

Brand Guidelines

INTERNATIONAL ORGANIZATION OF SUPREME AUDIT INSTITUTIONS



INTOSAI

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01

Introduction

These are the Brand Guidelines of INTOSAI

We need to ensure that future professionals working at INTOSAI grasp the essence of the brand: its values, vision, mission, target audience, and, most importantly, INTOSAI's personality.

Here, we have compiled the main guidelines and rules for the application of the Brand and its elements. We outline strategies to maintain consistency across all our applications so our message is communicated clearly and reliably.

Overview

Operating on par with the United Nations¹, the International Organization of Supreme Audit Institutions (INTOSAI) is an umbrella organization that supports Supreme Audit Institutions (SAIs) worldwide in fostering good governance. Its mission includes promoting transparency and accountability within the public sector, as well as ensuring the cost-effectiveness and overall efficiency of governmental actions for the benefit of citizens.

In line with its motto “Mutual Experience Benefits All”, INTOSAI is dedicated to strengthening its member SAIs, addressing their needs and concerns, fostering a free and comprehensive flow of information, and pooling and sharing audit-related knowledge and know-how. These efforts form the foundation for its authoritative standards.

¹INTOSAI has consultative status with the Economic and Social Council (ECOSOC) of the United Nations.

Our mission

INTOSAI's mission is to support its members in contributing effectively to the accountability of the public sector, promoting public transparency and good governance, and fostering the economy, effectiveness and efficiency of government programs for the benefit of all.

Our vision

INTOSAI continues to evolve as a leading international institution enabling its members as they seek to achieve their full potential in their efforts to enhance public sector accountability, thereby strengthening governance and ultimately improving the lives of citizens.

Our values

INTOSAI adheres to the values of accountability, professionalism, collaboration, and equality.



02

Voice tone

Our personality

We tackle complex challenges with professionalism, independence, and competence. Our experience is forged through multicultural cooperation, uniting diverse expertise to establish global standards.


- Professional
- Independent
- Standard-setting
- Uniting and inclusive
- Global and multicultural
- Open-minded
- Cooperative
- Empowering

Voice tone

We tackle complex challenges with professionalism, independence, and competence. Our experience is forged through multicultural cooperation, uniting diverse expertise to establish global standards.

 **Trustworthy**
A credible source

 **Accurate**
Precise and meticulous with outputs

 **Authoritative**
Likely to be respected

 **Objective**
Communicates clearly and directly

 **Respectful**
Reliable and supportive

 **Multilingual**
International collaboration



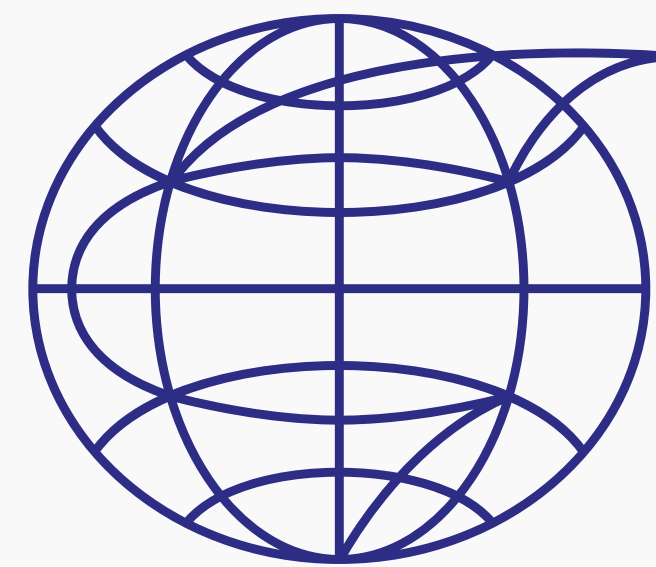
03

Logo

The logo

The INTOSAI logo system is the most prominent aspect of the brand. It is a universal signature across various media platforms that encapsulates our core values and essence.

The logo was created for the first International Congress held in Havana, Cuba, in 1953. Reflecting its international character, the symbol features an interconnected globe. The typography is enclosed by serif letters “I”, a design element inspired by Greco-Roman columns widely used in public buildings, providing strength and solidity to the overall composition.



INTOSAI

Logo variations

The INTOSAI brand is primarily identified by its horizontal signature comprising the symbol positioned on the left side, followed by the typeface on the right.

The logo also has a vertical signature that can be used when necessary.

Furthermore, the symbol is permissible for use on its own as a standalone representation of the brand.

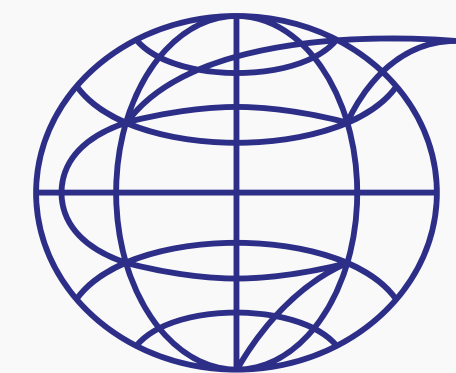
Horizontal signature



Vertical signature



Symbol signature



Logo with motto

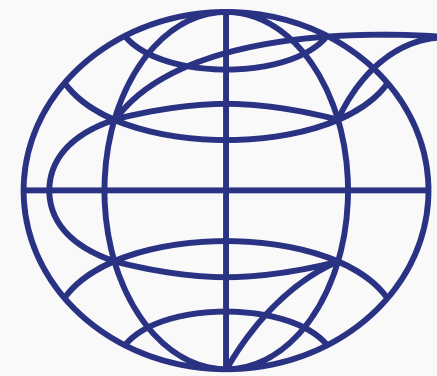
INTOSAI's motto is the Latin phrase "Experientia Mutua Omnibus Prodest", which translates to "Mutual Experience Benefits All".

The motto can be used independently across different media. However, when used together with INTOSAI's logo, it should be positioned on the right side of the Horizontal Signature.

