The key elements of ITA’s new brand include:

- **The ITA emblem**: The emblem combines the Department of Commerce’s seal with a specially created logotype treatment of the ITA’s full name. The emblem clearly identifies the International Trade Administration by name, emphasizes our core mission (“Trade”), and explicitly marks our linkage to the Department of Commerce through the use of the Commerce seal.

- **An emphasis on “trade”**: Together, the ITA team works to create prosperity by strengthening the competitiveness of U.S. industry, promoting trade and investment, and ensuring fair trade and compliance with trade laws and agreements. Trade is the crux of our identity and is reflected in our URL (trade.gov), our emblem, and other means.

- **The use of standard colors, type faces, and graphics**: Public communications will follow this graphic standard. This includes color selections (both our signature colors—ITA blue and ITA bright blue—and a palette of additional secondary colors), type (with specific type faces designated as primary and secondary faces), and art (such as photography and illustrations). The consistent application of the graphic standard reinforces the consistency and unity of the International Trade Administration’s communications.

- **A consistent use of an “organizational signature”**: This means how the International Trade Administration is identified in relation to the Department of Commerce and how it refers to its individual bureaus. Nomenclature must be consistent in all ITA communications. For example, “Market Access and Compliance, a unit of the Department of Commerce’s International Trade Administration.”

- **The ITA mission statement**: A revised mission statement is part of the ITA’s new strategic plan. The use of this statement across all ITA materials will reinforce the mission and objectives of the ITA and emphasize our collective purpose and identity.

A variety of templates, along with branding guidelines, are already available for use on [http://trade.gov/brand](http://trade.gov/brand). New and updated branding materials will be posted here as they become available.

In order for any brand to be effective, it must be correctly and consistently applied. The Office of Public Affairs oversees compliance with the brand guidelines, and its staff is available to provide assistance to you regarding the application them.

**GRAPHIC STANDARDS** are a set of guidelines for implementing an organization’s visual identity. The graphic standards in this document and on the OurPlace Web site govern the correct usage and expression of the International Trade Administration’s brand. When used correctly, ITA’s visual identity elements facilitate consistent and memorable communications.
Identifying
1 Emblem (Seal + Logotype)
   a– Definition
   b– Specifications
   c– Consistency
   d– Legibility
   e– Modifications

2 Signature (Type treatment)
   a– Configurations
   b– Placement and usage

3 Contact Information
   a– Standards
   b– Placement/Specs

4 URL
   a– Logotype vs. Plain Text
   b– Placement and usage

Branding
5 Banner
   a– Definition
   b– Position & Dimension
   c– Identity Content
   d– Graphic Content

6 Color Palette
   a– PANTONE® chips
   b– Color Combinations
   c– One or Two Color Combinations
   d– Color Conversions

7 Typography
   a– Fonts
   b– Specifying
   c– Alternate Typefaces
   d– Alternate Typefaces

8 Grid
   a– Two Column
   b– Variations

9 Visual Language
   a– Angles
   b– Shapes
   c– Sample Angles and Shapes
   d– Image Frames
   e– Floating Segment Specifications
   f– Floating Segment Variations

Communicating
10 Stationery System
   a– Formal Letterhead
   b– Business Cards

11 Marketing Materials
   a– Marketing Bannerheads
   b– Kit Folders
   c– Report Covers
   d– Brochure Covers

12 Internal Communications
   a– Word Documents
   b– Flyers
   c– PowerPoint
   d– Newsletters
The International Trade Administration Logotype is a custom type treatment emphasizing the word “TRADE”. It must always appear in conjunction with the Department of Commerce Seal. Together they form the Emblem.

It comes in two configurations; horizontal and stacked.

Combining these two elements creates a stronger identity for the agency and leverages the brand recognition of our parent entity, the Department of Commerce.
The seal and logotype are always aligned to the center.

The alignment, proportion and configuration of the Emblem (Seal + Logotype) is shown left.

The relationship between the seal and the logotype is always consistent and is based on the radius of the seal. The seal and logotype are always aligned to the center.

Always use the approved Emblem artwork.
Never alter the relationship between the Seal and Logotype.

Identifying Emblem Consistency

Wrong proportions, wrong configuration, and wrong alignment.
Identifying

The Emblem may be placed over a photograph in an uncluttered area. Use a white logo on a dark photo (reversed out) or a black logo on a light photo (overprint).

Never place the logo over a busy image where high contrast or too much detail obscures any part of the logo.
Identifying Emblem Modifications

Do not modify or create a variant on the Emblem from any other DOC logo or any other type treatment of the words “International TRADE Administration”

Always use the approved Emblem artwork.
The term Signature refers to the paired phrases Department of Commerce and International Trade Administration.

