

IPPF

**BRAND AND
GRAPHIC GUIDELINES**

Version 1.12



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We are the world's largest and most enduring network for sexual and reproductive health, rights, and justice.

We do not just stand with. We stand up.

We defend the rights and dignity of all people, especially those who experience injustice.

Locally led and globally connected across more than 150 countries, we are a Federation of equals. We are healthcare providers, educators, activists, researchers, and volunteers.

We are united by a commitment to equality and justice.

For nearly 75 years, we have stood strong. Founded in 1952 by a courageous group of women, we now carry forward their vision of a just, equitable world free of coercion, violence, and discrimination.

We are feminist, anti-racist, and anti-ableist. We are radical optimists. We reject colonial legacies and all forms of discrimination.

We believe in joy and pleasure for all.

In times of crisis and of oppression, rights and dignity need champions. We are here to advance, defend, and celebrate the rights of all people so that everyone can live with dignity, joy, and freedom.

We are here. In solidarity. **Always. Together.**

BRAND DIRECTION

Brand Vibe

Urgent

Bold

Striking

Dynamic

Energetic

Authentic

Direct

Vibrant

Strong

Unsettling



THE PILLARS



BACKGROUND

This new IPPF's identity came from the realization that IPPF's values deserved to be seen, experienced, and not just read. The new identity needed to jump off the page and into people's minds. What has emerged is something special: a visual system where every line, every pillar, and every angle works together like a well-orchestrated movement, each playing its part to tell IPPF's story.

More than shapes: The Values are made visible

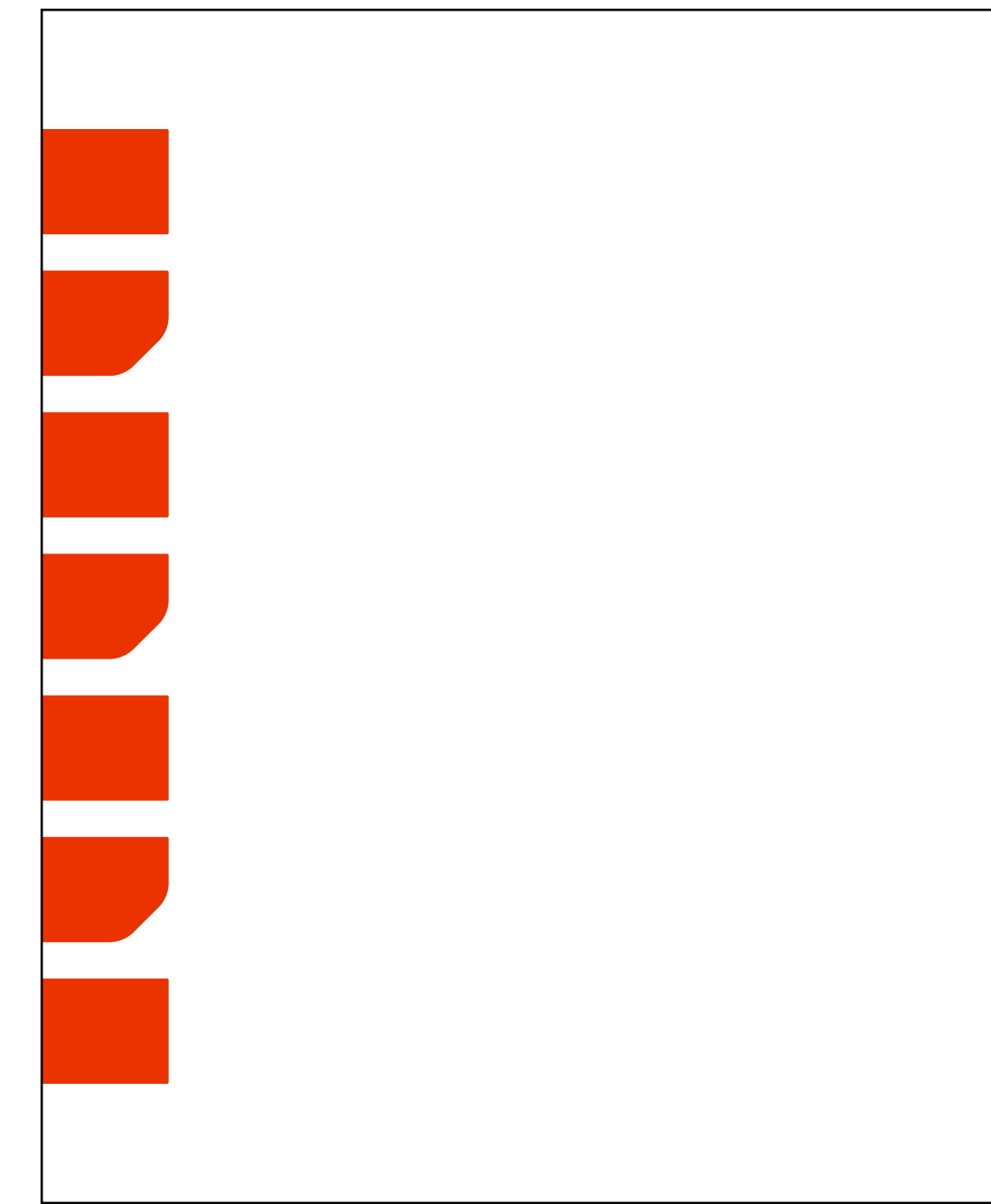
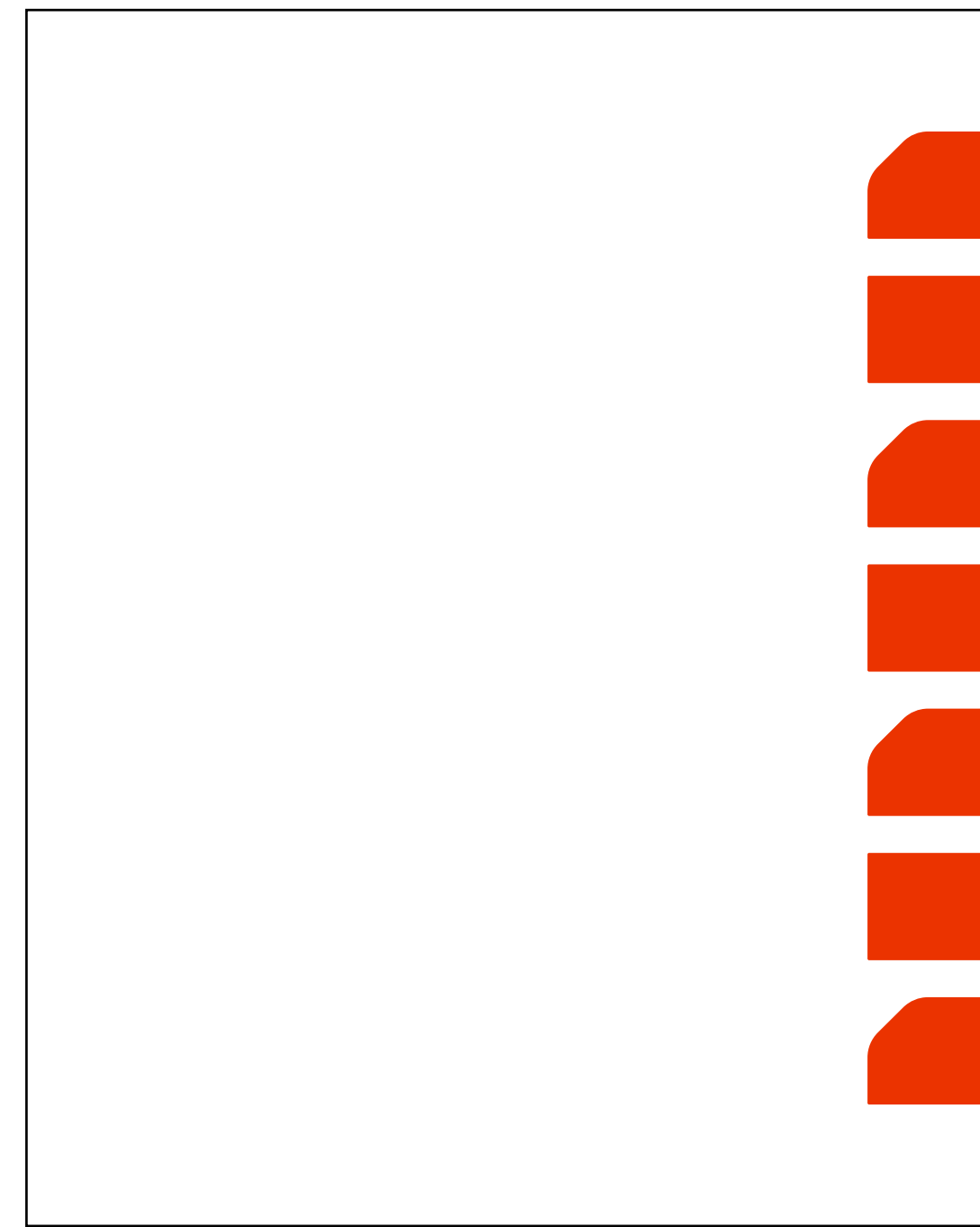
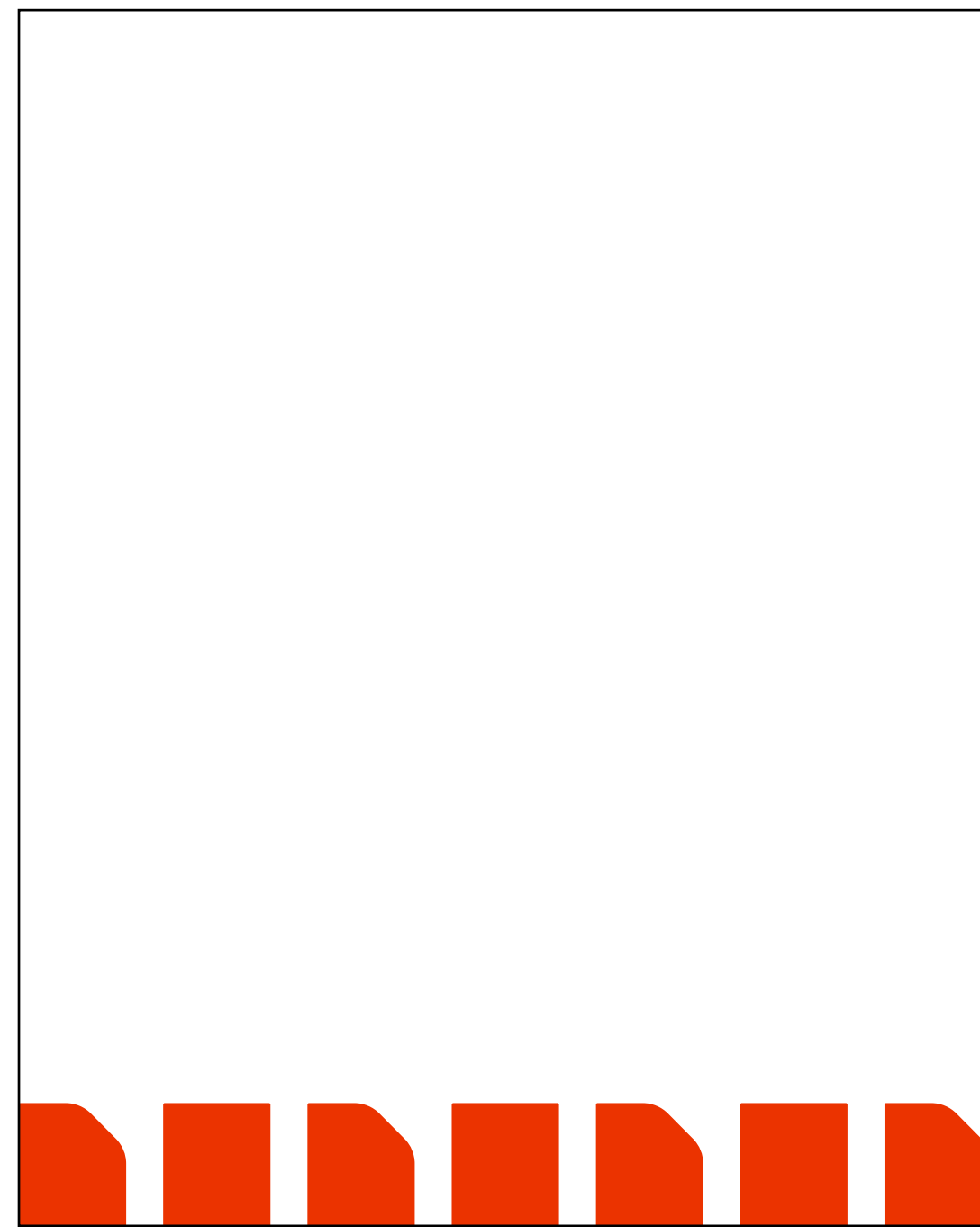
- Dignity:** The straight lines of the pillars? They are IPPF's backbone, standing firm for human rights
- Equality:** Notice how perfectly proportioned the pillars are? That's IPPF's commitment to data-driven fairness
- Justice:** The dynamic angles of each pillar? They're IPPF's push forward against outdated systems
- Pleasure:** See those soft curves? That's where joy lives in IPPF's work
- Community:** The way elements connect shows how local efforts create global waves
- Integrity:** Consistent spacing isn't just design - it's how IPPF operates
- Resilience:** Unbroken lines that can take pressure, just like IPPF's teams in the field



USING PILLARS AS A GRAPHIC DEVICE

Peeking Pillars

The pillar visual can peek into the layout visually connecting the content with the foundation of IPPF's pillars. The peeking pillars will not extend beyond the 1/3rd of the second base pillar from the top.



USING PILLARS AS A GRAPHIC DEVICE

Filled pillars as background



Outlined pillars as background

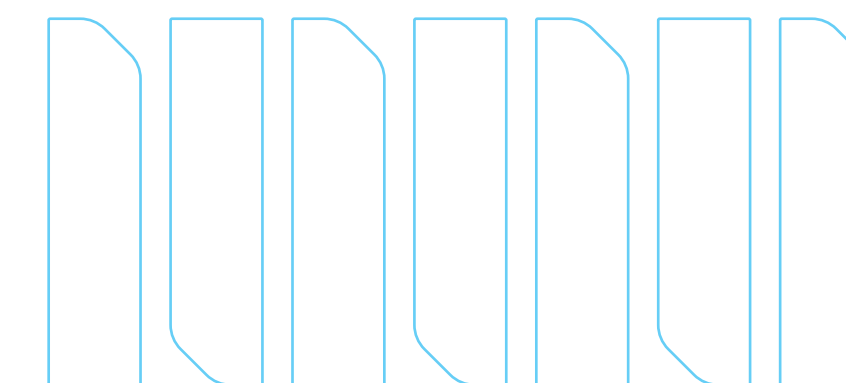
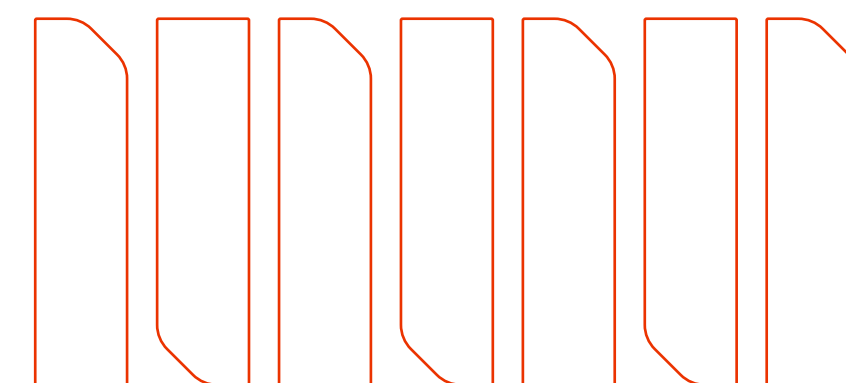
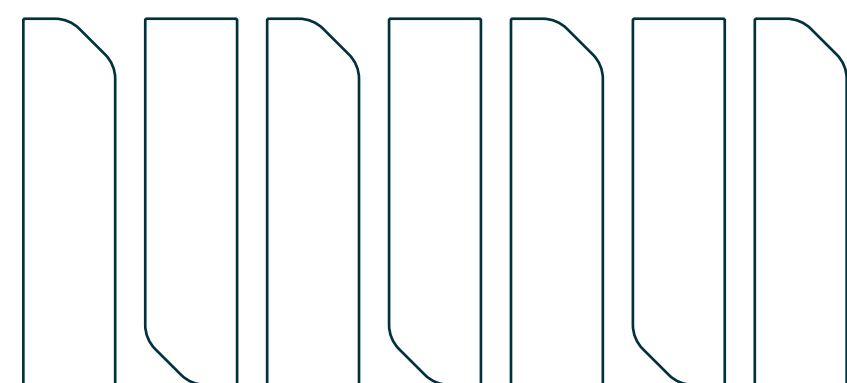


The Wall

Another way pillar visual can be incorporated is as a background wall to host content in the front.



If pillars are used a filled background, only use lighter tints of the secondary colours.



If pillars are used an outlined background, there is no colour restriction. Use combination that works best with the other elements of design.

UNDEER



PRIMARY LOGO

Forged from the pillars

The pillars are principles, the source of the unity, uniformity, and universality of our identity. The word mark is a reminder of our strength and focus for our goals.



Identity with the spirit

Born out of the seven pillars, the logo embodies the spirit of IPPF as a bold and striking visual element. Built to endure impact of shifting trend, the robustness translates to timelessness. It exudes firmness and strength to reflect a name, a heritage, and an identity that should be held with pride.

The primary logo must be used in all the global materials and communication of IPPF.

PRIMARY LOGO GUIDANCE

Construction and spacing

The primary logo must be paced with proper spacing and clearing spaces. In no circumstances the logo spacing shall be modified or distorted.

Individual letters in the logo are $\frac{1}{2}$ width of the pillar apart

Letter Spacing



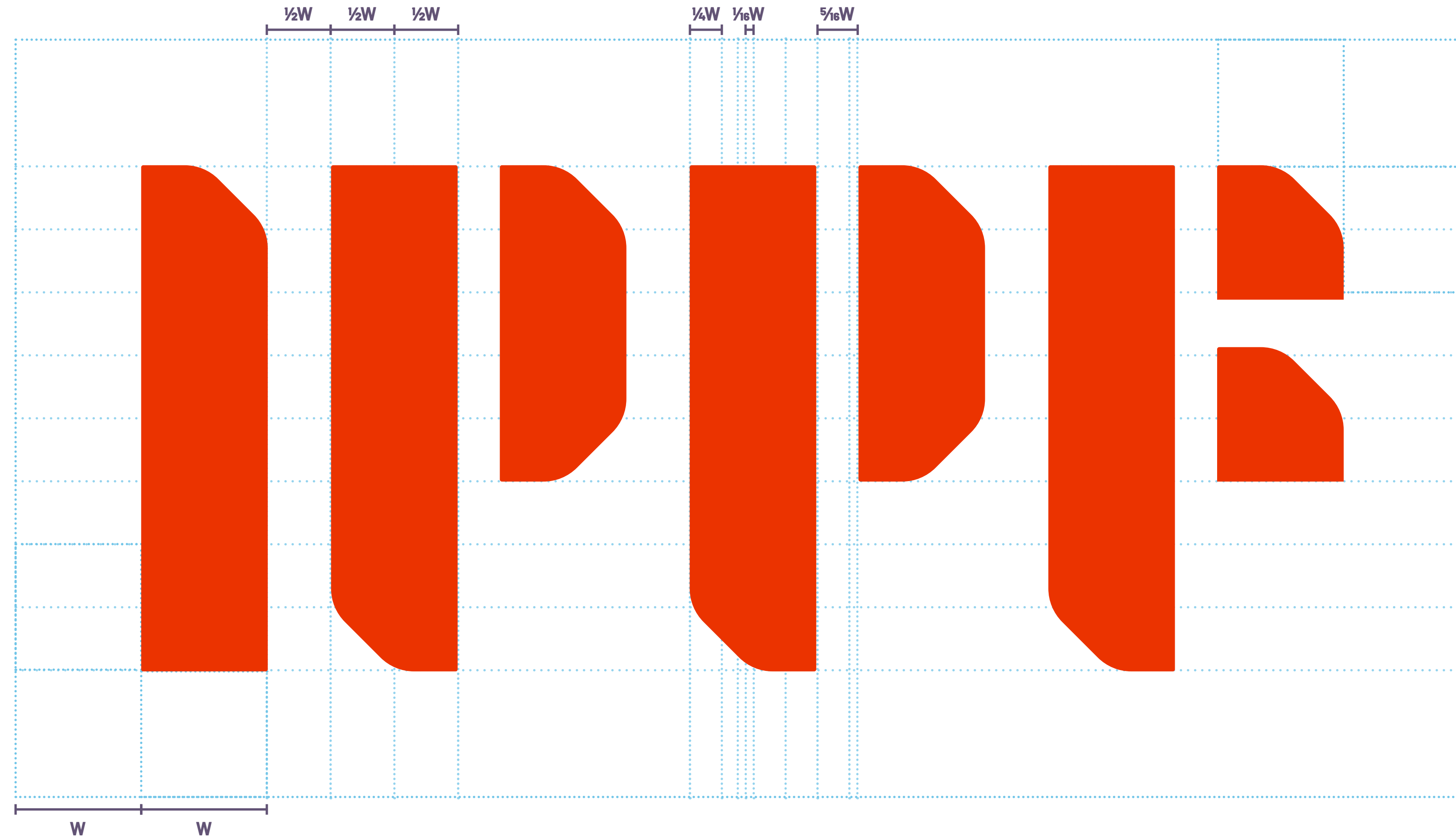
For the inner spacing of two parts of a letter, the space is kept $\frac{5}{16}$ th of the width of a pillar

Inner Spacing



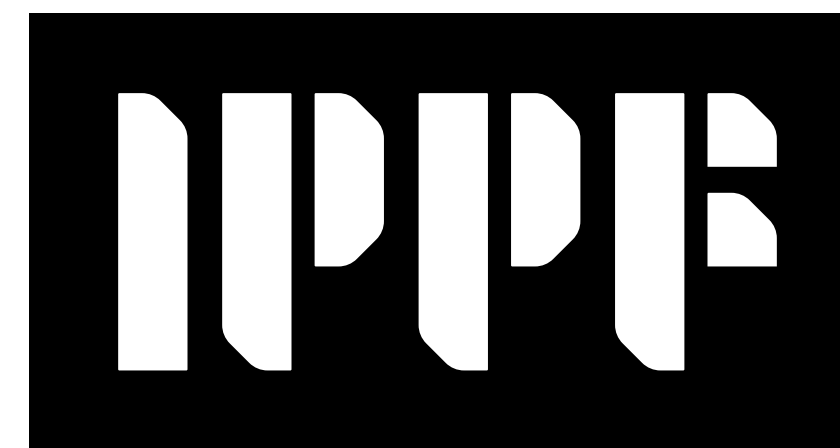
The minimum width permitted for the logo is 24.5 mm

Minimum width



Clearing Space

Leave a full width of one pillar clearing space around the logo



Colours

The primary logo is supplied with three colours: Fire Red, Black, and White. The Fire Red version is the preferred version unless the background does not create sufficient contrast. In such case use Black or White version. If the design is monochrome or greyscale, use Black or White version depending on the background colours

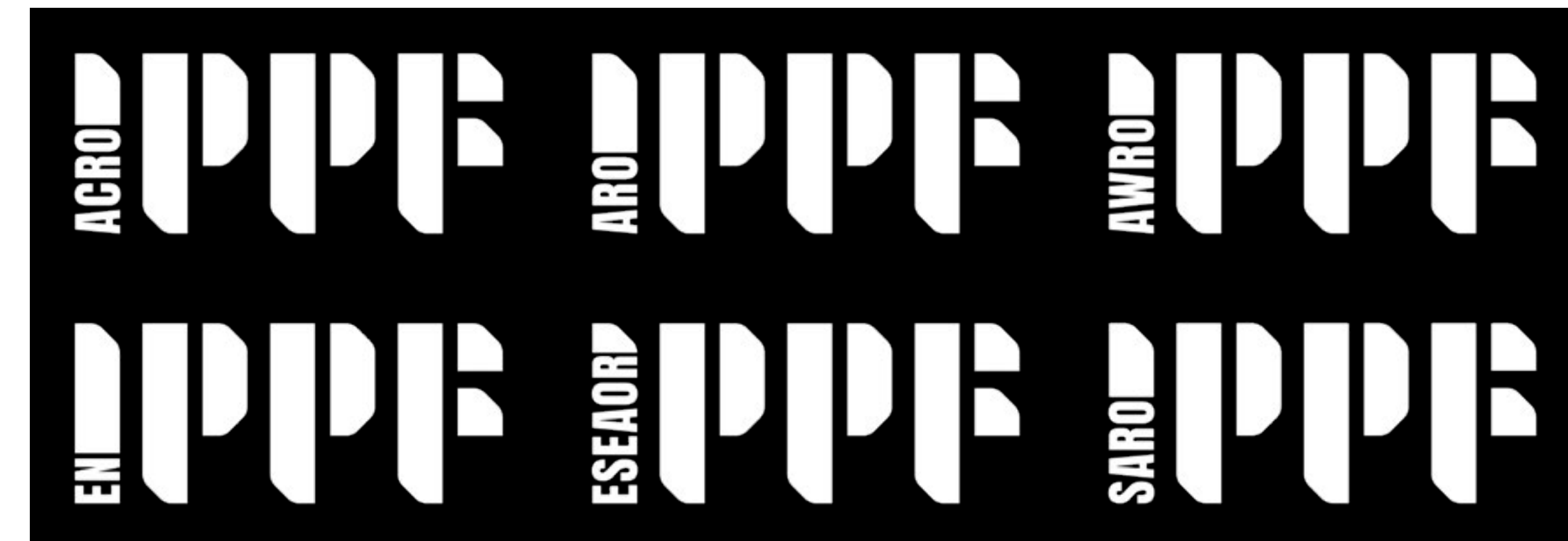
REGIONAL LOGOS

Purpose

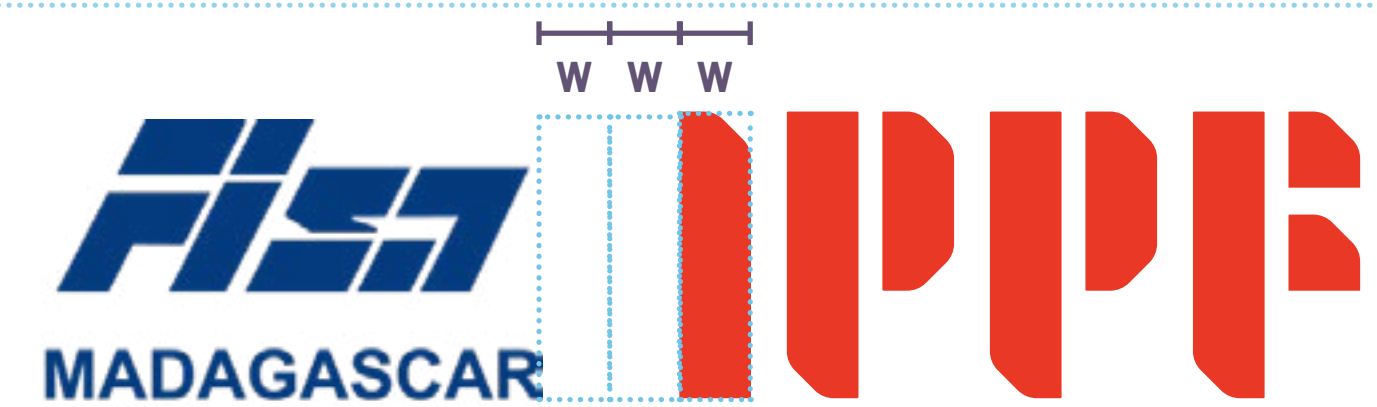
There are regional variations crafted to be used by six regional offices of IPPF. The regional logos should be used only when:

- The material produced is only going to be utilised within the region's geographical scope
- The material produced by regional office which incorporates content that only refers to the regional scope of work
- The material is creating a clear distinction that IPPF regional office is a subset of IPPF's global presence
- The material is co-branded with region specific member association for a regionally bound communication activity
- Distinct identifying materials for employees of regional offices where such distinction is required

Logos are only to be used within the variations provided. A full set of assets is available for IPPF. No other uses beyond the provided assets are accepted.



