

THE SANREMO INSTITUTE BRAND GUIDELINES

Last Update - January 2025



Visibility Guidelines

1. Background and Mission

Organization Name: International Institute of Humanitarian Law (IIHL)

Mission Statement: IIHL is dedicated to promoting understanding and adherence to International Humanitarian Law (IHL), Refugee Law, and related fields. Through specialized training and educational initiatives, it supports knowledge dissemination for military, government, and civil society stakeholders, fostering respect for humanitarian principles globally.

Jan 2025



2. Logo Usage

Primary Logo: Use the main logo, featuring the swan icon alongside the organization's name in multiple languages for all official and external communications related to the Institute as a whole. This version emphasizes IIHL's full name and reflects its multilingual and international identity.

- **With Background:** Use this version on plain or light-colored backgrounds to ensure clarity and readability.
- **Without Background:** Use the transparent version on materials where the logo needs to overlay images or white backgrounds.
- **All-White Version:** Use the all-white logo on dark or heavily patterned backgrounds to ensure contrast and visibility.



International Institute of Humanitarian Law
Institut International de Droit Humanitaire
Istituto Internazionale di Diritto Umanitario



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Alternate Logos:

Department Logo: This version is for use in communications or materials specific to individual departments – Same rules apply.



International Institute of Humanitarian Law
Institut International de Droit Humanitaire
Istituto Internazionale di Diritto Umanitario

Department of International Refugee Law and Migration Law
Sanremo – Italy



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Institut International de Droit Humanitaire
Istituto Internazionale di Diritto Umanitario

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The swan icon in **blue** can be used independently in spaces where only a symbol is required (e.g., website favicon, social media, etc) and only on white background. This icon should maintain its color integrity and be used only in official IIHL contexts.

In addition, the **white** logo version of the swan icon can be used on dark backgrounds or in contexts where a lighter logo is needed for visibility. Both versions of the logo should be used consistently to ensure brand recognition and maintain the visual identity of the organization.



Blue

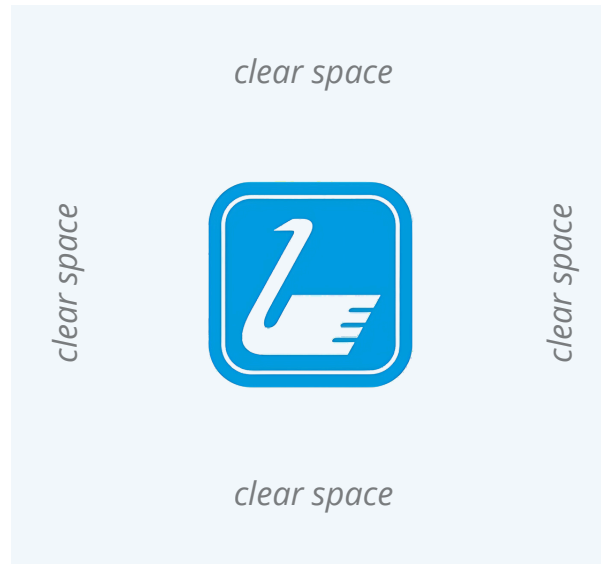


White

Proper Use

Branding Dos & Don'ts

Ensure a clear space equal to the height of the swan icon around all logos to maintain visibility.

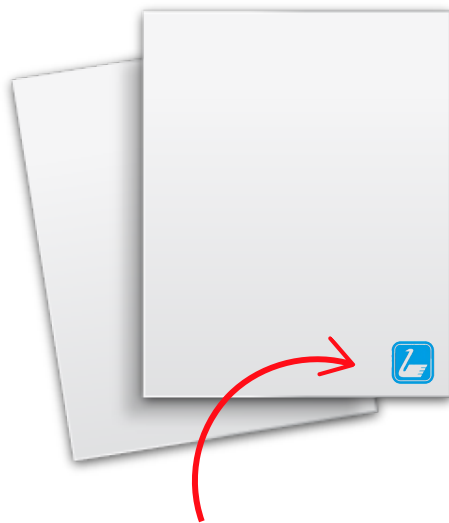
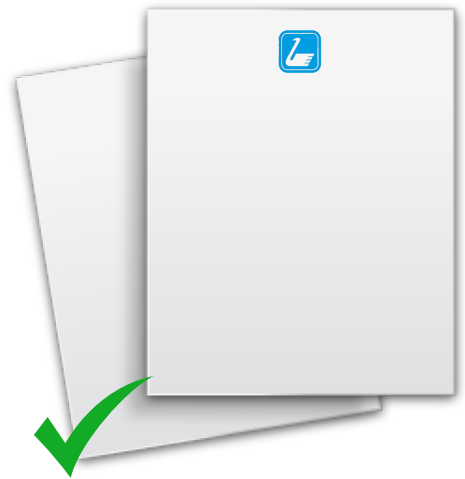
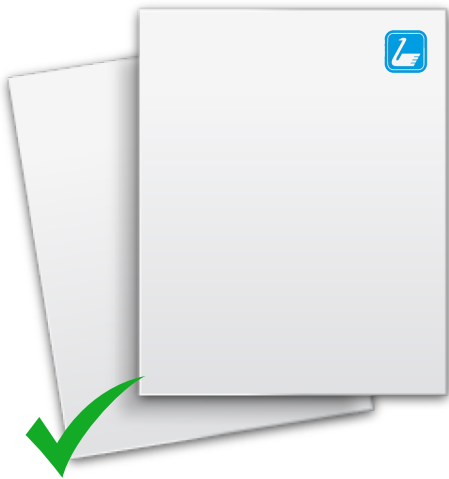
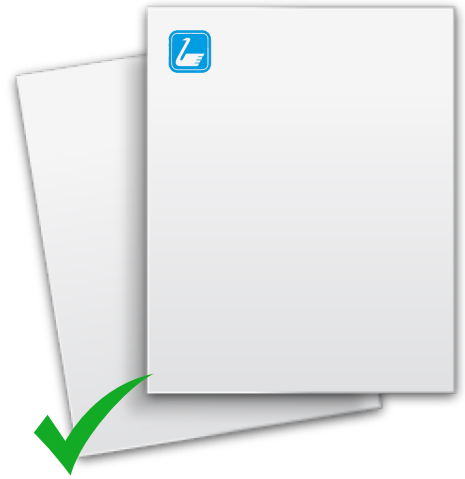


