



The **OPEC Fund for International Development** [The »Fund«] invites entries to an international competition for the design of a logo to replace the institution's current »globe« logo and text [as seen above]. The winning design will be unveiled at an official Fund event following the selection process.

The competition is open to entries from all countries, including the Fund's member states: Algeria, Gabon, Indonesia, I.R. Iran, Iraq, Kuwait, G.S.P. Libyan A.J., Nigeria, Qatar, Saudi Arabia, United Arab Emirates and Venezuela.

<http://www.opecfund.org/logocompetition/>

Leading the Conversation of Energy:

The first law of thermodynamics says that the **total inflow of energy** into a system must **equal the total outflow of energy** from the system, **plus the change** in the energy contained within the system.

This law is used in all branches of physics, but frequently violated by quantum mechanics and relates the conservation of energy to the time invariance of physical laws.



enlarge
your
world

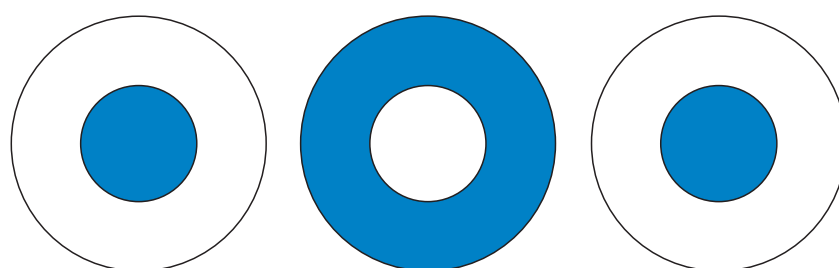
Preliminaries

The Fund aims at:

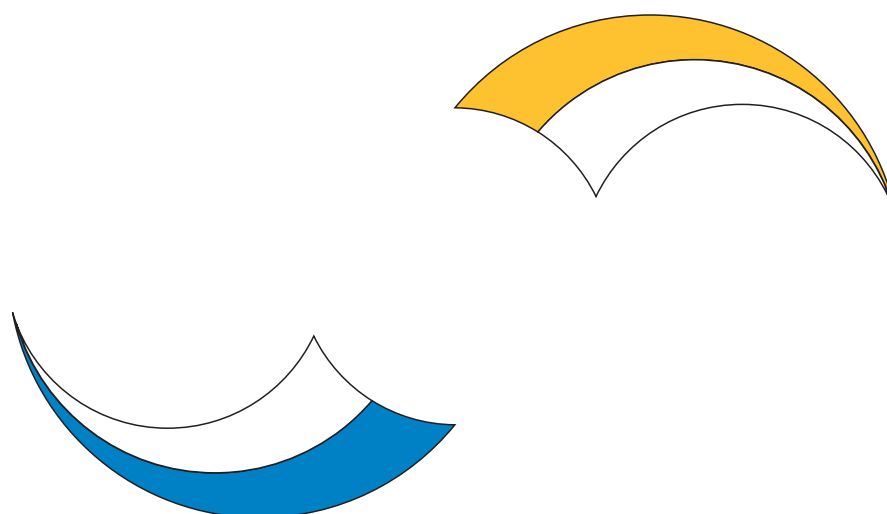
Promoting cooperation between OPEC Fund Member States and other developing countries as an expression of South-South solidarity.

Helping particularly the poorer, low-income countries in pursuit of their social and economic advancement.

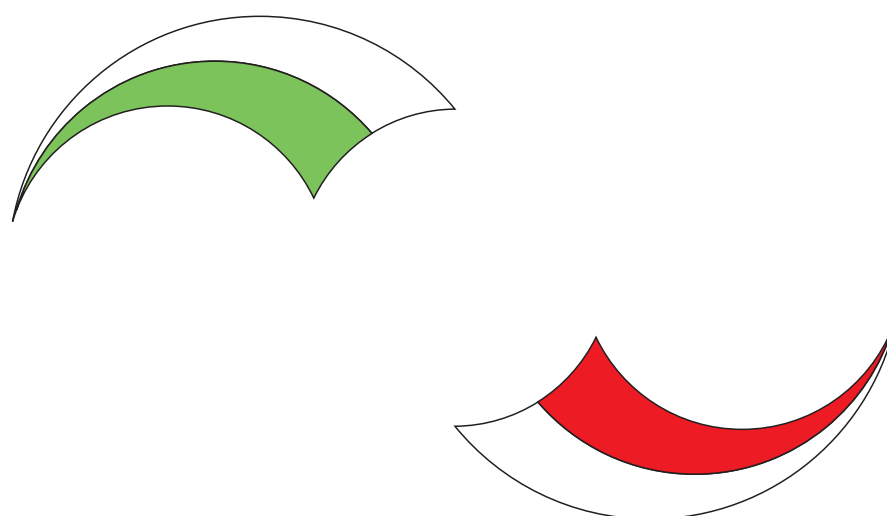
Promoting



Negotiating



Interacting



Preliminaries

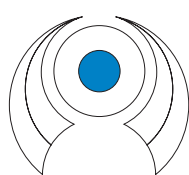
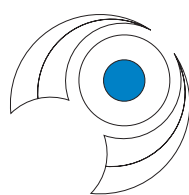
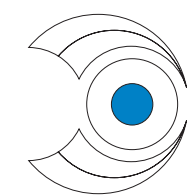
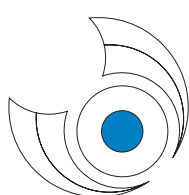
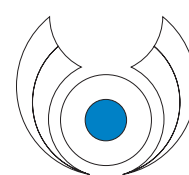
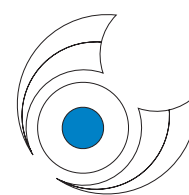
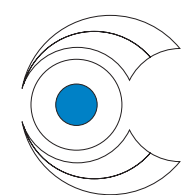
The Fund extends **concessional financing** in the form of loans for development projects and programs and for balance of payments support.

It provides **grants in support of technical assistance**, food aid, research and studies and for humanitarian emergency relief.

The Fund also **contributes to the resources** of other development institutions whose work benefits developing countries.

Furthermore, the Fund participates in the **financing of private sector activities** in developing countries.

Smoothing Complexity:

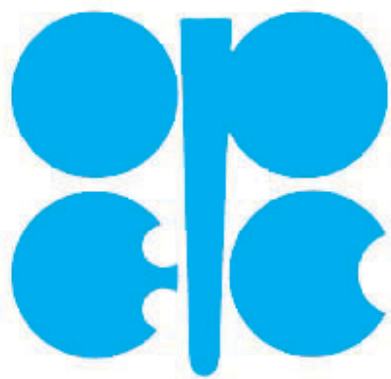


Making the Difference

Energy is a **fundamental quantity** that every physical system possesses. Energy is defined as **the amount of work required to change the state of a physical system.**

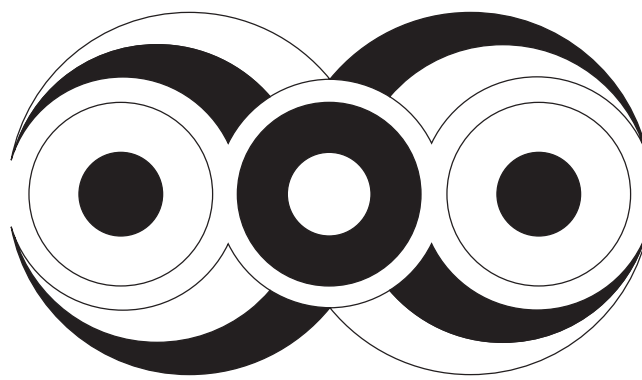
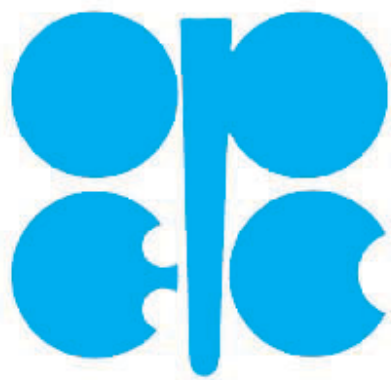
To say it in simple words: »Energy is **the change or the potential for changing**«, however, misses many important examples of energy as it exists in the physical world.

South – South Solidarity at work!



