



Institutional Identity System



Organization of
American States

FROM THE SECRETARY GENERAL

The year 2008 marked the 60th anniversary of the Organization of American States. As we pause to celebrate the signing of the OAS Charter, the General Secretariat considered this to be a timely opportunity to review and promote the renewal of its institutional image.

With significant changes in the Americas and in the midst of an economic global crisis, it is important to consider how to convey our mission to the general public, using new technologies and communication techniques as part of the revitalization of the Organization's image.

Although the General Secretariat has evolved since its creation, it has sometimes been unsuccessful in illustrating the tangible achievements made. This has led to doubts, and in some occasions, to the disenchantment of donors and the peoples of the Americas.

To overcome this difficulty, we have developed a strategy in which this Institutional Identity System Manual plays a vital part.

This system can be defined by its graphic elements, which when used appropriately, assure consistency, credibility, and professionalism for reaching the communication objectives of the Organization.

The Institutional Identity System is a central tool in the projection of the Organization. For that reason, the use of all of the Organization's communication materials, such as business cards, stationary, books, reports, electronic media and others have been incorporated. These designs are available in the different styles, colors, and sizes.

These pages offer an orientation on the use of this system to create communication materials that project a uniform image of the Organization. Making use of this manual and the new tools at our disposal, we bring about the possibility that the history, philosophy and democratic values of the Organization may have a unique, complete, and effective reach anywhere in the world.

José Miguel Insulza

Secretary General
Organization of American States

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This Manual and all referenced material can be found in the OAS General Secretariat intranet.

about oas



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DESCRIPTION

When required, this text should be included in all official OAS publications.

The Organization of American States (OAS) brings together the nations of the Western hemisphere to promote democracy, strengthen human rights, foster peace and security, and address the shared complex problems caused by poverty, terrorism, drugs and corruption. The OAS is the region's principal multilateral forum for political dialogue and collective action.

In 1948, 21 nations of the hemisphere signed the OAS Charter, affirming their commitment to common goals and their respect for each nation's sovereignty. They also adopted the American Declaration of the Rights and Duties of Man, the first international statement of its kind. But the idea of inter-American cooperation dates back much further. In the 1820s, Simón Bolívar envisioned a region "united in heart." In 1890, nations of the region formed the Commercial Bureau of American Republics, which evolved into the Pan American Union and later into the OAS. Since 1948, the Organization of American States has expanded to include the nations of the English-speaking Caribbean and Canada, giving the OAS a broader perspective that encompasses the entire hemisphere.

With four official languages — English, Spanish, Portuguese and French — the OAS reflects the rich diversity of the hemisphere's peoples and cultures. It is made up of 35 member states: the independent nations of North, Central and South America and the Caribbean. The government of Cuba, a member state, has been suspended from participation since 1962; thus only 34 countries participate actively. Nations from other parts of the world participate as permanent observers, which allows them to closely follow the issues that are critical to the Americas.

The member countries set major policies and goals through the General Assembly, which gathers the hemisphere's ministers of foreign affairs once a year in regular session. Ongoing actions are guided by the Permanent Council, made up of ambassadors appointed by the member states.

To carry out the programs and policies set by the political bodies, six specialized secretariats coordinate OAS efforts in several broad areas; the Secretariat for Multidimensional Security, the Secretariat for Political Affairs, the Executive Secretariat for Integral Development, the Secretariat for External Relations, the Secretariat for Legal Affairs, and the Secretariat for Administration and Finance.

Also under the OAS umbrella are several offices and specialized agencies that have considerable autonomy, including the bodies of the Inter-American human rights system, the Inter-American Children's Institute, the Inter-American Institute for Cooperation on Agriculture, the Inter-American Commission of Women, the Inter-American Committee on Ports and the Inter-American Telecommunication Commission.

ALTERNATE DESCRIPTIONS

It is possible to use the description below when lacking the necessary space to include the main description on an OAS publication.

The Organization of American States (OAS) brings together the nations of the Western hemisphere to promote democracy, strengthen human rights, foster peace, security and cooperation and advance common interests.

The origins of the Organization date back to 1890 when nations of the region formed the Pan American Union to forge closer hemispheric relations. This union later evolved into the OAS and in 1948, 21 nations signed its governing charter. Since then, the OAS has expanded to include the nations of the English-speaking Caribbean and Canada, and today all of the independent nations of North, Central and South America and the Caribbean make up its 34 member states.



logo

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LOGO ELEMENTS

The logo of the Organization of American States is the central element of the institutional identity of the Organization.

The OAS logo incorporates the seal and the name of the Organization. The seal of the OAS represents its 35 Member States through their flags, arranged in an arc with 10 flagpoles at the bottom and framed by a circle. The logo symbolizes the challenges and opportunities faced by the Americas. The image also reflects the role of the OAS in supporting member States in addressing priorities through the development of integrated policies that include the four pillars of the Organization. This design should be used for all materials produced by the Organization.

The logo for the OAS has two visual elements - the symbol of the OAS and the logotype. These elements must never appear separated. The main logo should be used for all publications of the Organization where space is permitted. The relationship between these elements is permanent and cannot be changed.

Visual elements

1. **The symbol of the OAS** is the seal with the name of the Organization and the flags of the member states. The language of the symbol can be found in the four official languages of the organization.



OAS Symbol

Organization of
American States

2. **The logotype** is the text with the name of the Organization written in the same language as that of the text of the seal.



Logotype

Organization of
American States

Font:

The logotype must **always** be written in DIN Regular.

Colors:

The only colors which can be used for the name of the Organization are white, black or orange (CMYK 0 / 64 / 95 / 0 | RGB 244 / 123 / 41 | HTML F47B29).

LOGOS AND APPROPRIATE USAGE



Organization of
American States

[ENGLISH]

MAIN LOGO

The main logo is used for any and all OAS communications. The logo should match the language used in the document.



Organization of
American States

[ENGLISH]

SECONDARY LOGO

This logo must be used only when there is no appropriate space for the main logo.



Organización de los Estados Americanos
Organização dos Estados Americanos
Organisation des États Américains
Organization of American States

LOGO IN FOUR LANGUAGES

This logo will be used on the folders of the Organization and in the publications which are written in more than one language.



Organization of American States

[ENGLISH]

LOGO FOR STATIONERY

This logo will be used exclusively for Organizational stationery, such as letterheads, business cards and envelopes.

