



Visual Identity Manual



Organization for Security and
Co-operation in Europe

2017
v1.1

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01 Foreword

How the OSCE is recognized is largely the result of its visual image. That visual identity can play a crucial role in further shaping how we are perceived.

Keeping in mind that consistent use of our logo builds recognition, this Visual Identity Manual defines the graphic standards for the correct use of the OSCE logo and logotype and proposes a unified logo with a separate version for each OSCE field operation. This Manual is applicable to visual identity items, multimedia products, official OSCE online presences, including official OSCE social media channels, online and print publications issued by OSCE field operations and executive structures on their own behalf.

The Visual Identity Manual also includes recommendations for the development of OSCE Chairmanship logos and visual identity.

Sample filename breakdown:

OSCE_L_ENG_CMYK

Key:

L = Logo with descriptor

LT = Logotype symbol

C= Colour

P = Pantone

NB = No Background

BB = Black Background

ENG = English version

CYR = Cyrillic

FO = Field Operation

BW = Black and White

Logotype
symbol



OSCE_LT_ENG_CMYK

Logo with
descriptor



OSCE_L_ENG_CMYK

02 OSCE logos

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02.01 Logo structure

This is the official OSCE logo and logotype. No changes are permitted, either in the colours or the fonts. In the colour logotype, the letters in the logo must be white and the name of the Organization black.

The font used in the logo for the letters “OSCE” is lower case Palatino. The font used for the name of the Organization is Helvetica Neue. No changes are permitted. Try to always to use the logotype (the combination of the logo with the name of the Organization). In exceptional cases, such as insufficient space, the logo alone may be used in the desired location (usually bottom left in the case of a publication cover).

Logo + Descriptor make up the OSCE logotype



Descriptor Font:

Helvetica Neue LT Pro (55) Roman



The logo and logotype can be downloaded from Doc.In (Enterprise > The Secretariat > Secretary General and Central Services > Communication and Media Relations Section > Osce Visual Identity > Logos). **Please use *.eps for print and *.png files for screen uses.**

02.02 Colour variations



Logo



For print:

Pantone 294 C

C100 M68 Y7 K30

For screen:

#003478

R0 G52 B120

Font



100% Black (name of organization)

1- colour B&W:



OSCE_LT_ENG_BW



OSCE_L_ENG_BW

Logo on dark background

The demonstrated background colours are the OSCE 'Dark' colour palette.

Please refer to the Colour section (page 36) for more information.

C100 M68 Y0 K50
Pantone: 295 C
R0 G49 B103
#003167



C18 M0 Y0 K70
Pantone: 431 C
R86 G102 B111
#56666F



C0 M52 Y100 K10
Pantone: 7569 C
R223 G131 B26
#DF831A



C12 M100 Y0 K50
Pantone: 2425 C
R126 G0 B82
#7E0052



C60 M10 Y100 K10
Pantone: 7737 C
R106 G160 B60
#6AA03C



Logo on dark background continued

C20 M95 Y100 K10
Pantone: 7620 C
R183 G47 B37
#B72F25



C72 M15 Y47 K10
Pantone: 7723 C
R61 G151 B138
#3D978A



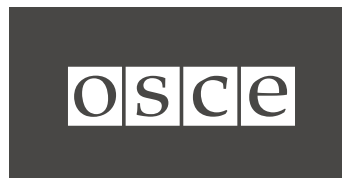
C100 M20 Y0 K10
Pantone: 7460 C
R0 G136 B198
#0088C6



C75 M100 Y0 K33
Pantone: 2617 C
R74 G21 B106
#4A156A

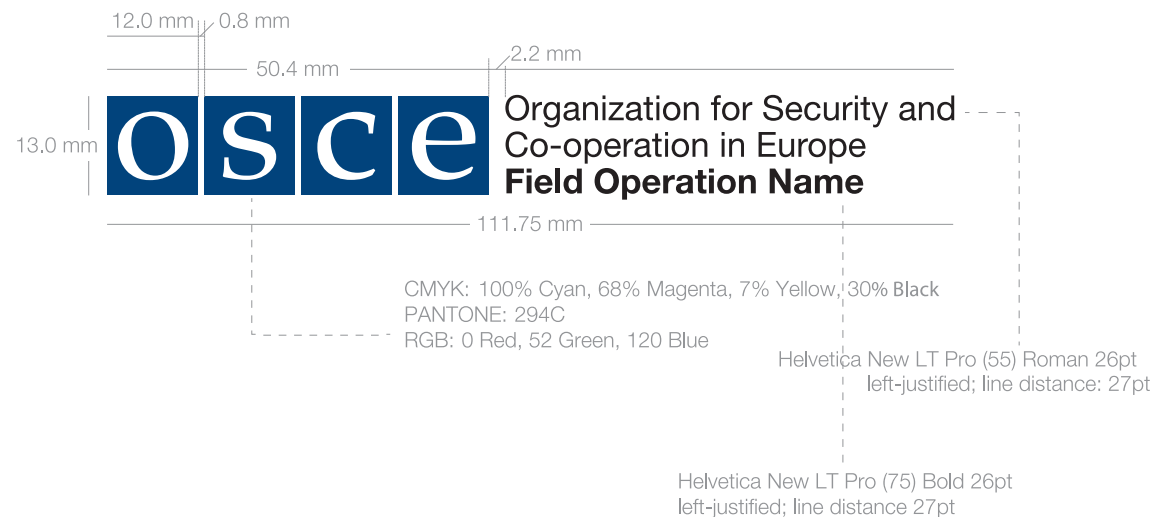


C80 M75 Y75 K20
Pantone: 446 C
R72 G71 B70
#484746



02.03 Definition

When changing the size of the logo or logotype, take care that this is done proportionally and it is not distorted. See the frequently asked questions on page 68 for details.



02.04 Minimum size

4 mm [**osce**]

6 mm [**osce** Organization for Security and
Co-operation in Europe]

4 mm [**osce**]

6 mm [**osce** Organization for Security and
Co-operation in Europe]

4 mm [**osce**]

6 mm [**osce** Organization for Security and
Co-operation in Europe]

02.05 Placement

The general placement rule of the logo or the logotype is that it should always be placed at the bottom left of the front and back covers of a publication, or other information material, on a white background extending across the entire width of the page.



Example of logo placement on the SPMU factsheet cover.

This is an example text. It is used instead of the final text version. This is an example text. It is used instead of the final text version. This is an example text. It is used instead of the final text version. This is an example text. It is used instead of the final text version. This is an example text. It is used instead of the final text version. This is an example text. It is used instead of the final text version. This is an example text. It is used instead of the final text version. This is an example text. It is used instead of the final text version.

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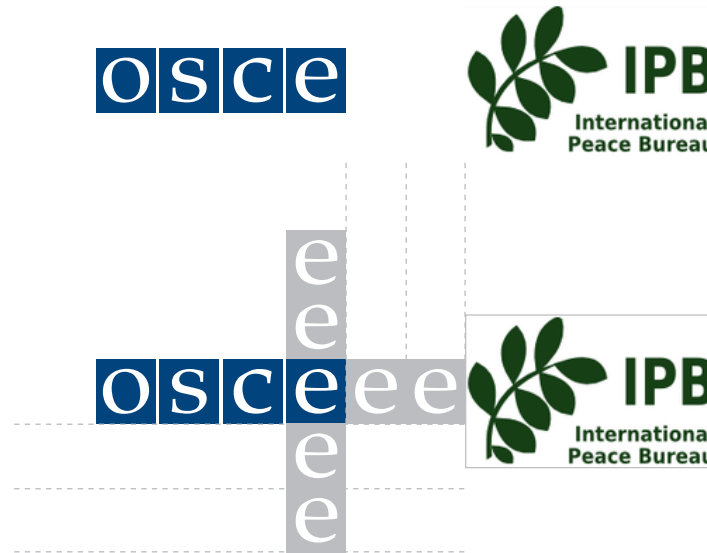
A diagram showing the OSCE logo and text. The logo consists of the letters "OSCE" in a blue, sans-serif font, with the "O" being a square. To the right of the logo is the text "Organization for Security and Co-operation in Europe". A grid diagram is overlaid on the logo to show dimensions. The height of the letters is labeled "a" and the width of the letters is labeled "b". The grid shows the letters "e", "o", "s", "c", and "e" in sequence, with their respective dimensions labeled.

Size between OSCE Logo and paper border: min. 1a / b max. 2a / b



02.06 Using multiple logos

When the OSCE is identified as a partner, the logos should be placed together respecting the logo clear space rules. You can also use a .25 pt vertical line between the logos when they are placed horizontally.



When OSCE is identified as the owner of the product, the logo with descriptor is preferred to be used in this case, and should always be placed in a dominant position.



02.07 Corporate logos

English



OSCE_L_ENG_CMYK

German



OSCE_L_DE_CMYK

French



OSCE_L_FRA_CMYK

Spanish



OSCE_L_ES_CMYK

Russian



OSCE_L_RU_CMYK

Italian



OSCE_L_IT_CMYK

02.08 Field operation logos

The same restrictions apply to the logo and logotype of field operations as to the official OSCE logo and logotype.



These logos and logotypes can be downloaded from Doc.In.

