Kurdistan Regional Government - Iraq

Department of Media and Information

Media Policy and Guide for Institutional Branding
for the Kurdistan Regional Government

Second edition

2020

Kurdistan Regional Government – Iraq

Department of Media and Information

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1-1   Foreword

The Department of Media and Information, supported by the Head of the Council of Ministers, has put forward a comprehensive set of plans, policies, and programs to coordinate government messaging and develop standards when responding to media requests to ensure accuracy and transparency. The Kurdistan Regional Government aims to improve communications with the citizenry and key partners by innovating and improving processes across the departments and digitalizing government services.

The Department of Media and Information is proposing a common institutional branding that will form the Kurdistan Regional Government's identity. This will help implement its policies and assist with the preparedness of departments to respond to reforms as needed, as well as ensure communications are centralized. As a priority for the Head of the Council of Ministers, the Department of Media and Information will be assisting every ministry and department adopt the new institutional branding.

1-2	Conditions for institutional branding

1. Primary Government entities

- Must be associated with the Kurdistan Regional Government;

- Must be established in accordance with local laws;

- Must be an initiative from the Kurdistan Regional Government or a non-profit service provider;

- Must provide salaries that are managed by the Kurdistan Regional Government;

- Must be independent and not linked to any private entity.

2. Secondary Government entities

- Must be connected to primary entity;

- Must be a governmental or a non-profit initiative;

- Must provide salaries that are managed by the primary association;

- Their activities must reference the Kurdistan Regional Government.

Use of Kurdistan Regional Government logo

First: Mandatory use

A- Using an official Kurdistan Regional Government logo is important because it officially links the entity to the Kurdistan Regional Government and can be used as letterhead on official documentation, backdrops and banners, webpages, and for other branded communication.

B- Using an official Kurdistan Regional Government logo is important because it elevates the entity's status domestically and international for the purposes of institutional marketing, employment application ads, participation at official events, and for other branded representation.

Second: Optional use

A- Using an official Kurdistan Regional Government logo can elevate the status of marketed items such as souvenirs, marketing pamphlets, official uniforms, and other branded promotional material.
The parties that are associated with the marketing and creation of promotional material that feature the Kurdistan Regional Government logo should help promote the use of the official Kurdistan Regional Government branding.

Third: Prohibited use of the Kurdistan Regional Government logo

A- In some cases, using the Kurdistan Regional Government logo can damage the image and reputation of the Kurdistan Regional Government. This can include departmental posters, cups and mugs, napkins, or other disposable items.
B- The use of the Kurdistan Regional Government logo in some cases can be considered inappropriate or offensive, for example if featured in religious books.

1-3	Goal and Duty

Goal

The goal is to create a common identity for the Kurdistan Regional Government through institutional branding, which will help identify entities associated with the government and have those entities, whether a department or an agency, be granted full protection that identity conveys.

Duty

To rollout the use of this new branding for entities that are associated with the government and improve standards of representation for the Kurdistan Regional Government.

Below is the definition of a list of terms used throughout the guide:

Spacing/empty spaces: refers to the spaces that surround the logo. That space must remain clear and free of any content.

Used fonts: refers to the type of lettering in written products used by government departments or agencies.

Logo: refers to a specific design and symbol that is associated with the Kurdistan Regional Government**.**

2	Logo for Kurdistan Regional Government institutional branding

2-1 Official government Logo

2-2 Keyboard and font used

2-3 Colours

2-4 Standard Units and spacing

2-5 Reduction of dimensions

2-6 Incorrect usage

To help identify entities (departments and agencies) that are officially associated with the Kurdistan Regional Government, the logo of the Kurdistan Regional Government (below) must be used appropriately in its designated position.

Keyboard: All departments and agencies that are associated with the Kurdistan Regional Government should use the "Unicode" keyboard.

Font: In all government publications and logos, two alphabets (Kurdish and Latin) are used. There is one font designated for each of those alphabets. For the Kurdish alphabet, the "Noto Naskh" font is used. As for the Latin alphabet, the "Calibri" font is used. Below is a demonstration for reference:

Kurdistan Regional Government

Kurdistan Regional Government

Kurdistan Regional Government

2-3		Colours

Logos can be used in six different colours. The table below displays all the colours that can be used in the two systems (RGB and CMYK).

	RGB system			CMYK system			
Logo	R	G	B	C	M	Y	K
	190	158	75	27	34	84	2
	255	242	0	0	0	100	0
	237	28	36	0	100	100	0
	47	167	73	79	7	100	1
	35	31	32	0	0	0	100
	255	255	255	0	0	0	0

