WE ARE NATO
Defence and Security Campaign Toolkit

Introduction

NATO is the most durable and successful military alliance in history, having secured peace across Europe and North America for almost 70 years.

As we witness some of the most tumultuous changes since the end of the Cold War, NATO is unquestionably more important than ever. The interconnected nature of these challenges in an unpredictable security environment reminds us that individual nations alone cannot solve these problems. When we stand together, sharing our unique expertise and capabilities, we can rise to any challenge and keep our nations safe.

The success and future of NATO is dependent on our citizens understanding this crucial role that NATO plays in their security and prosperity. To ensure they continue to support and value our Alliance, we have to explain why NATO matters.

This NATO campaign was born out of this necessity: to remind our publics that NATO is an essential guarantor of security for all member states. Communicating about all that we do on their behalf is critical to maintaining and increasing support for the Alliance.

This will be a NATO-wide campaign. It will be an Allied campaign. For just as the Alliance is nothing without its nations, this campaign will be nothing without the ownership, the drive, the passion, the insight, and the direction of Allies.

To be effective, our messages and imagery must resonate with citizens from different countries, with different views, experiences, histories, languages, lifestyles, fears and emotions. Within these pages, you will find insights, ideas and tools, including language and visuals, to inspire the creation and implementation of local campaigns that are relevant and tailored to the different needs of citizens across the whole Alliance.

Tacan İldem

Assistant Secretary General for Public Diplomacy

Contents

This toolkit contains sample messaging, pre-approved copylines, guidelines on language, mandatory design elements and pre-designed templates that should be used as the basis for all creative outputs.

Throughout this toolkit you will see this icon. This indicates there are supportive materials to access. These can either be artwork templates or additional digital resources.

A campaign is a planned sequence of communications and interactions that leads to a defined, measurable outcome.

This means bringing together a selection of media activity, PR, advertising, digital media content, public diplomacy and strategic engagements so that all communications are integrated and complement each other to achieve the campaign objectives.

WeAreNATO should not be viewed as a campaign that is executed once, but an ongoing series of communications activities that shift perceptions among a target audience over time. When properly developed and consistently implemented, WeAreNATO should reinforce the NATO brand and improve the understanding and value of the organisation among key audiences in member countries.

The activities outlined here should be viewed as a guide for developing your campaign activity and reflect the broad categories of activity that should be considered.

Suggested activity	
Digital	Social media, targeted paid content, infographics, video, user-generated content, animations, website
Events	Exhibit stand, stakeholder events, university road show, large-scale events, for instance 'NATO Run', school visits
Out of home advertising	Signage, outdoor advertising, indoor advertising in government buildings, billboards, bus stop advertising
Print	Advertising, press story, campaign feature, in-house magazine
Radio	Advertising, podcasts
TV	Public Service Announcements, advertising airtime, coverage in news broadcasts, third-party documentaries

Key messages and themes

Specific messaging points will vary by member country and must be developed to reflect the contexts, needs and perspectives of different audiences. The theme of safety and security resulting from collaboration should be consistent throughout.

These campaign messages should be weaved into all activity, for instance speeches, images, stakeholder events or social media posts.

Key campaign messages:

- **NATO members are committed to supporting and protecting each other**

- **NATO members are stronger because of membership**

- **NATO acts as a guarantor of security and safety for its members**

- **NATO is effective because of the daily collaboration of its members, through a range of diplomatic and military means**

- **NATO is addressing today's security challenges through diplomacy, consensus and cooperation**

- **NATO is addressing tomorrow's security challenges by investing, adapting and innovating**

- **NATO is more than a military organisation**

Here is an example of the campaign in the form of a portrait layout in English.

This shows all the common elements that need to be included when producing any materials, both for print and digital media.

All elements can be downloaded from the asset platform.

Photo caption
Each image used must have a caption. This should always be in the top left as shown. The first line is a description of the subject. The second line is the location (place and country). The font used is Avenir Black. Do not alter the font, size and margins set out in the artwork.
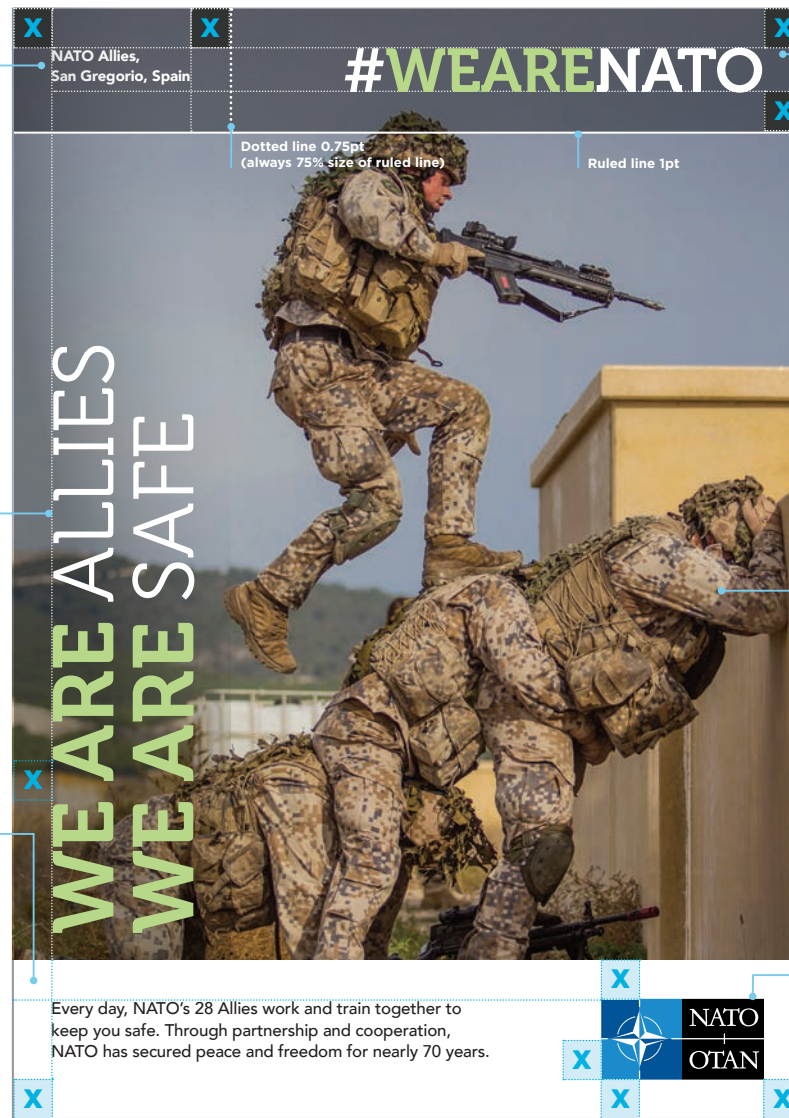
Main copyline
Each design must use the main copyline that follows the partnership and benefit structure (see page 6). This can be placed horizontally or vertically depending on the image.

