

IOM BRAND STYLE GUIDE

2ND EDITION – 22 JULY 2021



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THE BRAND STYLE GUIDE

In order to define and unify its visual identity, the International Organization for Migration (IOM) has established this brand style guide, developed by the Media and Communications Division (MCD) in consultation with the Office of the Director General.

The purpose of the brand style guide is to provide all IOM staff, in particular communication and information specialists, as well as consultants and service providers, with assistance and guidance in the production of communications materials for the Organization.

As the graphic charter will be regularly updated, we recommend that you visit the [Sharepoint site "Media and Communications Division"](#) to consult or download the most recent version. Staff notices will keep you informed of future updates to the graphic charter.

IOM joined the United Nations as a related organization in 2016. Since that time the Organization has consolidated around the UN Migration logo in all of its on- and off-line products. Nonetheless, there remain in circulation many UN Migration Agency collaterals including banners, flags and other products. In order to ensure consistency in its global style and branding, **the term 'Agency' should not be used in IOM's visibility products and publications.** Those on public display use should be replaced immediately with the appropriate logo. For more information see "[LOGOS](#)" section.

IOM MISSION

Established in 1951, the International Organization for Migration (IOM) is the leading intergovernmental organization in the field of migration and is committed to the principle that humane and orderly migration benefits migrants and society. IOM is part of the United Nations system, as a related organization.

IOM supports migrants across the world, developing effective responses to the shifting dynamics of migration and, as such, is a key source of advice on migration policy and practice. The Organization works in emergency situations, developing the resilience of all people on the move, and particularly those in situations of vulnerability, as well as building capacity within governments to manage all forms and impacts of mobility.

The Organization is guided by the principles enshrined in the Charter of the United Nations, including upholding human rights for all. Respect for the rights, dignity and well-being of migrants remains paramount.

LOGOS



OFFICIAL LOGO

Two versions of the official IOM logo have been created: a primary and a secondary version. They aim to ensure optimal visibility and immediate recognition of IOM by the general public. This version of the logo should be used all the time including on official documents and letterheads. The only exception is with documents pertaining to Governing Bodies. See page 19 for reference.

The official logos are as follows :

1. IOM emblem
2. Organization's acronym
3. Slogan "UN MIGRATION" (catchphrase)*

PRIMARY OFFICIAL LOGO



SECONDARY OFFICIAL LOGO



* The slogan "UN MIGRATION" should not be mistaken with the name of the Organization ("International Organization for Migration"). It should never be used alone. It must always be preceded by the symbol and acronym of the Organization.



PRIMARY LOGO - OFFICIAL LANGUAGES

ENGLISH VERSION



FRENCH VERSION



SPANISH VERSION



THE WHITE VERSION SHOULD BE USED ONLY
ON DARK BACKGROUNDS



PRIMARY LOGO - NON-OFFICIAL LANGUAGES

Although the language of the official logo may be modified to local languages, the IOM emblem and acronym should always appear above the name of the slogan. The acronym should normally appear in one of the official languages of the Organization. The official translation should be coordinated with your Regional Office before being sent to brand@iom.int with the request for a local language version of the logo. Only MCD is authorized to create variations of the official logo. Logos that do not originate from MCD do not have official logo status and should not be used.

ARABIC VERSION



CHINESE VERSION



BENGALI VERSION



PORTUGUESE VERSION



ITALIAN VERSION



TURKISH VERSION



EXAMPLES OF THE IOM PRIMARY LOGO IN USE



EXAMPLES OF USE OF THE IOM PRIMARY LOGO: ADMINISTRATIVE DOCUMENTS

The primary IOM logo must also appear on documents considered as official communications such as:

- Business cards
- Mail
- Verbal notes
- Job descriptions
- Project proposals
- Descriptive reports to donors
- Financial reports to donors
- IOM instructions
- Contracts

Only logos created and provided by MCD should appear on IOM materials.



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17, ROUTE DES MORILLONS, P.O. BOX 17, CH-1211 GENEVA 19, SWITZERLAND



26 August 2020

Ms. Martine Coppens
President and co-Founder
United Nations Orchestra

COLLABORATION ON 29 NOVEMBER 2017

Dear Ms. Coppens,

I idem diebus Apollinaris Domitiani gener, paulo ante agens palatii Caesaris curam, ad Mesopotamiam missus a socio per militares numeros immodice scrutabatur, an quaedam altiora medicantis iam Galli secreta susceperint scripta, qui conperts Antiochiae gestis per minorem Armeniam lapsus Constantinopolim petii eundemque per protectores retractos artissime tenebatur.

Homines enim eruditos et sobrios et infatuos et iustus vivant, eo quoque accedente quod et nomenclaturas adsum habeat et talia venditare, mercede accepta licitis quondam et grandis inveniunt subsidios ignobilis et obscuros.

Novitates autem si spem adferunt, ut tamquam in herbis non fallacibus fructus apparet, non sunt illae quidem repudiandae, vetustas tamen suo loco conservanda; maxima est enim vis vetustatis et consuetudinis. Quin in ipso equo, cuius modo feci mentionem, si nulla res impedit.

inemo est, qui eo, quo conservat, liberius utatur quam intracitico et novo. Nec vero in hoc quod est animal, sed in istem quae sunt inanimata, consuetudo valet, cum locis ipsis delectatam, mortuosque etiam et silvestribus, in quibus diutius commorati sumus.

Sincerely,
Name SURNAME
Function

INTERNATIONAL ORGANIZATION FOR MIGRATION (IOM)
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T. +41 22 717 93 11 • F. +41 22 788 61 50 • E-mail: hg@iom.int • www.iom.int
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TERMS OF REFERENCE
JUNIOR PROFESSIONAL OFFICER

I. POSITION INFORMATION

Position Title	Junior Professional Officer
Position Report on Asia and the Pacific	
Position Grade	P4
Duty Station	WFO, Geneva, Switzerland
Reporting directly to	Senior Regional Adviser for Asia
Duration	One year (1) with possibility of extension

II. ORGANIZATIONAL CONTEXT AND SCOPE

The Junior Professional Officer (JPO) assists the Senior Regional Adviser (SRA) for Asia in maintaining regular contact with relevant governments, international agencies, and non-governmental partners and supports the SRA in regular national and regional policy dialogue and policy development in the region covered by the SRA. The JPO also supports the SRA in ensuring effective communication and coordination between HQ and regional and country offices in the region.

III. COACHING AND LEARNING ELEMENTS

After the assignment, the JPO will have acquired:

- Solid experience with migration problems in the region of competence and with relevant migration governance strategies and responses.
- In-depth knowledge of IOM operations and activities.
- Enhanced negotiating skills in a multicultural settings.



Project Proposal:
[PROJECT TITLE]

Project type:	Choose primary project type
Secondary project type:	Choose secondary project type if applicable
Geographical Coverage:	Specify the geographical location(s) covered by the project. Include city, region, country and/or international region, as relevant.
Executing agency:	International Organization for Migration (IOM)
Beneficiaries:	Specify the individuals, groups and/or institutions intended to benefit from the project. To the extent possible, disaggregate the beneficiaries by age, sex and other key characteristics, such as beneficiary type and/or vulnerability criteria (e.g. unaccompanied minors, persons with a disability, children and ex-combatants).
Partner(s):	Insert the names of the project partners that will actively contribute to and/or take part in project operations.
Management site:	From the dropdown list, select the IOM office that will be managing the project.
Duration:	Insert the duration of the project in terms of the number of months.
Budget:	Indicate both the currency and total estimated budget amount. All project budgets should be in US dollars, unless a prospective donor has specified that contributions be made in a different currency (e.g. all EU funded projects are in euros).

Summary
[Enter text here. Apply "Calibri" font, size 11, "Normal" style.]

Limit this section to 350 words maximum.

Provide a brief overview of the proposed project, including the context and the need, and the objective of the project. Also, describe how the project's activities will achieve the key outputs, and how outputs are likely to influence the achievement of the project's outcomes.

See Module 2 of the IOM Project Handbook (Step 3: Preparing a Project Summary).

Headquarters (Please change details as appropriate)
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08/02/2018

The International Organization for Migration (IOM) extends its congratulations to the Permanent Mission of Brunei Darussalam to the United Nations Office and other International Organizations in Geneva and for the honour to inform that the Senior Regional Adviser for Asia and the Pacific, Ms. Wye Li, and the Regional Director for Asia and the Pacific, Ms. Yvonne Minnie, would like to visit Brunei Darussalam from 30 April to 1 May 2018 to discuss with the Government the possibility of IOM-Brunei bilateral cooperation.

The International Organization for Migration requests the kind assistance of the Permanent Mission to facilitate meetings with the authorities in the following Ministries:

- Ministry of Foreign Affairs
Minister for Foreign Affairs, Director of AMRAN Relations, Director of the Department of International Organizations;
- Ministry of Home Affairs
Minister for Home Affairs, Director of the Department of Immigration and National Registration, Director of the National Disaster Management Centre, Director of the Department of Labour;
- Ministry of Health
Minister for Health, Director of the Department of International Relations;
- Prime Minister's Office

The International Organization for Migration (IOM) avails itself of this opportunity to extend to the Permanent Mission of Brunei Darussalam to the United Nations Office and other International Organizations in Geneva the assurance of its highest consideration.

Permanent Mission of Brunei Darussalam to the United Nations Office and other International Organizations in Geneva
International Centre Complex (ICC)
Blue Flat (7th floor)
Route des Palisades 20
1201 Geneva 18

Headquarters
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Interim/Final Report to [Donor Name]
[OFFICIAL PROJECT TITLE - write the project title as it appears in the agreement, the project proposal and the financial report]

Executing Agency	International Organization for Migration (IOM)
Project Identification	IOM Project Code: 00.0000
Grant Reference ID	Enter donor's grant reference ID as stated in the donor contribution
Geographical Coverage	Specify the geographical location(s) covered by the project. Include city, region, country and/or international region, as relevant.
Beneficiaries	Specify the individuals, groups and/or institutions that benefit from the project. To the extent possible, disaggregate the beneficiaries by age, sex and other key characteristics, such as beneficiary type and/or vulnerability criteria (e.g. unaccompanied minors, persons with a disability, children and ex-combatants).
Partner(s)	Insert the names of the project partners that actively contributed to and/or took part in project operations.
Management Site	From the dropdown list, select the IOM office that is managing the project.
Relevant Regional Office(s)	Select the Regional Office covering the IOM office that is managing the project.
Project Period	Indicates the project's full implementation period, including any extensions. Use the "Day Month Year" format (e.g. 1 January 2013 - 30 September 2013 (extension: 31 March 2013 - 30 September 2013)).
Reporting Period	Enter the period that reports cover, distinguishing between the calendar and financial dates, if necessary (e.g. 1 January 2013 - 30 September 2013).
Date of Submission	Enter the date the report is submitted to the donor.
Total Confirmed Funding	Enter the amount of total confirmed funding as per the donor agreement. Ensure that the currency and amounts match the currency and amounts in the donor agreement and in the financial report, and any amendments. If this is a multi-donor report (i.e. one report to be submitted to multiple donors), list each contribution by donor in a common reporting currency (usually USD unless otherwise specified in the donor agreement). Use the following format: "USD 100,000" or "EUR 100,000".
Total Funds Received to Date	Enter the total funds received. Ensure that the currency and amount match those found in the financial report. If this is a report to several donors, clearly specify the amount that has been received by IOM from each donor.
Total Expenditures	Enter the currency and other the total cumulative expenditures on the expenditures during the reporting period, including donor specifications. The information entered here should come from the financial report since it has been cleared for submission by the appropriate reviewer (Regional Accounting Support or Accounting Division, the latter in case of Headquarters-managed projects).

Headquarters (Please change details as appropriate)
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 **DOWNLOAD STATIONARY TEMPLATES**

 **DOWNLOAD DOCUMENTS TEMPLATES**

SECONDARY LOGO - OFFICIAL LANGUAGES

The secondary official logo can be used when the primary official logo does not fit easily in the allotted space. For example, when the logo needs to be presented horizontally: on a website top navigation bar, for small promotional items (such as pens) or in headers or footers of infosheets. This is also the logo used for email signatures (see page 48).

