

IFC Brand Guidelines

NOVEMBER 2024

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1. INTRODUCTION



Who We Are

The International Finance Corporation (IFC) improves the lives of people in developing countries by investing in private sector growth. IFC—a member of the World Bank Group—is the largest global development institution focused on the private sector in emerging markets.

OUR MISSION

For more than 65 years, we’ve leveraged the power of the private sector for global good. Today, we’re using that experience to transform ideas into investments for green growth, inclusive jobs, and impactful projects, with unmatched delivery at scale, climate leadership, and pioneering market development, IFC invests to create a world free of poverty on a livable planet.

NOTE: All IFC publications must use the official “About IFC” boilerplate description and copyright/disclaimer language (see p. 46)

THE PURPOSE OF BRAND GUIDELINES

The guidance in this book is intended to help all staff, vendors, clients, and partner organizations express the essence of IFC’s work clearly and consistently across all channels. It builds on earlier guidelines issued in 2017, updating practices for the presentation of IFC’s global brand and establishing principles to be applied to all IFC communications products.

All content and material carrying the IFC logo must comply with these guidelines, creating a consistent and recognizable public perception of IFC’s visual identity.

The World Bank Group

With 189 member countries, staff from more than 170 countries, and offices in over 130 locations, the World Bank Group is a unique global partnership: five institutions working for sustainable solutions that reduce poverty and build shared prosperity in developing countries.

MISSION

To end extreme poverty and boost prosperity on a livable planet.

Five Institutions, One Group

The World Bank Group is one of the world's largest sources of funding and knowledge for developing countries. Its five institutions share a commitment to reducing poverty, increasing shared prosperity, and promoting sustainable development.



The IFC Brand

It begins with our logo.

The logo establishes IFC's affiliation with the World Bank Group, whose member institutions use the dynamic blue globe expressing energy and optimism.

The strength of IFC's brand identity has been built over more than 65 years of successful operations, representing a trusted World Bank Group “stamp of approval” applied to innovative private sector solutions in emerging and developing economies.



The IFC Brand within the World Bank Group

IFC’s logo uses the colors and globe of the World Bank Group logo to show consistency with the overarching parent brand; however the logo identifies itself with its size, wording, and fonts for “IFC” and “International Finance Corporation.”

IFC Tagline
The tagline “Creating Markets, Creating Opportunities” may be used in the logo as needed but is not required. No other corporate taglines may be used.

Logo Fonts
The World Bank Group logo uses Andes font. This font is only used in the words “World Bank Group” in the IFC logo.

IFC LOGOS



TAGLINE (LIMITED-USE ONLY)



WORLD BANK GROUP LOGO



Logos Presented Together

When IFC produces a report or other content in collaboration with other World Bank Group member institutions, the institutional logos should be shown under the World Bank Group logo to stress their relationship and may not be presented together.

On covers, apply logos in the lower right or left corner. For signage in colocated offices or other situations where it is necessary to show the member institutions together with the WBG logo, use these approved formats, which are available in color, black, white, grayscale, horizontal, and vertical versions.

Standalone World Bank or IFC offices' signage should use their institution's logo only. To maintain consistency with the other WBG member institutions' look, IFC's tagline is not included in these treatments.

LOGO IN USE: COVER EXAMPLE



WORLD BANK-IFC LOGO LOCKUP



WORLD BANK-IFC-MIGA LOGO LOCKUP
(Use only when MIGA collaboration is involved)



Internal IFC Logos

No logos that carry IFC's name may be created without adhering to this system.

IFC Departments

IFC departments, business lines, and internal initiatives may not use their own logos, colors, taglines, or other visual elements that are not authorized in this book.



Corporate Campaigns and Initiatives

Cross-cutting corporate campaigns and initiatives identify their content with special identifiers produced by Branding and Publications. These are not applied to other IFC activities.



2. VISUAL IDENTITY



IFC LOGO

Referring to IFC

IFC in Text

Use “International Finance Corporation” only on first reference, followed by “IFC” in all other uses. If the logo is on the cover a publication or positioned near to the text in another format, just “IFC” can be used in all text without need for “International Finance Corporation.”

Do not refer to “the IFC” when “IFC” is used as a noun. Only use “IFC”.

The acronym “IFC” is preferred in all languages. Limit use of other acronyms, although the translations of “International Finance Corporation” in those languages may be used on second reference.

Do not allow other organizations to share use of the IFC name or logo without approval from IFC Corporate Communications’ Branding and Publications team. The IFC brand value proposition should not be treated as a free good.

DO

In text, use IFC as much as possible to identify our organization.

EXAMPLE

IFC provides both investment and advisory services.

DON'T

Use International Finance Corporation anywhere in the text.

EXAMPLE

The IFC provides both investment and advisory services.

Our Logo

The IFC logo is the most identifiable symbol of our corporate brand. The logo has carefully defined spacing and size requirements and should never be modified. The globe and other elements may not be separated for use in separate visuals.

It is made up of the World Bank Group globe symbol, IFC wordmark, full spelling of the IFC name, and World Bank Group endorsement logo. To ensure consistency throughout IFC’s print and digital applications, always use the official logo. The IFC logo must appear on all formal IFC publications.

Logo Formats

The primary, horizontal version of the IFC logo is the only variation used for the branded templates and marketing materials. The vertical version of the logo may be used in posters and banners where space is limited or where it is a more effective design choice.

A limited use, shortened version of the logo with just the globe and acronym may be used as a secondary identifier when the full branding is established elsewhere in the same content (for example, in website headers or video closers) or when required by space limitations (for example, spines of books, small gift items such as pens, key chains and the like).

HORIZONTAL: PRIMARY LOGO



VERTICAL: SECONDARY LOGO



LIMITED USE LOGO



Only use this abbreviated logo version when space is limited or when the full name of the organization is evident in the context.

Translated Logos

Translated versions of the logo are available in Arabic, Chinese, French, Japanese, Portuguese, Russian, and Spanish on the IFC Communications Portal. In all these cases IFC’s English acronym remains in use. Only the full spelling of International Finance Corporation and World Bank Group is translated in the logo.

In written text, see guidance on pg. 9, the acronym “IFC” is preferred in all languages. Limit use of other acronyms, although the translations of “International Finance Corporation” in those languages may be used on second reference.



Arabic



Chinese



French



Japanese



Portuguese



Russian



Spanish

Minimum Clear Space and Size

To preserve the integrity and visual impact of the IFC logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

Minimum Clear Space

The preferred clear space is equal to “X,” as illustrated on this page. “X” is equal to the height of The World Bank Group globe symbol in the IFC logo.

In print, PowerPoint, and web pages, the minimum clearance between the logo and other elements in any given use should be equal to the height of the globe.

Minimum Size

Minimum size for print is set as .5” height. Do not scale the logo below this minimum size as it will affect legibility. If reduced below that size, use the limited use logo (globe with IFC) from the logo page.

MINIMUM CLEAR SPACE: HORIZONTAL AND VERTICAL LOGO



MINIMUM SIZE



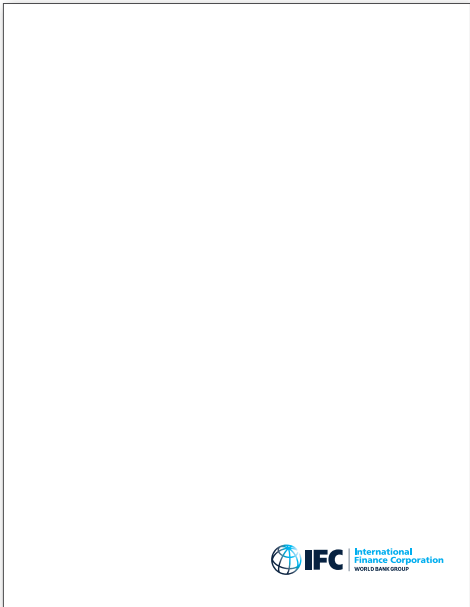
Logo Placement

IFC Corporate Content and Marketing Materials

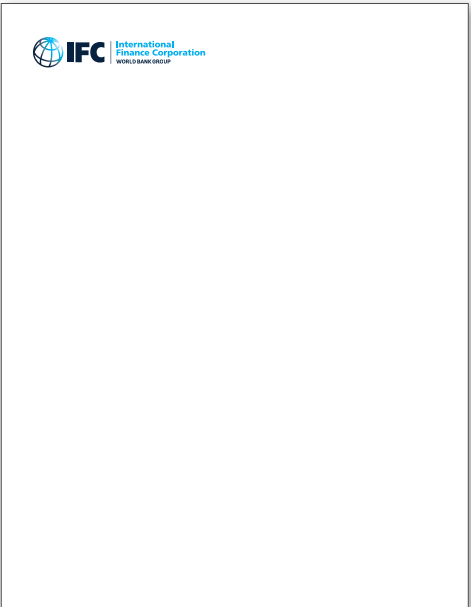
For consistency, the IFC horizontal logo is positioned in the lower-right corner of most IFC documents. The upper-left corner is the alternate location.

Exceptions are listed below:

- Video
- Social Media
- Email
- Standing Banners



Preferred Logo Location: Lower Right



Alternate Location (as required by photo placement): Upper Left

EXCEPTIONS



Video Screen: Centered Logo

Logo Colors and Backgrounds

Use the full color IFC logo whenever possible. Review the examples on this page to understand how IFC’s logo should appear. Avoid departures from the approved use or treatment of the logo on different backgrounds.

Approved Logo Colors

The IFC logo should appear in either the preferred full color or black. However, in cases where the logo sits on a dark color background, use the reverse white option. When using the reverse white logo, make sure that the background is dark enough for the logo to be legible and prominent.

Background Colors

The IFC logo has the flexibility to work on both light and dark color or image backgrounds. For optimal legibility, place the IFC black logo on light backgrounds to enhance the vibrancy and the one-color reversed white logo against dark backgrounds or IFC approved imagery.

Full Color



White: Reversed Logo



One Color: Black



LOGO ON BACKGROUND COLORS



Black Logo on Light Color Background



White Logo on Dark Color Background



Black Logo on Light Photo Background



White Logo on Dark Photo Background

Incorrect Uses of the IFC Logo

This page highlights examples of incorrect usage and common mistakes made when using the IFC logo.

