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.
INDEX
BRAND BOOK
# INDEX

## BRAND BOOK

<table>
<thead>
<tr>
<th></th>
<th>INSTITUTIONAL INFORMATION</th>
<th>05</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>CORPORATE IDENTIFIER</td>
<td>09</td>
</tr>
<tr>
<td>3</td>
<td>OUR LOGO</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>USE AND APPLICATIONS</td>
<td>18</td>
</tr>
<tr>
<td>5</td>
<td>LOGO COEXISTENCE</td>
<td>27</td>
</tr>
<tr>
<td>6</td>
<td>COLOR PALETTE</td>
<td>29</td>
</tr>
<tr>
<td>7</td>
<td>WRITTEN IMAGE TYPOGRAPH</td>
<td>35</td>
</tr>
<tr>
<td>8</td>
<td>PUBLICATION OF CONTENTS</td>
<td>40</td>
</tr>
<tr>
<td>9</td>
<td>OTHERS PROJECTS</td>
<td>43</td>
</tr>
</tbody>
</table>
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).
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.
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 & Grenadines
- Venezuela
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 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.
Minimal visual protection area: 2X

Minimal visual protection area: 3X

Minimal print reduction: 1 CM

Digital minimum reduction: 60 PX
Minimal visual protection area: 2X

Minimal visual protection area: 2X

Minimal visual protection area: 2X
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: lbersano@trust-oea.org
USE & APPLICATIONS
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.
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.
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.
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.
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.
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

USE OF THE LOGO WITHIN TEXT

FRAMELESS LOGO

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

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

RGB
R: 28
G: 53
B: 94

WEB
#1C355E

P172-16U

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

RGB
R: 68
G: 64
B: 66

WEB
#444042
SECONDARY PALETTE
BRAND BOOK

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>P177-U</td>
<td>C: 0</td>
<td>R: 249</td>
<td>#FFA619</td>
</tr>
<tr>
<td></td>
<td>M: 35</td>
<td>G: 176</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 90</td>
<td>B: 54</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P37-8U</td>
<td>C: 0</td>
<td>R: 232</td>
<td>#E84E0F</td>
</tr>
<tr>
<td></td>
<td>M: 80</td>
<td>G: 78</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 100</td>
<td>B: 15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P63-14U</td>
<td>C: 30</td>
<td>R: 183</td>
<td>#B72F44</td>
</tr>
<tr>
<td></td>
<td>M: 94</td>
<td>G: 47</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 68</td>
<td>B: 68</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P154-8U</td>
<td>C: 60</td>
<td>R: 118</td>
<td>#76B82A</td>
</tr>
<tr>
<td></td>
<td>M: 0</td>
<td>G: 184</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 100</td>
<td>B: 42</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECONDARY PALETTE
BRAND BOOK

PANTONE

P143-15U

CMYK

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

RGB

R: 0
G: 130
B: 65

WEB

#008241

CYAN U

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

P176-11U

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

R: 87
G: 102
B: 105

#576669

P74-15U

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

R: 143
G: 41
B: 78

#8F294E
SECONDARY PALETTE
BRAND BOOK

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

P36-7U
C: 25
M: 70
Y: 90
K: 20

P171-9U
C: 40
M: 45
Y: 45
K: 30

P172-5U
C: 43
M: 39
Y: 34
K: 0

CMYK
R: 97
G: 41
B: 80

RGB
R: 167
G: 85
B: 38

WEB
#612950

#A75526

#85716A

#A2999D

PANTONE CMYK RGB WEB
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.
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
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
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
0123456789
.,!¿:&

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,!¿:&
PUBLICATION OF CONTENTS
BRAND BOOK

8
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: lbersano@trust-oea.org
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

PROJECTS

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.
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.
Minimal visual protection area: 2X

Printed minimum reduction: 1 CM

Digital minimum reduction: 60 PX
VISUAL AREAS
SECONDARY IDENTIFIER
BRAND BOOK

- Minimal visual protection area: 2X
- Printed minimum reduction: 1 CM
- Digital minimum reduction: 60 PX

x Minimal visual protection area: 2X
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: lbersano@trust-oea.org
VIVE PROJECT: IMPROPER USE
BRAND BOOK

LOGO DECOMPOSITION

CHANGING THE COLOR OF THE LOGO

USE THE LOGO WITHIN THE TEXT FIELD

FRAMELESS LOGO
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.
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
#F8D2A

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

#595595
<table>
<thead>
<tr>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>420U</td>
<td>C: 22, M: 16, Y: 16, K: 1</td>
<td>R: 189, G: 190, B: 189</td>
<td>#BDBEBD</td>
</tr>
<tr>
<td>Cool Gray 1 U</td>
<td>C: 10, M: 8, Y: 7, K: 0</td>
<td>R: 218, G: 217, B: 214</td>
<td>#DAD9D6</td>
</tr>
</tbody>
</table>
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.
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 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.
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.
The logotype has two versions:

1) Primary Identifier.
2) Secondary Identifier.

