

October 3, 1989

EAITC CORPORATE IDENTITY**Background**

- As you know, the Department is embarking on a corporate identity program to promote greater awareness of what the Department does, especially its trade responsibilities, programs and services.
- Announcement of the new departmental name - External Affairs and International Trade Canada/Affaires extérieures et Commerce extérieur Canada - on June 28 was the first step in this process.
- A second key step will be the introduction of a new corporate graphic identity which we have been working on.
- The basic purpose of the new graphic identity is to highlight the Department's name and to help promote unity and coherence in the Department's communications activities at home and abroad. Ultimately it will be applied to all communications products.
- (See appendix for design objectives and four main elements).

Latest Developments

- The new design has been tested with focus groups outside the Department (Toronto, Montreal, Calgary) and with departmental employees in Ottawa. Results have been basically positive.
- The new graphic identity will first appear on materials being released for Canada Export Trade Month in October. At that time, it will also be introduced on Ministerial Press Releases and on PAN internal departmental administrative notices.
- To make sure that all departmental staff are properly briefed, we're developing a manual with complete instructions on what the graphic identity is and specific guidelines for how and where to use it. We expect to be organizing employee briefings in Canada and abroad over the next 2-3 months and to be ready to implement the new identity across the board by about January 1990. We'll be keeping you posted as we go along.

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