- Do not squeeze or stretch the logo
- Do not place the logo in a box
- Do not use black or color logo versions on dark photographic backgrounds
- Do not add a drop shadow to the logo
- Do not change fonts in the logo
- Do not change the color of the logo
- Do not create new, unique logos for your department, program, facility, or other entity

IFC Seal

Do not use IFC's seal. It is only used on items such as legal documents, certificates, and debt instruments.

Former Logos

Do not use former IFC logos. They are outdated and should not be used under any circumstances.

NOTE: Only use the IFC logo artwork files available from Branding and Publications. The logo artwork should never be recreated, or typeset in other fonts.



Do not create new, unique logos for your department, program, facility, or other entity.



Do not place the logo in a contained shape or box.



Do not use black or color logo versions on photographic backgrounds.



Do not add a drop shadow to the logo.



Do not squeeze or stretch the logo.



Do not change the color of the logo.



Do not change fonts in the logo.



Do not use the IFC Seal.



Do not use former IFC logos. They are outdated and should not be used under any circumstances.

Cobranding

When approaching a cobranded product or project, take into account the degree of ownership, the purpose of the initiative, and the intended audience or market. The following principles apply but please consult with Branding and Publications before committing to any agreement.

Publication Covers

In publications, the IFC logo should appear on the front cover in a legible size. When the publication has more than one sponsor, the IFC logo should be similar in size to the accompanying cosponsor logos and positioned in the lower right corner.

When a partner organization is leading the design of cobranded collateral, IFC respects its branding system but seeks approval rights to support general consistency with overall corporate brand presentation.

Jointly published reports are not solely considered IFC publications and do not need to be designed using IFC’s templates, although they can draw on some of their elements.

Other Collateral

The same principles apply other kinds of collateral. For guidance on cobranded standing banners, please see the examples on the following page.

NOTE: Consult with Branding and Publications and IFC Legal on joint copyright and disclaimer notices, which should be based on a written cooperation agreement with partner organizations.

COBRANDED EXAMPLE

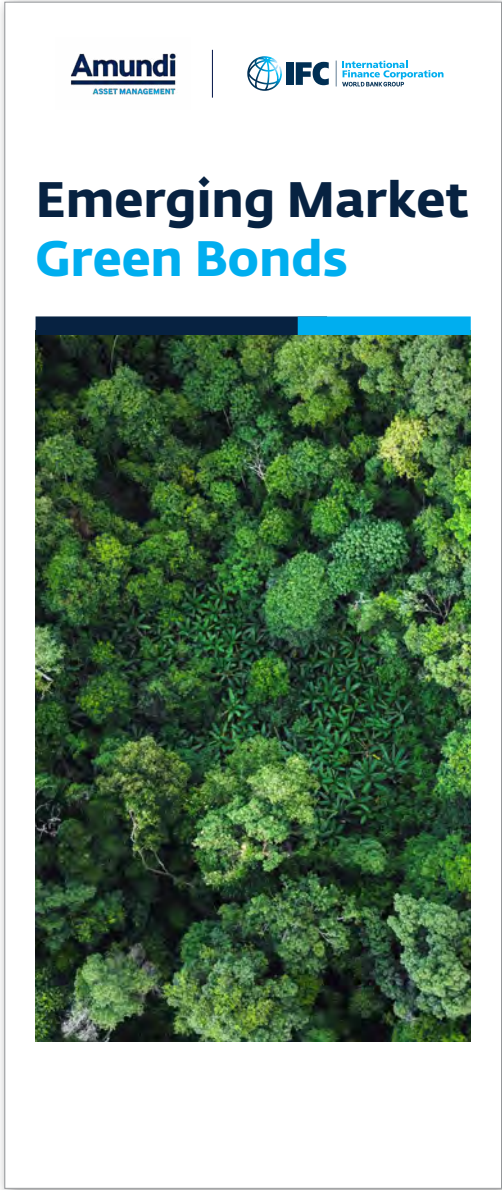


JOINTLY PUBLISHED EXAMPLE



Cobranding

IFC-LED BANNERS



CLIENT-LED BANNERS



COBRANDED BOOTH DISPLAY



Development Partner Visibility Guidelines

The goals of the development partner visibility guidelines are to improve public understanding of the role of IFC's development partners in co-financing or otherwise supporting our projects and initiatives, and to better communicate the results and impacts of that work.

These guidelines demonstrate IFC's commitment to treating development partners whose roles are complementary to IFC's mission. By implementing these guidelines, IFC will provide consistent visibility to our partners and their key audiences.

At the outset of a program, consult with the development agency (a decision-maker plus a communications specialist if they have one) and agree on common communications objectives and on key audiences. Look for synergies and potential for sharing information such as photos or videos.

Where a development agency has its own visibility guidelines, ensure IFC guidelines are followed and seek agreement on what is practical, given resource constraints of either IFC or the development agency.

Mention of our development partners should be systematic in all our communications:

- Partners can be mentioned either by name or by featuring their flag or logo.
- In a multi-donor funding arrangement, all partners that have ever participated in the program should be mentioned until that program is completed.

Publications

Development partners should be featured on the cover page of publications, brochures, and newsletters. If you have more partners than can easily be credited on the cover page without overcrowding, you may instead credit them on the inside cover or the back cover.

Web

IFC's website should mention relevant funding sources on the first screenshot. Consider linking to development partner websites when feasible.

Social Media

Follow IFC's social media guidelines when highlighting development partners' involvement in projects.

Press Information

Development partners should be mentioned in press releases and, when practical, should be invited to speak at press conferences.

Events

Development partners should be invited to all relevant events such as conferences and workshops.

Branding Material

Banners, posters, and flyers created for events should mention development partners.

Videos

IFC-produced videos do not include donor logos, but instead carry a line of text crediting the donor's role under IN PARTNERSHIP WITH. Any requests for exceptions should be addressed to Melanie Mayhew (Mmayhew1@ifc.org) and Julia Schmalz (Jschmalz@ifc.org).

Where feasible, donor reports to development partners should include a short section on visibility activities as well as their results. These results can also be discussed with partners during annual consultations.

IFC Cobranded Product Descriptor Logo

IFC supports a range of unique products and special initiatives that differ from its conventional business operations.

Typically developed in close partnership with others, they offer their specific stakeholder groups something other than conventional IFC investment, advice, or asset management, yet still draw on IFC resources and are provided through IFC channels.

Specialized IFC logos with a visual descriptor line have been created for this purpose. “AN INNOVATION OF” appears above the IFC logo in Andes Bold typeface and set in upper-case letters.

Criteria for Using Visual Descriptor Logo

To position themselves properly in the market, IFC supported cobranded products and partnerships may use their own logos alongside the “An Innovation of IFC” logo or one of its offshoots — so long as they meet the following criteria:

- **Represent a distinct external product:** Using a business model that creates a distinct external product with a need for its own visibility while also leveraging the relationship with the corporate brand and not appearing independent.
- **Need to stand out from IFC itself:** For example, to appeal to several competitors within an industry and without appearing to offer direct financing in its own name.
- **Draw on significant development partner support:** Usually through a multidonor trust fund.

IFC LOGOS WITH VISUAL DESCRIPTOR



Horizontal Logo



Vertical Logo

Examples of IFC Cobranded Products

Product Names Using an IFC Identifier

- CommDev
- MALENA
- SME Finance Forum
- Tech Emerge
- Sustainable Banking Network

NOTE: The choice of unifier introductory wording is left to the program manager and communications officer, in consultation with Branding and Publications.

No Need for Special Branding

Conventional IFC investment and advisory programs do not qualify as cobranded products, and thus should only use the corporate logo, with text identifiers as needed. Examples include:

- Banking on Women
- InfraVentures
- Distressed Asset Recovery Program (DARP)
- FIG/MAS Advisory
- Managed Co-Lending Portfolio Program
- Startup Catalyst

Special Cases

Better Work is a partnership of IFC and ILO with its own logo, accompanied by the full ILO and IFC logos. It is managed on a parallel basis by both entities rather than by IFC itself, and does not use “An Innovation of IFC.”

FIAS is a large IFC-managed multidonor trust fund that does not have its own branding.

EXAMPLE: TECH EMERGE LOGO LOCKUP



EXAMPLE: GREEN BANKING ACADEMY LOGO LOCKUP



VISUAL SYSTEM

IFC Visual System Overview

These graphic standards support IFC’s brand strategy while allowing flexibility with the various elements of the IFC visual identity. Our graphic standards explain and illustrate how to use visual elements consistently in our print and digital publications.

Consistent design is critical to communicating our brand effectively. The prescribed design treatments across each template category must be respected and not altered beyond the flexibility granted to changing color, arc treatment and photography. With a cooperative effort, we can build and maintain a visual identity that consistently, effectively, and accurately communicates our vision, purpose, and values.

LOGO

Our logo should bring us instantly to mind—along with our unique attributes.



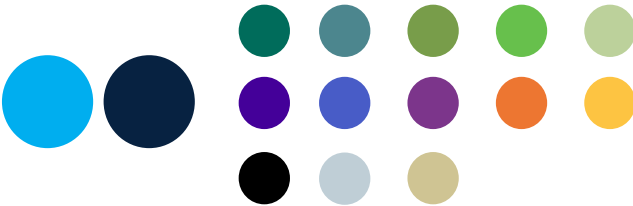
GRAPHIC ARC TREATMENT

IFC graphic arcs help establish IFC’s visual identity and reflect its dynamic and global tone.



COLOR PALETTE

Consistent use of color palette is an important part of IFC’s distinctive personality.



COLOR BAR

The color bar accents photography and brings corporate colors to layouts to reinforce the brand.



TYPOGRAPHY

Fonts are another way we set ourselves apart. Use only approved fonts across IFC materials.

Fedra Sans
Sabon

PHOTOGRAPHY

IFC places a high value on the quality of photography used to support its corporate brand.



Primary Colors

Colors play an important role in enhancing the overall IFC brand. This is why we all benefit from using a palette of approved colors for publications.

The color palette should not be modified. Consistent usage will enhance the visual presentation of the brand across all expressions.

The color palette is divided into two main categories: primary and secondary. The primary palette includes IFC’s corporate colors, Process Cyan and Pantone 289C.

