

- » **Welcome**
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Welcome

The ICC identity website

This website provides you with the necessary information to use the Visual Identity of the International Criminal Court properly. It is a tool that aims to guide you through the proper usage of a series of house style documents. The following chapters present the basic features of the Visual Identity and the rules for their appropriate use and provide downloadable files and examples.

All ICC house style applications should observe these specific requirements. Everyone working for the ICC should act in accordance with these rules so that the Court presents a uniform image to the outside world.

Any questions?

The aim of these instructions is to provide you with as much information as possible about the ICC house style. However, you may still have some questions. Please submit them to the Public Information Unit at infoidentity@icc-cpi.int

« Home

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Downloads

The font Palatino is used in several downloadable documents. You can buy this font at: Linotype.com

Item	Number	Example	Instructions	Template
Logo				
Standard Logo Pantone	I 001	.eps	.pdf	
Standard Logo CMYK	I 002	.eps	.pdf	
Standard Logo RGB websafe	I 003	.eps	.pdf	
Standard Logo Diap. (white)	I 004	.eps	.pdf	
Assembly Logo Pantone	I 005	.eps	.pdf	
Assembly Logo CMYK	I 006	.eps	.pdf	
Assembly Logo RGB websafe	I 007	.eps	.pdf	
Assembly Logo Diap. (white)	I 008	.eps	.pdf	
Compact Logo Pantone	I 009	.eps	.pdf	
Compact Logo CMYK	I 010	.eps	.pdf	
Compact Logo RGB websafe	I 011	.eps	.pdf	
Compact Logo Diap. (white)	I 012	.eps	.pdf	
Multilingual Logo Arabic	I 101	.eps	.pdf	
Multilingual Logo Chinese	I 102	.eps	.pdf	
Multilingual Logo Spanish	I 103	.eps	.pdf	
Multilingual Logo Russian	I 104	.eps	.pdf	
Multilingual Logo All	I 105	.eps	.pdf	
Logo+line	I 201	.eps	.pdf	
Graphic Language				
Graphic Element CMYK	II 001	.eps	.pdf	
Graphic Element RGB websafe	II 002	.eps	.pdf	
Stationery				
Letterhead ICC+ASP	A 001	.qxd		
Businesscard ICC+ASP	A 002	.qxd		
Correspondence card ICC+ASP	A 003	.qxd		
Fax+Memorandum ICC+ASP	A 004	.qxd		
Information Circular ICC+ASP + Presidential Directive + Administrative Instruction	A 005	.qxd		
Envelope 110Å—220 ICC+ASP	A 006	.qxd		
Envelope 162×229 ICC+ASP	A 007	.qxd		
Envelope 229Å—324 ICC+ASP	A 008	.qxd		
Envelope 262×371 ICC+ASP	A 009	.qxd		
Sticker A6 ICC+ASP	A 010	.qxd		
Press Release	A 011	.qxd		
Speeches	A 012	.qxd		
Seal	A 013	.eps		
Library Stamp	A 014	.eps		
Stamp	A 015	.eps		
Stamp OTP	A 016	.eps		
Factsheets				
Template factsheets	B 000a	.qxd		
Template pressfile	B 000b	.qxd		
Factsheet ICC ENG	B 001	.pdf		
Factsheet OTP ENG	B 003	.pdf		
Factsheet OTP FR	B 004	.pdf		
Factsheet Victims ENG	B 005	.pdf		
Factsheet Victims FR	B 006	.pdf		
Factsheet Judges ENG	B 007	.pdf		
Factsheet Judges FR	B 008	.pdf		
Factsheet Trust Fund ENG	B 009	.pdf		
Factsheet Trust Fund FR	B 010	.pdf		
Factsheet Presidency ENG	B 011	.pdf		
Factsheet Presidency FR	B 012	.pdf		

- « Home
- « Downloads

- » Logo
- » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Newsletters
- » Signage

Pressfile	B 113	.qxd		
Publications				
Template Cover Booklets	C 000a			.qxd
Template Inside Booklets	C 000b			.qxd
Template Cover Books	C 000c			.qxd
Template Poster	C 000d			.qxd
Booklet "Understanding the ICCâ€™ English only"	C 001	.qxd	.pdf	
Booklet "Handbookâ€™ English"	C 002	.qxd	.pdf	
Booklet "Handbookâ€™ French"	C 003	.qxd	.pdf	
Covers Books (all)	C 100	.qxd	.pdf	
Poster English and French	C 200	.qxd	.pdf	
Multimedia				
Powerpoint	D 001	.ppt		
Screensaver	D 002	.exe		
Animation	D 003	.swf		
CD/DVD label	D 100	.qxd		
CD/DVD Cover	D 101	.qxd		
Mini DV label 30Ã—20 mm	D 102	.qxd		
Mini DV label 60Ã—10 mm	D 103	.qxd		
VHS label 76,2 Ã— 46,4 mm	D 104	.qxd		
VHS label 148 Ã— 17 mm	D 105	.qxd		
Watermark blue	D 106	.eps		
Watermark white	D 107	.eps		
Watermark CS	D 108	.eps		
Watermark PS	D 109	.eps		
Newsletters				
Template Newsletter	E 000a			.qxd
Newsletter November English	E 001	.pdf		
Newsletter November French	E 002	.pdf		
Signage				
Badges	F 001	.qxd		
Umbrella instruction	F 002		.pdf	
T-shirts/sweaters instruction	F 003		.pdf	
Flag	F 004	.eps		
Banner	F 005	.eps		
Lectern bage	F 006	.eps		
Nameplate	F 007	.qxd		
Nametags	F 008	.qxd		
Foldable screen	F 009	.qxd		
Foldable stand	F 010	.qxd		
Interior signage instruction	F 100		.pdf	





- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

News

News item

04/04/06
Text

- « Home
- « News

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Contact

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- « Home
- « Contact

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Colofon

ICC, International Criminal Court
Maanweg, 174
2516 AB, The Hague
The Netherlands
Postal Address

Po Box 19519
2500 CM, The Hague
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Tel: + 31 (0)70 515 8515
Fax: +31 (0)70 515 8555

Design
Corps
The Hague
corps@corps.com
www.corps.com

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The Hague, 2006

- « Home
- « Colofon

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Sitemap

- Welcome
- Basic elements
 - Introduction
 - [What is a visual identity?](#)
 - [What is the ICC](#)
 - Logo
 - [Protection](#)
 - [Standard rules of use](#)
 - [Incorrect use of the logo](#)
 - [Different colour variations](#)
 - [Versions of the ICC logo](#)
 - [Multilingual versions](#)
 - [Description](#)
 - Colours
 - [Basic colour](#)
 - [ICC colour palette](#)
 - [Secondary colour](#)
 - [Blond character](#)
 - [Colour as identifier](#)
 - [Colour formulas](#)
 - Typography
 - [Typography](#)
 - [Typefaces](#)
 - [Line justification, manner of typesetting and word divisions](#)
 - [Rules of thumb](#)
 - [Text as illustration](#)
 - [Coloured texts](#)
 - [Bilingual texts](#)
 - Graphic Language
 - [Graphic Language](#)
 - [Description](#)
 - [Suggestions for use](#)
 - [Incorrect use](#)
- Stationery
 - [Stationery](#)
- Factsheets
 - [Factsheets](#)
- Publications
 - [Publications](#)
- Multimedia
 - [Multimedia](#)
- Signage
 - [Signage](#)

- « Home
- « Sitemap



- » Welcome
- » **Basic elements**
 - » **Introduction**
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Introduction

What is the ICC

The International Criminal Court (ICC) is the first permanent, treaty-based, international criminal court established to help make sure the most serious crimes of concern to the international community do not go unpunished. The ICC is an independent international organisation governed by the Rome Statute and not part of the United Nations system. The ICC differs from the ad hoc tribunals for the former Yugoslavia and Rwanda in that they were established within the framework of the United Nations and in response to situations arising in specific periods and geographical areas. Its seat is at The Hague in the Netherlands. Although the Court's budget is funded primarily by the States Parties, it also receives voluntary contributions from governments, international organisations, individuals, corporations and other entities.



The ICC has jurisdiction over the most serious crimes of concern to the international community as a whole, namely genocide, crimes against humanity and war crimes, when committed after 1 July 2002. Each of these crimes is clearly defined in the Rome Statute and other relevant texts. The Court may exercise jurisdiction over such international crimes only if they were committed on the territory of a State Party or by one of its nationals. These conditions however do not apply if a situation is referred to the Prosecutor by the United Nations Security Council, whose resolutions are binding on all UN member states, or if a State makes a declaration accepting the jurisdiction of the Court.

