

Graphic Standards Manual



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.

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>. 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.



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

Emblem

DOC Seal + ITA Logotype

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.

Horizontal



Download Horizontal Emblem

[JPG](#) [EPS](#)

Stacked



INTERNATIONAL
TRADE
ADMINISTRATION

Download Stacked Emblem

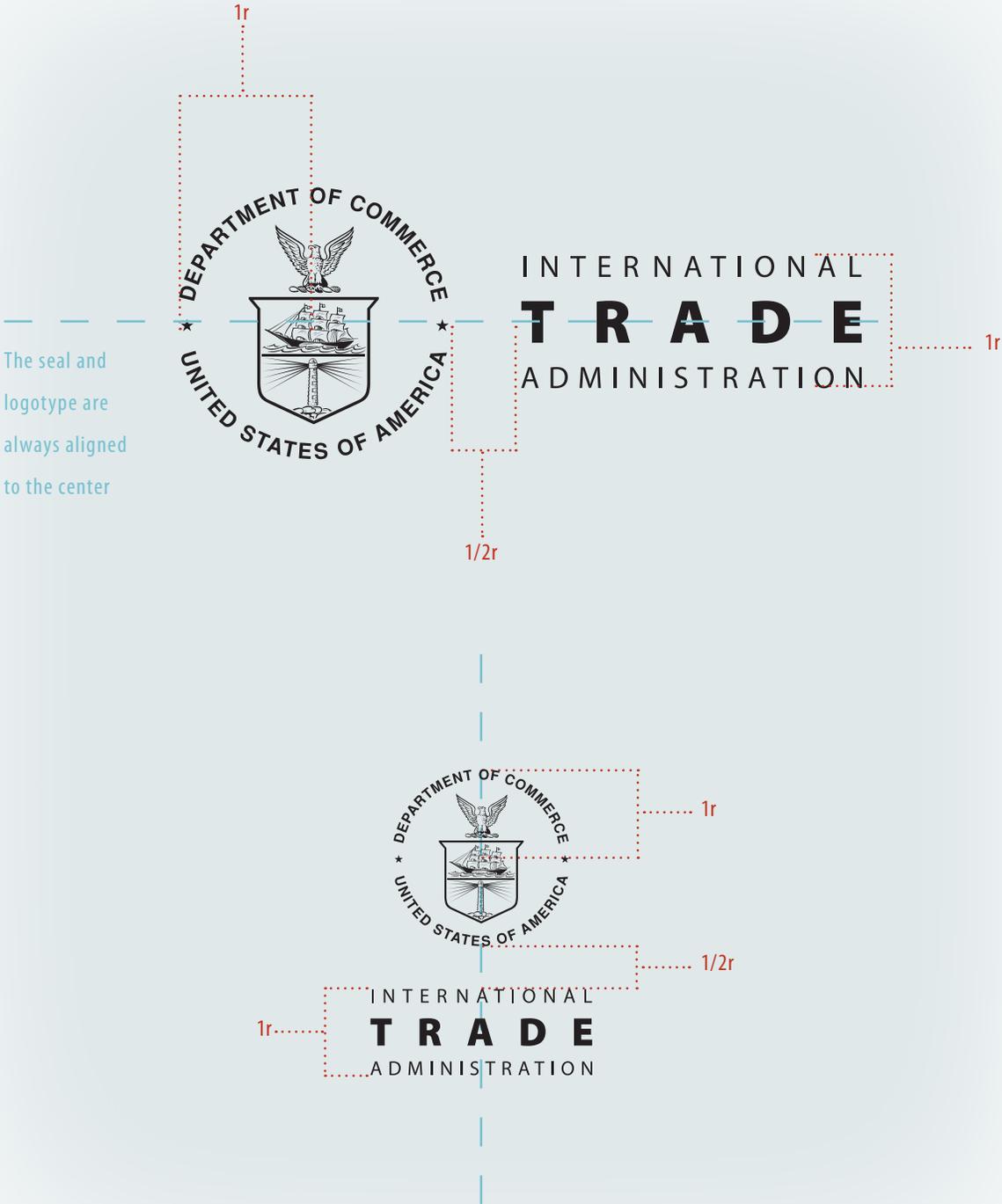
[JPG](#) [EPS](#)

Emblem Specifications

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.




wrong proportions




wrong configuration

INTERNATIONAL
T R A D E
ADMINISTRATION




wrong alignment



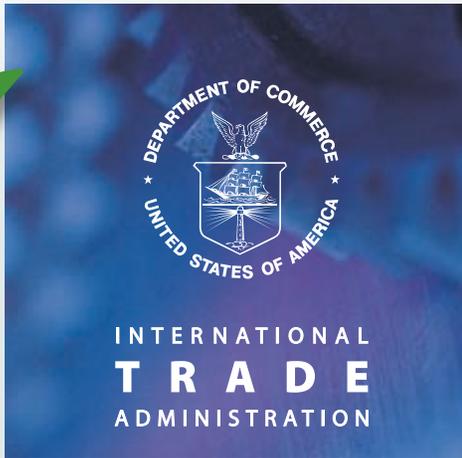
Emblem

Consistency

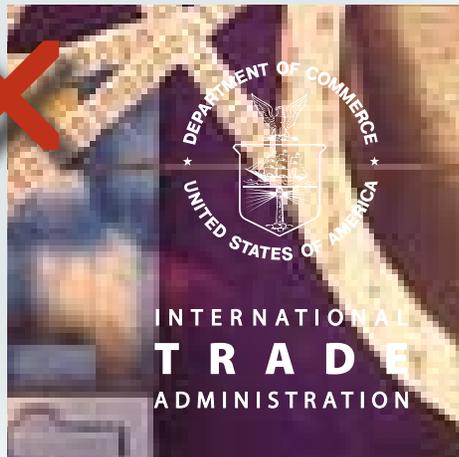
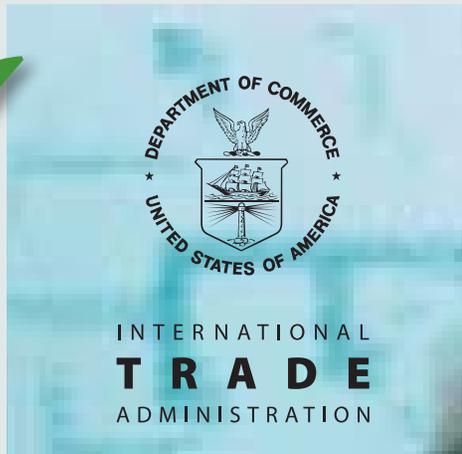
Never alter the relationship between the Seal and Logotype.



acceptable usage



acceptable usage



Identifying

1-d

Emblem

Legibility

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.

Emblem

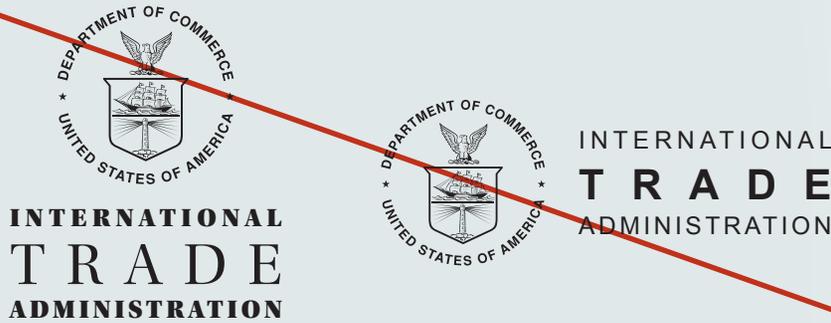
Modifications

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”

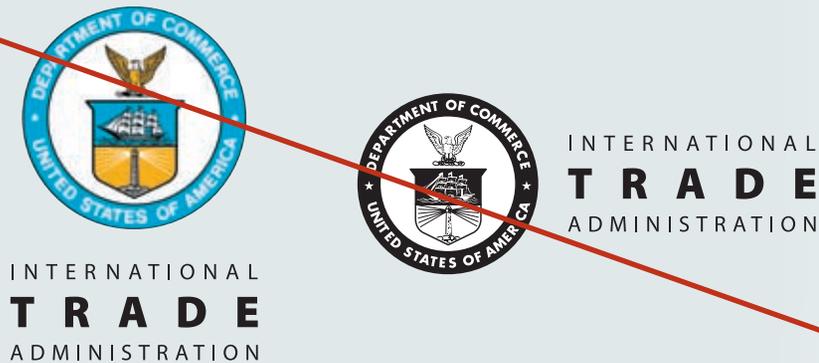
Always use the approved Emblem artwork.



wrong type treatment



wrong seal



U.S. Department of Commerce International Trade Administration

U.S. Department of Commerce
International Trade Administration



HEADER SIGNATURE (standard size)
Myriad Pro Semi-condensed over Myriad Pro Semibold
10 point type / 12 point leading / 40 tracking

Download Header Signature
[JPG](#) [EPS](#)

U.S. Department of Commerce | International Trade Administration



FOOTER SIGNATURE (standard size)
Myriad Pro Semi-condensed | Myriad Pro Semibold
10 point type / 12 point leading / 40 tracking

Download Footer Signature
[JPG](#) [EPS](#)

Identifying

2-a

Signature

DOC type + ITA type

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 spacial relationships shown.

The signature comes in two configurations; header and footer.

See usage.