ENGLISH VERSION



THE WHITE VERSION SHOULD BE USED ONLY ON DARK BACKGROUNDS



FRENCH VERSION



SPANISH VERSION



SECONDARY LOGO - NON-OFFICIAL LANGUAGES

The secondary official logo can also be modified to meet local language needs in your office under the same conditions as the primary logo (see page 8). The official translation must be coordinated with your regional office before being sent to brand@iom.int with the request to create a local language version of the logo. Only MCD is authorized to create variations of the official logo. Logos that do not originate from MCD are not considered official logos and should not be used under any circumstances.

ARABIC VERSION



CHINESE VERSION



BENGALI VERSION



PORTUGUESE VERSION



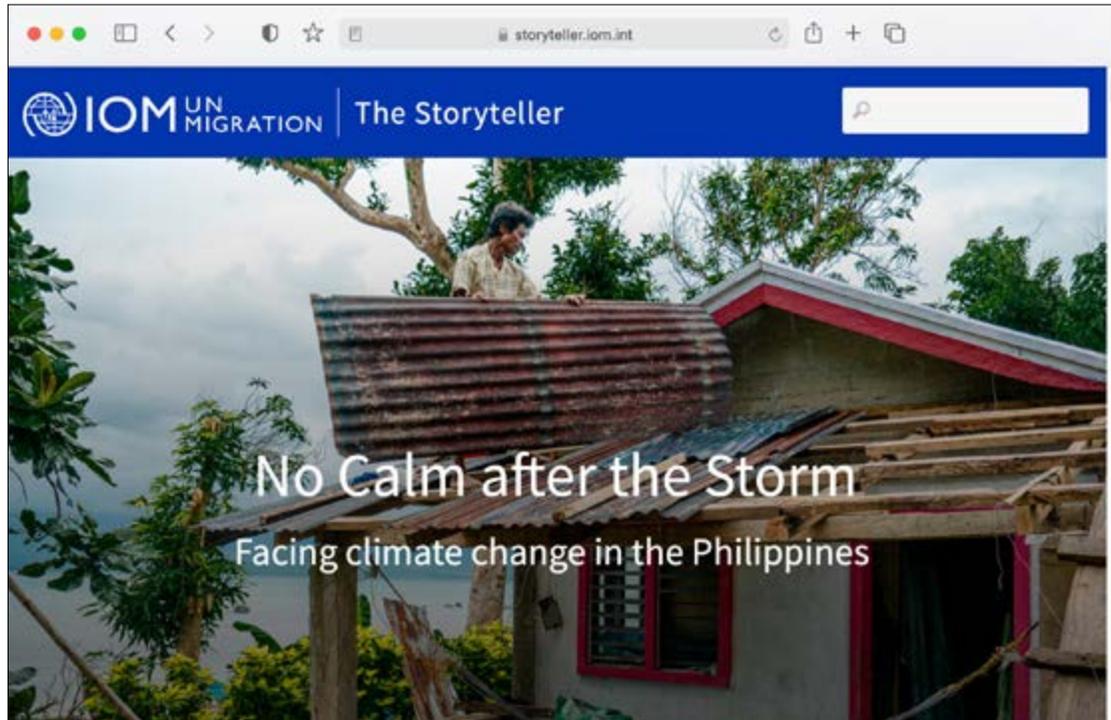
ITALIAN VERSION



TURKISH VERSION



EXAMPLES OF THE IOM SECONDARY LOGO IN USE



FRAMEWORK

PRINCIPLES OF ENGAGEMENT

- 1. Primary responsibility of States**
States hold the primary responsibility for protecting the rights of those displaced and addressing internal displacement within their jurisdiction. In this regard, IOM supports national and local authorities, upon their request, to prepare for, respond to and resolve displacement through advisory services, technical cooperation and the direct delivery of assistance.
- 2. Grounded in prevailing principles, policies, and practices**
IOM programmes and activities on internal displacement are developed in accord with its policies and frameworks and take into account humanitarian principles; adopt a rights-based approach reflecting actual and documented needs; mainstream protection and gender aspects; ensure accountability to affected populations; and are in line with prevailing normative and legal frameworks, including international human rights law, international humanitarian law, the Guiding Principles on Internal Displacement and relevant IASC-endorsed standards and practices, such as the IASC Protection Policy.⁷
- 3. People-centred**
IOM delivers people-centred assistance to all those affected by internal displacement, further supporting the resilience and self-reliance of IDPs as a way of upholding their dignity and fostering their empowerment and participation in the decisions that affect their lives.
- 2. Inclusive scope of coverage**
IOM is committed to assisting governments, communities and individuals to build resilience and prevent and limit displacement where possible; to prepare for and respond to displacement in a timely and effective manner; to support solutions and minimize the duration of displacement when it does occur; and to work towards longer-term recovery and development goals.
- 3. Proximate and cost effective operating model**
IOM is committed to maintaining its operating model as a cost-effective proximity organization. With 95 per cent of IOM staff located in more than 400 Field Offices, IOM is engaged with governments and communities long before and well after a crisis has occurred. On-site at the front lines during a crisis, it delivers direct assistance to affected populations, recognizing however the value and comparative advantages that local organizations provide to elements of IOM's response, wherever suitable. As crisis phases are rarely linear and needs occur in parallel, its business and operating model enables the Organization to maintain the operational flexibility and nimbleness required to mount effective responses, while planning and implementing longer-term development-oriented transition and recovery activities.
- 4. Institutional strength and transparency**
IOM is committed to undertaking and further building upon the institutional measures necessary to align itself with the commitments contained in the Grand Bargain on humanitarian financing, launched in May 2016 at the World Humanitarian Summit, held in Turkey, Istanbul, and to which it is a signatory. IOM is undertaking actions that will further strengthen its approach to internal displacement under all 10 of the Grand Bargain workstreams, including: greater transparency; more support and funding tools for local and national responders; increasing the use of cash-based programming; including people receiving aid in making decisions that affect their lives (participation revolution); and increasing collaborative humanitarian multi-year planning and funding. While IOM's unique operational approach relies, to the extent possible, on direct implementation and close proximity to affected populations, the Organization is committed to channelling resources to local responders, wherever suitable, in order to deliver its relief activities, and to building the capacity of front-line responders and the local authorities and civil society organizations it partners with.

PRINCIPLES OF ENGAGEMENT AT A GLANCE

1. PRIMARY RESPONSIBILITY OF STATES
2. GROUNDED IN PREVAILING PRINCIPLES, POLICIES, AND PRACTICES
3. PEOPLE-CENTRED

COMMITMENTS

- 1. Human dignity and well-being of all mobile populations**
IOM is committed to the principle that humane and orderly migration benefits migrants and society. It acts with its partners in the international community to assist in meeting the operational challenges of migration, encourage social and economic development through migration, advance understanding of mobility issues, work towards effective respect for the human rights of migrants and uphold the human dignity and well-being of all mobile populations, which includes IDPs.
- 2. Inclusive scope of coverage**
- 3. Proximate and cost effective operating model**
- 4. Institutional strength and transparency**

COMMITMENTS AT A GLANCE

1. HUMAN DIGNITY AND WELL-BEING OF ALL MOBILE POPULATIONS
2. INCLUSIVE SCOPE OF COVERAGE
3. PROXIMATE AND COST EFFECTIVE OPERATING MODEL
4. INSTITUTIONAL STRENGTH AND TRANSPARENCY

7/Inter-Agency Standing Committee Policy on Protection in Humanitarian Action (2016)

IOM UN MIGRATION FRAMEWORK FOR ADDRESSING INTERNAL DISPLACEMENT 2017 | 10

LOGO FOR GOVERNING BODIES DOCUMENTS

The following version of the logo is intended for use on the headings of governing bodies documents. Please contact brand@iom.int or odg@iom.int for more information.
This logo must not be used for any other purpose.

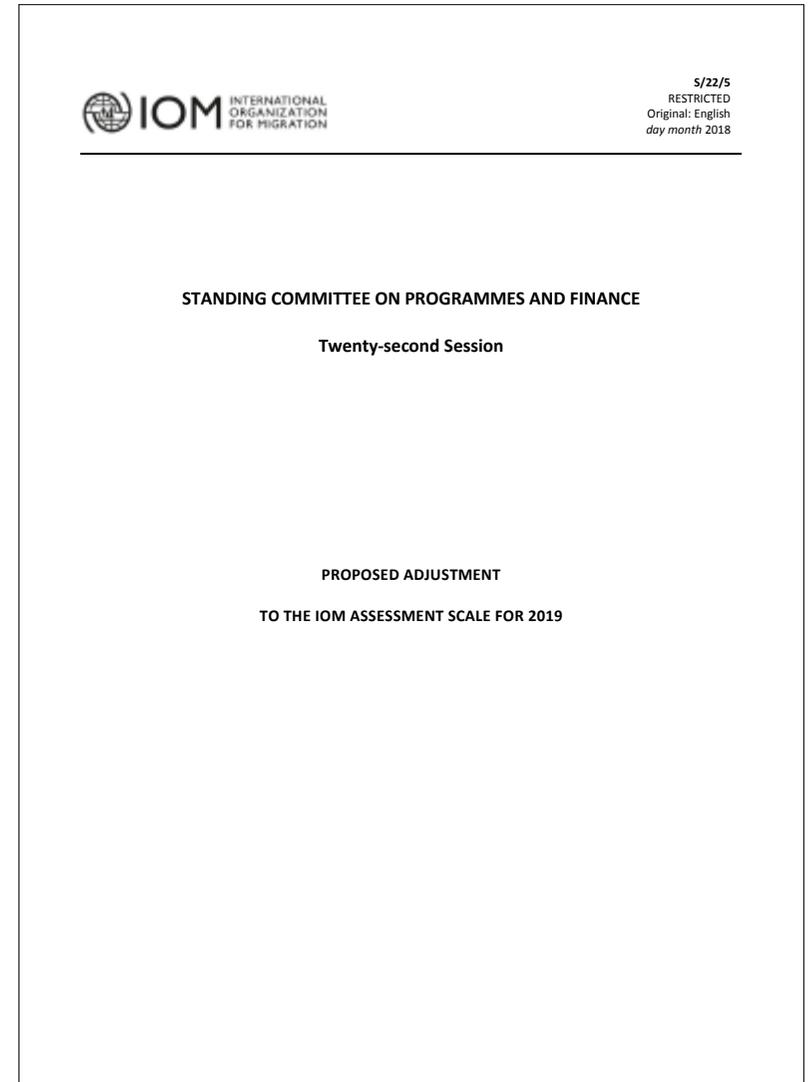
ENGLISH VERSION



FRENCH VERSION



SPANISH VERSION



ICON LOGO

The IOM “icon” logo should only be used for certain field equipment or on special request subject to validation by the Office of the Director General. It is only possible to use this logo as the main logo for specific contexts where the use of the slogan "UN MIGRATION" is not appropriate.

Please contact brand@iom.int or odg@iom.int for more information.

The IOM icon logo is composed of:

1. The IOM icon (emblem)
2. The Organization’s acronym in English and French/Spanish
3. A separation dot



THE WHITE VERSION SHOULD ONLY BE USED ON DARK BACKGROUNDS



IOM LOGOS NO LONGER IN USE AND NON-OFFICIAL LOGOS

In order to maintain a strong and consistent brand, in most cases only the official IOM logo should be used. The examples shown opposite should not be used.

*IOM joined the United Nations as a **related organization** in 2016. Since that time the Organization has consolidated around the UN Migration logo in all of its on- and off-line products.

Nonetheless, there remain in circulation many UN Migration Agency collaterals including banners, flags and other products.

In order to ensure consistency in its global style and branding, **the term 'Agency' should not be used in IOM's visibility products and publications.**

Those on public display use should be replaced immediately with the appropriate logos.

IOM LOGOS NO LONGER IN USE



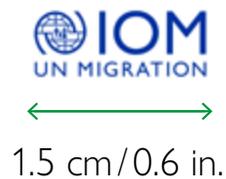
NON-OFFICIAL LOGOS



USE OF THE LOGO

MINIMUM SIZE

The minimum height of the official logo is 2 cm (or 0.8 in.). The minimum width of the primary visibility logo is 1.5 cm (or 0.6 in.). For the secondary visibility logo, the minimum width is 2 cm (or 0.8 in.). The minimum widths should be respected to ensure the text in the logos is legible.



