CORPORATE IDENTITY GUIDELINES
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1.0 INTRODUCTION

The following Corporate Identity Guidelines have been developed to help Caribbean Export Development Agency (Agency) achieve its aims of visual consistency in all corporate communications directed towards all its stakeholders.

The Guidelines have been developed for individuals, organisations and service providers producing communications material which incorporate the logo of the Agency. They may be used by Agency team members, consultants and all service providers such as web developers, graphic designers, printers and other related parties.

The Guidelines outline the principles which are used to maintain the consistency of Caribbean Export’s corporate identity and its dedication to excellence in all areas of its communications.

Although the principles outlined in the Guidelines are fixed, they are not intended to be overly restricting.

If you have any questions relating to the use of the Caribbean Export Logo, please feel free to contact:

Communications Unit  
Caribbean Export Development Agency  
1st Floor Baobab Tower,  
Warrens St Michael,  
BB22026  
T: +1(246) 436-0578 Ext 204  
F: +1(246) 436-9999  
E: info@carib-export.com  
W: www.carib-export.com
2.0 CORPORATE POLICIES

• The Agency Logo must be appropriately applied to all Caribbean Export marketing communications materials. This policy applies to all print, online and electronic communications, including on-screen presentations.

The provided Master Copy of the logo should be used at all times. No attempt should be made to reproduce, redraw, or otherwise alter the Agency logo.

• All appropriate copyright and/or licencing information and/or ownership acknowledgements must be secured for all images, graphs, data and illustrations not owned by the Agency.

All Agency corporate marketing communications materials must be thoroughly proof read and approved by the appropriate Agency official prior to production sign-off.

Agency-controlled corporate marketing communications materials must adhere to English (UK) standards of spelling. In instances where a non-English language is used, all efforts must be made to ensure accuracy of spelling and grammar which relate to the language being used.

• The Agency tagline must be appropriately applied for all communications as described in the Guidelines.

TAGLINE

BUILDING BUSINESS TRANSFORMING LIVES FOR A RESILIENT CARIBBEAN
APPLICATION OF AGENCY TAGLINE

This is used throughout various marketing materials as a means of identifying and solidifying the importance of who and what Caribbean Export stands for, making it a key element in our brand.

**Typeface:** Montserrat  
**Point size:** Will vary depending on size of document and where it is being used.

The Tagline must be broken down into three lines only.

**Line 1:** Building Business  
(Montserrat Regular)  

**Line 2:** Transforming Lives  
(Montserrat Regular)  

**Line 3:** For a Resilient Caribbean  
(Montserrat Regular and Bold)

On line 3, 'Resilient Caribbean' must be highlighted using the Corporate colours only and bolded.  
(Refer to page 7 of this document for colour reference)
Shortened versions of ‘Caribbean Export Development Agency’ may be used within body copy.

‘Caribbean Export’
May be used as the preferred shortened version of the logo.

Example
Caribbean Export is currently implementing the 11th European Development Fund (EDF) Regional Private Sector Development Programme (RPSDP), which runs from January 2017-December 2022. The overall objective of the programme is to increase employment creation, inclusiveness - particularly for youth, women, and indigenous groups, and reduce overall poverty in CARIFORUM States.

CE is currently implementing the 11th European Development Fund (EDF) Regional Private Sector Development Programme (RPSDP), which runs from January 2017-December 2022. The overall objective of the programme is to increase employment creation, inclusiveness - particularly for youth, women, and indigenous groups, and reduce overall poverty in CARIFORUM States.

The use of the acronym ‘CEDA’ should be avoided.
3.0 CORPORATE LOGO

Our primary and alternative logos are strong symbols for our brand. Representing leadership, guidance and togetherness for all businesses throughout the Caribbean, making our logo distinctive, iconic and timeless.
4.0 COLOUR

CORPORATE COLOURS

Caribbean Export Development Agency’s colour scheme plays an important role to help strengthen brand awareness and messaging, powerful conveyors of our personality.

Our primary colours are black and its percentage variations, blue, red and green.
LOGO COLOUR VARIATIONS
For black and white use, the Agency logo can be reproduced as shown below:

![Caribbean Export logo in black and white]

COLOUR GUIDE | BLACK AND WHITE

<table>
<thead>
<tr>
<th>CMYK</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0 M0 Y0 K100</td>
<td>C0 M0 Y0 K0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RGB</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>000000</td>
<td>R255 G255 B255</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>HEX</th>
<th>HEX</th>
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<tr>
<td>000000</td>
<td>FFFFFF</td>
</tr>
</tbody>
</table>
When using colours as tints, always use the predetermined tint values of 75%, 65%, 45% and 25%.

Use reverse colours (i.e. white) when placing type on 100%, 75% and 65% of Caribbean Export’s Corporate colour tint values.