Albania



OSCE_L_Albania_ENG_CMYK



OSCE_L_Albania_SQ_CMYK



OSCE_L_SQ_CMYK

Ashgabat



OSCE_L_Ashgabat_ENG_CMYK



OSCE_L_Ashgabat_RU_CMYK



OSCE_L_Ashgabat_TKM_CMYK



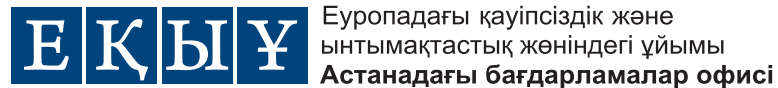
OSCE_L_TKM_CMYK

02.08 Field operation logos continued

Astana



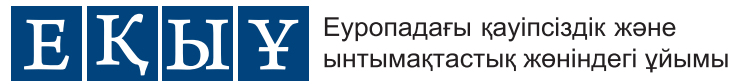
OSCE_L_Astana_ENG_CMYK



OSCE_L_Astana_KAZ_CMYK



OSCE_L_Astana_RU_CMYK

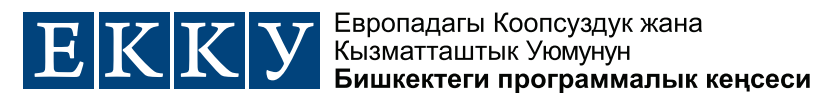


OSCE_L_KAZ_CMYK

Bishkek



OSCE_L_Bishkek_ENG_CMYK



OSCE_L_Bishkek_KYR_CMYK



OSCE_L_Bishkek_RU_CMYK



OSCE_L_KYR_CMYK

02.08 Field operation logos continued

Bosnia
and
Herzegovina



Organization for Security and
Co-operation in Europe
Mission to Bosnia and Herzegovina

OSCE_L_BIH_ENG_CMYK



Organizacija za sigurnost
i suradnju u Evropi
Misija u Bosni i Hercegovini

OSCE_L_BIH_BOS_CMYK



Organizacija za evropsku
sigurnost i suradnju
Misija u Bosni i Hercegovini

OSCE_L_BIH_CRO_CMYK



Организација за европску
безбедност и сарадњу

OSCE_L_SRB_CMYK

Kosovo



Organization for Security and
Co-operation in Europe
Mission in Kosovo

OSCE_L_Kosovo_ENG_CMYK



Organizata për Siguri dhe
Bashkëpunim në Evropë
Misioni në Kosovë

OSCE_L_Kosovo_SQ_CMYK



Organizacija za evropsku
bezbednost i saradnju
Misija na Kosovu

OSCE_L_Kosovo_SRB_CMYK



Organizata për Siguri dhe
Bashkëpunim në Evropë

OSCE_L_SQ_CMYK



Organizacija za evropsku
bezbednost i saradnju

OSCE_L_SRB_CMYK

02.08 Field operation logos continued



02.08 Field operation logos continued

Russian
Checkpoints



OSCE_L_Russian_Checkpoints_ENG_CMYK



OSCE_L_Russian_Checkpoints_UKR_CMYK



OSCE_L_Border_Checkpoints_RU_CMYK



OSCE_L_UKR_CMYK

Serbia



OSCE_L_Serbia_ENG_CMYK



OSCE_L_Serbia_SRB_CMYK



OSCE_L_SRB_CMYK

Skopje



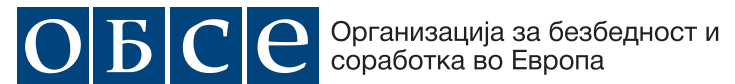
OSCE_L_Skopje_ENG_CMYK



OSCE_L_Skopje_MK_CMYK



OSCE_L_Skopje_SQ_CMYK



OSCE_L_MK_CMYK



OSCE_L_SQ_CMYK

02.08 Field operation logos continued

Special
Monitoring
Mission to
Ukraine




Organization for Security and
Co-operation in Europe
Special Monitoring Mission to Ukraine

OSCE_L_SMM_ENG_CMYK



Організація з безпеки та
співробітництва в Європі
Спеціальна моніторингова місія в Україні

OSCE_L_SMM_UKR_CMYK



Организация по безопасности и
сотрудничеству в Европе
Специальная мониторинговая миссия в Украине

OSCE_L_SMM_RU_CMYK



Організація з безпеки та
співробітництва в Європі

OSCE_L_UKR_CMYK

Tajikistan




Organization for Security and
Co-operation in Europe
Office in Tajikistan

OSCE_L_Tajikistan_ENG_CMYK



Созмони амният ва
ҳамкорӣ дар Аврупо
Дафтар дар Тоҷикистон

OSCE_L_Tajikistan_TJK_CMYK



Организация по безопасности и
сотрудничеству в Европе
Бюро в Таджикистане

OSCE_L_Tajikistan_RU_CMYK



Созмони амният ва
ҳамкорӣ дар Аврупо

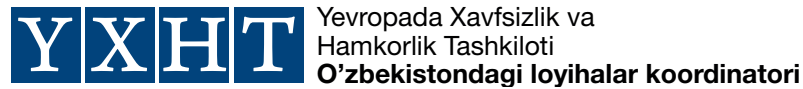
OSCE_L_TJK_CMYK

02.08 Field operation logos continued

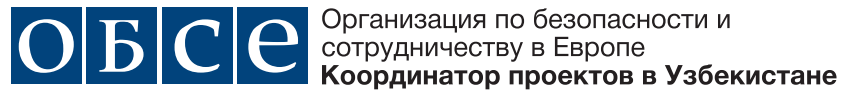
Uzbekistan



OSCE_L_Uzbekistan_ENG_CMYK



OSCE_L_Uzbekistan_UZBEK_CMYK



OSCE_L_Uzbekistan_RU_CMYK

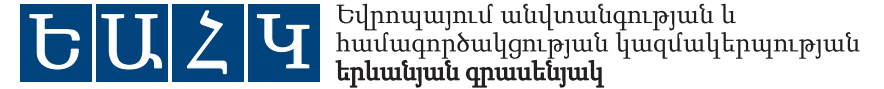


OSCE_L_UZBEK_CMYK

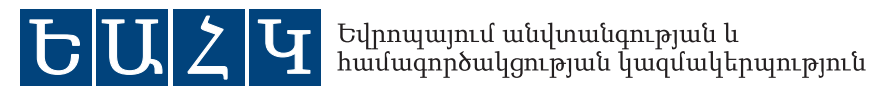
Yerevan



OSCE_L_Armenia_ENG_CMYK



OSCE_L_Yerevan_ARM_RGB



OSCE_L_ARM_CMYK

02.09 Chairmanship

Each OSCE Chairmanship is responsible for the development and the design of its logo and logotype.

The Chairmanship logo is comprised of the OSCE logo, with additional elements, such as national symbols/colours. No changes are permitted either in the colours or the fonts of the OSCE logo when designing the Chairmanship logo. However, fonts other than Helvetica Neue can be used for the country name/Chairmanship logotype text.

The main Chairmanship logo should be in English. Local language versions are acceptable as secondary and for local use.

Please contact COMMS well in advance by sending an email to COMMS-Online@osce.org for further guidance regarding the development of Chairmanship logo/branding.



Deutschland 2016



Switzerland 2014

02.10 Unacceptable usage

Do NOT do any of the following with the OSCE logo or logotype (the same applies to the logo and logotype of field operations):

Do not place the name of the Organization underneath the logo.



osce

Organization for Security and
Co-operation in Europe

Do not place the name of the Organization underneath the logo.



osce

Organization for Security and Co-operation in Europe

Do not place a drop shadow or any other effect behind the logo.



osce

Organization for Security and
Co-operation in Europe

Do not rotate the logo or logotype.



osce

Organization for Security and
Co-operation in Europe

02.10 Unacceptable usage continued

Do not distort the proportions of the logo or logotype.



Do not place any graphic elements over or below the logo or logotype.



The OSCE acronym in the field operations' name is not permitted.



Do not combine the name of the Organization with the name of the Field Operation as shown here. Use only the official logotypes shown on pages 15-22.



02.11 Social media

The OSCE Logo profile image (1:1 ratio, actual size can vary depending on the social network) should be used as a profile photo across all social media channels to ensure consistency, unless the Mission/Institution/Project has an official logo endorsed by the Organization.

If the Mission/Institution/Project is posting predominantly in one local language, the relevant language version of the OSCE logo should be used. The image file will be provided separately.

If the posts are in more than one language, the English version should be used. Several language versions of the OSCE logo should not be combined into one image.

Please refer to OSCE Social Media guidelines for more information, or consult COMMS at COMMS-Online@osce.org should you require any assistance with the profile image.



02.12 Use of logos on the OSCE website

How the OSCE logo should be used on the website

The size of the OSCE logotype in the navigation is 33 px in height by 126 px in width.

When viewing the site in desktop the words “Organization for Security and Co-operation in Europe” should accompany the logo to the right. Due to spacing restrictions this caption should be removed on certain tablet versions and all mobile versions.

OSCE in the text should always be written with capital letters without full stops, whether it be in a title or in the body copy.

The OSCE logo should be reproduced exactly. Its typeface and colour cannot

be changed. The logo should not be animated, deformed or split up. On every page, the user can click on the logo to go back to the home page.

For more details on the use of logos on the OSCE website consult the OSCE Website Graphic Charter. The OSCE Website Graphic Charter is available upon request from COMMS.

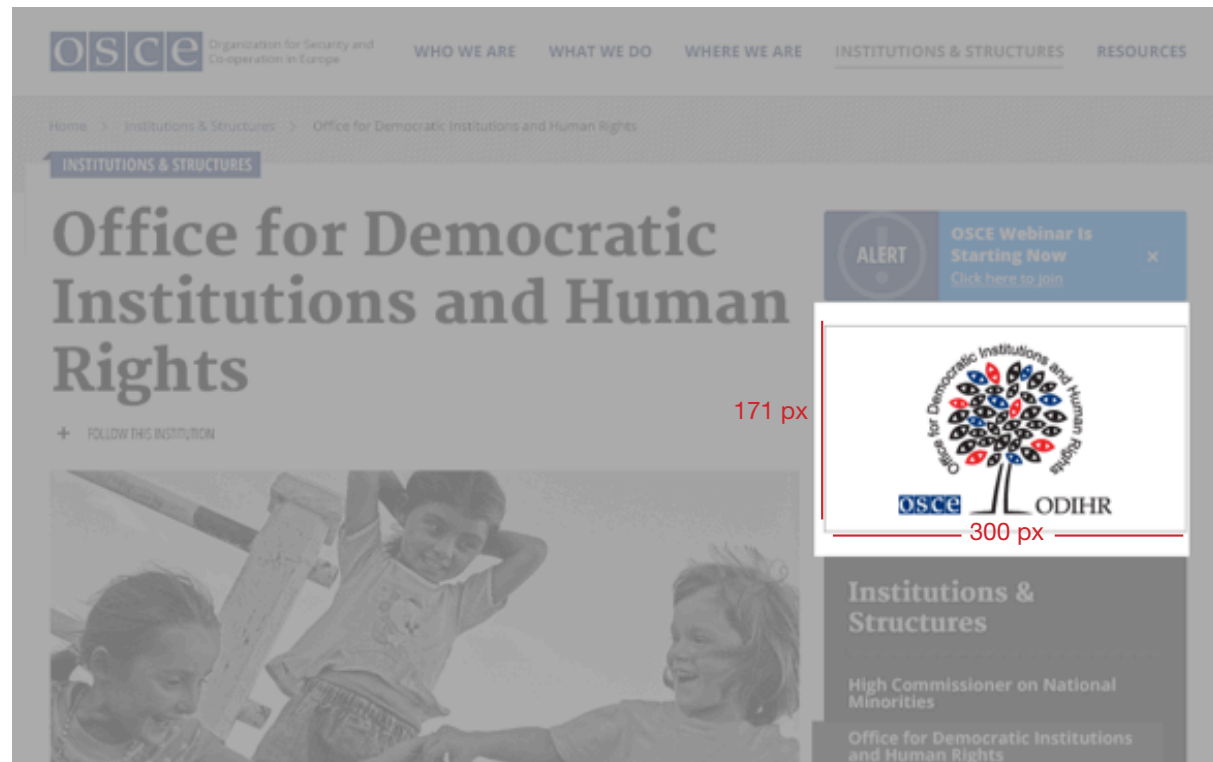


How Institution logos should be used on the website

When adding an Institution or Structure's logo to the website it should be placed above the side navigation. This pertains to logos, if required and/or requested, and to a single page or section on the website.

