

# A Guide to our Identity

June 2011

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**This guide is a tool designed to help us project the values and vision behind the ICD brand.**

**It is important that it is followed carefully so that we can ensure a consistent style and quality of presentation. Everything we do and produce needs to reflect ICD clearly and consistently.**

## Legal & Communicative Name

Due to the international nature of our business and audiences, our company name is available in language variables for English, French, Arabic and Russian. We communicate the name of our organisation in the following four ways:

English

Islamic Corporation for the Development of the Private Sector

French

La Société Islamique pour le Développement du Secteur Privé

Russian

Исламская Корпорация для Развития Частного Сектора

Arabic

المؤسسة الإسلامية لتنمية القطاع الخاص

## Our Brand Promise

The Islamic Corporation for the Development of the Private Sector is enabling enterprise in order to build prosperity for people across the Islamic world.

enabling enterprise, building prosperity

Multilateral organisation; facilitating & partnering; establishing and expanding new Islamic Financial Institutions.

Impacting development; fostering social growth & raising living standards; creating employment opportunities.

# Our Values

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## Enablement

We want to empower, expand and enrich economies in member countries of the OIC.

By developing Islamic Finance channels and targeting direct lines of finance, by enabling environments for private sector development and by leveraging external partners to build a promising and vibrant future.

## Access

We aim to increase the accessibility to financing in the private sector.

Our pragmatic approach to expanding and establishing Islamic Financial Institutions substantially multiplies our reach, widens access and creates far greater impact.

## Impact

As a catalyst for change, we want to deliver a demonstratable development impact.

Raising living standards through sustainable employment, wealth creation, creating new opportunities and encouraging innovation.

## Excellence

We are committed to setting new standards in leadership and teamwork, governance and controls, synergy and co-ordination.

Aiming for continuous improvement throughout the organisation by focusing on the needs of our customers, empowering employees and optimising our processes.

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# Tone of Voice

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## Leadership

We are a confident, expert and world class organisation possessing unparalleled intellectual know how and experience in private sector development in the Islamic world.

## Energy

With energy and drive, we actively seek out new private sector opportunities to deliver benefit to all member countries, enable the Islamic world to prosper and deliver sustainable financial returns

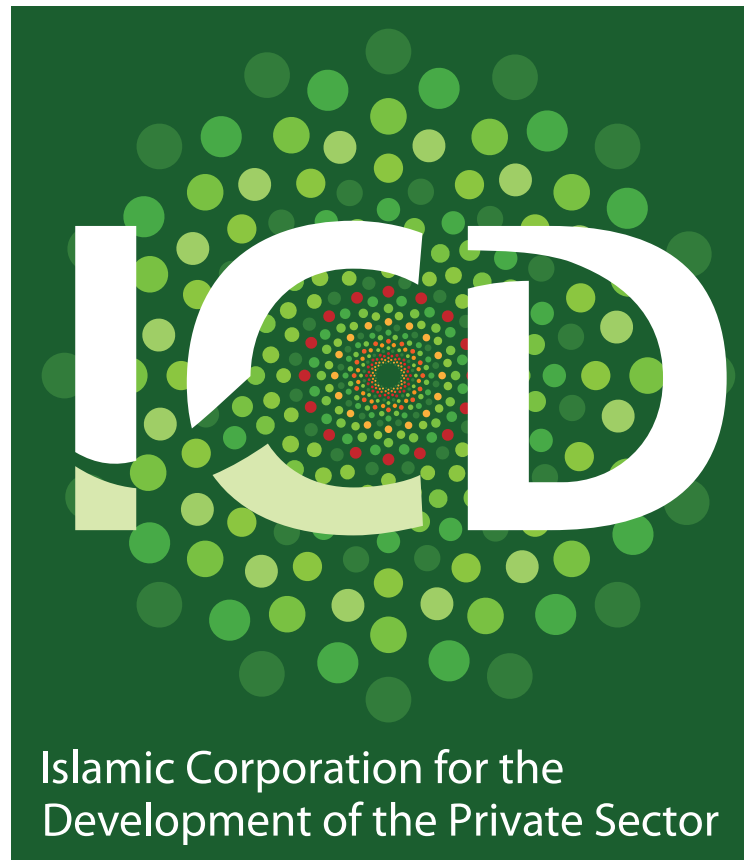
## Integrity

Our conduct is driven by the highest ethical standards. We expect and deliver openness, transparency, honesty and ethical practice in all our ventures.

## Solidarity

As a member of the Islamic Development Bank Group, we are united in overcoming the common development issues facing the Ummah. Solidarity is strength, strength comes from working together in close partnership.

# Logo - colour



## Full colour version – preferred version

A bold, energetic and progressive design crafted to reflect the idea of a world of expanding growth, progress and solidarity.