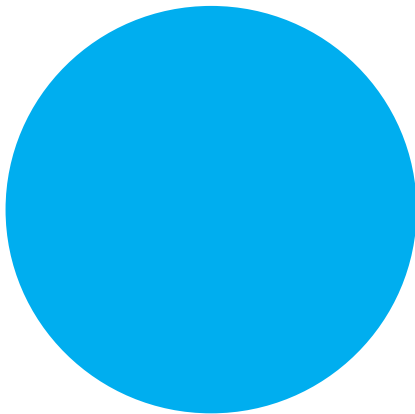
Color Use

The colors listed on the following pages can be used for backgrounds, sidebars, headings, subheadings, bar charts, graphs, and graphic arc treatments.

Note: All body copy should be set in black.

Tints

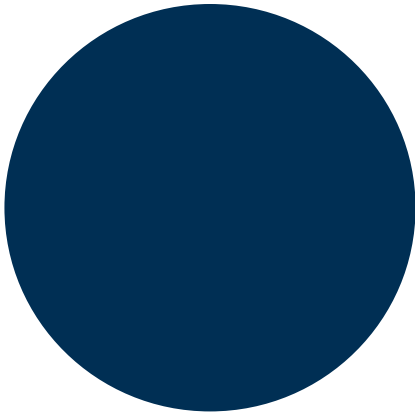
All colors in the secondary palette may be tinted from 100 percent to 20 percent in value, except for black.



IFC BLUE
PANTONE: PROCESS CYAN
R0 G173 B228
C100 M0 Y0 K0
#00ADE4



Primary colors may be tinted from 100% to 20% in value.



IFC DARK BLUE
PANTONE: 289C
R0 G35 B69
C96 M39 Y0 K73
#002345



Secondary Colors

When choosing secondary colors, it's important to give thoughtful consideration to the relationship they will have with the photography being used. Choose colors of a similar or complimentary photographic hue. Limit the color palette to two colors, with the exception of data visualization and graphs. If a template you are creating does not employ photography, colors can be used more freely and without the same restrictions.

Color Use

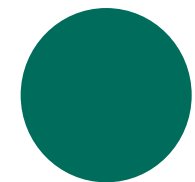
The colors listed on the following pages can be used for backgrounds, sidebars, headings, subheadings, bar charts, graphs, and graphic arc treatments.

Note: All body copy should be set in black.

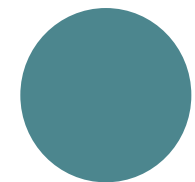
Tints

All colors in the secondary palette may be tinted from 100 percent to 20 percent in value, except for black.

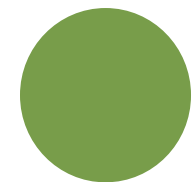
SECONDARY COLORS



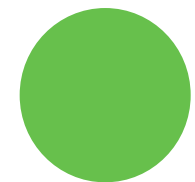
EVERGREEN
PANTONE: 586C
R0 G108 B91
C90 M14 Y62 K43
#006C5B



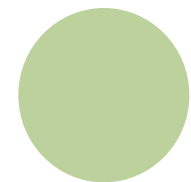
BLUE GREEN
PANTONE: 5483C
R76 G134 B142
C65 M11 Y25 K27
#4C868E



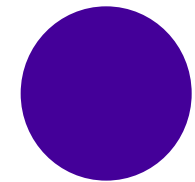
SAGE GREEN
PANTONE: 576C
R120 G157 B74
C54 M5 Y94 K24
#789D4A



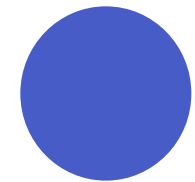
LIME GREEN
PANTONE: 360C
R106 G191 B75
C61 M0 Y96 K0
#69C04B



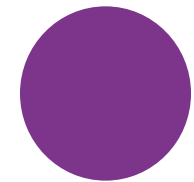
LIGHT GREEN
PANTONE: 579C
R188 G209 B155
C24 M0 Y43 K0
#BCD19B



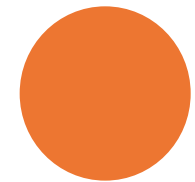
VIOLET
PANTONE: VIOLETC
R68 G0 B153
C90 M99 Y0 K0
#440099



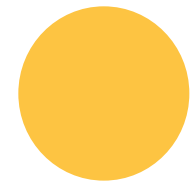
PURPLE
PANTONE: 2726C
R72 G92 B199
C81 M70 Y0 K0
#485CC7



ORCHID
PANTONE: 2602C
R135 G24 B157
C65 M100 Y0 K0
#87189D

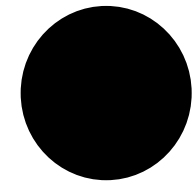


ORANGE
PANTONE: 158C
R232 G119 B34
C0 M49 Y85 K9
#E87722

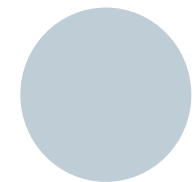


GOLD
PANTONE: 123C
R255 G199 B44
C0 M22 Y83 K0
#FFC72C

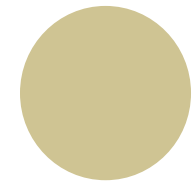
NEUTRAL COLORS



BLACK
PANTONE: PROCESS
BLACK C
R0 G0 B0
C0 M0 Y0 K100
#000000




LIGHT GRAY
PANTONE: 5455C
R191 G206 B214
C17 M4 Y6 K4
#BFCED6



TAUPE
PANTONE: 4535C
R207 G196 B147
C6 M8 Y35 K12
#CFC493

TINTS



Secondary colors may be tinted from 100% to 20% in value.

Typography

Fedra and Sabon are used in IFC corporate content, marketing material, and reports. They have been chosen for their unique and differentiated typographic characteristics, as well as their functional ability to work well across a variety of applications.

Use the preferred corporate typefaces on the covers of publications, posters, and advertisements. Use no more than two different typeface families in a layout. This includes design elements such as callouts and photo captions. The typefaces here are for use in English and other languages using the Latin alphabet.

Alternate: Arial and Times New Roman

Arial and Times New Roman should be used as the default substitutes when Sabon and Fedra Sans are not available. Most often this substitution may be found in Word documents and PowerPoint presentations.

Web Font

For extensions of the website, digital programs, or applications, Ubuntu is the preferred web font and the best match for the IFC website. Verdana is the alternative system font, to be used in its place, if necessary.

CORPORATE

Fedra Sans Std Light	Sabon Roman
<i>Fedra Sans Std Light Italic</i>	Sabon Italic
Fedra Sans Std Book	Sabon Bold
<i>Fedra Sans Std Book Italic</i>	Sabon Bold Italic
Fedra Sans Std Bold	
<i>Fedra Sans Std Bold Italic</i>	

ALTERNATE

Arial Regular	Times New Roman Regular
<i>Arial Italic</i>	<i>Times New Roman Italic</i>
Arial Bold	Times New Roman Bold
<i>Arial Bold Italic</i>	<i>Times New Roman Bold Italic</i>

WEB FONT

Ubuntu

ALTERNATE WEB FONT

Verdana

Graphic Arc Treatment

IFC graphic arcs help establish IFC’s visual identity and reflect its dynamic and global tone. Use the graphic arc treatment to create dynamic layouts in IFC corporate materials and publications.

IFC Colors

The graphic arc treatment can adapt to different IFC colors from the IFC color palette as long as they don’t have more than two closely related colors in each sequence.

Graphic Arc Treatment Use

Graphic arcs can appear on covers or interior spreads. They begin at an intersection in the lower right corner of an image, angling upwards. Their positioning can be adjusted to fit with photography or graphics.

ARCS: EXAMPLES



ARCS IN USE: BANNER TEMPLATE



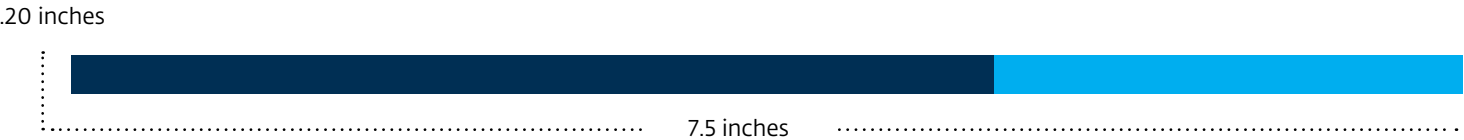
Color Bar

The color bar may be used as a divider and accent on IFC products. It is comprised of IFC’s two corporate blues; Navy and Cyan.

Sizing and Proportions

On a standard Letter or A4 page, the bar is approximately 7.5 inches wide by .20 inches tall. If resizing for a different format, retain similar proportions when scaling.

COLOR BAR



COLOR BAR: EXAMPLES



When used together, the arc and bars align.

Photography Overview

Photography is a powerful medium to promote development impact and tell stories, particularly when it highlights people and impact.

IFC does not use AI-generated or altered images. Images may be toned and adjusted to reflect the photographer's vision, but their content must not be changed.

IFC-shot images must be taken with the consent of those photographed. Photos provided by sources outside of IFC must involve their permission and attribution and comply with any stated usage terms and conditions.

