

**GENEVA  
GRADUATE  
INSTITUTE**

INSTITUT DE HAUTES  
ÉTUDES INTERNATIONALES  
ET DU DÉVELOPPEMENT  
GRADUATE INSTITUTE  
OF INTERNATIONAL AND  
DEVELOPMENT STUDIES

# USER GUIDELINES FOR THE INSTITUTE'S LOGO AND OTHER INSTITUTIONAL LOGOS

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# THE INSTITUTE'S LOGO

## THREE DIFFERENT FORMS

The logo is the Institute's graphic signature. It is used on all of the Institute's publications, paper and electronic documents destined for internal and external distribution, as well as for the Institute's various collaborations.

The logo exists in different formats that can be used according to the different communication supports.

The following is a list of how the different formats can be used.



### Full Logo

- Letterhead
- Compliment cards
- Business cards
- Envelopes
- Examination sheets
- Word, Excel and PowerPoint templates
- Name badges
- Email signatures
- Activity reports
- Annual report (accounting)
- Videos
- Signage
- Mobile banners (“roll-ups”)
- Event reception counter
- Podiums in auditoriums
- Diplomas, folders
- Events contracts for clients
- HR: ads, job offers, APSIA, HMUN



### Simple Logo

- Website
- Social networks
- Globe
- Institute flyers, including the factsheet
- Newsletters
- Publications
- Electronic publishing
- Store merchandise
- IT platforms
- TV screens and digital totems in the Maison de la paix
- Auditorium screen backgrounds
- When there are several partner logos
- Tablecloths
- Info terminal at the StudentServices desk
- Photo wall for graduation ceremonies



### Schematic Logo

- Small merchandise
- Favicon

## HOW TO USE THE FULL LOGO

The full logo is available in three styles:



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### A.

A colour logo, preferred.

### B.

A colour logo with white text, used if the logo is placed on an image or against a dark background.



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### C.

A black and white logo, used primarily for black and white publications, or as a second option when too many colours are present on a document.



### D.

A simple and hollowed out color logo can be used exceptionally on request when its required for technical reasons and that the background is uniform (flat color or natural shade of the paper).

## HOW TO USE THE SIMPLE LOGO

The simple logo is used on material mentioned on page 4, on publication covers, flyers, newsletters, conference invitations and electronic editions.

For a publication, the full logo is used as a complement, either on the inside or on the fourth cover.



**Simple Logo**  
On the cover



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**Full Logo**  
On the inside  
(and smaller)

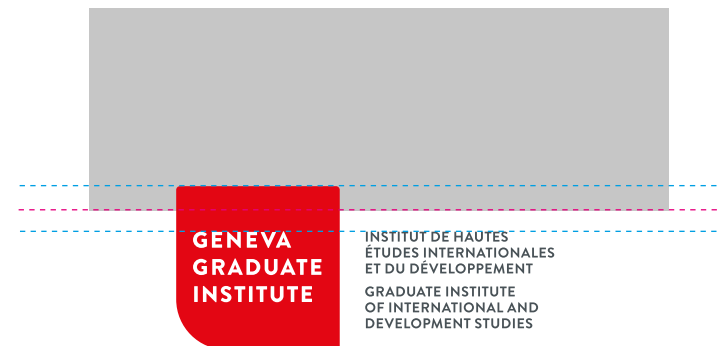


## LOGO PLACEMENT ON/WITH IMAGES

The simple logo and full logos are placed differently over images.

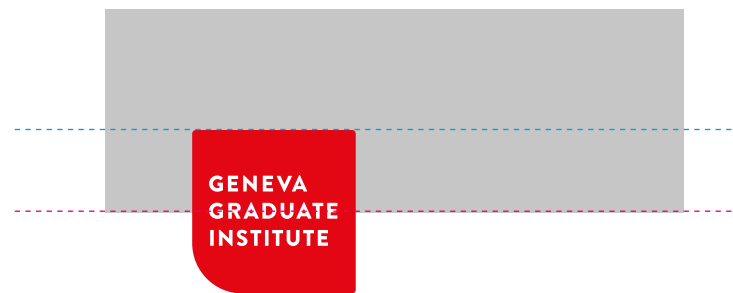
### Full Logo

The image should align halfway between the top of the logo's petal and the top of the text.



### Simple Logo

The image should align halfway between the top and bottom of the logo.