Kurdistan Regional Government

Kurdistan Regional Government

Kurdistan Regional Government

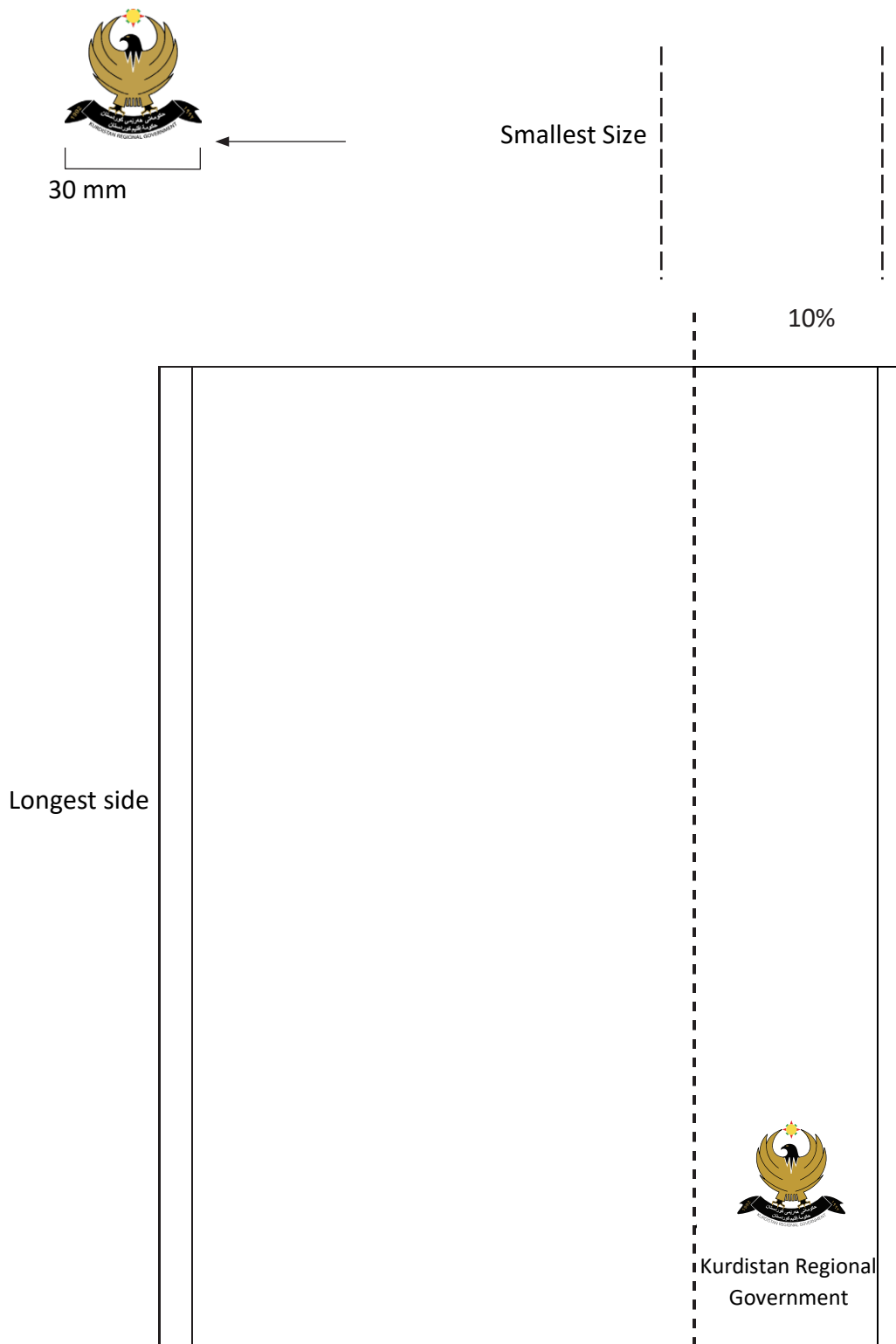Kurdistan Regional Government

Kurdistan Regional Government

(X) is used as a unit of measure given it has the same height as the word "Kurdistan" in the respective font and is versatile in its use. When it comes to the empty spaces required around the logo of Kurdistan Regional Government, use a (1X) measurement.

Unit of Measure

X   كوردستان

1X   1X

1X

30 mm
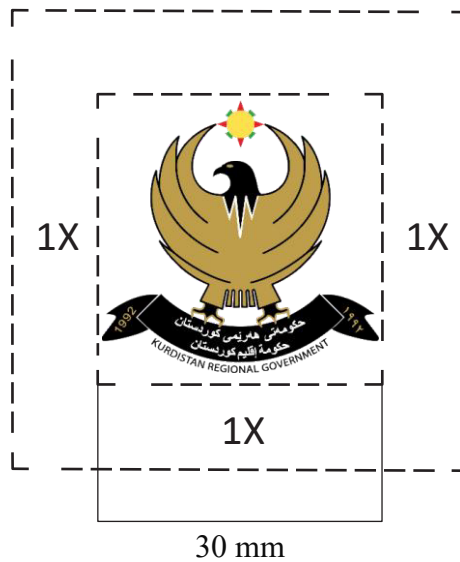
The logo of Kurdistan Regional government must occupy at least 10% of the paper that it will be printed on. The smaller dimensions of the logo must be less than 30 millimetres.

30 mm

Smallest Size

10%

Longest side

Kurdistan Regional Government

We have listed a couple of examples that display incorrect uses of the logo and branding. Avoid incorrect uses and follow the proper instructions that are included in this guide.

Kurdistan Regional Government

Kurdistan Regional Government

Kurdistan Regional Government

Kurdistan Regional Government

Kurdistan Regional
Government

Kurdistan Regional Government

Kurdistan Regional Government

Kurdistan Regional Government

Kurdistan Regional Government

Kurdistan Regional Government

3   Logo of the Kurdistan Regional Government

3-1 Kurdistan Regional Government Logo use

3-2 Official documentation and publication

3-3 Government committees and teams

3-4 One marketing method

3-1	Kurdistan Regional Government logo use

The logo of the Kurdistan Regional Government must be displayed on its own in official communications such as advertisements, official events, and other promotional material. For any of these uses, organizers must coordinate with the Department of Media and Information
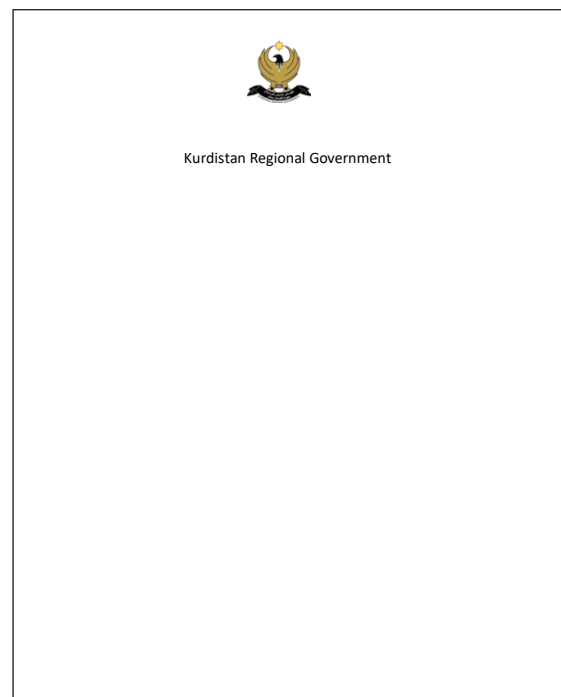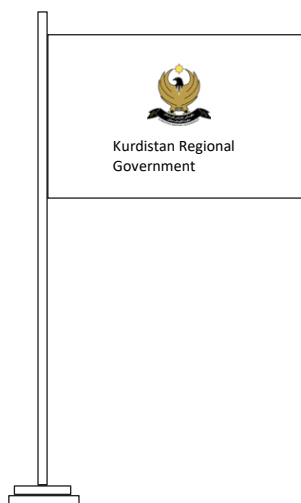
Letterhead

Kurdistan Regional Government

Nomadic Stand

Kurdistan Regional Government
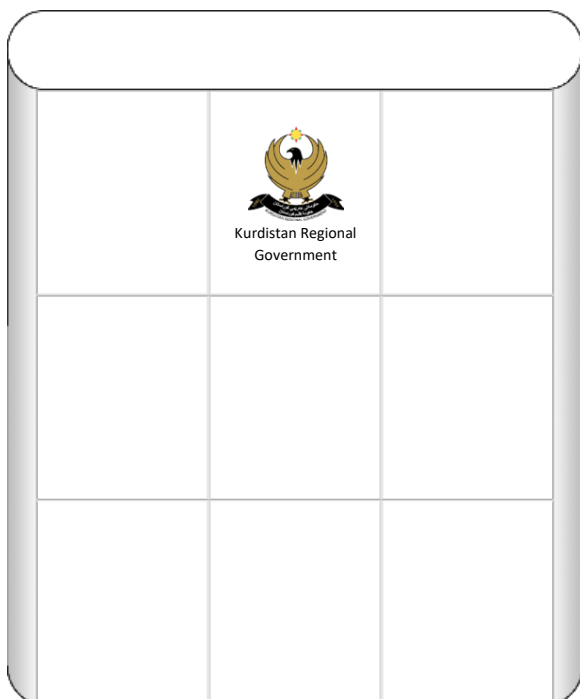
Table flags

Kurdistan Regional Government

1- Main institutions:

Official communications must be on an international size A4 paper, and the header and the footer must follow the below rules:

A- The font size for "Kurdistan Regional Government" must be 14, "Council of Ministers" in 13, and "Ministries/agency/departments names" in 13. The language on the right side of the header must be formal Kurdish and in the upper left side of the header must be written in formal Arabic.

