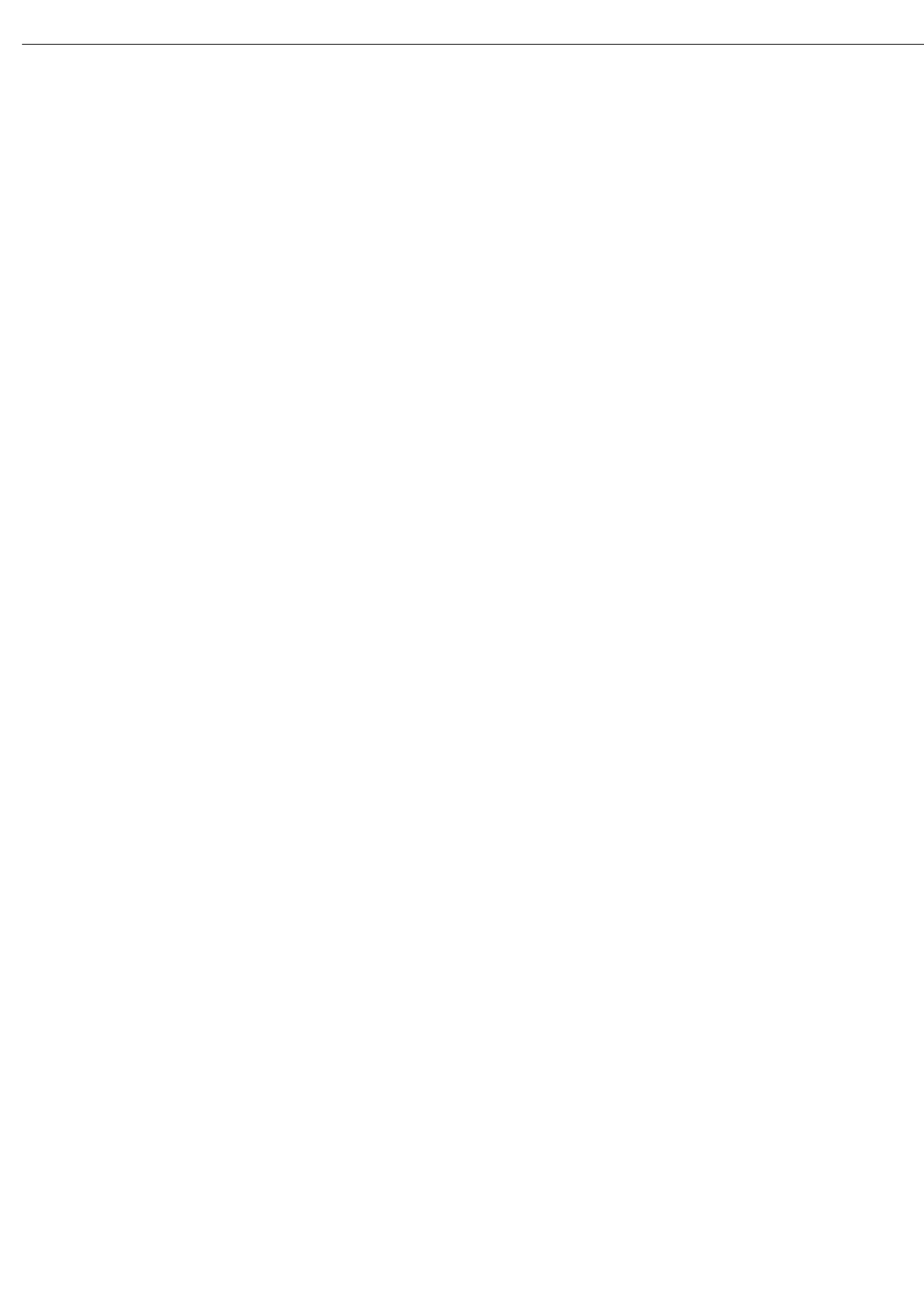




North Atlantic Treaty Organization

VISUAL IDENTITY GUIDELINES





North Atlantic Treaty Organization

VISUAL IDENTITY GUIDELINES

Introduction



NATO has moved strategically and successfully into the new age of digital outreach and communication technologies. The paradigm shift the world is experiencing in the ways people connect, engage and innovate requires international organisations to be nimble and responsive to new technologies while ensuring clarity of image.

The perception of NATO is directly reflected in the way we present the Organization within the Alliance and to our global audiences. This requires a consistent approach to our management of communication methods and the creation of applicable NATO content/documents/materials, with a clear outline of Visual Identity Guidelines. These guidelines ensure all relevant communication approaches directly convey that they come from the Alliance or the designated NATO Division, Command, Agency, etc.

The proper use of the NATO logo, and its cross-platform integration, reinforces the Alliance's public image and long-term international presence.

Enquiries for further information and comments should be directed to:

Steven Mehringer

Head, Communications Services
NATO Public Diplomacy Division
mehringer.steven@hq.nato.int

EDITORIAL NOTE

In view of best environmental practices, NATO is producing these guidelines for distribution in a digital format only.

This manual is available in NATO's two official languages: English and French.

You may view, download and print as necessary from the following link: www.nato.int/vigs

This link also offers access to logo files referred to in the manual.

Questions on the daily use of the NATO logo or implementation of the Visual Identity Guidelines on any communications tool may be directed to:

NATO Graphic Design Unit
nac.graphics@hq.nato.int

How to use this manual

The NATO Visual Identity Guidelines: Implementation Directive

This update of NATO's Visual Identity Guidelines (VIGs) has been designed to be thorough, clear and practical. Adherence to these guidelines throughout the Alliance is overseen by the NATO Public Diplomacy Division, Communications Services.

The implementation of NATO's VIGs remains valid under the original authority of then Secretary General Lord Robertson, under whose leadership NATO's VIGs were originally launched.

This manual is a technical reference document. It advises all those who play a role in delivering NATO communications how to properly and consistently apply the NATO VIGs to a broad range of communication methods. For NATO to project the desired image to respective audiences, it is essential for these guidelines to be respected. Any deviation decreases the impact NATO's visual identity has on audiences.

All of the NATO Divisions and Independent Offices, Commands and Agencies are expected to actively implement the VIGs. It is therefore important that all staff members involved in developing communication tools are aware of these guidelines and ensure that they use them correctly when producing material.

Examples of branding include websites, video productions, email campaigns, venue branding on media events, social media, print publications, exhibits, promotional and marketing materials, conference and seminar materials, stationery, email signatures and PowerPoint presentations.

The manual is available online (www.nato.int/vigs) along with the relevant image files of the NATO logo.