Contact

For more information, contact Julia Schmalz
JSchmalz@ifc.org



3. DESIGN APPLICATIONS

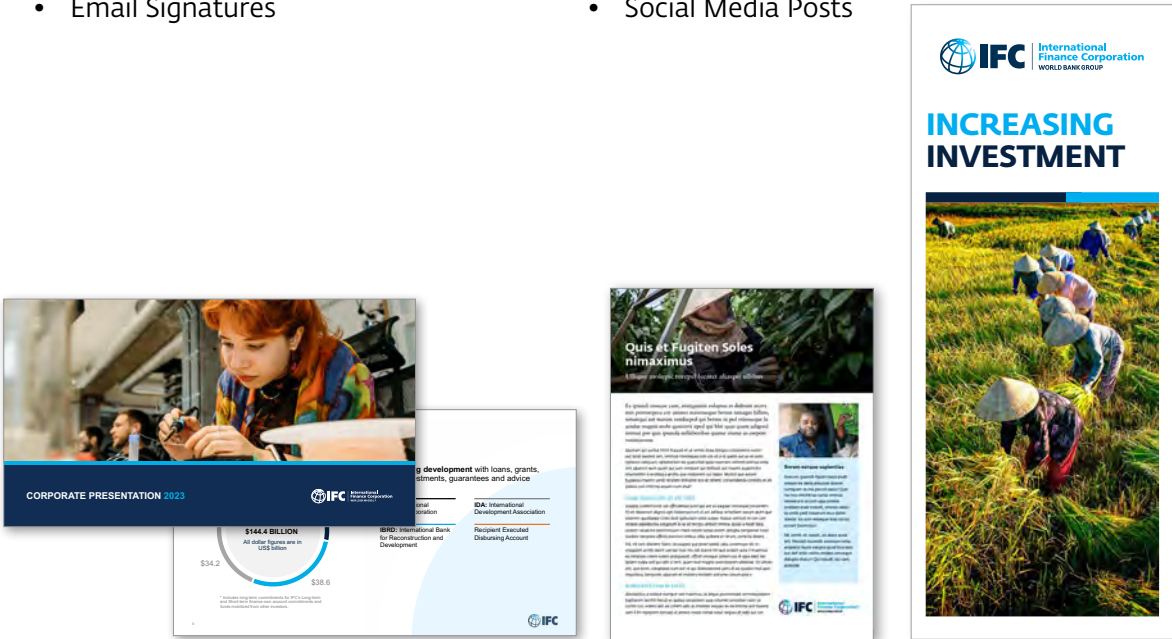


Overview of IFC Brand Resources

Corporate Content and Marketing Material

IFC brand resources and templates are used to support a wide range of internal and external communications products, including:

- Stationery
- PowerPoint Templates
- Word Documents
- Email Signatures
- Standing Banners
- Fact Sheets
- Brochures
- Social Media Posts



Publications

IFC produces publications with relevant data and trends. Publications are required to go through an editorial process with IFC Branding and Publications and have tiered templates on content, including:

- Tier 1: Major Report, Other Research
- Tier 2: Donor Report, Technical Note, Handbook
- Tier 3: Article or Case Study
- Tier 4: Working Paper



CORPORATE CONTENT & MARKETING MATERIAL

Cover Design

Covers of the IFC-branded templates and marketing material are some of the most visible manifestations of the IFC brand. If a non-templated cover design is desired, designers may create within the brand system, using elements of IFC’s visual identity:

- Logo
- Color palette
- Typography (Fedra, Sabon)
- Graphic arc treatment
- Color bar
- Photography

Not all of the elements need to be utilized and best judgment should be used to reinforce the concepts within the content without overwhelming or confusing the user. A simple, clean look that supports the brand and communicates in a clear, sophisticated manner is the objective.

CUSTOM MAGAZINE COVER



Brand elements used:
IFC Colors (Navy and Cyan), Photography, Fedra font, logo

BROCHURE COVER



Brand elements used:
IFC Colors (Navy and Cyan), Photography, Fedra font, logo,

Interior Spreads

Interior layout templates are preset with clear and defined style sheets and should be adhered to unless content dictates otherwise. Secondary colors and imagery can be changed as needed, being mindful of the rules.

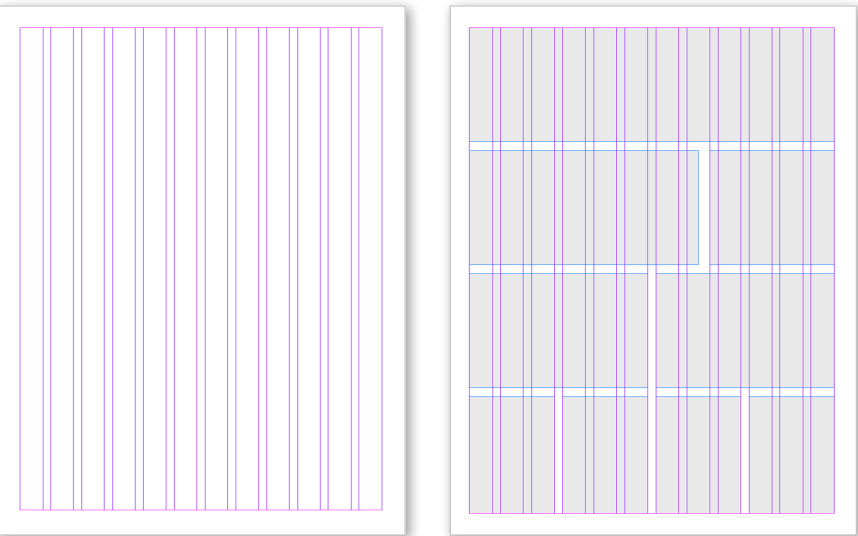
Graphs, charts, photos, and infographics should be included in a way that clearly conveys information and provides visual interest. The style for these elements should be of a consistent nature, reflecting the same style aesthetics as the other graphic elements (clean, simple, and easily adaptable).

For most layouts we recommend using a twelve-column grid for versatility. This allows for multiple layout options as illustrated to the right. Page margins and gutter width are flexible and will depend on what is most optimal for a given IFC communication.

INTERIOR LAYOUT EXAMPLE



DOCUMENT GRID



LAYOUT OPTION EXAMPLES



One Column

One Column with Sidebar

Two Columns

Four Columns

Back Cover

IFC-branded publications and marketing material should include contact information. Contact information should include an IFC URL. The URL should appear in the contact information as “ifc.org” without “www” or introduction as “website” or “internet”.

BACK COVER:
SIGN-OFF EXAMPLE



Atie Dolorper Mustion
Odipisi Ullandre Nonum Estie
MagnimVeliqua Molortio

1234 Faccut Doleseque
Tuimisi, ED 00000
T: 000.000.0000
F: 000.000.0000
ifc.org



Back Cover Detail: The IFC URL should appear as “ifc.org” only and should be the last entry in the contact information.

Annual Reports

IFC Corporate Communications produces selected high-visibility corporate publications that are intentionally done outside of the templates, defining the corporate visual identity year-to-year with an evolving style in keeping with contemporary design trends.

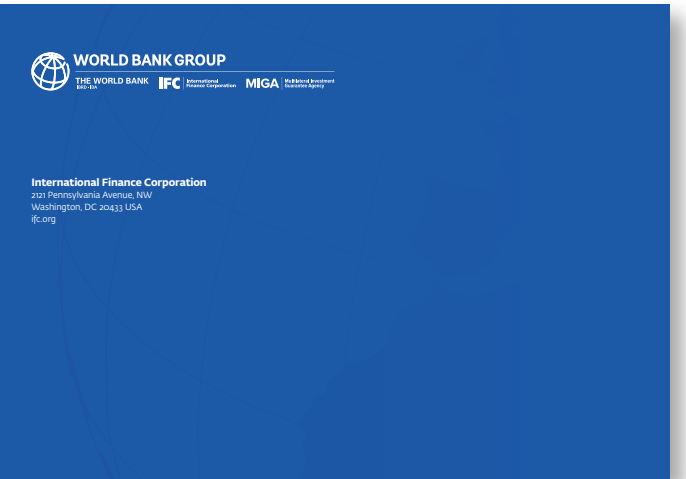
The most prominent of these are the Annual Reports. Making extensive use of high-quality photography and graphic design, these publications are intended to reinforce the marketing of the corporate brand value proposition to a wide external audience. They are not intended to be designed using the templates. Their style is not intended to be used outside the annual report or its corresponding marketing efforts.

Recent annual reports have used the shortened IFC logo on the cover and a larger logo presenting IFC as a member of the World Bank Group on the back cover.

ANNUAL REPORT 2023



ANNUAL REPORT 2022



Video

When producing videos, whether for internal or external use, follow a few basic guidelines:

Keep it short

Open directly with action—do not include a title frame.
Keep video length under three minutes.

Keep it simple

Don't upstage messages with special effects.

Messaging

Videos should be self-contained and understandable to the public, using visuals to move a simple story line.

Subtitles

The use of subtitles can be helpful in clarifying topics and focusing the message.

Music and Graphics

To keep viewers engaged, use stock music from Pond5.com (or another source) and original graphics. Licensed music should have an appropriate mood with a regional feel when applicable.

Crediting

Credit any donors or others involved in compliance with the development partner guidelines. (See page 20.)

Close

End your video with a closing sequence that includes the IFC logo.

NOTE: For more information, contact Julia Schmaltz JSchmaltz@ifc.org

IFC SCREEN EXAMPLES



Video resources are available on the IFC Communications Portal, under [IFC Branding and Design](#).

Banners, Posters, and Backdrops

Branded templates help you design and produce banners and posters with a standardized IFC look and feel. The Adobe InDesign files are easily manipulated by a local printer and include the use of essentials such as IFC logo placement, fonts, and colors while still leaving room for creativity and style in the design of regional and industry-specific marketing materials.

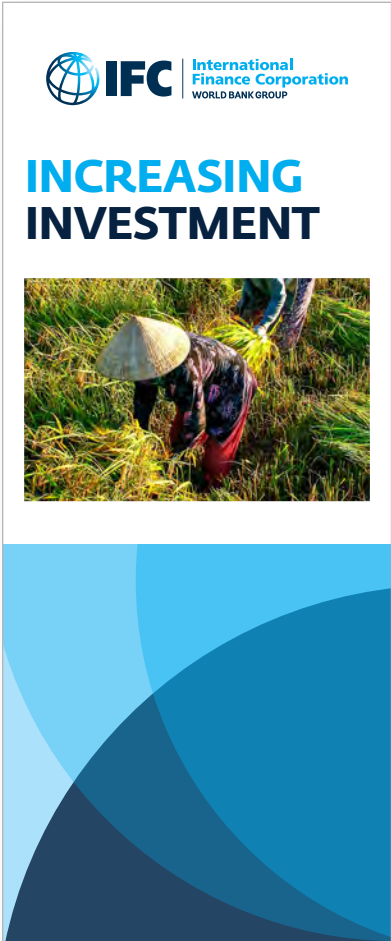
A variety of templates exist for a wide range of banner design needs. There are options to choose from based on whether the banner is content heavy or light, cobranding is required, or when a more graphic, non-photo solution is desired. Use of these template designs outside of the banners and posters category is not permissible.