B- The official logo of the Kurdistan Regional Government must be size 30mm and it must be placed in the centre of the header.

C- The height of the header must measure 50mm and must not have a frame or outline.

D- Both written Arabic and Kurdish content must be (1X) of distance away from the margins of the paper.

E- The top section of the header must be separated from the lower section of the header by a horizontal line that measures 1.5mm in width.

F- Directly below the horizontal line, in the lower part of the header, the paper number and the date must be written in both formal Kurdish and Arabic on the left and the right side. Font size must be 10.

G- The height of the footer must measure 15mm and must be separated by a horizontal line sized 0.5mm.

H- The number and edition of the paper must not be written in the header. Instead, it should indicate a special code that is assigned to the number and the edition of the paper and next to the number, a "/" symbol should be used.

I- The agreement must be written using the Kurdish calendar on the right side and the AD calendar must be written in numbers on the left side.

1x

Kurdistan Regional Government - Iraq

Council of ministers

Name of the ministry

1x

1x

حکومەتی هەرێمی کوردستان 1x

ئەنجومەنی وەزیران

ناوی وەزارەت

Number: Paper number/Code or section

Date: **/**/20**

30 ملم

ژمارە:ژمارەی نوسراو/کۆدی هۆبە یان بەش

Figure 2

Address-Kurdistan Region-Iraq
www.gov.krd

عنوان-إقليم كوردستان - العراق
ژ.تەلەفۆن:

ناونیشان-هەرێمی کوردستان- عێراق
ئیمەیل:

15mm

2- Writing guide for agencies abroad

Agencies abroad will use the same writing guide as domestic agencies as explained above, but instead of using Arabic language, English will be used. The paper will include both formal English and formal Kurdish, and the following changes must be implemented to steps 3 and 4:

A- The font size for "Kurdistan Regional Government" must be 14 and bold, font size for "Council of Ministers" must be 13 and bold, and "Ministries/agency/departments names" must be size 13 and bold.

B- The font size of (Date) and (No) must be 10.

| Figure 3 | Upper section |

1x   1x

Kurdistan Regional Government   حکومەتی هەرێمی کوردستان   1x

1x **Council of Ministers**   ئەنجومەنی وەزیران

Ministry name   ناوی وەزارەت

No: Letter number/section Code   ژمارە:ژمارەی نوسراو/کۆدی هۆبە یان بەش

Date: **/**/ 2020   30 ملم

| Figure 4 | The lower section |

Address-Kurdistan Region-Iraq   عنوان-إقليم كوردستان - العراق   ناونیشان-هەرێمی کوردستان- عێراق
www.gov.krd   ژ.تەلەفۆن: ئیمەیل:

15mm

3- Writing for secondary entities:

Official communications must be on an international size A4 paper, and the header and footer follow the below style:

A- The font size in "Kurdistan Regional Government" must be 14, "Council of Ministers" in 13, and "Ministries/agencies/departments" in 13, and the "name of a general directorate, management, department" in size 12. These must be written in a golden colour (same colour as the logo of the Kurdistan Regional Government). The language on the upper-right side must be formal Kurdish and the upper left side written in formal Arabic in the header.

B- "General directorate" must be shortened and used as an acronym "G.D.", "Management" must be shortened into an acronym "M.", and "department" must be shortened into "D.".

C- The official logo of the Kurdistan Regional Government must be size 30mm and must be placed in the centre of the header.

D- The height of the header must measure 60mm and must not have a frame or outline.

E- Both written Arabic and Kurdish content must be (1X) of distance away from the margins of the paper.

F- The upper part of the header must be separated from the lower part by a horizontal line that measures 1.5mm in width, which is demonstrated in figure five.

G- Directly below the horizontal line, in the lower part of the header, the paper number and the date must be written in both formal Kurdish on the left side and Arabic on the right side. Font size must be 10.

H- The height of the footer must measure 15mm and it must be separated by a horizontal line sized 0.5mm.

I- The number and edition of the paper must not be written in the header. Instead, it should indicate a special code that is assigned to the number and the edition of the paper and next to the number, a "/" symbol should be used.

J- The agreement must be written using the Kurdish calendar on the right side and the AD calendar must be written in numbers on the left side.

Figure 5

<table>
<tr>
<td>1x</td>
<td></td>
<td></td>
<td>1x</td>
</tr>
<tr>
<td>1x</td>
<td>

Kurdistan Regional Government - Iraq

Council of ministers

Name of the Ministry

Name of Directorate

Name of the Department
</td>
<td></td>
<td>

حکومەتی هەرێمی کوردستان

ئەنجومەنی وەزیران

ناوی وەزارەت

ناوی بەرپوەبەرایەتی گشتی

ناوی فەرمانگە/تێبینەرایەتی

1x
</td>
</tr>
</table>

30 ملم

Figure 6

| Address-Kurdistan Region-Iraq www.gov.krd | عنوان-إقليم كوردستان - العراق ژ.تەلەفۆن: | ناونیشان-هەرێمی کوردستان- عێراق ئیمەیل: |

15mm

3-3   Government committees and teams

These consist of the teams and committees that are employed to execute specific requests from government entities as well as members of government departments and agencies. The institutional identity of these teams must take form according to the pictures listed below, in a manner that positions the logo of the Kurdistan Regional Government and the team at the centre of the paper, or have the name of the committee written in both Arabic and Kurdish directly below the logo in unique colours.