The logo should be 300 px wide and 171 px tall. This will allow the logo to work equally well on desktop, tablet, and mobile versions.

For more details on the use of logos on the OSCE website consult the OSCE website graphic charter. The OSCE website graphic charter is available upon request from COMMS.

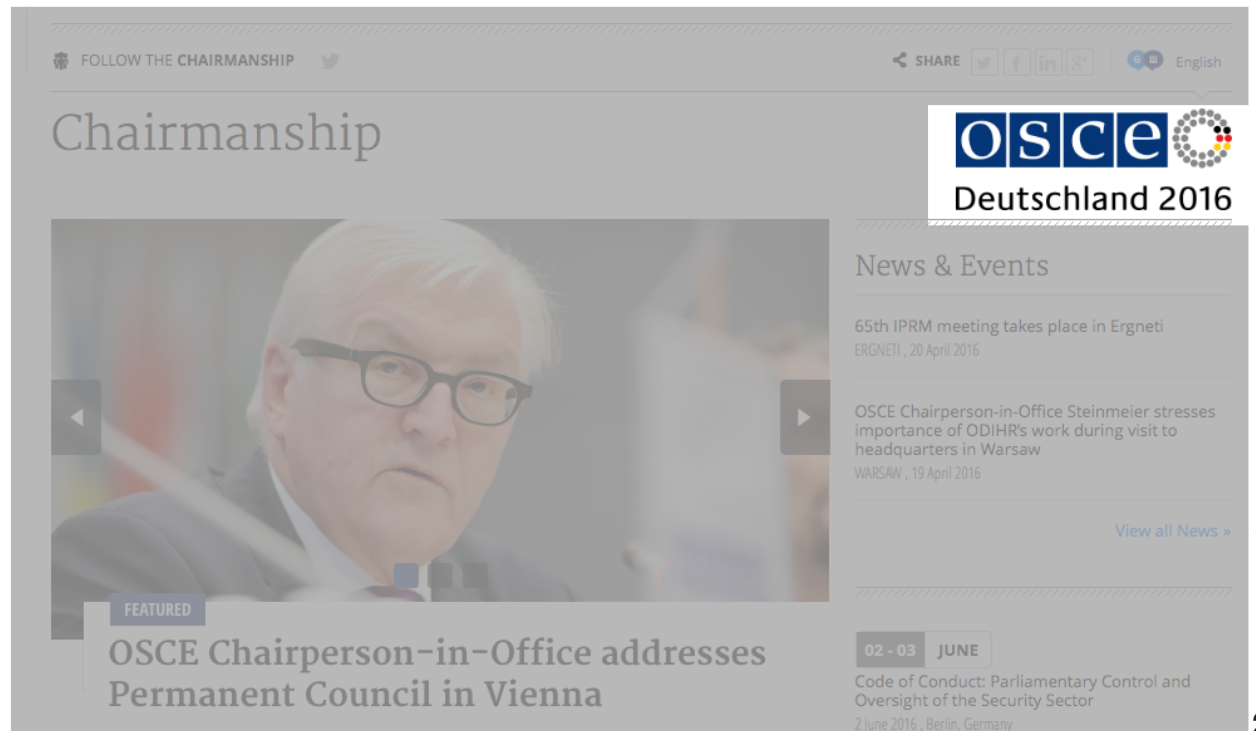
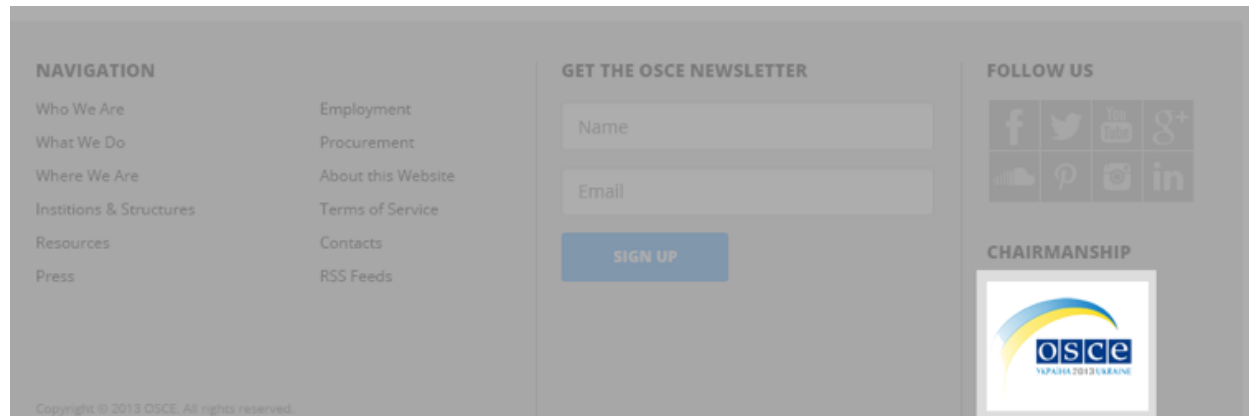


Chairmanship logo

To ensure the Chairmanship logo was properly highlighted throughout the site without taking away from the main objectives of the site, it was added to the footer. Every year, the new Chairmanship logo should replace the current one in the footer. The footer placement allows the logo to be visible and accessible from every page of the website.

The logo should be contained within a white box that is 126 pixels wide by 100 pixels tall and should live underneath the Social media/Share/Language bar.

For more details on the use of logos on the OSCE website consult the OSCE website graphic charter. The OSCE website graphic charter is available upon request from COMMS.



02.13 Logo in videos

Logo use

OSCE logos used in video products must conform to the other standards in the guide. Avoid applying any animations to the logo which distort it.

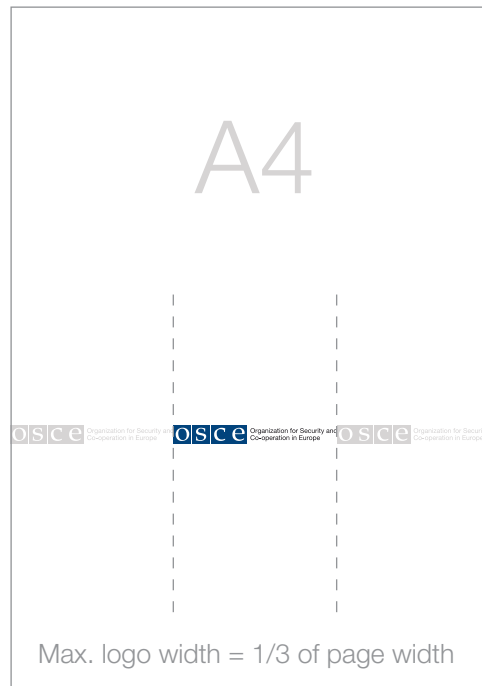
02.14 Logo size ratio

Optimal size of the logo is:
1/3 width of vertical portrait page format
1/3 width of landscape page format

Note:
When using formats smaller than A4 page size, the logo width should not exceed 1/2 of the total page width. In this case, the minimum logo size rules should also be considered (see p12).

When using formats bigger than A4, the logo width should not be less than 1/3 of the total page width.

This is not about the placement of the logo, the placement rules should be applied after adjusting the logo size.



02.15 Use of platform-specific logos on the OSCE-owned/ -managed online platforms/ specialized websites

OSCEPOLIS



OSCE ODIHR
HATE CRIME REPORTING



min. 1a / b
max. 2a / b

Logo clear space rules should be respected, in the same way they apply to the OSCE logo. The logo should be positioned in the top left corner (unless agreed otherwise).

02.15 Use of the OSCE logo on partner and other external websites

When the OSCE is identified as a partner, the logos should be placed together respecting the logo clear space rules.

Depending on project specifics the order of partner logos will vary.

When OSCE is identified as the owner/ the lead of the project the logo with descriptor is preferred and the OSCE logo should appear first. In case of space restrictions the logo can be used instead.

The OSCE logo should be reproduced exactly. Its typeface and colour cannot be changed. The logo should not be animated, deformed or split up.

For more details on the use of logos on the OSCE website consult COMMS.



03 Typefaces

Text /**03.01**

03.01 Text

For books and print publications issued by OSCE field operations and executive structures on their own behalf, Helvetica Neue should be used for titles, headlines, sub-headings, introductions and captions. For the body text of these materials, either Arial may be used, or if a serif font is desired, Noto Serif. For publications which use either a two or a three column layout, the text should be left-justified (see pages 44 and 45).

Helvetica Neue
LT Pro 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"#\$%&/()=?

Helvetica Neue
LT Pro 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"#\$%&/()=?

Helvetica Neue
LT Pro 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"#\$%&/()=?

Helvetica Neue
LT CYR Pro 55 Roman

АБВГДЕЁЖЗИКЛЬНОПРСТУФХЦЧШЩ..
абвгдеёжзиклмнопрстуфхцчшщъьэюя
1234567890! « » № ; % : ? * () _ +

Noto Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"#\$%&/()=?

Noto Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"#\$%&/()=?