To date, 100 countries are States Parties to the Rome Statute of the International Criminal Court. Out of them 27 are **African States**, 12 are **Asian States**, 15 are from **Eastern Europe**, 21 are from **Latin America and the Caribbean**, and 25 are from **Western Europe and other States**.

The ICC works daily with States, non governmental organisations, other international organisations and members of civil society. However, due to the very nature of its work, it will also be working in the field, where it will have to be visible and may have to intervene in situations of armed conflict or serious tension. Moreover, it is likely to become increasingly active in areas where a major part of the population is illiterate.

- « Home
- « Basic elements
- « Introduction
- » **What is the ICC**
- » What is a visual identity?



- » Welcome
- » **Basic elements**
 - » Introduction
 - » **Logo**
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

- « Home
- « Basic elements
- « Logo
- » **Description**
 - » Protection
 - » Versions of the ICC logo
 - » Multilingual versions
 - » Different colour variations
 - » Standard rules of use
 - » Incorrect use of the logo

Logo

An organisation's logo provides a powerful visual symbol

Description

An organisation and its logo – these two elements form an inseparable whole. A logo provides a powerful visual symbol, reflecting the organisation's values, what it stands for and what others can expect of it. This is quite something. This logo of the ICC is designed to be modern, dynamic and simple. It is easy to use and read, whilst also referring to the history of the emblem of the Rome Conference. The logo serves as our signature and should therefore appear on nearly all applications of the Visual Identity.

Cour
Pénale
Internationale

International
Criminal
Court



The new, permanent logo of the ICC consists of three basic components: the emblem of the Rome Conference, the "Blue line" and the word mark in both working languages of the Court (English and French). These components are inseparably linked. At times a multilingual version of the logo may be preferable, presenting one or all official languages of the Court: Arabic, Chinese, Russian and Spanish, in addition to the working languages. For some applications, a compact or street version of the logo can also be used.

All components of the logo are used only in the primary house style colour adopted by the Court: "ICC blue" on a white background. The word mark or written components are typeset in the Verdana and specifically customized for optimal legibility both on screen and in print.

Much thought has gone into the design, and many changes have been made with good reason. Until the point comes when everyone agrees – this is what we stand for.

[> Download section Logo](#)



- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » **Colours**
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Colours

Basic colour

The primary colour of the ICC is ICC Blue: Pantone 541. This ICC blue is the only colour allowed for the logo but can also be used for text.



PANTONE®
541 C

- « Home
- « Basic elements
- « Colours

- » **Basic colour**
- » Secondary colour
- » ICC colour palette
- » Blond character
- » Colour as identifier
- » Colour formulas

- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » Colours
 - » **Typography**
 - » Graphic Language

- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage



- « Home
- « Basic elements
- « Typography

- » **Typography**
- » Typefaces
- » Line justification, manner of typesetting and word divisions
- » Rules of thumb
- » Text as illustration
- » Coloured texts
- » Bilingual texts

Typography

Typography

The way text is visually handled forms an essential part of the Visual Identity: not only the particular typefaces chosen for the ICC, but also typesetting, line and word spacing, the use of capitals etc. This all contributes to creating a specific ICC Visual Identity.

Further on in this chapter there are illustrations of designed pages.

Palatino

Verdana

Une petite flûte après **Mozarts**
Klavier un momento **rubato** with

Une petite flûte après **Mozarts**
Klavier un momento **rubato** with

Une petite flûte après **Mozarts** Klavier un momento **rubato** with many of great maestros, art of Lieder (classical song). Two of choiro graphic: German baritone espressivo e entra figurative direction musicale and l'Opéra national de Lyon. English tenor Ivan Botvich in questo senso è Schumann. Une petite flûte UN MOMENTO RUBATO with many of great maestros, art of Lieder (classical song) and l'Opéra national de Lyon.

- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » **Graphic Language**
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage



- « Home
- « Basic elements
- « Graphic Language
- » **Graphic Language**
 - » Description
 - » Suggestions for use
 - » Incorrect use

Graphic Language

Graphic Language

In addition to the logo, the so-called graphic language is the most important tool for communicating the Visual Identity of the Court.

A bit like the Olympic rings, it represents the idea of universal human effort. The line represents continuity and the rainbow colour palette adds warmth and care to the formal blue of the logo. In that sense it is an essential addition to each application within the V.I.

Several rules of thumb also govern the use of this graphic language and will be discussed in this chapter.

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » **Stationery**
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Stationery

Stationery

The Stationery contains all the items of correspondence set, such as letters, envelopes etc. The design of these items is simple and clean.

Use of the logo

All items should contain the logo. The standard logo is preferred here, except for Assembly-specific items. The compact logo should only be used in specific conditions (e.g. where the other two logos would be illegible).

Typography

All typography is set in Palatino. For office applications, text is set in standard Palatino.

Colour

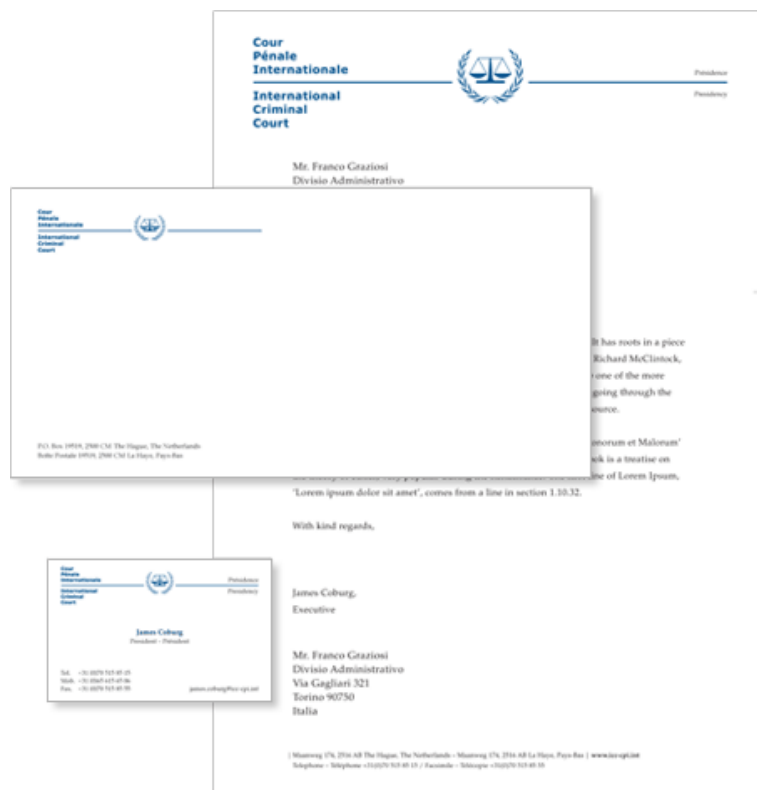
The Stationery is designed for spot colour printing using PANTONE 541.

Paper

The stationery consists of the correspondence set. Most of the stationery is printed on Biotop paper (90 grms). This is an off-white paper. If it is not available, use a similar off-white paper as close to Bio-top as possible. Bio-top is provided by Paperlinx.

> [Download section Stationery](#)

- « Home
- « Stationery





- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » **Factsheets**
- » Publications
- » Multimedia
- » Signage

Factsheets

Factsheets

Factsheets are used to communicate to outside stake- and shareholders. Factsheets contain information about the ICC or a department within the ICC. These Factsheets are all designed to form a set of similar sheets, while being distinctive at the same time.

Use of the logo

All Factsheets contain the standard version of the logo, with the addition of the coloured Graphic Element. The Graphic Element has exactly the same height as the line of the logo and is placed to the right of the logo, creating a sense of continuity.

Typography

All typography is set in Palatino Linotype, except for breadtext, which is set in Palatino standard. The first page also contains the title, which is set vertically in Palatino Bold. Within the text, headers (set in bold) can be used. In certain cases headers can be used. Use capitals to begin a paragraph instead.

Colour

All the Factsheets are designed for full-colour printing.

Graphic Language

On the first page the Graphic Language is used to create a box for the photography. On the following pages the Graphic Element is used as an ornament at the top of each page. The colours within the Graphic Language can also be used for differentiation between the different Factsheets.

Paper

Except for the special Factsheet (ICC at a Glance, folded Factsheet) all Factsheets are designed for A4 format printing. Factsheets are printed on standard house-style coated paper.

