



OAS

More rights
for more people

BRAND BOOK

CORPORATE IMAGE

WELCOME TO THE TRUST BRAND BOOK

This brand book establishes and defines the guidelines and basic concepts about how we want to communicate and be seen by our partners, sponsors, and beneficiaries.

This manual should be used as a support tool in all applications of our corporate brand and its products. However, the guidance provided in this document is not intended to restrict creativity, marketing, and visibility of the institution.



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BRAND BOOK



INDEX

BRAND BOOK

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INSTITUTIONAL INFORMATION

BRAND BOOK



ABOUT THE TRUST FOR THE AMERICAS BRAND BOOK

The Trust for the Americas is a non-profit organization affiliated with the Organization of American States (OAS). Established in 1997 to promote public and private partnerships, The Trust has implemented projects in 24 countries and worked with over 1,000 organizations in the region. Our initiatives seek to promote educational and economic opportunities as well as government accountability and transparency.

Our unique alliance with the OAS allows us to have access to decision makers within the region. This foundational partnership serves as the basis through which we create strong networks across member states and the private sector.

Throughout the evolution of our region, The Trust continues to endure (endure what?) by facing challenges through strategic partnerships that promote cooperation for sustainable results.

THE TRUST FOR THE AMERICAS IS A NON-PROFIT
501 (C) (3).



THE TRUST FOR THE AMERICAS

BRAND BOOK

MISSION

To promote social and economic inclusion for vulnerable communities in the Americas through partnerships with the public, private and non-profit sector.

VISION

To contribute to a peaceful and just region, where everyone finds an opportunity to succeed and thrive.

OUR PRESENCE BRAND BOOK

We are present in 21 countries of the Americas and the Caribbean to develop programs for vulnerable communities.

- ANTIGUA AND BARBUDA
- ARGENTINA
- BELIZE
- BRASIL
- CHILE
- COLOMBIA
- COSTA RICA
- ECUADOR
- EL SALVADOR
- GUATEMALA
- HONDURAS
- JAMAICA
- MEXICO
- PANAMA
- PERU
- PUERTO RICO
- DOMINICAN REPUBLIC
- ST. KITS & NEVIS
- ST. LUCIA
- ST. VINCENT & GRANADINAS
- VENEZUELA

CORPORATE IDENTITY

BRAND BOOK



MAIN CORPORATE IDENTITY

BRAND BOOK



ALTERNATIVE CORPORATE IDENTIFIER BRAND BOOK



TWO IDENTIFIERS ONE IMAGE

BRAND BOOK

The main logo and its alternative version, together with its variations, ensure excellent application and correct display on all media and different versions, whether digital or printed, with basic or complex backgrounds.



OUR LOGO

BRAND BOOK

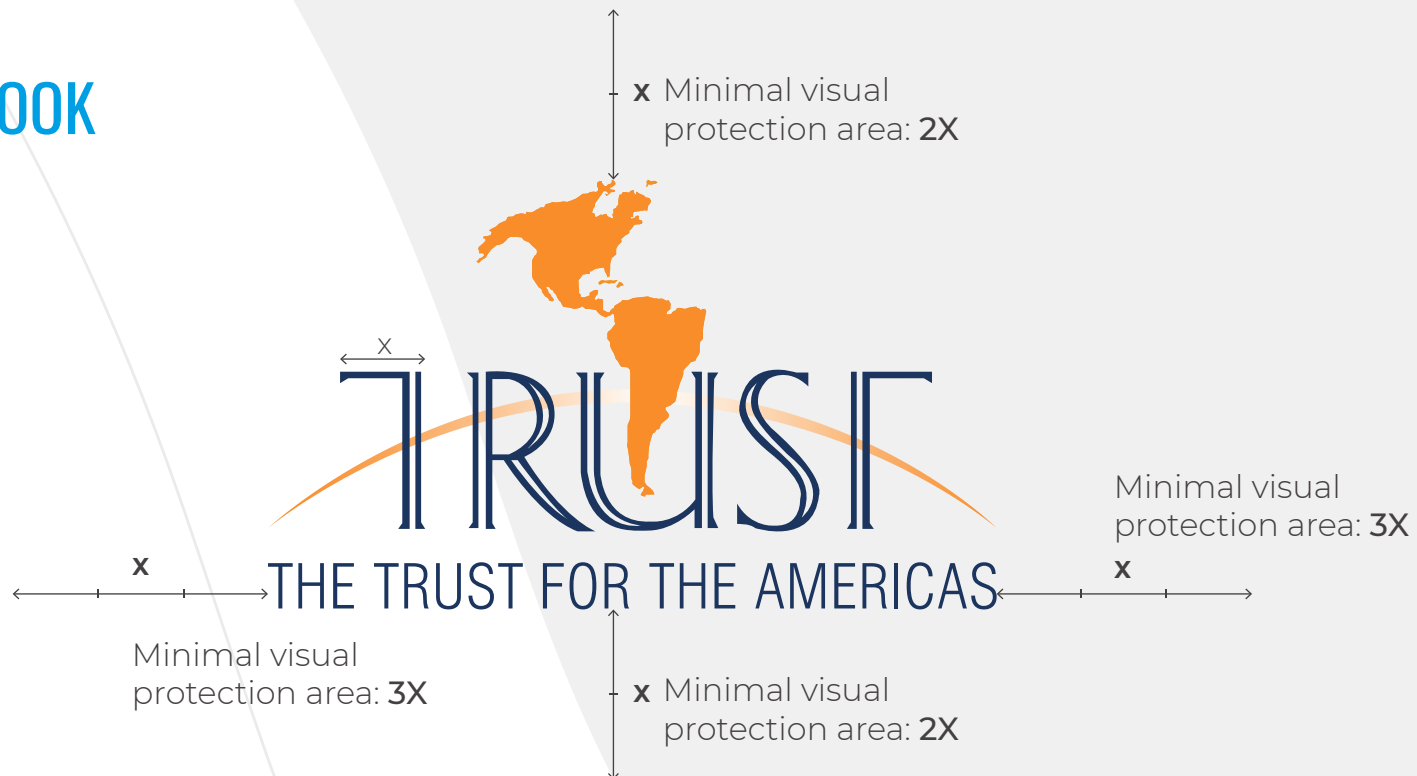


OUR LOGO/ISOLOGO BRAND BOOK

Our logo is an ISOLOGO, representing the map of Latin America acknowledging the 35 Member States of the Organization of American States. The isologo includes a horizontal line, in the form of a semicircle, symbolizing a near and achievable future. The text highlights the word TRUST. The Trust's horizon line is the complete name of our Institution.