Table of contents

1. The NATO logo	5	4. Stationery	21
1.1 The NATO logo as a modular concept.....	5	4.1 Business cards.....	21
1.2 The Compass.....	6	4.2 Compliment slips.....	21
1.2.1 Using the Compass in CMYK (Cyan, Magenta, Yellow and Black).....	6	4.3 Envelopes.....	22
1.2.2 Using the Compass on the Internet.....	6	4.4 Letters.....	22
1.2.3 Using the Compass for screens and projections....	6	4.5 Other stationery.....	22
1.2.4 Using the Compass in PMS (Pantone Matching System).....	6	4.6 Email signatures.....	23
1.2.5 Using the Compass in grey scale.....	7	5. Use of the logo on NATO communications products	24
1.2.6 Using the Compass in line-art.....	7	5.1 Website and multimedia.....	24
1.2.7 Using the Compass as a stand-alone symbol.....	7	5.1.1 The NATO website.....	24
1.3 The name box NATO / OTAN.....	8	5.1.2 Websites of NATO Commands, Agencies and Committees.....	25
1.3.1 Always black & white.....	8	5.1.3 NATO's other digital applications.....	25
1.3.2 The name box on the Internet.....	8	5.2 NATO print publications.....	26
1.3.3 About the use of typefaces.....	8	5.3 Press information.....	26
1.4 The standard NATO logo.....	9	5.4 PowerPoint presentations.....	27
1.4.1 The vertical NATO logo.....	9	5.5 Exhibitions and conference material.....	27
1.4.2 The horizontal NATO logo.....	9	5.6 Recruitment advertisements, certificates and plaques.....	27
1.4.3 The logo at the edge of the page.....	10	5.7 Branded items.....	27
1.5 Correct use of the logo.....	10	6. Third-party usage of the NATO logo	28
1.5.1 The logo size.....	11		
1.5.2 The exclusion area.....	12		
1.5.3 Positioning of the logo.....	13		
1.5.4 The logo on backgrounds.....	14		
1.5.5 The logo on the Internet.....	14		
1.5.6 Protection of logo integrity.....	14		
2. The NATO logo and the different NATO Divisions	15		
2.1 The different NATO Divisions.....	16		
2.2 The integration of the NATO Divisions in the modular concept.....	17		
2.2.1 Name of the Division.....	17		
2.2.2 Typography.....	17		
2.2.3 Vertical positioning.....	17		
2.2.4 Horizontal positioning.....	17		
3. The NATO logo in conjunction with other logos	18		
3.1 Major political events.....	18		
3.2 Co-branding for NATO Agencies and Commands.....	19		
3.3 Co-branding of events organised in partnership with NATO ("co-ownership").....	19		
3.4 Visual acknowledgement of NATO contribution in case of sponsorship by NATO.....	20		

1. The NATO logo

1.1 The NATO logo as a modular concept

The NATO logo is the most important element of the overall visual identity. It consists of different components. Depending on the context of its use, the logo can take different forms.

The predominant component is the Compass set in the middle of four squares featuring two shades of blue. The NATO Compass is a prominent and widely recognised visual symbol of the Alliance. Its continued incorporation into NATO's visual identity serves as a relevant bridge between NATO's new visual approach and the legacy of NATO's communications since the beginning of the Alliance.

This part of the logo can never be changed. It will appear in the same configuration on every NATO communication tool.

The second component of the logo is the black and white name box NATO / OTAN. English and French being NATO's two official languages, the standard configuration is the English / French version. It cannot be substituted by other language versions.

The logo can be used by all NATO Divisions and Independent Offices (collectively referred to as "Divisions" throughout this manual). In order to differentiate between division-specific communications products, colour codes have been created. When a Division is mentioned in combination with the logo, it always appears with the same features and carries its own colour code (see Chapter 2).

In order to preserve the distinctive quality of the NATO logo, no alterations should be made whether to its form, colour or otherwise. The logo should be accurately presented according to the mandatory standard proportions and orientation as illustrated here. It should not be outlined or italicised. No objects, letters, numbers or symbols should be superimposed on it.

The standard NATO logo and the Compass can be downloaded from the NATO website (www.nato.int/vigs).



1. The NATO logo



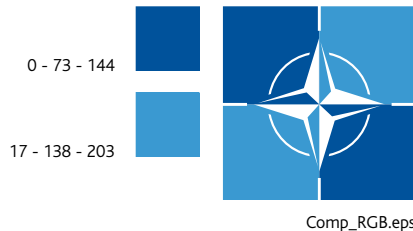
Comp_CMYK.eps



100C - 72M - 0Y - 18K

80C - 35M - 0Y - 0K

Please note: The above CMYK definition of the logo colours is not based on the computer-generated automatic conversion of PMS colours into CMYK, or vice versa, but has been made as a deliberate, conscientious choice to obtain a stronger visual impact.



0 - 73 - 144

17 - 138 - 203

Comp_RGB.eps



PMS 280

PMS 2718

Comp_2PMS.eps



65% of PMS 280

Comp_1PMS.eps

1.2 The Compass

The Compass has been the predominating symbol of NATO since its early history and is considered the most prominent component of NATO's visual identity. To maintain solidarity with NATO's visual history while allowing development for NATO's visual future, the NATO Compass serves as the centre point for NATO's logo. Its placement on a blue background, divided into four quadrants, reinforces the diversity of NATO's members, events, operations and activities. The blue colour is used to illustrate the 'Atlantic' dimension of the Alliance and to underline NATO's cooperative approach.

1.2.1 Using the Compass in CMYK (Cyan, Magenta, Yellow and Black)

CMYK is the most commonly used colour separation for printed publications such as magazines or brochures. By combining CMYK colours almost every colour can be obtained. The exact combination for each colour is indicated and should be followed with care.

1.2.2 Using the Compass on the Internet

For use on the Internet, the Compass will be produced with RGB colours (dark blue 0/73/144, light blue 17/138/203), websafe colours (dark blue 003366, light blue 6699CC) or using the HTML colours (dark blue 004990, light blue 118ACB). Please also refer to the conversion table of basic logo colours in Chapter 1.5.

1.2.3 Using the Compass for screens and projections

When the Compass is used on a screen or in projection, the accurate colours of the Compass are converted to RGB colours. These are used for instance for exhibitions, during events, for PowerPoint and video presentations. The RGB colour system describes colours in shades of red, green and blue (RGB) light, the basic colours used for projection. The RGB colours are often more vivid than printed colours.

1.2.4 Using the Compass in PMS (Pantone Matching System)

PMS is an international professional colour system. It provides bright and very reliable colours. To reproduce the Compass, PMS 280 for the dark blue and PMS 2718 for the light blue are used.

As an alternative and in order to provide a cost-effective colour solution, the second PMS colour PMS 2718 can be replaced by 65% of PMS 280, but this gives a less vivid result.

1. The NATO logo

1.2.5 Using the Compass in grey scale

Not all documents are suitable for colour reproduction. The Compass in grey scale is an acceptable alternative. Plain black is applied for the dark quadrants and 65% black for the light quadrants. In a publication that is being printed in bicolour, red and black for example, the grey scale Compass will be used.