> [Download section Factsheets](#)

- « Home
- « Factsheets





- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » **Publications**
- » Multimedia
- » Signage

- « Home
- « Publications

Publications

Publications

The ICC publishes various publications. A series of Books containing legal texts, as well as a smaller series of Booklets, presenting more practical information, such as information on visiting the Court. The cover design of the Books and Booklets aims to create a more monumental look. The aim for these publications is to create a professional look inside, while adding the Visual Identity and logo on the outside.

Use of the logo

All Publications contain the standard version of the logo, with addition of the coloured Graphic Language line element. The line element has exactly the same height as the line of the logo and is placed to the right of the logo, thus creating a sense of continuity. On the Poster the use of the compact logo is preferred because the Poster has different formats (plano and folded).

Typography

All typography is set in Palatino Linotype. On the cover of the Books and Booklets, the title is set inside the Graphic Element. On the Poster, the title is set vertically in Palatino Bold.

Colour

All Covers and Poster are designed for full-colour printing. The inside is meant to be printed in black and white.

Graphic Language

On the cover, the Graphic language is used to create a box for the Typography and to create a monumental feel. The colours within the Graphic Language can also be used for differentiation between the different Publications.

> [Download section Publications](#)





- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language

- » Stationery
- » Factsheets
- » Publications
- » **Multimedia**
- » Signage

- « Home
- « Multimedia

Multimedia

Multimedia

All websites should be W3 compliant. When designing a site, bare in mind that the Court has stakeholders worldwide, and that therefore connection speeds are not always as fast as in most western countries.

A standard resolution of 1024×768 is recommended.

Please note that the ongoing changing nature of the web and other related technologies requires that these guidelines be updated on a regular basis to comply with the latest standards and technologies in use.

Use of the logo

On screen, always use the RGB version of the logo. For web and other scalable surfaces always use the compact version of the logo.

Typography

All typography is set in Palatino and Verdana. For reasons of availability and on-screen legibility for breadtext, always use Verdana. In all other texts, such as headers and titles, use Palatino. What are the rules for typesetting?

Colour

Monitors use RGB colours, not PANTONE or CMYK. All colours also should be websafe RGB.

ICC Blue

RGB 0, 51, 102 monitor display, websafe

ICC Light Blue

RGB 102, 153, 204 monitor display, websafe

See the chapter on the basic elements of colour for the formulas. The background of all multimedia applications is white.

Graphic language

Every page should contain the Graphic Language. Please use the RGB version of the line element provided on this site.

[» Download section Multimedia](#)





- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » **Signage**

- « Home
- « Signage

Signage

Signage

The Signage of the ICC consists of three categories:

1. Clothing (badges, T-shirts, umbrellas etc.)
2. Interior signage
3. Conference and meeting material & other signage (removable material such as foldable stands)

Clothing (badges, T-shirts, umbrellas etc.)

Use of the logo Use the standard logo whenever possible, the compact version otherwise.

Typography All typography is set in Palatino Linotype.

Colour These items should be clear and simple. Therefore use only white, black, ICC blue and Light Blue.

Interior signage

Please refer to the special pdf document on this subject in the download section.

Conference and meeting material (removable material such as foldable stands)

Use of the logo Use the standard logo whenever possible, the compact version otherwise.

Typography All typography is set in Palatino Linotype.

Colour These items should be clear and simple. However if possible use the secondary colour palette and Graphic Language.

> [Download section Signage](#)





- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

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Assembly Logo CMYK	I 006	.eps	.pdf	
Assembly Logo RGB websafe	I 007	.eps	.pdf	
Assembly Logo Diap. (white)	I 008	.eps	.pdf	
Compact Logo Pantone	I 009	.eps	.pdf	
Compact Logo CMYK	I 010	.eps	.pdf	
Compact Logo RGB websafe	I 011	.eps	.pdf	
Compact Logo Diap. (white)	I 012	.eps	.pdf	
Multilingual Logo Arabic	I 101	.eps	.pdf	
Multilingual Logo Chinese	I 102	.eps	.pdf	
Multilingual Logo Spanish	I 103	.eps	.pdf	
Multilingual Logo Russian	I 104	.eps	.pdf	
Multilingual Logo All	I 105	.eps	.pdf	
Logo+line	I 201	.eps	.pdf	
Graphic Language				
Graphic Element CMYK	II 001	.eps	.pdf	
Graphic Element RGB websafe	II 002	.eps	.pdf	
Stationery				
Letterhead ICC+ASP	A 001	.qxd		
Businesscard ICC+ASP	A 002	.qxd		
Correspondence card ICC+ASP	A 003	.qxd		
Fax+Memorandum ICC+ASP	A 004	.qxd		
Information Circular ICC+ASP + Presidential Directive + Administrative Instruction	A 005	.qxd		
Envelope 110Å—220 ICC+ASP	A 006	.qxd		
Envelope 162×229 ICC+ASP	A 007	.qxd		
Envelope 229Å—324 ICC+ASP	A 008	.qxd		
Envelope 262×371 ICC+ASP	A 009	.qxd		
Sticker A6 ICC+ASP	A 010	.qxd		
Press Release	A 011	.qxd		
Speeches	A 012	.qxd		
Seal	A 013	.eps		
Library Stamp	A 014	.eps		
Stamp	A 015	.eps		
Stamp OTP	A 016	.eps		
Factsheets				
Template factsheets	B 000a	.qxd		
Template pressfile	B 000b	.qxd		
Factsheet ICC ENG	B 001	.pdf		
Factsheet OTP ENG	B 003	.pdf		
Factsheet OTP FR	B 004	.pdf		
Factsheet Victims ENG	B 005	.pdf		
Factsheet Victims FR	B 006	.pdf		
Factsheet Judges ENG	B 007	.pdf		
Factsheet Judges FR	B 008	.pdf		
Factsheet Trust Fund ENG	B 009	.pdf		
Factsheet Trust Fund FR	B 010	.pdf		
Factsheet Presidency ENG	B 011	.pdf		
Factsheet Presidency FR	B 012	.pdf		

- « Home
- « Downloads

- » Logo
- » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Newsletters
- » Signage

Pressfile	B 113	.qxd		
Publications				
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Booklet "Handbookâ€™ English"	C 002	.qxd	.pdf	
Booklet "Handbookâ€™ French"	C 003	.qxd	.pdf	
Covers Books (all)	C 100	.qxd	.pdf	
Poster English and French	C 200	.qxd	.pdf	
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Powerpoint	D 001	.ppt		
Screensaver	D 002	.exe		
Animation	D 003	.swf		
CD/DVD label	D 100	.qxd		
CD/DVD Cover	D 101	.qxd		
Mini DV label 30Ã—20 mm	D 102	.qxd		
Mini DV label 60Ã—10 mm	D 103	.qxd		
VHS label 76,2 Ã— 46,4 mm	D 104	.qxd		
VHS label 148 Ã— 17 mm	D 105	.qxd		
Watermark blue	D 106	.eps		
Watermark white	D 107	.eps		
Watermark CS	D 108	.eps		
Watermark PS	D 109	.eps		
Newsletters				
Template Newsletter	E 000a			.qxd
Newsletter November English	E 001	.pdf		
Newsletter November French	E 002	.pdf		
Signage				
Badges	F 001	.qxd		
Umbrella instruction	F 002		.pdf	
T-shirts/sweaters instruction	F 003		.pdf	
Flag	F 004	.eps		
Banner	F 005	.eps		
Lectern bage	F 006	.eps		
Nameplate	F 007	.qxd		
Nametags	F 008	.qxd		
Foldable screen	F 009	.qxd		
Foldable stand	F 010	.qxd		
Interior signage instruction	F 100		.pdf	



- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Downloads

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Item	Number	Example	Instructions	Template
Standard Logo Pantone	I 001	.eps	.pdf	
Standard Logo CMYK	I 002	.eps	.pdf	
Standard Logo RGB websafe	I 003	.eps	.pdf	
Standard Logo Diap. (white)	I 004	.eps	.pdf	
Assembly Logo Pantone	I 005	.eps	.pdf	
Assembly Logo CMYK	I 006	.eps	.pdf	
Assembly Logo RGB websafe	I 007	.eps	.pdf	
Assembly Logo Diap. (white)	I 008	.eps	.pdf	
Compact Logo Pantone	I 009	.eps	.pdf	
Compact Logo CMYK	I 010	.eps	.pdf	
Compact Logo RGB websafe	I 011	.eps	.pdf	
Compact Logo Diap. (white)	I 012	.eps	.pdf	
Multilingual Logo Arabic	I 101	.eps	.pdf	
Multilingual Logo Chinese	I 102	.eps	.pdf	
Multilingual Logo Spanish	I 103	.eps	.pdf	
Multilingual Logo Russian	I 104	.eps	.pdf	
Multilingual Logo All	I 105	.eps	.pdf	
Logo+line	I 201	.eps	.pdf	