»What appear to be **cultural units** — human beings, words, meanings, ideas, philosophical systems, social organizations — are maintained in their apparent unity only through an active process of exclusion, opposition, and hierarchization. Other phenomena or units must be represented as foreign or 'other' through representing a hierarchical dualism in which the unit is 'privileged' or favored, and the other is devalued in some way.« [Cahoone 1996]

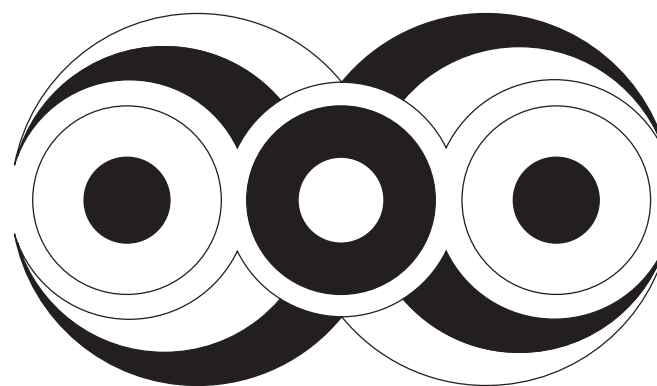
Energy – Synergies Potentials to change!



»Each **consciousness pursues the death of the other**', meaning that in seeing a separateness between you and another, causing a feeling of alienation, you try to resolve it by dissolution into a higher synthesis.« [Georg Wilhelm Friedrich Hegel]

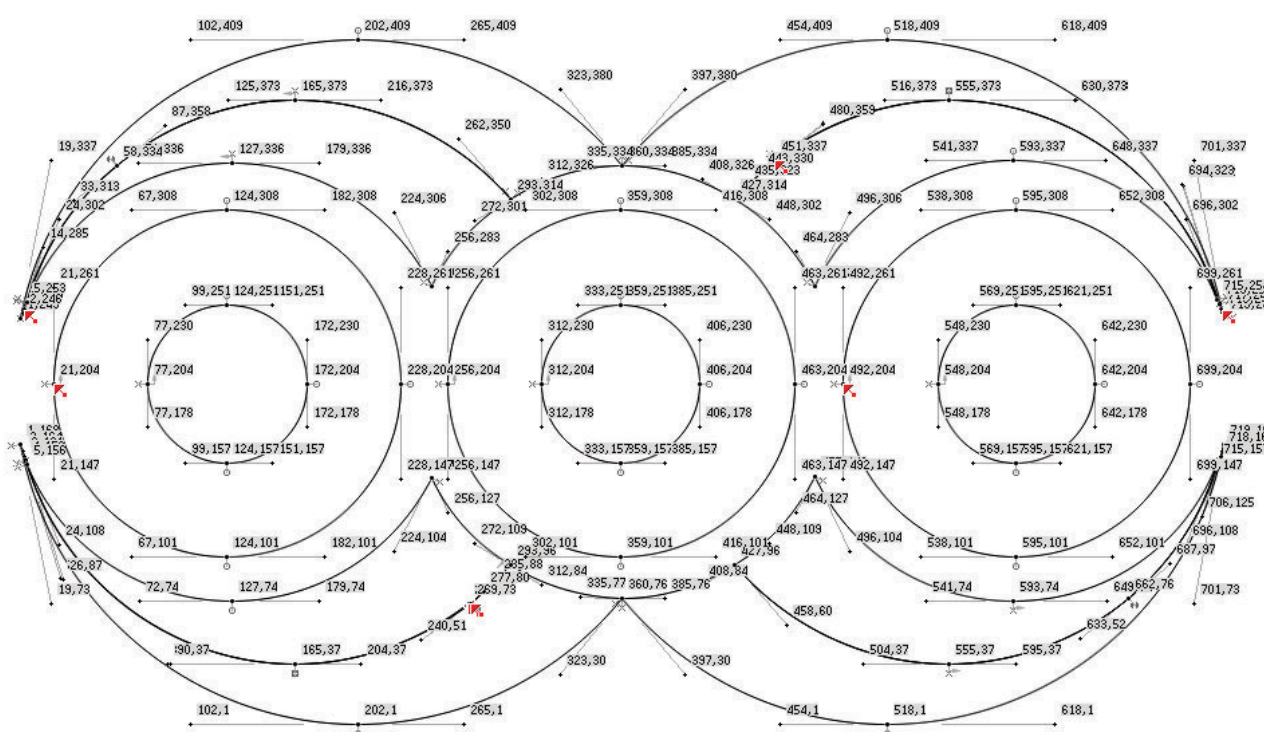
In physics and engineering, energy conversion is any process of converting energy from one form to another.

The Fund:



The Cells to morph:

A **Metamorphosis** in biology is physical development of the individual after birth or hatching involving significant change in form as well as growth and differentiation. It usually accompanies a change of habitat or of habits but may occur without such change. [Wikipedia]



Modifications that affect early steps of a visual system will usually require modifications in all later steps and are therefore less likely to succeed. Most of the successful changes will thus affect the latest stages of the system, and the system will retain the earlier steps.

A brise of Character, A brise of Charisma:

A charismatic visual has a certain quality of an **individual personality**, by virtue of which s/he is set apart from ordinary people and treated as endowed with supernatural, superhuman, or at least specifically **exceptional powers or qualities**.

These are such as are not accessible to the ordinary person, but are regarded as of divine origin or as exemplary, and on the basis of them the individual concerned is treated as a leader.
[Max Weber]

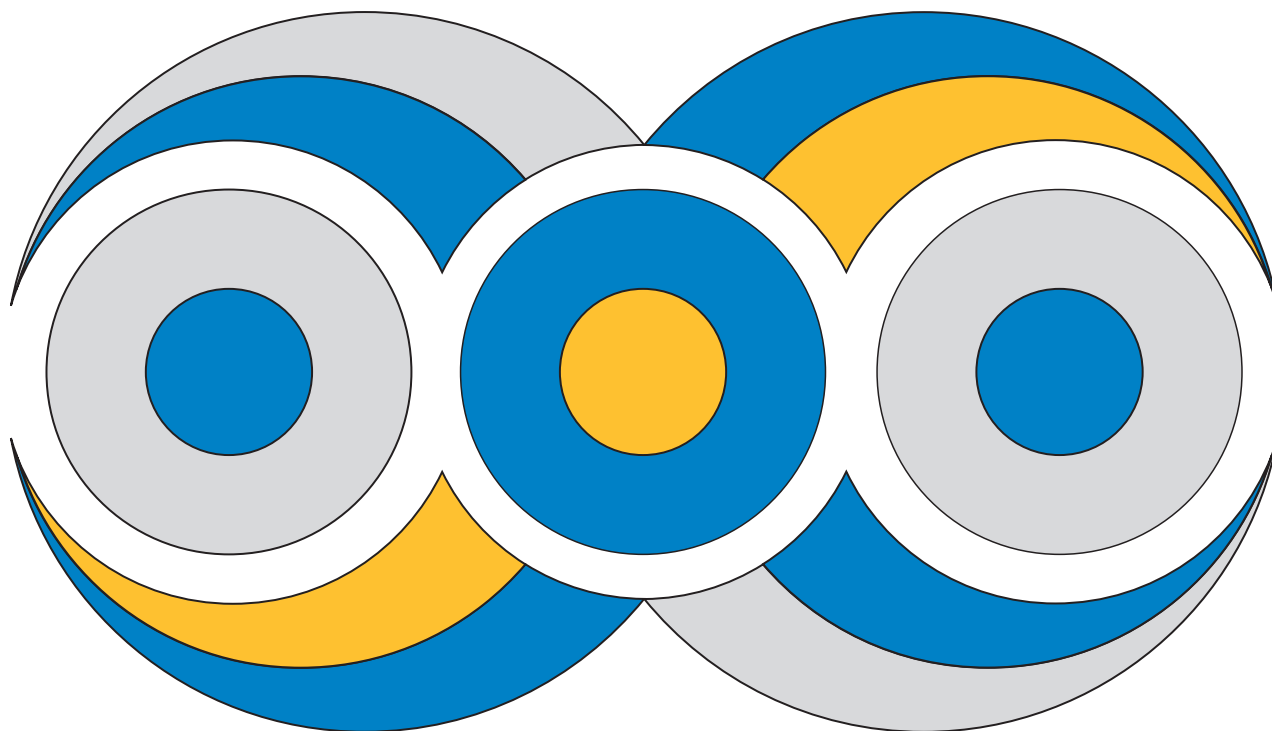
Social Stigmas:



Vital Forces:

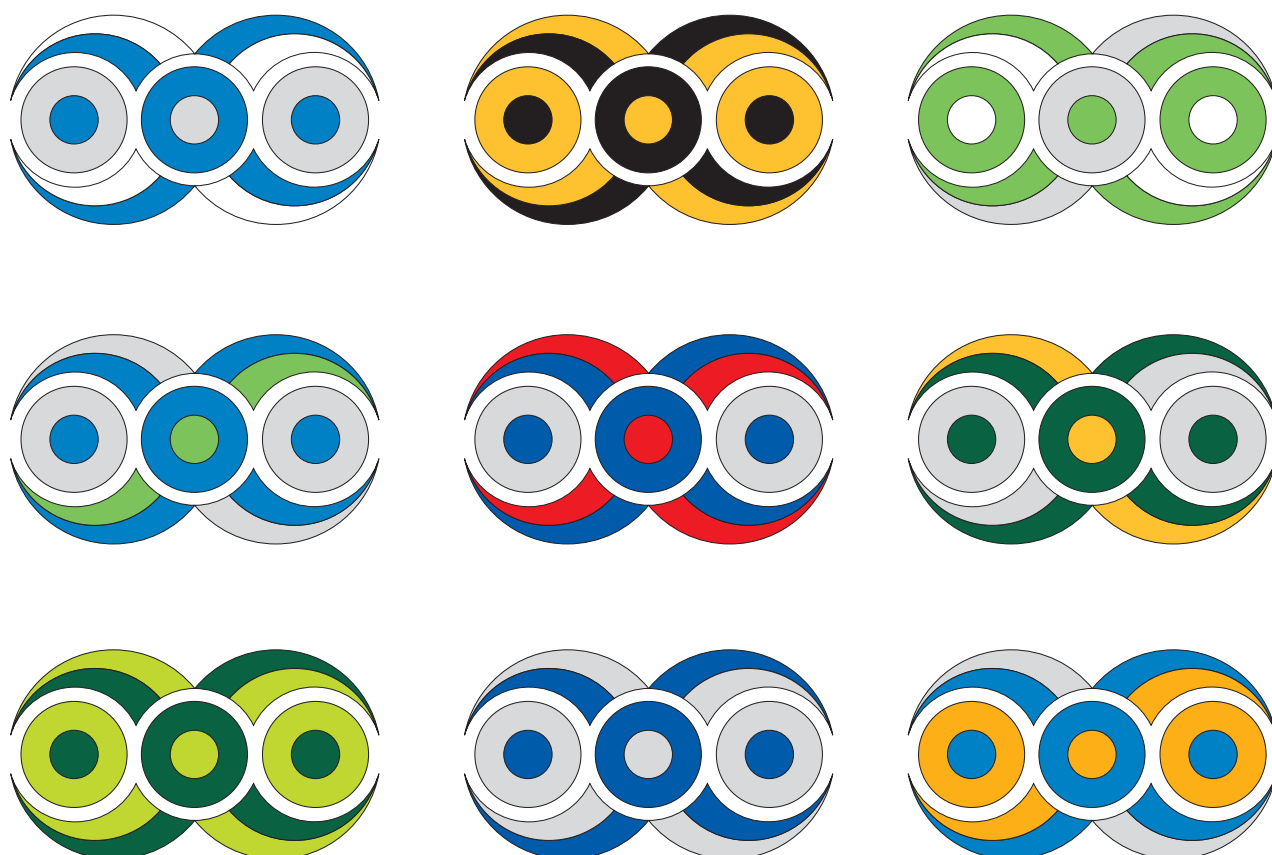
Non separating between **Sign and Typeface** means that **there is given a nondualistic mental status** in OPEC's nature of reality.

Developing the Funds Face:



»Design is the method of putting form and content together. Design, just as art, has multiple definitions, there is no single definition. Design can be art. Design can be aesthetics. **Design is so simple, that's why it is so complicated**«
[Paul Rand]

Mooding it unique:

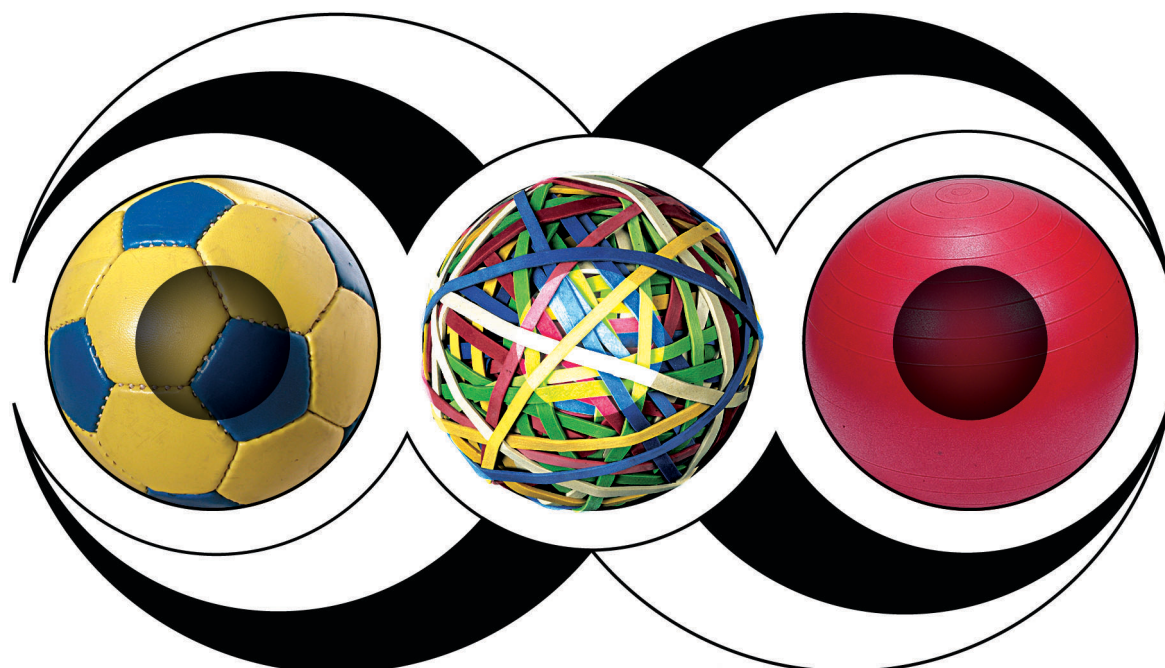
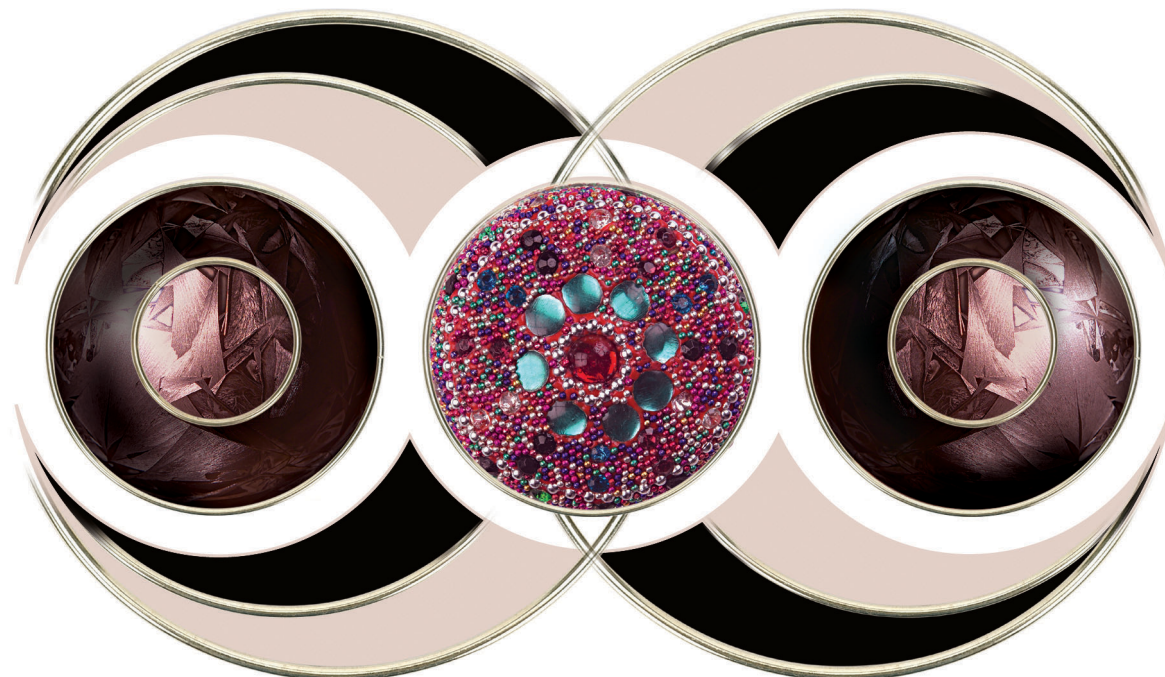
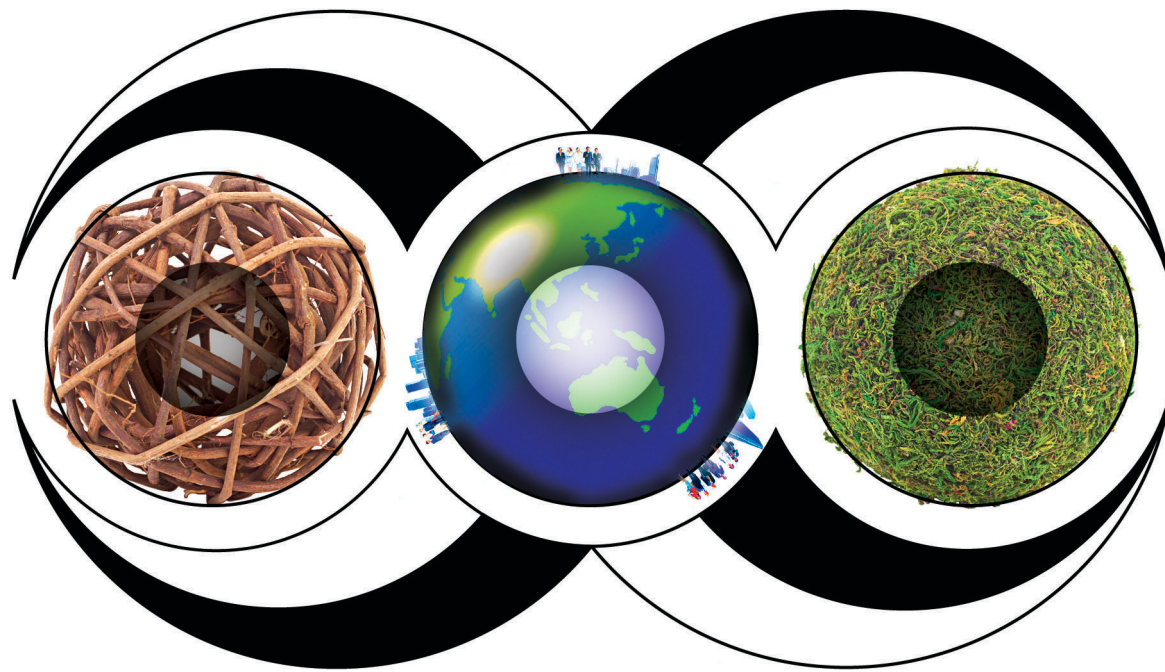


