

Approved  
by Order of the Head  
of the Research Service  
of the Verkhovna Rada of Ukraine  
No. 136-o.d. dated 17 December 2025

**Communication Strategy of the Research Service  
of the Verkhovna Rada of Ukraine  
for 2026–2028**

## INTRODUCTION

The Research Service of the Verkhovna Rada of Ukraine (hereinafter referred to as the Research Service) was established pursuant to Order No. 438 of the Chairman of the Verkhovna Rada of Ukraine dated 11 August 2022, with the aim of enhancing the institutional capacity of the Parliament.

In accordance with the Regulations on the Research Service of the Verkhovna Rada of Ukraine, the main tasks of the Research Service are as follows:

1) providing scientific, research, information, and analytical support for the activities of the Verkhovna Rada of Ukraine, its bodies, Members of Parliament, parliamentary factions (groups) in the Verkhovna Rada of Ukraine;

2) providing professional training (advanced training) for MPs, staff of the Secretariat of the Verkhovna Rada of Ukraine, as well as assistant-consultants to Members of Parliament.

Public trust in government institutions is crucial, particularly for the legislative branch, which must represent voters' interests in the best possible way during times of severe hardship and turmoil. Such trust is especially important in the context of the full-scale Russian aggression, which requires the maximum consolidation of efforts by the government and society to safeguard Ukraine's sovereignty and independence. The level of public trust in domestic institutions also influences the strengthening of trust among international partners, whose support Ukraine requires both during the war and in the post-war recovery period.

According to the study conducted by the Kyiv International Institute of Sociology in December 2024, the level of trust in the Verkhovna Rada of Ukraine stands at 13 %. At the same time, over the course of the year, the proportion of respondents who do not trust the Parliament at all increased from 61 % to 68 %.

Communication is an key instrument for ensuring effective public policy, enhancing openness and transparency in public institutions, as well as building public trust in them.

The Communication Strategy of the Research Service for 2026–2028 (hereinafter referred to as the Strategy) defines the objectives, tools, and communication channels required to enhance the impact of the Research Service and strengthen trust in it.

The Strategy establishes the organisational and methodological framework for the Research Service's communication activities, the expected results of its implementation for the period 2026–2028, and proposes mechanisms for strengthening its communication capacity as a state institution.

The activities and communications of the Research Service are aimed at strengthening the institutional capacity of the Verkhovna Rada of Ukraine, both in the exercise of its powers and in the public sphere. By promoting analyses of legislative initiatives, as well as the results of analytical research and developments, the Research Service seeks to reaffirm the Parliament's commitment to Ukraine's European and Euro-Atlantic integration and to demonstrate a high level of professionalism, in line with the best practices of the research services of the European Parliament and other foreign parliaments.

The activities of the Research Service must be aligned with the communication goals and objectives of the Verkhovna Rada of Ukraine in order to ensure the effective implementation of the Parliament's strategic communications.

## 1. ANALYSIS OF THE CURRENT SITUATION

### Strengths of the Research Service:

- **Close institutional ties with the Verkhovna Rada of Ukraine:** systematic cooperation has been established with Members of Parliament, parliamentary committees, and the Secretariat of the Verkhovna Rada of Ukraine;
- **High-quality analytical and informational materials:** research products comply with international standards and undergo peer review or expert evaluation;
- **Multidisciplinarity:** the application of approaches that integrate multiple fields of knowledge;
- **Flexibility and adaptability:** the capacity to respond promptly to requests from Members of Parliament and the leadership of the Verkhovna Rada of Ukraine;
- **Institutional memory:** experienced staff with many years of expertise in analytical and expert activities in relevant fields;
- **International and national cooperation:** established partnerships with foreign parliamentary institutions, international organisations, as well as foreign and national institutions and organisations;
- **Systematicity and consistency:** ongoing communication with Members of Parliament and the bodies of the Verkhovna Rada of Ukraine regarding scientific research, information, and analytical support for their activities; coordinated cooperation with the Secretariat of the Verkhovna Rada of Ukraine and provision of educational services to members of Parliament, the staff of the Secretariat of the Verkhovna Rada of Ukraine and assistant-consultants to Members of Parliament;
- **Prestige:** employment at the Verkhovna Rada of Ukraine serves as a motivating factor in attracting highly qualified personnel.

