BRANDING AND MARKING: THE ORANGUTAN CONSERVATION SERVICES PROGRAM

OCSP VISUAL IDENTITY

GUIDELINES FOR OCSP COMMUNICATIONS AND MEDIA MATERIALS

OCSP
Orangutan Conservation Services Program

The Orangutan Conservation Services Program (OCSP) is a thirty month program funded by the United States Agency for International Development (USAID) and implemented under the leadership of Development Alternatives, Inc. (DAI). OCSP works with government, private sector, NGOs, community groups and other stakeholders with the overarching goal of maximizing protection and long-term survival of orangutan populations in the wild. The period of the project is from April 2007 through September 2009. OCSP activities are focused on North Sumatra and Kalimantan with a policy and coordination focus in Jakarta.

The style and visual character of OCSP reflects much of the standard graphic identity of the United States Agency for International Development (USAID). Developed extensively from the USAID Graphics Standards Manual (First Edition January 2005), these OCSP design guidelines also incorporate the revisions that have been made with the publication of ADS Chapter 320, Branding and Marking, 01//08/. ADS 320 contains USAID's policy directives and required procedures on branding and marking USAID-funded programs with the USAID "Standard Graphic Identity" (or "USAID Identity").

"Branding" refers to how a program is named and positioned and who it is from; it identifies the sponsor of the work.

"Marking" refers to applying graphic identities or logos to program materials to visibly acknowledge contributors; it identifies organizations supporting the work.

The "USAID Standard Graphic Identity" is the trademark, by commercial usage, of the United States Agency for International Development.

ADS 320 is authorized by Section 641 of the Foreign Assistance Act of 1961, which provides that programs under this Act shall be identified appropriately overseas as 'American Aid.' More details can be found at http://www.usaid.gov/branding

Following the design guidelines outlined in the following pages will ensure that OCSP media and communication materials fit with required procedures on branding and marking for USAID-funded programs, but also, that as a USAID funded program, OCSP will reflect the USAID brand.

BRANDING AND MARKING:

THE ORANGUTAN CONSERVATION SERVICES PROGRAM

OCSP

VISUAL IDENTITY

GUIDELINES FOR OCSP COMMUNICATIONS AND MEDIA MATERIALS

Including:

Branding Strategy

Branding Implementation Plan

and

Marking Plan

CONTENTS

LOGO

The OCSP logo uses a drawing of orangutan eyes in an orange triangle with a watermark of a tropical leaf behind. When used in publications there may be times when text runs over the leaf, but at no time should anything be placed on top of the orange triangle or the lettering with it. The leaf may be used by itself as a separate design element and may be removed altogether from the triangle if the logo is to be used in a small space.

As the graphic representation of the program, the OCSP logo should be used on all OCSP media and communications materials. It should be used together with the USAID Graphic Identity on promotional materials, but by itself on purely administrative materials. These 2 logos are the standard logos of the project and should not be re-created or re-drawn. The USAID Graphic Identity must never be altered. Digital file formats of the logos can be obtained from the OCSP Office in Jakarta.

As a general rule when using the logos on promotional materials, the OCSP logo should be placed on the right with the USAID Identity on the left. Whenever possible, the OCSP logo and the USAID Identity should be placed at the same height, be of the same visual size, and located far enough away from each other to avoid any confusion over a USAID sub-brand.

Minimum width 34 mm

The USAID Identity should never be smaller than the established minimum size so that the tagline on the brandmark is always readable.
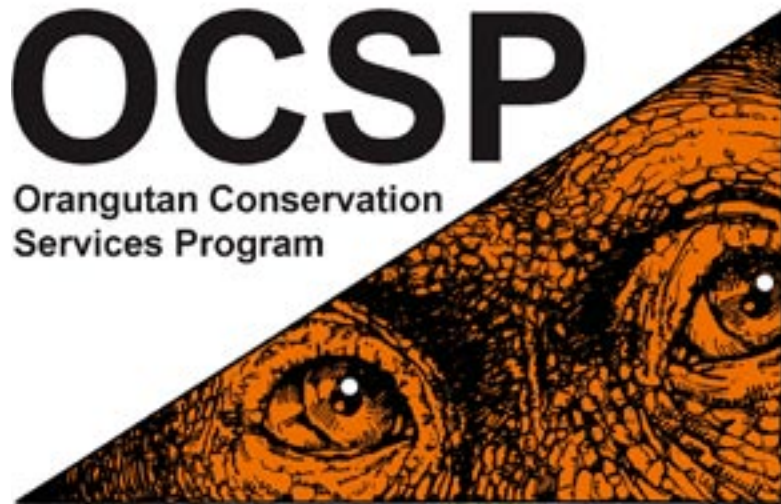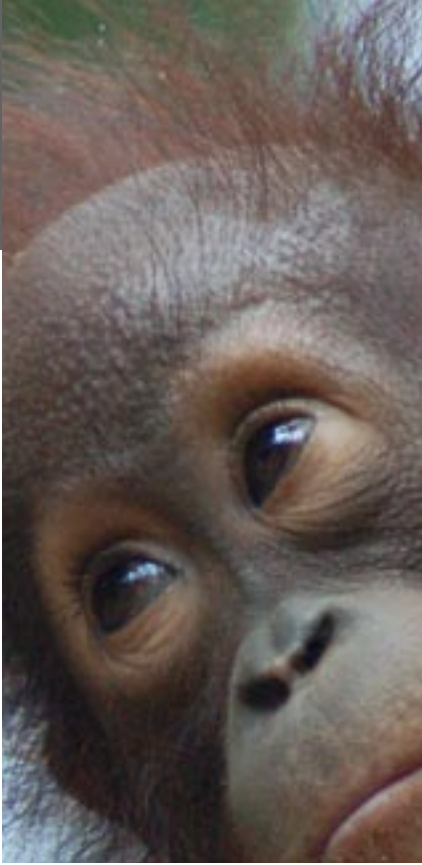
BRANDING STRATEGY