LOGOS AND APPROPRIATE USAGE

Main logo

USAGE

The main logo is used for any and all OAS communications. The relationship between both elements is fixed and must be used as given.

The logo should match the language used in the document.



Organization of
American States

[ENGLISH]



Organización de los
Estados Americanos

[SPANISH]



Organização dos
Estados Americanos

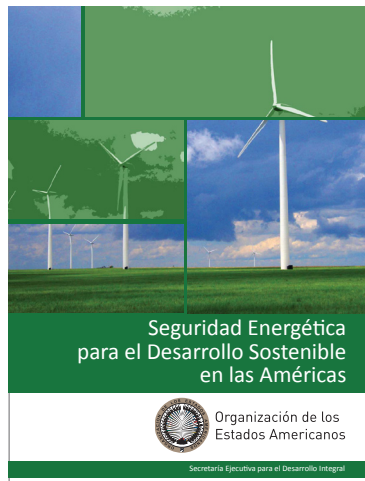
[PORTUGUES]



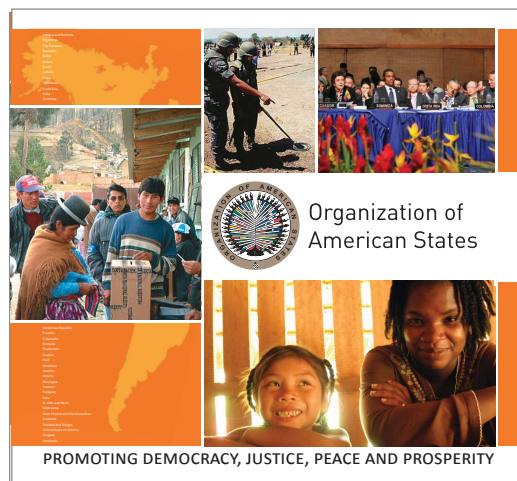
Organisation des
États Américains

[FRENCH]

Examples of logo usage



[SPANISH]



[ENGLISH]

Secondary logo



Organization of American States

[ENGLISH]



Organización de los Estados Americanos

[SPANISH]



Organização dos Estados Americanos

[PORTUGUES]



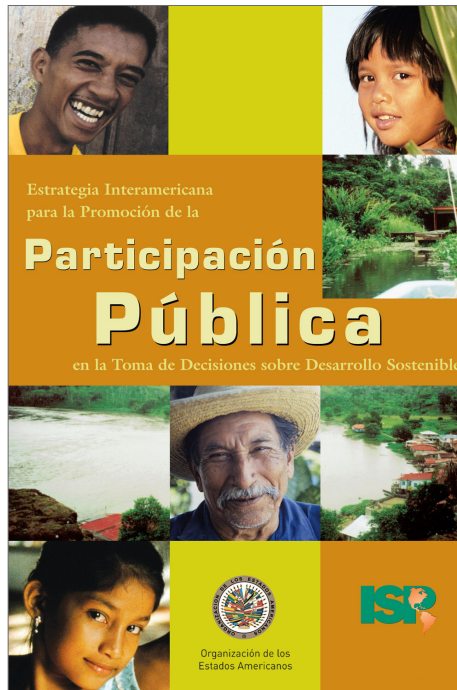
Organisation des États Américains

[FRENCH]

USAGE

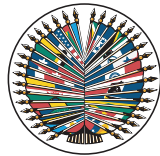
This logo follows the same guidelines as the main logo, but must be used **only** when there is a limited amount of space available to use the main logo.

Example of logo usage



[SPANISH SAMPLE]

Logo in four languages



Organización de los Estados Americanos
 Organização dos Estados Americanos
 Organisation des États Américains
 Organization of American States

USAGE

This logo will be used on the folders of the Organization and in the publications which are written in more than one language.

Example of logo usage



[FOLDER]



[BROCHURE]

Logo for stationary




Organization of American States

USAGE

This logo will be used exclusively for Organizational stationery such as letterheads, business cards and envelopes.

Example of logo usage

 17th St. & Constitution Avenue N.W.
Washington, D.C. 20006
United States of America

Organization of American States
P. 202.658.3000
www.oas.org

November 11, 2008

John Smith
Director
Department of Something
Organization of Something
Washington, D.C.

Mrs Smith,

Antigua and Barbuda
Argentina
The Bahamas
Barbados
Belize
Bolivia
Brazil
Canada
Chile
Colombia
Costa Rica
Cuba
Dominica
Dominican Republic
Ecuador
El Salvador
Guatemala
Guyana
Haiti
Honduras
Jamaica
Mexico
Nicaragua
Paraguay
Peru
Saint Kitts and Nevis
Saint Lucia
Saint Vincent and the Grenadines
Suriname
Trinidad and Tobago
United States of America
Uruguay
Venezuela

Anteaen viverra mollis ante. Cras ut libero. Phasellus quis elit ut est aculis semper. Nunc laoreet. Duis elementum augue sit amet tellus sollicitudin tempor. Praesent semper lectus vitae enim. Cras vitae ante nec arcu laoreet auctor. In viverra justo in lacus.

Anteaen sit amet augue. Mauris dignissim nunc et lacus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Quisque a mi. Maecenas scelerisque nonummy leo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut enim. Proin viverra. Sed elementum feugiat ante. Nam pellentesque blanditi elit. Nam blandit, libero et aliquam ultrices, mauris augue molestie pede, nec scelerisque mi tellus sed tortor. Duis ut odio sed sapien cursus convallis. Fusce ligula orci, consequat nec, adipiscing at, eleifend nec, nulla. Nullam erat felis, suscipit non, nonummy at, adipiscing at, dai. Duis laoreet, libero nec vestibulum volutpat, quam odio fringilla arcu, ut laoreet mauris wisi ac purus. Vestibulum mauris ipsum, tincidunt vitae, tincidunt varius, porta eget, massa. Cras nec arcu.

Duis vestibulum erat vitae felis.

Morbi a ante. Praesent suscipit placerat nunc. Proin vel erat. Quisque eu neque. Morbi eget lacus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Integer ut lacus ut sem ornare dignissim. Curabitur odio. Suspendisse scelerisque mi non ipsum. Suspendisse rutrum condimentum nulla. Nullam lacus lacus vitae urna.