As the signature, this type treatment must use the specific font weights, proportions, and spatial relationships shown.

The signature comes in two configurations; header and footer.

*See usage.*
Signature

Placement and Usage

The header signature is ideal for the front cover or first page of most publications, or anywhere the Emblem would compete with other logos or seals.

The footer signature is perfect for following sheets on letterhead stationary or PowerPoint slides.

The footer signature is NOT to be used as a “running footer” in documents with facing pages. See Sample Word Documents in the Communicating section.
The International Trade Administration’s mission is to create prosperity by strengthening the competitiveness of U.S. industry, promoting trade and investment, and ensuring fair trade and compliance with trade laws and agreements.

Office Name
1401 Constitution Ave., NW
Washington, DC 20230

T 202 XXX XXXX
F 202 XXX XXXX
www.trade.gov/tcc

Contact Information

Standard contact information should appear at least once on each publication. It should include the following:

- Mission Statement
- Horizontal Emblem
- Division
- Office
- Address
- Phone
- Fax
- E-mail
- URL
- Publication date (vertical at spine or fold)
The International Trade Administration’s mission is to create prosperity by strengthening the competitiveness of U.S. industry, promoting trade and investment, and ensuring fair trade and compliance with trade laws and agreements.

**Mission Statement**

Myriad Pro Regular / 7.5 point type on 9 point lead / Justified Full

**Division**

Myriad Pro Black Italic / 8 point type on 9.5 point lead / Justified Left

**Address / Phone**

Myriad Pro Light / 8 point type on 9.5 point lead / Justified Left

**URL**

Myriad Pro Semibold Italic / 8 point type on 9.5 point lead

**Publication date**

Myriad Pro Regular / 6 point type / 50% Black

Size and placement is consistent no matter the document’s dimensions.
The ITA URL Logotype is a custom type treatment of trade.gov intended for use on the Web site and other communications that promote the Web site.

As a logotype, this type treatment must use the specific font weights, proportions, and spacial relationships shown at left.

Always use the approved URL artwork when using trade.gov as logotype.

The URL can usually be expressed as plain type. This is the preferred method when used as an address or to locate a specific page. Use www with the address but not http:// unless it is an active link.
Identifying

URL

Placement and Usage

The ITA *URL Logotype* can be used to promote the Web site. But should not be placed near the ITA *Emblem* because of the redundancy of the word TRADE.
Angled Banner

The angled banner serves as a recognizable brand statement to unify materials throughout the organization. Cover designs will feature a solid-color angled banner that bleeds off the top of each piece. The Header Signature will reverse out of the upper left corner.
Angled Banner
Position & Dimension

The banner rises at a four degree angle from left to right. The banner bleeds off the top edge of the page with a vertical depth of one inch at the mid-point (horizontal center).

The default color for the angled banner is “ITA blue”. Shades range from navy to bright blue.
The \textit{Signature} should be placed 1/4 inch from the upper left corner of the banner. It should always be white type against a dark background.

It is also possible to use the \textit{Horizontal Emblem} in the banner on a limited basis. Please reserve this option for newsletter mastheads, and PowerPoint presentations, internal reports and other publications without competing cover designs, logos or images.
The latest report on the administration's trade promotion policies, the 2006 National Export Strategy, was released in August by Secretary of Commerce Carlos M. Gutierrez, the chairman of the Trade Promotion Coordinating Committee.

In his opening message to the report, Secretary Gutierrez notes that "falling trade barriers have made the conduct of international business simpler, less costly, and less risky than ever. There have never been fewer barriers to success in the global marketplace."

**A Connected World**

(Sans-serif: Normal, Pro Book 10/12)

Evidence of this increased ease of doing business is plentiful, according to the report. Tariff barriers have come down across the board because of successive rounds of global and bilateral trade agreements, because of the successful negotiation of multilateral and bilateral agreements on a wide range of issues, such as services and intellectual property, and because of the technological and physical infrastructure of the world has also evolved to make trade easier. The Internet, enhanced telephone services and infrastructure, and other communications and transportation advances have reduced the separation between exporter and importer to the click of a mouse.

**U.S. Export Performance**

One of the seeming paradoxes noted by the report is that while exporting has become easier by virtue of these falling barriers, U.S. business participation in the global economy has been declining in recent years. The number of U.S. companies exporting increased by only 6.5 percent from 1997 (224,644 exporters) to 2004 (231,736 exporters), after nearly doubling from 1992 (112,854) to 1997 (213,664 exporters) (see chart on page 4). Of those companies, nearly two-thirds sell to only one foreign market. This focus is understandable given the favorable business climate in the United States. But footloose export-oriented businesses abroad and foreign multinationals are not the only way to succeed in the global marketplace.

