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1 | INTRODUCTION
The IFC Brand

IFC is the largest global development finance institution focused exclusively on the private sector.

As a member of the World Bank Group, IFC has two overarching goals:

- Ending extreme poverty by 2030
- Boosting shared prosperity—in every developing country

IFC provides comprehensive solutions to clients in developing countries to address today’s greatest development challenges.

Our offerings are designed to meet the specific needs of our clients in different industries, with a special focus on infrastructure, manufacturing, agribusiness, services, and financial markets.

Our financial products enable companies to manage risk and broaden their access to foreign and domestic capital markets.

Our advice helps unlock private sector investment, which is essential for expanding businesses, creating jobs, and growing economies.

The tagline *Creating Markets, Creating Opportunities* captures the essence of our work and the value proposition of our corporate brand.
The IFC Brand within the World Bank Group

IFC follows the World Bank Group visual identity system that went into full effect on July 1, 2014. When IFC is presented as a standalone institution, it always uses its own logo that includes the words ‘World Bank Group.’

For more information see the World Bank Group Branding and Visual Identity Guidelines.

IFC LOGO

The corporate tagline Creating Markets, Creating Opportunities is now included in IFC’s logo, and should be used in all executions possible.

Logos with Tagline

Creating Markets, Creating Opportunities

IFC LOGO WITHOUT TAGLINE

In cases where spacing restrictions or other issues prevent the tagline from being legible, the logo may be used without the tagline. Please consult Brand Management and Marketing for guidance.

Logos without Tagline

Creating Markets, Creating Opportunities
The IFC Brand at Work

The strength of IFC’s brand identity has been built up over more than 60 years of successful operations, representing a trusted World Bank Group “stamp of approval” applied to innovative private sector projects with strong financial and development results. Clients and other stakeholders value our brand for its commitment to creating opportunity, innovation, and quality services delivered through a unique combination of global knowledge and local presence. Our products and services work together, achieving effective business solutions for our clients and development results for our shareholders. Consistent use of clear, succinct language and simple, high-quality visuals reinforces the public’s understanding of the IFC brand.

Brand Management and Marketing serves as brand champion, providing resources and guidance on graphic identity standards for print publications, websites, PowerPoint presentations, business cards, e-mail signatures, videos, e-books, and other materials that market IFC.

About This Guide

IFC’s brand identity is a valuable asset, one we need to articulate, develop, build, and protect. It tells our clients why they should do business with us. It tells our stakeholders why we deserve their support. An effectively communicated IFC brand conveys the positive attributes of associating with us and strengthens the perceptions of IFC with clients, partners, and the public.

Our publications and marketing material are highly visible articulations of our brand. It is essential that these expressions be carefully created to be consistent with the aesthetic presented in this guide. Visual consistency is a key component to creating brand expressions that resonate over time and have a lasting effect. Carefully reviewing this guide and adhering to the standards within will help support those brand objectives.

This document should be used in conjunction with the available electronic templates that govern a broad range of printed marketing tools and make up the foundation for IFC communications. It can also be used as a document to guide the design process independent of the electronic templates.

These guidelines provide direction for correct and consistent communication of the IFC brand in a variety of print and electronic material for both internal and external use. Also provided are graphic standards, such as:

Rules for proper application of the IFC logo and arcs
Approved color palette and typography
Templates for IFC publications including websites, videos, and newsletters
Guidance for the visual identity of cobranded initiatives
Applications for use in PowerPoint, websites, video, and other media

However, these standards do not apply to purely internal documents, board reports, and memos. For internal uses of this kind, you are free to use other typefaces and design directives; there is no need to incorporate the arcs in those cases.
2 | IFC’S VISUAL IDENTITY
Referring to IFC

Accepted editorial standards combine with these visual guidelines to create the ground rules for effective and consistent presentation of the IFC brand. For example, use the abbreviation “IFC” as much as possible to identify our organization. If the logo appears on the cover of a publication, for example, it is not necessary to use “International Finance Corporation” anywhere in the text. This change represents a corporate decision to brand ourselves as “IFC” rather than as the “International Finance Corporation” to the greatest extent possible.

Do not refer to “the IFC” when “IFC” is used as a noun: for example, “IFC provides both investment and advisory services,” not “The IFC provides both investment and advisory services.”

Use the acronym IFC in all languages. Do not use other acronyms such as SFI (French) or CFI (Spanish), although the translations of “International Finance Corporation” in those languages may be used on second reference.

Think carefully before allowing other organizations to share use of the IFC name and/or logo.

The IFC brand value proposition should not be treated as a free good.

How To Use This Guide

The following pages provide an overview of IFC’s branding guidelines and graphic standards, consistent with the WBG visual identity system and applicable to both print and online uses.

Use it as your tool to determine what to do and what not to do as you present IFC material internally and externally.

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

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 guide.
The IFC Logo

The IFC logo is the most identifiable symbol of our corporate brand; it is the shorthand version of our identity. The logo has carefully defined spacing and size requirements and should never be modified. The logo should not be recreated with type and lines; it is a custom-drawn piece of artwork. To ensure consistency throughout IFC’s print and electronic publications, always use the official logo.

The IFC logo must appear on all formal IFC publications, including brochures, reports, business cards, posters, stationery, websites, books, advertisements, and PowerPoint presentations.

The horizontal version of the IFC logo in all black or white (reverse out of color field) is the only variation used for the branded templates and marketing material. The black version of the logo should be used on white or light backgrounds, and the white version should be used as a reverse out of solid color backgrounds that are dark enough to ensure legibility and comply with the IFC color palette (see page 27-29).

LOGO MINIMUM CLEAR SPACE

Clear space should be the size of the globe.

Tagline is in the corporate font: Sabon italic

Minimum size for print: .5” tall
LOGO (WITHOUT TAGLINE) MINIMUM CLEAR SPACE

LOGO PLACEMENT AND USAGE

- The IFC logo should be placed in the lower right corner of all publications and marketing material, except for fact sheets, where they may also appear in the upper or lower left corners.

- The horizontal version of the IFC logo in all black or white (reversed out of color field) is the only variation used for the branded templates and marketing material.

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

- The logo should appear in either the corporate colors (see pp. 27-29), black, grayscale, or reverse white on a dark background.

- Use only the IFC logo and visual identity. Do not create new, unique logos or graphic standards. You may select specific colors from the IFC color palette for your department, program, facility, or other entity.

- The logo should not be altered in any way, such as by substituting a different font, changing the shape, or using more than one color.

- 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.

- When printing the reverse white logo, make sure that the background is dark enough for the logo to be legible and prominent.

- Avoid departures from the approved use or treatment of the logo. Do not alter the logo itself by stretching it, placing it at an angle, changing the color, or deconstructing the elements.

- Avoid using the logo on background patterns or complex imagery. The logo must be easy to see against the background.

- Never enclose the logo in an outlined box.

- For publications in languages other than English, the IFC logo can be used with the organization name—the words “International Finance Corporation, World Bank Group”—translated into the local language. The three block letters next to the globe image, however, should never be translated.

- Where space is limited, as on the spine of a book, a logo may be used without the spelled-out organization name (“International Finance Corporation, World Bank Group”).

- It is also acceptable to use only the globe and “IFC” when the full name of the organization is unmistakable in the context.
EXAMPLES OF CORRECT AND INCORRECT LOGO USE

Review the examples below to understand how IFC’s logo should appear. Avoid departures from the approved use or treatment of the logo. Do not alter the logo itself by stretching it, placing it at an angle, changing the color, or deconstructing the elements. Avoid using the logo on background patterns or complex imagery. Never enclose the logo in an outlined box.

