

Corporate Graphic Identity

The purposes of the development of a new identity are:

- to enhance the Department's viability in its traditional foreign affairs role
- to promote awareness of the Department's trade role in light of the Free Trade Agreement with the US and the European trade activities of 1992.
- to help promote unity and coherence in the Department's communications activities at home and abroad

The objectives of the design are:

- to achieve a visual appearance that will immediately identify all communication pieces (publications, exhibits, audio-visuals, etc.) with EAITC
- that it be attractive and properly reflect the image of the Department - professional, serious, important, tasteful
- that it be a clean and uncluttered look
- that it would allow the optimum flexibility for graphics, photographs and placement of any other identifiers (FIP, wordmark)
- that it not be trendy or rely on "faddish" typefaces, colours or design elements that would go out of date quickly

The 4 elements of the design are:

- a vertical bar down the right of the medium
- 3 parallel "stripes" at a 45 degree angle
 - these represent a version of the letter E for External or Export
 - the alternating fades in colour represent two-way understanding/communication and two-way/bilateral trade
 - the stripes give an impression of both two-way and upward movement for dynamism and optimism
 - they also serve as a distinctive and attractive graphic element that will become very quickly recognizable
- the Canada wordmark and the name of the Department
 - when the publication or other medium is intended for use abroad, the Canada workmark appears above the 3 parallel stripes in large letters - the Departmental name appears at the bottom in smaller letters
 - when the publication is for domestic use, the Departmental name appears above the 3 parallel stripes in large letters and the wordmark at the bottom, in small letters

This design allows for any other graphic, full size photo, type, etc. to appear in the remaining space allowing utmost flexibility of use, and at the same time presenting a dynamic visual identity for the Department which will be instantly seen and recognizable and will in time become synonymous with the Department.