### Weaknesses of the Research Service:

- **Limited public recognition:** while the Research Service is well known within professional circles, its cooperation with state institutions, local authorities, research

centres, educational institutions, non-governmental organisations, and the media remains limited;

- **Underdeveloped visual communication:** the use of video and interactive formats to promote the results of the Research Service's activities is currently low;
- **Limited content distribution:** announcements, news, materials, and reports are published exclusively on the Research Service's own platforms, which restricts audience reach;
- **Complex terminology in communication:** materials are primarily prepared in a formal, business-oriented style, which limits their appeal to a broader audience;
- **Limited human resources and staff turnover:** a small team of analysts is not always able to cover all areas of work;
- **Weak interaction with traditional media:** there is a lack of established channels for systematic promotion of the Research Service's positions in the media;
- **Insufficient focus on strategic communication:** communication activities are often conducted without a clear plan or long-term objectives;
- **Uneven workload:** staff frequently need to work overtime;
- **Complicated procedures:** the necessity for coordination and compliance with formal procedures can delay timely decision-making;
- **Absence of a dedicated communications specialist:** the Research Service currently lacks a staff member responsible for managing communications.

### **Opportunities:**

- **Growing demand for analytics:** authorities, international organisations, and civil society increasingly require reliable information to support evidence-based decision-making;
- **Digital platform development:** new opportunities exist for disseminating research results through social media, interactive websites, podcasts, videos, and other digital formats;
- **Support from international donors:** there is increasing interest in funding projects related to research, policy monitoring, and evidence-based policy-making;

- **Positioning as an independent analytical/research/expert centre:** the demand for unbiased information source amid declining trust in politicised sources;
- **Enhanced cooperation:** opportunities for experience exchange, joint projects, engagement of young researchers, and expansion of partnerships with research services and analytical/expert institutions;
- **Media demand for analytical and informational materials:** increasing interest in studies on Ukraine's development prospects, comparative studies, and lessons from foreign experience;
- **Engagement of trainers, teachers, and experts:** opportunities to cooperate with external specialists to enhance research and educational activities;
- **Training advantage:** a unique position to provide professional training to Members of Parliament, their assistant-consultants, as well as parliamentary staff, leveraging the Research Service's affiliation with the Verkhovna Rada of Ukraine.

#### **Threats:**

- **Information overload:** audiences may not pay sufficient attention to analytical materials due to the abundance of content;
- **Low level of trust in analysts and research:** a significant portion of the population may not verify information and can be influenced by disinformation or populist narratives;
- **Political instability:** may result in biased or politically motivated research, or distort the demand for analytics;
- **Lack of coordinated communication mechanisms:** the absence of a framework for aligning the Research Service's communications with the Verkhovna Rada may reduce public visibility;
- **Potential reduction in funding:** changes in donor priorities may lead to decreased support;
- **Underfunding or budgetary constraints:** may limit the Research Service's operational and analytical capacities;

- **Risk of reputational attacks:** taking an active stance on sensitive issues may provoke negative responses or smear campaigns;
- **Limited access to necessary information:** insufficient cooperation with other government agencies and institutions may complicate the preparation of high-quality analytical and informational materials;
- **Technical limitations:** outdated digital tools may reduce the efficiency and competitiveness of the Research Service's work.

## **2. TARGET AUDIENCES**

- State institutions;
- Local government bodies;
- Scientific and educational community;
- Media and journalists;
- Civil society;
- International donors and partners;
- Youth and students.

## **3. COMMUNICATION OBJECTIVES AND TASKS**

### **Objective 1. Increase the visibility and recognition of the Research Service Tasks:**

- Develop visual identity, including style and colour palette;
- Create a brand book and guidelines for external communication;
- Promote the brand through the media, at events, and in public spaces;
- Maintain regular presence in the information space.