CORRECT USES OF THE LOGO

LOGO IN BLACK

REVERSED LOGO ON BLACK

BLACK LOGO ON LIGHT BACKGROUND

REVERSED LOGO ON DARK BACKGROUND

REVERSED LOGO ON SIMPLE PHOTOGRAPHIC BACKGROUND

The reversed logo may be used on a photo background that does not compete with its image. The text and images in the logo must remain clear and easy to read at all times, and not be overshadowed by anything in the photo background.
INCORRECT USES OF THE LOGO

DO NOT SQUEEZE OR STRETCH THE LOGO

DO NOT PLACE THE LOGO IN A BOX

REVERSED LOGO ON PHOTO BACKGROUND

The black and color versions of the logo should never be used on a photo background, which makes them difficult to read. Even the reversed logo should not be used against a photo background if the background image is complex rather than simple.

DO NOT GIVE THE LOGO A DROP SHADOW

DO NOT CHANGE ANY FONT IN THE LOGO

DO NOT CHANGE THE COLOR OR TYPE OF THE LOGO

FORMER LOGOS

These are old IFC logos. They are now outdated and should not be used under any circumstances.

DO NOT USE EITHER FORMER LOGO

IFC SEAL

It is important not to confuse the IFC logo with the seal. Unlike the logo, IFC’s seal is NOT intended for use in publications, signage, advertisements, or other promotional materials. Part of a group of similar emblems for the five institutions of the World Bank Group, the seal is used on items such as legal documents, certificates, and debt instruments. We include it here for your information, but generally you should avoid using it in graphic design. When in doubt, check with Brand Management and Marketing.
Logos Presented Together

In wall signage of 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, and 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.

HORIZONTAL DISPLAY (PREFERRED)

Note

These displays and alternate versions showing just the World Bank and just IFC and MIGA under the WBG logo are available on WBGVisuals. They do not use the IFC tagline.
Using the IFC Logo with Other Logos When Cobranding

When approaching a jointly branded 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 Brand Management and Marketing before committing to any agreement:

**Equal ownership:** When ownership is equal (e.g., a jointly published report), place the IFC logo in the lower-right corner of a book cover, poster, or brochure and the cosponsor’s logo in the lower-left corner, with the logos approximately the same size.

**IFC with greater ownership:** Place IFC’s logo in the lower-right corner, with other logos on the back cover; or place the IFC logo in the upper left and the other logo(s) at or across the bottom of the page. The lesser logos should be roughly the same size as each other but smaller than the IFC logo. An alternative placement would be the IFC logo in the upper left and the World Bank logo in the upper right.

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, unless IFC has greater ownership.

Cobranded reports are produced in the IFC design templates (see Chapter 5), showing other logos on the cover. Joint publications, which require separate copyrights for all sponsors, should reflect aspects of IFC’s look but do not need to be designed in the corporate templates.

**Note**

By definition, 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.

Please consult with Brand Management and Marketing on their design, and with IFC Legal on their joint copyright and disclaimer notices, which should be based on a written cooperation agreement with the partner organizations.
IFC Branding in WBG Global Practices

Objective: To clarify the terms under which IFC branding should be used in WBG Global Practices (GPs) communications, internally and externally—specifically when a project or program is being implemented through IFC, by staff mapped to the GPs.

Background: All GPs are branded WBG by definition. This follows accepted best practice in Brand Management and Marketing of ‘branding to the highest level’ whenever possible. Such an approach helps build public awareness of the umbrella organization while simultaneously leveraging the brand value of relevant business groups within the organization.

However, two joint GPs (Trade & Competitiveness, Finance & Markets) now deliver advisory products that were previously branded only to IFC. These products have strong IFC name recognition in local markets that should be preserved.

We must avoid promoting these products with ad hoc visuals that risk confusing clients. Instead, a clear and consistent approach should be followed, an approach that shows these products are tied to both the IFC and WBG brands.

RECOMMENDED BRANDING

For activities financed by an IFC-managed trust fund and implemented through IFC by staff mapped to the GPs, we recommend the use of the newly developed logo below which does not use the IFC tagline:

This is not an all-purpose replacement for the corporate IFC logo. It may be used only in specific cases where IFC’s visibility within GP operations needs to be emphasized, such as:

- Press releases
- Fact sheets
- Standing banners referring to IFC advisory products now managed by GPs
- PowerPoint presentations
- Invitations and letters, in particular to private sector partners
- Signage, backdrops, and other branding for public events
- Marketing material

USAGE EXAMPLES (2016)
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 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 as equal players 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, but not both.
- Only refer to development partners in print by their country name and without “Government of” preceding the name.
- 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 must mention relevant funding sources on the first screen-shot. 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: Development partner names and logos should appear at the end of IFC-produced videos about an externally funded project.

At the outset of a program, IFC and development partners will discuss potential financial contributions from partners to visibility activities.

Semi-annual reports to development partners should include a short section on visibility activities as well as their results. These results will be discussed with partners during annual consultations.

Contact: Rita Jupe, Principal Communications Officer, Blended Finance & Partnerships Vice Presidency, rjupe@ifc.org
IFC Cobranded Product Logos

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.

Decisions on how to portray these entities externally fall within the WBG Partnerships and Products Branding System’s defining terms (see WBG Branding and Visual Identity Guidelines, pp. 35-47). Under this system, IFC-supported cobranded products and partnerships typically fall within Category 3, using a visual saying “An Innovation of IFC” (or similar wording) as the WBG unifier in lockups or on a parallel basis.

CRITERIA FOR USING “AN INNOVATION OF IFC”

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:

- **Have 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.

For additional examples (Managed by IFC, In Partnership with IFC), see the IFC logo site.
Examples of IFC Cobranded Products

PRODUCT NAMES USING AN IFC UNIFIER

- CommDev
- EDGE
- FV Tool
- Lighting Africa, Lighting Asia and others
- SME Finance Forum
- Tech Emerge
- Sustainable Banking Network

NOTE: The choice of unifier intro wording is left to the program manager and communications officer, in consultation with Brand Management and Marketing. The SME Finance Forum uses “Managed by IFC” rather than “An Innovation of IFC.”

NO NEED FOR SPECIAL BRANDING

The following large-scale IFC-managed multidonor partnerships do not provide distinct external products that require any logos of their own leveraging the corporate identity. Falling within Category 2 of the WBG Partnerships and Products Branding System, they are branded IFC-only, crediting development partners as required:

- DevCo
- Bangladesh Investment Climate Fund
- Partnership for Financial Inclusion
- Harnessing Innovation for Financial Inclusion

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
- SME Ventures

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 overseen by the WBG Trade and Competitiveness Global Practice that currently does not have its own branding.

**2030 Water Resources Group** is an independent initiative housed at IFC and funded by IFC, and other partners that uses its own branding.
Usage Examples

LIGHTING ASIA PRESENTATION SLIDE

Consumer Awareness and Outreach Program
Phase I
November 2014 - January 2015

TECH EMERGE WEBSITE

Building Commercial Partnerships in Emerging Markets

TechEmerge, a World Bank Group initiative, is a
year-long venture capital program for
high-growth, technology startups around the world. It's
looking to grow their business in emerging markets. IFC's
unique accelerators connect startups globally with
leading corporations in emerging economies to form new
partnerships, access markets, and gain sustainable
growth in the regions that need it the most.

