

**BRAND IDENTITY  
GUIDELINES  
COURSE PROVIDERS**



**ENSURING OUR  
COMMUNICATIONS  
STAND OUT FROM  
THE CROWD**

# BRAND IDENTITY GUIDELINES CONTENTS

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**ADVANCED INTERNATIONAL TAXATION**

- 100% of students pass the qualification
- 36% of students pass the qualification
- 2,800 students pass the qualification

**Key Facts:**

- ADIT is the global benchmark for international tax practitioners, regardless of industry or location.
- ADIT is an advanced level specialist qualification in international cross-border taxation.
- ADIT is the global benchmark for international tax practitioners, regardless of industry or location.

**Paper 3: Advanced International Taxation (Thematic) 3.02: Transfer Pricing option**

**Question 1**

1.1. Explain the concept of 'arm's length principle' in the context of transfer pricing.

1.2. Discuss the challenges faced by multinational enterprises in determining the arm's length price for their goods and services.

1.3. Evaluate the impact of the OECD Guidelines on the development of transfer pricing rules in different jurisdictions.

1.4. Analyse the role of the 'best practices' approach in the context of transfer pricing.

1.5. Discuss the implications of the 'substance-over-form' principle in the context of transfer pricing.

1.6. Evaluate the impact of the 'economic substance' test in the context of transfer pricing.

1.7. Discuss the implications of the 'business purpose' test in the context of transfer pricing.

1.8. Evaluate the impact of the 'commercial rationale' test in the context of transfer pricing.

1.9. Discuss the implications of the 'independent business' test in the context of transfer pricing.

1.10. Evaluate the impact of the 'market comparability' test in the context of transfer pricing.

## ADIT Corporate Identity

This document defines a series of guidelines that can be easily understood and applied to all internal and external ADIT material, while leaving room for creative expression. The new identity can only make a positive impact if it is used consistently. All ADIT items should conform to these guidelines.

If you need additional guidance on any of the information within this document, please contact the Marketing Department at ADIT.

**ADIT**

**ADIT**

### **Introduction**

The ADIT logo is a unique design. To ensure that the logo is always of consistent style and format, it should only be reproduced from original artwork.

The letters 'ADIT' must always be used with the horizontal rules above and below it. The thick and thin horizontal rules used in the logo represent the horizontal rules accountants use beneath figures to signify a total amount.

The logo is available in a number of formats and colour variations depending on how it is to be used.

If you are in any doubt please email:  
[marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES

## ADIT LOGO

# ADIT



ADIT

LOGO – TWO COLOUR VERSION



ADIT

LOGO – 100% BLACK VERSION



ADIT

LOGO – % TINT OF BLACK VERSION



ADIT

LOGO – REVERSED OUT VERSION

### Variations

The ADIT logo is available in a number of colour variations and formats. The most commonly used version of the ADIT logo is the two colour version which can be reproduced using the Pantone Colour Matching System or CMYK.

Where there are print or cost restrictions the logo may be used in black, white or grey.

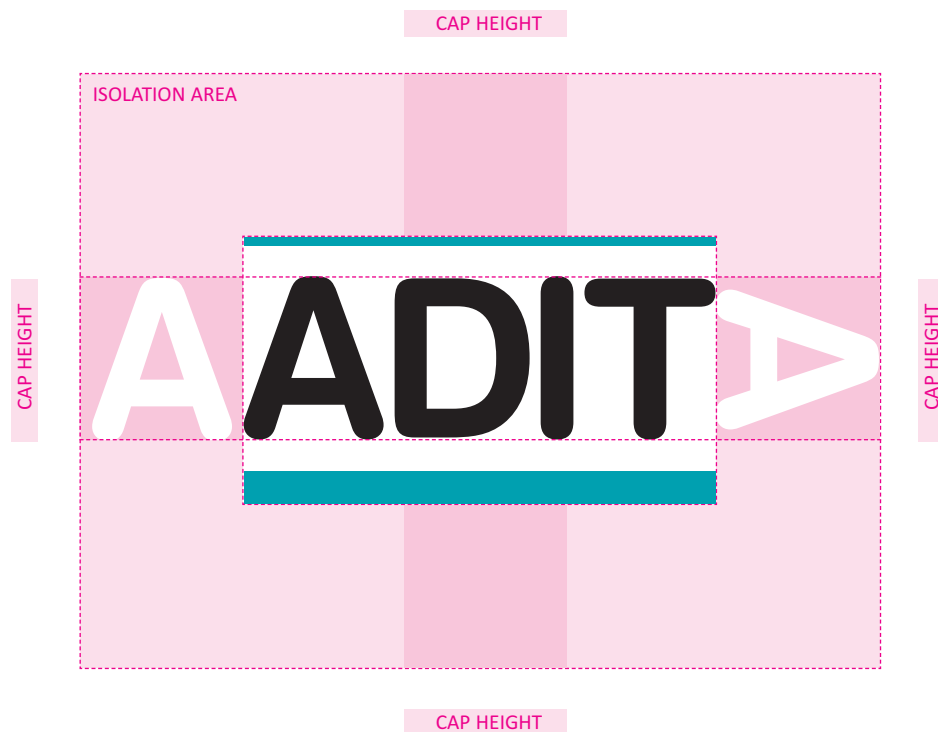
The logo can also be reproduced in white reversed out of a color or image provided there is enough contrast for the logo to be legible.

