



NATO UNCLASSIFIED

APPENDIX 1
PDD(2020)0172

**NATO BRAND IDENTITY MANUAL
(version 9 December 2020)**

The NATO Brand Identity Manual (BIM) is web-based. To facilitate review, please find below a PDF version of the website.

Please note that for technical reasons, the PDF version is not an exact copy in terms of format or layout of the web version, and has none of the web-platform's interactive functionality.

To view and interact with the Brand Identity Manual on the web-platform (<https://nato.frontify.com>), register for access at <https://nato.frontify.com/request-access>.

NATO UNCLASSIFIED



NATO Brand Identity Manual

Welcome

Welcome to the NATO Brand Identity Manual. Here, you'll find a practical guide for creating compelling content that complies with the One NATO Brand.

The menu bar on the left is a detailed outline and serves as a guide to specific topics in the manual. Communicators are encouraged to read Ambassador [Baiba Braže's message](#) to NATO communicators and How to Use this Manual first, before exploring the other topics.

Use the menu bar on the left to find specific topics. Links allow easy navigation through the guide and provide access to templates and digital assets that can be downloaded directly for use.

December 2020

From the desk of Ambassador Braže



Ambassador Baiba Braže
Assistant Secretary General for Public Diplomacy

Building and maintaining support for NATO among Allied audiences and external ones is an essential part of our mission, and recognition of NATO's brand is indispensable to this effort. It is therefore essential that all NATO entities communicate NATO's identity in a manner that is consistent and clearly identifiable.

The One NATO Brand Strategy guides and directs NATO communicators in creating a more coherent corporate identity. The initiative, developed in consultation between NATO Headquarters, Strategic Commands, and major Agencies, is intended to increase public awareness of and trust in the Alliance by harmonizing the approaches to the branding of all NATO entities. Doing so will have the twin benefits of bringing the credibility and public profile of the Alliance to all of the parts of NATO, and helping the public to understand that the work of all the parts of NATO is provided by the Alliance.

This Brand Identity Manual is a guide to the consistent application of the One NATO Brand approach across the most commonly used communications tools. It is a living document -- to ensure that it remains relevant, it will be updated over time. The NATO Brand Steering Board will be accountable for the maintenance and enforcement of the One NATO Brand Strategy and the Brand Identity Manual.

All NATO entities that report to the NATO Secretary General or the Strategic Commanders must adapt their communications efforts and platforms to be compliant with the One NATO Brand Strategy and the Brand Identity Manual by **31 December 2021**.

I invite you to begin using this manual immediately and to contact the [NATO HQ, ACO](#) and [ACT](#) brand teams with any questions you may have.

I look forward to building the One NATO Brand together with you in the coming years.

PO(2020)XXXX

A. The One NATO Brand

The One NATO Brand Strategy aims to help stem the decline in public awareness of, understanding of and support for the Alliance during recent years. Annual target audience research since 2016 has shown that public support for the Alliance is at risk, which could have adverse outcomes for NATO in the future.

To mitigate this risk, NATO must simplify and unify its visual brand, and create a consistent and appealing brand narrative to bolster public awareness of and support for the Alliance.

All NATO entities reporting to the Secretary General or either of the NATO Strategic Commanders must comply with the One NATO Brand Strategy [available from brand@hq.nato.int], and this Brand Identity Manual.

NATO-affiliated entities, such as national delegations and military representations, agencies, the NATO Force Structure, and nationally led NATO entities such as NATO schools, are encouraged to follow the guidelines in this manual to help reinforce brand coherence and consistency around the Alliance.

All NATO personnel and particularly NATO communicators, are ambassadors of the One NATO Brand, whether they are communicating internally or externally. Hence, the One NATO Brand should be reflected in all forms of communication, thereby fostering a new, more unified corporate culture.

Entities and personnel who report to the Secretary General or the Strategic Commanders, regardless of location, should present themselves first as NATO entities and personnel. Official presentations by NATO entities must always be made within the wider context of the Alliance, underlining how the entity contributes to NATO ([see the NATO Brand Guide](#)).

B. The Brand Identity Manual: An Overview

This Brand Identity Manual is an integral part of the One NATO Brand Strategy. It is designed for use as a reference document by communicators across the Alliance to help them comply with the One NATO Brand.

Consistency across all NATO communications activities and tools is vital for the success of NATO's visual identity. Following the guidelines in this Brand Identity Manual will result in improved recognition of NATO products and increase the impact of communications.

This manual provides practical instructions for using the NATO branding elements in a range of communications products. Communicators across NATO should consult this manual to ensure their communications products are compliant with the One NATO visual identity and narrative.

C. A Communicator's Toolkit

Communications products that should incorporate elements of the One NATO Brand include stationery, email signatures, websites, social media, email campaigns, promotional and marketing materials, videos, live broadcasts, venue branding, print publications, and presentations.

Communicators can find specific guidance for branding of these products on this platform, along with compliant examples and downloadable templates for a variety of purposes. To ensure use of the latest approved versions of the products described in this manual, whenever possible the available templates should be downloaded each time before use. The descriptions and instructions provided here are intended to be used in conjunction with the available templates.

Use the menu bar on the left to find specific topics. Links allow easy navigation through the guide and provide [access to templates and digital assets](#) that can be downloaded directly for use.

D. Approval of New Designs

Civilian

All draft non-military visual identity elements and logos must use established One NATO Brand templates where they exist and be sent for guidance and approval to brand@hq.nato.int.

Final and approved versions must be sent for archiving using the following *filename format*:

Parent Entity Name - Entity Name - Asset Type - Asset Description, (e.g. NHQ - PDD - Logo - #NATO2030.jpg).

Military (IMS)

All draft NATO International Military Staff (IMS) visual identity elements falling under the jurisdiction of the Director General of the IMS and the NATO Military Committee visual identity elements (including Conference logos) will be created and established in line with the overall guidance provided in the One NATO Brand Strategy. The Public Affairs and Strategic Communications Office will coordinate all IMS/MC templates with the One NATO Brand team.

Final and approved versions must be sent for archiving using the filename format: Parent Entity Name - Entity Name - Asset Type - Asset Description, (e.g. IMS - Logo - MC Conference 2021.jpg).

Military (ACO)

In accordance with ACO Directive AD095-004 on Insignias and business stamps, all draft military insignia and heraldry or visual identity elements falling under the jurisdiction of Allied Command Operations (ACO) must use established One NATO Brand templates where they exist and be sent for guidance and approval to brand@shape.nato.int, copying brand@hq.nato.int.

Final and approved versions must be sent for archiving using the *filename format*: Parent Entity Name - Entity Name - Asset Type - Asset Description, (e.g. ACO - JFCBS - Publication - Annual Report Cover.jpg).

Military (ACT)

All draft visual identity elements falling under the jurisdiction of Allied Command Transformation (ACT) must use established One NATO Brand templates where they exist and be sent for guidance and approval to brand@act.nato.int, copying brand@hq.nato.int.

Final and approved versions must be sent for archiving using the *filename format*: Parent Entity Name - Entity Name - Asset Type - Asset Description, (e.g. ACT - HQ SACT - Logo - ACT.jpg).

A. Key Facts

The Alliance logo is the single most important element of NATO's visual identity. Use of the logo on physical items or digital content marks them as official NATO products.



Vertical Alliance logo

The Alliance logo has two distinct components, the NATO Compass and the name box. When the logo is used to represent the Alliance, both components must appear together as a single graphic entity and they must be equal in size.



The Alliance logo compass box

The first logo component, the NATO Compass, is the most essential component of NATO's visual identity. In addition to making up part of the Alliance logo, the compass can also be used on its own for approved decorative purposes, provided it does not replace the Alliance logo. For further guidance on the NATO compass as a design element, click [here](#).



The Alliance logo name box

The second component of the logo, the name box, features the acronym in English (NATO) and French (OTAN), NATO's two official languages. Other language versions must not be substituted.

The Alliance logo is available for use in vertical and horizontal versions.

To preserve the distinctive quality of the Alliance logo, it should always be used accurately according to the mandatory standard proportions and vertical or horizontal orientation. No alterations should be made to its shape or colour, and the text should not be outlined or italicized. No objects, letters, numbers, or symbols should be superimposed on the logo.



Alliance logo on background



Descriptive logo on background

When printed or overlaid on dark backgrounds or pictures, a thin white line, equal to the white lines within the Alliance logo, should be applied all around it.

As a general rule, the Alliance logo should always be positioned top-left on all communications materials and tools issued by the entity.

The Alliance logo can be downloaded in various formats [here](#).

B. The Alliance Logo for Horizontal Positioning



CMYK horizontal Alliance logo



Lineart horizontal Alliance logo



Greyscale horizontal Alliance logo

In the horizontal logo, the compass box is always positioned to the left of the name box. When the logo is reproduced in greyscale, a thin white line must be added vertically to distinguish the compass box from the text box.

C. The Alliance Logo for Vertical Positioning



CMYK vertical Alliance logo



Lineart vertical Alliance logo



Greyscale vertical Alliance logo

In the vertical logo, the compass box is always positioned above the name box. When the logo is reproduced in greyscale, a thin white line must be added horizontally to distinguish the compass box from the text box.

D. Scaling the Logo



Alliance logo scaling



Descriptive logo scaling

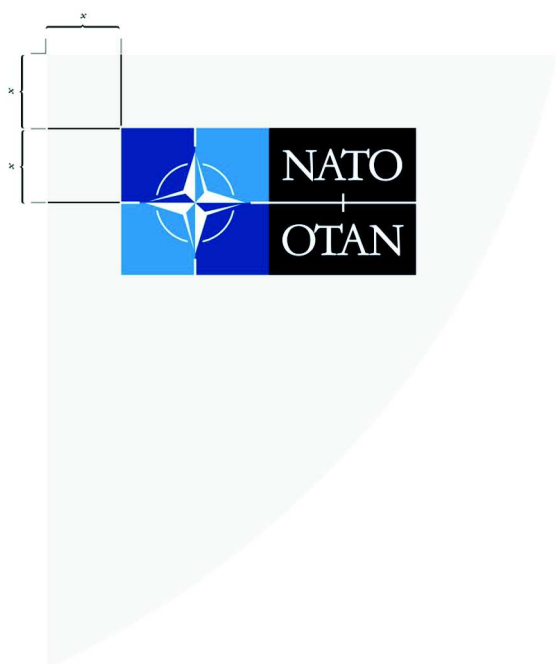
Here's a quick overview of appropriate logo sizes for various product types. See individual product guidelines for more details.

Regardless of how it is used, the logo should always be scaled so that the text box remains legible.

Logo Scaling by Product	
High quality print products	15 mm × 30 mm
Newsprint	20 mm × 40 mm
Websites	160 pixels × 80 pixels (horizontal orientation is preferred)
DIN A4/US letter-sized paper	20 mm × 40 mm
Envelopes	15 mm × 30 mm
Business cards/complimentary slips	15 mm × 30 mm

E. The Exclusion Area

An exclusion area is white space around the logo that is free from text or a graphic image. This area should be half the height or width of the compass box. Designs must always include allowance for an exclusion area.



Exclusion area horizontal



Exclusion area vertical

F. Logo Variations

1. The Descriptive Logo

A descriptive logo is a variation of the Alliance logo that allows NATO entities to distinguish themselves from each other while maintaining a clear, direct link to the Alliance. This results in a more recognizable and consistent brand image across NATO entities.

Wherever a descriptive logo is not a necessity, or when more than one NATO entity is involved, the Alliance logo should be used.

A descriptive logo has the name and location of the entity added underneath the horizontal Alliance logo. The added text box has a grey colour fill.

To improve recognition, entities must spell out their full names in descriptive logos. They may include the acronym in parentheses at the end.

The width of the text box is fixed in the template. The height of the box depends on the number of lines needed for the name of the entity.

NATO-affiliated entities, whether military or civilian, that do not report to the Secretary General or either of the NATO Strategic Commanders are invited to adopt a descriptive logo.

See the [NATO letterhead](#) for an example of a descriptive logo.

A. For NATO Civilian Entities

Descriptive logos specifically for NATO Headquarters and the Secretary General must be bilingual (EN/FR).

Contact nac.graphics@hq.nato.int and brand@hq.nato.int for assistance with descriptive logos.