'WE ARE' to be set in *Museo 700*. The following text set in *Museo 300*. A selection of copylines is available to use or you can develop your own (see page 7). These need to be approved by the NATO campaign team. Choose a colour from the palette provided (see page 9) that works best against the image.

Narrative
Each design layout must be accompanied with a narrative. There are two types of text available: 1) Pan NATO text or 2) Country-specific text (see page 14). The maximum word count is approximately 30 words and the font used is Avenir Regular.

Campaign artwork files are available to download here.

**NATO Allies,
San Gregorio, Spain**

X X X
X

#WEARENATO

Dotted line 0.75pt
(always 75% size of ruled line)   Ruled line 1pt

**WE ARE ALLIES
WE ARE SAFE**

Every day, NATO's 28 Allies work and train together to keep you safe. Through partnership and cooperation, NATO has secured peace and freedom for nearly 70 years.

NATO | OTAN

X X X X X X

Hashtag
The hashtag must always be shown in the top right-hand corner of all materials. It must always read #WeAreNATO with no spacing between any of the characters.

To ensure the readability of the hashtag, you may need to retouch the image in this area or add a tinted, opacity box over the top of the image.

The colour of the 'WeAre' part of the hashtag must match the colour of the main copyline. The font used should be *Museo 700*. The **#** and **NATO** must be reproduced in white or grey.

Main image
Each piece of content must contain only one image. This must fill the artwork area shown.

When selecting imagery, always look to include a 'calm space' somewhere within the image so the copyline is legible (see page 34).

NATO logo
Always use the correct NATO logo artwork. The logo is positioned correctly on all design templates provided. Please refer to page 12 for guidance on   logo clearspace.

The WeAreNATO copyline is a key element of the NATO campaign. Here is an example of how the copyline should always be constructed.

Always ensure that this is made up of the three elements shown and that they appear together to complete the sentiment.

1. Partnership statement
The first sentence is a proposition statement that expresses unity and collaboration.

2. Benefit statement
The second sentence is an expression of the outcome or result of the first statement.

Both sentences are always positioned together within the artwork.

3. Hashtag and campaign name
WeAreNATO is the third element and is both our campaign name and our hashtag. It can be used on social media, especially Twitter, to identify messages on a specific topic. The WeAreNATO hashtag encourages people to engage further with the campaign and find out more about the wider NATO story.

1. # WE ARE ALLIES

Partnership statement

2. WE ARE SAFE

Benefit statement

3. #WEARENATO

Note: No letter spacing

Here is a guide on how to choose the right copyline using partnership and benefit statements.

These are approved examples, but you have the ability to create your own with the approval from the NATO campaign team.

To achieve greater resonance among your specific domestic audience, you can also tailor the copylines to include a country-specific reference (far right column).

Partnership statement

WE ARE ALLIES
WE ARE UNITED
WE ARE TOGETHER
WE ARE PARTNERS
WE ARE DEMOCRATIC

Benefit statement

WE ARE SAFE
WE ARE STRONG
WE ARE SECURE
WE ARE FREE
WE ARE PREPARED
WE ARE TRANSPARENT
WE ARE RESOLUTE

Specific country organisation

WE ARE GERMAN AIRFORCE
WE ARE ALLIES

WE ARE LATVIAN ARMY
WE ARE ALLIES

WE ARE PORTUGESE NAVY
WE ARE ALLIES

Using the approved copyline *'We Are Allies. We Are Safe'*, here are translations across all NATO member countries.

WE ARE ALLIES
WE ARE SAFE

Note: Bulgarian and Greek are not available in the Museo font. The system font Verdana (shown here) should be used instead.

NE JEMI ALEATË
NE JEMI TË MBROJTUR
Albanian

НИЕ СМЕ СЪЮЗНИЦИ
НИЕ ИМАМЕ СИГУРНОСТ
Bulgarian

SAVEZNICI SMO
SIGURNI SMO
Croatian

JSME SPOJENCI
JSME V BEZPEČÍ
Czech

VI ER ALLIEREDE
VI ER TRYGGE
Danish

WIJ ZIJN BONDGENOTEN
WIJ ZIJN VEILIG
Dutch

OLEME LIITLASED
OLEME KAITSTUD
Estonian

NOUS SOMMES ALLIÉS
NOUS SOMMES EN SÉCURITÉ
French

WIR SIND VERBÜNDETE
WIR SIND SICHER
German

ΕΙΜΑΣΤΕ ΣΥΜΜΑΧΟΙ
ΕΙΜΑΣΤΕ ΑΣΦΑΛΕΙΣ
Greek

SZÖVETSÉGBEN BIZTONSÁGBAN
Hungarian

VIÐ ERUM BANDAMENN
VIÐ ERUM ÖRUGG
Icelandic

SIAMO ALLEATI
SIAMO AL SICURO
Italian

MĒS ESAM SABIEDROTIE
MĒS ESAM DROŠĪBĀ
Latvian

MES ESAME SĄJUNGININKAI
MES ESAME SAUGŪS
Lithuanian

MIR SINN WESTWALISESCH
MIR SI SÉCHER
Luxembourgish

VI ER ALLIERTE
VI ER TRYGGE
Norwegian

JESTEŚMY W SOJUSZU
JESTEŚMY BEZPIECZNI
Polish

SOMOS ALIADOS
ESTAMOS SEGUROS
Portuguese

SUNTEM ALIAŢI
SUNTEM ÎN SIGURANŢĂ.
Romanian

SME SPOJENCI
SME V BEZPEČÍ
Slovakian

ZAVEZNIKI SMO
VARNI SMO
Slovenian

SOMOS ALIADOS
ESTAMOS SEGUROS
Spanish

MÜTTEFİĞİZ GÜVENDEYİZ
Turkish

The main copyline always appears over a photographic image. Therefore, it is imperative that this copyline is legible.