1.2.6 Using the Compass in line-art

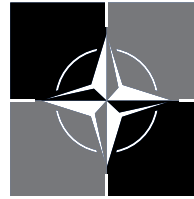
The line-art Compass is a one-colour logo without grey tones or degrees of colour values. It is used for applications where shades of colours cannot be printed. It is a good solution for printing on raw materials like gunny or container board. The line-art logo should be used for techniques such as sandblasting glass, die-stamp printing or varnish printing.

The line-art version of the Compass exists in positive and negative forms and can be printed either in black or PMS 280.

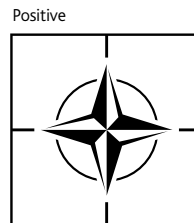
1.2.7 Using the Compass as a stand-alone symbol

The NATO logo is universal enough and the Compass so closely related to NATO that in exceptional circumstances where there is not enough space to use the full logo (i.e. with the name box), or when the material or size is not suitable to use the full logo, the Compass can be used as a stand-alone symbol. This solution may be appropriate for branding purposes on bags, boxes, vehicles, buildings, pins, etc.

Requests to use the Compass as a stand-alone symbol must be submitted to the Public Diplomacy Division or the NATO Graphic Design Unit.

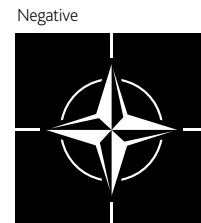


Comp_GREY.eps



Positive

Comp_POS_BLACK.eps



Negative

Comp_NEG_BLACK.eps



Comp_POS_PMS280.eps



Comp_NEG_PMS280.eps

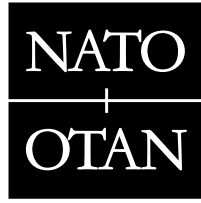


The Compass on a door



The Compass on a pen

1. The NATO logo



The name box
100% cyan - 100% Black
NameBox_BLACK+CYAN.eps

1.3 The name box NATO / OTAN

The second component of the logo is the name NATO / OTAN in the standard configuration of English and French. They cannot be replaced by other language versions of the name NATO.

1.3.1 Always black and white

The name box is always printed in black and white. In CMYK-printed material, black is always supported by 100% Cyan to obtain a more opaque and darker black.

1.3.2 The name box on the Internet

On the Internet, the name box is always shown in black and white, using RGB, HTML or websafe black. See table in Chapter 1.5.

1.3.3 About the use of typefaces

The name NATO / OTAN is always printed in capitals. The size of the letters is in proportion to the size of the black box and cannot be changed. The space between the letters should be similar to the one in the example. The black box is divided in two by a horizontal white line. A small vertical line marks the centre of the black box.

Garamond is the typeface used in the name box. It is one of the two principal corporate typefaces to be used in NATO publications. See also Chapter 4 and 5 for the use of typefaces in stationery and communications products respectively.

1. The NATO logo

1.4 The standard NATO logo

The standard combination of elements in the NATO logo consists of the Compass and NATO/OTAN name box. The standard NATO logo, as illustrated here, is the signature of NATO's visual identity. It cannot be mistaken that this is clearly representing NATO and no other organisation.

Depending on their use, the two elements can be combined in a vertical or horizontal way.

The standard NATO logo can be downloaded from the NATO website (www.nato.int/vigs).

1.4.1 The vertical NATO logo

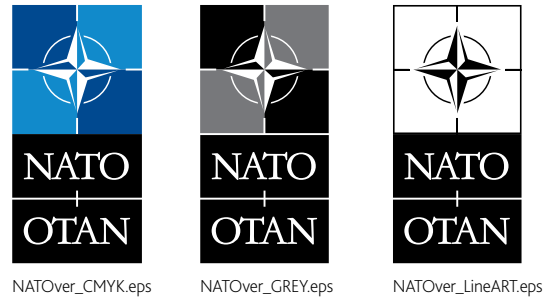
The Compass and name box are equal in size and fit perfectly together. Due to the colours used, these elements are clearly distinguishable. Only in grey scale an additional horizontal white line is needed to distinguish both parts.

1.4.2 The horizontal NATO logo

Both components can also be arranged in a horizontal way. Again there is enough distinction in colour to visually differentiate between the two elements. Only in the grey scale version, a vertical white line needs to be added.

1.4.3 The logo at the edge of the page

Printing presses cannot print items exactly on the border of a page. They always print on larger sheets with a white border. Afterwards the paper is cut to the exact measurements. To avoid the risk of a small white border being left during the cutting process, the colours are bled over the edge of the page. The bleed is 10% of the width of the logo. This way the logo will appear correctly placed on the edge of the page.



1. The NATO logo

1.5.1 The logo size

The size of the logo should always be in balance with the space available. However, there are minimum sizes that depend on the capacity of the medium to reproduce the thin lines of the logo. Sizes in which those thin lines risk disappearing should be avoided.

For the NATO logo, the critical limit for high-class printing is a size of 15mm x 15mm for the Compass. For newsprint the critical size becomes 20mm x 20mm because the screen used for newsprint does not allow the printing of fine details. Printing on materials other than paper can cause the same problems: jute, for example, needs a far bigger logo than paper.

Several main formats can be distinguished in determining the size of the logo. These are:

1. Stationery

For a DIN A4/US-sized paper a size of 20x20mm for the Compass, and 20x40mm for the NATO logo is recommended. Envelopes, compliment slips, and business cards should use a size of 15x15mm for the Compass and 15x30mm for the NATO logo. See Chapter 4 for more details on the use of stationery.

2. Online use

The minimum size of the logo is 160 by 80 pixels.

3. Printed publications

Publications usually carry on the front cover the logo as a "signature". When NATO is the publisher or editor of the publication, and when the logo is used on a DIN A4/US-sized paper, the width of the Compass should not be less than 20mm. When NATO is not the publisher of a publication, the Compass should be 20mm x 20mm or 15mm x 15mm.

4. Smaller and larger formats of printed publications

When smaller publication formats are needed, the logo should be reduced to the same proportions necessary for scaling the DIN A4/US format down to the smaller publication size. The critical limit for high-class printing (see Chapter 1.5.1) must not be exceeded though. This also applies to the use of the NATO logo on promotional items.

The reverse can be applied: for publications with a larger size than DIN A4/US (for example posters and billboards), the logo should be enlarged to the same proportions needed for scaling the DIN A4/US format to that specific publication.

Where different publications in different sizes need to function together for a common purpose (for instance when placed in the same folder), it may be preferable to keep the logo in the same size.