PROGRAM NAME: Orangutan Conservation Services Program (OCSP)

SPONSORSHIP: All OCSP promotional materials and communications will jointly use the USAID Standard Graphic Identity along with the OCSP logo to acknowledge that they are from the American people. Where it is likely that the English language tag line will not be understood, the USAID Standard Graphic Identity with an Indonesian language tag line will be used. The USAID Standard Graphic Identity will not be used on any communication materials that are strictly administrative. [1]

The **USAID Standard Graphic Identity** (Identity) is an official U.S. Government symbol and includes both the USAID logo and brandmark.

VISIBILITY: OCSP will have a high level of visibility as communications and media will play a vital role in the work of the program. Communications will be built on a sense of urgency concerning the threat to orangutans arising from habitat destruction. During the first year this will lead into a "call to action" to save the orangutan with a broad emphasis on outreach at regional and local levels, and promotion on the national and international stage.

A number of key messages will be developed that will be repeated and adopted by partner organizations and other initiatives. The national (Indonesian) messages will focus on habitat loss and illegal logging, while the international targeted messages will use the orangutan as the center of attention. Sumatra and Kalimantan-based media working groups will be developed to test and refine the national and local messages, and will work through the media using these messages to build awareness and effect behavior change.

The project will implement several multimedia campaigns with a clear annual umbrella objective. Within each objective, design outreach and communications activities and products will focus on related themes that will include orangutan habitat conservation and its impact on economic development. The multimedia campaigns will have a number of peaks where increased awareness and media attention will center around a particular event or date.

[1] This includes correspondence with the Indonesian Government (GOI) concerning contractor compliance with local law, such as the administration of tax, customs or provisions, and on administration communications, such as hiring/firing staff or renting office space and equipment.

Orangutan eyes: Orangutans move their eyes from side to side (like humans) and show the white (exposed sclera) of their eyes. While orangutans use eye movements in social communication, they avoid the more prolonged mutual gaze that is characteristic of humans. The fact that orangutan eyes look remarkably human, (unlike those of a cat or a snake) remind us of the close genetic link - the orangutan being one of our nearest relatives sharing 97% of the same DNA as humans.

COLOR PALETTE

The primary colors that should be used on OCSP media materials have been taken from the USAID color palette, with the addition of orange and a light green.

The logo should be reproduced in full color whenever possible.

The colors shown here can be used on all OCSP communication materials and are equivalent to the PANTONE® numbers listed in the table.

For four-color process printing (also known as full-color printing) refer to the CMYK values shown. For desktop publishing, such as Microsoft Word or Microsoft PowerPoint, refer to RGB (print/on-screen). For Web applications, refer to the RGB Web values or Hexadecimal Web values.
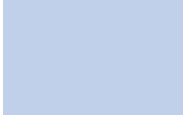
The PANTONE and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible. For applications in color systems not included here, use the PANTONE values for color matching.

Light Gray and Light Blue should never be used for body text on a light or white background.