INTOSAI'S MOTTO

**EXPERIENTIA MUTUA
OMNIBUS PRODEST**

LOGO WITH MOTTO



INTOSAI

EXPERIENTIA MUTUA
OMNIBUS PRODEST

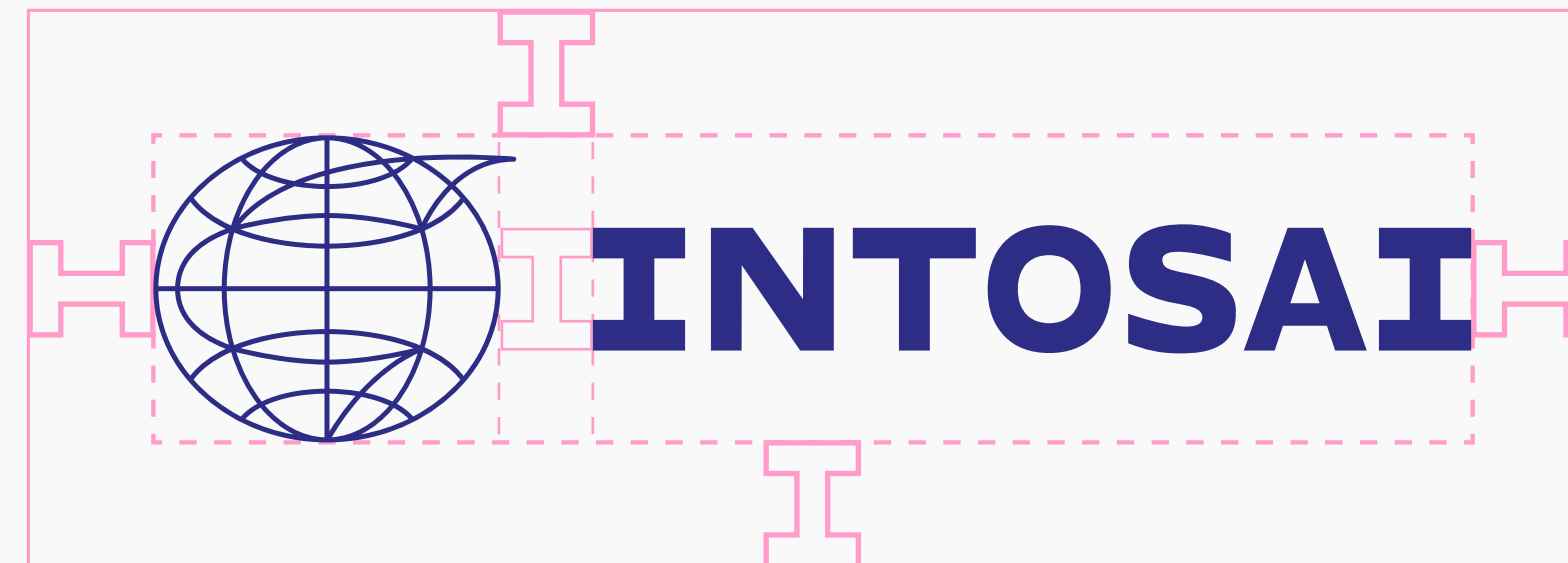
Clearspace

To ensure optimal readability, there should always be a minimum amount of clearspace around the INTOSAI logo.

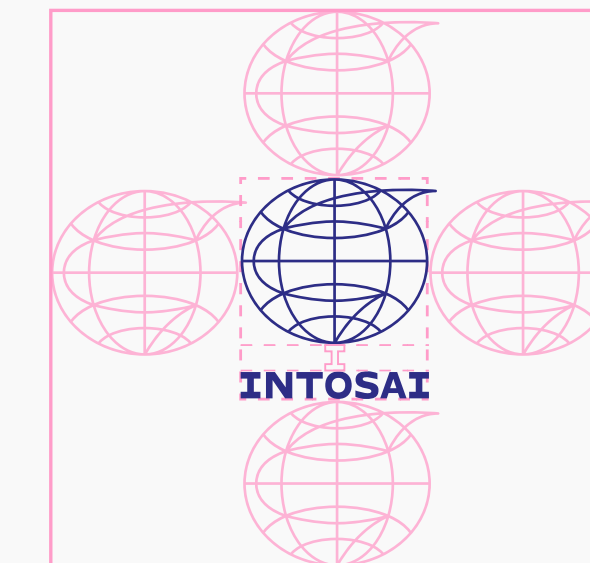
For the horizontal logo, the space requirement above and below the logo equals the height of the letter “I”. Similarly, the space requirement to the left and right equals the height of the letter “I” if it were on its side.

For the vertical logo and the symbol, the space requirement above and below the logo equals the height of the globe.

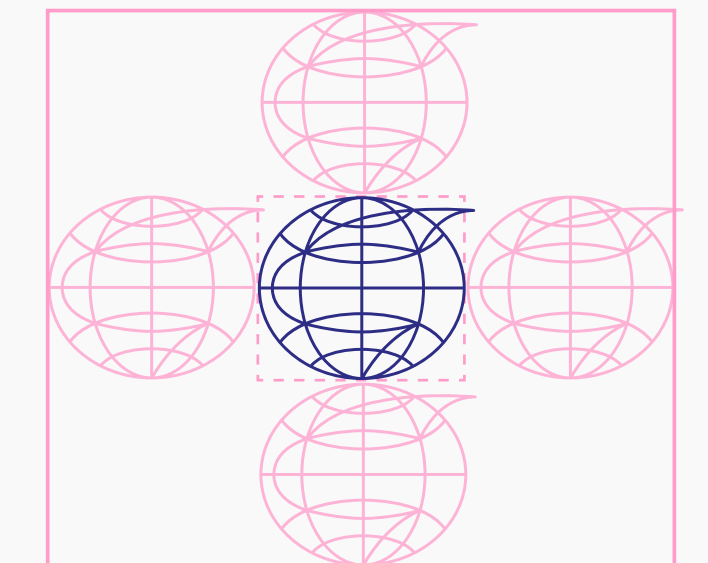
Horizontal clearspace



Vertical clearspace



Symbol clearspace



Logo with motto clearspace



Partnership

Here, you can observe how potential partnerships would be represented. To ensure flexibility, we provide both vertical and horizontal logo lockup versions.

For the horizontal signature, apply the equivalent of 2 letter “I” widths or heights as safe space between the INTOSAI logo and partner logos.

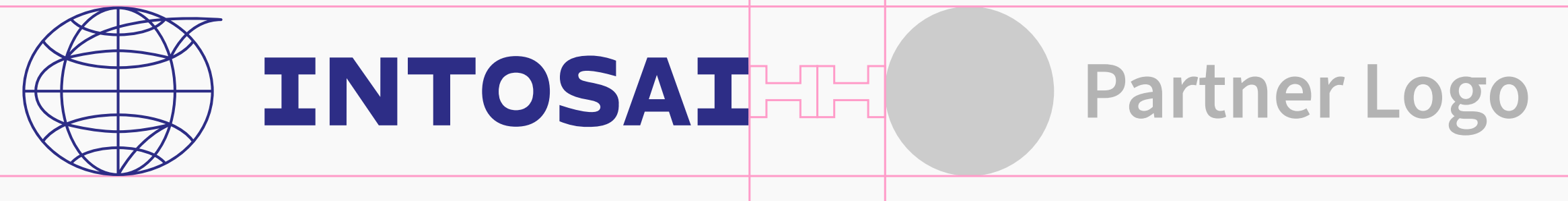
For the vertical signature, apply the globe height.