Look to position this in 'calmer' areas of the image (See page 33 - Example photo brief).

There are three colours that can be used for the 'We Are' part and white or grey will be used for the text that follows.

You should choose the colour scheme that allows the main copyline to be most legible over the campaign image. Use only the NATO colours provided in this toolkit.

WE ARE ALLIES
WE ARE SAFE

Green

WE ARE ALLIES
WE ARE SAFE

Yellow

WE ARE ALLIES
WE ARE SAFE

Sky Blue

Select the appropriate colour.   Choose a NATO grey or white.

The hashtag never changes language to ensure successful implementation and evaluation on social media.

It should always read #WeAreNATO with no spacing between any of the characters.

This artwork composition should never be altered in any way.

#WEARENATO

The hashtag always appears in either white or grey

Grey	White

Always use NATO colours provided (see colour guidelines for values)

Green	Yellow	Sky blue

'NATO' always appears in either white or grey

Grey	White

This artwork is available as a vector file.

Here is an overview of the colours used throughout the campaign.

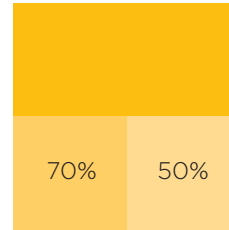When creating your own versions, use one of these colours and apply as specified in the guidelines.

Always use a colour at 100% of its value. However, the tint values of 70% and 50% are acceptable if absolutely necessary for better legibility.

Primary campaign palette

| 70% | 50% | | 70% | 50% | | 70% | 50% | | 70% | 50% |
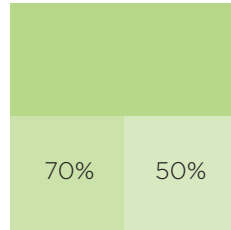
Green
CMYK: 31C 0M 60Y 0K
RGB: 183R 217G 138B
PMS: 367
Web safe: #B6D889

Yellow
CMYK: 0C 27M 100Y 0K
RGB: 254R 190G 16B
PMS: 130
Web safe: #FEBE10
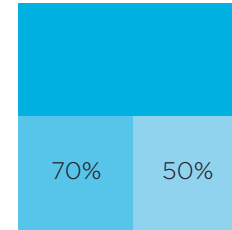
Sky blue
CMYK: 80C 5M 5Y 0K
RGB: 0R 177G 224B
PMS: 306
Web safe: #00B0E0

Grey
CMYK: 0C 0M 0Y 31K
RGB: 186R 188G 190B
PMS: Cool Grey 6
Web safe: #B9BBBD

NATO brand colours

NATO dark blue
CMYK: 100c 72m 0y 18k
RGB: 0R 73G 144B
PMS: 280
Web safe: #003366

NATO light blue
CMYK: 80c 35m 0y 0k
RGB: 17R 138G 203B
PMS: 2718
Web safe: #6699CC

Clearspace

The legibility and distinction of the NATO logotype is very important. To ensure it is highly visible, always separate it from its surroundings.

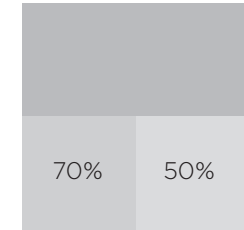The minimum required clearspace is the equivalent to the size of one NATO flag 'quartile'. **This is indicated with an 'X' and is used throughout all the artwork examples.**

When using partner logos, ideally the space between the NATO and partner logos should also be 'X'. However, if the partner logo is large and the space is tight, half 'X' is permissable.

NATO logotype

Always ensure that you use the correct, approved version of the logo with the following colour values:
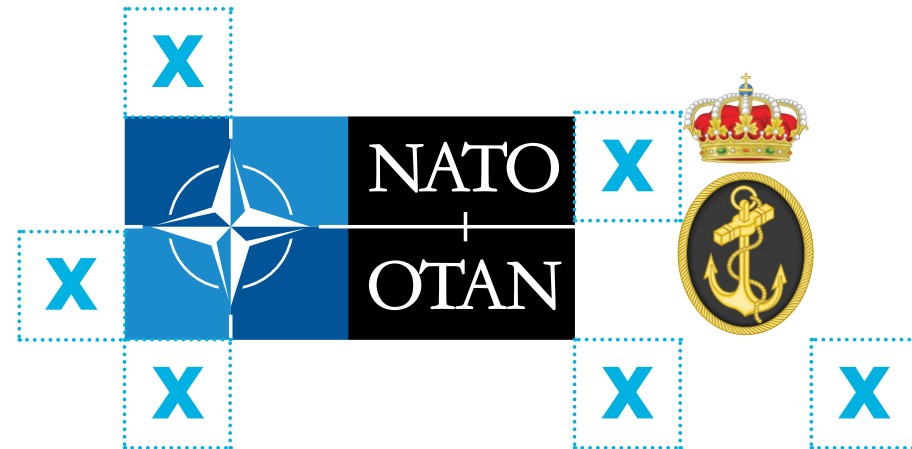
NATO dark blue
CMYK: 100c 72m 0y 18k
RGB: 0R 73G 144B
PMS: 280
HTML: 004990
web safe: #003366

NATO light blue
CMYK: 80c 35m 0y 0k
RGB: 17R 138G 203B
PMS: 2718
HTML: 118ACB
web safe: #6699CC

Stand-alone NATO logo

NATO logo shown alongside an example partner logo

NATO logo artwork is available as a vector file.