- « Home
- « Downloads
- « Basic elements
- « Logo

- » Logo
- » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Newsletters
- » Signage

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Downloads

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Item	Number	Example	Instructions	Template
Graphic Language				
Graphic Element CMYK	II 001	.eps	.pdf	
Graphic Element RGB websafe	II 002	.eps	.pdf	

- « Home
- « Downloads
- « Basic elements
- « Graphic Language
- » Logo
- » **Graphic Language**
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Newsletters
- » Signage

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Downloads

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Item	Number	Example	Instructions	Template
Stationery				
Letterhead ICC+ASP	A 001	.qxd		
Businesscard ICC+ASP	A 002	.qxd		
Correspondence card ICC+ASP	A 003	.qxd		
Fax+Memorandum ICC+ASP	A 004	.qxd		
Information Circular ICC+ASP + Presidential Directive + Administrative Instruction	A 005	.qxd		
Envelope 110Å—220 ICC+ASP	A 006	.qxd		
Envelope 162×229 ICC+ASP	A 007	.qxd		
Envelope 229Å—324 ICC+ASP	A 008	.qxd		
Envelope 262×371 ICC+ASP	A 009	.qxd		
Sticker A6 ICC+ASP	A 010	.qxd		
Press Release	A 011	.qxd		
Speeches	A 012	.qxd		
Seal	A 013	.eps		
Library Stamp	A 014	.eps		
Stamp	A 015	.eps		
Stamp OTP	A 016	.eps		

- « Home
- « Downloads
- « Stationery
- » Logo
- » Graphic Language
- » **Stationery**
- » Factsheets
- » Publications
- » Multimedia
- » Newsletters
- » Signage

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Downloads

The font Palatino is used in several downloadable documents. You can buy this font at: Linotype.com

Item	Number	Example	Instructions	Template
Factsheets				
Template factsheets	B 000a	.qxd		
Template pressfile	B 000b	.qxd		
Factsheet ICC ENG	B 001	.pdf		
Factsheet OTP ENG	B 003	.pdf		
Factsheet OTP FR	B 004	.pdf		
Factsheet Victims ENG	B 005	.pdf		
Factsheet Victims FR	B 006	.pdf		
Factsheet Judges ENG	B 007	.pdf		
Factsheet Judges FR	B 008	.pdf		
Factsheet Trust Fund ENG	B 009	.pdf		
Factsheet Trust Fund FR	B 010	.pdf		
Factsheet Presidency ENG	B 011	.pdf		
Factsheet Presidency FR	B 012	.pdf		
Pressfile	B 113	.qxd		

- « Home
- « Downloads
- « Factsheets
- » Logo
- » Graphic Language
- » Stationery
- » **Factsheets**
- » Publications
- » Multimedia
- » Newsletters
- » Signage

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Downloads

The font Palatino is used in several downloadable documents. You can buy this font at: Linotype.com

Item	Number	Example	Instructions	Template
Publications				
Template Cover Booklets	C 000a			.qxd
Template Inside Booklets	C 000b			.qxd
Template Cover Books	C 000c			.qxd
Template Poster	C 000d			.qxd
Booklet "Understanding the ICC" English only	C 001	.qxd	.pdf	
Booklet "Handbook" English	C 002	.qxd	.pdf	
Booklet "Handbook" French	C 003	.qxd	.pdf	
Covers Books (all)	C 100	.qxd	.pdf	
Poster English and French	C 200	.qxd	.pdf	

- « Home
- « Downloads
- « Publications
- » Logo
- » Graphic Language
- » Stationery
- » Factsheets
- » **Publications**
- » Multimedia
- » Newsletters
- » Signage

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

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Item	Number	Example	Instructions	Template
Multimedia				
Powerpoint	D 001	.ppt		
Screensaver	D 002	.exe		
Animation	D 003	.swf		
CD/DVD label	D 100	.qxd		
CD/DVD Cover	D 101	.qxd		
Mini DV label 30Å—20 mm	D 102	.qxd		
Mini DV label 60Å—10 mm	D 103	.qxd		
VHS label 76,2 Å— 46,4 mm	D 104	.qxd		
VHS label 148 Å— 17 mm	D 105	.qxd		
Watermark blue	D 106	.eps		
Watermark white	D 107	.eps		
Watermark CS	D 108	.eps		
Watermark PS	D 109	.eps		

- « Home
- « Downloads
- « Multimedia
- » Logo
- » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » **Multimedia**
- » Newsletters
- » Signage

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Downloads

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Item	Number	Example	Instructions	Template
Newsletters				
Template Newsletter	E 000a			.qxd
Newsletter November English	E 001	.pdf		
Newsletter November French	E 002	.pdf		

- « Home
- « Downloads
- « Newsletters
- » Logo
- » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » **Newsletters**
- » Signage

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Downloads

The font Palatino is used in several downloadable documents. You can buy this font at: Linotype.com

Item	Number	Example	Instructions	Template
Signage				
Badges	F 001	.qxd		
Umbrella instruction	F 002		.pdf	
T-shirts/sweaters instruction	F 003		.pdf	
Flag	F 004	.eps		
Banner	F 005	.eps		
Lectern bage	F 006	.eps		
Nameplate	F 007	.qxd		
Nametags	F 008	.qxd		
Foldable screen	F 009	.qxd		
Foldable stand	F 010	.qxd		
Interior signage instruction	F 100		.pdf	

- « Home
- « Downloads
- « Signage
- » Logo
- » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Newsletters
- » **Signage**

**Cour
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Logo of the International Criminal Court

An organisation and its logo - these two elements form an inseparable whole. A company's logo provides a powerful visual symbol, reflecting an organisation's range of ideas, what it stands for and what others can expect of it. This is quite something. This logo of the ICC means to be modern, dynamic and simple, and easy to use and read, whilst also refer to the history of the emblem of the Rome Conference. The logo serves as our signature and should therefore appear on almost all applications of the Visual Identity.

The new, permanent logo of the ICC consists of three basic components: the emblem of the Rome Conference, 'the Blue line' and the word mark in both working languages of the Court (English and French). These components are inseparably linked. At times a multilingual version of the logo can be used including one or all official languages of the Court which includes Arabic, Chinese, Russian and Spanish, in addition of the working languages of the Court. For some occasion, a compact or a street version of the logo can also be used.

All components of the logo are used only in the primary house style colour adopted by the Court: 'ICC blue' on a white background. The word mark or written components are type settled in the Verdana and specifically customized for optimal legibility on both screen and in print.

Much thought goes into the design, and many changes are made with good reason. Until the point comes when everyone agrees - this is what we stand for.

Protection

The logo of the International Criminal Court is registered to the WIPO in order to seek for international protection as granted by this organism (www.wipo.int). States parties to the Rome Statute have also been invited to take any measures as may be necessary to protect the emblem, logo and work mark of the Court. (Resolution ICC-ASP/3/Res.3 of the Assembly of States parties)

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Versions of the ICC logo

Several versions of the logo are available. The Standard ICC logo is the preferred version. However, unavoidably, certain applications may require the compact ICC logo or the street version or ICC seal. There is a brief description of these below.

The Standard ICC logo is the preferred version of the logo. Certain media may require the compact ICC logo: For instance when the small scale or space make it undesirable to use the standard version.

Sometimes media may require the street ICC logo: For instance, for reasons of readability, or in case of a language barrier, it's better not to communicate through a logo without a word mark. In these cases, using the emblem of the Rome Statute as stand alone symbol is an option. This can be the case on a flag or security uniform.

In order to distinguish the Assembly of States parties of the Court, a special adaptation of the logo is provided.

Standard

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Compact



**Cour
Pénale
Internationale**
**International
Criminal
Court**

Street



ASP

**Cour
Pénale
Internationale**
**International
Criminal
Court**



**Assemblée
des États
Parties**
**Assembly
of States
Parties**

Single additional official language

The ICC logo is available with additional mention of the word mark in one of the six official languages other than English and French. The ICC logo is also available with mention of the word mark in all six official languages of the Court.