CLEAR SPACE



The logo should always be surrounded on all four sides by an area of clear space that corresponds to half of its height.

FILE FORMATS

EPS This file format is used by designers and printers working with Adobe software and is suitable for large format high-resolution prints as it prevents files from becoming too heavy. EPS allows for transparency in the logo format **but is not supported by Word or Publisher. It is not possible to preview the content without Adobe software.**

EMF This format is similar to EPS, but is supported by Word and Publisher. It is recommended for placing white logos (only) on coloured backgrounds or images.

PDF This format is similar to EPS, but the content can be previewed using Acrobat. **This is the best file format for sharing finalized documents (but not images).**

JPG This image format is suitable for documents or digital (web) publications with white backgrounds, when transparency is not required for the logo. **It is recommended for Microsoft Office software.**

PNG This format is similar to JPG, but can be used with a transparent background. **This transparency is not supported by Word or Publisher when printed.**

SVG The SVG format is used to create icons and logos for websites. It is also ideal for high-definition screens on smartphones and tablets.

CO-BRANDING

When IOM works with partners (e.g. other organizations, donors, the private sector) and materials are produced jointly, co-branding occurs. While this guide is for instances when IOM manages the production of the materials, copies of and/or advice related to these guidelines should also be provided to the partners in question.

In some specific cases involving donor logos, or when IOM is not leading the project, logos may have to be placed according to donor guidelines.

PLACEMENT

The IOM logo should take visual and spatial precedence in publications, presentations or materials if:

- IOM leads the project or is the main funding agency
- IOM is the sole producer/funder of the project or activity
- IOM manages the design of the material

MINIMUM CLEAR SPACE BETWEEN LOGOS
=
IOM LOGO HEIGHT (X)

MINIMUM CLEAR SPACE AROUND THE LOGOS
=
HALF OF IOM LOGO HEIGHT (Y)

$X = 2 \times Y$

The diagram illustrates the required clear space for logos. It features two rows of logos: UNICEF, IOM UN MIGRATION, and OCHA. The top row shows the logos in white on a dark blue background, with dashed lines and arrows indicating the minimum clear space between logos (X) and around each logo (Y). The bottom row shows the same logos in light blue on a white background, also with dashed lines and arrows indicating the clear space dimensions. Below the diagram are two examples of logo placement: one on a dark blue background and one on a white background, showing the logos in their respective colors.

Whenever IOM co-leads or is an equal partner in the project or activity, the IOM logo should have the same visual prominence as the other logos and be surrounded by the prescribed clear space on all four sides (i.e. half of the IOM logo height). When logos are different shapes and have a different length/height ratio, do not align them automatically; instead, align the logos manually, making sure they look to have the same space between them. **The IOM logo should always be centred at the bottom of the cover page.**

LOGO MISUSE

In order to maintain a strong and consistent brand, the IOM logo should be kept in its original state. Do not add to or change any elements of the logo.

DO NOT:

- Change the aspect ratio of the logo by squeezing or stretching it
- Add any design element to the logo
- Change the font used in the logo
- Add effects such as shadows
- Add an outline to the logo
- Use an outline to make the logo
- Rotate the logo
- Change the colour of the logo
- Use the logo elements separately

The above applies to all IOM logos.



DO NOT SQUEEZE OR STRETCH



DO NOT ADD ELEMENTS



DO NOT CHANGE THE FONT



DO NOT ADD EFFECTS



DO NOT ADD AN OUTLINE



DO NOT USE AN OUTLINE TO MAKE THE LOGO



DO NOT ROTATE



DO NOT CHANGE THE COLOUR



DO NOT USE LOGO ELEMENTS SEPARATELY



LOGO ON PHOTO BACKGROUND

On pictures, the white or blue primary logo should be used. The choice of colour to use will depend on the background colour of the picture. Use the logo that will stand out the most; for example, if the background is dark, use the white logo.

The height of the logo is calculated by dividing the longest side of the image by 24. For a landscape image, the length is divided by 24; for a portrait image, the height is divided by 24. The size of the margin (the clear space between the logo and the edge of the photo) is the same as the height of the logo, namely the longest side of the image divided by 24.

LANDSCAPE IMAGES

As the length is the longest side of landscape images, it is used to calculate the size of the logo and the margin.



Maintaining logo ratio when resizing

To avoid modifying the logo when resizing, select the “keep the ratio” option provided by the software.

Alternatively, hold down the shift key on the keyboard while resizing.



LOGO HEIGHT AND MARGIN SIZE = IMAGE LENGTH DIVIDED BY 24



PLACE THE LOGO ON THE MARGIN EDGES. THE LOGO SHOULD NOT COVER THE SUBJECT/ ACTION OR ANY OTHER IMPORTANT ELEMENT OF THE IMAGE.

PORTRAIT IMAGES

As the height is the longest side of portrait images, it is used to calculate the size of the logo and the margin.



LOGO HEIGHT AND MARGIN SIZE
=
IMAGE HEIGHT DIVIDED BY 24



PLACE THE LOGO ON THE MARGIN EDGES.
THE LOGO SHOULD NOT COVER THE SUBJECT/
ACTION OR ANY OTHER IMPORTANT ELEMENT
OF THE IMAGE.

Maintaining logo ratio when resizing

To avoid modifying the logo when resizing, select the “keep the ratio” option provided by the software. Alternatively, hold down the shift key on the keyboard while resizing.



SUB-BRANDING

LOGOS FOR IOM ENTITIES

IOM's visual identity also covers IOM Regional Offices, Country Offices, Administrative Centres, Special Liaison Offices and Sub-Offices. The logos used by the Organization's departments, divisions and units must also conform to the official template. The logos to be used for IOM entities are presented as follows:

(A) Departments, Divisions, Units, Regional offices, Special liaison Offices, Sub-Offices and Administrative Centres:

1. IOM primary logo
2. Separation line
3. Entity name

(B) Country Offices:

1. IOM primary logo
2. Separation line
3. Country name only

Only MCD is authorized to create the logos of IOM entities. Logos that do not originate from MCD are not considered as official logos and must not be used under any circumstances.



Depending on the text size, the name of the entity can be spread over one, two or three lines.



LOGOS FOR IOM ENTITIES

EXAMPLE OF EACH TYPE OF ENTITY

REGIONAL OFFICE



COUNTRY OFFICE



SUB-OFFICE



DEPARTMENT



DIVISION



UNIT



ADMINISTRATIVE CENTRE



SPECIAL LIAISON OFFICE



LOGOS FOR IOM ENTITIES

PLEASE NOTE THAT:

(A) For Regional Offices, Special Liaison Offices, Sub-Offices and Administrative Centres, the names of the entities must be written in one of the three IOM official languages;

(B) The Country Office logos can also be adapted in the local language upon request and for specific cases;

The name of the country can be spelt in two languages as long as the first language is always one of the three IOM official languages. Considering certain technical and visual constraints, this option is not applicable for countries whose name has more than twenty characters.

For any logo creation or adaptation, please contact the Media and Communications Division (MCD) or brand@iom.int.

A REGIONAL OFFICES



B COUNTRY OFFICE - LOCAL LANGUAGE



COUNTRY OFFICE LOGOS: FOUR OPTIONS



LOGOS FOR INSTITUTIONAL PROJECTS

Product and project logos are also part of the IOM sub-branding. They are presented as follows:

1. IOM emblem
2. Acronym or name of the project/product
3. Full project/product name or slogan (optional)

Depending on the size of the text, the name of the project may appear on one or two lines (see examples). The font Gill Sans Nova Semibold should be used for the acronym or the complete name, and Gill Sans Nova Book for the slogan or the complete name of the project/product if it appears on the second line.

Using a short acronym and project name is preferable to ensure a certain visual balance of the logo.



Do not hesitate to contact brand@iom.int for the creation of your project logos.



ONE LINE



TWO LINES



LOGOS FOR CAMPAIGNS AND INTERAGENCY INITIATIVES

Logos of interagency campaigns and initiatives are also part of IOM's sub-branding. They are presented as follows:

CAMPAIGNS

1. Personalized emblem
2. Gill Sans Nova Font
3. Primary and/or secondary official IOM colours (see "Official colours", p.28 to p.31)

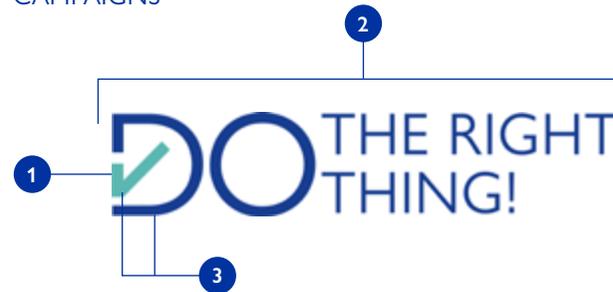
For more information on communication campaigns, please see the [IOM Campaign Guidelines manual](#).

INTERAGENCY INITIATIVES

For the logos of interagency initiatives, no rule applies as they do not depend solely on IOM and its graphic charter.

Do not hesitate to contact brand@iom.int if you have any questions about campaign logos or interagency initiatives.

CAMPAIGNS



INTERAGENCY INITIATIVES





COLOURS

PRIMARY COLOUR

The official IOM colour is **Pantone 286C**.

This colour should be used for all of the Organization's publications and external communications. For office printing and digital displays, this colour has to be converted to CMYK (100/80/3/2), RGB (0/51/160) or HEX (#0033A0).

PRIMARY COLOUR SHADES

IOM colours (primary and secondary – see secondary colours section) are complemented by shades to provide more colour elements in graphs, highlighted text boxes and infographics. Using a colour and its shades brings consistency and harmony to designs. Mixing shades from different colours is not recommended. As much as possible, shades should be used with the main colour they belong to. Graphs and charts may be considered exceptions to this rule.

IOM PRIMARY COLOUR

OFFICIAL DARK BLUE	RGB 0/51/160 HEX #0033A0 CMYK 100/80/3/2 PANTONE 286C
-------------------------------	--

IOM PRIMARY COLOUR SHADES

RGB 64/102/184	RGB 128/153/208
RGB 179/194/227	RGB 217/224/241

RECOMMENDATIONS FOR USING PANTONE, CMYK, RGB AND HEX

1. PANTONE

Used only for one or two-colour prints, mainly for business cards, letterheads or envelopes. It can also be used as a reference for promotional or other materials produced by external suppliers.

2. CMYK

Used for publications that will be printed by external suppliers in offset printing.

3. RGB

Used for most digital publications and materials (web banners, Facebook publications or website infographics). It can also be used for Microsoft Office software, such as Word, Excel and PowerPoint and for in-house digital printing.

4. HEX

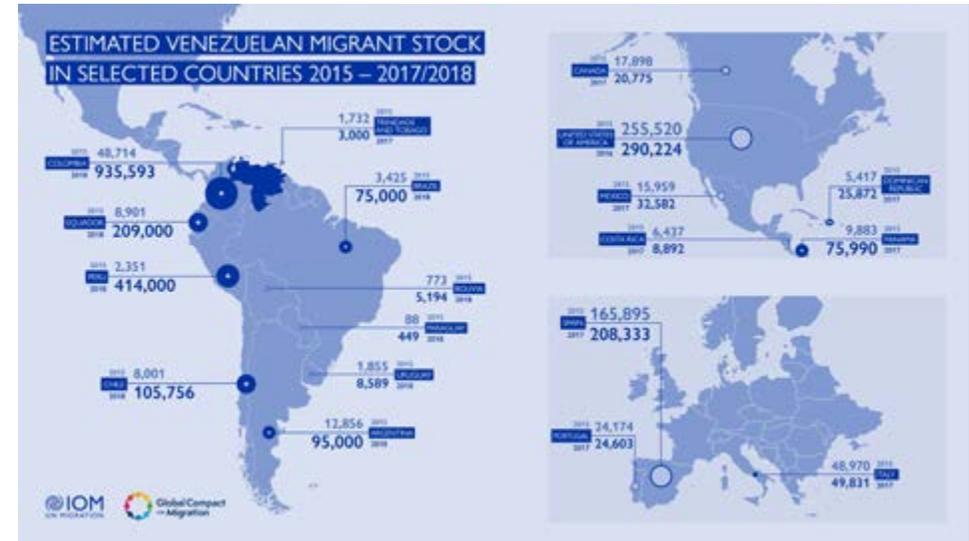
Used mostly for websites or digital platforms.