Kurdistan Regional
Government

Kurdistan Regional
Government

**Name of the
government team**

Kurdistan Regional
Government

**Name of the
Government
committee**
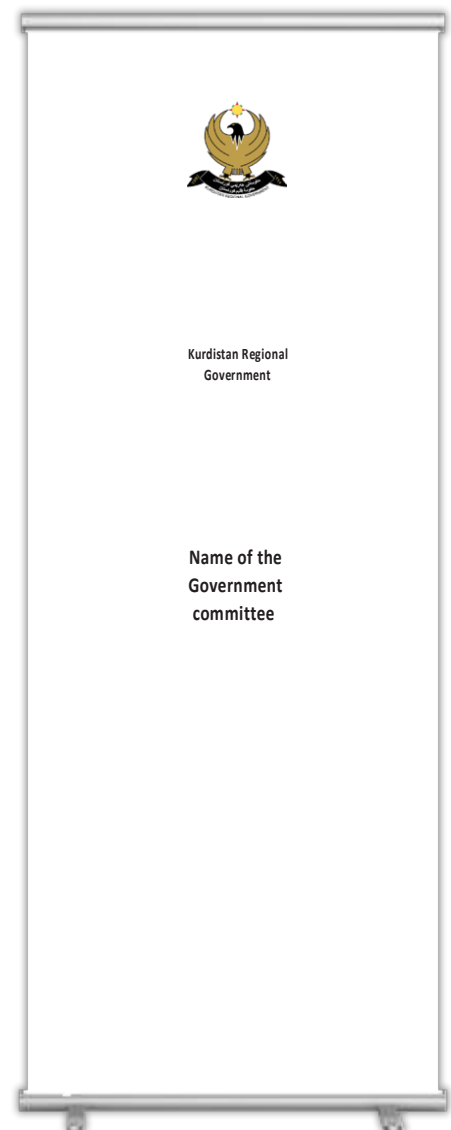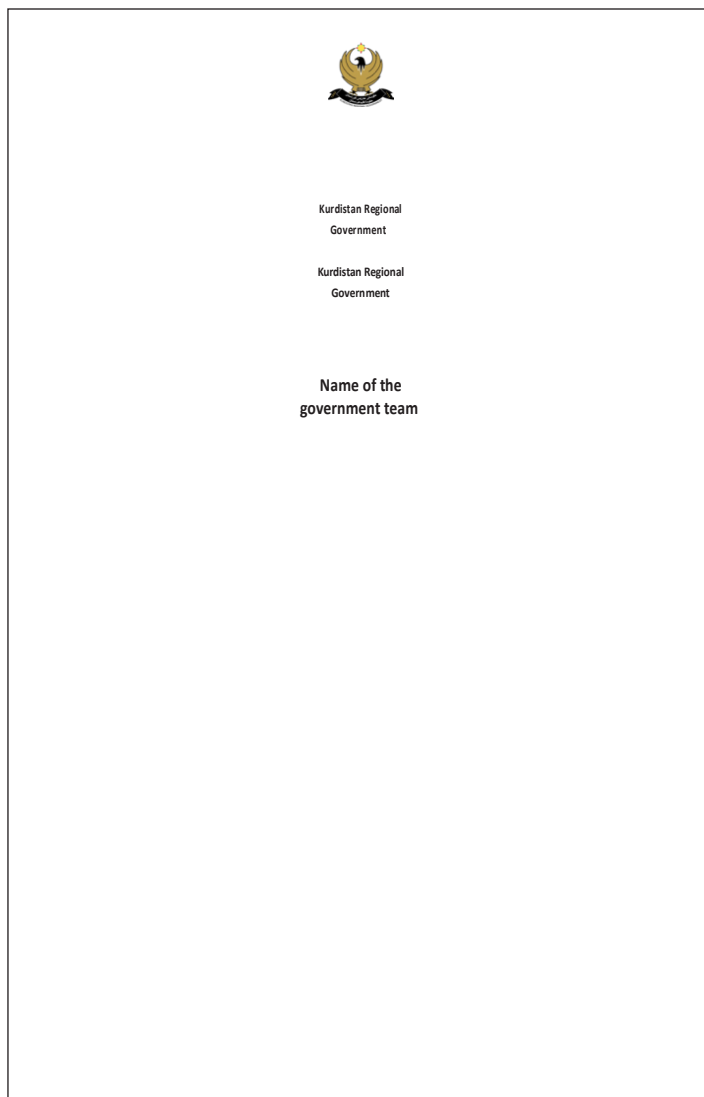
To market the implementation of the Kurdistan Regional Government's policies and highlight the coordination between agencies and departments, the guidelines below must be implemented where a distinctive use of the Kurdistan Regional Government logo can be seen. The Department of Media and Information is responsible for the coordination between the government entities by publishing advertisements that are related to the government.

Kurdistan Regional Government

Kurdistan Regional Government

4	**The use of fonts among departments and agencies**
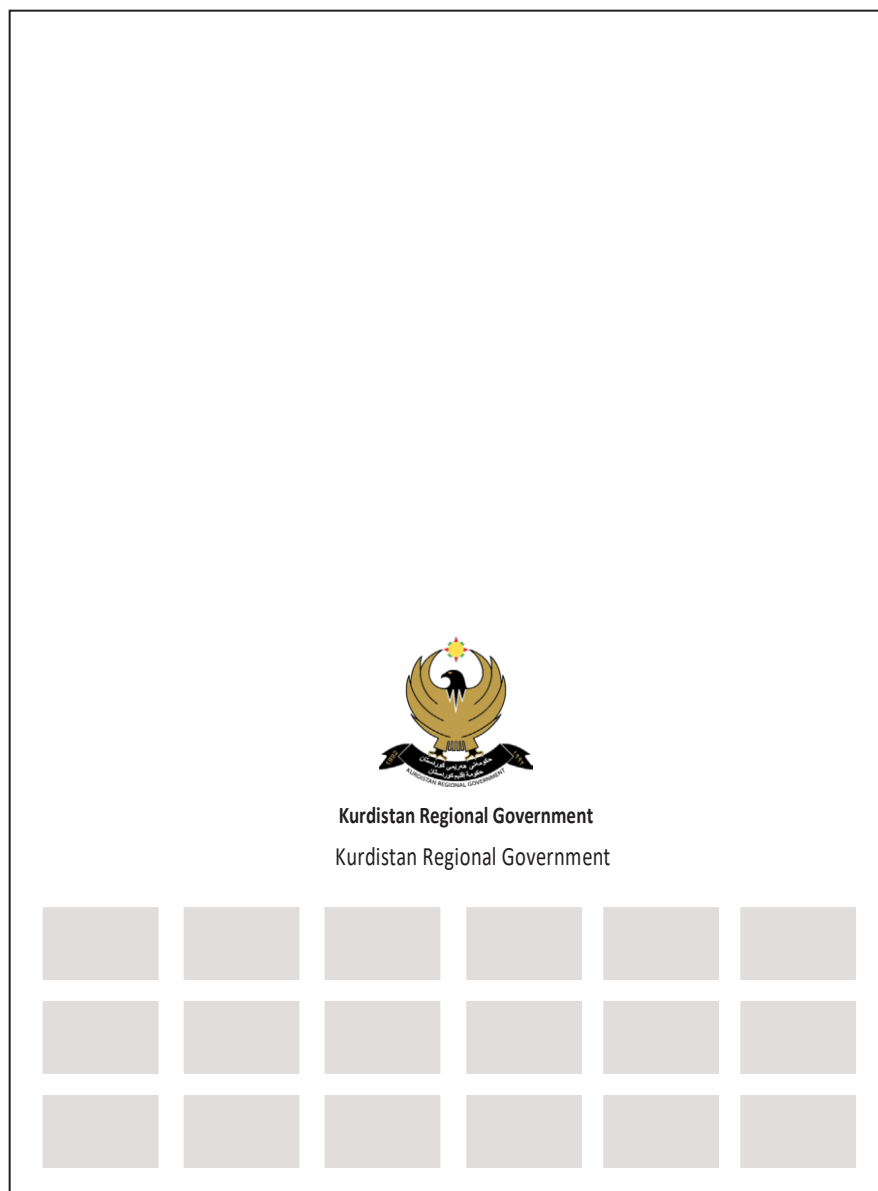
4-1 Organizing the logos for all governing entities (if there are any)