B. For NATO Military Entities



To allow for recognition of military entities' heraldry, a text box with the entity name and location and a box for heraldry/insignia are added to the descriptive logo. These elements are positioned underneath the Alliance logo.

Contact nac.graphics@hq.nato.int and brand@hq.nato.int for assistance with descriptive logos.

C. Creating a New Descriptive Logo

Download a template for the descriptive logo from the asset library [here](#).



NATO Headquarters JISD descriptive logo

Instructions for appropriate scaling and location of the descriptive logo are the same as for the Alliance logo.

Here are some **key design elements** to keep in mind.

Location: The dedicated name box appears below the horizontal Alliance logo and is limited to three lines of text. It is separated from the Alliance logo by a white line equal to the white lines used within the Alliance logo. The name box has a grey colour fill (10% of black) and the name is set in Noto Sans Bold. For a logo 5 cm wide, the font should be 10 pt. A location box is added below the name box, with the same colour fill, and must always contain the name of the city and country (separated by a vertical bar) in 7 pt Noto Sans Regular.

Size: The name box is 1/4 of the height of the Alliance logo for one line of text, 1/2 of the height of the Alliance logo for two lines of text, and 3/4 of the height of the Alliance logo for three lines of text.

Below that, separated by a white line equal to the white lines used within the Alliance logo, is the location box. Its dimensions are 1/8 of the height of the Alliance logo.

When overlaid on dark backgrounds, a thin white line, equal to the white lines within the Alliance logo, should be applied all around the descriptive logo.

2. The NATO Summit Logo / High-Level Meeting Logo

The NATO summit logo is the primary visual asset for high-level meetings. The summit logo is often used on backdrops for official photos of leaders and VIPs, as well as for numerous media events and venues.

The following meeting types may use the NATO summit logo template: NATO Summits, non-summit meetings of heads of state and government (“Leaders’ Meetings”), and Ministerial or Chief or Head of Defence (CHOD) meetings taking place outside NATO HQ.

In coordination with the Host Nation, the NATO Public Diplomacy Division leads the development of civilian high-level meeting logos, following the summit logo template instructions below. Host Nations may provide input on the national visual element of the logo. Three logo options, approved by ASG PDD in consultation with the NATO Spokesperson, are presented to the NATO Task Force for internal approval. The NATO Task Force then provides these three designs for the Host Nation to indicate at least two preferred designs. The NATO Task Force presents the two preferred designs to the NATO Secretary General who selects the final logo.

In coordination with the Host Nation, the International Military Staff Public Affairs and Strategic Communications Advisor (IMS PASCAD) leads the development of high-level meeting logos, following the Military Committee Conference logo template instructions below. Host Nations may provide input on the national visual element of the logo. Three logo options, approved by IMS PASCAD, will be provided to the Host Nation to indicate at least one preferred design. IMS PASCAD approves the final Conference logo.



The logo is a square, with the vertical Alliance logo always positioned in the left half of the square. The right two quadrants of the square are reserved for the event-specific visual design, and the descriptive text. The descriptive text appears in the top-right quadrant of the summit logo, opposite the NATO Compass. The proposed event-specific design in the bottom-right quadrant should be evocative of the location of the summit, and must be simple enough that public audiences will recognize and understand the visual references.

The NATO summit logo

The summit logo descriptive text must always be in both English and French, and no other language. The logo text must include only the name of the city where the meeting will be held, the date (with the month depicted as a Roman numeral), and, as appropriate, the words:

“SUMMIT | SOMMET”;

“LEADERS’ MEETING | REUNION DES DIRIGEANTS”;

“FOREIGN MINISTERS | MINISTRES DES AFFAIRES ETRANGERES”;

“DEFENCE MINISTERS | MINISTRES DE LA DEFENCE”;

“Military Committee in Chiefs of Defence Session | Comité Militaire – Session des chefs d’état-major de la défense”.

The font used for the summit title is 14 pt Noto Sans Bold and the date and location are 10 pt Noto Sans Regular. The summit logo must always be rendered in a size that makes the text legible.

The NATO summit logo template can be downloaded [here](#).



Horizontal Summit logo



Vertical Summit logo

Horizontal and vertical variants of the summit logo may be used where circumstances require it, for example, vertical or horizontal banners in a press room. The order of the quadrants in vertical and horizontal summit logo variants must be NATO Compass > NATO/OTAN > national visual design > descriptive text.

3. The Logo for "Away" Meetings of the North Atlantic Council and Military Committee

The Alliance logo should be used for events below the level of heads of state and government, ministerials, or meetings of Military Committee in Chiefs of Defence Session. However, for trips of the North Atlantic Council or Military Committee taking place outside NATO HQ, the "Away" Meeting logo may be used.

In coordination with the Host Nation, the NATO Public Diplomacy Division leads the development of logos for NAC trips, following the away meeting logo template instructions below. Host nations may provide input on the national visual element of the logo. Two logo options, approved by ASG PDD in consultation with the NATO Spokesperson, are presented to the NATO Task Force for approval by the Office of the Secretary General. The NATO Task Force then provides these two designs for the Host Nation to indicate their preferred design.

In coordination with the Host Nation, the International Military Staff Public Affairs and Strategic Communications Advisor (IMS PASCAD) leads the development of logos for Military Committee visits, following the Away meeting logo template instructions below. Host nations may provide input on the national visual element of the logo. Two logo options, approved by IMS PASCAD will be provided to the Host Nation to indicate their preferred design. Host Nation to present IMS PASCAD with their chosen logo design.

The name of the event and a simple national visual element are added to the right of the horizontal Alliance logo. The "Away" logo descriptive text must always be in both English and French, and no other language. The logo text must include only the name of the city where the meeting will be held, the date (with the month depicted as a Roman numeral), and, as appropriate, the words:

"North Atlantic Council | Conseil de l'Atlantique Nord";

"Military Committee | Comité Militaire".

The "Away" logo must always be rendered in a size that makes the text legible.



Horizontal NAC and MC "away" logo



Vertical NAC and MC "away" logo

In addition to the standard horizontal "Away" logo, a vertical variant of the logo may be used where circumstances require it (for example, a vertical banner in a press room).

The NATO "Away" logo template can be downloaded [here](#).

4. The Event Logo

The Alliance logo should be used for events below the level of heads of state and government, Ministerials, or NAC/MC away days. However, where more unique branding is deemed necessary for political reasons or other sensitivities, the event logo template may be used instead of the Alliance logo.

The event logo template can be downloaded from the [asset library](#).

The name of the event is added in a grey text box next to the horizontal Alliance logo. The city and year in which the event takes place are added below the name of the event. If required, the flag of a single host nation may be attached to the right side of the event logo.



NATO Military Partnership Coordination Workshop horizontal logo with flag



NATO Military Partnership Coordination Workshop horizontal logo without flag

The size of the text box may vary according to its contents, but must not exceed the size of half of the Alliance logo. The flag box is positioned below the text box in a 3:2 ratio relative to the size of the text box. The font used for the event title is 14 pt Noto Sans Bold and the date and location are 10 pt Noto Sans Regular. The grey colour fill in the text box is 10% of black.

In addition to the standard horizontal event logo, a vertical variant of the event logo may be used where circumstances require it (for example, a vertical banner in a press room).



NATO Industry Forum logo vertical with flag

5. The Anniversary Logo

The Brand Team strongly recommends against the creation of anniversary logos for NATO entities. The adaptation of existing entity logos to mark anniversaries is prohibited.

However, in the event that a unique anniversary logo is unavoidable for political reasons, the anniversary logo template, which can be downloaded from the [asset library](#), must be used.

The number of years being celebrated is inserted in the top right quadrant. The name of the entity celebrating the anniversary follows below in the bottom right quadrant. The font for text is 14 pt Noto Sans Bold. The grey colour fill used in the text box is 10% of black.



NATO 25th anniversary logo

NATO 50th anniversary logo

A. Fonts

NATO uses three official fonts: Garamond, Arial, and Noto Sans.

Normally, **Arial** is used for body text, while **Garamond** is used for titles, headlines, subheads, callouts, and similar.

For design elements, the **Noto** font is used in both its Sans Serif and Serif variations. This font is readily available via Google Fonts at the following link: www.google.com/get/noto.

Note that blocks of text should be left-justified whenever possible, as it significantly increases legibility. Full justification should be avoided whenever possible.

Arial ^{WEB}

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!\$&*)

Arial

Weight: 400

Style: normal

Usage

```
CSS
```

```
1 font-family: "Arial" sans-serif;
```

Garamond ^{WEB}

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!\$%&*)

Garamond

Weight:

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!\$&*)

Garamond

Weight: 400

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!\$&*)

Garamond

Weight: bold

Style: normal

Usage

CSS

```
1 font-family: "Garamond", sans-serif;
```

Noto Sans ^{WEB}

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;?!\$&*)

Noto Sans

Weight: 700

Style: normal

Usage

HTML

```
1 | <link href="http://fonts.googleapis.com/css?family=Noto+Sans" rel="stylesheet" type="text/css">
```

CSS

```
1 | font-family: "Noto Sans", sans-serif;
```

B. Colours

The consistent and accurate application of NATO's primary colours is essential to ensuring recognisable and impactful visual branding. The colours are the dark blue and light blue used in the NATO logo and black.

Note: For the strongest visual impact, the appropriate values in the applicable colour system (for example, CMYK or Pantone) should be selected, rather than converting from one system to another using automated tools.

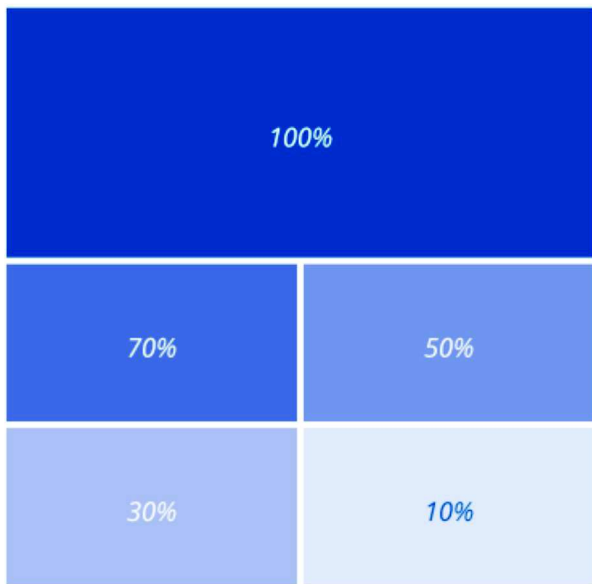
These tables show colour values for obtaining the correct NATO primary colours in different colour systems.

Dark Blue

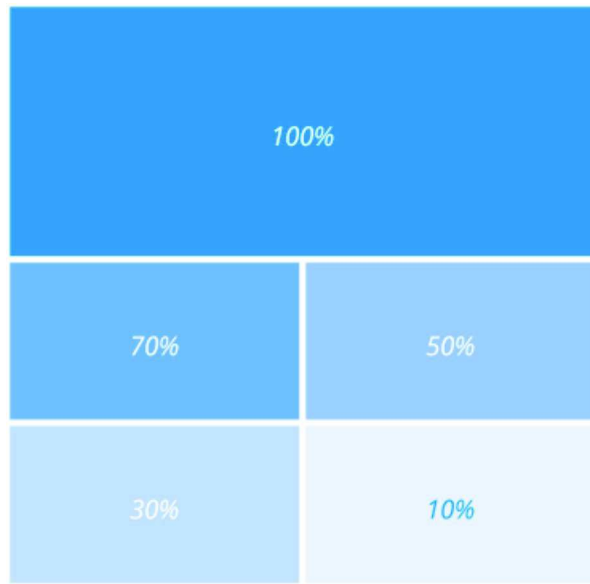
HEX	#004990
RGB	0, 73, 144
CMYK	100, 72, 0, 18
PMS	280

Light Blue

HEX	#118ACB
RGB	17, 138, 203
CMYK	80, 35, 0, 0
PMS	2718



Conversion table Dark Blue



Conversion table Light Blue

Black

HEX #000000
 RGB 0, 0, 0
 CMYK 100, 0, 0, 100
 PMS Process Black

Grey

HEX #EAEBE7
 RGB 234, 235, 231
 CMYK 7, 4, 7, 0
 PMS -

True White

HEX #FFFFFF
 RGB 255, 255, 255
 CMYK 0, 0, 0, 0
 PMS

C. The NATO Compass

The NATO Compass is a prominent visual symbol of the Alliance. In addition to being one of the main components of the Alliance logo, it may be used separately as a design element provided it does not replace the Alliance or descriptive logo.