CO-BRANDING



Placing logos horizontally



Placing logos vertically



Associative text



Purpose

In case of collaborative communications either from IPPF or any other organisation associated with IPPF, logos can be placed together to represent collaboration, affiliation, or association with IPPF.

Principles

The co-branding of logo with other logos must follow these core principles:

- The logos around must be the same height
- The logos around IPPF must use extended spacing of double the width of the pillar 'I'
- In co-branded productions of IPPF, IPPF logo must be either on the left or above
- In co-branded productions of IPPF MA's the preference of positioning will rely on MA's own guidelines
- In co-branded production of member organisation, IPPF logo must be adjacent to the member organisation logo
- Any associative terminology such as 'Member Association' must be placed on the left of the logo in accordance to clearing space principles
- Only use black and white logos when the other logos in co-branded materials or either black or white

MA Logo



Collaborators logo

With multiple collaborators

In case of collaborative communication with multiple collaborator presented, the preference of logo placement is as follows:

- First preference is always beside the logo of the organisation producing the materials where other collaborator logos sit in other place in accordance to the organisation's guidelines
- In case IPPF logo must be with other collaborator logos, the preference is that it begins with IPPF.

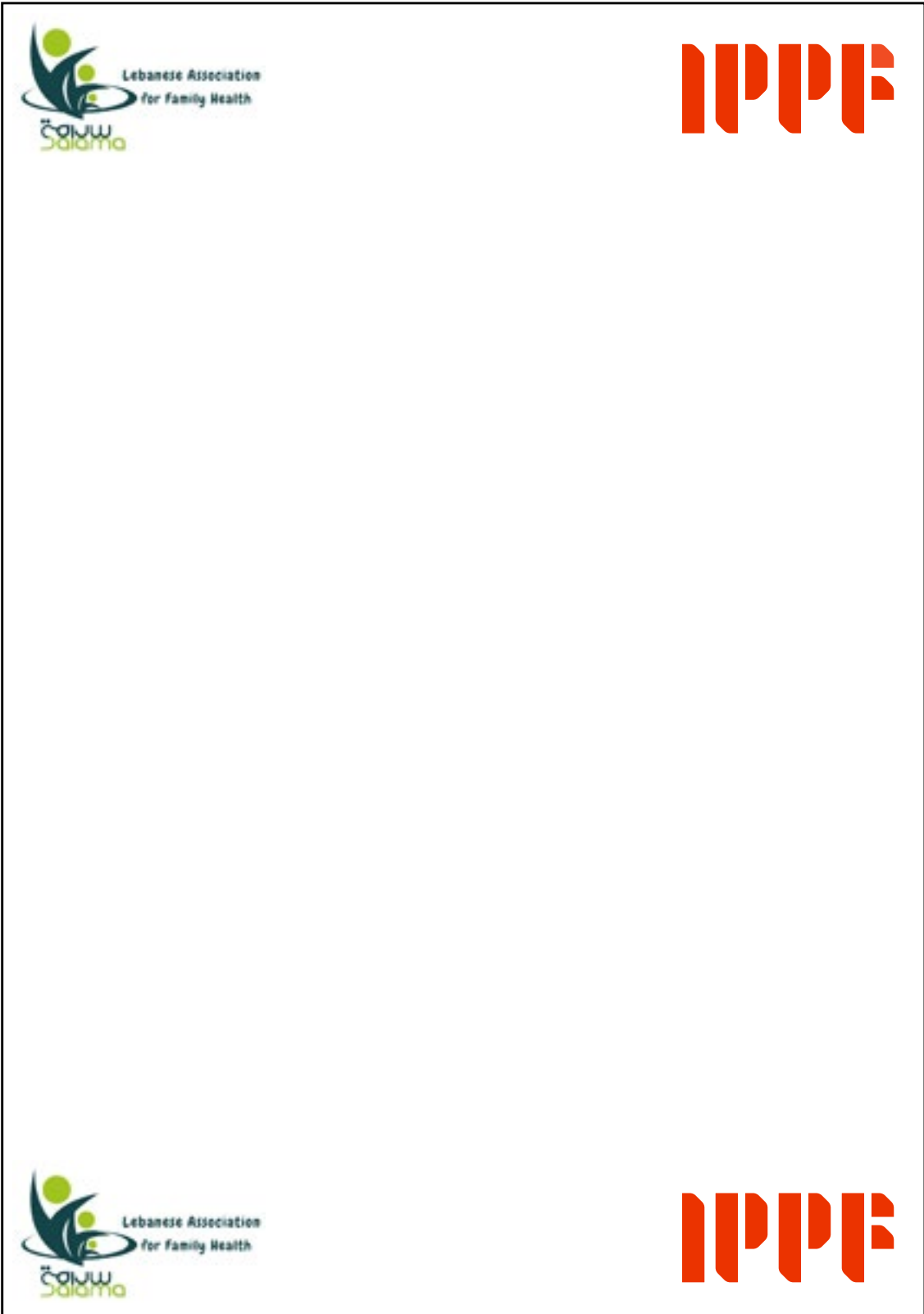
MA Logo



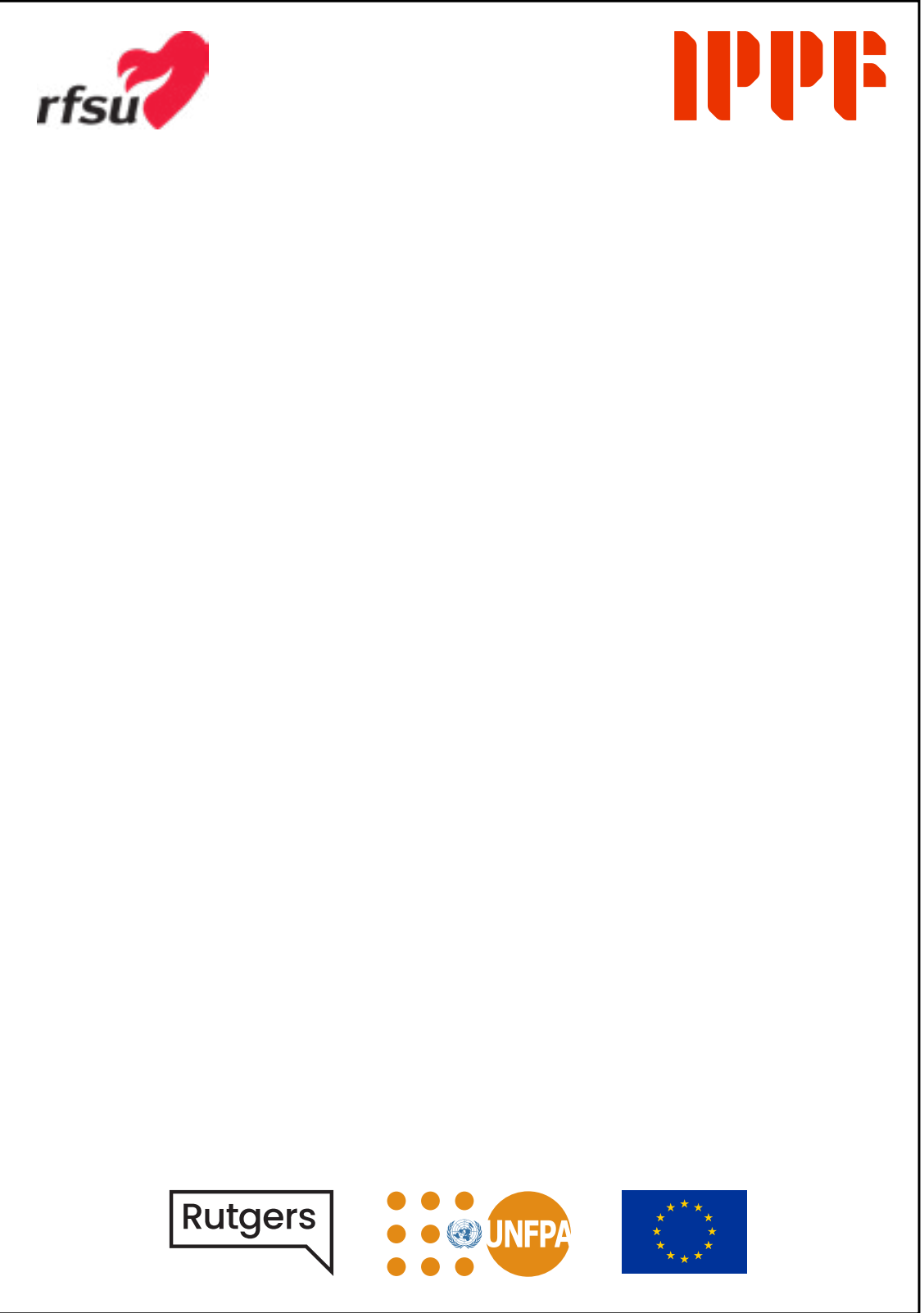
Collaborators logo

COLLATERALS

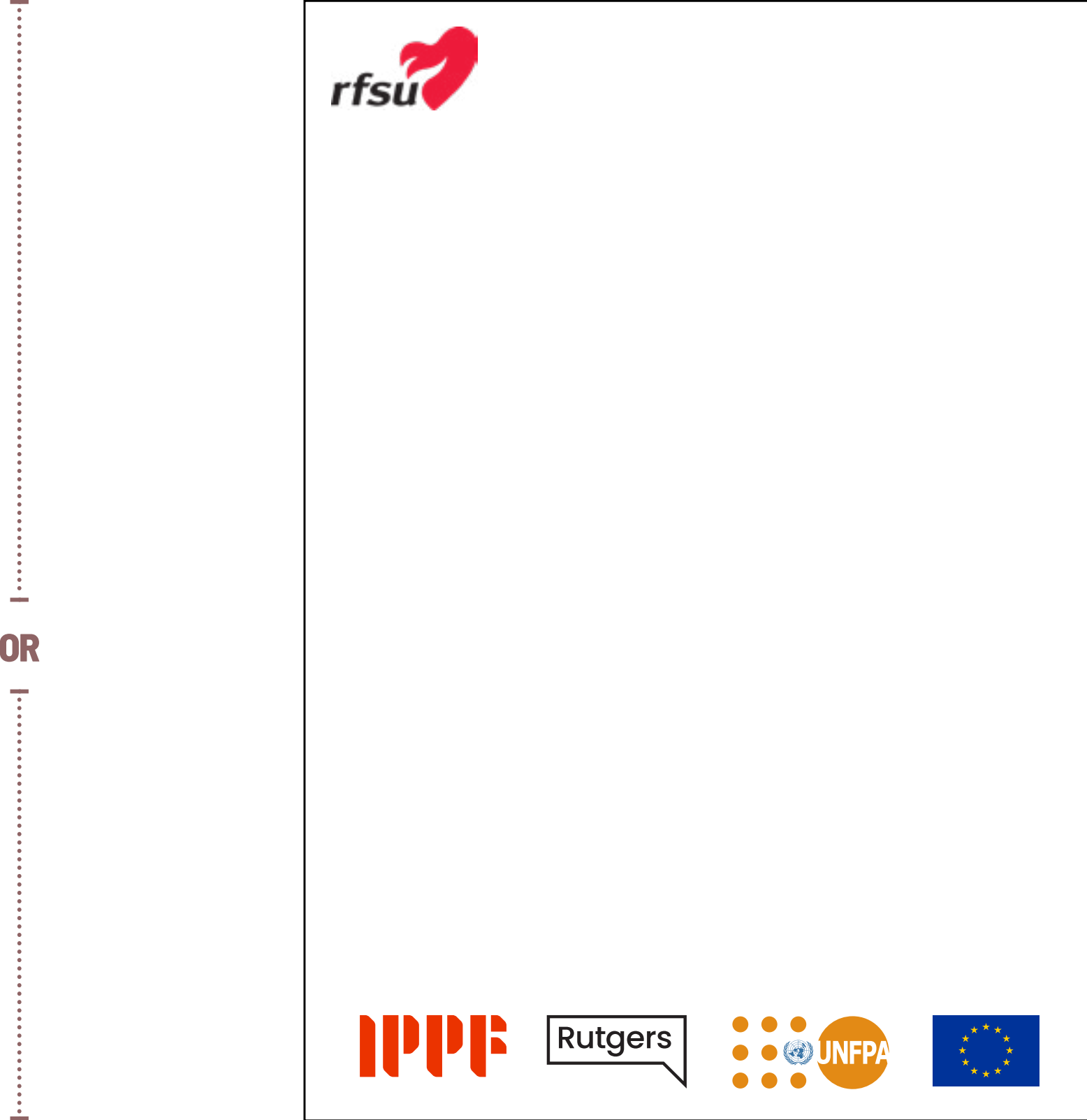
PUBLICATION COVERS, POSTERS, AND BANNERS



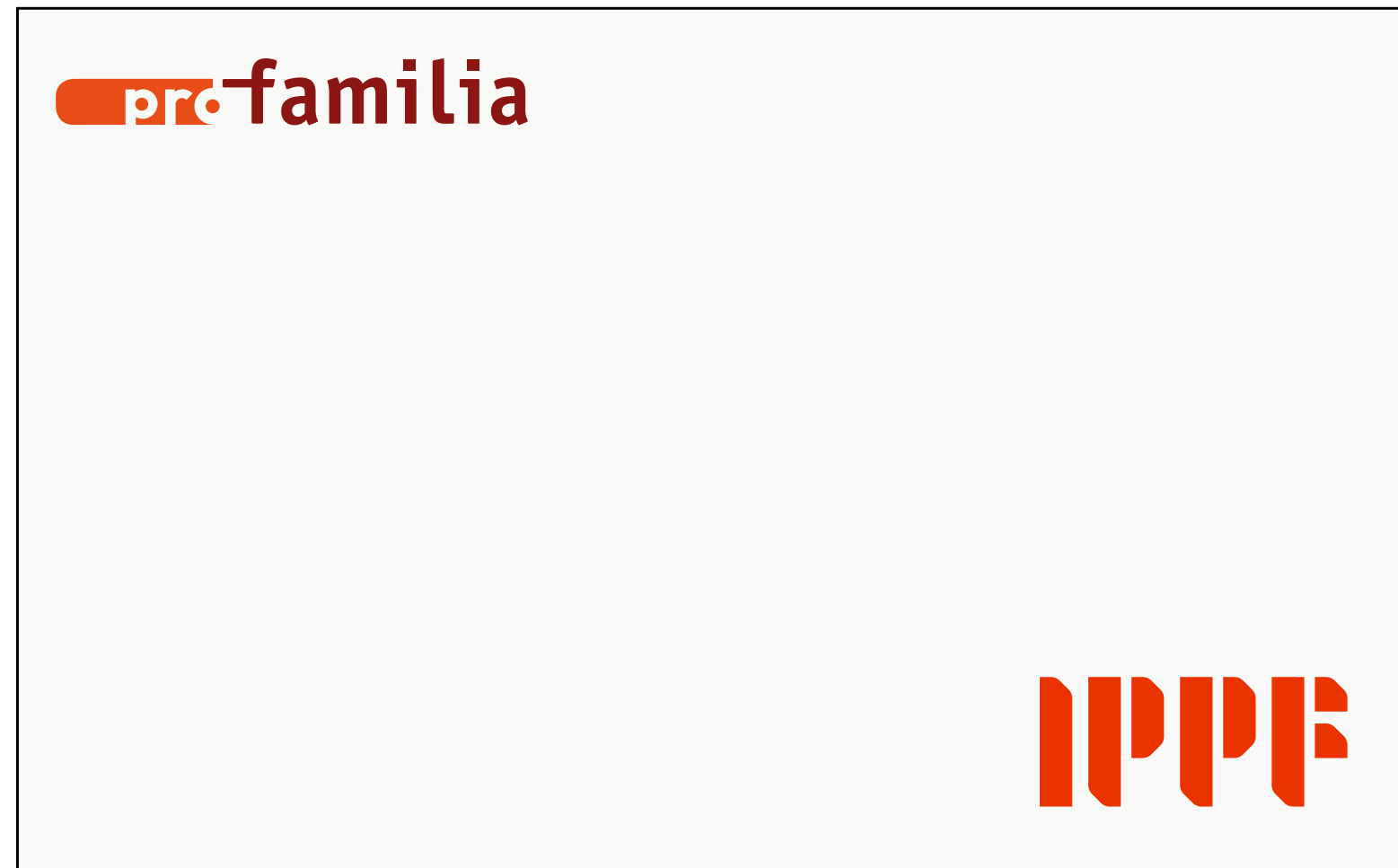
If only your logo and IPPF logo is present, the IPPF logo should be on the right hand side of the page. It can be top right or bottom right depending on your logo position.



The preference is IPPF logo should sit separately than other collaborators. In case IPPF needs to sit with other collaborators, then IPPF should come first in order.



OR



In webinar and event invites, it is preferred that IPPF logo is placed standalone in the bottom right or top right. IPPF logo will not sit on the left side in any case.

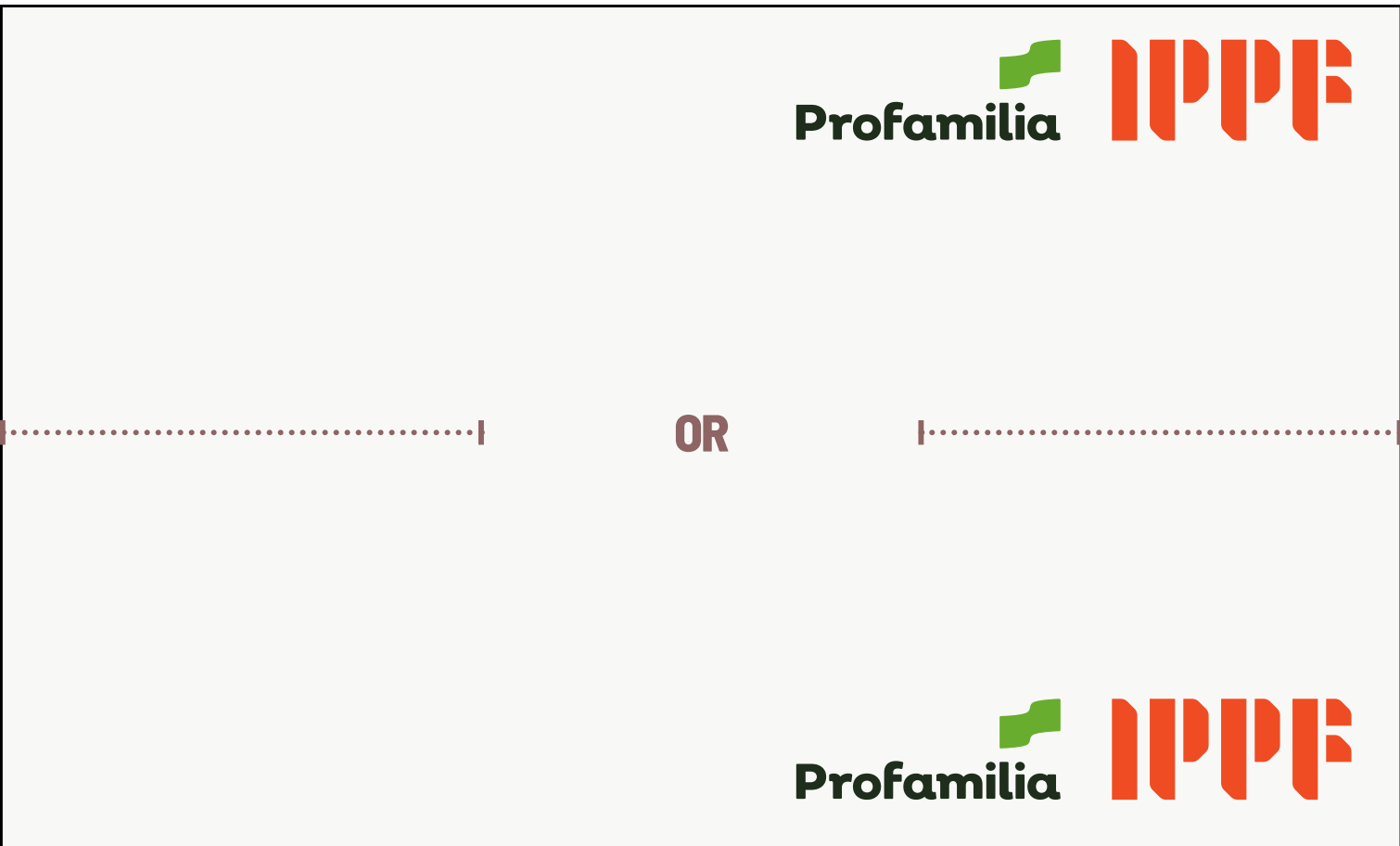
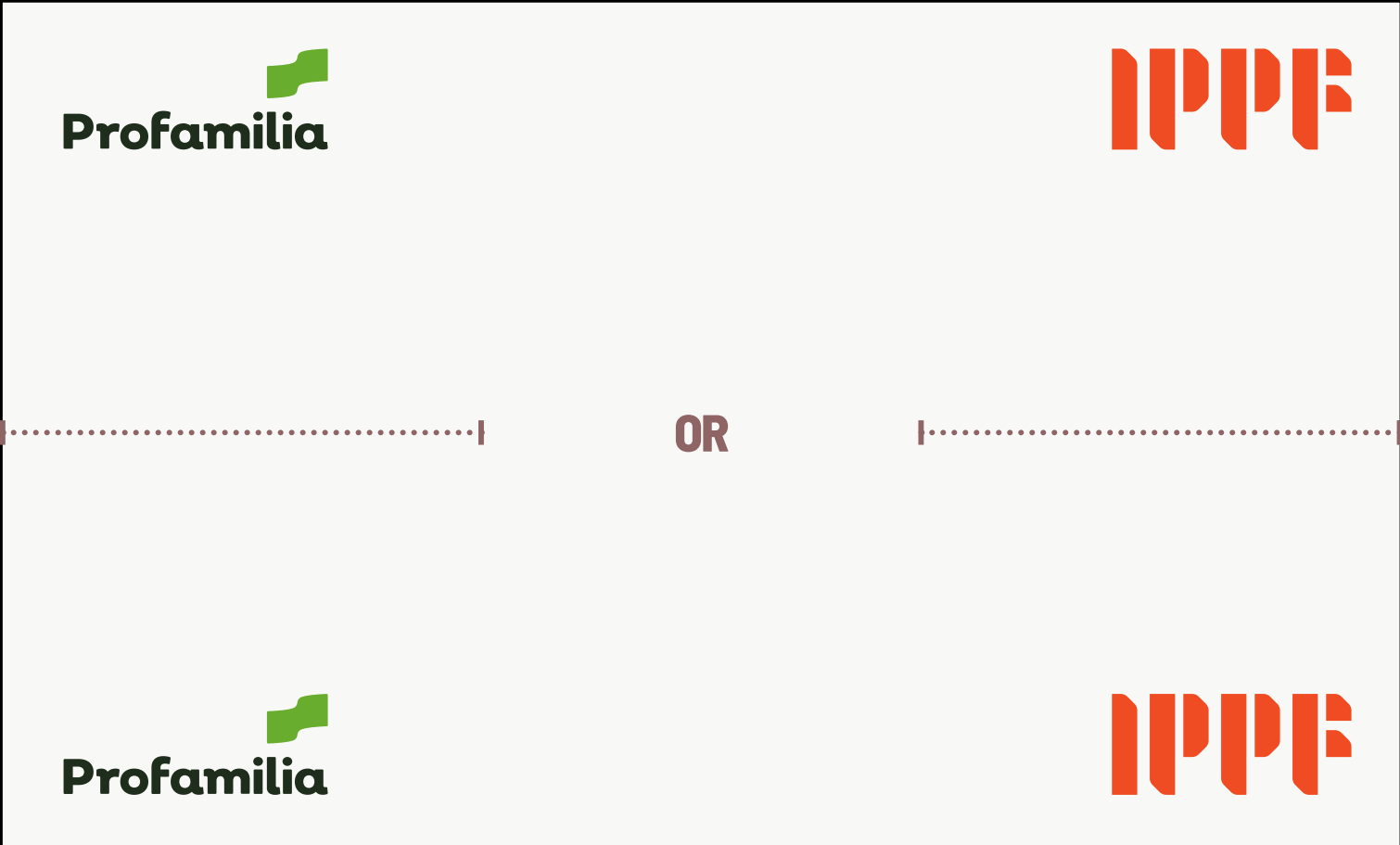
For multiple logos, refer to previous sections for alternative layouts.



