

# Science and Technology Policy Ministerial

Graphic environment guidelines



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# 01

## Introduction

Welcome to the Graphic **environment guidelines for the OECD STIP Policy Ministerial** project.

The STIP Policy Ministerial visuals will be included on all products in the project outputs list (still in production). These also include events, moments and communications products.

As indicated in the OECD Brand Book, distinctive graphic environments are often created within the OECD's visual identity.

We welcome your suggestions to make these guidelines as useful as possible.

If you have any questions please email:  
[Sylvain.Fraccola@OECD.org](mailto:Sylvain.Fraccola@OECD.org)

The STIP Policy Ministerial graphic environment presents a unified and consistent image to our audiences.



**#SciTechSustainableFuture**

# 02 VISUALS

Always use CSTP Policy Ministerial visuals in their existing form, without changing colours, aspect ratio, text, or fonts. The different materials are available [here](#).

## Graphic elements



Main logo



Variation (the "swirl")

## Colour palette

### Colour 01

R0 G100 B157  
C94 M62 Y15 K1  
#00649d



### Colour 02

R90 G132 B59  
C69 M29 Y100 K13  
#5a843b



### Colour 03

R255 G199 B21  
C0 M22 Y98 K0  
#ffc715



### Colour +

R84 G194 B204  
C61 M1 Y21 K0  
#54c2cc



### Colour ++

C94 M78 Y50 K57  
R14 G36 B56  
#0e2438



## Main logo



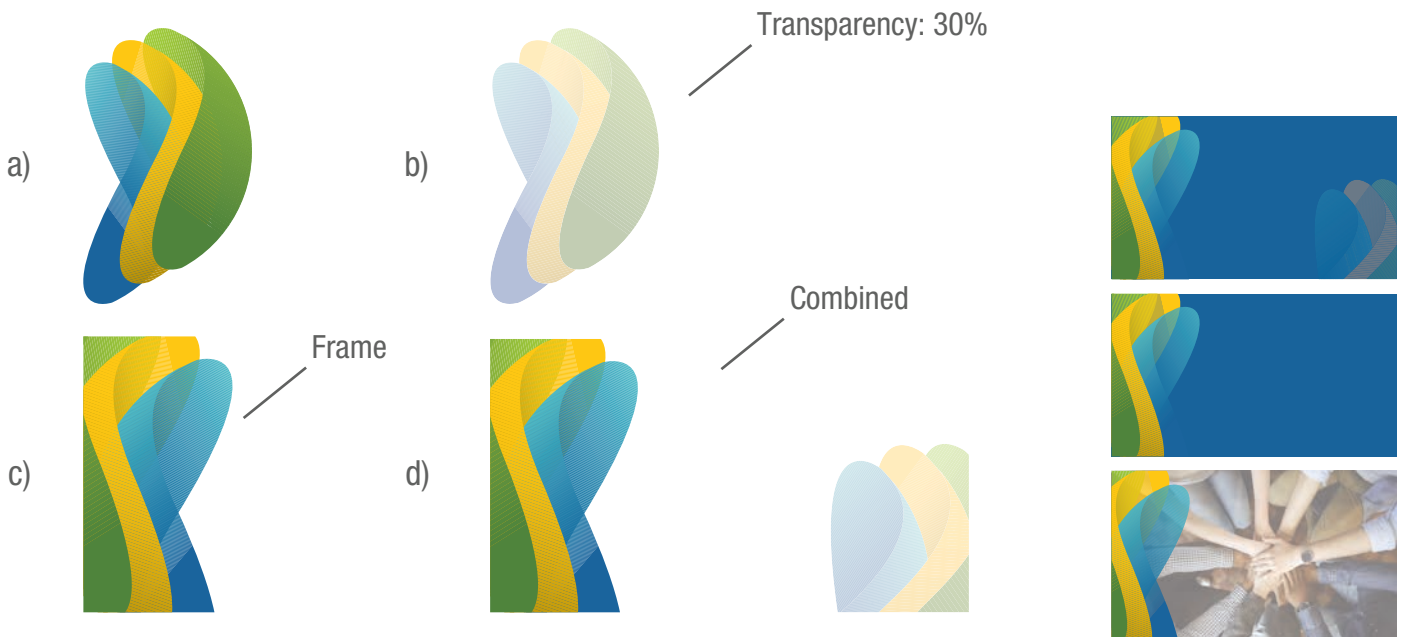
### Drop Shadow

- Mode: [Multiply]
- Opacity: 30%
- X Offset: 2.117 mm
- Y Offset: 2.117 mm
- Blur: 2.117 mm
- Color: #231f20
- Darkness: 100%



The visuals can be placed on a white, coloured background, or background picture. It is necessary to apply solid principles of graphic design and layout in the choice of format, colour, and placement. The variation below offers additional flexibility as it can be used entirely or in part.

