
Corporate Brand Guide

Release 0.1 – 2005

InterEthnica, Inc.

Corporate Brand Guide

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Introduction

A InterEthnica Logo

- A1 Logo
- A2 Logo with Slogan
- A3 Symbol without Typeface
- A4 Clear Space and Minimum Size
- A5 Logo with other Design Elements

B Text Usage

- B1 Proper Spelling of InterEthnica

C InterEthnica Colors

- C1 Corporate Colors
- C2 Color Configurations

D InterEthnica Typography

- D1 Font Usage
- D2 Numbers

E InterEthnica Stationery

- E1 Businesscards
- E2 Letterhead
- E3 Envelopes
- E4 Mailing Label
- E5 Fax
- E6 Notecard
- E7 Presentation
- E8 Email Signature

F InterEthnica Design Elements

- F1 Orange Bar
- F2 Dotted Line
- F3 Round Corners

G InterEthnica Images

H Contact Information

Introduction

We are an intercultural communications company. We solve our customers' problems and we lower their costs. We serve all major industries and markets. We have the experience and expertise to get the job done consistently and reliably. We are InterEthnica, a future leader in our industry! Our corporate identity is the way we communicate, who we are to the world.

It represents our commitment to quality, love to the detail, environmental responsibility, and the success of our clients and our company. We express our corporate identity in two ways — through the interactions we have on the job every day and through the symbols we use on our letterhead, advertising, and other corporate communications.

This manual was created to facilitate and inspire communications that will present a clear and consistent identity for InterEthnica. It is intended as a resource for all identity usage. Since this manual cannot cover every conceivable situation, please contact Corporate Communications (agaksch@interethnica.com) when you encounter unusual or exceptional situations. Use this manual to guide your communications and help create an image of InterEthnica that is clear, energetic, and powerful.

Mission Statement

InterEthnica provides intercultural communications solutions for international trade and ethnic audiences in the USA.



A InterEthnica Logo

- A1 Logo
- A2 Logo with Slogan
- A3 Symbol without Typeface
- A4 Clear Space and Minimum Size
- A5 Logo with other Design Elements

Logo

The InterEthnica logo is an important and invaluable asset for creating corporate identity. The InterEthnica symbol and logotype have carefully defined spacing and size requirements and should not be modified. It should never appear in conjunction with any

other symbols, icons, text, or be combined within another shape. The logo should not be lightened or used in any other color. Never use only the logotype without the logo-symbol.

Application:

The InterEthnica signatures should always be used in their entirety. The relationship between the symbol and logotype should never be shifted or adjusted. The logotype is set with specific letterspacing and the logotype letterforms are customized for the InterEthnica brand. Always use approved artwork when reproducing the InterEthnica identity. Never manually key in the name in conjunction with the logo.



Logo with Slogan

Certain communication materials require the logo shown with the slogan. The logo with slogan should be used on business communications materials such as letterhead, envelope and business cards. It should also be used when you talk to a group who does

not know what kind of services InterEthnica offers.

Never use the logo with the slogan typed by yourself. Always use the logo available in the download section of our website.



Symbol without Logotype

The InterEthnica symbol can be used as an additional design element. Never change the colors, except as shown. The following variations are allowed.

Logo on White Background



Logo on PMS 158 Background



Logo Inversed



Logo on PMS 432 Background



Clear Space and Minimum Size

Clear Space

Since InterEthnica's design materials use a lot of white space, always make sure there is enough white space around the logo. The symbol should fit in on all four sides of the logo, as shown below.

OK



Not OK



Minimum Size

It is important that all parts of the identity can be easily read in every application. For this reason, the signatures should not be reproduced at sizes any smaller than those specified below.

There are no maximum size restrictions as long as the clear space requirements are met.

Minimum Size



Note:
The minimum size of the slogan is 5 pt. Do not scale the slogan separate from the logo.



Logo with other Design Elements

If you create material which requires emphasize on the logo or the header-area, you can use a dotted line as shown:

Note:

The dotted line should never be thicker than 1 pt and the space between the dots should be between 3 pt and 4 pt, depending on the publishing medium.



