



issa

INTERNATIONAL SOCIAL SECURITY ASSOCIATION
ASSOCIATION INTERNATIONALE DE LA SÉCURITÉ SOCIALE
ASOCIACIÓN INTERNACIONAL DE LA SEGURIDAD SOCIAL
INTERNATIONALE VEREINIGUNG FÜR SOZIALE SICHERHEIT

ISSA Liaison Offices, Focal Points and Regional Networks

Communication and Promotion Guidelines

www.issa.int/regional-promotion

Updated 13.10.2011

Introduction

The corporate visual identity of the International Social Security Association (ISSA) serves to present and promote the Association in a coherent and unified way in its branding and communication. The ISSA Liaison Offices, Focal Points and Regional Networks (hereafter Regional Structures) are important channels to present the Association, and these guidelines are prepared by ISSA Promotion to assist the Regional Structures to apply the ISSA visual identity in all their communication and promotion actions.

1. ISSA logo and corporate fonts

The ISSA has one logo, logotype and visual identity to accommodate multilingual and single-language usage (see Annex I). The ISSA logo may be used only by the ISSA Secretariat in Geneva and the Regional Structures. Previous versions of the ISSA logo should not be used.

The ISSA identity is the primary visual identifier of the ISSA across all products and languages. The logo has two inseparable parts: The logomark (globe and olive branches) and the logotype (the acronym "issa"). The ISSA logo is an integrated unit. Elements of the logotype and logomark should not be separated or altered in any way. Together with the logo, the full name of the Association may be added in either one or all the four ISSA working languages (English, French, German and Spanish), or in one other language alone (e.g. Arabic, Chinese, Portuguese or Russian).

There are several standard ways of combining the logo and the name which are shown in Appendix I. Artwork and electronic files are available from ISSA Promotion, and for download on the Extranet and on www.issa.int/regional-promotion.

Regional Structure staff should use the following standard fonts in all correspondence and documents (see Appendix I):

- *Times New Roman* (12 pt) to be used for correspondence, reports and documents.
- *Arial* to be used for cover pages and titles of documents.

2. ISSA promotional material

The ISSA Secretariat will provide the Regional Structures with a package of identification and promotional material including signage, flags, promotional publications, and other items. A list of available promotional material is attached to this document (Appendix II), and replacement stocks may be ordered from ISSA Promotion.

3. Stationery and model documents

Letterhead

The ISSA has a standard letterhead template for Regional Structures which incorporates the office name and contact details. Electronic letterhead templates in Word format for use by the Regional Structures will be prepared by ISSA Promotion according to the visual identity guidelines. The template may be used for electronic correspondence and printing as required.

Business cards

ISSA Promotion will prepare business cards for Regional Structure staff according to a standard design. Business cards may be requested from ISSA Promotion.

Envelopes

Regional Structures should use the standard envelopes of their host organization or a suitable alternative for mailing. A sticker or a stamp with the ISSA logo and the office's contact details may be used on the exterior of the envelope.

Folders

Regional Structures may use the standard ISSA A4 document folders, available on request from the ISSA Secretariat.

Model documents

Standard models in Word format for presenting letters, reports and other documents are available from ISSA Promotion and should be used for all documents produced by the Regional Structures. Electronic files for all models are available on request from ISSA Promotion and for download on the Extranet: *www-issanet.issa.int*

Powerpoint presentations

A standard Powerpoint presentation and template with the ISSA logo and identity should be used as a basis for all presentations. The standard ISSA Powerpoint presentation and template are available on the Extranet and on *www.issa.int/regional-promotion*.

4. Extranet and Intranet

The ISSA Secretariat runs a multilingual Extranet, ISSANET, as a knowledge-sharing and collaborative tool for the exclusive use of its members, and to facilitate the work of the Regional Structures: *www-issanet.issa.int*.

Each Regional Structure has an Extranet page that may be used to publish information, news, events and documents and to promote their activities to ISSA members. In addition, each Regional Structure has a collaborative space, to manage their network and activities. These pages are maintained directly by the Regional Structure in collaboration with the ISSA Secretariat. The Extranet can also facilitate collaboration among the Regional Structures, and between the offices and the ISSA Secretariat, via a specific space. Further information on using the Extranet is available from ISSA Promotion.

