

# OSA Flyer & Graphics Approval Guidelines

Revised 1/1/23

## To All GSRs, Alternate GSRs and Flyer/Graphic Artists:

Your OSA Delegates have been tasked with reviewing flyers and meeting graphics for Tradition, Logo, and Trademark violations. This document contains some Conference-approved Guidelines to generate Unity and consistency across our C.A. brand. We encourage the use of the OSA logo on all materials sent from the OSA. Thanks for your cooperation!

**How to get a flyer or graphic approved:** Ask to be put into the Flyer Approval Group via the OSA Business Group chat on WhatsApp or email us at [delegates@ca-online.org](mailto:delegates@ca-online.org). When you are added to the Flyer Approval WhatsApp group, post your flyer/graphic for approval. **Please do not post your flyer anywhere until it has been approved.** We will respond to you as quickly as possible; usually within several to 24 hours.

## Disclaimers for Flyers & Graphics:

**One of these is to be included on all OSA flyers and graphics!**

- In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution.

**OR**

- In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization, or institution, and as such does not endorse and is not affiliated with any of the specific technology providers utilized to facilitate this meeting.

## Registered Trademarks and Approved Logos:

- C.A.
- Cocaine Anonymous
- We're Here and We're Free®
- **Note: Quotation marks for "We're Here and We're Free®" are used only in the context of a sentence or paragraph, never when it stands on its own.**



*The OSA logo was approved without the outer circle at the 2018 World Service Conference. The outer circle was added under "housekeeping".*

## 2022 Approved Brand Guide Logos



All White logo

The **C.A. Brand Guide** contains useful information about the use and formatting of logos, the official C.A. color, fonts, etc.

Check it out at **pi.ca.org**.