Several colour versions of the logos are available for different technical manifestations. These downloadable logos are pre-made for printed material and can only be used without any further modifications. There is a brief description of these below.

Spot colour version

(ICC blue on white background)

The spot colour version is the preferred version. Print only in ICC main colour: Pantone blue 541 C. This version of the logo is used on stationery for correspondence, on business cards and on envelopes, for example.

Full colour (CMYK) version

(ICC blue on white background)

Unavoidably sometimes four colour printing process is applied (CMYK). In such cases use the full colour or CMYK version of the logo

Reversed (diapositive) version

(white elements on ICC blue background)

For some specific use, the logo may be reversed out in all white on an ICC blue background colour or an image, as shown below. (e.g. flags, umbrella, clothes, signage)

Black version

Certain applications may require a black version. When technically only black is available for example on facsimile.

Single additional languages

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Internationale**



المحكمة الجنائية الدولية

**International
Criminal
Court**

**Cour
Pénale
Internationale**



国际刑事法院

**International
Criminal
Court**

**Cour
Pénale
Internationale**



Международный Уголовный Суд

**International
Criminal
Court**

**Cour
Pénale
Internationale**



Corte Penal Internacional

**International
Criminal
Court**

All additional languages

**Cour
Pénale
Internationale**



المحكمة الجنائية الدولية
国际刑事法院

**International
Criminal
Court**

Международный Уголовный Суд
Corte Penal Internacional

The Logo on an image

In some occasions the Logo can be placed over an Image. Place the logo in the left or right top corner. Always use the compact or street version of the logo. Depending on the image use either the blue or reversed version of the logo.

In all cases the logo should not be dominant over the image. The maximum size for the logo is $\frac{1}{4}$ of the image.

Standard rules of use

The standard rules for using the logo deal with the standard sizes in which the logo will be depicted, the dimensions and positioning of the logo and the minimum free space around the logo.

No Modifications

No alterations or additions may be made to the existing logos. Always use the original digital files. The original, digital versions of the logo are downloadable in this manual. To prevent modifications and bastard versions of the logo, it is important that the original digital versions are used in the design and production process. Scaling of these, however, is permitted.

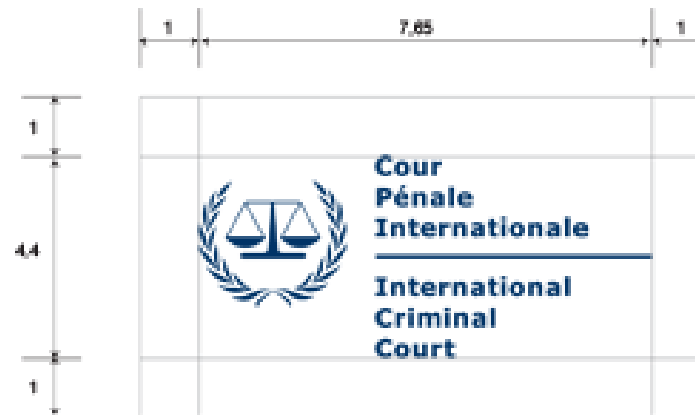
Minimum space on all sides: the bounding box

There is an imaginary box around the logo. Within this box, the so-called bounding box, it is not permitted to place any other image but the logo. The logo is at a fixed position with regards to the lay point $x = 0 / y = 0$, at the top left-hand corner of the bounding box. The bounding box also indicates how close the logo can be placed against the edges of an underlying area of colour or against the edge of a page. When the logo is enlarged or reduced, the bounding box scales with it. So, the logo and the bounding box form a fixed "twofoldness" with regard to size and relative positions.

Example: diapositive street logo on Image



Example: Bounding box



No modifications



The coloured line.

As an exception the graphical element is permitted inside the bounding box. This element should continue the line of the logo, and should be the same height.

Name of the organs

On stationeries, the name of the organs or sections is paired with the logo as follow (see example).

Incorrect use of the logo

Here you find a couple of examples of incorrect use of the logo with a short explanation.

Incorrect placement of the logo on an image.

The logo disappears in the background. There is not enough contrast between the image and the logo. Alter the image or place the logo on a different position. Or even better use on white background.

The logo is applied in a wrong colour.

Use ICC blue or black and white versions

The use of incorrect typefaces

Typefaces are used, which are not consistent with the Visual Identity. No alterations or additions may be made to the existing logo's. Always use the original digital files.

Example: logo with coloured line



Example: name of organs



Example: logo with wrong colours



Example: logo with wrong typefaces



**Cour
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Court**

Graphic Language

In addition to the logo, the so-called graphic language is the most important tool for communicating the Visual Identity of the Court.

In addition to the logo, the so-called graphic language is the most important tool for communicating the Visual Identity of the Court.

A bit like the Olympic rings, it represents the idea of universal human effort. The line represents continuity and the rainbow colour palette adds warmth and care to the formal blue of the logo.

In that sense it is an essential addition to each application within the V.I.

Several rules of thumb also govern the use of this graphic language and will be discussed in this instruction.





Description

The graphic language consists of interrupted line-elements in a specific rainbow colour scheme. The appearance of this element can vary.

Suggestions for use

These suggestions for use of the graphic language deal with the dimensions and positioning of the graphic element and its construction. In most cases however the graphic element is already intergraded within the specific templates.

Scalability

By scaling you can achieve both monumentality and modesty in your design. The normal way to scale is with fixed proportions. In certain cases, non-proportional scaling can also provide extra possibilities.

Combination of several elements

Overlapping several "line" elements creates an even richer world of different possibilities. By doing so, one can influence the fullness of the line (for example, to create space for typography). The overlapping feature also adds flexibility regarding the colour of the line. It is important however to maintain the continuous and colourful character of the line.

Graphic line-element



Scale-ability



Overlapping: combination of line-elements



Incorrect use

The line element should not be used in a vertical orientation, for it does not comply with the horizontal character of the logo. Only use horizontally.

The whole line element should never be monochrome. The overall appearance of the line element should always be colourful.

The combined line elements should never completely fill up the background. Always keep in mind the blonde or white character of the ICC house style.

Vertical



Monochrome



No white



Examples of use





- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

News

- « Home
- « News

News item

04/04/06
Text

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Contact

The aim of these instructions is to provide you with as much information as possible about the ICC house style. However, you may still have some questions. Please submit them to the Public Information Unit at infoidentity@icc-cpi.int

- « Home
- « Contact

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Colofon

ICC, International Criminal Court
Maanweg, 174
2516 AB, The Hague
The Netherlands
Postal Address

Po Box 19519
2500 CM, The Hague
The Netherlands

Tel: + 31 (0)70 515 8515
Fax: +31 (0)70 515 8555

Design
Corps
The Hague
corps@corps.com
www.corps.com

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- « Home
- « Colofon

- » Welcome
- » Basic elements
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Sitemap

- Welcome
- Basic elements
 - Introduction
 - [What is a visual identity?](#)
 - [What is the ICC](#)
 - Logo
 - [Protection](#)
 - [Standard rules of use](#)
 - [Incorrect use of the logo](#)
 - [Different colour variations](#)
 - [Versions of the ICC logo](#)
 - [Multilingual versions](#)
 - [Description](#)
 - Colours
 - [Basic colour](#)
 - [ICC colour palette](#)
 - [Secondary colour](#)
 - [Blond character](#)
 - [Colour as identifier](#)
 - [Colour formulas](#)
 - Typography
 - [Typography](#)
 - [Typefaces](#)
 - [Line justification, manner of typesetting and word divisions](#)
 - [Rules of thumb](#)
 - [Text as illustration](#)
 - [Coloured texts](#)
 - [Bilingual texts](#)
 - Graphic Language
 - [Graphic Language](#)
 - [Description](#)
 - [Suggestions for use](#)
 - [Incorrect use](#)
- Stationery
 - [Stationery](#)
- Factsheets
 - [Factsheets](#)
- Publications
 - [Publications](#)
- Multimedia
 - [Multimedia](#)
- Signage
 - [Signage](#)

- « Home
- « Sitemap



- » Welcome
- » **Basic elements**
 - » **Introduction**
 - » Logo
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Introduction

The Visual Identity is the face of an organisation.

What is a visual identity?

A Visual Identity lets an organisation differentiate itself from others and at the same time creates continuity and unity in communication. The Visual Identity describes a visual concept, and lays down a set of rules and guidelines. Everyone working at the ICC should adhere to these rules, so that the Court presents a uniform image to the outside world.