The ISSA Intranet is only accessible to staff of the Secretariat and Regional Structures, via the Extranet. It provides access to administrative information and documents, as well as internal news and announcements from the Secretariat, and facilitates information-sharing among staff.

5. Website

The ISSA Secretariat runs a multilingual Web portal: *www.issa.int* for the public information and visibility of the ISSA. Regional Structures should not establish external Websites. The ISSA Secretariat will publish summary information, including regional news and events on the ISSA Website. Each Regional Structure will also have its own dedicated

sub-site containing general information about staff, structure, activities and members according to a standard template, with links to related news, events and resources maintained by ISSA Promotion. This information will normally be available in English and the working language(s) of the Regional Structure.

Liaison Offices can also request a space on their Web page in which they can directly publish news and information related to the mandate and activities of the Liaison Office, and of interest to ISSA members and the general public in their region. Liaison Offices that request this functionality will be given access to the ISSA's Web content management system in coordination with ISSA Promotion. Further information on using the ISSA Website is available from ISSA Promotion.

6- News and information for the Extranet, Website and *Update* newsletter

Regional Structures are requested to provide, on a regular basis, short news and information items about their activities and social security developments in their region for possible publication and use by the ISSA Secretariat. Regional Structures should not publish their own regional newsletters.

Regional Structures are requested to share the following types of information with the ISSA Secretariat, through the respective Regional Coordinator:

News from ISSA member institutions

Important developments, awards won and achievements celebrated in member institutions. Any course or seminar which might be of interest to other members or a seminar or conference being organized by a member. This information can be included in *Update* newsletter and posted on the Extranet (Under "News from members").

News from Liaison Office, Focal Point and Regional Network activities

Summary news items, including photos, about office activities and events, for *Update* newsletter. *Update* is a monthly electronic newsletter which is sent to members the first of every month (except in August and January when there is no issue). The deadline to submit information for inclusion in *Update* is the 10th of the previous month. This information will be available on the Extranet and selected items may also be posted on the ISSA Website. (See standard form of news in Appendix V).

News and media reports

News about social security organizations and developments in the regions for the Website Media Monitor. This includes any published article, report, interview or other news in one of the four ISSA working languages. A link (URL) to the Website or news source is essential.

Social security reform and other information

Information about significant political or legislative decisions on social security for inclusion, as appropriate, in the ISSA databases available on the ISSA Website.

Technical requests from ISSA member organizations

Requests regarding twinning, technical advice, good practices in social security and visits to the ISSA Secretariat or another member organization.

Further information and guidance is available from ISSA Promotion (see contacts in Appendix VI).

7. Other communication products

In order to ensure a consistent use of the new corporate visual identity, any other communication products that require graphic design and printing should be validated by ISSA Promotion before production.

Appendix I

ISSA Visual Identity: Logos, colours and fonts

ISSA logo and name (positioned top-left)



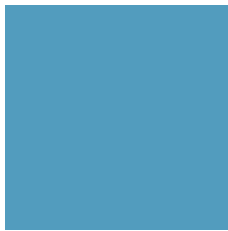
INTERNATIONAL SOCIAL SECURITY ASSOCIATION
ASSOCIATION INTERNATIONALE DE LA SÉCURITÉ SOCIALE
ASOCIACIÓN INTERNACIONAL DE LA SEGURIDAD SOCIAL
INTERNATIONALE VEREINIGUNG FÜR SOZIALE SICHERHEIT



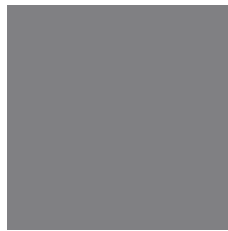
ASSOCIATION INTERNATIONALE DE LA SÉCURITÉ SOCIALE | **AISS**



ISSA corporate colours



Pantone 549 U
Pantone 549 C
c67 m27 y15 k0
R86 G155 B190
Hex 569BBE



Pantone Cool Gray 10 U
Pantone Cool Gray 10 C
c0 m0 y0 k60
R128 G127 B131
Hex 807F83



Pantone 583 U
Pantone 583 C
c23 m0 y100 k17
R175 G188 B34
Hex AFB22

ISSA corporate font: Sans serif (Headlines, banners, covers)

Vialog LT Com (Alternative: Arial)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&!

ISSA corporate font: Serif (Body text, documents)

Minion Pro (Alternative: Times New Roman)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&!