4-2 The use of fonts by departments and agencies

4-3 The standard design structure government institutional ID

4-4 Business card design

4-1	**Organizing the logos of the governing entities (if there are any)**

The fundamental design of the Kurdistan Regional Government's institutional branding can be seen in the example below. All government entities must adopt it.

The logo must be placed on the right side and the name and information government entities must be placed on the left.

The logo that represents these entities must have a silver colour if the background of that logo is a lighter colour. If the background of the logo has a bolder colour, then the logo must be white.

The information related to government entities must be written in both Kurdish and Arabic (As seen in figure 1). More information can be seen in figure 2.

The design that is used on page 26 can also be applied here.

شێوه 1

Kurdish information

English information

ناوی لایهن

Entity Name

Emblem

شێوه 2

Entity Name

Division Name

ناوی لایهن

ناوی کارگێری / دهزگا

English information   Kurdish information   Emblem
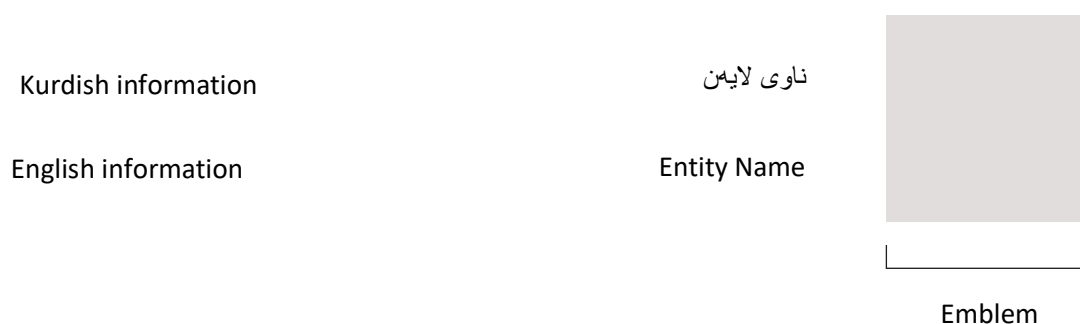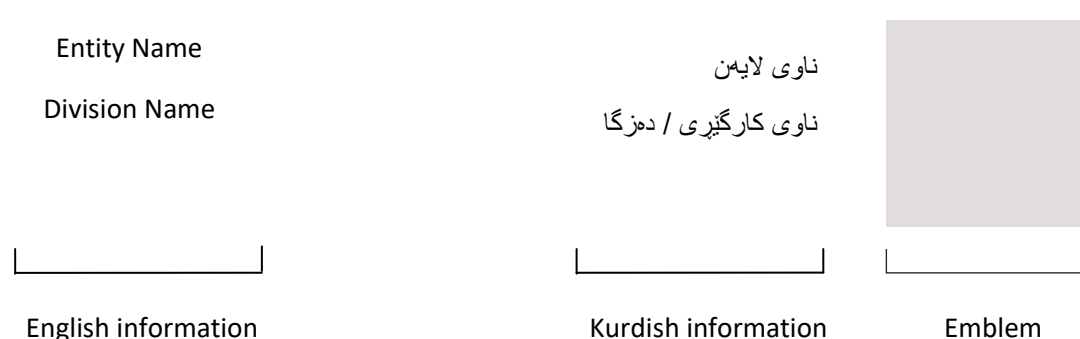
The fonts used by departments and agencies depends on the type of activity. The font colour must be black and the font in Kurdish script must be thicker than the font used in Latin script to ensure consistency in sizing.

The information regarding the departments and agencies must be smaller in writing by 1-2 units than the primary governing entities. An empty space must also be left between the Kurdish letters by using the Shift + M command, to distinguish between the Kurdish and Latin font.

The goal is the implementation of a common brand in the Kurdistan Regional Government's IDs across all departments and agencies.

A- One side of the ID must be written in Kurdish and Arabic and the other side must be written in English.

B- The information must be written on the first side in Kurdish and Arabic, for example (name/name in Arabic). And on the second side, it must be written in English.

C- On the first side, "Kurdistan Regional Government", "Council of ministers", and the name of the relevant ministry, department, or agency must be written in Kurdish on the upper-right side of the ID and in Arabic on the upper-left side. And on the second side, it must be written in English.

D- Kurdistan Regional Government logo must be visible and clear in its dimensions to emphasize the employee's connection to the government.

E- The official name of the employee (3 names) must be written on both sides.

F- The occupation/role of the employee must be written on both sides.

G- The birthdate of the employee must be written on both sides.

H- The expiration date of the ID must be written on both sides.

I- A photograph of the employee must be included on the ID.

The goal is to design a business card for government employees that include the logo of the Kurdistan Regional Government and the employee's information, while taking the instructions below into consideration:

A- One side of the card must be written in Kurdish and Arabic and the other side must be in English

B- On the Kurdish side of the card, the Kurdistan Regional Government logo must be present and the dimensions of the logo must measure 20mm in height and 25mm in width.

C- The name of the government, Council of Ministers and department or agency must be placed on the right side of the card and must measure size 12 font.

D- The full name must be written in size 14 font and the occupation of the card holder must be written in size 10 font and placed in the centre of the card.

E- The phone number, email, the acronym of the government entity, and the official website of the government must be written in size 9 font and placed on the lower side of the card. (As seen in figure one)

F- On the English side of the card, the dimensions of Kurdistan Regional Government logo must measure 20mm in height and 25mm in width.

G- The name of the government, Council of Ministers and department or agency must be placed on the right side of the card and must measure size 10 font.

H- The full name must be written in size 12 font and the occupation of the card holder must be written in size 9 font and placed in the centre of the card.