The Visual Identity should express the core values of the organisation: Caring, seriousness and continuity. It should also look consistent and professional. The style and contents of communication are important indicators of quality awareness within the organisation. This applies both to the layout and to the contents of communication.

The Visual Identity encompasses a wide range of applications, both internal and external. It is important for all these applications to have a uniform appearance. For this reason there are various rules on how to adapt the house style to each application, including logos, typography, the use of colour, layout principles, the way dates are written and more. Examples of Visual Identity applications include stationery, business cards, badges, sheets, brochures, signs, screen presentations and the Internet.

- « Home
- « Basic elements
- « Introduction
- » What is the ICC
- » **What is a visual identity?**

- » Welcome
- » **Basic elements**
 - » Introduction
 - » **Logo**
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Logo

Protection

The logo of the International Criminal Court is registered with **WIPO** in order to secure the international protection it provides. The States Parties to the Rome Statute have also been invited to take any measures that may be necessary to protect the emblem, logo and work mark of the Court. (Resolution ICC-ASP/3/Res. 3 of the Assembly of States Parties)

- « Home
- « Basic elements
- « Logo
- » Description
- » **Protection**
 - » Versions of the ICC logo
 - » Multilingual versions
 - » Different colour variations
 - » Standard rules of use
 - » Incorrect use of the logo

- » Welcome
- » **Basic elements**
 - » Introduction
 - » **Logo**
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

- « Home
- « Basic elements
- « Logo
 - » Description
 - » Protection
 - » Versions of the ICC logo
 - » Multilingual versions
 - » Different colour variations
 - » **Standard rules of use**
 - » Incorrect use of the logo

Logo

Standard rules of use

The standard rules for using the logo deal with the standard sizes in which the logo will be depicted, the dimensions and positioning of the logo and the minimum free space around the logo.

No modifications

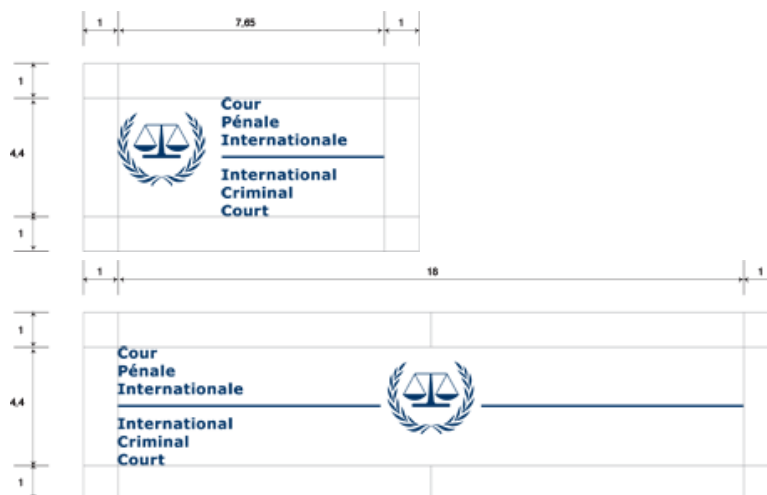
No alterations or additions may be made to the existing logos. Always use the original digital files. The original, digital versions of the logo are downloadable in this manual. To prevent modifications and adulterated versions of the logo, it is important that the original digital versions be used in the design and production process. Scaling of these, however, is permitted.

Cour
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International
Criminal
Court



Minimum space on all sides: the bounding box

There is an imaginary box around the logo. Within this box, the so-called bounding box, it is not permitted to place any other image but the logo. The logo is at a fixed position with regards to the lay point $x = 0 / y = 0$, at the top left-hand corner of the bounding box. The bounding box also indicates how close the logo can be placed against the edges of an underlying area of colour or against the edge of a page. When the logo is enlarged or reduced, the bounding box scales with it. So the logo and the bounding box form a fixed "twofoldness" with regard to size and relative positions.



The coloured line

As an exception the graphical element (2.5) is permitted inside the bounding box. This element should continue the line of the logo and should be the same height.



Name of the organs

On stationeries, the name of the organs or sections is paired with the logo as follows.

**Cour
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Internationale**



Polidence

Presidency

**International
Criminal
Court**

**Facsimile
Télécopie**

To À	Paul Smith	From De	Line Simon
Fax	+31 (0)70 515 85 15	Fax	+31 (0)70 515 85 15
Tel.	+31 (0)70 515 85 15	Tel.	+31 (0)70 515 85 15
Date	2306/05	Copies	
Ref.	ICC-CPI/0506190033	Pages	1 (including this page y compris cette page)
Subject Objet			

> [Download section Logo](#)

- » Welcome
- » **Basic elements**
 - » Introduction
 - » **Logo**
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

- « Home
- « Basic elements
- « Logo
- » Description
- » Protection
- » Versions of the ICC logo
- » Multilingual versions
- » Different colour variations
- » Standard rules of use
- » **Incorrect use of the logo**

Logo

Incorrect use of the logo

Here you find a couple of examples of incorrect use of the logo with a short explanation.

Incorrect placement of the logo on an image

The logo disappears in the background. There is not enough contrast between the image and the logo. Alter the image or place the logo in a different position. Or, even better, use on white background.



The logo is applied in a wrong colour
Use ICC blue or black and white versions

Cour
Pénale
Internationale
International
Criminal
Court

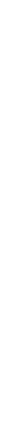


The use of incorrect typefaces

Typefaces have been used that are not consistent with the Visual Identity. No alterations or additions may be made to the existing logo's typeface. Always use the original digital files.

International Criminal Court
Cour Pénale Internationale





- » Welcome
- » **Basic elements**
 - » Introduction
 - » **Logo**
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Logo

Different colour variations

Several colour versions of the logos are available for various technical uses. These downloadable logos are pre-made for printed material and can only be used without any further modifications. There is a brief description of these below.

Spot-colour version (ICC blue on white background)

The spot-colour version is the preferred version. Lettering is available only in ICC main colour: Pantone blue 541 C. This version of the logo is used on stationery for correspondence, business cards and envelopes, for example.

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Full colour (CMYK) version (ICC blue on white background)
Sometimes four-colour process printing (CMYK) must be applied. In such cases, use the full colour or CMYK version of the logo.

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Reversed (diapositive) version (white elements on ICC blue background)
For some specific uses, the logo may be reversed out in all white on an ICC blue background colour or an image, as shown below. (e.g. flags, umbrellas, clothes, signage)



> [Download section Logo](#)

Black version

Certain applications may require a black version, when technically only black is available on facsimile for example.

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The Logo on an image

Sometimes the Logo can be placed over an image. Place the logo in the left or right top corner. Always use the compact or street version of the logo. Depending on the image, use either the blue or reversed version of the logo.

In all cases the logo should not be dominant at the expense of the image. The

- « Home
- « Basic elements
- « Logo

- » Description
- » Protection
- » Versions of the ICC logo
- » Multilingual versions
- » **Different colour variations**
- » Standard rules of use
- » Incorrect use of the logo

maximum logo size is $\frac{1}{4}$ the image size.



- » Welcome
- » **Basic elements**
 - » Introduction
 - » **Logo**
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Logo

Versions of the ICC logo

Several versions of the logo are available. The Standard ICC logo is the preferred version. However, unavoidably, certain applications may require the compact ICC logo, the street version or the ICC seal. Please find a brief description of these below.

Standard ICC logo

The Standard ICC logo is the preferred version of the logo.

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Compact ICC logo

Certain media may require the compact ICC logo, for instance when small scale or limited space make it undesirable to use the standard version.



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Street ICC logo

Some media may require the street ICC logo, for instance, for reasons of readability. When there is a language barrier, it is better to communicate through a logo without a word mark. In these cases, using the emblem of the Rome Statute as a stand-alone symbol is an option. This may be the case for a flag or security uniform.



> [Download section Logo](#)

Assembly of States Parties logo

In order to distinguish the Assembly of States Parties of the Court, a special adaptation of the logo is provided.

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**Assemblée
des États
Parties**

**Assembly
of States
Parties**

> [Download section Logo](#)

- « Home
- « Basic elements
- « Logo

- » Description
- » Protection
- » **Versions of the ICC logo**
 - » Multilingual versions
 - » Different colour variations
 - » Standard rules of use
 - » Incorrect use of the logo



- » Welcome
- » **Basic elements**
 - » Introduction
 - » **Logo**
 - » Colours
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Logo

Multilingual versions

Single additional official language

The ICC logo is available with the addition of the word mark in one of the six official languages other than English and French.