Combining the corporate colour of OPEC with a sunny Gold is one proposal, but should just give an impression of **multitone mood usability:**

Virtually all distinctive design elements related to faces can become subjects:

Bagatelles:

Non separating between Sign and
Typeface means that there is given
a nondualistic human status in
OPEC's nature of reality.



Foundry Sterling from
<http://www.foundrytypes.co.uk/>
The Foundry, originally set up in
1990 functions as an independent
type foundry in the design,
production and marketing
of a range of exclusive fonts
to designers worldwide.
Foundry Sterling is used for
preliminary layout purpose only
and is a courtesy of Freda Sack.

The **OPEC FUND** for International Development

THE OPEC FUND

Foundry Sterling/Book
10 pt on 13,8 pt

The Fund aims at promoting cooperation between OPEC Fund Member States and other developing countries as an expression of South-South solidarity; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement

The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support. It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief.

The Fund also contributes to the resources of other development institutions whose work benefits developing countries. Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Foundry Sterling/Bold
10 pt on 13,8 pt

The Fund aims at promoting cooperation between OPEC Fund Member States and other developing countries as an expression of South-South solidarity; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement

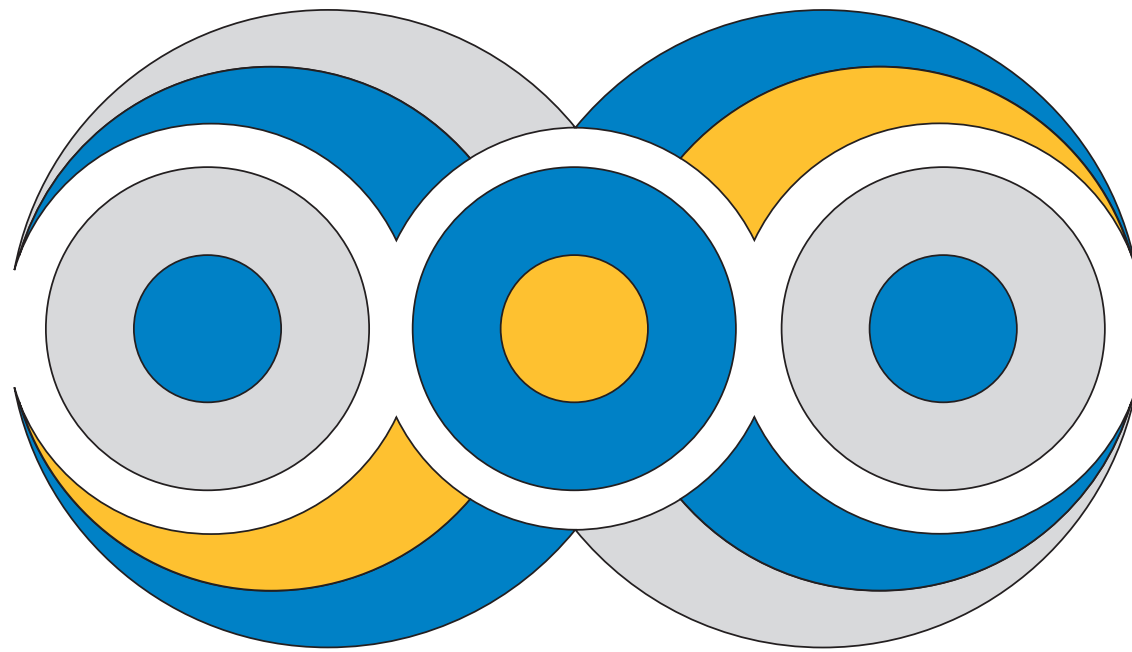
The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support. It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief.

The Fund also contributes to the resources of other development institutions whose work benefits developing countries. Furthermore, the Fund participates in the financing of private sector activities in developing countries.

