

SHORT VERSION 1.1

GRAPHIC MANUAL

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This brief version of the graphic manual is a guide for those who are working at SIPRI, basically in Microsoft Word and PowerPoint. It presents the logotype, typography and advice for better PowerPoints.

There is a full version of the graphic manual for those who are working with external information and publications.

If you have any questions regarding the manual, feel free to contact the *Editorial and Publications Department*.

SIPRI's logotype consists of the acronym 'sipri' on a square background.



2.1 LOGOTYPE AND NAME

In some contexts, the logotype is followed by the name *Stockholm International Peace Research Institute*, often with the mailing address. In exceptional cases, the font size can be adjusted in order to conform to other graphic elements. However, the text should always be set on two lines, and the proportions of font size and line spacing should be unchanged.



The text 'Stockholm International Peace Research Institute' is placed a distance equivalent to 1/4 of the logotype's width.

2

LOGOTYPE

2.2 THE COLOURS AND FILE FORMATS OF THE LOGOTYPE

The logotype can be applied as a colour or black and white version. The different versions exists in JPG format. The colour mode is RGB, adjusted for digital media, such as the web and Office programs.



Colour
RGB – Red: 226 Green: 0 Blue: 61



Black and white
RGB – Red: 0 Green: 0 Blue: 0



**STOCKHOLM INTERNATIONAL
PEACE RESEARCH INSTITUTE**

Colour
RGB – Red: 226 Green: 0 Blue: 61



**STOCKHOLM INTERNATIONAL
PEACE RESEARCH INSTITUTE**

Black and white
RGB – Red: 0 Green: 0 Blue: 0

LOGOTYPE

2.3 PROHIBITED DISTORTION

The logotype must not be distorted in any way.

- Changing the proportions, slant or colours is not permitted.
- Placing other logotypes or elements on the board is not permitted.
- Changing the font and the placement of the name on the background is not permitted.



2 LOGOTYPE

2.4 SIZE

The size of the logotype is adapted to the format. The sizes shown below can be viewed as recommendations for use on the common page size formats A3, A4 and A5. However, depending on the design and field of application, the size may need adjustment.



A3 format: 32 mm width



A4 format: 23 mm width



A5 format: 16 mm width

2.5 ADDRESS

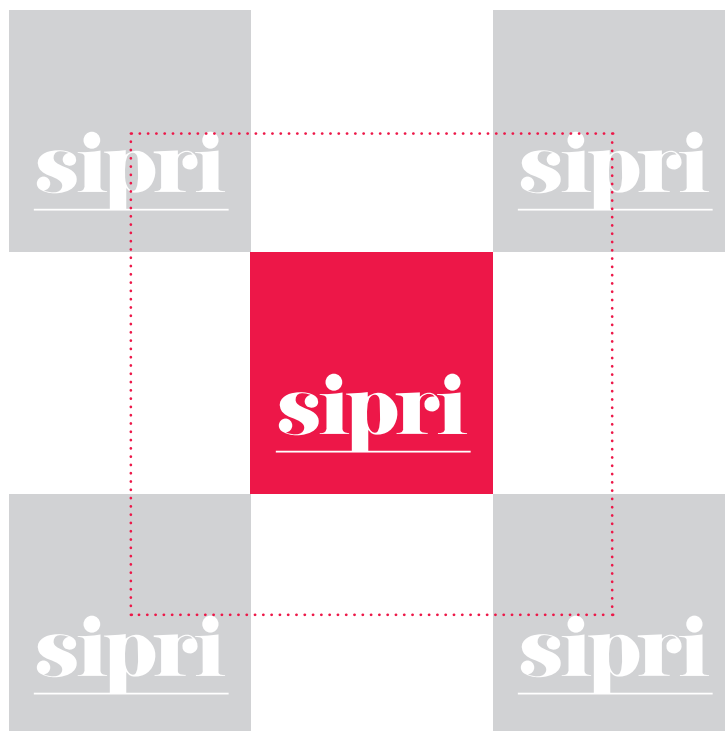
The address information is ragged right and placed below the logotype and name.

The logotype and font size are adjusted according to format and placement, although with preserved proportions between size and line spacing. The size shown below is most suitable for A4 format.



2.6 FREE ZONE

The logotype is often seen together with other logotypes and graphic elements. In order for it to appear clearly in these connections, nothing else should be placed within a space/free zone equivalent to half the width of the logotype.



2.7 DIFFERENT FILE FORMATS

The logotype exists in three different file formats, each adjusted to different fields of application.