Use black or other dark colours when placing type on 45% and 25% of Caribbean Export’s Corporate colour tint values.
COMPLIMENTARY COLOURS

Complimentary colours may be used to assist with design in both print and social media marketing artwork.

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
</tr>
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<tbody>
<tr>
<td>C70 M0 Y15 K0</td>
<td>R8 G186 B211</td>
<td>08BAD3</td>
</tr>
<tr>
<td>C30 M0 Y90 K0</td>
<td>R190 G215 B71</td>
<td>BED747</td>
</tr>
<tr>
<td>C0 M20 Y90 K0</td>
<td>R255 G204 B50</td>
<td>FFCC32</td>
</tr>
<tr>
<td>C0 M60 Y80 K0</td>
<td>R245 G133 B72</td>
<td>F58548</td>
</tr>
</tbody>
</table>

VISUAL EXAMPLES
5.0 LOGO SPECIFICATIONS

MINIMAL ALLOWABLE SIZE

Agency logo should not be reproduced in print any smaller than 30mm wide.

To ensure successful reproduction, in cases where the logo may be reproduced using specialised processes such as embossing or screen printing, the Agency should be consulted.

In exceptional cases, where such smaller logo reproduction may be required (pens, key rings etc.) approval should be sought from the appropriate Agency personnel.
EXCLUSION ZONE & PARTNERSHIP LOGOS

The exclusion zone principles are designed to help the Agency logo remain distinct from text, other logos, illustrations and other visual elements which may be present in corporate communications.

The minimum exclusion zone is equivalent to the length of the ‘red stroke’ of the ‘X’ of the Agency logo all around the logo.

No other elements should appear within this zone.

This zone is the minimal allowable space within which no other elements should appear. If the situation permits, more space should be allocated as an exclusion zone.

In pursuing its marketing communications objectives, the Agency occasionally partners with various stakeholders.

Such partnerships include co-sponsorship, marketing, advertising and other communications where the Agency logo may be grouped with other logos or visual elements.

Partnership logos should follow exclusion zone rules.
GUIDANCE
The Agency logo should never be:

- Below minimum size
- Distorted OR stretched
- Bled off the page
- Used in any colour other than specified
- Used as a background ‘tint or adapted in any way.’
- Set using different fonts
- Placed on patterned background
6.0 TYPEFACES

PRINT & PROMOTIONAL MATERIAL

▼ MONTSESRAT TYPEFACE – HEADINGS, SUB-HEADINGS, PULL QUOTES, PAGE HEADER, FOOTERS AND PAGE NUMBERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+{}

▼ ROBOTO TYPEFACE – BODYCOPY ONLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+{}

▼ EXAMPLE | GENERAL BROCHURE PAGE

Our export promotion activities assist firms to utilise the benefits of the trade agreements and penetrate new markets.

Pull quote (Montserrat)
WEB MATERIAL

▼ MONTSESRAT-HEADINGS & SUB-HEADINGS ONLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+

▼ LATO TYPEFACE - BODUCOPY ONLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+

▼ EXAMPLE | WEBINAR FLYER

REFORMING CREDIT INFRASTRUCTURE IN THE CARIBBEAN REGION

WEBINAR

14 June 2021 at 10am AST

Featured lead expert:

Massimiliano Santini, Senior Consultant, ICA

Massimiliano Santini is a senior development practitioner with 20+ years of experience in investment climate, private sector development, and inclusive economic growth. He has worked in multilateral, private sector, and non-profit organizations, including a 10-year tenure at the World Bank Group, and has direct experience in dealing with public and business leaders in 15+ countries, including in Latin America and the Caribbean region.

Register here: [link]
IN HOUSE DOCUMENTS

▼ CALIBRI TYPEFACE – HEADINGS & BODYCOPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+{}
7.0 USE OF ICONS

SOCIAL MEDIA ICONS

Caribbean Export can be found on several social media platforms, and it is important that our followers are aware of that, by placing the social media icons/handles on marketing material, it makes for easier connection.

Social media icons should be placed on the following:
1. Publications and their promotional material i.e
   - Web banners
   - Web flyers
   - Emailers
2. Powerpoint presentations

Icons can be used alone or with direct/live handles that will take viewer directly to relevant page.

Social media icons used by Caribbean Export are:
- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube

Layout of the icons should follow the order listed. Corporate colours, are to be used only.
SECTOR ICONS

Caribbean Export focuses on promoting and working with eight sectors within the Caribbean. Each division is represented by an icon, these assist with the sectors recognizability within publications and social media.