The partner logos should not appear more prominently in size.

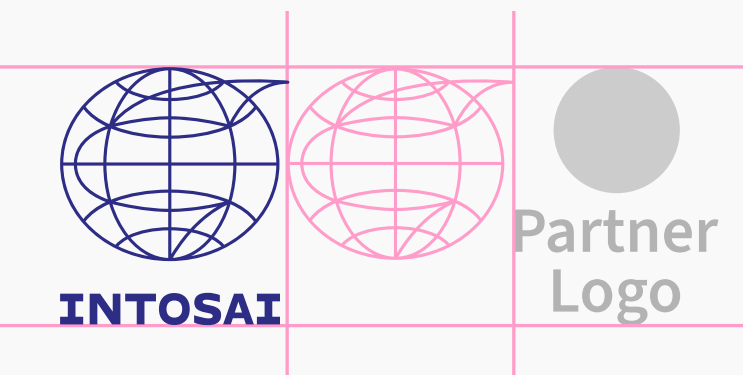
Horizontal partnership

NOTE: The INTOSAI logo is always placed first

Horizontal signature



Vertical signature



Vertical partnership

NOTE: The INTOSAI logo is always placed on top

Horizontal signature



Vertical signature



Minimum size

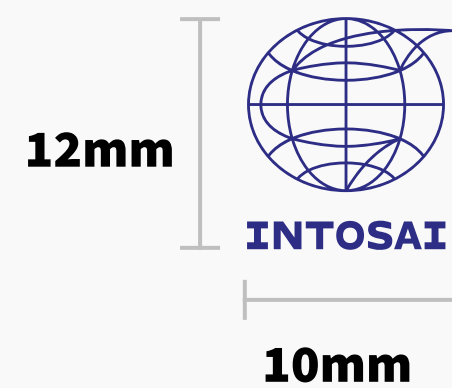
A minimum size requirement is essential to maintain readability across all applications.

PRINT

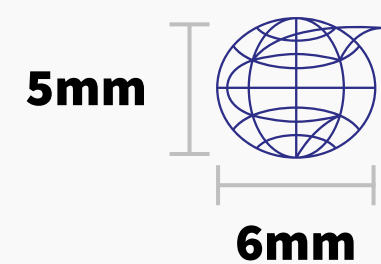
Horizontal signature



Vertical signature



Symbol signature

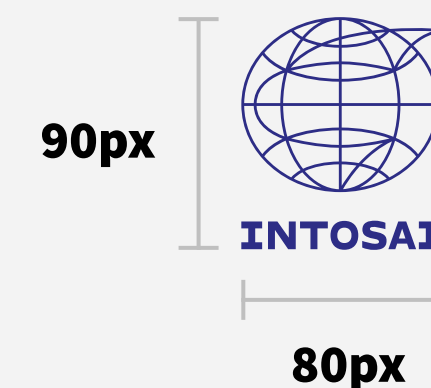


DIGITAL

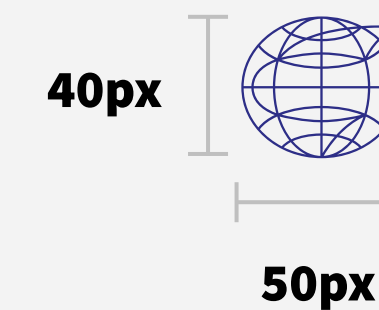
Horizontal signature



Vertical signature



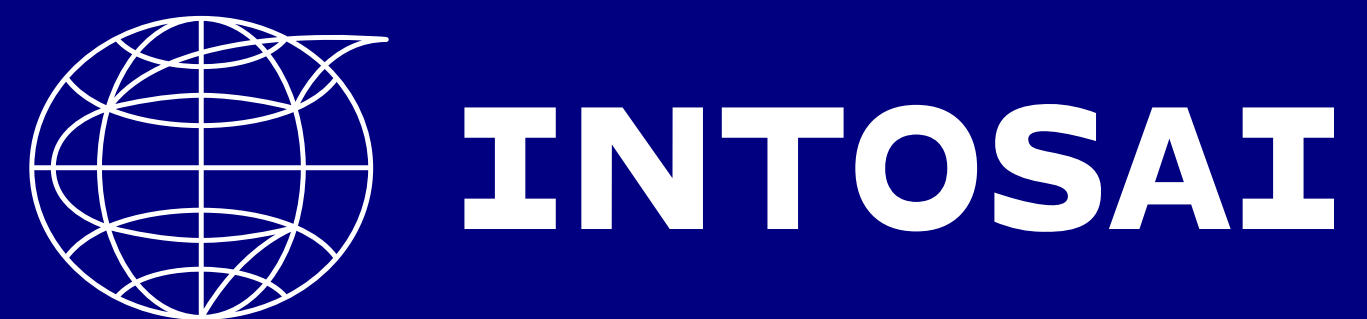
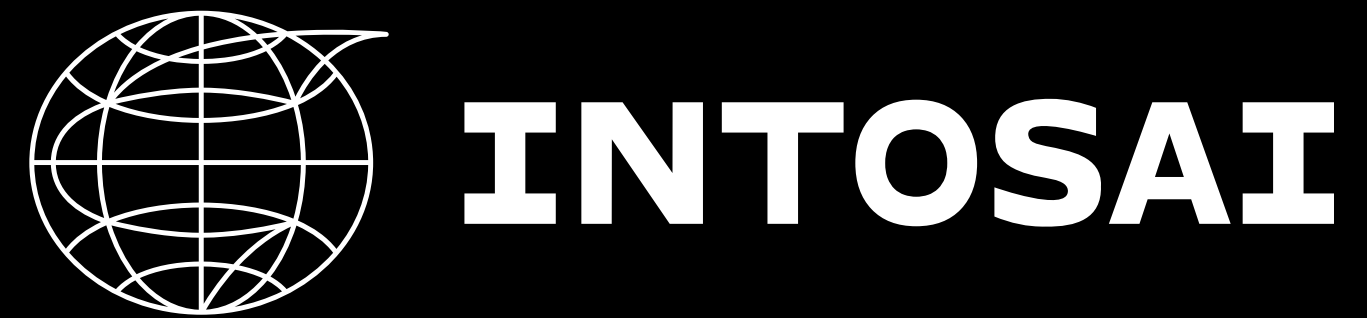
Symbol signature



Black and white signature

The white signature of the logo is required for use on dark backgrounds.

The black signature can be used on light backgrounds when needed.