Noto Serif Regular

АБВГДЕЁЖЗИКЛЬНОПРСТУФХЦЧШЩ..
абвгдеёжзиклмнопрстуфхцчшщъьэюя
1234567890! « » № ; % : ? * () _ +

Noto Serif Bold

**АБВГДЕЁЖЗИКЛЬНОПРСТУФХЦЧШЩ..
абвгдеёжзиклмнопрст фхцчшщъьэюя**
1234567890! « » № ; % : ? * () _ +

04 Colours

Definition /**04.01**

Colour Palette /**04.02**

04.01 Definition

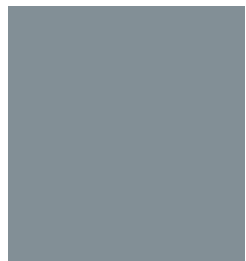
Official Colours



C100 M68 Y7 K30
Pantone: 294 C
R0 G67 B123
#00437B



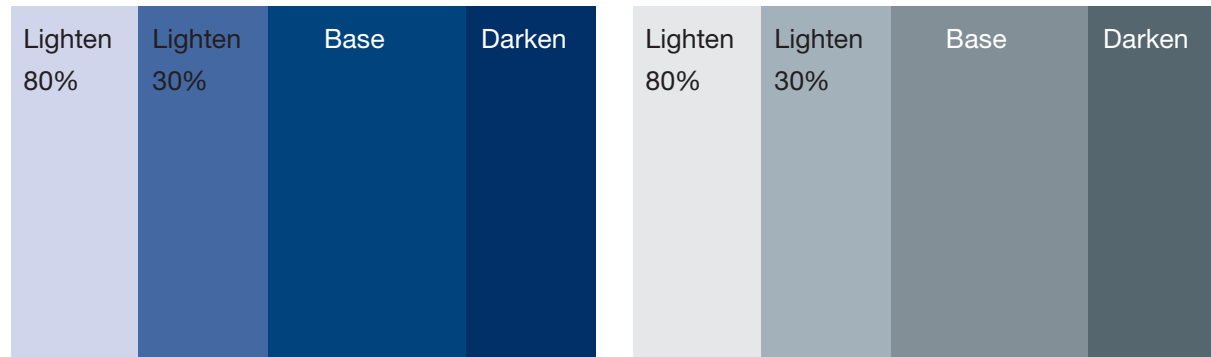
C0 M0 Y0 K100
Pantone: Black
R0 G0 B0
#000000



C10 M0 Y0 K50
Pantone: 7544 C
R131 G143 B151
#838F97

04.02 Colour palette

The colours shown are the available colour palette from primary colours to shades and tints. This allows for a greater breadth of coloration for all marketing and advertising materials to be created for OSCE.

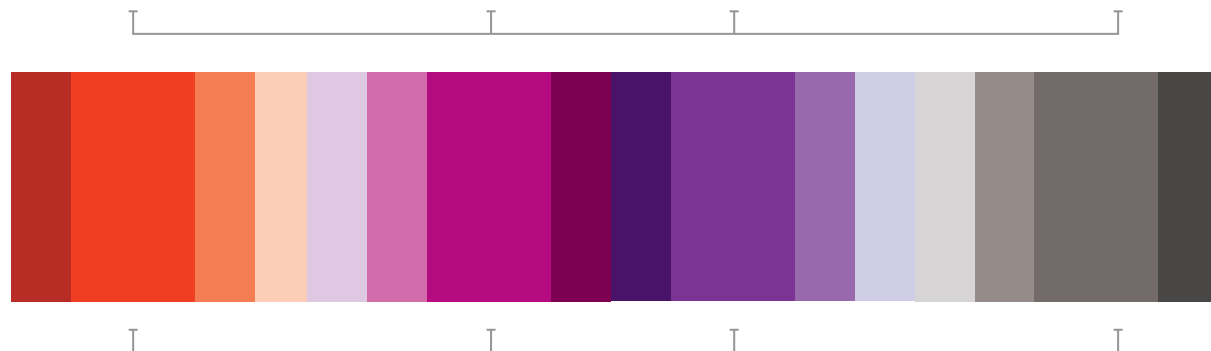


The Base colours are for primary use.

The Light colours are for supplementary use, mainly for backgrounds.

The Dark colours are for supplementary use, to be used both in font colours and backgrounds.

The Secondary colours are mainly to be used in graphic elements.



Official Colours

BASE

wide use



C100 M68 Y7 K30
Pantone: 294 C
R0 G67 B123
#00437B



C10 M0 Y0 K50
Pantone: 7544 C
R131 G143 B151
#838F97



C0 M35 Y100 K0
Pantone: 7409 C
R251 G175 B23
#FBAF17



C20 M100 Y0 K10
Pantone: 241 C
R180 G14 B128
#B40E80



C45 M0 Y100 K0
Pantone: 375 C
R153 G202 B60
#99CA3C

SECONDARY

Graphics



C70 M47 Y0 K20
Pantone: 7683 C
R71 G105 B160
#4769A0



C10 M0 Y0 K32
Pantone: 536 C
R163 G178 B186
#A3B2BA



C0 M25 Y70 K0
Pantone: 1355 C
R254 G196 B101
#FEC465



C14 M70 Y0 K0
Pantone: 239 C
R210 G109 B170
#D26DAA



C31 M0 Y70 K0
Pantone: 366 C
R182 G215 B118
#B6D776

DARK

Fonts, Background



C100 M68 Y0 K50
Pantone: 295 C
R0 G49 B103
#003167



C18 M0 Y0 K70
Pantone: 431 C
R86 G102 B111
#56666F



C0 M52 Y100 K10
Pantone: 7569 C
R223 G131 B26
#DF831A



C12 M100 Y0 K50
Pantone: 2425 C
R126 G0 B82
#7E0052



C60 M10 Y100 K10
Pantone: 7737 C
R106 G160 B60
#6AA03C

LIGHT


Background



C16 M12 Y0 K0
Pantone: 2706 C
R208 G213 B236
#D0D5EC




C0 M0 Y0 K10
Pantone: Cool Gray 1 C
R230 G231 B232
#E6E7E8



C0 M10 Y24 K0
Pantone: 7506 C
R255 G229 B195
#FFE5C3



C10 M22 Y0 K0
Pantone: 531 C
R223 G200 B225
#DFC8E1



C12 M0 Y28 K0
Pantone: 7485 C
R225 G237 B197
#E1EDC5

BASE


wide use



C0 M90 Y100 K0
Pantone: 179 C
R239 G64 B35
#EF4023



C55 M0 Y40 K0
Pantone: 338 C
R112 G198 B173
#70C6AD



C100 M0 Y0 K0
Pantone: 306 C
R0 G173 B239
#00ADEF



C62 M95 Y0 K0
Pantone: 2593 C
R124 G53 B147
#7C3593



C56 M52 Y52 K14
Pantone: 404 C
R115 G108 B105
#736C69

SECONDARY

Graphics



C0 M63 Y70 K0
Pantone: 164 C
R244 G125 B85
#F47D55



C38 M0 Y28 K0
Pantone: 565 C
R156 G213 B195
#9CD5C3



C70 M0 Y0 K0
Pantone: 637 C
R0 G192 B242
#00C0F2



C43 M67 Y0 K0
Pantone: 2583 C
R152 G106 B173
#986AAD




C39 M37 Y37 K10
Pantone: 408 C
R148 G140 B138
#948C8A

DARK

Fonts, Background




C20 M95 Y100 K10
Pantone: 7620 C
R183 G47 B37
#B72F25




C72 M15 Y47 K10
Pantone: 7723 C
R61 G151 B138
#3D978A



C100 M20 Y0 K10
Pantone: 7460 C
R0 G136 B198
#0088C6




C75 M100 Y0 K33
Pantone: 2617 C
R74 G21 B106
#4A156A



C80 M75 Y75 K20
Pantone: 446 C
R72 G71 B70
#484746

LIGHT


Background




C0 M22 Y24 K0
Pantone: 475 C
R252 G206 B184
#FCCEB8



C16 M0 Y10 K0
Pantone: 573 C
R211 G236 B230
#D3ECE6



C20 M0 Y0 K0
Pantone: 290 C
R198 G234 B251
#C6EAFB



C16 M16 Y0 K0
Pantone: 2706 C
R208 G206 B231
#D0CEE7



C15 M12 Y12 K0
Pantone: 427 C
R214 G213 B212
#D6D5D4

White



Black

05 Multimedia

Transitions

Typography

Subtitles and 'lower thirds'

Transitions

Simple cuts and fades should be used for video transitions.

Typography

Choose simple, readable sans-serif fronts for video work. It is not recommended to use fonts with many details as they can be harder to read. Keep on-screen text small but readable.

Subtitles and 'lower thirds'

Respect the margins. Do not place any important information in the lower-right margins of the screen as that area will be used by an OSCE ident on YouTube.

Many videos will likely have subtitles added. Keep this in mind when setting the position and duration of any graphics.

06 Layout

Books, reports and manuals **/06.01**

Factsheets **/06.02**

Two-page handout or flyer **/06.03**

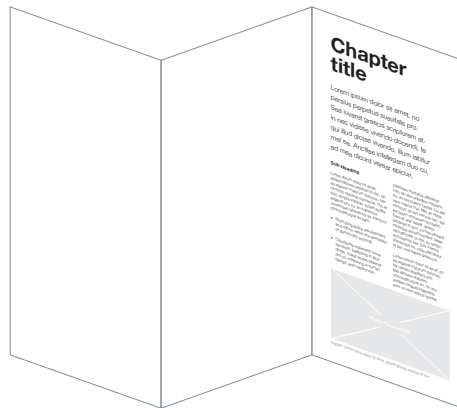
Newsletters **/06.04**

Powerpoint presentation **/06.05**

06.01 Books, reports and manuals

Two column example

This format is recommended to be used on paper size smaller than A4, such as tri-fold pamphlets.



Chapter title

Helvetica Neue LT Pro (48) Bold

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Helvetica Neue LT Pro (45) Light

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Sub Heading

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- Promoting police development and reform within the principles of democratic policing;
- Countering organized crime, terrorism, trafficking in illicit drugs, soleat audire eligendi pro cu, trafficking in human beings, and cybercrime.

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Photo Placeholder

Caption: Lorem ipsum dolor sit amet, aliquid labores explicari id vim.

Three column example

Helvetica Neue LT Pro (48) Bold

Helvetica Neue LT Pro (45) Light

Helvetica Neue LT Pro (48) Bold

Helvetica Neue LT Pro (45) Light

Chapter title

2nd line

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- Promoting police development and reform within the principles of democratic policing;
- Countering organized crime, terrorism, trafficking in illicit drugs, soleat audire eligendi pro cu, trafficking in human beings, and cybercrime.

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Sub Heading

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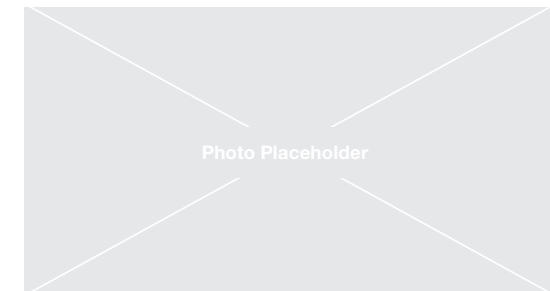
scripta impedit, soleat audire eligendi pro cu, an habemus omnesque laboramus sit. Inimicus concludaturque ex eam. Nibh officiis ex has, per omnis error torquatos id, ei vix nostro alienum antiopam. Cu vel munere adolescens posidonium. Te quo magna zril admodum, fabulas euripidis has cu. Viris dicunt et sea, duo omnesque deseruisse ad, ad sit delenit voluptatibus. Cu alia vero viderer mei. Mei an nobis inimicus, te veri inermis nec, sed quod docendi et, accusan expetenda splendide no quo, mei novum constituto et.