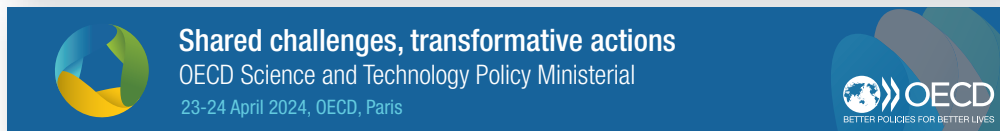
## Variation



# 03

## Adapting to different context

Banners for the web and for short printed products



The CSTP Policy Ministerial visuals are easy to use and edit. If you have any resizing requirements, please contact the communications team. The templates are available [here](#).

Quote cards for social media



# Powerpoint

Fonts: [Arial Nova Cond](#)

Text colour

R114 G114 B114

#727272



Always use CSTP Policy Ministerial PowerPoint template, without changing colours, aspect ratio, text, or fonts. The template is available [here](#).

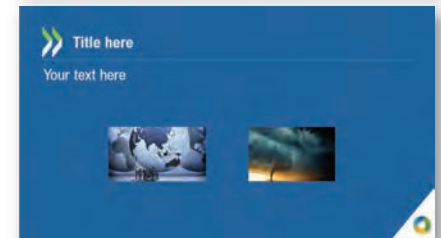
## Cover slides



## Part slide



## Sub slides



DO

- Do keep bulleted text minimal.
- Do create alignments when possible.
- Do use your theme color as a highlight color or for chart fill.



DON'T

- Don't overcrowd your slides, and don't use PowerPoint as a script.
- Don't use multiple font styles (italic, bold, underline), and don't use fonts not specified by the template.
- Don't use too many different colors.
- Don't overuse transitions or animations.
- Don't use clip art.
- Don't overuse big, fat arrows and cubes; try to keep diagrams simple and streamlined.

## Short printed material

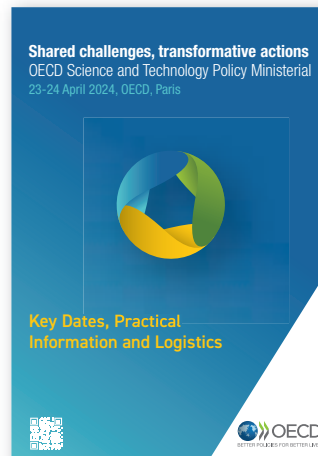
Ministerial policy materials emphasise key messages in accessible, jargon-free language, supported by statistics. These may include Key Issue notes and Session Notes, Policy Briefs, Summaries, Highlights, Factsheets, and Promotional Materials.

The main template remains the same for all cover pages; only the document title is changed. Certain documents that do not have a cover page use the top and/or bottom banners. The integration of the OECD logo must remain visible in each of these cases.

Note that the **Declaration** follows a specific design, the standard Directorate for Legal Affairs (LEG) design path.

Photos and images can be used within a piece to illustrate.

Templates for these products are available [here](#).



## Asset dimensions

### Digital (px)

#### Web page banner

Responsive design 1140 x 110  
Tablet 991 x 110  
Phone 767 x 110

#### X (ex-Twitter) card

Aspect ratio 2:1 with minimum dimensions of 300 x 157 or maximum of 1024 x 512

#### Instagram

Feed (squared image): 1080 × 1080 pixels  
Feed (vertical image): 1080 × 1350 pixels  
Stories: 1080 × 1920 pixels

#### LinkedIn card

Post Image: 1200 x 627 pixels

### Print (mm)

#### Totem

Aspect ratio 1:2 with minimum dimensions of 200 x 10

#### Posters

OPS prints posters in 4 standard sizes:  
A0 – 84 x 1189  
A1 – 594 x 841  
A2 – 420 x 594  
A3 – 297 x 420

#### Wall runner/banner for side wall in OECD Conference Centre

914 x 7000  
A3 – 297 x 420

#### Documents, highlights, brochures, etc.

210 x 297 (A4)  
Format: These documents are made up of 4, 8, 16 pages

#### Call card

Standard size – 90 x 55

#### Business card

Standard size – 85 x 55

# 04 Translation

The official French translation of the OECD Science and Technology Policy Ministerial title is "Réunion ministérielle sur les politiques de science et de technologie."

This translation will be used for:

- Onsite branding
- the three key deliverables
- The communication with external audiences

Note that it has been decided not to translate the communication campaign hashtag [#SciTechSustainableFuture](#) for reasons of simplicity, recognisability, and length.



## Important usage info

Please note that we encourage STI Memebers, Delegations, partners and Directorates to use the available graphic elements and templates to engage with stakeholders from April 2024 onwards.



Native files and other visuals are on the Ministerial Website. However, we kindly ask that you refrain from going live with any content before doing a quality check with [Sylvain.Fraccola@oecd.org](mailto:Sylvain.Fraccola@oecd.org).



To ensure consistency, the main Ministerial logo cannot be modified in any way. However, the “swirl” has been created as a flexible variation for adaptation.

Please note that the OECD logo cannot be modified in any way. Please refer to the OECD Brand book for more information on use of the logo.

### Timeline (subject to modification)