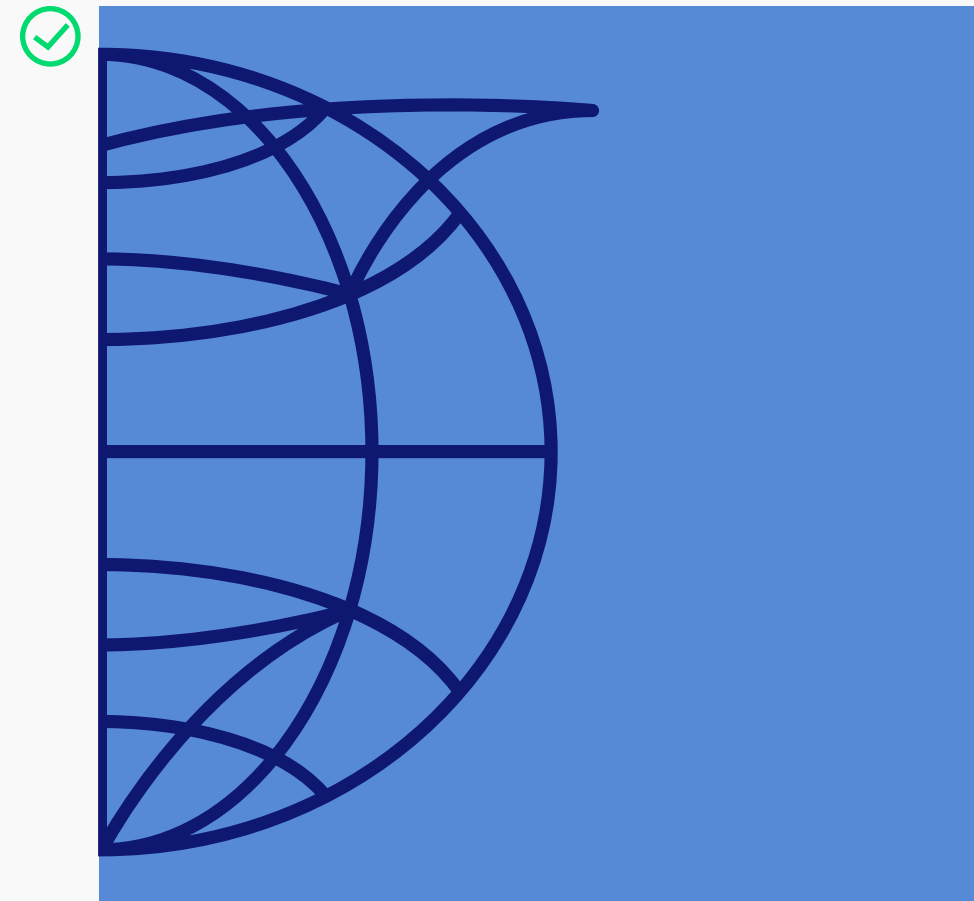


The symbol as a graphic element

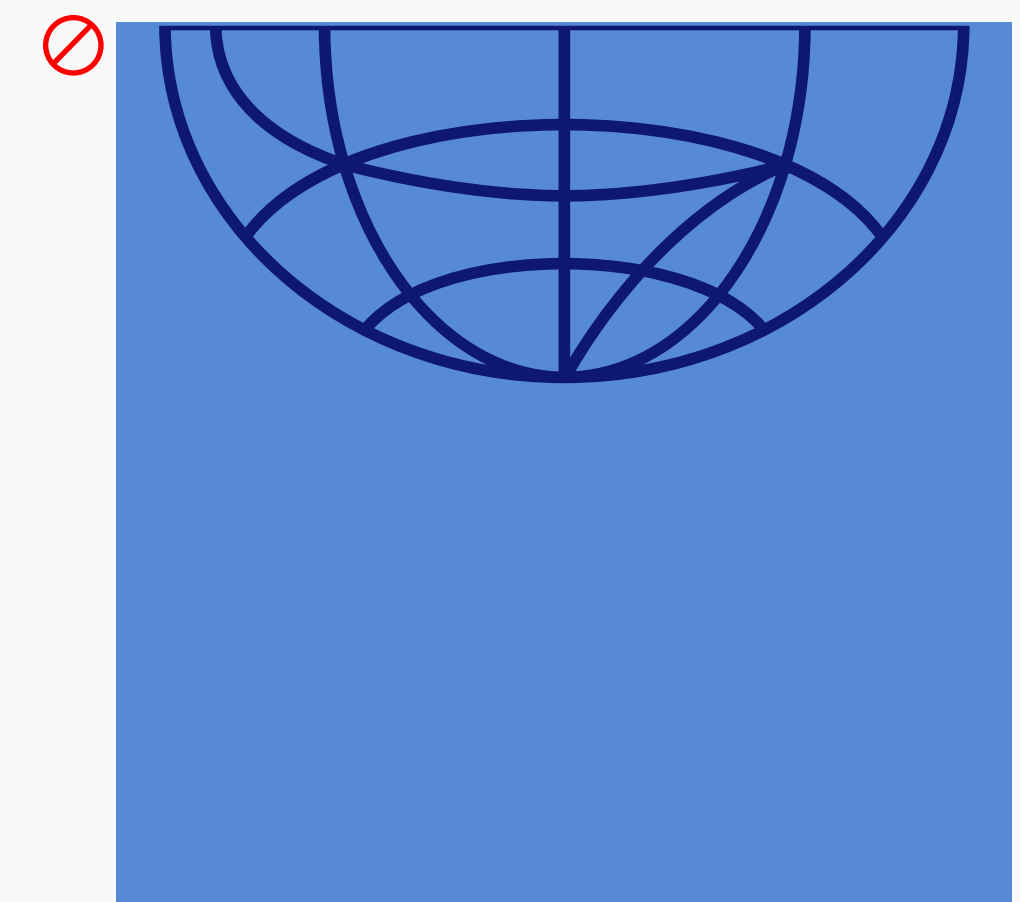
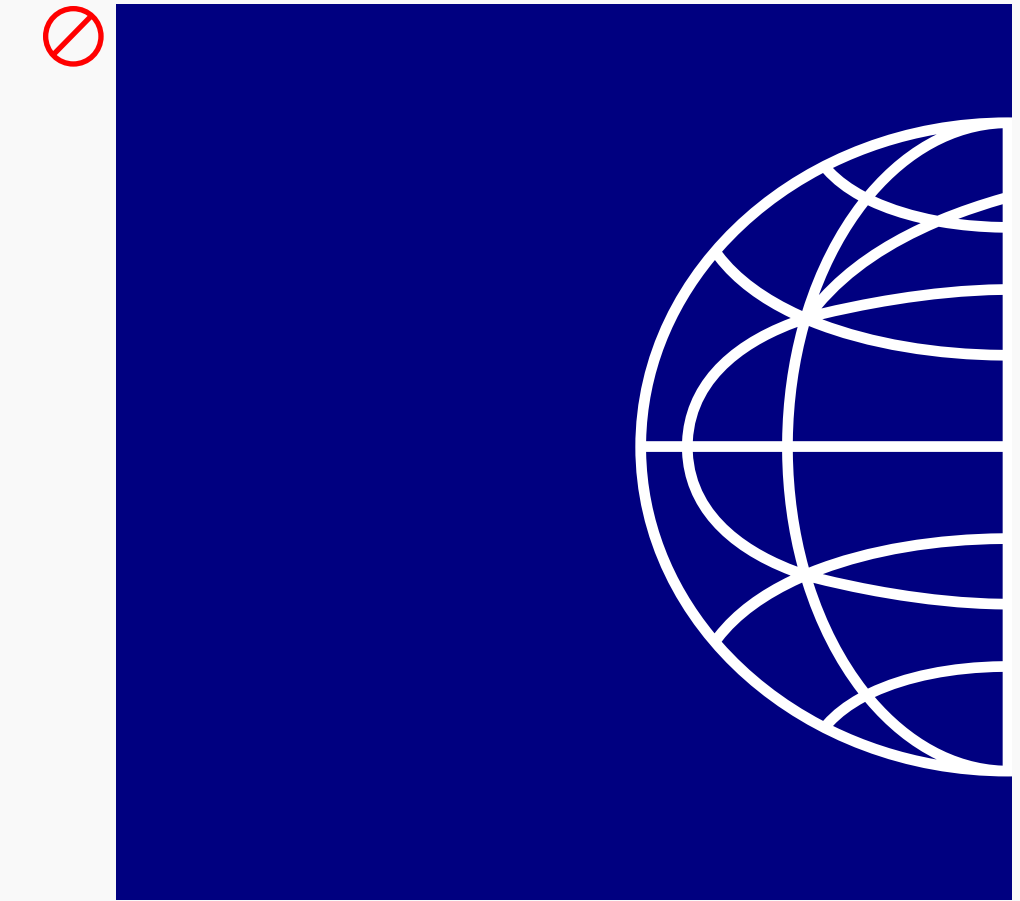
The INTOSAI symbol should be used as a graphic element on backgrounds whenever possible.

