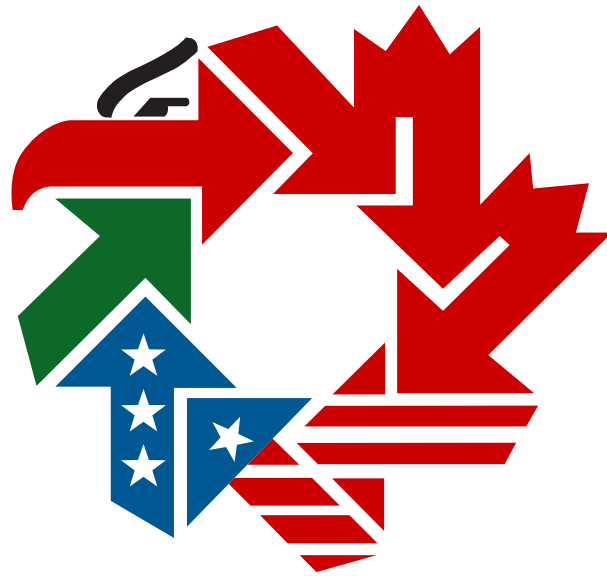


NAITCP

North American International Trade Corridor Partnership



Identity Manual

Febrero 2000



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Introduction

The importance of the institutional image rests in serving as a unifying and motivating link for the people it represents.

Having an attractive image is also a factor of prime importance for stimulating the development of the North American International Trade Corridor.

This identity manual is the strategic tool for maintaining a salient, consistent and unique institutional image consisting of everything from a distinctive element to a work easily printed over the media it requires at an accessible cost.

This synopsis is a guide for the correct application of this image; it contains verbal explanations and visual aids, proportions, chromatic systems, and corporate and complementary typography, in addition to auxiliary graphic elements.

It is necessary to carefully follow the instructions.

No changes in this manual are permissible without previous authorization of the North American International Trade Corridor Partnership, A.C. (NAITCP).

The graphic structure of the logo (colors, typography, proportions and applications) are the aspects most susceptible to incorrect reproduction, for which special attention is recommended.

Should you have any question(s) about the use of this manual, you must consult NAITCP. Please direct such queries to:

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Rationale

The principal objective of this document is to define the institutional image of the North American International Trade Corridor.

The elements comprising the logo are: the arrows, which represent the union between the three countries, as well as constant development; the symbols, which distinguish each country (the maple leaf of Canada, the stars of the United States and a part of the Mexican shield. Those elements are most clearly seen on the logo, thus permitting the user to relate the logo to the concept, as well as enabling him/her to retain the design in memory and reproduce it.



Logo tipo

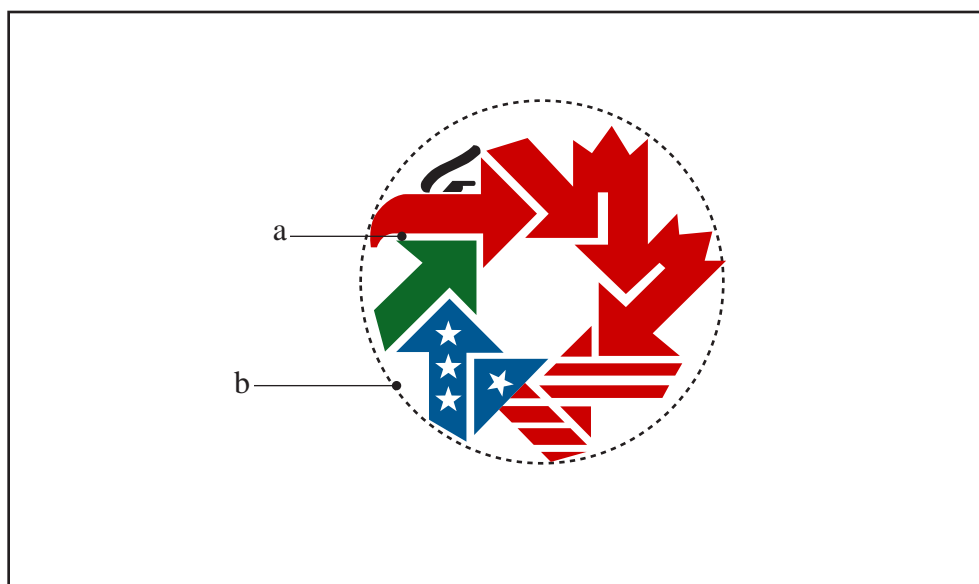


Logo

We are going to analyze the logo to facilitate its description: the graphics comprised of the arrows, and the symbols of the three nations.