For digital media, such as the web and Office programs

JPG (Joint Photography Experts Group) is a format for images consisting of pixels, and is very space-saving. SIPRI's logotype in JPG format is primarily aimed for use with the Microsoft Office software programs. The logotype cannot be increased in size without the quality deteriorating. JPG images can be opened in Adobe Photoshop and other image editing programs.

For printing

AI is Adobe Illustrators' format for vector graphics. The format is a type of EPS format, but without a preview option. AI images can only be opened in Illustrator and are only intended for work in InDesign and Illustrator.

EPS (Encapsulated Postscript) is a format often used for logotypes and other graphics. SIPRI's logotype in eps format is suitable for use in all printed information. The logotype is created with so-called vector graphics, which makes it possible to increase and decrease the size of the logotype without the quality deteriorating. EPS images can be opened in Adobe Illustrator and other EPS-enabled programs.

2.8 SIPRI IN WRITING

- In writing, the acronym SIPRI should be written with capital letters or small caps. This is true for both paragraphs and headings.
- The name is always written in title case: Stockholm International Peace Research Institute.
- The acronym SIPRI may not be hyphenated.

3 **TYPOGRAPHY**

A balanced typography plays a decisive part for all kinds of written communication. Text with a good typography is easy-to-read and has high credibility. That is why the choice of typeface is an important piece of the puzzle in the graphic profile. By always using the same fonts, a homogenous and consistent image of SIPRI is created.

The everyday typography is used for the daily correspondence (letters, faxes, memos, etc.). For this, Georgia and Lucida is used, since these fonts are installed on all computers. These fonts are also used in PowerPoint presentations and on the web site.

3.1 EVERYDAY TYPOGRAPHY – GEORGIA

The everyday typography is used for the daily correspondence (letters, faxes, memos, etc.), in PowerPoint presentations and on the web site. Georgia is a modern Roman type letter (the characters has serifs and the line thickness is varying) used for body text and headings.

Georgia Regular

abcdefghijklmnopqrstuvwxyzåäö
 ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 0123456789 (&%?!.,:;)

Georgia Italic

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
0123456789 (&%?!.,:;)

Georgia Bold

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
0123456789 (&%?!.,:;) 0123456789

Georgia Bold Italic

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
0123456789 (&%?!.,:;) 0123456789

3.2 EVERYDAY TYPOGRAPHY – LUCIDA

The everyday typography is used for the daily correspondence (letters, faxes, memos, etc.), in PowerPoint presentations and on the web site. Lucida Grande is a so-called sans-serif (the characters does not have serifs, and its lines have an even thickness) which is primarily used for texts with small font sizes and for subheadings.

Lucida Sans regular

abcdefghijklmnopqrstuvwxyzåäö
 ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 0123456789 (&%?!.,:;)

Lucida Sans Italic

*abcdefghijklmnopqrstuvwxyzåäö
 ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 0123456789 (&%?!.,:;)*

Lucida Sans Demibold

**abcdefghijklmnopqrstuvwxyzåäö
 ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 0123456789 (&%?!.,:;) 0123456789**

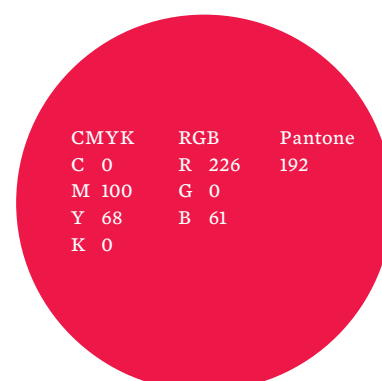
Lucida Sans Demibold Italic

***abcdefghijklmnopqrstuvwxyzåäö
 ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 0123456789 (&%?!.,:;) 0123456789***

4 IDENTITY COLOURS

4.1 PRIMARY COLOUR

SIPRI's primary identity colour is red. It is mainly used for the logotype and SIPRI's yearbook, as well as materials aiming at comprehensive information. The values show CMYK (four-color print), RGB (screen display), and Pantone (spot colour print).



4.2 SECONDARY COLOURS

The following range of colours is used for SIPRI's report series and can well be used for other products as well. The values show CMYK (four-color print) and RGB (screen display).



For PowerPoint presentations, there is a template with a user guide.

Advice for a better PowerPoint presentation

- Keep it brief.
- Use headings and subheadings.
- Use bulleting and avoid longer paragraphs.
- Diagrams and figures should be made as simple and clear as possible.

Title of presentation. Keep
it short, brief and explicit

Presentation held by
Presentation date





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