Comprising a series of expanding points radiating from the centre, the design reflects the aspiration to reach out to every corner of the Islamic world to enable enterprise and build prosperity.

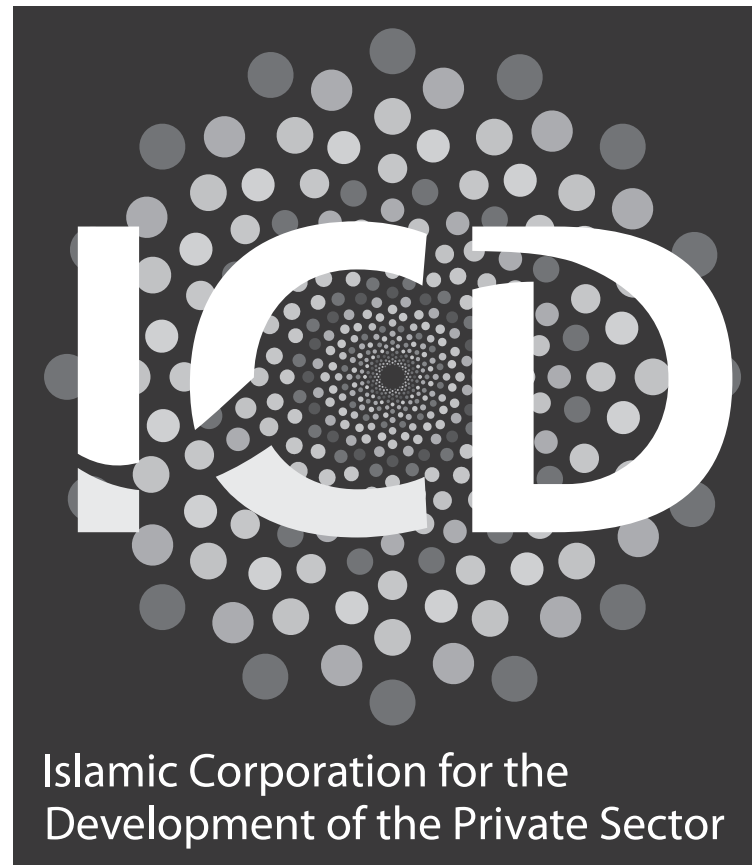
The identity concept also strongly conveys the value of solidarity. Solidarity is strength. Strength comes through working together in close partnership. ‘The stronger we are, the faster we will grow’. The symbol consists of independent entities that fit together in a unified community. Together we deliver a message of global strength and unity.

The logo embodies the full name of ICD. Also rendered in graduated greens, the colour palette is reflective of Islamic culture. A dynamic and robust design equally capable of conveying the gravitas of an international financial institution.

The full colour version of our logo is the preferred version and should be used wherever possible on a white background.

Never attempt to redraw or recreate the logo. Always use the electronic artwork provided for reproduction purposes.

## Logo - single colour black



### Single colour - black and white version

In instances where full color printing is not available, or where poor colour reproduction would affect the integrity of our logo - it should be reproduced in solid black only.

A typical example would be a fax header or form design or where black and white laser printed documents are required.

Never attempt to redraw or recreate the logo. Always use the electronic artwork provided for reproduction purposes.