Care should be taken in the design of communications materials not to distort the NATO Compass in any way. To ensure the Compass is always correctly displayed, the [downloadable templates](#) should be used.

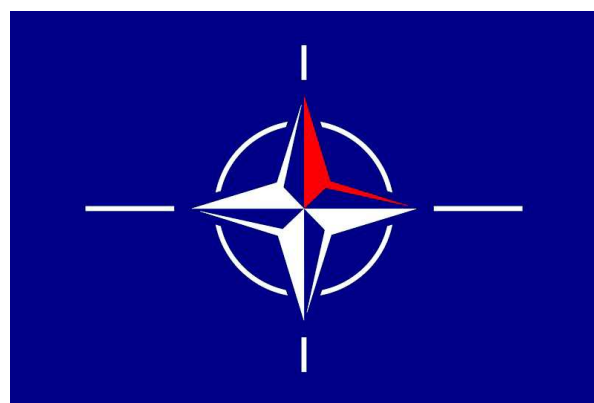
When incorporating the NATO compass in a design, pay special attention to the shaded and unshaded elements of the compass points to ensure they are rendered as in the templates, without being flipped or inverted, whether horizontally or vertically.

To verify that the compass is correctly displayed, look at the top-right corner of the compass. The upper half of the right/east arm should be solid. The right/east half of the top/north arm should include a smaller filled line along its right/east side.

When examined together, these two elements resemble an open laptop computer seen from the side: the filled top half of the east point resembles the base of the laptop, while the smaller filled line running up the right side of the north point resembles the screen of the laptop.



The NATO Flag with compass correctly displayed



The NATO Flag with compass incorrectly displayed

If the Compass is used as a design element without borders, it should be used with its four flanges (the short bars just off each of its points). Always start any work using an official image file of the NATO Compass, whether in full colour or monochrome.

1. Internet Specifications for Using the NATO Compass

For use on the Internet, the NATO Compass should be produced with the following values for NATO's primary colours:

Dark Blue		Light Blue	
HEX	#004990	HEX	#118ACB
RGB	0, 73, 144	RGB	17, 138, 203

Corresponding CMYK or Pantone colour values may also be used.

2. Using the NATO Compass for Screens and Projections

When the NATO Compass is used on a screen (for example, in PowerPoint and video presentations during exhibitions and events), the accurate colours of the NATO compass are converted to the RGB colours specified below. RGB colour values used for projection are often more vivid than printed colours.

Dark Blue

HEX #004990

RGB 0, 73, 144

Light Blue

HEX #118ACB

RGB 17, 138, 203

Black

HEX #000000

RGB 0, 0, 0

Grey

HEX #EAEBE7

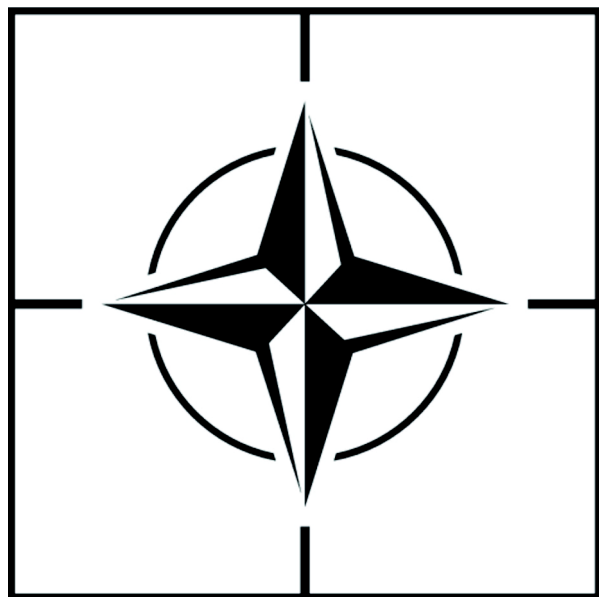
RGB 234, 235, 231

3. Using the Compass Box in Line Art

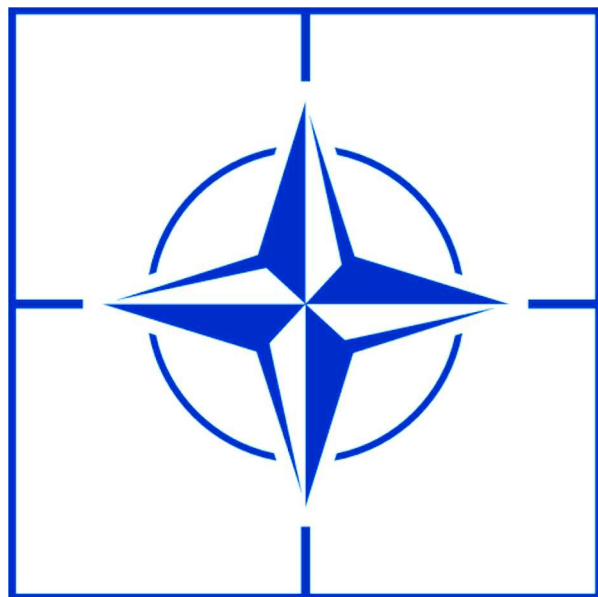
A line art version of the compass box is available for applications where colours cannot be easily printed.

The line art compass is a monochrome, without grey tones or colour values. It is a good solution for printing on raw materials such as burlap or cardboard. The line art compass is best for techniques like sandblasting glass, die-stamp printing, laser etching on metal, or varnish printing.

The line art version of the compass box exists in positive and negative forms and can be printed either in black or dark blue (PMS 280). The line art compass box templates can be downloaded from the [asset library](#).



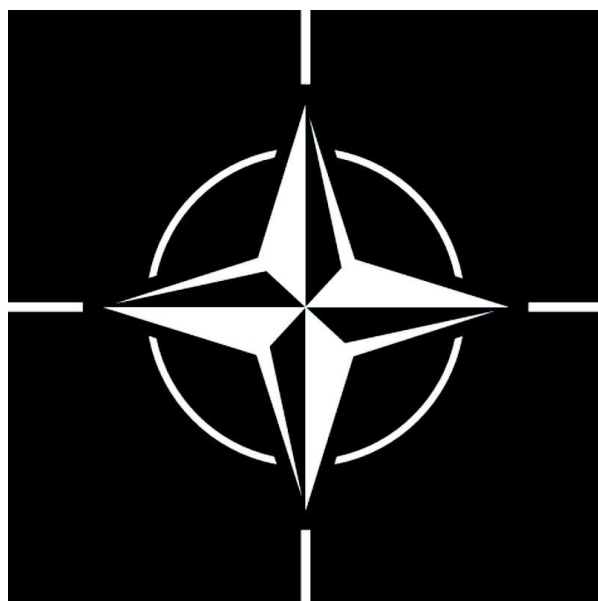
Compass Positive Logo Black



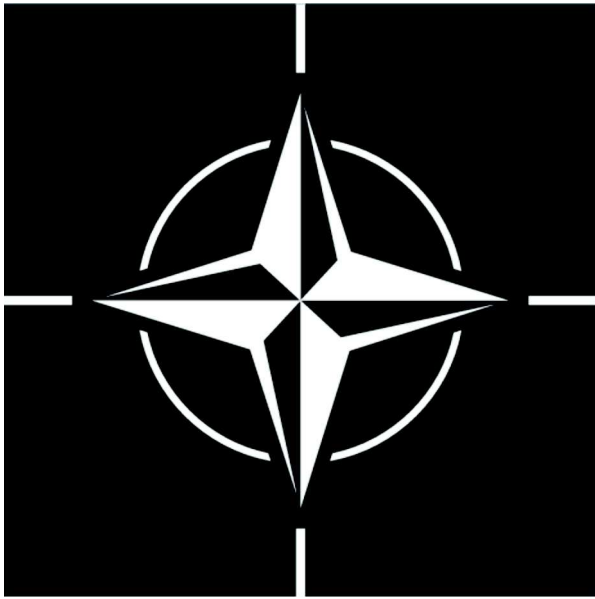
Compass Positive Logo PMS280



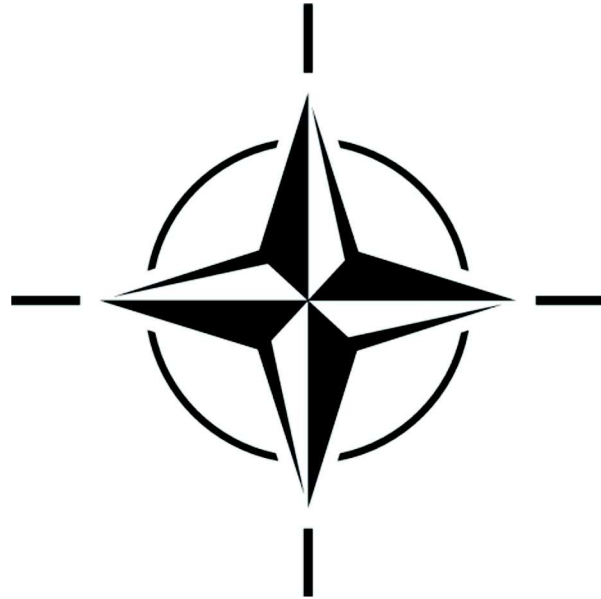
Compass Negative Logo Blue



Compass Negative Logo Black



Compass Frameless Negative Logo Black



Compass Frameless Positive Logo Black

D. Flags

The NATO flag may be used as an emblem on communications materials in conjunction with the Alliance logo, or as a decorative element, for example on promotional items. However, the NATO flag should never be used in place of the logo.



Nato Flag

The NATO flag is a rectangle produced to a 2:3 ratio. The background colour is blue and has the following standard NATO colour values:

Dark Blue

HEX	#004990
RGB	0, 73, 144
CMYK	100, 72, 0, 18
PMS	280

For conformity, all NATO Allies have agreed to have their national flag produced according to the same 2:3 ratio as the NATO flag.

Representations of Allied flags or of the NATO flag must use the compliant NATO and Allied flags available for download [here](#).

E. Maps

Maps are politically sensitive, among both Allies and other nations. To prevent reputational damage, NATO communicators making products containing maps for external audiences must ensure that the maps used are NATO compliant by validating them with a unit in your organization that can provide compliant maps.

If you do not have a unit in your own organization that can provide compliant maps, please contact the NATO Headquarters Geospatial Section at geo@hq.nato.int for support.

F. Editorial Guidance for Selecting Images

A compelling image has the power to draw and keep a reader's attention. Many people focus their attention for only a few seconds before clicking away or turning the page, but a powerful image is hard to ignore. Images also play an important role in shaping perception. For all these reasons, it is important to carefully consider which aspects of NATO can best be shown through pictures, and how to select the right images. The following are some guidelines to keep in mind.

NATO-owned images are available in high resolution for download from a number of sites, including the NATO [HQ website](#), the Flickr accounts of [NATO HQ](#), [SHAPE](#), and many other agencies, organizations, commands and operations.



Examples of effective images

1. Show NATO's Diversity

Images on NATO platforms and products should showcase the Alliance's diverse stakeholders, such as diplomats, military personnel, and technical experts. They should also accurately represent Alliance populations, including through portraying diversity in gender, age, and ethnicity.

2. Connect with the Audience

People feel a strong connection to faces. Human faces looking directly into the camera have been shown to be effective at holding the audiences' attention and drawing them into content. Select photographs that show people from the front, not from behind. Show people in striking, real-life situations, preferably engaging with each other.

3. Tell Stories

Images should support the story that is being told and, wherever possible, tell the story visually. A good image conveys the main point of the story without the need for words.

4. Be Real

Images that portray human emotion, challenges, and imperfection are often more engaging than images that are perfect but lack character. Except where official photographs are required, avoid images that are obviously posed. "Behind-the-scenes" images that show the wider picture can be particularly gripping to audiences.