B Text Usage

B1 Proper Spelling of InterEthnica

Proper Spelling of InterEthnica

In text form, InterEthnica must always be typed with an upper case “I” and “E”. It should never be abbreviated. When referring to InterEthnica, do not attach any words to the name, such as “Corporation”. InterEthnica should appear by itself when referring to the company. This promotes a consistent and unified presence for our company.

The only exception to this rule is when using the name in legal contracts or security filings, then you should refer to the company as “InterEthnica, Inc.”

If you want to emphasize InterEthnica, you can also write it in “medium” font weight, or “extra bold”. Break the word InterEthnica only as shown below.

Not OK

Interethnica

Interethnica

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InterEthnica

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C InterEthnica Colors

- C1 Corporate Colors
- C2 Color Configurations

Corporate Colors

Corporate colors, carefully applied, will impart a consistent look and feel to all InterEthnica communications. Never substitute different colors for the corporate colors.

PMS 158

Orange – A color of buddism. Buddhism emphasizes the value of the mind, the knowledge and especially the experience. Buddhism sees the world as a whole complex.

The same values that are important for InterEthnica. Orange is a color of the sun, friendly and open-minded.

PMS 432

Anthracite – Shows mental greatness. Shows that we take things serious and listen carefully. Powerful. InterEthnica.

Note:

Do not use this reproduction for color matching; refer to the Pantone® color swatch books when specifying ink colors. Always consult your printer regarding recommendations for the most accurate reproduction of the brand colors.



PMS 158

CMYK 0 60 94 0

RGB 232 117 17

HEX #E87511



PMS 432

CMYK 23 0 0 79

RGB 68 79 81

HEX #444F51



Color Configurations

The InterEthnica logo can be used in the color configurations shown below:

Color Signatures

The 2-color (spot color) logo is the preferred logo. Use it whenever possible. There is a 4-color (CMYK) version of the logo available for process color applications. If a colored background is used, make sure there is enough contrast (see note below: Monotone Signatures) in value to maintain legibility.

If you use the logo on a strong colored background, use the white version of the logo. On a fax, use the black version of the logo [2]. In other b/w applications logo is allowed to be used in grayscale.

Monotone Signatures

A monotone gray signature [1] is available for use when a second ink color is not available. Make sure the reproduction method you are using is capable of printing a high-quality halftone. An all-white, reversed signature [3-5] can be used on PMS 358, 432 and black-colored backgrounds.

The intensity of the background should never be less than 40% for black and PMS 432, and not less than 60% for PMS 158.

1



2



3



4



5



D InterEthnica Typography

D1 Font Usage

D2 Numbers

Font Usage

The primary corporate typeface for InterEthnica is FF Kievit. Kievit is a relatively new font released in 2001 from Type-designer Mike Abbink. Kievit was chosen for its clean, sophisticated appearance. It develops its real character depending on the objects sur-

rounding the font, what gives Kievit a great versatility. The font family comes in a variety of faces. Try to avoid a bigger size than 9 pt in body copy. Line spacing should be 13 pt. If you use 8 pt, line spacing should be 11 pt.

Primary Typeface

Kievit Roman, 9 pt
Kievit Medium
Kievit Extra Bold

Kievit Roman
Kievit Medium
Kievit Extra Bold

Secondary Typeface

Arial Roman, 8 pt
Arial Bold

Arial Roman
Arial Bold

To highlight text in body copy, you can either use Kievit medium or Kievit italic. Never use Kievit extra bold. Use Kievit extra bold only for headlines or other text outside of body copy.



Numbers

If you type any numbers outside of body copy, use the **SC** weight. Use mediaeval digits only if surrounded by a lot of text. They are designed for readability in text, but not useful in tables or on businesscards.

Not OK

Table 1

\$ 34047.00

Please call +1 323 655-5857

InterEthnica is happy to provide you with all the informations you need. Feel free to drop us a line: +1 323 655-5857. If you don't call withing the office hours, please leave us message and we are going to call you back as soon as possible.

Separate American and European phone numbers as shown below.

OK

Table 1

\$ 34047.00

Please call +1 323 655-5857

InterEthnica is happy to provide you with all the informations you need. Feel free to drop us a line: +1 323 655-5857. If you don't call withing the office hours, please leave us message and we are going to call you back as soon as possible.

