With a view to raising the profile of Customs globally, the WCO is pleased to introduce its new Corporate Identity Guidelines. This document aims at ensuring that the WCO’s brand image is promoted in a consistent and standardized way internally, and by its Members and other stakeholders.”

Kunio Mikuriya
Secretary General
**WCO in brief**

The World Customs Organization (WCO), established in 1952 as the Customs Co-operation Council (CCC), is an independent intergovernmental body whose mission is to enhance the effectiveness and efficiency of Customs administrations.

Today, the WCO represents 183 Customs administrations across the globe that collectively process approximately 98% of world trade. As the global centre of Customs expertise, the WCO is the only international organization with competence in Customs matters and can rightly call itself the voice of the international Customs community.

The WCO’s governing body – the Council – relies on the competence and skills of a Secretariat and a range of technical and advisory committees to accomplish its mission. The Secretariat comprises over 200 international officials, technical experts and support staff of some 70 different nationalities.

As a forum for dialogue and exchange of experiences between national Customs delegates, the WCO offers its Members a range of Conventions and other international instruments, as well as technical assistance and training services provided either directly by the WCO, or with its participation. The Secretariat also actively supports its Members in their endeavours to modernize and build capacity within their national Customs administrations.

Besides the vital role played by the WCO in stimulating the growth of legitimate international trade, its efforts to combat fraudulent activities are also recognized internationally. The partnership approach championed by the WCO is one of the keys to building bridges between Customs administrations and their partners. By promoting the emergence of an honest, transparent and predictable Customs environment, the WCO directly contributes to the economic and social well-being of its Members.

Finally, in an international environment characterized by instability and the ever-present threat of terrorist activities, the WCO’s mission to enhance the protection of society and the national territory, and to secure and facilitate international trade, takes on its full meaning.
About this guide

The following pages provide an overview of the WCO's visual identity system, applicable to both print and online usage. Use it as your tool to determine what to do and what not to do as you present WCO material internally or externally.

No logos or brand identities that carry the name of the WCO or its member institutions may be created without adhering to the system outlined in this guide.

WCO owns all intellectual property rights in the WCO's emblems, logos, abbreviations and names, which are protected under Article 6ter of the Paris Convention for the Protection of Industrial Property.

Any use of the WCO's logo by a third party is subject to WCO's prior approval and compliance with the WCO's Corporate Identity Guidelines and the Terms and Conditions for the use of the WCO's logo.

For further information regarding the legal aspects of the WCO Corporate Identity Guidelines, please contact the WCO Legal Service at the following email address: legal@wcoomd.org.
The history of the WCO and its logo, began in 1947 when the thirteen European governments represented in the Committee for European Economic Co-operation agreed to set up a Study Group to examine the possibility of establishing an inter-European Customs Union. In 1948, the Group created a Customs Committee, which eventually became the Customs Co-operation Council (CCC) in 1952. A logo was designed for the new CCC, with initials of both the English and French denominations: Customs Cooperation Council (CCC) / Conseil de coopération douanière (CCD).

Up until 1955, the Customs Co-operation Council (CCC) was almost exclusively European. From then the CCC started to cover other continents than Europe. In October 1963 a new logo was introduced, showing the worldwide expansion by the CCC with an earth globe and an eye representing Customs watching over the borders.

This logo symbolizing the predominant role played by Customs in facilitating trade was only used on some brochures between 1984 and 1992 and not on WCO documents. This logo, together with the mention 1953-1993, was created to celebrate the 40th anniversary of the Organization. It symbolizes the countries of the world cradled and brought together by the arms of the CCC. The royal blue was used for the emblem as it referred to the colour most frequently associated with Customs services around the world.

Following the success of the new logo among Members, it became the official logo of the Organization. The reference beneath it to the 40th celebration was removed in its final version. With the establishment of a Corporate Brand Identity in 2019, the logo was slightly revisited with a fresh gradient look and a modern typeface.
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Brand architecture

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WCO Vision statement

Bringing Customs together for a safer and more prosperous world.

Borders divide, Customs connects.
WCO Mission statement

The World Customs Organization develops international standards, fosters cooperation and builds capacity to facilitate legitimate trade, to secure fair revenue collection and to protect society, providing leadership, guidance and support to Customs administrations.
Corporate Identity Guidelines

We are a knowledge-based and action-oriented organization.
We believe in transparent, honest, and auditable governance procedures.
We are responsive to our Members, stakeholders in trade, and society.
We capitalize on technology and innovation.
We believe in inclusiveness, diversity and equitable treatment and opportunities for all.
Corporate Identity Guidelines