COLOR DEFINITION:	USAID BLUE
SPOT COLOR:	PANTONE 280
CMYK:	100C 72M 0Y 18K
RGB (WEB & PRINT/ON-SCREEN):	0R 42G 108B

COLOR DEFINITION:	LIGHT BLUE
SPOT COLOR:	PANTONE 2717
CMYK:	29C 12M 0Y 0K
RGB (PRINT/ON-SCREEN):	157R 191G 229B

COLOR DEFINITION:	LIGHT GRAY
SPOT COLOR:	PANTONE 420
CMYK:	0C 0M 0Y 15K
RGB (WEB & PRINT/ON-SCREEN):	0R 42G 108B

COLOR DEFINITION:	DARK GRAY
SPOT COLOR:	PANTONE 425
CMYK:	0C 0M 0Y 70K
RGB (WEB & PRINT/ON-SCREEN):	102R 102G 102B

COLOR DEFINITION:	SOLID BLACK
SPOT COLOR:	PROCESS BLACK
CMYK:	0C 0M 0Y 100K
RGB (WEB & PRINT/ON-SCREEN):	0R 0G 0B

COLOR DEFINITION:	USAID RED
SPOT COLOR:	PANTONE 200
CMYK:	0C 100M 63Y 12K
RGB (WEB & PRINT/ON-SCREEN):	194R 17G 58B

COLOR DEFINITION:	ORANGE
SPOT COLOR:	PANTONE 21
CMYK:	0C 53M 100Y 0K
RRGB (WEB & PRINT/ON-SCREEN):	237R 110G 0B

COLOR DEFINITION:	LEAF GREEN
SPOT COLOR:	PANTONE 366
CMYK:	20C 0M 44Y 0K
RRGB (WEB & PRINT/ON-SCREEN):	191R 227G 135B

Targeted messages: Promoting the orangutan as a symbol of Indonesia's commitment to conservation is likely to be a far more powerful message to someone in Washington than to a farmer dealing with crop losses caused by orangutans in Kalimantan.

BRANDING STRATEGY

Relationships with key, respected political leaders and well know personalities will be developed so that spokespersons for orangutan habitat conservation can be identified and promoted. These spokespersons or orangutan representatives will work mainly on either a national (Indonesian) or international level.

ORGANIZATIONAL ACKNOWLEDGEMENT: OSCP has subcontracted **The Nature Conservancy** (TNC) to undertake activities in East Kutai where TNC personnel will be engaged through OCSP funding. The materials produced from this will be jointly acknowledged as coming from the American People through OCSP in collaboration with The Nature Conservancy.

Secondly OCSP is supporting ongoing activities conducted by **Orangutan Foundation International** (OFI) in Tanjung Puting and elsewhere in Kalimantan. Materials and media coverage from this will be jointly acknowledged as coming from the American People through OCSP in collaboration with the Orangutan Foundation International.

TYPOGRAPHY

Typography is one of the most important design elements to create a certain 'look' or brand. It is used to differentiate sections of information as headlines, text, or captions. The font family that has been chosen for OCSP communications and media materials is **Adobe Gill Sans** and is the typeface that is used in all USAID publications. The use of this typeface will ensure brand consistency across all printed materials for USAID programs.

As a general rule, Gill Sans Bold is used for subheads, and highlighted text; Gill Sans Regular or Light is used for body text and (in a large font size) for headlines; and Gill Sans Italic is used for captions. Adobe Garamond Regular, Bold, and Italic may be used for body text in longer documents or technical papers and reports.

When the Adobe Gill Sans font family is not available, default to Arial. (Arial is the standard font for desktop publishing.) When the Adobe Garamond font family is not available, default to Times Roman.

The Gill Sans typeface was designed by **Eric Gill** between the years 1928 –32 and made originally produced for the London and North Eastern Railway where it was used in their timetables and on their signs and advertising.

PRIMARY FONT FOR PRINT COMMUNICATIONS

GILL SANS LIGHT

ABCDEFGHIJKLMNOPQRSSTUVWXYZ
abcdefghijklmnopqrsstuvwxyz
1234567890

GILL SANS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSSTUVWXYZ
abcdefghijklmnopqrsstuvwxyz
1234567890

GILL SANS

ABCDEFGHIJKLMNOPQRSSTUVWXYZ
abcdefghijklmnopqrsstuvwxyz
1234567890

GILL SANS ITALIC

ABCDEFGHIJKLMNOPQRSSTUVWXYZ
abcdefghijklmnopqrsstuvwxyz
1234567890

GILL SANS BOLD

ABCDEFGHIJKLMNOPQRSSTUVWXYZ
abcdefghijklmnopqrsstuvwxyz
1234567890

GILL SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSSTUVWXYZ
abcdefghijklmnopqrsstuvwxyz
1234567890

Please ensure that only the specified fonts are used in ESP communications. The incorrect use of typography creates confusion and undermines the branding image. Typefaces with shadow or in outline, and body text in upper case should never be used.

BRANDING IMPLEMENTATION PLAN

On a light colored or gray shirt the USAID Identity may be placed on top of the color, but when dark colors are used the USAID Identity must be printed on a white box. Even on items of clothing the USAID Identity should never be printed smaller than the established minimum size so that the tagline on the brandmark is always readable.

OCSP will work through national and international media channels to raise awareness of the threat to orangutans from habitat destruction, while at the same time delivering the message that this assistance is from the American people. It will do this primary through the use of the USAID Standard Graphic Identity[2], which will be placed on all promotional and programmatic materials produced by the program. OCSP will also work with other USAID funded programs to promote recognition of the USAID brand and will identify various opportunities and events that have been planned to generate awareness that the funding has been provided by the American people.

A number of key messages will be developed that will be repeated and adopted by partner organizations and other initiatives. These will be for two very different markets. The first national (Indonesian) will focus more on habitat loss and illegal logging, while the second will take the orangutan as the center of attention and be targeted at an international audience.