### **Objective 2. Ensure broad accessibility of the Research Service's analytical and informational materials**

#### **Tasks:**

- Reconsider publication formats, including digests, visualisations, and short videos;

- Adapt complex terminology into accessible, audience-friendly language;
- Introduce open reporting practices, presentations and blogs.

**Objective 3. Deepen the Research Service's engagement with the media, experts, scientists, and educators**

**Tasks:**

- Develop and maintain a media database of journalists and editorial offices;
- Regularly distribute press releases and infographics to the media;
- Initiate comments, analytical columns, and guest broadcasts;
- Expand cooperation with educational institutions and academic partners.

**Objective 4. Strengthen the Research Service's reputation as a reliable and objective partner**

**Tasks:**

- Uphold a clear editorial policy and transparency;
- Emphasize the independence and impartiality of analytical and informational materials;
- Address manipulation attempts or disinformation by providing refutations and explanations;
- Publish internal ethical guidelines and methodological approaches.

**Objective 5. Promote the growth of partnerships and attract new projects**

**Tasks:**

- Position the Research Service as a platform for joint initiatives;
- Organise regular partnership meetings and consultations;
- Prepare English-language information materials for donors and international partners;
- Publish success stories highlighting effective cooperation.



## Logical Matrix of the Communication Strategy of the Research Service

Communication objective	Tasks	Key performance indicators (KPIs)
<b>1. Increase the visibility and recognition of the Research Service</b>	<ul style="list-style-type: none"> <li>• Develop visual identity</li> <li>• Create brand book</li> <li>• Launch media and social media campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Public presentation of the new brand</li> <li>• Increase audience awareness by 30 % (based on surveys)</li> <li>• Achieve 50+ media mentions per year</li> </ul>
<b>2. Ensure broad accessibility of the Research Service's analytical and informational materials</b>	<ul style="list-style-type: none"> <li>• Simplify terminology</li> <li>• Publish digests, infographics, and videos</li> <li>• Translate materials</li> </ul>	<ul style="list-style-type: none"> <li>• Summarize 100 % of reports</li> <li>• Produce one infographic or video for each analytical item</li> <li>• Increase time spent viewing research pages by 40 %</li> </ul>
<b>3. Deepen the Research Service's engagement with the media, experts, scientists, and educators</b>	<ul style="list-style-type: none"> <li>• Create media database</li> <li>• Issue regular press releases</li> <li>• Provide analysts' comments in the media</li> <li>• Organise partner events</li> </ul>	<ul style="list-style-type: none"> <li>• Issue at least one press release per month</li> <li>• Publish 10+ media articles or comments per quarter</li> <li>• Organize 4+ joint partner events per year</li> </ul>
<b>4. Strengthen the Research Service's reputation as a reliable and objective partner</b>	<ul style="list-style-type: none"> <li>• Ensure transparent methodology</li> <li>• Communicate principles of impartiality</li> <li>• Respond to misinformation and manipulation</li> </ul>	<ul style="list-style-type: none"> <li>• Publish methodological glossary</li> <li>• Accompany 100 % of research with source descriptions</li> <li>• Respond to 100 % of public attempts to distort results</li> </ul>
<b>5. Promote the growth of partnerships and attract new projects</b>	<ul style="list-style-type: none"> <li>• Position the Service as a platform</li> <li>• Communicate in English</li> <li>• Publish success stories</li> </ul>	<ul style="list-style-type: none"> <li>• Establish 2 new international partners per year</li> <li>• Provide English summaries for 100% of reports</li> <li>• Publish at least 3 cooperation cases per year</li> </ul>

## 4. COMMUNICATION CHANNELS

### External:

- Official website
- Social media platforms (Facebook, LinkedIn, X)
- Press releases and briefings
- Media publications
- Conferences and forums

### Internal:

- Internal newsletters and mailings
- Staff meetings and retreats

## 5. TOOLS AND FORMATS

### 1. Analytical materials:

- **Analytical reports:** structured documents aimed at professional audiences and authorities
- **Review notes (dossiers) / focus research:** thematic materials on relevant topics
- **Monitoring reports:** regular updates on specific issues

### 2. Visual materials:

- **Infographics:** concise visual presentation of data or trends
- **Digests / summaries:** simplified key conclusions from analytical and informational materials
- **Illustrated series:** graphical explanations of complex phenomena or mechanisms

### 3. Digital content:

- **Videos and animations:** short videos (up to 3 minutes) presenting research outcomes or analysts' commentary

- **Podcasts / audio files:** interviews and analytical discussions for participants in professional training (advanced training).