5. Prioritise Clarity

Low-quality pictures tell a story poorly. The minimum resolution of images should be 72 DPI on NATO's web platforms and 300 DPI for printed products.

Examples of photographs for selecting images can be found in the [#WeAreNATO Campaign Toolkit](#).

A. Stationery

Environmental degradation, including climate change, increasingly affects Allied security and stability in NATO's neighbourhood. [NATO is working to reduce the environmental impact of its activities](#), and to respond to security challenges emanating from the environment.

Apart from being the responsible action in both public service and security contexts, investing in environmentally friendly products and solutions can pay dividends for NATO's public diplomacy efforts.

When NATO organizations produce printed materials, including stationery, **environmentally friendly or sustainable options must be prioritised**. Audiences notice, and it affects their view of the Alliance.

For staff working at NATO Headquarters, stationery, including business cards, compliment cards, and envelopes, can be requested from the NATO Graphics Unit [using the STAR system on Athena](#). Please give as many details as possible when making a request.

1. Business Cards

Standard business cards are 85 x 55 mm in a landscape format, printed on 300 g/m² white, half-matte paper.

A. For Civilian Entities

Business cards for non-military entities have the standard design described below.



- **The front of the card** carries the text elements of the horizontal version of the NATO descriptive logo as a header.
- **The header includes** the entity name, location, and, exclusively for military and national entities, logos, heraldry, or insignia.
- **The header is 77 mm wide** and has a minimum height of 14 mm depending on the size of the description, with 4-mm margins around.
- **The entity name** is set in Noto Sans Bold, 5.5 pt with 6 pt leading.
- The descriptive logo elements of cards issued for **NATO Headquarters** staff must be bilingual.

For NATO HQ workers, brand compliant business cards can be ordered using the STAR system.

Contact nac.graphics@hq.nato.int for more information or assistance.

The template for civilian business cards is available below.

Template for Civilian Entities Cards.zip

2 MB - zip



Business card 85 x 55 front



Business card 85 x 55 back

- The business card holder's **name, function, and contact details** are placed in the lower half of the card. The name and function are on the left-hand side, separated from each other by a horizontal line with a height of 1 mm.
- The **name** is set in Noto Sans Bold, 10 pt/10 pt (10 pt size/10 pt leading), and the function is set in Noto Sans Regular, 6.3 pt/9 pt, preferably in lower case.
- The **address and contact details** are always placed on the right. All contact details, including the address, should be in Noto Sans Regular, 7 pt/9 pt.

+ 1 416 123 1234

+	Country code	Area code	Phone number
---	-----------------	--------------	-----------------

+ 33 7 7183 8750

+	Country code	Area code	Phone number
---	-----------------	--------------	-----------------

- **Telephone numbers** must conform to the International Telecommunications Union's (ITU's international standard for telephone number format (E.164).
- **The ITU number** format permits all telecommunications devices – regardless of their location – to recognize and accurately dial the number.
- The presentation of the number is prefixed by the plus sign (+) to tell the device to dial internationally, followed by the country code, the area code, and then the phone number.
- Do not use a leading zero for area codes except in the rare case where they are part of the ITU format of the number.
- The **back of the card** features the Alliance logo, centred and with dimensions of 63 x 32 mm. The left and right margins are 11 mm and the top and bottom margins are 11.5 mm.
- 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 and legibility.

B. For Military Entities

On the front, entities belonging to the NATO International Military Staff, the NATO Command Structure or the NATO Force Structure may feature their insignia in the top right-hand corner.

Military entities must also, if applicable, include on the business card the following telephone numbers:

DSN (Defense Switched Networks) in the format ###-####.

NCN (NATO Core Network) in the format ###-####.

The other design elements for military business cards are as described for civilian entities.

The template for military business cards is available below.





Military business card 85 x 55 front



Military business card 85 x 55 back

Template for Military Business Cards.zip

7 MB - zip

Business cards for all military personnel should feature the horizontal Alliance logo on the back.

2. Compliment Slips

The paper used for compliment slips should be 300 g/m² white, half-matte paper.



NATO compliment slip



NATO compliment slip

The Alliance logo or the descriptive logo appears in the top left corner of the card. The size of the logo is 38 x 29 mm. The slip has a 10-mm margin around.

The preferred typography is as follows:

- **Name** in Noto Sans Bold, 7 pt
- **Function** in Noto Sans, 6 pt, preferably in lower case.
- **All other contact details**, including the address, should be in Noto Sans, 5 pt, justified.

The name and credentials should be placed to the right of the logo with a space of 4 mm between them. The host can translate the compliments slip if needed.

3. Letterheads

Letterhead should be printed on 75 to 100 g/m² white, uncoated paper, compatible with laser printers. Letterhead must have free white space of 15 mm top and bottom, and 20 mm left and right.

A. For Civilian Entities

If necessary, a descriptive logo may be used, always placed in the top left-hand corner of the letterhead. Otherwise the Alliance logo should be used. The logo should be at least 56 x 43 mm.



Letterhead with descriptive logo and header

The letterhead includes a header, with name, job title, and relevant contact details. The header has the following font and colour specifications:

- **Name** in 10 pt Noto Sans, 90% black
- **Job title** in 8 pt Noto Sans, NATO light blue (PMS 2718)

Preprinted letterheads also have a footer with contact information.

The template for letterhead is available [here](#).

B. For Military Entities

Letterhead should have a military descriptive logo across the header, with the associated entity's insignia or heraldry on the right.



Letterhead with military heraldry

The letterhead includes a header with military rank, name, job title, and contact details. The header has the following font and colour specifications:

- **Military rank and function** in 8 pt Noto Sans, 90% black
- **Name** in 10 pt Noto Sans, 90% black
- **Job title** in 8 pt Noto Sans, NATO light blue (PMS 2718)

The template for military letterhead is available [here](#).

4. Envelopes

NATO uses white envelopes with or without an address window. Preprinted envelopes must have the Alliance logo or a NATO descriptive logo at the top left of the front of the envelope.

For envelopes without an address window, printed labels may be used. The preferred font is Noto Sans, in 10 pt for the sender, and 7 pt on the back for the return address.



Envelope with NATO logo and address label on the front

B. Email Signatures

All NATO staff must use the official template for their email signatures. “Homemade” email signatures are prohibited. To achieve brand compliance and adhere to information and knowledge management best practice, a server side solution is strongly recommended.

A. For Civilian Entities

The Alliance logo or a descriptive logo is displayed on the left-hand side of the signature block at the end of the email. The entity name and location are indicated in the descriptive text.



NATO Civilian Entity Email Signature - Instructions - Oct 2020.docx

326 KB - docx

The name, title, and personal details follow on the right-hand side as shown in the examples.

To preserve privacy or security, some users may choose to delete details in the text block of the email signature template.

The email signature block has set font and colour specifications. These may not be changed.

B. For Military Entities

Military staff must use the official email signature template.



NATO Military Entity Email Signature - Instructions - Oct 2020.docx

448 KB - docx

Email signatures feature the Alliance logo or a military descriptive logo on the left and the contact information block on the right, including rank.

The email signature block has set font and colour specifications. These may not be changed.

C. Web Pages

The public websites of NATO entities should, through their look and feel, be immediately recognizable as being owned by an official NATO body.

More than a third of user sessions on the NATO HQ website are from mobile devices, and this proportion is increasing. Always ensure websites and all content are optimized to display correctly on mobile devices such as smartphones and tablets.

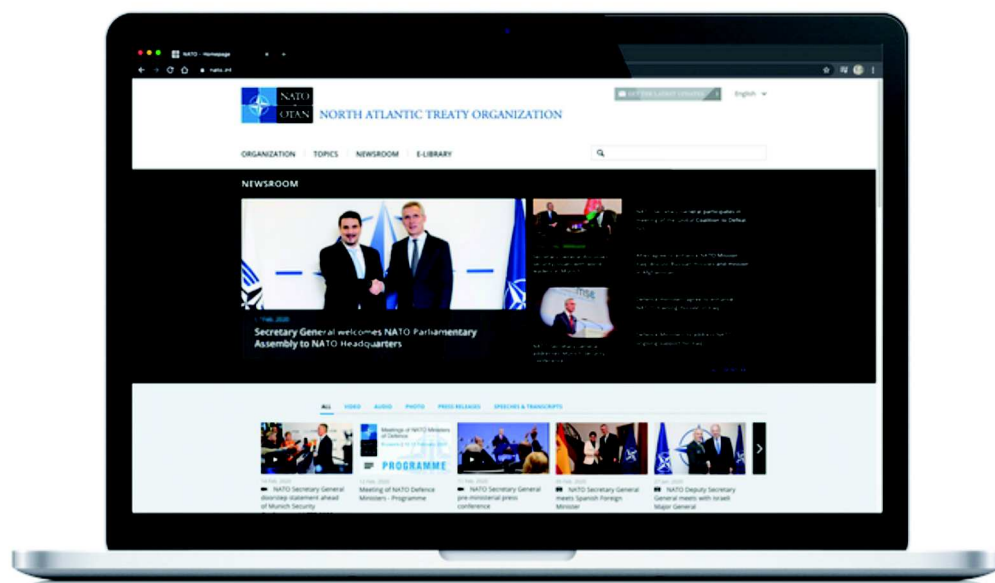
All NATO entity websites must use responsive design technology to ensure maximum compatibility with desktop computers and laptops, as well as mobile devices such as tablets and smartphones.

Every page of every NATO-owned website must be share-ready, with sharing links for email and key social media platforms.

For advice with designing web pages that conform to NATO's visual identity, contact your organization's brand representative or the NHQ brand team brand@hq.nato.int.

1. The Alliance Logo on Web Pages

As with other communications products, the Alliance logo or a descriptive logo should be placed in the upper left-hand corner of every web page. The Alliance logo must be at least 160 x 80 pixels, oriented horizontally. A descriptive logo must be at least 165 x 140 pixels. Either logo should have 15 pixels of clear space from the top and left borders of the browser window. On the right-hand side of the logo, there should always be 30 pixels of clear space from other elements such as navigation bars.



The NATO website

For technical questions regarding NATO websites, contact the NATO HQ Public Diplomacy Division web team at nids.duty@hq.nato.int.

2. For Civilian Entities

The NATO Headquarters website is a model for NATO entities reporting to the Secretary General to emulate. The website uses modules and pages available at www.nato.int/vigs/web-styleguides.

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

- homepage
- landing page
- index page
- detail page

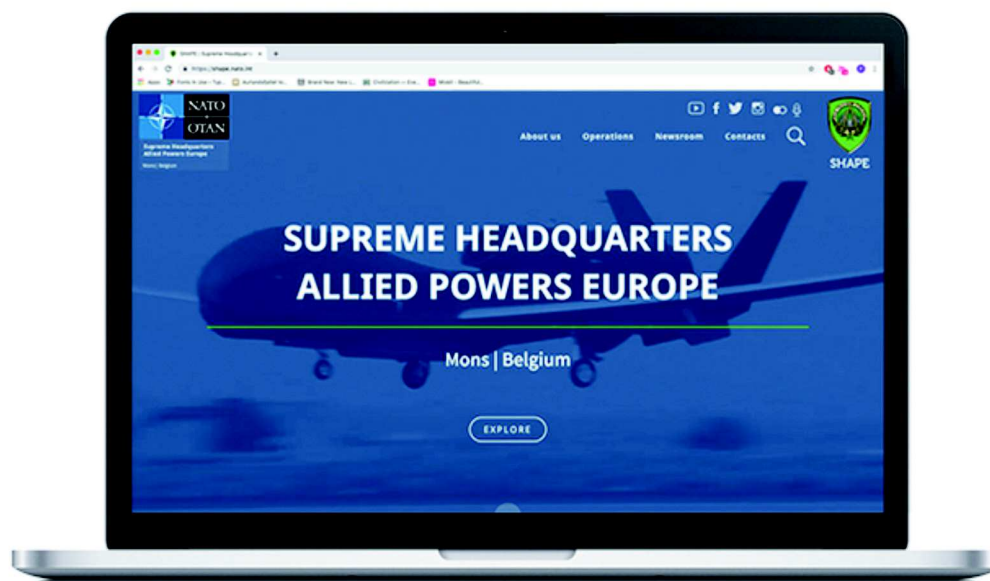
The main typeface used for texts on the NATO website is [Open Sans](#).