What text do I use?

The campaign is designed to allow for two different types of narrative. One is referred to as *'Pan NATO'* and the other is *'Country specific'*.

Pan NATO

This route focuses on the main themes of the strength of teamwork and unity for the benefit of mutual security and safety.

NATO Allies,
San Gregorio, Spain

#WEARENATO

WE ARE ALLIES
WE ARE SAFE

Every day NATO's 28 Allies work and train together to keep you safe. Through partnership and cooperation, NATO has secured peace and freedom for nearly 70 years.

Country specific

This route allows for messaging that will resonate with a specific country, tapping into a sense of pride in contributing to the wider NATO cause.

Segundo-tenente Eduardo
Fernandes e Subtenente
Rodrigo Correia, Itália

#WEARENATO

SOMOS
MARINHA
PORTUGUESA
SOMOS
ALIADOS

As nossas culturas podem ser diferentes mas os nossos valores não são.Trabalhamos e treinamos juntos e estamos preparados para lidar com qualquer crise em conjunto. A NATO é mais do que uma aliança, é uma parceria duradoura de força e cooperação.

The next page provides examples of Pan NATO and Country specific narratives.

Narrative can be used with appropriate images on print and social media. Below is guidance to follow when drafting the narrative.

1. For Pan NATO stories: Develop narratives that tell the NATO story of teamwork and unity in a way that resonates with the country and audience.

2. For Country-specific stories: Develop narratives that talk about the country's NATO activities, while still covering the general themes of strength, security and safety.

3. Introduce complementary stories as part of the campaign that build up a more detailed picture of NATO.

4. Whether selected from existing libraries or photographed specifically for this campaign, all imagery should illustrate the story, not dictate it.

Pan Nato example

"Every day, NATO's 28 Allies work and train together to keep you safe. Through partnership and cooperation, NATO has secured peace and freedom for nearly 70 years."

Country specific example

"As a Royal Marine, I'm called far beyond our borders. Training with the Norwegians, Dutch and Americans prepares us to ensure the safety of Allies."

Royal Marines 539 Assault Squadron

In this section you can find templates for campaign material you might want to display at an event.

NATO Allies,
San Gregorio, Spain

#WEARENATO

WE ARE ALLIES
WE ARE SAFE

Every day, NATO's 28 Allies work and train together to keep you safe. Through partnership and cooperation, NATO has secured peace and freedom for nearly 70 years.

NATO Secretary General
Jens Stoltenberg with Sheikh
Thamer Ali Al-Sabah, Kuwait

#WEARENATO

WE ARE PARTNERS
WE ARE STABLE

Every day, NATO's 28 Allies work together to safeguard the freedom and security of its members through political and military means. Through partnership and cooperation, NATO has secured peace and freedom for nearly 70 years.

Segundo-tenente Eduardo Fernandes e Subtenente Rodrigo Correia, Itália

#WEARENATO

SOMOS MARINHA PORTUGUESA **SOMOS** ALIADOS

As nossas culturas podem ser diferentes mas os nossos valores não são. Trabalhamos e treinamos juntos e estamos preparados para lidar com qualquer crise em conjunto. A NATO é mais do que uma aliança, é uma parceria duradoura de força e cooperação.

Lorem ipsum dolor sit amet, consectetur adipiscing elit

#WEARENATO

SOMOS ALIADOS **ESTAMOS** SEGUROS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

Yusef and Katrina
Afghanistan

#WEARENATO

WE ARE
BRITISH ARMY
WE ARE
ALLIES

As part of the British Army, we're called far beyond our own borders.
In times of war we are there to help protect the defenceless
and help keep people such as Yusef safe.

Lorem ipsum dolor sit
amet, consectetur

#WEARENATO

WE ARE
GERMAN ARMY
WE ARE
ALLIES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim
veniam, quis nostrud exercitation.

Lorem ipsum dolor sit
amet, consectetur

#WEARENATO

WE ARE
CANADIAN NAVY
WE ARE
ALLIES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim
veniam, quis nostrud exercitation.

Download the artwork file for several print executions, templates and instructions on how to adapt various elements to suit your requirements.

Lt. Alex Wilson and Lt. William Thomas, Afghanistan
#WEARENATO
WE ARE TOGETHER
WE ARE PROTECTED

Fredrick Thomaz and Serge Nuno, The Mediterranean Sea
#WEARENATO
WE ARE ALLIES
WE ARE STRONG

Margret Valasquez, Medical treatment camp, Afghanistan
#WEARENATO
WE ARE ALLIES
WE ARE SAFE

Lorem ipsum dolor sit amet
#WEARENATO
WE ARE DANISH ARMY
WE ARE NATO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

For different publications, the proportions of the design layout will change and you must be flexible in your approach.

When working with different proportions, apply the same rules as the standard A4 format. Make sure the image is still well composed in the given space and text and logos are clearly visible.

Examples show ideal 'clearspace' and 'alignment' guides.

Large format poster

Larger print materials can be created using the templates provided. Ensure that you follow the artwork guidelines and include all mandatory elements.

When using images at a larger size ensure that the scaling of the image will not affect the quality of reproduction.

NATO Allies,
San Gregorio, Spain

#WEARENATO

WE ARE ALLIES
WE ARE SAFE

Insert photographer credit here if required

Every day, NATO's 28 Allies work and train together to keep you safe. Through partnership and cooperation, NATO has secured peace and freedom for nearly 70 years.

594mm

420mm

Download the artwork file and adapt to suit your requirements

Supportive imagery
Look to include imagery that supports the narrative.

Hashtag
Always ensure the hashtag appears as part of the design layout - ideally in a similar position to the main print adverts.

#WEARENATO

WE ARE ALLIES
WE ARE SAFE

Sed ut perspiciatis unde omnis natus error sit voluptatem accusantium

Doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt sit quia voluptas.

Doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo

enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt sit quia voluptas.

Doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt sit quia voluptas.

Johnny Menzel,
Royal Canadian Army

Sibian Pitz,
Danish Army

Sed ut perspiciatis unde omnis natus error sit voluptatem accusantium

Doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Imagery
Use imagery that supports your campaign concept and include a balance of NATO activities.