Appendix II

Order Form: ISSA promotional and communication items for use by Regional Structures

Name of Regional Structure:		
Item	Description	Quantity
<i>Provided at the opening of the Regional Structure</i>		
Letterhead	ISSA Regional Structure letterhead	1
Business cards	ISSA Regional Structure business cards	500
Document models	Standard models for letters and documents	Multiple
Folder	ISSA document folder	Multiple
Flag	Flag with ISSA logo and identity Two sizes: 100cm x 150cm; 150cm x 225cm (exterior use)	4
Sign	Sign with ISSA logo and name of Liaison Office / Focal Point	41
<i>For distribution at events</i>		
Pen	Pen with ISSA logo and tagline (in English)	
Lapel Pin	ISSA Logo. 20mm diameter	
Mousepad	20 cm diameter	
Bookmarks	Diverse designs. Contains information about the ISSA.	
Annual Review	A4. An illustrated overview of the ISSA's mandate and activities. Available in 7 languages*. Updated annually	
<i>Member recruitment support</i>		
Join the ISSA	A4. Presentation of the benefits of ISSA membership. Available in 7 languages	
Services and products for ISSA members	A4. Presentation of the services and products available for ISSA members. Available in 7 languages	
Constitution	A5. Available in 7 languages	
Financial Regulations	A5. Available in 7 languages	
Member Directory	A5. List of ISSA members and structures. Multilingual. Updated annually	
Name:		
Date:		

Please return form to ISSA Promotion: ISSACOMM@ilo.org

Other ISSA promotional material is available for download on:

www.issa.int/regional-promotion

* English, French, German, Spanish, Chinese, Arabic and Russian.

Appendix III

ISSA Regional Structure: Checklists

Regional Structure staff are responsible for the following information and actions:

Extranet and Website

- List of countries covered by the Regional Structure
- Contact information for office
- Chairperson and members of the Steering Committee
- Network members (by area of expertise)
- Event/activity information (see below)
- Documents
- Photos of events

Update newsletter

- Event/activity information
- News item (summary) from events and activities
- News from member organizations
- News about social security developments in the region

Event/activity

- Full name of event in working language(s)
- Invitation letter
- Scope and objectives
- Programme/agenda
- Reports and Powerpoint presentations
- Summary of proceedings (report)
- Photos and videos

Appendix IV

ISSA Regional Structure Website URLs

ISSA Liaison Office for Central Africa¹
Bureau de liaison de l'AISS pour l'Afrique centrale
Oficina de Enlace de la AISS para el África Central
Verbindungsbüro der IVSS für Zentralafrika

www.issa.int/liaison-central-africa
www.issa.int/liaison-afrique-centrale

ISSA Liaison Office for North Africa
Bureau de liaison de l'AISS pour l'Afrique du Nord
Oficina de Enlace de la AISS para el África del Norte
Verbindungsbüro der IVSS für Nordafrika

www.issa.int/liaison-north-africa
www.issa.int/liaison-afrique-du-nord

ISSA Liaison Office for Southern Africa
Bureau de liaison de l'AISS pour l'Afrique australe
Oficina de Enlace de la AISS para el África Meridional
Verbindungsbüro der IVSS für das südliche Afrika

www.issa.int/liaison-south-africa

ISSA Liaison Office for West Africa
Bureau de liaison de l'AISS pour l'Afrique de l'Ouest
Oficina de Enlace de la AISS para el África Occidental
Verbindungsbüro der IVSS für Westafrika

www.issa.int/liaison-west-africa
www.issa.int/liaison-afrique-de-louest

ISSA Liaison Office for the Andean Countries
Bureau de liaison de l'AISS pour les pays andins
Oficina de Enlace de la AISS para los Países Andinos
Verbindungsbüro der IVSS für die Andenländer

www.issa.int/liaison-andean-countries
www.issa.int/enlace-paises-andinos

ISSA Liaison Office for North and Central America
Bureau de liaison de l'AISS pour l'Amérique du Nord et l'Amérique centrale
Oficina de Enlace de la AISS para América del Norte y Centroamérica
Verbindungsbüro der IVSS für Nord- und Zentralamerika