20mm

= 50% of the logo in the eps files



15mm

= 37.5% of the logo in the eps files

1. The NATO logo



1.5.2 The exclusion area

To give the logo the attention it deserves, there should be an area around the logo where no other element like text, image or graphic can interfere. This "safe" area is about one eighth of the width or the height of the Compass quadrant. Text or pictures in the immediate surroundings of the logo should not be used. Always take account of an exclusion area.

The exclusion area can be marked as a fine white line in exceptional cases where the standard logo is placed on pictures or backgrounds using the same colour combination as the NATO logo (see also Chapter 1.5.4).

1. The NATO logo

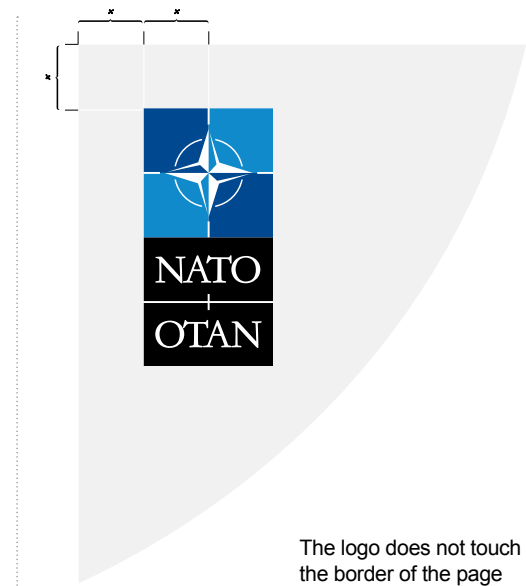
1.5.3 Positioning of the logo

As a general rule, the NATO logo should always be put top left on all communication materials and tools issued by the Organization.

On websites and for email campaigns, the logo is displayed in the left upper corner of every single webpage and email message respectively. See Chapter 5 for examples.

There are two options for the position of the logo on printed publications.

- The logo does not touch the border of the page
This is the preferred option. The logo should be positioned at a fixed minimum distance from the border of at least half the width of the Compass. Beware: this distance is larger than the exclusion area.
- The logo touches the border of the page
When the logo touches two borders of the page, the logo becomes part of the frame of the cover.



1. The NATO logo



1.5.4 The logo on backgrounds

Due to its compact shape and its dark colour components, the logo does not pose a problem with backgrounds.

It can even be printed against dark backgrounds or pictures where the black and blue contrast (as the standard combination of the Compass plus name box surrounded by a small white border) remains as strong as on white paper.

The width of the border around the logo is equal to the width of the white lines used within the logo.

1.5.5 The logo on the Internet

The minimum size of the logo is 160 by 80 pixels. The horizontal orientation is preferred for websites.

1.5.6 Protection of logo integrity

The colours of the logo should never be switched (Chapter 1.2 gives guidance for the correct use of the logo colours).

Modifications of the logo's typography such as inlines, outlines, shadows etc. are not allowed. Neither the proportions nor the typography of the logo should be altered.

The logo should not be distorted in any way, for example by using shadows or halos. An exception can be made in animations of the logo. But even then the result of the animation should be the logo as it is, without changes.

Although the NATO flag is a recognisable symbol of the Alliance worldwide, it is never to be used as a signature on NATO publications, for other communication purposes or as a replacement for the NATO logo. The NATO flag can be used for illustrative purposes. The official colour code for the blue is PMS 280.



Reversed colours



Wrong colours



Wrong typography



Wrong measurements



Wrong line-art









NATO flag






2. The NATO logo and the different NATO Divisions

The key colour of NATO is blue (see Chapter 1.2 for colour values). This is the colour that will always be used to profile NATO as the umbrella organisation. To allow different NATO Divisions to distinguish themselves under this general umbrella, two different elements have been introduced: a dedicated name box and a dedicated colour coding. However, Divisions are not obliged to use these differentiation elements. They are foreseen as an option should a Division wish to visually enhance itself from the overall NATO visuals. Divisions can thus choose if they want to use these differentiation elements as a rule, on a case-by-case basis or not at all. If used, Divisions are obliged to use systematically the **same** colour coding and the **same** visual presentation of the name box. The full administrative name of a Division is used in the dedicated name box.

In conjunction with the name box, each division name has been associated with a distinctive colour, thus allowing for a further feature to distinguish it, under a general visual umbrella, from other NATO sources. Using both the name box and colour code systematically on publications and other communication tools will strengthen visual coherence and synergy throughout the Organization while simultaneously allowing the public to easily recognise the specific origin of the publication or message.

The chart below gives an overview of the association of division names with a dedicated, distinctive colour code. The colour code is always preceded by the name of the particular Division.

Colour						
	Green	Purple	Brown	Orange	Violet	Bordeaux
	Defence Investment	Defence Policy and Planning	Emerging Security Challenges	Executive Management	NATO Office of Resources	NATO Office of Security
PMS	367	519	7530	158	2583	194
CMYK	31/0/60/0	76/94/38/0	0/8/21/32	0/61/97/0	46/63/0/0	0/91/56/34
RGB	169/209/117	86/25/88	170/155/132	236/105/21	126/90/163	149/0/40
HTML	C2D87D	682E66	AA9B84	E96B10	7E5AA3	AC2037
WEB SAFE	99FF66	663366	CC9966	FF6600	9966CC	990033

Colour					
	Grey	Lilac	Yellow	Turquoise	Dark Green
	Office of Financial Control	Office of Legal Affairs	Operations	Political Affairs and Security Policy	Public Diplomacy
PMS	Cool Grey 6	536	130	320	3292
CMYK	0/0/0/31	31/20/5/0	0/27/100/0	100/0/31/6	100/0/49/46
RGB	172/174/176	159/173/206	249/169/0	0/145/160	0/90/81
HTML	ACAEB0	9FADCE	FABD00	009CB1	005A53
WEB SAFE	CCCCCC	CCCCFF	FFCC00	009999	006666

2. The NATO logo and the different NATO Divisions

2.1 The different NATO Divisions

In the following chart the different NATO Divisions are colour coded.

