

# ISTIC Branding & Communication Guidelines

## 1. Introduction

### 1.1 About ISTIC

The International Science, Technology and Innovation Centre for South-South Cooperation (ISTIC) operates under the auspices of UNESCO to foster and facilitate South-South collaboration in science, technology, and innovation (STI). With a strong emphasis on capacity building, policy advocacy, and institutional partnerships, ISTIC works to bridge the development divide among developing countries.

### 1.2 Purpose of the Guidelines

This document serves as a comprehensive framework for maintaining a consistent, professional, and mission-aligned identity across all ISTIC communication channels and branded materials. It ensures all stakeholders represent ISTIC with clarity, credibility, and unity.

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## 2. ISTIC Brand Identity

### 2.1 Brand Essence

- **Vision:** To act as the leading South-South cooperation platform enabling developing countries to apply STI in driving their own socio-economic development.
- **Mission:** To become a leading international platform that empowers Global South countries to address development challenges through STI by building human and

institutional capacity, fostering collaboration, and promoting institutional excellence through South-South cooperation.

- **Core Values:** Empowerment · Solidarity · Inclusivity · Excellence · Responsibility · Impact

## 2.2 Tone of Voice

- Professional and inclusive
- Clear, diplomatic, and action-oriented







## 2.3 Logo Usage






- The ISTIC logo must be used in its original form with no alterations.



# 3. Visual Guidelines

## 3.1 Color Palette

Color	Preview	Code Hex	RGB	CMYK
Istic Blue		#27AAE1	39, 170, 225	83%, 24%, 0%, 12%
Unesco Blue		#066AB5	6, 106, 181	97%, 41%, 0%, 29%
Unesco Dark Blue		#0069B4	0, 105, 180	100%, 50%, 0%, 0%
Istic Grey		#CCC3CC	204, 195, 204	0%, 4%, 0%, 20%
Istic Grey 2		#988C93	152, 140, 147	0%, 8%, 3%, 40%
Istic Globe Grey		#A3B8C2	163, 184, 194	16%, 5%, 0%, 24%

Istic Globe Beige		#E9E3D7	233, 227, 215	0%, 3%, 8%, 9%
Istic Globe Green		#2D6B3E	45, 107, 62	58%, 0%, 42%, 58%
Istic Globe Khaki		#B6C29B	182, 194, 155	6%, 0%, 20%, 24%
Istic Globe Blue		#B0C4DE	176, 196, 222	21%, 12%, 0%, 13%
Istic Globe Ivory		#F0E8D0	240, 232, 208	0%, 3%, 13%, 6%

## 3.2 Typography

- **Primary Typeface:** Merriweather Sans or Overpass
  - **Alternative:** Arial (for compatibility)
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# 4. Communication

## 4.1 Key Audiences

- Government agencies and policymakers
- Research institutions and universities
- International development partners
- STI professionals and trainees
- The general public (awareness and education)

## 4.2 Key Messages

- ISTIC empowers STI capacity for sustainable development in the Global South.
- We are a leading international platform for South-South cooperation under the auspices of UNESCO.
- Our work directly contributes to achieving the SDGs and UNESCO's missions.
- Capacity-building and South-South collaboration is at the heart of ISTIC's impact.

## 4.3 Official Media Channels

- **Official Website:** [www.istic-unesco.org](http://www.istic-unesco.org)
  - **Insta :** [istic.unesco](https://www.instagram.com/istic.unesco)
  - **Facebook :** [International Science, Technology and Innovation Centre \(ISTIC\)](https://www.facebook.com/International-Science-Technology-and-Innovation-Centre-ISTIC)
  - **Linkedin :** [ISTIC under the auspices of UNESCO](https://www.linkedin.com/company/istic-under-the-auspices-of-unesco)
  - **X :** [@istic\\_unesco](https://twitter.com/istic_unesco)
  - **Youtube :** [@isticKL](https://www.youtube.com/@isticKL)
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## 5. Partnerships and Co-Branding

### 5.1 Guidelines for Partners

- Co-branded materials must be approved by ISTIC in advance.
  - Logos of all co-organizers must be presented equally and respectfully.
  - Tags should be used in social media
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## 6. Contacts

For branding and communication inquiries, contact:

Email: [info@istic-unesco.org](mailto:info@istic-unesco.org) or [chiraz.haddad@istic-unesco.org](mailto:chiraz.haddad@istic-unesco.org)

Phone: +6(03) 2694 9898

Website: [www.istic-unesco.org](http://www.istic-unesco.org)