



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



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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

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
LOGOTYPE
BRAND BOOK

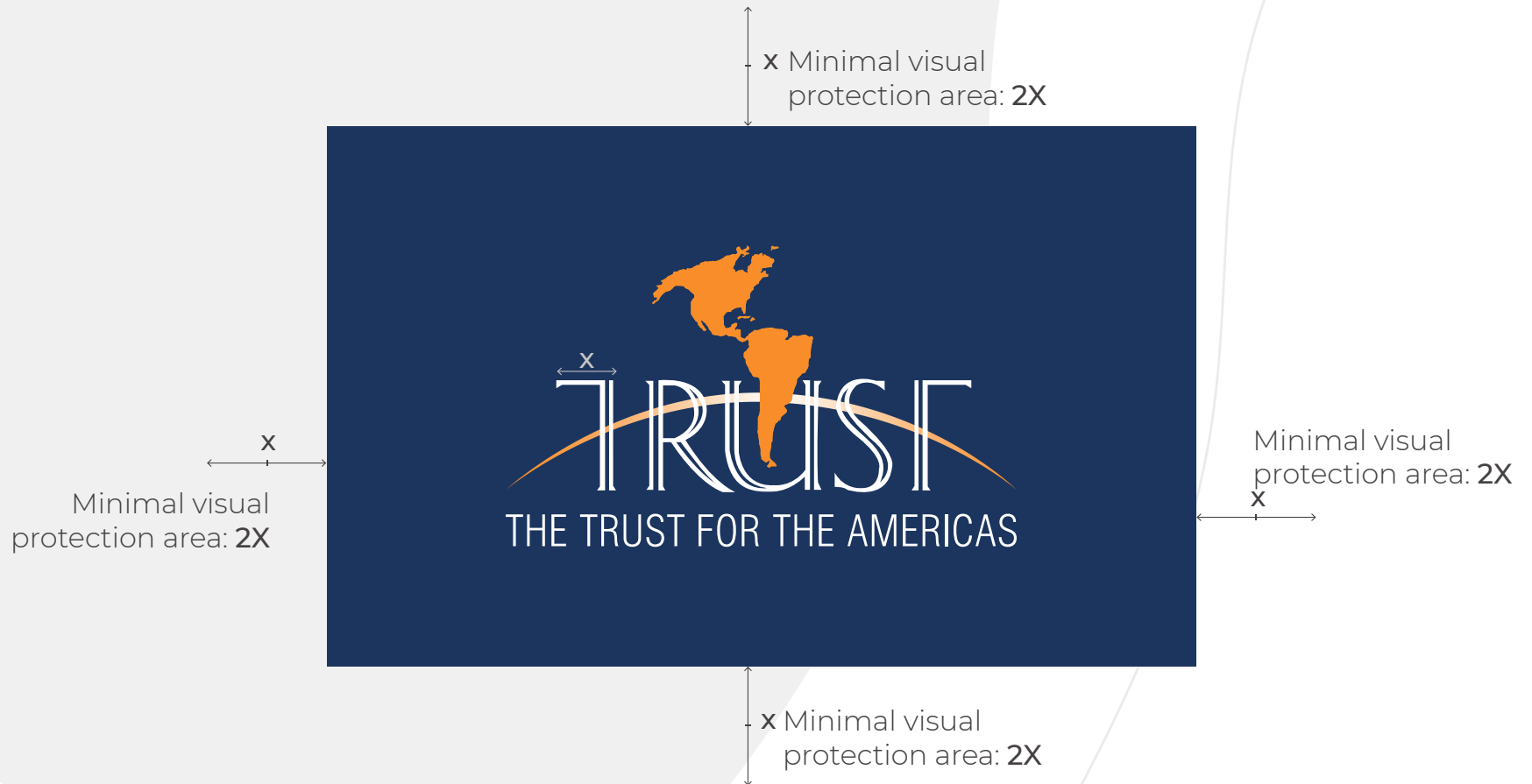


OUR LOGO/ISOLOGO BRAND BOOK

Our logo is an ISOLOGO, representing the map of Latin America in relation to the 21 countries where the Trust has a presence through its various programs and projects. 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



LOGO: VARIATIONS BRAND BOOK

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

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)**. For this reason, in cases where 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 our logo to the left of the OAS logo.



