NATO
OTAN

# Visual Identity Guidelines

The NATO Science for Peace
and Security Programme

Introduction

End 2006 NATO launched the new Science for Peace and Security Programme (SPS) in line with decisions from the North Atlantic Council, NATO's principal decision-making body.

In order to reinforce visibility and visual coherence of communication tools connected with projects implemented with support from the NATO Science for Peace and Security Programme, a specific visual identity for activities under its remit has been created.

This visual identity is linked to but at the same time also distinct from NATO's overall corporate visual identity. The aim is to acknowledge NATO's role in the Programme while at the same time clarifying that NATO is not the release authority for these project related communication tools.

All project partners participating in the Science for Peace and Security Programme are required to apply these guidelines to their respective communication tools.

The visual identity comprises a signature banner which will be applied to all the communication tools (publications, posters, websites, notepaper, letterhead, etc.) created in the context of activities supported by the NATO SPS Programme.

The guidelines of this identity and all the elements necessary for its application have been brought together on this CD-ROM. To ease application and implementation we have limited these guidelines to a number of essentials and basic principles.

The content of the CD-ROM, the file names and the classification method used are explained in detail on page 18 of the present guide.

The systematic application of these guidelines will constantly reinforce the image and profile of the Science for Peace and Security Programme.

Thank you for your cooperation in this joint endeavour.

NATO Public Diplomacy Division

For further information, please contact

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AVAILABLE VERSIONS

There are several types of banner available.

Textual variants of the banner

These types are to be selected according to the type of project:

- Activity *(1_SPrg EN)*
- Project *(2_SPrg EN)*
- Workshop *(3_SPrg EN)*
- Publication *(4_SPrg EN)*

All the banners described below are available in four different textual variants.

Graphic variants of the banner

As a general rule the four-colour banner with a horizontal logo will be used but other versions of the banner are recommended for specific applications described below.

The colours of the NATO logo are dark blue PMS 280 (CMYK: 100C - 72M - 0Y - 18K) and light blue PMS 2718 (CMYK: 80C - 35M - 0Y - 0K).

BANNER WITH HORIZONTAL LOGO

This banner should preferably be chosen.

1_SPrg EN Hor

2_SPrg EN Hor

3_SPrg EN Hor

4_SPrg EN Hor

01 Banner

BANNER WITH VERTICAL LOGO

The use of the banner with vertical logo is recommended in the following cases :

- for documents with a <u>width smaller than 100mm</u>, as for example an A4 format leaflet folded in three, the vertical version of the NATO logo must be used to ensure that the whole text is legible *(see page 9)*.

- for <u>book covers</u> : given that the NATO logo is positioned vertically on the edge, we recommend the same arrangement to be used on the cover *(see page 11)*.

1_SPrg EN Ver

2_SPrg EN Ver

3_SPrg EN Ver

4_SPrg EN Ver

LINE-ART VERSION

The line-art version of the banner will be used for documents in black and white such as faxes or memos (templates of these documents are provided on the CD).
This version can also be used for reports printed in black and white.

1_SPrg EN Hor_NB

1_SPrg EN Ver_NB

Position of the banner

GENERAL RULE

The banner is generally positioned right across the bottom of the document and in bleed-off layout. This positioning applies to A4 brochures, leaflets, books, CD-ROMs and DVDs.

Printing presses cannot print elements placed exactly at the edge of the page. When printing on larger sheets, they always leave a white margin after which the paper is trimmed to the desired size. To avoid the risk of leaving a narrow white margin in the area of the trim, the colours bleed from the document and cut marks indicate the precise location at which trimming is to be performed.

We recommend that you use the banner in bleed-off layout designed for this purpose : *Name of banner+bleed*. The overshoot margin represents 5% of the width of the banner.

Lorem ipsum dolor
sit amet consectetuer

Iriuscilit luptatu erostrud ming ea feu faci eumsandreet

NATO OTAN · This publication is supported by: | The NATO Science for Peace and Security Programme

5%

5%

EXCEPTIONS

Posters

On documents with a format larger than A4, namely posters, the banner must be centred at the bottom of the page and its width must not be less than half the width of the document *(see pages 12 and 13)*.