- **Interactive pages / dashboards:** visualisations of open data and analysis tools.

#### **4. Educational and discussion formats:**

- **Webinars and online presentations:** public presentations of new information and analytical materials

- **Panel discussions / round tables:** offline or online forums involving analysts and experts

- **Public lectures:** promoting knowledge among young people and civil society

#### **5. Media and external publicity:**

- **Press releases:** official announcements regarding new analytical and informational materials, or events

- **Interviews and media comments:** promoting analysts' opinions

- **Author columns:** publications in leading Ukrainian and international media outlets.

#### **6. Internal communication:**

- **Weekly updates (digest):** summaries of activities for the entire team

- **Internal wiki / knowledge base:** centralised repository of methodologies, templates, and terminology

- **Experience exchange forums:** discussions of challenges and innovations within the team

#### **7. Distribution channels:**

- **Official website:** the primary platform showcasing all analytical and informational materials

- **Social media:** Facebook, LinkedIn, X (Twitter), YouTube
- **Email newsletters / e-bulletin:** regular updates for partners and subscribers

## 6. IMPLEMENTATION PLAN (2026–2028)

Year	Main Actions	Expected Outcomes
2026	Conduct audit of existing channels, update website, and launch media partnerships	Increased awareness of the Research Service
2027	Hold quarterly public events and produce video content	Expanded audience reach and engagement
2028	Scale successful formats, evaluate effectiveness, and update strategy	Sustainable and effective communication model

## 7. PERFORMANCE ASSESSMENT

Assessing the effectiveness of communication activities allows the Research Service to track progress, adjust approaches, and report results to partners in a well-reasoned manner. Evaluation covers both quantitative and qualitative indicators.

### 1. Digital analytics

#### Website:

- Number of visits and unique users
- Session duration and depth of viewing
- Most popular pages and topics
- Number of downloads of information and analytical materials

#### Social media:

- Reach and audience engagement
- Number of subscribers and growth rate
- Reposts, likes and comments
- Click-through rate (CTR) for publications containing links

## **2. Presence in media and external platforms**

- Number of mentions in national and international media
- Quality of publications: tone, context, and relevance to target audience
- Citation frequency in specialised publications or studies
- Appearances of Research Service analysts in the media (interviews, comments, participation in programmes)

## **3. Influence and reputation**

- Recognition among target audiences (measured through surveys)
- Number of invitations to participate in consultations, forums, and coalitions
- Positive feedback from stakeholders, including authorities, partners, and donors
- Reputation indicators: level of trust and perceived independence

## **4. Interaction with audiences**

- Participation in events (number of participants and feedback received)
- Newsletter subscriptions and email open rates
- Engagement in discussions, comments, and forums
- Use of the Research Service analytical and informational materials by stakeholders

## **5. Internal monitoring**

- Regular updates of the internal knowledge base
- Assessment of team satisfaction with communication processes
- Reporting on key performance indicators (KPIs) each quarter

### **Assessment tools:**

- Digital analytics platforms: Google Analytics, Meta Business Suite, LinkedIn Insights
- Media monitoring tools: e.g., Semantrum, Meltwater
- Online surveys: Google Forms, Typeform