When cropping it, ensure that only the right or top sides are applied.

✓ **DO:**
Use the right or top sides



✗ **DO NOT:**
Use the left or bottom sides



Unapproved use

Consistent brand presentation is crucial for ensuring the identity remains recognizable. The following examples highlight various improper uses of the INTOSAI brand:

DO NOT:
Change the color outside of the original blue, black or white.



DO NOT:
Change the typography



DO NOT:
Convert to an outline



DO NOT:
Use a gradient overlay



DO NOT:
Stretch or distort the logo



DO NOT:
Use a drop shadow





04

**Color and
typography**

Color palette

Color codes are provided to ensure consistency in the appearance of brand colors across both print and digital media.

The secondary color palette was designed to complement the primary color palette. They should be used sparingly to maintain a consistent and easily recognizable color identity for the INTOSAI brand.

PRIMARY COLORS	INTOSAI Blue CMYK 100 93 7 1 RGB 45 45 134 HEX 2D2D86		INTOSAI Light Blue CMYK 69 40 0 0 RGB 0 138 214 HEX 568AD6		INTOSAI Off White CMYK 6 4 5 0 RGB 242 242 242 HEX F2F2F2		
SECONDARY COLORS	Violet CMYK 47 50 0 0 RGB 154 136 209 HEX 9A88D1	Purple CMYK 79 74 0 0 RGB 86 78 175 HEX 564EAF	Neon CMYK 27 0 81 0 RGB 218 243 106 HEX DAF36A	Orange CMYK 0 58 95 0 RGB 236 138 52 HEX EC8A34	Aqua CMYK 60 0 38 0 RGB 120 217 189 HEX 78D9BD	Warm Gray CMYK 30 20 33 4 RGB 188 188 173 HEX BCBCAD	
OTHER SHADES OF BLUE FOR WEB	CMYK 63 30 0 3 RGB 91 172 247 HEX 5BACF7		CMYK 64 46 0 2 RGB 90 135 249 HEX 5A86F9		CMYK 75 75 0 0 RGB 63 63 254 HEX 3F3FFE		CMYK 100 100 0 50 RGB 0 0 128 HEX 000080

Logo contrast

Be aware to apply the logo variation that best contrasts with colored and gradient backgrounds.

The main logo in INTOSAI Blue color can only be applied on light backgrounds. For colored backgrounds, use the black or white variations.