1. These icons are standard for Caribbean Export and are not to be altered in any way.

2. Each sector icon should sit within a circle; the circle can have a fill colour or no fill, leaving just the outline.

3. The sectors consist of:
   - Agro-processing
   - Creative Industries
   - Professional Services
   - Manufacturing
   - Information Technology
   - Green Economy
   - Blue Economy
   - Investment Promotion

4. Names of each sector must accompany the icons, either underneath or to the right of the icon circle.

EXAMPLES

NO FILL

AGRO - PROCESSING
CREATIVE INDUSTRY
PROFESSIONAL SERVICES
MANUFACTURING

FILL

INFORMATION TECHNOLOGY
GREEN ECONOMY
BLUE ECONOMY
INVESTMENT PROMOTION
8.0 PUNCTUATION AND ABBREVIATIONS

GUIDANCE

X

Never use a full stop after an email address or url

E: info@carib-export.com

X

Do not use commas at the end of lines in addresses

PR and Communications Caribbean Export Development Agency
1st Floor Baobab Tower, Warrens St Michael, BB22026

X

Where possible, try to avoid the use of & and !

PR & Communications
Caribbean Export Development Agency
1st Floor Baobab Tower
Warrens St Michael
BB22026

X

When separating items with / do not put spaces before or after the / e.g apples/oranges.

apples / oranges

ACCEPTABLE ABBREVIATIONS

• i.e.
• e.g. (for example is preferable)
• etc.
• a.m. (space between the time and am - 6:00 a.m.)
• p.m. (space between the time and pm - 4:30 p.m.)
• Tel:
• T:
• M:
• F:
• Ext:
• Email:
9.0 EMAIL SIGNATURES

GUIDANCE

1. Calibri Typeface - Point size 10.5

2. Name and title bolded, grey (75%) and stacked

3. Connect on LinkedIn and Follow on Twitter (Optional)

4. Subscription to Agency’s newsletter and mailing list
   Engage, follow, connect and join – Facebook, Twitter, LinkedIn and
   Instagram – all stacked and underlined

5. Agency’s address

6. Phone and fax number to be set out as below:
   Tel: +1(246) 436-0578
   Fax: +1(246) 436-9999

7. Email legal information – Calibri Typeface – Point size 8

4. The Agency’s primary logo should be included and can be swapped out for promotion of Agency activities. See second example.

EXAMPLE

JoEllen Laryea
Senior Advisor - PR and Marketing
Caribbean Export Development Agency
Connect with me on LinkedIn
Follow me on Twitter @JoEllenLaryea

Subscribe to our newsletter and mailing list here
Engage with us on Facebook
Follow us on Twitter
Connect with us on LinkedIn
Join us on Instagram

1st floor, Baobab Tower
Warrens
St.Michael, BB22026
Tel. +1(246) 436-0578 Ext. 241
M. +1(246) 262 0702 (WhatsApp)
Fax. +1(246) 436-9999

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8. The Agency’s primary logo should be included and can be swapped out for promotion of Agency activities. See second example.

**EXAMPLE 2**

Deidre Brathwaite, CDMP
Digital Marketing and PR
Caribbean Export Development Agency

Substitute your own information here.

---

Subscribe to our newsletter and mailing list here
Engage with us on Facebook
Follow us on Twitter
Connect with us on LinkedIn
Join us on Instagram

1st floor, Baobab Tower
Warrens
St. Michael, BB22026
Tel. +1(246) 436-0578 Ext. 241
M. +1(246) 262 0702 (WhatsApp)
Fax. +1(246) 436-9999

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10.0 NUMBERS, DATES, TIME AND MONEY

GUIDANCE

- Numbers one to ten should be written in full. (e.g. one, two, ..., ten)
- For numbers beyond ten, use numerals (e.g. 95; 1,001)
- Use commas to separate groups of thousands (e.g. 880,010)
- Use % rather than per cent
- Dates should take the form January 1, 2009 (not 1 January, 2009 and not January 1st, 2009)
- A range of years should be expressed in the form 2008-2009 and not 2008-09
- $100,000; $1 million; $2 billion (not $1m or $2bn)
- All tables which contain financial figures must be right justified

Acceptable currency acronyms:

- Barbados Dollars BBD
- Eastern Caribbean Dollars XCD
- Euro EUR
- Pound Sterling GBP
- Canadian Dollars CAD
- United States of American Dollars USD
- Trinidad Dollars TTD
- Guyana Dollars GYD
- Jamaica Dollars JMD
11.0 TONE OF VOICE

OUR VOICE IS...

▼ FRIENDLY

Our services are offered to all business spectrums throughout the Caribbean.

▼ SUPPORTIVE

We genuinely want to see you succeed.

▼ EXPERT

Caribbean Export is the regional trade and investment promotion agency focused on building a resilient Caribbean by providing cutting-edge and high-impact support to the private sector. Through working closely with businesses to increase exports and attract investment, we contribute towards the creation of jobs, transformation of our economies and support the Caribbean to achieve the Sustainable Development Goals.