In Zoom or webinar backgrounds IPPF logo should be placed on top right, or can be placed along with the organiser's logo provided that it is at the top and follows the guidelines previously stated.

In no manner it should be placed at a position where it may be obscured by the speaker's figure.

PRESENTATIONS



For presentations, IPPF logo should be on the right side on the same level of the presenter organisation's logo, either adjacent to it or on the opposite side on the same level.

OTHER COLLATERALS

For other collaterals, please contact the IPPF Global Communications Team for the recommendation and preferences or source from the digital brand portal on the MA Forum. A general rule of thumb is that IPPF logo should have the same representation as the primary MA's logo following the MA's logo.

DO NOT



Do not squeeze the logomark



Do not change spacing of the letters



Do not change the orientation of the regional logomark text



Do not rotate the logomark



Do not put other objects, images, or logos close to it without clearing space



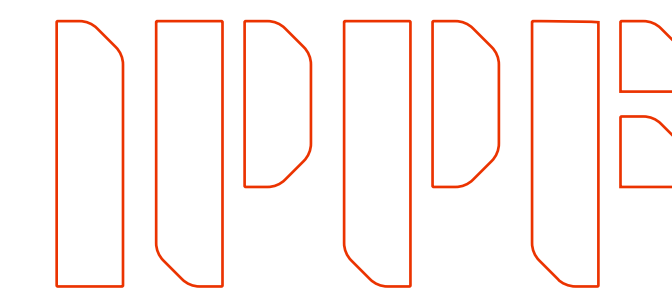
Do not put both global and regional logo side by side



Do not change the colour of logo to anything other than specified ones



Do not modify elements inside the logo



Do not outline the logo



KEY COLOUR

Fire Red

Philosophy

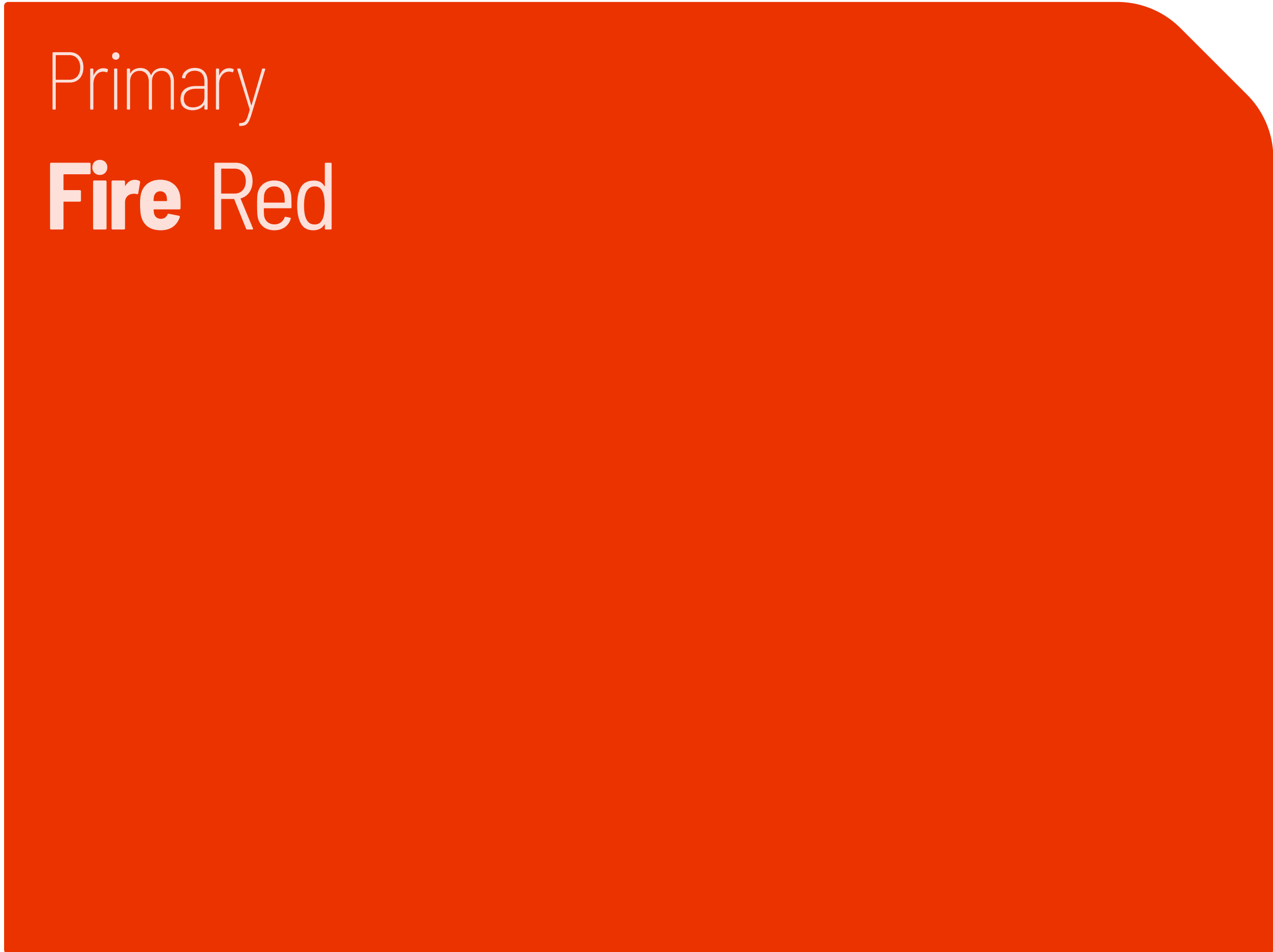
There comes a time when the call for justice can no longer be deferred. A moment when hope must erupt into action. This is the colour of that moment. A bold, unyielding flame signifying that a new era of fairness is dawning. It speaks to the shared spirit in all of us that yearns for dignity and demands a better, more just world for every single person. This colour represents our unwavering resolve to build a future where justice and dignity are the birthright of all. Let it be the vibrant energy that unites us in our common cause to build that future, together.

Where to use

- Hero Headlines and Digital Calls-to-Action
- Key Signifier Elements in Design
- Data Visualisation Highlights and Impact Reporting
- Campaign Merchandise and Activist Apparel
- Event Staging and Environmental Graphics
- Publication Covers and Editorial Highlights

A presence of the key colour is strongly recommended in every designed materials.

COLOUR PALETTE



Primary
Fire Red

PANTONE® 2028 C
RGB
235, 51, 0
HEX
#EB3300
LAB
53.30, 62.07, 53.18
CMYK
0, 86, 100, 0



Secondary
Coco

PANTONE® 4975 C
RGB
63, 32, 33
HEX
#3F2021
LAB
21.19, 21.02, 7.13
CMYK
27, 90, 62, 83



Secondary
Dream

PANTONE® 547 C
RGB
0, 49, 60
HEX
#00313C
LAB
21.88, -16.12, -12.14
CMYK
100, 11, 20, 82



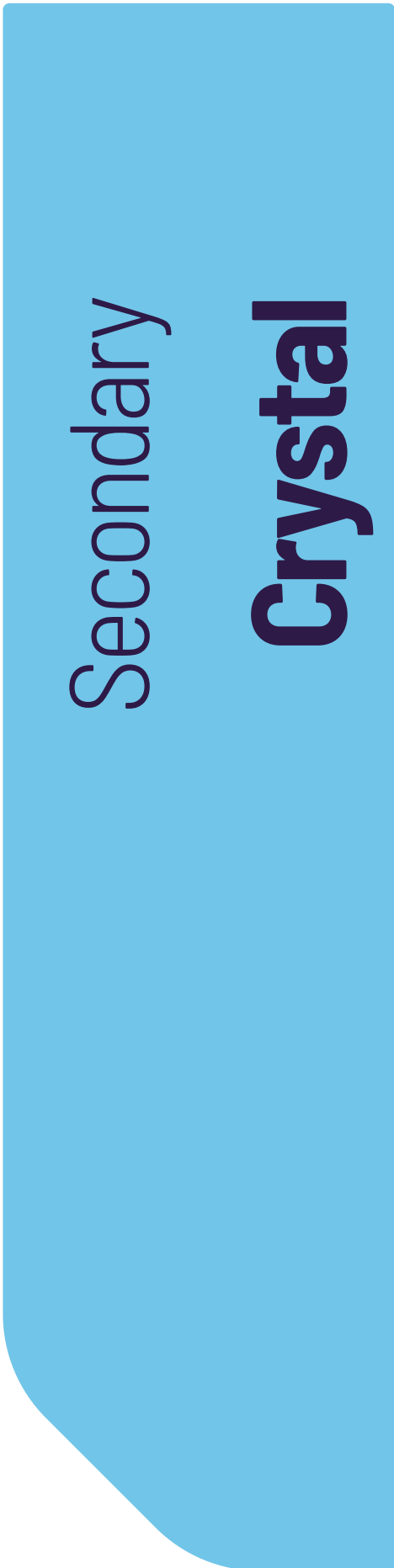
Secondary
Pear

PANTONE® 6192 C
RGB
209, 220, 114
HEX
#D1DC72
LAB
85.11, -14.48, 49.84
CMYK
17, 0, 66, 0



Secondary
Meteorite

PANTONE® 2695 C
RGB
46, 26, 71
HEX
#2E1A47
LAB
16.62, 21.65, -26.16
CMYK
89, 100, 0, 58



Secondary
Crystal

PANTONE® 297 C
RGB
113, 197, 232
HEX
#71C5E8
LAB
77.20, -19.21, -23.29
CMYK
52, 0, 0, 0



Secondary
Platinum

PANTONE® 6197 C
RGB
216, 220, 216
HEX
#D8DCD8
LAB
87.28, -1.65, 1.42
CMYK
12, 5, 15, 0

ACCESSIBLE COMBINATIONS

All of these combinations have been assessed for WCAG 2.1 AA compliance.
For small text contrast minimum is 4.5:1 and for large text 3:1

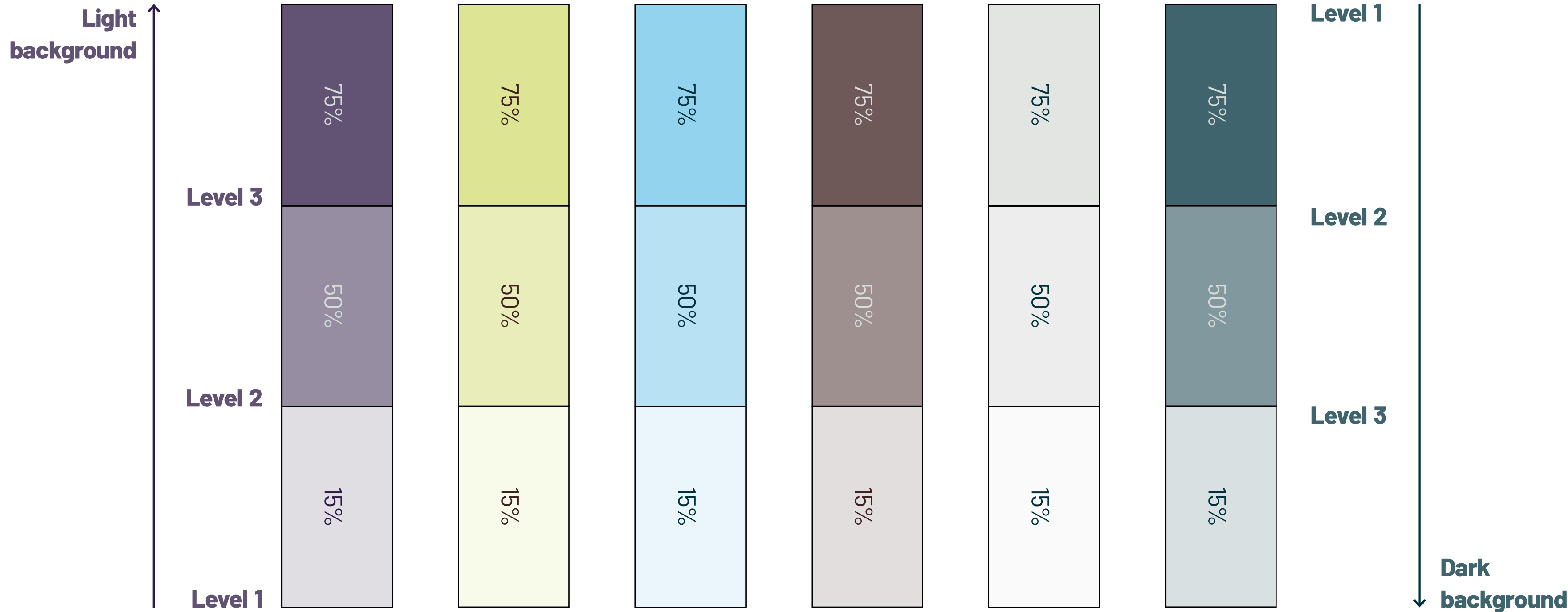
<p>Headlines and large texts</p> <p>6 Combinations with at least 3:1 contrast ratio (without tints of secondary colours)</p>		Aa	Aa		Aa		Aa	Aa	Aa
<p>Body and small texts</p> <p>32 Combinations with at least 4.5:1 contrast ratio (without tints of secondary colours)</p>			Aa	Aa	Aa	Aa	Aa	Aa	
			Aa	Aa	Aa	Aa	Aa	Aa	
		Aa	Aa				Aa		Aa
		Aa	Aa				Aa		Aa
		Aa	Aa				Aa		Aa
			Aa	Aa	Aa	Aa	Aa	Aa	
		Aa	Aa				Aa		Aa
			Aa	Aa	Aa	Aa	Aa	Aa	

COLOUR USAGE



Combinations

Theoretically the colour combination can be expanded. For consistency and brand presence, it is recommended that the design utilise the provided combinations of colours.



Colour tints

All the secondary colours can be used by their tints. The tints are to be applied based on the background colour's darkness. When used in darker colours use the first darkest tint available (level 1) and similarly for the lighter background use the first lightest tint available.

THE RIGHT

to bodily autonomy for all

INFORMED

CONSENT

IS ALWAYS REQUIRED

dismantling systemic

THE STRONGEST

JUSTICE

Barlow Font Family

Headline

**Barlow Semi
Condensed**

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z a b c d e f g h i j k l
m n o p q r s t u v w x y z 0 1 2 3 4
5 6 7 8 9 , . ? ! @ \$ / + -

Body

Barlow

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z a b c d e f g h i
j k l m n o p q r s t u v w x y z 0 1 2
3 4 5 6 7 8 9 , . ? ! @ \$ / + -

PRIMARY TYPEFACES

Identity through letters and words

The primary choice of typefaces, the Barlow font family, with its rounded letters, is no accident. They are the compassionate counterpoint to IPPF's structured pillars - a reminder that behind every policy win and program success are real people. It's this balance that makes this new brand identity truly IPPF, strong in conviction, warm in execution.

TYPOGRAPHIC HIERARCHY

The following hierarchy is the baseline for typographic decisions in designed materials. The typographic baseline sizing may be different depending on the dimensions of the medium. In such cases define the paragraph sizing and then adjust all the other typographic scale regards to that.

Title

Barlow Semi
condensed Extra
Bold 32 Optical 0
34 12

IPPF is a global healthcare provider

H3

Barlow Semi
condensed Extra
Bold 20 Optical 0
22 12

IPPF is a global healthcare provider

Paragraph

Barlow Medium 10
Optical -25 14 10

IPPF is a global healthcare provider and a leading advocate of sexual and reproductive health and rights (SRHR) for all.

Subtitle

Barlow Semi
condensed Medium 18
Optical -10 20 10

IPPF is a global healthcare provider

H4

Barlow Semi
condensed Bold 18
Optical -5 20 12

IPPF is a global healthcare provider

Caption

Barlow Medium 9
Optical -10 12 10

IPPF is a global healthcare provider and a leading advocate of sexual and reproductive health and rights (SRHR) for all.

H1

Barlow Semi
condensed Bold 28
Optical -5 30 12

IPPF is a global healthcare provider

H5

Barlow Semi
condensed Semi
bold 16 Optical
-10 18 12

IPPF is a global healthcare provider

Footnote

Barlow Medium 8
Optical -10 10 8

IPPF is a global healthcare provider and a leading advocate of sexual and reproductive health and rights (SRHR) for all.

H2

Barlow Semi
condensed Semibold
24 Optical -10 26 12

IPPF is a global healthcare provider

H6

Barlow Semi
condensed Extra
Bold 14 Optical 0
16 12

IPPF is a global healthcare provider

Arial Font Family

Headline

Arial Narrow

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z a b c d e f g h i j
k l m n o p q r s t u v w x y z 0 1 2
3 4 5 6 7 8 9 , . ? ! @ \$ / + -

Body

Arial

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z a b
c d e f g h i j k l m n o p q r s t
u v w x y z 0 1 2 3 4 5 6 7 8 9
, . ? ! @ \$ / + -

FALLBACK TYPEFACES

When primary typefaces are not available, an alternate fallback typeface can be used in the print or digital mediums. It is strongly preferable that we use the primary typeface.

Tajawal

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

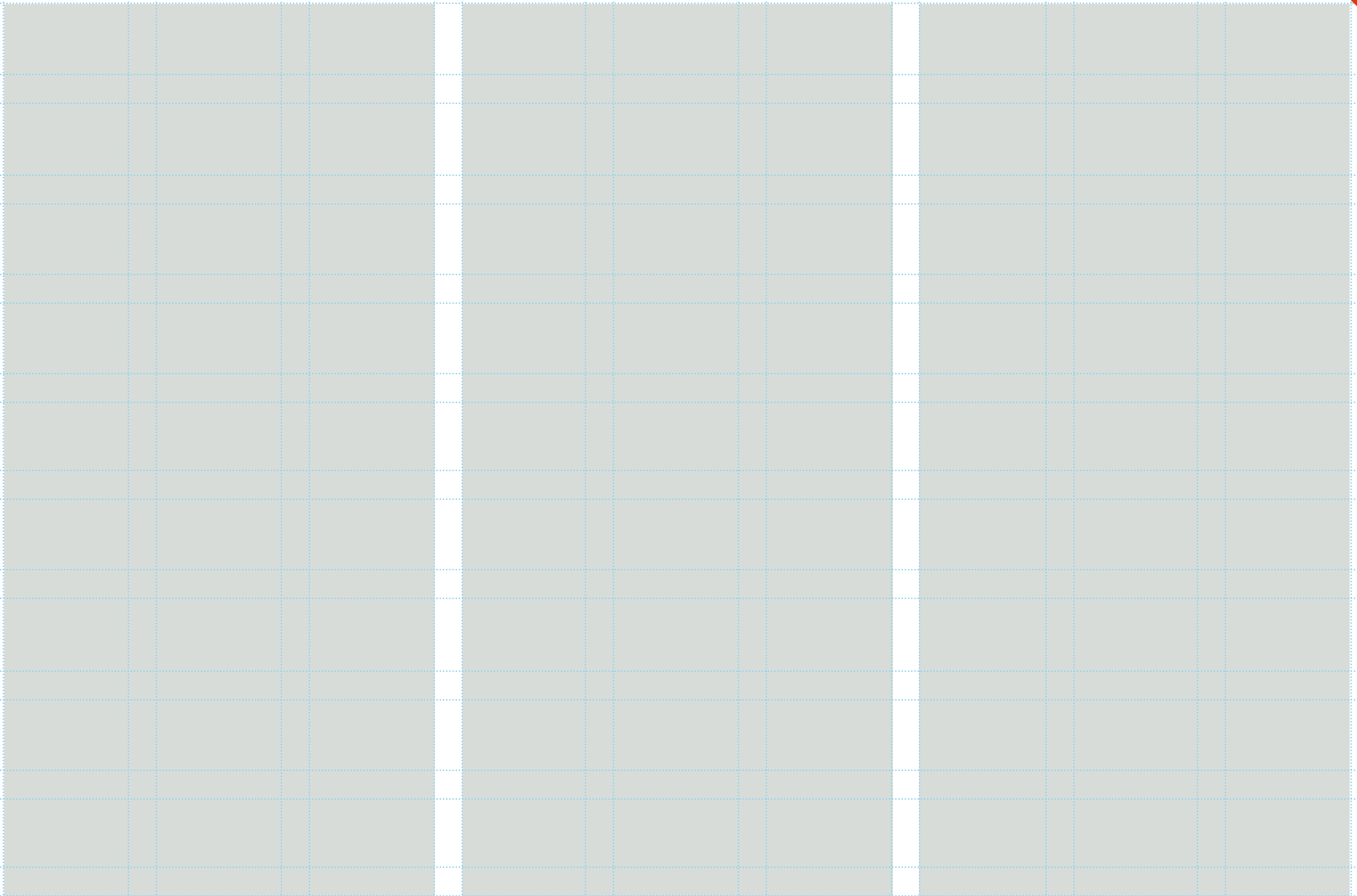
When primary typefaces are not available, an alternate fallback typeface can be used in the print or digital mediums. It is strongly preferable that we use the primary typeface.

Murecho

いろはにほへとちりぬるをわか
よたれそつねならむうみのおく
やまけふこえてあさきゆめみし
ゑひもせすん

イロハニホヘトチリヌルヲワカ
ヨタレソツネナラムウヅノオク
ヤマケフコエテアサキユメミシ
エヒモセスン

LAYOUT

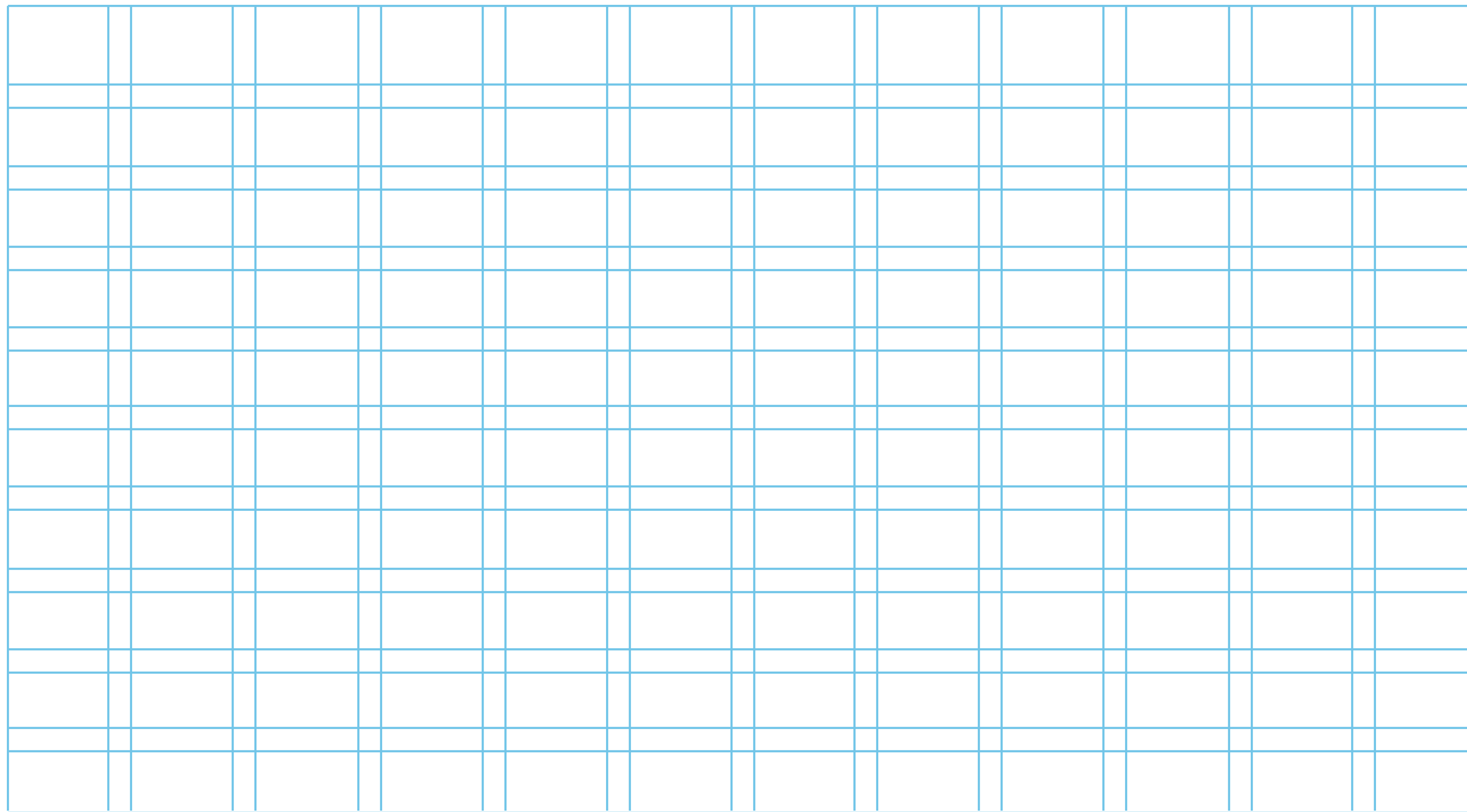


GRID SYSTEM

Primarily the design system uses a 12-column by 10-row grid system. The gutter spaces between the grids can be adjusted depending on the design medium.