Sincerely,
John Doe
Department of Communications and Institutional Image
Secretary for External Relations

[LETTERHEAD]

 17th St. & Constitution Avenue N.W.
Washington, D.C. 20006
United States of America

Organization of American States
www.oas.org

Jane Doe
1200 Some St Apt 202
New City, VA 22312

[ENVELOPE]

 **John Doe**
Director
Department of Communications and Institutional Image
Secretary for External Relations

Organization of American States
17th St. & Constitution Avenue, N.W.
Washington, D.C. 20006
P. 202.658.3000
F. 202.658.1000
john@oas.org

[BUSINESS CARDS]

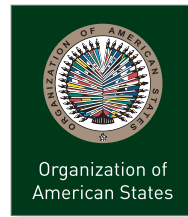
USAGE WITH WHITE TYPOGRAPHY

USAGE

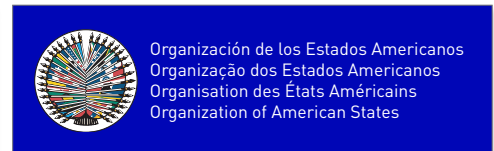
All logotypes except the logo for stationery can be used with white typography when the background on which the text is placed is black, a dark color or a color with dark contrast.



MAIN LOGO



SECONDARY LOGO



LOGO IN FOUR LANGUAGES

Example of usage

FEMCIDI

Fondo Especial Multilateral del Consejo Interamericano para el Desarrollo Integral

10 Years promoting Development in the Americas.

10 Años promoviendo el Desarrollo en las Américas.

Organización de los Estados Americanos
 Organização dos Estados Americanos
 Organisation des États Américains
 Organization of American States

MINIMUM SIZES

Minimum sizes refers to the smallest size at which the OAS logos may be reproduced to ensure its legibility. Observe the reproduction size requirements of the logos to avoid poor quality or distortion.



MAIN LOGO

— 0.5" —



Organization of American States

SECONDARY LOGO

— 2" —



Organización de los Estados Americanos
 Organizaçao dos Estados Americanos
 Organisation des États Américains
 Organization of American States

LOGO IN FOUR LANGUAGES

— 0.5" —



Organization of American States

LOGO FOR STATIONERY

USAGE WITH OTHER LOGOS

USAGE

When appearing with logos for internal programs and projects of the OAS, or with logos of other institutions, the OAS logo must always appear in a predominant position.

Example of logo usage

JOINT SUMMIT WORKING GROUP
 OAS - IDB - ECLAC - PAHO - WB - IICA - CABI - CAF - CDB - OIM - ILO - ICA
 SUMMITS OF THE AMERICAS SECRETARIAT

**REPORT OF THE JOINT SUMMIT WORKING GROUP (JSWG) ON THE
 IMPLEMENTATION OF THE DECLARATION AND PLAN OF ACTION OF
 MAR DEL PLATA**

Organization of American States
 IDB
 ECLAC
 PAHO
 WB
 IICA
 CABI
 CAF
 CDB
 OIM
 ILO
 ICA

June 2008

INCORRECT USAGE

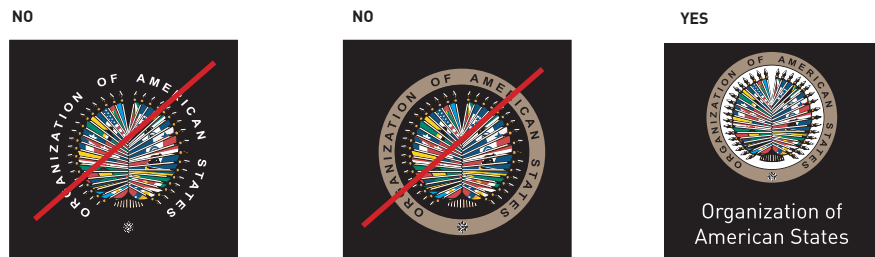
There should be no changes in the appearance, the size, the shape or the color of any of the elements of the logo.



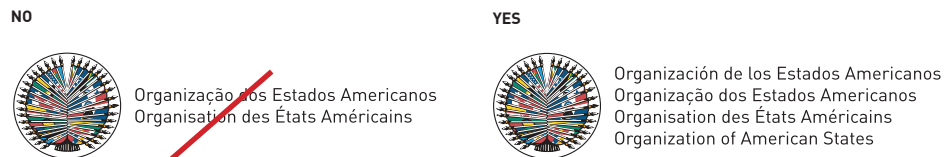
The elements of the logo should not be used independently.



When a dark background is used, or when the background is the same color as the logo colors making any of the elements of the logo illegible, loss of the visual aspects of the logo should be avoided.



The logo in four languages cannot be altered in any way or form.



The use of the name of the Organization in any other color different from orange should be avoided. (CMYK 0 / 64 / 95 / 0 | RGB 244 / 123 / 41 | HTML F47B29)

NO

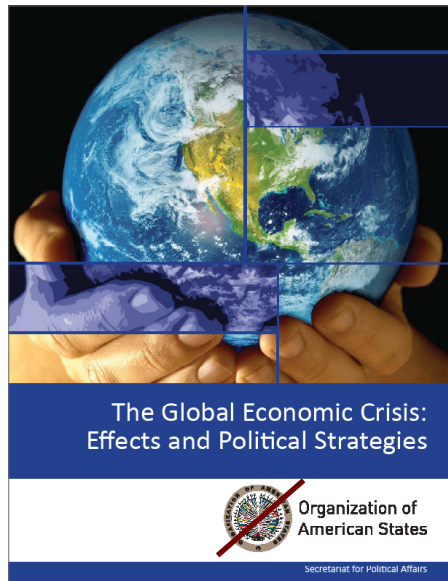


YES

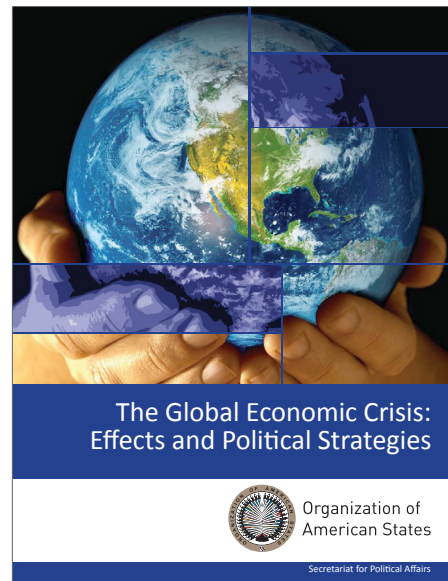


The symbol of the OAS should always be accompanied with the corresponding logotype.

