/60
HTML #3C3C3C

Secondary colours



IACC_dark-cobalt
CMYK 85/35/25/55
RGB 0/75/97
HTML #004B61

IACC_light-cobalt
CMYK 55/25/18/35
RGB 93/125/143
HTML #5D7D8F



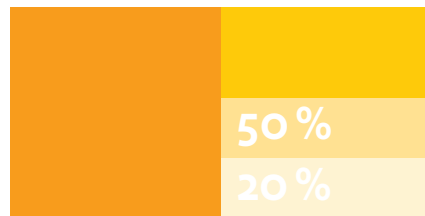
IACC_dark-steelblue
CMYK 60/25/18/35
RGB 80/122/142
HTML #507A8E

IACC_light-steelblue
CMYK 40/18/12/25
RGB 135/155/170
HTML #879BAA



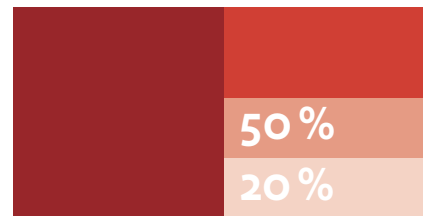
IACC_dark-green
CMYK 60/0/100/15
RGB 105/165/37
HTML #69A525

IACC_light-green
CMYK 40/0/100/0
RGB 175/202/5
HTML #AFA05



IACC_dark-orange
CMYK 0/45/100/0
RGB 245/155/0
HTML #F59B00

IACC_light-orange
CMYK 0/20/100/0
RGB 255/204/0
HTML #FFCC00



IACC_dark-red
CMYK 40/100/100/10
RGB 152/33/30
HTML #98211E

IACC_light-red
CMYK 16/90/90/0
RGB 205/52/38
HTML #CD3426



IACC_dark-grey
CMYK 0/3/15/60
RGB 135/130/120
HTML #878278

IACC_light-grey
CMYK 0/3/10/35
RGB 188/185/175
HTML #BCB9AF

3 The brand typeface

The brand typeface was chosen carefully to meet the brand character of the conference. By using this typeface you will contribute to a strong brand appearance.

The typeface FF Megano is a family of typefaces designed by Xavier Dupré in 2005. FF Megano is reader friendly, contemporary and distinct.

If the IACC did not provide you with that font, you can purchase it at www.fontshop.com. If there is absolutely no possibility of getting the font, please use Microsofts Typeface “Corbel” or “Verdana”.

“FF” means that it is part of the FontFont Library distributed by www.fontshop.com

“OT” stands for OpenType Technology and is the up-to-date technology standard to use the font either on Windows or Macintosh Computers.

FF Megano OT 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 ß ä ö ü
1 2 3 4 5 6 7 8 9 0 ? ! & @

FF Megano OT Regular Italic

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 ß ä ö ü
1 2 3 4 5 6 7 8 9 0 ? ! & @

FF Megano OT DemiBold

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 ß ä ö ü
1 2 3 4 5 6 7 8 9 0 ? ! & @

FF Megano OT DemiBold Italic

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 ß ä ö ü
1 2 3 4 5 6 7 8 9 0 ? ! & @

FF Megano OT Black

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 ß ä ö ü
1 2 3 4 5 6 7 8 9 0 ? ! & @