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المحكمة الجنائية الدولية

**International
Criminal
Court**

**Cour
Pénale
Internationale**



国际刑事法院

**International
Criminal
Court**

**Cour
Pénale
Internationale**



Международный Уголовный Суд

**International
Criminal
Court**

**Cour
Pénale
Internationale**



Corte Penal Internacional

**International
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All official languages

The ICC logo is also available with the word mark in all six official languages of the Court.

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المحكمة الجنائية الدولية
国际刑事法院

**International
Criminal
Court**

Международный Уголовный Суд
Corte Penal Internacional

> [Download section Logo](#)

- « Home
- « Basic elements
- « Logo

- » Description
- » Protection
- » Versions of the ICC logo
- » **Multilingual versions**
- » Different colour variations
- » Standard rules of use
- » Incorrect use of the logo



- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » **Colours**
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Colours

ICC colour palette

In addition to these two more formal basic colours, there is a need for colour palette that adds a warmer, more human feeling. This palette is mainly applied in a specially developed ICC graphic element or in text headings that need to be expressive or stand out.

This secondary colour palette is only used in addition to the ICC blue colours and never replaces them. The secondary colours can never be used for the ICC logoâ€™s.



- « Home
- « Basic elements
- « Colours
- » Basic colour
- » Secondary colour
- » **ICC colour palette**
- » Blond character
- » Colour as identifier
- » Colour formulas

- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » **Colours**
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Colours

Secondary colour

To compliment this rather dark blue, it is supported by a secondary, brighter blue, ICC bright blue: Pantone 542.



- « Home
- « Basic elements
- « Colours
- » Basic colour
- » **Secondary colour**
- » ICC colour palette
- » Blond character
- » Colour as identifier
- » Colour formulas

- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » **Colours**
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Colours

Blond character

To create a balance between these colours, for the Visual Identity of the ICC if possible we use a white background with small introvert colour accents. For a more graphic display of use of colour see examples.



- « Home
- « Basic elements
- « Colours
 - » Basic colour
 - » Secondary colour
 - » ICC colour palette
 - » **Blond character**
 - » Colour as identifier
 - » Colour formulas

- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » **Colours**
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

- « Home
- « Basic elements
- « Colours
- » Basic colour
- » Secondary colour
- » ICC colour palette
- » Blond character
- » **Colour as identifier**
- » Colour formulas

Colours

Colour as identifier

Communication means related to the following independent organs or bodies may require the use of a dominant colour:

- Red: The Office of the Prosecutor
- Dark Yellow: The Assembly of States Parties
- Yellow: The Trust Funds for Victims
- ???: The Offices of Public Counsel (Victims and Defense)



- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » **Colours**
 - » Typography
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Colours

Colour formulas

ICC Blue

Pantone® 541 U/C

CMYK 100%, 57%, 0%, 38% four-colour process printing

RGB 0, 51, 102 monitor display, websafe

HTML # 003366 monitor display, websafe

ICC bright blue

Pantone® 542 U/C

CMYK 62%, 22, 0, 3% four-colour process printing

RGB 102, 153, 204 monitor display, websafe

HTML # 6699cc monitor display, websafe

ICC Colour palette

Red lighter:

CMYK 23%, 98%, 100%, 11% four-colour process printing

RGB 153, 0, 0 monitor display, websafe

HTML # 990000 monitor display, websafe

Pink:

CMYK 15%, 67%, 41%, 3% four-colour process printing

RGB 204, 102, 102 monitor display, websafe

HTML # cc3366 monitor display, websafe

Brown lighter:

CMYK 17%, 49%, 78%, 5% four-colour process printing

RGB 204, 102, 51 monitor display, websafe

HTML # cc6633 monitor display, websafe

Pink lighter:

CMYK 5%, 43%, 38%, 1% four-colour process printing

RGB 255, 153, 153 monitor display, websafe

HTML # ff9999 monitor display, websafe

Red:

CMYK 27%, 89%, 76%, 19% four-colour process printing

RGB 153, 51, 51 monitor display, websafe

HTML # 990033 monitor display, websafe

Purple:

CMYK 50%, 72%, 16%, 15% four-colour process printing

RGB 102, 51, 102 monitor display, websafe

HTML # 663366 monitor display, websafe

Grey:

CMYK 40%, 38%, 48%, 41% four-colour process printing

RGB 51, 51, 51 monitor display, websafe

HTML # 333333 monitor display, websafe

- « Home
- « Basic elements
- « Colours
- » Basic colour
- » Secondary colour
- » ICC colour palette
- » Blond character
- » Colour as identifier
- » **Colour formulas**

Yellow:

CMYK	14%, 32%, 71%, 4%	four-colour process printing
RGB	204, 153, 51	monitor display, websafe
HTML	# cc9933	monitor display, websafe

Yellow lighter:

CMYK	2%, 25%, 78%, 0%	four-colour process printing
RGB	255, 204, 51	monitor display, websafe
HTML	# ffcc33	monitor display, websafe

Orange lighter:

CMYK	1%, 43%, 78%, 0%	four-colour process printing
RGB	255, 153, 51	monitor display, websafe
HTML	# ff9933	monitor display, websafe

Orange:

CMYK	2%, 60%, 90%, 9%	four-colour process printing
RGB	204, 102, 0	monitor display, websafe
HTML	# cc9933	monitor display, websafe

- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » Colours
 - » **Typography**
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Typography

Typefaces

The primary ICC house style type font is Palatino

Palatino

Une petite flûte après Mozarts Klavier un momento **rubato** with

Une petite flûte après **Mozarts** Klavier un momento **rubato** with many of great maestros, art of Lieder (classical song). Two of choreo graphic German baritone espressivo e extra figurativ direction musicale and l'Opéra national de Lyon. English tenor Ivan Bostridge in questo senso é Schumann. Une petite flûte UN MOMENTO RUBATO with many of great maestros, art of Lieder (classical song) and l'Opéra national de Lyon.

Palatino,ç is the work of Hermann Zapf and is probably the most universally admired and used of his type designs. In 1950, it was punchcut in metal by August Rosenberger at D. Stempel AG typefoundry in Frankfurt am Main, and then adapted for Linotype machine composition. Zapf optimized Palatino's design for legibility by giving it open counters and carefully weighted strokes, producing a typeface that was legible even on the inferior paper of the post-World War II period. The font was named after Giambattista Palatino, a master of calligraphy from the time of Leonardo da Vinci. Palatino is a typeface based on classical Italian Renaissance forms. It has become a modern classic in itself, and is popular among professional graphic designers and amateurs alike. Palatino works well for both text and display typography. The new Palatino,ç Linotype is an OpenType version with many newly designed characters in four large character sets; including extensive support for Latin, Greek, Cyrillic and Central European languages.

For automated office applications use both Palatino and Verdana

Verdana

Une petite flûte après Mozarts Klavier un momento **rubato** with

Une petite flûte après Mozarts Klavier un momento rubato with many of great maestros, art of Lieder (classical song). Two of choreo graphic German baritone espressivo e extra figurativ direction musicale and l'Opéra national de Lyon. English tenor Ivan Bostridge in questo senso é Schumann. Une petite flûte UN MOMENTO RUBATO with many of great maestros, art of Lieder (classical song) and l'Opéra national de Lyon.

The Verdana typeface family consists of four TrueType fonts created specifically to address the challenges of on-screen display. Designed by world renowned type designer Matthew Carter, and hand-hinted by leading hinting expert, Agfa Monotype's Tom Rickner, these sans serif fonts are unique examples of type design for the computer screen.

There should be no deviation from these fonts. They have been chosen carefully as part of Visual Identity. Palatino,ç is the main official typeface of the ICC. However, in some cases one cannot avoid using alternate sans serif typefaces. In this case use Verdana.

- « Home
- « Basic elements
- « Typography
- » Typography
- » **Typefaces**
- » Line justification, manner of typesetting and word divisions
- » Rules of thumb
- » Text as illustration
- » Coloured texts
- » Bilingual texts



- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » Colours
 - » **Typography**
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Typography

Line justification, manner of typesetting and word divisions

As a rule, texts are left-aligned and justified. In some cases free setting can be used (e.g. small column width). The standard typesetting is initial capital + lower case. Except for abbreviations, texts set entirely in capitals are only permitted if editorially necessary. Dividing words is only permitted for compound words. So a €œalu-minumã€ is not permitted, but a €œback-groundã€ is.