	NATO	DEFENCE INVESTMENT DIVISION			NATO	OFFICE OF FINANCIAL CONTROL	
	OTAN	DIVISION INVESTISSEMENT DE DÉFENSE			OTAN	BUREAU DU CONTRÔLE FINANCIER	
	NATO	DEFENCE POLICY AND PLANNING DIVISION			NATO	OFFICE OF LEGAL AFFAIRS	
	OTAN	DIVISION POLITIQUE ET PLANS DE DÉFENSE			OTAN	BUREAU DES AFFAIRES JURIDIQUES	
	NATO	EMERGING SECURITY CHALLENGES DIVISION			NATO	OPERATIONS DIVISION	
	OTAN	DIVISION DÉFIS DE SÉCURITÉ ÉMERGENTS			OTAN	DIVISION OPÉRATIONS	
	NATO	EXECUTIVE MANAGEMENT DIVISION			NATO	POLITICAL AFFAIRS AND SECURITY POLICY DIVISION	
	OTAN	DIVISION GESTION EXÉCUTIVE			OTAN	DIVISION AFFAIRES POLITIQUES ET POLITIQUE DE SÉCURITÉ	
	NATO	NATO OFFICE OF RESOURCES			NATO	PUBLIC DIPLOMACY DIVISION	
	OTAN	BUREAU OTAN DES RESSOURCES			OTAN	DIVISION DIPLOMATIE PUBLIQUE	
	NATO	NATO OFFICE OF SECURITY			NATO		
	OTAN	BUREAU DE SÉCURITÉ DE L'OTAN			OTAN		

2. The NATO logo and the different NATO Divisions

2.2 The integration of the NATO Divisions in the modular concept

The name and the colour code for each Division fit perfectly into the modular concept designed for NATO. Following these guidelines will result in a strong and consistent image for every communication tool developed by NATO while enabling every Division to maintain its own individuality.

Customised logo files for NATO Divisions can be obtained upon request.

2.2.1 Name of the Division

The name of the Division is always typed in a white box, divided by a black line between the two language versions. On top, always mention the English version of the name. The French version appears in the bottom part of the box.

2.2.2 Typography

The standard Arial Regular is used to type the name of the Division.

2.2.3 Vertical positioning

When organising the modular logo vertically, as shown above, the space available for the name of the Division is equal to the space size of the NATO / OTAN name box. It is limited to three lines of text. Between the two languages (standard: English – French) there is a small line. When this logo configuration is used on a background, the surface of the box is opaque white. There is no border around it.

2.2.4 Horizontal positioning

The logo, organised in a horizontal fashion, gives more space to the Division's name box. The space available is 1.5 times the space of the NATO / OTAN name box. Preferably the lines available for the name box should be limited to two. In the horizontal logo, the Division's name box has a black top and bottom border; the vertical logo does not have these extra lines surrounding the name box.



EXECUTIVE
MANAGEMENT
DIVISION

DIVISION
GESTION
EXÉCUTIVE



NATOver_EM_CMYK.eps



NATOhor_OLA_CMYK.eps

3. The NATO logo in conjunction with other logos



There are many occasions, often very different in nature and scope, where placing the NATO logo in conjunction with other logos is justified and appropriate. This chapter aims to give some basic guidelines addressing the main constellations. These are in particular the following:

3.1 Major political events

On many occasions, NATO is publishing information or issuing communications material in cooperation with other international organisations, or entities from member and partner countries. Especially major events such as NATO Summits or Ministerial Meetings with their often substantial impact on public perception need correct NATO branding, giving the Organization and its partners the same visual prominence. In this chapter, we propose some solutions for concise NATO branding in combination with different flags, logos and visuals. This type of combined branding is to be applied when NATO and its interlocutor are involved as key partners in the event in which they have the leadership role.

It is understood that, given the nature of such events, agreement on the conjunction of the NATO logo with other logos has to be sought for on a case-by-case basis.

All material produced for a specific occasion should be branded in a concise way using the combination of the NATO logo with another visual element such as a flag or other logo. Materials include among others:

- Press information (press releases, press programmes, press kits, etc.);
- Event websites;
- Venue branding (backdrops, signage, badges, etc.);
- Conference material and promotional items.

For the development of event or conference materials utilising the NATO logo, the NATO Public Diplomacy Division and the NATO Graphic Design Unit should be consulted on proposed designs where the NATO logo is used in conjunction with other visual elements. Advice and guidance on the correct use of the NATO logo is readily available.

Summit logos

A critical element of the public diplomacy campaign around a NATO summit is the logo, which is a unique projection of NATO's and the host nation's visual identity. The NATO summit logo must adhere to the VIGs. Summit logos are developed in close cooperation and in agreement between NATO and the host nation.

The logo of the event is often used as the background of the official photo and for numerous broadcast media events/venues. Its dimensions, design and elements need to be adequately sized and properly placed to serve its media function.

The Host Nation Summit Task Force and the NATO Summit Task Force are jointly responsible for delivering a summit logo to be concurred and approved by the leadership of the host nation and the NATO Secretary General.

3. The NATO logo in conjunction with other logos

3.2 Co-branding for NATO Agencies and Commands

NATO's Visual Identity Guidelines also apply to the Organization's Agencies and Commands. Proper application of the VIGs by these NATO bodies helps strengthen their individual brands while also illustrating that the Alliance is a broad and multifaceted organisation.

NATO's VIGs should be seen as an extension of the Headquarters, where the Agencies and Commands establish a strong visual link to NATO by using the NATO logo in conjunction with their individual emblem on relevant communications tools. This co-branding approach allows the Agencies and Commands to maintain their own distinctive identity while maintaining visual continuity across the Alliance.

VIGs implementation by Agencies and Commands:

- The rules of NATO's Visual Identity Guidelines, especially those dealing with the NATO logo, will be respected.
- It is understood, in most cases, that Agencies and Commands have an established emblem which they can and should retain.
- In using the NATO logo in conjunction with the emblem of an Agency or Command, the NATO logo must be placed in the top left corner of the information material while the visual symbol of the Agency or Command should be placed in the top right corner. The individual logos should be displayed at the same level and in generally the same size. Emblems from Agencies and Commands should not be directly attached to the NATO logo, as this would be seen as infringing the integrity of the NATO logo.

Please also consult Chapter 4.1 for co-branded stationery and Chapter 5.1.2 for the design of co-branded websites.

More specific solutions to this type of co-branding would have to be sought on a case-by-case basis. NATO's Public Diplomacy Division as well as the NATO Graphic Design Unit at NATO Headquarters are available to provide further advice and guidance upon request.

3.3 Co-branding of events organised in partnership with NATO ("co-ownership")

As part of its public diplomacy efforts, NATO regularly enters into partnerships with third parties to jointly organise non-commercial events or other public diplomacy activities. When NATO and its respective partner(s) share the ownership (and responsibility) for the event in question, they are considered co-owners of the event. As a rule, the NATO logo is used in these cases in order to visually acknowledge NATO's role in these events or activities. Agreement to use the NATO logo has to be sought on a case-by-case basis by the event organiser, publisher or any other third party wishing to use the NATO logo.

Basic rules for this type of co-branding:

- Chapter 1 in terms of the correct use of the NATO logo should be respected.
- The NATO logo must be placed in the top left corner of the communication material while the partner logo(s) must be



Example of co-branding solutions



Example of co-ownership solutions

3. The NATO logo in conjunction with other logos



Example of co-ownership solutions



Examples of sponsorship solutions

placed next to it. The logos are displayed at the same level and in generally the same size.