- Annual internal and external impact assessment reports

## 8. RISKS AND MITIGATION

Risk	Possible consequences	Mitigation strategies (impact reduction)
<b>1. Limited funding for communication activities</b>	Inability to implement the full scope of the plan; decline in content quality	<ul style="list-style-type: none"> <li>• Seek grants to support the information component</li> <li>• Prioritize the most effective communication channels</li> <li>• Utilize open-source tools</li> </ul>
<b>2. Low audience engagement</b>	Reduced coverage and lack of audience feedback	<ul style="list-style-type: none"> <li>• Conduct regular audience surveys</li> <li>• Test communication formats (e.g., A/B testing)</li> <li>• Involve the audience in content creation (“from the audience, for the audience”)</li> </ul>
<b>3. High competition in the information space</b>	Loss of public attention; difficulty promoting news and materials	<ul style="list-style-type: none"> <li>• Develop unique content formats and visual solutions</li> <li>• Establish partnerships with media outlets</li> <li>• Conduct regular media monitoring to adapt messaging effectively</li> </ul>
<b>4. Distrust of analytical and informational materials</b>	Disregard for research findings; potential discrediting of the Research Service	<ul style="list-style-type: none"> <li>• Provide public explanations of methodologies and sources</li> <li>• Ensure transparency in all communications</li> <li>• Use a “human voice” rather than formal or bureaucratic language</li> </ul>

Risk	Possible consequences	Mitigation strategies (impact reduction)
<b>5. Reputational risks, including manipulation and disinformation</b>	Loss of trust in the Research Service; negative media coverage	<ul style="list-style-type: none"> <li>• Monitor the public domain</li> <li>• Respond promptly through official channels</li> <li>• Build a community of reputation defenders, including experts and partners</li> </ul>
<b>6. Overloading of the communication team</b>	Staff burnout; decline in quality of analytical and informational materials; gaps in the communication calendar	<ul style="list-style-type: none"> <li>• Plan workloads and delegate tasks effectively</li> <li>• Implement internal standard operating procedures (SOPs)</li> <li>• Engage freelance specialists as needed</li> </ul>

Annex: Brand Book of the Research Service of the Verkhovna Rada of Ukraine

## **BRAND BOOK OF THE RESEARCH SERVICE OF THE VERKHOVNA RADA OF UKRAINE**

The Brand Book of the Research Service of the Verkhovna Rada of Ukraine (hereinafter referred to as the Research Service) has been developed on the basis of the Regulation on the Research Service of the Verkhovna Rada of Ukraine, approved by Order of the Chairman of the Verkhovna Rada of Ukraine dated 11 August 2022 No. 438; the Communication Strategy of the Research Service for 2026–2028, approved by Order of the Head of the Research Service No. 136-o.d. dated 17 December 2025; and Order of the Head of the Research Service “On the Establishment of the Official Emblem Used in the Activities of the Research Service of the Verkhovna Rada of Ukraine and Approval of the Temporary Procedure for Its Use”, No. 15-o.d. dated 27 January 2025, to ensure a unified visual identity and consistent communication standards of the Research Service.

### **Mission of the Research Service**

The mission of the Research Service is to deliver high-quality, efficient, timely, and impartial analytical and informational support, in accordance with its mandate, to the Verkhovna Rada of Ukraine, its bodies, Members of Parliament of Ukraine, parliamentary factions (groups), and the Secretariat of the Verkhovna Rada of Ukraine.

### **Vision of the Research Service**

The Research Service is an authoritative institution among Ukrainian public bodies and at the international level, a leader in research, analytical, and information support for the activities of the Verkhovna Rada of Ukraine, and an effective educational platform for the professional training (advanced training) of Members of Parliament of Ukraine, staff of the Verkhovna Rada Secretariat, and assistant-consultants to Members of Parliament.

