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Centre for International  
Governance Innovation

# Brand styleguide

October 2016

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# Brand mark

Our brand mark come in 2 versions: the full version and the acronym version. Where possible, the full version should be used. A typical use for the acronym version would be in the avatars on social media platforms where a small size would mean the full version would not be legible.

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Centre for International  
Governance Innovation

Logo full version

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CIGI

Logo acronym version

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## Brand mark reversed

Our brand mark also is available in a reversed version which can be used on a black background, a red background or over a dark image.

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Centre for International  
Governance Innovation

Logo full version

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CIGI

Logo acronym version

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# Brand mark usage

Here are some general usage guideline to how our logo should and should not be used.

The logo on white



The logo in black and white



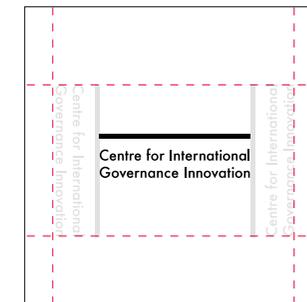
The logo on brand red



The logo over image



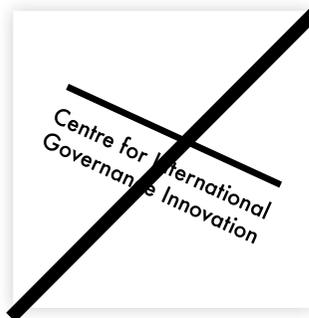
Give the logo plenty of space



Don't distort the logo



Don't rotate the logo



Don't place the logo on non-brand colors



Don't change the color of the logo



Give the logo plenty of space

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# Typography

# Futura

Our main font for all headline, intro texts and captions.

# Franziska Pro

Supporting font for long form continuous text such as article pages and publications.

Fonts can be purchased from the following places:

Futura Medium (print) – This is installed already on most PCs / Mac (see <https://www.microsoft.com/typography/fonts/product.aspx?PID=128>)

Futura Medium (web) – available via Typekit

Futura Book (web) – available via Typekit

Franziska Pro Regular (print and web) – <https://www.myfonts.com/fonts/fontfont/franziska/pro/>

Franziska Pro Italic (print and web) – <https://www.myfonts.com/fonts/fontfont/franziska/pro-italic/>

Franziska Pro Bold (print and web) – <https://www.myfonts.com/fonts/fontfont/franziska/pro-bold/>

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## Typography usage: Print

# Main headline

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## Secondary headline

### Tertiary headline

Arcu interdum euismod volutpat lacus duis ad platea parturient sed aliquet suspendisse rutrum parturient placerat. Vestibulum taciti blandit a quisque porttitor condimentum nec suspendisse adipiscing amet suscipit ultricies lacus est hendrerit eget scelerisque cum pretium ad montes nulla. Arcu interdum euismod volutpat lacus duis ad platea parturient sed aliquet suspendisse rutrum parturient placerat. Vestibulum taciti blandit a quisque porttitor.

This is a caption

This is a footnote

Main headline: Futura Medium

Secondary headline: Futura Medium

Tertiary headline: Futura Medium

Body copy: Franziska Pro Book

Caption: Futura Medium

Footnote: Futura Medium

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# Typography usage: Print

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This is a pull out quote style that could live alongside a column of text in an article. It usually runs accross several lines just like in this very example.

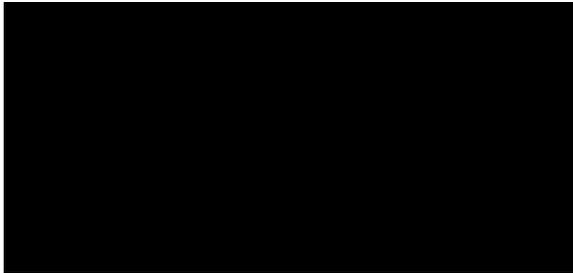
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Pull-out quote: Futura Medium