- « Home
- « Basic elements
- « Typography
 - » Typography
 - » Typefaces
 - » **Line justification, manner of typesetting and word divisions**
 - » Rules of thumb
 - » Text as illustration
 - » Coloured texts
 - » Bilingual texts

- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » Colours
 - » **Typography**
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Typography

Rules of thumb

The rules of thumb for typography are limited to some simple rules customised and laid down for each specific template. During composition of your documents in automated office applications, the software automatically selects the correct fonts. There is also automatic selection of line and word/letter spacing.

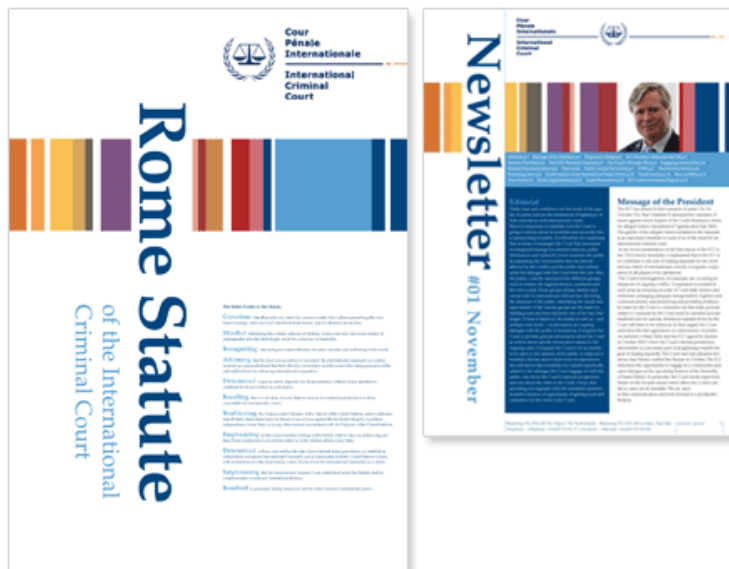
- « Home
- « Basic elements
- « Typography
 - » Typography
 - » Typefaces
 - » Line justification, manner of typesetting and word divisions
 - » **Rules of thumb**
 - » Text as illustration
 - » Coloured texts
 - » Bilingual texts

- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » Colours
 - » **Typography**
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Typography

Text as illustration

In special cases, text set in vertical headings can be used as an extra illustrative element. The heading can only be placed vertically with small headings (1-6 words). The typography should emphasise the graphic element (chapter 5), and vertical text should always be used in conjunction with that element, never without it.



- « Home
- « Basic elements
- « Typography
 - » Typography
 - » Typefaces
 - » Line justification, manner of typesetting and word divisions
 - » Rules of thumb
 - » **Text as illustration**
 - » Coloured texts
 - » Bilingual texts



- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » Colours
 - » **Typography**
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Typography

Coloured texts

It is standard to use black or one of the two versions of ICC Blue as text colour. For differentiation, headings may be set in the different colours of the colour palette. In formal texts such as books, use only black for breadtext to achieve a more formal character.

- « Home
- « Basic elements
- « Typography
 - » Typography
 - » Typefaces
 - » Line justification, manner of typesetting and word divisions
 - » Rules of thumb
 - » Text as illustration
 - » **Coloured texts**
 - » Bilingual texts

- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » Colours
 - » **Typography**
 - » Graphic Language
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Typography

Bilingual texts

Some applications may require displaying information in both working languages of the Court. Aside from the exception of the logo mark and bounding box area, they should always be displayed as shown below:

display on 1 line

Bilingual text / Texte bilingue

display on 2 lines

Bilingual text
Texte bilingue

- « Home
- « Basic elements
- « Typography
 - » Typography
 - » Typefaces
 - » Line justification, manner of typesetting and word divisions
 - » Rules of thumb
 - » Text as illustration
 - » Coloured texts
 - » **Bilingual texts**

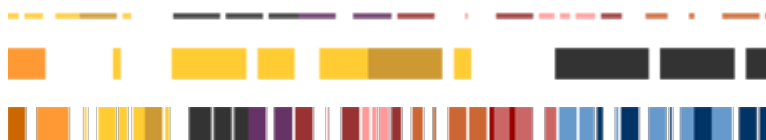


- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » **Graphic Language**
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Graphic Language

Description

The graphic language consists of interrupted line-elements in a specific rainbow colour scheme. The appearance of this element can vary.



> [Download section Graphic Language](#)

- « Home
- « Basic elements
- « Graphic Language
- » Graphic Language
 - » **Description**
 - » Suggestions for use
 - » Incorrect use

- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » **Graphic Language**
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

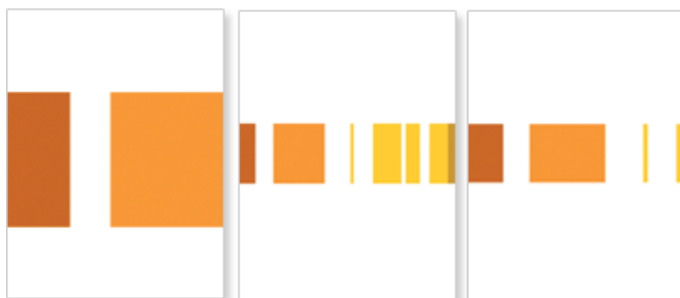
Graphic Language

Suggestions for use

These suggestions for use of the graphic language deal with the dimensions and positioning of the graphic element and its construction. In most cases however the graphic element is already intergraded within the specific templates.

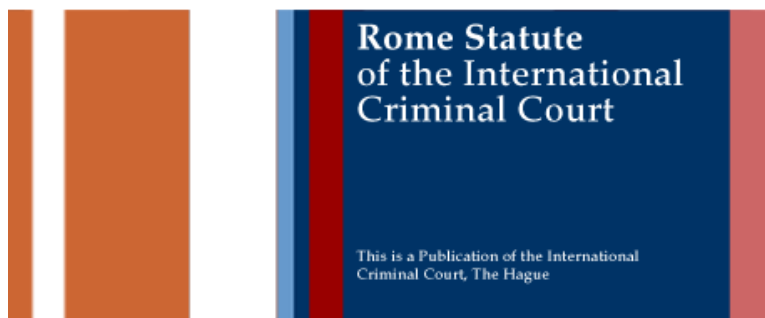
Scalability

By scaling you can achieve both monumentality and modesty in your design. The normal way to scale is with fixed proportions. In certain cases, non-proportional scaling can also provide extra possibilities.



Combination of several elements

Overlapping several "line" elements creates an even richer world of different possibilities. By doing so, one can influence the fullness of the line (for example, to create space for typography). The overlapping feature also adds flexibility regarding the colour of the line. It is important however to maintain the continuous and colourful character of the line.



- « Home
- « Basic elements
- « Graphic Language
- » **Graphic Language**
 - » Description
 - » **Suggestions for use**
 - » Incorrect use

> [Download section Graphic Language](#)

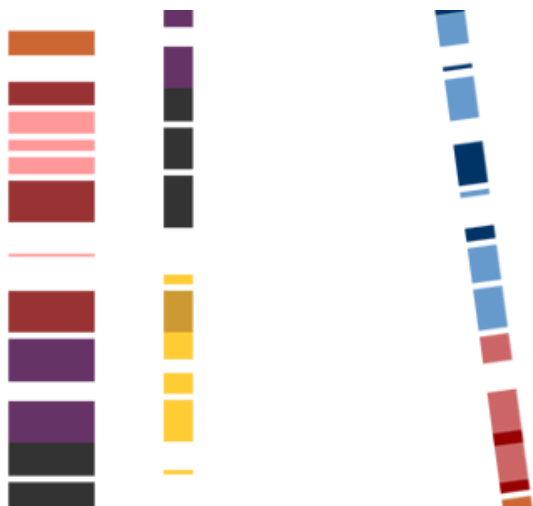


- » Welcome
- » **Basic elements**
 - » Introduction
 - » Logo
 - » Colours
 - » Typography
 - » **Graphic Language**
- » Stationery
- » Factsheets
- » Publications
- » Multimedia
- » Signage

Graphic Language

Incorrect use

The line element should not be used in a vertical orientation, for it does not comply with the horizontal character of the logo. Only use horizontally.



The whole line element should never be monochrome. The overall appearance of the line element should always be colourful.



The combined line elements should never completely fill up the background. Always keep in mind the blonde or white character of the ICC house style.



- « Home
- « Basic elements
- « Graphic Language
- » **Graphic Language**
 - » Description
 - » Suggestions for use
 - » **Incorrect use**