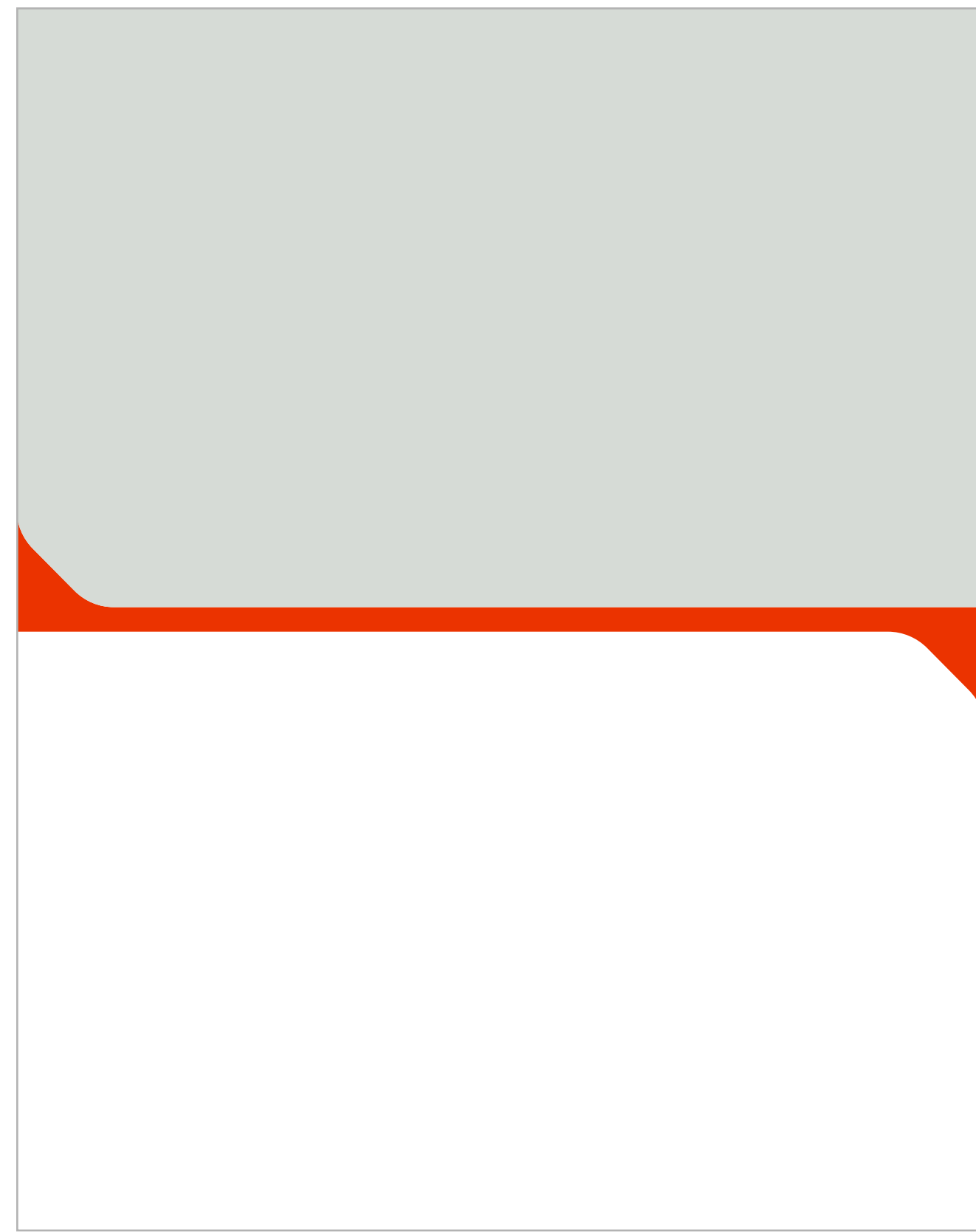
In smaller digital dimensions there can be no gutter space to up to 36px in larger dimensions.

In print systems the minimum gutter is 2mm.

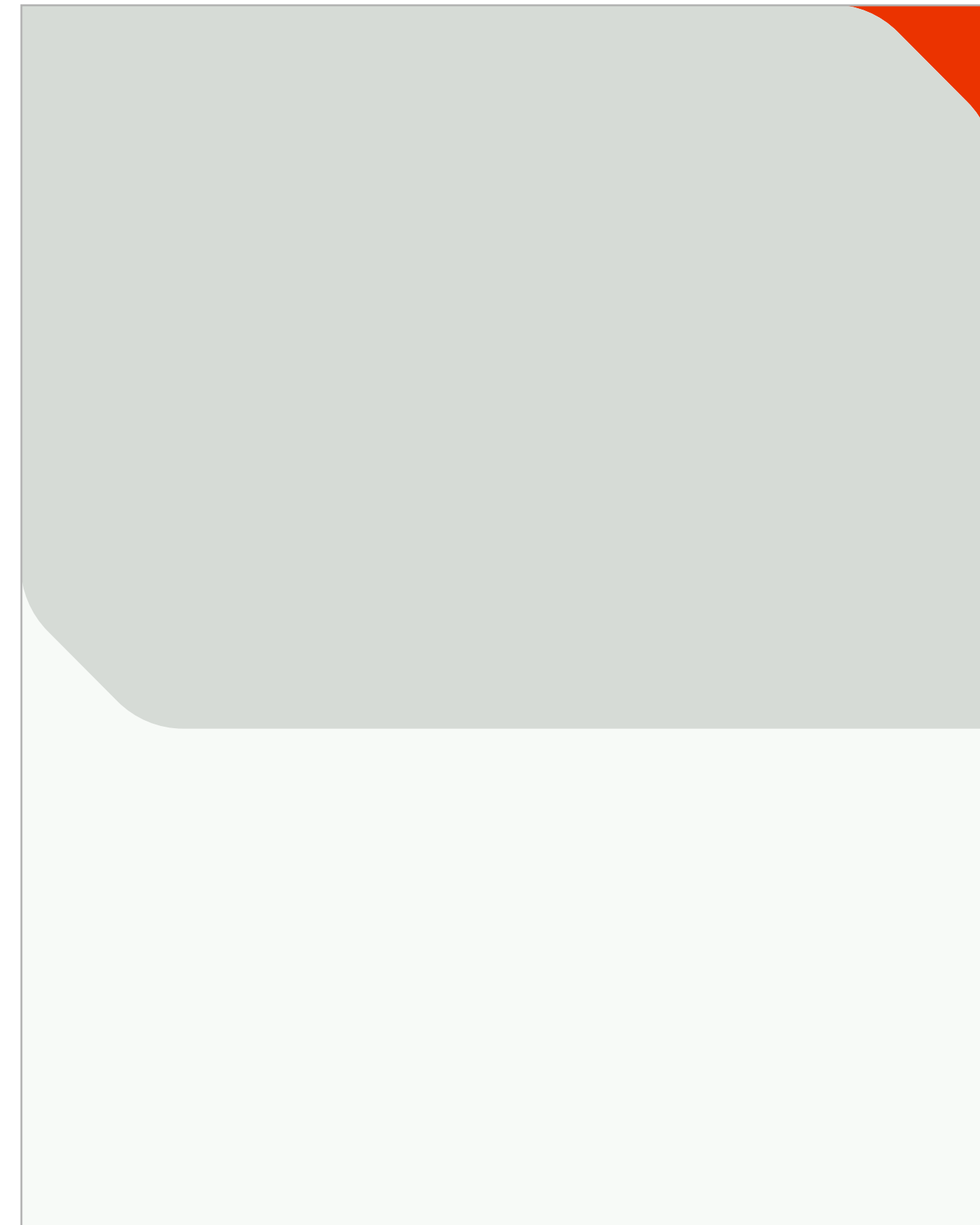


LAYOUT COMPOSITIONS

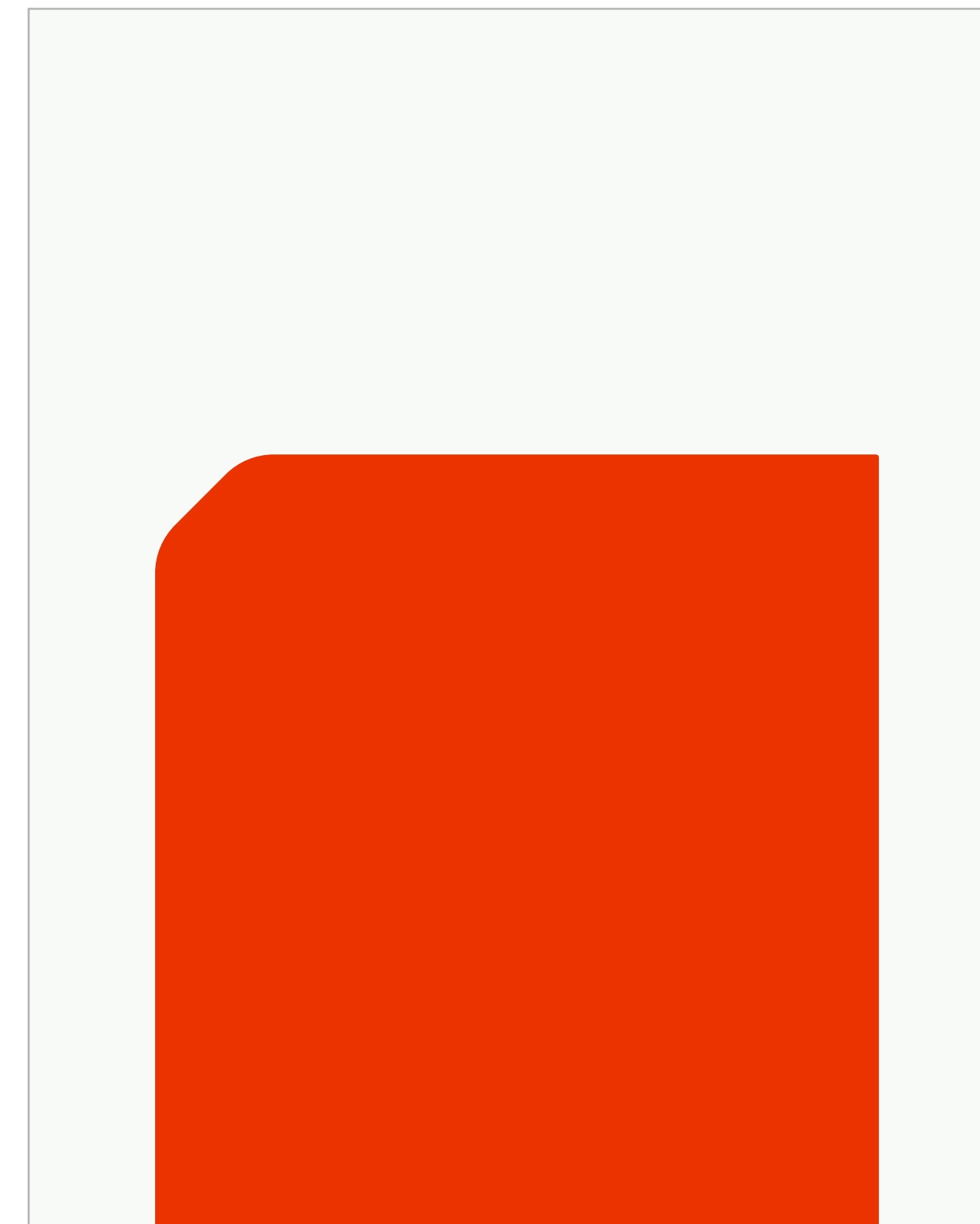
All the compositions we use are based on the pillars being the guide for the layout. Different composition of pillar shapes are combined to generate 3 distinct layout options.



Meet



Together

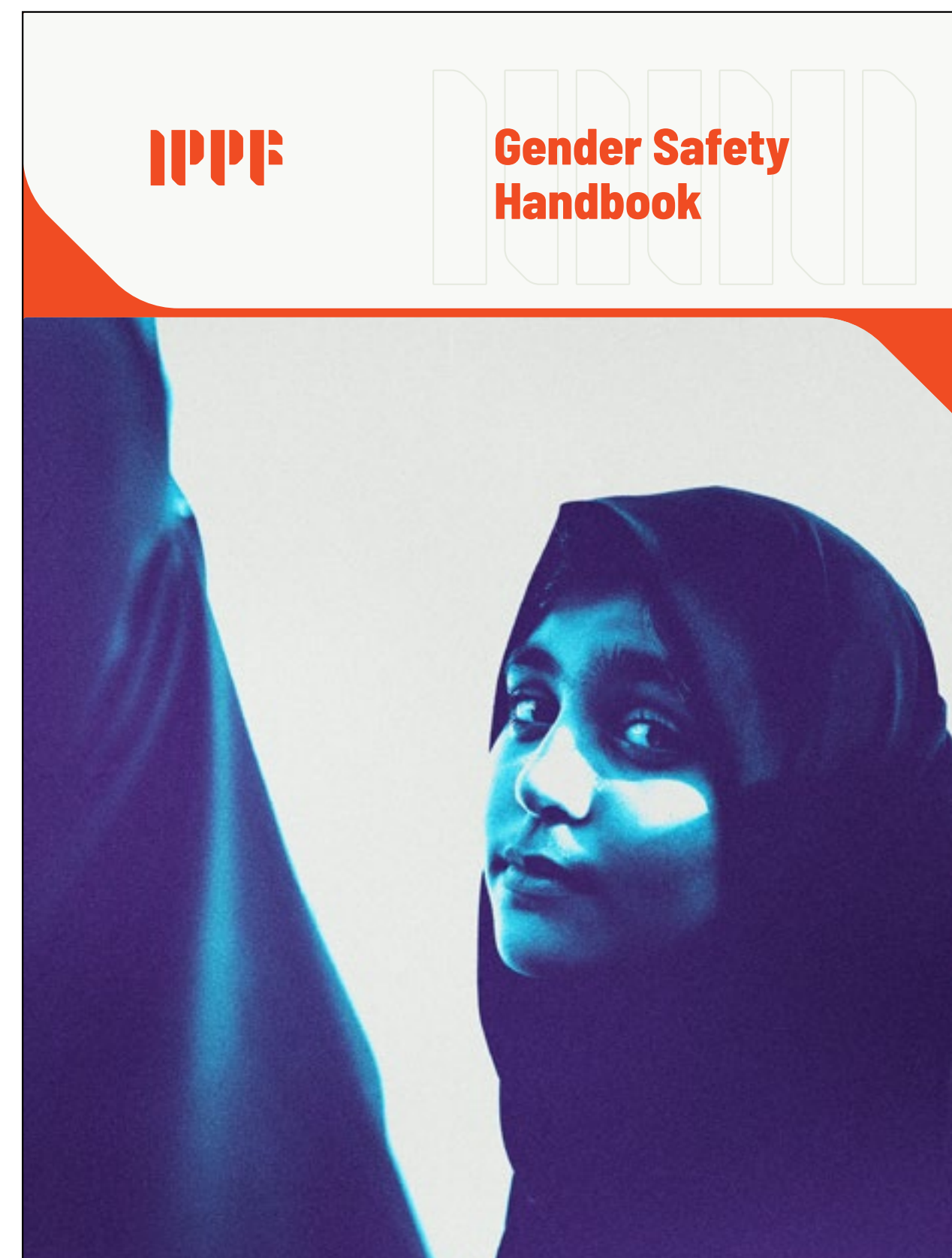
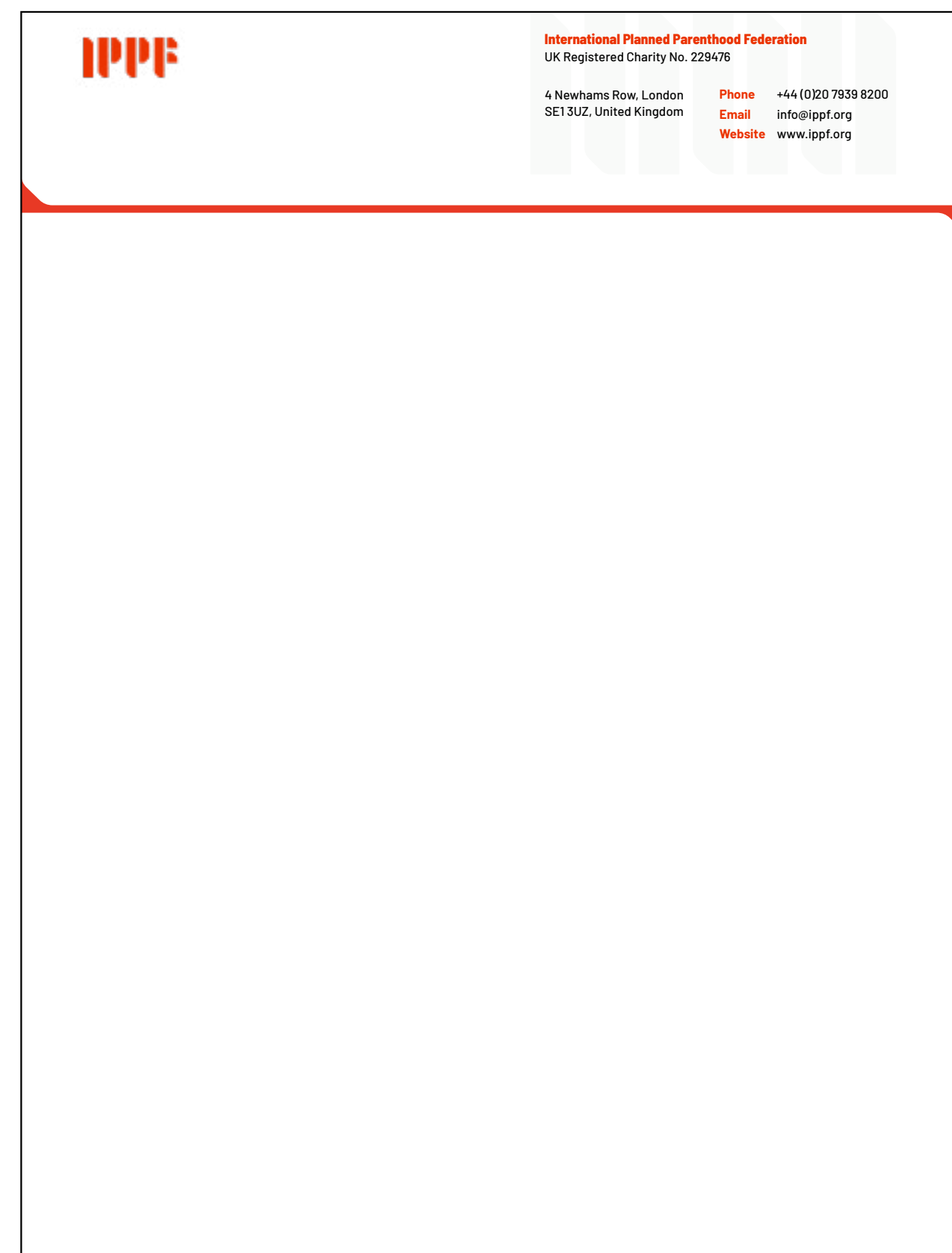
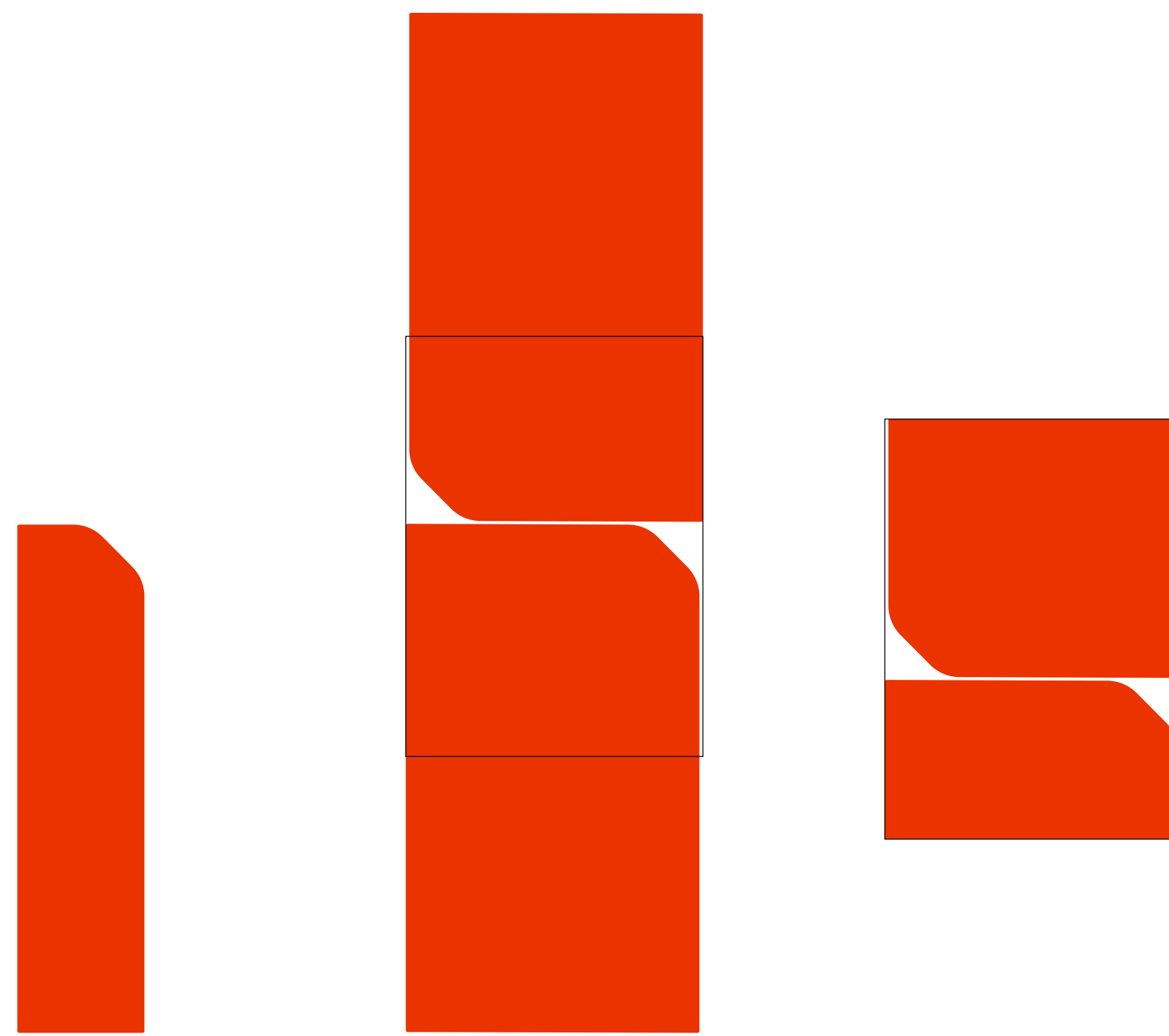
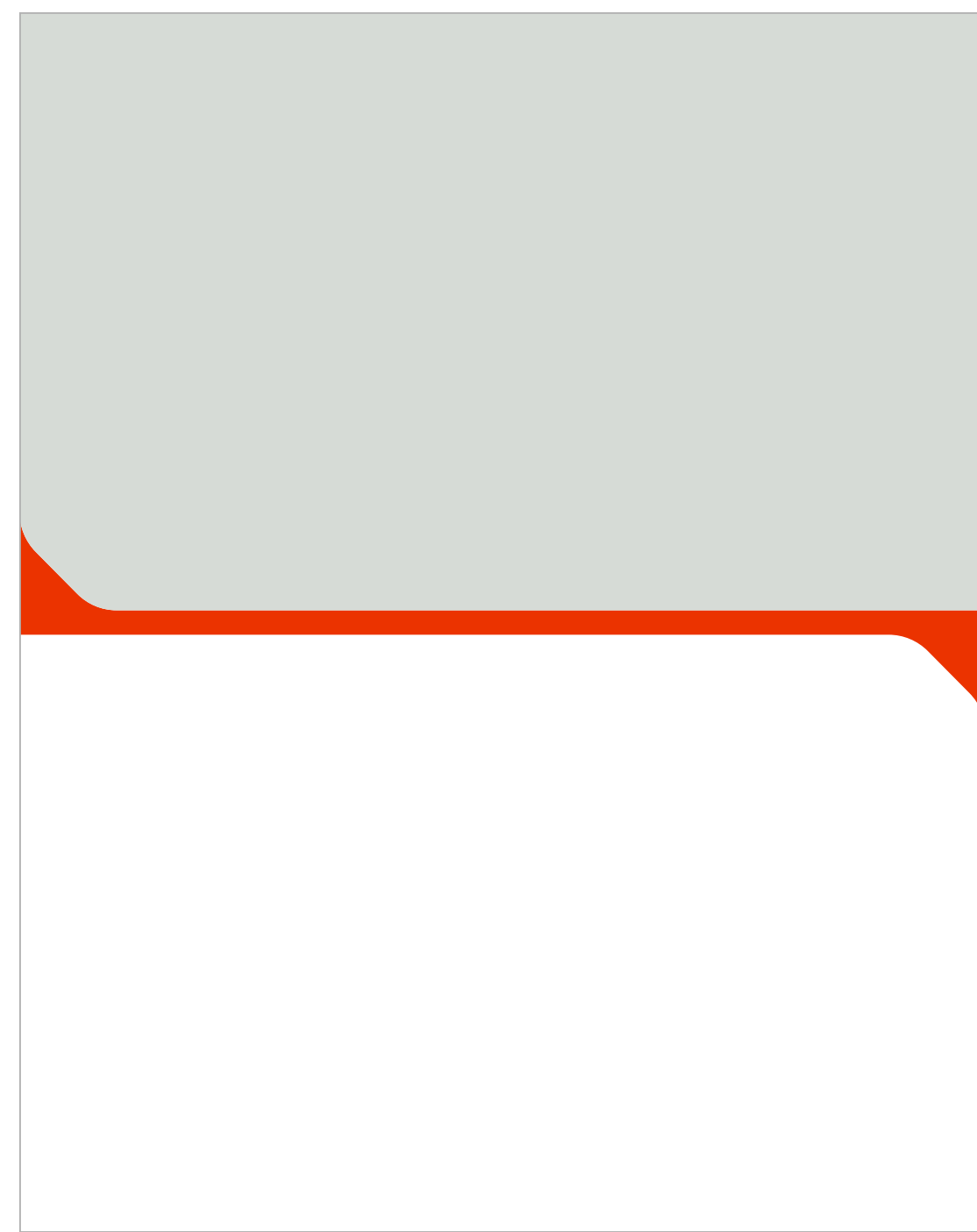