VISUAL AREA BRAND BOOK



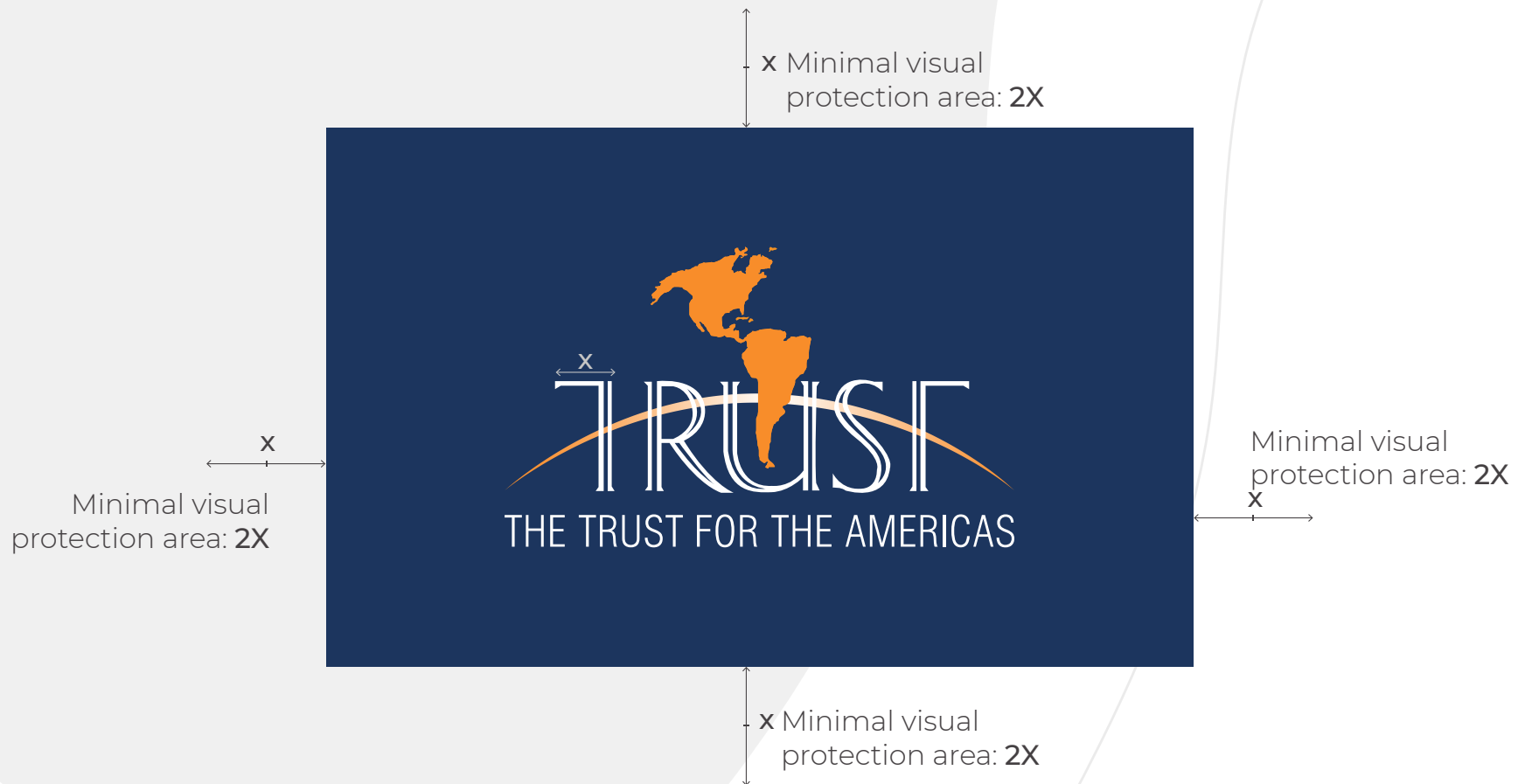
Minimal print reduction



Digital minimum reduction



VISUAL AREA BRAND BOOK



LOGO: VARIATIONS BRAND BOOK

The variations of our logo allow us to have different approved alternatives for its application in different platforms and media, according to requirements and needs.

If you do not have the approved version for the device or medium where you want to apply it, you should contact the Trust's Department of Communication at:

Contact: Lara Bersano
E-mail: lbarsano@trust-oea.org



TRUST
(sin marco contenedor)



TRUST WHITE
(with frame)



TRUST BLUE



TRUST GRAY
(with frame)
GRAY BACKGROUND:
C:0 M:0 Y:0 K:20
GRAY: C:0 M:0 Y:0 K:70



TRUST BLACK
(with frame)

USE &
APPLICATIONS
BRAND BOOK



APPLICATION TRUST + OAS BRAND BOOK

The Trust for the Americas is a nonprofit entity affiliated with the **Organization of American States (OAS)**. When the TRUST logo has to be applied in coexistence with the OAS logo, both logos should be applied on the upper right margin whenever possible. Always place The Trust logo to the left of the OAS logo.



PROPER APPLICATION BRAND BOOK

The main objective of the different variations of our logo is to maintain a clear contrast that allows quick and easy display of our brand, regardless of the background.



PROPER APPLICATION BRAND BOOK

For the application on images or colored backgrounds, use the variants: **TRUST**, **TRUST WHITE**, and **TRUST BLUE**.

Keep in mind to make sure there is a clear contrast that allows a quick and easy visualization of the logo.



GRAY SCALE APPLICATION BRAND BOOK

When applying in shades of gray background, the logo must be applied keeping in mind how it will be visualized by the user.

In this case, you will apply the logo with the container or protection frame. In addition to that, the **TRUST WHITE** or **TRUST BLUE** versions should be used - as deemed appropriate.

When the logo is applied on images in shades of gray, and is displayed in printed publications, the **TRUST GRAY** version of our logo must be used.



CHROMATIC APPLICATION DIGITAL VERSION BRAND BOOK

WHITE VERSION

Apply TRUST and TRUST WHITE versions.



CLEAR BACKGROUNDS

Apply TRUST WHITE and TRUST BLUE versions.



BLACK BACKGROUND

Apply TRUST WHITE and TRUST BLUE versions.



CHROMATIC APPLICATION PRINTED VERSION BRAND BOOK

WHITE VERSION

Apply TRUST and TRUST WHITE versions.



CLEAR BACKGROUNDS

Apply TRUST WHITE and TRUST BLUE versions.



COLOR OR COMBINED BACKGROUNDS

Apply TRUST WHITE and TRUST BLUE versions.



BLACK BACKGROUND

Apply TRUST WHITE and TRUST BLUE versions.



APPLICATION: B&W PRINT / GRAY SCALE BRAND BOOK

GRAY SCALE IMAGE

Apply TRUST GRAY version.



BLACK AND WHITE PRINT

Apply TRUST BLACK version.



IMPROPER USE BRAND BOOK




LOGO
DECOMPOSITION



CHANGING THE COLOR
OF THE LOGO



urem ipsum  dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat.

USE OF THE LOGO WITHIN TEXT



FRAMELESS
LOGO

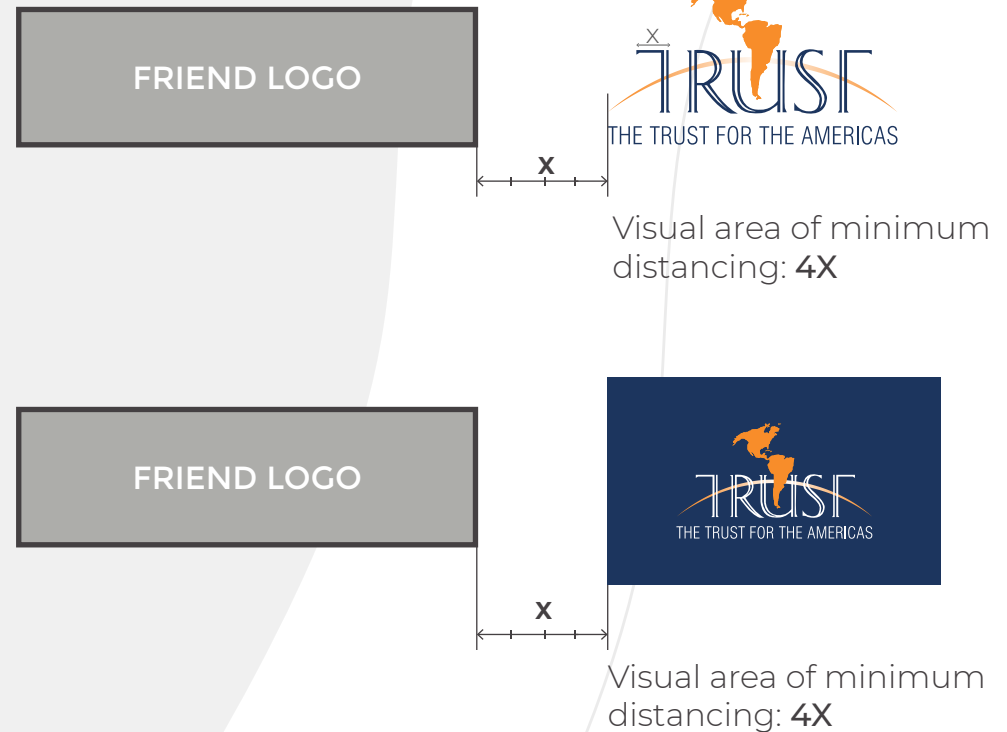


LOGO
COEXISTENCE
BRAND BOOK



LOGO: COEXISTENCE BRAND BOOK

The application of our logo in coexistence with that of other institutions, must maintain a minimum distance of **4X**, and **should always be located on the right upper margin**, with some exceptions that must be previously authorized.