The main characteristic of the graphics is that the distance between the elements is uniform (a).

Furthermore, all the elements are found within a circle which the logo, as a unit, maintains (b).

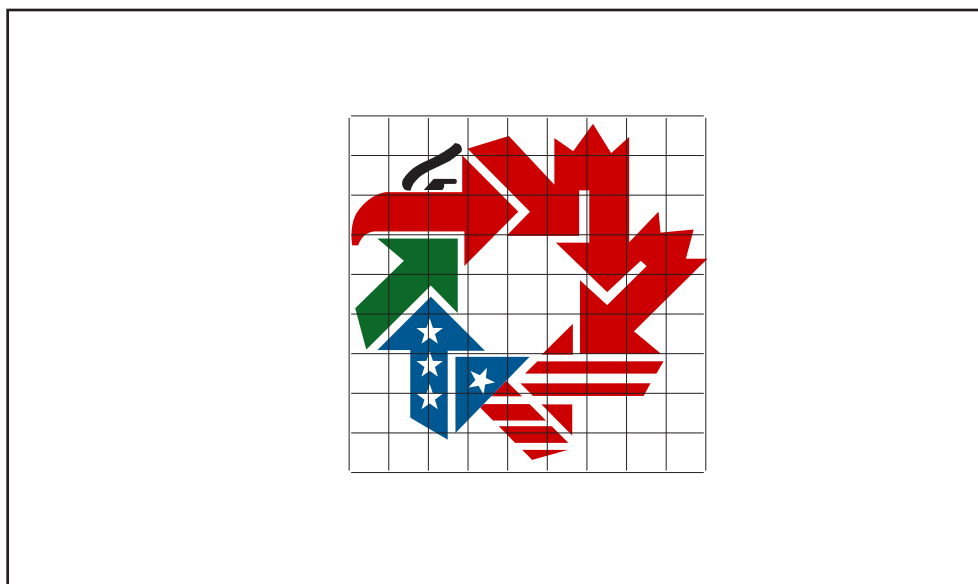




Logo/Matrix of reproduction

The matrix of reproduction will be utilized when the photomechanical or digital media do not permit the reproduction of the logo, as for example, on cloth or banners, or in advertisements.

The symbol is represented on a graph to achieve correct and reliable reproduction.









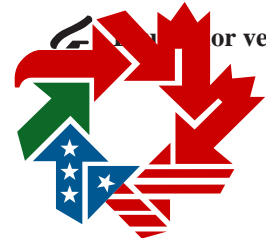
Logo/Use of color

Any color reproduction must be governed by the specifications of the PANTONE color selections.

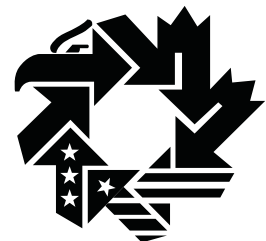
The colors incorporated in the logo are:

	Red	Pantone 185 CVC
	Blue	Pantone 301 CVC
	Green	Pantone 356 CVC
	Black	Pantone black CVC

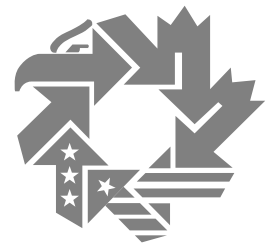
Color version
Blue Pantone CVC
Green Pantone 356 CVC
Black Pantone black CVC
The utilization of this version is recommended in office stationery, brochurs, promotional material, etc.



One-color version:
Pantone black CVC.
This version will be used on stationery, publicity material and promotional items which are adaptable only to one color. This version is appropriate for highlighting or stamping different materials.



One-color version (reduced 50%)
Pantone black CVC.
This version will be utilized on stationery, publicity material and promotional items which are adaptable only to one color. Do not use this version for silk-screen printing.

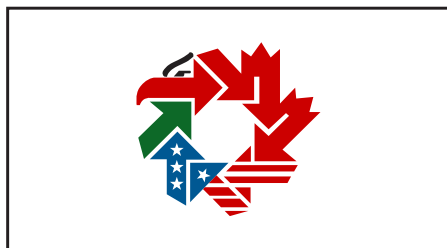




Logo/Applications over different backgrounds

Black or light backgrounds: When the background is white or light-colored, the color version without modification will generally be used or, depending on the application, such colors as gold, silver, etc. can be used (see example).