Brand architecture levels

Masterbrand
Level 0
Corporate

Sub-brands
Level 1
Themes
Tools
Types
Programmes
Projects

Themes, Tools,
Programmes,
Projects

GLOBALLY NETWORKED CUSTOMS
World Customs Organization

WCO
GLOBALLY NETWORKED CUSTOMS

WCO-SACU CONNECT
World Customs Organization

WCO
WCO-SACU CONNECT

ROCB
West and Central Africa

WCO
ROCB
West and Central Africa

Sub-brands
Level 2
Packages

Themes, Tools,
Programmes,
Projects

ACADEMY
Organizational Development

WCO
ACADEMY
Organizational Development

GLOBALLY NETWORKED CUSTOMS
Organizational Development

WCO
GLOBALLY NETWORKED CUSTOMS
Organizational Development

WCO-SACU CONNECT
Organizational Development

WCO
WCO-SACU CONNECT
Organizational Development

Regional Bodies
This applies to all WCO regional entities

ACADEMY
Organizational Development

WCO
ACADEMY
Organizational Development

GLOBALLY NETWORKED CUSTOMS
Organizational Development

WCO
GLOBALLY NETWORKED CUSTOMS
Organizational Development

WCO-SACU CONNECT
Organizational Development

WCO
WCO-SACU CONNECT
Organizational Development

Regional Bodies

GLOBALLY NETWORKED CUSTOMS
Organizational Development

WCO
GLOBALLY NETWORKED CUSTOMS
Organizational Development

WCO-SACU CONNECT
Organizational Development

WCO
WCO-SACU CONNECT
Organizational Development

World Customs Organization

Organisation mondiale des douanes

World Customs Organization

World Customs Organization

World Customs Organization

World Customs Organization

World Customs Organization

World Customs Organization

World Customs Organization

World Customs Organization

World Customs Organization

World Customs Organization

World Customs Organization
# Brand basics

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Master logo

WCO main logo has three language variations: bilingual - French and English, English, and French.

Each of the logos should be used according to the language of the communication material.

The logo should only be reproduced from master artwork and should not be redrawn or altered in any way.

Bilingual option

World Customs Organization
Organisation mondiale des douanes

English option

World Customs Organization

French option

Organisation mondiale des douanes

Preferred usage of logo:

- Bilingual documents / publications
  - With or Without Brand Pad
- Events
  - With or Without Brand Pad
- English version only (documents/publications)
  - With or Without Brand Pad
- French version only (documents/publications)
  - With or Without Brand Pad
- Inside pages - documents, publications
  - With or Without Brand Pad

Small sizes

| Minimum: 50 mm | Minimum: 27 mm | Minimum: 36 mm |

For further guidance as well as for the master artworks, please contact the WCO Communications Service: communication@wcoomd.org
Master logo alternatives

WCO master logo is provided with two alternatives for the three language variations: bilingual - French and English, English, and French.

The use of each of these alternatives is equally acceptable. Choose the alternative that suits best the format, medium or composition of the communication material.

The logo should only be reproduced from master artwork and should not be redrawn or altered in any way.

For further guidance as well as for the master artworks, please contact the WCO Communications Service: communication@wcoomd.org
Master logo alternatives

WCO master logo is provided with other alternatives: the horizontal logo with acronyms.

Option WCO•OMD horizontal contracted

Preferred usages:

- Bilingual horizontal Acronyms
  With or Without Brand Pad
- Promotional materials (ex. Bags, pen, pendrive, etc)
  With or Without Brand Pad
- French version only (documents/publications)
  With or Without Brand Pad
- Inside pages - documents, presentations
  With or Without Brand Pad
- Complimentary cards / Business cards
  With or Without Brand Pad

For further guidance as well as for the master artworks, please contact the WCO Communications Service: communication@wcoomd.org
Master logo special uses

The WCO master logo can be used in the following colour variations: black and white with black outline and white on dark background. Choose the best option based on the printing and layout limitations.

The one colour master logo does not contain gradients.

For further guidance as well as for the master artworks, please contact the WCO Communications Service: communication@wcoomd.org

Preferred usages:
- Monochrome publications
  - Without Brand Pad
- Documents / publications
  - Without Brand Pad
- Logo without gradient
  - Without Brand Pad

- Publication on special papers
  - Without Brand Pad
- Reduced size
  - Without Brand Pad
- Promotional materials
  - Without Brand Pad
Master logo with tagline

The WCO master logo can be used in the English and French languages alongside the WCO tagline:

(EN) Borders divide, Customs connects

(FR) Les frontières séparent, les douanes rapprochent

For the bilingual alternative, only the vertical with acronyms is used.

Preferred usages:

- Publications targeting stakeholders
  With or Without Brand Pad

- Joint publications where partners use tagline
  With or Without Brand Pad

- Promotional materials
  Without Brand Pad

- Events
  With or Without Brand Pad

For further guidance as well as for the master artworks, please contact the WCO Communications Service: communication@wcoomd.org
Master logo composition

The WCO logo is composed of the WCO symbol and the name of the Organization.