These are the graphic industry's best practices. However, as each printer has a different set-up, we advise that you request your external suppliers for print tests to check which colour code (Pantone, CMYK or RGB) will provide the best colour match with the official IOM blue, which is Pantone 286C. For digital projects, even though the colours may differ from one screen to another, please use only RGB or HEX colours.

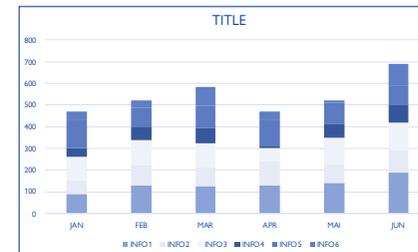
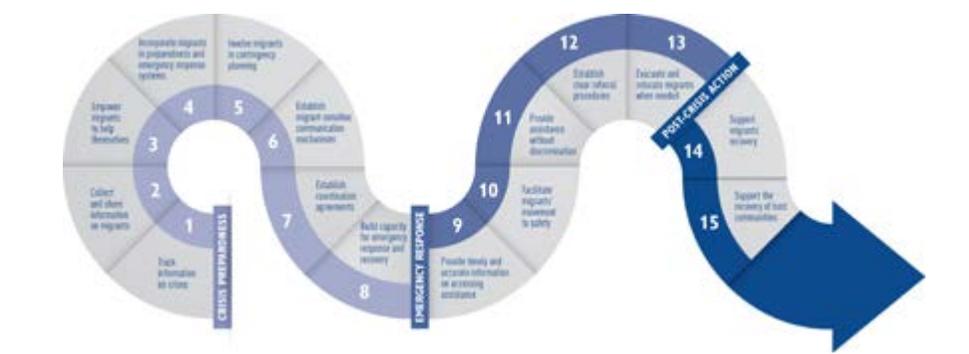
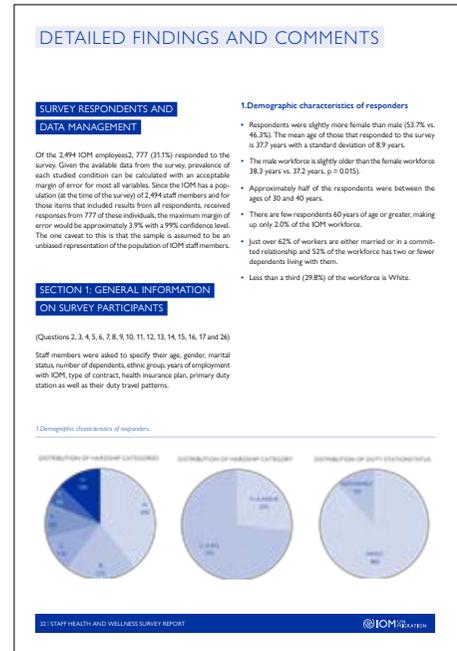
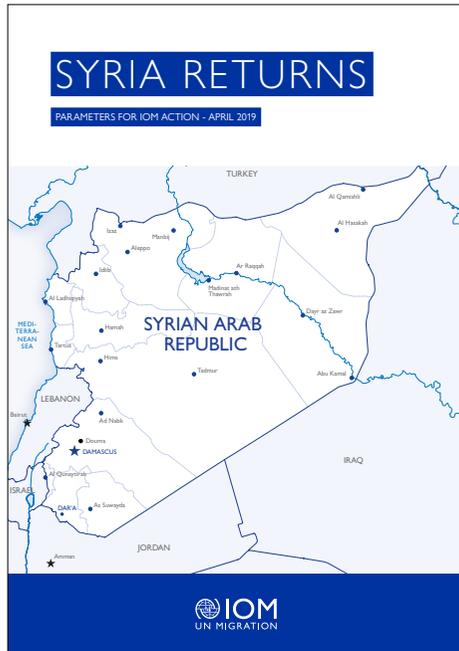


IOM COLOURS IN GRAPHS AND INFOGRAPHICS

For graphs, use the darkest colour for the latest year/smallest number and the lighter shades for highest numbers/previous years. It is not recommended to use too many full colours in graphs. Using lighter shades of the same colour makes graphs more balanced and easier to read. For text boxes, the lightest shade is recommended for the background, with the IOM dark blue being used for the text.



INFOGRAPHICS USING IOM OFFICIAL BLUE AND SHADES



Country of Arrival	1 JANUARY - 31 OCTOBER 2015		1 JANUARY - 31 OCTOBER 2016	
	Arrivals	Deaths	Arrivals	Deaths
Italy	194,201	2,847	140,981	2,930
Greece	547,776	493	527,938	493
Cyprus	38	0	19	0
Spain	0	0	0	0
Estimated Total	742,015	3,340	668,918	3,423

SECONDARY COLOURS

The IOM secondary colours should always be used in association with the IOM primary blue. Do not use more than one secondary colour at a time.

The secondary colour must occupy less space than the IOM blue.

The five colours shown here are the official IOM secondary colours.

A secondary colour may only be used as the main colour for interagency projects.

IOM SECONDARY COLOURS

LIGHT BLUE (UN BLUE)
 RGB 91/146/229
 #418FDE
 CMYK 68/34/0/0
 PANTONE 279C

YELLOW
 RGB 255/184/28
 #FFB81C
 CMYK 0/31/98/0
 PANTONE 1235C

MINT GREEN
 RGB 92/184/178
 #5CB8B2
 CMYK 54/0/27/0
 PANTONE 7472C

ORANGE
 RGB 255/103/31
 #FF671F
 CMYK 0/70/100/0
 PANTONE 165C

RED
 RGB 210/38/48
 #D22630
 CMYK 0/96/93/2
 PANTONE 1795C

IOM SECONDARY COLOUR SHADES

RGB 132/173/236	RGB 173/201/242
RGB 206/222/247	RGB 230/239/251

RGB 255/202/85	RGB 255/220/142
RGB 255/234/187	RGB 255/244/221

RGB 133/202/197	RGB 174/220/217
RGB 206/234/232	RGB 231/244/243

RGB 255/141/87	RGB 255/179/143
RGB 255/209/188	RGB 255/232/221

RGB 221/92/100	RGB 233/147/152
RGB 242/190/193	RGB 248/222/224



JOIN IOM 2020 DIVERSITY INTERNSHIP PROGRAMME!

New Books Added to the GSAC Digital Library!

NEW!

Now available in the IOM eLibrary

GSAC

IOM TRANSITION AND RECOVERY DIVISION (TRD)

DEPARTMENT OF OPERATIONS AND EMERGENCIES (DOE)

The Sustainable Return & Reintegration Programme assisted 77 returnees (most of them living in DRC) with professional training (handsewing, welding, painting, carpentry, knitting). The training took place from February 2015 to July 2016.

PROGRAMME OVERVIEW

The effects of natural hazard and conflict-induced crises have grown in scale and scope globally in recent years. International efforts have increasingly turned to preventative measures, and solutions, as well as immediate engagement as crises arise while simultaneously maintaining longer-term commitments in existing, and growing numbers of, protracted crisis situations. IOM recognizes that well-managed migration contributes to safeguarding individual agency in making life-saving decisions amidst humanitarian crises and contributes to longer-term development. As part of its global mandate on mobility and migration, IOM has developed institutional capacity in Transition and Recovery programming that uses **development-principled approaches** to comprehensively address root causes driving forced and irregular displacement.

The Organization's development- principled programming in crisis, protracted and fragile contexts rests on three primary pillars informing its longer- term trajectory planning and programming:

- To foster local and national ownership;
- To provide transitional solutions to reduce longer- term socio- economic, political and environmental impacts that contribute to forced and irregular migration and which inhibit return and reintegration;
- To build resilience.

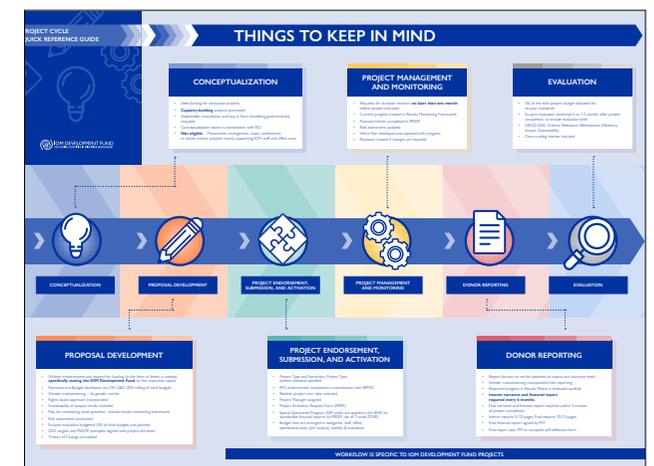
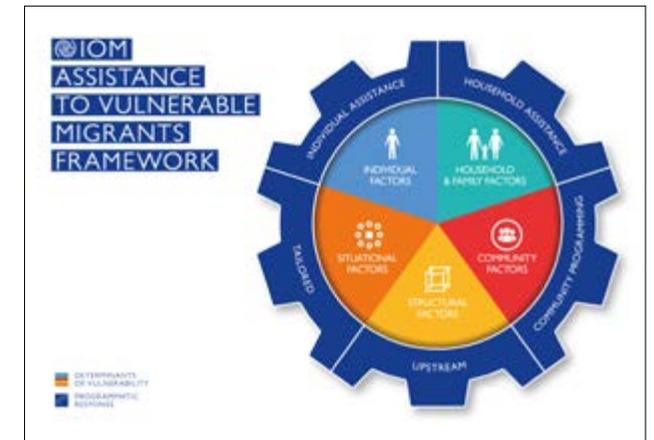
Recognizing that preventing and addressing the root causes of forced migration is as pressing as immediate humanitarian support in resolving the negative effects of crises, IOM's locally-driven and contextualized portfolio of longer-term development- principled activities often begin in parallel to humanitarian efforts to assist displaced populations. In this way, IOM seeks to empower affected populations to take ownership of efforts to address the conditions of their displacement, thereby restoring a populations' agency to make informed mobility decisions, and reducing their vulnerability.

IOM UN MIGRATION IOM TRANSITION AND RECOVERY DIVISION (TRD)