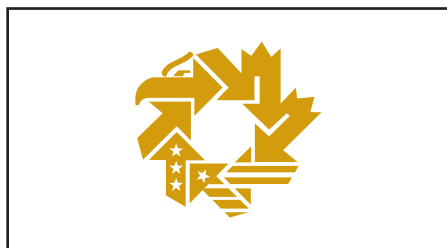
Black or dark backgrounds: In the case of a dark background, the logo inverted in solid white will generally be used. Moreover, depending on the application, it must be decided if it is going to be placed over a light color, etc. (see example).



White background, logo in colors



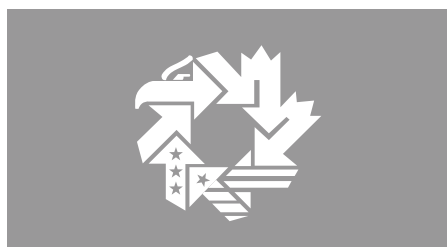
Black background, white logo



White background, gold logo



Purple background, gold logo



Background 30% black



Background 50% black

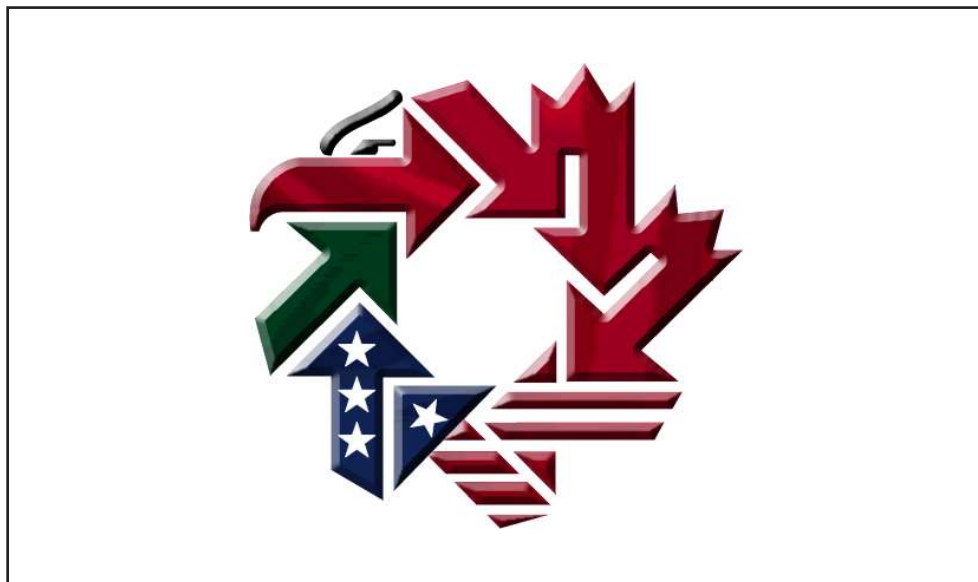


Logo/Multimedia Version

This presentation is intended to be a photographic representation of the elements comprising the logo, and is considered best for use over the Internet, television and other .

non-printed media requiring the use of color selection (minumum of 4 colors)

In this case, the color code must be adapted to the combination which this version of the logo possesses.





Stationery Items



Stationery Items/Business cards

The different NAITCP applications must maintain an elegant appearance, always having ample space around the logo to maintain legibility and distinction.

The actual size of the business card is 9 x 5 centimeters printed via the silkscreen (logo) method with offset (text and screen up to 150 lines). Texture: 210-gram Enhance white.

The logo is printed in the color version, the measurements and layout of the elements illustrated in the example appearing at 100% of its real size.

For the texts utilizing the applications, the same New Roman Times typeset will be used to accent the homogeneity in the design criteria, complemented by typeset without serif.

Color code

■ Black Pantone black CVC.