OAS | More rights
for more people



PROPER APPLICATION BRAND BOOK

The main objective of the different variants of our logo is, **always maintain a clear contrast that allows quick and easy display of our brand**, regardless of the background, the support of the platform, and where it is being applied.



PROPER APPLICATION BRAND BOOK

For the application on images or background color, the variants of the logo called: **TRUST**, **TRUST WHITE**, and **TRUST BLUE** should be used. Depending on the type of background and medium that will be used for its visualization, keeping in mind to always search for a clear contrast that allows a quick and easy visualization of the Institution through its logo.



GRAY SCALE APPLICATION BRAND BOOK

Regarding images in shades of gray, the logo must be applied, always keeping in mind how it will be visualized by the user.

When the logo is displayed on digital devices it needs to be applied to an image in shades of gray and it must be applied 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
DESCOMPOSITION



CHANGING THE COLOR
OF THE LOGO



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

USE THE LOGO A TEXT FIELD



FRAMELESS
LOGO

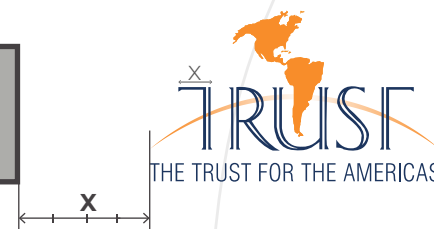
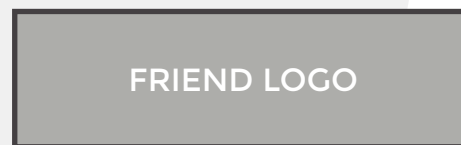


LOGO
COEXISTENCE
BRAND BOOK

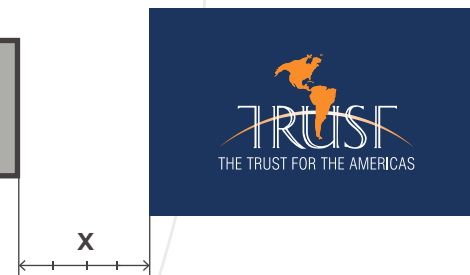
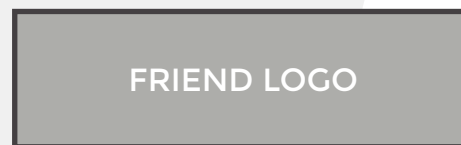


LOGO: COEXISTENCE BRAND BOOK

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.



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



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

**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 this reason, for our Institutional Communication, we use two colors, which reflect our values and generate trust and seriousness 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

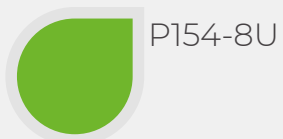
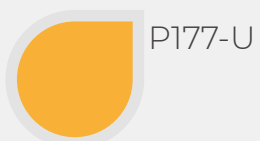


#444042

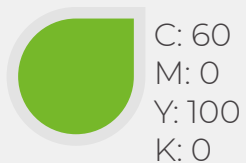
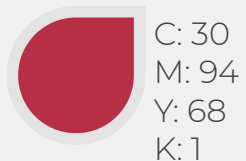
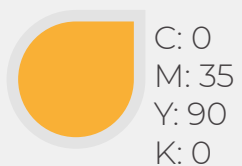
SECONDARY PALETTE