Stationery and reports

In the case of documents which cannot be printed in bleed-off layout such as headed notepaper, faxes, memos or certain reports, the banner must be centred at the bottom of the page and its width must be not less than 2/3 of the width of the document *(see pages 14 and 15)*.

Website pages

We will provide you with a banner as well as a line of HTML code to be copied and pasted into the code of your website *(see page 16)*.

PowerPoint presentations

Please use the template provided on this CD-ROM *(see page 17)*.

Examples are provided under "Applications".

A4 BROCHURES

In the case of A4 format brochures, the banner with the horizontal NATO logo is to be positioned at the bottom across the total width of the cover of the document in bleed-off layout.

We recommend that you use the banner provided for this purpose to facilitate printing and trimming of the document: *Name of banner+bleed*. The overshoot margin represents 5% of the width of the banner.

LEAFLETS

In the case of an A4 format leaflet folded in three, the banner with the <u>vertical version of the</u> <u>NATO logo</u> must be used to ensure that the whole text is legible. The banner must be positioned at the bottom across the total width of the cover of the document in bleed-off layout.

We recommend that you use the banner provided for this purpose to facilitate printing and trimming of the document: *Name of banner+bleed*. The overshoot margin represents 5% of the width of the banner.
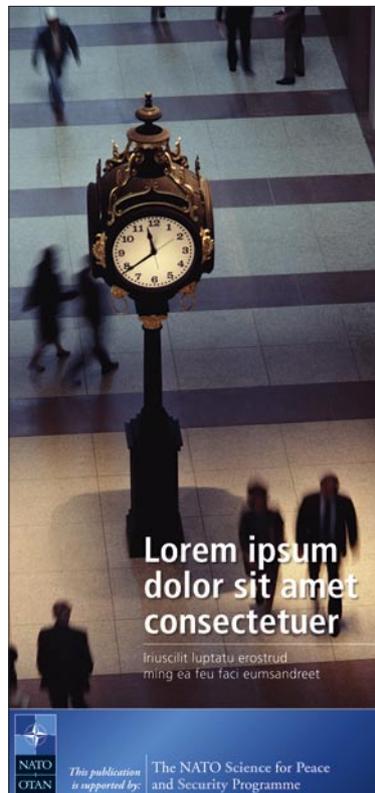
03 Applications

DVD AND CD-ROM CASES

Sleeves

On sleeves for DVDs or CDs, the banner with the horizontal NATO logo must be positioned on the front cover at the bottom across the total width of the document in bleed-off layout.

We recommend that you use the banner provided for this purpose to facilitate printing and trimming of the document: *Name of banner+bleed*. The overshoot margin represents 5% of the width of the banner.
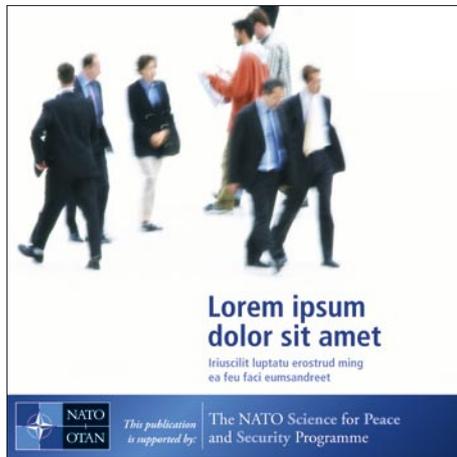
CD-ROM
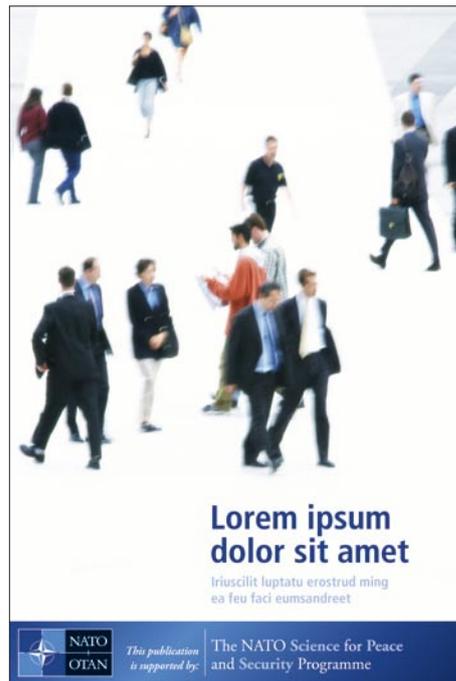
DVD

Disk

Given the circular shape and the diameter (approx. 12 cm) of this support, the banner with the <u>vertical version of the NATO logo</u> must be used to ensure that the whole text is legible. The bleed-off layout version should not be used *(Name of banner VER)*.