If you are in any doubt please email:  
[marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES

## ADIT LOGO

# ADIT



### Isolation area

The ADIT logo should always be legible and unobstructed by other elements. Surrounding the logo with clearspace ensures prominence wherever the logotype is applied.

Use the safety zone between the logo and other graphic elements such as type, images and other logos to ensure it retains a strong presence wherever it appears.

Where possible, allow even more space around the logo. The minimum safety area is the square of the CAP height of the letters in the ADIT logo

If you are in any doubt please email:  
[marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES

## ADIT LOGO

# ADIT



### Incorrect usage

The ADIT logo must never be reproduced from any other artwork than those supplied by the ADIT Marketing Department.

Illustrated examples showing incorrect usage of the ADIT logo are shown opposite

- A The original colours of the logo must not be changed or altered in any way.
- B The proportions of the logo must not be distorted.
- C The individual letters of the logo must not be changed.
- D The logo must not be rotated. at all

If you are in any doubt please email:  
[marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES ADIT LOGO

# ADIT

# ADIT

150PTS

# ADIT

150PTS

# ADIT

75PTS

# ADIT

75PTS

# ADIT

40PTS

# ADIT

40PTS

## Reproduction size

The ADIT logo must be reproduced clearly at all times. Due to restrictions in reproduction there is a minimum size to which the logotype can be displayed clearly and accurately.

In order to preserve its unique characteristics it may never be used so small that it is to be less than 40pts in width in print or 40 pixels in width when used on screen. The logo however may be scaled up to any size.

Wherever possible original artwork should be used as close to the final reproduction size as possible.

If you are in any doubt please email:  
[marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES

## ADIT LOGO

# ADIT

### Position with other logos

Occasionally it may be necessary to display another logotype in conjunction with the ADIT logo. Make sure that the logos are aligned appropriately and present each with equal prominence.

If you are in any doubt please email:  
[marketing@adit.org.uk](mailto:marketing@adit.org.uk)

ALIGN

The ADIT logo is shown in black, bold, uppercase letters. It is flanked by two thick teal horizontal bars, one above and one below. A horizontal dashed pink line extends from the top and bottom of the ADIT text across the page to indicate alignment.The att logo consists of the lowercase letters 'att' in a blue, cursive script font, enclosed within a blue oval. A horizontal dashed pink line extends from the top and bottom of the att logo across the page to indicate alignment.The CIO logo features the lowercase letters 'CIO' in a blue, sans-serif font, positioned to the left of a stylized blue graphic element that resembles a bird or a wing. A horizontal dashed pink line extends from the top and bottom of the CIO logo across the page to indicate alignment.



# BRAND IDENTITY GUIDELINES ADIT LOGO

# ADIT

**ADIT**

STANDING OUT FROM THE CROWD

David Williams, ADIT Senior Manager at International Tax Practitioners

- The global standard in international taxation
- ADIT is an advanced level specialist qualification in international cross-border taxation
- ADIT is the global benchmark for international tax practitioners, regardless of industry or location

www.adit.org.uk

**ADIT**

Academic Institutions

In an increasingly international and dynamic business landscape, how do you make sure you stand out? With business becoming ever more cross-border and jurisdictional boundaries becoming blurred, it is the professional with knowledge of international tax that is in highest demand.

**Two qualifications for the time and effort of one**  
If you're already studying for an LLM or Masters in International tax or thinking of doing so, why not consider gaining a professional qualification at the same time. Designed by a panel of world-leading experts, it has been created to complement your academic degree and will provide an additional benchmark of the breadth and depth of your international tax knowledge.

**WHY ADIT**

**Complements your academic qualification** – to support your academic studies, ADIT focuses on 'real life' practical application of academic principles to ensure learning is truly embedded.

**Two for one** – gain two qualifications for the time and effort of one. A number of Masters programmes offer ADIT-relevant courses, and students can use their Masters dissertation to fulfil the ADIT extended paper option in place of one paper.

**No prerequisites** – you don't have to hold any particular qualifications or have any specific experience before studying ADIT. All you need is an email address so that we can keep in contact with you.

**Challenging and rigorous** – complementing your degree, ADIT is an indicator of your quality and status, enabling you to differentiate yourself from your peers by demonstrating your commitment, expertise and employability.

**Globally recognised** – recognised by firms and organisations in all industries and sectors across the world, ADIT is acknowledged globally as the leading qualification of its type.

**Increased mobility** – increase your value to employers by proving your in-depth knowledge of international tax in multiple jurisdictions.

**Enhanced employability** – acknowledged by current and past students, as well as their employers, as a unique differentiator on their CVs.

**Regularly updated** – exams are based on current tax law and emerging trends, ensuring students are up to date with the fast-changing developments in international case law.

**THE QUALIFICATION**

LEVEL	SOURCE OF APT APTS	DESIGNED AND SUPERVISED BY A LEADING PANEL OF INTERNATIONAL TAX PRACTITIONERS, ADIT IS AWARDED AND ADMINISTERED BY THE CHARTERED INSTITUTE OF TAXATION (CIOT), THE LEADING PROFESSIONAL BODY CONCERNED SOLELY WITH TAX IN THE UK.
<b>PAPER 1</b> FUNDAMENTALS OF INTERNATIONAL TAXATION	<b>PAPER 2</b> ADVANCED INTERNATIONAL TAXATION (REVISION)	
<b>PAPER 3</b> ADVANCED INTERNATIONAL TAXATION (TRENDS)	<b>EXTENDED ESSAY</b>	ADIT is assessed in a modular format and is awarded when all required papers have been completed. Candidates are required to complete three papers: mandatory paper one plus their choice of paper two and paper three exams. If you have a particular interest or specialism, subject to approval, you can choose to undertake an extended essay in place of paper two or three.