**COLOR
PALETTE**
BRAND BOOK



COLORS THAT COMMUNICATE BRAND BOOK

We are a non-profit entity affiliated with the Organization of American States (OAS), which seeks to promote public-private partnerships.

Our initiatives promote social and economic inclusion for vulnerable communities in the Americas through partnerships with the public and private sectors.

For our Institutional Communications we use two colors which reflect our values and promote trust and confidence in the minds of our partners, sponsors, and beneficiaries.



DYNAMISM
ENERGY



EXPERIENCE
SERIOUSNESS

PRIMARY PALETTE BRAND BOOK

PANTONE



715 C

CMYK



C: 0
M: 54
Y: 87
K: 0

RGB



R: 248
G: 141
B: 42

WEB



#F88D2A



534 C



C: 100
M: 82
Y: 35
K: 27



R: 28
G: 53
B: 94



#1C355E



P172-16U



C: 60
M: 54
Y: 48
K: 60



R: 68
G: 64
B: 66



#444042

SECONDARY PALETTE

BRAND BOOK

PANTONE



P177-U



P37-8U



P63-14U



P154-8U

CMYK



C: 0
M: 35
Y: 90
K: 0



C: 0
M: 80
Y: 100
K: 0



C: 30
M: 94
Y: 68
K: 1



C: 60
M: 0
Y: 100
K: 0

RGB



R: 249
G: 176
B: 54



R: 232
G: 78
B: 15



R: 183
G: 47
B: 68



R: 118
G: 184
B: 42

WEB



#FFA619



#E84E0F



#B72F44



#76B82A

SECONDARY PALETTE

BRAND BOOK

PANTONE



P143-15U



CYAN U

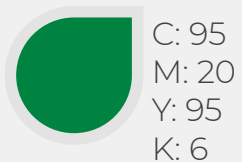


P176-11U



P74-15U

CMYK



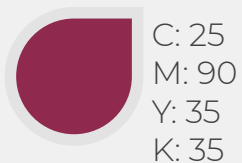
C: 95
M: 20
Y: 95
K: 6



C: 100
M: 0
Y: 0
K: 0



C: 65
M: 45
Y: 45
K: 30



C: 25
M: 90
Y: 35
K: 35

RGB



R: 0
G: 130
B: 65



R: 0
G: 159
B: 227



R: 87
G: 102
B: 105



R: 143
G: 41
B: 78

WEB



#008241



#009FE3



#576669



#8F294E

SECONDARY PALETTE

BRAND BOOK

PANTONE



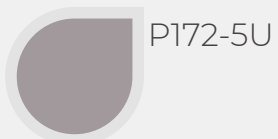
P90-15U



P36-7U

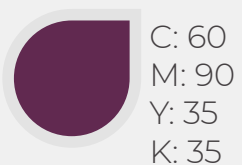


P171-9U



P172-5U

CMYK



C: 60
M: 90
Y: 35
K: 35



C: 25
M: 70
Y: 90
K: 20



C: 40
M: 45
Y: 45
K: 30



C: 43
M: 39
Y: 34
K: 0

RGB



R: 97
G: 41
B: 80



R: 167
G: 85
B: 38



R: 133
G: 113
B: 106



R: 162
G: 153
B: 157

WEB



#612950



#A75526



#85716A



#A2999D

TYPOGRAPHY

BRAND BOOK



OUR WRITTEN IMAGE BRAND BOOK

The fonts that we have selected for our written communication are fonts with simplicity and clarity that allow easy and effortless reading, with a variety of styles that allow fluency in the text and excellent contrast.

We have selected fonts under the OPEN FONT LICENSE, which are free and easy to download from Google Fonts.



TYPOGRAPHY

H1, H2, H3, H4

BRAND BOOK

For the creation of titles H1, H2, H3, and H4, either in graphic or digital pieces, the **OSWALD** font family must be used, in its style **REGULAR 400**, **MEDIUM 500**, **SEMI-BOLD 600** and **Bold 700**.

This typography allows simple and clear highlighting with the different levels of titles, maintaining an excellent coexistence with the Isologo.

This font is Open Font License. You can download it for free from Google Fonts.

Download link:
<https://fonts.google.com/specimen/Oswald>

OSWALD

REGULAR 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

.,-!?:&

MEDIUM 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

.,-!?:&

SEMI-BOLD 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

.,-!?:&

BOLD 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

.,-!?:&

TYPOGRAPHY BODY BRAND BOOK

The chosen font for text, epigraphs, headlines, etc., for both digital and printed publications, is **MONTSERRAT**, in its variants of styles **LIGHT 300**, **REGULAR 400**, **MEDIUM 500**, **SEMI-BOLD 600**, **BOLD 700**, **EXTRA-BOLD 800** and **BLACK 900**, in their normal and italic versions.

This typography offers clear and simple lines, adding a modern style to the text, without neglecting trust and experience, which are fundamental values to The Trust.

This font is Open Font License. You can download it for free from Google Fonts.

Download link:
<https://fonts.google.com/specimen/Montserrat>

MONTSERRAT

LIGHT 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
0123456789
.,-!?:&

REGULAR 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
0123456789
.,-!?:&

MEDIUM 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
0123456789
.,-!?:&

SEMI-BOLD 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
0123456789
.,-!?:&

BOLD 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
0123456789
.,-!?:&

EXTRA-BOLD 800

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
0123456789
.,-!?:&

BLACK 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ
0123456789
.,-!?:&

ALTERNATIVE TYPOGRAPHIES

BRAND BOOK

We only allow two exceptions in the use of authorized fonts, which are:

HELVETICA, in its **Light/Regular/Bold** styles and, **ARIAL**, in its **Regular** and **Bold** styles, in both cases the normal and italic styles are allowed.

ARIAL

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

0123456789

.,-!/?¿:&

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

0123456789

.,-!/?¿:&

PUBLICATION OF CONTENTS

BRAND BOOK



PROLOGUE AND TEXT BRAND BOOK

The prologues or texts to be included in different publications, printed or digital, with the signature of authorities, must be sent one month in advance to the Communication Department for their corresponding edition and approval.

They must be accompanied by a brief descriptive summary of the publication.

Contact: Lara Bersano Calot

E-mail: lbarsano@trust-oea.org



PUBLISHING IMAGES

BRAND BOOK

The staff in charge of designing and publishing printed or digital publications should be informed about the principles of intellectual property and copyrights for the use and reproduction of photographs and images.

It is the responsibility of each area and/or author to ensure that the images and photographs included in all publications have the appropriate authorization.



OTHERS
PROYECTS
BRAND BOOK



PROJECT VIVE BRAND BOOK



VIVE PROJECT BRAND BOOK

VIVE Project: VIVE in Spanish means "Come, be inspired and sell". The Walmart Foundation supports this project implemented in Mexico by **The Trust for the Americas**, in partnership with the ManpowerGroup Foundation.

Since 2016, VIVE seeks to increase the economic empowerment of Mexican women; through training in technical skills aimed at low-income women over 15 years old from communities in vulnerable situations. VIVE has presence in 184 municipalities, in 28 Mexican states. All participants acquire technical skills such as sales, retail, customer service, and life skills like entrepreneurship, effective communication and leadership. During 2018, The Trust added to the curriculum the course on prevention of violence against girls and women. In this way, the project's objective is that participants increase their chances of accessing formal economic opportunities in these areas, as well as helping to prevent gender violence.