### **Emblem**

The official emblem used in the activities of the Research Service of the Verkhovna Rada of Ukraine shall comprise:

Ukrainian-language version – an image of an element of the Small State Coat of Arms of Ukraine (the trident), beneath which the word “РАДА” is displayed in uppercase letters (bold typeface), followed by the words “ВЕРХОВНА РАДА УКРАЇНИ” in uppercase letters. To the right of the image, the inscription “ДОСЛІДНИЦЬКА СЛУЖБА ВЕРХОВНОЇ РАДИ УКРАЇНИ” shall be displayed



in uppercase letters, arranged in two lines: “ДОСЛІДНИЦЬКА СЛУЖБА” on the first line and “ВЕРХОВНОЇ РАДИ УКРАЇНИ” on the second line;

English-language version – an image of an element of the Small State Coat of Arms of Ukraine (the trident), beneath which the word “RADA” is displayed in uppercase letters (bold typeface), followed by the words “VERKHOVNA RADA OF UKRAINE” in uppercase letters. To the right of the image, the inscription “RESEARCH SERVICE OF THE VERKHOVNA RADA OF UKRAINE” shall be displayed in uppercase letters, arranged in two lines: “RESEARCH SERVICE” on the first line and “OF THE VERKHOVNA RADA OF UKRAINE” on the second line.

The trident and all inscriptions shall be rendered in white on a blue background or in blue on a white background and shall be positioned symmetrically and proportionally within the background area.

# EMBLEM

## Use of the Emblem

### Primary Colour Version

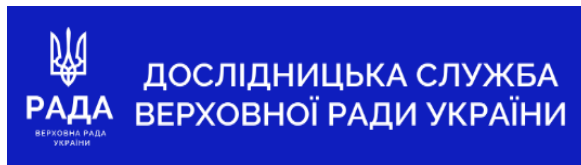
#### *Ukrainian-Language Version*



brand signature

symbol

textual descriptor



background panel version

symbol

textual descriptor

Used in official correspondence, on printed, informational, and promotional materials, in film, video, and photographic content related to the activities of the Research Service, as well as alongside the full versions of partners' emblems or logos, on social media, and in other communication channels.

#### *English-Language Version*



brand signature

symbol

textual descriptor



background panel version

symbol

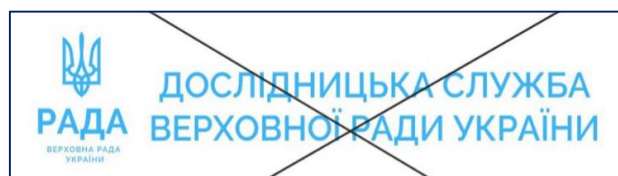
textual descriptor

Used for communication with international partners, participation in international events, and for materials intended for foreign audiences. This version

follows the same colour schemes and variations as the Ukrainian-language version and complies with the same requirements.

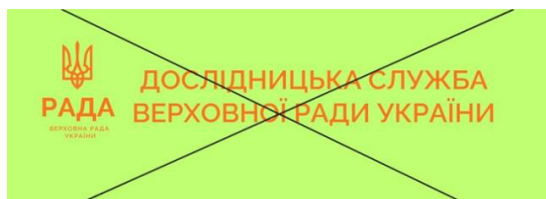


Coloured backgrounds require the use of the white emblem



No colours other than the original ones shall be used in the emblem

The emblem should not be placed on backgrounds of a similar tone



The coloured emblem shall not be used on coloured backgrounds

No fonts other than the approved ones shall be used in the emblem.

### ***Incorrect Use***

- ✓ Do not place the emblem on busy or highly detailed photographic backgrounds.
- ✓ Do not alter the size or proportions of the emblem.
- ✓ Do not apply outlines.
- ✓ Do not distort the emblem.
- ✓ Do not add effects or rotate the emblem.
- ✓ Do not change the logo's colours or shades.
- ✓ Do not use the emblem on low-contrast backgrounds; use one of the monochrome versions instead.

## COLOURS

The primary corporate colours for graphic and visual elements are blue and white, while the secondary colours are dark blue, light blue, turquoise, yellow, and orange.