Colour palette
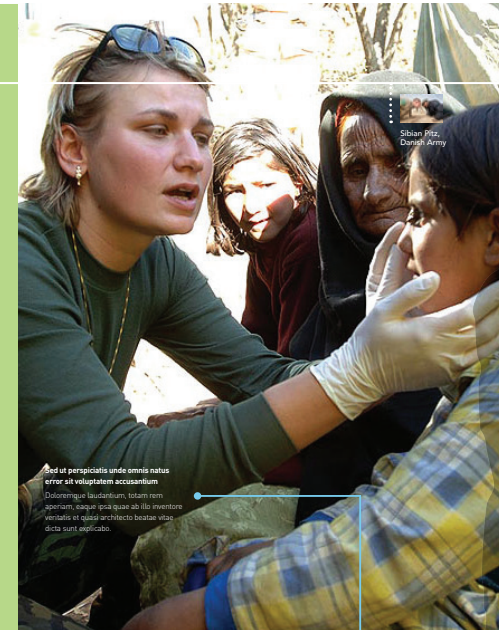Use one of the three approved colours as a solid background.

Main copyline
Use the main copyline as the introduction and largest element. Apply the same type styling as specified on previous pages.

NATO and partner logos
Always use the appropriate logo(s) and use correct vector artwork.

Legibility
Text can appear over imagery but ensure that it is clearly legible.

Large format displays

The NATO team can assist as required with the refinement of messaging.

Always retain the styling of the campaign using all the key elements. Text and copy should be developed both to reflect your local messaging and to engage the audience who will be attending the event.

Guidelines for events

Using the base artwork provided in the toolkit, you can create your own bespoke materials for events. Here is an overview guide on size formats, elements to include and how to adapt the artwork to various formats while keeping the overall look and feel.

Develop an appropriate event copyline or use approved NATO versions. Always follow the guidelines.

The entire white band can be used for partner logos (align from right first then inwards).

« Example event poster

This is a placeholder image and you should look to develop your own image/suite of images to promote your event.

If required you can insert additional text. Look to use black or white text, whichever is the most legible.

#WEARENATO

WE ARE ALLIES
WE ARE SAFE

Sed ut pers piciatis seror sit voluptatem accusantium.
Doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt depuis explicabo.

⌃ Programme

⌃ Leaflet

⌃ Invitation

⌃ Banner

⌃ Badge

⌃ Common composition
with NATO logo only

⌃ Recommended composition
with single partner logo

⌃ Recommended composition
with up to three partner logos

There will be instances where artwork needs to be reproduced with partner logos alongside the NATO branding. Here is a guide to help you with your layout.

1. Always make sure you use correct vector artwork of any logos to ensure quality of reproduction. Do not use low resolution jpegs.

2. Logos should always sit within the white band area.

3. Always respect the 'clearspace' rule.

An Alliance founded on values

NATO member states form a unique community of values. In today's dangerous world, transatlantic cooperation is needed more than ever. NATO embodies this transatlantic bond, bringing to bear the strength and unity of North America and Europe. The security of NATO members on both sides of the Atlantic is indivisible. We will continue to defend it together, on the basis of solidarity, shared purpose and fair burden-sharing.

360 degree adaptation

We are adapting to this new security environment, strengthening our deterrence and defence posture and projecting stability beyond our borders. We are committed to further adaptation. We are enhancing our forward presence in the eastern part of our Alliance. We are stepping up our efforts in the fight against terrorism. And we continue to adapt to new threats, including by bolstering our cyber defence.

Collective defence and deterrence

For nearly 70 years, NATO has helped to preserve peace in Europe, keeping all our nations safe. Since 2014, we have implemented the biggest increase in our collective defence since the end of the Cold War. We have increased the size and readiness of our forces, we have strengthened our presence in south-eastern Europe, and we have boosted our cyber defences.

Defence spending

Modern defence requires the right resources. That is why all Allies made a pledge in 2014 to stop the cuts in defence spending, and to gradually increase spending towards the goal of 2% of GDP within a decade. We have a long way to go, but we have turned a corner. This matters: if all European Allies and Canada were to meet the 2% spending target, that would mean an extra 100 billion dollars' worth of improvements to our capabilities.

Dialogue and transparency

NATO does not seek confrontation with Russia. We have a dual-track policy of strong defence and dialogue. We are strengthening our defence in response to a changed security environment, to prevent a conflict, not to provoke one. While our practical cooperation with Russia is suspended, we remain open to a periodic, focused and meaningful dialogue.

Projecting stability

When our neighbours are more stable, we are more secure. To protect our territory, we must also project stability beyond our borders. NATO has unique experience in this area – through operations in Afghanistan and the Balkans, and capacity-building for more than 40 partners around the world. We are stepping up efforts to help countries in our neighbourhood to build strong institutions and forces, and tackle terrorism.

Campaign approach - Key message:

NATO's core task is to protect the citizens of our member states.

We must ensure that we are explaining this essential work clearly to the outside world. Faced with misinformation and propaganda, the Alliance has an even greater responsibility to be transparent and proactive.

The campaign approach is part of our ongoing efforts to communicate as effectively as possible. It involves focusing on key themes, while encouraging nations to tailor specific messages to their home audiences. This approach is endorsed by Allies, many of whom use a campaign approach themselves.

NATO will launch its first campaign, on Defence and Security, in May 2017. The core concept lies at the heart of the Alliance: together we are stronger, or #WeAreNATO.

The toolkit provides you with a set of assets that can be used on various digital platforms.

Video content

According to YouTube, mobile video consumption is growing by 100% every year. A third of all the time people spend online is dedicated to watching videos.

Always consider the audience you are trying to reach and ensure the video is relevant to them. If it's not the most appropriate means of getting your message across, you are probably wasting your time.

Consider producing a series of videos and continue to curate these to show the different aspects of the NATO story. Some will capture what you would expect and confirm thinking, some will portray different, unexpected sides of the NATO story.