TechEmerge India is a program in full swing, and we are looking to implement programs for other
governments and sectors. Stay tuned!
IFC Asset Management Company

As IFC’s only wholly owned subsidiary, IFC Asset Management Company (AMC) is the sole part of IFC using its own tagline and logo. These elements are part of IFC’s visual identity system, which also provides AMC’s colors, fonts, and other essential design assets.

TAGLINE

Emerging markets, established expertise

The tagline Emerging Markets, Established Expertise captures the essence of AMC’s value proposition. It may be used in stacked or single-line format.

LOGO

The logo has carefully defined spacing and size requirements and should never be modified.

- The logo should not be recreated with type and lines; it is a custom-drawn piece of artwork.
- The logo may appear in blue, in white or in black.
- Avoid using the logo on background patterns or complex images. The logo may appear in white on an approved AMC image.
- Never enclose the logo in an outlined box.

Contact: For more information, contact AMC Head of Communications Mame Annan-Brown (mannanbrown@ifc.org)
AMC Usage Examples
AMC creates its own marketing collateral using the IFC branding and visual identity system.

**WEBSITE**

![Image of IFC website](image1.png)

**AMC ANNUAL REVIEW**

![Image of AMC Annual Review](image2.png)

**AMC VIDEO**

![Image of AMC video](image3.png)

Title with heading

Title, fades to film

Introduction with name caption

Film fades out to logo

Film

White logo on blue
AMC Brand Map

One of AMC’s distinguishing visuals is a brand map. Its slight elevation gives the impression of looking at the world from the South and emphasizes the importance of emerging markets generally and South-South trade.

The map can be used whole or cropped to show a specific region. Depending on the usage it can be rotated and the elevation can be tilted further.

BRAND MAP APPLICATIONS
IFC Departmental Identifiers

While IFC departments may not create their own logos, they can identify themselves with strong text treatments in IFC-branded collateral.
IFC Graphic Standards

These graphic standards support our one-brand strategy while allowing flexibility with the various elements of the IFC visual identity. To reinforce IFC’s one-brand strategy, our graphic standards explain and illustrate how to use visual elements consistently in our print and electronic publications.

**Logo** (pp. 10-13): Our logo should bring us instantly to mind—along with our unique attributes. For discussion of correct and incorrect usage of the IFC logo, see pp. 12 and 13.

**Color palette** (pp. 27-29): Our color palette is an important part of IFC’s distinctive personality. Using it consistently will help identify us in the marketplace. Staff should explore the entire range of category-specific colors from the palette, in any tint.

**Typography** (pp. 30-31): Fonts are another way we set ourselves apart. Use only the ones specified in the guidelines for use across the entire IFC set of communication materials.

**Design** (pp. 52-66): 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.

**The test of whether a publication meets these standards is simple:**

When placed next to other IFC publications, does the publication look as if it came from the same organization?

Does the logo appear in the lower-right corner of the publication (if the design allows)?

Are the colors being employed drawn from the category-specific corporate color palette?

If the publication describes IFC Advisory Services, does it comply with our donor visibility guidelines?

Does the publication comply with the IFC Publications Checklist?
IFC Color Palette

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 colors listed on the following pages are segmented by category and should only be used with their respective template categories. They can be used for backgrounds, sidebars, headings, subheadings, bar charts, graphs and arcs. All body copy should be set in the IFC grey, with the exception being for callouts or other unique copy circumstances where color can be used as an accent or method of highlighting text. The color palette should not be modified, and consistent usage will enhance the visual presentation of the brand across all expressions.

The color palette is divided into two categories: primary and secondary.

The primary palette includes IFC’s corporate colors, Process Cyan and Pantone 289C.

The secondary color palette is broken into three distinctive groups of six colors per category, representing a range of warm and cool hues which all serve to complement the primary palette and brand photography. All colors in the secondary palette may be tinted from 100 percent to 10 percent in value.

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 complementary photographic hue, but no more than two per piece. If a template you are creating does not employ photography, colors can be used more freely and without the same restrictions.
Corporate Colors

**PRIMARY COLORS**

**SECONDARY COLORS**

IFC now uses a more restricted version of its secondary color palette, used more strategically and tied to specific communications products. This more restricted design construct for each category creates a more cohesive look and organizational approach to managing various types of content than before.

Each product category has been assigned seven colors for each product category: six colors plus one universal grey for body copy.

This new palette approach is a combination of legacy colors from IFC’s previous look and feel and new next-generation colors.

The six colors are to be used in combinations of warm/cool or dark/light in each case.

For more information on how the communication products groups are organized and used in templates, see Chapter 6.

Tints show a range from 20-80%
SECONDARY COLORS

BROCHURES

PANTONE: VIOLET C
RGB: 68 0 153
CMYK: 90 99 0 0
HEX: #440099

PANTONE: 158C
RGB: 232 119 34
CMYK: 0 49 85 9
HEX: #E87722

PANTONE: 576C
RGB: 120 157 74
CMYK: 54 5 94 24
HEX: #789D4A

PANTONE: 4535C
RGB: 207 196 147
CMYK: 6 8 35 12
HEX: #CFC493

PANTONE: 5483C
RGB: 76 134 142
CMYK: 65 11 25 27
HEX: #4C868E

PANTONE: 484C
RGB: 154 51 36
CMYK: 8 92 100 33
HEX: #9A3324

BANNERS

PANTONE: 7622C
RGB: 147 39 44
CMYK: 0 73 70 42
HEX: #93272C

PANTONE: 123C
RGB: 255 199 44
CMYK: 0 22 83 0
HEX: #FFC72C

PANTONE: 729C
RGB: 181 129 80
CMYK: 7 45 66 18
HEX: #B58150

PANTONE: 5455C
RGB: 191 206 214
CMYK: 17 4 6 4
HEX: #BFCED6

PANTONE: 5767C
RGB: 138 141 74
CMYK: 31 11 76 35
HEX: #8A8D4A

PANTONE: 568C
RGB: 0 108 91
CMYK: 90 14 62 43
HEX: #006C5B

BACKDROP COLORS

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

IFC EVENT BACKDROP
Typography

Two typefaces have been selected for exclusive use across all IFC-branded templates and marketing material and have been chosen for their unique and differentiated typographic characteristics, as well as their functional ability to work well across a variety of applications.

Sabon, a serif, and Fedra Sans, a sans-serif, complement each other well when used in combination and both offer a variety of styles that should be used according to the style sheets established in the templates.

Use the preferred corporate typefaces on the covers of publications, on posters, and in advertisements. To create a clean, cohesive appearance, the use of no more than two different typeface families in a document is recommended. This includes design elements such as callouts and photo captions. The typefaces below are for use in English and other languages using the Latin alphabet.

These typefaces complement each another and may be used together in application. They are posted on the IFC communications portal’s Templates for IFC Corporate Branded Material page, in the Basic Cover Design Elements section.

If you are an outside vendor and do not already have these typefaces installed, you may purchase Fedra Sans via Typotheque here: https://www.typotheque.com/fonts/fedra_sans. Sabon can be purchased through MyFonts here: http://www.myfonts.com/fonts/linotype/sabon/. They may also be found for purchase through other online vendors. The preferred font format for both Mac and Windows/PC is OpenType (OTF).

If you are an internal employee and need these fonts installed, please contact Rob Wright at Rwright@ifc.org.

Substitute Typography

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.

Typography for the IFC Internet and Powerpoint

For content on the IFC Internet and Intranet, the globally available typeface Verdana should be used.