For further guidance as well as for the master artworks, please contact the WCO Communications Service: communication@wcoomd.org

Colours
- WCO Blue
- WCO Blue Gradient
- WCO Grey Gradient

Typefaces
- Lato Bold
Master logo safe area

Safe area refers to a distance of “X” as a unit of measurement on each side of the WCO logo. “X” equals the square width of the symbol found in the WCO logotype.

For further guidance as well as for the master artworks, please contact the WCO Communications Service: communication@wcoomd.org
Some examples of forbidden usages
Primary colours

The WCO Primary colours are: WCO Blue, WCO Dark Grey, WCO Light Grey.

**WCO Blue**
- PANTONE Process Blue C
- CMYK: 100/28/6/0
- RGB: 0/130/195
- HEX: #0082c3

**WCO Dark Grey**
- PANTONE Cool Grey 11C
- CMYK: 0/0/0/80
- RGB: 87/87/86
- HEX: #575756

**WCO Light Grey**
- PANTONE Cool Grey 2 C
- CMYK: 0/0/0/25
- RGB: 208/208/208
- HEX: #d0d0d0
## Secondary colours

The WCO secondary colours are: WCO Bright Blue, WCO Turquoise, WCO Dark Blue, WCO Red, WCO Purple, WCO Orange, WCO Blue Grey.

<table>
<thead>
<tr>
<th>Colour</th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCO Bright Blue</td>
<td>306 C</td>
<td>100/0/0/0</td>
<td>0/159/227</td>
<td>#009fe3</td>
</tr>
<tr>
<td>WCO Dark Blue</td>
<td>2935 C</td>
<td>100/62/0/0</td>
<td>0/90/167</td>
<td>#005aa7</td>
</tr>
<tr>
<td>WCO Purple</td>
<td>2405C</td>
<td>38/96/0/0</td>
<td>170/37/133</td>
<td>#aa2585</td>
</tr>
<tr>
<td>WCO Blue Grey</td>
<td>543C</td>
<td>40/13/5/0</td>
<td>164/199/227</td>
<td>#a4c7e3</td>
</tr>
<tr>
<td>WCO Turquoise</td>
<td>3275</td>
<td>95/0/51/0</td>
<td>0/158/146</td>
<td>#009e92</td>
</tr>
<tr>
<td>WCO Red</td>
<td>032C</td>
<td>0/88/67/0</td>
<td>232/57/68</td>
<td>#e83944</td>
</tr>
<tr>
<td>WCO Orange</td>
<td>Bright Orange</td>
<td>0/72/100/0</td>
<td>235/98/9</td>
<td>#eb6209</td>
</tr>
</tbody>
</table>

Please note that the Pantone colours are not converted identically. The CMYK and RGB values are either adjusted, or different.
**Gradient colours**

WCO uses colour gradients to differentiate visually the three levels of brand architecture: masterbrand - level 0, sub-brands level 1 and sub-brands level 2.
Primary typefaces

Our primary logo font family is Lato. It is used for all the professional communication materials of WCO, equally for printed and digital material.

This sans serif font is available in various weights. For our purposes, the most commonly used are Light, Regular and Bold.

Lato is a humanist sans-serif typeface designed by Łukasz Dziedzic. It was released in 2015. The name “Lato” is Polish for “summer”.

Lato typeface is part of the fonts offered by Google and it can be downloaded freely at: https://fonts.google.com

Example: Lato Regular 12pt
Lorem amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Lato Hairline + Italic
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y 123456789€$%@()-?+

Lato Light + Italic
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y 123456789€$%@()-?+

Lato Regular + Italic
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y 123456789€$%@()-?+

Lato Bold + Italic
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y 123456789€$%@()-?+

Lato Black + Italic
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y 123456789€$%@()-?+
Secondary typefaces

The Arial® typeface is one of the most widely used designs of the last 30 years. Drawn in 1982 by Monotype Imaging designers Robin Nicholas and Patricia Saunders for use in an early IBM® laser printer, Arial has become a staple for textual content.

Although created for IBM, it was Microsoft in 1992 that chose to make Arial part of a suite of system fonts for the Windows® 3.1 operating system.

Arial typeface is provided as standard by all Microsoft and Apple computers, that is why WCO uses it as a secondary typeface for all the working materials as per: Word documents, Powerpoint presentations, emails, as well as all internal documents.

Arial Regular + Italic
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y 123456789€$%@()-?+

Arial Bold + Italic
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y 123456789€$%@()-?+

Arial Black
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y 123456789€$%@()-?+

Example: Arial Regular 11 pt
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 ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
Icon style

The icon style are directly inspired by the WCO symbol with strong and well defined forms.