NO



YES





colors

Institutional colors.....20

INSTITUTIONAL COLORS

Blue and orange are suggested for use in any and all publications and documents of the Organization.

ORANGE



CMYK 0 / 64 / 95 / 0
 RGB 244 / 123 / 41
 HTML f47b29

BLUE



CMYK 100 / 82 / 0 / 2
 RGB 13 / 73 / 156
 HTML 0d499c

Example



[FOLDER]



typography

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PRIMARY TYPEFACE

The typeface of the logo of the Organization is in DIN Regular font.



Organization of
American States

DIN Regular

The Organization's stationery is in DIN (light, regular, medium, bold) font.



John Doe
Director
Departamento de Comunicación e Imagen Institucional
Secretaría de Relaciones Externas

Organización de los Estados Americanos

www.oea.org
17th St. & Constitution Avenue, N.W.
Washington, D.C. 20006
T. 202.458.3000
F. 202.458.1000
jdoe@oas.org

DIN Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-+1234567890

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-+1234567890

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-+1234567890

DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-+1234567890

ADDITIONAL TYPEFACE

Letters and forms

For the letters and forms of the Organization, Times New Roman will be used with all of its varieties. (Regular, Italic, Bold, Bold Italic)

*This does not apply to the web site.

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 !@#\$%^&*()-+1234567890

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-+1234567890

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&()-+1234567890*

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-+1234567890

Publications

For any inside text in publications, Calibri can be used in its Regular and Bold varieties, for its similarity to DIN.

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 !@#\$%^&*()-+1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-+1234567890

Web

For the Organization web pages, Tahoma will be used. All text on all pages of any and all OAS web pages should be designed in Tahoma in order to insure its legibility.

Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 !@#\$%^&*()-+1234567890

Tahoma Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-+1234567890



stationery

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STATIONERY GUIDELINES

Stationery

The stationery uses a full color palette, with Orange text highlighting the name of the Organization and the website address.

- Letterhead
- Business cards
- Envelopes



17th St. & Constitution Avenue N.W.
Washington, D.C. 20006
United States of America

Organization of American States

P. 202.458.3000
www.oas.org

Templates

All templates use the logo in black and white.

- Memorandums
- Fax covers
- Verbal notes



17th St. & Constitution Avenue N.W.
Washington, D.C. 20006
United States of America

Organization of American States

P. 202.458.3000
www.oas.org

BUSINESS CARDS

The business cards will be printed on both sides, one in Spanish and the other side in English. The paper used should always be white (100% White – Finch fine).



John Doe
Director
 Departamento de Comunicación e Imagen Institucional
 Secretaría de Relaciones Externas

Organización de los Estados Americanos

www.oas.org
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 jdoe@oas.org

[SPANISH]



John Doe
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 Department of Communications and Institutional Image
 Secretariat for External Relations

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[ENGLISH]

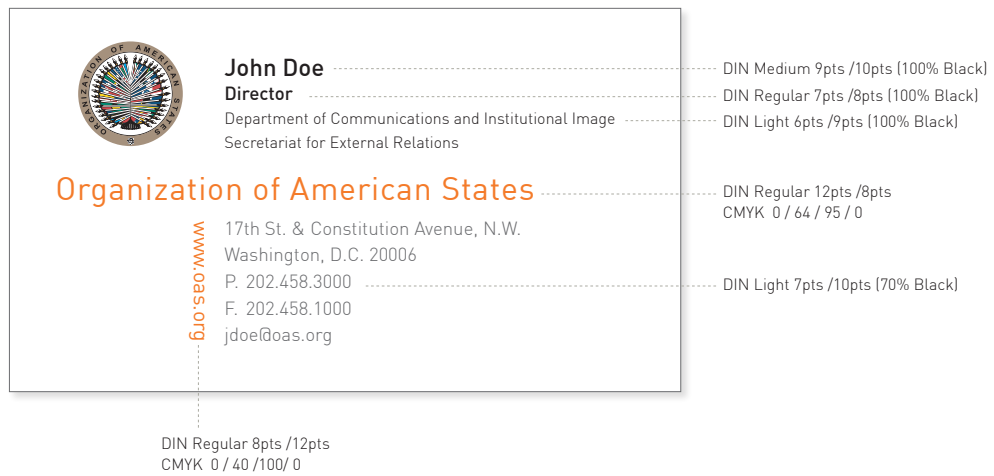
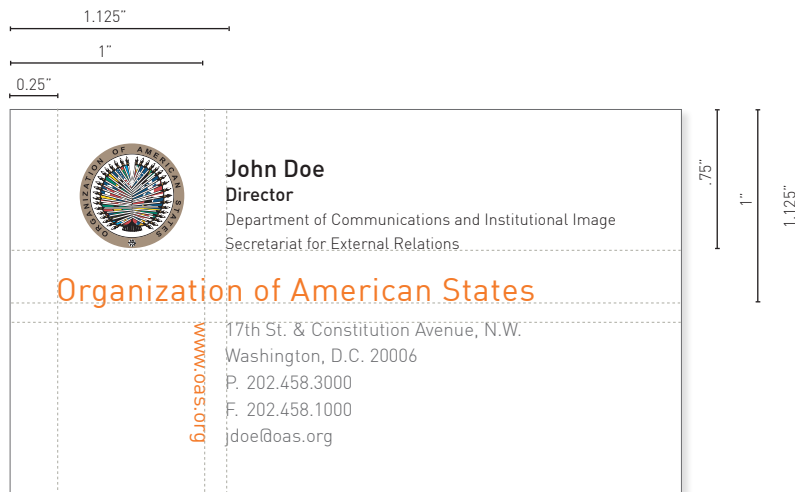
NOTES

- Ⓧ The distance between the symbol and the typography should not vary within the applications.
- Ⓧ In order to confirm the name of the position of the staff member, please contact the Human Resources member assigned to that area.