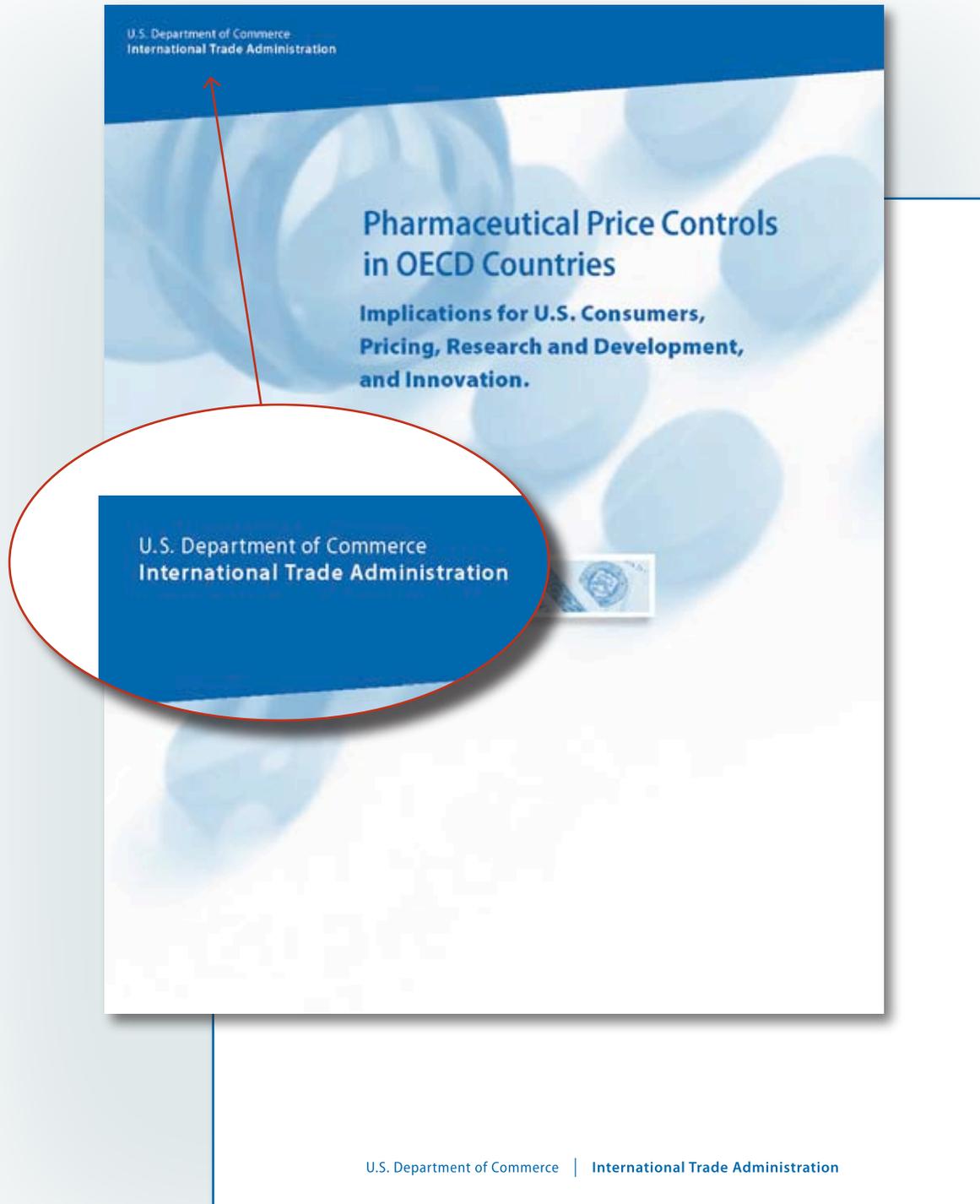
Signature

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 Power Point 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.



INTERNATIONAL
TRADE
ADMINISTRATION

Office Name

1401 Constitution Ave., NW
Washington, DC 20230

T 202.XXX.XXXX

F 202.XXX.XXXX

www.trade.gov/tcc

September 2006

Identifying

3-a

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)

Shown at 65%

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.



INTERNATIONAL
TRADE
ADMINISTRATION

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

T 202.XXX.XXXX
F 202.XXX.XXXX

www.trade.gov/tcc

September 2006

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.



INTERNATIONAL
TRADE
ADMINISTRATION

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

T 202.XXX.XXXX
F 202.XXX.XXXX

www.trade.gov/tcc

September 2006

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.



INTERNATIONAL
TRADE
ADMINISTRATION

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

T 202.XXX.XXXX
F 202.XXX.XXXX

www.trade.gov/tcc

September 2006

Identifying

3-b

Contact Information

Placement / Specs

The preferred location is the bottom of the back cover or back panel. As shown left.

Font Specifications

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.

trade.gov

Download URL Logotype

JPG EPS

trade.gov

Download URL Logotype [white]

JPG EPS

URL

Logotype vs. Plain Text

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.

www.trade.gov/tcc [Myriad Pro Semibold Italic]

www.trade.gov/tcc [Trebuchet bold Italic]



acceptable
usage



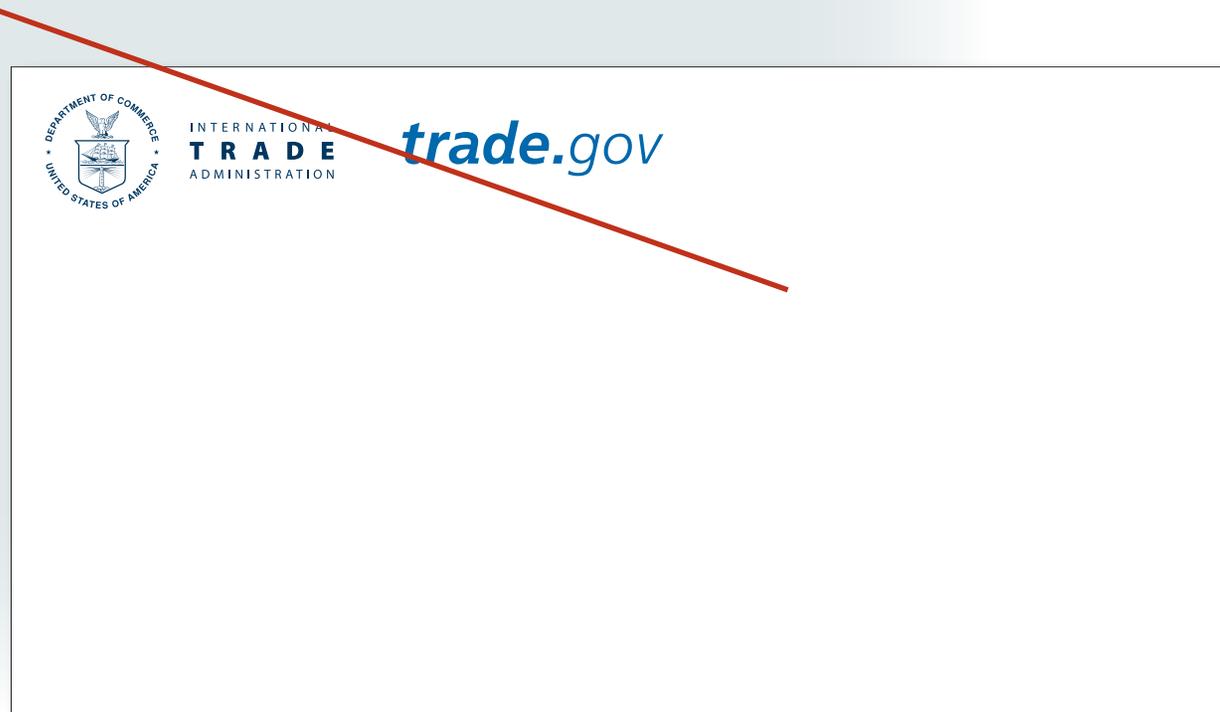
URL

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.



mismatched
identifiers



U.S. Department of Commerce
International Trade Administration

U.S. Department of Commerce
International Trade Administration

U.S. Department of Commerce
International Trade Administration

Download Angled Banner
[JPG](#) [EPS](#)

Download Angled Banner
[Header.indd](#)