Disk

BOOK COVERS

In the case of book covers, the banner is positioned on the cover but the logo is also positioned on the edge. Given that the <u>NATO logo</u> is positioned <u>vertically</u> on the edge, we recommend the same arrangement to be used on the cover.

The banner must be positioned at the bottom, across the total width of the cover of the document in bleed-off layout.

We recommend that you use the banner provided for this purpose to facilitate printing and trimming of the document: *Name of banner+bleed*. The overshoot margin repre-sents 5% of the width of the banner.

03 *Applications*

POSTERS

In the case of documents with a format larger than A4, namely posters, the banner with the horizontal NATO logo <u>must be centred at the bottom of the document.</u>

Horizontal posters

The banner must be used at a width equal to <u>50% of the width of the poster.</u> The side margins must therefore be equal to 25% of the width of the document. The bottom margin will be <u>5% of the width</u> of the document.

Vertical posters

The banner must be used at a width equal to <u>90% of the width of the poster.</u> The side margins must therefore be equal to <u>5% of the width</u> of the document. This value of 5% is also to be used for the bottom margin.

03 *Applications*

STATIONERY

In the case of documents which cannot be printed in bleed-off layout such as headed notepaper, faxes, memos or certain reports, the banner with the horizontal logo must be centred at the bottom of the page and its width must be not less than 2/3 of the width of the document.

MS WORD templates for headed notepaper, faxes and memos are provided on this CD-ROM. They are to be selected according to the type of project.

- 1_activity *(1_SPrg EN)*
- 2_project *(2_SPrg EN)*
- 3_workshop *(3_SPrg EN)*
- 4_publication *(4_SPrg EN)*

Headed notepaper

X_SPrg EN Letter

Faxes and memos

*X_SPrg EN Fax*

X_SPrg EN Memo

03 *Applications*

BANNER FOR WEBSITES

For website pages, we are providing a banner (468 x 68 pixels) and a line of HTML code to be copied and pasted into the code of your website.

File name : *X_SPrg EN.jpg*

Example :

<img src="4_SPrgEN.jpg" border="0">
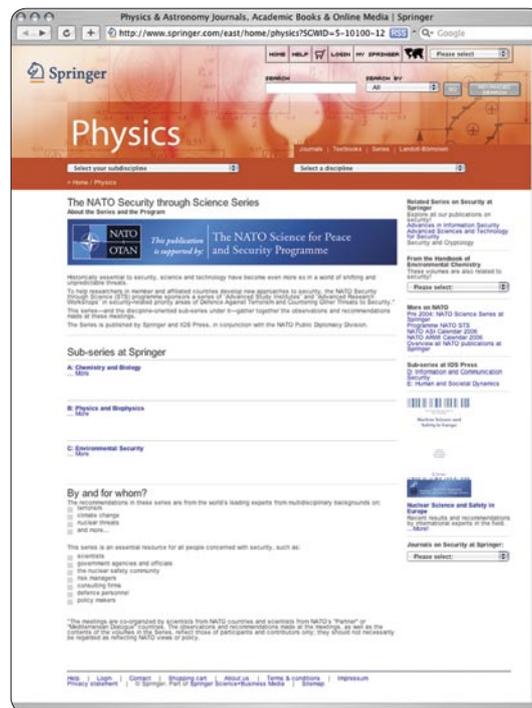
POWERPOINT PRESENTATIONS

For PowerPoint presentations, please use the template provided on the CD-ROM which must be chosen according to the type of project :

- 1_activity *(1_SPrg EN)*
- 2_project *(2_SPrg EN)*
- 3_workshop*(3_SPrg EN)*
- 4_publication *(4_SPrg EN)*