CMYK 0 / 64 / 95 / 0
 RGB 244 / 123 / 41
 HTML F47B29

Specifications for business cards



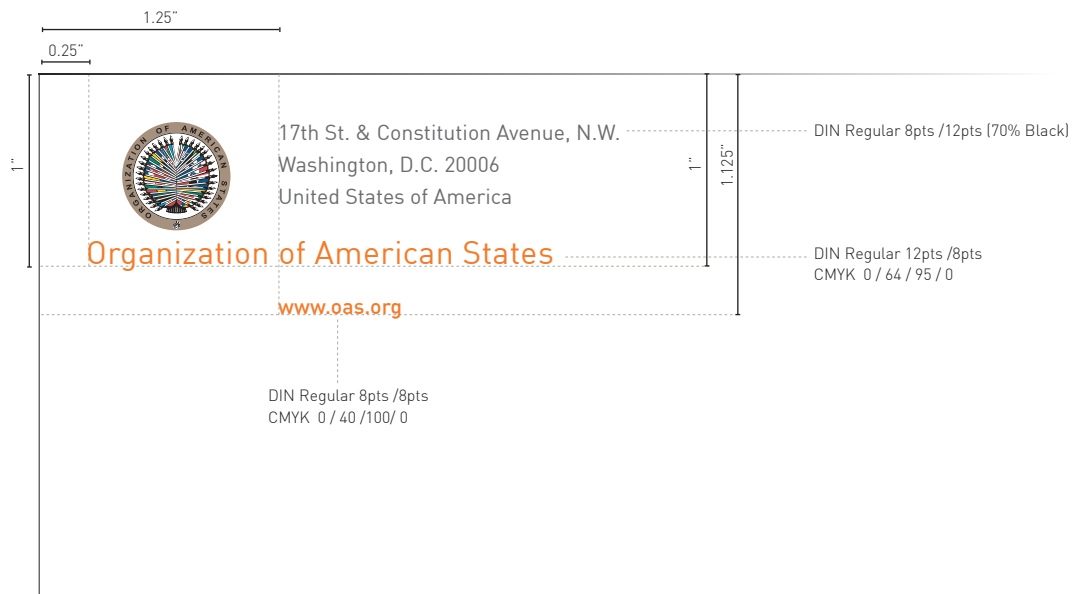
ENVELOPE

The address on the envelope will be written in Times New Roman.




[SPANISH VERSION - Envelope at 50% original size]

Specifications for envelopes



LETTERHEAD

The text of the letter should be aligned with the address of the Organization and will be written in Times New Roman.



Organization of American States

17th St. & Constitution Avenue, N.W.
Washington, D.C. 20006
United States of America

P. 202.458.3000
www.oas.org

<ul style="list-style-type: none"> Antigua and Barbuda Argentina The Bahamas Barbados Belize Bolivia Brazil Canada Chile Colombia Costa Rica Cuba Dominica Dominican Republic Ecuador El Salvador Grenada Guatemala Guyana Haiti Honduras Jamaica Mexico Nicaragua Panama Paraguay Peru Saint Kitts and Nevis Saint Lucia Saint Vincent and the Grenadines Suriname Trinidad and Tobago United States of America Uruguay Venezuela 	<p>Noviembre 11, 2008</p> <p>John Smith _____ Director Department of Something Organization of Something Washington, D.C.</p> <p>Mrs Smith,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris molestie interdum orci. Mauris dictum, diam in aliquet dignissim, sapien dolor auctor mauris, ut blandit lectus nunc a dui. Mauris fringilla magna vitae sapien. Donec leo. Mauris fringilla. Morbi ut velit eu purus ultrices sagittis. Donec cursus, metus eu consequat hendrerit, wisi eros sodales arcu, nec pulvinar felis augue quis ipsum. Nulla faucibus ante nec arcu. Suspendisse faucibus interdum orci. Aenean viverra mollis ante. Cras ut libero. Phasellus quis elit ut est iaculis semper. Nunc laoreet. Duis elementum augue sit amet tellus sollicitudin tempor. Praesent semper lectus vitae enim. Cras vitae ante nec arcu laoreet auctor. In viverra justo in lacus.</p> <p>Aenean sit amet augue. Mauris dignissim nunc et lacus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Quisque a mi. Maecenas scelerisque nonummy leo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut enim. Proin viverra. Sed elementum feugiat ante. Nam pellentesque blandit elit. Nam blandit, libero et aliquam ultrices, mauris augue molestie pede, nec scelerisque mi tellus sed tortor. Duis ut odio sed sapien cursus convallis. Fusce ligula orci, consequat nec, adipiscing at, eleifend nec, nulla. Nullam erat felis, suscipit non, nonummy at, adipiscing at, dui. Duis laoreet, libero nec vestibulum volutpat, quam odio fringilla arcu, id laoreet mauris wisi ac purus. Vestibulum mauris ipsum, tincidunt vitae, tincidunt varius, porta eget, massa. Cras nec arcu.</p> <p>Duis vestibulum erat vitae felis.</p> <p>Morbi a ante. Praesent suscipit placerat nunc. Proin vel erat. Quisque eu neque. Morbi eget lacus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Integer ut lacus ut sem ornare dignissim. Curabitur odio. Suspendisse scelerisque mi non ipsum. Suspendisse rutrum condimentum nulla. Nullam lacinia lacus vitae urna.</p> <p>Sincerely,</p> <p>John Doe Department of Communications and Institutional Image Secretariat for External Relations</p>
---	--

[Letterhead at 60% original size]

Specifications for letterhead

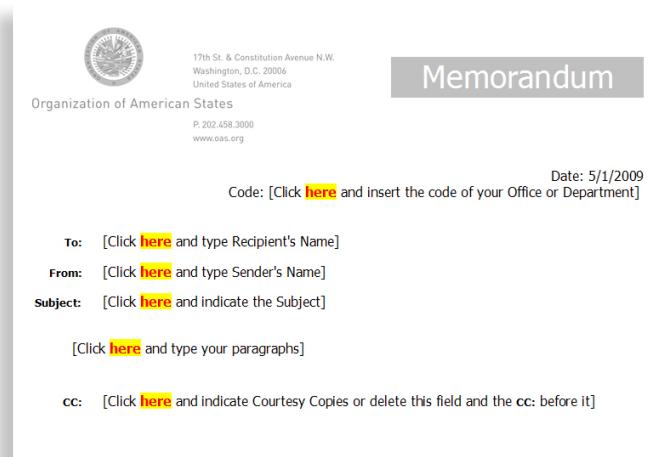
The diagram illustrates the layout and dimensions of a letterhead. It features a grid with dimensions: 0.5" (left margin), 2.5" (width), and 0.75" (right margin). The content is organized into several sections:

- Logo:** The Organization of American States logo is positioned in the top left.
- Address:** 17th St. & Constitution Avenue, N.W., Washington, D.C. 20006, United States of America. (DIN Regular 8pts /12pts (70% Black))
- Organization Name:** Organization of American States. (DIN Regular 12pts /8pts CMYK 0 / 40 /100/ 0)
- Contact Info:** P. 202.458.3000, www.oas.org. (DIN Regular 8pts /12pts (60% Black))
- Recipient List:** A list of member states including Antigua and Barbuda, Argentina, The Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, Dominica, Dominican Republic, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago, United States of America, Uruguay, and Venezuela.
- Date:** Noviembre 11, 2008.
- Sender:** John Smith, Director, Department of Something, Organization of Something, Washington, D.C. (DIN Regular 8pts /12pts (60% Black))
- Message:** Mrs Smith, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris molestie interdum orci. Mauris dictum, diam in aliquet dignissim, sapien dolor auctor mauris, ut blandit lectus nunc a dui. Mauris fringilla magna vitae sapien. Donec leo. Mauris fringilla. Morbi ut velit eu purus ultrices sagittis. Donec cursus, metus eu consequat hendrerit, wisi eros sodales arcu, nec pulvinar felis augue quis ipsum. Nulla faucibus ante nec arcu. Suspendisse faucibus interdum orci. Aenean viverra mollis ante. Cras ut libero. Phasellus quis elit ut est iaculis semper. Nunc laoreet. Duis elementum augue sit amet tellus sollicitudin tempor. Praesent semper lectus vitae enim. Cras vitae ante nec arcu laoreet auctor. In viverra justo in lacus.
- Additional Message:** Aenean sit amet augue. Mauris dignissim nunc et lacus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Quisque a mi. Maecenas scelerisque nonummy leo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut enim. Proin viverra. Sed elementum feugiat ante. Nam pellentesque blandit elit. Nam blandit, libero et aliquam ultrices, mauris augue molestie pede, nec scelerisque mi tellus sed tortor. Duis ut odio sed sapien cursus convallis. Fusce ligula orci, consequat nec, adipiscing at, eleifend nec, nulla. Nullam erat felis, suscipit non, nonummy at, adipiscing at, dui. Duis laoreet, libero nec vestibulum volutpat, quam odio fringilla arcu, id laoreet mauris wisi ac purus. Vestibulum mauris ipsum, tincidunt vitae, tincidunt varius, porta eget, massa. Cras nec arcu. Duis vestibulum erat vitae felis.
- Final Message:** Morbi a ante. Praesent suscipit placerat nunc. Proin vel erat. Quisque eu neque. Morbi eget lacus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Integer ut lacus ut sem ornare dignissim. Curabitur odio. Suspendisse scelerisque mi non ipsum. Suspendisse rutrum condimentum nulla. Nullam lacinia lacus vitae urna.
- Closing:** Sincerely, John Doe, Director, Department of Communications and Institutional Image, Secretariat for External Relations.

[Letterhead at 60% original size]

TEMPLATES

All templates for the Organization’s internal documents use the logo in black and white.



17th St. & Constitution Avenue N.W.
Washington, D.C. 20006
United States of America

Organization of American States
P. 202.458.3000
www.oas.org

Memorandum

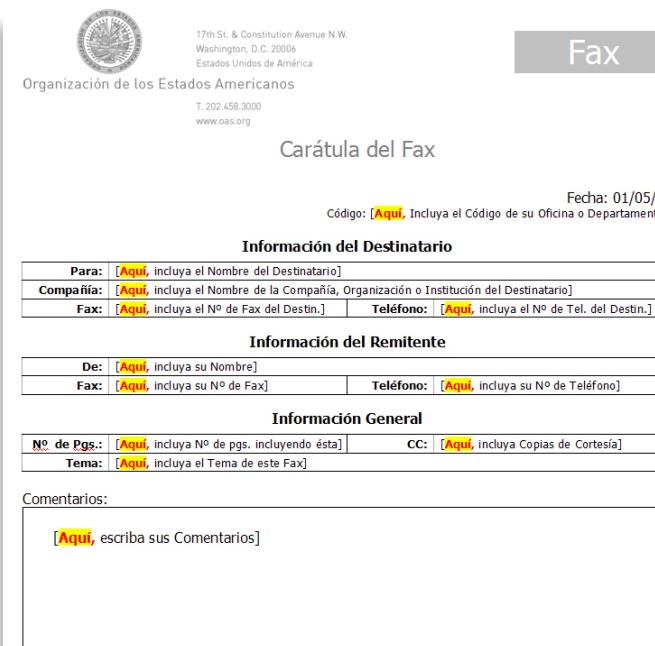
Date: 5/1/2009
Code: [Click **here** and insert the code of your Office or Department]

To: [Click **here** and type Recipient's Name]
From: [Click **here** and type Sender's Name]
Subject: [Click **here** and indicate the Subject]

[Click **here** and type your paragraphs]

cc: [Click **here** and indicate Courtesy Copies or delete this field and the cc: before it]

[MEMORANDUM]



17th St. & Constitution Avenue N.W.
Washington, D.C. 20006
Estados Unidos de América

Organización de los Estados Americanos
T. 202.458.3000
www.oas.org

Fax

Carátula del Fax

Fecha: 01/05/0
Código: [Aquí, incluya el Código de su Oficina o Departamento]

Información del Destinatario

Para: [Aquí, incluya el Nombre del Destinatario]	
Compañía: [Aquí, incluya el Nombre de la Compañía, Organización o Institución del Destinatario]	
Fax: [Aquí, incluya el Nº de Fax del Destin.]	Teléfono: [Aquí, incluya el Nº de Tel. del Destin.]