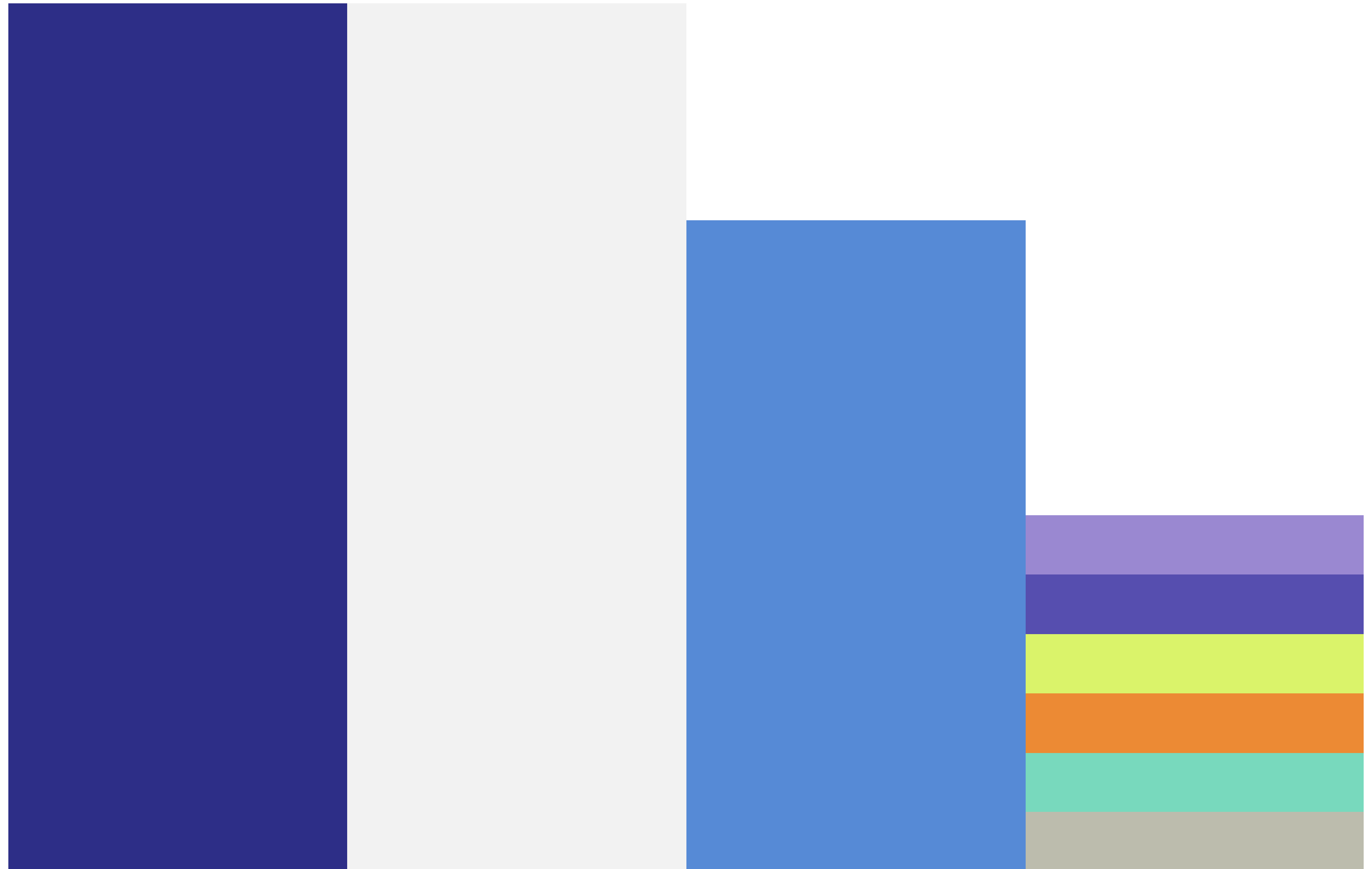
Color usage proportions

In practice, INTOSAI predominantly features a Blue/Off-white color scheme as its primary brand palette. Other colors are available to complement this palette as needed.

It is important to follow these proportions when developing any brand communication in order to maintain brand consistency and recognition.

PRIMARY
COLORS

SECONDARY
COLORS



Type family

Typography is a key component of brand identity. INTOSAI exclusively uses Source Sans 3 as its brand typeface. This elegant sans-serif font is well-suited for both user interfaces and print materials.

You can download the font by clicking on the button below:

[SOURCE SANS 3](#)

Typeface designed by Paul D. Hunt

Source Sans 3
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Source Sans 3
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Source Sans 3
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Source Sans 3
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Source Sans 3
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Light *Italic*

Regular *Italic*

SemiBold *Italic*

Bold *Italic*

ExtraBold *Italic*

Type family - Arabic language

INTOSAI uses Zain as its typeface for Arabic language. It is suitable for headlines, sub-headings and body text respecting Arabic calligraphy and cultural rules with maximum legibility. It also supports Latin languages if needed.

You can download the font by clicking on the button below:

ZAIN

Designed by Boutros Fonts

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

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

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

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

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

إكسترا لايت

عادي

جريئة

إكسترا بولد

أسود

Type hierarchy

Consistency in type styles is essential across all applications. The following explanation applies both to web and print scenarios.

While some projects may require the use of different settings, it is advisable to adhere to this structure whenever possible.

TITLES

Type Weight: Bold
Case: Sentence Case

Title

BODY COPY

Type Weight: Regular
Case: Sentence Case

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut labore et dolore magna aliqua.



05

Photography

Imagery of INTOSAI

Professional.

We must convey professionalism by using images that demonstrate our confidence in the message being conveyed.

Look for images that convey authenticity and spontaneity, appearing natural and unposed. The best photos capture real-life moments rather than feeling staged or artificial. Avoid overly generic images that resemble stock photos or are overly used in various contexts.

We must have appropriate licensing for the photos to use.



Always prioritize using original photos. If this is not possible, look for high-quality images that convey authenticity and spontaneity, appearing natural and unposed.

Imagery of INTOSAI

Reliable.

Our imagery must convey reliability, formality, and politeness.

Pay attention to the graphic quality in the images used; if an image appears pixelated, it should not be used.



Example of an image that communicates trust and support



 **DO NOT** use pixelated imagery

Imagery of INTOSAI

Multicultural.

As a global institution, we should strive to represent the unity and collaboration among our members worldwide. It is important to always represent diversity in the images used, especially in the case of stock photos.



Example of images that convey union, collaboration, and multiculturalism



06

**Visual identity of
other programs**

Other programs of INTOSAI

To ensure all our actions, initiatives, and committees follow a standardized pattern, please follow the guidelines below when creating new logos.

Color:

Please prioritize INTOSAI Blue. However, you may also incorporate the primary or secondary colors outlined in the brand guidelines.

INTOSAI Blue: Other primary and secondary colors:



Typography:

Use our official Source Sans 3 font in **Bold weight**, aligned to the left

Example:

**Knowledge Sharing
& Knowledge Service
Committee**

Symbol:

You are allowed to create a symbol, but please refrain from using a stylized INTOSAI symbol.

✔ **DO:** create a new symbol or use the original INTOSAI symbol.

✘ **DO NOT:** use a stylized INTOSAI symbol as it weakens our brand.



INTOSAI brand associated with other programs

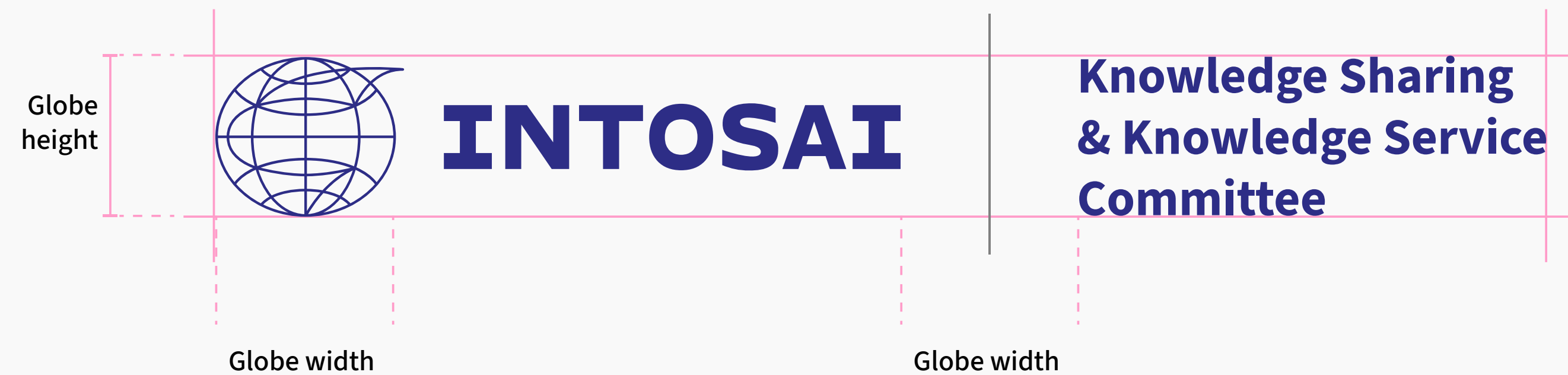
The INTOSAI logo can be used in its horizontal or vertical variation, depending on the context.