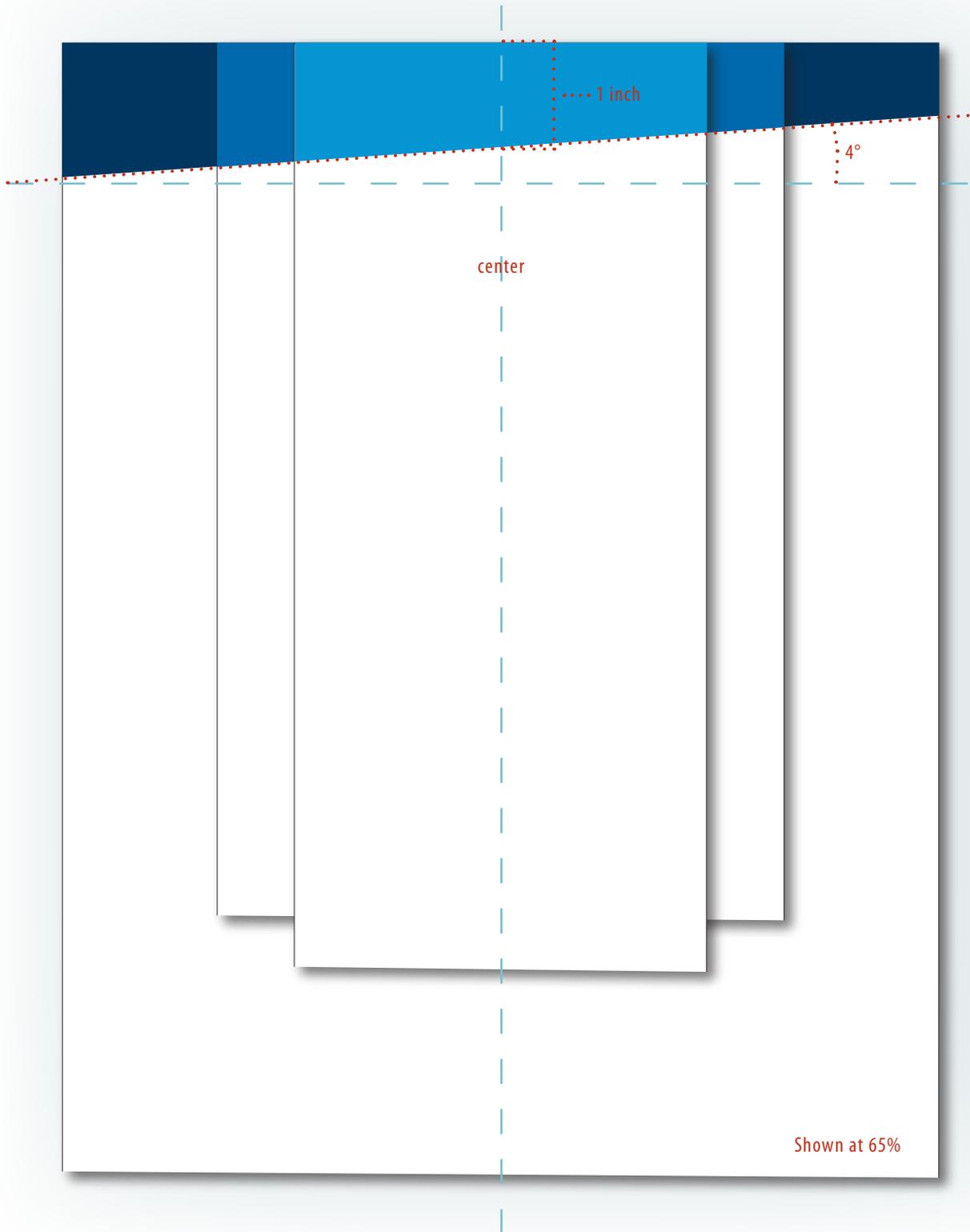
Branding

5-a

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.

Shown at 65%



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



U.S. Department of Commerce
International Trade Administration

Angled Banner

Identity Content

Newsletter Masthead Identifier



INTERNATIONAL
TRADE
ADMINISTRATION

The *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 *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.

Color Palette

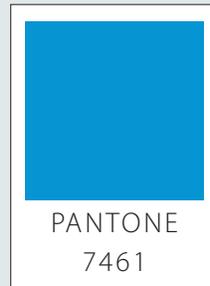
The key color for the program is *ITA Blue* which comes in dark, medium, and bright tones.

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.

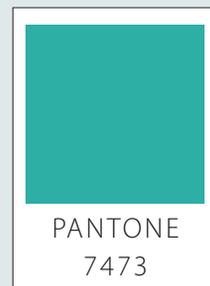
ITA Blues

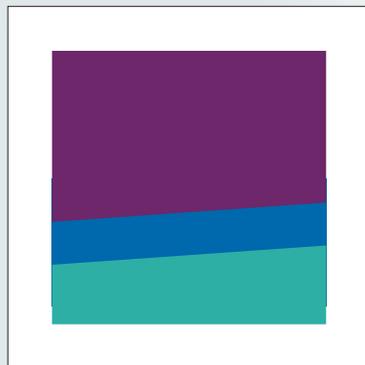
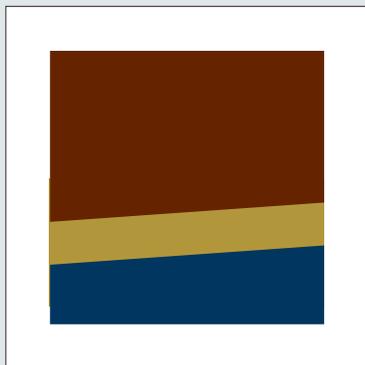
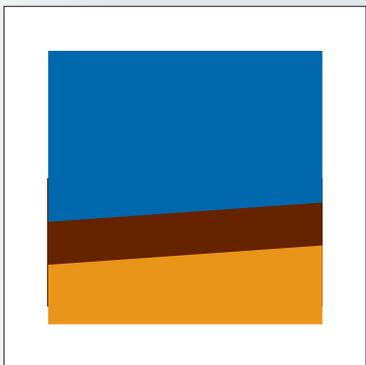
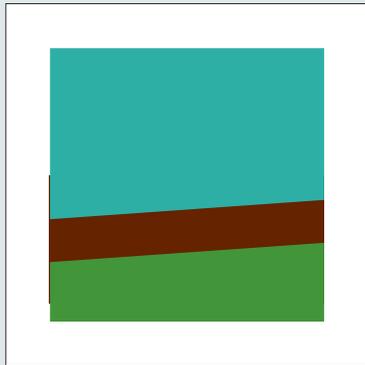
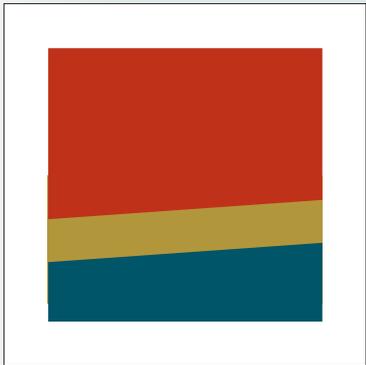
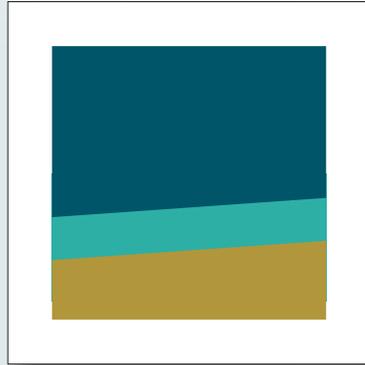
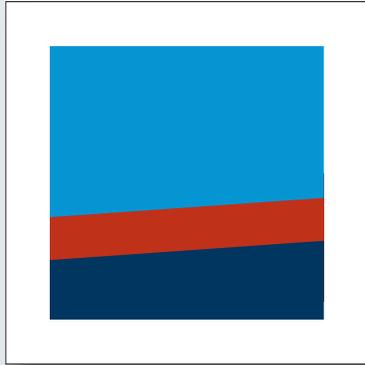
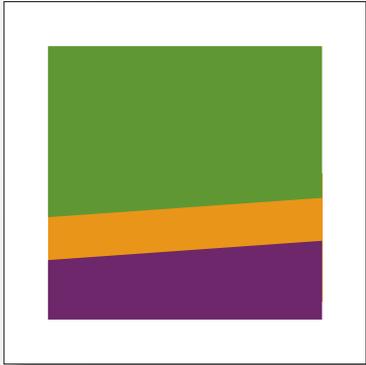


Core Colors



Accent Colors





Color Palette
**Choosing
Colors**

Many color combinations are possible with the ITA color palette. It is best to narrow the selection for each piece.

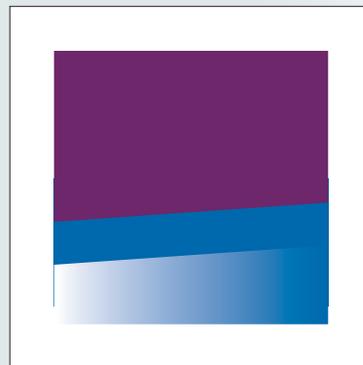
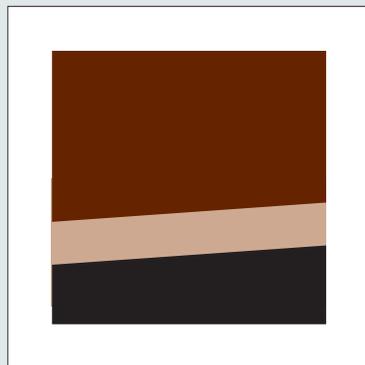
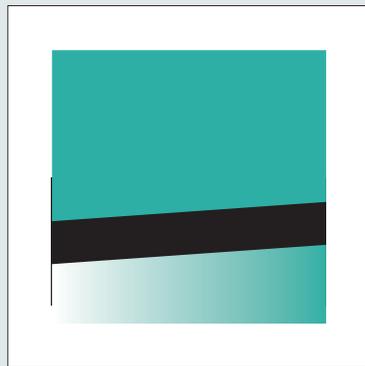
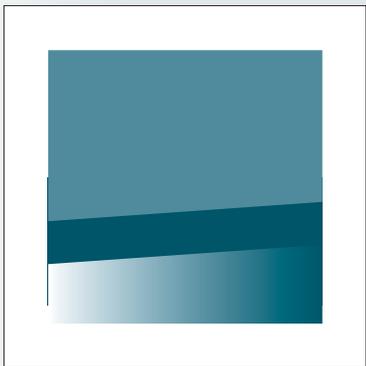
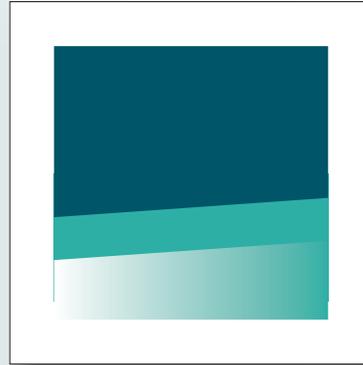
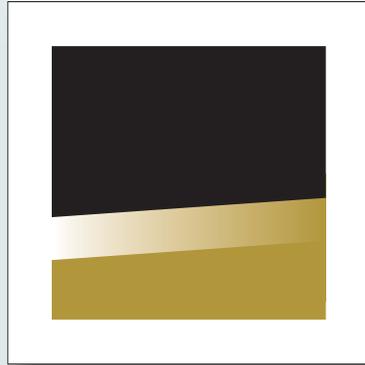
*Here are some possible
three-color combinations.*

Color Palette

Limited Palette

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

Color Palette

Conversions

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

Colors have been adjusted slightly for optimum performance.

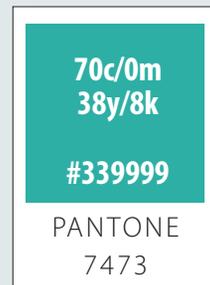
ITA Blues



Core Colors



Accent Colors



Utopia

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

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

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

Myriad

Myriad is the sans serif face chosen to compliment 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\$%&(.,;:#!?)