Some of the work to develop key messages for the provincial and national levels will be done by the Jakarta-based Public Outreach and Communications Coordinator, who will work in close collaboration with the Kalimantan and Sumatra-based Public Outreach and Communications teams - and receive technical support from other team members. At the same time, Sumatra and Kalimantan-based media working groups will be developed to test and refine the messages. These media working groups - comprising print and electronic journalists, respected political and religious leaders, and OCSP staff and partner organizations - will work nationally and locally through the media on a systematic approach using the targeted messages to build awareness and effect behavior change.

On a wider scale, other key messages will be developed for the global market in consultation with international organizations that work or have an interest in conservation and/or orangutan programs. PR firms may be used to fine tune and market test the messages before use. Although these messages will be very different in content and style to the national and local focus, the end result should be similar in that they will persuade governments through public pressure to develop policies that protect orangutan habitat.

Multimedia campaigns
The project will implement several multimedia campaigns (MMCs), each with a clear annual umbrella objective. Suggested annual umbrella objectives include building an urgent Call to Action in Year 1, promoting law enforcement and conservation policy in Year 2, and sustaining conservation

[2]All use and reproduction of the USAID Standard Graphic Identity must be in compliance with the design guidelines set forth in the **USAID Standard Graphic Manual** that can be seen at: http://www.usaid.gov/branding

IMAGERY

Imagery is an integral and vital part of OCSP communications. Visual imagery - specifically photography - should be used not only to document, but promote the program. Since imagery will be used in applications from print to Web, it should be follow certain guidelines to ensure that all OCSP communications have a recognizable look.

Place: To show the work of OCSP, photographs of people should included something of their own environment and portray a sense of place - whether this be urban or rural. People working or doing something are usually better than static portrait shots.

Color: Images should be visually appealing. Bright colors help the reader feel the movement and make our publications more dynamic. Photographs are the way to add colors outside of the primary OCSP palette to various communications.

Crop: Good pictures have a clear subject. Cropping images may make them more dramatic and eliminate distracting backgrounds that may not be relevant.

Feel: The best photographs allow a viewer to sense what a place feels like rather than simply what it looks like. Pictures that feel like you can step right into the image are often better than distant or aerial shots. Any element that can lead someone into the picture – like a path or river – helps to engage the viewer.

Site visits will be arranged for beneficiaries, VIPs, and journalists so they can learn firsthand about specific issues.

management in Year 3. Within each of these objectives, design outreach and communications activities and products will focus on related themes that will include orangutan habitat conservation and its impact on economic development; environmental and economic impacts of land use planning; good governance, transparency, and public involvement in land use planning and management; law enforcement, security, and conservation management; and sustainable financing for conservation.

Each MMC will include development of general and site-specific fact sheets and strategies for engaging relevant stakeholders (including government, security, private sector, and so on); media gatherings to build demand for newly developed materials; site visits involving journalists so they can learn firsthand about specific issues; press conferences to broaden media reach; follow-up with national and regional media; and monitoring and evaluation to ensure that MMCs are engendering greater awareness and, especially, behavior change. Especially in Year 1, OCSP will provide journalists with training in investigative journalism and environmental journalism in order to build the skills needed to ensure effectiveness.

Within each MMC there will be a number of peaks where increased awareness and media attention will center around a particular event or date. The first of these will be the launch of the program that should take place sometime in mid July, with a second peak in November to coincide with the 'Orangutan Caring Week' (November 4 – 10, 2007). Other peaks will be identified and built into the workplan and these will be used generate awareness that program funding has been provided by the American people. At all of these events the USAID Standard Graphic Identity will be prominently displayed and materials produced for the various MCCs will also carry the USAID Standard Graphic Identity. Spokespersons will be invited from USAID to take part in public discussions and press conferences where they will be able to speak about the role of USAID in orangutan habitat conservation and its impact on economic development etc.

While OCSP will ensure that these events are clearly branded as being funded from the American People, it is the responsibility of the individual USAID employees and spokespersons who attend in an official role, to carry sufficient identification so as to make it clear they represent USAID (for example, by wearing a USAID baseball cap, waistcoat, pin or tie).