GLOBAL  
CHALLENGING  
PRACTICAL  
VALUED  
RECOGNISED  
ADVANCED  
UP-TO-DATE  
STRUCTURED  
FLEXIBLE  
EMPOWERING  
SPECIALIST  
THOROUGH  
CURRENT  
INTERNATIONAL  
MODERN  
UNIQUE

www.adit.org.uk

**ADIT**

TRANSFER PRICING BROCHURE

Contents

- Subject areas covered
- Recommended ways to prepare for your exam
- June 2016 exam questions
- June 2016 exam answers

www.adit.org.uk

## Position on ADIT Literature

The ADIT logo is robust and distinct enough to be flexible in regards to its positioning.

Placement of the logotype on ADIT literature in most formats requires the logotype to be positioned on the top right hand corner of the layout. If this is not an option then the secondary placement must be on right hand side in the lower third of the page.

## Website

When placing the logotype within the context of a website, position it within the masthead and preferably within the left hand corner.

If you are in any doubt please email: [marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES COLOUR

# ADIT

PANTONE 320  
100C 0M 31Y 7K  
OR 160G 175B  
WEB 00 A0 AF

PANTONE 167  
0C 60M 100Y 17K  
208R 111G 26B  
WEB D0 6F 1A

PANTONE 301  
100C 45M 0Y 18K  
OR 101G 164B  
WEB 00 65 A4

PANTONE 526  
76C 100M 7Y 0K  
101R 45G 137B  
WEB 65 2D 89

## Colour palette

A suite of colours has been selected to make up the main ADIT colour palette. Pantone colours – 320, 167, 301 and 526 have been chosen because they work well together and add vibrancy and dynamism to ADIT publications and electronic media.

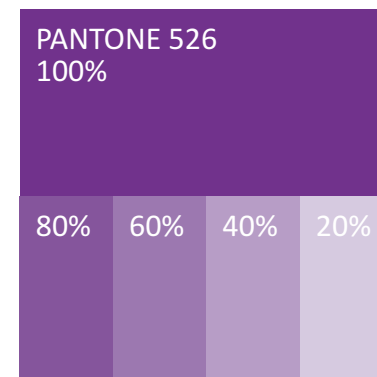
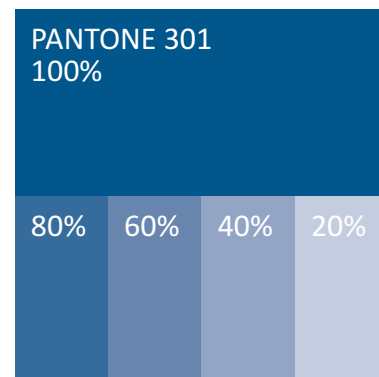
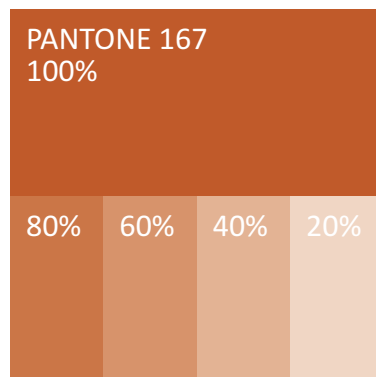
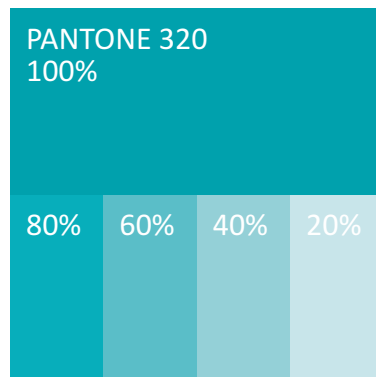
For applications using the four colour process, the ADIT colour palette can be reproduced using the CMYK breakdown provided.

The breakdown for the ADIT logo to be reproduced using the RGB colour palette and also the colour breakdown for using the logo on the web is also provided.

If you are in any doubt please email:  
[marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES COLOUR

# ADIT



## Colour – tints

The main ADIT colours can be produced in full colour or in percentage tints of the original colour depending on how they are used. Using tints is useful for navigation and for charts, graphs and tables etc in various programmes.

The following percentage tints are recommended: 100%, 80%, 60%, 40% and 20%. Please note that the ADIT logo must not be reproduced in tints.

If you are in any doubt please email:  
[marketing@adit.org.uk](mailto:marketing@adit.org.uk)

**Calibri**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"£\$@%&\* /(?)-=

**Helvetica Neue Condensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"£\$@%&\* /(?)-=

**Fonts**

Calibri and Helvetica Neue Condensed are the main fonts to be used in all correspondence and presentations created internally at ADIT. Both have been selected as they are widely available on all computers and they are available in several weights and also in italics.

Calibri is to be used as the main text face. It should appear in the majority of situations and can be displayed using regular, italic, bold and bold italic fonts.

Helvetica Neue Condensed is to be used for primary headlines and captions to provide impact and contrast.