An HTML style guide of the Cascading Style Sheets (CSS) used for the NATO Headquarters website is available at www.nato.int/vigs/web-styleguides/frontend/styleguide.

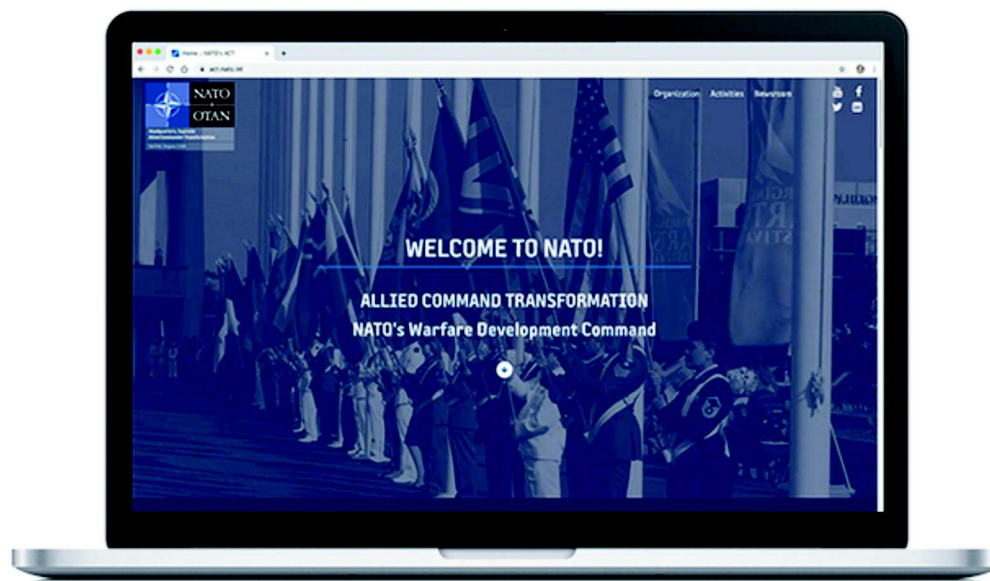
A full revamp of the NATO website is currently underway. This section will be updated as soon as the changes are put in place.

NATO-affiliated entities not reporting to the Secretary General or the Strategic Commands are invited to display their descriptive logo on the top left-hand corner of their website. The text within the logo must remain legible. If applicable, the entity's military heraldry may be displayed in the top right-hand corner of the website in a co-branding approach.

3. For Military Entities



The Supreme Headquarters Allied Powers Europe website



The Allied Command Transformation Website

Recently many NATO military websites have moved onto a single platform, which has resulted in visual consistency and brand compliance.

In accordance with ACO Directive AD 095-005 on website synchronisation, NATO military entities must adopt a look and feel that is aligned with that of the ACO and ACT websites. For further information on website synchronisation, contact brand@shape.nato.int or brand@act.nato.int.

Military entities must feature the military descriptive logo on the top left-hand corner of the website. The text within the logo must remain legible. Military heraldry or insignia may be displayed in the top right-hand corner.

For guidance on web content and writing standards, refer to the [ACO/ACT Public Affairs Handbook](#). Annex C: 'Basic journalism'.

A. Biographies



Function / Title

Name of the person

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it book.

There is a default template for creating or adding new biographies on the websites of military entities.

The biographies template is available below. For assistance with this template, contact brand@shape.nato.int.

NATO - Biography - Template.psd

12 MB - psd

4. Tips for Creating Compelling Web Content

Make it easy for target audiences to understand your content by using striking images to draw audiences to short, compelling text.

Content-rich pages, particularly those with a significant amount of text, should include information that can be digested quickly, for example, strong headlines, a summary of key points at the top of the page, headers, visuals, quotes, and captions.

Engage your audience. Successful websites will include a call to action (with a link) on every page, be it to learn more, follow on social media, or engage in some other way with the organization or its information.

More details and best practices can be found in the [ACO/ACT Public Affairs Handbook](#) and [ACO/ACT Style guide](#).

D. Social Media Pages

Social media provide powerful platforms through which NATO can engage audiences and encourage them to follow and share NATO's content and story.

Whenever an audience sees content on a screen produced by a NATO entity, it must be immediately clear that it is NATO content. On websites, this is obvious since the sites are NATO branded. However, when that content is shared, the NATO context often disappears. This can be mitigated by using the word 'NATO' in the title or adding an Alliance logo where appropriate.

1. Official Social Media Accounts



 Cover photo

 Profile Picture/Avatar

 Mobile profile
Picture/Avatar

 Mobile cover photo

Official social media accounts, whether for individuals or bodies, must be mandated and authorized by the relevant communications leadership within a given NATO entity.

Official accounts build large audiences which must be retained by NATO when individuals leave their posts, and thus should be named in a manner that refers to the post, not the incumbent (e.g., [@NATOPress](#) or [@NATODepSpox](#)).

Account handles must begin with "NATO" to maintain coherence and to help audiences find other NATO accounts.

Page names must use the official name of the entity spelled out in full (followed by the acronym in brackets), including "NATO" or "Allied", if that is in the official name.

2. Profile Pictures/Avatars

Official NATO social media accounts tied to key leaders should feature a head and shoulders photograph of the individual, framed by a circular border in the quadrant colours (light and darker blue) of the Alliance logo. This border is available below.



NATO social media profile picture template

NATO - Social Media Account - Profile Picture.psd

2 MB - psd

3. Cover Photos

Cover photos for NATO entity social media accounts should feature a banner with the hashtag #WeAreNATO on the lower part of the image. This ensures visibility without obstructing the image. The banner is available in the [asset library](#).

Images used for profile pictures and cover photos should be of good quality, optimized for web use (minimum of 75 dpi) and without pixilation.

4. Hashtags and Mentions

The primary purpose of hashtags is to make content accessible via search functions. To ensure continuity and easy access to NATO content, the hashtag #NATO should be used in official social media posts. When applicable, the hashtags of current NATO campaigns should be employed as well. A social media post should not use more than three hashtags (ideally two) (exception: Instagram, where more hashtags may be used after the text content).

Other NATO accounts may also be mentioned (e.g. @NATO) to expose audiences to relevant social media accounts. Mentioning relevant NATO accounts helps to expand reach and encourage audiences to engage with other parts of the Alliance, while promoting coherence in NATO's communications.

5. Social Media for Military Entities



Supreme Headquarters Allied Powers Europe on Facebook

As for other NATO entities, social media pages for military commands and entities must bear a clear visual connection to NATO.

The profile pictures of NATO military commands and entities must follow the template for entity social media profile pictures, available [here](#).



Supreme Headquarters Allied Powers Europe profile picture



Joint Force Command Brunssum profile picture



Multinational Corps Northeast profile picture



Allied Command Transformation profile picture

Social media profile pictures for military entities

Official social media accounts build large audiences which must be retained by NATO when individuals leave their posts, and thus should be named in a manner that refers to the post, not the incumbent (e.g. @NATOEntityCommander). Page names, but not necessarily handles, must use the official name of the entity spelled out in full, followed by the acronym in brackets. If “NATO” or “Allied” is part of the official name, this must also be included.

Official NATO social media accounts tied to key leaders should feature a head and shoulders photograph of the individual, framed by a circular border in the quadrant colours (light and darker blue) of the Alliance logo. This border is available at the link below.

To ensure consistency across all channels, cover photos for military entities and individuals should feature a banner with the insignia or heraldry centred at the bottom of the image next to the hashtag #WeAreNATO. The template is available [here](#).

The repository of high resolution command and HQ insignia can be found [here](#).

Communicators who belong to the ACO or ACT chains of command should refer to the [ACO/ACT Public Affairs Handbook on Social Media for additional guidance](#).

6. Content Guidelines

Social media operators should vary the type of content shared depending on the platform used. Regardless of the platform, the story that the content tells about NATO should always be kept top of mind. Content used must comply with applicable copyright laws and the people featured should ideally consent to their images being used.

If using images from non-NATO sources, be careful to obtain the relevant licenses for use. Wherever possible, use images from NATO or Allied government sources, as these are nearly always rights free. NATO-owned images are available in high resolution for download from a number of sites, including the [NATO HQ website](#), the Flickr accounts of [NATO HQ](#), [SHAPE](#), and many other agencies, organizations, commands and operations.

Regardless of whether they are focusing on the political, military, or technical collaborative efforts of the Alliance, high-performing posts on social media are usually led by compelling images or video, and feature a human story. Content that is relatable, provokes an emotional reaction, is surprising, or features a compelling narrative is most shareable. Focusing on characters and individuals and featuring content that is currently in the news provides an opportunity to join in ongoing dialogue.

DO	DON'T
Maintain a positive tone and use emotional content.	Use vague imagery which does not clearly tell your story.
Use photo and video of individuals looking into the camera.	Use images where a weapon is pointed at the viewer.
Leverage relevant and newsworthy content and stories.	Block the faces of people with logo or text overlays.
Show people in natural situations engaging with each other.	Use images or video that look staged or posed.
Use 'alt' text, where possible to be inclusive of audiences with visual or other impairments.	Cover more than 20% of an image with text or logo overlays.

More detailed instructions and guidance on content strategies, (operational) security, and privacy matters can be found in the latest directive on the use of [Social Media](#) (NATO HQ), and/or the ACO Directive AD095-003 on [Digital Engagement](#).

E. Email Marketing

Email marketing is a strategic way for NATO to carry out bespoke communication with an audience of people who are interested in the Alliance's activities. This involves a loop of developing objectives, building a subscription base, serving relevant content and monitoring its use. Products that NATO uses to reach its engaged audiences include regular newsletters, alerts of newly published content and other bulletins.

Consultations regarding using email marketing and conformity with NATO's visual identity can be arranged via your organization's brand representative or the NHQ brand team at brand@hq.nato.int.

Read the section on [Editorial Guidance for Selecting Images](#) for information that may be helpful in creating content for your campaign.

- NATO provides swift forest fire assistance to new Ally Montenegro
- NATO and EU discuss future cooperation at sea
- Chairman of the NATO Military Committee visits Romania and Exercise Saber Guardian
- United States and Belgium safeguard the airspace of NATO's Baltic Allies

[Click here to view in your browser](#)

8 September 2017



Update 01



NATO provides swift forest fire assistance to new Ally Montenegro

NATO Allies and partners are providing aircraft and helicopters to help Montenegro deal with forest fires in the Lustica peninsula. Montenegro approached NATO's Euro-Atlantic Disaster Response Coordination Centre (EADRCC) for assistance on Monday (17 July 2017), and the request was immediately circulated to NATO Allies and partners. A Ukrainian fire-fighting aircraft Antonov 32P has been in Montenegro since Tuesday, and two helicopters – contributed by Bulgaria and Switzerland – arrived in Montenegro on Wednesday. Two more fire-fighting aircraft will be deployed from Israel in the coming days.

[READ MORE](#)



NATO and EU discuss future cooperation at sea

Policy experts, diplomats and military representatives met on Friday (30 June 2017) to discuss maritime cooperation between NATO and the European Union. The meeting, hosted at Norway

Mockup of NATO email newsletter

F. Video

Maintaining a consistent look and feel to NATO videos is important for building and keeping audiences through brand recognition. The channels through which these products are distributed benefit from coherent content, which, in turn, strengthens NATO's brand and users' engagement with the Alliance.

Audiences should recognise a NATO video product when they see it. NATO achieves this not only through a standard set of fonts, colours, and layouts, but through a consistent style of shooting as well.

The instructions below set out an agreed standard for onscreen text, subtitles, and lower thirds. These standards are modified over time, as trends in video evolve and our products adapt accordingly.

A full revamp of the look and feel of NATO videos is currently underway. This section will be updated as soon as the changes are put in place.

Please contact the NATO Multimedia team at content@natomultimedia.tv for further information or any questions on these standards.

Glossary:

- **Onscreen text** is text that is overlaid on a moving image to convey information to the viewer.
- **Subtitles** are words at the bottom of the screen that display audible speech.
- **Lower thirds** are the name and job title of an interview subject.

1. Standards for onscreen text



This is an example of onscreen text in a standard NATO video.