Web-based platforms

You can also consider using digital content for the web in the form of a microsite. The beauty of digital media is that you can create different layers that take the viewer beyond the initial ad into richer content such as a series of 'video diaries' or a collection of curated experiences. Stories or blogs told by soldiers and civilians alike can create powerful narratives and be highly informative.

Social media

Social media is an integral part of life online. It is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Do consider social media as part of the mix and be sure to promote your campaign across multiple channels. If you want to fully realise your video's potential, you must make it easy for users to find and share it.

Consider including plaforms dedicated to forums, microblogging and social networking. These can be influenced with your own 'champions' to drive topics and issues NATO is involved in. Some prominent examples include Facebook, Twitter, Google+, Wikipedia, Linkedin, Snapchat, Instagram, Pinterest and Reddit.

Finally, be creative, not only with the videos themselves but in the campaign strategy you build around them. Creativity wins over the cost of production every time. Creativity will lead to an engaged audience who will not only learn more about NATO but share and interact with the content.

Over the next few pages we show you some examples and the elements you will need to include to remain consistent with the campaign guidelines.

In smaller design formats, especially digital ones where people are viewing things quickly, it is important that you ensure the artwork is as clear and legible as possible.

The example here demonstrates a very restricted space. We have, therefore, reduced the 'main copyline' and made the hashtag prominent in the layout.

Due to the lack of space, all photo captions and narrative text that would normally be in place have been removed.

Note: You have the option to use either the 'main copyline' or 'hashtag' positioned at the top or bottom. This example shows the hashtag at the top.

Download the artwork (Photoshop files) for digital applications and adapt to suit your requirements.

Example 1: headline banner (size 468 x 60 pixels)

1/2X
WE ARE ROYAL NAVY
WE ARE ALLIES
1/4X

#WEARENATO

Main copyline and supportive logos.
Note: On dark backgrounds always use the 'with line' logo version.

Larger, more dominant hashtag

Tinted background image

Example 2: 'large rectangle' (size 326 x 280 pixels)

#WEARENATO

WE ARE ROYAL NAVY
WE ARE ALLIES

Larger hashtag (at the top)

NATO and partner logos (change of position)
Note: On dark backgrounds always use the 'with line' logo version.

Main copyline (positioned to the bottom)

This example shows how to use animated sequences to build the campaign messaging.
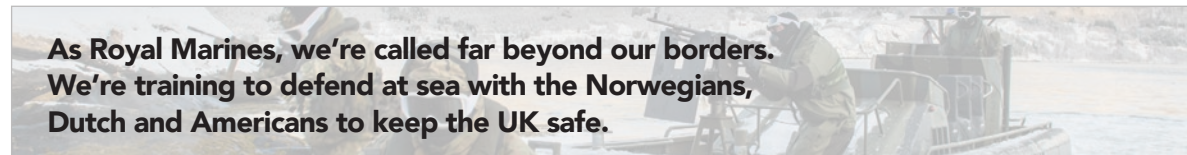
If the digital ad does not need to be static, you can build the image and details over a short time frame to create a more dynamic effect.

It is important, especially in smaller design formats, to ensure the artwork is clear and legible.

Example: headline banner (size 468 x 60 pixels)

Sequence 1 - Introduce the main copyline

Sequence 2 - Introduce the main narrative

Sequence 3 - Introduce the photo caption

Sequence 4 - Introduce the hashtag

Sequence 5 - End the sequence with the logos

Download the artwork (Photoshop files) for digital applications and adapt to suit your requirements.

These examples show how to use the campaign artwork on social media.

Basic layout ruling using the 'clearspace'

Facebook example

Twitter example

Download social media examples and create content to suit your requirements

Here is a sample storyboard showing how the campaign can be brought to life using the core elements of the toolkit. It is up to you to choose what is appropriate for your country and whether you can re-use stock footage or shoot your own.

When considering the use of video as a component of this campaign, there are five considerations:

Length
The length of time for a campaign video clip must be short. Video should be no longer than 1 minute in final edited format. Broadcast television spots will traditionally be no longer than 30 seconds and impactful short form video used on digital platforms such as Twitter will be no shorter than 15 seconds and no longer than 30 seconds.

Shots
Because of the short time frame in campaign video segments, shots must be chosen carefully and must tell a story through either a single clip or a set of short clips, such as a short narrative of a soldier talking about what being a member means to him/her or a series of edited shorts (demonstrating a specific operation – humanitarian, military or diplomacy).

Tempo
The key to short form video is holding the viewers' attention – especially on digital platforms. Short form video requires a tempo that is fast enough to address viewer impatience and slow enough to give the story breathing space. Remember that the first 3 seconds of any video are the most important, so make them count.

Audio
Tempo is often managed using music either as the primary audio component or as background to a spoken narrative. As most mobile users view social media with the sound turned off, main messages should also be communicated through displayed text in the video.

On-screen CG
Video developed as part of the WeAreNATO campaign must include on-screen character generation and comply with the visual guides in this toolkit, including specific copylines, hashtags, the NATO logo and colours. All video must close with a 3-second hold (minimum) on the NATO logo, campaign copyline and hashtag or URL. For platforms such as Facebook, consider using subtitles if there is a soundbite.

Rob Smith, Royal Marines, Latvia

Voice over/narrative:
"Every day, NATO's 28 Allies work and train together...

Gererd Depuis, French Army, Lithuania

...to keep you safe..

Evette Schneider, German Army, Finland

...Through partnership and cooperation...

WE ARE ALLIES

...NATO has secured peace and freedom for nearly 70 years.

WE ARE ALLIES
WE ARE SAFE

Campaign copyline and elements are introduced

#WEARENATO

Always look to include the logo

Here are NATO's technical standards.

1. Use a tripod wherever possible for stable shots, unless these are POV or action shots.

2. Use a variety of wide, mid and close shots.

3. Conduct interviews in native language where possible.

4. Video must be at least HD (1920x1080) and format must be either .mp4, .mov, or .mxf. Codec can be h.264 for .mp4 and .mov or XDCAM HD422 for .mxf. If lossless files are required, native codecs can be used, but wrapper should be .mp4, .mov or .mxf.