Minimum Size: For legibility, avoid using any logo smaller than 0.7 inch.



avoid using an overly large logo, particularly on documents. The logo should be sized appropriately to complement, rather than dominate, the content.





Not recommended
unless necessary



DO NOT change the color.
Use colors in the palette.



DO NOT rotate the logo.



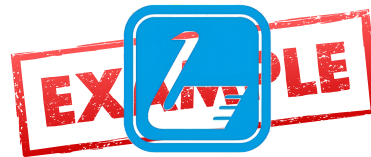
DO NOT crop the logo.



DO NOT use opacity
unless necessary.



DO NOT add shadows
or effect.



DO NOT put over other
illustration or text.

IIHL LOGOS NO LONGER IN USE



~~International Institute of Humanitarian Law - Sanremo, Italy
Department of International Refugee Law and Migration Law~~

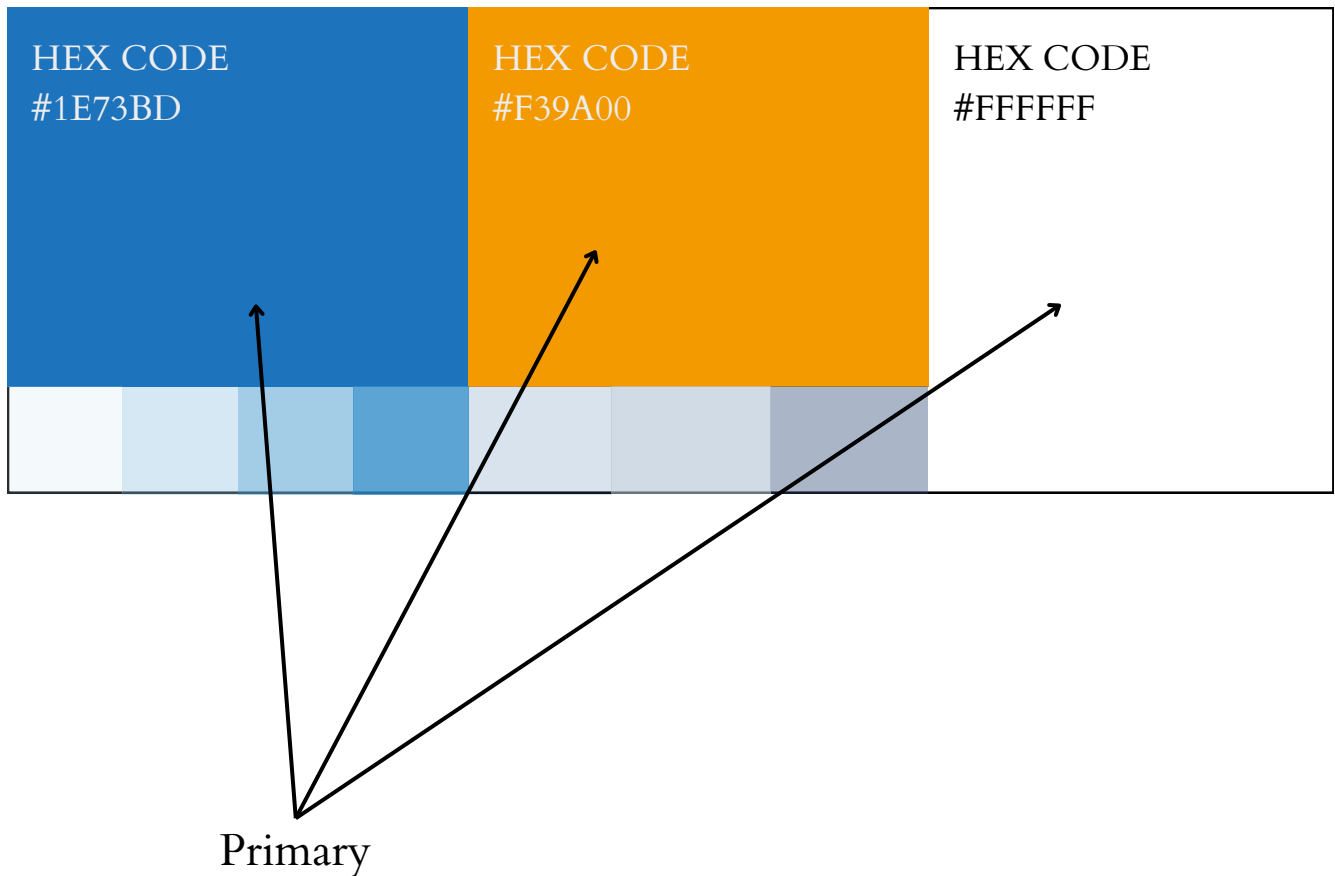


~~International Institute of Humanitarian Law
Institut International de Droit Humanitaire
Istituto Internazionale di Diritto Umanitario~~



Color Palette

The Proper Hex Codes



AVOID USING #F39A00 OR ANY OF THE SECONDARY COLORS IN ANY TEXT

~~Text~~

- Ensure text over colored backgrounds meets accessibility standards (e.g., sufficient contrast for readability).

Do Not:

- Combine colors in ways that reduce legibility or visual clarity.
- Use unapproved colors in any official communications.

Typography

Basic Principles

Lora  PRIMARY FONT

Primary fonts are designated for titles, main headings, and other prominent text elements. They should be used to establish a clear hierarchy and draw attention to key sections of content.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Online Course
on Statelessness

Typography

Basic Principles

Cardo



SECONDARY FONT

Secondary fonts are intended for body text, captions, and supporting content. They ensure readability and complement the primary fonts without overpowering the main headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The courses on Statelessness respond to the need of increased knowledge and capacity to prevent, reduce and resolve statelessness and to protect stateless persons worldwide.

Typography

Basic Principles

Avoid Overuse of **Bold** or *Italics*

- Reserve bold for emphasizing key points or important calls to action.
- Use italics sparingly for emphasis, quotes, or unique terms, to avoid clutter.

Accessibility Considerations

- Ensure a high contrast between text and background colors (e.g., dark text on a light background) to improve legibility for all audiences, including those with visual impairments.

Partners and Donors

Basic Guidelines

The IIHL logo should be given primary placement and visibility in publications, presentations, or other materials under the following conditions:

- IIHL is the lead organization on the project.