File name : *X_SPrg EN.pot*
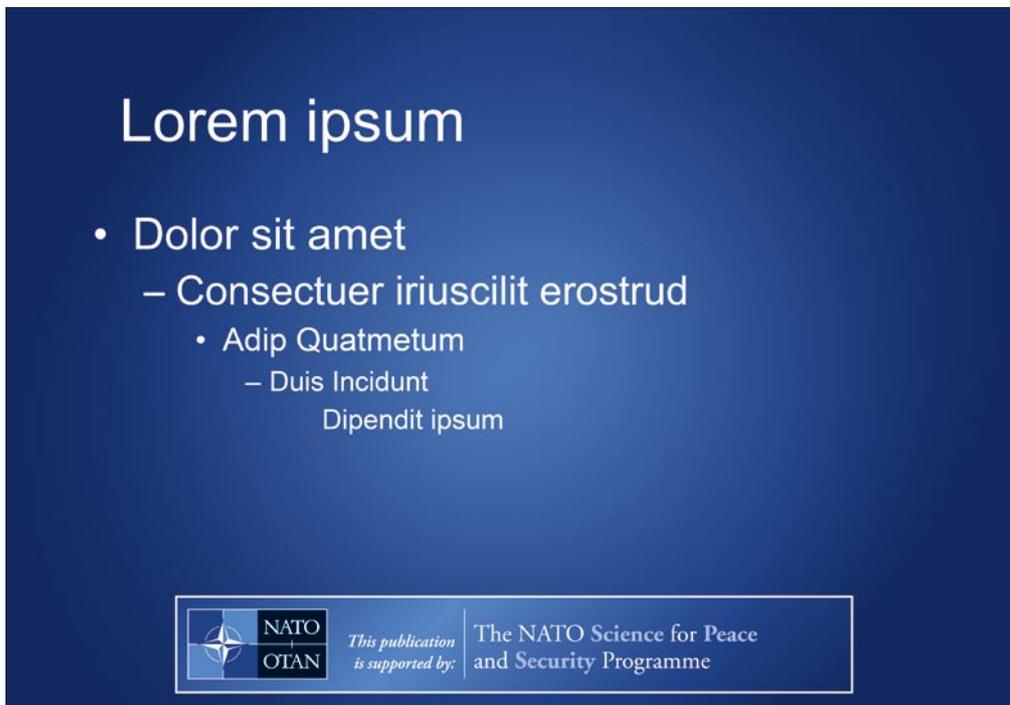
CLASSIFICATION OF FILES

The files are initially classified according to the <u>textual variants</u> of the banner :

- 1_activity *(1_SPrg EN)*
- 2_project *(2_SPrg EN)*
- 3_workshop *(3_SPrg EN)*
- 4_publication *(4_SPrg EN)*

and then by the <u>type of file</u> (resolution level) :

- .ai (Adobe Illustrator) and .eps (formats for offset printing) files in high resolution;
- .jpg file in medium resolution for digital printing;
- .jpg file in low resolution only for use on the Internet.

Within these documents, the following files are available (the textual variants are designated with X_) :

- Four-colour
    Horizontal version : *X_SPrg EN Hor*
    Vertical version *: X_SPrg EN Ver*

- Four-colour in bleed-off layout <u>(+bleed)</u>
    Horizontal version *: X_SPrg EN Hor+bleed*
    Vertical version *: X_SPrg EN Ver+bleed*

- Black-and-white
    Horizontal version *: X_SPrg EN Hor_NB*
    Vertical version *: X_SPrg EN Ver_NB*

There is only one banner available in low resolution for use on the Internet :
    X_SPrg EN.jpg

EXAMPLE

For a workshop, you will require a horizontal banner in English, black and white and in EPS format.

Your file is located in the following path :

    🗀 3_WORKSHOP
        🗀 EPS
            3_SPrg EN Hor_NB.eps

DOCUMENT TEMPLATES

Templates for different types of documents are also provided :

- <u>Word templates</u> (.dot) for headed notepaper : *X_SPrg EN Letter.dot*
                                 faxes : *X_SPrg EN Fax.dot*
                               memos : *X_SPrg EN Memo.dot*

- <u>Powerpoint presentation template</u> (.pot) : *X_SPrg EN.pot*

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