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.

Ugiat dolestis non ute faci eniscin

Rud mod dio conseed ea facillam, veratem veliqui te digna am vendre dolor am, quamcon endignim diam ing et atem dio doloboreetum zrril ex ea feugiat, si. Equi tisis aut velit la ad maghenisis eros autem vullamc onulla feupsum esed molor sustinim dolore ming erat.

- Equamet verosto consequis nit niatie feum iureetum nis augiam acip eugiam, vel ulltincili quissim ing esto odolorer
- Tuscipsum vulla facipit ipit ullandre veniam, velenis modigniat adiatue feum iriliqu issenim in velesed modipsum do con elent at.
- Quisim verit volortin et, conse del dolore tatie minim zzrit ing eui estrud dolorper

Loren Ipsum Dolar

Sectem ing etue doluptat vulputat lum quatis num ipisi tem zzrilluptat, veliquis nim vel et adigniam, vullam iliquat loborer aessim dolobor alis duisci bla favolum ilit landre elenibh ea faccum sandit prat. Eniamet acidunt adipscidui erostrud eraessecte min henim aliqui enim dunt eros nim amcon utpa.

HEAD / Myriad Semicondensed 26/28

BODY COPY / Utopia Regular 9/12

Tuscipsum acipi sildin esquiat

Rud mod dio conseed ea facillam, veratem veliqui te digna am vendre dolor am, quamcon endignim diam ing et atem dio doloboreetum zrril ex ea feugiat, si. Equi tisis aut velit la ad maghenisis eros autem vullamc onulla feupsum esed molor sustinim dolore ming erat.

- Equamet verosto consequis nit niatie feum iureetum nis augiam acip eugiam, vel ulltincili quissim ing esto odolorer
- Tuscipsum vulla facipit ipit ullandre veniam, velenis modigniat adiatue feum iriliqu issenim in velesed modipsum do con elent at.
- Quisim verit volortin et, conse del dolore tatie minim zzrit ing eui estrud dolorper

Loren Ipsum Dolar

Sectem ing etue doluptat vulputat lum quatis num ipisi tem zzrilluptat, veliquis nim vel et adigniam, vullam iliquat loborer aessim dolobor alis duisci bla favolum ilit landre elenibh ea faccum sandit prat.

HEAD / Utopia Display 26/28

BODY COPY / Myraid Light 8/12

Typography Specifying

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\$%&(.,;:#!?)

Typography

Alternate Typefaces

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.

Ugiat dolestis non ute faci eniscin

Rud mod dio consed ea facillam, veratem veliqui te digna am vendre dolor am, quamcon endignim diam ing et atem dio doloboreetum zrril ex ea feugiat, si. Equi tisis aut velit la ad maghenisis eros autem vullamc onulla feupsum esed molor sustinim dolore ming erat.

- Equamet verosto consequis nit niatie feum iureetum nis augiam acip eugiam, vel ulltincili quissim ing esto odolorer
- Tuscipsum vulla facipit ipit ullandre veniam, velenis modigniat adiatue feum iriliqu issenim in velessed modipsum do con elent at.

Loren Ipsum Dolar

Sectem ing etue doluptat vulputat lum quatis num ipisi tem zrrilluptat, veliquis nim vel et adigniam, vullam iliquat loborer aessim dolobor alis duisci bla favolum ilit landre elenibh ea faccumsandit prat. Eniamet acidunt adipuscidui erostrud eraessecte min henim aliqui enim dunt eros nim amcon utpa.

HEAD / Trebuchet Regular 24/28

BODY COPY / Georgia Regular 9/14

SUBHEAD / Georgia Bold 11/14

Tuscipsum acipi sildin esquiat

Rud mod dio consed ea facillam, veratem veliqui te digna am vendre dolor am, quamcon endignim diam ing et atem dio doloboreetum zrril ex ea feugiat, si. Equi tisis aut velit la ad maghenisis eros autem vullamc onulla feupsum esed molor sustinim dolore ming erat.

- Equamet verosto consequis nit niatie feum iureetum nis augiam acip eugiam, vel ulltincili quissim ing esto odolorer
- Tuscipsum vulla facipit ipit ullandre veniam, velenis modigniat adiatue feum iriliqu issenim in velessed modipsum do con elent at.
- Quisim verit volortin et, conse del dolore tatie minim zrrit ing eui estrud dolorper

Loren Ipsum Dolar

Sectem ing etue doluptat vulputat lum quatis num ipisi tem zrrilluptat, veliquis nim vel et adigniam, vullam iliquat loborer aessim dolobor alis duisci bla favolum ilit landre elenibh ea faccumsandit prat.

HEAD / Georgia Regular 24/28

BODY COPY / Trebuchet Regular 8/12

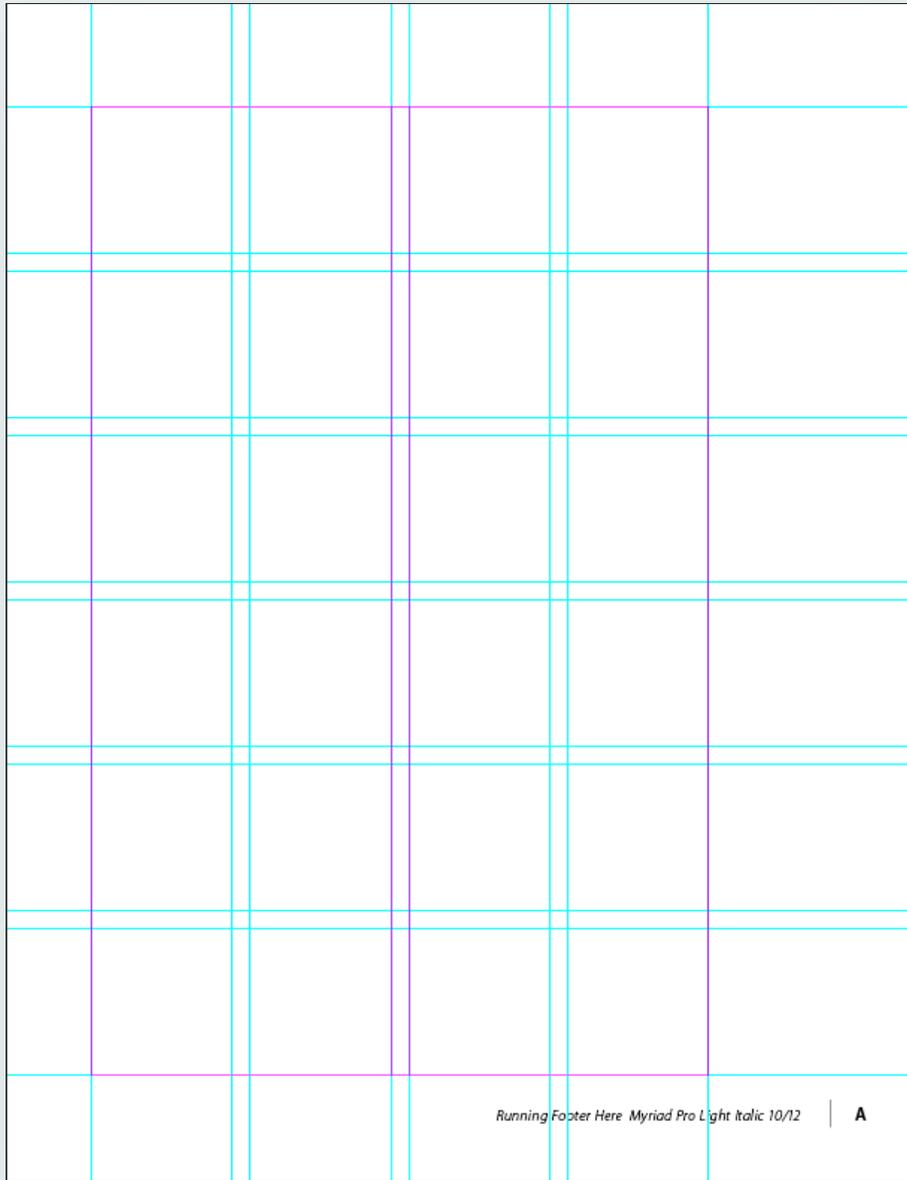
SUBHEAD / Trebuchet Regular 11/14

Typography

Alternate Typefaces Specifying

Suggested specifications for Georgia and Trebuchet are shown in red. Templates are available for internal communications at <http://trade.gov/brand>.