VIVE PROJECT IDENTIFIER BRAND BOOK

Project VIVE logotype is a TYPOGRAPHIC character identifier and synthesizes the meaning of the project “Come, be inspire and sell”.

The logo must be used in all actions of the project and always be applied in a visible and easy reading style.



VIVE PROJECT IDENTIFIERS

BRAND BOOK

Project VIVE, uses its logotype as brand identifier and implementation in all its actions, both digital and printed.

The logotype has two versions:

- 1) Primary Identifier.
- 2) Secondary Identifier.

The display of the identifier must be clear and easy to read.

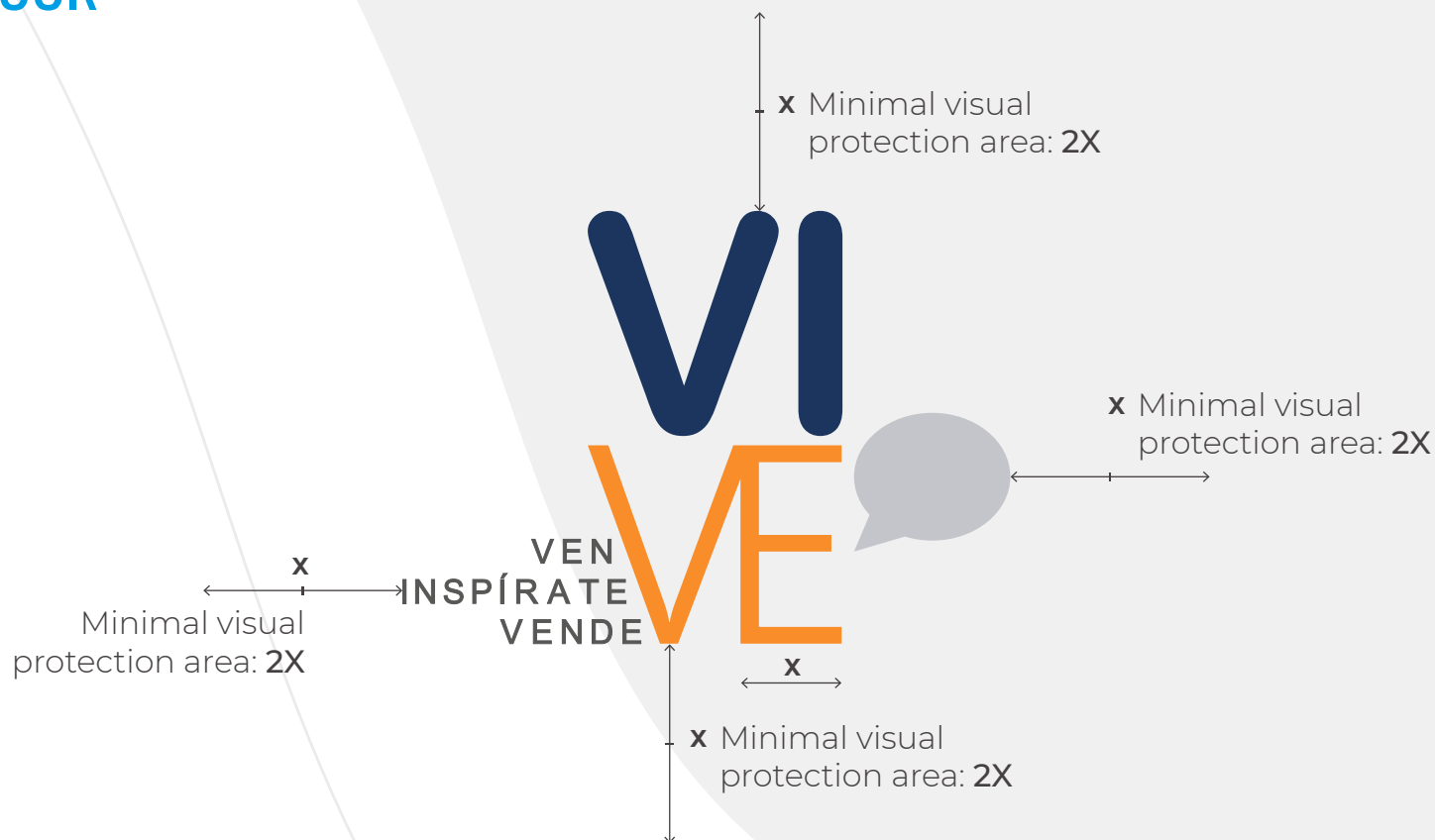


PRIMARY IDENTIFIER



SECONDARY IDENTIFIER

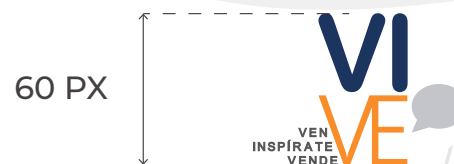
VISUAL AREAS BRAND BOOK



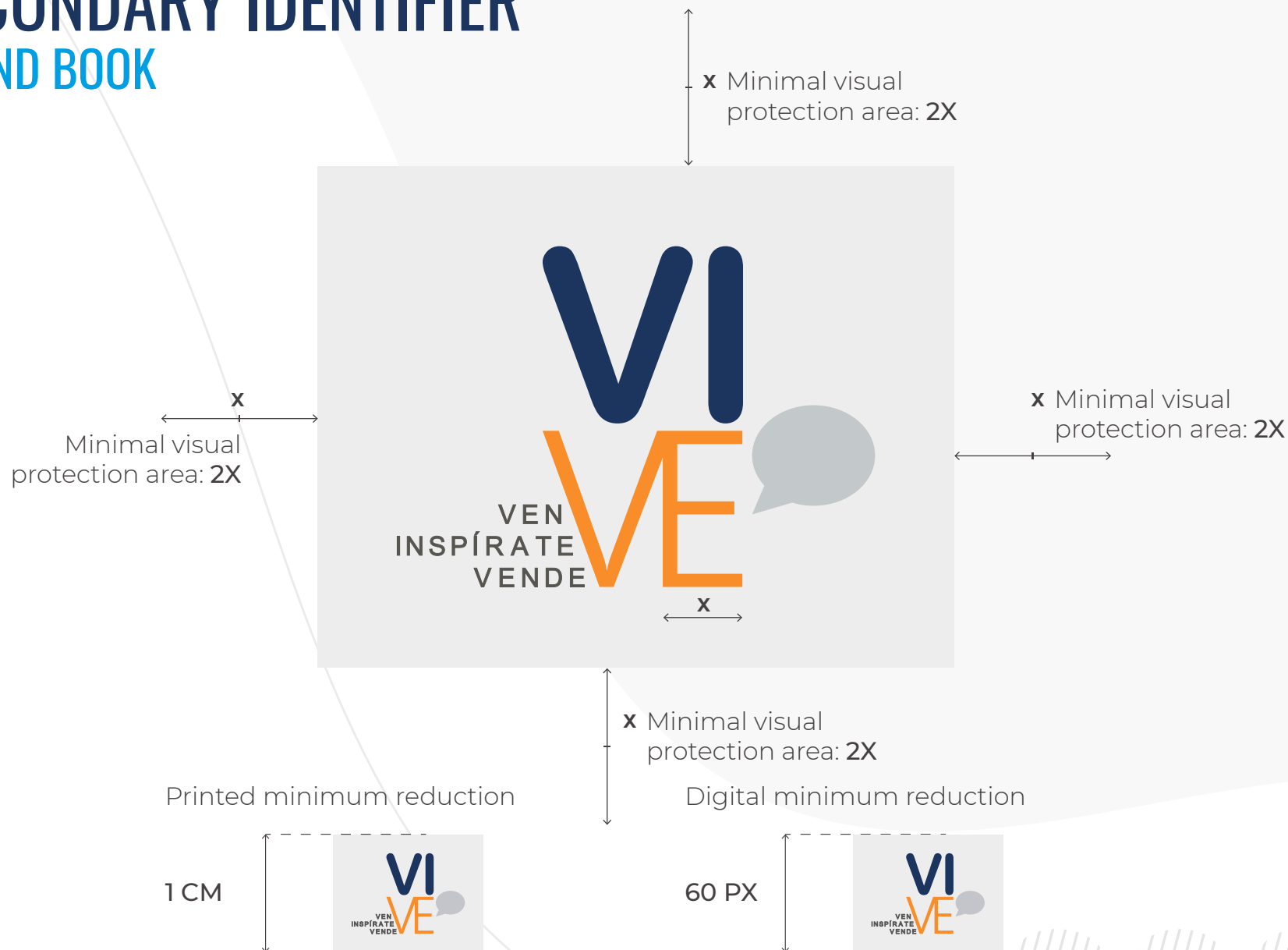
Printed minimum reduction



Digital minimum reduction



VISUAL AREAS SECONDARY IDENTIFIER BRAND BOOK



VIVE PROJECT VARIATIONS BRAND BOOK

The variations of the logo will allow to have different approved alternatives for its application in different types of support and mediums, both in digital and printed versions. If you do not have the approved version for the device or medium where you want to place the logo, please contact our Communications Department:

Contact: Lara Bersano
E-mail: lbarsano@trust-oea.org



VIVE LOGOTYPE



VIVE GRAY BACKGROUND
(with frame)



VIVE GRAY SCALE
(with frame)



VIVE BLACK & WHITE
(with frame)

VIVE PROJECT: IMPROPER USE

BRAND BOOK



LOGO
DECOMPOSITION



CHANGING THE COLOR
OF THE LOGO



rem ipsum dolor sit amet,
consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat.

USE THE LOGO
WITHIN THE TEXT FIELD



FRAMELESS
LOGO



APPLICATION VIVE - TRUST - OAS BRAND BOOK

VIVE is a project of **The Trust for the Americas** a non-profit organization affiliated with the **Organization of American States (OAS)**. Thus, in the case the **VIVE** logo has to be applied in coexistence with the **TRUST** logo, and the **OAS** logo, both logos (**TRUST + OAS**), must be applied to the right of the **VIVE** logo. In the case where placing the logo on the right margin is not possible, make sure the application is in clear display and easy to read.



COLORS VIVE PROJECT BRAND BOOK

VIVE is a project of the Trust for the Americas. Thus, it uses a color palette similar to the palette used by the **TRUST**.



COLOR PALETTE

VIVE PROJECT

BRAND BOOK

PANTONE



715 C

CMYK



C: 0
M: 54
Y: 87
K: 0

RGB



R: 248
G: 141
B: 42

WEB



#F88D2A



534 C



C: 100
M: 82
Y: 35
K: 27



R: 28
G: 53
B: 94



#1C355E



419U



C: 57
M: 47
Y: 53
K: 66



R: 89
G: 89
B: 85



#595955

COLOR PALETTE

VIVE PROJECT

BRAND BOOK

PANTONE



420U

CMYK



C: 22
M: 16
Y: 16
K: 1

RGB



R: 189
G: 190
B: 189

WEB



#BDBEBD



Cool Gray 1 U



C: 10
M: 8
Y: 7
K: 0



R: 218
G: 217
B: 214



#DAD9D6

CHROMATIC APPLICATIONS

VIVE PROJECT

BRAND BOOK

WHITE BACKGROUND

Applies VIVE version.



CLEAR BACKGROUNDS

Applies VIVE and VIVE GRAY BACKGROUND versions.



COLOR OR COMBINED BACKGROUND

Applies VIVE GRAY BACKGROUND versions.



BLACK BACKGROUND

Applies VIVE GRAY BACKGROUND versions.



VIVE PROJECT APPLICATION: PRINT BLACK AND WHITE/GRAY SCALE BRAND BOOK

IMAGE IN GRAY SCALE

Applies VIVE GRAY SCALE version



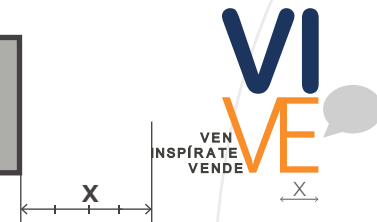
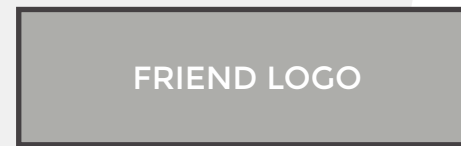
BLACK AND WHITE PRINTED VERSIONS

Applies VIVE BLACK AND WHITE version.

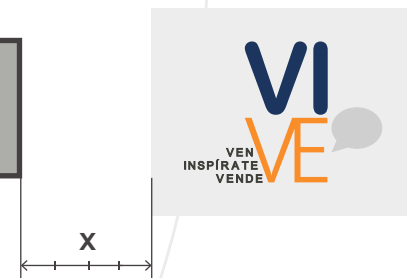
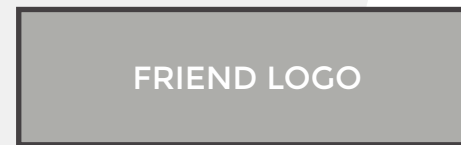


VIVE PROJECT: LOGO COEXISTENCE BRAND BOOK

The application of the VIVE Project logo in coexistence with that of other institutions, must maintain a minimum distance of **4X** and **always be located on the right margin**, with some exceptions that must be previously be authorized.



Visual area of
minimum distance: **4X**



Visual area of
minimum distance: **4X**

POETA DIGISPARK

BRAND BOOK



POETA
DIGISPARK

POETA DIGISPARK BRAND BOOK

POETA DIGISPARK is a project of **The Trust for the Americas** within the **POETA** program. Through **DIGISPARK**, we promote job inclusion of adults in the Americas. We provide training in technology and computer science as well as soft and entrepreneurial skills in Latin American countries.



POETA DIGISPARK IDENTIFIER

BRAND BOOK

The **POETA DIGISPARK** Project logotype is an IMAGOTYPE identifier that synthesizes the meaning of the project: a star with rounded tips, representing sparks and union in a digital environment, seeking a common goal.

The **DIGISPARK** logo must included in every communication piece of the project (print, digital and any and all platforms and mediums) including the pieces developed by the local partners that execute the project in the region.



POETA DIGISPARK IDENTIFIERS

BRAND BOOK

The logotype has two versions:

- 1) Primary Identifier.
- 2) Secondary Identifier.

The display of the identifier must be clear and easy to read.