IFC’s corporate fonts for use in all marketing collateral and publication covers are Sabon and Fedra Sans. The previous corporate fonts, Garamond and Frutiger, are no longer in use.
PREFERRED CORPORATE TYPEFACES

Fedra Sans Std Light
Fedra Sans Std Light Italic
Fedra Sans Std Book
Fedra Sans Std Book Italic
Fedra Sans Std Bold
Fedra Sans Std Bold Italic

Sabon Roman
Sabon Italic
Sabon Bold
Sabon Bold Italic

ACCEPTABLE SUBSTITUTE TYPEFACES

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Times New Roman Regular
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

TYPEFACE FOR INTERNET USE ONLY

Verdana
IFC Arcs

The prominent arcs that have long been a key part of IFC’s visual identity have now been updated. Where in the past several arcs could be used in a variety of patterns, now only two are used (one solid, one dotted) and they always start at an intersection in the lower right corner of an image, then move up from there. Their positioning can be adjusted as they move up to fit underlying photography or graphics. A related semicircle image on the right side of the image now serves as a third, more geometric arc.

Note

The updated arcs are a standard cover design element for the publication covers, banners, posters, and other pieces available in the IFC corporate design templates (see Chapter 5). However, they are not used in PowerPoint slides, business cards, and invitations. Please consult Brand Management and Marketing if you have questions on when and when not to use them.
Using Visual Tools

PHOTOGRAPHY

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

We use a broad range of compelling images that convey the meaning of our corporate tagline *Creating Markets, Creating Opportunities* to a wide external and internal audience.

We prioritize shots with people in them wherever possible to put an effective “human face” on our work rather than just rely on static images of equipment and machinery in the projects we fund. When the latter must be used, these images should be targeted and well chosen, indicating the particular industry involved (i.e., infrastructure, health care, information and communication technologies, etc.). Photography used in IFC publications generally falls into two categories:

- **People whose lives have been improved by IFC projects (e.g., microenterprises; SMEs; health care patients; employed workers)**

- **Clients and projects (i.e., financial institutions; oil, gas, and mining companies; private infrastructure projects)**

Images of regions where work is taking place may also be represented. Images taken on project location or in the project/subject region are preferred. Generic stock images should only be used when they tie in clearly to the subject matter being described. Do not use images of women in menial jobs unless it is essential to the context of the story you are illustrating. When selecting photography for global or regional publications, use as much gender, country, and industry diversity as possible to underscore IFC’s role as a global institution that is active on many fronts. When the project is from the formal sector, depict it as such with appropriate images of offices, professionals with computers and other technology, trained workers performing specialized functions, etc. since financing projects of this kind is central to IFC’s development mission and distinguishes us from others. When the project is from the informal sector, it is appropriate to use microenterprise images, but this should not appear as the sole depiction of IFC.

When supplying photos for print, please maintain the original format and size for all image files. Recommended file formats are .tiff or .jpg. Do not compress image files. Maintain original resolution, which should be 300 dots per inch (DPI) at layout size. (Most images will not be used larger than 8.5” x 11”.) Make sure the subjects of all photos comply with IFC environmental, health, and safety standards. Do not use photos from clients or other partner organizations without permission. Please credit all sources whenever possible.

Do not use images for which you have not obtained credit, including images found through an online image search (e.g., Google Images) or pulled from a website or social media page (e.g., Facebook).
If stock photography is needed, there are many online vendors available. Contact Brand Management and Marketing for guidance if necessary. Whether the image selection is online or commissioned photography, all imagery must follow the IFC photography guidelines.

IFC also maintains a password-protected Flickr site, where staff can download photos for internal use or forwarding to contracted designers. Instructions can be found on the Communications Tools portal’s Communicating About IFC page, in the Photography/Photo Archives section. Other photos can be obtained from the World Bank’s Photo Collection and Flickr site.

THE INDIVIDUALS/PEOPLE | The end users of our work

THE PROJECTS | The specific nature of our work
VIDEO

When producing videos, whether for internal or external use, basic application of IFC’s brand guidelines must be followed. The use of the logo, partner logos, color, and font should follow the specifications outlined in previous chapters. Following a few basic guidelines will make for an effective video:

• **Keep it short:** Open directly with action—do not include a title frame. Keep your videos at less than 3 minutes so impatient online viewers remain engaged.

• **Keep it simple:** Many video production applications offer a large menu of effects. Do not upstage your message with special dissolves, transitions, or special effects.

• **Scripting:** Videos should be scripted by IFC before editing occurs (so the final product meets our expectations, avoiding costly re-edits later).

• **Messaging:** Unless they are only intended to be shown to a narrow technical audience, videos should be self-contained and understandable to the general public, using good visuals to move a simple story line along.

• **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 created in Adobe After Effects or a similar program.

• **Crediting:** Credit any donors or others involved in compliance with the development partner guidelines (see p. 17).

• **Close:** End your video with a closing sequence that includes the IFC logo and URL.
**Video file format**

- Maintain original format for all footage supplied
- Shoot footage with a digital high-definition camera
- Provide source video files
- Recommended file format is QuickTime
- Recommended Frame Rate = 29.97 NTSC standard

**Video file size**

- Do not compress video files
- Maintain original resolution
- For 16 x 9 display size, minimum acceptable resolution is 1440 x 1080
- For 4 x 3 display size, minimum acceptable resolution is 720 x 480

**Supplying video files**

- Supply files on disc
- Files totaling less than 2GB can be delivered via FTP site. Files larger than 2GB have to be physically sent
ABOUT IFC AND YOUTUBE

YouTube is IFC’s official external-facing channel for videos, supporting larger efforts to use new and social media to communicate effectively with a wide range of audiences and stakeholders. Through the channel, we aim to showcase our best-quality video and multimedia content, focusing on IFC’s development impact and results, additionality, innovation, and thought leadership. We also share relevant third-party content through video playlists, particularly stories mentioning IFC’s work and emphasizing the vital role of the private sector in development.

The corporate IFC YouTube channel serves as a repository channel of engaging, high-quality video content for brand marketing and cross-promoting online, particularly IFC websites and primary social-networking channels—Facebook, Twitter, LinkedIn and Instagram. It is part of IFC’s corporate social media strategy and is managed by the Corporate Social Media Team.

Videos posted in IFC’s YouTube channel should generally comply with the World Bank YouTube Channel Guidelines. If you have a longer or more technical video intended for the external audience that does not meet these standards, it can be posted on our hosting service Kaltura. For more information, contact Pabsy Pabalan (mpabalan@worldbankgroup.org).

Staff are encouraged to use the YouTube channel to promote video stories on key news and events and IFC’s development activities worldwide, but in a way that is structured and consistent with IFC’s overall communications objectives. All content on the channel will therefore be curated.

Tap the power of the YouTube description—this may be your last chance to grab attention!

- Get to the point quickly in your opening paragraph.
- Be sure to include the critical 5 Ws—who, what, when, where, and why. When possible, also aim to include information on the how.
- YouTube allows for longer descriptions, so make the best of it. Up to 300 words is a good standard.
- Include a call to action in your description, even if it’s simply to invite viewers to visit your website to learn more.
- Always include a URL/link to direct people to more information.
- When possible, give people a way to contact you or your organization.

Tagging is key for search-engine optimization—get more people to see your videos!