BRAND BOOK

PANTONE



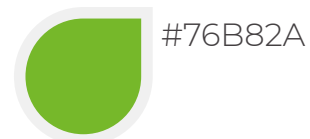
CMYK



RGB



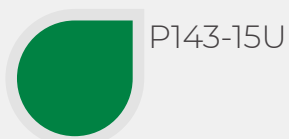
WEB



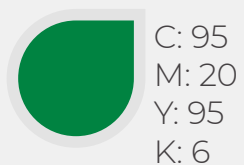
SECONDARY PALETTE

BRAND BOOK

PANTONE



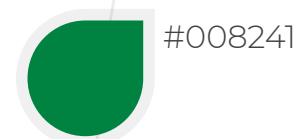
CMYK



RGB



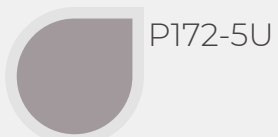
WEB



SECONDARY PALETTE

BRAND BOOK

PANTONE



CMYK



RGB



WEB



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 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 font chosen for use in body text, epigraphs, headlines, etc., for both digital and printed publications, is the **MONTSERRAT** font, 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 modernity to the text, without neglecting seriousness and experience - values that organizations want to broadcast.

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
0123456789
.,-!?:&

REGULAR 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,-!?:&

MEDIUM 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,-!?:&

SEMI-BOLD 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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: lbersano@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.



OTHER
PROJECTS
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.