Corporate Typeset

Times New Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z
1234567890

Complementary Typeset

Typeset of the Association's Name
Times New Roman 9 pts.
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typeset for name

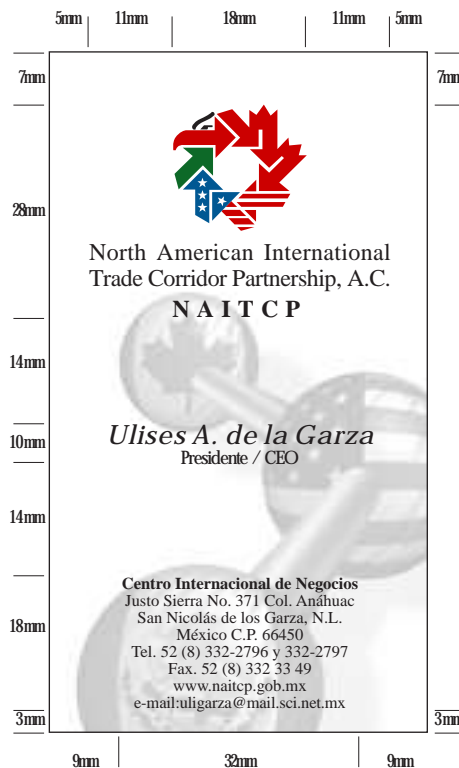
Futura 10 pts. Cursive style
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typeset for position

Futura 7 pts.
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typeset for data

Times 7 pts.
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



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Company:
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Telephone:
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Sationery Items/ Office Stationery

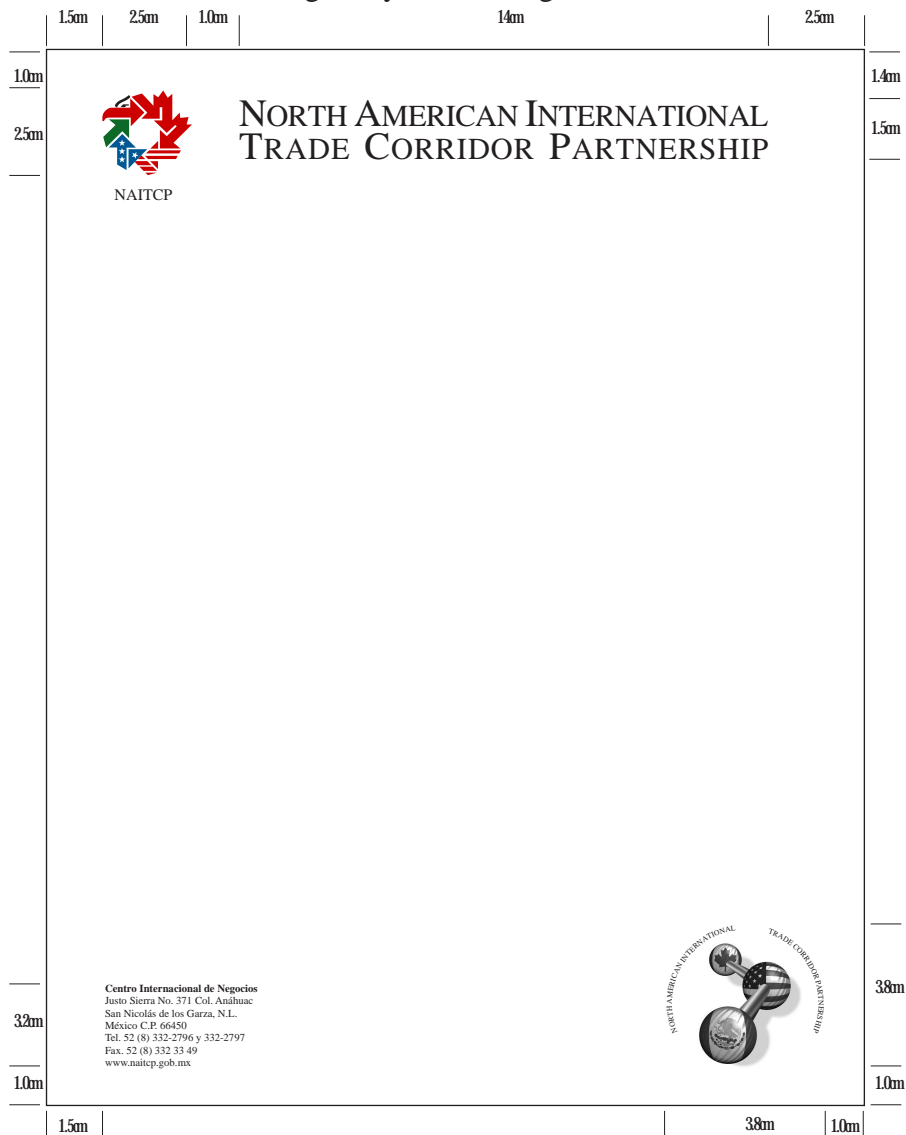
The actual size is 21.5 x 28 cms.