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Caption: Lorem ipsum dolor sit amet, aliquid labores explicari id vim.

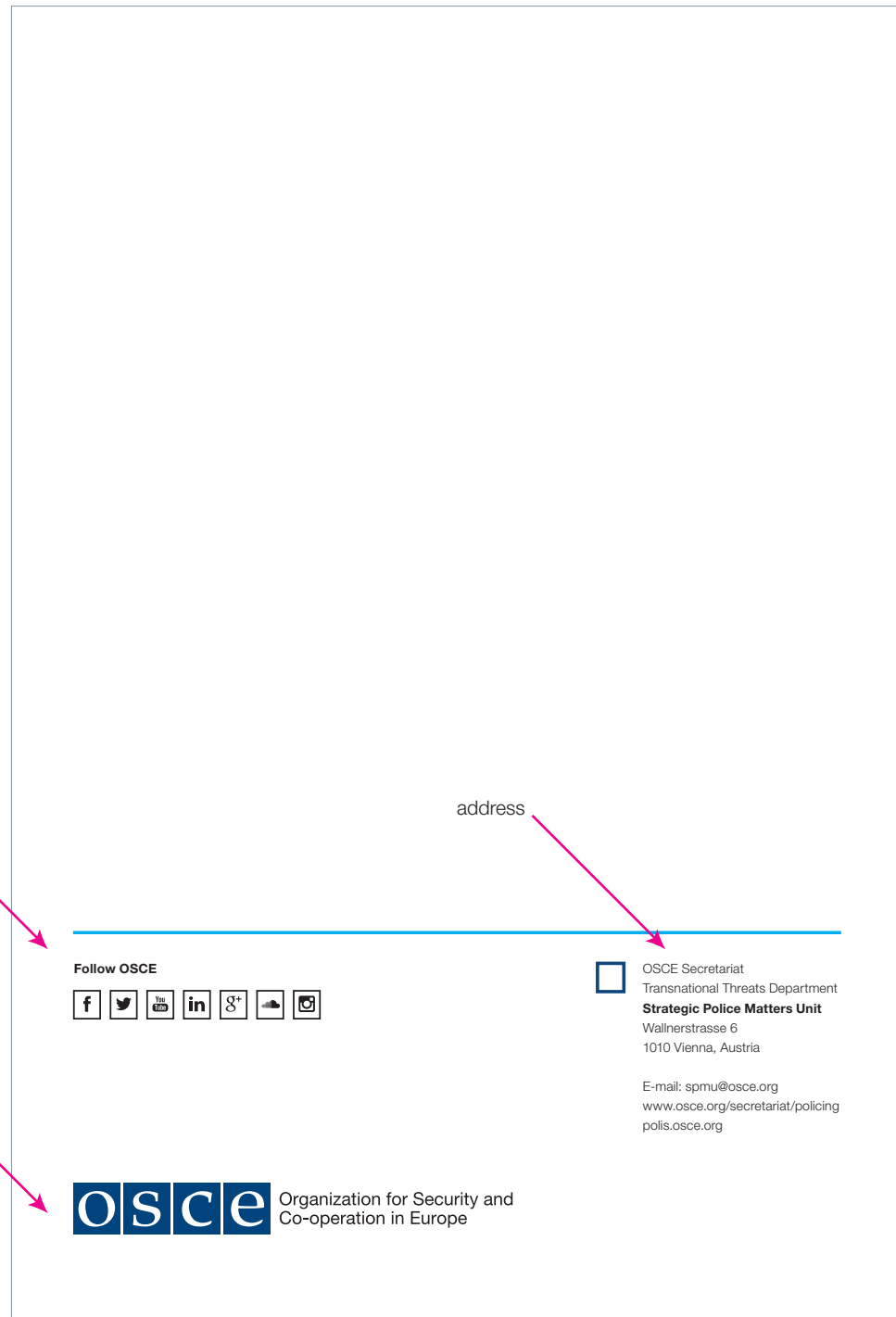
Back cover example

The OSCE logotype and the address of the unit/organization are the two elements needed on the back cover.

Social Media icons, clickable and contains hyperlinks in digital PDF format.

address

The OSCE logo should always be at the bottom left

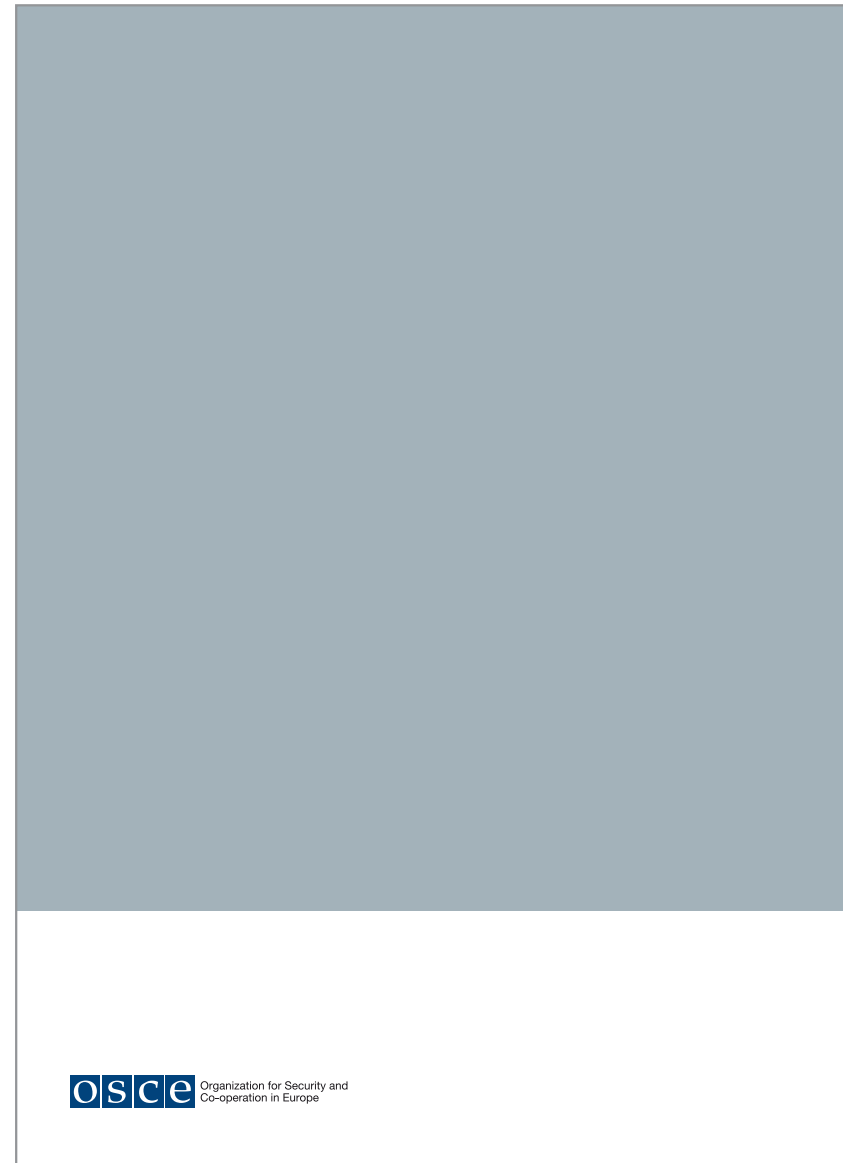


Size

To ensure maximum consistency, publications such as annual reports, factsheets, and magazines should ideally be A4 size. Other publications such as books or booklets can be other sizes.

The logo or the logotype should always be placed at the bottom left of the front and back covers, on a white background extending across the entire width of the page, without combining English and a local language.

For joint publications, with other international organizations, the logo alone can be used. It can be placed at the top left.



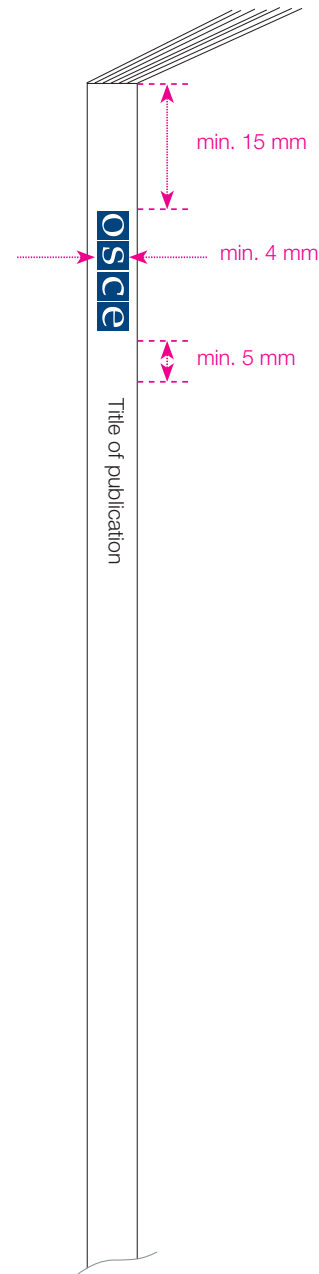
Publication spines

In English, the text on the spine should be readable when the publication is face up, readable from top to bottom. For other languages, follow the conventions of that language.

Use this logo as shown for publication spines together with the title of the publication.

If the spine is too narrow, do not use the logo. Instead just use the title of the publication.

If not feasible the spine should be white.



06.02 Factsheets

The purpose of this chapter is to provide a set of rules and guidelines for creating an OSCE Factsheet. You are advised to provide this document along with the OSCE Factsheet template (Adobe InDesign file) to the graphic designer/ graphic design company that will be working on the layout of the Factsheet.

Front cover page

The Factsheet cover page is to be solely used to display the title of the Factsheet and an artwork. The purpose of the cover artwork is to grab the readers' attention and give a first glimpse of what the Factsheet is about. The cover artwork should represent one or a combination of the following concepts: an abstract representation of an OSCE activity, work of the OSCE staff on the ground, a host country landmark or a locally recognizable aspect of the field operation.