Levitate

LAYOUT COMPOSITIONS

Meeting pillars

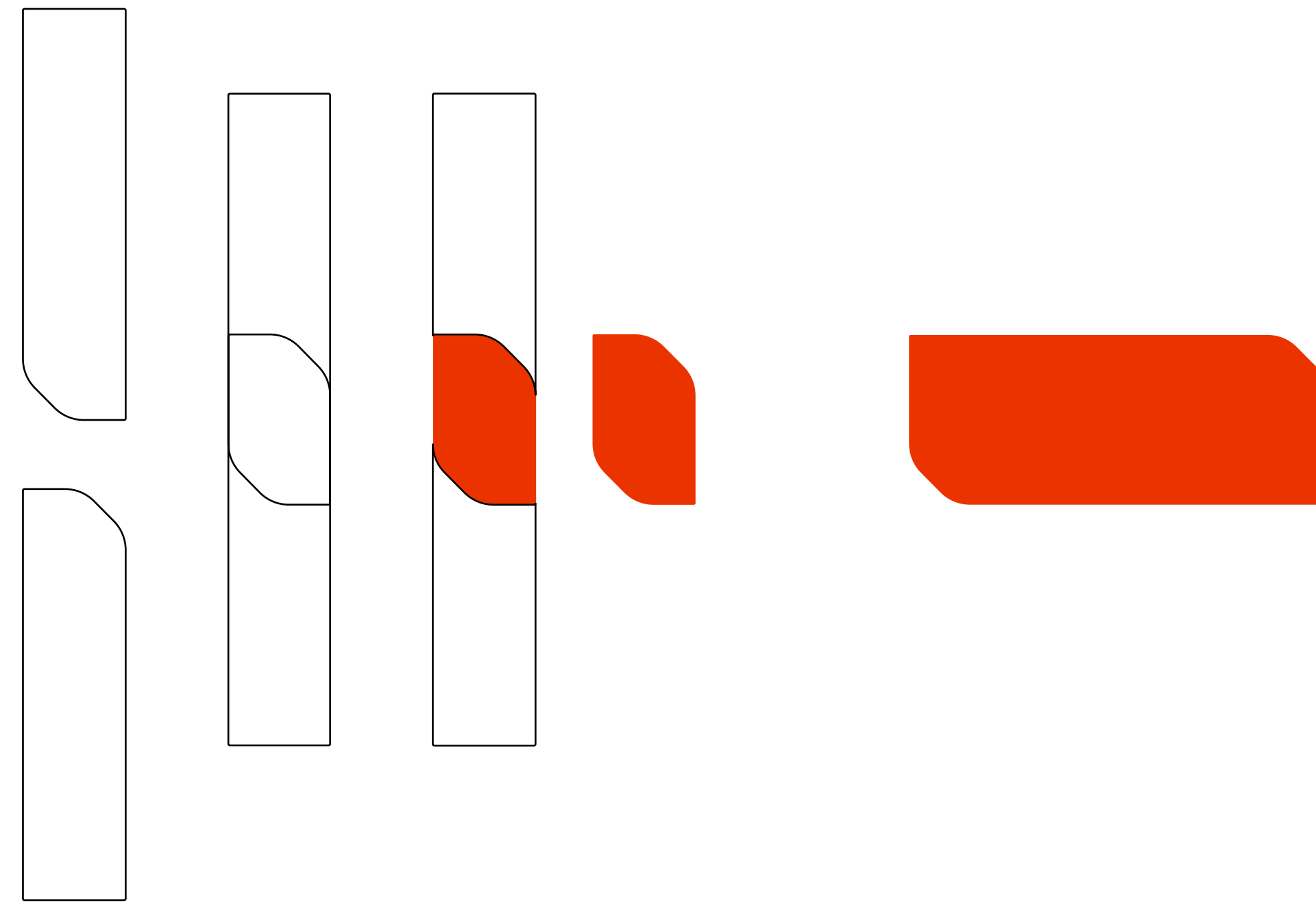
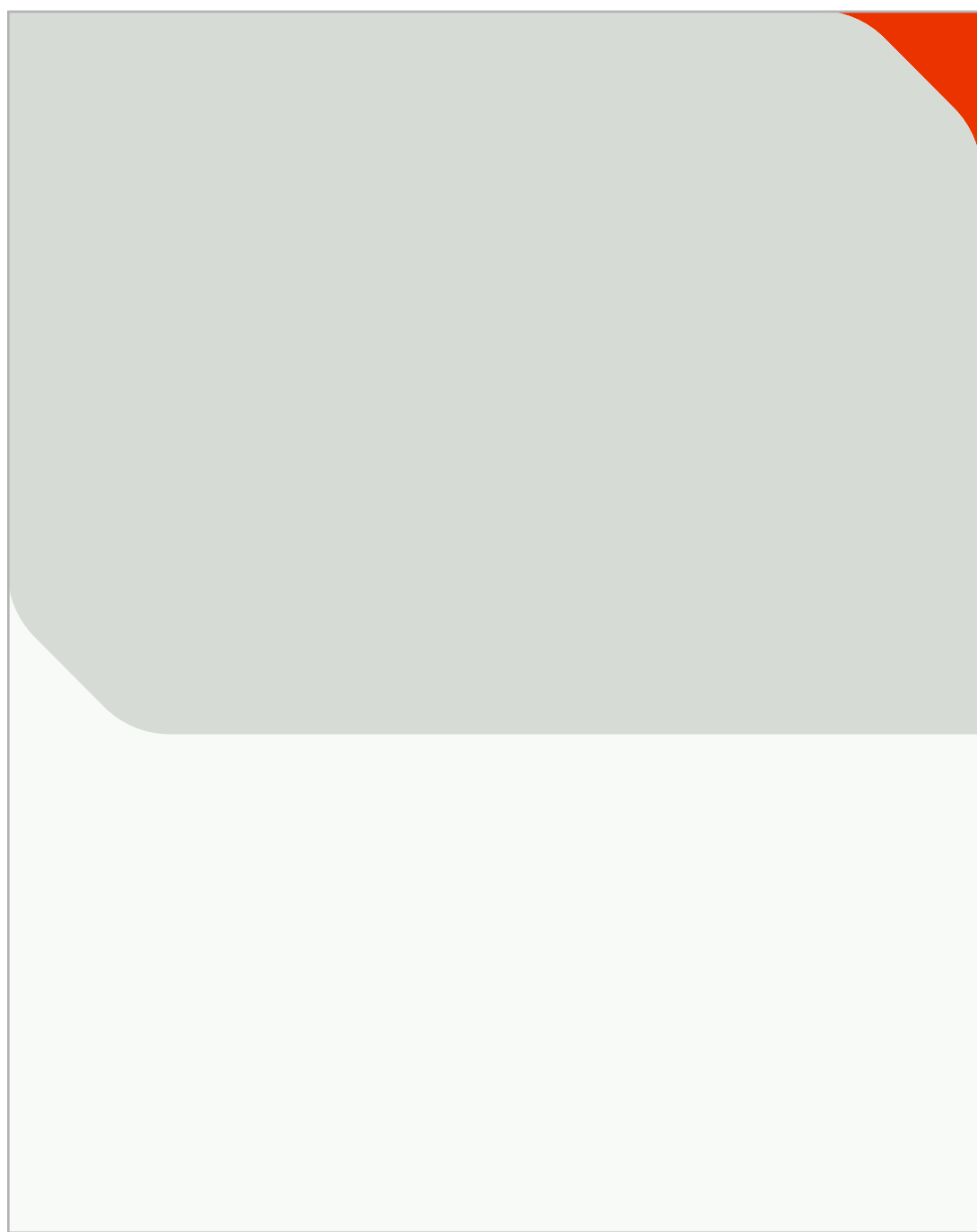
When two pillars meet, it creates a river in between. That river runs the core of IPPF. The iconic curve sets the character.



LAYOUT COMPOSITIONS

Pillars together

The overlapping space of two pillars creates the perfect frame for the content. The identity runs through the curves, the symmetrical frame is balanced by the non symmetrical counterpart, and the peeking corner.



Inner heading goes here. 2 lines maximum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco



IPPF → **Breaking News**

IPPF

Banner heading goes here. 2 lines.

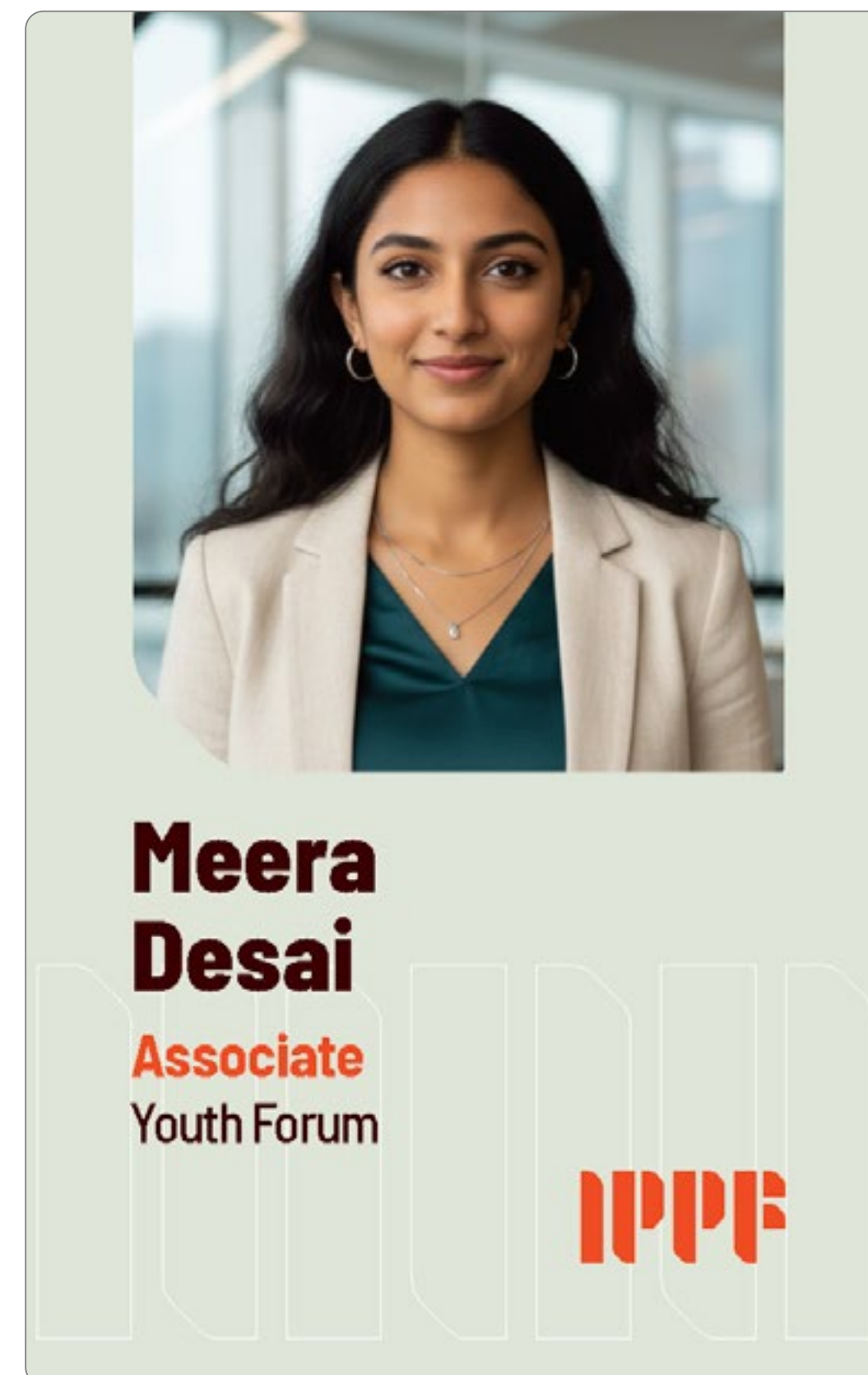
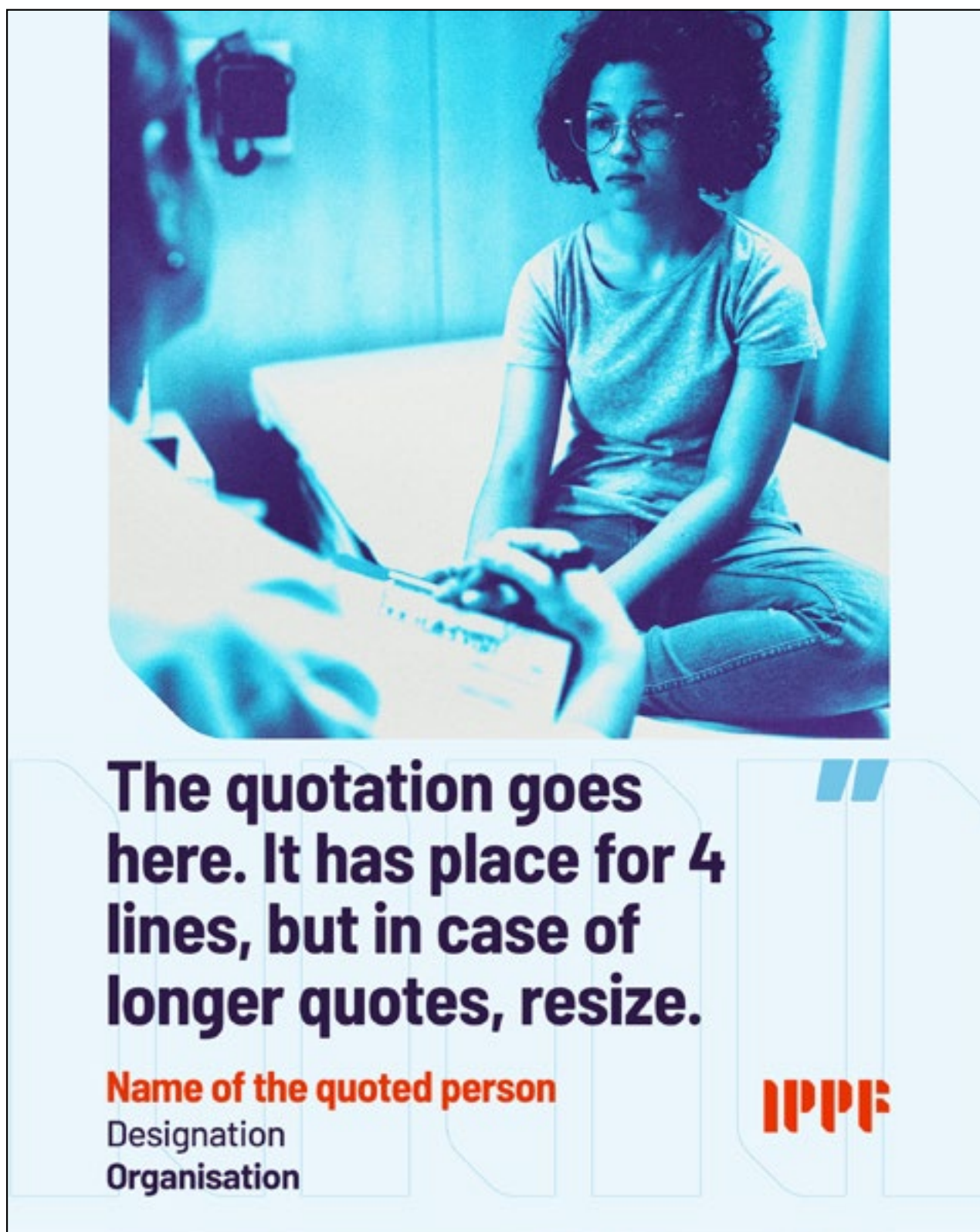
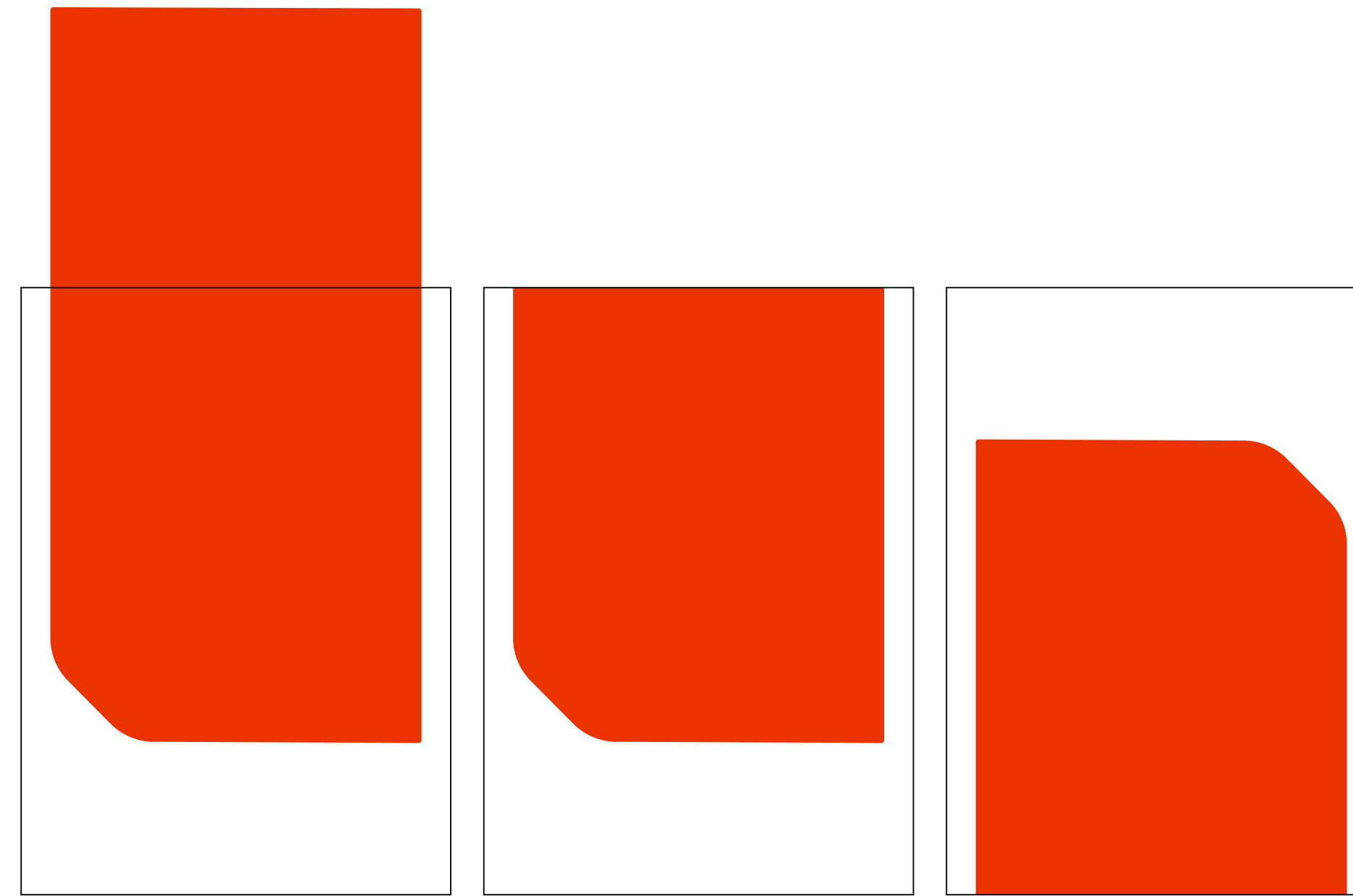
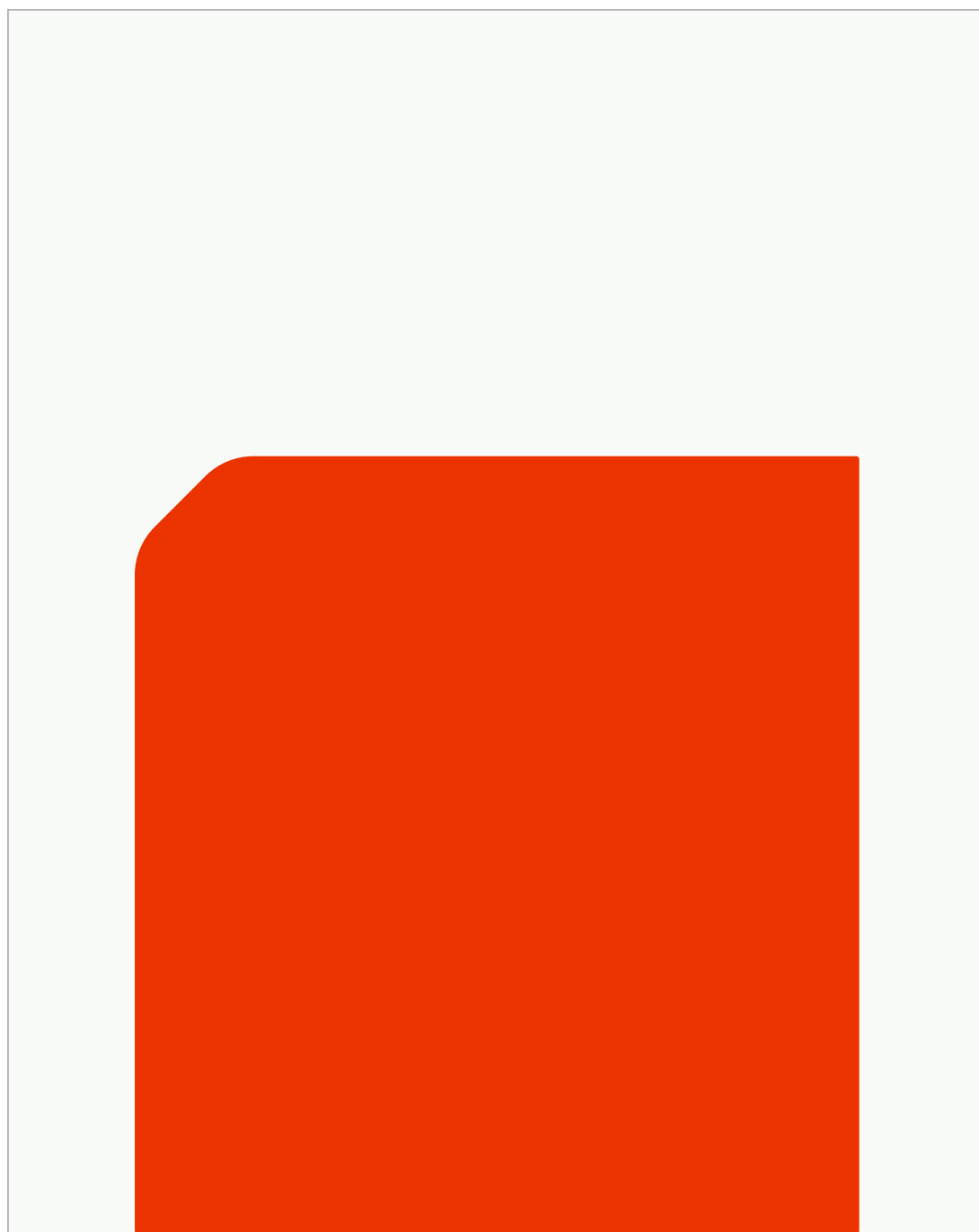
At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.



LAYOUT COMPOSITIONS

Levitating pillar

To create a more white-spaced appearance, we used a single pillar floating into the composition. This forms a layout with a single focused frame with a lot of spaces around.



LAYOUT DIVISIONS

Layouts are generally divided between the following spaces:

- **Heading space:** For headings or titles of the designed products
- **Body space:** Body spaces can be utilised with text, graphical objects such as iconography, maps, or data visualisation, or combination of them
- **Image space:** In the layouts where large visual such as illustration or photography is required, will include a photo space. The space is clearly defined by the use of one of the three layout compositions based on pillars
- **Footer space:** Footer spaces generally include branding informations, directions, page numbers, or running headers

Inner heading goes here. 2 lines maximum.