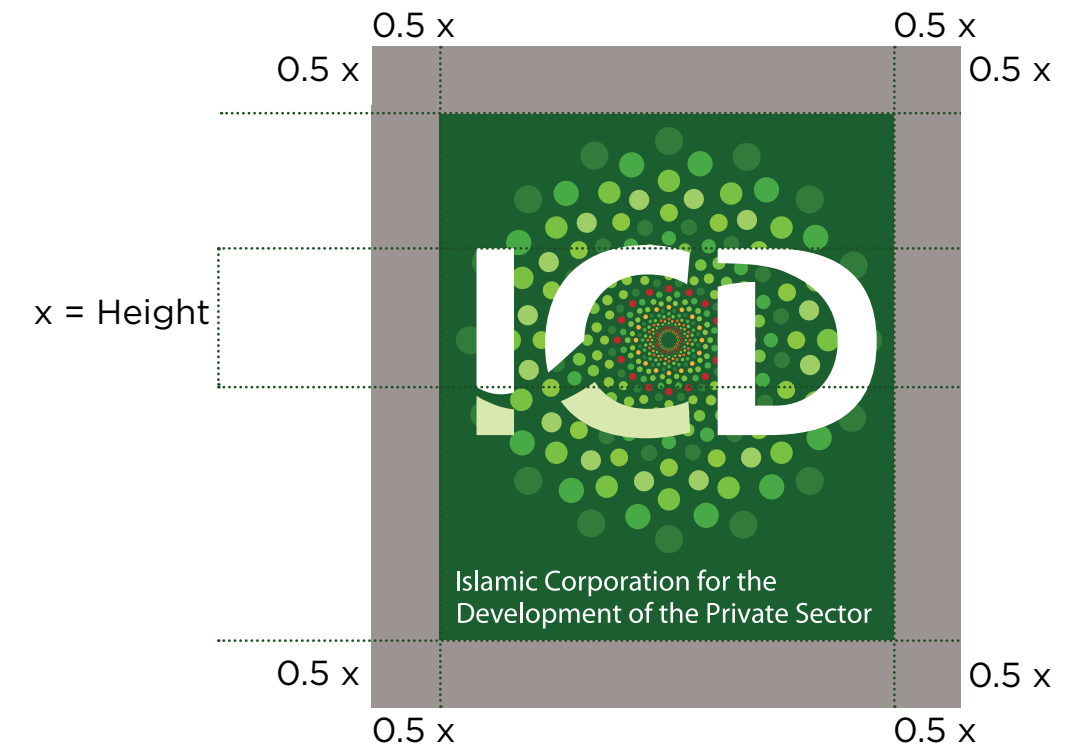
# Isolation Area

For maximum impact and instant recognition, the ICD logo should not be crowded by other visual elements.

Adequate white space should be left around the logo so that its prominence is not compromised. The illustration at right gives a visual guide for providing the necessary white space.

The Isolation Area is calculated according to an 'X' value, 'X' being equal to the height of the letter 'I' in our type rendition of the ICD name. The minimum area of isolation has been specified at 0.5X all round the logo.

The specified Isolation Area is a minimum specification and should be increased wherever possible.





# Scale

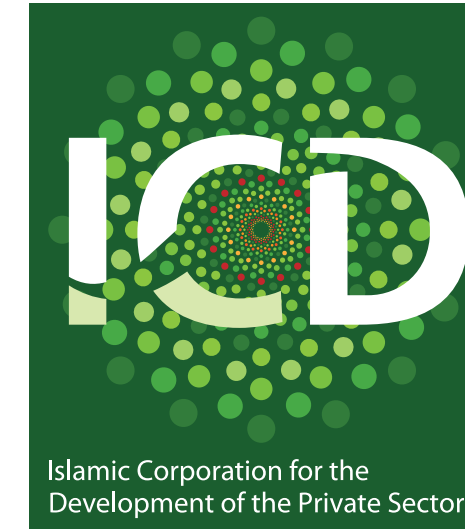
One way to maintain visual consistency in ICD's identity programme is to scale the logo for various applications. Arranging the logo with other design elements is like arranging a couch in a living room. The wrong size couch can make the room seem too crowded or too empty. Good designs (rooms or pages) use scale to enhance usability and provide pathways.

The minimum size is always measured according to the overall width of the symbol. For print based applications including merchandise, the minimum size at which the logo may be reproduced has been specified at 20mm.

For web based applications and other electronic media, the minimum size at which the logo may be reproduced is 64 pixels.

Provided at right are recommended sizes for placing the logo on certain documents.

Symbol width  
20mm and above



Web 64 pixels



# Language Variables

Due to the international nature of our business and audiences, our logo has been created in four language variables for English, French, Arabic and Russian.

All versions should be used according to the specifications stated within this guide and should not be altered in any way.



# Common Misuse

Because of the growing complexity of the market environment, controlling exposure of the ICD logo is vital. When displaying the logo, maintain consistency with its established configuration and the way in which it is displayed.

These illustrations represent misuses of the logo. **Do not alter the logo in any manner.**

Here are some examples of what not to do with the logo.

1. Change the colours of the logo
2. Change or format the typeface
3. Redraw the logo
4. Print the logo in outline form
5. Reverse the logo out of another colour
6. Change the relationship between the type and symbol or the background
7. Distort or stretch the logo

Only use the digital master artwork of the logo.



**EXAMPLES OF LOGO MISUSE**

# Typography

Typography is one of the most important design elements. It is used to differentiate sections of information as headlines, text or captions.

From the hundreds of type fonts available, Linotype Univers and Sabon were selected for use in ICD's English and French visual communications to ensure consistency and effectiveness throughout all its communication materials. Both fonts are also standard and easily obtainable.