www.issa.int/liaison-nc-america
www.issa.int/enlace-america-nc

¹ Opening in 2011

ISSA Liaison Office for the Southern Cone of the Americas
Bureau de liaison de l'AISS pour le Cône Sud des Amériques
Oficina de Enlace de la AISS para el Cono Sur de América
Verbindungsbüro der IVSS für die Länder der Südspitze Amerikas

www.issa.int/liaison-southern-cone
www.issa.int/enlace-cono-sur

ISSA Liaison Office for Arab Countries
Bureau de liaison de l'AISS pour les pays arabes
Oficina de Enlace de la AISS para los Países Árabes
Verbindungsbüro der IVSS für die arabischen Länder
مكتب إرتباط الدول العربية

www.issa.int/liaison-arab-countries

ISSA Liaison Office for South Asia
Bureau de liaison pour l'Asie du Sud
Oficina de Enlace de la AISS para el Sur de Asia
Verbindungsbüro der IVSS für Südasiien

www.issa.int/liaison-south-asia

ISSA Liaison Office for South East Asia
Bureau de liaison de l'AISS pour l'Asie du Sud-Est
Oficina de Enlace de la AISS para el Asia Sudoriental
Verbindungsbüro der IVSS für Südostasien

www.issa.int/liaison-south-east-asia

ISSA Liaison Office for East Asia
Bureau de liaison de l'AISS pour l'Asie de l'Est
Oficina de Enlace de la AISS para Asia Oriental
Verbindungsbüro der IVSS für Ostasien

www.issa.int/liaison-east-asia

ISSA European Network
Réseau européen de l'AISS
Red Europea de la AISS
Europäisches Netzwerk der IVSS

www.issa.int/IEN

ISSA Focal Point for Portuguese-speaking countries
Point focal de l'AISS pour les pays de langue portugaise
Punto Focal de la AISS para los países de habla portuguesa
IVSS-Anlaufstelle für portugiesischsprachige Länder
Ponto Focal da AISS para os países de língua portuguesa (pt)

www.issa.int/focal-point-portuguese

www.issa.int/ponto-focal-portugues


ISSA Focal Point for Eurasia
Point focal de l'AISS pour l'Eurasie
Punto Focal de la AISS para Eurasia
Anlaufstelle der IVSS für Eurasien
Координационный центр МАСО для Евразии

www.issa.int/focal-point-eurasia

ISSA Focal Point for Chinese Members
Point focal de l'AISS pour les membres chinois
Punto focal de la AISS para los miembros de China
Anlaufstelle der IVSS für chinesische Mitglieder
国际社会保障协会中国会员机构联络站

www.issa.int/focal-point-chinese

Appendix V: ISSA Event Summary Report Form

 issa	INTERNATIONAL SOCIAL SECURITY ASSOCIATION ASSOCIATION INTERNATIONALE DE LA SÉCURITÉ SOCIALE ASOCIACIÓN INTERNACIONAL DE LA SEGURIDAD SOCIAL INTERNATIONALE VEREINIGUNG FÜR SOZIALE SICHERHEIT
EVENT OR ACTIVITY ORGANIZED BY A REGIONAL STRUCTURE SUMMARY REPORT FORM	
Submitted by:	Date:
Event or activity name:	
Date and location of event or activity:	
Please provide by the 10th of the month a brief summary of the event or activity (250 words or less):	
This section could include:	
<ul style="list-style-type: none">• Main message(s) of discussions• Main focus of event session(s) or activity• Relevant quotes from the event or activity• Names of dignitaries, their titles and their roles• Results/outcome(s) if applicable	
Please note: This summary should be submitted to the Regional Coordinator at the ISSA Secretariat within one week following the event or activity. The Regional Coordinator will forward the summary to SSPPROM for editing, adaptation and possible use in <i>Update</i> , the Extranet and the Website.	
Photos of events should be sent to ISSANET@ilo.org	

Appendix V

ISSA Promotion staff contacts (selected)

Alexander Belopopsky
Visual identity, Design support, Website
T: +41 22 799 7323
E: belopopsky@ilo.org

Marie Maguire
Update newsletter, member news, member recruitment
T: +41 22 799 8116
E: maguire@ilo.org

Azéddine Sefrioui-Benzerrou
Extranet
T: +41 22 799 8606
E: sefrioui@ilo.org

Other ISSA staff contact information is available on the Intranet:
<http://www-issanet.issa.int/intra-index>