The vertical (i.e., stacked) version of the logo may be used in posters and banners where it is a more effective design choice or where space is limited.

Backdrops and Step-and-Repeats

For IFC event video backdrops, PMS 2945 may also be used as the main blue color. It is an effective midpoint between the IFC corporate blues, and works well under lighting. For cobranded events, other comparable colors can be used.

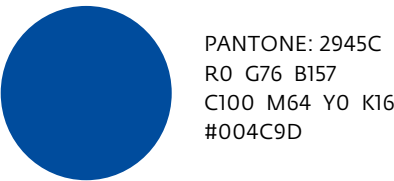
CORPORATE BANNER TEMPLATE



BACKDROP: STEP-AND-REPEATS



Backdrops may use Pantone 2945C, a mid-range blue, as well as the vertical logo.



VIDEO BACKGROUND



Event Promotion

When IFC sponsors or cosponsors a conference or event and is the lead organizer, online promotion materials follow the visual identity system.

When another organization sponsors an event in which IFC participates, it may use IFC’s logo in the promotional material.

IFC SPONSORED EVENT



OTHER ORGANIZATION SPONSORED EVENT



Gift Items

When producing branded merchandise to share as corporate gift items, IFC favors good-quality items that project the corporate brand well, with an emphasis on sustainability wherever possible.

Gift items should be tailored to each recipient audience: simple but elegant classic items for client executives and government officials, for example, and technology- or healthy living-themed ones for recruitment events, industry conferences, or other kinds of outreach.

BOOTH DISPLAY WITH PROMOTIONAL ITEMS



TOTE BAG



COBRANDED TOTE BAGS



PEN



Advertising

IFC rarely places paid advertising for anything other than HR recruitment. In other cases, paid ads produced by a department’s communications team may be placed if cleared by Branding and Publications.

Clients may not use IFC’s logo in any advertising other than tombstones of financial transactions, which must be cleared by the originating IFC department’s communications officer in consultation with Branding and Publications. Client requests to capitalize on their relationship with IFC by using our logo in other forms of print, broadcast, or online advertising cannot be allowed. Equity investees, but not loan recipients, may use the IFC logo with permission in presenting a list of their investors.

Exceptions can only be granted with the consent of both the Director of IFC’s Corporate Communications and the originating department’s Director and VP.

NOTE: IFC Staff do not give testimonials to vendors and consultants to use for commercial marketing purposes.

TOMBSTONE TEMPLATE

THIS ANNOUNCEMENT APPEARS AS A MATTER OF RECORD ONLY

CLIENT/PROJECT
LOGO

Name of Project Fund/Award
US \$70,000,000 Term Loan

Provided by

 **IFC** | International
Finance Corporation
WORLD BANK GROUP

Strategic and Financial Advisor

ADVISOR LOGO

Social Media

IFC produces branded and cobranded content for its own social media channels and cross-posting on those of clients and partners. An IFC “channel” is any external-facing social media account, feed, page, site, space, or content container, etc., that purports to speak on behalf of IFC or provide a platform for IFC staff to represent their views as IFC staff on a particular issue or area of expertise. This includes multilingual content and social media that may be particular to a specific country, region, or culture.

Contact

For more information, contact Lee Roy Chetty
lchetty1@ifc.org

INFOGRAPHIC EXAMPLES



QUOTE POST EXAMPLES



PUBLICATIONS

Visual Elements

IFC publications require a unique visual tone or variation from IFC corporate content and marketing materials. It allows quick identification of a publication; ensures a consistent look for the thought leadership collection; provides structure and flexibility for design choices; and reinforces IFC brand recognition.

The core elements of IFC’s visual identity such as logo, color, and typefaces are preserved, however there is a slight shift in the use of main title font, graphic geometric arcs, and layouts.

IFC’s brand colors are used in eight preset palettes of closely related hues while the graphic arcs shift into a more geometric pattern. This combination of color and pattern creates movement with subtle shifts in color and shape.

Sabon typography is used prominently in main titles and undulates between Regular and Italic. This allows for certain key words to change form, creating visual interest.

The purpose of this visual system is not to make all publications appear the result of a cookie-cutter approach but to create a coherent look. Variations in color and layout offer the ability to create a flexible approach to the overall design of IFC publications.

KEY ELEMENTS

IFC Logo



Color (Eight Palettes of Four IFC Brand Colors)



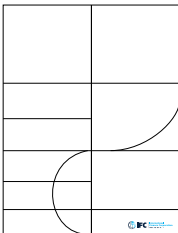
IFC Typography

Sabon
Sabon Italic
Fedra Sans Light
Fedra Sans Bold

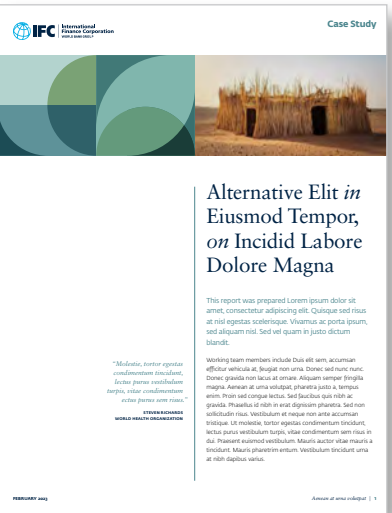
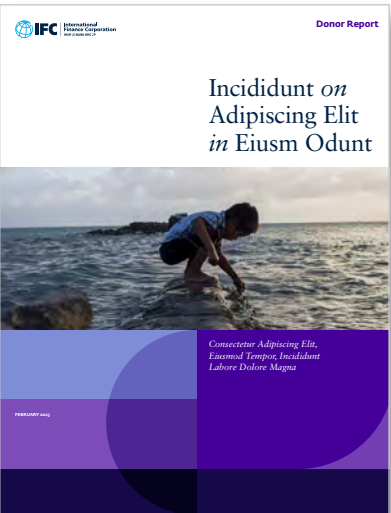
Geometric Arc Pattern



Layout



COVER DESIGNS: LAYOUT AND COLOR VARIATIONS



Inside Covers

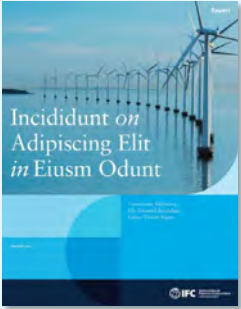

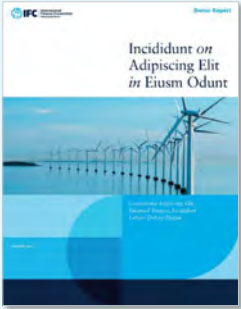



Inside covers of all IFC publications must include the latest boilerplate description and copyright/disclaimer text.

BOILERPLATE	<p>About IFC</p> <p>IFC — a member of the World Bank Group — is the largest global development institution focused on the private sector in emerging markets. We work in more than 100 countries, using our capital, expertise, and influence to create markets and opportunities in developing countries. In fiscal year 2024, IFC committed a record \$56 billion to private companies and financial institutions in developing countries, leveraging private sector solutions and mobilizing private capital to create a world free of poverty on a livable planet. For more information, visit www.ifc.org.</p>
COPYRIGHT	<p>© International Finance Corporation [Year of First Publication]. All rights reserved.</p> <p>2121 Pennsylvania Avenue, N.W.</p> <p>Washington, D.C. 20433</p> <p>Internet: www.ifc.org</p>
DISCLAIMER	<p>The material in this work is copyrighted. Copying and/or transmitting portions or all of this work without permission may be a violation of applicable law. IFC does not guarantee the accuracy, reliability or completeness of the content included in this work, or for the conclusions or judgments described herein, and accepts no responsibility or liability for any omissions or errors (including, without limitation, typographical errors and technical errors) in the content whatsoever or for reliance thereon.</p>

Tiers Overview

IFC reports use a unique and specifically designed visual identity borrowing elements from the larger IFC design system. Reports are structured but flexible and fall under a four-tier approach that offers versatility.

Refer to these report guidelines for more information and guidance on your next report design and template.

TIER 1	A. Major Report	B. Other Research Report
		
TIER 2	A. Donor Report	B. Technical Note or Handbook
		
TIER 3	Article or Case Study	
		
TIER 4	Working Paper	
		

Note: These examples are shown in the same color to focus on the layout differences. There are eight colorways available for each tier, detailed in the following pages.

Tier 1A: Major Report Cover

When creating major reports (Tier 1A), refer to design layouts on this page. All major text, image, and geometric arc pattern should align with the grid lines to create a composition with the proper organization and spacing.

Layout Design: Key Elements

Logo: Use the horizontal IFC logo, reversed white, and place in the lower-right corner of cover layout.

Color: Select two colors from IFC color palette with similar tones. You may also use tints of each.

Photography: The layout uses a large image or illustration. Select an IFC-approved photo that connects with the subject.

Main Title: Use a mix of Sabon Regular and Sabon Italic, creating an undulating effect in main titles.