For Cyrillic communications we have chosen Myriad Pro for a primary font and Calibri for a secondary font. For Arabic we have chosen Boahmed AlHarf Bold for a primary font and Tahoma for a secondary font

## English & French Primary Font

Linotype Univers 230 Basic Thin  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Linotype Univers 430 Basic Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Linotype Univers 630 Basic Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Linotype Univers 830 Basic Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## English & French Secondary Font

Sabon Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Sabon Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

**Sabon Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Sabon Bold Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

# Typography

## Cyrillic Primary Font

Myriad Pro Regular

абвгдеёжзийклмнопрстуфхцчшщъыьэюя  
абвгдеёжзийклмнопрстуфхцчшщъыьэюя  
1234567890

**Myriad Pro Semibold**

**абвгдеёжзийклмнопрстуфхцчшщъыьэюя  
абвгдеёжзийклмнопрстуфхцчшщъыьэюя  
1234567890**

Myriad Pro Light

абвгдеёжзийклмнопрстуфхцчшщъыьэюя  
абвгдеёжзийклмнопрстуфхцчшщъыьэюя  
1234567890

Myriad Pro SemiExtended

абвгдеёжзийклмнопрстуфхцчшщъыьэюя  
абвгдеёжзийклмнопрстуфхцчшщъыьэюя  
1234567890

## Cyrillic Secondary Font

Calibri Regular 45 Light

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
абвгдеёжзийклмнопрстуфхцчшщъыьэюя  
1234567890

*Calibri Italic*

*АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
абвгдеёжзийклмнопрстуфхцчшщъыьэюя  
1234567890*

**Calibri Bold**

**АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
абвгдеёжзийклмнопрстуфхцчшщъыьэюя  
1234567890**

***Calibri Bold Italic***

***АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
абвгдеёжзийклмнопрстуфхцчшщъыьэюя  
1234567890***

## Arabic Primary Font

**Boahmed AlHarf Bold**

**ا ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن ه و ي  
١٢٣٤٥٦٧٨٩.**

## Arabic Secondary Font

Tahoma Regular

ا ب ت ث ج ح خ د ذ ر ز س ش ص ض  
ط ظ ع غ ف ق ك ل م ن ه و ي  
1234567890

**Tahoma Bold**

**ا ب ت ث ج ح خ د ذ ر ز س ش ص  
ض ط ظ ع غ ف ق ك ل م ن ه و ي  
1234567890**

# Colour Palette

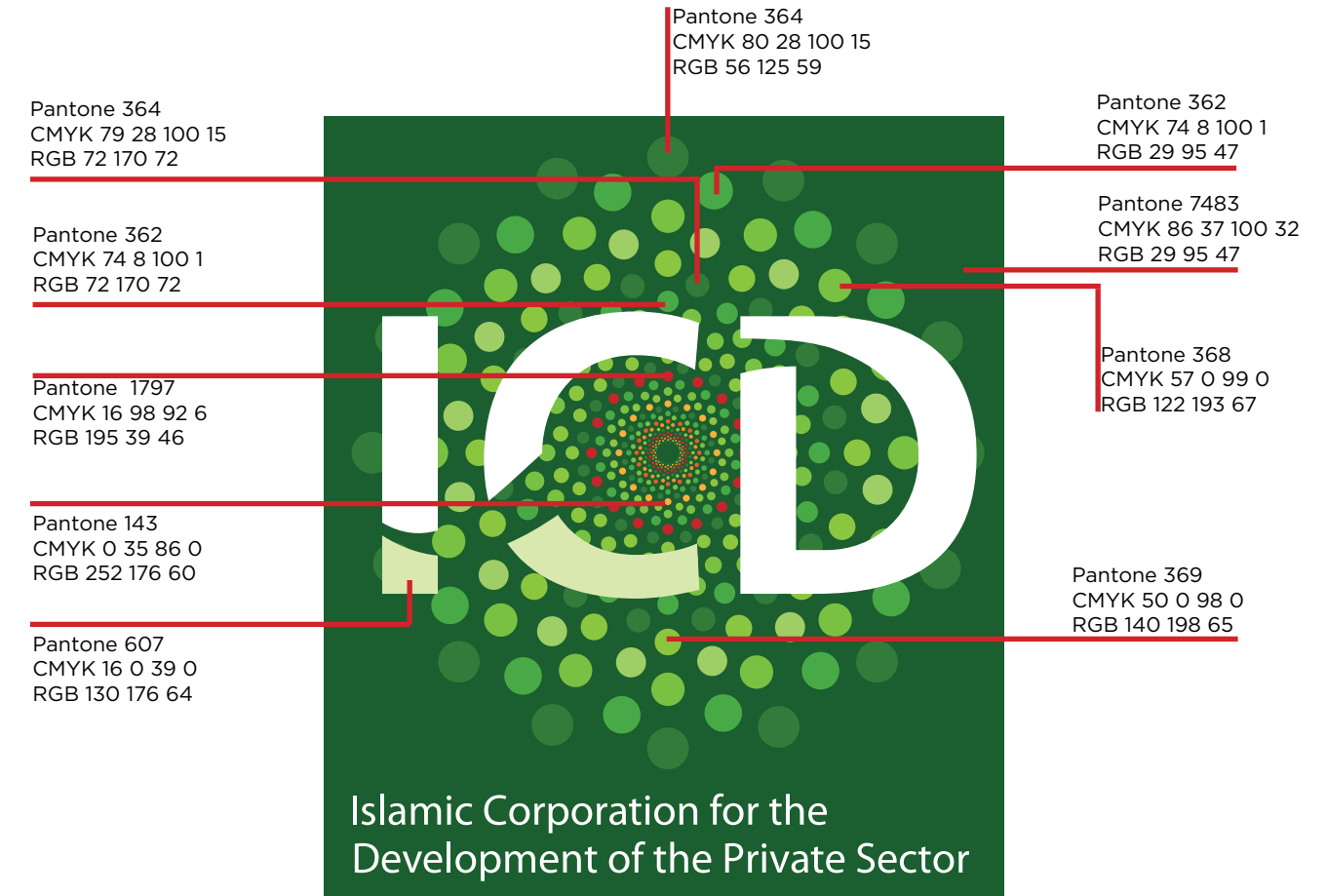
Colour plays an important role in the ICD identity programme. The colours at right are recommendations for various media.