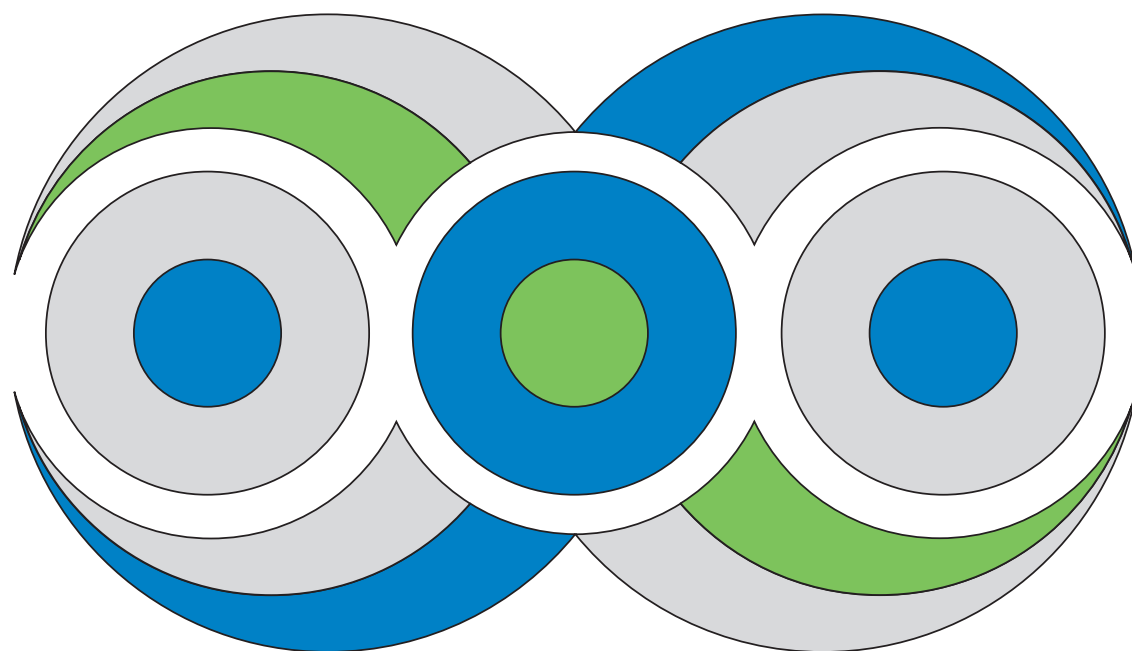
THE OPEC FUND

Typing the Brand

Foundry Sterling from <http://www.foundrytypes.co.uk/>
The Foundry, originally set up in 1990 functions as an independent type foundry in the design, production and marketing of a range of exclusive fonts to designers worldwide.
Foundry Sterling is used for preliminary layout purpose only and is a courtesy of Freda Sack.



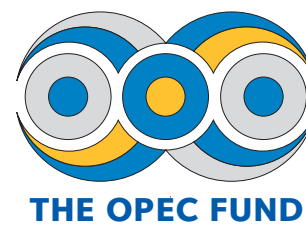
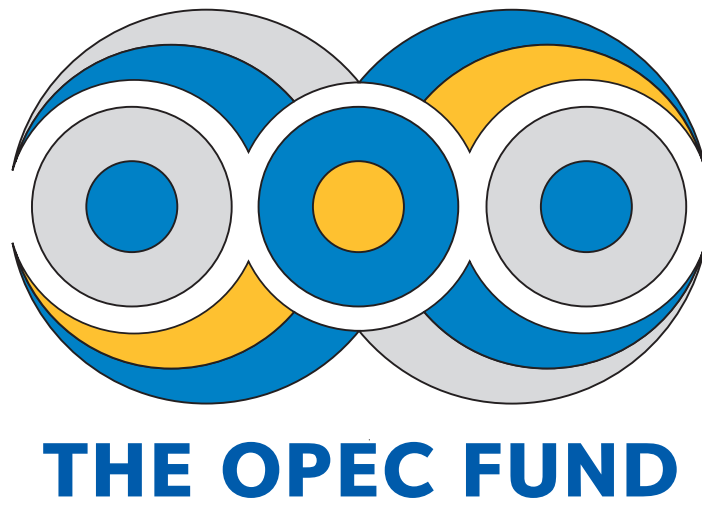
THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT



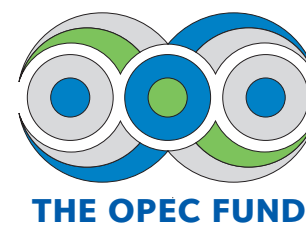
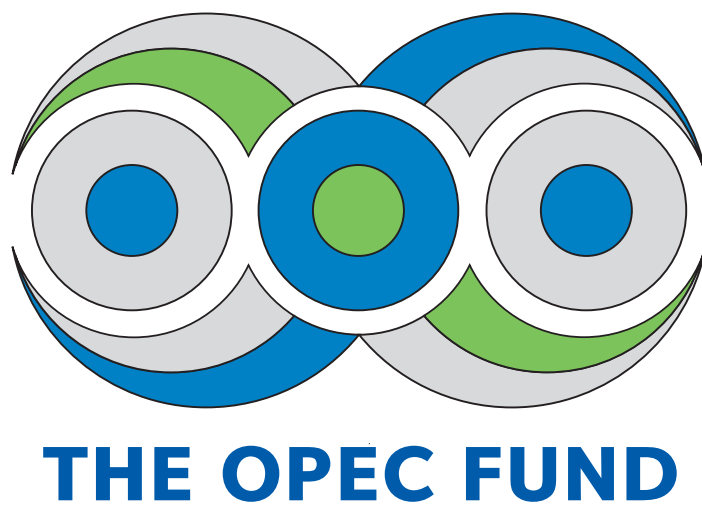
THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

Colour and Mood

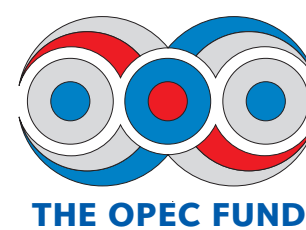
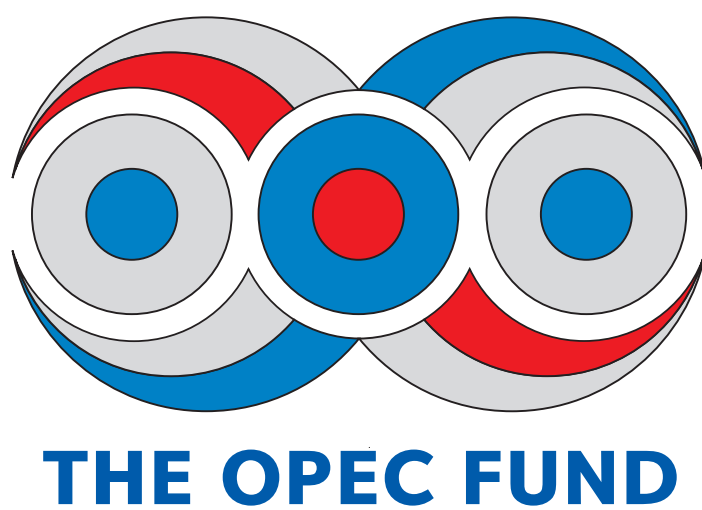
Humans emotional mood is a measurable affective state, which can consist of a combination of emotions. In normal »functioning«, **moods are largely adaptive influenced by external events.** The Opec Fund could become a very interpersonal conversation energy.