Layout

The Factsheet template is based on a 4-column layout. Depending on the length of the text, the size of the photos and introduction texts should be adjusted accordingly to preserve the 4-column layout.

Colour scheme

The Factsheet is based on a two-colour scheme (primary and secondary colour) in addition to the black colour used for the body text. Ensure that the choice of selected primary and secondary colours satisfies accessibility standards and are easy to read when applied to the text. On the editorial side, take into consideration local cultural specificities and ensure that colours are not offensive in any way.

Questions?

Write to COMMS-Online@osce.org if you have any questions regarding the Factsheet.

Factsheet front cover

Main Factsheet title
(e.g. name of the Mission, Institution
or Secretariat Department)

Font:
Helvetica Neue LT Pro (75) Bold

Font size: 60pt

Colour: White

Secondary Factsheet title (Optional)
(e.g. programmatic
area, department)

Font:
Helvetica Neue LT Pro (75) Bold

Font size: 60pt

Colour: Factsheet secondary colour

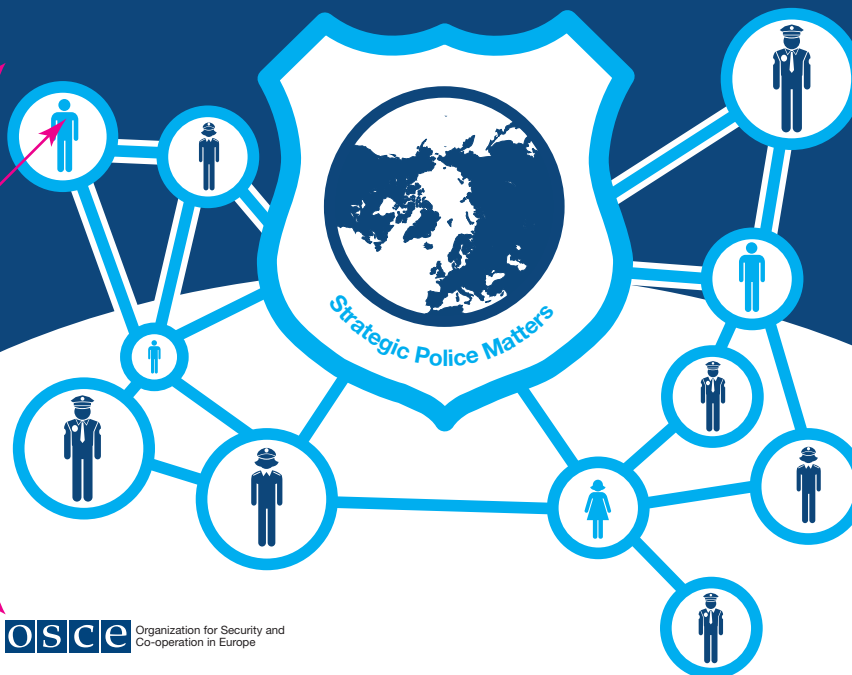
Factsheet cover background

Colour: Factsheet primary colour

Cover art
The cover art should be done
as an illustration using the
primary and secondary colour

Official OSCE logo of the OSCE
presence or the OSCE institution.
Position of the logo must be fixed
as in the provided template

Transnational Threats Department Strategic Police Matters Unit



Factsheet pages

Page heading
Font:
Helvetica Neue LT Pro (75) Bold
Font size: 48pt
Colour: Factsheet primary and secondary colours

Intro text
Width: 1,2,3 or 4 column width, depending on text layout
Font:
Helvetica Neue LT Pro (45) Light
Font size: 16pt
Colour: Factsheet primary colour

Photo and caption
Width: 1,2,3 or 4 column width
Font:
Helvetica Neue LT Pro (45) Light
Font size: 8pt
Colour: 60% black

Building the capacity of police services

The OSCE promotes professional, democratic police services that are trusted by citizens and able to effectively address transnational threats to security and stability, such as those that emanate from terrorism and organized crime. Police-related activities are integral parts of the OSCE's efforts in conflict prevention, crisis management and post-conflict rehabilitation.

Strategic Police Matters Unit

The Strategic Police Matters Unit (SPMU) is the focal point for the OSCE's police-related work. As a part of the OSCE Transnational Threats Department (TNTD), the SPMU supports the activities of the Secretary General, the OSCE Chairmanship, the TNTD Director, participating States and field operations in:

- Promoting police development and reform within the principles of democratic policing;
- Countering organized crime, terrorism, trafficking in illicit drugs, trafficking in human beings, and cybercrime.

Police Development and Reform

Developing professional skills and sharing best practices are among the key elements of the OSCE's police-related activities. The SPMU works to:

- Promote and endorse community policing and police-public partnerships;
- Uphold and encourage a holistic approach to criminal justice system reform;
- Elevate co-operation and the exchange of best practices;
- Facilitate and support training initiatives for building skills and competencies;
- Promote the protection of victims of crime and vulnerable persons.



Crime scene investigation courses aim to enhance the capabilities of the police.



Building confidence between the police and the public is one of the priorities of the SPMU.

Content heading
Font:
Helvetica Neue LT Pro (75) Bold
Font size: 11pt
Colour: Factsheet primary colour

Content body text
Font:
Helvetica Neue LT Pro (45) Light
Font size: 9pt
Colour: Black

Factsheet pages alternate layout

Page heading

Font:
Helvetica Neue LT Pro (75) Bold

Font size: 48pt

Colour: Factsheet primary
and secondary colours

Intro text

Width: 1,2,3 or 4 colu,m width,
depending on text layout

Font:
Helvetica Neue LT Pro (45) Light

Font size: 16pt

Colour: Factsheet primary colour

Countering criminal threats

The SPMU supports participating States in their efforts to counter criminal activities, mainly through workshops, training and promoting cross-border co-operation.

Organized crime

The SPMU actively supports the OSCE field operations, participating States and Partners for Co-operation in their activities to combat organized crime. In particular the SPMU aims to:

- Support the full implementation of key UN Conventions on criminal matters in close co-ordination with the UN Office on Drugs and Crime (UNODC);
- Strengthen co-operation between law enforcement agencies and other public authorities as well as with NGOs and the private sector;
- Deliver specialized training in criminal investigations, including financial investigations, tracing and seizures of criminal proceeds;
- Reinforce legal instruments, institutional capacity and law enforcement competencies.

Terrorism

The SPMU assists participating States in developing policing strategies, tactics and mechanisms to counter terrorism, among other things, by:

- Promoting measures for countering radicalization and violent extremism;
- Facilitating the sharing of information and best practices among law enforcement agencies responsible for preventing and investigating terrorism.

Cybercrime

The SPMU works at national and regional levels with participating States and international partners to:

- Increase investigative capacity and foster the exchange of information with a special focus on hate crimes and the sexual exploitation of children;
- Promote the most effective ways to identify and investigate cybercrime.

Illicit Drugs and Chemical Precursors

Working closely with the UNODC, the SPMU places special emphasis on:

- Facilitating cross-border co-operation;
- Assisting in developing effective national and regional anti-drug strategies;
- Advocating the implementation of UN Conventions and the International Narcotics Control Board and the Paris Pact Initiatives;
- Promoting and facilitating dialogue and interaction among competent national governmental structures and the private sector, for example health authorities, social services, the transport sector, and the chemical industry.

Trafficking in Human Beings

The Unit works jointly with internal and external stakeholders to provide training and expert advice to all agencies likely to be involved in efforts against human trafficking. Key elements of the SPMU strategy in this field are to:

- Promote a victim-oriented approach in all counter-trafficking measures;
- Strive for a broader involvement of all public and private stakeholders;
- Promote and assist the outreach to vulnerable groups;
- Provide assistance to law enforcement agencies for strengthening their capacities to investigate and prosecute suspects and seize criminal proceeds.



The SPMU supports OSCE field operations in their work to strengthen the basic training of police.

Content heading

Font:
Helvetica Neue LT Pro (75) Bold

Font size: 11pt

Colour: Factsheet primary colour

Content body text

Font:
Helvetica Neue LT Pro (45) Light

Font size: 9pt

Colour: Black

Factsheet back cover

Page heading

Font:
Helvetica Neue LT Pro (75) Bold

Font size: 48pt

Colour: Factsheet primary
and secondary colours

Section divider
(only for the back cover)

Colour: Factsheet secondary colour

Place social media icons here
for the platform where you
have presence. Missions and
institutions without social media
presence must use OSCE general
social media presence icons

Official OSCE logo of the OSCE
presence or the OSCE institution.
Position of the logo must be fixed
as in the provided template

Alliance against Trafficking in Persons

The *Alliance against Trafficking in Persons* is a broad voluntary platform of more than 30 members including international and non-governmental organizations that have joined forces to prevent and combat human trafficking. Results of this partnership include:

- The annual high-level *Alliance against Trafficking in Persons* conference where global leaders gather to focus on key themes in the struggle to eliminate modern-day slavery;
- Developing and convening two annual *Alliance* Expert Co-ordination Team (AECT) meetings and engaging in bilateral and multi-stakeholder consultations with AECT partners, including in the

context of the OSCE survey on the implementation of OSCE anti-trafficking commitments;

- Creating effective joint strategies, combining individual efforts, and providing OSCE participating States and Partners for Co-operation with innovative and co-ordinated approaches to fight human trafficking.
- Strengthening the partnership by expanding its membership and promoting and engaging in advocacy initiatives with participating States and AECT members.



Publications

The Office of the Special Representative issues publications on a regular basis in order to provide policy-making guidance, build capacity and raise awareness. The Office collaborates with leading experts from academia, the NGO sector, government and international organizations to produce cutting-edge research as well as essential guidebooks for various professionals working to stamp out modern-day slavery.

Recent publications have focused on the most challenging issues in the OSCE's anti-trafficking Action Plan and its Addendums, governments' duty to prevent human trafficking in their supply chains as well as those of the private sector, and how to prevent human trafficking for domestic servitude in diplomatic households and protect private domestic workers.

Follow OSCE



OSCE Secretariat
**Office of the Special Representative
and Co-ordinator for Combating
Trafficking in Human Beings**
Wallnerstrasse 6
A-1010 Vienna, Austria

Tel.: +43 1 514 36 6664
info-cthb@osce.org
osce.org/cthb
@osce_cthb



Contact information

(Name, address, email and website)

Font:
Helvetica Neue LT Pro (45) Light

Font size: 8pt

Colour: Black

06.03 2-page handout/flyer

A derivative direction from the Factsheet. the same factsheet rules should be also considered for the layout of 2-page handouts, The layout is mainly divided into 4 columns. The handouts/flyers, based on necessity, may and may not contain photos.