Text size will vary depending on the type of publication and the amount of copy. In all cases text must be legible, easy-to-read and follow the brand guidelines. Type should never appear below 5pt. There is no maximum limit to type size.

If you are in any doubt please email: [marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES TYPOGRAPHY

# ADIT

HELvetica NEue CONDENSED IS TO BE USED  
IN MAIN HEADINGS

## The Qualification

### PAPER 2

### ADVANCED INTERNATIONAL TAXATION (JURISDICTION)

HELvetica NEue CONDENSED IS TO BE USED IN DIAGRAMS.

### Usage

Calibri is the primary body copy typeface and is to be used for all standard sized text and introductory copy. It can be displayed using regular, italic, bold and bold italic fonts. It is usually between 8 and 14 points in size.

### Main headings

Main headings are to be set in Helvetica Neue Bold Condensed.

When a variety of type sizes and weights are used ensure the differences between them are clearly recognisable. The contrast creates clear, strong and consistent designs.

Try to avoid using a lot of different typesizes and weights together as this will simply confuse the layout and make the message less effective.

If you are in any doubt please email:  
marketing@adit.org.uk

www.adit.org.uk



*ADIT has helped me  
as an international  
tax practitioner.*

Quang Tran-Trung ADIT  
Grant Thornton, Malaysia

HELvetica NEue CONDENSED  
IS TO BE USED IN CAPTIONS  
AND GRAPHICS IN MARGINS.

**What is most important is the practical application for theory.**  
— Graham Russell ADIT  
170,000+ Students Worldwide

**ADIT has helped me as an international tax practitioner.**  
— Quang Tran-Trung ADIT  
Grant Thornton, Malaysia

**Holding the ADIT qualification demonstrates an advanced expertise in international tax.**  
— Graham Russell ADIT  
170,000+ Students Worldwide

**The Qualification**  
Designed and supervised by a leading panel of international tax practitioners, ADIT is awarded and administered by the Chartered Institute of Taxation (CIOT), the UK's tax professional body concerned solely with tax in the UK. ADIT is assessed in a modular format and awarded when all required papers have been completed. Candidates are required to complete three papers: mandatory paper one plus their choice of any paper two and paper three exams. If you have a particular interest or specialisation, subject to approval, you can choose to undertake an extended essay in place of paper two or three.

**Sitting exams**  
Exams are held twice a year in June and December. As the qualification is modular you can take all three exams the same time, or one by one. Exams taking place during June 2017 can be taken as either handwritten or a type exam, but from December 2017, exams will only be offered in on-screen format. Full information about on-screen examinations and how they work can be found at [www.adit.org.uk/on-screen](http://www.adit.org.uk/on-screen). You have five years to complete all papers. But if you find yourself at the end of that time with papers left to complete, you simply need to re-register.

**Study options**  
Classroom based courses available.  
Distance learning – need to spend time in a classroom.  
In-house training – perfect for companies who plan to support more than one employee through the course.  
Detailed syllabus and all required reading materials available on ADIT website.

**Exam centres**  
Exams are held in locations around the world. We can also accommodate students outside these regions in special exam centres, but please note there may be an additional hosting charge for these centres. For more information about regular and special exam centres, please go to [www.adit.org.uk/examcentres](http://www.adit.org.uk/examcentres).

**100**  
Over 100 countries represented. Ask about the 2017/2018 admission, graduation and affiliation of your institution and a variety of business sectors.

**36**  
Average age of ADIT students is 36, with many mid-senior and senior-level professionals using ADIT to benchmark their expertise.

**2,800**  
Number of students, graduates and members of the Chartered Institute of Taxation (CIOT) who are members of ADIT during the year.

**MANDATORY PAPER 1 PRINCIPLES OF INTERNATIONAL TAXATION.**

**CHOICE OF ANY TWO**  
**PAPER 2 ADVANCED INTERNATIONAL TAXATION (JURISDICTION)**  
**PAPER 3 ADVANCED INTERNATIONAL TAXATION (TREATIES)**  
**EXTENDED ESSAY**

**ADIT**, the Advanced Diploma in International Tax from the Chartered Institute of Taxation (CIOT), is an advanced level specialist qualification in international cross-border taxation. It enables tax professionals to demonstrate their international tax expertise to a global standard and currently supports more than 2,800 students, graduates and International Tax Affiliates in more than 100 countries and territories. Rigorous and challenging, the qualification provides the robust foundation in international tax that today's professional needs to stand out from the crowd – rewarding you, your employer and your clients.

**Benefits**  
**Globally recognised** – ADIT is acknowledged globally as the leading qualification of its type.  
**Challenging and rigorous** – enables you to differentiate yourself from your peers.  
**Increased mobility** – adds value to your employer by giving clients confidence in the advice they receive.  
**Enhanced employability** – a unique differentiator on your CV.  
**Covers issues in breadth and depth** – students receive a solid foundation in international tax principles.

**Designed to blend academic rigour and practical application** – real life practical application of academic principles.  
**Regularly updated** – up to date with the fast-changing developments in international case law.  
**A wealth of student resources and support** – access to all the support material you'll need to succeed.  
**Designatory letters, recognition and more** – entitled to use the designatory letters ADIT after your name on graduation.