Promoting



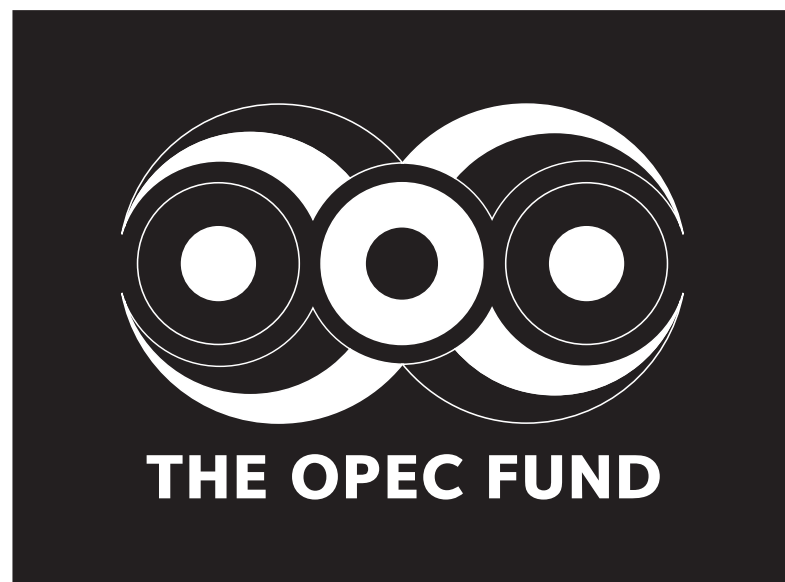
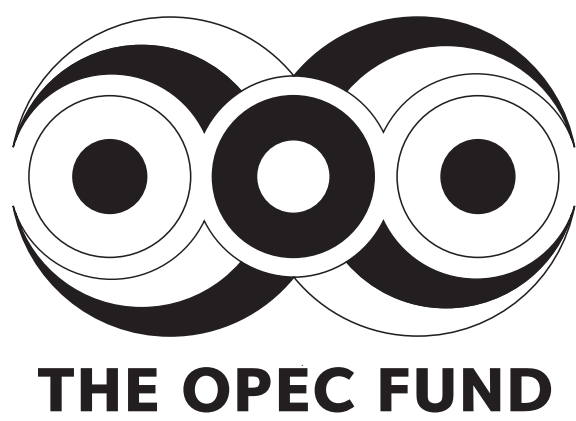
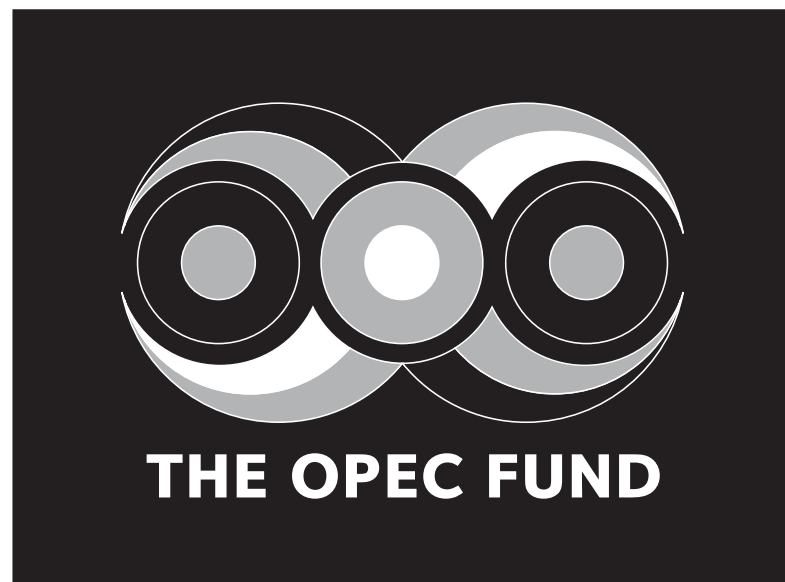
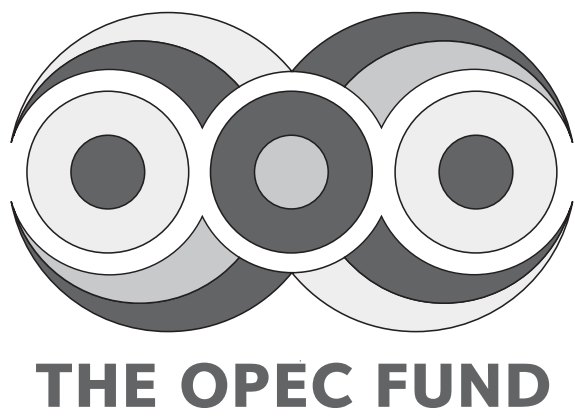
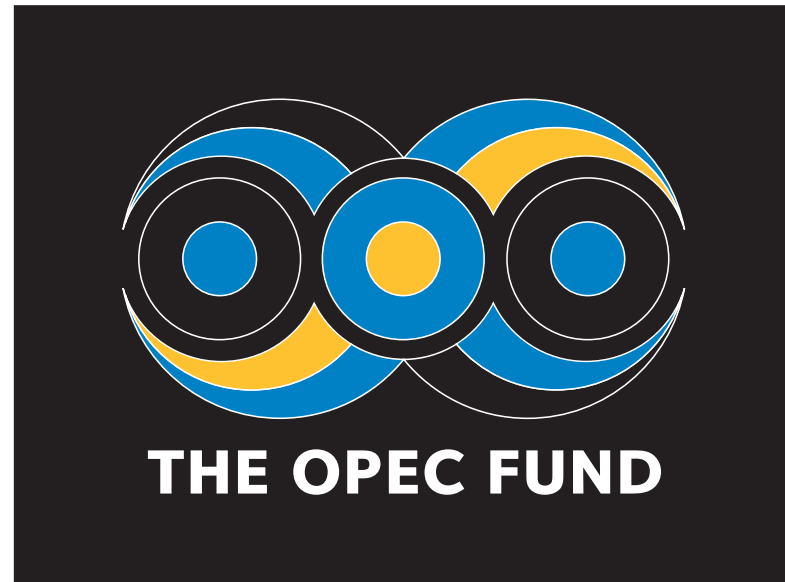
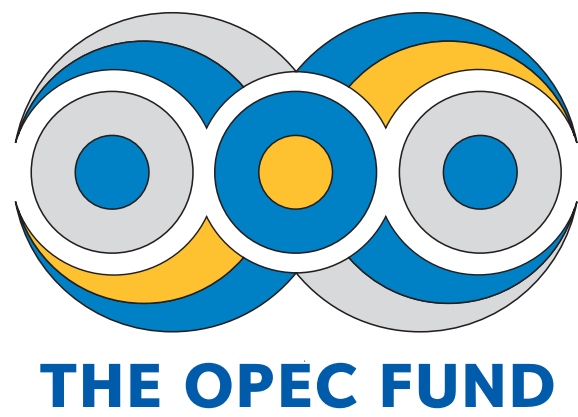
Negotiating



Interacting

Positive | Negative

Humans emotional mood is a measurable affective state, which can consist of a combination of emotions. In normal »functioning«, moods are largely adaptive influenced by external events. The Opec Fund could become a very interpersonal conversation energy.



**The Medium is
the Message**
[Marshall McLuhan]

From Source to Receiver.
The content is the most actual and
expressful transmission.



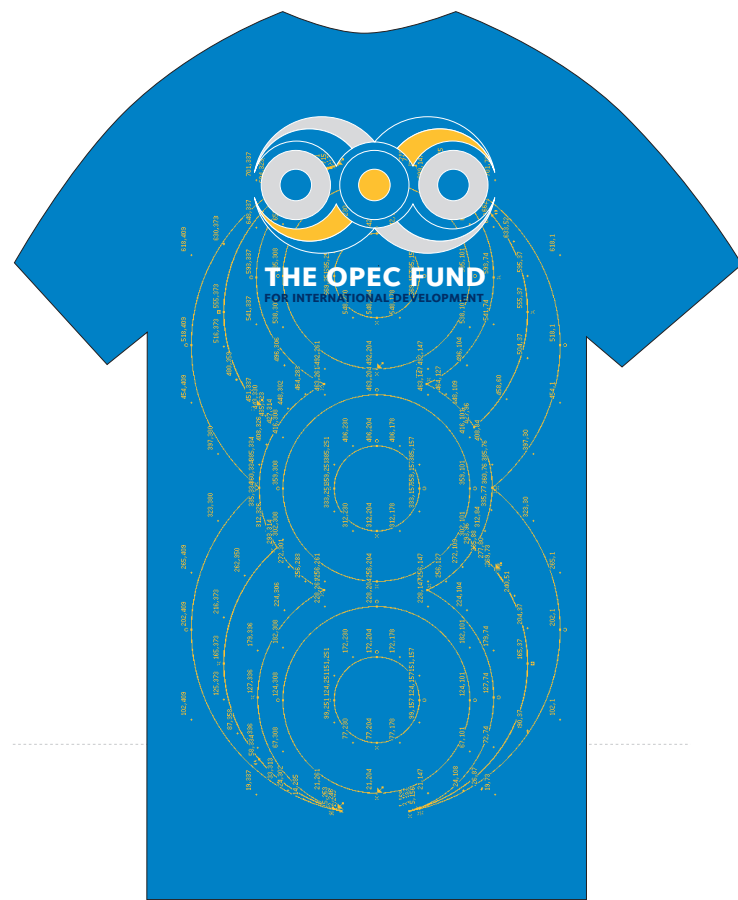
Front



Back



Front



Back

From Source to Receiver.
The content is the most actual and
expressful transmission.



Personal
OPEC Fund for International Development
Dept. of Information
Parking 8, A-1010,
Vienna, Austria

Vienna, 19.09.2005

Ladies and Gentlemen,

Enlarge your world:

The Fund aims at promoting cooperation between OPEC Fund Member States and other developing countries as an expression of South-South solidarity; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief.


The Fund also contributes to the resources of other development institutions whose work benefits developing countries. Furthermore, the Fund participates in the financing of private sector activities in developing countries.

The Fund aims at promoting cooperation between OPEC Fund Member States and other developing countries as an expression of South-South solidarity; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief.