There have never been fewer barriers to success in the global marketplace. "U.S. companies are not exporting at the rate we would like to see," noted Gutierrez.

According to the report, a likely explanation for these trends is the exclusive focus of many companies on U.S. consumers. This focus is understandable given the formidable business climate in the United States. But footloose export-oriented businesses abroad and foreign multinationals are not the only way to succeed in the global marketplace.

"U.S. companies are not exporting at the rate we would like to see," noted Gutierrez.
The key color for the program is ITA Blue which comes in dark, medium, and bright tones.

The Core Colors include a range of bold and deep hues that are flexible enough for a wide range of printed pieces.

The Accent Colors add interest when used in conjunction with the other colors in the system. Never use Accent Colors to color the Emblem or Signature.

Don’t try to use all the colors at once. It is better to select two or three colors that relate to your main photo or graphic and use them throughout the piece.
Many color combinations are possible with the ITA color palette. It is best to narrow the selection for each piece.

*Here are some possible three-color combinations.*
Consider using one or two ink colors to save on printing costs.

Here are some possible combinations using a limited palette.

One Color

One Color plus Black

Two Colors
CMYK and Web safe color conversions are listed in white on each chip.

Colors have been adjusted slightly for optimum performance.
**Utopia**

*Utopia* is a serif face suitable for body copy and large headlines.

Utopia Regular — ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789$%&(.,;:#!?)

**Utopia Bold** — ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789$%&(.,;:#!?)

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**Myriad**

*Myriad* is the sans serif face chosen to complement Utopia. It reproduces well at very small sizes. Myriad is used for text, headlines, subheads, and captions.

Myriad Semi Condensed — ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789$%&(.,;:#!?)

Myriad Semibold — ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789$%&(.,;:#!?)

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**Branding**

**Typography**

**Fonts**

Consistent typography is very important to creating a solid brand. The ITA typefaces have been chosen for their clarity, simplicity, and legibility. To help us create a unified, coherent look to our materials, these typefaces are recommended for all print communications.
Using type consistently is another part of maintaining a strong visual identity. Use upper and lower case with a flush left alignment for headings. Avoid the use of all caps.

For general reports and other documents where legibility is the primary concern body text should be typeset in 9 point Utopia Regular with 12 points leading.

When space is at a premium, or the design calls for a more modern/technical, “marketing” look, use Myriad Light 8 pt. with 12 points leading.

Typically the sans serif will be used for headings with the serif font for body copy and vice-versa.
Utopia = Georgia
Myriad = Trebuchet

Georgia When Utopia is not available, substitute Georgia
Georgia — ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789$%&(.,;:#!?)

Georgia Bold — ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789$%&(.,;:#!?)

Trebuchet For use when Myriad is not available
Trebuchet— ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789$%&(.,;:#!?)

Trebuchet Bold— ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789$%&(.,;:#!?)

Georgia and Trebuchet are the designated stand-ins for Utopia and Myriad.

Widely available and “browser safe” they are fine for the web and internal communication but should not be used for publications.
Suggested specifications for Georgia and Trebuchet are shown in red. Templates are available for internal communications at http://trade.gov/brand.

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Loren Ipsum Dolar

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Georgia regular 12 point type should be set on 19 point leading as show here.
An underlying grid can help to organize the page. Two columns with ample margins is recommended for reports.

Additional gridlines help suggest placement of elements on the page for a consistent look.
Grid Variations

The grid can be adapted to fit any size document. Here three text columns are used on a horizontal publication and one text column is used for a tri-fold brochure.

By varying the margins to fit the overall size, the width of the text columns remains consistent throughout all pieces.
The 4° angle of the ITA banner can be repeated and mirrored for rules and other graphic elements on the page. The angles can be plus or minus 4 degrees vertical or horizontal.
Shapes can be created with one or more sides mimicking the 4° angle of the ITA banner. These shapes can contain text or graphics or be purely decorative.

Examples follow and more can be seen in the next section.
**WAVES**
The wave segments can be angled to show movement.

**LINEAR**
The linear segments are typically arranged in groups of three with an even reveal.

Extreme cropping adds intrigue to stock photography. These skinny image boxes, or “floating segments” can be used to dress up any design. They provide endless layout possibilities.
The arc segments should always be arranged in concentric rings around a center point.

Segments can be simple or complex.

For consistency use a 5 point white rule around each segment.

A drop shadow gives dimension to the layout the segments appear to "float" above the page.
SHAPED
With a little imagination segments can become content-appropriate shapes.

ANGLED
These segments are tilted 4° vertical to complement the angled banner.

CONCENTRIC

Visual Language
Floating Segment Variations

These small image frames can be used in a variety of ways, from cover art to accents on interior spreads.
Stationery System
Formal Letterhead

General purpose design suitable for all correspondence.