The handout/flyer template file can be downloaded from docin.

Questions?

Write to COMMS-Online@osce.org if you have any questions.

Main factsheet title
(e.g. name of the Mission)
Font:
Helvetica Neue LT Pro (75) Bold
Font size: 60pt
Colour: White

Secondary factsheet title (Optional)
(e.g. programmatic area,
department)

Font:
Helvetica Neue LT Pro (75) Bold
Font size: 60pt
Colour: Factsheet secondary colour

Cover art/photo

Intro text

Width: 1,2,3 or 4 colum width,
depending on text layout
Font:
Helvetica Neue LT Pro (45) Light
Font size: 16pt
Colour: Factsheet primary colour

Content body text

Font:
Helvetica Neue LT Pro (45) Light
Font size: 9pt
Colour: Black

Official OSCE logo of the OSCE
presence or the OSCE institution.
Position of the logo must be fixed
as in the provided template

Flyer heading
two lines

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persius perpetua suavitate pro.
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nec vidisse vivendo docendi, te
qui illud dictas vivendo. Illum labitur
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cu, ad mea dicunt verear epicuri.

Sub Heading

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Promoting police
development and reform
within the principles of
democratic policing;
Countering organized
crime, terrorism,
trafficking in illicit drugs,
trafficking in human
beings, and cybercrime.

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eum no vero adhuc laoreet.
Cum at quidam copiosae
adolescens, quando exerci
facilis vix id. Eu choro dictas
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nusquam per ei. Nec ad
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paulo dicam noluisse vis.
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usu mollis commodo cu,
dictas nominati eos ea.

osce Organization for Security and
Co-operation in Europe

2-page handout or flyer back page layout

Content heading

Font:
Helvetica Neue LT Pro (75) Bold

Font size: 11pt

Colour: Factsheet primary colour

Section divider
(only for the back cover)

Colour: Factsheet secondary colour

Place social media icons here
for the platform where you
have presence. Missions and
institutions without social media
presence must use OSCE general
social media presence icons

Official OSCE logo of the OSCE
presence or the OSCE institution.
Position of the logo must be fixed
as in the provided template

Sub Heading

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The context

Over **1 million** people came to Europe in 2015. Around **10,000** migrant children are missing in Europe, and feared to have been trafficked.

Around 3 million people are thought to be victims of THB in the OSCE region.

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equidem insolens eu, an est putent fuisset. te veri inermis nec, est ad quem nonumes recusabo. Eam at erat debet, graeci propriae ei quo, cu has senserit recteque accommodare.

Photo Placeholder

Caption: Lorem ipsum dolor sit amet, aliquid labores explicari id vim, pri ad regione malorum dolorum. Per id modo docendi convenire.

Photo Placeholder

Caption: Lorem ipsum dolor sit amet, aliquid labores explicari id vim, pri ad regione malorum dolorum. Per id modo docendi convenire.

Support to OSCE field operations

Many OSCE field operations run their own programmes on police development and reform. The SPMU supports police-related activities in the following field operations:


South-Eastern Europe
Presence in Albania
Mission to Bosnia and Herzegovina
Mission in Kosovo
Mission to Montenegro
Mission to Serbia
Mission to Skopje


South Caucasus
Office in Yerevan


Central Asia
Centre in Ashgabat
Programme Office in Astana
Centre in Bishkek
Office in Tajikistan
Project Co-ordinator in Uzbekistan

Eastern Europe
Mission to Moldova
Project Co-ordinator in Ukraine

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 Organization for Security and Co-operation in Europe

 OSCE Secretariat
Transnational Threats Department
Strategic Police Matters Unit
Wallnerstrasse 6
1010 Vienna, Austria

E-mail: spm@osce.org
www.osce.org/secretariat/policing
polis.osce.org

Content body text

Font:
Helvetica Neue LT Pro (45) Light

Font size: 9pt

Colour: Black

Contact information

(Name, address, email and website)

Font:
Helvetica Neue LT Pro (45) Light

Font size: 8pt

Colour: Black

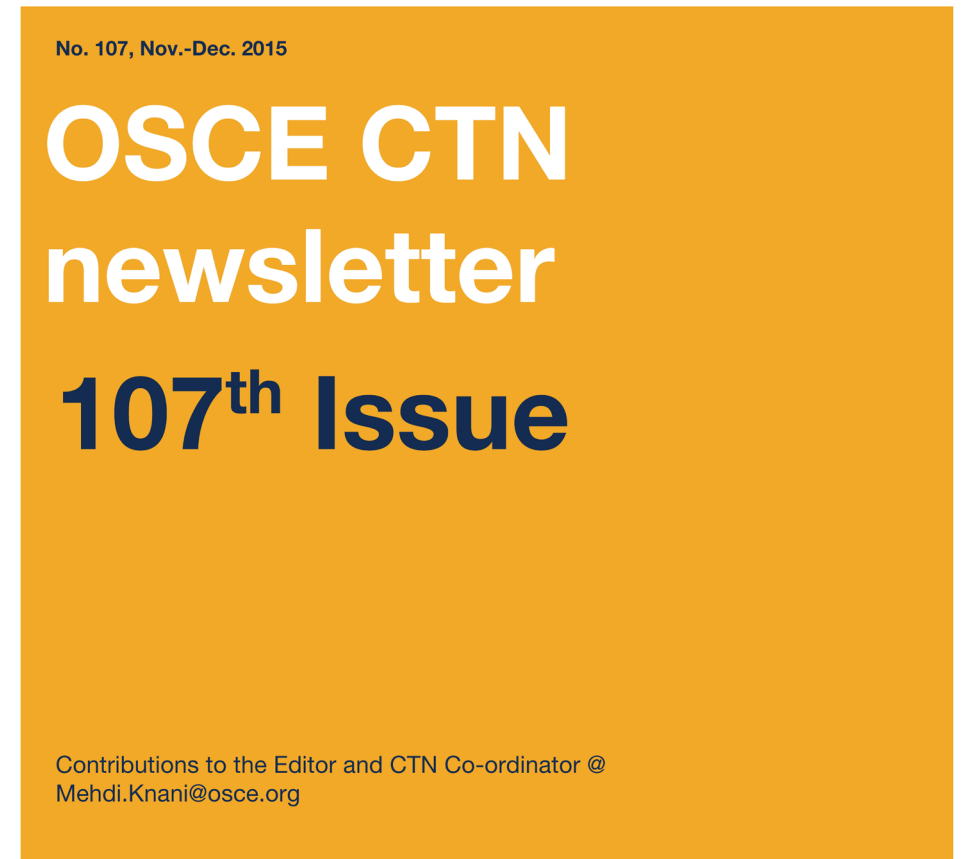
06.04 Newsletters

Lorem ipsum dolor sit amet, qui viris mediocritatem ei, eu cum nibh laoreet. Te vel viris rationibus, laudem dolores ei ius, tollit intellegebat at nec. Te modus feugait accommodare pri, brute facilisis at est. Verear equidem sea in. Ad aperiri alterum est, eos iudico utamur no.



The handout/flyer template file can be downloaded from docin.

Newsletter front cover



Newsletter pages

Highlights

Section title

Page title

OSCE Ministerial Council adopts two Declarations on Counter-Terrorism

Intro text

The OSCE Ministerial Council, meeting in Belgrade on 3-4 December 2015, adopted two Declarations in the field of counter-terrorism.

Content

Ministerial Declaration No. 3/15 on Reinforcing OSCE Efforts to Counter Terrorism in the Wake of Recent Terrorist Attacks underscores the committed of OSCE participating States to reinforce their efforts to address the threat of terrorism, including the threat posed by foreign terrorist fighters, and to this aim to continue to fully implement OSCE commitments in the field of preventing and combating terrorism, as well as UN Security Council resolutions 2170 (2014), 2178 (2014), 2199 (2015) and 2249 (2015).

Ministerial Declaration No. 4/15 on Preventing and Countering Violent Extremism and Radicalization that Lead to Terrorism elaborates extensively on

this strategic focus area for OSCE counter-terrorism activities, identifying commitments and good policy practices that OSCE participating States undertake to pursue, as well as ways in which OSCE executive structures, within their respective mandate and upon request, can provide assistance to OSCE participating States. The Declaration also takes note of the communication campaign "OSCE United in Countering Violent Extremism" (#UnitedCVE) launched this year by the Serbian OSCE Chairmanship and the OSCE Secretary General.



The OSCE Ministerial Council meeting in Belgrade on 3-4 December 2015. (OSCE)

[RETURN TO TABLE OF CONTENTS](#)

Highlights

United Nations Security Council adopts several resolutions relevant to the fight against terrorism

Resolution 2253 (2015), adopted on 17 December 2015 by the Security Council under Chapter VII of the United Nations Charter, expands the UN sanctions framework to ISIL/Dae'sh.

The Security Council decided that the 1267/1989 Al-Qaida Sanctions Committee would be known as the "1267/1989/2253 ISIL (Da'esh) and Al-Qaida Sanctions Committee", while the Al-Qaida Sanctions List would be known as the "ISIL (Da'esh) and Al-Qaida Sanctions List". The resolution covers asset freeze, travel ban, arms embargo and listing criteria for ISIL, Al-Qaida and "associated individuals, groups, undertaking and entities". The Council

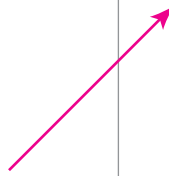
extended by 24 months the mandates of the so-called 1267 Monitoring Team and the Office of the Ombudsperson established by resolution 1904 (2009), from the expiration of their mandates in December 2017. The Council also decided that States would take appropriate measures to promote enhanced vigilance by their nationals, persons subject to their jurisdiction and entities incorporated on their territory, to prevent ISIL, Al-Qaida and associated individuals and groups from obtaining, handling, storing, using or seeking access to all types of explosives or raw materials that could be used in their manufacture.

Resolution 2250 (2015) adopted by the Security Council on 9 December 2015 on youth in the context of the maintenance of international peace and security emphasizes the nexus with countering terrorism and countering violent extremism leading to terrorism. The resolution, inter alia,

Newsletter pages alternate layout

For pages where there is an announcement, dedicating enough space and using big letters would help to create a contrast between pages, and grab the readers' attention.