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# Colors

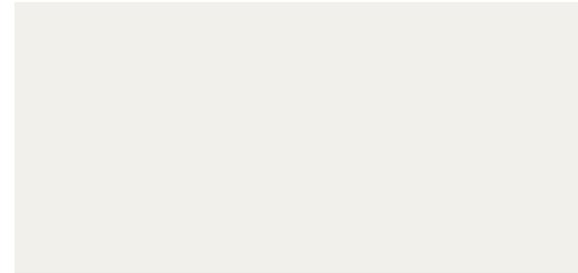
## Primary colours



CMYK: 0-0-0-100  
RGB: 0-0-0  
HEX: #000000



CMYK: 0-100-50-0  
Pantone: 185  
RGB: 230/2/59  
HEX: #E6023B



CMYK: 5-5-5-0  
RGB: 242-240-234  
HEX: #F2F0EA

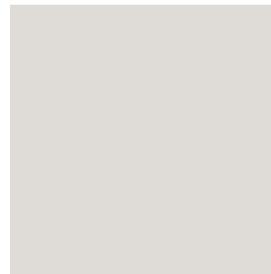
## Secondary colours



CMYK: 45-40-40-0  
RGB: 147-144-140  
HEX: #92908C



CMYK: 25-20-20-0  
RGB: 194-192-187  
HEX: #C2C0BB



CMYK: 10-10-10-0  
RGB: 223-220-216  
HEX: #DFDCD7

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# Image style

Our images are clean, crisp and modern. They are bright and open with lots of white space. The color tones are full-color, but slightly desaturated.



Reference images copyright Spencer Lowell.  
This is for style reference and must NOT be used commercially.

# Charts and graphs

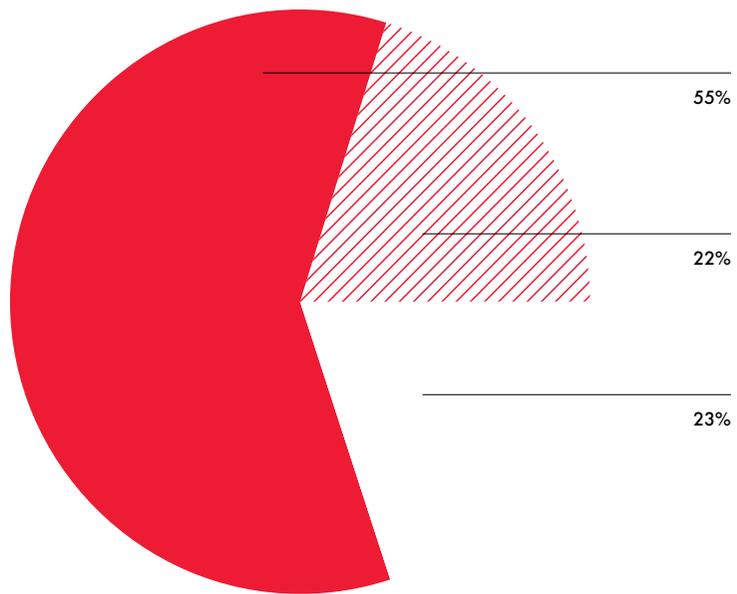
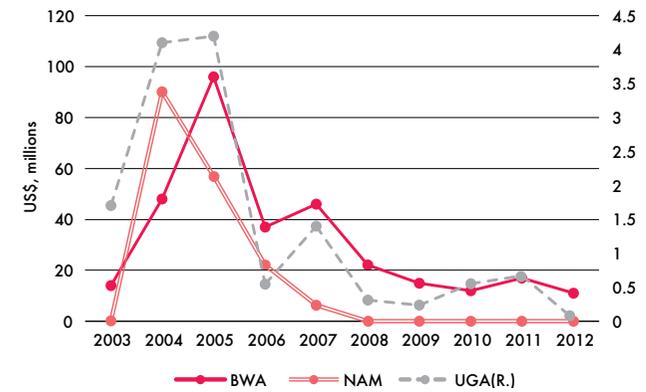


Figure 1: World Import Value of Textiles and Clothing



Data sources: UN Comtrade Database and World Bank's World Development Indicators Database.

