

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Visibility Kit Usage Guide for the Campaign for the Safety of Journalists

The visual identity of the Campaign for the Safety of Journalists is designed to reinforce its mission, values, and commitment to press freedom. This usage guide provides instructions for the proper application of campaign visibility elements, including the logo, stamp, videos.

Logo and its use:

- The Campaign for the Safety of Journalists' logo should be used in its original colours on appropriate backgrounds to maintain recognition.
- Avoid alterations to the shape, font, or colour for brand integrity.
- The visual identity manual of the Organisation, which includes the usage of the official logo, is [downloadable here](#)
- For guidance on typographical, linguistic and stylistic issues, please download the [Council of Europe English style guide](#).
- Please consult our [dedicated page for guidance on the rights to quote, link, reproduce or translate](#) Council of Europe communication materials.
- If the logo is used in combination with the Council of Europe logo, please refer to the specific instructions regarding the [Logo and use of the Council of Europe logo](#). Use of the Council of Europe logo is subject to authorisation. Authorisation will not be granted if such use is contrary to the Council of Europe's values and principles, if the logo is to be used for commercial purposes or if it is to be used in conjunction with the logo, name or trade mark of a firm. Each case will be considered individually in order to ascertain whether the aforementioned conditions are met. Authorisation does not confer any entitlement to exclusivity

Purpose and Impact:

The use of the visibility elements are granted for events and initiatives that fall under the Council of Europe Campaign for the Safety of Journalists' umbrella and its scope.

Criteria for granting the right to use of the campaign for the Safety of Journalists' visibility elements

- The visibility elements are granted for use in branding, marketing or publicising events / initiatives held within the framework of the Council of Europe of Europe Campaign for the Safety of Journalists.
- These should raise awareness of the work of the Organisation and its positive impact within member states in the area of media freedom and safety of journalists.
- The events should have a European dimension in the treatment of the chosen subjects (direct relationship with the work, the achievements or the official texts and reports of the Organisation) and through the target audience (open to participants or speakers from other Member States).
- Events / initiatives should respect the principles and values upheld by the Council of Europe and in particular;

1. Political neutrality; the programmatic content and form of the event must guarantee political neutrality and consistency with the values upheld by the Council of Europe.
 2. No discrimination; participation in organised events / initiatives is based solely on criteria related to the themes thereof and not on external considerations such as gender, religion, physical appearance, nationality or sexual orientation.
 3. Conflicts of interest; any organising body refrains from any conflict between the terms of organization of the event and its private interests or the private interests of its members or stakeholders.
 4. Security; any organizing body undertakes to put in place the necessary measures to ensure the safety of the event and to avoid any disturbance to public order.
 5. Communication; the use of the visibility elements is authorised for the sole purpose of communication relating to the event: there should be no use of the emblem or image of the Council of Europe which could harm the reputation of the Organisation.
- The labeling does not give rise to specific funding, the funding necessary for the organization of the event must be secured by the organiser.

**For further queries, please contact the Secretariat of the Campaign:
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