5. Copyright and credit directions, if required, MUST be put in the accompanying shotlist, which should be submitted as a separate word document.

Submitting broll (rushes)

1. Brolls should be a maximum of five minutes long.

2. Use shots that last at least five seconds. Use a tripod wherever possible for stable shots, unless these are POV or action shots.

3. Use a variety of wide, mid and close shots.

4. When drone or helmet camera shots are used, indicate this in the shotlist.

5. Identify nations in shotlists and, where possible, military unit and/or job title.

6. Conduct interviews in native language where possible, but provide translation in English for shotlist.

7. Video must be at least HD (1080x1920) and format must be either .mp4, .mov, or .mxf in h.264 codec.

8. Copyright and credit directions, if required, MUST be put in the accompanying shotlist.

Broll naming conventions

The following guidelines are to be used when filling in the broll template included in this document. You will also find a broll example below. No broll will be accepted without a shotlist.

Naming convention: To be used both for broll and shotlists. The two must be identical except for the extension (.mxf/.mov/.mp4 or .doc)

Example:
Example: 20170207-deu-lit-ceremony-001.mp4

This is following the formula: YYYYMMDD-[nationality]-description].[extension]

Whereas:
1. YYYYMMDD: is the date when the video was shot, e.g., 20150727

2. [nationality]: is the nationality of the troops depicted, e.g., deu-bel-lit

3. [description]: maximum 4 words describing the video; 4 words must be separated by dashes ("-"), e.g., us-latvia-troops-training, e.g., description-of-the-film

4. [roll number] – if many files from one event on the same day, distinguish files with a three digital identifying number (001, 002, 003 etc).

5. Extension: .mxf or .mp4 or .mov

In addition:
• The filename for each video must be unique; no two videos may have the same filename;

• The filename for both the video and the document describing the video must be the same; only the file-extension should be different;

• Descriptions should only consist of Latin/ASCII characters (i.e. do not use accented letters like é, ç, è,…)

• Filenames should not contain spaces (" ") nor special characters (e.g. ',",!,?)

• When distributing to the media, NATO HQ will add a prefix of nch_xxxx (where xxxx designates a unique story ID) to the beginning of the filename, in order to correlate similar product and to differentiate products approved by NATO HQ editorial procedures.

Shotlist convention:
1. The shots, soundbites and detail described in the shot-list should be enough for a journalist to create a story with no extra footage required.

2. The "story synopsis" should contain all relevant information from the story, including background and significance of the event, and should act as a suggested voiceover. It should be around 2-4 paragraphs.

At minimum it should explain WHO, WHAT, WHEN, WHERE and WHY?

3. The more detail describing a shot the better. Please indicate if it is a wide shot (WS), mid shot (MS), close up (CU), pan or tilt, point of view (POV), helmet camera or drone shot. If there are a series of very similar shots, please use various shots (VS) to describe the series in one entry. Please include nationality of visible personnel, names and types of hardware where possible.

Examples: 00:00:18:21

Sgt Mark Burns, US 2nd Cavalry Regiment, stands in front of a Stryker vehicle. 00:00:25:21

French destroyer, la Galissonniere conducts a RAS (replenishment at sea).

4. The language of the broll shotlist should be English. Soundbites will vary in language depending on the interview. Soundbites should always have their language indicated and a description of where the interview is taking place. A good soundbite is around 30 seconds in duration.

SOUNDBITE (English) Captain Lyle Hall, Captain of USS Vicksburg stands on the bridge of the ship, "Language is always a barrier, although by now we've managed to work most things out."

The soundbite should be transcribed into English if possible. If an accurate translation is not possible, a general description should be indicated.

5. Soundbites can be put at the end of the broll or in between shots if the whole product tells a story. I.e., a video editor can put the full broll in a timeline, add a voiceover and have an almost finished product, pending some small edits.

Ruth Owen can be contacted at owen.ruth@hq.nato.int re: technical standards

Selecting the right image

Here is a guide on how to choose the appropriate image to support your messaging.

All images must support your narrative and connect with the audience on an emotional level. They will need to tell your story in a human and natural setting.

Imagery must always feel genuine in tone to be engaging and thought-provoking.

As well as 'reportage style' imagery, you may need to consider more 'staged' situations.

Finding imagery

Images can be sourced from the sample images supplied in the toolkit, NATO's photographic archives, your own library of images or if required, they can be specially commissioned.

Remember to capture NATO's wider activities such as its humanitarian efforts, its fight against terrorism, and its role in diplomacy.

Further guidance to help you capture the right type of images is provided in Annex 3.

Political

⌃ Capture real-life moments that show NATO's broader work such as diplomacy and humanitarian efforts. Consider capturing the benefits of diplomacy.

Military

⌃ Show people in natural situations engaging with each other. The campaign is about people not hardware.

Change

⌃ Capture imagery that demonstrates teamwork and the strength of collaboration.

Audio-visual

Imagery selection

Here are some comparisons of what we believe makes successful and less successful imagery.

Show 'connection' by being there when the moments matter

Capture those pure moments where NATO personnel are engaging with civilians in a genuine manner.

Capturing NATO exercises in a dynamic and unusual way helps our story-telling

Capture different compositions and formats, allowing for a 'calm space' in each shot (see page 34).

Avoid images that look staged and posed

Our campaign needs to show truthful representations if we want them to be believed.

Remember that images need to show the 'end benefit'

Capturing images of 'diplomacy' is not straightforward, but try to avoid images that the average person cannot relate to or that fail to show the outcome.

Show the benefits of 'Stronger, safer, together'

This is a great example of showing different NATO nations working together for the benefit of our society.

I didn't know that about NATO

This image is engaging, well composed and thought-provoking – helping to change peoples' perceptions of NATO.

Make the most of good opportunities. Work the opportunity to provide alternative compositions

This image does not fully engage the viewer. Persevere with the scenario. Capturing what continues to unfold should bring excellent results.

Be clear on the message you are trying to communicate

The image should always illustrate the story, not the other way around.

Avoid using images that feel like 'snap shots' and have little composition or few story-telling elements.