This rule also applies to composite logos (pillars, research centres, Library, academic departments, interdisciplinary masters, etc.)



## LOGO PLACEMENT WITH OTHER ELEMENTS

Non-Institute personnel wishing to use the Institute's logo on an external webpage, brochure or poster are requested to send their project to the Communication Service for approval.

### Contact

sophie.fleury@graduateinstitute.ch

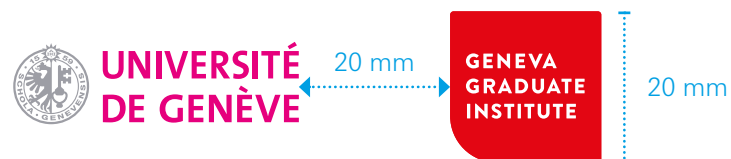
### The minimum distance

between the Institute's logo and another logo corresponds to the height of the Institute's logo.



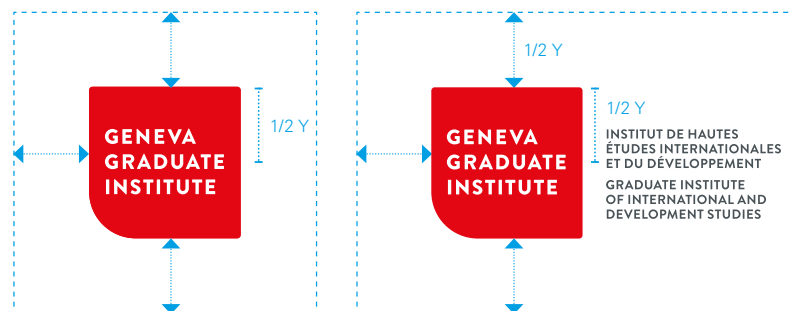
### Practical examples:

The distance corresponds to 20 mm, which is the height of the Institute's logo in this example



### The minimal distance

between the Institute's logo and other elements, for example a document's border, is shown here



# MINIMUM SIZES REQUIREMENTS

## Full Logo

Minimum size  
18 mm



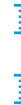
## Simple Logo

Minimum size  
15 mm

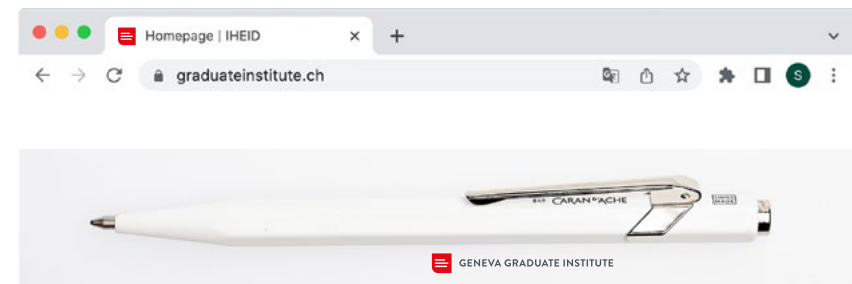


## Schematic Logo

Minimum size  
4 mm



The schematic logo is used in special cases (favicon or small merchandise, for example)





# THE INSTITUTE'S LOGO COLOURS

## COLOUR

- **PANTONE**  
485 C / 485 U
- CMYK**  
0 / 100 / 100 / 0
- RGB**  
255 / 0 / 0
- HEXADECIMAL**  
#FF0000
- SCOTCHCAL**  
100 -13
- RAL**  
3020 Signage red
- NCS**  
S 1085-Y90R



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## BLACK/WHITE

- **PANTONE**  
431C / 431U
- CMYK**  
0 / 0 / 0 / 70
- RGB**  
111 / 112 / 114
- HEXADECIMAL**  
#6f7072



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## NEGATIVE

only through special request



## GENERAL RULES

- The shape, colours and character fonts cannot be modified.
- No visual element can be added, removed or modified.
- It cannot be redesigned or recreated
- It cannot be reproduced in other colours.
- It must be used in its proportional size, as given in the file, without being deformed.
- It is a question of adapting its size according to the chosen support's format.