They are a mixture of two gradients: WCO Blue Gradient and WCO Grey Gradient.

For the complete series of icons, please contact the WCO Communications Service: communication@wcoomd.org
Photographic style - corporate

WCO corporate photos contain: management photos, group photos, events pics and symbols.

For quality photos, please contact the WCO Communications Service: communication@wcoomd.org
Photographic style - Customs

WCO photographs illustrate the different Customs activities around the world: Customs environment, checks of goods, monitoring, patrolling, Customs officers in action, technologies used by Customs, etc.

For quality photos, please contact the WCO Communications Service: communication@wcoomd.org
Photographic style - events & digital

Examples of photographs that can be used by the WCO and its Members to feature technology in general and how it is used by Customs. For this special imagery, colour filters, photo collages and illustrations are allowed.

For quality photos, please contact the WCO Communications Service: communication@wcoomd.org
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Dear Director General,

I have the honour to invite you to the 133rd/134th Sessions of the Customs Co-operation Council to be held at the WCO’s Headquarters in Brussels from Thursday 27 June 2019, starting at 9.30 a.m., to Saturday 29 June 2019 inclusive. The draft Agenda (Doc. SC0180) is enclosed herewith, together with a provisional Programme of work (Doc. SC0181).

As was the case last year, there will be interpretation into and from English, French, Arabic, Portuguese, Russian and Spanish at the Council sessions. I should be grateful to be informed, as soon as possible, of the membership of your delegation to the Council. You should register directly via the on-line facility. It is pointed out that, due to the limited space available, each delegation will normally be assigned a maximum of two seats. Some additional seating will be available at the back of the meeting room. This will be on a first-come, first-served basis. I thank you for your understanding in this respect.

This year it will once again be possible for delegations to pick up their badges on the day preceding the start of the Council sessions. This will be possible, in the ground floor reception area, on Wednesday 26 June from 2 p.m. to 7 p.m. I would urge as many delegations as possible to take advantage of this facility and thus avoid bottlenecks on the Thursday morning.

In order to keep costs to a minimum, delegations are invited to note that they will not receive a set of the Council working documents in the meeting room at the start of the sessions. They are therefore urged to bring their own copies of the documents to the sessions. Presentations will not be distributed in hard copy but, where available, will be loaded on the WCO Web site after the sessions.

Thank you for your attention to these matters and I look forward to seeing you at the Council sessions in June.

Kunio Mikuriya
WCO Secretary General
The WCO supports Fiji Revenue & Customs Service and stakeholders in the preparation of the Time Release Study (TRS)

From 17 to 21 December 2018 in Suva (Fiji Islands), the World Customs Organization (WCO) held a National Workshop to raise awareness of and prepare for the Time Release Study (TRS). This five-day Workshop was organized, with financial support from the Japan Customs Co-operation Fund (CCF/Japan), for the benefit of managerial staff from the Fiji Revenue & Customs Service (FRCS) and the stakeholders (Biosecurity Authority of Fiji, Fiji Ports Limited, Ministry of Health and medical Services as well as Department of Immigration). The Workshop was led by two Experts from the WCO Secretariat in Brussels and from the Customs Administration Laos People and Democratic Republic (PDR).

The Workshop benefited for the opening remarks from Mr. Fazrul Rahman (Director Revenue Management for FRCS) representing the Chief Executive Officer (CEO) who, among others, thanked all the agencies that agreed to participate in the workshop, emphasizing the positive collaboration that has been enduring amongst the border agencies in Fiji.

The Workshop, conducted in English, provided TRS training to 26 Customs officials and a number of representatives of the stakeholders involved in the goods clearance process and enabled them to discuss an initial draft of the procedures for releasing Goods. This major Workshop included, among others, a presentation of the TRS methodology, following the version 3 of the WCO’s Guide, and also gave participants the opportunity to work with the WCO’s TRS software and draft an action plan. According to the draft action plan, it is expected that FRCS and the stakeholders will conduct, on their own, the TRS in the near future so as to establish a baseline for further appreciation of progress. It should be indicated that Fiji has acceded to the World Trade Organization (WTO) Agreement on Trade Facilitation (TFA) on 1st May 2017 and Fiji has notified article 7.6 related to TRS in category C with the indicative date of implementation by 31 December 2019.

For the Word templates, please ask the WCO Communications Service: communication@wcoomd.org.
Fiji is working hard at the implementation of trade facilitation measures and provisions included in WCO instruments and tools. Therefore, carrying out its TRS will enable this Country to comply with the requirements of Article 7.6 of the WTO TFA for which WTO Members are encouraged to measure and publish their average release time of goods periodically and in a consistent manner, using tools such as, inter alia, the Time Release Study of the World Customs Organization (WCO).