Heading space

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

Body space

Body space

IPPF



Breaking News

Footer space



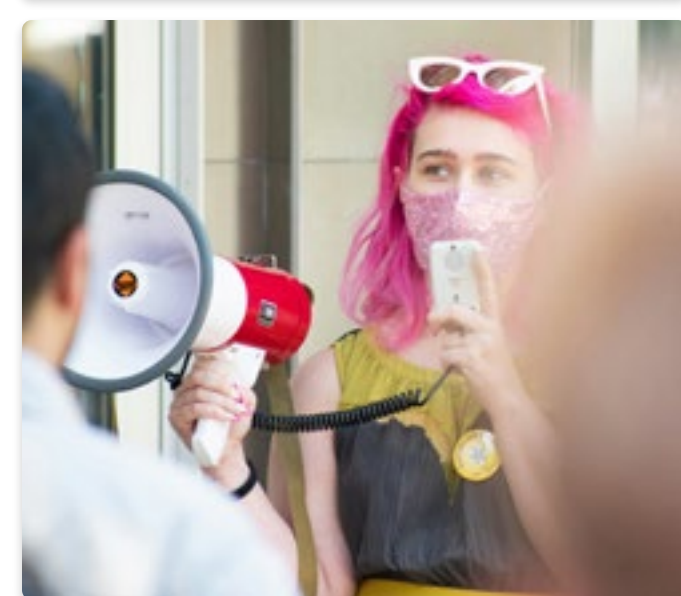


IDEAL PHOTOS

The examples demonstrate a diverse range of ideal informational and emotional expression. In a majority of instances, the photos focus closely on people. The camera is relatively close to the subjects. This is ideal because it allows for detailed emotions to be captured in subjects' faces. The camera is generally below the subject or at eye level. In all instances, the photos capture 'people in their power'. In no instances are people portrayed as victims or objects.

Below is a summary list of key characteristics of these ideal photographs:

- Shows 'people in their power'
- Diverse range of options, including people at work, portraits, people in action
- Subjects whose expressions align with the IPPF brand persona and tone of voice characteristics: confident, direct, courageous, relentless, uplifting
- Composed, but not contrived





COMPOSITION

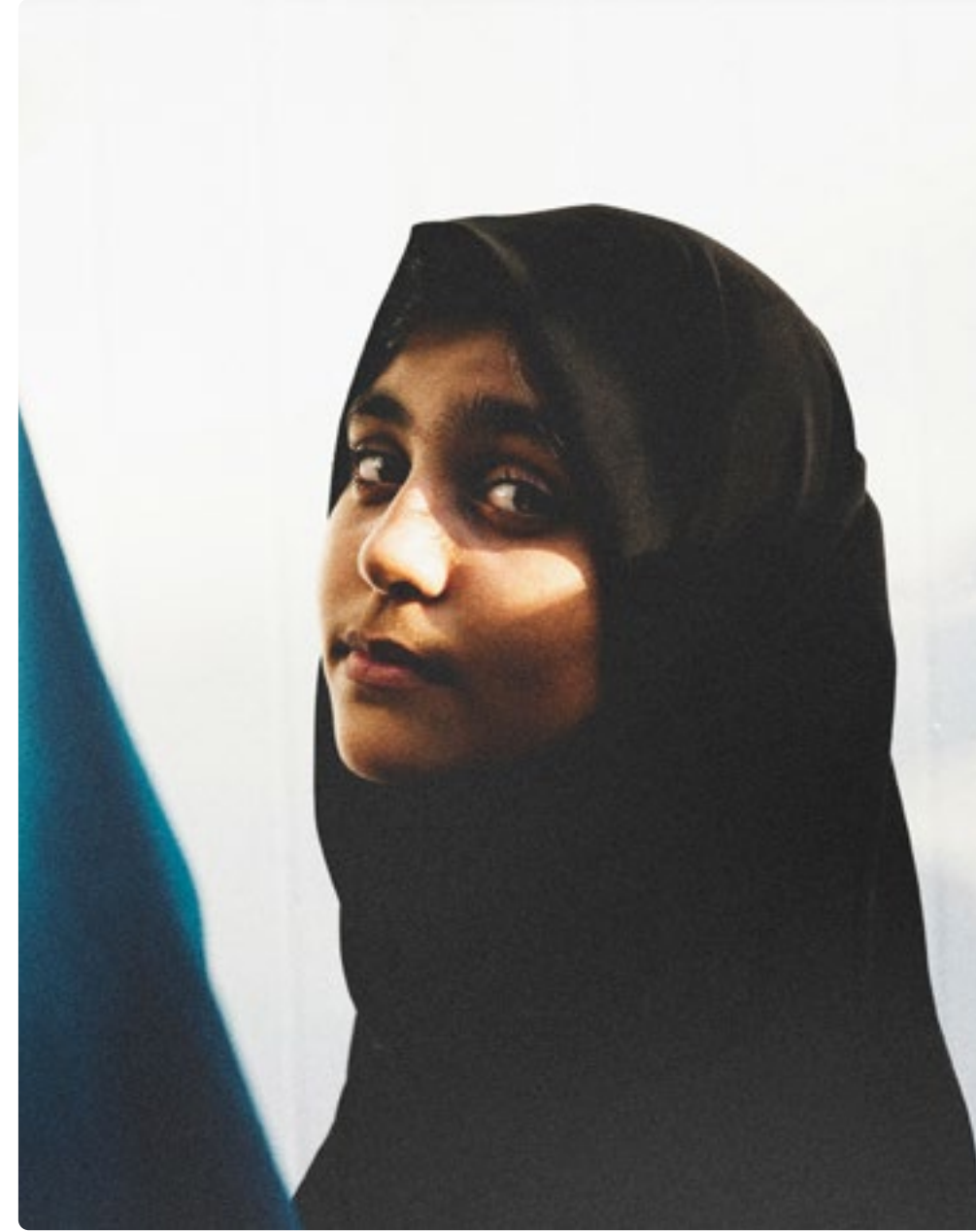
The editing and composition should enhance the human subject.

- Avoid editing too much, unless specified by the photo presets.
- Try cropping out the environment to focus solely on the human subject.
- In case of environment presence, crop to place human subject on the centre or any significant position based on the rule of thirds.

Original



Texture only



01



02



PHOTO TREATMENT

To create more dramatic and thematic effect we apply a gradient tone and a texture effect on the photography and images. A Photoshop template is provided to apply the effect uniformly. In case of treatment being overdone or we want to keep the colours of the photo close to original, we only use the textured effect.

Recommendation on edits

For neutral treatment: Textures only, 01, 05

For softer emotions: Textures only, 01, 02, 03

For stronger emotions: 01, 04, 05, 06

IPPF Brand Assets includes a Photoshop file with a drag-and-drop system to apply the effects.

03



04



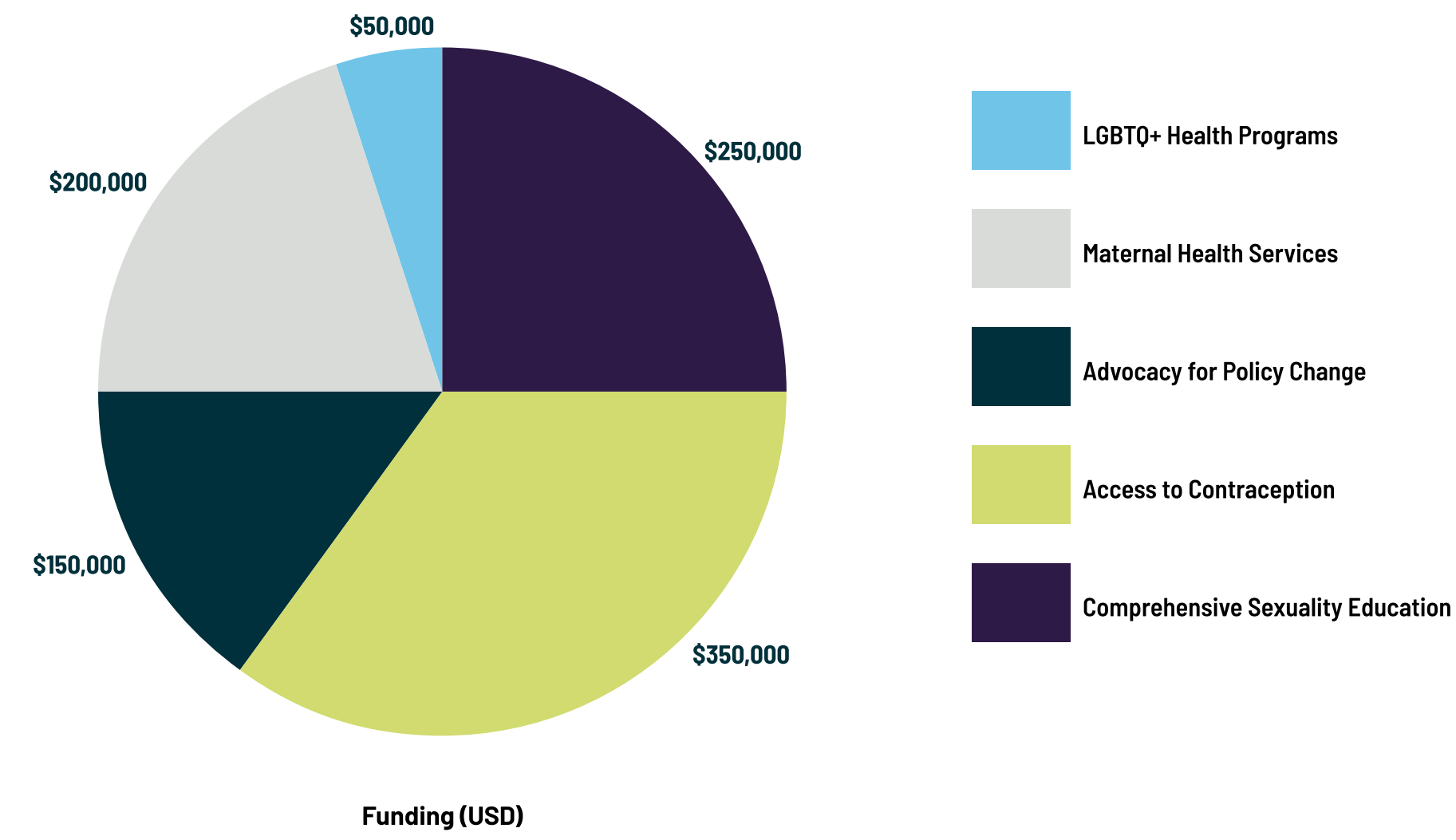
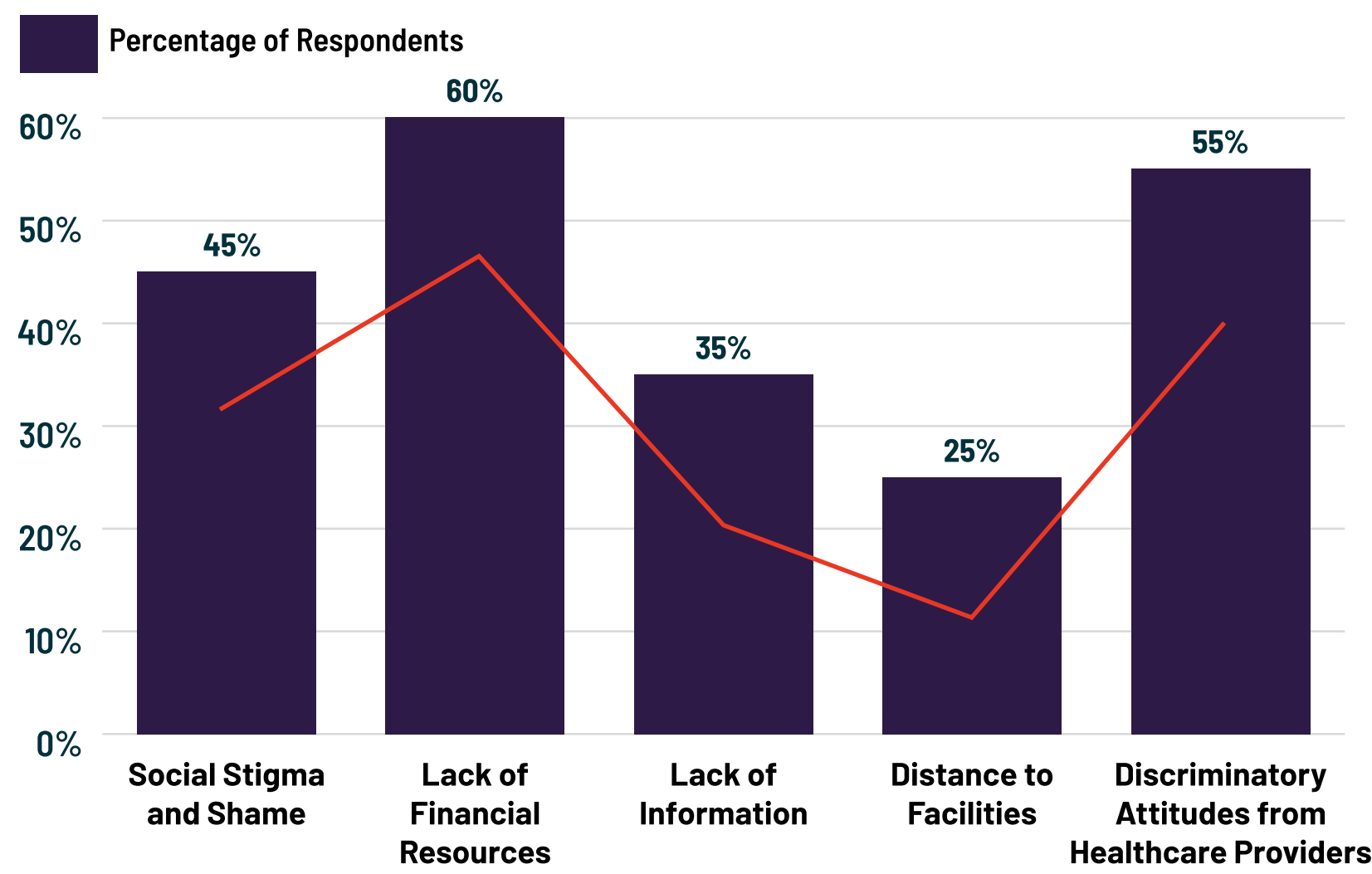
05



06







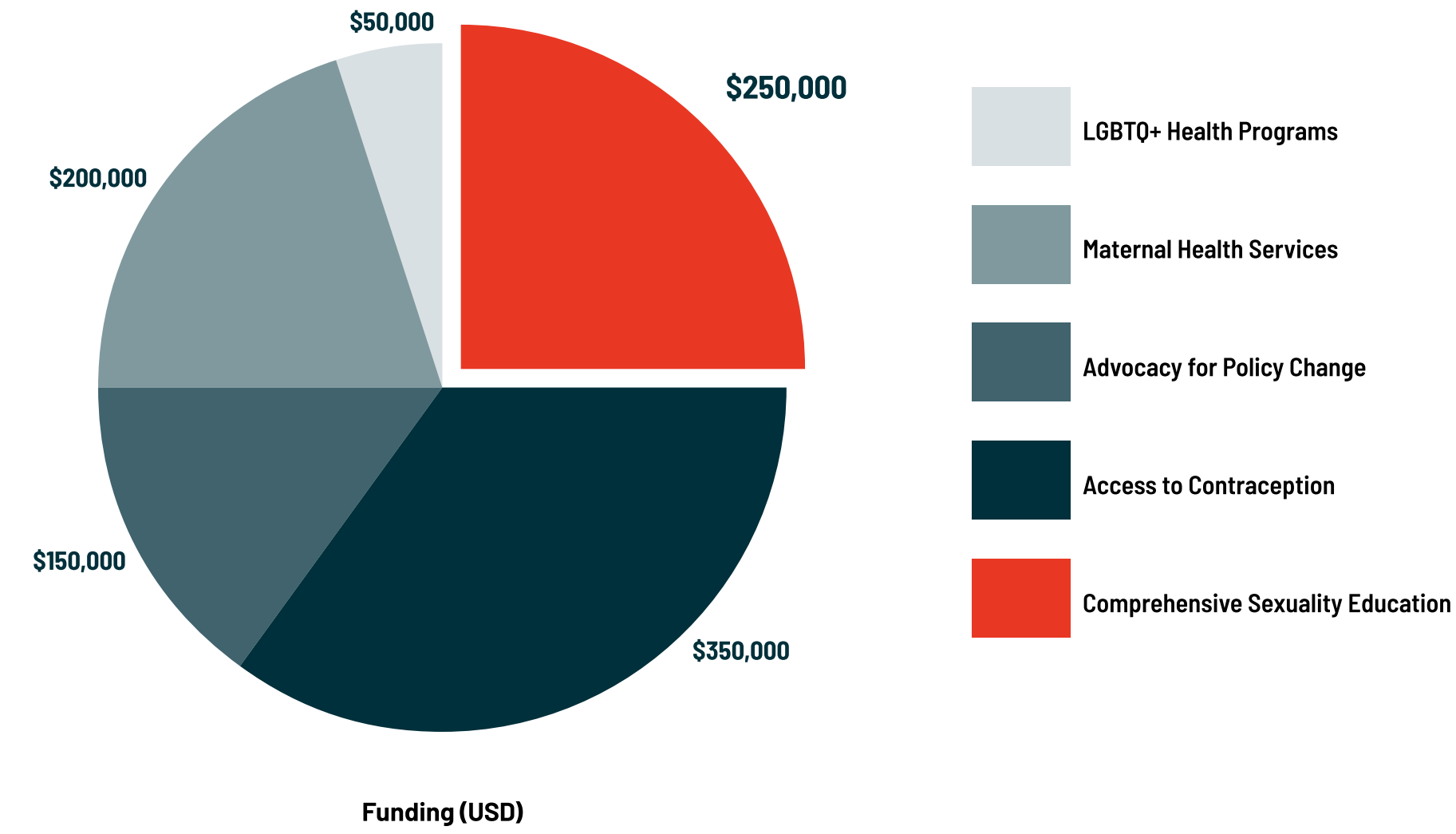
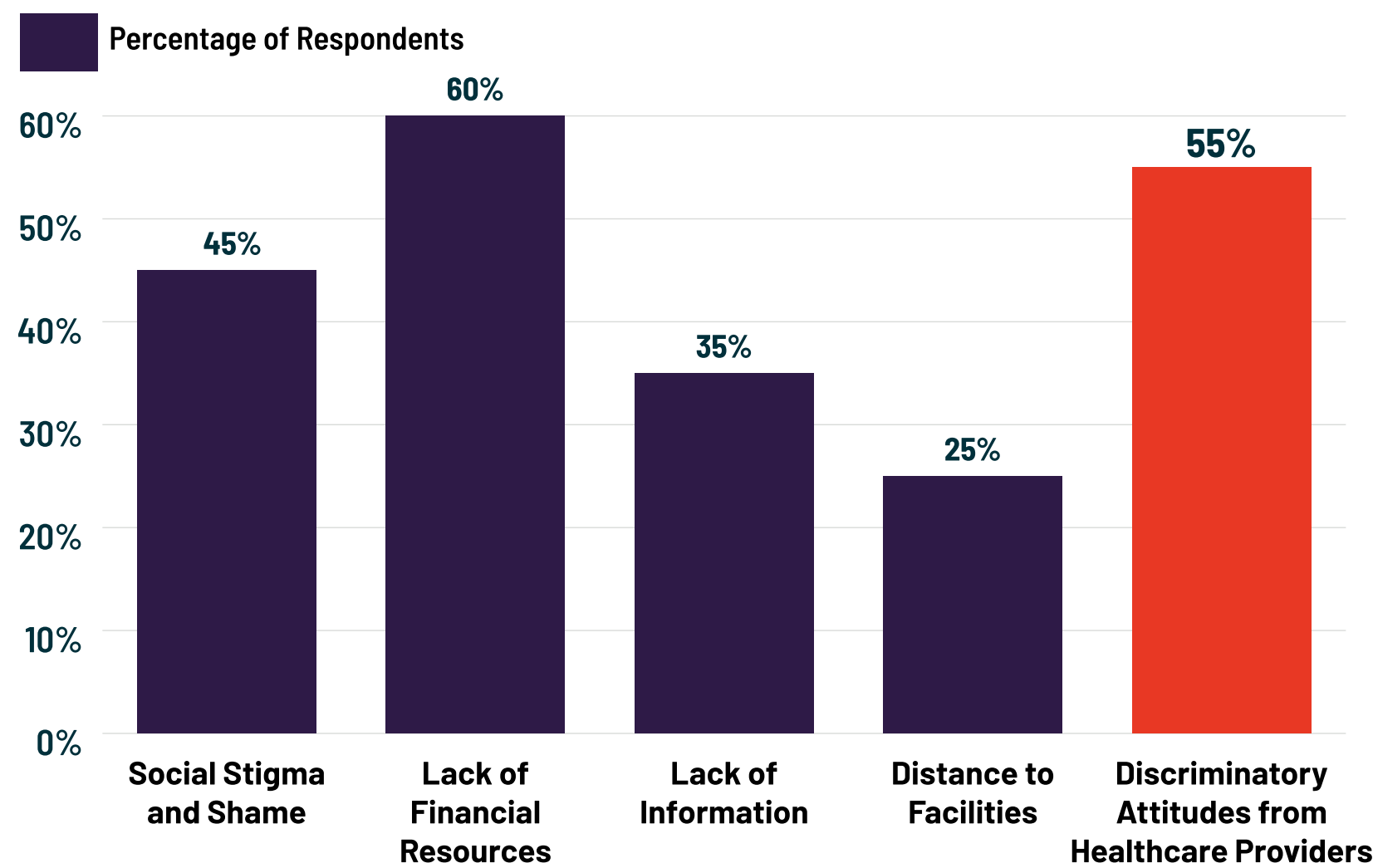
DATA VISUALISATION

Shapes and colours

- Use only the secondary colour and their tints to mark graph elements
- Use simple shape with only fill colour without outline
- Keep the colour usage minimal where possible

Data and labels

- For bar charts, label stays above the graph. For pie charts, labels are on the right side
- Data are placed outside of the graph
- All texts are Barlow Semi Condensed Semi Bold



Highlighted charts

- Highlighted charts are kept with minimal colours, preferably a single secondary colour and the tints, except for highlighted element in the graph
- The highlighted portion is coloured with the key colour, Fire Red, to draw attention to it
- The data point attached to the highlighted portion is enlarged