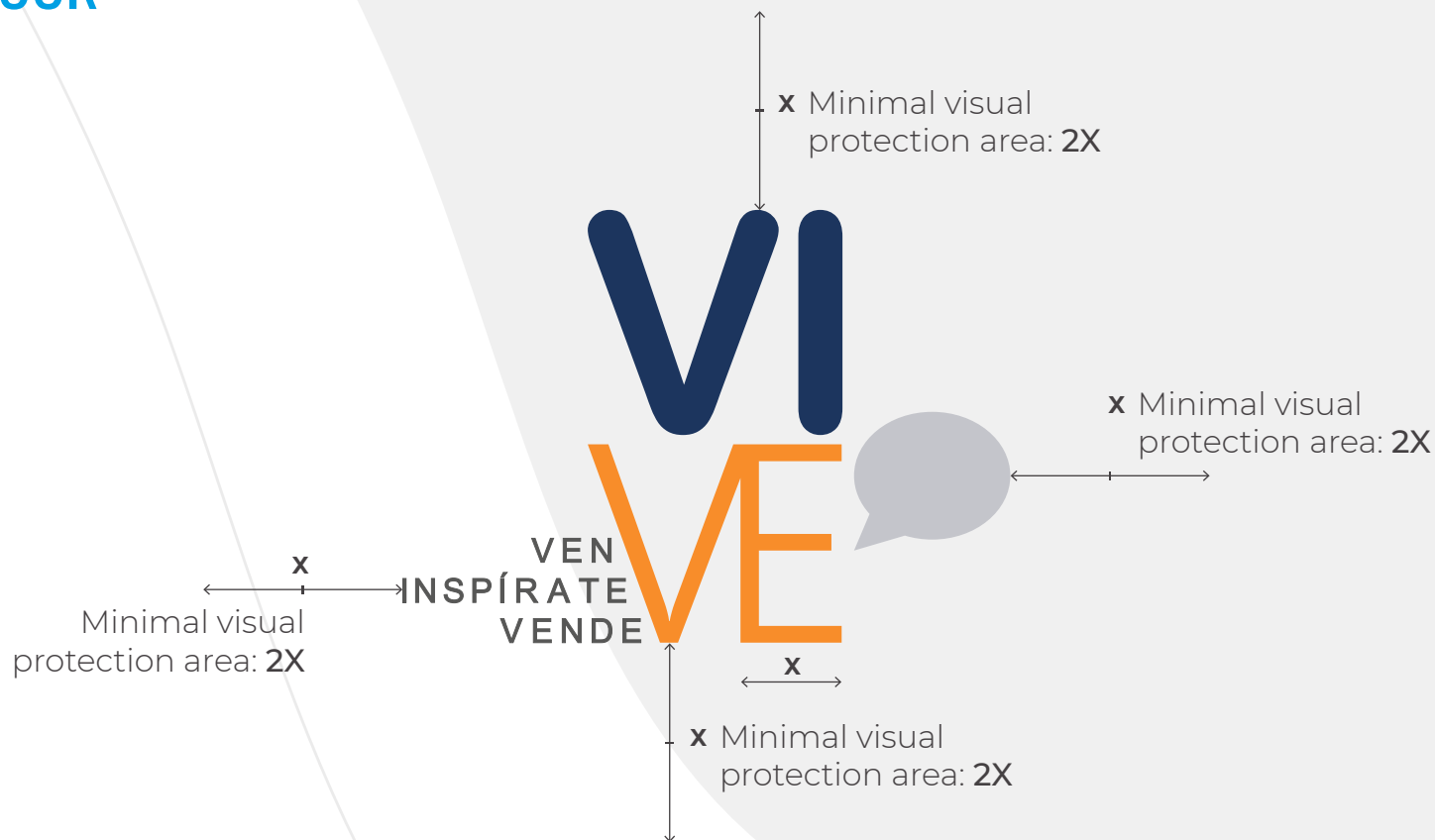


PRIMARY IDENTIFIER



SECONDARY IDENTIFIER

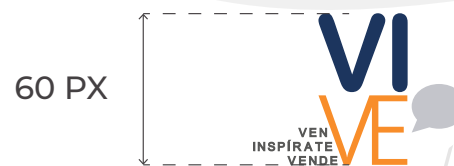
VISUAL AREAS BRAND BOOK



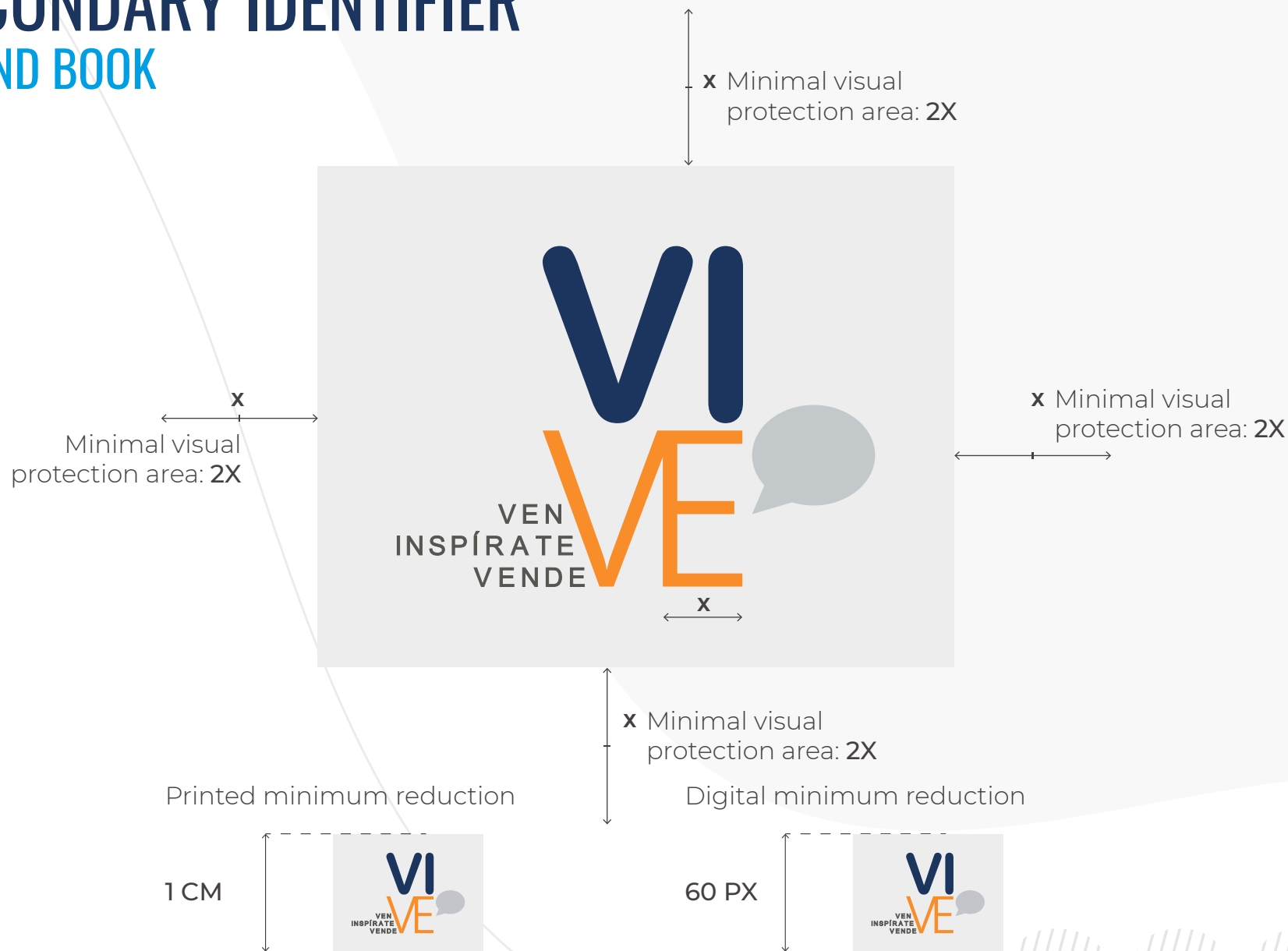
Printed minimum reduction



Digital minimum reduction



VISUAL AREAS SECONDARY IDENTIFIER BRAND BOOK



VIVE PROJECT VARIATIONS BRAND BOOK

The variations of the logo allow us to have different approved alternatives for its application in different types of support and media, according to the requirements and specific need, both in digital and printed collateral.

If you do not have the approved version for the device or medium where you want, 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 cases the logo **VIVE** has to be applied, in coexistence with the **TRUST** logo, and the **OAS**, both logos (TRUST + OAS), must be applied on the right side of the VIVE logo and