The INTOSAI brand must always come first.

To better separate the logos, use a vertical bar 3pt thick and 1.5 times the height of the globe.

INTOSAI Horizontal Signature

Align the logos according to the height of the globe, and separate them by the distance of the width of the globe.



INTOSAI Vertical Signature

When using the vertical signature, logos must be aligned horizontally and centered. The height of the logos of other programs must be the same as the height of the globe. Separate them by the distance of the width of the globe.



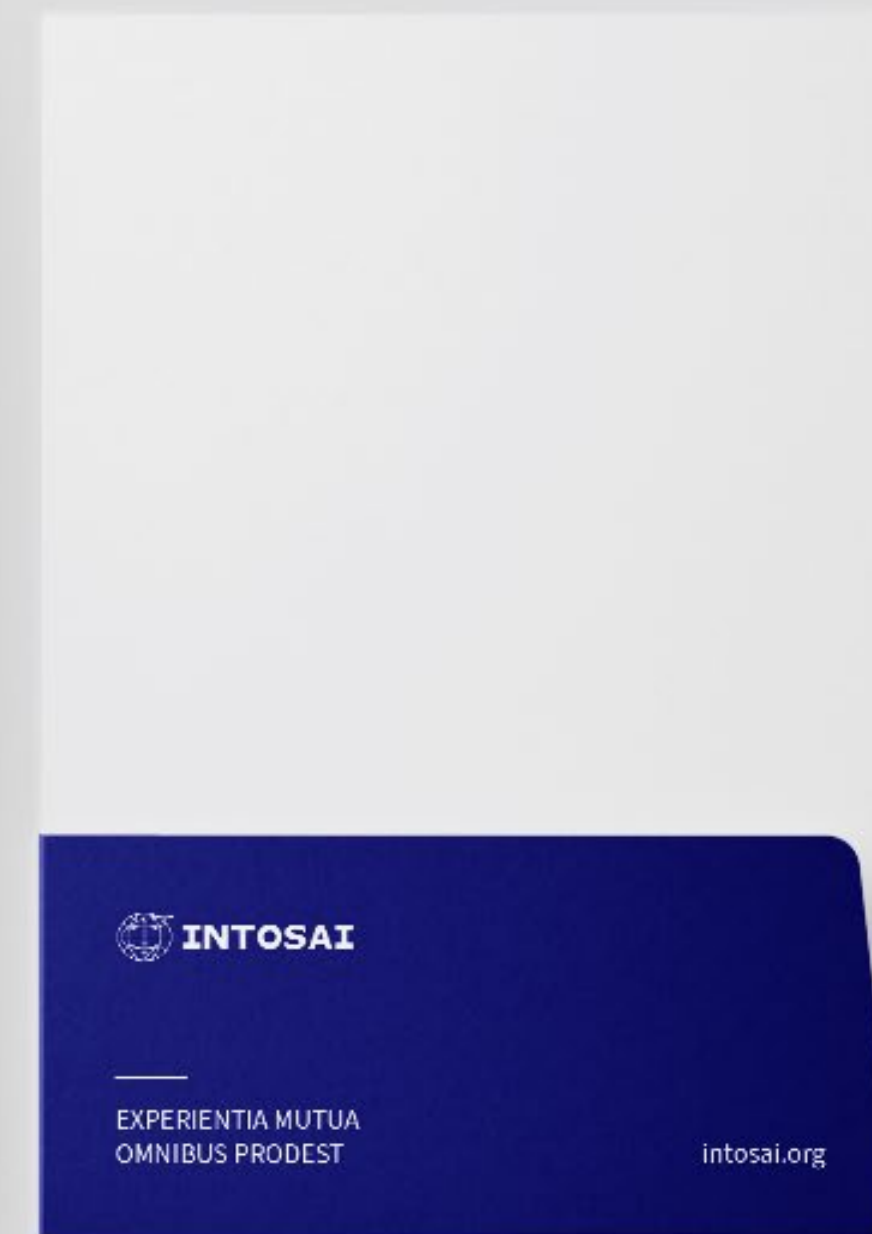
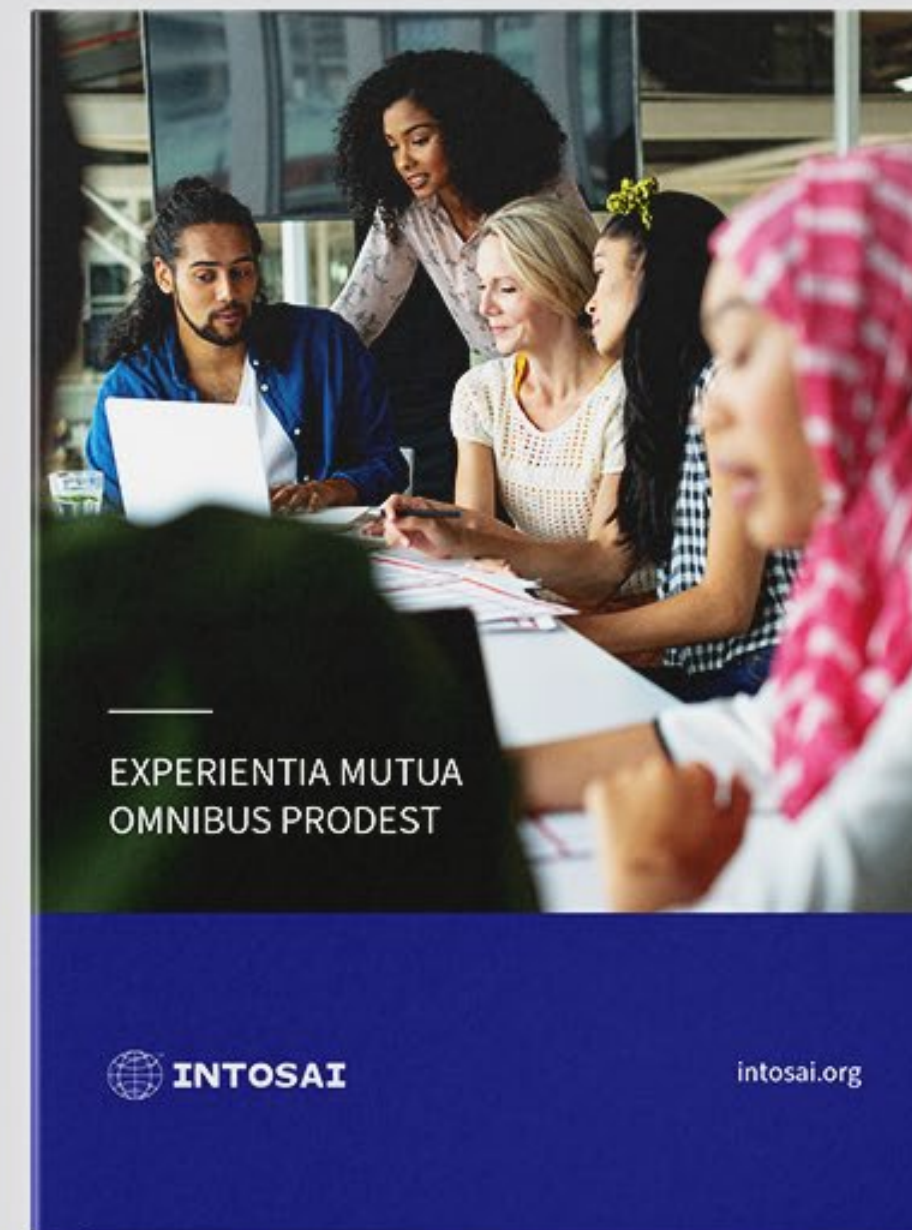
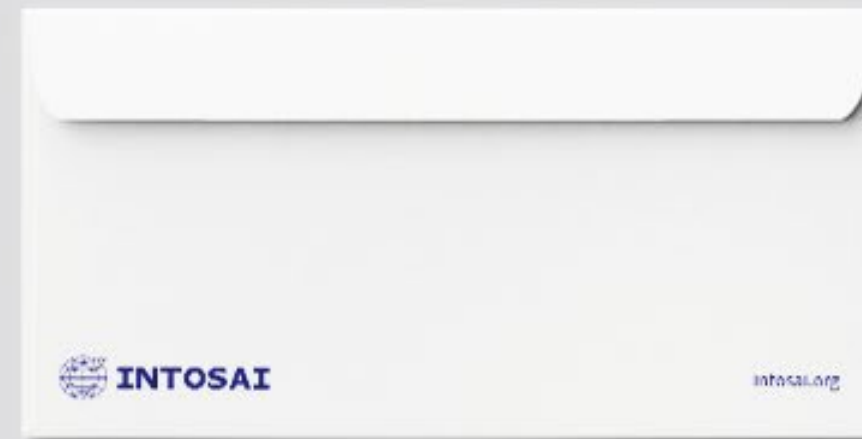