In his closing speech to the Workshop, Mr. Visvanath Das, the Chief Executive Officer (CEO) of FRCS, stressed the importance of this activity, which will enable his Administration and the stakeholders to identify procedural bottlenecks affecting the release and clearance of goods and, above all, to work together on solutions to facilitate trade and improve the business climate. He thanked the WCO for the timely support within the framework of the implementation of the WTO TFA.

Participants regarded the Workshop as a great success that significantly enhanced their understanding of the WCO TRS guide and methodology. The WCO looks forward to continuing to provide its support to FRCS.

For the Word templates, please ask the WCO Communications Service: communication@wcoomd.org.
Working report

WCO working reports can be bilingual, in English or in French.

Presented here is the example of a working report cover in English.

For the Word templates, please ask the WCO Communications Service: communication@wcoomd.org.
Working report

WCO working reports can be bilingual, in English or in French.

Presented here is the example of a working report cover in English.

Collective action to promote integrity

(Item XVIII on the Agenda)

SUMMARY

Purpose of document

The purpose of this document is to present the concept of collective action applicable in the context of enhancing integrity and combating corruption in Customs.

The document introduces the theme and outlines what collective action is, the context in which it may take place, the practicalities involved, the barriers to be faced and the issues to be considered when such initiatives are launched.

Action required of the Capacity Building Committee.

The Capacity Building Committee is invited to:

• take note of this document and the presentations and discussions to be held on the matter;
• encourage WCO Members to pursue innovative approaches, such as collective action, to enhance integrity and combat corruption in Customs and Tax administrations by sharing their progress and challenges; and
• provide guidance to the WCO Secretariat and its Members as to the way forward with regard to collective action.

For the Word templates, please ask the WCO Communications Service: communication@wcoomd.org.
Introduction

1. The WCO has always advocated partnerships to combat corruption and enhance integrity, particularly with the private sector, as set out in the Revised Arusha Declaration (principle 10). International organizations, the private sector and civil society often present the term “collective action” as an approach that seeks to combat corruption “differently”. This document introduces the theme, outlines what collective action is, the context in which it may take place, the practicalities involved, the barriers to be faced and the issues to be considered if positive developments are to be brought about.

Collective action – definition

2. The expression collective action is particular to the sociology of social movements and organizations, encompassing all forms of action organized and undertaken by a range of individuals to achieve common objectives and to share the respective gains. Work on this concept has traditionally focused on motivation, the conditions of co-operation, problems relating to the co-ordination of members and resource mobilization issues.1

3. Collective action refers to actions undertaken by individuals and/or groups towards a collective purpose or goal.2 The principle of collective action is the ability to rely on the motivation and interests of the parties concerned. It is sometimes necessary to go beyond the usual partners to include other stakeholders who are often overlooked and who can help to combat corruption.

Collective action and anti-corruption

4. The World Bank Institute describes anti-corruption collective action as a collaborative and sustained process of co-operation amongst stakeholders.3 This expression is used in connection with combating corruption and arose out of a concern to find an innovative approach to this issue. The OECD Development Co-operation Report 2010 mentions collective action under the Paris Declaration on Aid Effectiveness and in the context of increased levels of scrutiny over the use of public funds. The Paris Declaration specifies that “corruption and lack of transparency, which erode public support, impede effective resource mobilisation and allocation and divert resources away from activities that are vital for poverty reduction and sustainable economic development. Where corruption exists, it inhibits donors from relying on partner country systems.”. The Paris Declaration commits donors to helping beneficiary countries to combat corruption more effectively, collective action being one of the measures referred to in response to the failure of certain piecemeal.

---

1 http://www.universalis.fr/encyclopedie/action-collective/
2 http://www.u4.no/publications/barriers-to-collective-action-against-corruption/
3 https://www.baselgovernance.org/theme/icca

For the Word templates, please ask the WCO Communications Service: communication@wcoomd.org.
Working report

WCO working reports can be bilingual, in English or in French.

Presented here is the example of a working report cover in English.

Conclusion

15. The Capacity Building Committee is invited to:

• take note of this document and the presentations and discussions to be held on the matter;
• encourage WCO Members to pursue innovative approaches, such as collective action, to enhance integrity and combat corruption in Customs and Tax administrations by sharing their progress and challenges; and
• provide guidance to the WCO Secretariat and its Members as to the way forward with regard to collective action.

For more information:

For inquiries please contact:
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WCO Capacity Building Director
ernani.checcucci@wcoomd.org
T: +32 2 209 92 11

Follow us:
#WCOCapacityBuilding

For the Word templates, please ask the WCO Communications Service: communication@wcoomd.org.
Corporate Identity Guidelines

Business cards

Format: 90x50 mm
Polychrome on both faces
Semi-matt 280gr
Two rounded corners
Business cards

Format: 90x50 mm
Polychrome on both faces
Semi-matt 280gr
Two rounded corners
**Envelopes**

WCO envelopes use the following formats:

**Formats:**
- C4 - 229x324mm (for A4)
- C5 - 162x229mm (for A5)
- DL - 110 x 220mm

DL envelope will hold an A4 sheet of paper folded into 3 equal sections parallel to its shortest sides.