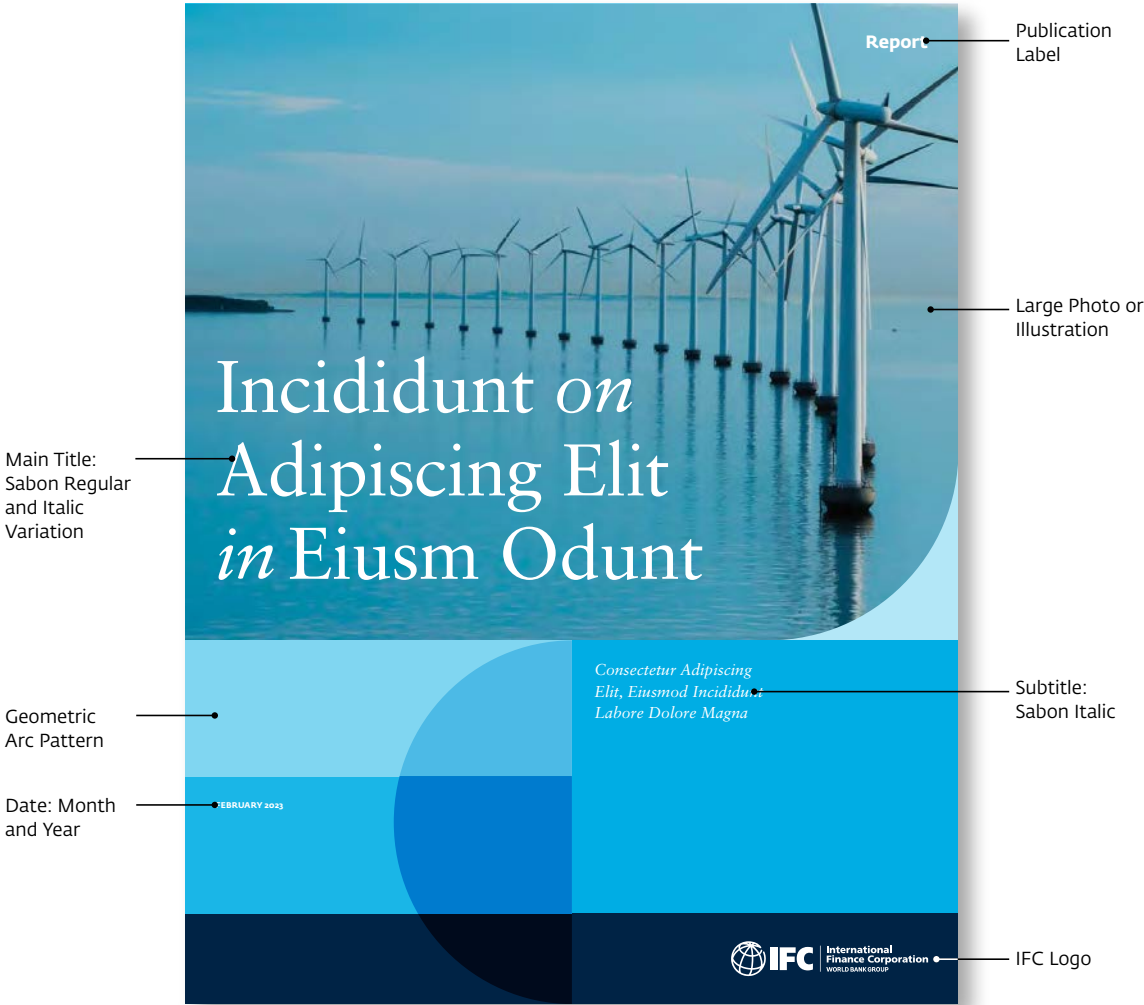
Geometric Arc Pattern: Use in the lower third of the layout with corresponding color palette.

Publication Label: Set in the upper-right corner of the layout, in Fedra Bold font.

Date: Place in the lower half of the layout, left aligned with the main title.

Subtitle: Use Sabon Italic in the lower half of the layout.

KEY ELEMENTS



COLOR OPTIONS



Tier 1B: Research Report Cover

When creating research reports (Tier 1B), refer to design layouts on this page. All major text, image, and geometric arc pattern should align with the grid lines to create a composition with the proper organization and spacing.

Layout Design: Key Elements

Logo: Use the horizontal IFC logo, reversed white, and place in the lower-right corner of cover layout.

Color: Select two colors from IFC color palette with similar tones. You may also use tints of each.

Photography: The layout uses a small image. Select an IFC-approved photo that connects with the subject.

Main Title: Use a mix of Sabon Regular and Sabon Italic, creating an undulating effect in main titles.

Geometric Arc Pattern: Use in the lower two-thirds of the layout with corresponding color palette.

Publication Label: Set in the upper-right corner of the layout, in Fedra Bold font.

Date: Place in the lower half of the layout, on the right side of the cover.

Subtitle: Use Sabon Italic, opposite from photo.

KEY ELEMENTS



COLOR OPTIONS



Tier 1: Cobranding Covers

As a general rule, a cobranding relationship is one where the IFC brand shares an equal relationship with a partner brand. Brands must appear of equal presence on all communications.

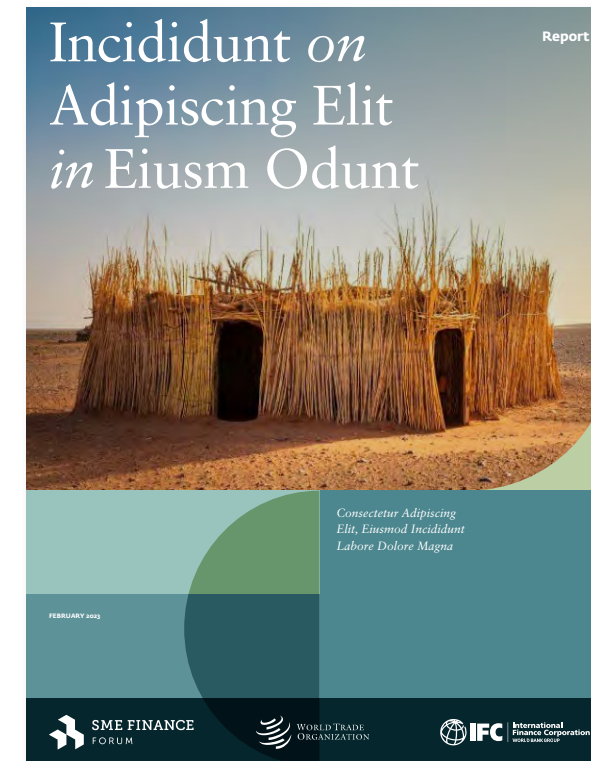
With cobranding Tier 1 covers, apply logos along the bottom of the covers for optimal legibility and impact.

Relationship and Configuration

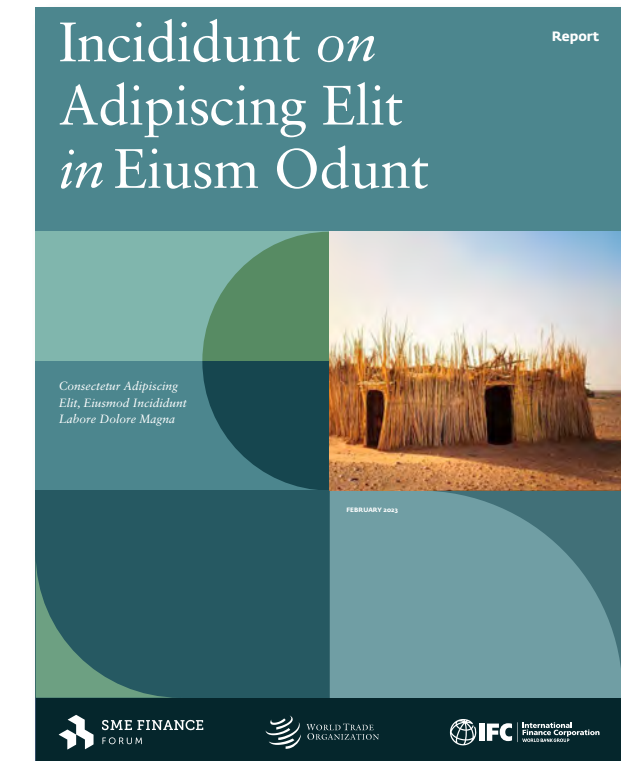
The IFC logo and partner logos appear side by side, at similar visual sizes, and are reversed out in white against a dark color band at the bottom of report covers.

The IFC logo should always appear on the lower-right side of the layout while other logos are placed to the left of it. It is preferred that the IFC logo follow the partner logos unless the agreement determines otherwise. Refer to this page for specific placement.

TIER 1A COBRANDING EXAMPLE



TIER 1B COBRANDING EXAMPLE



It is preferred that the IFC logo appear lower-right, following the partner logos.

Tier 2A: Donor Cover

When creating donor reports (Tier 2A), refer to design layouts on this page. All major text, image, and geometric arc pattern should align with the grid lines to create a composition with the proper organization and spacing.

Layout Design: Key Elements

Logo: Use the horizontal IFC logo, full color, and place in the upper-left corner of cover layout.

Color: Select two colors from IFC color palette with similar tones. You may also use tints of each.

Photography: The layout uses a medium-size image. Select an IFC-approved photo that best connects with the subject.

Main Title: Use a mix of Sabon Regular and Sabon Italic, creating an undulating effect in main titles.

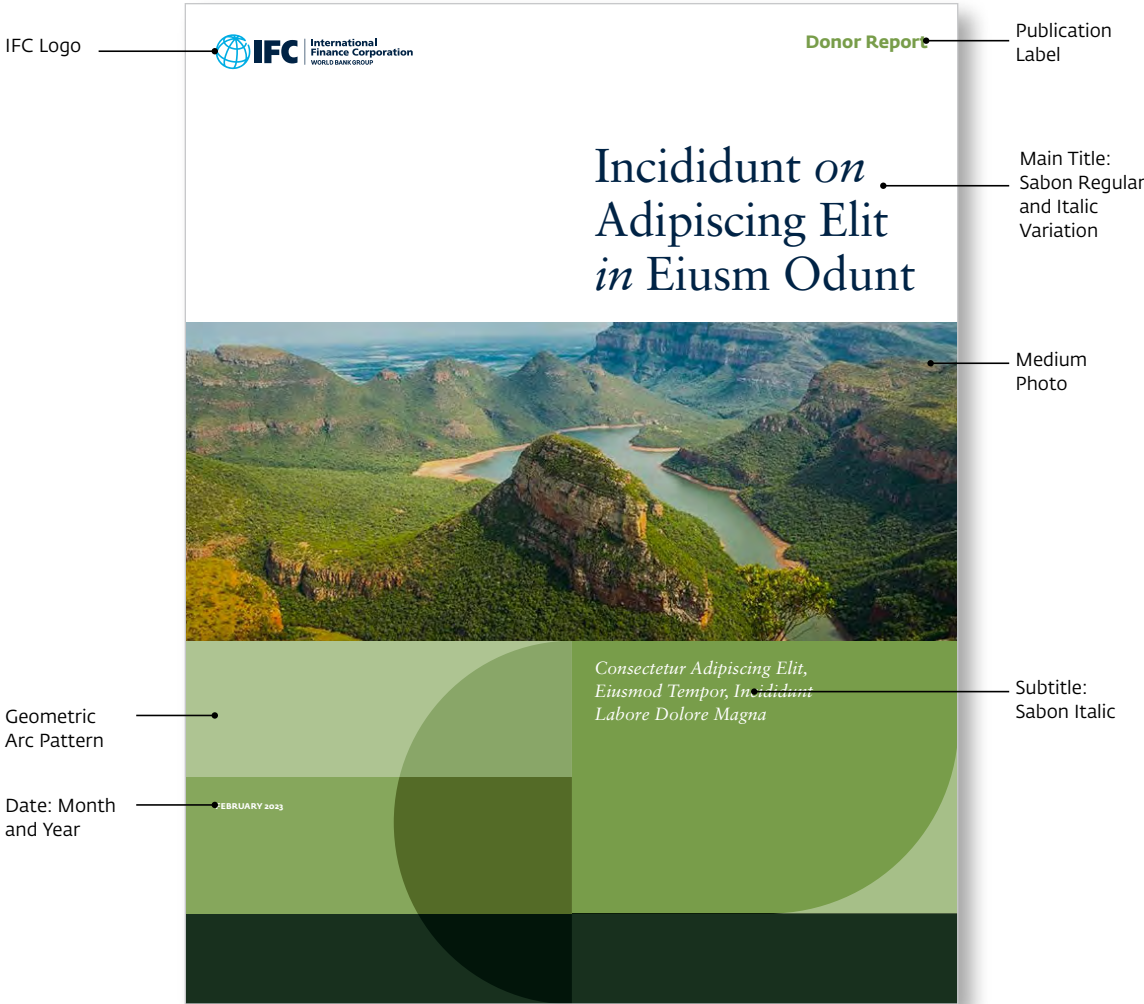
Geometric Arc Pattern: Use in the lower third of the layout with corresponding color palette.