When using coloured papers, note that the ink colour may not exactly match your colour swatch because the paper color shows through in the offset printing process.

The numbers indicated at right refer to the PANTONE Matching System of printing ink colors, CMYK conversions,\* RGB conversions and Web- safe conversions. PANTONE, PANTONE Matching System and PMS are Pantone, Inc.'s standard trademark for colour reproduction and color reproduction materials.

Remember to use only darker ink colors for text. Check with your designer or printer for legibility when considering a colored ink for text.

\* Please note: The four-colour specifications described here are not the automatic defaults for the nominated PANTONE colours. Refer to the actual PANTONE colour chips for accurate colour matching and reproduction.



# Image Use & Editing

Use fresh, dynamic photography to present ICD as a leading service brand. Always use vibrant, active photography. Strong, straightforward images are the best way to communicate our brand values. Imaginative crops and use of scale are recommended, but filters and other special effects are best avoided.

The examples opposite are examples only to demonstrate image use and image editing.

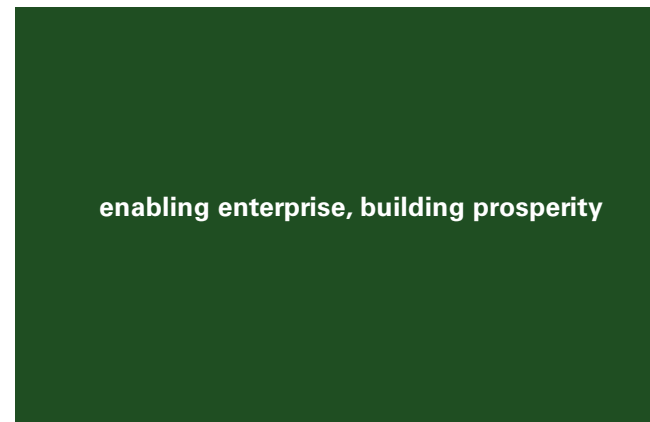


# Stationery Suite - Business Cards

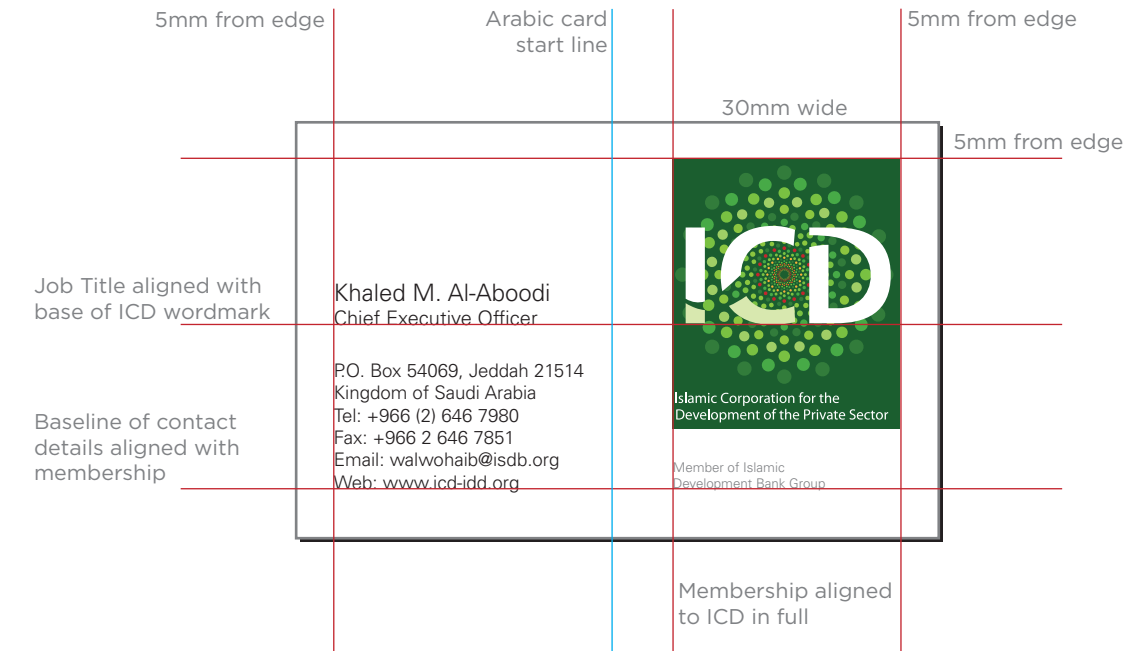
The business cards have a dimension of 85mm wide by 55mm height. All text is set in Univers typeface. The copy for the Name should be set in 9pt with the Title set in 7.5pt on 8.4pt leading. The address should be set in 7pt on 8.4pt leading. The strapline on the reverse should be positioned centrally vertically and horizontally in 10pt.