ICONS AND PICTOGRAM

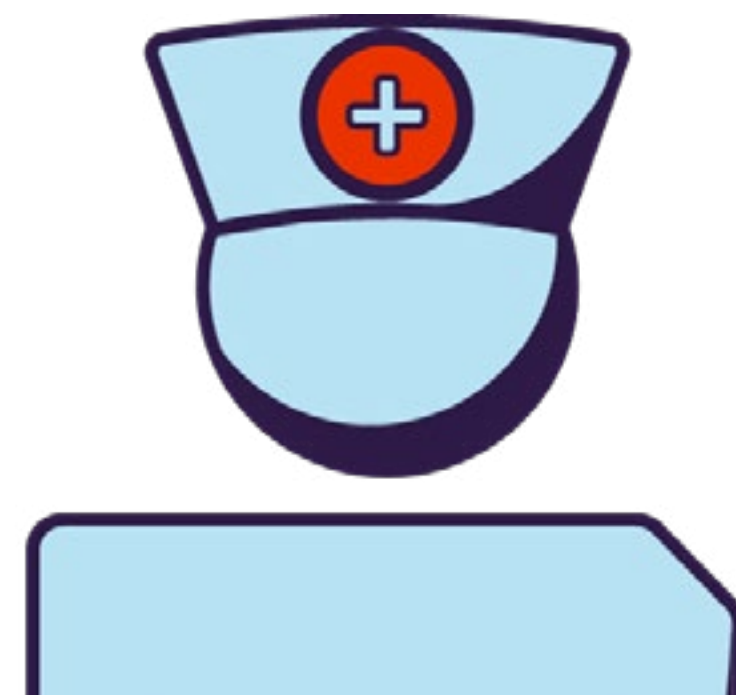
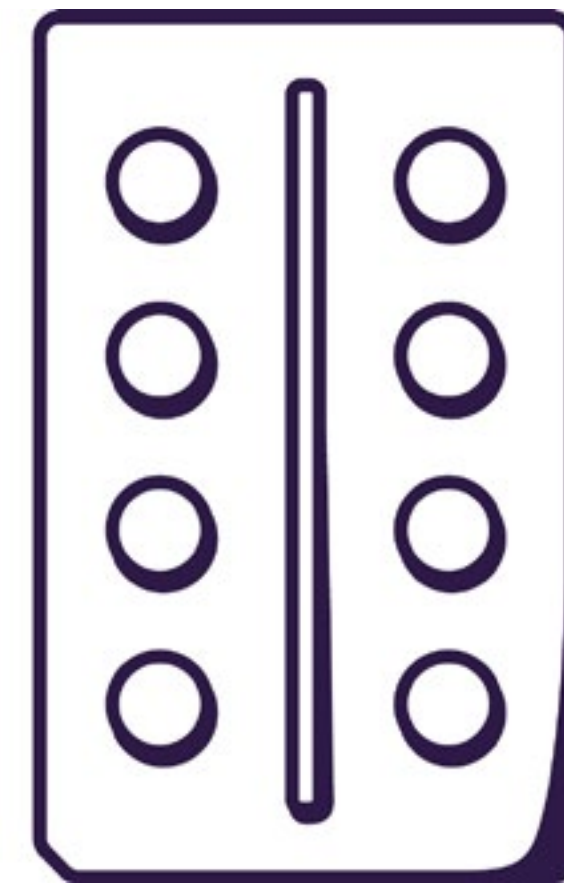
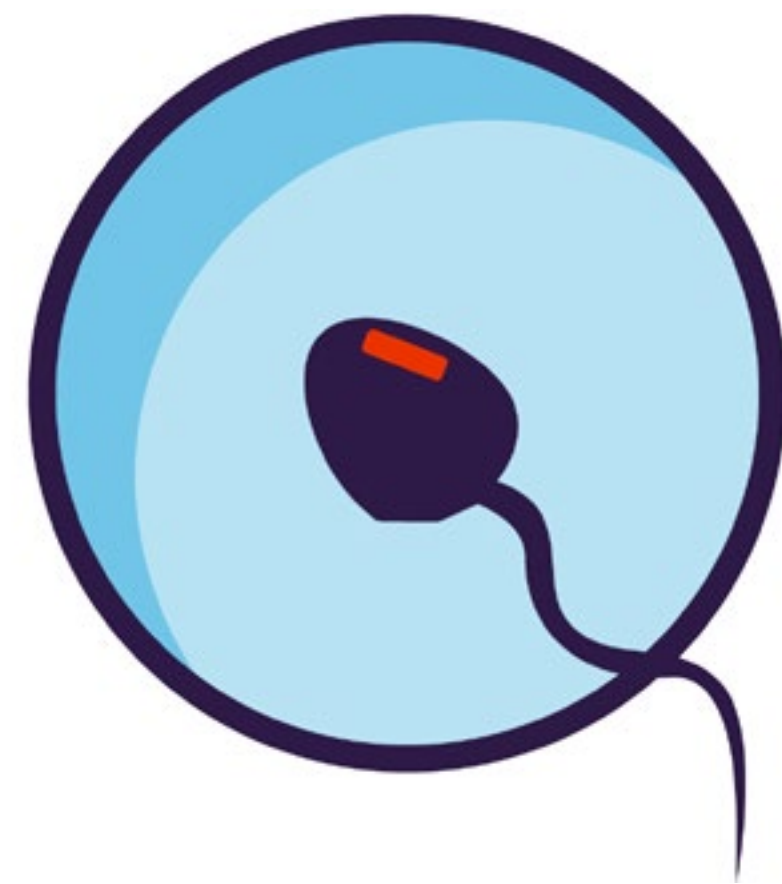
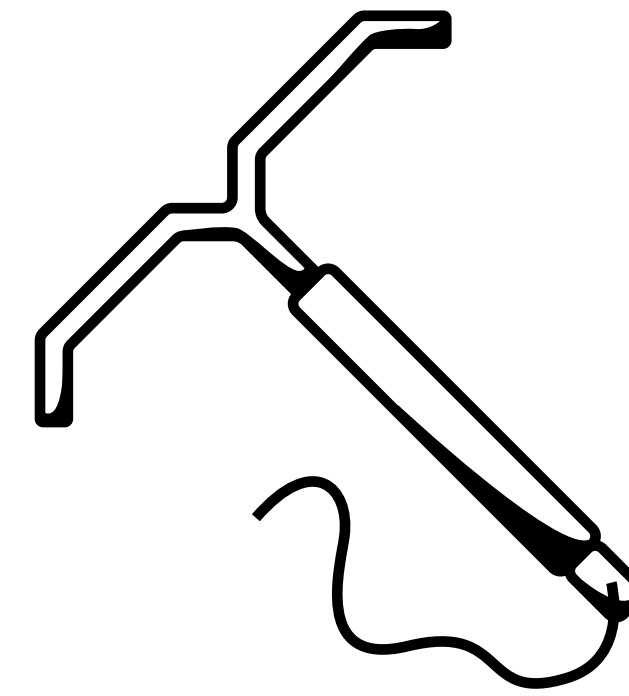
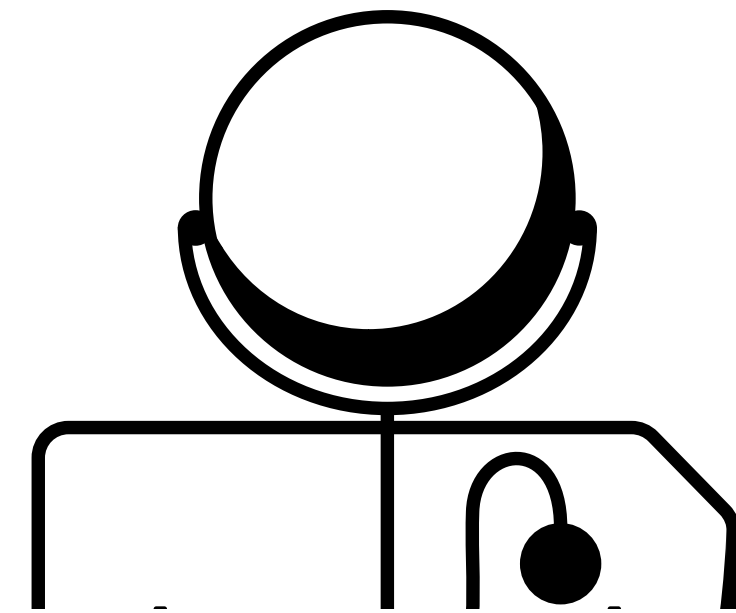
Shape

- Icons and pictogram are created with simple shapes
- The shapes are outlined using single colour, either one of the secondary colours or black or white

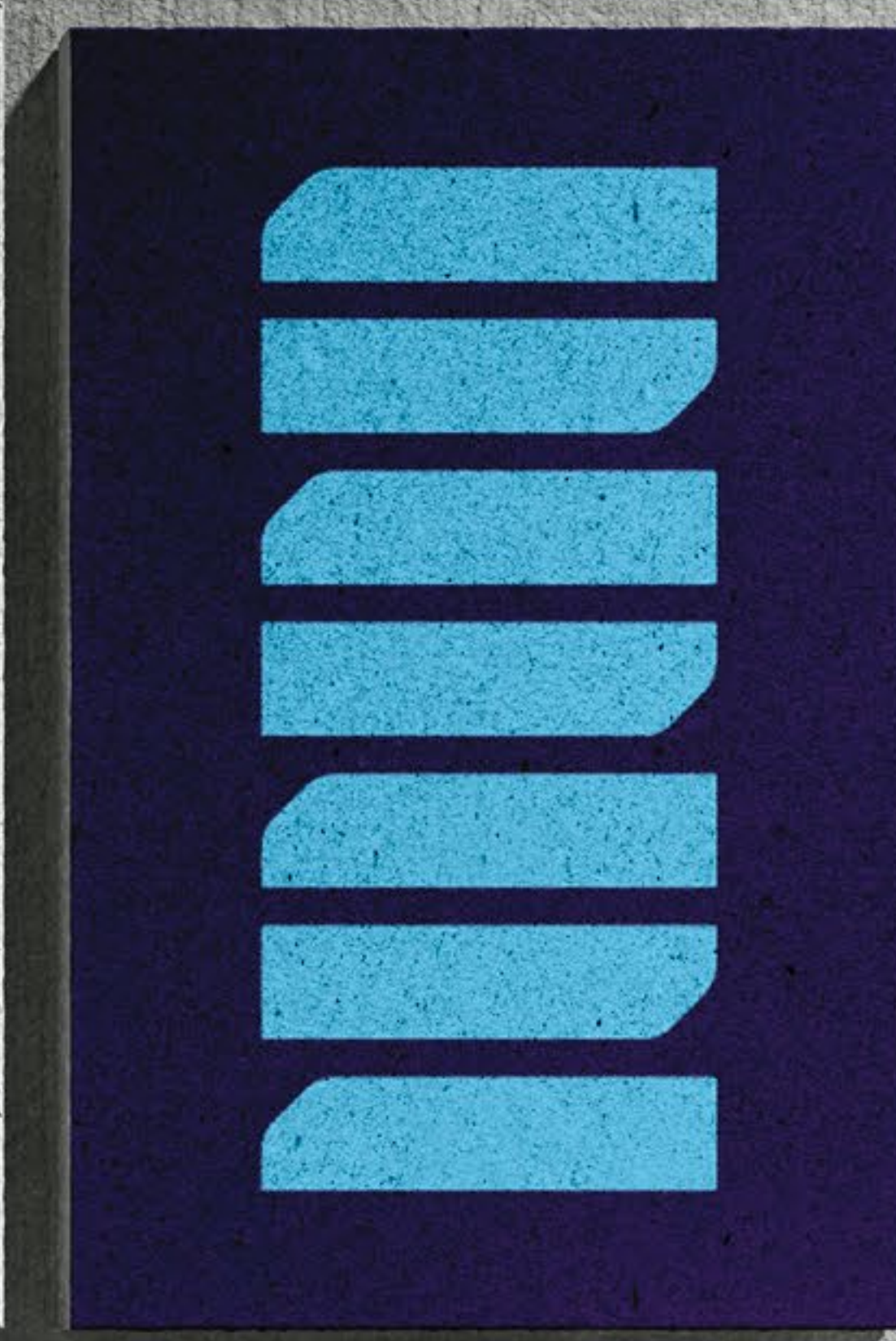
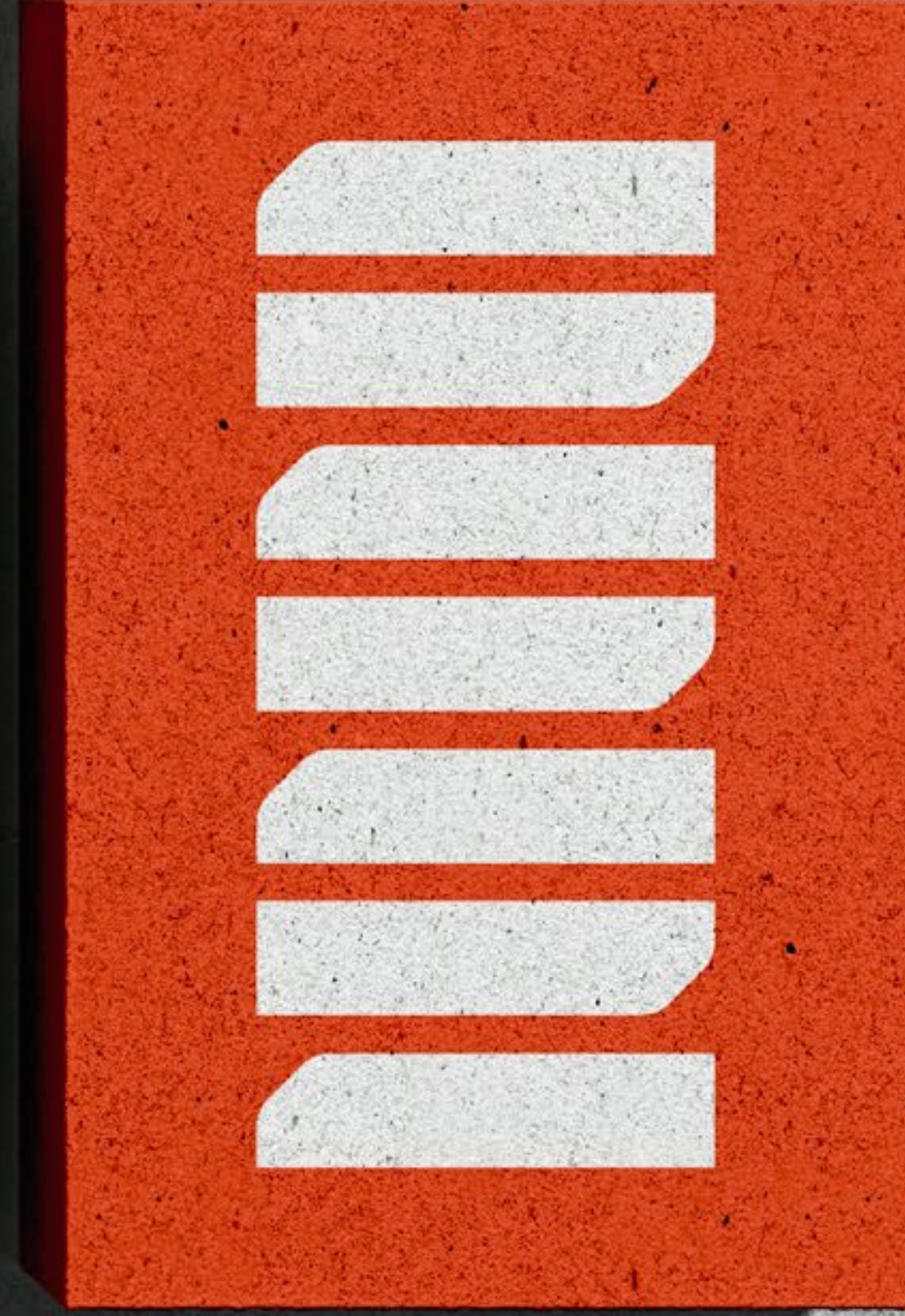
Colour and shading

- Icons can include light tinted fill colours with Fire Red highlights
- For depth, sharp edged shadows are incorporated

IPPF Brand Asset includes a full set of pictograms



BRAND COLLATERALS



Front



Back



ID CARD: PRIMARY

Size: ISO/IEC 7810 ID-1 Standard
 Colour space: CMYK (US Web SWOP)
 Dimension: 85.60 mm x 53.98 mm
 Bleed: 3mm
 Safe zone: 5mm
 Rounded corners: 3mm

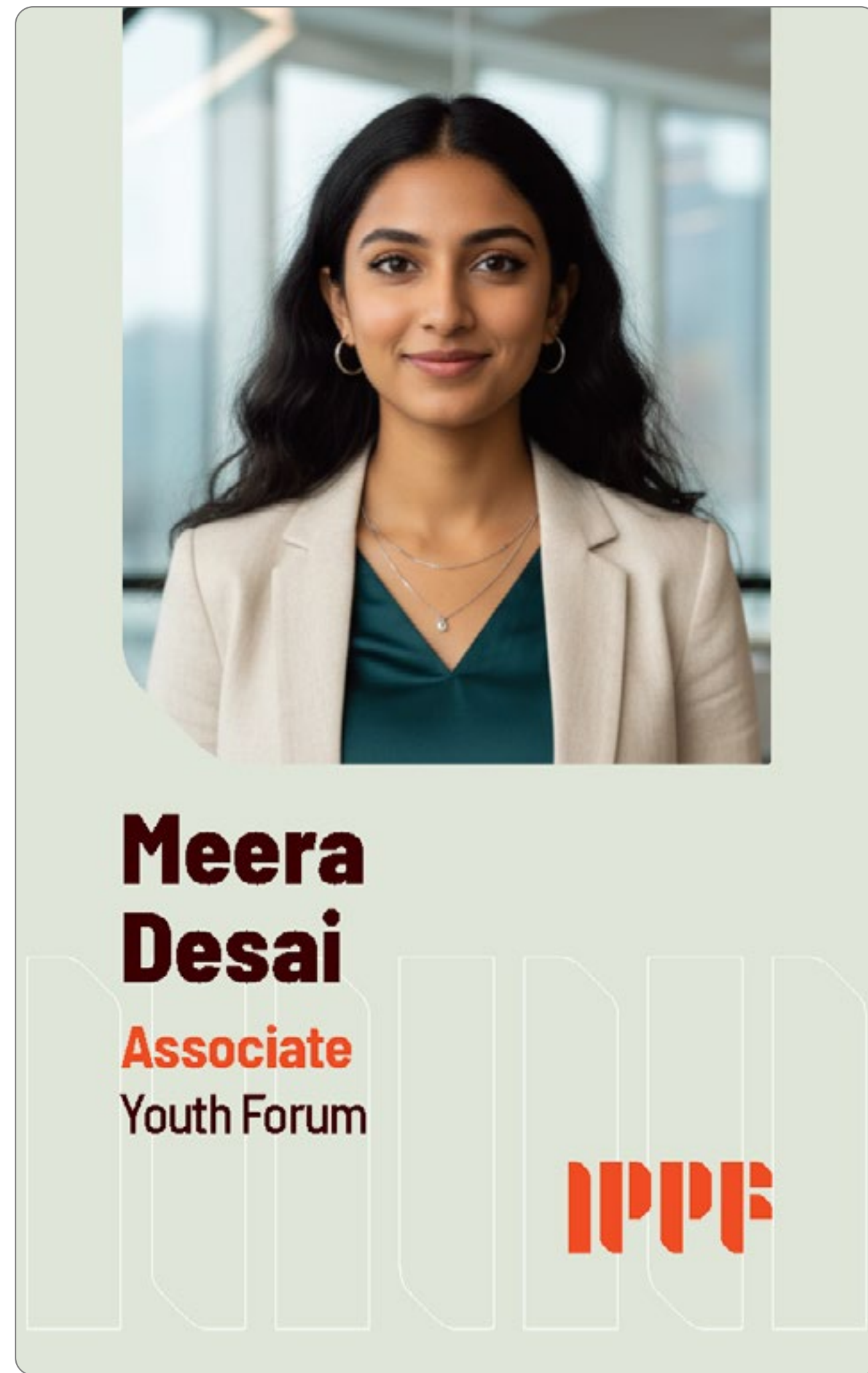
Lanyard dimension: 900mm full length. 20mm width. Bleed: 2mm. Safe zone: 2mm

To be used by:
 global and regional IPPF officials

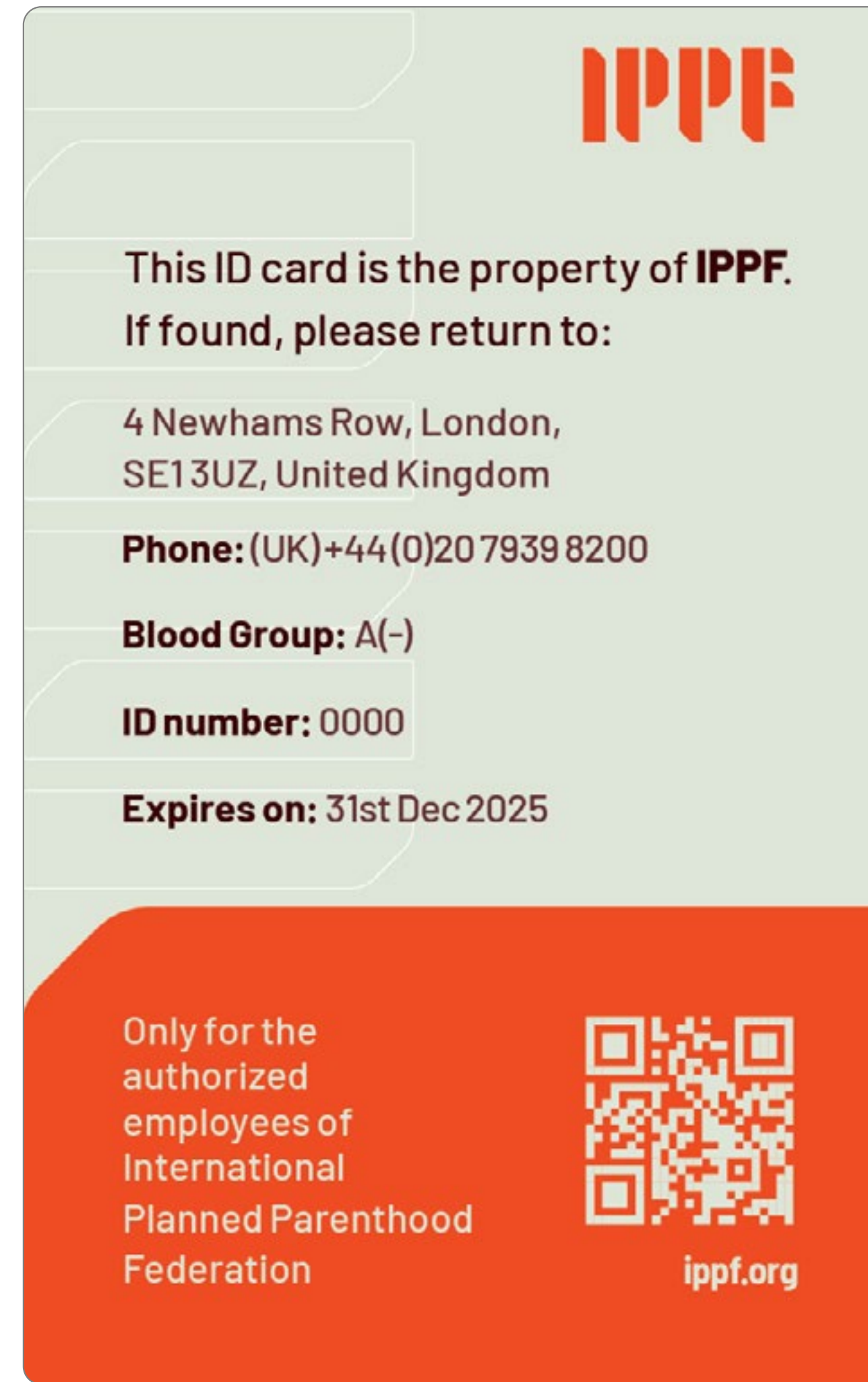
Lanyard



Front



Back



ID CARD: SECONDARY

Size: ISO/IEC 7810 ID-1 Standard
 Colour space: CMYK (US Web SWOP)
 Dimension: 85.60 mm x 53.98 mm
 Bleed: 3mm
 Safe zone: 5mm
 Rounded corners: 3mm

Lanyard dimension: 900mm full length. 20mm width. Bleed: 2mm. Safe zone: 2mm

To be used by:
 youth forum, humanitarian workers, and volunteers.

Lanyard



Inside with pocket placement

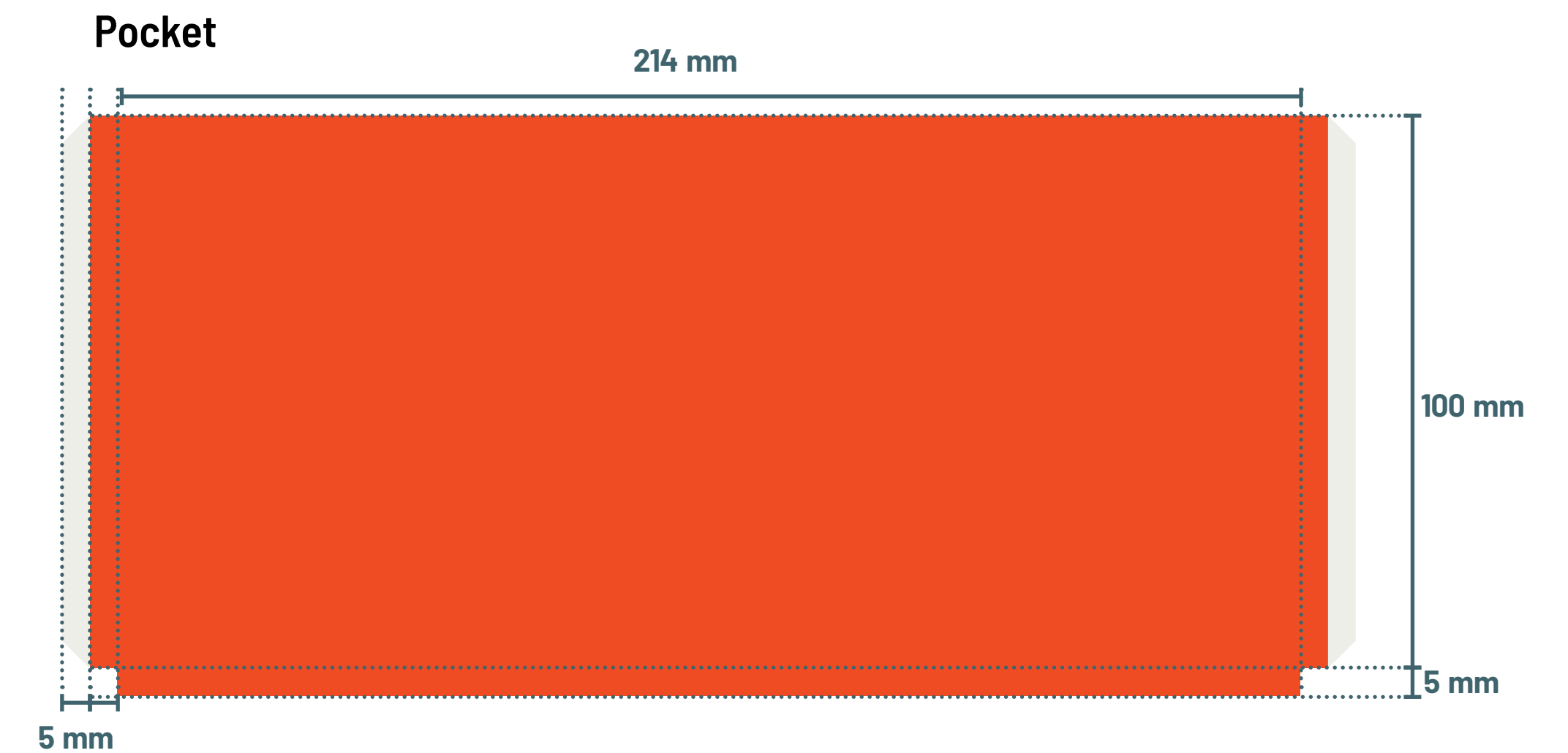


FOLDER

The folder is designed to be a common use material, the inner will hold a pocket to hold ISO A4 papers. Left side of inner page reiterates the IPPF brand story, as a reminder of the focus.

