
IDFR symbol guidelines



**International Day
of Family Remittances**
16 JUNE

IDFR symbol guidelines

The IDFR symbol

The IDFR symbol represents the International Day of Family Remittances, which will be held each year on 16 June.

The combined word and figurative mark represents the variety of family remittances. The core part of the symbol is the family. A single person on the left represents the remittance giver, who gives a hand to the three persons on the right (the rest of the family), forming together a heart shape.

This heart-shaped centre is surrounded by a laurel, representing the worldwide ongoing movement of remittances. On top there is one single leaf that moves from the left to the right, from the remitter to the receivers, and which stands for each single remittance. The word “Remittances” is green, matching the leaves and underlining the related elements in the symbol.

These two elements – text and illustration – compose the IDFR symbol and can NEVER be used separately.



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To request the IDFR logo, please write to remittances@ifad.org explaining the purpose of its use as per official Guidelines.

You are kindly requested to share the related material with the IDFR logo thereon prior to public dissemination.

The combined word and figurative IDFR mark must always be reproduced from a digital master reference, available from the Content Development Team of IFAD. The file is available in EPS, PNG and JPEG format. Please be sure to use the appropriate artwork format.

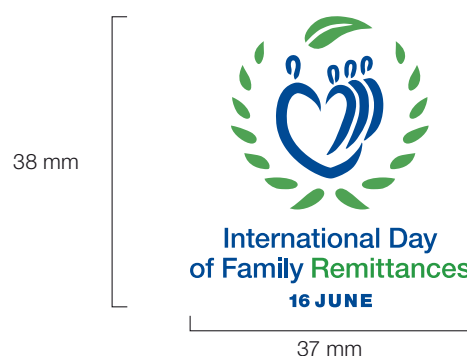
File formats:

- EPS: all professionally printed applications
- PNG: online usage
- JPEG: desktop programmes



Recommended size

The symbol must be clearly visible and reproduced consistently. For this reason, the combined word and figurative mark can never be reproduced smaller than 37 mm width or 38 mm height.



The EPS file containing the symbol guarantees the production integrity of the symbol when it is scaled up or down in size and helps to avoid distortion in the symbol proportions.

Language versions

The symbol is available in each of the four official IFAD languages – Arabic, English, French and Spanish.



اليوم الدولي
للتحويلات المالية الأسرية
16 يونيو/حزيران



International Day
of Family Remittances
16 JUNE



Journée internationale des
transferts d'argent familiaux
16 JUIN



Día internacional de
las remesas familiares
16 JUNIO

Colour

The logotype is best reproduced in color as previously represented. The color values are listed here; in some instances it can also be used in black and white:

- CMYK
 - blue: 100 cyan - 75 magenta - 5 yellow
 - green: 72 cyan - 9 magent - 81 yellow
- Pantone
 - blue: Pantone 2945, green: Pantone 7738
- 100% black
- reversed as 100% white from any field/background

When choosing text and background colour for an information product, it is important to choose colours that will project the information clearly and effectively. Also important is good contrast between text and background colour.



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Surrounding space requirements

To maximize its visual presence the symbol requires a surrounding area clear of any graphic element or text. This clear space should always be equal to the width of the symbol.



Usage of the symbol

The IDFR symbol can be used by participating organizations, institutions or other entities in conjunction with their own logos or emblems. However, in no instance can the IDFR symbol be incorporated into another logo design, or combined or integrated with other logos or symbols. Sufficient space must be left around the IDFR mark to clearly show it as a separate and distinct symbol.

Contact

Content Development Team, Communications Division
e-mail: gds@ifad.org; Tel: +39 06 5459 2529

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Usage of the symbol

Do



Don't





International Fund for Agricultural Development


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E-mail: ifad@ifad.org

www.ifad.org

www.ruralpovertyportal.org

 ifad-un.blogspot.com

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 instagram.com/ifadnews

 www.twitter.com/ifadnews

 www.youtube.com/user/ifadTV