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# Lines and arrows

A 3pt dotted black line



A 3pt dotted black line with arrow



A 0.25pt solid black outline



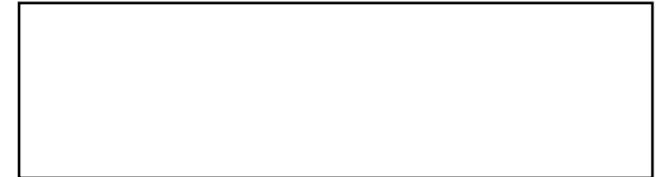
A 3pt dotted red line



A 3pt dotted red line with arrow



A 1pt solid black outline



A 3pt solid black line



A 3pt solid black line with arrow



A 3pt solid black outline



A 3pt solid red line



A 3pt solid red line with arrow



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# Sample applications: print

Centre for International  
Governance Innovation

CIGI Paper #106 – June 2016

## China in the International Financial System: A Study of the NDB and the AIIB

Alex He

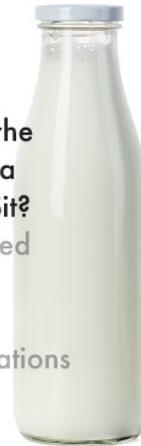


Centre for International  
Governance Innovation

CIGI Paper #85 – December 11, 2015

## Where Does the Biggest Gorilla in the Room Sit? Milk, the United States and International Trade Negotiations

Bruce Muirhead



Centre for International  
Governance Innovation

CIGI Paper #39 – July 19, 2016

## Ethics in the Internet Environment

Rolf H. Weber



# Sample applications: print

Centre for International  
Governance Innovation

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Post-Doctoral Fellow

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Dear Prime Minister,

As you prepare for your official working visit with Prime Minister Abe of Japan prior to the G7 Summit, we thought you and several of your ministers would find useful this Report on "Fostering Entrepreneurship and Innovation Partnerships" between Canada and Japan.

It flows from a Futures Forum held in Toronto in late March, organized by the Centre for International Governance Innovation (CIGI) in partnership with the Japanese Embassy and the Centre for Global Enterprise at the Schulich School of Business. As part of this Forum, we had the distinct privilege of having Minister Chrystia Freeland attend and address the participants.

Both Canada and Japan face challenges in building the entrepreneurial cultures and innovation eco-systems needed to ensure their businesses enjoy success in the global marketplaces of the 21st century. The Forum determined that there is a complementarity of interest and experience that could eventually lead to business successes in each other's markets and, through international partnering, in the Asia Pacific and beyond.

Lastly, we wanted to extend CIGI's full support in helping support any future visits or forums in future.

