



Brand Guide

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INTRODUCTION

Welcome to the first NATO Charity Bazaar Brand Guide. Here, you'll find practical guidelines to uphold and protect the NATO Charity Bazaar brand as well as implement organisation-wide clarity and coherence.

This guide can be used by both Board Members as well as National Representatives. The overall aim is to improve brand recognition within NATO HQ and promote our activities with coherent messaging and imagery.

This is a living document and will be regularly updated to ensure it remains relevant.

For any queries or comments, please send an email to web@natocharitybazaar.org.



I. NCB BRAND

The NATO Charity Bazaar ASBL (NCB) was initially formed in 1967 as the NATO International Military Staff (IMS) Officer Wives Group. This Group was created to facilitate friendship and develop a family feeling within the IMS' international community. These women, dedicated to their cause, organized the first official bazaar two years later, and they brought unique items from their native countries, many homemade.

Today, the NATO Charity Bazaar brings together 42 Nations, NATO Allies and Partners, who work diligently to raise funds throughout the year to help Belgian and International Charities around the world.

1. Purpose

- To organize social events and activities with the aim of collecting funds to donate to charity, and;
- To bring together the employees and family of NATO Headquarters to foster friendship within its international community;
- with the support and patronage of the wife of the Secretary General, as well as, the Deputy Secretary General, Chairman of the NATO Military Committee, Deputy Chairman of the NATO Military Committee, Director General of the NATO International Military Staff, and their spouses.

2. Mission

The NATO Charity Bazaar is dedicated to raising funds to help Belgian and International charities who need help funding their projects. The NCB does this by rallying the NATO Community through a series of activities, events and sales. We aim to help as many people as possible with the help of our participating nations.

3. Values



- Integrity and transparency.
- Teamwork and hard work.
- Inclusiveness and community.

II. THE GUIDE

1. Purpose of the guide

With so many participating entities - the NCB itself, the Nations and the Sponsors - establishing a clear and coherent approach to Branding remains a challenge.

Hopefully, this guide will help us:

- Uphold and protect the NATO Charity Bazaar brand;
- Implement an organisation-wide approach to branding;
- Promote a one-brand approach through clear and coherent branding;
- Improve brand recognition within NATO HQ;
- Advertise our activities with coherent messaging and imagery.

2. NCB Board Member

NCB Board Members are requested to read and implement the enclosed guidelines in their everyday NCB tasks and products. Coordinators will be responsible for their teams' implementation throughout their own products.

The Board Members are expected to act as Brand Ambassadors and promote the brand by using proper branding as indicated below.

Board Members are also encouraged to help Nations as and when required in regards to implement these guidelines.

They will also be requested to monitor improper use of the NCB brand, and if required report it to executive board.

3. NCB National Representative



NCB National Representative and their teams are encouraged to use the enclosed guidelines but implementation remains optional, albeit highly recommended to improve brand awareness and recognition.

III. NCB LOGO

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

The logo has two distinct components, the hands and the name. When the logo is used to represent the NCB, both components must appear together as a single graphic entity.

In addition, to making part of the logo, the hands can also be used separately for approved decorative purposes, provided it does not replace the NCB logo.

1. Square



2. Rectangle



3. Font

Comfortaa Light

Comfortaa Regular

Comfortaa Bold

Comfortaa is a sans-serif font intended to mimic Gill Sans. It has Regular, Light Condensed, Italic, Bold Expanded, and Bold Italic variants. It has very good European language coverage and also has decent Cyrillic coverage.

Font is available for download upon request to webmaster.

In the absence of Comfortaa, Reboto may be used as an acceptable replacement.