These MMCs should help create opportunities for policy engagement with government while raising public opinion to further pressure the government and others to act on behalf of orangutan conservation. By building on these activities, the program will work with the media networks to compel the relevant government and private sector actors to achieve measurable results in habitat protection, law enforcement and security, and the long-term financing necessary to sustain orangutan habitat conservation.
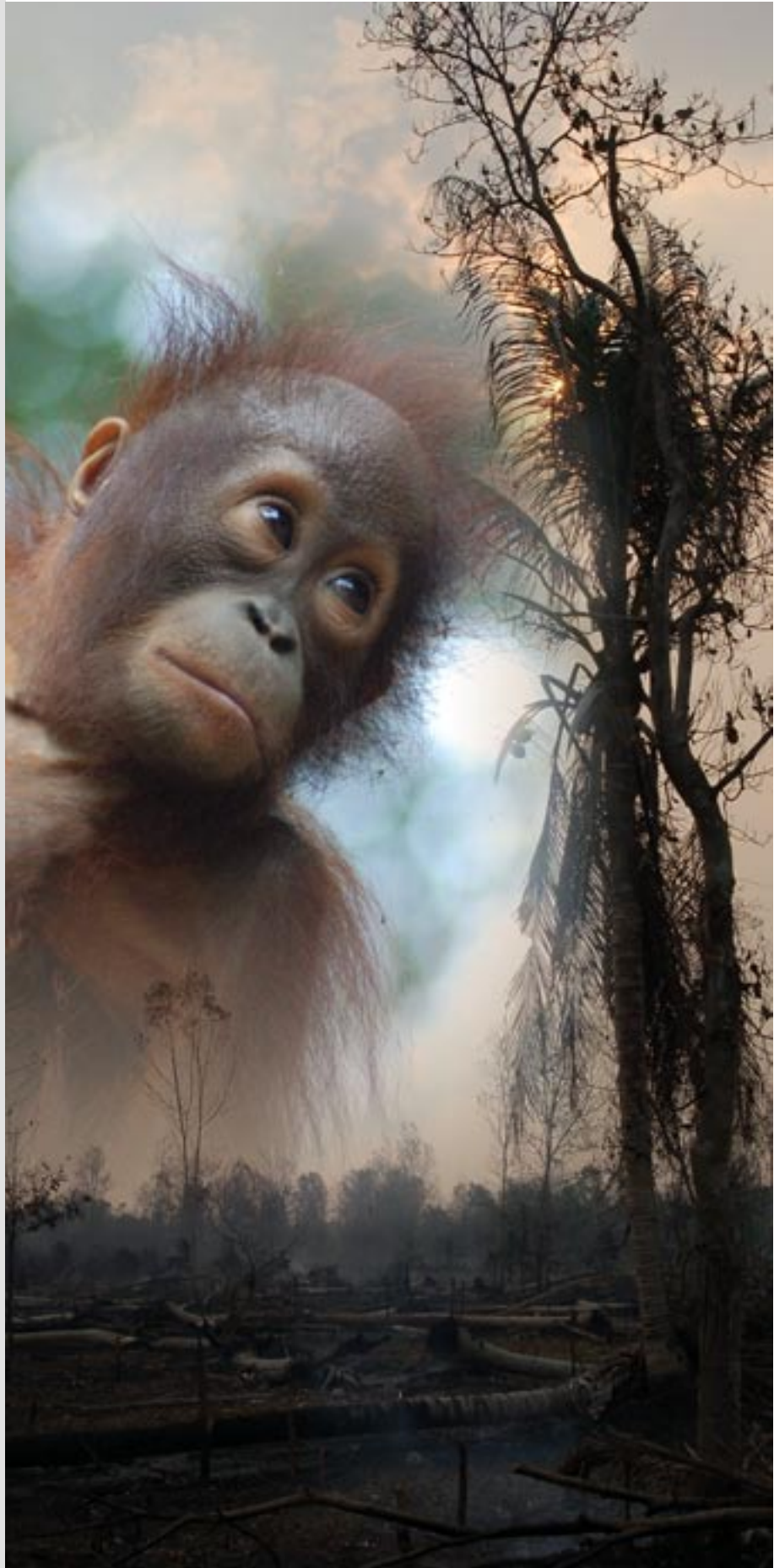
DIGITAL IMAGING

As more digital photography plays a part in publishing, understanding and creating the correct file size, format and resolution is vital.

Digital photographs should be shot with at least a 3-megapixel resolution, original files at least 2,000 pixels by 1,500 pixels, high quality JPEG or TIFF format, RGB color mode.

For print publications you should provide a printing house with original transparencies or high-resolution digital files. It is usually more practical to send copies of digital files to the printing house on a CD Rom or DVD - should for any reason something happen to these it will not be as disastrous as loosing the original transparency.

For high-resolution digital files it is a good rule of thumb to have a scan that is at least 150% larger than the published image size. The scan should be no less than 300 dpi (dots per inch) in RGB mode, and saved as an uncompressed TIFF or JPG file. For example, if you want a full-page image and your publication is 7 x 9 inches, you will need a scan that is at least 13.5 inches tall, 300 dpi.

For digital presentations such as Microsoft PowerPoint® or Web publications, an image file with less information is needed. Most computer screens present images at only 72 dpi, so you don't need a 300 dpi image. Also, in order to expedite image loads, your image should be compressed. Save image files as a JPG file. Ideally, your file should be at least 150% of the actual screen size in case you need to crop the image. For example, if you have a Web site with a 5 x 4 (360 x 288 pixels) photo window, you will need a scan that is at least 7.5 inches wide (540 pixels), RGB, 72 dpi, JPG.

MARKING PLAN

As a USAID funded program, OCSP materials and other items should be visibily marked with the USAID Identity. Where applicable, a government ministry logo or province may also be used.