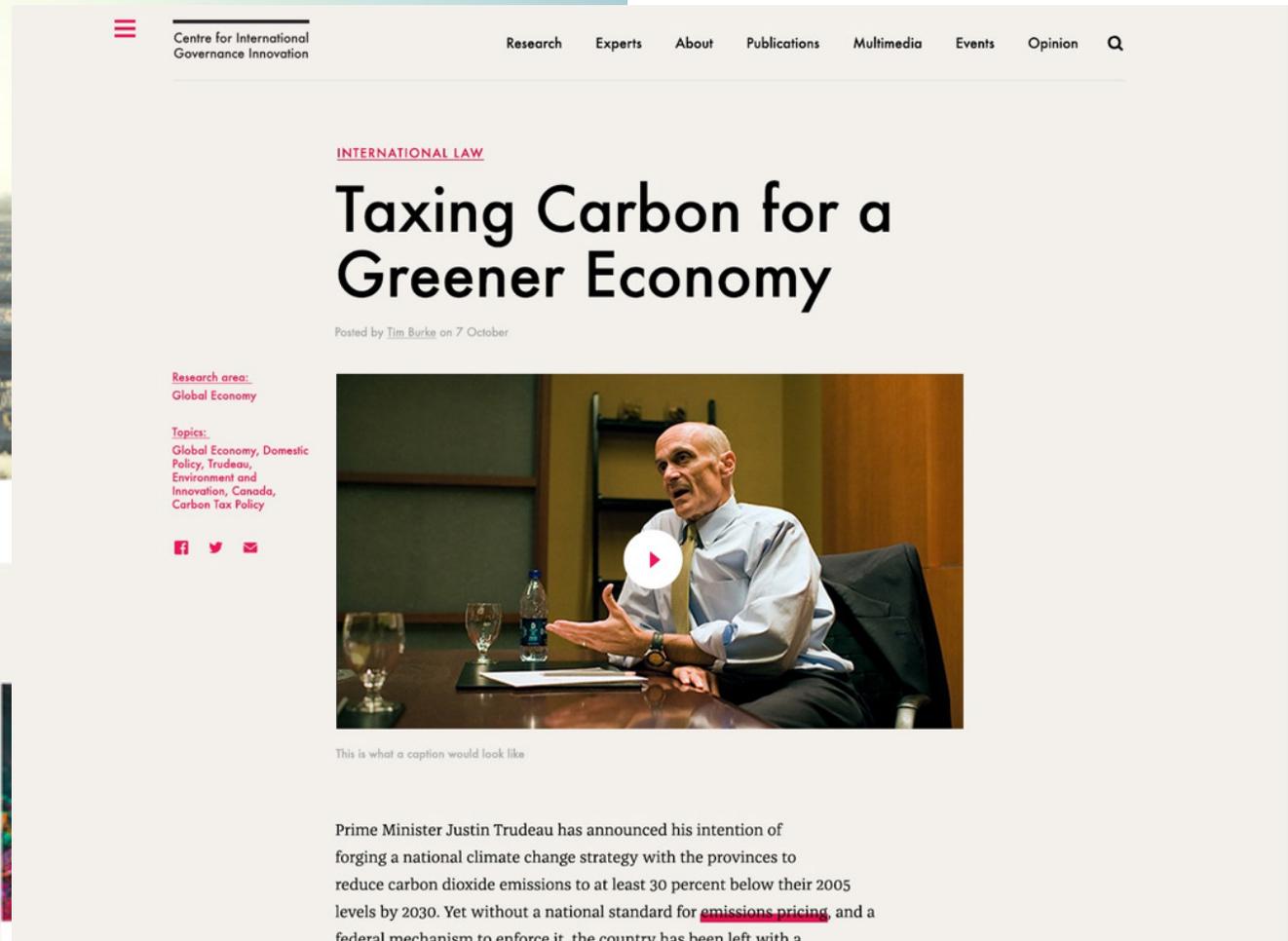
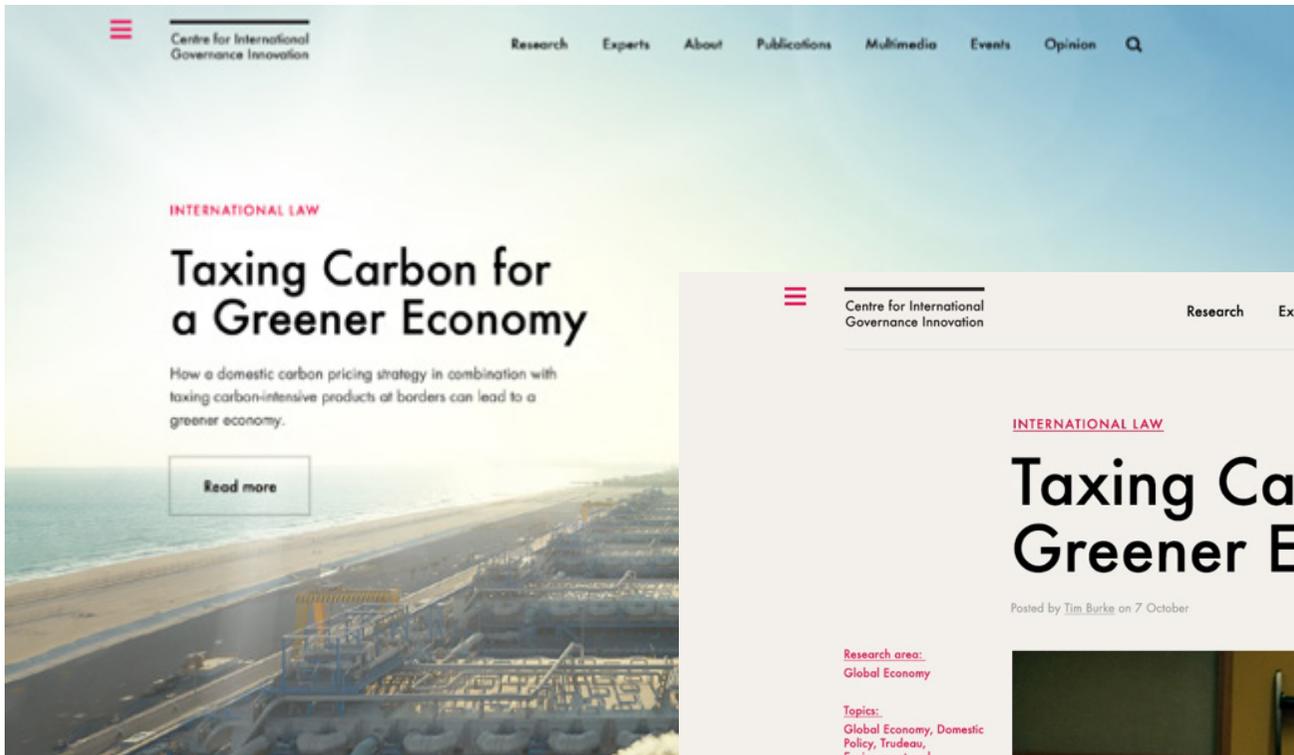
We wish you every success on your forthcoming visit to Japan.