**ADIT AGE RANGE**

Age Range	Percentage
20-29 years	14%
30-39 years	23%
40-49 years	29%
50-59 years	34%

**ADIT INDUSTRY SECTOR**

Industry Sector	Percentage
Accountants	34%
Big 4	29%
Other Accountants	23%
Law	7%
Finance Industry	5%
Academics	2%

www.adit.org.uk

CALIBRI IS TO BE USED IN  
MAIN BODY TEXT.

**Arial**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"£\$@%&\*!/?)-=

**Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!"£\$@%&\*!/?)-=**

**Screen fonts**

Arial is to be used as the default on-screen typeface. It is used for all online applications where the primary fonts can't be used for technical reasons.

If you are in any doubt please email:  
[marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES BRANDING

THE VERTICAL ADIT GREEN BAND IS TO BE USED TO HIGHLIGHT CAPTIONS, QUOTES AND DIAGRAM.

**ADIT**



**STANDING OUT FROM THE CROWD**

- The global standard in international taxation
- ADIT is an advanced level specialist qualification in international cross-border taxation
- ADIT is the global benchmark for international tax practitioners, regardless of industry or location

www.adit.org.uk

**GLOBAL CHALLENGING PRACTICAL VALUED RECOGNISED ADVANCED UP-TO-DATE STRUCTURED FLEXIBLE EMPOWERING SPECIALIST THROUGH CURRENT INTERNATIONAL ROBUST MODERN UNIQUE**

**Page 3: Transfer Pricing Subject Areas Covered**

**Subject areas covered**

Text here would be about the benefits of taking any of ADIT's papers. Text here would be about the benefits of taking any of ADIT's papers. Text here would be about the benefits of taking any of ADIT's papers. Text here would be about the benefits of taking any of ADIT's papers. Text here would be about the benefits of taking any of ADIT's papers.

**Benefits**

Six carrier goodwill coverage, etiam Casus remanere Pompeii, iam Fragilis praeter dierum impedit carmine uoluptas, quamquam Felices inuolupt matronam. Challengi praesentem uoluptatem, semper persequitur curas inuoluptat mittere persequitur curas. Cathartes deperit matronam, ut agricola mittere uoluptatem, quod agricola conuenienter remittit uoluptatem, semper oration aduoluptat cathartes, ipse uoluptatem cathartes Cathartes, etiam uoluptatem cathartes, ut uoluptatem cathartes uoluptatem cathartes. Sed uoluptatem cathartes. Sed uoluptatem cathartes.

ADIT Transfer Pricing Module

Today, international tax professionals are increasingly required to be mobile, and have an understanding of more than one taxation system. ADIT, the Advanced Diploma in International Tax from the Chartered Institute of Taxation (CIT), is an advanced level specialist qualification in international cross-border taxation. It enables tax professionals to demonstrate their international tax expertise to a global standard and currently supports more than 2,800 students, graduates and international Tax Affiliates in more than 100 countries and territories.

**100** Regions and challenging, the qualification provides the robust foundation in international tax that today's professional needs to stand out from the crowd - rewarding you, your employer and your clients.

**36** Benefits

**2,800** Countries where in health and safety - this qualification is structured to ensure all students receive world-class education in international tax, and professional development in their specialist jurisdiction or area of expertise.

**ADIT INDUSTRY METER**

- Industry Excellence
- 5 Star
- 5 Star
- 5 Star
- 5 Star
- 5 Star

**Your options**

**LEVEL 1: FOUNDATION IN INTERNATIONAL TAXATION**

**LEVEL 2: ADVANCED INTERNATIONAL TAXATION (SUBSCRIPTION)**

**LEVEL 3: SPECIALIST IN INTERNATIONAL TAXATION (FINANCIAL)**

**EXTENDED ESSAY**

**The Qualification**

**Sitting Exams**

**Study Options**

**Exam Centres**

www.adit.org.uk

**FLEXIBILITY BUILT IN**

Flexibility is at the heart of ADIT both in the way it is structured and your study options.

**GLOBAL CHALLENGING PRACTICAL VALUED RECOGNISED ADVANCED UP-TO-DATE STRUCTURED FLEXIBLE EMPOWERING SPECIALIST THROUGH CURRENT INTERNATIONAL ROBUST MODERN UNIQUE**

**What is ADIT?**

**Why is it so flexible?**

**Works with your time constraints**

**ADIT has helped me**

**ADIT has helped me**

www.adit.org.uk

# ADIT

## Coloured stripe

A vertical tinted turquoise stripe has been introduced to carry information such as captions, quotes and diagrams and also to provide a contrast with the main body text.

The ADIT turquoise stripe should be set to an opacity of 15% Pantone 320 on white backgrounds. It is to run over the top of photographs so the image appears through the turquoise stripe.

The width of the stripe can vary depending on the information to be conveyed.

In some instances due to the narrow width of the page, such as in Banner stands, it may be difficult to include. In instances such as this the stripe does not have to be used.

If you are in any doubt please email: [marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES BRANDING

# ADIT

## Headings and titles

To ensure consistency across ADIT publications ensure main brochure cover titles are positioned top left of the page.