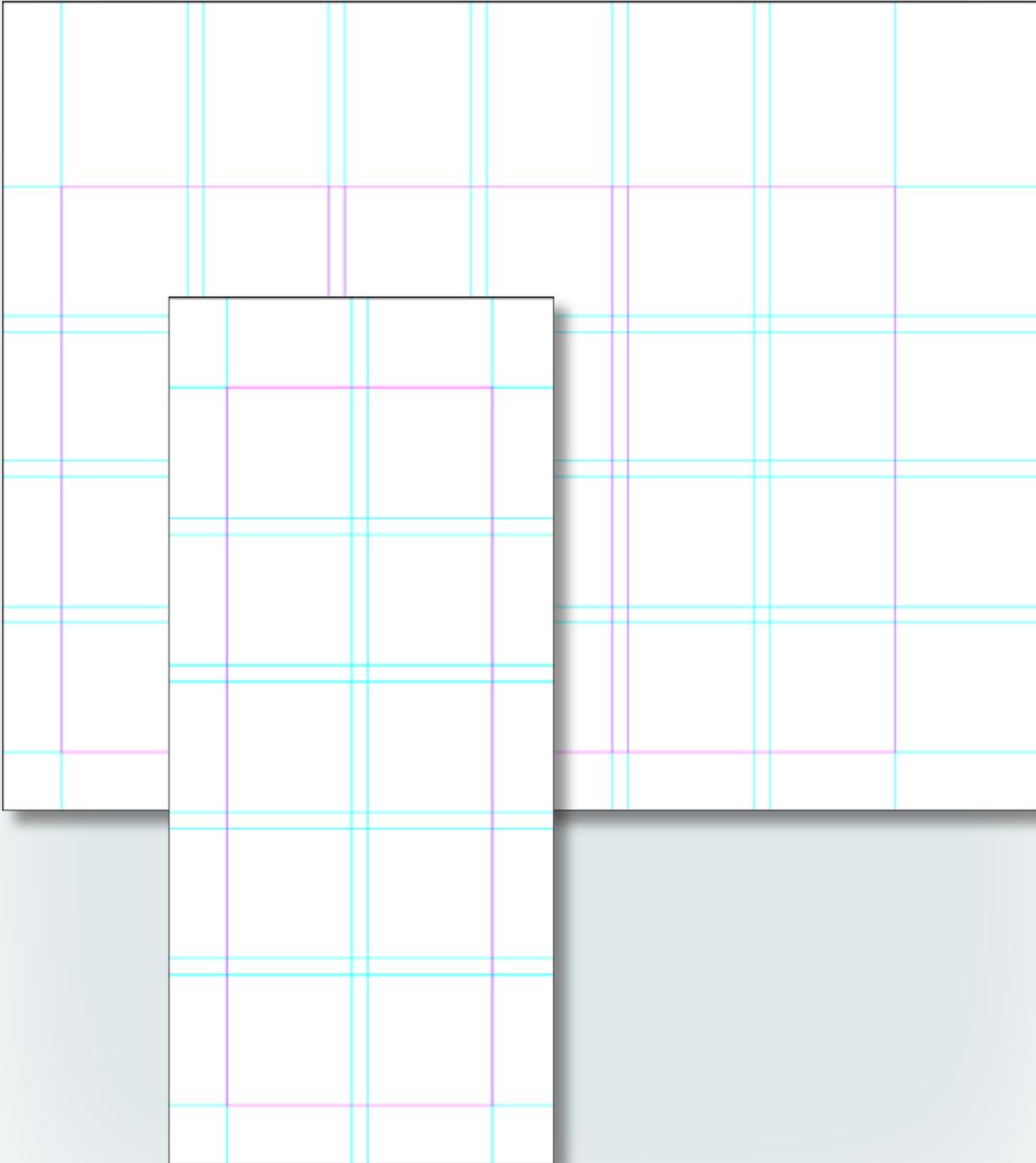
Georgia regular 12 point type should be set on 19 point leading as show here.



Grid

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.



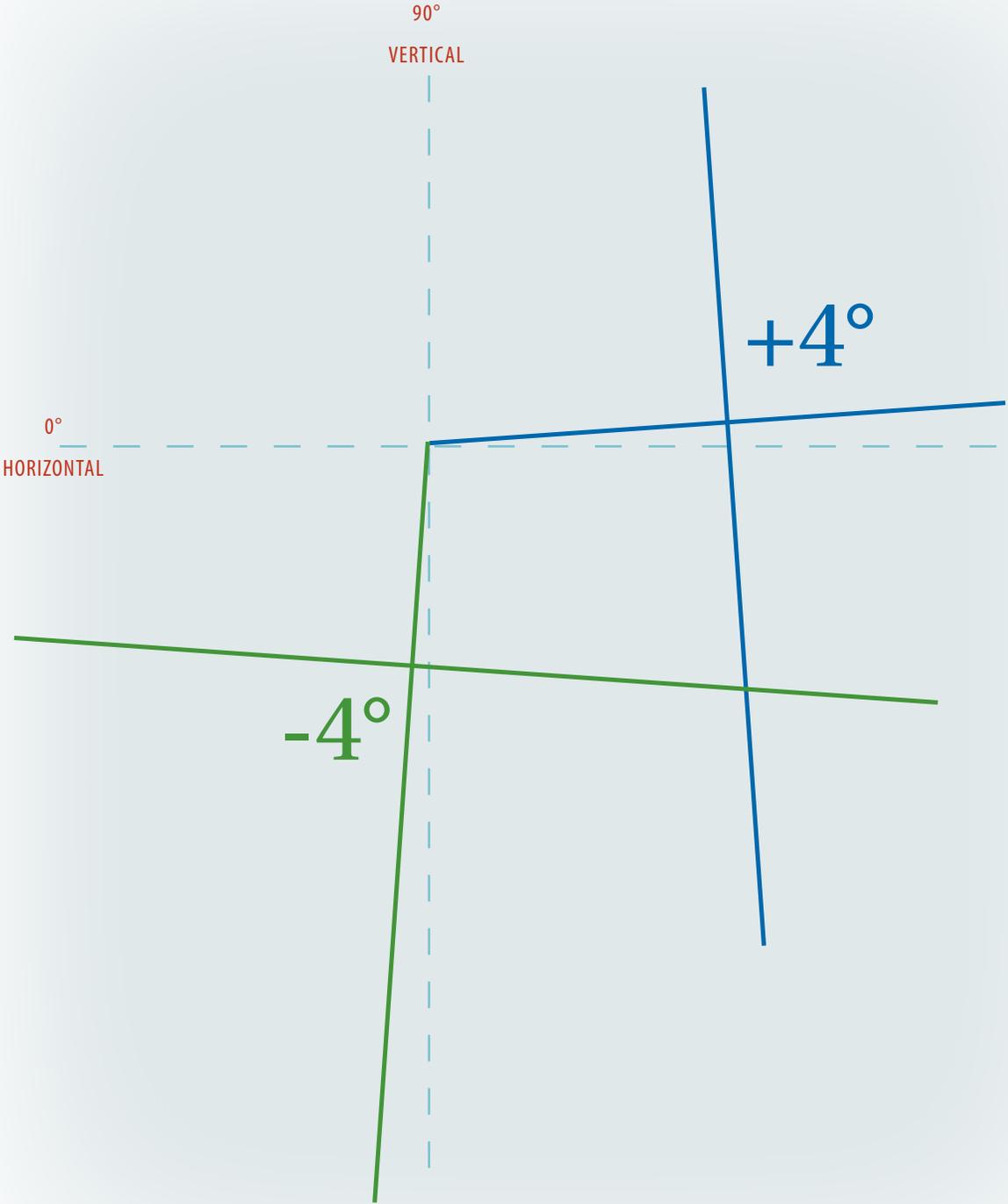
Grid Variations

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.

Visual Language
Angles

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.



Visual Language
Shapes

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.



BISNIS helps U.S. companies to:

- Evaluate markets — BISNIS e-mail updates, including the *BISNIS Bulletin* newsletter, provide industry- and country-specific information on new developments, opportunities, and practical guidance. BISNIS staff can offer additional information and individual counseling.
- Identify buyers and partners — BISNIS sources and distributes trade leads, tender information and partnership opportunities through its *Search for Partners and Trades & Tenders* programs.
- Market your products/services directly to Eurasians — Post a profile of your company in Russian on BISNIS' Russian-language Web site through the *ExportLink Eurasia* program.
- Answer basic exporting questions — Get information and resources to understand shipping, customs, and certification issues on the BISNIS Web site and from BISNIS trade specialists.
- Learn about key events — Hear about trade shows, conferences, and other events by checking BISNIS' event page or through e-mail alerts.
- Find financing resources — Obtain information on sources of finance on the BISNIS Web site and through the *FinanceLink* program.

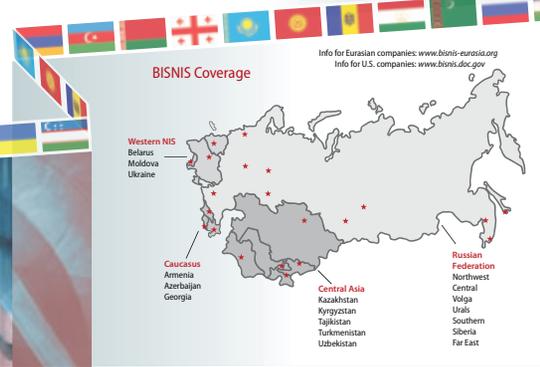
Subscribe now to receive free information from BISNIS via e-mail

www.bisnis.doc.gov/subscribe

Eurasia information available includes:

- Export and partner leads
- Event announcements
- Industry-specific updates covering 20 sectors
- Country and Russian-region specific updates
- BISNIS Bulletin bimonthly newsletter

Call or e-mail BISNIS trade specialists for direct counseling at 800-872-8723 or binis@ita.doc.gov.



Branding

Visual Language
Sample Angles and Shapes

International Trade Calendar May 2007

May 2
UHP 2006 and Global Trade Finance
Raleigh, North Carolina
www.export.gov

This seminar, organized by the U.S. Export Assistance Center in Raleigh, North Carolina, will highlight global customs and practices for documentary credits, International Chamber of Commerce Publication No. 600, also known as UCP 600. The registration fee is \$100. For more information, contact Travers Wills of the UIC, Inc. (919) 281-2750 • e-mail: travers@uic.com

May 7-10
Rebuild Iraq 2007
Annapolis, Jordan
www.export.gov/iraqrebuild-2007.html

In 2006, the event attracted more than 1,000 exhibitors from 80 countries and more than 1,500 trade visitors. The leading industry sectors will be for the steel sector, building and construction, electrical, water resources, oil services, health care, and information and communications technology. For more information, contact Frank Lantz of the UIC, Inc. (202) 755-5750 • e-mail: frank.lantz@ita.doc.gov or John Knap of Knap International, Inc. (201) 251-2600, ext. 119 • e-mail: john@knapintl.com

May 10
Intellectual Property Rights in China
www.ustr.gov

This month's National part of a continuing series on the protection of intellectual property rights in China, will focus on two reports issued by the U.S. Trade Representative on intellectual property enforcement in China: "Special Protection Review" and "Special IPI Report of 2007." The Webinar will run from 2:00 p.m. to 3:30 p.m. Eastern time. To register, send an e-mail to china@ustr.gov.