OCSP communications and program materials that are not administrative in nature will be marked with the USAID Identity. Relevant government logos (e.g. Ministry of Forestry, Ministry of the Environment) will also be used if these government departments are involved with particular components of the program. Except for the manufacture's trademark on commercial items, the corporate identities or logos of contractors or subcontractors are not to be used on OCSP program materials and communications.

OCSP communications, commodities, program materials and other items that will visibly carry the USAID Identity include:

- Publications, reports, research results, studies, and evaluations;
- Brochures, leaflets, fact sheets, folders and promotional materials;
- Posters, banners, signs, and exhibition materials;
- Print PSAs, newspaper supplements and other paid placements such as advertorials;
- Training manuals, workbooks, and guides;
- Press releases;
- OSCP web site;
- Videos;
- PowerPoint and other program-related presentations.

Examples and templates for some of the above items can be found on the following pages.

OCSP studies, reports, publications, web site, and all informational and promotional products not authored, reviewed, or edited by USAID must contain the following:

> This study/report/web site *(specify)* is made possible by the support of the American People through the United States Agency for International Development (USAID). The contents of this *(specify)* are the sole responsibility of OCSP and do not necessarily reflect the views of USAID or the United States Government.

OCSP events such as training courses, conferences, workshops, and press conferences will prominently display the USAID Identity.
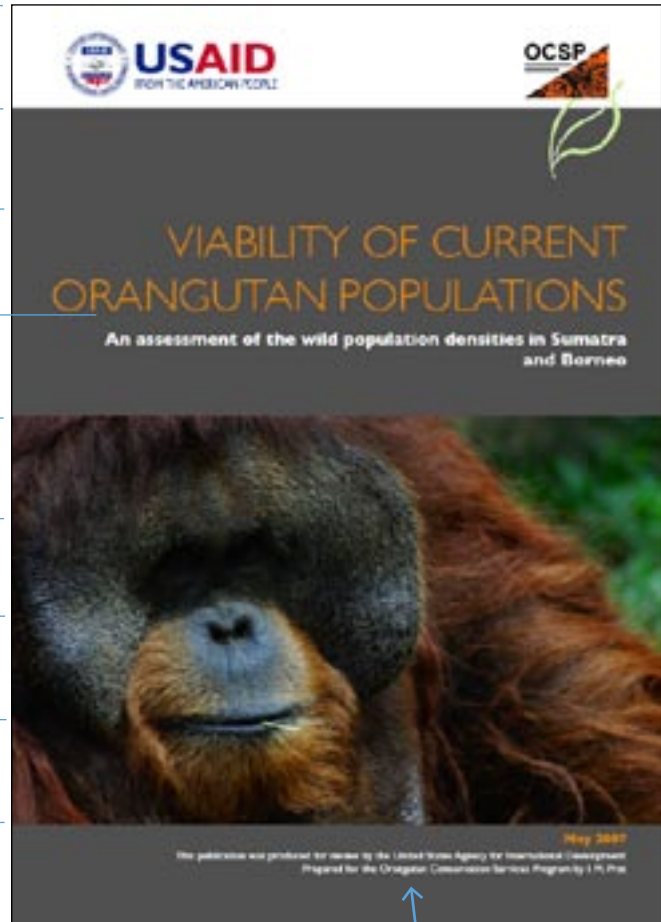
PUBLICATIONS

All publications should share a similar look: and have some basic things in common.

- Strive for a clean, uncluttered layout that communicates a clear message.

- Feature single, powerful, documentary-style images.

- Use white backgrounds; they are professional and most effective when contrasted with colorful photographs that bleed full width. Bright white paper stock is recommended.

- Organize content using the horizontal bars of the grid system; two or three bands is most effective, with a maximum of four.

A grid system for layout enables maximum flexibility while maintaining brand consistency. All visual elements are placed using nine horizontal bands. To apply the grid, simply divide each page layout into nine equal horizontal bars and use this grid on publication covers and interior pages as well as exhibits, poster, and other OCSP communications. On covers, the top one or two bars must always be white to provide a consistent background and position for the logo.

Three different vertical grids for text have been established for use on interior pages. There are three-column, five-column, and six-column grids. These grids will guide the placement of all body text and sidebars. Headlines may cut across columns, but they should be flush left with one of the vertical lines. These grids may be scaled according to the amount of content and design preferences. The three-column, five-column, and six-column grids may be interspersed throughout a given publication as content dictates, and all may be used on the same page in a design that makes the information easy for the reader to follow.

33 mm.

Example of nine band horizontal grid: If used on a standard A4 publication (210 mm x 297 mm) each band is 33 mm width. Note the top band is white with the USAID Identity on the left and the OCSP logo in the top right corner.

All OCSP publications must state on the front cover at the bottom:

<DATE>

This publication was produced for review by the United States Agency for International Development. It was prepared by <list authors and/or organizations involved in the preparation of the report>

More information on design guidelines for USAID publications can be found in the **USAID Standard Graphic Manual** at: http://www.usaid.gov/branding

CO-BRANDING AND CO-MARKING

OCSP activities that are co-funded, such as grants, cooperative agreements, and assistance awards that require a cost share, will be co-branded and co-marked. Co-branding and co-marking means that at these particular activities and on the related program materials, the USAID Identity and implementer's logo will both be displayed with equal size and prominence.