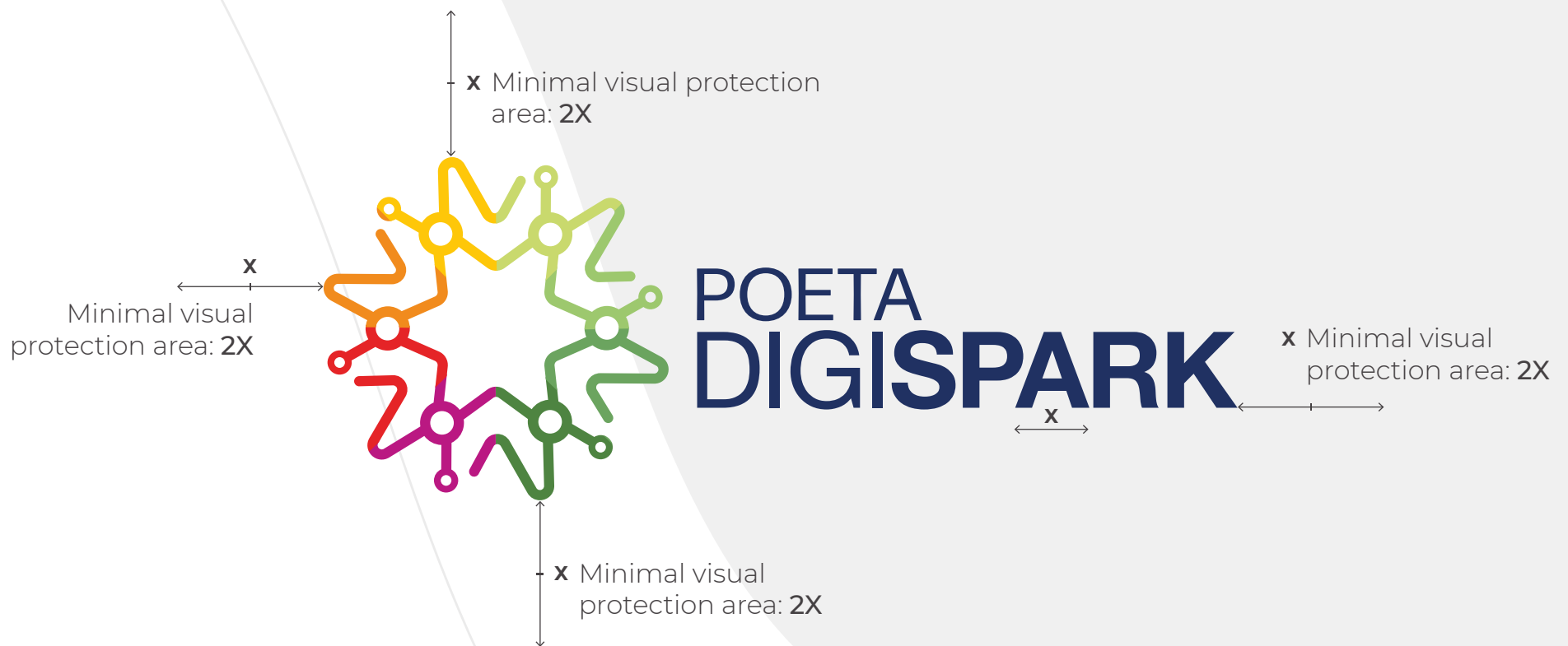
PRIMARY IDENTIFIER



SECONDARY IDENTIFIER

VISUAL AREAS

BRAND BOOK



Printed minimum reduction

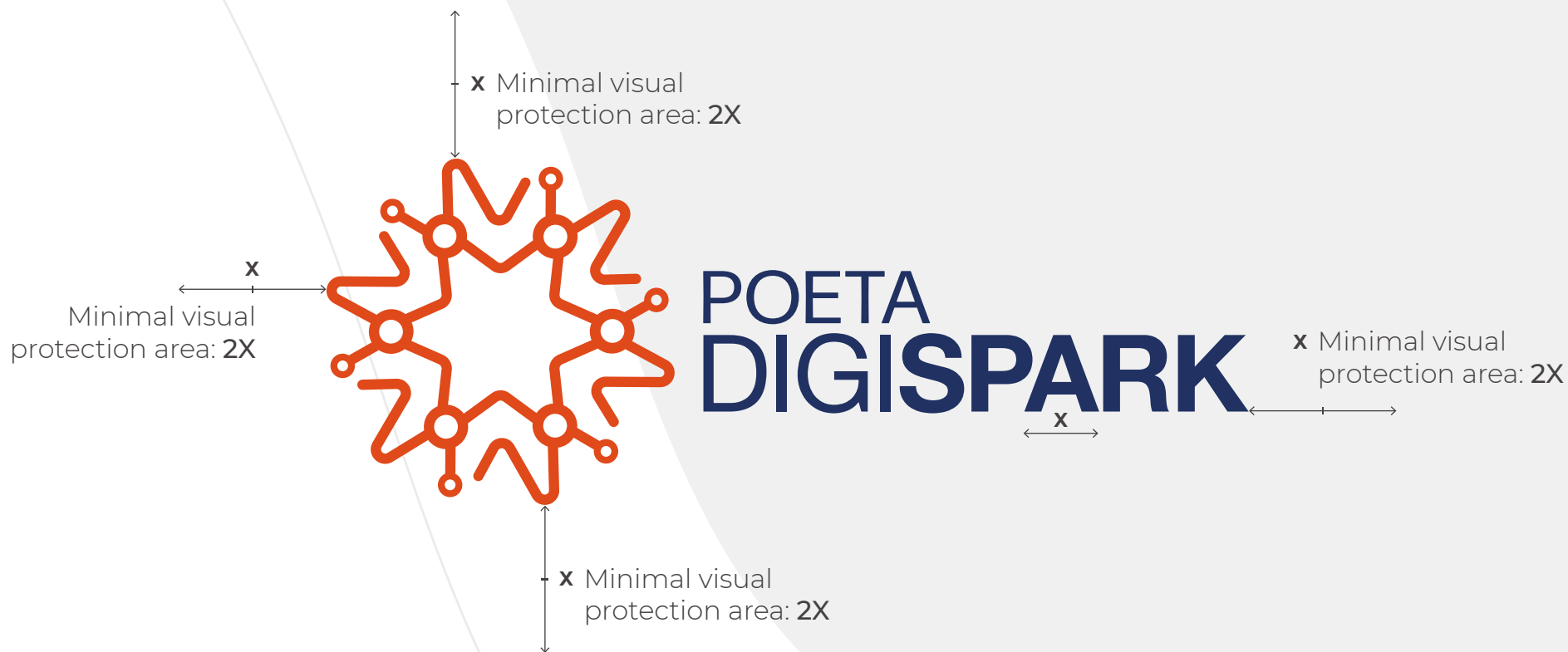


Digital minimum reduction



VISUAL AREAS

BRAND BOOK



Printed minimum reduction



Digital minimum reduction



POETA DIGISPARK VARIATIONS BRAND BOOK

The variations of the logo allow us to have different approved alternatives for its application in different types of platforms and media, according to the requirements and needs, in printed and digital.

If you do not have the approved version for the application, please contact our Communications Department:

Contact: Lara Bersano
E-mail: lbarsano@trust-oea.org



DIGISPARK GRAY



DIGISPARK



DIGISPARK ALTERNATIVE



DIGISPARK BLACK & WHITE

POETA DIGISPARK VARIATIONS BRAND BOOK




LOGO
DECOMPOSITION



CHANGING THE COLOR
OF THE LOGO



rem ipsum  dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

USE THE LOGO WITHIN A TEXT FIELD



APPLY
THE LOGO
INCORRECTLY



APPLICATIONS

DIGISPARK + TRUST + OAS

BRAND BOOK

POETA DIGISPARK is a project of **The Trust for the Americas** a non-profit organization **affiliated with the Organization of American States (OAS)**. Thus, in the case in which the **DIGISPARK** logo has to be applied, in coexistence with the TRUST and the OAS logos, both logos (TRUST + OAS), must be applied on the right side of the DIGISPARK logo and the three logos (POETA DIGISPARK + TRUST + OAS), should be applied on the upper right margin, whenever possible. If placing the logo on the right margin is not possible, make sure the application is in a clear display and easy to read.



COLORS POETA DIGISPARK BRAND BOOK

POETA DIGISPARK is a project of **The Trust for the Americas**. For the color palette we chose colors that represent inclusion in the digital world and innovation.



COLOR PALETTE

POETA DIGISPARK

BRAND BOOK

PANTONE



534 C

CMYK



C: 100
M: 82
Y: 35
K: 27

RGB



R: 28
G: 53
B: 94

WEB



#1C355E



7406 U



C: 0
M: 16
Y: 100
K: 1



R: 255
G: 210
B: 0



#FFD200



1495 C



C: 0
M: 49
Y: 96
K: 0



R: 255
G: 143
B: 28



#FF8F1C

COLOR PALETTE

POETA DIGISPARK

BRAND BOOK

PANTONE



485 C

CMYK



C: 0
M: 95
Y: 100
K: 0

RGB



R: 28
G: 53
B: 94

WEB



#DA291C



241 C



C: 18
M: 100
Y: 0
K: 0



R: 175
G: 22
B: 133



#AD1E83



7741 C



C: 69
M: 3
Y: 89
K: 26



R: 68
G: 136
B: 62



#FF8F1C

COLOR PALETTE

POETA DIGISPARK

BRAND BOOK

PANTONE



2264 C

CMYK



C: 56
M: 9
Y: 68
K: 17

RGB



R: 107
G: 149
B: 96

WEB



#6B9560



367 C



C: 37
M: 0
Y: 77
K: 0



R: 164
G: 214
B: 94



#A4CA62



2289 C



C: 23
M: 0
Y: 61
K: 0



R: 197
G: 217
B: 122



#C5D97A

CHROMATIC APPLICATIONS

POETA DIGISPARK

BRAND BOOK

WHITE BACKGROUND

Applies DIGISPARK version.