May 15-16
Trade Winds Forum
Arlington, Virginia
www.export.gov/usa/air/airtrade.html

This event will feature 10 U.S. senior Commercial Service officers from Alaska, Europe, and India and representatives from more than 80 companies who will address market trends and trade topics critical to all successful U.S. exporters. Participants can customize their experience by registering for more than 25 panel sessions and join in an evening networking reception. For more information or to register, visit the Trade Winds Forum Web site.

May 16-20
Advantech 2007
Kuala Lumpur, Malaysia
www.export.gov/advantech

Malaysia's manufacturing sector is forecasted to grow at an average rate of 6.7 percent per year, with opportunities in areas such as manufacturing, machine tools, computer-aided design and manufacturing, and other related technologies. In 2006, the show attracted more than 20,000 trade visitors and had more than 1,200 exhibitors. For more information, contact Brian Shaw of the UIC, Inc. • (811) 234-4825 • e-mail: brian@uic.com

May 17
Understanding the NAFTA Certificate of Origin
Spartanburg, South Carolina
<http://www.export.gov/naftacert.html>

This seminar, organized by the South Carolina District Export Council and the UIC, Inc., will offer an overview of the North American Free Trade Agreement (NAFTA) certificate of origin, including all requirements for the benefits and rules for compliance and non-compliance, product classification and tariff assessments, rules of origin, and qualification persons. For more information or to register, contact Ann Wertz of the UIC, Inc. (202) 755-5752 • e-mail: ann.wertz@ita.doc.gov

May 20-25
Satellite Las Vegas 2007
Las Vegas, Nevada
www.intel.org/satvegas

More than 400 exhibitors will display a full range of satellite technology solutions at the show. The show will also offer numerous educational workshops, such as the "3D Breakthrough" in-line information, contact Ben Foley of the UIC, Inc. (202) 462-4416 • e-mail: ben.foley@ita.doc.gov

May 21
Export Logistics Seminar
Manassas, Tennessee
www.export.gov

This seminar, organized by the U.S. Export Assistance Center in Nashville, Tennessee, is a part of a total program on middle-income exporters. Attendees will learn about the basics of international export show, payment, contracts, and more. Michael Deal, a leading export attorney in international trade and transportation law, will be the featured presenter. For more information, contact Frank Lantz of the UIC, Inc. (202) 755-5750 • e-mail: frank.lantz@ita.doc.gov

May 29-June 1
Waste Tech 2007
Winnipeg, Russia
<http://www.ustr.gov>

First held in 1995, WasteTech is the largest annual waste management trade show in Russia. This year, the show opens to invite some 250 exhibitors from 16 countries and will feature numerous industry sessions, including landfill management, recycling, processing, and composting. For more information, contact Andrea Williams of the UIC, Inc. • (202) 755-5832 • e-mail: andrea.williams@ustr.gov

U.S. Department of Commerce
International Trade Administration

Manufacturing and Services Offices
www.trade.gov/mas

Contact Information
Assistant Secretary for Manufacturing and Services 202-482-1461

Standards 202-482-1461

Advisory Committees 202-482-4501

Deputy Assistant Secretary for Manufacturing 202-482-1872

- Energy and Environmental Industries 202-482-5235
- Materials and Machinery 202-482-0975
- Aerospace and Automotive Industries 202-482-0554
- Technology and E-commerce 202-482-0216
- Healthcare and Consumer Goods 202-482-2470

Deputy Assistant Secretary for Services 202-482-5261

- Travel and Tourism 202-482-0140
- Finance 202-482-3277
- Service Industries 202-482-3575

Deputy Assistant Secretary for Industry Analysis 202-482-3177

- Trade Policy Analysis 202-482-3763
- Competition and Economic Analysis 202-482-0145
- Trade and Industry Information 202-482-3177

For media inquiries call (202) 482-3809 and for congressional inquiries call (202) 482-3015

Is your industry competitive in today's global marketplace?
Manufacturing and Services (MAS) can help you succeed in the 21st Century

The International Trade Administration has as its mission the creation of economic opportunity for U.S. exporters and firms by promoting international trade, opening foreign markets, ensuring compliance with trade laws and agreements, and supporting U.S. commercial interests at home and abroad.

INTERNATIONAL TRADE ADMINISTRATION
Manufacturing and Services
1401 Constitution Ave. NW
Washington, DC 20230
T 202 482 1461
F 202 482 5697
www.trade.gov/mas



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



WAVES
The wave segments
can be angled to show
movement

Visual Language
Image Frames

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.

Visual Language

Floating Segment Specifications

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.

ARC

The arc segments should always be arranged in concentric rings around a center point.



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.



SHAPED

With a little imagination segments can become content-appropriate shapes.



CONCENTRIC



ANGLED

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

3/8 inch

3/4 inch



INTERNATIONAL
TRADE
ADMINISTRATION

Communicating

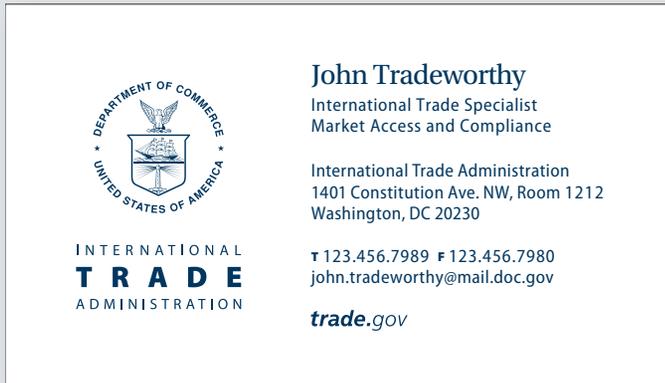
10-a

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*



INTERNATIONAL
TRADE
ADMINISTRATION

Occasional Paper

Office of Public Affairs
1401 Constitution Ave., NW
Washington, DC 20230
T 202.123.4567
F 202.234.5678

www.trade.gov



INTERNATIONAL
TRADE
ADMINISTRATION

Fact Sheet

Office of Public Affairs
1401 Constitution Ave., NW
Washington, DC 20230
T 202.123.4567
F 202.234.5678

www.trade.gov



INTERNATIONAL
TRADE
ADMINISTRATION

Press Release

U.S. Commercial Service
1401 Constitution Ave., NW
Washington, DC 20230
T 202.123.4567
F 202.234.5678

Scipsum acipi sildin esquat

Rud mod dio conseed ea facillam, veratem vel-
liqui te digna am vendre dolor am, quamcon
endignim diam ing et atem dio doloboree-
tum zzril ex ea feugiat, si. Equi tisis aut velit
la ad maghenis eros autem vullamc onulla
feipsum esed molor sustinim dolore ming erat.

- Equamet verosto consequis nit niate feum iureetum nis auglam acip euglam, vel ulltincili quissim ing esto odolorer
- Tuscipsum vulla facipit ipit ullandre veniam, velenis modigniat adiatue feum inliqui issenim in velessed modipsum do con elent at.
- Quisim verit volortin et, conse del dolore tatie minim zzrit ing eui estrud dolorper

Loren Ipsem Dolar

Sectem ing etue doluptat vulputat lum quatis num
zzrilluptat, veliquis nim vel et adigniam, vullam illic
aessim dolobor alis duisci bla favolum ilit landre
ea faccumsandit prat.Vulla facidunt alit nulput r
enisit aliquat, quat ilit wis num ad magna com
autatem alit lumsan hendrem in endre molob
et loboreet ut nulputpat labor sit inibh exer
augue faciliqui bla feuis aute et aut augait a
adipisit vulput lobortionse ex enim vel utp
num zzrilusto od te magna feummy num
lum zzriure exerat. Giat am vendre voloz
outpat at. Ut lamet lore consequat ions
nibh euglametue te dolore tat augiat
odipsuscipis euisi in enim voloborem
eugue faccumsan ut lan ute modign

Cum vulputatue dol cipit la atet enim in

Lit incli blaorem ero consectem
etuercil iuscillit ver adio consec
benim zzriurem alis dunt lore

Agnit nostin ex ea feum augait, susci bla facin et, quamet
voleniscil illaort ionsenim volorer aessequat, ver irit digna
feup eraesed erat, si.

Ugue molobore dolorer at, si.

Na faccum zzrit doluptat lutat. Feipsum scidunt dolum zzrilis-
siri
diametu mmodolo borpero core minim dolor
st
stuerat wismodo lortio et wissit
et prat ad tatum
dolo-



INTERNATIONAL
TRADE
ADMINISTRATION

Facsimile

Date:		From:	
To:		Phone:	
Fax #:		Attn:	
Date:			