- The partner logo(s) should not be directly attached to the NATO logo since this would infringe the integrity of the NATO logo itself.
- Depending on the communication medium (for instance posters, leaflets, invitations), the size of the NATO logo may vary in proportion to the actual size of the medium.

3.4 Visual acknowledgement of NATO contribution in case of sponsorship by NATO

Also as part of its public diplomacy efforts, NATO frequently gives some form of support to non-commercial events, publications, multimedia or audio-visual products, undertaken by third parties. In these cases, NATO acts as a sponsor or co-sponsor.

The main aim of the visual acknowledgment of such a NATO contribution is to ensure that NATO's role and participation is credited. However, for obvious political reasons, the use of the NATO logo in these cases has to avoid under all circumstances that it projects an erroneous image, leading audiences to misperceive the respective external event or communication tool incorrectly as one of NATO's official activities. Agreement to use the NATO logo has to be sought on a case-by-case basis by the event organiser, publisher or any other third party wishing to use the NATO logo.

Basic rules for the visual acknowledgement of a NATO contribution:

- The visual acknowledgement consists of the NATO logo and the acknowledgement sentence.
- The NATO logo appears in the bottom left corner of the communication product. In case of multiple sponsors, their logos are displayed at the same level and in generally the same size.
- In case of a publication, the third party can choose to have the NATO logo at the bottom of the front cover or of the inside page. As a rule, the size of the logo should be 15 mm x 30 mm, although it may vary in proportion to the actual size of the medium.

The acknowledgement sentence appears next to the NATO logo: "This conference ... is sponsored by NATO's Public Diplomacy Division."

The phrase can be adapted to reflect the event/product that is sponsored (e.g.: seminar, website, publication, audio-visual product...).

4. Stationery

Examples of stationery are business cards, letterhead paper, envelopes, memos, compliment slips, etc. The corporate typeface for all pre-printed matter is Arial. Basic layout guidelines for stationery are provided in this chapter.

4.1 Business cards

For business cards use 280gr/m² white half-matt paper.

The margins of the business cards should be 5mm all around.

The vertical version of the NATO logo is used in the top left corner of the card. The size of the logo is 15x30mm. The Division in which the person works is placed to the right of the NATO name box, in both official languages.

Name, function and contact details are placed in the lower half of the business card. The name and function are separated from the address block by a horizontal line of the same width as the NATO logo and a height of 1mm. The preferred typography is as follows:

- Name of Division in Arial Regular, 5.5pt/6pt, preferably in small caps
- Name in Arial Bold, 10pt/10pt (10pt size/10pt leading), function in Arial Regular, 6.3pt/9pt, preferably in small caps.
- All other contact details, including in particular the address, should be in Arial Regular, 7pt/9pt

A co-branding approach is used for business cards that need an additional logo, such as Delegations, Representations, Agencies or Programmes. The additional logo is placed in the top right corner of the card.

In the event that the text to be put on a business card does not fit in these font sizes onto the card, reduce the font size slightly while maintaining the overall proportions of the card.

4.2 Compliment slips

If possible, the paper used should be the same as the one for the business cards, i.e. 280 gr/m² white half-matt paper.

The margins of the compliment slips should be 10mm all around.

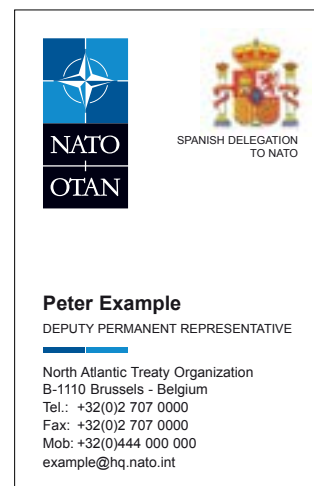
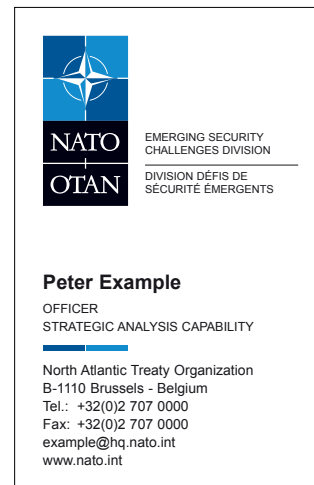
The vertical version of the NATO logo is used in the top left corner of the card. The size of the logo is 15x30mm.

For compliment slips the preferred typography is as follows:

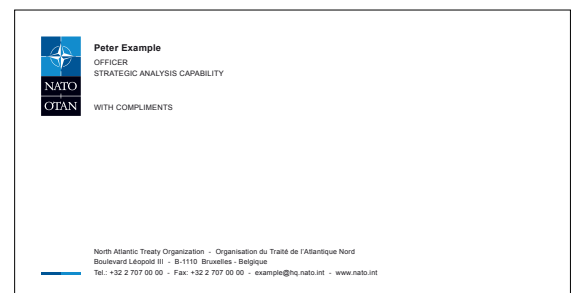
- Name in Arial Bold, 7pt
- Function in Arial Regular, 7pt/9pt, preferably in small caps.
- 'With compliments' in Arial Regular 8pt, preferably in small caps.
- All other contact details, in particular the address, should be in Arial Regular, 7.5pt/11pt.

A tracking (adjustment of space between letters) of 25 is applied to all pre-printed text on the compliment slips.

A horizontal line of the same width as the NATO logo and a height of 1mm is placed in the bottom left corner of the compliment slip, aligned to the NATO logo.

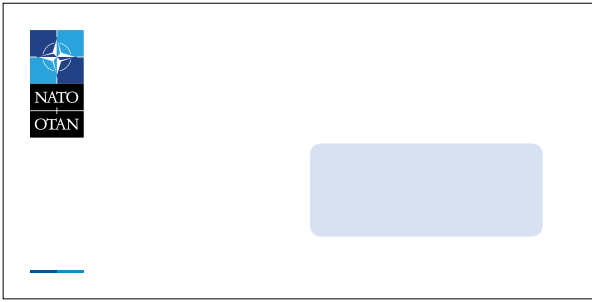


Examples of business cards (75%)



Example of a compliment slip (35%)

4. Stationery



Example of an envelope (35%)



Example of a letter (30%)



Example of a Committee document (30%)

4.3 Envelopes

NATO uses white envelopes with or without the address window. The location of the window depends on the custom of the country. However, the NATO logo has to be placed on the left, preferably in the vertical position. Should there not be enough space available due to the placement of the window, the logo can also be used horizontally. A horizontal line of the same width as the NATO logo and a height of 1mm is placed in the bottom left corner of the envelope, aligned to the NATO logo. On the back of envelopes, the address is written in Arial Regular, 9pt/12pt.

4.4 Letters

Letters will normally be prepared on letterheaded paper. The paper used for this purpose should be white uncoated paper of 80-100 gr/m² that can be used in laser printers.