Alongside is the design example. Apply this design to the C4 and C5 envelopes.
Compliment cards

Format: 210 x 99 mm
Polychrome on both faces
Matt paper
280gr
Two rounded corners

Borders divide, Customs connects
Les frontières séparent, les douanes rapprochent

World Customs Organization
Organisation mondiale des douanes
Rue du Marché 30, B-1210
Brussels, Belgium
www.wcoomd.org
Folders

Folder with a paper thickness between 300 and 400gr. A semi-matt lamination is suggested.
Folders

Folder interior has a flap, providing the possibility of integrating a business card.
CERTIFICATE OF MERIT

On the occasion of International Customs Day, the World Customs Organization awards this certificate to

__________________________________________________________
representing _____________________________________________

for rendering exceptional service to the international Customs community

Kunio Mikuriya
Secretary General

World Customs Organization
Organisation mondiale des douanes

Certificate
A4 format.
Powerpoint template

WCO powerpoint documents can be in English or French. Alongside is a template design example for the English presentation.

For the Powerpoint templates in English and French, please contact the WCO Communications Service: communication@wcoomd.org
Print assets

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A4 layout 56
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Publications 59
Main formats

Accepted formats for WCO publications are the A4 vertical, the square, and the vertical classic flyer.
System for the covers

For publications which are issued a number of times a year or on a regular basis such as magazines or in the framework of events, the second pad, which is usually blue, may be adapted depending on the background photograph.
1. BLOCKCHAIN TECHNOLOGY

a. What is blockchain technology?

Blockchain technology is a type of database or database network that is distributed out of control (dissociated from control). It is based on a distributed ledger, called a blockchain. A blockchain technology is a type of distributed ledger that records transactions automatically in a continuous list, called a block. Each block contains a list of recent transactions validated by the network. The block is then added to the blockchain, making it impossible to alter or delete the information within the block. This makes blockchain technology a decentralized and transparent system, which can be used for a variety of applications, including voting, supply chain management, and financial transactions.

b. How does blockchain technology work?

Blockchain technology works by creating a digital ledger of transactions that are stored on a network of computers. Each transaction is verified by a network of computers, called miners, and added to a block. Once a block is added to the blockchain, it cannot be altered or deleted, making it virtually impossible to manipulate the information within the blockchain. This makes blockchain technology a secure and transparent system that can be used for a variety of applications, including voting, supply chain management, and financial transactions.

The blockchain network is decentralized, meaning that there is no central authority or central server. The bitcoin design has been created to solve the double spending problem without the alteration of all subsequent blocks, which requires coordination of the network integrity. The network is secured by a process called mining, which involves solving complex mathematical problems. These problems are used to validate transactions and ensure that the network is secure. Once a transaction is verified, it is added to the blockchain, creating a permanent record that cannot be altered.

c. What are the benefits of blockchain technology?

The benefits of blockchain technology include increased transparency, immutability, and security. By design, blockchain technology is inherently resistant to manipulation, duplication, or tampering. This makes it an ideal solution for a wide range of applications, including voting systems, financial transactions, and supply chain management. In addition, blockchain technology can be used to reduce costs, increase efficiency, and improve transparency, as it provides a decentralized and transparent record of transactions that can be accessed and verified by anyone with internet access.

The technologies

The technologies

The technologies

The technologies

The technologies

The technologies

The technologies

The technologies

The technologies

The technologies

The technologies

The technologies

The technologies
The technologies

1. BLOCKCHAIN TECHNOLOGY

a. What is blockchain technology?

Blockchain is a type of distributed ledger technology that provides a transparent, immutable, and tamper-proof record of transactions. It operates on a decentralized network, called a blockchain, where each block contains a cryptographic hash of the previous block, a timestamp, and transaction data. By design, a blockchain is inherently resistant to modification of the data and provides a ‘decentralized consensus’ that prevents unauthorized changes.

b. How does blockchain work?

Blockchain technology allows for the creation of a distributed, tamper-proof database where transactions are recorded in a secure, immutable manner, to the participants in a blockchain network. Each block in the blockchain contains a cryptographic hash of the previous block, ensuring the integrity of the data. By requiring consensus from a majority of the network’s participants, it’s nearly impossible to alter the data retroactively without the alteration of all subsequent blocks, which makes blockchain technology highly resistant to modification.

c. Why is blockchain important?

Blockchain technology provides several important features that could be leveraged in international trade, supply chain management, and other records management activities. These features include transparency, traceability, and automation, which are essential for many useful applications, including information management, legal compliance, and the maintenance of immutable records.