## EXAMPLES OF LOGO MISUSE



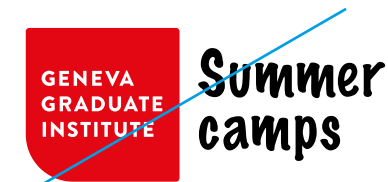
Changing the logo's colour of text



Deforming the size



Adding elements



Logo misappropriation

## PILLAR LOGOS

The pillar logos are composed of two petals: That of the Institute and another, inverted in the same red colour.

The composite logo (two petals together) must be used on all supports.

● **PANTONE**  
485 C / 485 U

**CMYK**  
0 / 100 / 100 / 0

**RGB**  
255 / 0 / 0

**HEXADECIMAL**  
#FF0000

**SCOTCHCAL**  
100 -13

**RAL**  
3020 Signage red

**NCS**  
S 1085-Y90R



# ACADEMIC DEPARTMENTS AND INTERDISCIPLINARY MASTER LOGOS

The academic departments and interdisciplinary master logos are composed of two petals: That of the Institute and another, inverted in the same red colour. The composite logo (two petals together) must be used on all supports.

- **PANTONE**  
485 C / 485 U
- CMYK**  
0 / 100 / 100 / 0
- RGB**  
255 / 0 / 0
- HEXADECIMAL**  
#FF0000
- SCOTCHCAL**  
100 -13
- RAL**  
3020 Signage red
- NCS**  
S 1085-Y90R

## THE ACADEMIC DEPARTMENTS



## INTERDISCIPLINARY MASTER



# RESEARCH CENTRES LOGOS

The nine research centres logos are composed of two petals: That of the Institute and another inverted, with a specific colour dedicated to each centre. The composite logo (two petals together) must be used on all supports.

● **CMYK**  
25 / 80 / 0 / 30  
**RGB**  
132 / 64 / 115  
**HEXADECIMAL**  
#844073



● **CMYK**  
85 / 70 / 20 / 10  
**RGB**  
69 / 80 / 129  
**HEXADECIMAL**  
#455081



● **CMYK**  
57 / 90 / 65 / 0  
**RGB**  
120 / 61 / 78  
**HEXADECIMAL**  
#783d4e



● **CMYK**  
85 / 40 / 25 / 0  
**RGB**  
71 / 124 / 160  
**HEXADECIMAL**  
#477ca0



● **CMYK**  
55 / 65 / 0 / 32  
**RGB**  
100 / 81 / 128  
**HEXADECIMAL**  
#645180



● **CMYK**  
65 / 30 / 5 / 0  
**RGB**  
115 / 152 / 201  
**HEXADECIMAL**  
#7398c9



# RESEARCH CENTRES LOGOS

● **CMYK**  
65 / 0 / 56 / 0  
**RGB**  
138 / 188 / 142  
**HEXADECIMAL**  
#8abc8e



● **CMYK**  
0 / 57 / 85 / 0  
**RGB**  
241 / 133 / 50  
**HEXADECIMAL**  
#f08733



● **CMYK**  
75 / 10 / 46 / 0  
**RGB**  
99 / 164 / 153  
**HEXADECIMAL**  
#63a499



● **CMYK**  
50 / 0 / 25 / 0  
**RGB**  
138 / 204 / 199  
**HEXADECIMAL**  
#8acc7



● **CMYK**  
80 / 30 / 50 / 20  
**RGB**  
75 / 118 / 115  
**HEXADECIMAL**  
#4b7673



# INITIATIVES AND LIBRARY LOGOS

## THE LIBRARY

● **CMYK**  
25 / 35 / 35 / 25

**RGB**  
164 / 141 / 132

**HEXADECIMAL**  
#a48d84



## THE THREE INITIATIVES

● **CMYK**  
10 / 50 / 45 / 10

**RGB**  
210 / 139 / 122

**HEXADECIMAL**  
#d28b7a



# USING MULTIPLE LOGOS

A composite logo (red petal + petal in another colour) must be used on all supports even in the case of a jointly organised event.

If there is a joint organisation, the logos should be displayed as follows:



The Institute's full logo should not be displayed side-by-side with a composite logo.