The left side is aligned. Alignment is within broadcast-safe lines. Boxes and text are evenly spaced vertically and cropped neatly and consistently.

Key words are bolded, with the rest of the text in roman. Boxes and text colours comply with NATO style.

Onscreen text

Font: Helvetica

Size: Consistent throughout, that is, no combinations of different font sizes. For reference, on 16:9 videos standard font size would correspond to 84 in Adobe Premiere Pro. On vertical videos adjust the size to the space available on screen to avoid making the text too big or too small. Usually the font size for 4:5 video in Adobe Premiere Pro corresponds to around 50.

Style: Upper case throughout. Bold on key words, roman on all other text.

Colour: True white

Box behind text: Each line of text should appear inside a blue box. The standard colour is NATO dark blue (for all NATO-branded products, with the exception of #WeAreNATO videos).

Crop: The box should be neatly cropped evenly around each line of text.

Opacity: 100%

Spacing: Keep the text within broadcast-safe lines and extend the blue box to allow this. Separate lines with a consistent space throughout the video (see the example of on-screen text in a NATO video).

Transition: 'In' and 'out' transitions should be consistent and fit reasonably within existing styles.

Alignment: Text should be centred within the box and justified on the side from which it enters the screen.

Dark Blue		True White	
HEX	#004990	HEX	#FFFFFF
RGB	0, 73, 144	RGB	255, 255, 255
CMYK	100, 72, 0, 18	CMYK	0, 0, 0, 0
PMS	280	PMS	-

2. Standards for subtitles

Font: Arial

Style: Sentence case

Colour: True white

Box behind text: Subtitles should appear inside a floating black box.

Opacity: Approximately 50% but can change depending on background.

Crop: The box should be cropped neatly to fit each line of text.

True White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

3. Guidelines for subtitles



Subtitles

As a general rule, readability is key.

There should be a maximum of two lines of text in subtitles. Sentences should remain intact and use proper punctuation.

A subtitle with one line should have a maximum of 35 characters, spacing and punctuation included. Two lines should have a maximum of 70 characters.

A subtitle should stay onscreen for a minimum of 1.5 seconds and a maximum of six seconds.

A minimal gap needs to be inserted between two consecutive subtitles. In this way, the brain can detect a subtitle disappearing and another one appearing.

If a subtitle is one line, it should be aligned to the bottom of the safe zone.

If there are two lines of text, they should be approximately equal in length, while keeping phrases on the same line.

If there are two lines of text that are unequal in length, the upper line should be shorter, to obscure as little as possible of the image.

All subtitles must be within broadcast-safe lines.

It should be broken up into two lines out of consideration for users' scrolling across with their eyes.

4. Standards for lower thirds

The lower third should normally appear in the bottom-right or bottom-left corner. If subtitles are used, the lower third is placed above the subtitles, with enough space between the two in the case of one-line subtitles. When a two-line subtitle is used, the lower third is evenly aligned to the black box. Align the text to the second line of the safe zone, as shown in the example.



This lower third is for a #WeAreNATO campaign with corresponding campaign colours.

It is within action safe, but not title safe, lines.

The font is correct, but the font size is inconsistent.

Lower thirds

Size: For reference, the font size for the lower thirds corresponds to approximately 65 in Adobe Premiere Pro. However, this can be adjusted depending on the appearance on screen. Use a consistent size throughout the video.

Font: Helvetica

Style: Sentence case. Capital letters are only used for the first word of the lower thirds and proper nouns (e.g., country names, job titles).

Opacity of box: 100%

Colours:

- For all NATO-branded products, with the exception of #WeAreNATO: NATO dark blue and true white

Dark Blue

HEX	#004990
RGB	0, 73, 144
CMYK	100, 72, 0, 18
PMS	280

True White

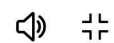
HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0
PMS	-

- For #WeAreNATO-branded products: Sky blue and grey

Sky Blue		Cool Grey	
HEX	#00B1E0	HEX	#BABCBE
RGB	0, 177, 224	RGB	186, 188, 190
CMYK	80, 5, 5, 0	CMYK	0, 0, 0, 31
PMS	306	PMS	Cool Grey 6

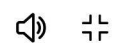

5. End Bumpers

▶ ⏪ ⏩ 00:00 / 00:05



Standard end bumper

An outro animation, usually called a 'bumper', is added at the end of all regular NATO video products.



WeAreNATO end bumper

A #WeAreNATO bumper must be used for products aimed at the relevant campaign audience—and only that audience.

Contact the NATO Multimedia team at content@natomultimedia.tv for more information.

Bumpers of various dimensions can be downloaded from the [asset library](#).

G. Press/News Releases

Communications products aimed at journalists or professional media outlets, such as press releases and media advisories, whether distributed electronically or in print, should reflect NATO's visual identity.



PRESS RELEASE

COMMUNIQUÉ DE PRESSE

20 August/Août 2015

Am qui rendandiam, ommolore pei invecscil modis escilant volest faccum hit voluptae. Ugiatorum quis eaque il imatio. Odi ipsam, siniandi dolupta speliquia aut autem. Rovitenis quissi omnis soloris utet labo. Solor sum faceatet ini blamust acere prate exceatem laut veria quania quam, occusant.

Ut quae doloren ihillupti cum sim voluptatur sam ini as ut ipsum voluptat.

Pudis venihil luptatur aced dit ut aboriostisi voluptas dolum quatur, volenis et, cum liqui consed ea quo et lam que perum re opta volut esti aut hit, sant earchit, tem veliquam simod etus volum, officium arupta corpore id est am quiamus res dolorepratio consedis ean rest fugia doluptias exerspiti entures sequeae molore magnimi ncientorum simin reruntia volupic imagnim am qui nientor eicipsum dolorpore explis conseditae vendand aerferere recabor umetum quae consequi asperbea provitas et molor aut magnam quibus, illes ulla et reperios dipsam, ipsuntis il mod quatume nderevit, non numquid ut aditatata volupta sperum fugiasp ersperunt, quo te con remporem velibus doluplatem comminin rest eici vendit resto doluptaque enis id ut alit aut renem quiam iunt quo ex ex exerumquo enihit dolutecate eumenim a cum incisi ersperem aturesp perit que et res dolore molupta porem quas am, ipide sumet vid magnam, qui nimusamet aperro ma poreptius elliquibusam quatoratur, commimet et ommo estorias dolupta serorundus.

Fugitis aceatum quam rehede lliquid et fuga. Ut dolupta sit, quostotatem est di conserum fugia dolorerro ero venderestai dolupta tiorehento omnimpeles solori blandes denihil itatur mos as maximendit alitatem apis veriaeperum quam, simporrovid quam repro temporum, ut id maionseque res dolupta dolupti dest fuga. Et et offictem qui ipsunt fuga. Et possim et doluptat.

Sam autem idis valoribus aliqui nonse nos et, volorem simus ducis sil officieture volorepuda quia vereperore placuum, voluptat re que autatempore ducia dolorpore officium enet quide et ommolonia non nus utem fugit labor aut eium ratem fuga. Andicia qui untur solupti con cupta volo temquat ectibus sintas quam, corrum non erum qui commihil moloris dolorem sant ex et et, sandant occupa tintotatur?

Us et qui corespidunt venihitem volorpo reicit reribus ciliatur re, sunt recta sed ut voluptaqua vero con et ut, quas sim dolorum quam quis re id quo tem. Pudicid et ut recessia consequi ad quam remollaborro commod electis dolore dese et ad quam veleni non pra quis arum rae nihillecus eos milignam illiberitem es dolor alicill andita velen- ti sciatatur se voluptorro tem abore num adi nullab ima quos et odigenim eos quam, sa qui ipsam et quis ut omnis doloriaecus, nossitatni beaqui nonseratis sunt que id quamus alitis maxim sam nonecupatur abor audandamet, que eosli omnis eium quam iusantur aut voliestus int.

Labore minihiligent ium nisto te commimp oreriatu rerunt ad que et ut faccabore apero omnistem ventur? Quid quis illestiur autem sani optas nis dolore derit, ut odis nossit occur consequos dia verem enducit alecatur autem recabor magnis magnim que rectemp oreseque aut res ende sum essit es dolorit everitundae eum aliqua eos il iume sim quam, cus.

Luptis eum nonsequi re, et valoribus ma nonsequia nos autemquod qui dolorem que invel in natia volorep restiunt, quibeat.

Multimedia content, news releases, event details and media advisories are available on the NATO website. This includes high-definition video, audio files, transcripts and high resolution photographs. This material is published as soon as possible after events of media interest. Check the Newsroom at www.nato.int for updates.

Le contenu multimédia, des communiqués, des détails de l'événement et avis aux médias sont régulièrement mis sur le site de l'OTAN. Cela inclut la vidéo haute définition, fichiers audio, de transcriptions et de photographies à haute résolution. Ce matériau est publié dès que possible après les événements de l'intérêt des médias. Vérifiez la salle de presse au www.nato.int mises à jour.

North Atlantic Treaty Organization - Organisation du Traité de l'Atlantique Nord
Public Diplomacy Division, Press & Media - Division Diplomatie publique, Presse & Médias
 Boulevard Léopold III - B-1110 Bruxelles - Belgique
 Tel: +32 2 707 00 00 - Fax: +32 2 707 00 00 - example@hq.nato.int - www.nato.int

- 1 -

Example of a press release

H. Publications

Environmental degradation, including climate change, increasingly affects Allied security and stability in NATO's neighbourhood. **NATO is working to reduce the environmental impact of its activities**, and to respond to security challenges emanating from the environment.

Apart from being the responsible action in both public service and security contexts, investing in environmentally friendly products and solutions can pay dividends for NATO's public diplomacy efforts.

When NATO organizations produce printed materials, including publications, **environmentally friendly or sustainable options must be prioritised**. Audiences notice, and it affects their view of the Alliance.

1. Front Covers

NATO publications always feature the Alliance logo in the top left corner of the front cover. A descriptive logo may be used on the front cover of a publication if necessary. The rules described below for positioning and scaling apply to use of both the Alliance logo and a descriptive logo.

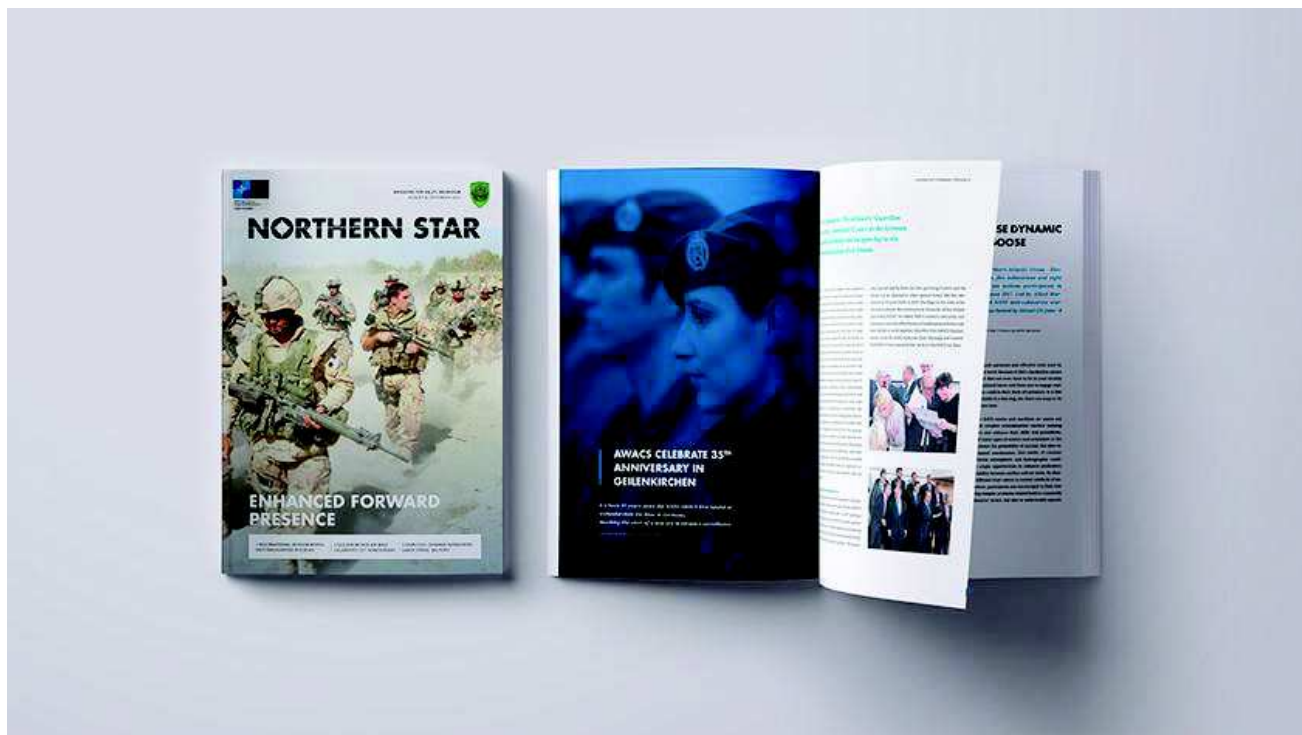
When NATO is the publisher or editor of the publication and when the logo is used on DIN A4 or US letter-sized paper, the width of the logo should not be less than 20 mm.