- IIHL is the exclusive producer or sponsor of the project or activity.
- IIHL oversees the design and production of the material.



Ensure adequate **space** between the IIHL logo and any partner or donor logos to maintain visual clarity and brand integrity. There should be a minimum **buffer zone** around the IIHL logo equivalent to the height of the logo itself. This space helps avoid crowding and ensures each logo is distinctly visible.

- When IIHL is a secondary partner or contributor, place the IIHL logo in a supportive role, typically below or after the main partner's logo.

Logo on Photos

Basic Principles





When using the IHL logo on images, it should be positioned in a way that maintains visibility without detracting from the main visual elements. The logo should not be placed in the top right or top left corners, as this can disrupt the focus of the image. Instead, it should be positioned in the bottom right or bottom left corner with a clear margin to ensure it is easily visible yet unobtrusive. For better contrast and visibility, the white version of the logo is recommended on photos, as it generally stands out more effectively than the blue version.

Logo on Portrait

Basic Principles



When applying the IIHL logo on portrait-oriented images, it should be positioned thoughtfully to avoid distracting from the subject. The logo should not appear in the top right or top left corners, as this can interfere with the main focal points of the portrait. Instead, position the logo in the bottom right or bottom left corner with sufficient margin to ensure it remains visible without overpowering the image. For portrait images, the white version of the logo is preferred, as it typically provides better contrast and visibility over the blue version.

When using the full-name version of the IIHL logo, the transparent background version can be used if it provides sufficient readability. However, if the logo is not clearly visible on the image, switch to the white-background version to ensure the text remains legible and the brand is easily recognizable.



These visibility guidelines are designed to maintain a consistent and professional representation of the IIHL brand across all materials. By following these standards, we ensure that IIHL's identity remains clear, recognizable, and aligned with our mission. Adhering to these guidelines helps us strengthen our brand presence and build cohesive and impactful communications.

QUESTIONS?

If you have questions concerning the IHL brand or the information provided in these guidelines, or if you wish to access the logos, please contact our Communications Associate, Mohamed Tharwat, at mohamed.tharwat@iihl.org