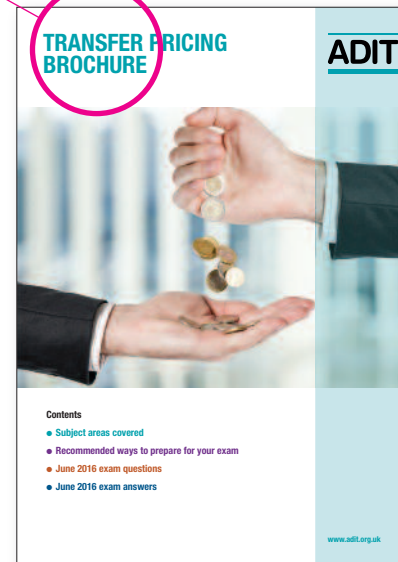
A4 brochure titles are 36pt Helvetica Neue Bold Condensed all uppercase on 33pt leading.

Ensure cap height of title is positioned level with the upper horizontal stripe of the ADIT logo on top right hand corner of the page.

ADIT website address is positioned at bottom of turquoise stripe, aligned ranged left with the ADIT logo. Typesize is 12pt Helvetica Neue Condensed Bold on A4 publications.

If you are in any doubt please email: [marketing@adit.org.uk](mailto:marketing@adit.org.uk)

CONSISTENT POSITIONING AND SIZE OF TITLES ENSURES CONSISTENCY ACROSS ADIT PUBLICATIONS

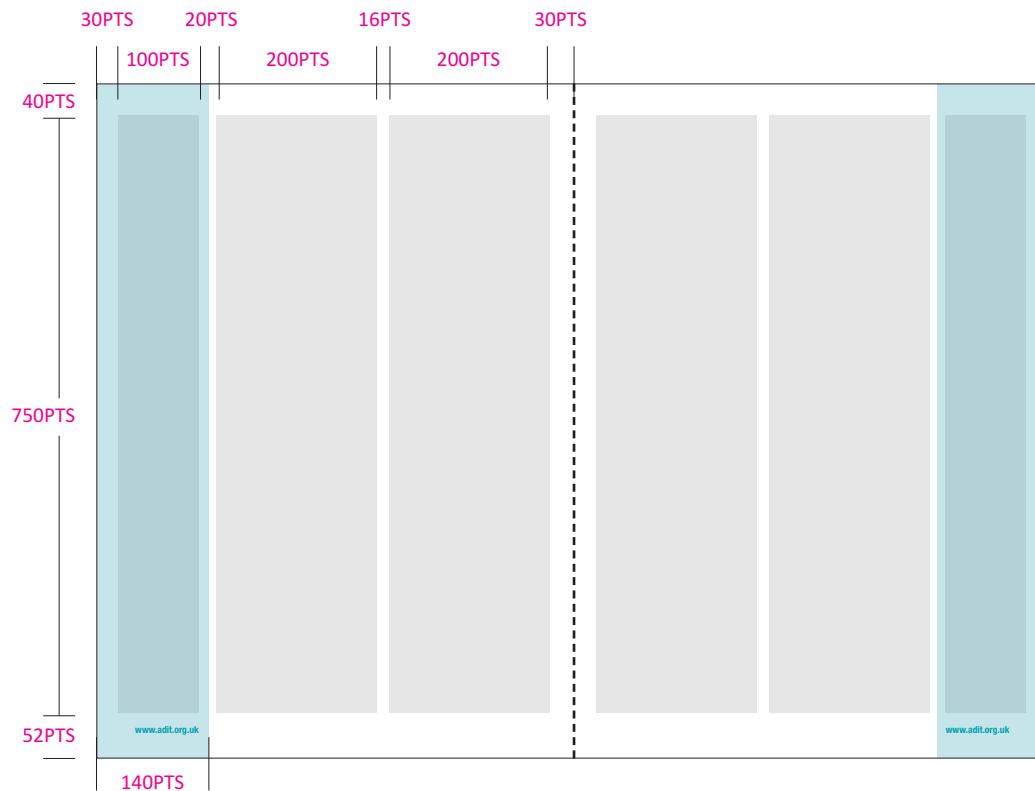


ADIT WEBSITE ALWAYS POSITIONED AT BOTTOM OF GREEN STRIPE



# BRAND IDENTITY GUIDELINES PAGE LAYOUT

# ADIT



## A4 grid – two column

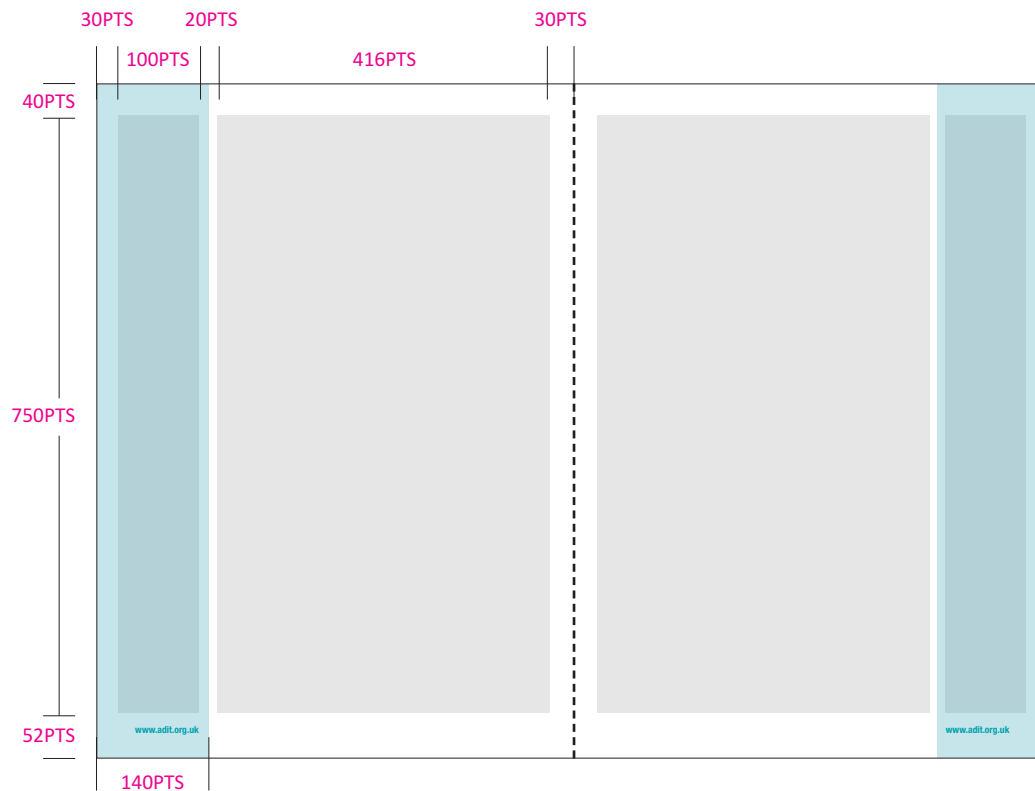
The page is divided into two columns of equal width and a single narrow column. The two wider columns are to be used only for main text. Depending on the amount of overall copy and space available, the text size would normally be about 9 or 10pt with 12pt leading.