The letterhead itself is composed of:

- the logo (in vertical position)
- the division name and/or function.

The size of the NATO logo is 20x40mm.

The division name and/or function are given in English and French. They are typed in Arial Regular, 10pt/12pt (10pt size/12pt leading) left aligned, in caps.

A horizontal line of the same width as the NATO logo and a height of 1mm is placed in the bottom left corner of the letter, aligned to the NATO logo.

The footer, containing as pre-printed matter all further contact details, is typed in Arial Regular, 8.5pt/12pt.

A tracking (adjustment of space between letters) of 25 is applied to the pre-printed text of both header and footer.

Letters are typed in Arial, size 10pt. Text in letters is always aligned to the left, never to the right or set in block in order to avoid spacing becoming too big.

All letter texts should start at the same point indicated in the template, whatever their length. Italic or bold may be used to stress particular words or phrases. Underlining of text should be avoided as this would reduce the legibility of the text. For the same reason phrases or complete sentences should not be written in capital letters. The descriptions for letterhead and follow-up pages apply to both DIN A4 and US format.

Users will be able to create letters based on templates within their EIM Divisional Site.

4.5 Other stationery

Committee templates and divisional templates are based on the letters except for the following elements:

- the logo is used in horizontal position
- a horizontal line separates the English and French text next to the logo
- no address block in the footer

Templates intended for external communications such as press releases, speeches, statements and media advisories also use

4. Stationery

the NATO logo in horizontal position with a bold title next to it indicating the purpose of the document (see also Chapter 5.3).

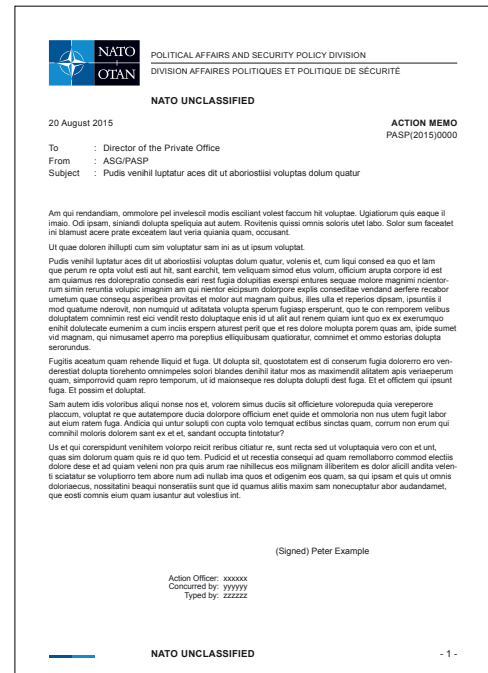
As in letters, text in other stationery is always aligned to the left, never to the right or set in block in order to avoid spacing becoming too big.

All texts should start at the same point indicated in the template, whatever their length. Italic or bold may be used to stress particular words or phrases. Underlining of text should be avoided as this would reduce the legibility of the text. For the same reason phrases or complete sentences should not be written in capital letters.

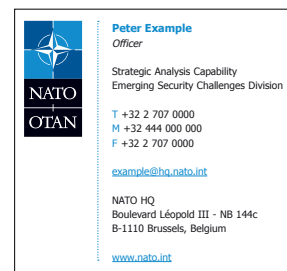
Users will be able to create information items based on templates within their EIM Divisional Site.

4.6 Email signatures

The logo (vertical variation) is displayed at the left side of email signature blocks, at the end of the email.



Example of a divisional template (30%)



Example of an email signature block

5. Use of the logo on NATO communications products



NATO homepage



News article on the NATO website
(example of detail page)

As technology and communications channels develop, so too must NATO's visual identity. For NATO to maintain pace with how the world is communicating, the design of communications tools from NATO Headquarters, Agencies and Commands must also adapt while ensuring consistency with the VIGs.

5.1 Websites and multimedia

Digital platforms like websites, apps for tablets and smart phones, email campaigns and social media have replaced print publications as the main tool for NATO to communicate with its audiences worldwide. It is important to ensure that, through their look and feel, these platforms are recognised as being managed by a certified, reliable NATO body and that audiences associate the same values of reliability and trustworthiness to the content as they do to the Organization.

5.1.1 The NATO website

In September 2014, NATO Headquarters rolled out a new look and feel for its public website, using responsive design technology to ensure maximum compatibility with desktop computers as well as mobile devices (tablets and smart phones). An HTML style guide of the Cascading Style Sheets (CSS) used for the NATO website is available at:

www.nato.int/vigs/web-styleguides/frontend/styleguide/

A prototype of the modules and the types of pages used on the NATO website is available at:

www.nato.int/vigs/web-styleguides/

The four most important types of pages on the NATO website are:

- homepage
- landing page
- index page
- detail page

About the use of typefaces and alphabets

The main typeface used for texts on the NATO website is Open Sans (<https://www.google.com/fonts/specimen/Open+Sans>).

5. Use of the logo on NATO communications products

5.1.2 Websites of NATO Commands, Agencies and Committees

Almost all NATO Commands, Agencies and Committees are present on the Internet with a website and/or one or more social media initiatives (Twitter feed, Facebook page, Google+ page, LinkedIn company page,...). While in the past the approach to their design and look was very different from that of the NATO website, the gradual introduction and application of the Visual Identity Guidelines, as well as a synchronisation of websites into the same platform programme (for instance Allied Command Operations and its subordinate Commands as well as Agencies and Offices) have improved the consistency in the look of these websites and created a clear link to NATO.

This approach is in line with the overall co-branding guidelines as described in Chapter 3.2. Attention is paid to the fact that the respective Command, Agency or Committee logo or emblems is given the same weight as the NATO logo.

NATO Commands, Agencies and Committees are strongly encouraged to adopt a look and feel in line with the NATO CSS style guide (see Chapter 5.1.1) to visually enhance recognition for the audience.

You can see here examples of the current homepages of

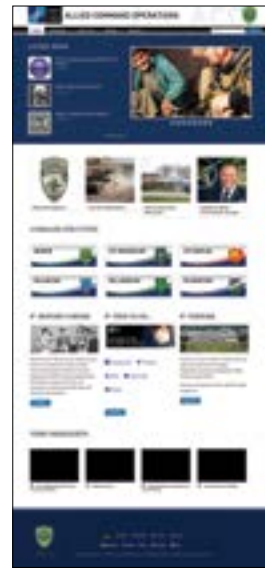
- Allied Command Operations
- Allied Command Transformation
- NATO Support and Procurement Agency

5.1.3 NATO's other digital applications

NATO's digital outreach encompasses all of NATO's technology for public communication. Along with the NATO website, these include:

- NATOChannel.tv
- NATO's social media
- NATO TV studios
- Email campaigns
- Video products
- Online publications

Divisions within NATO Headquarters as well as the NATO Commands and Agencies also regularly pursue digital outreach initiatives for their own priorities. Digital content must maintain both a consistent link with NATO's visual identity and proper branding with the NATO logo. As the field of digital outreach is in perpetual development, the incorporation of the VIGs needs constant attention to ensure coherency in the visual look and feel of digital products, platforms and relevant elements. Consultations regarding digital outreach and visual identity can be arranged via PDD Communications Services and the NATO Graphic Design Unit.