The Fund aims at promoting cooperation between OPEC Fund Member States and other developing countries as an expression of South-South solidarity; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief.

Best Regards

Dieter Telfser



The Fund aims at promoting cooperation between OPEC Fund Member States and other developing countries as an expression of South-South solidarity; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief.

The Fund also contributes to the resources of other development institutions whose work benefits developing countries. Furthermore, the Fund participates in the financing of private sector activities in developing countries.

The Fund aims at promoting cooperation between OPEC Fund Member States and other developing countries as an expression of South-South solidarity; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief.

The Fund aims at promoting cooperation between OPEC Fund Member States and other developing countries as an expression of South-South solidarity; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief.


The Fund also contributes to the resources of other development institutions whose work benefits developing countries. Furthermore, the Fund participates in the financing of private sector activities in developing countries.

The Fund aims at promoting cooperation between OPEC Fund Member States and other developing countries as an expression of South-South solidarity; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief.


Best Regards

Dieter Telfser

Notes:



Vertical lines for notes



Grey rectangular area



Name Surname
Department of Information
OPEC Fund for International Development
Parking 8, A-1010 | Vienna | Austria
E — name.surname@opecfund.org
T — +43.1.123.123.123
F — +43.1.123.123.125





Enlarge your world:

Leading the Conversation of Energy:

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.



THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:

Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.



Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.



Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

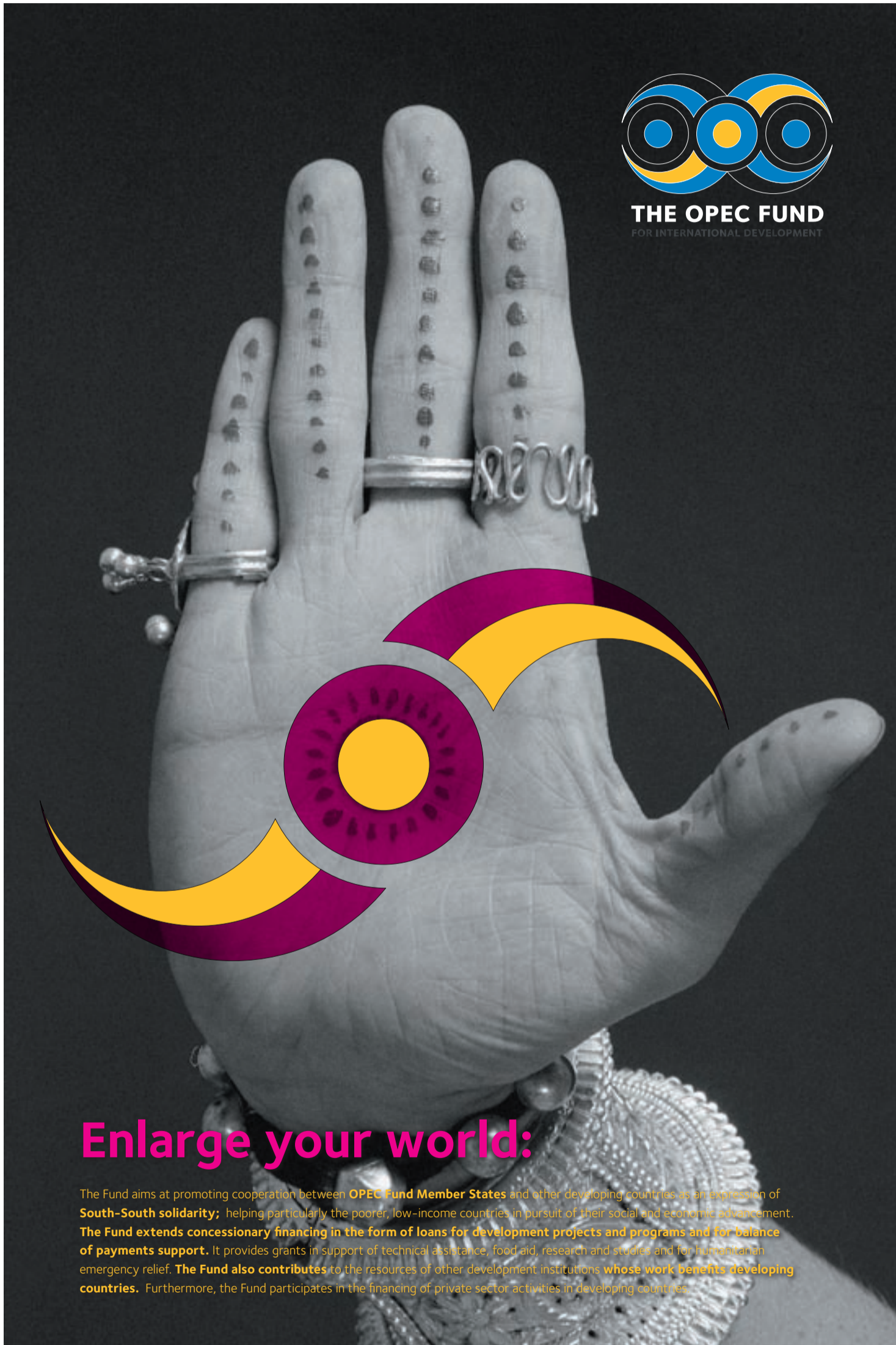
Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.
Nature at work:



Enlarge your world:



THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.



Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:

A large blue graphic with a globe in the center, surrounded by abstract yellow and blue shapes. The background is a textured blue with water droplets and ripples. In the top right corner, there is a logo for 'THE OPEC FUND FOR INTERNATIONAL DEVELOPMENT' consisting of three stylized circles in blue and yellow.

Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.**

It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:




THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

**Enlarge
your world:**

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



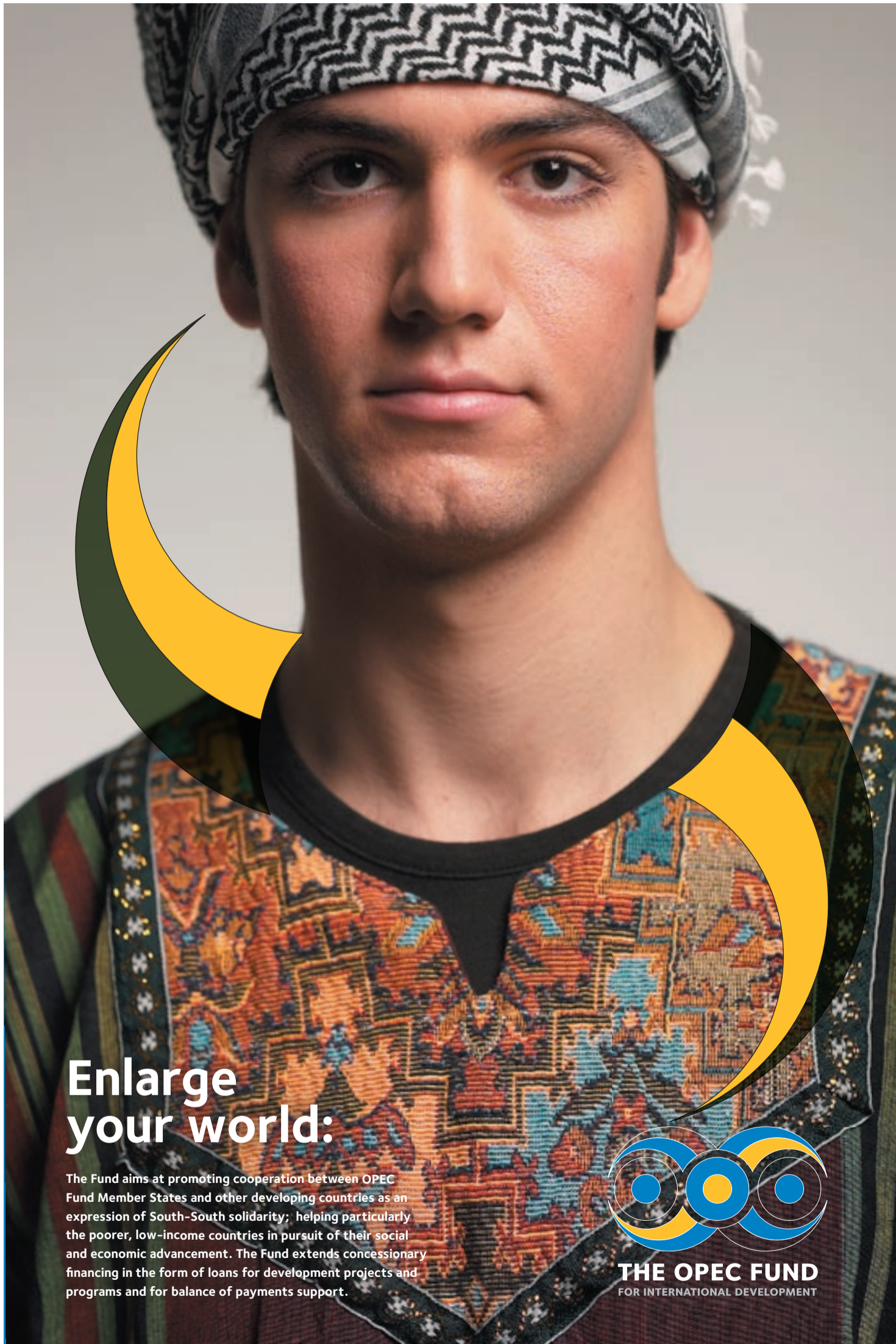
Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:


Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between OPEC Fund Member States and other developing countries as an expression of South-South solidarity; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.



THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support**. It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries**. Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



The OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



The advertisement features a dark blue background with a large, abstract, glowing blue and green shape that resembles a stylized 'O' or a globe. In the center of this shape is a small, colorful globe. The OPEC Fund logo, consisting of three stylized 'O's in blue and yellow, is positioned in the upper right corner. Below the logo, the text 'THE OPEC FUND' is written in white, with 'FOR INTERNATIONAL DEVELOPMENT' in smaller white text underneath.

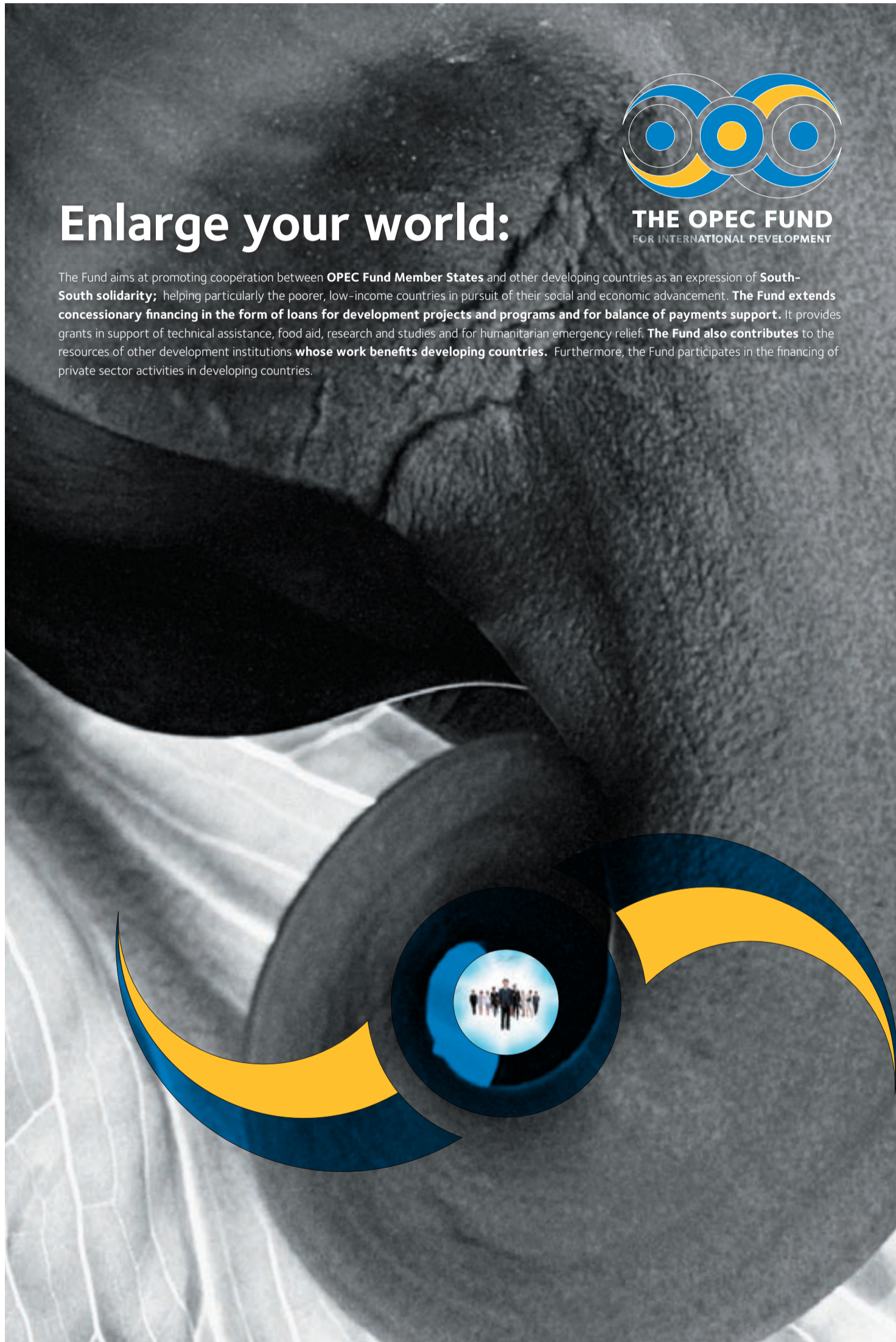
Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

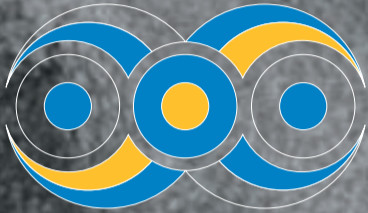
Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:



THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.
Nature at work:



The advertisement features a vibrant bouquet of pink and red roses as the background. In the upper right corner, the logo for 'THE OPEC FUND FOR INTERNATIONAL DEVELOPMENT' is displayed, consisting of three stylized eyes in blue and yellow. A large, stylized graphic of the same 'eyes' logo is overlaid on the roses in the center. At the bottom, the text 'Enlarge your world:' is written in a large, bold, white font, followed by a paragraph of smaller text describing the fund's mission.

Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:




THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

Enlarge your world:

The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessionary financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:



THE OPEC FUND
FOR INTERNATIONAL DEVELOPMENT

Enlarge your world:

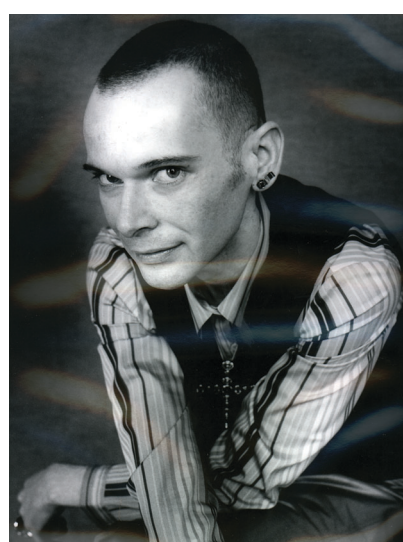
The Fund aims at promoting cooperation between **OPEC Fund Member States** and other developing countries as an expression of **South-South solidarity**; helping particularly the poorer, low-income countries in pursuit of their social and economic advancement. **The Fund extends concessional financing in the form of loans for development projects and programs and for balance of payments support.** It provides grants in support of technical assistance, food aid, research and studies and for humanitarian emergency relief. **The Fund also contributes** to the resources of other development institutions **whose work benefits developing countries.** Furthermore, the Fund participates in the financing of private sector activities in developing countries.

Examples of Communication:

Basically you can not, not communicate, but when you bring things together, it means just to merge taste and content synergetically.

Nature at work:





© Dieter Telfser 2005

This Presentation has been created 08 | 09 | 2005
for <http://www.opecfund.org> by Dieter Telfser.
All Wording, Concepts and Artwork are copywrited
by the Author. Any review, dissemination or
other use of this 49 pages, by persons or
entities other than The OPEC Fund for
International Development, is prohibited.
Contact: <http://telfser.com/contact>

A handwritten signature in black ink that reads "Dieter Telfser".