Información del Remitente

De: [Aquí, incluya su Nombre]	
Fax: [Aquí, incluya su Nº de Fax]	Teléfono: [Aquí, incluya su Nº de Teléfono]

Información General

Nº de Pgs.: [Aquí, incluya Nº de pgs. incluyendo ésta]	CC: [Aquí, incluya Copias de Cortesía]
Tema: [Aquí, incluya el Tema de este Fax]	

Comentarios:

[Aquí, escriba sus Comentarios]

[FAX COVER IN SPANISH]

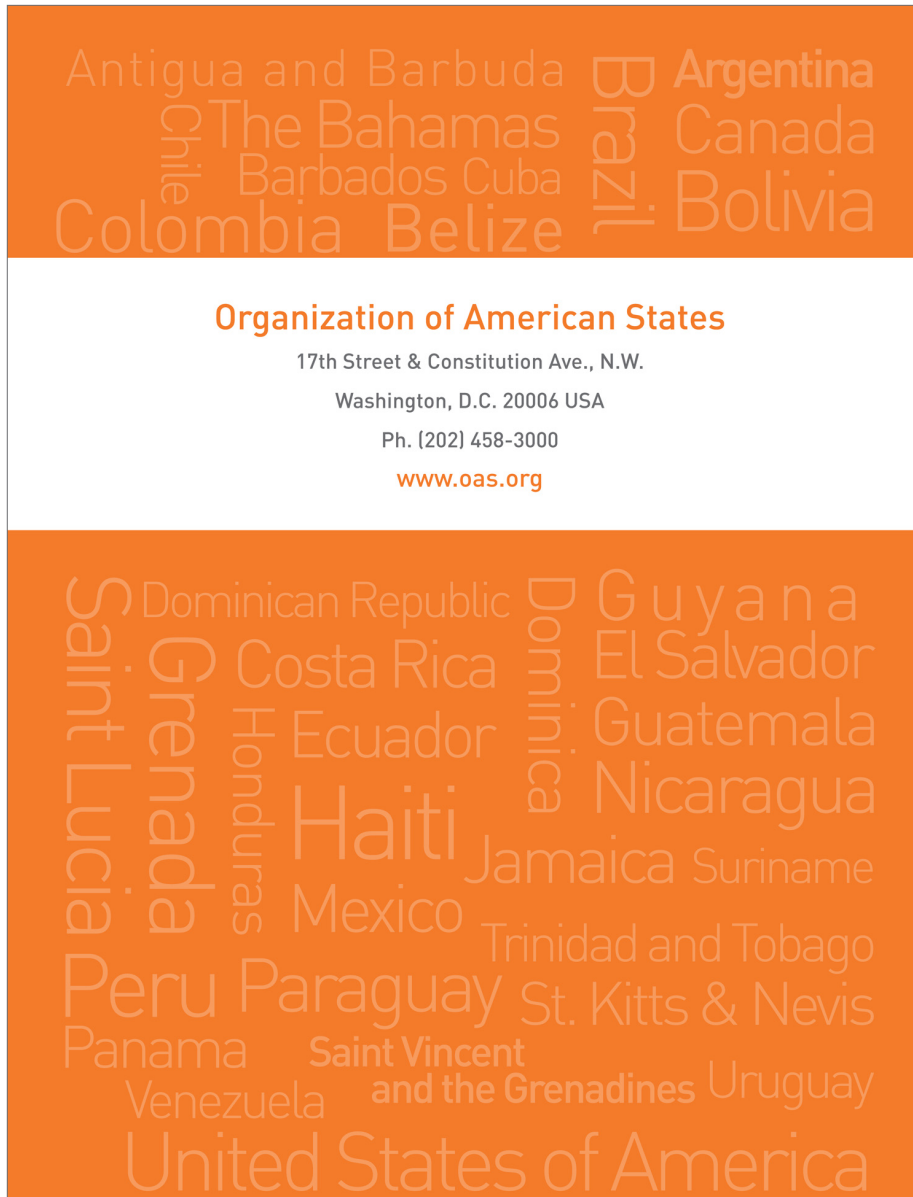
FOLDER

The Organization folder is composed of the logo en four languages with a white background so that it is completely legible. The list of the 35 member states are on the left side, and a map of the Americas and the web page address on the right side.



[COVER]

The back cover of the folder has the address of the main headquarters of the Organization and the list of the member countries interweaved like a visual tapestry.



[BACK COVER]



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PUBLICATIONS


Cataloging in Publication data and the International Standard Book Number (ISBN)

A Cataloging in Publication (CIP) record is a bibliographic record prepared by the OAS Columbus Memorial Library for a book that has not yet been published. When the book is published, it includes the CIP data on the copyright page, thereby facilitating book processing for libraries and book dealers. The ISBN is a 10-digit number that uniquely identifies books published internationally in order to expedite their handling and retrieval. ISBNs are only related to CIP data to the extent that the CIP data will include the ISBN.

All publications must comply with the CML's CIP program. **Departments requesting CIP data must submit the full text of eligible, forthcoming publications to the CML at least two weeks before publication.** The Library creates the CIP data for each publication and then is sent to the department and must be printed in the format shown below on the verso of the title page.

For each eligible title, the departments must send to the CML:

1. a written request providing the complete title, author and proposed date of publication
2. the full text of the publication, which must include:
 - complete title page (see below)
 - copyright page
 - table of content page/s
 - introduction / foreword
 - preliminary pages
 - individual chapters
 - index and bibliographical references when available.

 <p>Organization of American States Inter-American Commission on Human Rights Inter-American Court of Human Rights</p> <p>Basic Documents Pertaining to Human Rights in the Inter-American System</p> <p>General Secretariat Organization of American States www.oas.org cidhoca@oas.org</p>	<p style="text-align: center;">OAS Cataloging-in-Publication Data</p> <p>Inter-American Commission on Human Rights. Basic documents Pertaining to human rights in the inter-American system / Inter-American Commission on Human Rights, Inter-American Court of Human Rights</p> <p>p. ; cm. ISBN 0-0000-0000-0</p> <p>1. Human Rights -- America. 2. Civil Rights -- America .3.</p>
[TITLE PAGE]	[CIP INFORMATION]
	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> <p>ISBN 0-0000-0000-0</p> </div> <p style="text-align: center;">[ISBN NUMBER]</p>

POWERPOINT PRESENTATIONS

All PowerPoint presentations should, when possible, follow the format below. The format is in both orange and blue variations and can be found on the Institutional Identity System site on the OAS Intranet.