Allied Command Operations website



Allied Command Transformation website



NATO Support and Procurement Agency website



NATO on Facebook

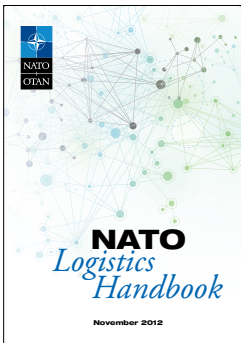
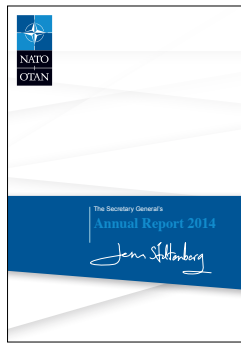


NATO on Twitter



Email by the NATO Press Office

5. Use of the logo on NATO communications products



Example of a press release (30%)

5.2 NATO print publications

NATO publications are grouped into categories that reflect how publications address the various information needs of NATO's target audiences. To this end, five broad publication categories have been established.

Promotional publications target a wide range of NATO audiences in order to develop a better understanding of NATO and its activities.

Legal documents and publications publish official NATO decisions and fundamental legal information.

Reference publications are compiled for those working on NATO-related topics who need to get an in-depth understanding of NATO's policies, the different aspects of the Organization, its structure and activities.

Newsletters and magazines are designed for frequent and far-reaching circulation on a regular basis. They are written in a journalistic style, presented in an attractive format and supported with visual material such as photos, graphics and maps.

Press information has to serve the many needs of the international press corps presenting information in a clear and professional way.

NATO publications are issued in a wide range of formats and sizes, from standard DIN A4 to smaller DIN A5 or DIN A6 brochures, books or single sheet press material to custom-sized magazines, leaflets or flyers.

The NATO logo should always be used as a signature in the top left corner of the publication cover. The correct use of its size and positioning is described in Chapter 1.5.

These examples are provided to illustrate the use of the NATO logo. They are not developed to unduly restrict the graphic design of covers. The aim is rather to make the use of the logo consistent and systematic and demonstrate various possible ways to apply it.

Back covers

Back covers should feature the NATO logo and identify the NATO entity issuing the publication. The back cover can also feature illustrations or may be kept in a plain colour.

About the use of typefaces and alphabets

Arial and Garamond are the main corporate typefaces to be used in official NATO print publications. Other similar fonts may be used as long as the visual look and feel is not too distinct from the main corporate fonts.

5.3 Press information

NATO's visual identity is also applied to communications products aimed at professional media outlets, such as press releases and media advisories. This information is distributed electronically and sometimes also in print. Arial 10pt is the standard font for printed press material.

Users will be able to create information items based on templates within their EIM Divisional Site.

5. Use of the logo on NATO communications products

5.4 PowerPoint presentations

PowerPoint presentations use the NATO logo in the top left corner next to the name of the Alliance in full, on a light blue background. Both NATO logo colours are represented as a vertical line on the left of the template. The star element of the Compass is repeated in a matching shade of blue in the lower right part of the template.

The template is also available for the different NATO Divisions, with the name of the Division next to the NATO logo and the vertical line reflecting the colour of the Division. The colour codes follow the chart in Chapter 2.



5.5 Exhibitions and conference material

The VIGs should be applied to all NATO conference and exhibition material. There is a multitude of possible applications on stands, signage, decoration, folders, presentations, conference packs, name badges, lecterns, backdrops, etc. An example is shown here. This principle also applies to the presentation material that is used at NATO Headquarters and in the facilities for the media. These should clearly be branded in the same style as all other NATO communications products.



5.6 Recruitment advertisements, certificates and plaques

Recruitment advertisements should be designed in a way that the reader can link them directly to NATO. This can be achieved by using the NATO logo, as shown in combination with the division name, or without this indication. A simple format with the job specifications and contact for the job can be chosen, possibly highlighting the job title. Illustrations of possible recruitment advertisements can be found on this page.

Training certificates are used by different Divisions to recognise the successful participation in a training course. They will be printed on a thicker, good quality paper to underline the importance of the document. Certificates will be prepared according to the requirements of the Division, in some cases pre-printed and completed with a fine handwriting.

Commemorative plaques, for example for NATO projects, should also feature the NATO logo.



5.7 Branded items

Branded items can be handed out in quantities that have a tangible impact on an audience and the visibility of the Alliance. In development, branded items should be visually attractive and feature the NATO logo prominently. Items chosen for production, in form and design, should support the desired modern image of the Organization.



6. Third-party usage of the NATO logo

As part of its public diplomacy efforts, NATO regularly enters into partnerships with third parties, such as NGOs, to sponsor or jointly organise non-commercial events or other public diplomacy activities. Co-branding guidelines for related communication tools can be found in Chapter 3.3 and 3.4 of the VIGs. The external partner must obtain project-specific guidance on the use of the NATO logo from the NATO Division with which it is in contact.

NATO's Science for Peace and Security (SPS) Programme is another instance where project partners are requested to obtain advice on the use of the NATO logo from their respective NATO point of contact.

In all other cases where third parties wish to use the NATO logo, permission must be sought from NATO before the logo is used.

Some examples include:

- Promotional or commercial purposes

As a general rule, the use of the NATO logo for promotional or commercial purposes is prohibited. The use of the NATO logo by vendors for promotional purposes, however, is allowed on condition that it is an agreed part of a procurement contract between the vendor and a NATO body. In this case, agreed VIGs must be applied. Prior permission from NATO is always mandatory.

- Educational purposes

In principle, the use of the NATO logo for educational purposes, for instance school books or other educational tools, is authorised, but prior approval is required. Permission is given on a case-by-case basis. The NATO logo can be used on inside pages of text books, but not on the cover. Final authorisation of the use of the logo will be given based on a mock-up of the relevant page of the book or other educational tool.

The following terms and conditions apply at all times:

- Modifying the standard NATO logo in any way is strictly prohibited.
- The NATO logo is not to be used in content (digital, print or other) of any kind that defames NATO or its member countries.
- Any misperceptions – where the communication tool is incorrectly seen as one of NATO's official activities due to the incorrect use of the NATO logo – are strictly prohibited.
- NATO will rescind usage rights in case of inappropriate or unauthorised use of the NATO logo by any individual or entity.



Example of inside page of text book