CLEAR BACKGROUNDS

Applies DIGISPARK and DIGISPARK ALTERNATIVE versions.



COLOR OR COMBINED BACKGROUND

Applies DIGISPARK BLACK AND WHITE versions.



BLACK BACKGROUND

Applies DIGISPARK BLACK AND WHITE versions.



POETA DIGISPARK APPLICATION: PRINTED BLACK AND WHITE / GRAY SCALE BRAND BOOK

IMAGE IN GRAY SCALE

Applies DIGISPARK BLACK AND WHITE version.



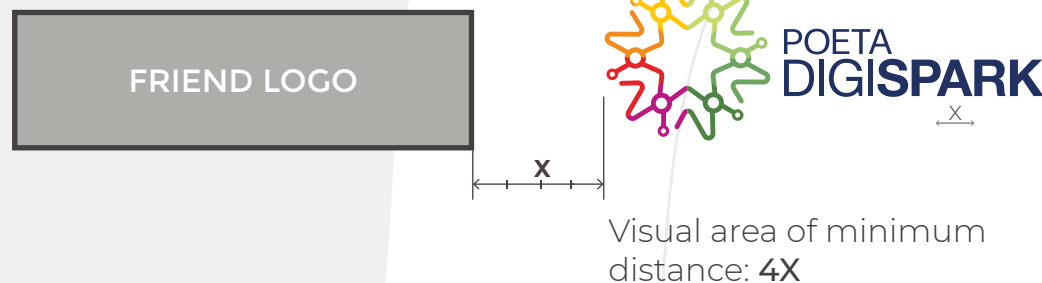
BLACK AND WHITE PRINTED VERSIONS

Applies DIGISPARK BLACK AND WHITE version.



POETA DIGISPARK: LOGO COEXISTENCE BRAND BOOK

The application of the **POETA DIGISPARK** logo in coexistence with that of other institutions, must maintain a minimum distance of **4X** and **always be located on the right margin**, with some exceptions that must be previously authorized.



PROJECT
NCB ICON LAB
BRAND BOOK



**NCB
ICON
LAB**

NCB ICON LAB BRAND BOOK

NCB ICON LAB, is a project of **The Trust for the Americas**.

At **NCB ICON LAB**, we seek to support young people and adults in their insertion into the new world of work in the 21st century.

We provide training in technology and computer science, throughout Jamaica.



NCB ICON LAB IDENTIFIER BRAND BOOK

The **NCB ICON LAB Project** logo is an IMAGOTYPE identifier and synthesizes the soul of the project, consisting of the hand that holds a lamp formed by cells connected to each other. **NCB ICON LAB** is a project that provides training in technology and computer science.

The **NCB ICON LAB** logo must be used in every communications piece and always be applied in a visible and easy to read way



NCB ICON LAB IDENTIFIERS

BRAND BOOK

NCB ICON LAB uses its logo as a brand identifier and implementation in all its communication pieces (online, print or any other modality), in printed and digital form.

The logo has five versions:

- 1) Primary Identifier.
- 2) Secondary Identifiers (NCB Black, NCB Blue, NCB White and NCB Orange).

They must be used always bearing in mind that the display of identifiers must be clear and easy to read.