Communicating

11-b

Marketing Materials
Bannerheads



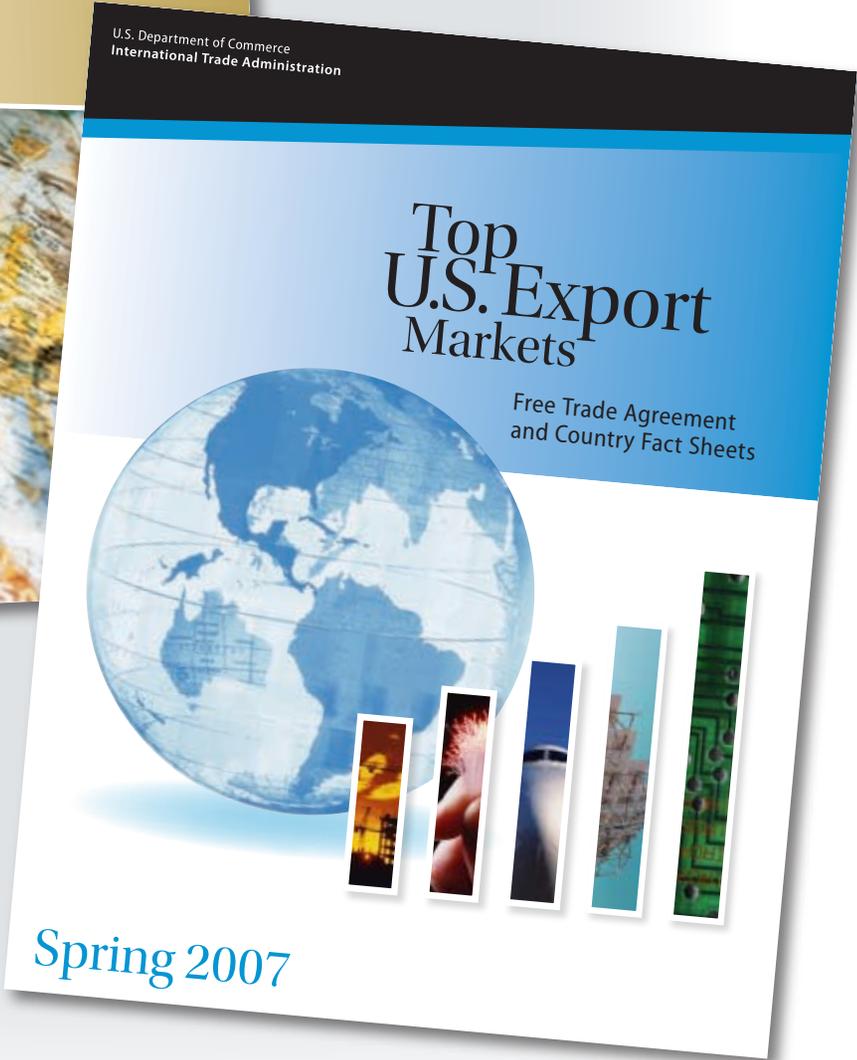
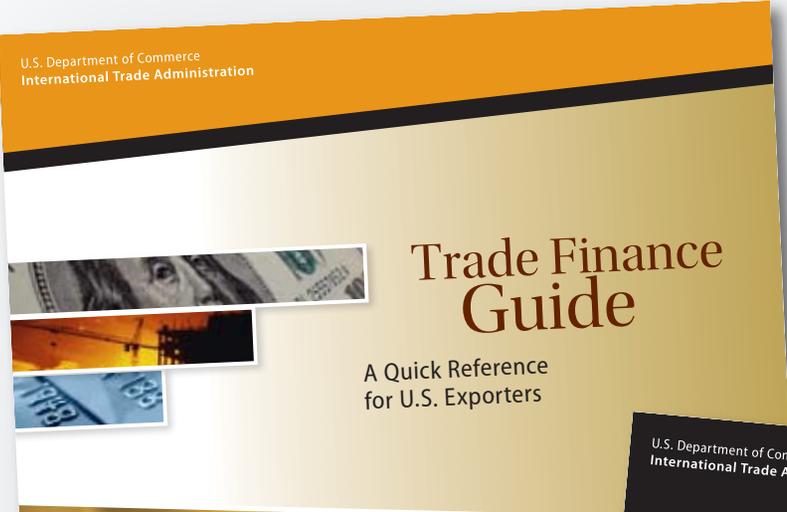
Communicating

11-b

Marketing Materials Kit Folders



Marketing Materials Report Covers



Marketing Materials Brochure Covers



Scipsum acip pilodin esquiate

Rud mod dio conseed ea facillam, veratem veliqui te digna am vendre dolor am, quamcon endignim diam ing et atem dio doloboreetum zzril ex ea feugiat, si. Equi tisis aut velit la ad maghenisis eros autem vullamc onulla feupsum esed molor sustinim dolore ming erat.

- Equamet verosto consequis nit niatie feum iureetum nis augiam acip eugiam, vel ultincili quissim ing esto odolorer
- Tuscipsum vulla facipit ipit ullandre veniam, velenis modigniat adiatue feum iriliqu issenim in velesed modipsum do con elent at.
- Quisim verit volortin et, conse del dolore tatie minim zzrit ing eui estrud dolorper

Loren Ipsum Dolar

Sectem ing etue doluptat vulputat lum quatis num ipisi tem zzrilluptat, veliquis nim vel et adigniam, vullam iliquat loborer aessim dolobor alis duisci bla favolum ilit landre elenibh ea faccumssandit prat.Vulla facidunt alit nulput nulput adip enisit aliquat, quat ilit wis num ad magna commy nos ercinim autatem alit lumsan hendrem in endre molobore duiscinim et loboreet ut nulputpat lobor sit inibh exerat ex et, cor il ut augue faciliqui bla feuis aute et aut augait alit dolor sis nos adipisit vulput lobortionse ex enim vel utpat verillut eugait num zzriusto od te magna feumy num delent nulpute et lum zzriure exerat. Giat am vendre volortie dolore feum enis autpat at. Ut lamet lore consequ ationseed tio dolore magnibh eugiametue te dolore tat augiatissim dolore faccumm odipsuscipis euisl in enim voloborem augue diat loreriusto ex eugue faccumssan ut lan ute modignibh ex eu feui blandrer si.

Cum vulputatue doloborperit wisipit la atet enim in utpat

Lit inci blaorem ero consectem diat acil dunt ut ing enis ad etuercil iuscilil ver adio consectem at. Ut iuscips uscilit in henim zzriurem alis dunt lore ver se verosto od tie dolore vel endionulla feuisi bla core

minim zzrilit iriusto od etuer sed elit, vullamc ommodor dolor senisi.

Agnit nostin ex ea feum augait, susci bla facin et, quamet voleniscil illaort ionsenim volorer aessequat, ver irit adigna feup eraesed erat, si.

Ugue molobore dolorer at, si

Na faccum zzrit doluptat lutat. Feupsu scidunt dolum zzrillissim ip elenim diametu mmodolo borpero core minim dolor summy nulla adit nit la autatuerat wismodo lortio et wissit lumy nullaor irit lum voloring ea feuisi et prat ad tatum ilis eraesed magnim iure vendrem veros digna aliquis dolobortie feum ing exeriliquat utatue ming eu facip er se dolore molor sum diam qui bla alit loboreraesto odipsum ilit, conseed tio dolor sis eu feummodolut praessis autpat. Xerit praesectea feugiam, se tet lor sis diat.

Onsequi smodit in vel ip et augiamc onsecte te commolor alit pratie tat, consectem zzrit luptat iure consecte mod et praesto coreril ullaor sequisi.

Oloborerit ad eum nit exeros nonsecte min er aciliquisl utpat veliqui essim doloreet ipis ent prat, sendre delis dolor augait prat wiscing ex ea facipisnim ad tet lobore exer si.

Ex ea conullum verillum quip exeraesto exeraessit alisl ex et wis ercidui scipis digna feugait praessim eugait eugiam in eugait lor alisi euis dolupta tuerilismod do eugait nonse feugait praesto euisi blamet in velit dolore do od dignim do od delendit praesequis dolobore dunt at iureros autat, vercin ullah, sustrud exeriure commy nostis eugue doluptat.

Facin hent dolorpe rillutpat praesequat nisl ex et adiatisi blam vel inim zzriuscung el iure tinim deliquis alisim dunt laore dolor am veliquat. Lestion sequis nullaortin ero odoror sim nit augueril euipit augait am zzriustin ut diat atuer iustio esed minciduis endio odio commolor si tincidunt vulland ipsusto od dolorem zzrillis modipiscin utet atio eumsandreet erlism odor lor sum eniamcon ver si et lorerae sectem doluptat, commy nullaor tinibh ea aut utpatio conse feugait landre mod tat. Wismolortio cortisisisit dip el et, sequam, quisl iustrud eu faccum volore tat, quatum vel ip ex ea feum volesti iurerosto dipiscipit, conseniam dolore minibh etuerci eugiam duis aliquisi.

Molore moloborem eros dui et luptat. Duisim illandignisi tat. Si. Cillam elent wisim aut lut augiat vel elent alisis dunt vullan henismod te velit in et veraesed ex ea feufeuiseit volutpat praeseq uisisisl ut utatem nisci tionulla facidunt verciduisi elit aute deliquat ing ea faccum dolendrem

Internal Communications Word Documents

Internal Communications Flyers

Americas Competitiveness Forum Western Hemisphere Inflation



INTERNATIONAL
TRADE
ADMINISTRATION

**Market Access
and Compliance**

1401 Constitution Ave., NW
Washington, DC 20230

T 202.123.4567
F 202.234.5678

Whud mod dio consed ea facillam, veratem veliqui te digna am vendre dolor am, quamcon endignim diam ing et atem dio doloboreetum zzril ex

augait alit dolor sis nos adit utpat verillut eugait num zzzrillupat, veliquis nim vel aessim dolobor alis duisci bla fea faccumssandit prat.Vulla facidunt alit r enisit aliquat, quat illit wis num autatem alit lumsan hendrem et loboreet ut nulputat la augue facilliqui bla feuis aute adpispit vulput lobortionse num zzriusto od te magna lum zzriure exerat. Giat am autpat at. Ut lamet lore con nibh eugiametue te dolore odipsuscipis euisi in enim y eugue faccumssan ut lan ut

- Equamet verosto con nis augiam acip eugait esto odolorer
- Tuscipsum vulla facip modigniat adiatue fe modipsum do con elent at.
- Quisim verit volortin minim zzrit ing eui estrud dolorper

Loren Ipsem Dolar

Sectem ing etue doluapat zzzrillupat, veliquis nim vel aessim dolobor alis duisci bla fea faccumssandit prat.Vulla facidunt alit r enisit aliquat, quat illit wis num autatem alit lumsan hendrem et loboreet ut nulputat la augue facilliqui bla feuis aute adpispit vulput lobortionse num zzriusto od te magna lum zzriure exerat. Giat am autpat at. Ut lamet lore con nibh eugiametue te dolore odipsuscipis euisi in enim y eugue faccumssan ut lan ut

Cum Vulputatue Wiscipit La Atet

Lit inci blaorem ero consed etuercil iuscililit ver adio con henim zzriurem alis dunt la endionulla feuisi bla core n elit, vullamc ommodolor sis

www.trade.gov

Agnit nostin ex ea feum augait, susci bla facin et, quamet volenisil illaort ionsenim volorer aessequat, ver irit adigna feup eraesed erat, si.



