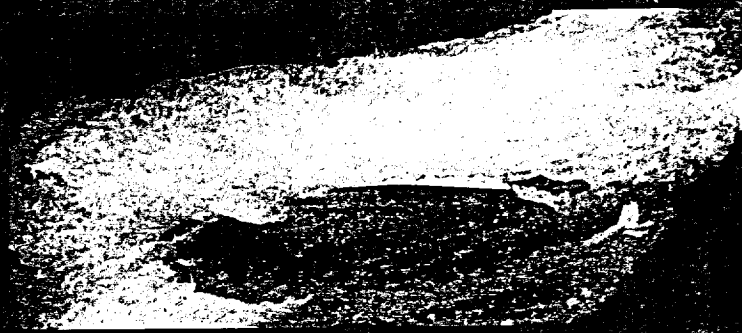


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October 3, 1989

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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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.

CORPORATE IDENTITY

DEPARTMENT NAME IN FRENCH

- Q. The new name of the Department in French is "Affaires extérieures et Commerce extérieur Canada". Wouldn't it be more appropriate to come up with another version that words repetition of the word "extérieur(es)"?
- A. The new name of the Department was selected in keeping with several factors and has been formally approved by Treasury Board. When the position of Minister for International Trade was established, extensive consultations were held, including with experts at the Secretary of State. They determined that the most appropriate equivalent title in French was "Ministre du Commerce extérieur". To avoid confusion, it was decided that the Minister's title and the Department's new name should be consistent -- hence "Affaires extérieur et Commerce extérieur Canada". The only other option would have been to change the Minister's legal title, which would have required changing the External Affairs Act.

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