Page title



OSCE-wide counter- terrorism conference to be convened by the OSCE German Chairmanship on 31 May—1 June 2016 in Berlin

<http://www.osce.org/what/terrorism>

<http://www.osce.org/atu>

“The OSCE stands united against terrorism, a scourge of our times.” Bucharest
Ministerial Decision on Combating Terrorism, December 2001

06.05 Powerpoint presentation

Presentation cover

The diagram shows a presentation cover slide with a white header and footer, and a large blue central area. The OSCE logo is in the top left. The main title and subtitle are in the center. The website address and additional information are in the footer. Red arrows point from text boxes to the corresponding elements on the slide.

The OSCE logo on the cover slide of the PPT presentation has a dominant location and is placed on the top left corner.

Main presentation title (e.g. name of the Mission)

Font: Helvetica Bold

Font size: 60pt

Colour: White

Secondary presentation title (Optional) (e.g. programmatic area, department)

Font: Helvetica Bold

Font size: 60pt

Colour: presentation primary colour

presentation cover background

Colour: presentation secondary colour

Website address

Font: Helvetica

Font size: 15pt

Colour: presentation primary colour

Additional information such as department name, author and version.

Font: Helvetica

Font size: 10pt

Colour: Black

Presentation slides

non-dominant graphic element, can be used in the beginning of each chapter

Slide title

Helvetica Light, 42pt

Colour: presentation primary colour

Content

Helvetica, 20pt

Colour: Black

Slide title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet.

- Lorem
 - Lorem ipsum dolor sit amet
- Lorem
 - Lorem ipsum dolor sit amet

Content bold

Helvetica Bold, 20pt

Colour: presentation primary colour



Official OSCE logo of the OSCE presence or the OSCE institution. Position of the logo must be fixed as in the provided template

Presentation slides Content with Photo combinations

An expanding agenda




Counter-Terrorism
Anti-Trafficking
Policing
Border Management


Picture Placeholder



1990 – The Paris Charter



Picture Placeholder



Picture Placeholder



07 Stationery

Business Card **/07.01**

Envelopes **/07.02**

Letterhead **/07.03**

07.01 Business card

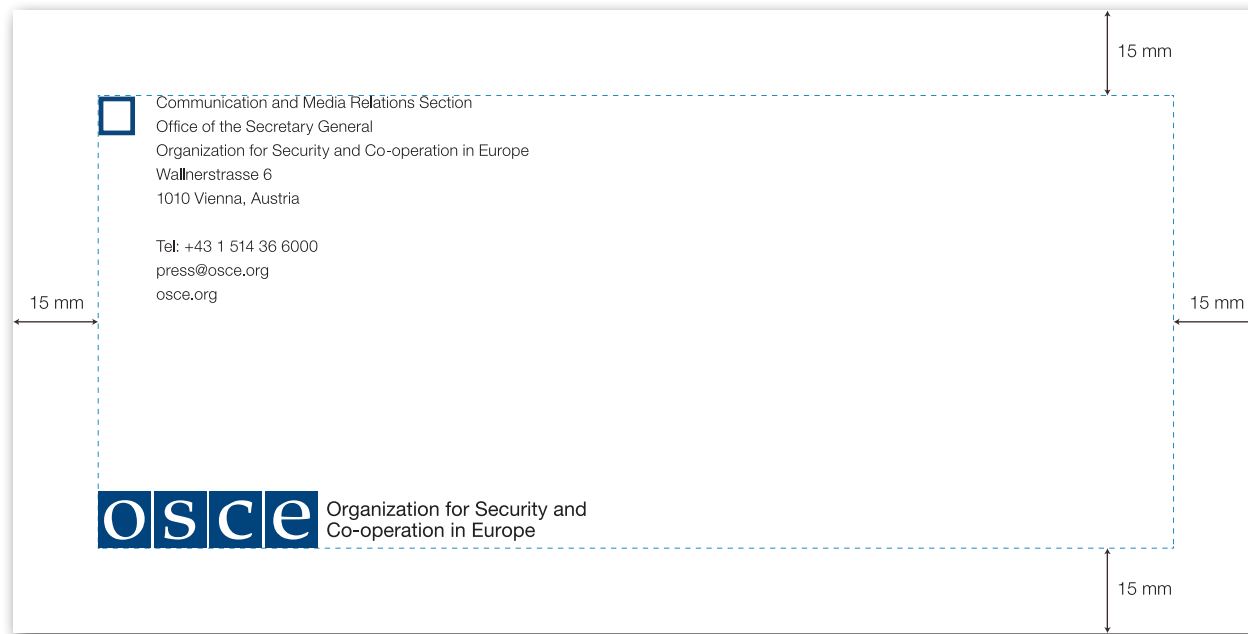


Size
85mm x 55mm



07.02 Envelopes

DL Envelope 220x110 mm



OSCE_DL_ENV_ENG_220x110mm

07.03 Letterhead

The logo is placed in dominant position at the top left.

The OSCE letterhead margin and logo placement guides is for external and internal use.

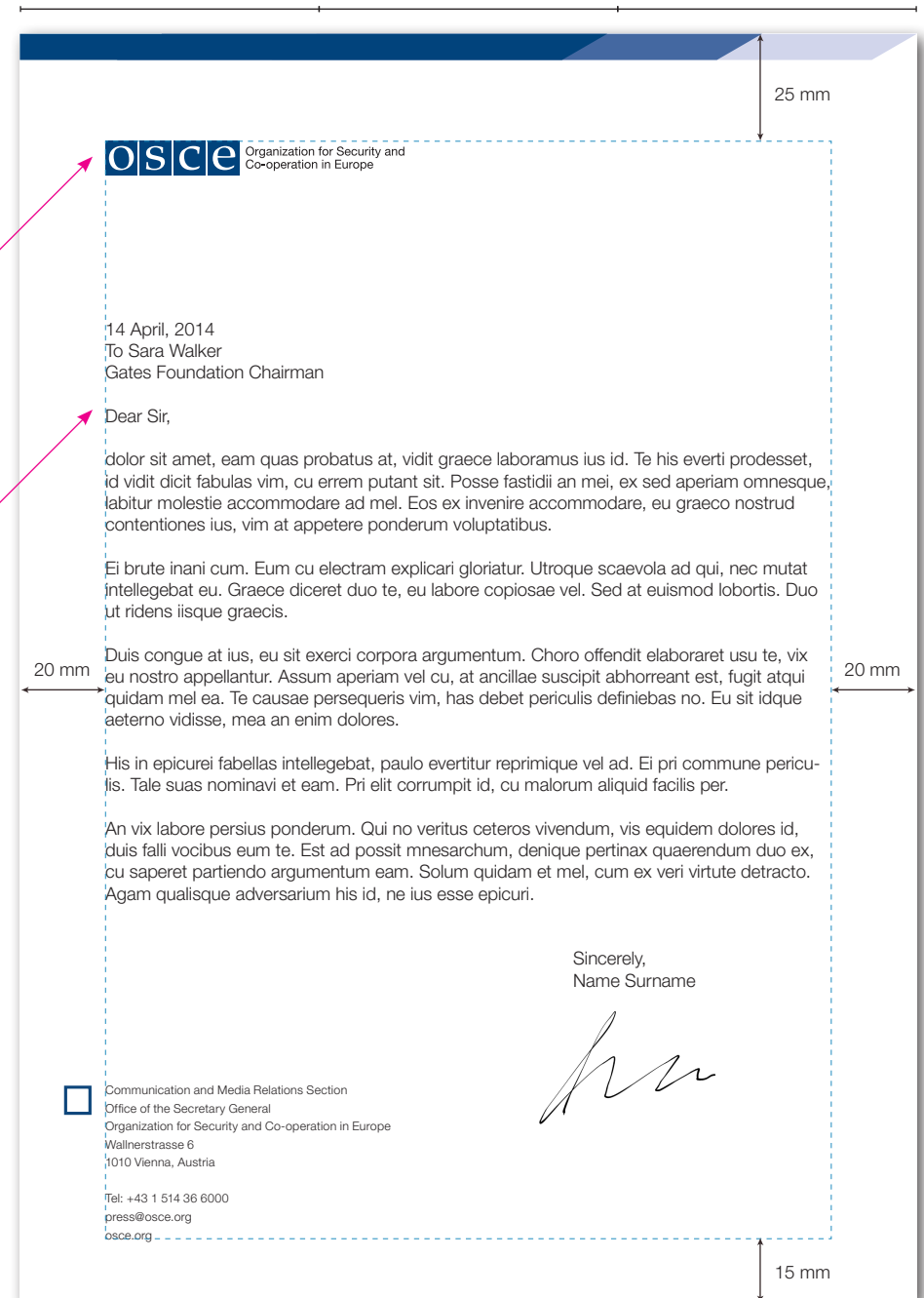
For internal purposes, a black and white version of the letterhead is recommended.

The letterhead template could be found at:

Logo width:
1/3 width of A4 page.

Helvetica Neue LT Pro
45 Light

OSCE_A4_Letterhead_ENG



Frequently asked questions

1. Why does the OSCE need a Visual Identity Manual?

How the OSCE is recognized is largely the result of its visual image. Consistent use of our logo and logotype builds recognition.

2. What is the difference between the logo and logotype?

The four boxes with the letters OSCE represent the logo. The logotype is the logo and the name of the Organization attached to it. These two are registered and cannot be changed or distorted.

3. When can I use the logo instead of the logotype?

When there are space limitations on the front or back cover of the publication, we can use the logo only.

4. How do I reduce the logo proportionally?

When a graphic is imported into a document, it will have eight “handles” around the edges which can be dragged

to reduce its size. Use any of the four handles at the corners of the graphic to reduce it proportionally. Do not use the handles in the middle of each side of the graphic, as this will distort the proportions.

5. What rules apply when we produce publications in partnership with other international organizations?

In such cases, it is likely that the logos or logotypes of the OSCE and its partner organizations will be displayed in close proximity, reducing the available space. Use the preferred OSCE logotype if space permits. Otherwise, use just the logo.

6. Which file should I send to the designer or printer?

For print publications, use the .eps files. These files can only be opened with appropriate software. Do not use .png files for print publications, as they are intended for desktops or web use.

7. Why can't I open the .eps files on my computer?

You probably do not have the graphics software installed which was used to create these files. However, you do not need it, as these files are intended for sending to the designer or printer.

8. How can I get these fonts?


Your designer is likely to have these fonts already. If not, please contact COMMS for details on how to obtain them.

9. When I work on my desktop, which fonts can I use to be consistent with the OSCE visual identity?

As an alternative sans serif font, Arial may be used instead of Helvetica Neue. As an alternative serif font, Times New Roman may be used instead of Noto Serif.

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Organization for Security and Co-operation in Europe
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