American Phone Number, Intl. Usage

Los Angeles +1 323 655-5857

+1 = Country Code
323 = Area Code
655-5857 = Phone Number

Phone Number within the US

Los Angeles (323) 655-5857

Note

If you want to call from the US to Germany, you have to dial an additional 011 before the actual country code 49.

European Phone Number, Intl. Usage

Berlin +49 (0) 30-86 40 94 41

+49 = Country Code
(0) 30 = Area Code
86 40 94 41 = Phone Number

Phone Number within Europe

Berlin (030) 86 40 94 41



E InterEthnica Stationery

- E1 Businesscard
- E2 Letterhead
- E3 Envelopes
- E4 Mailing Label
- E5 Fax
- E6 Notecard
- E7 Presentation
- E8 Email Signature

Businesscards

Businesscards should be printed for every employee. Situations might happen, where a freelancer or intern needs a businesscard. Illustration-Templates have been created, to use in combination with MS Word Business Card Template No. 5871.

Contact Corporate Communications for your individual needs. Business Cards should have round corners, radius 0.13 inch. It is ok not to have round corners with the Word Template Business Cards.

Front, down-scaled



Back, down-scaled



Word Template Business Card, single-sided, down-scaled



Letterhead

A preformatted MS Word Letter Template with sample address copy has been created and is available for Mac and PC on our internal server. It was created for European and American Standard. Contact Corporate Communications.

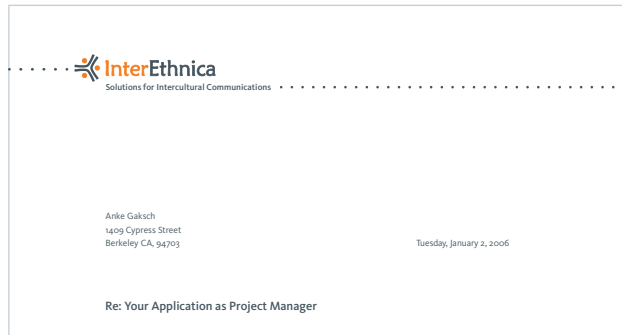
Type in your correct address, follow the same style the sample copy was set in. Use this template (but delete the logo) when printing on InterEthnica letterhead.

European Letterhead [1]:
297 mm x 210 mm. Paper: Recycled, high whiteness and opacity.
Grammage: minimum 120 gsm

American Letterhead [2]:
8.5 inch x 11 inch. Paper: Recycled, high whiteness and opacity.
Stock: minimum 80# Text

Font:
Kievit Regular 9 pt. Line spacing/ leading 13 pt or 1,5 in Word. Color PMS 432 or color from Word-Template.