Print: Offset

Texture: 90-gram Enhance Writing

For this application, we are going to utilize two versions, in color and in black and white. The only difference in both versions is the logo, since it is in either color or black and white; the measurements and layout of the elements, which are the same for both versions, are illustrated in the example below, appearing at 50% of actual size.

For the texts utilized in the applications, the same Times New Roman typeset is used to accent the homogeneity in the design criteria.



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 Telephone:
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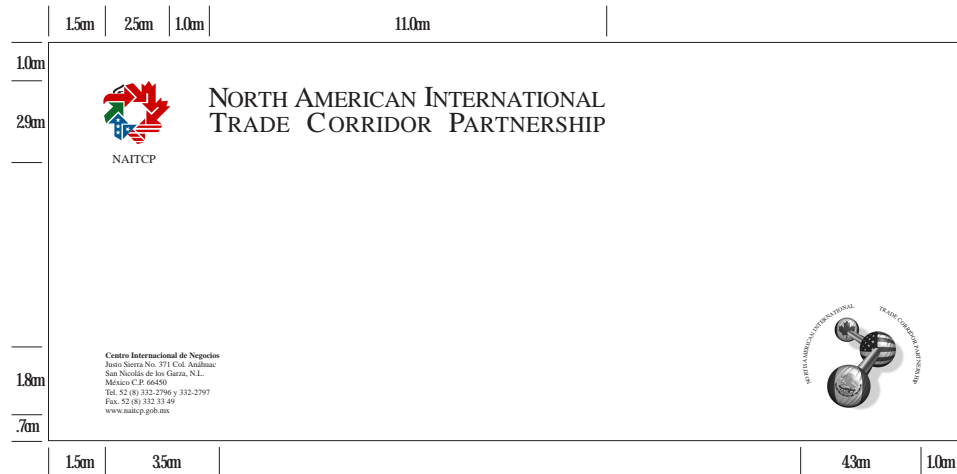
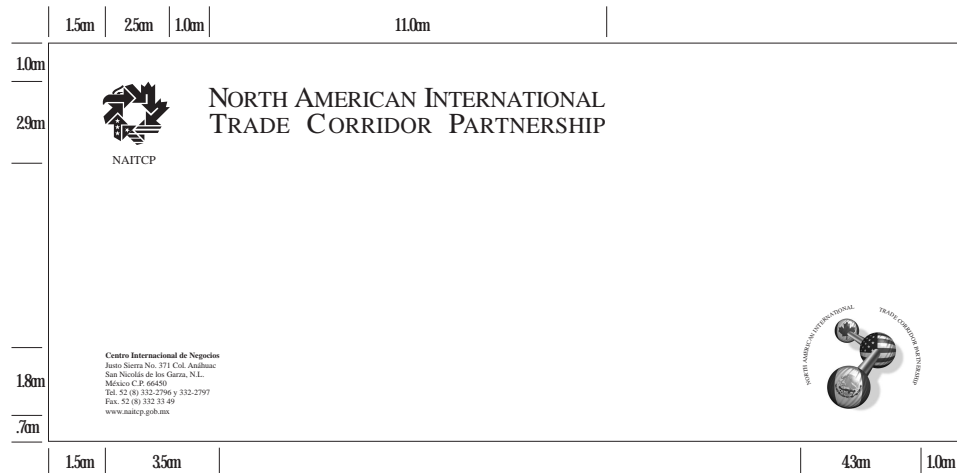


Stationery Items/Boston Legal envelope

The actual size is 24.0 x 10.5 cms.
The extended size is 23.5 x 27 cms.
Print: Offset
Texture: 90-gram Enhance Writing

For this application, we are going to use two versions, color and black and white. The only difference in both versions is the logo, since it is either in color or black and white; the measurements and layout are illustrated in the example below, which appears at 50% of actual size (same size for both).

For the texts used in the applications, the same Times New Roman typeset is used to accent the homogeneity of the design criteria.