- Aim for at least 5 to 7 relevant keywords or phrases. Use quotations to create tag phrases.
- Identify popular tags in your industry or area of focus; look them up on YouTube.
- When using popular tags and keywords, other videos with the same tags show up as recommendations on YouTube and the tags serve as identifiers in search engines.
- Keyword tags can help you get grouped with other high-quality, highly viewed videos.
Marketing/Promotion

• Embed your video on your website, blogs, etc.—this allows visitors to view the video story instantly without having to leave the site/webpage. [Note: Embedded code can be found directly underneath every video on IFC’s YouTube channel by clicking the “embed” button. Simply copy and paste the code into your web page and adjust height and width accordingly.]

• Share your video via social media outlets such as Facebook, Twitter, LinkedIn, and Google+.

• Enlist your internal and external online communities to help share the video by pulling together a marketing package, including language they can use for Facebook, Twitter, etc., along with relevant URLs.

Top Three Tips for Good Search Results on YouTube

• Take advantage of annotations and captions to link to other videos or to drive people to other social media channels—like World Bank Facebook and Twitter.

• Encourage viewers to rate your videos. Higher ratings and more comments indicate that videos are better or more interesting. Use Facebook, Twitter, and other social media channels to encourage viewers to rate your videos and leave comments.

• Locate similar videos on YouTube and ask the Corporate Social Media Team to “respond” to those videos. This will allow your video to be shown underneath the related videos and will increase traffic.
IFC Corporate Publications

IFC uses templates to harmonize the look and feel of its publications, especially those done at the departmental level. However, IFC also produces corporate publications that are intentionally done outside of these templates, defining the corporate visual identity year-to-year with an evolving style in keeping with contemporary design trends.

The most prominent of these is the Annual Report. 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.
Disclaimer Language and Copyright

The following disclaimer language can be used when necessary to avoid liability in IFC publications:

“IFC, a member of the World Bank Group, creates opportunity for people to escape poverty and improve their lives. We foster sustainable economic growth in developing countries by supporting private sector development, mobilizing private capital, and providing advisory and risk mitigation services to businesses and governments. This report was commissioned by IFC through its [name of the department, unit, or program], which [include descriptive language of what it is, etc.].

“The conclusions and judgments contained in this report should not be attributed to, and do not necessarily represent the views of, IFC or its Board of Directors or the World Bank or its Executive Directors, or the countries they represent. IFC and the World Bank do not guarantee the accuracy of the data in this publication and accept no responsibility for any consequences of their use.”

IFC publications can also be copyrighted when necessary. For more information contact Gordon Myers in IFC Legal (Gmyers@ifc.org).

2016 Cobranded Case Study

UNLOCKING VALUE:
Alternative Fuels For Egypt’s Cement Industry

DISCLAIMER
© International Finance Corporation 2016. All rights reserved. 2121 Pennsylvania Avenue, N.W. Washington, D.C. 20433 Internet: www.ifc.org

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 encourages dissemination of its work and will normally grant permission to reproduce portions of the work promptly, and when the reproduction is for educational and non-commercial purposes, without a fee, subject to such attributions and notices as we may reasonably require.
Branding on the Web

One of the most important ways to leverage IFC’s brand is online. Because IFC’s one-brand strategy includes both electronic and print media, the brand guidelines and graphic standards apply to the web as well, with a few exceptions affecting colors and fonts.

Branding on the web is about function as well as style. That is why consistency is essential throughout the pages of a website, with navigation bars, headers and footers, and color schemes all serving to orient the visitor.

In this way, the graphics enable the visitor to find information quickly and easily. To learn more about how to create an IFC department’s website, go to the IFC Web Resource Center at http://ifcnet.ifc.org/intranet/websolutions.nsf. It includes all necessary information on how to obtain technical support and the web styles and standards that must be followed.

Web Links

IFC-supported multidonor initiatives are branded differently than IFC’s own websites. In these cases, the relationship to IFC is best explained by adding one of the corporate cobranding taglines (see p. 18).

Other organizations’ websites may link to IFC as a service to their visitors. The link must not imply any IFC endorsement of a company or organization or its products and services.

IFC will link to other websites only in cases where it is believed that the information provided on the sites is of value to visitors. However, the link must be clearly identified as an external link, and the content manager is responsible for ensuring that the link remains valid.

Please refer to p. 27-29 for information regarding web-safe colors and p. 30-31 for typography.
IFC Magazines

Promotional magazines published by IFC should be designed in general accordance with Chapter 5’s templates. This applies both to the hard copy and e-book versions.

Magazines should use strong photography or other visuals and limited text on their covers, attracting readers’ eyes with imagery that connects well to the content inside. Be sure that IFC has rights to any photography used, and to credit the photographer.

Using a human interest approach, focusing as much as possible on project beneficiaries and the impact on their lives, is a good way to engage reader interest.

Note

SUSTAIN leverages IFC’s convening power in private sector development, publishing external content provided by thought leaders in business, government, international organizations, and academia.

As a specialized product reflecting these multiple points of view, it carries the “An Innovation of IFC” branding element (see page 15) rather than the IFC corporate logo.
IFC 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 Brand Management and Marketing. 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 Brand Management and Marketing. Client requests to capitalize their relationship with IFC by using our logo in other forms of print, broadcast, or online advertising cannot be allowed. Exceptions can only be granted with the consent of both the Director of IFC Communications and the originating department’s Director and VP.
Guidelines for Press Releases

IFC press releases should be limited to one page and follow a clear format that includes these elements:

- **Headline:** stating the development impact of the project or announcement.
- **Contact:** giving the name(s), contact number(s), and e-mail(s) of the communications officer(s) connected directly with the project or announcement.
- **Location and date of issue.**
- **Body text:** elaborating on the details of the project, including beneficiaries, financial aspects, scope, and the like.
- **Quotation(s):** from key people, such as client, partner, IFC vice president, director, or other spokesperson.
- **IFC boilerplate:** with general statement about IFC and key data from the most recent fiscal year.
- **Additional information:** when relevant, on IFC’s activities in the region, approved boilerplates for IFC Advisory Services or for client companies. Boilerplate for client companies should follow IFC boilerplate.

Please note that press releases posted on the web do not carry the IFC logo, since the logo already appears in the top banner of the page. With print distributions, the logo goes in the upper-left corner.

The current boilerplate (which should not be altered) is:

**About IFC**

IFC, a member of the World Bank Group, is the largest global development institution focused on the private sector in emerging markets. Working with more than 2,000 businesses worldwide, we use our capital, expertise, and influence to create markets and opportunities in the toughest areas of the world. In FY16, we delivered a record $19 billion in long-term financing for developing countries, leveraging the power of the private sector to help end poverty and boost shared prosperity. For more information, visit www.ifc.org.
Internal E-Newsletters

When creating an internal email newsletter for your department, you must keep in mind that the e-mail may be viewed on many different devices, including desktops, laptops, tablets, and smartphones. Focus on keeping your newsletter simple and easy to read. Steps for creating a very simple e-newsletter structure in Microsoft Outlook are listed below.

Outlook offers a simpler and, more importantly, a more predictable way of creating rich content emails and templates. While Lotus Notes offered some enhanced functionality (drawers, tabs, etc.) the majority of those features were stripped out when recipients viewed the emails using third party email clients. This resulted in emails that often looked garbled or unformatted. By contrast, emails created in Outlook are more predictable and 90% of the time, what you see when you create the mail is what the recipients will see when they open it.

The foundation of rich content emails in Outlook is based on tables. If you know how to work with tables in Word or Excel then you should be comfortable working with tables in Outlook. Before setting out creating your table in Outlook, it is a good idea to sketch a wireframe of the content areas you require for your email. Once you have an idea of the layout you want to work with, select the “Table” tool on the “Insert” tab of Outlook and create your basic table.