Organization of
American States

[OPENING SCREEN - ORANGE]

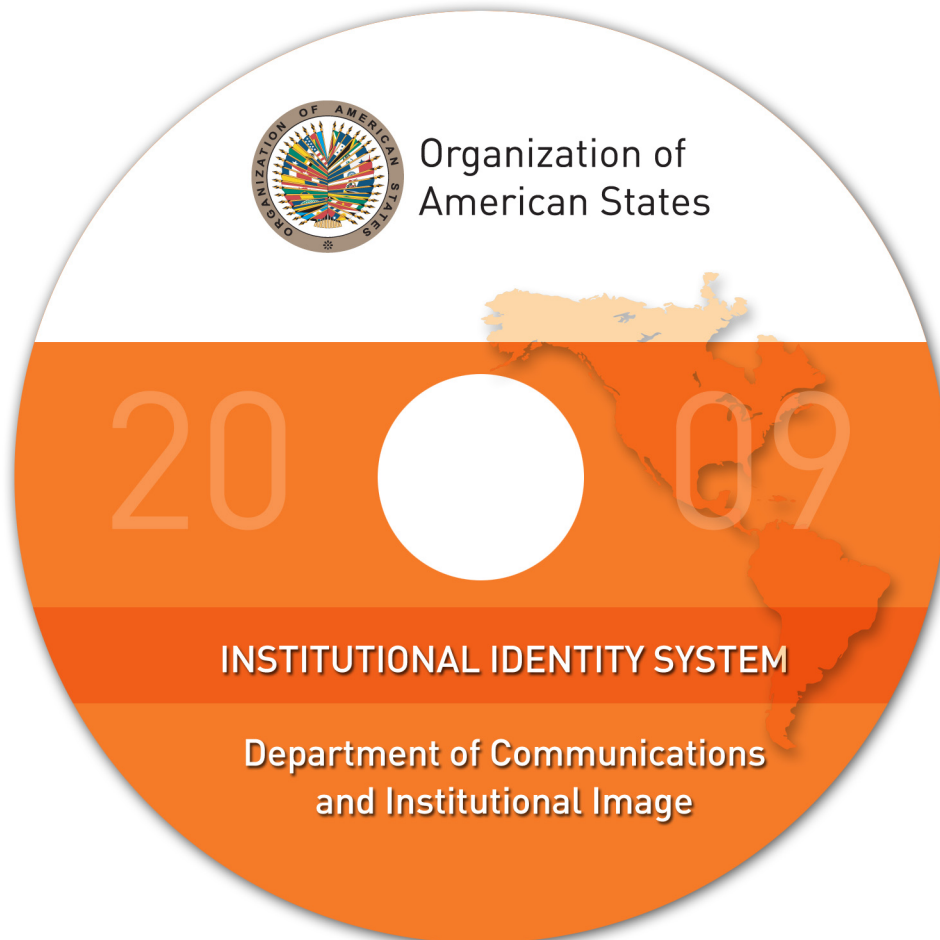


Organization of
American States

[OPENING SCREEN - BLUE]

CDS

All CD labels for disks produced by OAS offices should, when possible, follow the format below. The format can be found on the Institutional Identity System site on the OAS Intranet.





electronic
applications

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WEB

Responsibilities

It is responsibility of the Secretariat for External Relations (SER) through the Department of Communications and Institutional Image (DCII), to design the information architecture of the OAS Web Portal, to develop procedures for publishing information, to propose standards for graphic design and style guidelines to maintain the editorial consistency of the Portal, to assist the areas of the Organization in the design, organization and structure of web contents. Therefore, those areas of the Organization interested on the creation or major update of web contents should contact the Department, mentioned before.

It is responsibility of the Secretariat for Administration and Finance (SAF) through the Department of Information and Technology Services (DOITS), to provide the technical support necessary for the development of the activities performed by the DCII in compliance with current DOITS standards related to hardware, software and information security. Any deviation from these standards will have to be agreed between the Directors of DCII and DOITS.

It is responsibility of the areas of the Organization to make sure about the correct ownership of the editorial rights for web contents, including photographs, graphic resources, text, audio, and other related materials.

Web content from the areas of the Organization will be published once they meet all of the requirements established by the DCII and DOITS.

The DCII will remove from the Portal all inappropriate, offensive or incomplete information which denigrates the image of the Organization.

Domains and Subdomains

All web sites should be hosted in OAS servers and should be located under the domain OAS.ORG.

The Internet addresses (URL) of the sub-websites shall be formed by the domain OAS.ORG followed by the abbreviations or acronyms of the Secretariat, the Department or Special Events, whichever be the case. Example: [www.oas.org/language/secretariat/department/...](http://www.oas.org/language/secretariat/department/)

The existing Sub domains will be redirected to a new location within the domain OAS.ORG. Example: from secretariat.oas.org to [www.oas.org/language/secretariat/department/...](http://www.oas.org/language/secretariat/department/)

Web Coordinator

It is responsibility of the areas of the Organization to designate a web Coordinator who coordinates all activities regarding the creation and update of his/her area's web contents. This will be the contact person to the Web Section of the DCII.

Content

It is responsibility of the areas of the Organization to provide the web contents and update them periodically.

All web site content should be published in at least two of the official languages of the Organization.

The editorial and graphic design guidelines should be followed for the creation and update of web contents.

No websites should neither mention the name of any designer, editor, paid company, etc. nor link to any commercial web sites with these persons.

E-mail

It will be the responsibility of each Secretariat and/or Department to obtain a generic E-mail account which will be used as a form of contact with the web page.

Logo usage

To find the correct uses of the logo refer to the Logo section in this Manual.

E-MAIL

Electronic signature

E-mail communication is just as important to conveying a consistent message as print publications. When sending e-mails to external audiences, use the signature format outlined below:

Jane Doe	_____	Calibri 12 pt, dark blue
Department of Communications & Institutional Image Secretariat for External Relations	_____	Calibri 10 pt, dark gray
Organization of American States	_____	Calibri 12 pt, orange
17th & Constitution Ave. N.W. Washington, D.C. 20006	_____	Calibri 10 pt, dark gray
T. 202-458-0000	_____	Calibri 12 pt, blue, linked
F. 202-458-0000	_____	Calibri 12 pt, orange
jdoe@oas.org		
www.oas.org		

Antigua and Barbuda Argentina
Chile The Bahamas Brazil
Colombia Barbados Cuba Canada
Belize Bolivia

Organization of American States

17th Street & Constitution Ave., N.W.

Washington, D.C. 20006 USA

Ph. (202) 458-3000

www.oas.org

Saint Lucia Dominican Republic
Saint Grenada Costa Rica
Honduras Ecuador
Haiti
Mexico Jamaica Suriname
Trinidad and Tobago
Peru Paraguay Saint Kitts & Nevis
Panama Saint Vincent
Venezuela and the Grenadines Uruguay
United States of America