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

BRAND BOOK

x Minimal visual protection area: 2X

Minimal visual protection area: 2X

Printed minimum reduction

1 CM

Digital minimum reduction

60 PX

x Minimal visual protection area: 2X
VISUAL AREAS
BRAND BOOK

POETA DIGISPARK

X Minimal visual protection area: 2X

Printed minimum reduction

1 CM

Digital minimum reduction

60 PX
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: lbersano@trust-oea.org
POETA DIGISPARK VARIATIONS BRAND BOOK

LOGO DECOMPOSITION

CHANGING THE COLOR OF THE LOGO

USE THE LOGO WITHIN A TEXT FIELD

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

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>534 C</td>
<td>C: 100</td>
<td>R: 28</td>
<td>#1C355E</td>
</tr>
<tr>
<td></td>
<td>M: 82</td>
<td>G: 53</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 35</td>
<td>B: 94</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7406 U</td>
<td>C: 0</td>
<td>R: 255</td>
<td>#FFD200</td>
</tr>
<tr>
<td></td>
<td>M: 16</td>
<td>G: 210</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 100</td>
<td>B: 0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1495 C</td>
<td>C: 0</td>
<td>R: 255</td>
<td>#FF8F1C</td>
</tr>
<tr>
<td></td>
<td>M: 49</td>
<td>G: 143</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 96</td>
<td>B: 28</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# COLOR PALETTE

## POETA DIGISPARK

## BRAND BOOK

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>485 C</td>
<td>C: 0</td>
<td>R: 28</td>
<td>#DA291C</td>
</tr>
<tr>
<td></td>
<td>M: 95</td>
<td>G: 53</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 100</td>
<td>B: 94</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>241 C</td>
<td>C: 18</td>
<td>R: 175</td>
<td>#AD1E83</td>
</tr>
<tr>
<td></td>
<td>M: 100</td>
<td>G: 22</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 0</td>
<td>B: 133</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7741 C</td>
<td>C: 69</td>
<td>R: 68</td>
<td>#FF8F1C</td>
</tr>
<tr>
<td></td>
<td>M: 3</td>
<td>G: 136</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 89</td>
<td>B: 62</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 26</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Color Code</td>
<td>CMYK</td>
<td>RGB</td>
<td>WEB</td>
</tr>
<tr>
<td>-----------</td>
<td>-------------</td>
<td>-----------</td>
<td>-----------</td>
</tr>
<tr>
<td>2264 C</td>
<td>C: 56</td>
<td>R: 107</td>
<td>#6B9560</td>
</tr>
<tr>
<td>367 C</td>
<td>C: 37</td>
<td>R: 164</td>
<td>#A4CA62</td>
</tr>
<tr>
<td>2289 C</td>
<td>C: 23</td>
<td>R: 197</td>
<td>#C5D97A</td>
</tr>
</tbody>
</table>

**COLOR PALETTE**

**POETA DIGISPAK**

**BRAND BOOK**
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.
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.
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.
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.
Minimum visual protection area: 2X

Minimum visual protection area: 2X

Minimum visual protection area: 2X

Minimum print reduction
1 CM

Minimum online reduction
60 PX
VISUAL AREAS
BRAND BOOK

Minimum visual protection area: 2X

Minimum print reduction
1 CM

Minimum online reduction
60 PX

x Minimum visual protection area: 2X

x Minimum visual protection area: 2X

x Minimum visual protection area: 2X

x Minimum visual protection area: 2X
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: lbersano@trust-oea.org
NCB ICON LAB
INCORRECT USES
BRAND BOOK

LOGO BREAKDOWN
COLOR CHANGE
USE OF LOGO WITHIN THE TEXT

INCORRECT APPLICATION OF THE LOGO
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.
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 PALETTE
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

PANTONE
534 C

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

RGB
R: 99
G: 96
B: 92

WEB
#1B365D

PANTONE
YELLOW C

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

RGB
R: 27
G: 54
B: 93

WEB
#63605C
WHITE BACKGROUND
Apply only NCB COLOR.

CLEAR BACKGROUND
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.
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.
Feel free to contact our Communications Department:

Lara Bersano Calot
Director of Marketing and Communications
lbersano@trust-oea.org