Folded size: 216 x 303 mm
Spine: 5mm

Pocket size: 214 x 100 mm
Pocket fold spaces: 5mm on the sides with 5mm extension to stick to folder



Clearing Space

Leave a full width of one pillar clearing space around the logo



IPPF

**International Planned
Parenthood Federation**



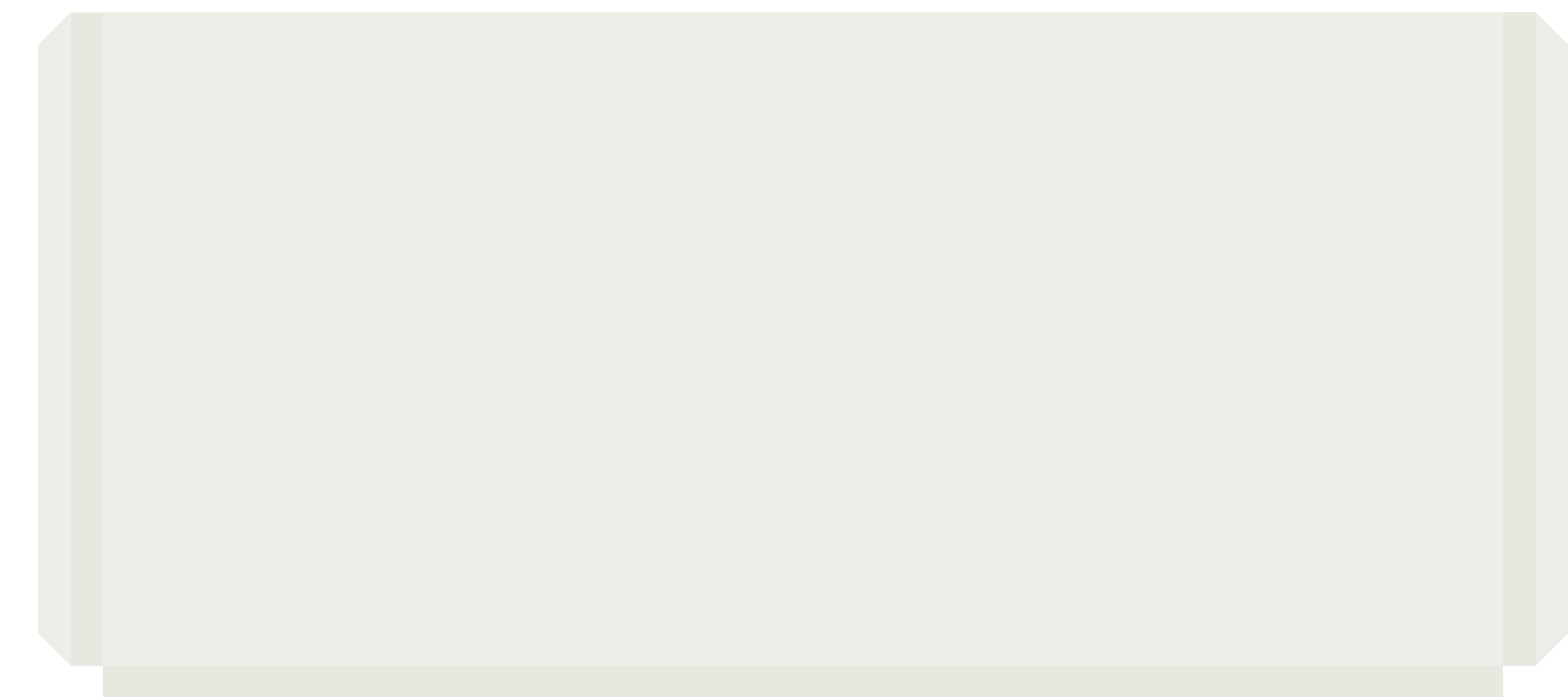
(UK) +44 (0)20 7939 8200

info@ippf.org

4 Newhams Row, London,
SE1 3UZ, United Kingdom



Inside of pocket



BANNERS: VINYL BANNER

Dimension: 1829 x 914 mm

Bleed: 25mm

Safe zone: 50mm

Colour space: CMYK (US Web SWOP)

IPPF

Banner heading goes here. 2 lines.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

914 mm

Footer Space

Use the footer space to include partner logos and other elements in case needed

1829 mm

IPPF

Banner heading goes here. 2 lines.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

IPPF

Banner heading goes here. 2 lines.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

IPPF

Banner heading goes here. 2 lines.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

IPPF

Banner heading goes here. 2 lines.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

BANNERS: ROLL-UP BANNER

Dimension: 850 x 2000mm

Bleed: 5mm

Safe zone: 25mm in top and sides, 150mm in bottom

Colour space: CMYK (US Web SWOP)



IPPF

Photo Space
Designated space
for photos

**Banner heading goes
here. 2 lines.**

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

(UK) +44 (0)20 7939 8200
info@ippf.org
4 Newhams Row, London,
SE1 3UZ, United Kingdom



ippf.org

2000 mm

850 mm

Footer Space

Use the footer space to
include partner logos
and other elements
in case needed

BANNERS: X BANNER

Dimensions: 600 x 1600mm

Bleed: 10mm

Safe zone: 25mm from edges, 50mm from corners

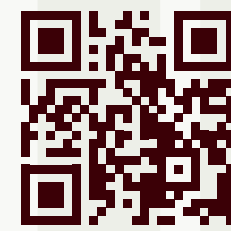
Photo Space
Designated space
for photos

1600 mm

**Banner heading goes
here. 2 lines.**

At vero eos et accusamus et iusto odio dignissimos
ducimus qui blanditiis praesentium voluptatum deleniti
atque corrupti quos dolores et quas molestias excepturi
sint occaecati cupiditate non provident, similique sunt in
culpa qui officia deserunt mollitia animi, id est laborum et
dolorum fuga.

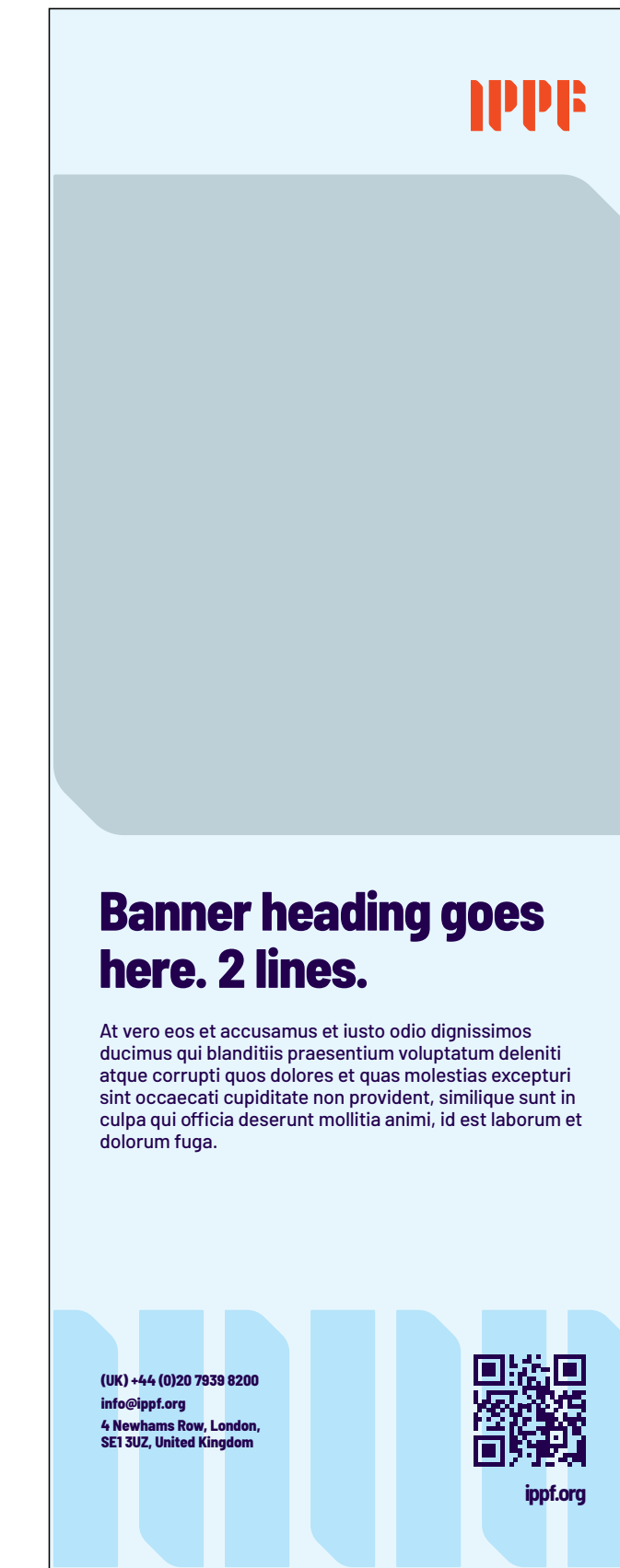
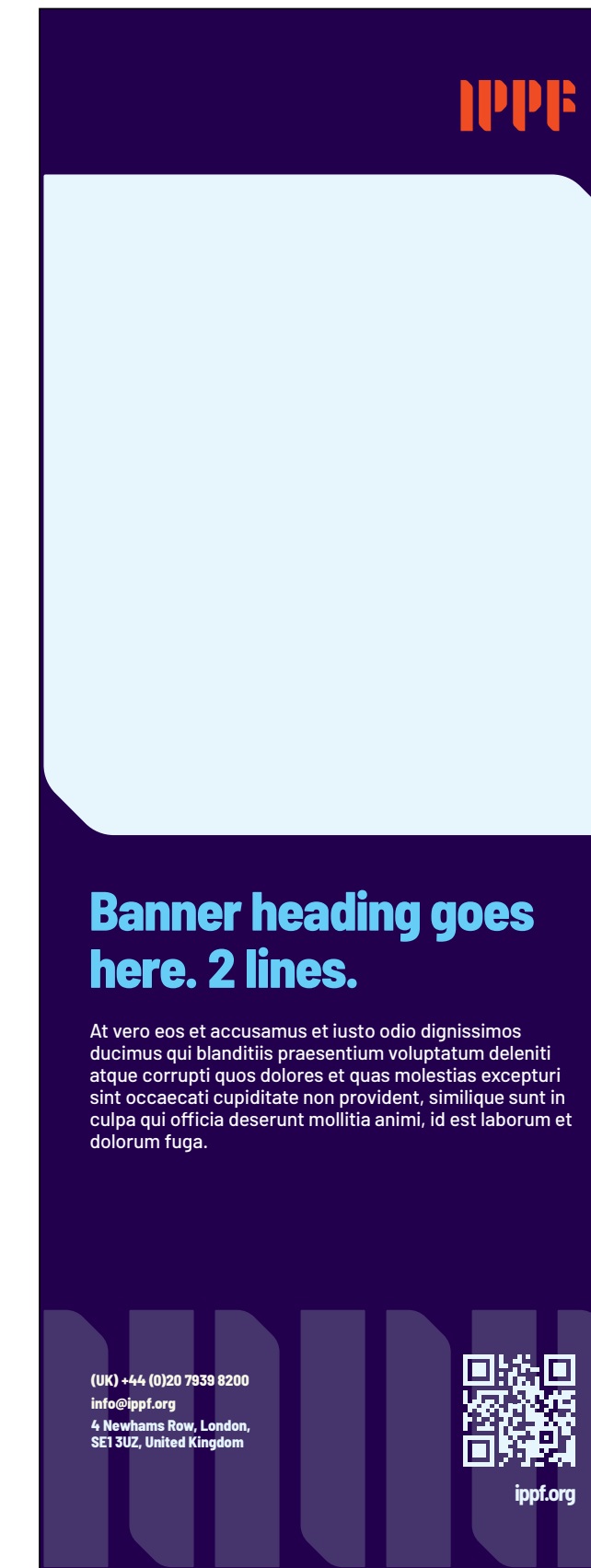
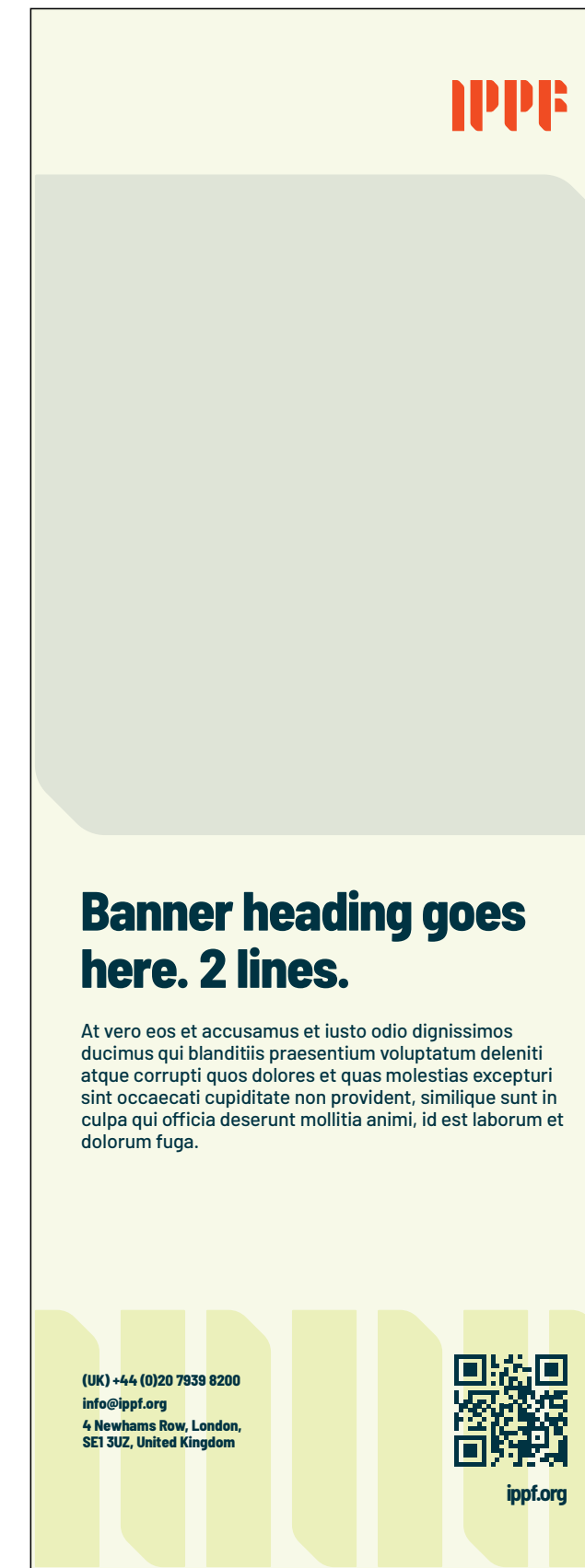
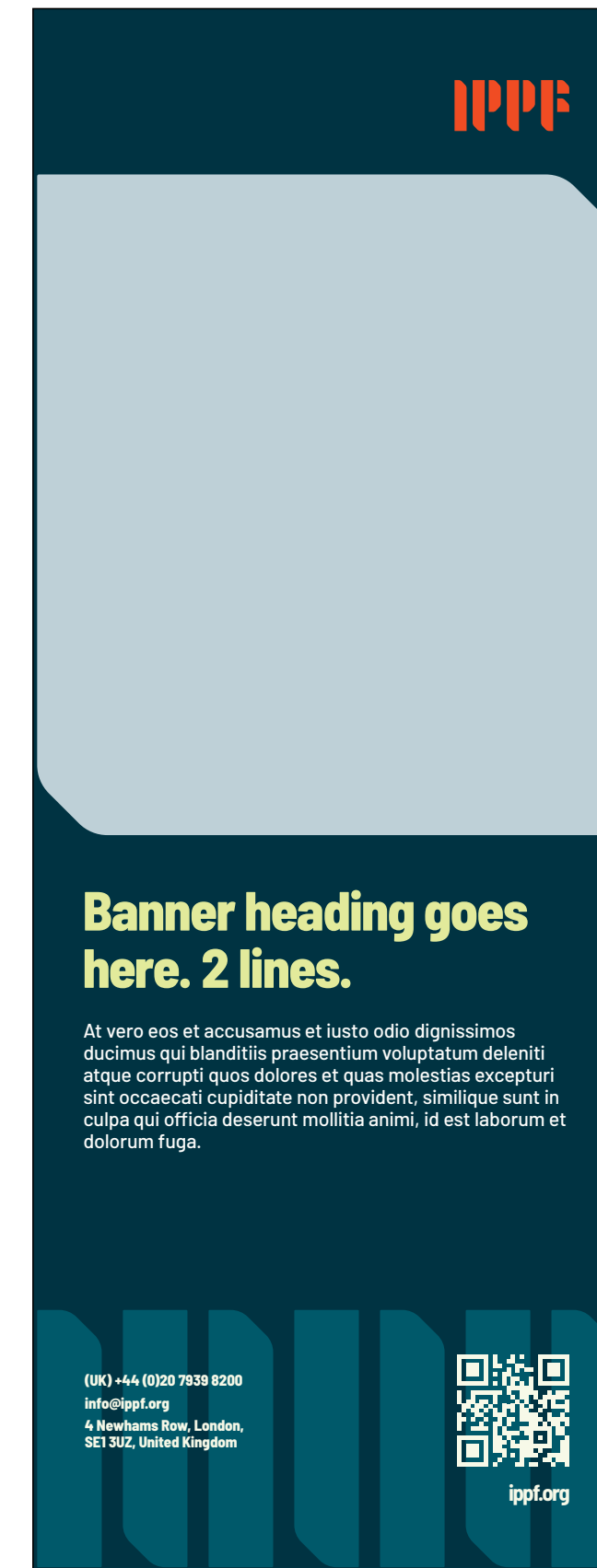
(UK) +44 (0)20 7939 8200
info@ippf.org
4 Newhams Row, London, PO
BOX 30234, SE1 3UZ, United
Kingdom



ippf.org

600 mm

Footer Space
Use the footer space to
include partner logos
and other elements
in case needed



Front

Jane Doe
Senior Communication Director

IPPF

Phone +44 (0)20 7939 8200
Email info@ippf.org

International Planned Parenthood Federation
 UK Registered Charity No. 229476
 4 Newhams Row, London
 SE13UZ, United Kingdom

www.ippf.org

BUSINESS CARD

Dimensions: 89 x 51 mm
 Bleed: 3 mm
 Safe zone: 3 mm from edges

Jane Doe
Senior Communication Director

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Jane Doe
Senior Communication Director

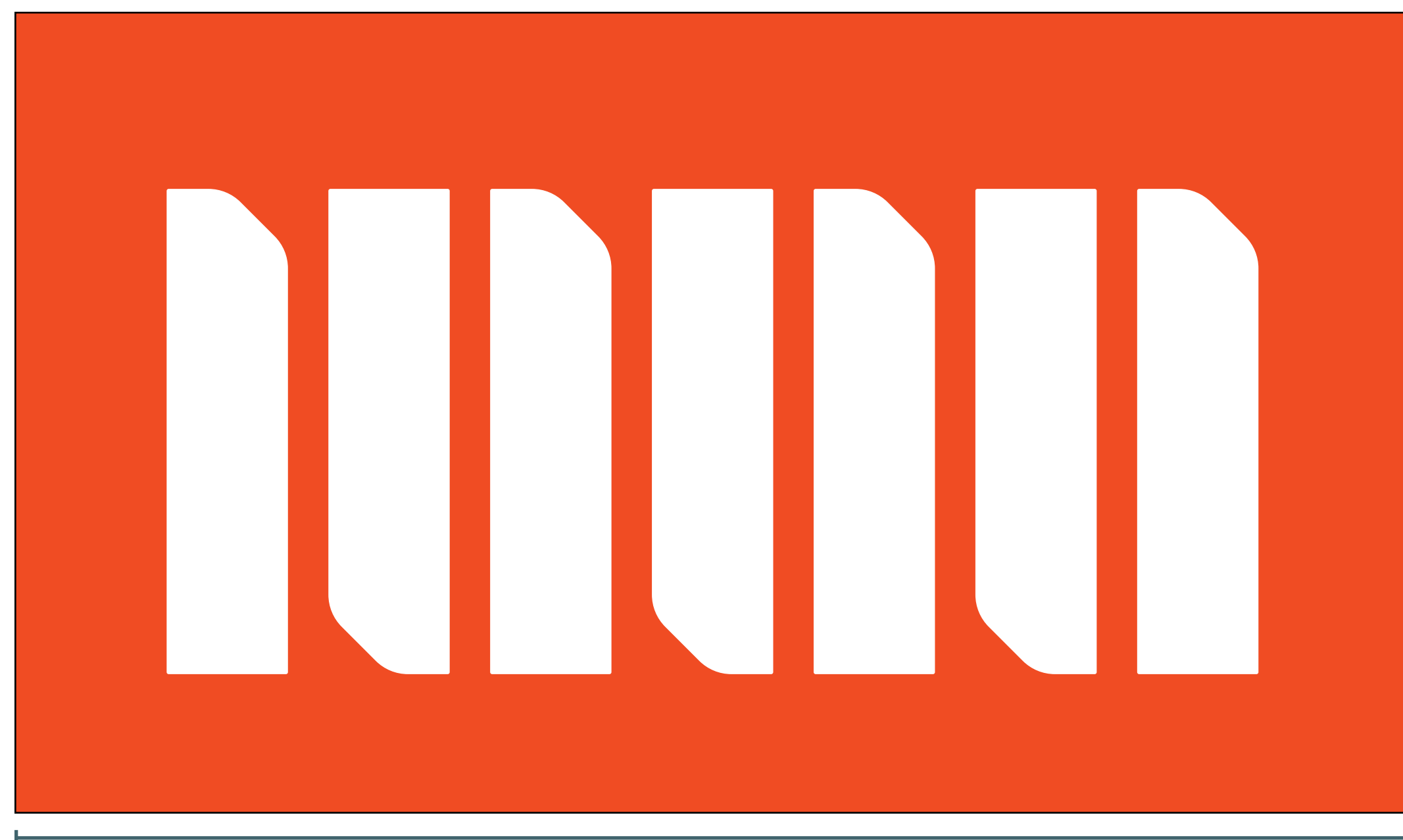
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Back



89 mm

51 mm

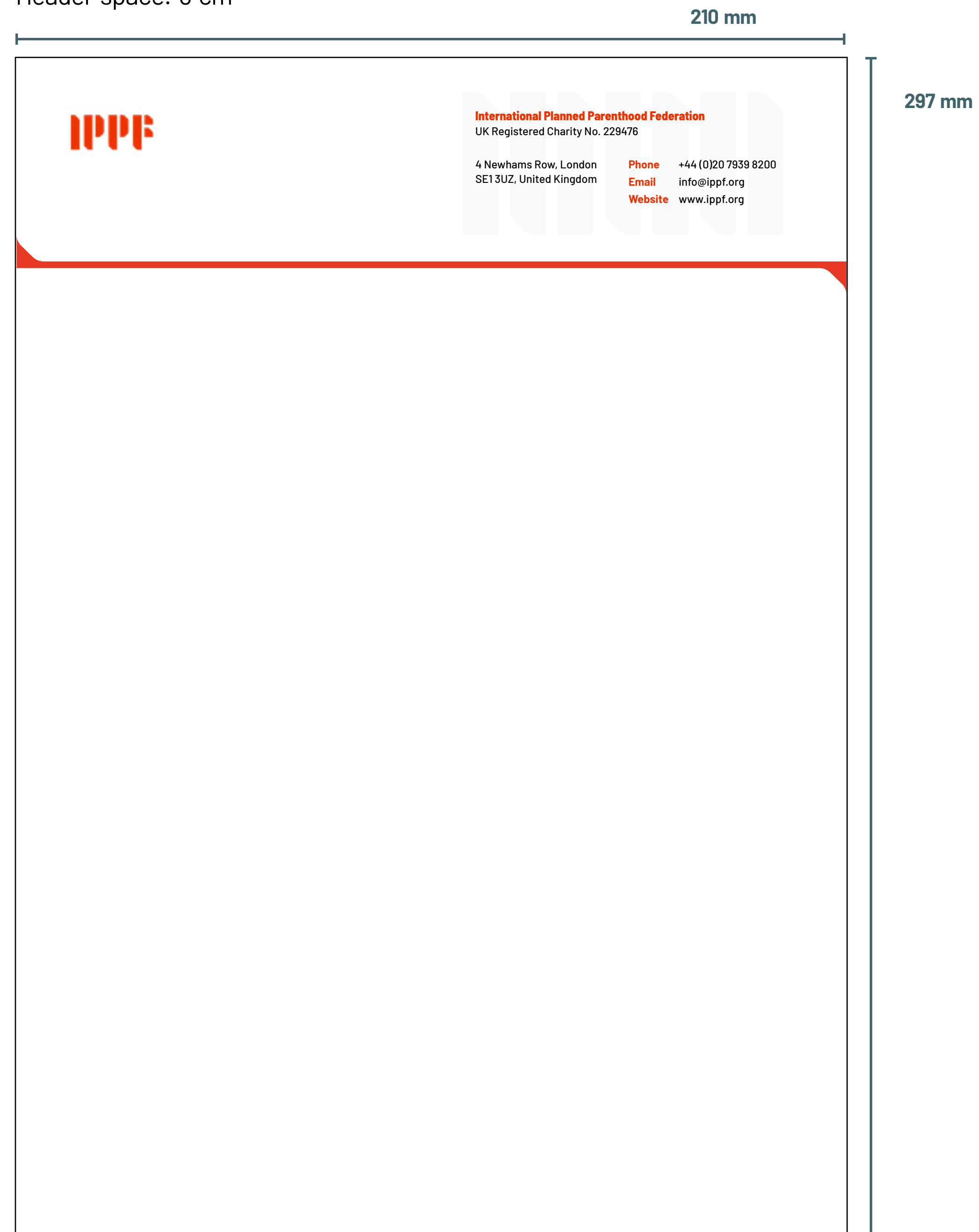


LETTERHEAD

Dimensions: 210 x 297 cm

Margin: 1.5 cm

Header space: 6 cm





Prepared for International Planned Parenthood Federation
by Big Blue Communications

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