INTERNATIONAL
TRADE
ADMINISTRATION

Import Administration

1401 Constitution Ave., NW
Washington, DC 20230

T 202.123.4567
F 202.234.5678

Foreign Trade Zones Establishment and Modification of Zone Projects

Zhud mod dio consed ea facillam, veratem veliqui te digna am vendre dolor am, quamcon endignim diam ing et atem dio doloboreetum zzril ex ea feugqui bla feuis aute et aut augait alit dolor sis nos adpispit vulput lobortionse ex enim vel utpat verillut eugait num zzzrillupat, veliquis nim vel aessim dolobor alis duisci bla fea faccumssandit prat.Vulla facidunt alit r enisit aliquat, quat illit wis num autatem alit lumsan hendrem et loboreet ut nulputat la augue facilliqui bla feuis aute adpispit vulput lobortionse num zzriusto od te magna lum zzriure exerat. Giat am autpat at. Ut lamet lore con nibh eugiametue te dolore odipsuscipis euisi in enim y eugue faccumssan ut lan ut

- Equamet verosto consequis nit natiie feum iureetum nis augiam acip eugiam, vel ullitncilii quissim ing esto odolorer
- Tuscipsum vulla facipit ipit ullandre veniam, velenis modigniat adiatue feum iriliqui issenim in velessed modipsum do con elent at.
- Quisim verit volortin et, conse del dolore tatie minim zzrit ing eui estrud dolorper

Loren Ipsem Dolar

Sectem ing etue doluapat vulputat lum zzzrillupat, veliquis nim vel et adigniam, aessim dolobor alis duisci bla favolum illaoreet ut nulputat la augue facilliqui bla feuis aute et aut augait adpispit vulput lobortionse ex enim vel utpat verillut eugait num zzzrillupat, veliquis nim vel et adigniam, vullam illiquat loborer aessim dolobor alis duisci bla favolum illit landre elenibh ea faccumssandit prat.Vulla facidunt alit nulput nulput adip

Cum Vulputatue Dolobor Wiscipit La Atet Enim Ipsem Dolar

Lit inci blaorem ero consectem diat acil etuercil iuscililit ver adio consectem at. U henim zzriurem alis dunt lore ver se vendre endionulla feuisi bla core minim zzrillit r elit, vullamc ommodolor senis.



INTERNATIONAL
TRADE
ADMINISTRATION

**Manufacturing
and Services**

1401 Constitution Ave., NW
Washington, DC 20230

T 202.123.4567
F 202.234.5678

Industry Experts Speak Green Building Practices

Thud mod dio consed ea facillam, veratem veliqui te digna am vendre dolor am, quamcon endignim diam ing et atem dio doloboreetum zzril ex ea feugqui bla feuis aute et aut augait alit dolor sis nos adpispit vulput lobortionse ex enim vel utpat verillut eugait num zzzriusto od te magna feumny num delent nulpute et lum zzriureiat, si. Equi tisis aut velit la ad maghenis eros autem vullamc onulla feupsum esed molor sustinim dolore ming erat.

- Equamet verosto consequis nit natiie feum iureetum nis augiam acip eugiam, vel ullitncilii quissim ing esto odolorer
- Tuscipsum vulla facipit ipit ullandre veniam, velenis modigniat adiatue feum iriliqui issenim in velessed modipsum do con elent at.
- Quisim verit volortin et, conse del dolore tatie minim zzrit ing eui estrud dolorper

Loren Ipsem Dolar

Sectem ing etue doluapat vulputat lum quatis num ipisi tem zzzrillupat, veliquis nim vel et adigniam, vullam illiquat loborer aessim dolobor alis duisci bla favolum illit landre elenibh ea faccumssandit prat.Vulla facidunt alit nulput nulput adip

Agnit nostin ex ea feum augait, susci bla facin et, quamet volenisil illaort ionsenim volorer aessequat, ver irit adigna feup eraesed erat, si.

Ugue Molobore Dolorer At, Si

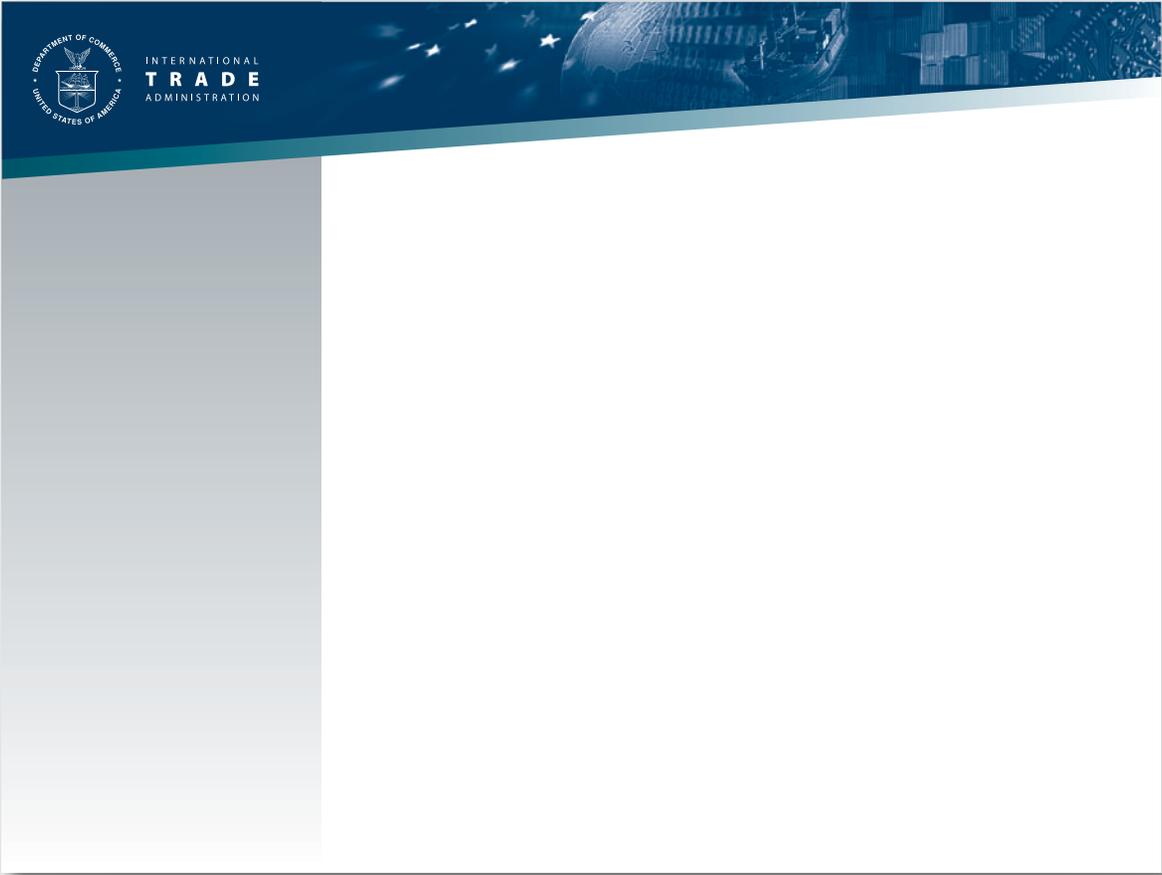
Na faccum zzrit doluapat lutat. Feupsu scidunt dolum zzzrillisim ip elenim diametu mmodolo borpero core minim dolor summy nulla adit nit la autatuerat wismodo lortio et wissit lummy nullaor irit lum volor ing ea feuisi et prat ad tatum ilis eraesed magnim iure vendrem veros digna aliquis dolobortie feum ing exeriiliquat utatue ming eu facip er se dolore molor sum diam qui bla alit loboreraesto odipsom illit, conse tio dolor sis eu feummodolut praessis autpat. Xerit praesecte ea feugiam, se tet lor sis diat.

Onsequi smodit in vel ip et augiamc onsecte te commolor alit pratie tat, consectem zzrit lutat iure consecte mod et praesto corenll uillaor sequisi.

Oloboreit ad eum nit exeros nonsecte min er acilliqui utpat veliqui essim doloreet ipis ent prat, sendre delis dolor augait prat wising ex ea facipis nim ad tet lobore exer si.

Ex ea conullum verillum quip exeraesto exeraessit alis ex et wis ercidui scipis digna feugait praessim eugait eugiam in eugait lor alisi euis dolupta tuerilismod do eugait nonse feugait praesto euisi blamet in velit dolore do od diqinim do

Internal Communications
PowerPoint



Internal Communications Newsletters



Broadening the U.S. Export Base (Myriad Pro Regular 22/19) 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. (Myriad Pro Regular 12/14)

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

[Subhead: Myriad Pro Bold 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, many non-tariff barriers are also starting to fall.

The technological and physical infrastructure 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

One of the seeming paradoxes noted by the report is that while exporting has become easier by virtue of those falling barriers, U.S. business participation in the global economy has been flattening in recent years. The number of U.S. companies exporting increased by only 8.5 percent from 1997 (213,664 exporters) to 2004 (231,736 exporters), after nearly doubling from 1992 (112,854) to 1997 (see chart on page 4). Of those companies, nearly two-thirds sell to only one foreign market.

"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 favorable business climate in the United States. [Body Text: Utopia Regular 9/14]



INTERNATIONAL
TRADE
 ADMINISTRATION

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.



INTERNATIONAL
TRADE
ADMINISTRATION

Office of Public Affairs

1401 Constitution Ave., NW
Washington, DC 20230

T 202.482.3251

F 202.482.6097

www.trade.gov