Publication Label: Set in the upper-right corner of the layout, in Fedra Bold font.

Date: Place in the lower half of the layout, left aligned with the main title.

Subtitle: Use Sabon Italic in the lower half of the layout.

KEY ELEMENTS



COLOR OPTIONS



Tier 2B: Technical Note Cover

When creating technical note or handbook reports (Tier 2B), refer to design layouts on this page. All major text and geometric arc pattern should align with the grid lines to create a composition with the proper organization and spacing.

Layout Design: Key Elements

Logo: Use the horizontal IFC logo, full color, and place in the upper-left corner of cover layout.

Color: Select two colors from IFC color palette with similar tones. You may also use tints of each.

Photography: This report layout does not use photography.

Main Title: Use a mix of Sabon Regular and Sabon Italic, creating an undulating effect in main titles.

Geometric Arc Pattern: Use in the lower half of the layout with corresponding color palette.

Publication Label: Set in the middle-right area of the layout, in Fedra Bold font.

Date: Place in the lower third of the layout, left aligned with the main title.

Subtitle: Use Sabon Italic in the middle-left of the layout.

KEY ELEMENTS



COLOR OPTIONS



Tier 2: Cobranding Covers

As a general rule, a cobranding relationship is one where the IFC brand shares an equal relationship with a partner brand. Brands must appear of equal presence on all communications.

With cobranding Tier 2 covers, apply logos along the bottom and top of the covers for optimal legibility and impact.

Tier 2A: Relationship and Configuration

The IFC logo should always appear at the lower-right side of the layout while other logos are placed to the left of it. It is preferred that the IFC logo follow the partner logos unless the agreement determines otherwise.

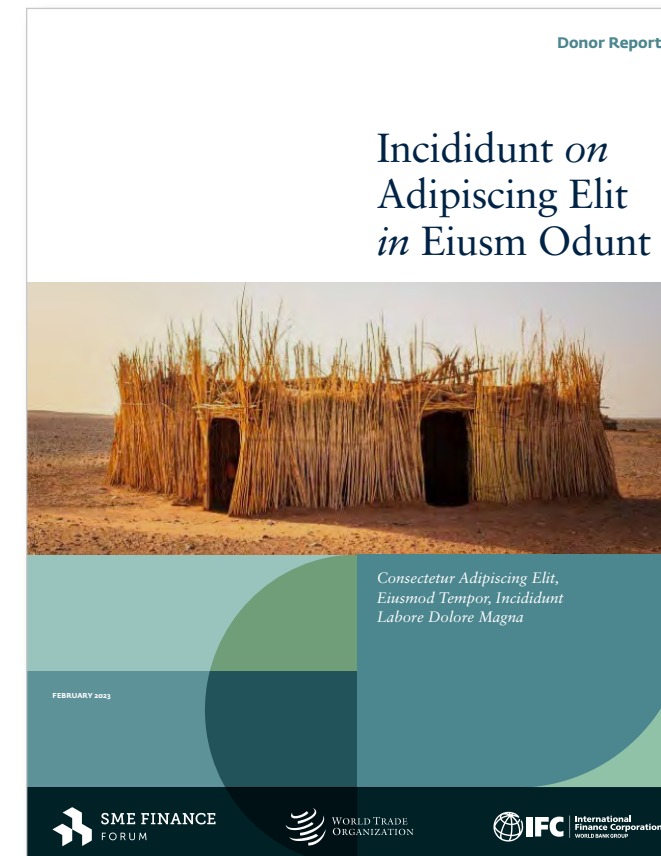
The IFC logo and partner logos appear side by side, similar visual sizes and are reversed out in white against a dark color band at the bottom of brochure covers.

Tier 2B: Relationship and Configuration

The IFC logo and partner logos appear side by side, similar visual sizes and are set in full color at the top of report covers.

The IFC logo should always appear at the upper-left side of the layout while other logos are placed to the right of it. It is preferred that the partner logos follow the IFC logo unless the agreement determines otherwise. Refer to this page for specific placement.

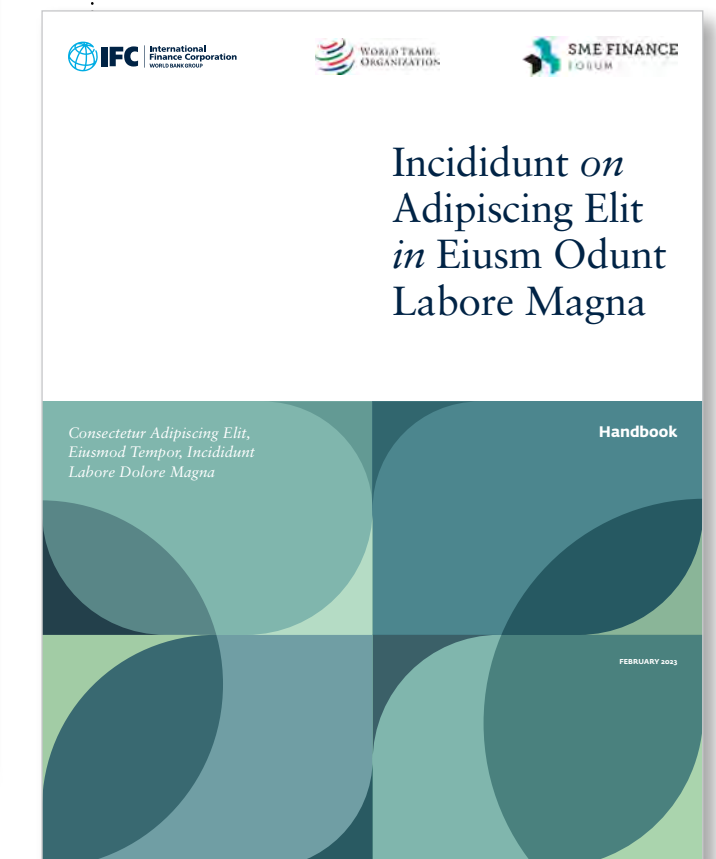
TIER 2A: DONOR REPORT COBRANDING



It is preferred that the IFC logo appear in the lower-right, following the partner logos to the left.

TIER 2B: TECHNICAL NOTE/HANDBOOK COBRANDING

It is preferred that the IFC logo appear in the top-left, with the partner logos following to the right.



Tier 3: Article or Case Study Cover

When creating article or case study reports (Tier 3), refer to design layouts on this page. All major text, image, and geometric arc pattern should align with the grid lines to create a composition with the proper organization and spacing.

Layout Design: Key Elements

Logo: Use the horizontal IFC logo, full color, in the upper-left corner of cover layout.

Color: Select two colors from IFC color palette with similar tones. You may also use tints of each.

Photography: The layout uses a small-size image. Select an IFC-approved photo that best connects with the subject.

Main Title: Use a mix of Sabon Regular and Sabon Italic, creating an undulating effect in main titles.

Geometric Arc Pattern: Use in the upper third of the layout with corresponding color palette.

Publication Label: Set in the upper-right corner of the layout, in Fedra Bold font.

Date: Place in the lower-left of the layout.

Subtitle: Use Sabon Italic in the lower half of the layout.

Body Copy: Set in Fedra Sans

KEY ELEMENTS



COLOR OPTIONS



Tier 3: Cobranding Covers

As a general rule, a cobranding relationship is one where the IFC brand shares an equal relationship with a partner brand. Brands must appear of equal presence on all communications.

With cobranding Tier 3 covers, apply logos along the top of the covers for optimal legibility and impact.

Tier 3: Relationship and Configuration

The IFC logo and partner logos appear side by side, similar visual sizes at the top of the document.

It is preferred that the IFC logo appear in the upper-left corner of the layout, with partner logos following to the right, unless the agreement determines otherwise.

TIER 3: ARTICLE OR CASE STUDY

- It is preferred that the IFC logo appear in the top-left, with the partner logos following to the right.



Tier 4: Working Paper Cover

When creating working paper reports (Tier 4), refer to design layouts on this page. All major text, image, and the geometric arc pattern should align with the grid lines to create a composition with the proper organization and spacing.

Layout Design: Key Elements

- Logo:** Use the horizontal IFC logo, full color, in the upper-left corner of cover layout.
- Color:** Select two colors from IFC color palette with similar tones. You may also use tints of each.
- Photography:** This report layout does not use photography.
- Main Title:** Use a mix of Sabon Regular and Sabon Italic, creating an undulating effect in main titles.
- Geometric Arc Pattern:** Use in the upper third of the layout with corresponding color palette.
- Publication Label:** Set in the upper-third of the layout, in Fedra Bold font.
- Date:** Place in the lower-left of the layout.
- Subtitle:** Use Sabon Italic below the main title.