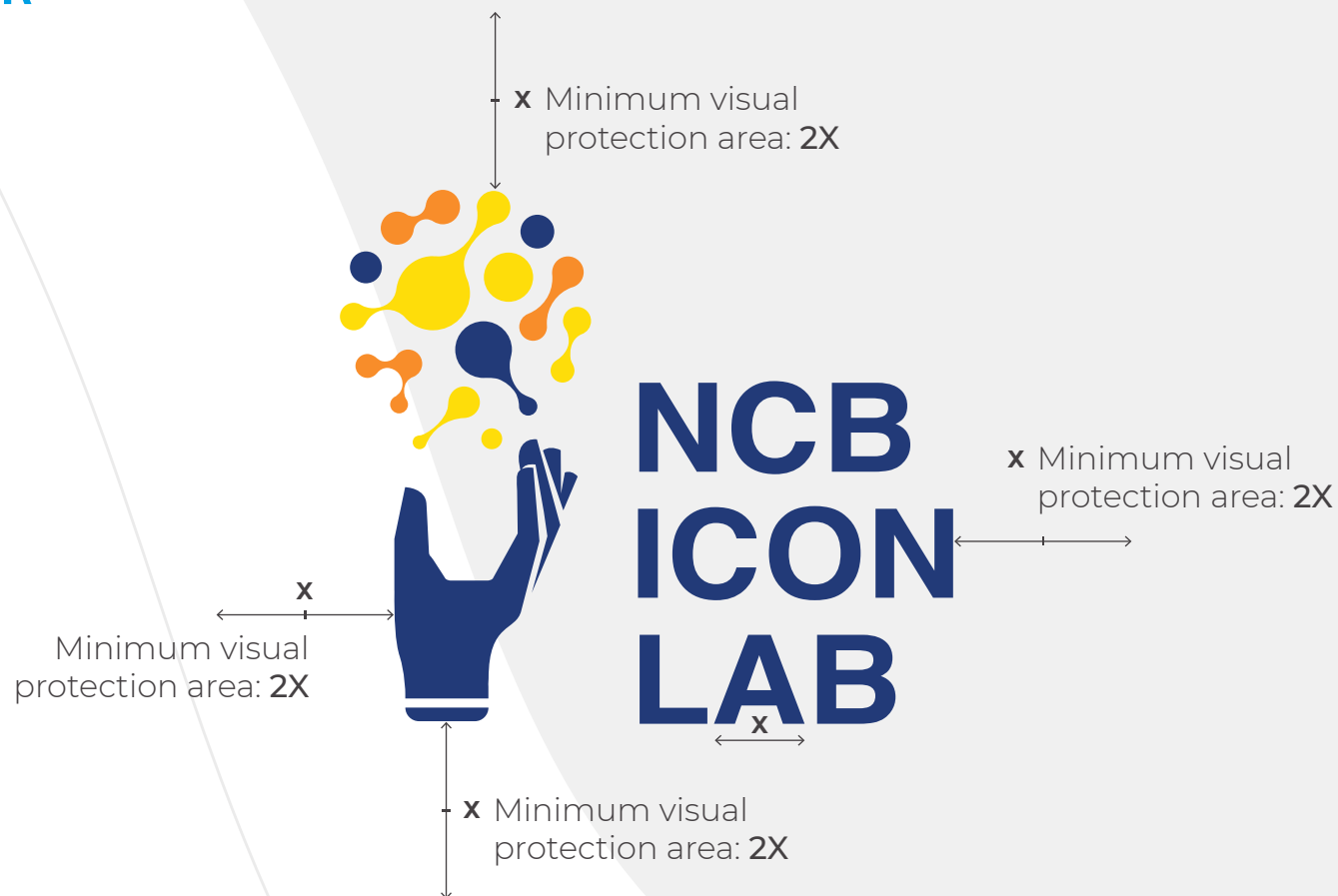


SECONDARY IDENTIFIERS



VISUAL AREAS

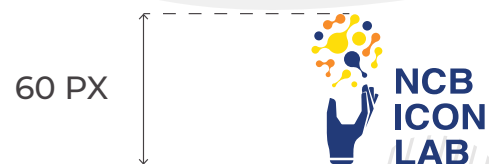
BRAND BOOK



Minimum print reduction

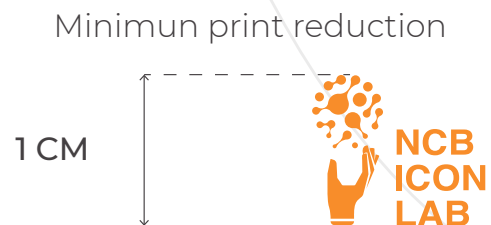
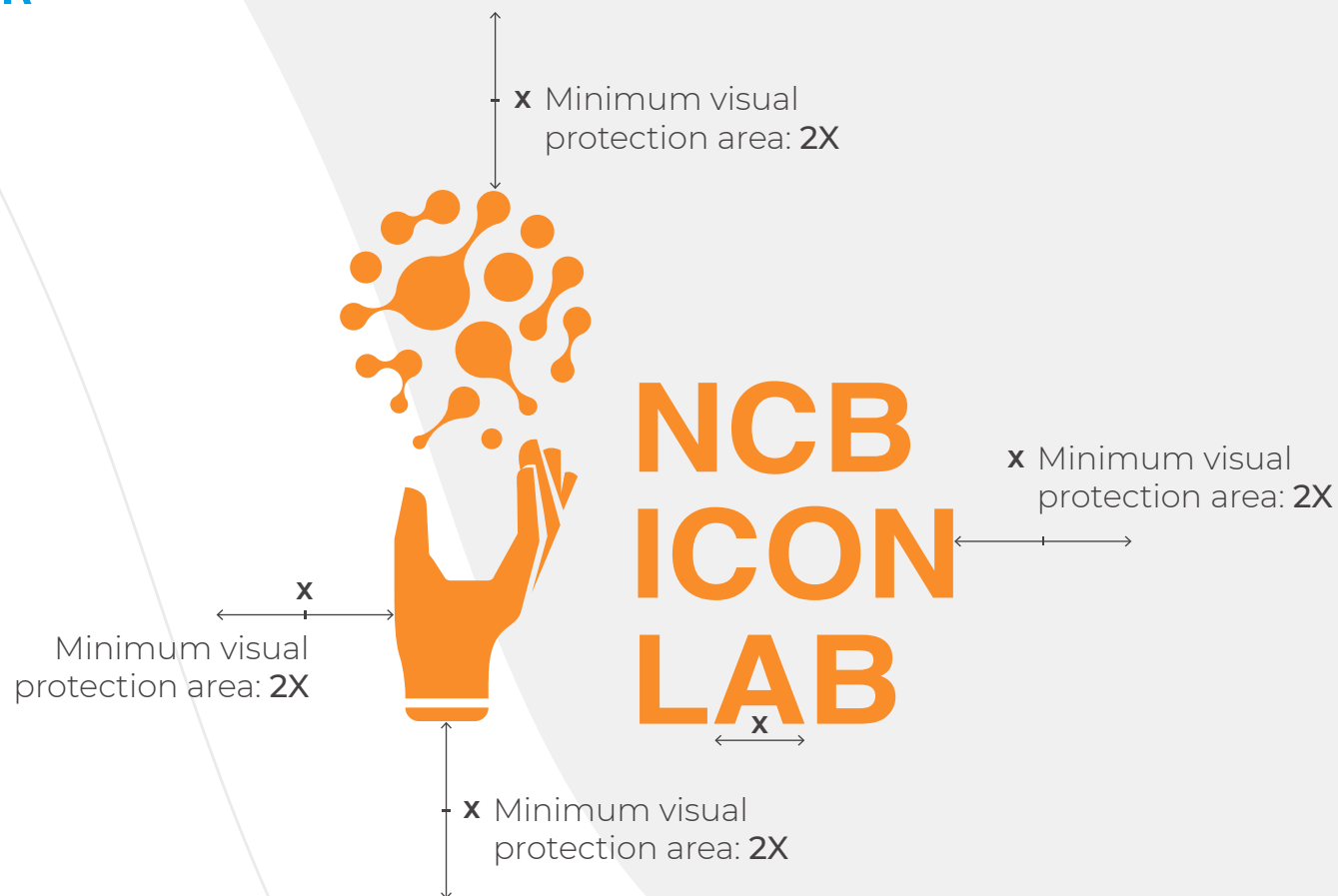


Minimum online reduction



VISUAL AREAS

BRAND BOOK



NCB ICON LAB VARIATIONS

BRAND BOOK

The variations of the logo will allow you to use different approved alternatives, for their application in different types of communications products and media, according to the requirements and design needs.

If you do not have the approved version for the device or medium where you want to apply the logo, you must contact the Trust's Communication department, by E-mail:

Contacto: Lara Bersano
E-mail: lbarsano@trust-oea.org



NCB COLOR



NCB WHITE



NCB YELLOW



NCB ORANGE



NCB BLUE



NCB BLACK

NCB ICON LAB INCORRECT USES

BRAND BOOK




LOGO BREAKDOWN



COLOR CHANGE



urem ipsum  dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

USE OF LOGO WITHIN THE TEXT



INCORRECT
APPLICATION OF
THE LOGO



APPLICATIONS

NCB ICON LAB + TRUST + OAS

BRAND BOOK

NCB ICON LAB is a project of **The Trust for the Americas**, a non-profit entity affiliated to the Organization of American States (OAS). For this reason, in the case where the **NCB ICON LAB** logo must be applied, in coexistence with the TRUST and OAS logo, both logos (TRUST + OEA), should be located to the right of the NCB ICON LAB logo and the three logos (NCB + TRUST + OEA), should be applied on the upper right margin, whenever possible, always respecting the established order.

In case the position of the logos on the right margin is not possible, they should be applied in a position that allow clear display and easy reading, always respecting the order mentioned above.



COLORS NCB ICON LAB BRAND BOOK

NCB ICON LAB is a project of **The Trust for the Americas**, and its logo represents innovation, collaboration, idea development, and inclusion in the digital world.



COLOR PALLETE

NCB ICON LAB

BRAND BOOK

PANTONE



715 C

CMYK



C: 0
M: 50
Y: 93
K: 0

RGB



R: 246
G: 141
B: 46

WEB



#F68D2E



534 C



C: 100
M: 71
Y: 0
K: 51



R: 99
G: 96
B: 92



#1B365D



YELLOW C



C: 4
M: 9
Y: 100
K: 0



R: 27
G: 54
B: 93



#63605C

CHROMATIC APPLICATIONS

NCB ICON LAB

BRAND BOOK

WHITE BACKGROUND

Apply only NCB COLOR.



CLEAR BACKGROUNDS

Apply only NCB COLOR and NCB BLUE.



COLORED OR COMBINED BACKGROUND

Apply only NCB YELLOW and NCB WHITE.



DARK BACKGROUND

Apply only NCB WHITE.



NCB ICON LAB APPLICATION: BLACK AND WHITE / GREY SCALE BRAND BOOK

GREY SCALE IMAGE

Apply only NCB WHITE.



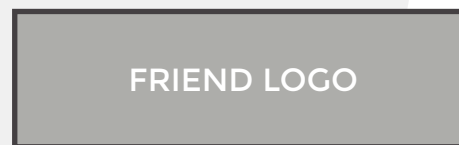
BLACK AND WHITE IMPRESSION

Apply only NCB WHITE.



NCB ICON LAB: LOGOS COEXISTENCE BRAND BOOK

The application of the **NCB ICON LAB** logo in coexistence with that of other institutions, must maintain a minimum distance of 4X and always be located on the right margin, with some exceptions that must be previously authorized by the Communications dept of The Trust for the Americas. See page 81 for details.



Minimum visual area
of distance: **4X**

ANY QUESTIONS? BRAND BOOK

Feel free to contact our
Communications Department:

Lara Bersano Calot

Director of Marketing and Communications

lbarsano@trust-oea.org



COMMUNICATIONS DEPARTMENT

BRAND BOOK



OAS

More rights
for more people