1



2

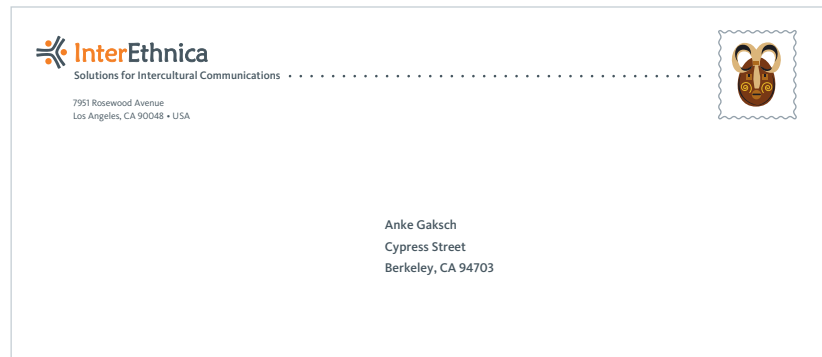


Envelopes

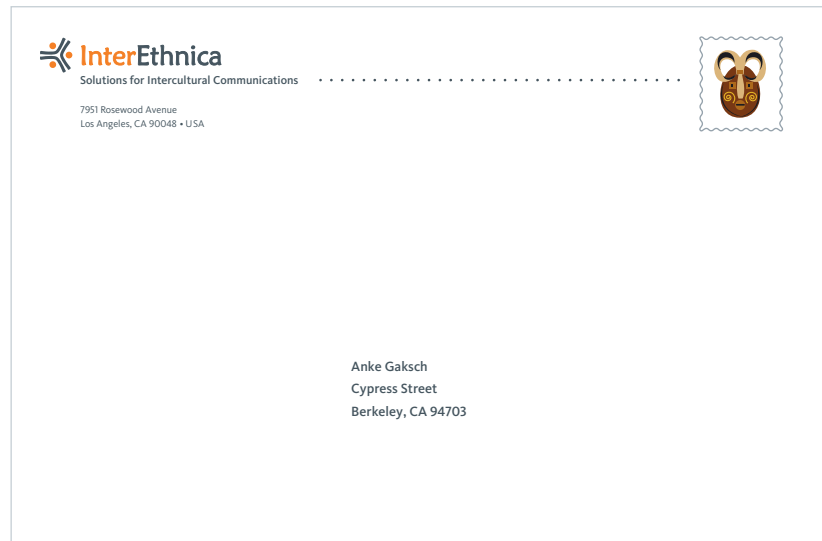
If preprinted InterEthnica envelopes are not available, use a standard No. 10 or 9" x 6" envelope for business correspondence. If you are a team member of Europe, use a standard business envelope with window, format 110 mm x 220 mm. European letter-head fits in there.

Recipients address has to be set in the font Kievit medium, 11pt, line spacing 14 pt. If you are not able to print the address directly on the envelope, use the Address Label T emplate precreated in MS Word and available on our server. Contact Corporate Communications.
Never handwrite the address.

Standard No. 10



Format 9" x 6", mainly for InterEthnica Brochures



Mailing Label

Use mailing labels on all Media-Kit envelopes (Legal-format) or other packages that do not have a preprinted InterEthnica logo and/or address. A preformatted Word mailing template (No. 5164) with sample address copy has been created and is available

for Mac and PC on our internal server. It exists for all current InterEthnica locations.



InterEthnica
Solutions for Intercultural Communications
7951 Rosewood Avenue
Los Angeles, CA 90048 • USA

To:

Anke Gaksch
1409 Cypress Street
Berkeley, CA 94703



Notecard

For short notes or greetings use the InterEthnica notecard and a standard No. 10 envelope. Handwriting is OK.



Presentations

To ensure a consistent look for the InterEthnica brand across all media, use the InterEthnica PowerPoint presentation template for all on-screen presentations. Use Arial for all your PowerPoint presentations.



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Understanding the Intercultural Market
Knowledge and Facts from 2005

A Seminar from Kerstin Goetz

Market

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Email Signature

Every employee should use the Email signature as shown below. Please change the name and the title according to your position at InterEthnica. Font is Arial 8 pt, color is #768693 or a dark blue/grey. Please emphasize the logo as shown.

If you do not know how to add a signature in your Email program, please contact the Corporate Communication department.

+++++

Kerstin Goetz
Principal

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kgoetz@interethnica.com



F InterEthnica Design Elements

- F1 Orange Bar
- F2 Dotted Line
- F3 Round Corners

Orange Bar

The orange bar can always be used in the bottom of any document. It should bleed (0.125 inch) and no white space should be below. You can use the bar in different sizes, but never thinner than 1/8 inch (0.125 inch) or 3,5 mm.

You can use several orange bars in different transparent levels. Examples below. You can write text inside, use white font color.



www.interethnica.com • mail@interethnica.com

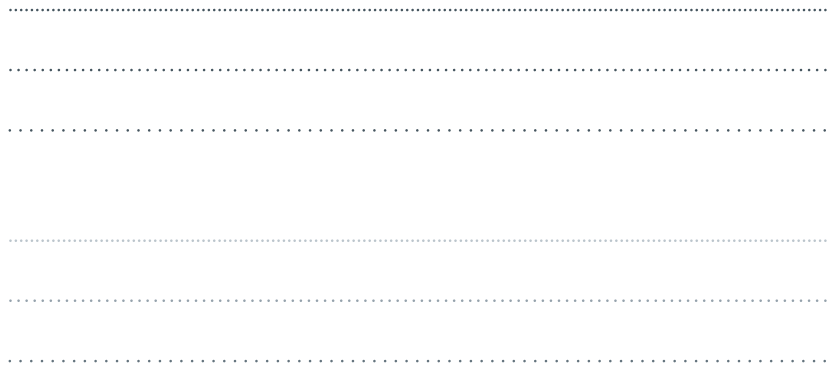
Minimum height, 0.125 inch or 3.5 mm:



Dotted Line

The dotted line can be used to emphasize certain text areas. It can be used for text-boxes or be a frame for other informations. The dots should not be thinner than 1 pt, the gap between the dots should not be thinner than 2pt for small pieces and between 3 to

4 pt on bigger pieces. If you are unsure about the usage, please contact Corporate Communications. You can use the line in different transparent levels, but never in PMS 158 (orange).

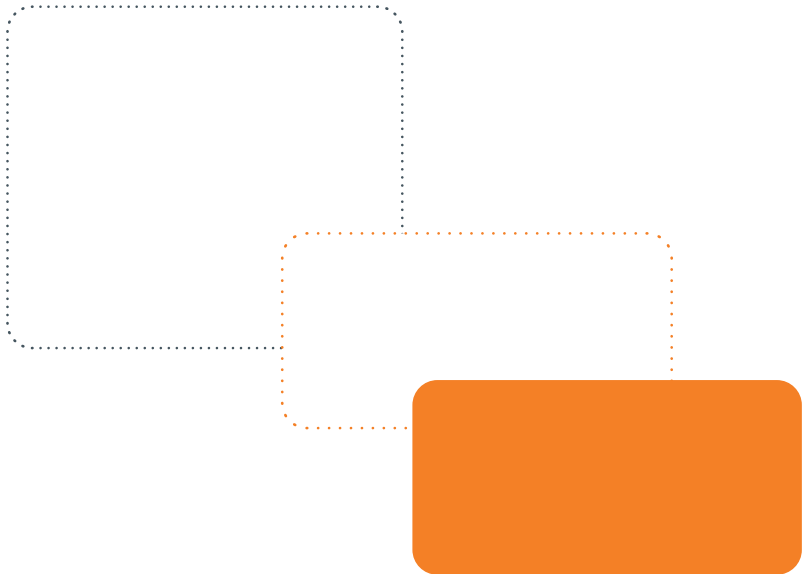


Round Corners

Round edges can be used to distinguish marketing materials from others. If you create a textbox or any other information box, it should always have round edges on all four sides. PMS 158 is allowed here.



“We provide high-quality translation of any type of text into all major languages.”



G InterEthnica Images

Images

Images are used to accomplish certain marketing materials such as presentations or Request for Proposals.

Never use images with faces of humans. The images should have a clean and bright approach. If you show objects, the objects should be shown in a close perspective. Be sure not to breach the copyright. Never use copyright protected image material.

You can search for images on the following databases:

<http://www.sxc.hu/index.phtml>

<http://morguefile.com/>

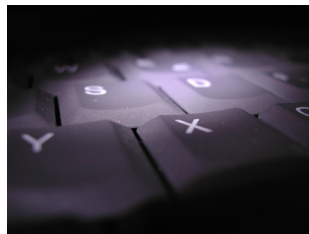
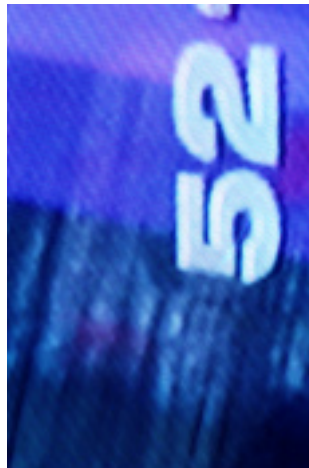
<http://www.photocase.com/>
(German language)

<http://www.pixelquelle.de>
(German language)

If you do not find what you are looking for, contact Corporate Communications.

Not OK

OK



Contact

For any questions regarding design and production, contact:

Anke Gaksch
agaksch@interethnica.com