Sincerely,

Rohinton P. Medhora  
President

Leonard Edwards  
CIGI Distinguished Fellow

# Sample applications: digital



# Sample applications: digital

The screenshot displays the Facebook profile of the Centre for International Governance Innovation (CIGI). The page header includes the Facebook logo, the name "Centre for International Governance Innovation", and a search bar. The user "John Smith" is logged in, with navigation options for "Home", "Friends", "Messages", "Events", and "Pages".

The profile picture is the CIGI logo, and the cover photo shows a modern building with a glass facade. The page name is "The Centre for International Governance Innovation" with the handle "@cigionline". A "Create a Page" button is visible in the left sidebar.

The main content area shows a post from CIGI, dated 4 hours ago. The post text reads: "CIGI launches a beta test of an online IP strategy course and publishes a new book by Senior Fellow Alex He, entitled 'The Dragon's Footprints: China in the Global Economic Governance System under the G20 Framework'." Below the text is a link: "Read about the latest CIGI updates in the August issue of CIGI Worldwide: [https://www.cigionline.org/.../cigiworldwide\\_august\\_29\\_2016.h...](https://www.cigionline.org/.../cigiworldwide_august_29_2016.h...)". The post includes a video thumbnail showing four people working at a table with laptops.

The right sidebar contains a "Signup" button, a "Community & Government · Waterloo, Ontario" label, a search bar for posts on the page, and statistics showing "8,495 people like this" and an "Invite friends to like this Page" button. An "ABOUT" section is also visible, featuring a video thumbnail and contact information: "67 Erb Street West N2L 6C2 Waterloo" and "+1 519-885-2444".

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Governance Innovation

**Thank you.**

[www.cigionline.org](http://www.cigionline.org)