07

Identity in context

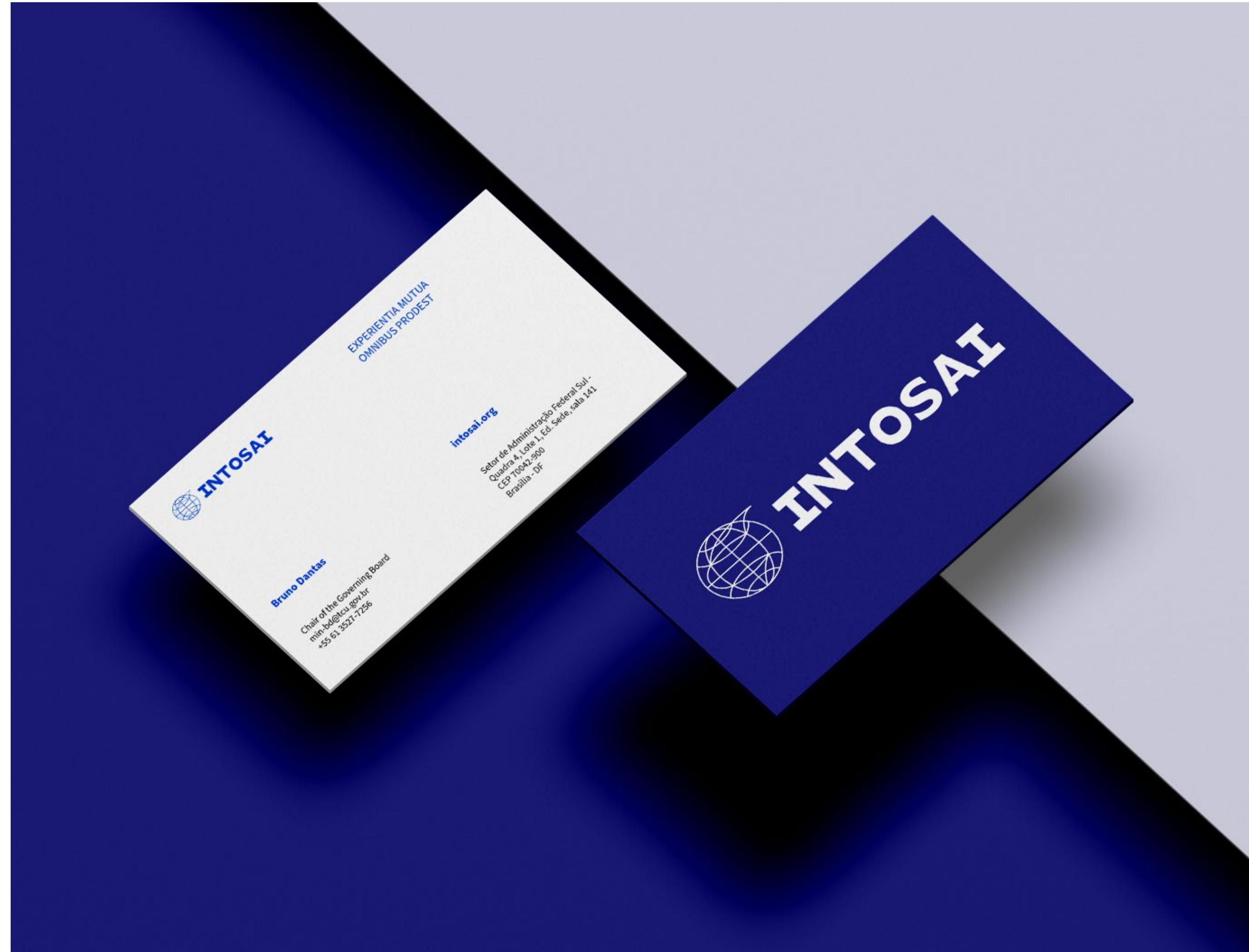
Stationery

It is recommended to use the logo's horizontal signature against a white or an INTOSAI Blue background.



Business card

Again, ensure that the INTOSAI logo is displayed in the horizontal signature against an official blue background. Follow these visual standards of formality when creating other digital and print materials.



INTOSAI brand associated with other programs

Example of usage in a publication.



Brand Guidelines

International Organization of Supreme Audit Institutions



INTOSAI