Although blockchain has initially been thought about in the context of cryptocurrencies, like Bitcoin, blockchain technology has broader applications in various industries. It offers a secure and transparent platform for recording events, medical records, and other records management activities, allowing for the compilation of a distributed, tamper-proof database.

2. WHAT IS BLOCKCHAIN TECHNOLOGY?

Blockchain technology is a type of distributed ledger technology that provides a transparent, immutable, and tamper-proof record of transactions. It operates on a decentralized network, called a blockchain, where each block contains a cryptographic hash of the previous block, a timestamp, and transaction data. By design, a blockchain is inherently resistant to modification of the data and provides a ‘decentralized consensus’ that prevents unauthorized changes.

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Although blockchain has initially been thought about in the context of cryptocurrencies, like Bitcoin, blockchain technology has broader applications in various industries. It offers a secure and transparent platform for recording events, medical records, and other records management activities, allowing for the compilation of a distributed, tamper-proof database.
At the core of any Customs risk analysis system is the checking of cargo manifests, the shipping document that summarizes all bills of lading that have been issued by a carrier or its representative.

**SYSTEM FEATURES:**

- **Electronic data filing**: CTS collects cargo manifests filed by container shipping lines and non-vessel operating common carriers and stores the data in a database. In the future, it will also cover other transportation modes.
- **Manual search function**: Users can search for shipments according to risk indicators, such as origin or types of commodities.
- **Automated search function**: Searches may run automatically against data imported into the system. If a shipment meets any of the search set-up criteria, the CTS alerts users for further review and action.
- **Watch-list management**: Searches may refer to pre-defined lists, such as lists of suspect commodities, provenance or involved parties.
- **Workflow management**: The system documents users’ activities, and records a container’s status (reviewed, selected for inspection, inspection results). Any pertinent information regarding a shipment can be added, especially after inspection (control result, pictures, etc.).
- **Internal communication**: Users can communicate with each other and share CTS data using an internal email system.
- **Data export**: Data can be imported and brought together with other data sets, such as Customs declarations, for more detailed comparison and analysis.
- **Security**: CTS operates as a stand-alone system within a national Customs administration. Only users designated by the national administration are able to access the application and its data.

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Publications

Example of a special Corporate publication in square format.
Publications

Report example for a package when there is co-funding.
Publications

Example of a report for a project.
Publications

Example of a report for a programme.
## Digital assets

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<tr>
<td>Splash screen</td>
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</tr>
</tbody>
</table>
Dear John Smith,

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

Kind regards,

Sylvie DEGRYSE
Communications and Information Officer • Chargée de communication
Communications and Events Unit • Service de la Communication et gestion d’événements

T: +32 (0)2 209 92 35 / sylvie.degryse@wcoomd.org
Rue du Marché 30, B-1210, Brussels, Belgium

World Customs Organization
Organisation mondiale des douanes
Borders divide, Customs connects
Les frontières séparent, les douanes rapprochent

WCO • OMD
www.wcoomd.org

WCO IT/TI
Conference & Exhibition / 12-14 June 2019 / Baku, Azerbaijan
New technologies for SMART borders – New opportunities for Trade, Travel & Transport

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Partner
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Register Now!
Social media icon

Use the bilingual WCO • OMD logo for all icons on social media: Twitter, Facebook, YouTube, etc.
Web banners

WCO banners can be used for websites, social media or e-newsletters, etc.

Banner style on social media without WCO profile icon.
Title and info placed left.

Banner style on social media with WCO profile icon and extra partners.
Title and info placed right.

Web banners examples
Splash screen

Phase 1

Phase 2

Phase 3

Phase 4

Phase 5

Phase 6

Corporate Identity Guidelines
## Event assets

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WCO IT/TI
Conference & Exhibition
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New technologies for SMART borders – New opportunities for Trade, Travel & Transport

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Corporate Identity Guidelines
Social media

Example of social media visuals with WCO Twitter profile featuring a WCO event.
With the fast evolving changes taking place in the field of technologies, where clear boundaries between hardware and software solutions are rapidly fading away, the WCO is now offering an opportunity to explore the innovations that bring together the best of both worlds.
Roll-up

WCO recommended roll-up size:
85cm x 200cm or
100 cm x 200 cm,
120 cm x 200 cm.
Flag

WCO flags can be with the emblem only or with the emblem and the acronyms.
Invitation card

Format: A5 landscape
Polychromatic
Two faces
Paper thickness 300 to 400 gr
Semi-matt

We are looking forward to seeing you in Baku
Examples of branded badges
Examples of branded bags

Borders divide, Customs connects
Les frontières séparent, les douanes rapprochent
Sub-brands