For smaller publication formats, the logo should be reduced to the proportions necessary for scaling the DIN A4/US format down to the smaller size. The size of the logo should never be reduced so much that it is illegible or cannot be reproduced clearly.

There should be no text or graphic images in the immediate area of the logo. Cover designs should include an exclusion area that is half the width of the compass box for a horizontal logo, or half the height of the compass box for a vertical logo.

There are two options for the positioning of the logo on the cover of 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 (or height) of the compass box to allow for the exclusion area.



Left: example of the Alliance logo on a front cover.

Right: a page showing an image with a bleed so there is no border showing at the edge of the page.

- **The logo touches the borders and becomes part of the frame of the cover.** With this option, the cover should be designed with a bleed of 10% of the width of the logo. This ensures the logo will appear correctly placed on the edge of the page when printed.

What Is a Bleed in Printing?

Printing presses cannot print items exactly on the border of a page. Instead, presses use oversized sheets. After printing, the paper is trimmed according to the size specifications of the document (known as the trim size). To avoid the risk of a thin border remaining at the edge of the page after trimming, the colours are bled past the edge of the page. This way the logo will appear correctly placed on the edge of the paper after it is trimmed.

2. Back Covers

Back covers should also feature the Alliance logo or, if desired, a descriptive logo, in the bottom right corner. The back cover can also feature illustrations.

3. Fonts and Justification

Arial and Garamond are the main corporate **fonts** to be used in official NATO print publications. Other similar fonts may be used as long as the visual look and feel does not deviate significantly from those of the main corporate fonts. Normally, Arial is used for the body text, while Garamond is used for titles, headlines, subheads, callouts, and similar.

Note that blocks of text should be left-justified whenever possible, as it significantly increases legibility. Full justification should be avoided whenever possible.

I. Branded Promotional and Recognition Products

Environmental degradation, including climate change, increasingly affects Allied security and stability in NATO's neighborhood. **NATO is working to reduce the environmental impact of its activities**, and to respond to security challenges emanating from the environment.

Apart from being the responsible action in both public service and security contexts, investing in environmentally friendly products and solutions can pay dividends for NATO's public diplomacy efforts.

When NATO organizations purchase communications materials, including promotional items, **environmentally friendly or sustainable options must be prioritised**. Audiences notice, and it affects their view of the Alliance.

For similar reasons, care should be taken to source products produced in NATO nations whenever possible.

1. Challenge Coins

Many NATO entities and some individuals issue challenge coins. The guidance below applies to NATO-funded challenge coins.

Coin Back

The back side of a NATO challenge coin is fixed, and features the NATO compass in its centre, either in Alliance logo colours or in monochrome. Design options for the outer ring or "rocker" include:

- Monochrome, with a rocker that features fixed NATO text, spelled out in English and French.
- Colour, with a rocker that features fixed NATO text.
- Colour, with a second, outside rocker with the flags of all NATO nations.



Examples of all three options for the back of a challenge coin

Coin Front

- The front of both monochrome and colour coins retain the same rocker structure as the back (without flags).
- For the front of the coin, the text in the rocker and the visual design in the centre may be chosen freely. However, acronyms should be avoided whenever possible, and text should be in one of the official languages of NATO. The font used is Arial.
- For coin issuers located at NATO Headquarters, the text on the reverse of the challenge coins must be in both English and French. The font used is Arial.



The front of a challenge coin

Challenge coin designs must be approved by contacting, as appropriate: brand@hq.nato.int for NATO Headquarters, brand@shape.nato.int for ACO, or brand@act.nato.int for ACT.

Templates for the different challenge coin options are available [here](#).

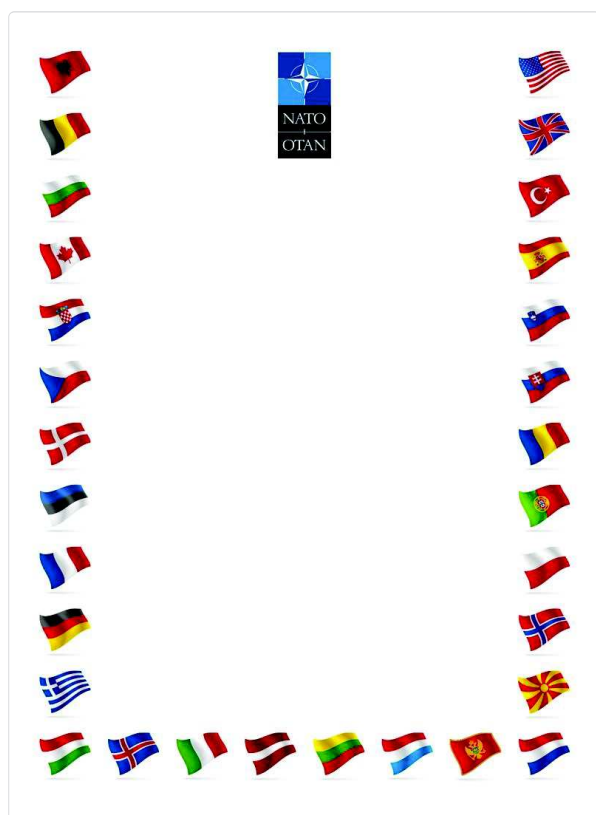
2. Certificates and Plaques

Certificates may be printed in portrait or landscape format on thick, high-quality uncoated paper of 160 to 300 g/m². Certificates and plaques should feature the Alliance logo or a descriptive logo.

Acronyms should be avoided whenever possible, and text should be in one of the official languages of NATO. For certificates and plaques issued at NATO Headquarters, the text must be in both English and French.

The fonts used are Garamond for headers, Arial for body text, Noto Sans for design elements.

Certificate templates are available [here](#).



Certificate template examples

3. Promotional Materials and Branded Items

Common examples of promotional material include pens, notebooks, tote bags, caps, mugs, patches, umbrellas, lanyards, and so on.

When procuring promotional materials and branded items, it is important to choose products which will be of regular use for the intended audience, and unlikely to cause political controversy or reputational damage for the organization. The products should display visible NATO visual elements without deterring the use of the items. Products should be both attractive and convenient.

Preliminary designs must be vetted by the brand hub of a given entity well before any decision making deadlines or commitment to purchase.

For design elements used on promotional materials, the following rules are applicable:

1. May be used alone:
 - the Alliance logo or descriptive logo
 - Military heraldry
 - Frameless Compass or compass box
 - Campaign logos, e.g. NATO 2030 logo
 - Other logos which follow the templates in this manual

2. May be used in combination with any of the above, but not alone, and not with each other:
 - Campaign visual assets
 - #WeAreNATO
 - #NATOEngages
 - #NATO2030

When using two visual elements on one product, designers should separate design elements on the item. Campaign visual assets, especially hashtags, should be subordinate to major logos or design elements. For example, on a hat, the NATO Compass should be on the front, while the campaign hashtag could be on the back.



Examples of NATO branded items

The One NATO Brand Strategy aims to ensure audience recognition of the benefits provided by the Alliance. This includes NATO's activities during a crisis. If a decision is taken to visually promote NATO's role in addressing a crisis, any relevant assistance should be represented as being provided by NATO – not by individual NATO entities. Allies are also encouraged to apply NATO branding to their relevant support in response to a crisis.

Please contact brand@hq.nato.int for advice and assets on branding NATO crisis support.



Example of NATO-branded support delivered during COVID-19

J. PowerPoint Templates

Standard PowerPoint templates should be used by all NATO bodies subject to this manual. The running header should be edited to provide accurate information about the presenting body. The photos featured in the templates below can be changed by the user.

A. For Civilian Entities



The PowerPoint presentation template for use by civilian entities.

PowerPoint presentations may use the Alliance logo or a descriptive logo in the top left corner. The slides use the Garamond font for titles and Arial for body text throughout. The date, classification, and page number run as a footer.

The template for use by civilian entities is available at the link below.

NATO Civilian Entity PowerPoint Template - Oct 2020.pptx

5 MB - pptx

B. For Military Entities



The PowerPoint presentation template for use by military entities, including the NATO International Military Staff.

PowerPoint presentations use the military descriptive logo in the top left corner. The slides use the Garamond font for titles and Arial for body text throughout. The date, classification, and page number run as a footer.

The template for use by military entities is available at the link below.

NATO - Military Entity - PowerPoint Template - Oct 2020.pptx

6 MB - pptx

K. Venue Branding

Environmental degradation, including climate change, increasingly affects Allied security and stability in NATO's neighbourhood. **NATO is working to reduce the environmental impact of its activities**, and to respond to security challenges emanating from the environment.

Apart from being the responsible action in both public service and security contexts, investing in environmentally friendly products and solutions can pay dividends for NATO's public diplomacy efforts.

When NATO organizations purchase communications materials, including venue branding, **environmentally friendly or sustainable options must be prioritised**. Audiences notice, and it affects their view of the Alliance.

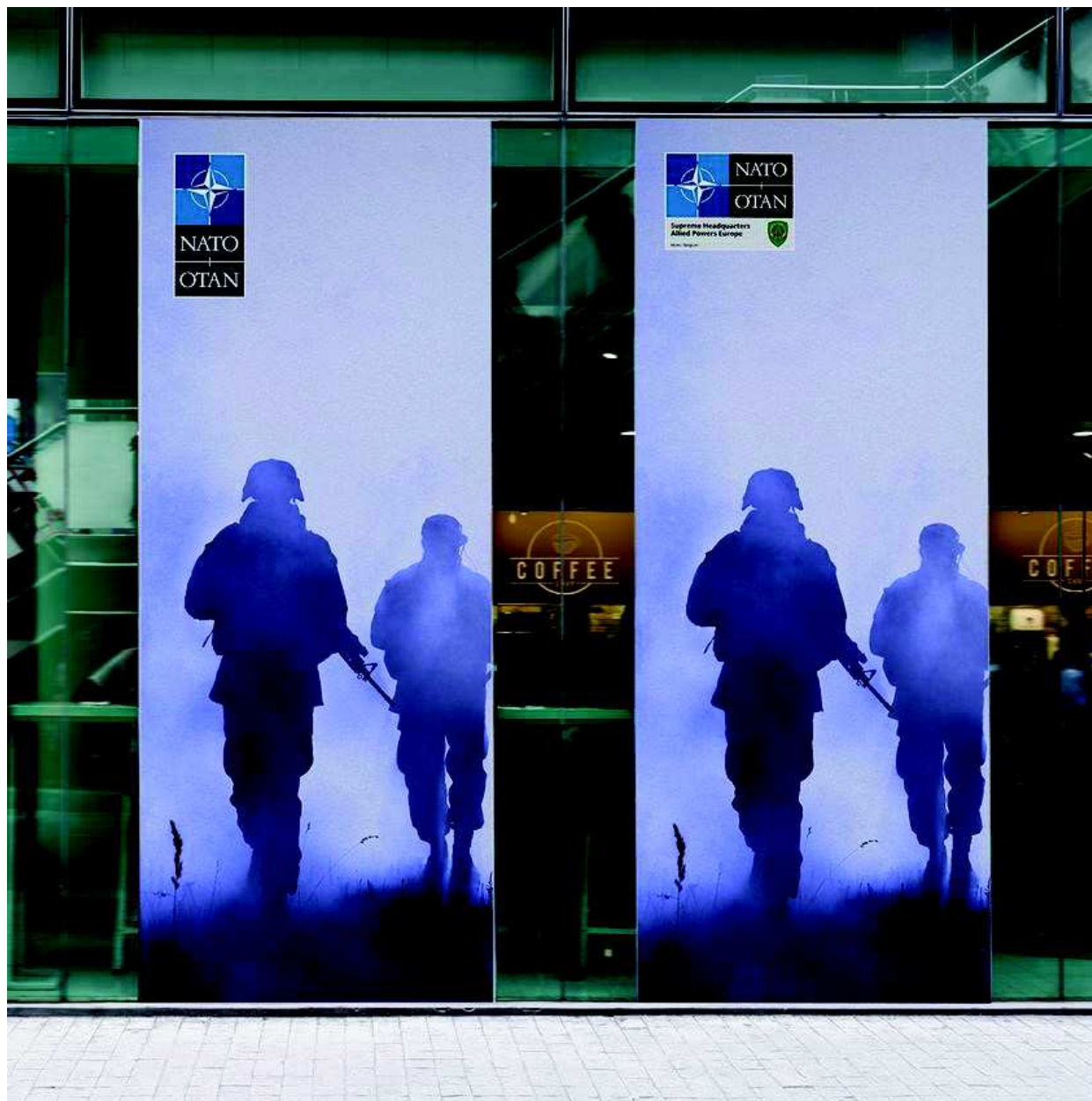
NATO's visual identity should be applied to all NATO conference and exhibition material, including stands, signage, decoration, folders, presentations, conference packs, conference badges, lecterns, and backdrops. Material used for presentations at NATO Headquarters and in media facilities should also always be branded. Campaign (e.g. #WeAreNATO) branding may also be used if appropriate.