### Primary colours:

#### *Blue*

HTML/WEB code:

#0F1EBE

RGB code: 15, 30, 190



#### *White*

HTML/WEB code: #FFFFFF

RGB code: 255, 255, 255



### Secondary colours:

#### *Dark blue*

HTML/WEB code: #0A1487

RGB code: 10, 20, 135



#### *Light blue*

HTML/WEB code: #0B89E1

RGB code: 11, 137, 225



***Turquoise***

HTML/WEB code:#5EC6CF

RGB code: 94, 198, 207

94

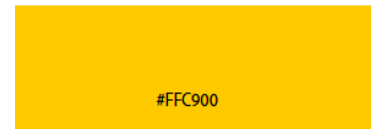
198

207

***Yellow***

HTML/WEB code:#FFC900

RGB code: 255, 201, 0

255

201

0

***Orange***

HTML/WEB code:#FF9900

RGB code: 255, 153, 0

255

153

0

***Colour Selection Algorithm***

To determine colour contrast, the values of the three primary colours (RGB) are used. This additive colour model describes the method of colour synthesis in which red, green, and blue light are combined to produce a wide range of colours.

To select, for example, blue – the primary corporate colour (RGB code: 15, 30, 190) – in a presentation format or in Microsoft Word, follow these steps:

Select Home.

- ✓ Choose Theme Colours;
- ✓ Select More Colours;
- ✓ Open the Spectrum/Custom tab;
- ✓ Choose the RGB colour model;
- ✓ Enter the values: R 15; G 30; B 190;
- ✓ Click OK.

The corporate typeface is *Raleway*. Its clean geometric lines convey a sense of modernity and technological sophistication, while the absence of excessive decorative elements makes it suitable for both headings and large volumes of body text. The typeface includes 10 weight variations, ensuring versatility and flexibility in use. It is also used in the text component of the logo.

### Raleway

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> [ ] ^ © ®

0 1 2 3 4 5 6 7 8 9

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Аа	Бб	Вв	Гг	Ґґ	Дд	Ее
Єє	Жж	Зз	Ии	Іі	Її	Йй
Кк	Лл	Мм	Нн	Оо	Пп	Рр
Сс	Тт	Уу	Фф	Хх	Цц	Чч
Шш	Щщ	Ьь	Юю	Яя		

For large volumes of text or where the corporate typeface cannot be used, *Times New Roman* or *Arial* are recommended as alternatives.

For emphasis, use italics or bold. Underlining shall not be used.

### *Use of Typefaces*

When creating layouts using *Raleway*, *Times New Roman*, or *Arial*, ensure a clear visual hierarchy through the appropriate selection of font weights and scale.

Left alignment is recommended.

### *Font Weights*

Raleway Semibold and Bold are recommended for large headings and titles.

Raleway ExtraLight, Light, Medium, or Heavy are suitable for subheadings. Uppercase letters may be used for headings.

*Scale*

To maintain a clear typographic hierarchy, subheadings shall not exceed the height of the headings above them. Body text should be approximately 50 % of the capital letter height of the subheadings placed above.

\* Corporate typefaces are used in the preparation of presentations, greetings, printed materials, and branded products.

## LETTERHEADS



*Ukrainian-Language Version*

ДОСЛІДНИЦЬКА СЛУЖБА  
ВЕРХОВНОЇ РАДИ УКРАЇНИ

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пров. Несторівський, 4, м. Київ, 04053, [www.research.rada.gov.ua](http://www.research.rada.gov.ua)



*English-Language Version*

RESEARCH SERVICE  
OF THE VERKHOVNA RADA OF UKRAINE



## Presentation Layout Example

Presentation and other informational materials shall be designed using one of the designated corporate colours of the Research Service of the Verkhovna Rada of Ukraine. To ensure visual consistency and a unified style, the use of the approved presentation template (attached) is recommended.



## Заголовок

науково-дослідницьке та інформаційно-аналітичне забезпечення діяльності Верховної Ради України, її органів, народних депутатів України, депутатських фракцій (депутатських груп) у Верховній Раді України;

навчання (підвищення кваліфікації) народних депутатів України, працівників Апарату Верховної Ради України, помічників-консультантів народних депутатів України

research and analytical support for the activities of the Verkhovna Rada of Ukraine, its committees and other bodies, Members of Parliament, and parliamentary factions (groups)

Professional training (advanced training) for Members of Parliament, staff of the Verkhovna Rada Secretariat, and parliamentary assistants

## VISUAL IDENTITY

**The photography style** should feel fresh and contemporary. It should create a friendly and welcoming atmosphere.

*Images should be:*

- ✓ bright and vibrant;
- ✓ light in overall colour palette.