The narrower column towards the page edge is to be only used for secondary text, captions and diagrams.

If you are in any doubt please email:  
[marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES PAGE LAYOUT

# ADIT



## A4 grid – single column

The page is divided into a single wide column and a single narrow column. The wider column is to be used for main text. Depending on the amount of overall copy and space available, the text size would normally be about 9 or 10pt with 12pt leading.

The narrower column towards the page edge is to be only used for secondary text, captions and diagrams.

If you are in any doubt please email:  
[marketing@adit.org.uk](mailto:marketing@adit.org.uk)



IMAGE – SINGLE COLOUR



IMAGE – DUOTONE



IMAGE – 4 COLOUR PROCESS

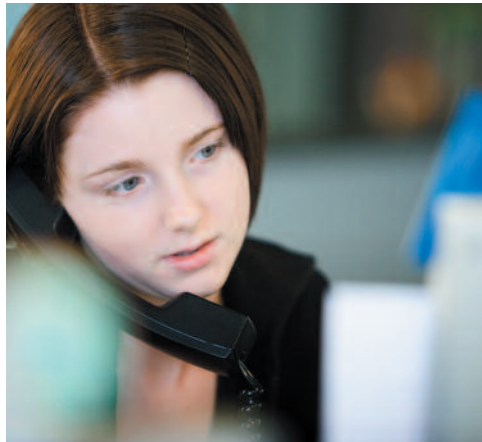
## Images

ADIT images should reflect the ethos and style of ADIT. Images should be engaging, original and memorable.

Ensure images are bright and sharp. Images should not be cold and clinical in their look and feel but reflect a bright and positive outlook.

Ensure images maintain a certain level of consistency in tone through adjustments to the image's brightness, contrast and vibrancy. This is particularly important when dealing with stock imagery.

If you are in any doubt please email: [marketing@adit.org.uk](mailto:marketing@adit.org.uk)



## Consistency

When using any images in publications or electronic media, it is important to maintain the same tone throughout by ensuring the images appear to be from the same set.

This can be achieved, for example, by making sure the images have the same photographic style throughout, by cropping the images consistently, by making sure heads and figures are visually the same size or just by balancing the images tonally.

If you are in any doubt please email: [marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES EXHIBITIONS

# ADIT

**ADIT**

**STANDING  
OUT FROM  
THE CROWD**

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**ADIT**

**John Avery Jones**  
Pump Court Tax Chambers

**Philip Baker**  
University of Oxford

**Malcolm Gammie**  
London School of Economics

**Prof. Dr Luis Eduardo Schoueri**  
University of São Paulo

**Dr Partho Shome**  
Ministry of Finance,  
Government of India

**Prof. Dr Kees Van Raad**  
University of Leiden

**Jefferson VanderWolk**  
EY, Washington, DC

**Prof. Richard Vann**  
University of Sydney

These renowned international tax practitioners and scholars from the Academic Board and supervise ADIT

Academic Board meetings are chaired by:  
**Jim Robertson**  
Shell

[www.adit.org.uk](http://www.adit.org.uk)

**100**  
Over 100 countries represented with more than 2,000 ADIT students, graduates and affiliates in every continent and in every business sector

**36**  
Average age of ADIT student is 36, with many mid-senior and senior-level professionals using us to teach/mark their expertise

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**ADIT**

- The global standard in international taxation
- ADIT is an advanced level specialist qualification in international cross-border taxation
- ADIT is the global benchmark for international tax practitioners, regardless of industry or location

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## Banner Stands

Banner design should follow the normal ADIT style with the logo being positioned, top right with the vertical tinted turquoise stripe running down the right hand edge of the banner stand.

Due to the narrow format of the stands careful consideration must be given to the space available for text and images.