Example of sub-brand architecture levels 78

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Example of sub-brand architecture levels

Masterbrand
Level 0
Corporate

World Customs Organization
Organisation mondiale des douanes

Sub-brands
Level 1
Themes
Tools
Types
Programmes
Projects

Simple Sub-branding

WCO | VALUATION
World Customs Organization

Cooperation Projects
Sub-branding

WCO | WCO-SACU CONNECT
World Customs Organization

Co-branding Projects
Sub-branding

WCO | INAMA PROJECT

Regional Bodies

WCO | ROCB
West and Central Africa
World Customs Organization

Sub-brands
Level 2
Packages

Simple Sub-branding

WCO | Revenue
World Customs Organization

Cooperation Projects
Sub-branding

WCO | WCO-SACU CONNECT
Organizational Development
World Customs Organization

Co-branding Projects
Sub-branding

WCO | INAMA PROJECT
Organizational Development
## Sub-brands architecture levels (notes)

| Level 0 | World Customs Organization
Organisation mondiale des douanes |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>To be used for all communication materials that are designed under the main corporate brand. Examples: annual report, corporate events, powerpoints, corporate website, certificates, etc.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level 1</th>
<th>WCO VALUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>To be used for all communication materials that are designed for a specific WCO branch/theme/tool/programme/project. Examples: special reports, dedicated leaflets, dedicated websites, etc. You can use the Level 1 logos to illustrate the WCO branch entity within the corporate reports</td>
<td></td>
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<thead>
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</thead>
<tbody>
<tr>
<td>To be used for all communication materials that are designed for a specific WCO package. Examples: special reports, dedicated leaflets, etc.</td>
<td></td>
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Sub-brands

Level 1 - projects, programmes, themes, tools, co-operation projects, regional bodies

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Logo compositions
(level 1)

For the master artworks, ask the WCO Communications Service: communication@wcoomd.org.
Design indications
(level 1)

Simple Sub-branding

Cooperation Projects
Sub-branding

Co-branding Projects
Sub-branding

Regional Bodies

Typefaces
WCO
VALUATION

Lato Black
Lato Light
LATOBOLDCAPS

Colours
WCO

WCO-SACU CONNECT

WCO-SACU CONNECT

INAMA PROJECT

SWEDEN

ROCB

West and Central Africa

WCO

WCO Blue

WCO Bright Blue

ROCB

Lato Bold
Logo safe area (level 1)
Main elements (level 1)

Typography
- Lato Hairline + Italic
- Lato Light + Italic
- Lato Regular + Italic
- Lato Bold + Italic
- Lato Black + Italic

Colours
- **WCO Blue**
  - PANTONE Process Blue C
  - CMYK 100/0/0/0
  - RGB 0/159/227
  - HEX #009fe3

- **WCO Dark Grey**
  - PANTONE Cool Grey 11C
  - CMYK 0/0/0/80
  - RGB 87/87/86
  - HEX #575756

- **WCO Bright Blue**
  - PANTONE 306 C
  - CMYK 100/0/0/0
  - RGB 0/159/227
  - HEX #009fe3

- **WCO Blue Grey**
  - PANTONE 543C
  - CMYK 40/13/5/0
  - RGB 164/199/227
  - HEX #a4c7e3

Icons
- Gear
- Chart
- Location
- Pilot
Sub-brands

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Logo compositions (level 2)

Simple Sub-branding

Cooperation Projects
Sub-branding

Co-branding Projects
Sub-branding
Design indications (level 2)

Simple Sub-branding

Cooperation Projects Sub-branding

Co-branding Projects Sub-branding

Typefaces

WCO → Lato Black
WCO → Lato Light
VALUATION Revenue → LATO BOLD
VALUATION Revenue → Lato Regular

Colours

WCO → WCO Blue
SACU CONNECT Organiz. → WCO Bright Blue
INAMA PROJECT Organiz. → WCO Turquoise
Main elements (level 2)

Typography
Lato Hairline + Italic
Lato Light + Italic
Lato Regular + Italic
Lato Bold + Italic
Lato Black + Italic

Colours
WCO Blue
PANTONE Process Blue C
CMYK 100/28/6/0
RGB 0/130/195
HEX # 0082c3

WCO Dark Grey
PANTONE Cool Grey 11C
CMYK 0/0/0/80
RGB 87/87/86
HEX # 575756

WCO Turquoise
PANTONE 3275
CMYK 95/0/51/0
RGB 0/158/146
HEX # 009e92

WCO Bright Blue
PANTONE 306 C
CMYK 100/0/0/0
RGB 0/159/227
HEX # 009fe3

Icons

WCO

OMD
Contact

For further guidance on the WCO Corporate Identity guidelines, as well as requests for templates, artworks, icons, photos, please contact the WCO Communications team: communication@wcoomd.org.