The menus and options used to edit tables in Outlook are similar to those found in Word and Excel. Another way in which Outlook is better than Notes is that it allows you to undo any action or step you take while working on the email, whereas Notes would often not allow you to do this. In Outlook, for instance, if you insert an image which changes the width of your table, undoing this step would revert the table back to its previous state. If you did the same thing in Notes the width of the table would not revert back to what it was prior to inserting the image.
Social Media Guidelines

IFC SOCIAL MEDIA CHANNELS

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 and/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.

IFC’s social media guidelines apply to any and all channels created in IFC’s name as well as IFC-related content shared or posted by staff on third-party platforms. Currently, the most prominent social media channels used by IFC are Facebook, Twitter, LinkedIn, Instagram and YouTube. Staff members are encouraged to make the best use of these channels to promote their content, events, projects, and videos.

IFC’S SOCIAL MEDIA REACH

Facebook Fans: 273,000
Twitter Followers: 129,000
LinkedIn Followers: 163,000
YouTube Subscribers: 2,920
Instagram Followers: 2,645
Stationery

The examples show the preferred placement of the IFC logo on various items of stationery. Most items are suited for the horizontal logo format, but this is not a requirement. Basic stationery should generally use white or off-white paper; marketing folders may use any color from the corporate palette. The logo should be printed in Process Cyan & Pantone 289C, black, or reverse white. Address information should appear below or to the right of the logo, or in the footer. As with the IFC logo, use Process Cyan & Pantone 289C, black, or (on a dark background) reverse white.

Most stationery items, including business cards, may be ordered through the General Services Department Intranet site (go to GSD at “Quick Links“ on the IFC Intranet home page).

STANDARD STATIONERY

Times New Roman is the recommended typeface for IFC address office lines.
BUSINESS CARDS

For IFC business cards, use 80# bright white, uncoated cover stock. The dimensions shown below are typical for business cards printed in the United States. For cards printed elsewhere, please approximate those dimensions as closely as possible.

Standard IFC Business Card

The standard IFC business card is 3.5” x 2” (90mm x 51mm), printed with the logo in Process Cyan & Pantone 289C and all other text in Pantone 289C. Printing the logo in black is an acceptable alternative where two-color printing is difficult to obtain.

WHERE TO ORDER

For staff stationed in Washington, D.C., IFC business cards can be ordered through the General Services Department.

IFC business cards can be ordered from GSD Printing and Multimedia via the IFC Branding and Design portal on IFC’s Intranet, or from the WBG Visual Identity Assets landing page reached by typing WBGVisuals into your browser.
**E-Mail Signature**

An e-mail signature is an online business card as well as a branding tool and an instrument to increase site traffic. Brand Management and Marketing has developed a new template to enable all staff to create a customized e-mail signature that conforms to the IFC brand. Create your new e-mail signature by typing WBGVisuals into your browser window, or going to the IFC Branding and Design page. A link to detailed instructions is provided.

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**Creating a New E-Mail Signature**

- Launch the e-mail signature template form. (Be sure to select the appropriate link for your needs.)
- Fill out the form with your information. When done, click on the “Create Signature” button at the end of the form to create your e-mail signature.
- At the top of the next screen, click “File” then select “Save As.” In the “File Name” field, type your name (e.g., vyemoh.htm). In the “Save as Type” field, click and select the “Web Page, HTML Only (*.htm, *.html)” option.
- Save the file to the location of your current signature file. This will overwrite your current signature file. If you don’t know where your current signature is saved, you can save the new file to your local drive.
- In Lotus Notes, select “More” and choose “Preferences.” Click on the “Signature” tab, then browse to where you saved the new htm signature file. Select the file to implement your new e-mail signature.
- If adding a new visual identity for your department, be sure it includes the IFC logo and does not appear to be a stand-alone brand of its own. Consult with Brand Management and Marketing before creating any such visual identity or adding it to your e-mail signature, departmental website, or other material.
PowerPoint Templates

IFC now offers a corporate PowerPoint template that fits within the WBG Visual Identity system. Both standalone and co-branded versions are available.

IFC Corporate Presentation (Using Corporate PowerPoint Template)

THE WORLD BANK GROUP’S TWIN GOALS

Ending Extreme Poverty
Increased incomes for bottom 40% of every country

Boosting Shared Prosperity

From 18% to 3% of world population by 2030

Private sector investment is ESSENTIAL

EXPERIENCE MATTERS

IFC Has a Tradition of DEMONSTRATION

We set an example for others by:

- Leading by example
- Identifying underserved markets, filling the gap
- Accelerating development in places that need it most

FY16 LONG-TERM INVESTMENT COMMITMENTS BY INDUSTRY

COMMITMENTS FOR IFC’S ACCOUNT: $11.1 BILLION

- Financial Markets
- Infrastructure
- Agribusiness & Forestry
- Consumer & Social Services
- Oil, Gas, & Mining
- Funds
- Manufacturing
- Telecommunications & Information Technology

FY16 LONG-TERM INVESTMENT COMMITMENTS BY INDUSTRY

COMMITMENTS FOR IFC’S ACCOUNT: $11.1 BILLION

45.2%
4.9%
7.4%
9.4%
16.3%
7.4%
4.8%
9.9%
Using Existing Templates

The IFC templates are designed as tools to aid in development of IFC-branded publications and marketing material. They represent a broad range of graphic styles and expressions, which can be composed and reconfigured to effectively support specific content. Templates are organized by category, with a unique interpretation of the brand design language attributed to each. Although designs are restricted to their respective category, they share a set of common design assets as seen in the IFC arcs, typography, grid and photographic style.

These branded templates will help you design and produce marketing material such as banners and posters with a standardized IFC look and feel. They are designed to be simple and 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 individual creativity and style in design of regional and industry-specific marketing materials.

Downloading Existing Templates

All templates are available for download on the IFC Communications Portal, where they can be found under IFC Branding and Design. Templates are available as Adobe InDesign CS5 files and/or Microsoft Word documents.

Files follow a specific naming convention:

[Size]_[2 or 4 Color]_[Description]_[InDesign or Word]

All files download as a single .zip file that must be “unzipped” to access. Those marked as “InDesign” contain an InDesign CS5 layout file (or two, if more than one style exists), a PDF for review, and linked images. Those marked as “Word” contain the Word document layout and a PDF for review. No font files are included with any template files. For more information regarding typeface purchasing, please see p. 30-31.

Creating a New Template/Changing Document Size

New templates for formats/document sizes not represented by the existing templates can be created by reformatting and reproportioning an existing template to suit a specific need. It is important that any revised template be consistent with the aesthetic of the existing template and support the general brand look and feel.

Translation

IFC publications may be translated and produced in other languages. Use the services of either the World Bank Translation Unit in HQ, or a local translator recommended by an IFC country office. It is recommended that IFC native speakers of the language in question review the translators’ text and give comments before a final version is printed, as they may have good recommendations on how best to translate technical business and financial terms.

Interior Spreads

A variety of interior spread designs have been created within the Reports and Brochures categories to provide a wide range of layout options to choose from when designing multi-page materials. These layouts can be combined in a number of ways suitable to the content and graphics at hand.
Font Size/Word Count
The font sizes of text in the existing templates are set to preferable proportions. Font sizes should not be altered dramatically. Word counts for each of the existing templates are supplied in this section of this guide to help aid content development. Keeping word counts close to those published in this guide will help ensure that text styles will not require a great amount of alteration.