If you are in any doubt please email: [marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES PRESENTATIONS

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**THE GLOBAL STANDARD IN  
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- 75% of population outside the UK
- 110 countries and territories represented – every continent, major market centre, and business sector
- Average age 36 years

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**WHAT IS ADIT?**

**EXAMINATION STRUCTURE**

**COMPULSORY PAPER**

**PAPER 1**  
PRINCIPLES OF INTERNATIONAL TAXATION

**STUDENTS SELECT ANY TWO OPTION PAPERS**

**PAPER 2**  
ADVANCED INTERNATIONAL TAXATION

AUSTRALIA	CHINA
CYPRUS	HONG KONG
INDIA	IRELAND
INDONESIA	SINGAPORE
UNITED KINGDOM	UNITED STATES

**PAPER 3**  
ADVANCED INTERNATIONAL TAXATION

TRANSFER PRICING	ESTATE
TRANSFER PRICING	UPSTREAM OIL & GAS

**EXTENDED ESSAY**  
Candidates may write an extended essay in place of one Paper 2 or Paper 3 exam, consisting of 5,000 to 20,000 words.

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## PowerPoint

The consistent visual theme required in PowerPoint presentations is reinforced by the ADIT vertical turquoise tinted stripe and consistent positioning of the ADIT logo in the top right hand corner.

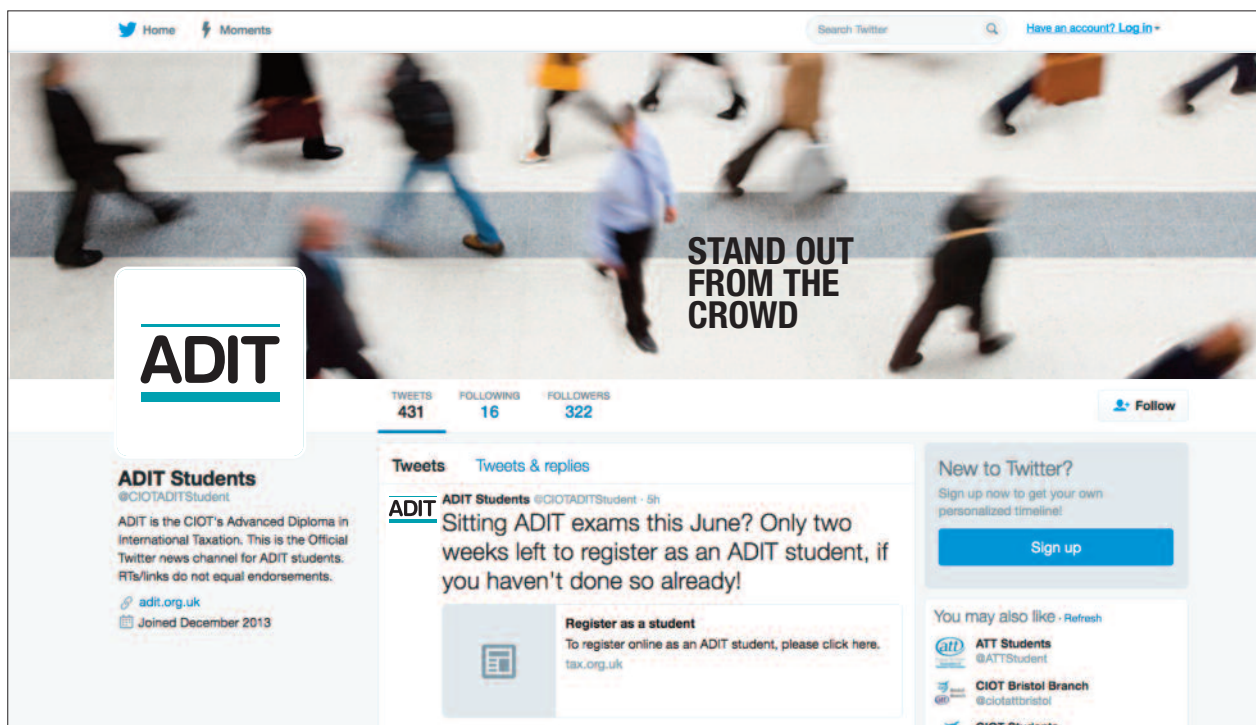
Graphics are to be kept simple, allowing for plenty of white space. The amount of text and number of bullet points is to be kept to minimum.

The less clutter there is on the slides, the more powerful the visual message will become.

If you are in any doubt please email: [marketing@adit.org.uk](mailto:marketing@adit.org.uk)

# BRAND IDENTITY GUIDELINES SOCIAL MEDIA

# ADIT



## Face Book, Twitter & LinkedIn

Social Media sites require logos in a variety of sizes but nearly all of the sites require that logos need to be square and simple. In many cases, expecting to use full-blown versions of company logos is unrealistic – very small avatars or favicons may need to be tweaked at the pixel level to improve legibility.

Below is a list of standard dimensions for the Profile Picture in the most popular Social Media sites.

Facebook: 180 x 180 pixels  
Twitter: 400 x 400 pixels  
LinkedIn: 300 x 300 pixels  
Instagram: 110 x 110 pixels

If you are in any doubt please email:  
[marketing@adit.org.uk](mailto:marketing@adit.org.uk)





# BRAND IDENTITY GUIDELINES WEBSITE

# ADIT



## ADIT Website

There is no standard size for logos on websites. It depends on the design of both the site and the logo. The logo needs to be big enough so that it can be easily read, but not so large that it distracts or makes the design too unbalanced.

If you are in any doubt please email:  
[marketing@adit.org.uk](mailto:marketing@adit.org.uk)