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Before creating a campaign we recommend that you look through your own existing library or the NATO library to see if there are any images that successfully help tell your story.

If new imagery is required, this should be either taken during a NATO exercise, a humanitarian situation or a 'staged' photoshoot.

Remember to capture the wider NATO story in all of the images you take.

The following is a suggested guide for briefing photographers. This contains information not just about image making but also practicalities such as seeking permission and rights to images.

Background

Recent research carried out on behalf of NATO suggests that there is a generation of people who have not had much contact or experience with NATO. The results indicate that the general public does not fully understand why we exist, who we are and what we do.

If we want to connect with people, we will need to find ways to demonstrate why NATO matters and what impact we have on their lives. This campaign aims to readdress the balance, reinform and reconnect with its audience.

How we intend to do this

Each NATO country that participates will be provided with a toolkit allowing them to create their own campaign tailored to their own country. This toolkit will contain approved messaging, artwork templates and sample imagery. The campaign outputs will be determined by each country and will likely be a combination of traditional print and digital media. Some imagery exists already and some depending on the story-telling required will need to be created.

Creative brief

The campaign is image-led, using single images in combination with the proposition WeAreNATO.

The campaign will need to capture NATO's experience, knowledge, relationships and the merits of collaboration. Depending on the copyline chosen, the images will need to help convey a variety of messaging such as security, partnerships, teamwork, multinationalism, strength and togetherness.

The imagery will need to feel genuine in tone, be engaging and be thought-provoking. Images must successfully connect with the relevant audience on an emotional level. A successful image will tell the story in a real, human and natural setting.

Whether it's a soldier on a NATO exercise with other colleagues or a member of NATO interacting with civilians, the viewers should begin to understand why NATO is important in their everyday lives.

The imagery can either be taken in the field, reportage style or 'staged' but with the outputs still feeling natural and realistic.

Continued

Allow for 'calm space'

The image will need to carry other elements such as a main tagline, a hashtag as well as the need for body copy over images.

During the photoshoot or when choosing images, include areas of the picture that are 'calmer', tonally. This will allow for these elements to be more legible.

Again, alternative compositions and formats should be considered during the photoshoot.

Image format

• The imagery will be used as part of a suite of campaign materials. Images will need to be used in various formats from large format exhibitions to small digital formats. Therefore the same image may need to be taken in different formats.

• All imagery is to be supplied at least in A3 format (420mm x 297mm) in high resolution (300 dpi).

• The initial selection can be supplied as smaller, thumbnail images. Larger size files can be supplied upon approval.

Image rights and usage

• All imagery taken is to be cleared with NATO and approved documentation is to be presented before beginning any photo shoot.

• All people photographed will be required to sign a 'model release' form supplied by the photographer.

• All imagery is to be clearly labelled so that all the details can be included in any reproduction and for archiving (see following 'Submitting images' page).

Image usage and copyright

• All imagery that is commissioned specifically will remain the property of NATO.

• NATO reserves the right to use the image how it sees fit.

When taking imagery always include a 'calm space' somewhere within the image. The example shows text placed in the most appropriate area.

Image submission

Camera preparation: Please ensure the camera date is set to the current date.

Photo approval: Photos must be approved by a Public Affairs Officer.

Photo selection: Please submit a 'best' selection of your photos from your shoot. Do not send all images taken.

Labelling: No photos will be accepted without captions in the metadata of the individual file or, as a second best, in a separate caption sheet.

Steps to captioning images

1. Write all captions in English.

2. Ensure caption describes the photo itself. Answer the '5Ws' (WHO, WHAT, WHY, WHERE and WHEN).
   Do NOT use the same generic cutline for numerous photos.

3. Ensure caption is free of spelling and grammatical errors and that paragraph spacing is correct.

4. Write abbreviations in full, e.g., Sergeant not Sgt; Chief of Defence Staff not CDS.

   It is acceptable to write abbreviated rank in the credit line.

Example 1:

Corporal Mark Held mans a cardinal point, ensuring security for the Canadian contingent command post during the Joint Operational Access Exercise held at Fort Bragg, North Carolina on February 28, 2013. (Descriptive sentence about the photo answering 5Ws).

Photo: Sgt Matthew McGregor, Canadian Photo credit: Forces Combat Camera

Example 2:

Master Corporal Rainer Roedger (WHO) conducts pre-flight checks on a CH-149 Cormorant helicopter (WHAT), before a training scenario as part of the squadron search and rescue exercise (WHY) held in Kelowna, British Columbia (WHERE) on March 21, 2013. (WHEN).

Photo: Cpl Sylvie Kervin, 19 Wing Imaging Photo credit: Forces Combat Camera

Note: The (5Ws) appear as a reference only and ARE NOT to be included in the caption submitted.

Other metadata fields

1. *Date Created field* - input the date the photo was taken (dd/mm/yy format).

2. *Title field* – input the operation or exercise name, e.g. Exercise TRIDENT FURY (follow lower and uppercase exactly).

Guidance on keywords

When writing a caption, be as specific as possible. The caption should confirm your main subject(s)'s name(s), rank(s), title(s), and position(s) if the images include people.

It should also include proper names of equipment or transport such as Griffon, Globemaster, LAV III, .50 calibre gun.

When keywording, however, generic words should be used to replace the specific nouns such as males, females, children, helicopters, airplanes, tanks and weapons.

The user has the option to search on the caption OR the keywords; therefore, they have the option to search on specific criteria, e.g. "Griffon" or generic criteria, e.g. 'helicopters'.

Keyword field of image metadata

To follow archivist standards all keywords are written in "masculine" and "plural" form. The following are keywords to describe the image's visual value of interest (avoiding pointless background items) to be used in the keyword section of a photograph's metadata.

All keywords selected shall be entered in English. Enter as many keywords as necessary to best describe the image. No category shall be neglected if the visual value exists.

Imagery library resources

Seek access to NATO's library of clips from exercises, actions, and events. These as well as originally shot material can be used to create rich content. Always ensure you have written model release forms and permission before releasing any materials.

Contact and support

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