KEY ELEMENTS

IFC Logo

Geometric Arc Pattern

Working Paper

Publication Label

Main Title: Sabon Regular and Italic Variation

Subtitle: Sabon Italic

Date: Month and Year

Alternative Elit *in* Eiusmod Tempor, *on* Incidid Labore Dolore Magna

Consectetur Adipiscing Elit, Eiusmod Incididunt Labore Dolore Magna

FEBRUARY 2023

COLOR OPTIONS



Tier 4: Cobranding Covers

As a general rule, a cobranding relationship is one where the IFC brand shares an equal relationship with a partner brand. Brands must appear of equal presence on all communications.

With cobranding Tier 4 covers, apply logos along the top of the covers for optimal legibility and impact.

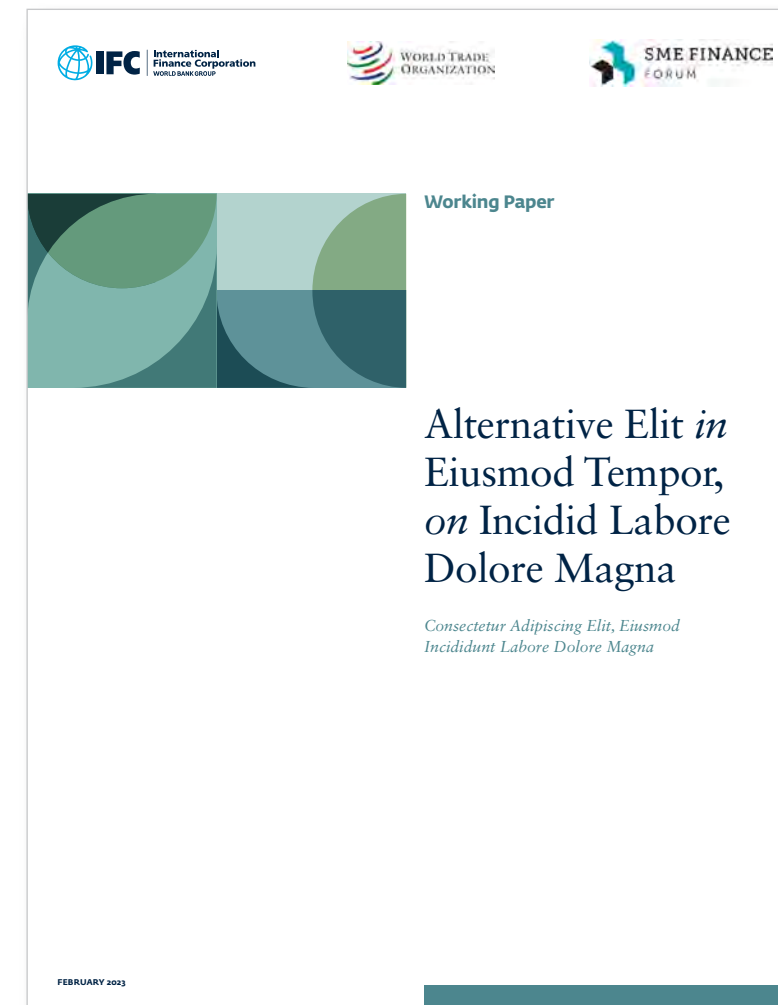
Relationship and Configuration

The IFC logo and partner logos appear side by side, similar visual sizes in full color at the top of report covers.

The IFC logo should always appear at the upper-left side of the layout while other logos are placed to the right of it. It is preferred that the partner logos follow the IFC logo unless the agreement determines otherwise. Refer to this page for specific placement.

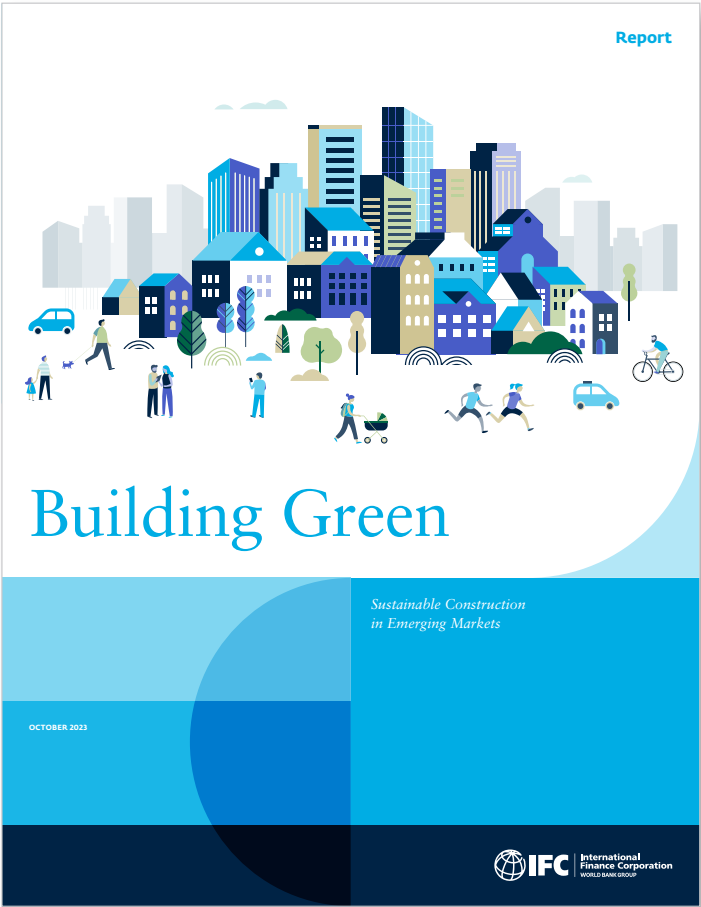
TIER 4: WORKING PAPER COBRANDING

It is preferred that the IFC logo appear in upper left, with partner logos following to the right.



Publication Cover Examples

TIER 1A



TIER 1B



TIER 2B



4. PRINTING



Eco-Friendly Printing

IFC is committed to minimizing the environmental footprint of its daily operations. This approach is consistent with the environmental standards we set for our clients and an important part of our mission. By making informed, eco-friendly printing and paper choices, staff can maintain the quality of printed products and have a positive environmental impact at the same time.

While current World Bank procurement policy encourages staff “to contribute to waste reduction and to increase the development and awareness of environmentally sound purchasing (and) acquisition of goods and services,” it does not offer specific guidance. Following are suggestions for incorporating best practice into printing and paper choices.

Printer Selection

- Choose a Forest Stewardship Council (FSC)-certified printer.
- Use filmless and plateless digital printing when appropriate.
- Use minimal packaging to ship final pieces.



QUESTIONS TO POTENTIAL PRINT VENDORS

- Is the printer certified? Ask non-certified printers for documentation of an environmental management system. (Note: Forest Stewardship Council (FSC) certification is an especially well-accepted independent standard indicating the use of high environmental and social standards in the printing and paper industries.)
- Is digital “print-on-demand” or waterless printing available and appropriate for the job?
- What shipping options are available to minimize packaging?

Paper Selection

- 100 percent recycled with 100% post-consumer waste (PCW) fiber content
- Uncoated paper
- Totally Chlorine Free (TCF), Process Chlorine Free (PCF), or Elemental Chlorine Free (ECF)
- Forest Stewardship Council (FSC) or Sustainable Forestry Initiative (SFI) certified, especially if virgin fiber content
- Lightest weight paper acceptable for your job

QUESTIONS ABOUT PAPER OPTIONS

- Can recycled fiber content (percentage by weight)—including pre- and post-consumer waste, and totally recycled fiber—be provided?
- Are plastic or wax coatings used, or can these be avoided?
- What pulp bleaching materials are used?
- What certification is used to verify environmentally responsible pulp and paper sources? (Note: Forest Stewardship Council (FSC) Mixed Sources certification is preferred for IFC publications.)
- What is weight of paper and lightest available for job?

Production Notes

Inks and Finishing

- Use vegetable-based inks with lowest volatile organic compounds (VOC) rating, ideally less than 2 percent.
- Avoid metallic and fluorescent inks.
- Use aqueous varnishes and coatings.
- Use alternatives to foil stamping.
- Use water-based glues.
- Use fewer ink colors and less ink coverage.

QUESTIONS ABOUT INK OPTIONS

- What “agri-based inks” are available with VOC rating less than 2 percent?
- What pigments match colors and contain no heavy metals?
- What is available instead of ultraviolet coatings and laminates?
- Can you use embossing, die cutting, or engraving?
- What are some binding options that break down easily during recycling process, or do not need to be removed to recycle printed piece?

Production

- Size project to make efficient use of standard parent sheets in printing process.
- Use digital proofing and file delivery.
- Avoid complex specifications that use more paper.
- Combine multiple pieces with same paper stock and ink in the same print-run.
- Make the entire document recyclable by avoiding foil coatings, ultraviolet stamping, and plastic inserts; staples and metal fasteners are fine to use.
- Judge the audience and probable readership before deciding on the size of print-run; add a small buffer to avoid the costs of reprinting only if necessary.

QUESTIONS TO ASK BEFORE PRINTING BEGINS

- Does the design use paper efficiently?
- Can files be proofed electronically?
- Can the design be simplified to use less paper?
- Can similar print jobs be combined to reduce paper use and reduce number of press make-readies and printing plates?
- Will document be entirely recyclable? If not, what alternative materials are recyclable?
- What is cost of reprinting a small volume in future if necessary?

Logos and Designations

- Ask printer to provide logos that show eco-friendly aspects of the publication. Appropriate logos should appear on the back page, placed in a way that does not compete with the IFC logo.
- Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI), or International Organization of Standardization (ISO) 14001 logos [Note: FSC Mixed Sources certification is preferred for IFC publications].
- Process chlorine-free (PCF), elemental chlorine-free (ECF), or totally chlorine-free (TCF) designations according to pulp-bleaching method, and note type of vegetable ink used.
- Recycle logo and note what parts of document are recyclable and post-consumer waste (PCW) content (Note: Federal Trade Commission offers guidelines).

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