Images
Images resident in the existing templates are FPO (for placement only—not intended for use or reproduction). All images from the existing templates must be replaced when creating new publications or marketing material.

Colors
Colors used in the templates are selections from the official IFC color palette (see p. 27-29). The IFC color palette is segmented by template category, with a range of six secondary colors in addition to the two primary corporate colors and a grey for text.

IFC Logo
The horizontal version of the IFC logo in all black or white (reverse out of color field) is the only variation allowed for the branded templates and marketing material. Specifics regarding rules for use can be found on p. 12-13.

IFC Arcs
The IFC arcs represent the global nature of the organization and add a dynamic visual quality to the design. They have been formalized for specific use with the branded templates and marketing material. The arcs exist as graphic elements that are locked compositionally within each template, but some flexibility will be granted based on color and photography (see p. 32).

IFC Design Portal
Available on the IFC Intranet and externally at ifc.org/design.
LAYOUT BASICS IN ADOBE INDESIGN

InDesign CS5 layout files are available for most templates in both A4 and letter sizes. This type of file is most often supplied to external design or print vendors who have been trained to create layouts in InDesign.

The Grid: Standard page layout for the majority of IFC communications is set on a versatile twelve-column grid, allowing for multiple layout options as illustrated below.

Style Sheets: All content in the IFC InDesign templates is governed by style sheets. Category-specific color palettes are loaded into the swatches palette for each category set.
LAYOUT BASICS IN MICROSOFT WORD

Specific templates have been created in Microsoft Word and are intended to aid in the production of communications when the use of InDesign is not an option (e.g., for publications created in-house). The Microsoft Word templates have been designed to support multiple software versions.

All content in the IFC Microsoft Word templates is governed by style sheets. Elements are placed either in the header/footer or on the layout page and are fully editable.

Updating and Editing
Features and toolbar locations may vary depending on the Windows platform and Word version in use. Additional information and tutorials can be found at: http://office.microsoft.com/word. Many versions of Word also offer a robust help menu within the system.

Changing Photos
New photos can be inserted into the existing template by 1) deleting the existing stock photo; 2) drawing a new text box (Insert>Text Box); and then 3) putting in a picture (the cursor must be active inside the text box, Insert>Picture). The image can be selected within the text box and resized, and the text box can be resized to crop the image. The Insert selection is located on the Windows toolbar, which also contains tools for cropping, resizing, and modifying placed photos.

Arcs
The arcs are a locked component within the Word Template files. If cropping of photography can’t be managed effectively around arc placement, the arcs can be deleted, leaving the photo on its own.

Editing Colors
To change the color of a shape, right-click to access the drop-down menu and select “Format Shape...” and select Color in the Fill section, double-click on the color bar, access the color palette, then select Custom under More Colors. In the More Colors window, select the magnifying glass tool (eyedropper) and select the desired color from the color palette page in the document. (Refer to p. 27-29 for IFC color palette RGB color values.)

Text
The text boxes are movable, resizable containers for text. Some templates are designed with two-column linking text boxes. The size and placement of the text boxes can be edited by using your selection cursor and dragging from the corners or hot spots.

When copying text from the web or another formatted document, strip the formatting by right-clicking and selecting “paste special > text” to ensure that residual formatting from other templates is not carried into the format. Note that pasting text only will not hold font/color properties and may require additional text updates within the template. To work within the existing template styles, type content directly into the template or select the appropriate styles in the style sheets to reformat inserted text.
Ebis Nosto Od Untorum Quo Quis et Fugiten

ULLaese molas incam torreciv lacantl aliiasol illibos abino ducor aliena

STYLESHEETS IN WORD

Borem estque sapientias

Current style of selected text:

Body Subheads

Body1

Callout Body Copy

Callout Body Subhe

Footer

List: Recommended

Show Styles Guides

Show Direct Formatting Guides

IFC STRATEGIC BRAND GUIDELINES & GRAPHIC STANDARDS | 57
Cover Design Elements

COVER VARIATIONS

Covers of the IFC-branded templates and marketing material are some of the most visible manifestations of the IFC brand. They have been carefully designed to represent each category of templates in the most consistent and cohesive manner possible. Images, color, and use of arcs should 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.

The amount of text and the length of titles on covers will vary widely. The cover structure allows for a great deal of flexibility in handling content. The examples below show many solutions for accommodating content within the structure of the branded look and feel.

COVER VARIATION EXAMPLES (COLOR ON WHITE)

COVER VARIATIONS (WHITE ON COLOR)
COBRANDED COVERS

GOOD PRACTICE REPORT

Usage Examples (2015-2016)

CASE STUDY REPORT

PROFILE BOOKLET

Additional logos should be placed opposite the IFC logo and proportioned accordingly.
Interior Design Elements

The wide range of interior layouts created for the Reports and Brochures categories is intended to provide users with the most flexibility possible based on the variety of content types necessary for inclusion. Layouts can be mixed and matched as needed, within their respective category of templates. Clear and defined style sheets have been created for each template and should be adhered to unless content dictates otherwise. Secondary colors and imagery can be changed as needed, being mindful of the rules outlined on pp. 27-29.

Note: Graphs, charts and infographics will need to be created as needed based on content. 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).
BACK COVER AND SIGN-OFF

IFC-branded publications and marketing material should include contact information and creation date code (typically located on the back page or back cover of documents). 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”. A date code reflecting when the document was created and first distributed should be placed in proximity to the contact information and IFC logo. The date code—the month (spelled out) followed by the year (four digits)—should appear centered and in a small font size at the bottom of all collateral.

The IFC URL should appear as “ifc.org” only and should be the last entry in the contact information. The URL can also reflect specific site sections — ifc.org/xxxxxxxxx.
Brochures and Folders

Templates exist for a wide range of Brochures and Folders needs. Several brochure designs are available in both A4 and Letter size (8.5” x 11”), in 4-color. The page layouts available within the template interiors serve as examples of best practices, but may be altered as needed to fit the content. Use of these template designs outside of the Brochures and Folders category is not permissible.

9” X 12” POCKET FOLDER

A4 TRIFOLD
#10 TRIFOLD BROCHURE

 USAGE EXAMPLE

IFC is a member of the World Bank Group, with unparalleled global reach.

Examples of Clients:
Benefiting from IFC Corporate Finance Services

Buy Side Advisory & Research:
Service Industry in Africa
Client: A diversified private technology company that services their end customers, is working with IFC to develop workforce solutions.

Corporate Finance Services
An IFC Advisory Solution to Support Private Sector Growth in Emerging Markets

Who We Are
IFC is the world's largest institution focused on private sector investment in Africa. With 22 years of experience, IFC supports companies and private sector partners with tailored, specific investments, advisory, and asset management services. IFC has worked with private enterprises in over 70 countries, and has expertise, resources, and influence to help clients in managing their growth in a sustainable manner. IFC has offices in 95 countries, with over half of its staff based in emerging markets.

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Banners and Posters

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, co-branding 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.

Banners with current images and messaging are available to be borrowed temporarily for events held at IFC Headquarters. To borrow a banner, contact the Brand Management and Marketing Assistant Desk at ext. 35773. Please provide at least 24 hours’ notice.
COBRANDED BANNERS

Transforming Investment Risk
In Financial Markets

Transforming Investment Risk
Facilitating Private Investment
Into Future Growth Markets

Transforming Investment Risk
In Infrastructure

Transforming Investment Risk
Facilitating Private Investment
Into Future Growth Markets
Resources

IFC Communications Portal
The IFC Communications Portal contains essential communications information.