the three logos (VIVE + TRUST + OAS), should be applied on the upper right margin, whenever possible. Always placing our logo to the left of the OAS logo.

In cases 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

PANTONE



Cool Gray 1 U

CMYK



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

RGB



R: 218
G: 217
B: 214

WEB



#DAD9D6

CHROMATIC APPLICATIONS

VIVE PROJECT

BRAND BOOK

WHITE BACKGROUND

Applies VIVE version.



CLEAR BACKGROUNDS

Applies VIVE and VIVE GRAY BACKGROUND versions.



COLOR OR COMBINED BRACKGROUND

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



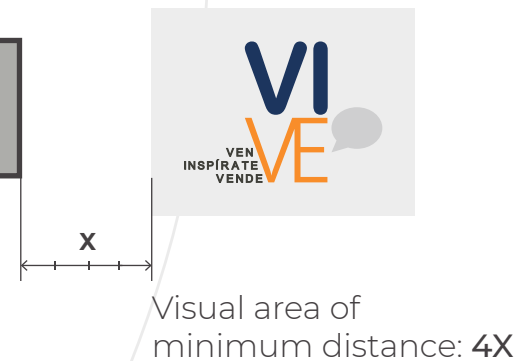
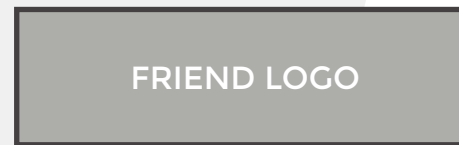
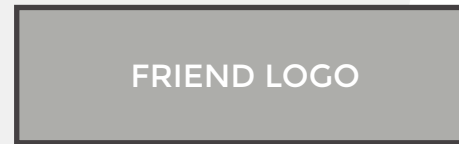
BLACK AND WHITE PRINTED VERSIONS

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 authorized.



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