Contact:
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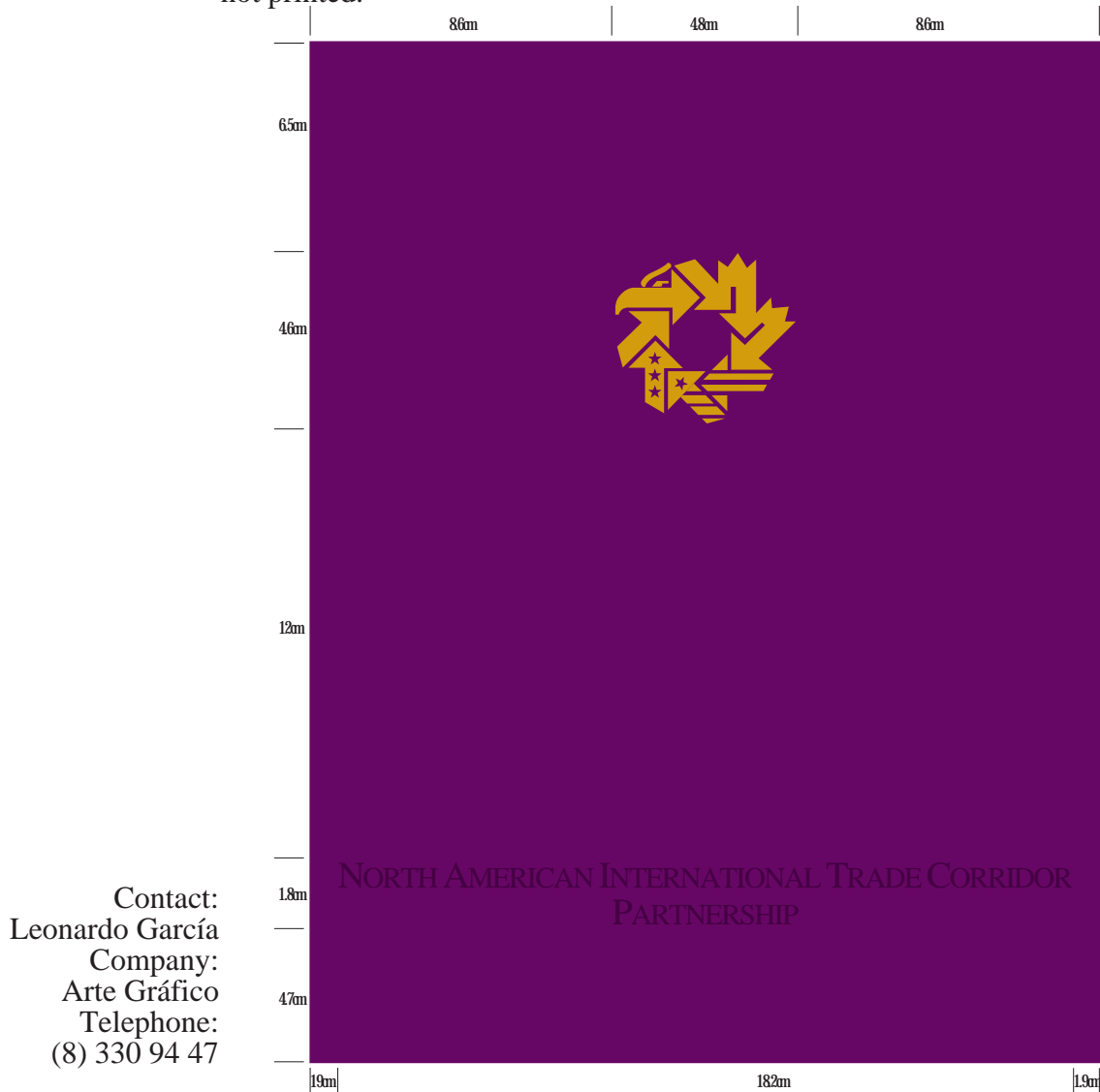


Stationery Items/ Folder

The actual size is 21.8 x 29.5 cms.
The extended size is 29.5 x 43.6 cms.
Print: Silkscreen
Texture.

For this application, we are going to have the logo in the color gold with an elevated surface; the measurements and layout of the elements is illustrated in the example below at 50% of actual size.

For the text, the same Times New Roman typeset will be used to accent the homogeneity in the design criteria, except that in this case, it is elevated and not printed.





Stationery Items/ Label

The actual size may vary, depending on the type of label being utilized.

Print: Usually done via laser printer

Texture: Label bond paper

For this application, we are going to place the logo in black and white, justified to the left.

For the text, the same Times New Roman typeset will be used, but in italic style to provide variation to the text.

In the following example, we can see the most common manner to produce a label.