I- The phone number, email, the acronym of the government entity, and the official website of the government must be written in size 8 font and placed on the lower side of the card. (As seen in figure two)

Kurdistan Regional Government

Council of Ministers

Ministry/department/office

Your Full Name

Job title

Phone: + 964 (0) 700 000 00 00

Email: Username@*.gov.krd

www.gov.krd

5	**Marketing methods**

5-1 Organizing vertical pages

5-2 Organizing horizontal pages

5-3 Official documentation for external affairs

5-4 Organizing page scales

5-5 Government documents

5-6 Government stationary, logos, and awards

5-7 Presentation screen
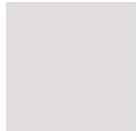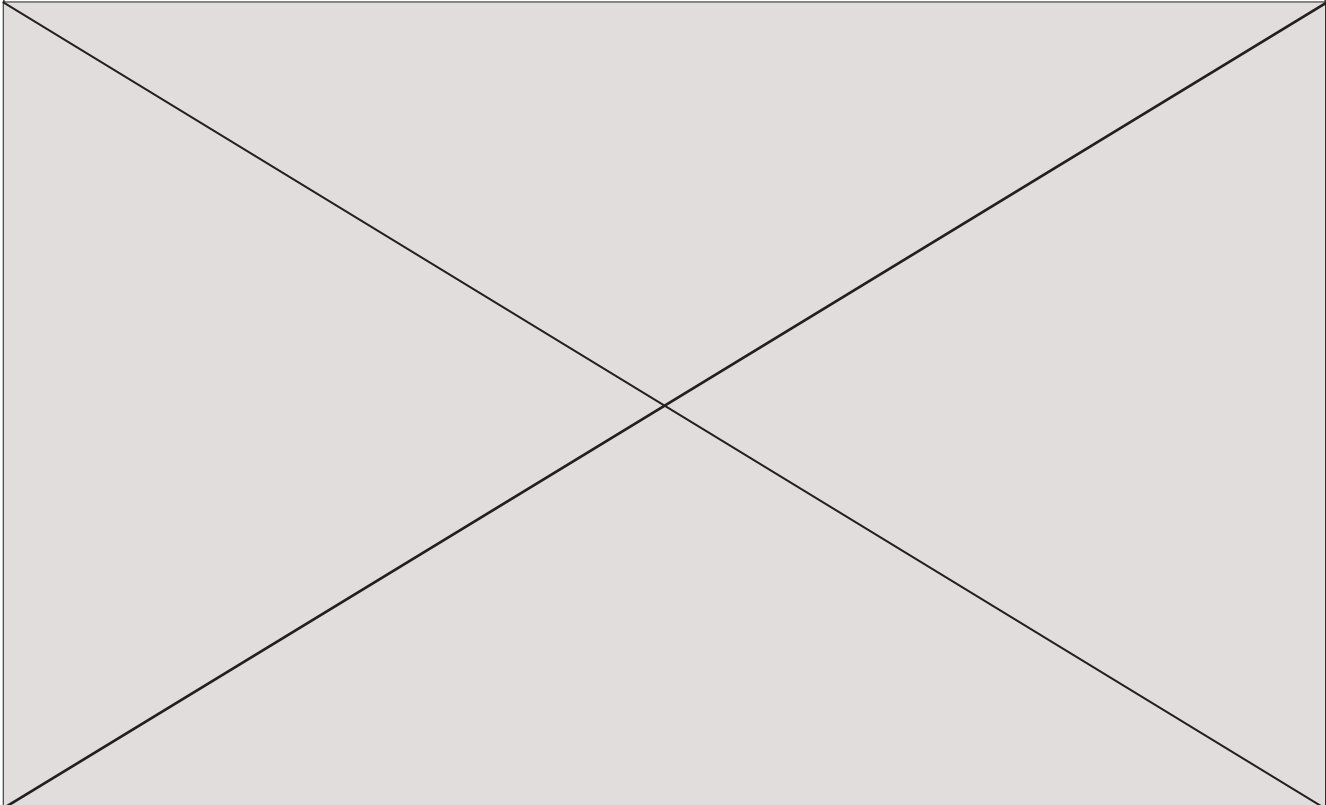
5-8 Digital signatures

5-9 A frame for last slide of a presentation

5-1   Organizing vertical pages

Below are a couple of examples that demonstrate the guidelines for vertical pages. The frame that is marked with an (X) represents the location that includes pictures or information regarding the government departments or agencies.

Entity Name

Kurdistan Regional Government

Entity Name

Kurdistan Regional Government

5-2   Organizing horizontal pages
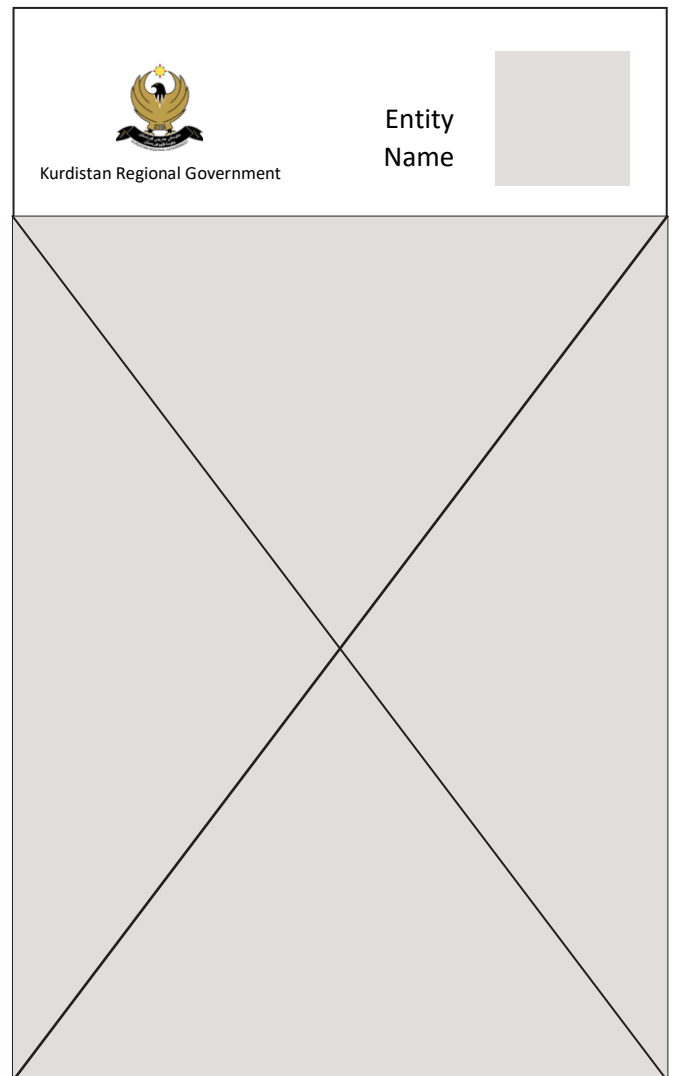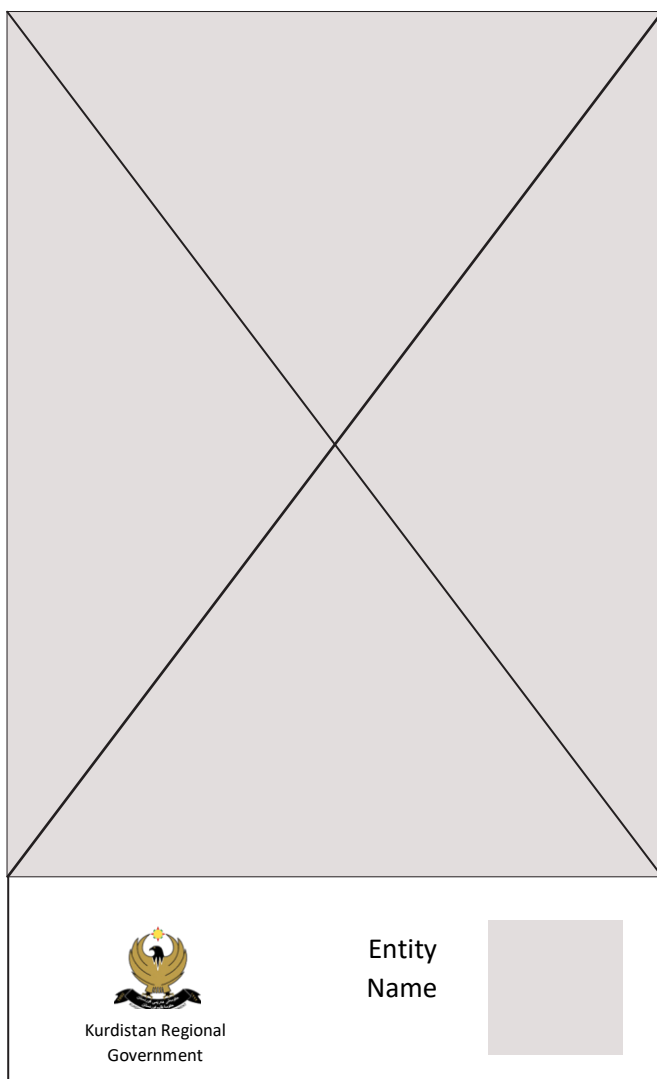
Below are a couple of examples that demonstrate the guidelines for horizontal pages. The frame that is marked with an (X) represents the location that includes pictures or information regarding the government departments or agencies.