This applies to the activities and program materials that will be jointly developed by the Orangutan Foundation International and OCSP in Tanjung Putting; and with The Nature Conservancy in East Kutai.

OCSP
Orangutan Conservation
Services Program

Paul Hartman
Chief of Party

Orangutan Conservation Services Program
Ratu Plaza Building, 17th Fl.
Jl. Jend. Sudirman Kav. 9
Jakarta 10270, Indonesia
Tel.   62 21-725 1093/1576
Fax: 62 21-7279 2837

e-mail: paul_hartman@dai.com
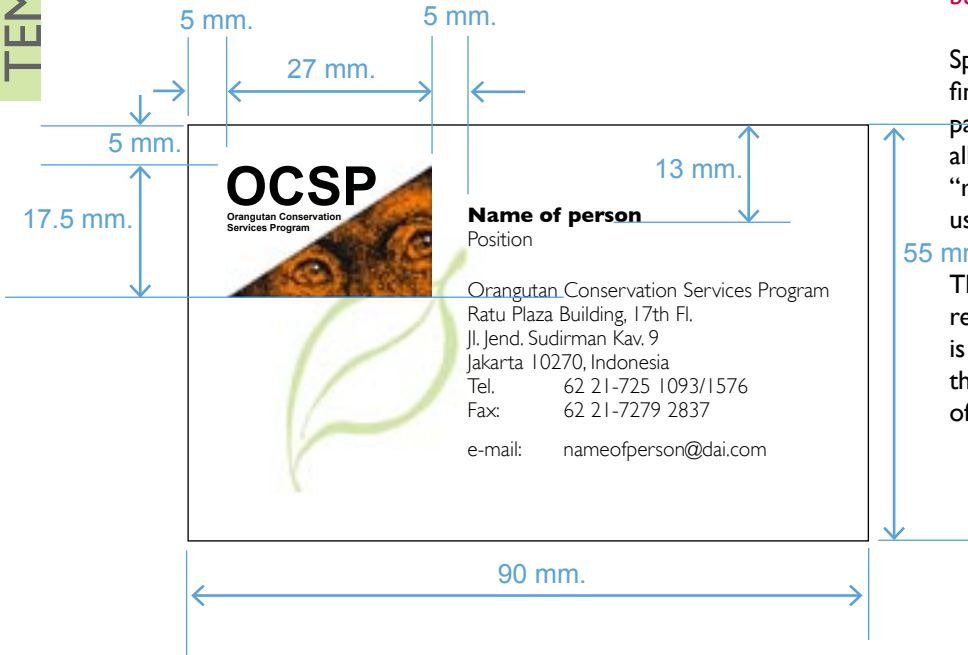
BUSINESS CARDS

Business cards should be printed in 3 colors, PANTONE 21 (Orange), PANTONE 366 (Leaf Green) and process black.

All text on OCSP business cards should be set in 8pt Gill Sans Light on 8.5 leading and be left justified, apart from the person's name which should be set in 8pt Gill Sans Bold, left justified.

Under no circumstances can the USAID Identity be used on OCSP business cards.

Specify uncoated, bright white, smooth finish, 150gm or 175gm (65 lb.) cover paper stock, and offset printing for all business cards. Thermography, or "raised ink" printing should not be used as it may cause poor legibility.

The back of the card may be used for regional office address's, or if the card is being printed for a regional office the back can be used for the Jakarta office address.

5 mm.   5 mm.

27 mm.

5 mm.

17.5 mm.   13 mm.

55 mm.

OCSP
Orangutan Conservation
Services Program

Name of person
Position

Orangutan Conservation Services Program
Ratu Plaza Building, 17th Fl.
Jl. Jend. Sudirman Kav. 9
Jakarta 10270, Indonesia
Tel.   62 21-725 1093/1576
Fax: 62 21-7279 2837

e-mail: nameofperson@dai.com

90 mm.

IDENTITY CARDS

Office Identity cards should be made up to look like the example opposite. They should be laminated or placed in a sealed plastic sleeve. Identity cards must contain a photograph of the person against a light background. The copy for the name should be set in 12pt Gill Sans Bold, with the title set in 8pt Gill Sans Regular. The address should be set in 8pt Gill Sans Regular on 8.5 leading. "Valid until' in 6pt Gill Sans Regular and the date in 12pt Gill Sans Bold. The month must be spelt to avoid confusion. All text should be in black and be left justified. Other contracting organisations (ie. DAI, The Nature Conservancy, etc.) should have their logo placed at the bottom of the card.