Tip sheets and guidelines on a range of subjects from writing press releases to handling crises are available, in addition to IFC logo files, a photo archive, and many other useful resources (http://ifccommunicationsportal).

Business Cards
In Washington, D.C., IFC business cards can be ordered through the General Services Department (IFC Intranet).

Editorial Style Guide and References
The IFC Editorial Style Guide is designed to help IFC staff present written material clearly and consistently. It should be used for all types of communications to both internal and external audiences. The guide addresses issues of grammar, punctuation, spelling, and usage. For copies contact Joe Rebello, jrebello@worldbankgroup.org.

The World Bank Style Guide also provides guidance on grammar, spelling, usage, references, and related topics; it includes Bank usage for country names and adjectives.

Logos
Downloadable IFC logos are available in various file formats and in seven languages at http://ifclogos.

Photographs
IFC maintains a password-protected Flickr site on its Intranet, where staff can download photos for internal use or forwarding to contracted designers. Instructions for the Flickr site’s use can be found on the Communications Tools portal’s Communicating About IFC page, in the Photography/Photo Archives section. Other photos can be obtained from the World Bank’s Photo Collection and Flickr site, which can be found at http://secure.worldbank.org/photolibrary/servlet/main?pagePK=149932.

PowerPoint
The corporate PowerPoint slides are available on the IFC templates page. To view the slides, click on “open.” To customize, save the file to your desktop before opening.
Eco-Friendly Printing Practices

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. Below are suggestions for incorporating best practice into printing and paper choices.

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

What to ask 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% 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

What to ask 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?
Inks and Finishing

- Use vegetable-based inks with lowest volatile organic compounds (VOC) rating, ideally less than 2%
- 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

What to ask about ink options

- What “agri-based inks” are available with VOC rating less than 2%?
- 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 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 size of print-run; add a small buffer to avoid the costs of reprinting only if necessary

What 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]
Glossary

**Color**
CMYK refers to the four process colors: cyan, magenta, yellow, and black. K represents black. CMYK printing is used in all digital printing.

Halftone is an image composed of patterns of dots. The dots can be varied in size or frequency to create shades of black or color.

HEX values are specified as 3 pairs of two-digit numbers, starting with a # sign. HTML colors are defined using a hexadecimal notation (HEX) for the combination of RGB color values. HEX colors should not be used for professional printing.

Pantone Matching System (PANTONE; PMS) is a standard color-reference system used by printers and graphic designers for inks, papers, and other materials. A Pantone or PMS color is a standard color defined by percentage mixtures of different primary inks.

RGB refers to the colors red, green, and blue. Colors on the Internet and on computer monitors are defined in terms of a combination of these three colors. RGB colors should not be used for professional printing; however, RGB color values may be used in Word documents printed on in-house printers.

Spot Color refers to a solid color not composed of CMYK values. For example, a “2 Color” piece is printed on an offset press using two spot colors. Pantone is the most well-known system of spot colors.

**Graphics File Formats**
EPS (.eps) is the graphics file format used by the PostScript language. An EPS file can contain any combination of text, graphics, and images, making it the most versatile file format available. (An Illustrator .eps file is the most common and preferred file type for logos.)

GIF (.gif) is a bit-mapped graphics file format used on the Internet. GIFs are better than JPEGs for images with only a few distinct colors, such as line drawings, black and white images, and small text only a few pixels in height.

JPEG (.jpg) is an image file format used on the Internet. Because JPEGs support 16 million colors, they are better than GIFs for photographs and complex graphics.

Line Art is artwork composed of only black and white, with no shades of gray.

TIFF (.tif; .tiff) is one of the most widely supported file formats for storing bit-mapped images on personal computers. It is a standard format for scanned photographs; however, TIFFs cannot store object-oriented graphics.

Vector Graphic is a graphic image drawn in shapes and lines called paths. Images created in graphic design software such as Illustrator and Freehand are vector graphics. Vector graphics can be easily scaled up or down with no loss of quality. Files ending in .eps or .ai are often vector graphics. (This is the preferred file type for most logos.)

**Logo**
Logo is a name, symbol, or trademark designed for easy and definite recognition, a company emblem or device.

Logotype is a symbol, mark, or identifying name; a single piece of type bearing two or more usually separate elements.

**Other terms**
FPO means “For Placement Only.” Any photograph or text marked FPO is to be replaced before finalizing a project.
Printing

Digital Printing is a method of printing using digital techniques in which the data and images are printed directly from a computer onto paper, including those developed for computer printers such as inkjet or laser printers.

Four-Color Process (4-Color; 4C) is a printing method using the four process colors: cyan, magenta, yellow, and black (CMYK). These four colors can be combined to create thousands of other colors. This is the most common type of printing.

Offset Printing refers to a type of printing press for high-volume reproduction that uses three rotating drums: a plate cylinder, a blanket cylinder, and an impression cylinder. The plate cylinder holds the image to be printed, and ink is applied to the image. The ink is transferred, or offset, onto the blanket cylinder. Paper passes between the blanket cylinder and the impression cylinder, and the image is transferred onto the paper. Offset printing can be done as both four-color process and spot colors.

Type

Font is a complete set of characters within one typeface. A typeface can be composed of many fonts.

Kerning is the process of manually pushing letters together or forcing them farther apart by adjusting the lateral (horizontal) space between letters. Many letter pairs, especially at larger type sizes, may not fit well together, appearing either too far apart or too close together.

Leading is the space, measured in points, between consecutive lines of type. The name is derived from the strips of lead placed between lines of metal type in the early 1900s.

Sans-Serif is type that does not have serifs. Sans-serif type is often used for headers and tables.

Serif is the small stroke at the ends of letters. Type with serifs is called serif type. Body text is often set in serif type. The theory is that serif type is easier to read; the serif leads the eye from one character to the next.

Typeface is the total set of characters created by a type designer, including uppercase and lowercase alphabetical characters, numbers, punctuation, and special characters. A single typeface contains many fonts with different sizes and styles.
IFC Publications Checklist

Please send your upcoming publication to Corporate Relations for branding clearance approximately two weeks before your printing deadline. Issues to bear in mind before you submit the publication include:

- We have followed *IFC Strategic Brand Guidelines and Graphic Standards* on the use of IFC’s:
  - Logo (color, size, and placement)
  - Color Palette
  - Typography
  - Existing Templates (with special attention to cover design and IFC arc placement)
  - Advisory Services Development Partner Visibility Guidelines (if necessary)
  - Cobranded Initiatives Guidelines (if necessary)
  - Back Cover Sign-Off

**CORPORATE LANGUAGE**
- We have consulted the Communications Portal for guidance on other corporate language (latest boilerplate description of IFC, WBG, website addresses, etc.).

**DATA SOURCES**
- The most recent data we have used are from the end of the latest fiscal year.
- We have not reported any unaudited midyear data from the current fiscal year, or mixed two or more departments’ annual commitments together in ways that have not previously been reported.

**WATCH LIST**
- We have consulted the latest version of the Watch List and are not mentioning any projects it lists that carry reputation risk issues.

**PHOTOGRAPHY**
- There are no issues with our choice for the cover photo.
- Photos have been obtained through the correct channels and have been credited where possible and/or necessary.
- No photos showing potentially unsafe or exploitative working conditions, underage workers, or environmental degradation have been used.

**DEPARTMENTAL CLEARANCE**
- ____________________________ from my department’s management team cleared this publication.

**DISTRIBUTION STRATEGY**
- We have provided a distribution strategy to support the launch of this publication.