All text should always appear left justified with the exception of Arabic cards which should be aligned against the blue line

Please do not alter the positioning, the type sizes or the type faces. The design should remain as it is shown in the template. Never attempt to redraw or recreate the business cards.



## Business Card Artwork Template



The business cards have a dimension of 85mm wide by 55mm height. Printing recommended on 400gsm paper weight.



# Stationery Suite - Letterheads

The following example specifies the required scale and position of components for reproducing our A4 portrait letterheads and continuation sheets.

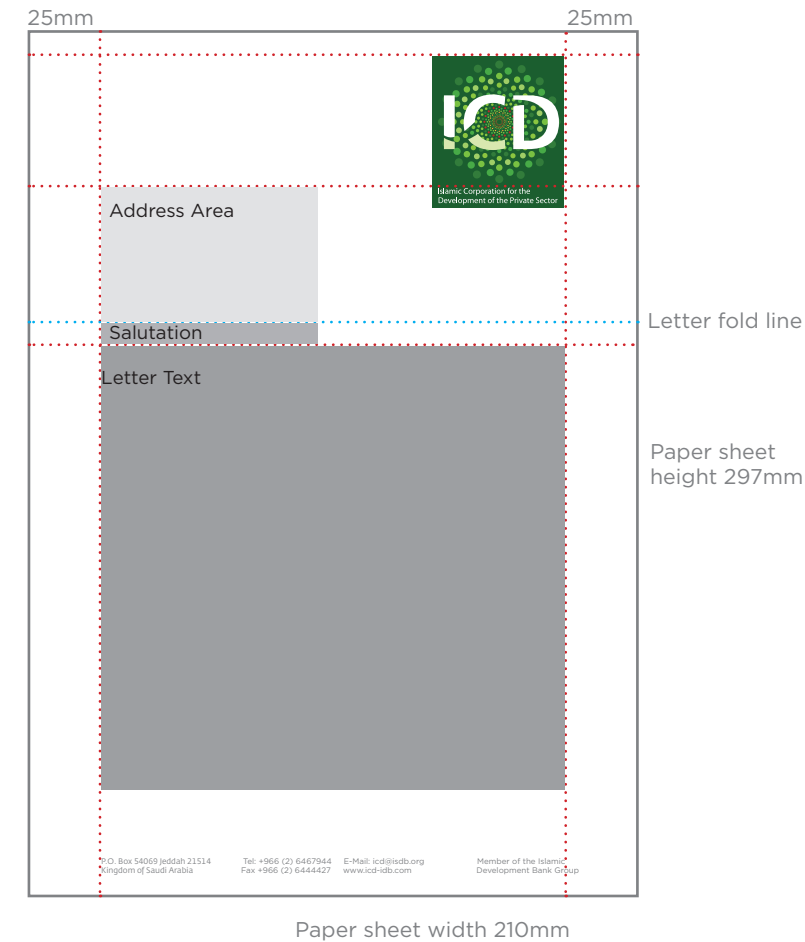
Guidance for setting text on letterheads have been created to ensure we communicate with consistency. Always ensure the correct typeface is adhered to and do not alter the typesetting specifications as shown opposite.

Letter text 12/14pt as per typography section of this manual. Allow an additional standard space return between the address and the date. Allow a single line space between paragraphs and additional line spaces for signature signoffs as required.