A FOCUS ON THE CUSTOMER

Talking to our customers in a way that’s warm and relaxed, crisp and clear, and ready to lend a hand reflects our commitment to empowering people to achieve more.

▼ EXAMPLES

‘SUPPORTING PRIVATE SECTOR DEVELOPMENT IN THE CARIBBEAN’ | ‘PROMOTING CARIBBEAN BRANDS FOR EXPORT AND ATTRACTING INVESTMENT’ | ‘CLEAN AND GREEN – THE NEW ECONOMY SET TO TRANSFORM THE CARIBBEAN’
PHOTO QUALITY AND SOURCING GUIDANCE

The Agency provides images taken in-house as well as purchases stock imagery.

**Print and promotional material**

High quality JPEG – no less than 300dpi

Caribbean Export has an image bank where images maybe selected to use in marketing material.

Stock images, may be used if suitable images are not found within the image bank. All stock images MUST be purchased and not pulled or screen grabbed from online to be used in any marketing material.

Online Stock Image Websites:
- Shutterstock.com
- iStock.com
- GettyImages.com

**Web material**

Screen quality JPEG or PNG – 72dpi or up

Stock images, MUST be purchased and not pulled or screen grabbed from online to be used in any marketing material.

Online Stock Image Websites:
- Shutterstock.com
- iStock.com
- GettyImages.com

Free stock image sites include
- Unsplash.com
- Pexels.com
All photography must be contemporary. Images may be both literal and metaphorical; they must aim to be impactful and thought-provoking and should capture the essence of accompanying text and represent the brand.

### EXAMPLES
13.0 BUSINESS CARD TEMPLATE

All business cards have two editable areas:
• Name and title of individual
• Contact info of individual

For all colour breakdowns, please refer to page 7.

Roboto Typeface - Point Size 10
Name: Bold, title case (agency blue)
Title and address: Regular, title case (agency black - 75%)
Contact information: Abbreviations (agency blue)
Numbers (agency black - 75%)

EXAMPLE

Deodat Maharaj
Executive Director
1st floor, Baobab Tower
Warrens
St. Michael, BB2202

C: 1(246) 000 0000
E: dmaharaj@carib-export.com
T: 1(246) 436 0578
F: 1(246) 436 9999
W: carib-export.com
@deodat_maharaj
14.0 POWERPOINT TEMPLATE

The powerpoint template consists of:

- Front Cover - User may change title based on document
- Content Pages - Content may be added
- Back Cover - The Caribbean Export contact info is listed

EXAMPLE

![Front Cover](image1.png)

![Inside Content Layout](image2.png)

![Back Cover Layout](image3.png)
All press releases are to be distributed to local, regional and international media as appropriate. They should contain the following key elements:

1. Caribbean Export logo in top right and footer address.
2. Clear headline that is short and simple.
3. A listicle highlighting the 3 key points of the press release.
4. Location & Date: Begin the opening paragraph of the release with the city and country where company is located.
5. Summary Paragraph: The first paragraph should briefly illustrate the main point of the release, including why the information provided is relevant and newsworthy.
6. Boilerplate: Standard information About Us should be present at the end of all releases providing a factual overview of the organization.
7. Contact Details: Include information about how readers can contact the appropriate person for additional information pertaining to the subject if necessary.
15.0 PUBLIC RELATIONS

PRESS RELEASES

All press releases are to be distributed to local, regional and international media as appropriate. They should contain the following key elements:

1. Caribbean Export logo in top right and footer address.

2. Clear headline that is short and simple.

3. A listicle highlighting the 3 key points of the press release.

4. Location & Date: Begin the opening paragraph of the release with the city and country where company is located.

5. Summary Paragraph: The first paragraph should briefly illustrate the main point of the release, including why the information provided is relevant and newsworthy.

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7. Contact Details: Include information about how readers can contact the appropriate person for additional information pertaining to the subject if necessary.
C A R I B B E A N
D E V E L O P M E N T A N G E N C Y

CONNECT WITH US

www.carib-export.com
info@carib-export.com

Head Office
1st Floor Baobab Tower, Warrens, St. Michael
BB22026, BARBADOS
Tel: +1 (246) 436-0578
Fax: +1 (246) 436-9999

Sub Regional Office
Av. Pedro Henriquez Urena No. 150
Torre Diandy XIX, Piso 7, Santo Domingo
REPUBLICA DOMINICANA
Tel: +1 (809) 531-2259
Fax: +1 (809) 473-7532

Haiti-Dr Bi-National Programme Office
4TH Floor, 151 Angle Ave.,
Jean Paul II & Impasse Duverger
Port-au-Prince, HAITI
Tel: +1 (509) 48 92 53 55