IOM MIGRATION DATA STRATEGY

Informing Policy and Action on Migration, Mobility and Displacement: 2020 | 2025

IOM UN MIGRATION



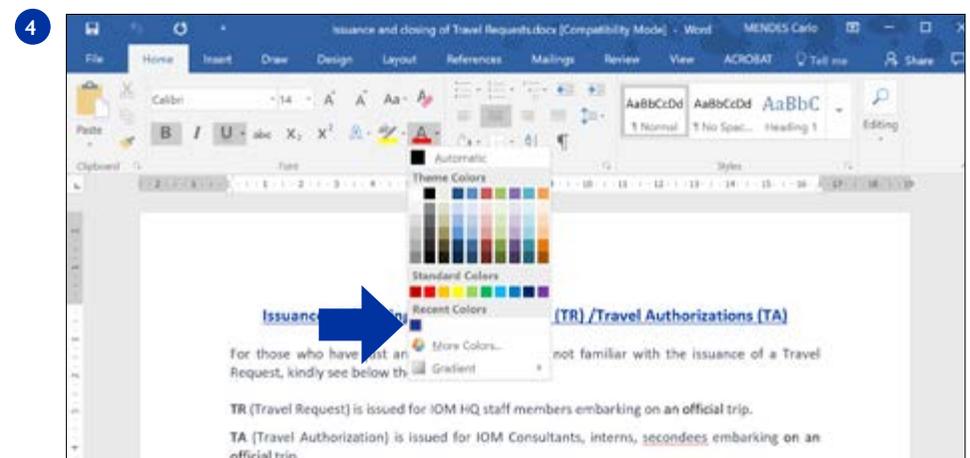
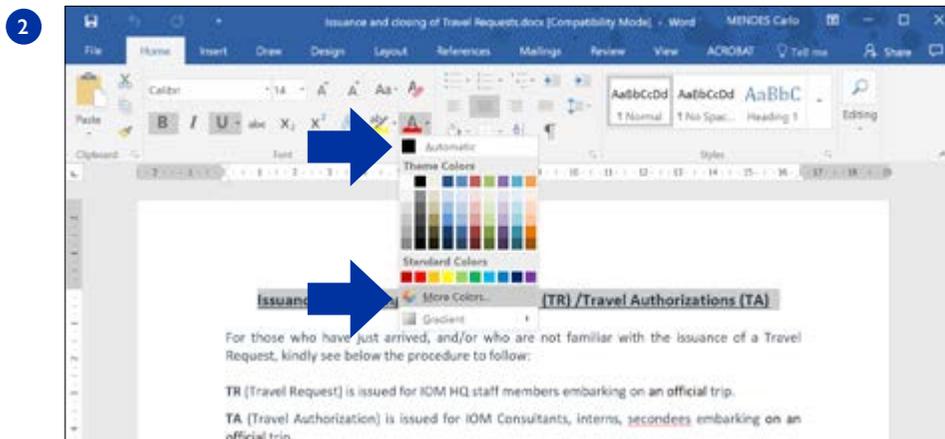
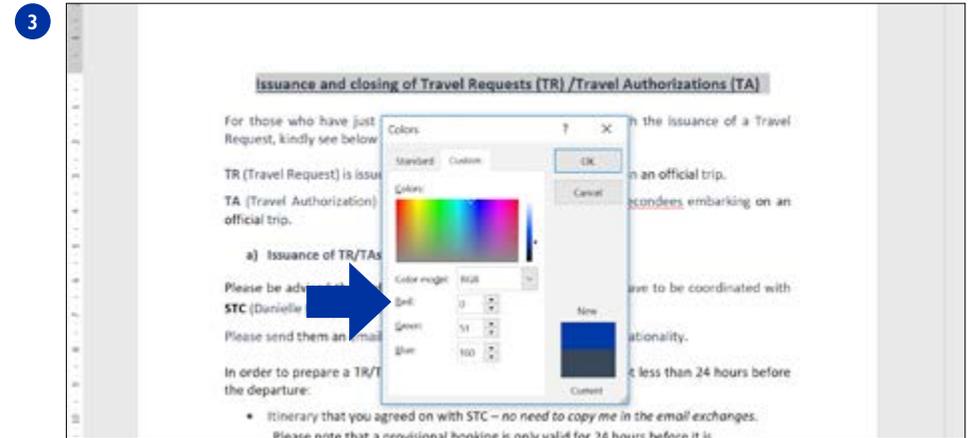
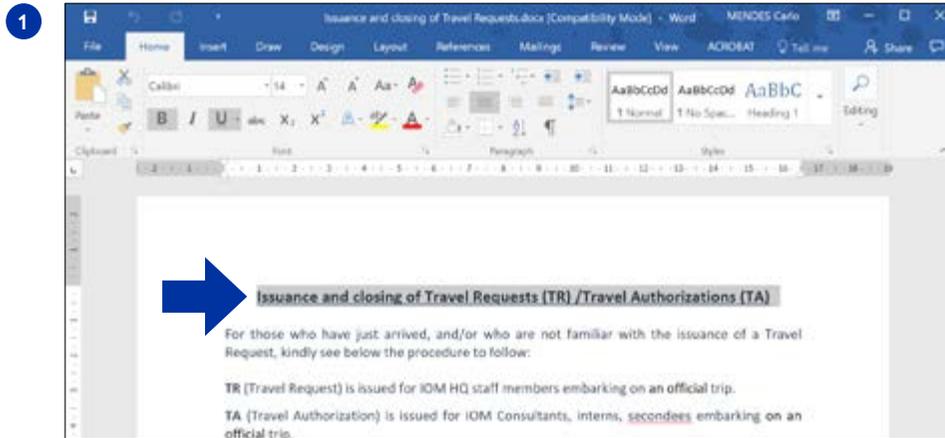
CUSTOM COLOUR SET-UP

To set up custom colours in Word, or in other Microsoft Office software, follow steps 1 to 4.

Open your document, then:

1. Select the text or element to which you would like to apply the colour.
2. Open the colour drop-down menu and click “More Colours”.

3. Fill in the RGB (Red, Green, Blue) colour fields with the codes provided in these guidelines and click “OK”.
4. The colour you created will automatically be added to the “Recent Colours”. Use this option to select the colour again when working on the same document.



SAFE RETURN SAFE

a camp for displaced people in northern Iraq, residents drew attention to safety hazards through social media. Their comments and concerns spawned a campaign and other measures aimed at reducing safety and saving lives.

two Almasi* sisters watched as their parents and other displaced people near Mosul in northern Iraq. One of the items they received upon arrival was a box of water droplets. Their mother asked them to make a sticker of water droplets on their box with an image of water. The other on their kerosene can so that the two would not get mixed up.

that task, their mother gave them a box with illustrations of extinguishing fires in and around their home.

materials were in response to a growing number of preventable fires inside the crowded camps.

IOM team also used the feedback to work with other agencies and staff to launch an awareness campaign. As part of the campaign, television and social media channels. USB drives with video files were shared with partner agencies at displacement sites.

The materials have been widely distributed to more agencies and requests for the camps are set up in order to reduce incidents reducing sign

“When people are in a project of non-based camps as information

TYPOGRAPHY

PRIMARY TYPEFACE

Gill Sans Nova Light

Gill Sans Nova Book

Gill Sans Nova Semibold

Gill Sans Nova is the IOM logo and primary typeface and should be used for the Organization's visibility materials and external communications. (This does not include the Organization's administrative documents – see p. 37). Fonts other than Gill Sans Nova can be used on digital platforms such as websites (Open Sans), for emails (Calibri) and on social media platforms (Open Sans).



BODY TEXT AND MAIN TITLES

GILL SANS NOVA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@±“#Ç[]|{}≠+”*ç%&/()=?!\$

GILL SANS NOVA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@±“#Ç[]|{}≠+”*ç%&/()=?!\$

FIRST- AND SECOND-LEVEL HEADINGS AND CALL-OUT TEXT

GILL SANS NOVA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@±“#Ç[]|{}≠+”*ç%&/()=?!\$

GILL SANS NOVA BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@±“#Ç[]|{}≠+”*ç%&/()=?!\$

FOR INTRODUCTIONS AND TEXT BOXES

GILL SANS NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@±“#Ç[]|{}≠+”*ç%&/()=?!\$

GILL SANS NOVA SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@±“#Ç[]|{}≠+”*ç%&/()=?!\$

PRIMARY TYPEFACE IN USE

The recommended font size for the body text is between 10 and 11 pt for Gill Sans Nova, Open Sans, and Calibri. For smaller publications, such as A5 or A6, the font size can be reduced to 9 pt. The smallest readable font size is 6 pt for normal text (small caps) and 5 pt for text in all caps.

The recommended leading (space between lines) is 1.3/13 pt for body text in 10 pt or 1.3/14 pts for body text in 11 pts, and 1.1/22pt for titles.

MAIN TITLE

An alternative option for titles (similar to the “text over image” style: see p. 44) is to use the lightest shade of IOM blue for the block of colour (RGB 233/235/246) and IOM blue for the text.

This alternative should be used only when working with Adobe Suite software; it is not recommended for use in Word.

MAIN TITLE

[introduction] commodo blandit blandit. Curabitur facilisis odio eget nunc aliquet, sed auctor augue tempus. Aliquam erat volutpat. Curabitur iaculis tortor vel vulputate.

FIRST-LEVEL HEADING

Elit bibendum fend lobortis ultriciespretium luctus dolor. Sed pretium ademer [call-out text] turpis eleifend lobortis. luctus dolorturpis eleifend loborti sltriciespretium luctus dolor. turpis eleifend

[second-level heading] Eleifend

[body text] turpis eleifend lobortis ultricies. Sed pretium luctus dolor, eget consectetur elit bibendum fend lobortis ultriciespretium luctus dolor. turpis eleifend lobortis ultricies. Sed pretium luctus dolor. Cras id est ligula. Nam tincidunt pharetra metus ultrices.

[body text italic] fringilla massa, vel fringilla dui suscipit sit amet. Nam non porta turpis. Cras id est ligula. Nam tincidunt pharetra metus ultrices. Suspendisse potenti neque ligula.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In non feugiat ante. Nulla sed aliquet nibh, vel venenatis magna. Sed commodo

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In non feugiat ante. Nulla sed aliquet nibh, vel venenatis magna. Sed commodo

MIN. 3 MM MARGINS INSIDE TEXT BOXES ARE RECOMMENDED

MAIN TITLE (20 pt, leading 1.1/22 pt)
Gill Sans Nova Light, all caps

INTRODUCTION (10/11 pt, leading 1.3/13 pt or 1.3/14 pt)
Gill Sans Nova Semibold, same size as the body text, official IOM blue

FIRST-LEVEL HEADING (10/11 pt, leading 1.3/13 pt or 1.3/14 pt)
Gill Sans Nova Book, all caps, same size as the body text, official IOM blue

CALL-OUT TEXT (10/11 pt, leading 1.3/13 pt or 1.3/14 pt)
Gill Sans Nova Light or Book, same size as the body text, official IOM blue

SECOND-LEVEL HEADING (10/11 pt, leading 1.3/13 pt or 1.3/14 pt)
Gill Sans Nova Book, same size as the body text, no space between heading and text, official IOM blue

BODY TEXT (10/11 pt, leading 1.3/13 pt or 1.3/14 p)
Gill Sans Nova Light or Book, recommended size for the body text is 10/11 pt

BODY TEXT ITALIC (10/11 pt, leading 1.3/13 pt or 1.3/14 pt)
Gill Sans Nova Light italic or Book italic, same size as the body text

LIGHT BLUE TEXT BOX (10/11 pt, leading 1.3/13 pt or 1.3/14 pt)
Gill Sans Nova Book, same size as the body text, box background in IOM blue in the lightest shade (RGB 233/235/246), font in IOM dark blue (RGB 0/51/160)

DARK BLUE TEXT BOX (10/11 pt, leading 1.3/13 pt or 1.3/14 pt)
Gill Sans Nova Semibold, same size as the body text, box background in IOM dark blue (RGB 0/51/160), font in white

EXAMPLES OF LAYOUT
FOLLOWING THE TYPOGRAPHY
GUIDELINES (2/2)

FRAMEWORK

PRINCIPLES OF ENGAGEMENT

- 1. Primary responsibility of States**
States hold the primary responsibility for protecting the rights of those displaced and addressing internal displacement within their jurisdiction. In this regard, IOM supports national and local authorities, upon their request, to prepare for, respond to and resolve displacement through advisory services, technical cooperation and the direct delivery of assistance.
- 2. Grounded in prevailing principles, policies, and practices**
IOM programmes and activities on internal displacement are developed in accord with its policies and frameworks and take into account humanitarian principles; adopt a rights-based approach reflecting actual and documented needs; mainstream protection and gender aspects; ensure accountability to affected populations; and are in line with prevailing normative and legal frameworks, including international human rights law, international humanitarian law, the Guiding Principles on Internal Displacement and relevant IASC-endorsed standards and practices, such as the IASC Protection Policy.⁷
- 3. People-centred**
IOM delivers people-centred assistance to all those affected by internal displacement, further supporting the resilience and self-reliance of IDPs as a way of upholding their dignity and fostering their empowerment and participation in the decisions that affect their lives.

PRINCIPLES OF ENGAGEMENT AT A GLANCE

1. PRIMARY RESPONSIBILITY OF STATES
2. GROUNDED IN PREVAILING PRINCIPLES, POLICIES, AND PRACTICES
3. PEOPLE-CENTRED

COMMITMENTS

- 1. Human dignity and well-being of all mobile populations**
IOM is committed to the principle that humane and orderly migration benefits migrants and society. It acts with its partners in the international community to assist in meeting the operational challenges of migration, encourage social and economic development through migration, advance understanding of mobility issues, work towards effective respect for the human rights of migrants and uphold the human dignity and well-being of all mobile populations, which includes IDPs.