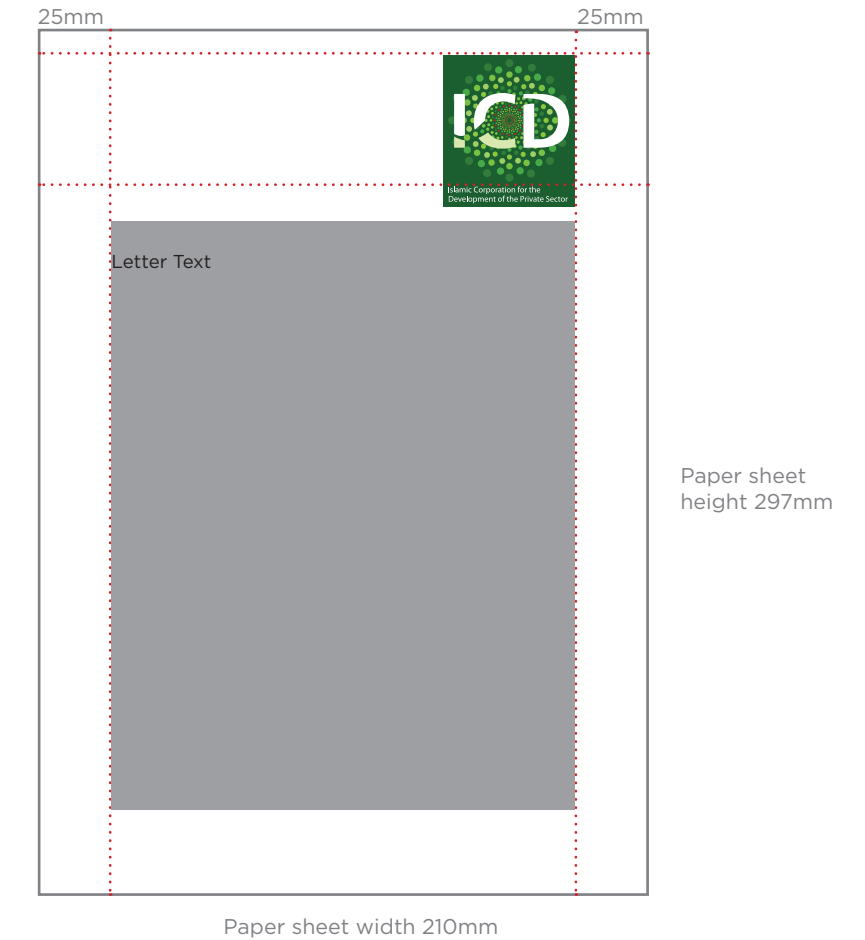
The address block aligns according to the language variant being used. The maximum column width is specified at 160mm.

For printing letterheads, specify A4 paper with a 120 gsm Classic Linen Bright Whitepaper stock. Print in four colours one side.

## Letterhead



## Continuation Sheet



### FOOTER DETAILS:

P.O. Box 54069 Jeddah 21514  
Kingdom of Saudi Arabia

Tel: +966 (2) 6467944  
Fax: +966 (2) 6444427

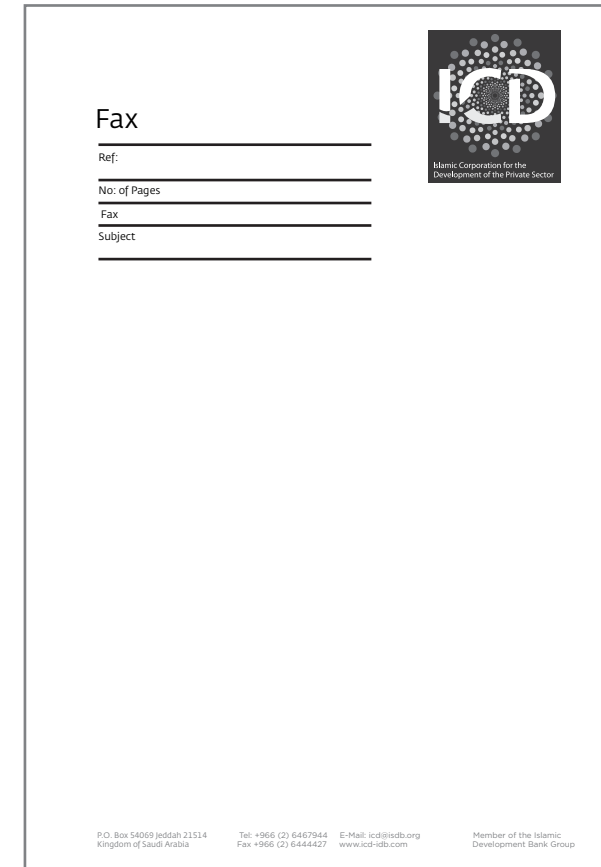
E-Mail: [icd@isdb.org](mailto:icd@isdb.org)  
[www.icd-idb.com](http://www.icd-idb.com)

Member of the Islamic  
Development Bank Group

# Stationery Suite - Memo & Fax Header

The following two examples specify the required components for templating Memo Headers and Fax Headers. Never attempt to redraw or recreate the fax and continuation sheets.