- The vertical stacked emblem is positioned 3/8” from the top of the page and centered horizontally
- The DOC seal is 3/4” diameter
- Paper is Capitol Bond Watermark
- Ink is PANTONE 7463 U
Stationery System

Business Card

The standard version includes:

- *Stacked Emblem* identifier
- Pantone 7463 ink
- Fonts Utopia and Myriad

Commercial Services version uses:

- Foil-embossed Great Seal (optional)
- Commercial Services Logo
- Pantone 1805 and 7463 inks
- Fonts Utopia and Myriad
- *Footer Signature*
Communicating Marketing Materials
Kit Folders
Is your industry competitive in today’s global marketplace?
Manufacturing and Services (MAS) can help you succeed in the 21st Century

Facilitating Commercial Success in Eurasia

Does your company face foreign trade barriers when exporting or investing abroad?

The Trade Agreements Compliance Program Has Solutions
Communicating

Internal Communications

Word Documents

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Americas Competitiveness Forum
Western Hemisphere Inflation

Foreign Trade Zones
Establishment and Modification of Zone Projects

Industry Experts Speak
Green Building Practices

Communicating
Internal Communications
Flyers

www.trade.gov
In an era of falling barriers to international trade, federal policies and programs to encourage exporting will be required to engage non-exporters and infrequent exporters in the global economy, says the newly released 2006 National Export Strategy.

Secretary of Commerce Carlos M. Gutierrez, the chairman of the Trade Promotion Coordinating Committee, in his opening message to the report, notes that "falling trade barriers have made the playing field less costly, and less risky than ever. There have never been fewer barriers to success in the global marketplace."

The technological and physical structure of the world has been transformed by single-click answers. The Internet, enhanced telephone services and infrastructure, and other communications and transportation advances have reduced the separation between exporter and importer to the click of a mouse.

Evidence of this increased ease of doing business is plentiful, according to the report. Tariff barriers have come down across the board because of successive rounds of global and bilateral trade agreements. Because of the successful negotiation of multilateral and bilateral agreements on a wide range of issues, such as non-tariff barriers are also starting to fall.

The structure of the world has also worked to make trade easier. The Internet, enhanced telephone services and infrastructure, and other communications and transportation advances have reduced the separation between exporter and importer to the click of a mouse.

U.S. Export Performance

According to the report, the U.S. export performance remains solid, according to the report. The growth of U.S. exports in the past few years has been strong and steady.

U.S. Department of Commerce

Secretary of Commerce Carlos M. Gutierrez Leads Business Development Mission to China

Secretary of Commerce Carlos M. Gutierrez's recent visit to China saw the signing of several important trade deals with U.S. companies, and a renewed push for progress on issues such as the protection of intellectual property rights.

While in Beijing, Gutierrez remarked that "U.S. companies have a strong interest in China. With its economy growing near 10 percent a year, China represents an important market for U.S. companies. As the United States' largest trading partner, China is now the third-largest trading partner of the United States. U.S. firms export some $50 billion in goods and services to China annually."

With its economy growing near 10 percent a year, China represents an important market for U.S. companies. As the United States' largest trading partner, China is now the third-largest trading partner of the United States. U.S. firms export some $50 billion in goods and services to China annually. Since China's accession to the World Trade Organization in 2001, U.S. exports to China annually have grown an average of 20 percent a year, doubling from $29.8 billion in 2002 to $41.8 billion in 2005. Through July 2006, China represents an important market for U.S. businesses, given the favorable business climate in China.

"Exporting More, Not Importing Less"

A connected world continues to shift the manufacturing landscape, according to the report. The report highlights the importance of global and regional shifts in the world's manufacturing footprint.

"A Connected World"

Increased global trade and investment are driving changes in the world's manufacturing landscape. As a result, the U.S. manufacturing sector is restructuring to meet the changing demands of global and regional shifts in the world's manufacturing footprint.

Secretary Gutierrez Leads Business Development Mission to China

Secretary of Commerce Carlos M. Gutierrez led a business development mission to the People's Republic of China this past November. The mission, which began in Beijing on November 13 and 14, ended with a visit to Shanghai from November 15 through 17, 2006.

China is now the third-largest trading partner of the United States. U.S. firms export some $50 billion in goods and services to China annually. Since China's accession to the World Trade Organization in 2001, U.S. exports to China annually have grown an average of 20 percent a year, doubling from $29.8 billion in 2002 to $41.8 billion in 2005. Through July 2006, China represents an important market for U.S. businesses, given the favorable business climate in China.

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The International Trade Administration's mission is to create prosperity by strengthening the competitiveness of U.S. industry, promoting trade and investment, and ensuring fair trade and compliance with trade laws and agreements.