COMMITMENTS AT A GLANCE

1. HUMAN DIGNITY AND WELL-BEING OF ALL MOBILE POPULATIONS
2. INCLUSIVE SCOPE OF COVERAGE
3. PROXIMATE AND COST EFFECTIVE OPERATING MODEL
4. INSTITUTIONAL STRENGTH AND TRANSPARENCY

⁷ See: Agency Standing Committee Policy on Protection in Humanitarian Action (2016)

IOM INTERNATIONAL ORGANIZATION FOR MIGRATION

FRAMEWORK FOR ADDRESSING INTERNAL DISPLACEMENT 2017 | 10

« J'ÉTAIS TRÈS JEUNE ET J'EN ME RAPPELLE PAS VRAIMENT. VERS L'ÂGE DE 3 ANS, J'AI COMMENCÉ À AVOIR DES PROBLÈMES À MARCHER. IL M'EST DIT QUE C'ÉTAIT LA POLIO »



ROCK BOULI

LEADER D'UNE ASSOCIATION LOCALE POUR LES PERSONNES AVEC UN HANDICAP. DIPLÔMÉ EN ÉCONOMIE QUI PROMUEV LA COHÉSION SOCIALE

« Pendant les crises, la ville de Boda était déserte. Il n'y avait personne qui se baladait. Pour traverser la route principale, on devait courir car on pouvait facilement se faire tirer dessus. Parfois on devait se cacher dans la forêt Ngonda. J'y ai passé de nombreuses nuits avec mes enfants qui dormaient sous la pluie. Les gens ne se faisaient pas confiance, certains ont été accusés d'être des traîtres, des espions transmettant des informations; je l'ai vu de mes propres yeux. Un jour, ils ont accusé une femme de trahison. Ils l'ont traînée sur le sol, lui ont jeté de la paille dessus et ont mis le feu. »

Avec le projet SIRIRI et d'autres initiatives, la communication et l'interaction entre les communautés s'est améliorée et a brisé les barrières de la méfiance créée pendant la crise. Le projet SIRIRI nous apporte également un soutien économique. Nous pouvons commencer un petit commerce, payer les frais d'école, acheter de la nourriture et des médicaments, les filles peuvent acheter des piles robotés. Nous devons essayer de laisser le passé dans le passé, se pardonner mutuellement et regarder vers le futur, unis. »

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BANGLADESH PROJECT TYPE: CAMP MANAGEMENT | FEEDBACK CHANNEL: COMMUNITY MEETINGS, FACE-TO-FACE COMMUNICATION

COMFORT COMES WITH COMMUNICATION

Survivors of gender-based violence (GBV) are all too often reluctant to talk about their experiences and find help. In Bangladesh, IOM is reaching out to vulnerable communities at displacement sites, and ensuring that trained and trusted female counselors are available for women who are ready to seek assistance.

When Aung* fled Myanmar, she never imagined that she would encounter violence on the road to safety. She later would cross the border into Bangladesh with thousands of other undocumented Myanmar nationals, register with IOM staff and find shelter in a makeshift settlement in central Dhaka District.

Several weeks after arriving, Aung went to a medical screening. But when asked by a male doctor about health problems, she felt too uneasy and scared to tell him about the violence she had recently suffered. She said nothing.

Sometime after, an IOM community engagement officer attended a meeting at the site and invited people to talk about their experiences. After the meeting she approached Aung, and away from others, Aung retold the story of her journey to the settlement. As she began to feel comfortable with the officer, Aung talked more openly about the pain she had experienced along the way. Realizing that Aung had been a victim of gender-based violence and was suffering from physical and mental trauma, the officer encouraged her to speak with IOM's on-site GBV team.

Aung agreed and was later seen by a comforting female doctor who assured her that she would be taken care of. Though this doctor also asked her many questions, Aung felt calm and safe enough to answer candidly this time and conveyed that sentiment to the IOM GBV team.

For IOM Bangladesh, Aung's situation reinforced the need to ensure that safe spaces, psychological support and nurturing and trustworthy specialists are available for GBV survivors and other vulnerable populations. The team has since stepped up efforts to ensure that victims of violence feel safe enough to seek help. They employ a trained counselor on their GBV team and the mission's community engagement officers regularly reach out to women's groups within settlements to identify GBV victims who might have been missed during initial medical screenings.



*NAME HAS BEEN CHANGED TO PROTECT IDENTITY

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SYSTEM TYPEFACE

Calibri Light

Calibri Regular

Calibri Bold

If the primary typeface is not available, Calibri can be used as an alternative. Calibri is available on most computers and provides a sans serif typeface that can be used instead of Gill Sans Nova.

The Calibri typeface is used in the following cases:

- For most official communications and administrative documents (e.g. letters, notes verbales, contracts, governing body documents)
- For emails
- For desktop applications, including Microsoft Word, Excel, PowerPoint and Publisher
- For online platforms (when Open Sans is unavailable)
- By users who do not have professional design software
- In publications when Gill Sans Nova is unavailable or not suitable for technical reasons

BODY TEXT AND MAIN TITLES

CALIBRI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@±“#ç[]|{}≠+”*ç%&/()=?!\$

CALIBRI LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890@±“#ç[]|{}≠+”*ç%&/()=?!\$*

FIRST- AND SECOND-LEVEL HEADINGS AND CALL-OUT TEXT

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@±“#ç[]|{}≠+”*ç%&/()=?!\$

CALIBRI REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890@±“#ç[]|{}≠+”*ç%&/()=?!\$*

INTRODUCTIONS AND TEXT BOXES

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@±“#ç[]|{}≠+”*ç%&/()=?!\$

CALIBRI BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@±“#ç[]|{}≠+”*ç%&/()=?!\$

SYSTEM TYPEFACE IN USE

(WHEN THE PRIMARY TYPEFACE IS NOT AVAILABLE)

The recommended font size for the body text is 11 pt for Calibri. For smaller publications, such as A5 or A6, the font size can be reduced to 10 pt. The smallest readable font size is 7 pt for normal text (small caps) and 6 pt for text in all caps.

The recommended leading (space between lines) is 1.2/13 pt for body text and 1.1/22 pt for titles.

MAIN TITLE

MAIN TITLE (22 pt, leading 1.1/24 pt)
Calibri Light, all caps, twice the size of the body text

[introduction] commodo blandit blandit. Curabitur facilisis odio eget nunc aliquet, sed auctor augue tempus. Aliquam erat volutpat. Curabitur iaculis tortor vel vulputate maximus.

INTRODUCTION (11 pt, leading 1.2/13 pt)
Calibri Regular, same size as the body text, official IOM blue

FIRST-LEVEL HEADING

FIRST-LEVEL HEADING (11 pt, leading 1.2/13 pt)
Calibri Regular, all caps, same size as the body text, official IOM blue

Elit bibendum fend lobortis ultriciespretium luctus dolor. Sed pretium seder [call-out text] turpis eleifend lobortis. luctus dolorturpis eleifend loborti sltriciespretium luctus dolor. turpis eleifend

CALL-OUT TEXT (11 pt, leading 1.2/13 pt)
Calibri Light, same size as the body text, official IOM blue

[second-level heading] Eleifend

SECOND-LEVEL HEADING (11 pt, leading 1.2/13 pt)
Calibri Light, same size as the body text, no space between heading and text, official IOM blue

[body text] turpis eleifend lobortis ultricies. Sed pretium luctus dolor, eget consectetur elit bibendum fend lobortis ultriciespretium luctus dolor. turpis eleifend lobortis ultricies. Sed pretium luctus dolor. Cras id est ligula. Nam tincidunt pharetra metus ultrices.

BODY TEXT (11 pt, leading 1.2/13 pt)
Calibri Light, recommended size for the body text is 11 pt

[body text italic] *fringilla massa, vel fringilla dui suscipit sit amet. Nam non porta turpis. Cras id est ligula. Nam tincidunt pharetra metus ultrices.*

BODY TEXT ITALIC (11 pt, leading 1.2/13 pt)
Calibri Light italic, same size as the body text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In non feugiat ante. Nulla sed aliquet nibh, vel venenatis magna. Sed commodo

LIGHT BLUE TEXT BOX (11 pt, leading 1.2/13 pt)
Calibri Regular, same size as the body text, box background in IOM blue in the lightest shade (RGB 233/235/246), font in IOM dark blue (RGB 0/51/160)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In non feugiat ante. Nulla sed aliquet nibh, vel venenatis magna. Sed commodo

DARK BLUE TEXT BOX (11 pt, leading 1.2/13 pt)
Calibri Regular, same size as the body text, box background in IOM dark blue (RGB 0/51/160), font in white

MIN. 3 MM MARGINS INSIDE TEXT BOXES ARE RECOMMENDED

DIGITAL TYPEFACE

Open Sans Light

Open Sans regular

Open Sans Bold

Open Sans is a free Google typeface that was developed for print, web and mobile applications. As such, Open Sans typefaces should be used for all IOM-related websites and online platforms.



BODY TEXT AND MAIN TITLES

OPEN SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@±"#Ç[]|{}≠+"*Ç%&/()=?!\$

OPEN SANS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890@±"#Ç[]|{}≠+"*Ç%&/()=?!\$*

FIRST- AND SECOND-LEVEL HEADINGS AND CALL-OUT TEXT

OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@±"#Ç[]|{}≠+"*Ç%&/()=?!\$

OPEN SANS REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890@±"#Ç[]|{}≠+"*Ç%&/()=?!\$*

INTRODUCTIONS AND TEXT BOXES

OPEN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@±"#Ç[]|{}≠+"*Ç%&/()=?!\$

OPEN SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890@±"#Ç[]|{}≠+"*Ç%&/()=?!\$*



IMAGES

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PHOTO BASICS

The images used by IOM should always convey the dignity and spirit of migrants. Images should be compelling in the stories and realities they tell. Remember that the look and feel of images inform people's perceptions of IOM – an organization that takes pride in its reliability and versatility.

COMPOSITION

When taking photos, use the viewfinder of your camera (or mobile) as your workspace. Think of the elements you need to fit in that frame to convey the message or tell the story that you wish to share. It is up to you to arrange those elements in an interesting way. Simply capturing an activity from afar is not the same as searching for a way or angle to make the image innovative and interesting. Tools to help you when considering the composition of your image include the rule of thirds, which provides a method to arrange the elements within your frame. Do not be afraid to move around and position yourself at different angles. Sometimes the most unusual angles produce the most interesting and refreshing images (1).

LOGO VISIBILITY

While it might sometimes be important for the IOM logo and donor logos to be in the images, do not frame your image around the logos – do not make them the main focus (2). Focusing on the IOM logos might narrow your approach to photography in the field. Although it might be important to show donor logos in certain activity shots, use your imagination and creativity to make sure they are in the image without being a distraction from the activity itself. Additionally, remember that, even if the images do not contain IOM logos, they will most likely be used in a publication which applies IOM branding.

BEST PRACTICES

Keep in mind the direction of the light and the time of day. As humanitarians, we often work during the daytime, meaning that we find ourselves in the field when the light is at its harshest (when the sun is high in the sky). If possible, avoid this time of day and take your photos early in the morning or late in the afternoon.

When taking photos around midday, place your subjects in the shade if possible (3). Additionally, do not forget the subject's background, as cameras will also take the brightness of the background into account. Both your subject and the immediate background should be in the shade, otherwise your subject might still be dark. When taking photos indoors, place your subject close to a window (4).

For more information about photography please access the Audiovisual section of the [MCD Shared Space](#).

1



2



3



Informed consent is required especially when conducting interviews to gather personal stories. In the field, beneficiaries must participate voluntarily and they must be informed of how and where the images will be used. If you encounter beneficiaries who are not comfortable having their picture taken or sharing their story, you must respect their wishes. There are many opportunities to meet people in the field who are willing to share their story and be photographed. Digital consent should be secured through the Community Response App ([iOS](#) and [Android](#)) or can be downloaded in Microsoft Word format (Arabic, English, French and Spanish) [HERE](#). Written forms may be used in cases where the person collecting consent does not have a smart phone required to collect Digital consent.

IOM respects the right of all migrants, especially children, to privacy and protection in all media. At-risk subjects in sensitive situations should never be identified and must be photographed creatively to convey their story while withholding their identity. If you fear that publishing certain images might cause harm or put someone at risk, do not publish them, even if the subjects have signed a consent form. Always show respect towards your subjects and portray people with dignity.