Fax Header

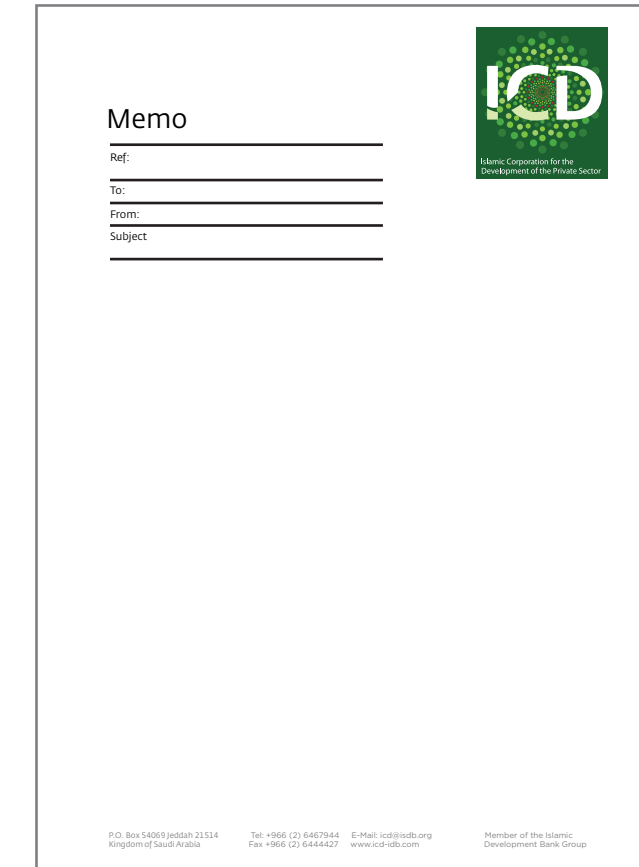


The diagram shows a rectangular box representing a paper sheet. On the left side, there is a form with the following fields: "Fax" (with a horizontal line), "Ref:" (with a horizontal line), "No. of Pages" (with a horizontal line), "Fax" (with a horizontal line), and "Subject" (with a horizontal line). On the right side, there is the ICD logo, which consists of the letters "ICD" in a stylized font with a circular pattern of dots behind them, and the text "Islamic Corporation for the Development of the Private Sector" below it. At the bottom of the box, there is a footer with the following text: "P.O. Box 54069 Jeddah 21514 Kingdom of Saudi Arabia", "Tel: +966 (2) 6467944 Fax +966 (2) 6444427", "E-Mail: icd@isdb.org www.icd-idb.com", and "Member of the Islamic Development Bank Group".

Paper sheet height 297mm

Width 210mm

Memo Header



The diagram shows a rectangular box representing a paper sheet. On the left side, there is a form with the following fields: "Memo" (with a horizontal line), "Ref:" (with a horizontal line), "To:" (with a horizontal line), "From:" (with a horizontal line), and "Subject" (with a horizontal line). On the right side, there is the ICD logo, which consists of the letters "ICD" in a stylized font with a circular pattern of dots behind them, and the text "Islamic Corporation for the Development of the Private Sector" below it. At the bottom of the box, there is a footer with the following text: "P.O. Box 54069 Jeddah 21514 Kingdom of Saudi Arabia", "Tel: +966 (2) 6467944 Fax +966 (2) 6444427", "E-Mail: icd@isdb.org www.icd-idb.com", and "Member of the Islamic Development Bank Group".

Paper sheet height 297mm

Width 210mm

FOOTER DETAILS:  
P.O. Box 54069 Jeddah 21514 Kingdom of Saudi Arabia  
Tel: +966 (2) 6467944 Fax +966 (2) 6444427  
E-Mail: icd@isdb.org www.icd-idb.com

Member of the Islamic Development Bank Group

# Presentation Applications

PowerPoint and KeyNote presentations should adhere to the colour palette of the identity detailed on page 24. The Fedra typeface should also always be used.

Use the vibrant and darker greens for the section dividers and header pages. Use the lighter shades of green for the inner contents pages.

Keep the ICD logo in the top right hand position. Where possible use:

- > video and audio to convey your message more effectively.
- > graphics to emphasize key points
- > animations and transitions wisely.

Pantone references:

- 1) Example Welcome Page - Pantone 607
- 2) Example Contents Page - Pantone 607
- 3) Example Section Divider - Pantone 362
- 4) White Page with Bullet Points- Bullet Points in Pantone 362

1) Example welcome page 1



2) Contents page in green



3) Section divider

4) Contents page in white



# Further Information

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Should you require assistance or guidance when producing ICD branded materials, please contact:

**Nabil El-Alami**  
**Marketing & Communication Manager**

Islamic Corporation for the Development of the Private Sector  
P.O. Box 54069  
Jeddah 21514  
Kingdom of Saudi Arabia

Direct. Phone (Office): +966 (2) 6467944  
Mob: +966 566 956 863  
Fax (Office): +966 (2) 6444427  
E-Mail: [nalami@isdb.org](mailto:nalami@isdb.org)  
Web Page: [www.icd-idb.com](http://www.icd-idb.com)