Entity
Name

Kurdistan Regional
Government

The departments and agencies that perform foreign affairs responsibilities outside of the Kurdistan Region can refer to the "Republic of Iraq" on official documentation and souvenirs and must be written in Kurdish, Arabic, and English.

Republic of Iraq

Republic of Iraq

Kurdistan Regional Government

Entity Name

The example below illustrates different procedures regarding the unique scales of pages.

Kurdistan Regional
Government

Kurdistan Regional Government

Entity Name

Kurdistan Regional
Government

Kurdistan Regional
Government

Entity Name

Kurdistan
Regional
Government

Entity
Name

Below are a couple of examples that showcase the different types of documents that are used by the government. These examples provide the required information to include in government documentation.

Kurdistan Regional Government
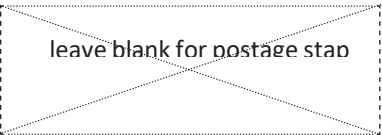
Entity Name

Full name:
Marketing Manager:

Tel:
E-Mail:
P.O Box:
Website:

Kurdistan Regional Government

Entity Name

Kurdistan Regional Government

Entity Name

leave blank for postage stamp

| 5-6	Stationary, logos, and awards

Below are a couple of examples which demonstrate the Kurdistan Regional Government's guidelines related to stationary, logos, and awards.

Kurdistan Regional Government
Entity Name

Full name:
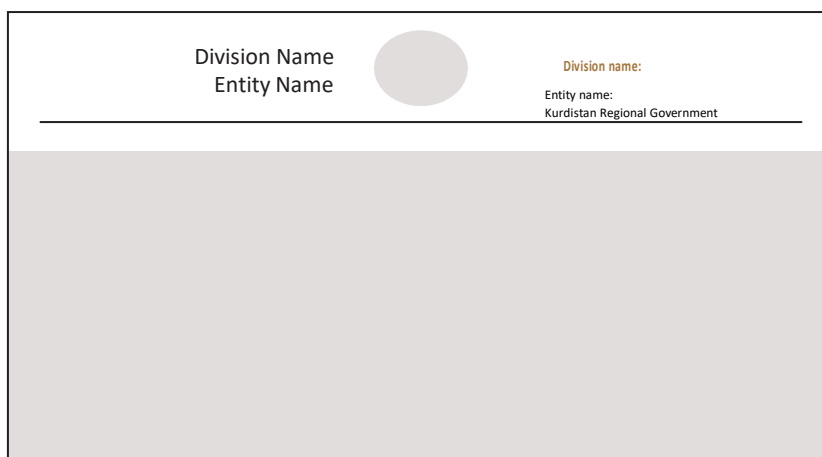Marketing Manager:

Tel:
Email:
Log

P. O Box:
Website:

Kurdistan Regional Government
Entity Name

Tel:
E-Mail:

P.O Box:
Website

Logo

Kurdistan Regional Governme
Entity Name

leave blank for postage stap

Logo

The institutional branding of the Kurdistan Regional Government must be used on the first slide of every presentation, such as PowerPoint as seen in the example below. The area that is marked in silver indicates the area that should be used for the content of the presentation. The section above of the silver-coloured area must not be used for presentation content and it should occupy 1/6 of the slide.

With branding strip (1/6 of the total area).

Image, colour and title space (5/6 of the total
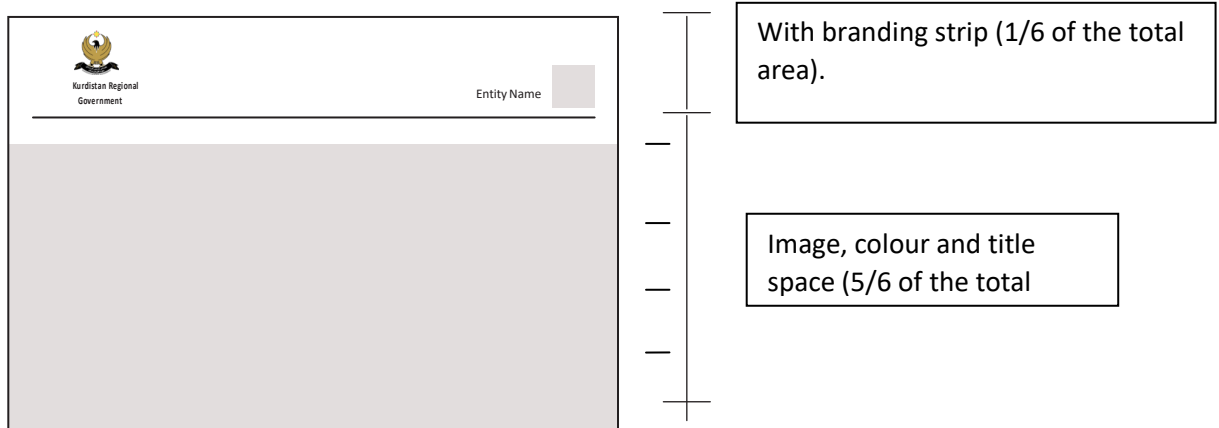
- An example of a secondary entity composition