COPYRIGHT

All photos taken by IOM staff on trips funded by the Organization, using IOM equipment, and of IOM-related activities and projects, belong solely to IOM. The copyright text must be written as follows:

© IOM [year]/[Name SURNAME] or © IOM [year]

As shown in examples (5) and (6), the copyright could look as follows:

© IOM 2016/Amanda NERO or © IOM 2017

CAPTIONING

Photographs must be properly captioned, with the following information, if available:

WHAT: Provide a brief descriptive caption.

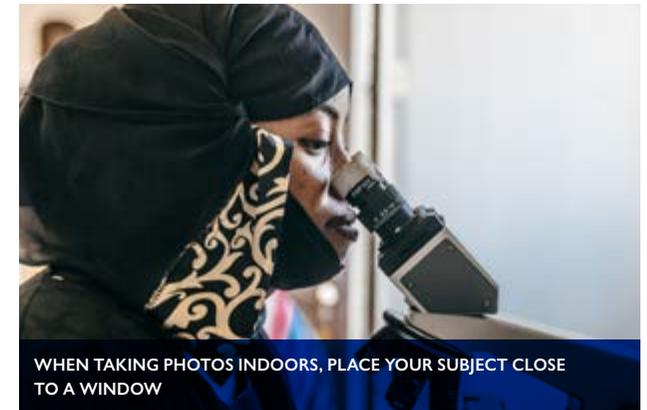
WHERE: Indicate specific locations (generic place names will suffice if this information is not known).

WHEN: Specify when the photos were taken.

WHY: Provide some context to help get a message across as to why the activities in the image are taking place.

Official IOM photos can be downloaded from the [MEDIA LIBRARY](#).

4



5



6



TEXT OVER IMAGE

When text is layered over a background image, a common problem is that the text becomes unreadable. Most pictures contain many different colours or light and dark sections. Putting white text inside blue blocks makes the words stand out and ensures the text is legible.

Make sure the image you wish to use has enough space available to place the required text, which should remain clear and big enough to read easily.

TEXT OVER IMAGE

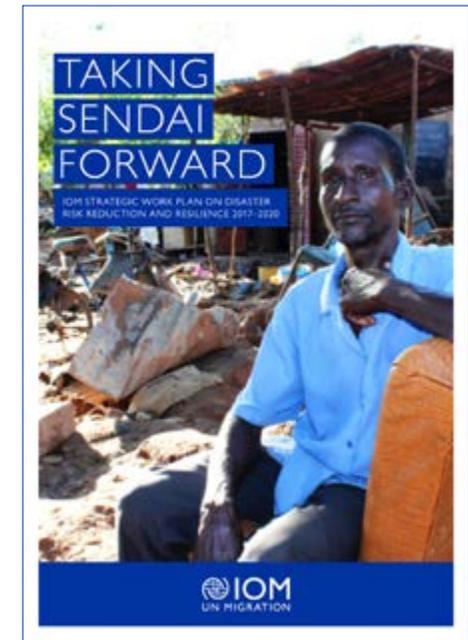
By placing blue blocks behind the text, the titles will still be legible when placed over an image.

TEXT OVER IMAGE

The spacing between the lines should be 25 per cent of the rectangle's height.

Align your text left and ensure there is enough space between the text and the edges of the blue blocks.

A single blue rectangle or square behind the text can also be used. In this case, ensure the margins inside the boxes are big enough for the text to stand out clearly, and align the text on the left.



REPORT 2
ON IOM
TO MIGR



ÉTAT DE LA MIGRATION DANS LE MONDE 2020

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PUBLICATIONS

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PUBLICATIONS

This section summarizes the different tools at hand to ensure uniformity and coherence in IOM's visual identity. It also provides a brief description and links to the various tools available.

The guidelines to be adhered to in IOM publications in English, in particular those in the Publications Layout Manual, the IOM House Style Manual and the IOM spelling list, should be shared with authors, editors and translators. This is particularly important for publications that are not processed by the Publications Unit and are produced at the local or regional level.

PUB can assist you with editing and/or layout, as well as approval of your publications. Please contact us at publications@iom.int for more information or assistance.

PUBLICATIONS LAYOUT MANUAL

The Publications Layout Manual provides guidance on the layout of publications and technical information relating to publication production. It also contains a road map of [the publications process](#) to help you plan when requiring the support provided by the Publications Unit.

IOM HOUSE STYLE MANUAL

The editorial practices and rules provided in the IOM House Style Manual are defined to establish standards that are applicable in most cases. As with all rules, exceptions may occur, in which case the rules are waived on grounds of appropriateness or common sense. The most important rule to remember is that usage should be consistent throughout a publication.

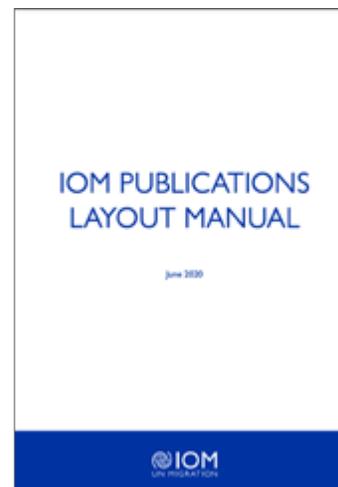
IOM SPELLING LIST

The IOM spelling list is largely based on the spelling list contained in the [United Nations Editorial Manual Online](#) and also provides spelling instructions (including on the use of initial capital letters) for IOM terminology. For words not contained in this list, the United Nations spelling list and the twelfth edition of the *Concise Oxford English Dictionary* should be used. The online version of the [Oxford Dictionary](#) (set to British and World English) is an acceptable alternative. IOM has a subscription to the [premium version](#) for users at Headquarters. Whenever alternative spellings are given in the dictionary, the first one should be used.

If you have any questions regarding this section, please contact Valerie HAGGER at vhagger@iom.int.



IOM PUBLICATIONS LAYOUT MANUAL



IOM HOUSE STYLE MANUAL



IOM SPELLING LIST



A man with short brown hair and a light beard, wearing a blue button-down shirt, is sitting at a desk and working on a laptop. He is looking down at the screen with a focused expression. The background shows a blurred office environment with a window and some greenery.

WEB, DIGITAL MEDIA AND EMAILS

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IOM BRAND ON WEB AND DIGITAL MEDIA

IOM maintains a significant online presence through its websites, online marketing tools and social media. These should also adhere to the IOM brand guidelines to maintain consistency and create a credible online image.

While various factors may determine the final visual outcome of a page, several elements, namely logo, font, colour and layout, must remain as consistent as possible.

LOGO

The aforementioned standards concerning the use of the IOM logo apply to the Organization's web platforms, whether it be a co-branded or sub-branded platform. In most cases, the official primary or secondary logos should be used.

FONT

IOM websites use Open Sans (Light and Medium as much as possible), which is a free Google typeface designed for web and mobile interfaces. It is the only font that can also be used on all IOM-related websites.

You can download the Open Sans font [HERE](#).

COLOURS

IOM web platforms should use RGB 0/51/160/HEX #0035A0 as the dominant colour. It should be offset by white or a 40 per cent grey as well as any of the secondary colours, which may be used (one at a time) in association with the primary colour. Secondary colours must cover less space than the IOM blue.

LAYOUT

Whenever possible, IOM web pages (i.e. homepage, landing page and basic pages) should follow a recommended layout.

GLOBAL/MISSION SITES

LOGO: Use the visibility logos

FONT: Use Open Sans

COLOUR: Use the IOM blue as the main colour, white, and a maximum of one secondary colour

SOCIAL MEDIA

LOGO: Use the visibility logos

FONT: Use Open Sans

COLOUR: Use the IOM blue as the main colour, white, and a maximum of one secondary colour



PROJECT/SPECIAL/CAMPAIGN SITES

LOGO: Use the official IOM logo or project logo

FONT: Use Open Sans (Light and Medium as much as possible)

COLOUR: Use the IOM official blue and secondary colours

LAYOUT: Follow a recommended layout whenever possible

Note: With regard to digital media, MCD and the Online Communications Unit (OCU) reserve the right to require that IOM branding be respected in cases where the project/campaign branding elements clash with IOM's visual identity.

STANDARD EMAILS

FONTS

To ensure your email is always displayed properly, we recommend using **Calibri Regular in 11 pt** as the default font for the body text in your email messages.

SIGNATURE

To ensure consistency and adherence to the brand guidelines, all email signatures should follow the template signature shown opposite. Calibri 11 pt bold in the official IOM blue (RGB 0/51/160) should be used for your name and the official title of your position.

Please follow the steps described in the [email signature set-up manual](#) to complete the template with your contact information.



[Name SURNAME]
[Official position title]

[Service or division, if applicable]

International Organization for Migration

[Location - Country (time zone - optional)]

T. [Office number]

M. [Mobile number]

[Skype ID - optional]

www.iom.int | [Local office website URL - optional] | [Facebook](#) (with hyperlink) | [Twitter](#) (with hyperlink)



EXAMPLE

Carlo MENDES
Brand Graphic Designer

Media and Communications Division
International Organization for Migration
Geneva – Switzerland

T. +41 22 717 93 60

M. +41 79 285 44 66

www.iom.int | [Facebook](#) | [Twitter](#)



IOM'S "70TH ANNIVERSARY" EMAIL SIGNATURE

An alternative email signature has been created for the commemoration of the Organization's 70th anniversary. It replaces the official signature from 1 January to 31 December 2021. You'll find the alternative signature as well as a tutorial to implement Outlook with it on the following [LINK](#).



TEMPLATES

IOM TEMPLATES PACKAGE

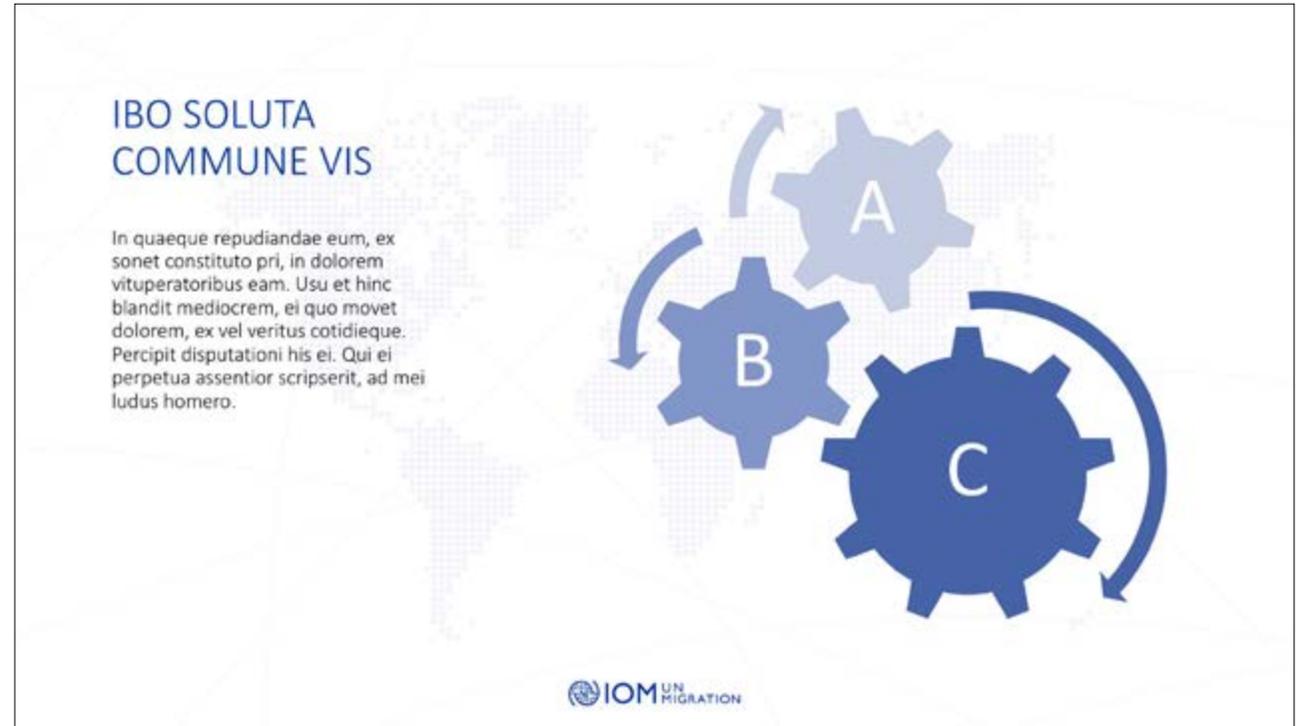
A pack of templates, for roll-up banners, brochures, leaflets, reports, infosheets, infographics, maps and some of the elements of these guidelines, is available. Owing to the limitations of Microsoft tools, templates are available in various file formats, such as Word, Publisher, InDesign and Illustrator. This template package will be regularly updated with new features.