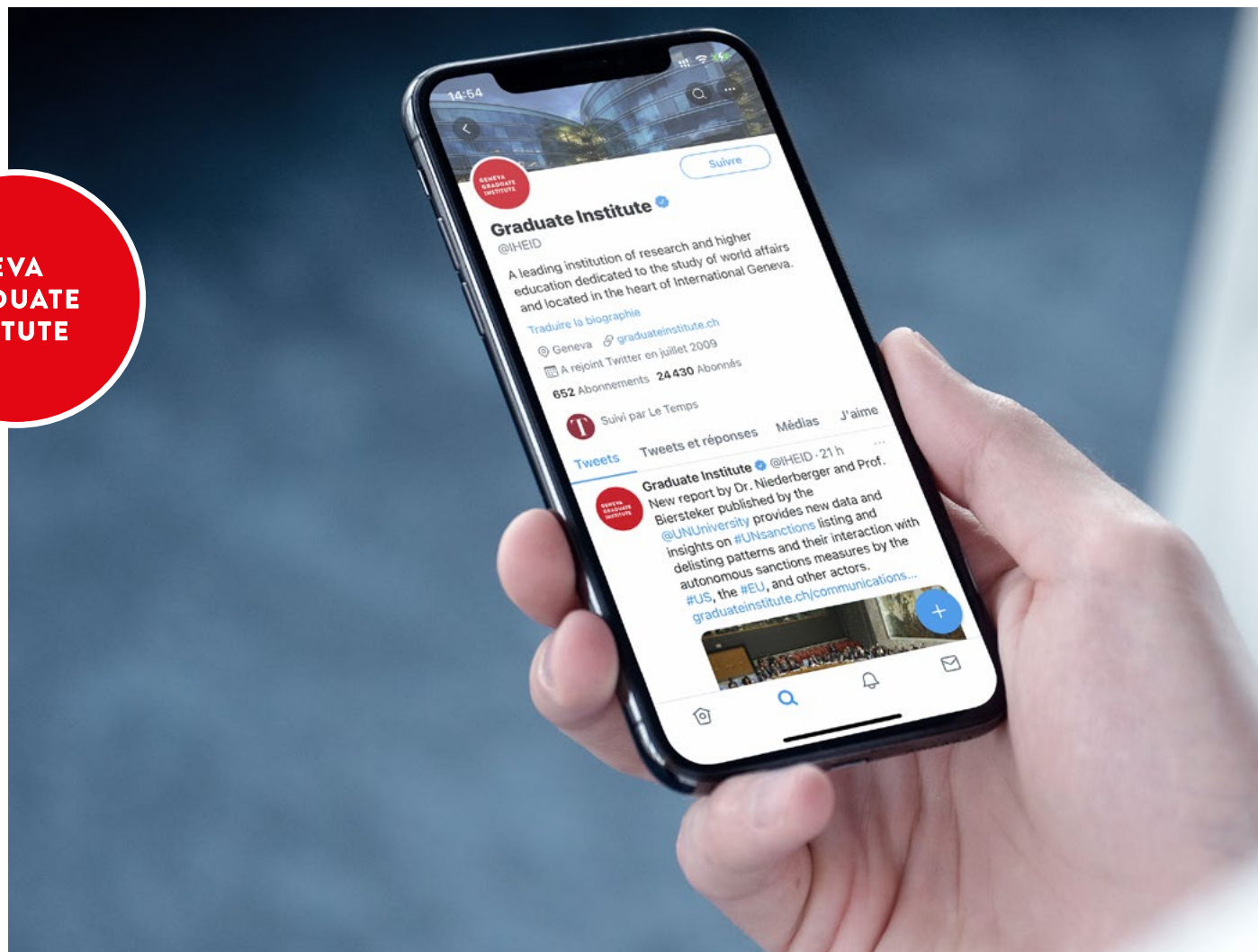
# SOCIAL MEDIA

## THE INSTITUTE'S PROFILE IMAGE

The Institute's social media profile image can be displayed in one of the following ways:



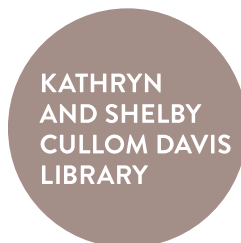
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## RESEARCH CENTRES' PROFILE IMAGES



EXECUTIVE EDUCATION,  
LIBRARY, ACADEMIC  
DEPARTMENTS  
AND INTERDISCIPLINARY  
MASTER



# FOR ALL QUESTIONS OR REQUESTS

## **Contacts**

sophie.fleury@graduateinstitute.ch  
daniel.graham@graduateinstitute.ch  
jeff.delez@graduateinstitute.ch  
lucie.goujat@graduateinstitute.ch