OCSP
Orangutan Conservation
Services Program

Ratu Plaza Building, 17th Fl., Jl. Jend. Sudirman No. 9, Jakarta 10270, Indonesia.   Tel.   62 21-720 9594

Name of Person
Position

Valid untill:
30 Sep 09

DAI

1. Kartu ini harus selalu dipakai selama bertugas.

2. Hanya dipakai/digunakan oleh pemilik.

3. Jika pemegang kartu ini berhenti/pindah harus dikembalikan ke Admin.

4. Bila menemukan kartu ini, harap dikembalikan ke **Orangutan Conservation Services Program**, Ratu Plaza Building 17th Fl. Jl. Jend Sudirman No. 9 Jakarta 10270 Telp. 021 - 725 1093

ON-SCREEN SLIDE PRESENTATION

A consistent look for all on-screen presentations is an essential part of the OCSP identity. An official on-screen slide presentation template is available for Microsoft PowerPoint from the Jakarta office.

The USAID Identity and OCSP logo is preferred on all slides but is required on title and breaker slides. If you choose not to repeat the USAID Identity and OCSP logo on all slides then the area on top of a slide should be replaced with a headline or photo. Never move the USAID Identity and OCSP logo to the bottom of the slide.
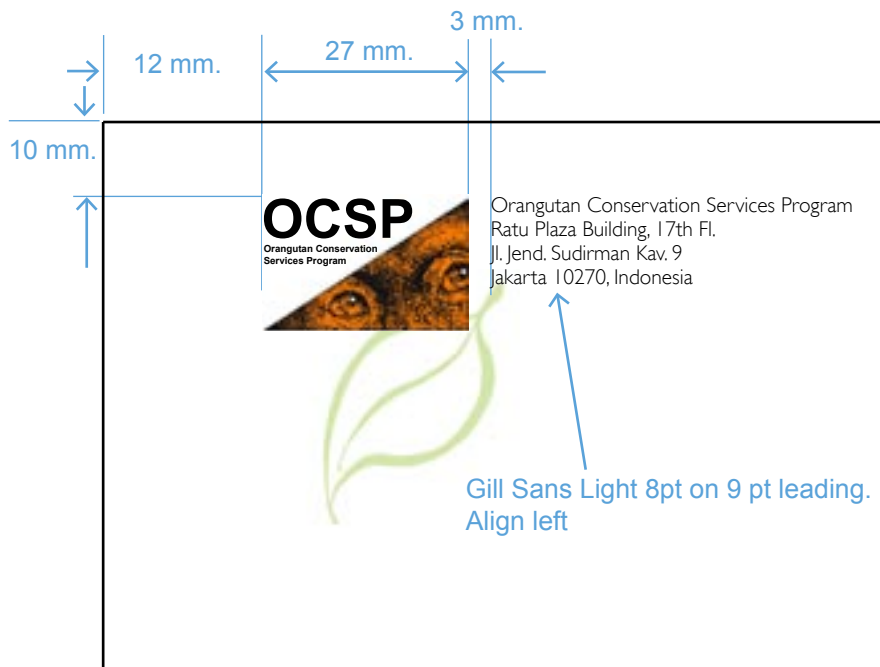

ENVELOPE & MAILING LABEL

3 colors printing: PANTONE 21 (Orange), PANTONE 366 (Leaf Green) and process black.

Specify uncoated, bright white, smooth finish, 80gm or 90gm paper stock, and offset printing.

Below are the type sizes and dimensions for a 225mm x 115mm envelope (top left corner). A similar layout should be used on a 110mm x 90mm mailing label.

12 mm.   27 mm.   3 mm.

10 mm.

OCSP
Orangutan Conservation
Services Program

Orangutan Conservation Services Program
Ratu Plaza Building, 17th Fl.
Jl. Jend. Sudirman Kav. 9
Jakarta 10270, Indonesia

Gill Sans Light 8pt on 9 pt leading. Align left

The following 2 pages contain templates for OCSP **letterheads** and **faxes**. Both should be printed on A4 size paper. Letterheads should be printed on uncoated, bright white paper. 80gm or 90gm paper stock with offset printing. Fax covers should be printed on white, paper. All text should printed in black ink for maximum transmission clarity. Fax covers may be printed offset litho, or printed individually from an electronic template.

Under no circumstances can the USAID Identity be used on OCSP Identity cards, letterheads or faxes.

OCSP
Orangutan Conservation
Services Program

LETTERHEAD EXAMPLE

Orangutan Conservation Services Program

Ratu Plaza Building, 17th Fl., Jl. Jend. Sudirman Kav. 9, Jakarta 10270, Indonesia

Tel. 62 21-725 1093 / 1576   Fax: 62 21-7279 2837

OCSP
Orangutan Conservation
Services Program

FAX COVER

DATE _____ TOTAL PAGES _____

ATTENTION _____

ORGANIZATION _____

FAX NUMBER _____

FROM _____

COMMENTS

FAX EXAMPLE

☐ **URGENT** ☐ **REPLY ASAP** ☐ **PLEASE COMMENT** ☐ **PLEASE REVIEW** ☐ **FOR YOUR INFORMATION**