[DOWNLOAD IOM TEMPLATE PACKAGE](#)

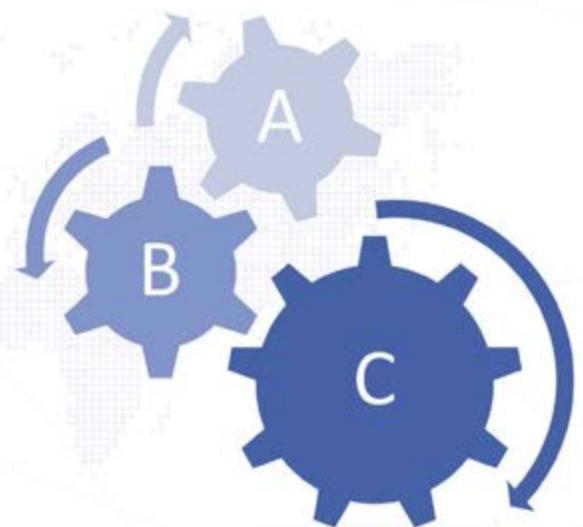
POWERPOINT TEMPLATE

A PowerPoint template has been developed as set out in the Organization's graphic charter. The template includes computer graphics, charts and master-slides in IOM's official colours.



**IBO SOLUTA
COMMUNE VIS**

In quaeque repudiandae eum, ex sonet constituto pri, in dolorem vituperatoribus eam. Usu et hinc blandit mediocrem, ei quo movet dolorem, ex vel veritus cotidieque. Percipit disputationi his ei. Qui ei perpetua assentior scripserit, ad mei ludus homero.



IOM UN MIGRATION



SED EA LUPTATUM

eritus cotidieque. Percipit disputationi his es. Qui ei perpetua assentior scripserit, ad mei ludus homero.



IOM UN MIGRATION

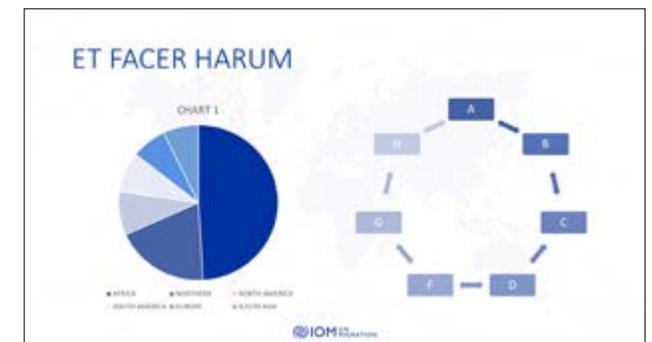


SED EA LUPTATUM

In quaeque repudiandae eum, ex sonet constituto pri, in dolorem vituperatoribus eam. Usu et hinc blandit mediocrem, ei quo movet dolorem, ex vel veritus cotidieque. Percipit disputationi his es. Qui ei perpetua assentior scripserit, ad mei ludus homero.

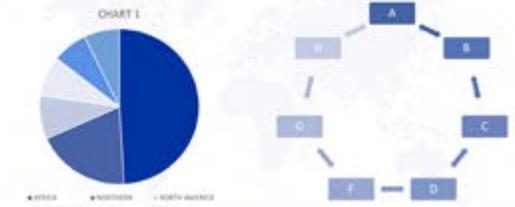


IOM UN MIGRATION



ET FACER HARUM

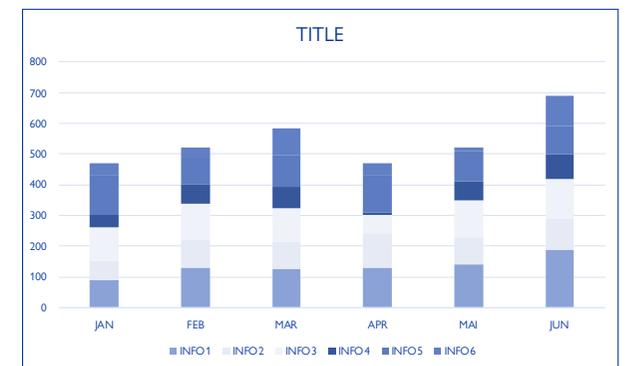
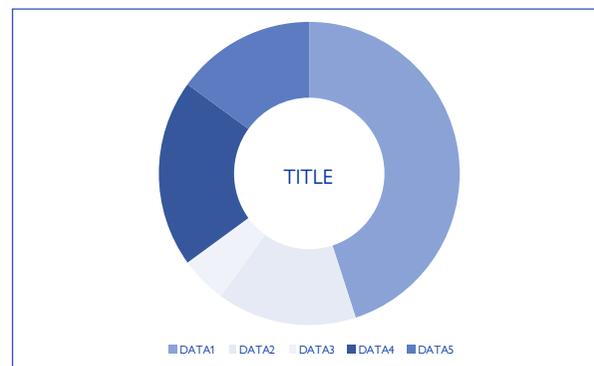
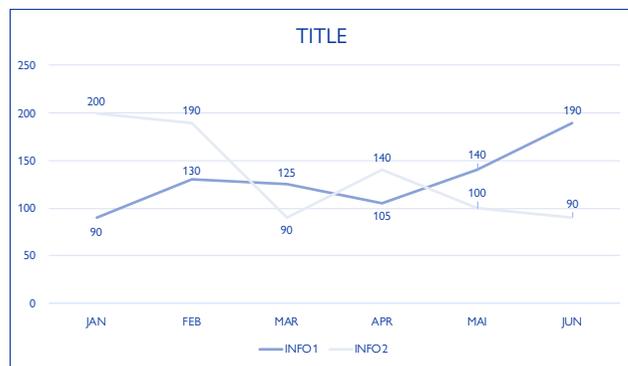
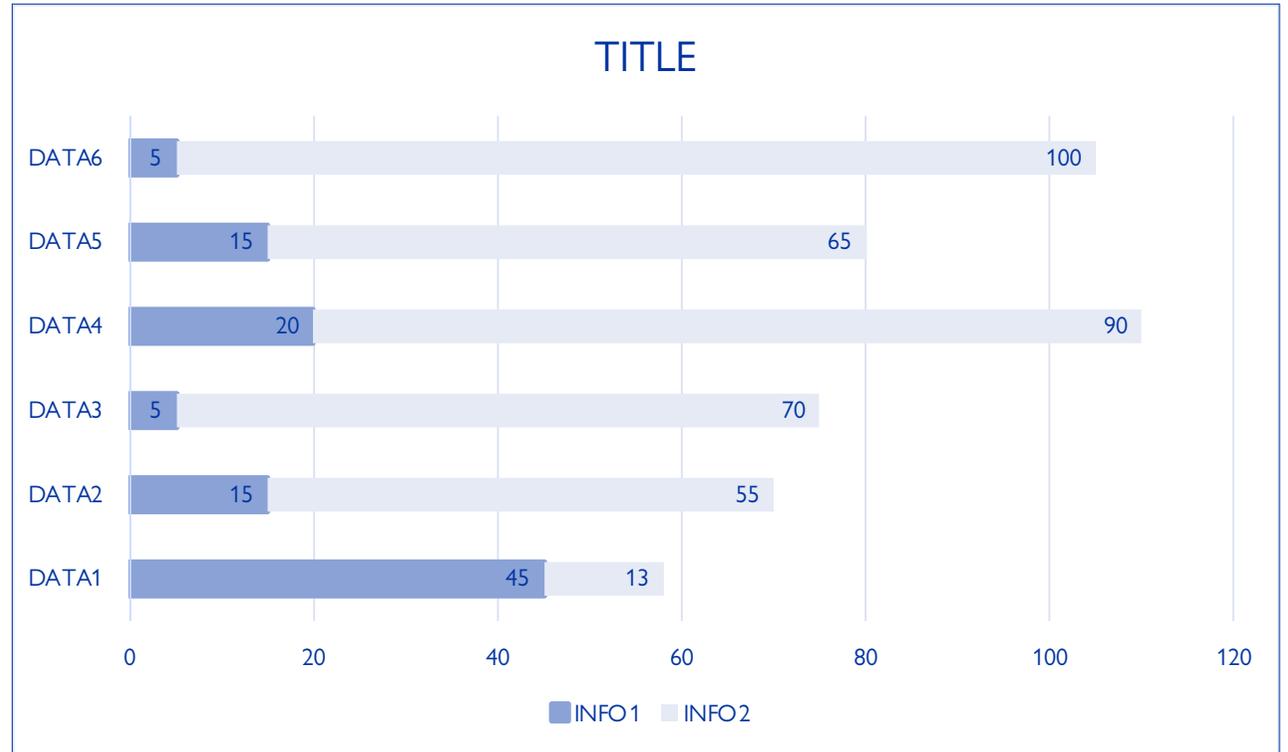
CHART 1



IOM UN MIGRATION

EXCEL CHARTS TEMPLATE

An Excel template has also been developed as set out in the Organization's graphic charter. The template includes computer graphics, charts and master-slides in IOM's official colours.



NEWSLETTER MODELS

We are pleased to introduce Mailchimp as an IOM official platform to build and send external newsletters and press releases.

MailChimp can be used free of charge for up to 2,000 registered contacts, is a simple, intuitive "campaign" platform that provides good analytics and has been in use by MCD since 2019. Content sent via MailChimp is formatted in a manner that ensures it is not automatically blacklisted and provides recipients the option to unsubscribe.

The tutorials are straight forward and MailChimp provides prompt customer service support.

TEMPLATES

Two Newsletter templates (One with multiple links, the second with a single article) and a standard Press Note template have also been developed.

Branding is consistent with the updated 2021 Brand Style Guide and the 70th Anniversary visibility efforts which will be updated in 2022.

These templates are intended primarily for use by IOM Regional and Country Offices but can be adapted for other uses after consultation and coordination with the Media and Communications Division.

BEST PRACTICES

- Creating targeted email lists, building and reviewing campaigns prior to dissemination is easy with a bit of practice.
- The more information you include in each of your email contacts, the easier it will be to target specific audiences: media, academics, donors, etc.
- Segment your audiences into different email/campaign lists – by areas of interest, themes, location, etc.
- We recommend not sending more than one Newsletter to the same audience every two weeks; monthly/quarterly is preferable to avoid users unsubscribing.
- Press releases can be sent on an as-needed basis.

INTERNAL DISTRIBUTION

Consider your internal audience very carefully. We all receive a large number of emails already so focus on the audience most likely to be interested in your Newsletter.

1. Send yourself a Final Test after all edits have been completed.
2. Forward it directly from Outlook to your mailing list.

FORMATTING ERRORS WILL OCCUR IF YOU:

- Re-edit in Outlook before sending.
- Forward a campaign that has been forwarded to you.



"EXTERNAL LINKS" NEWSLETTER TEMPLATE





FIELD MATERIAL

AND PROMOTIONAL ITEMS

FIELD EQUIPMENT

(VISIBILITY IN THE FIELD)

IOM's primary and secondary logos (see pages 6 to 13) are particularly suitable for promotional materials, as they have been specially designed to increase their legibility. They can be applied to any printing process, including embroidery.

The images shown illustrate how the logos can be positioned on various field and promotional items (next page).

A folder containing more information on field and promotional materials, is available at the following link:



Please contact brand@iom.int for more information.

Please note that the field equipment is for professional use only.



PROMOTIONAL ITEMS

(GIFTS AND MERCHANDISING)



DOWNLOAD PROMOTIONAL
ITEMS EXAMPLES

Please contact brand@iom.int for more information.





CONTACTS

QUESTIONS?

If you have questions concerning the IOM brand or the information provided in these guidelines, please contact us at brand@iom.int.

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