4. Colour Palette

	<p>Hex: #ffea10</p> <p>RBG: (255, 234, 16)</p> <p>(Treasurer)</p>		<p>Hex: #ff6699</p> <p>RBG: (255, 102, 153)</p> <p>(Webmaster)</p>
	<p>Hex: #ffc000</p> <p>RBG: (255, 192, 0)</p> <p>(President & Vice-President)</p>		<p>Hex: #ff0066</p> <p>RBG: (255, 0, 102)</p> <p>(Sponsor Coordinator)</p>
	<p>Hex: #ff6600</p> <p>RBG: (255, 102, 0)</p> <p>(Restaurant Coordinator)</p>		<p>Hex: #7030a0</p> <p>RBG: (112, 48, 160)</p> <p>(Tombola Coordinator)</p>
	<p>Hex: #92d050</p> <p>RBG: (146, 208, 0)</p>		<p>Hex: #002060</p> <p>RBG: (0, 32, 96)</p>



	80) (Guest Coordinator)		(General use or text)
	Hex: #00b050 RBG: (0, 176, 80) (Charity Team)		Hex: #2e75b6 RBG: (46, 117, 182) (Membership Coordinator)
	Hex: #a6a6a6 RBG: (166, 166, 166) (Event Coordinator)		Hex: #00B0F0 RBG: (0, 176, 240) (Restaurant Coordinator)
	Hex: #000000 RBG: (0, 0, 0) (For text only)		

Other colours may be added as and when required, in coordination with the webmaster and must be added to the Brand Guideline.



IV. USE OF LOGO

The use of the NATO Charity Bazaar is exclusively reserved for the use by the NCB Board for official events, official communication and sponsorships.

To protect the distinct quality of the NCB logo, it should always be used accurately according to the mandatory proportions. No alterations should be made to its shape or colours. No objects, letters, numbers, or symbols should be superimposed on the logo.

You need permission to use the NCB logo in an official capacity. Nations are invited to use their dedicated stamp instead of the official NATO logo.



V. LOGO VARIATIONS

1. Members' Stamp

The use of the Members' stamp is exclusively reserved for Nations officially registered with the NATO Charity Bazaar, independent of physical presence at the November event. Nations having been voted out of the NCB are no longer allowed to use the stamp.

To avoid any misuse the stamp will be issued with a date and renewed yearly. The new stamp will be sent to the Nations officially registered at the start of each new edition.





Nations are invited to use this stamp on all of their official communication to promote their participation and the NCB. This will help improve brand awareness and recognition within NATO HQ.

The design of the stamp may be reviewed every 5th edition to ensure it remains up-to-date but must remain in line with the visual guidelines.

2. Sponsors' Stamp

The use of the Sponsors' stamp is exclusively reserved for Platinum, Palladium and Diamond Sponsors. They are welcome to use this stamp on all of their official communication to promote their participation and the NCB to their external audience, including clients.



VI. COMMUNICATIONS TOOLS

All communication tools must be adapted to be compliant with the designated Brand Identity.

All new products must also be brand compliant and will be developed in coordination with the webmaster.

Templates will be made available to board members.

1. Online



- i. Website;
- ii. Facebook pages;
 - 1. Public;
 - 2. Private;
- iii. Instagram.

2. Digital

- i. Newsletter;
- ii. Videos;
- iii. Slides;
- iv. Signature blocks.

3. Print

- i. Catalogues;
- ii. Programme;
- iii. Business Cards;
- iv. Tombola tickets;
- v. Letter;
- vi. Agenda;
- vii. Contracts;
- viii. Notice of Donations.

VII. PHOTOGRAPHY

1. Privacy and Security Concerns

Due to the sensitive security environment, no photos of NATO staff members or their families will be used publicly without obtaining written consent to do so.

These photos may be used for internal purposes only. However, photos featuring staff children may only be posted (internally) with consent from at least one parent, if the child is underage.



Board members and National Members are free to decide to publicise their affiliation with the NCB.

2. Use of Photos

Photos used on NCB external channels must remain appropriate and representative of NCB activities.

No nudity or inappropriate content will allowed on NCB channels and will be deleted immediately.

They must not feature NATO or NATO property without the explicit consent of NATO. Publicly available photos may be used but the copyright will remain with its legal owner.

IX. ANNEXES

Templates will be made available on the internal web page for board members.