Your NATO entity may have an existing inventory of branded communications materials. As appropriate, please inquire with brand@hq.nato.int, brand@shape.nato.int, or brand@act.nato.int as to whether there are existing stocks available.

1. Backdrops and Banners

Backdrops (large background visuals, often placed behind speakers) used at conferences and media events must always feature the Alliance logo, a descriptive logo, or an event logo.

Banners (vertical or horizontal assets often used to decorate event venues) should use the vertical Alliance logo, a descriptive logo, or an event logo.



Vertical banners featuring the Alliance logo or a descriptive logo

2. Conference Badges

Badges should be printed in landscape orientation, with optimal dimensions of 60 x 90 mm.

The name on the badge should be displayed in black in 20 pt font size (this can vary between 17 pt and 20 pt depending on the length of the name) in Arial. The function is displayed in NATO blue, in 10 pt Noto Sans. The individual's organization is displayed in dark blue, in 8 pt Noto Sans Bold.

Template for civilian conference badges can be downloaded [here](#).

Template for military conference badges can be downloaded [here](#).

A. For Civilian Entities



Conference badge for civilian entities

B. For Military Entities

A military descriptive logo or event logo appears as a header on the conference badge.



Conference badge for military entities

L. Co-Branding

NATO entities regularly enter into partnerships with third parties to jointly organize events or other public diplomacy activities.

When NATO and its respective partner(s) share the responsibility for an event, they are considered co-owners of the event. As a rule, the Alliance or a descriptive logo is used to visually acknowledge NATO's role in the event or activity.



Example of NATO co-branding on a vertical poster



Example of NATO co-branding on a horizontal banner

Permission must be sought on a case-by-case basis by the event organizer, publisher, or any other third party wishing to use the Alliance logo. Permission may be sought by contacting, as appropriate: brand@hq.nato.int for NATO Headquarters, brand@shape.nato.int for Allied Command Operations, or brand@act.nato.int for Allied Command Transformation. The NATO point of contact for the event or publication should be in copy on the request.

Basic rules for this type of co-branding include the following:

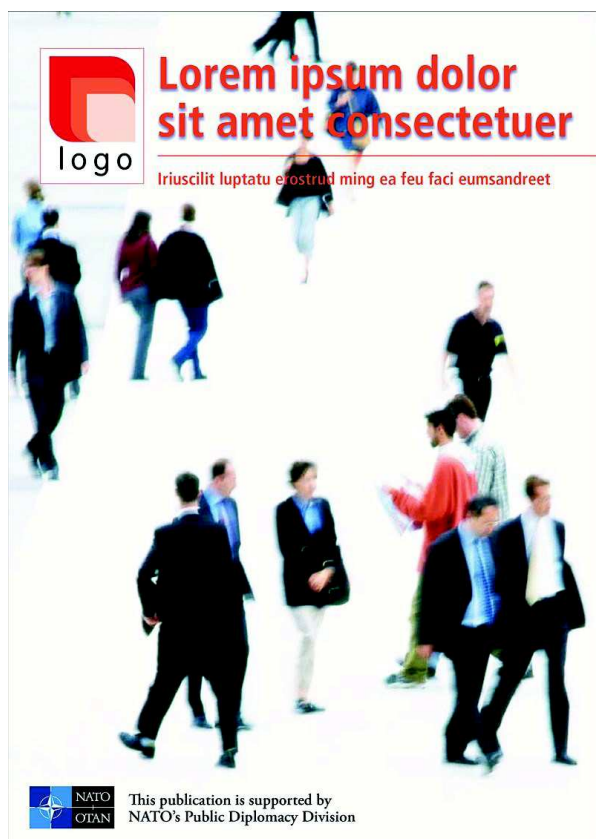
- All guidelines for the correct use of the Alliance or descriptive logo should be respected.
- The Alliance or descriptive logo must be placed in the top left corner of the communications material, and the partner logo(s) must be placed next to it.
- The logos should be displayed at the same level and in approximately the same size.
- Partner logo(s) should not be directly attached to the Alliance or descriptive logo.
- The size of the Alliance or descriptive logo may vary in proportion to the size of the medium (for example, posters, leaflets, or invitations).

M. Sponsorship

NATO entities regularly contribute to third-party events, publications, and multimedia products. 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 are credited.

However, the use of the Alliance or descriptive logo in these cases, as in all circumstances, must avoid misrepresenting the situation, or leading audiences to incorrectly perceive that the event or communication content is NATO-owned or -led.



Example of NATO sponsorship on a vertical poster



Example of NATO sponsorship on a horizontal banner

Permission to use the Alliance or descriptive logo must be sought on a case-by-case basis by the event organizer, publisher, or any other third party.

Permission may be sought by contacting, as appropriate: brand@hq.nato.int for NATO Headquarters, brand@shape.nato.int for Allied Command Operations, or brand@act.nato.int for Allied Command Transformation. The NATO Point of Contact for the event or publication should be in copy on the request.

Basic rules for sponsorship branding include the following:

- The visual acknowledgment should consist of the Alliance logo or the descriptive logo and the following sentence: *"This [event/product] is sponsored by [relevant sponsoring NATO entity]."*
- The Alliance or descriptive logo should appear in the bottom left corner of the communications product. In the case of multiple sponsors, logos should be displayed at the same level and in approximately the same size.
- In the case of a publication, the third party can choose to have the Alliance or descriptive logo at the bottom of the front cover or 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 size of the medium.
- Published content should include the following disclaimer: *"The views expressed in this [product] do not necessarily reflect those of NATO or its member nations."*

Military Heraldry and Insignia

Using Heraldry and Insignia with the Alliance Logo

Military heraldry and insignia can be used in conjunction with the Alliance logo, or with the relevant military descriptive logo. Guidance on military descriptive logos can be found [here](#).

The template for the military descriptive logo is available [here](#). Contact nac.graphics@hq.nato.int for more information or assistance.

Allied Command Operations

All heraldry and insignia used by military entities reporting to ACO are governed by ACO Directive 005-004. This includes the use of any insignia for all military commands, headquarters, or other entities, operations, missions, deployments, activities, and military exercises. Insignia should conform to the relevant templates described in this section. All designs must be submitted for approval to brand@shape.nato.int, copying brand@hq.nato.int.

The repository of high resolution command and HQ insignia can be found [here](#).

Allied Command Transformation

All new insignia and heraldry used by military entities reporting to ACT should follow the templates described in this section. This includes the use of any insignia for all military commands and headquarters, as well as entities, exercises, operations, missions, deployments, and activities. All designs must be submitted for approval to brand@act.nato.int, copying brand@hq.nato.int.

Insignia created prior to 2020 qualify for grandfathering (i.e. may be maintained as is). However, updating or making changes to the insignia removes the grandfather status, and the insignia will need to be brought into compliance with the guidance in this manual.

This section applies to the NATO International Military Staff and the NATO command structures reporting to Allied Command Operations (ACO) and Allied Command Transformation (ACT). Other NATO-related military entities in the NATO family are invited to adopt guidance in this manual.

External-facing military communications must follow the branding approach outlined in this section. Guidance on insignia designs is provided below.

1. Operations, Missions, Deployments, and Activities



Operations, missions, deployments and activities template

Insignia for operations missions, deployments, and activities must use the relevant shield-shaped template. In circumstances in which political guidance requires that NATO's role in a given exercise should be minimized, the use of the template is optional.

The template for operations, missions, and deployment insignia is available [here](#).

The colours of the rocker, the descriptive text and font, and the NATO logo elements must not be changed from those defined in the template. The rocker should contain the name of the operation, mission, deployment, or activity—spelled out. Latin, acronyms, and visual elements of the Alliance logo should be avoided whenever possible. Inside the rocker, the top part of the logo is reserved for a representative image. For the image, simplicity of design, understandability, and primacy of the Alliance logo are key requirements.

Any elements in the inner circle of the insignia must not extend into the rocker. The Alliance logo occupies the bottom, interior, rounded part of the template.

In exceptional circumstances (e.g., where a shield-shaped insignia could be counterproductive), insignia for operations, deployments, missions, or activities may use a version of the round exercise template with an all-grey (10% of black) rocker. Such deviations require express approval by ACO following the guidance in AD095-004 on insignias and business stamps.

2. Exercises

The top half of the rocker states the full name of the exercise and the year, if the exercise is recurring. The bottom half of the rocker must read "Exercise".

For the image, simplicity of design, understandability, and primacy of the Alliance logo are key requirements.

The colours of the rocker, the descriptive text and font, and the NATO logo elements must not be changed from those defined in the template.

Any text should be concise and clearly descriptive. Latin, acronyms, and visual elements of the Alliance logo should be avoided whenever possible.

Inside the rocker, the top half of the logo is reserved for a representative visual element. Submissions for NATO exercises may seek to reflect the host nation(s) or other relevant visuals.

The Alliance logo occupies the bottom half of the template.

Any elements in the inner circle of the insignia must not extend into the rocker.

The template for exercise insignia is available [here](#).



Insignia for NATO exercises must use the circular exercise template.

3. Subordinate Military Commands



Insignia for subordinate military commands should bear reference to NATO. Subject to approval, elements symbolising or associated with the country or region where the headquarters is located may be incorporated. This includes text or visual elements to identify the entity. However, all such designs must adhere to the principle of simplicity of design and bear the longevity of the insignia in mind.

Any text should be concise and clearly descriptive. Latin, acronyms, and visual elements of the Alliance logo should be avoided whenever possible.

4. Subordinate Military Entities



Subordinate military entities include but are not limited to NATO Force Integration Units (NFIUs), military liaison offices, multinational entities, etc.

Insignia for subordinate military entities should include the name of the entity and bear reference to NATO. Reference to the entity's location may be incorporated in the insignia. However, all such designs must adhere to the principle of simplicity of design.

Recognising the complexity and special circumstances that can apply to such units, some flexibility can be approved by ACO and ACT, working in consultation with the NATO Brand Steering Board.

Latin and acronyms should be avoided where possible.

Annex

Download the NATO Brand Guide [here](#)

Download the NATO Exercise Template Guidelines [here](#)

Download the #WeAreNATO Campaign Toolkit [here](#)

Download the ACO/ACT Public Affairs Handbook [here](#)

Download the ACO/ACT Style Guide [here](#)

Download the NATO Graphics Unit guideline for using the STAR system on Athena [here](#)

Download the NATO Visual Identity Guidelines for events sponsored or co-sponsored by NATO [here](#)

Download the Policy on Using Social Media at NATO [here](#)