*When designing infographics, it is important to:*

- ✓ choose an appropriate layout;
- ✓ select suitable chart types;
- ✓ limit the amount of text;
- ✓ use the corporate typeface;
- ✓ apply two or three primary colours with subtle colour accents;
- ✓ ensure photographs have a consistent style and lighting;
- ✓ maintain consistency across all design elements; use a single visual style within one infographic (including icon types, colour palette, imagery style, typography, etc.);
- ✓ provide sufficient white space (clear surrounding space).

Examples of resources for finding illustrations and creating infographics:

<https://www.pexels.com/uk-ua/>

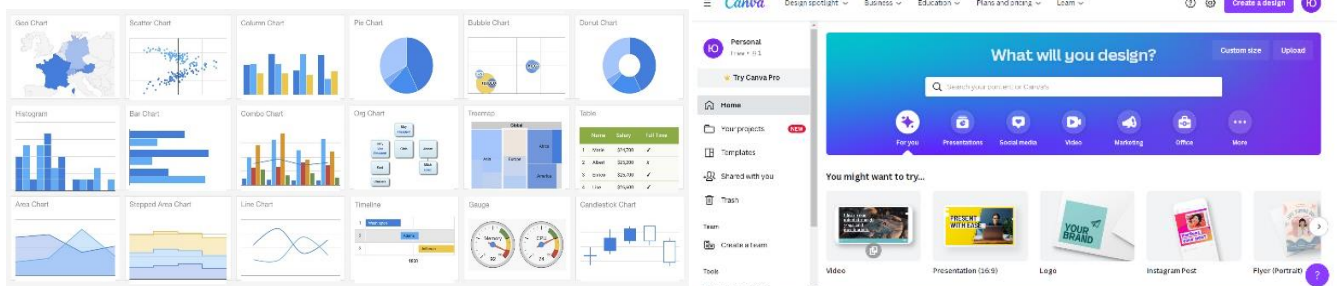
<https://pixabay.com/>

<https://developers.google.com/chart?hl=en>

[https://www.canva.com/uk\\_ua/](https://www.canva.com/uk_ua/)

[https://www.figma.com/?utm\\_medium=affiliate&utm\\_source=partnerstack&utm\\_campaign=krishnarungta&pscd=psxid.figma.com&ps\\_partner\\_key=a3Jpc2huYXJ1bmd0YQ&ps\\_xid=HlthaaYUY9wbR7&gsxid=HlthaaYUY9wbR7&gspk=a3Jpc2huYXJ1bmd0YQ](https://www.figma.com/?utm_medium=affiliate&utm_source=partnerstack&utm_campaign=krishnarungta&pscd=psxid.figma.com&ps_partner_key=a3Jpc2huYXJ1bmd0YQ&ps_xid=HlthaaYUY9wbR7&gsxid=HlthaaYUY9wbR7&gspk=a3Jpc2huYXJ1bmd0YQ)

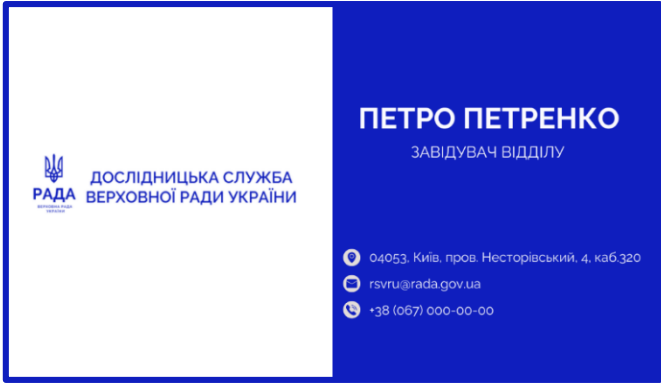
<https://infogram.com/>



BUSINESS CARD

Business Card Layout Examples

Option 1



Option 2



Option 3



*Option 4*