- A slide that clarifies the government logo and the composer in the white section

Digital signatures must be in Kurdish and Arabic (the Kurdish signature must be placed alongside the Kurdish text (demonstrated in figure 1) and the English signature must be placed alongside the English text (demonstrated in figure 2)). The name, position, phone number, digital post, official government entity, and the location of the sender must all be included.
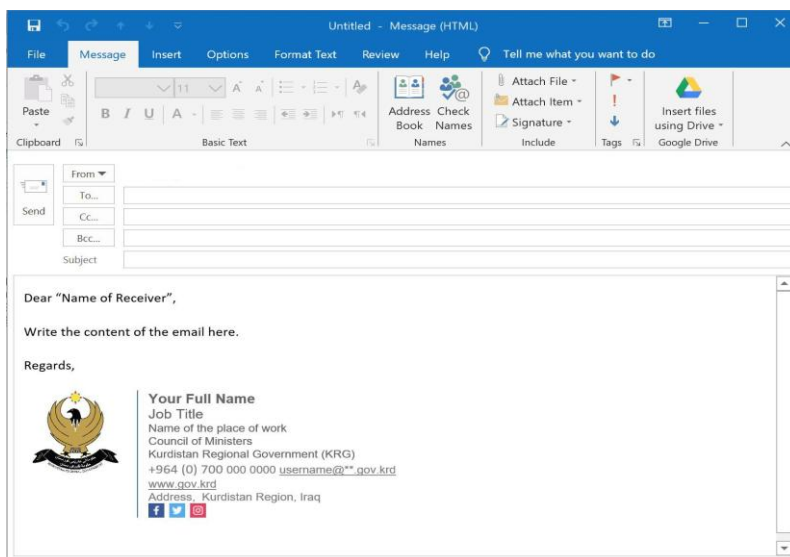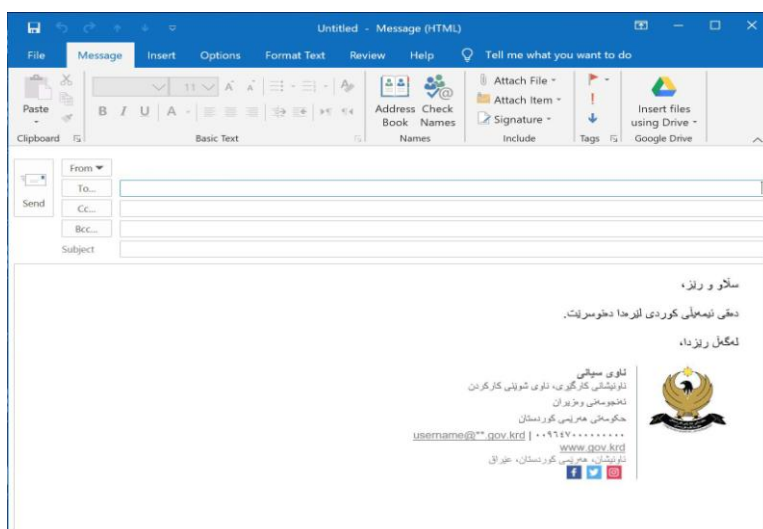
The standard design of the Kurdistan Regional Government logo can be used in the middle or the left side of the slide in the presentation and it can also be used vertically and horizontally, as demonstrated in the examples below.

- The white slide is used if there are multiple entities involved

Entity Name

Tel:

Website

- The black slide is used if there is only a single entity involved

Below are examples that illustrates billboards that can be used by departments or agencies. The following mandatory instructions are related to the names and logos displayed on those billboards:

A- The size of the billboards must be scaled according to the building that it is displayed on.

B- The billboard must have internal lighting rather than external lighting or lighting that only covers the outer lines of the billboard

C- The materials used in constructing the billboard must be durable enough to withstand the environment and climate.

D- The billboard must not hang on a window or any ventilation openings.

E- If the billboard is used as a street sign, then that street sign must not be lower than

2.2m and must not obstruct pavements or walkways.

F- The width of the billboards must be between 20cm and 50cm.

G-For Kurdish, the Noto Naskh font must be used and for English, Calibri must be used.

H- The name of the department or agency on the billboard must be written in larger text than all of the other writing and it must be bold.

I- In the subject of rankings, ministries, departments, offices that are directly linked to the ministry must be have their names written in Kurdish, Arabic, and English. As for the lower ranking government entities, they must have their billboards written in Kurdish and Arabic.

J- The rear of the billboards must be blank and white.

K- Apart from the information that is included in shapes that are listed below (see shape 1 and shape 2 for reference) nothing else should be included on the billboard.

Kurdistan Regional
Government - Iraq
Council of Ministers
Ministry/Board
Department name

Kurdistan Regional
Government - Iraq
Council of Ministers
Ministry/Board
Department name

Kurdistan Regional Government - Iraq
Council of Ministers
Ministry/Board Department name

Shape 1: Billboard example for ministries, departments, offices that are directly linked to the ministry.

Kurdistan Regional
Government - Iraq
Council of Ministers
Ministry/Board
Department name
Name of the general
directorate

Kurdistan Regional
Government - Iraq
Council of Ministers
Ministry/Board
Department name
Name of the general
directorate

Shape 2 Billboard example for the secondary users such as ministries, departments, offices that are not linked to the ministry.
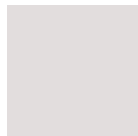
6 Activities

## 6-1 Sponsorships and partnerships

6-1   Sponsorships and partnerships

Government entities can participate with another entity in the form of a sponsorship in any activity. The guidelines outline rules regarding sponsorships and partnerships.
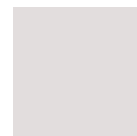
Below are a couple of examples:
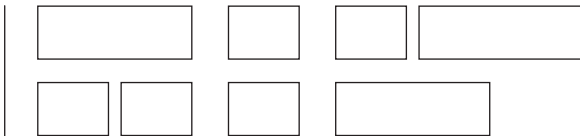
- A situation where one government entity is in a sponsorship with non-government entities.
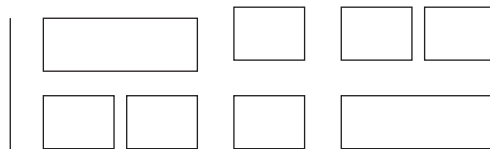
- A situation where two or multiple government entities are in a sponsorship with multiple non-government entities.

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- If the sponsorship form is in a vertical form on the paper, then it must modified in the following way.