

Democratizing Innovation in the Americas

# DIA Brand Book

The Trust for the Americas



First edition 2021.

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@trust4americas



The Trust for the Americas

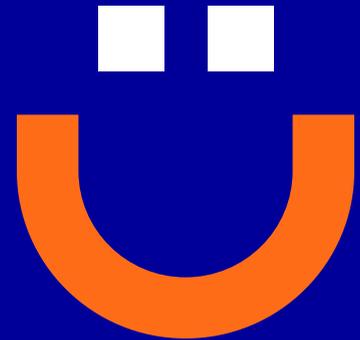


The Trust for the Americas

This was a work carried out in conjunction with the different members of the **DIA team**.

Thanks to:

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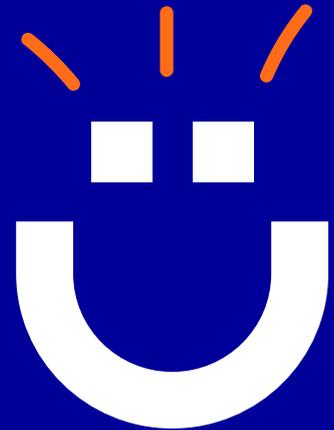
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# What is *Dia*?

**DIA** (*Democratizing Innovation in the Americas*) is a regional initiative launched to foster innovation and empower new generations through access to technology training, collaboration spaces, specialized curricula, mentorship, and financial resources for social and economic ventures.



EMPOWERING

CIVIL SOCIETY

THROUGH *Innovation*

AND *Collaboration*



# 8 Countries

**DIA Program** has presence in Belize, Costa Rica, Mexico, Panama, Colombia, Jamaica, Trinidad & Tobago and Dominican Republic.

# *We* keep growing

The DIA Program has trained **+ 3,590** youth, government officials, private sector entities, civil society organizations, among others. Likewise, through the DIA program, **575** innovation projects have been created and **152** received seed funding.



# Our *new concept*

**WE** are specifically based on creating an innovative, versatile and adaptable brand. All this based on the previous research in different areas of the program, its achievements and its vision for the future.

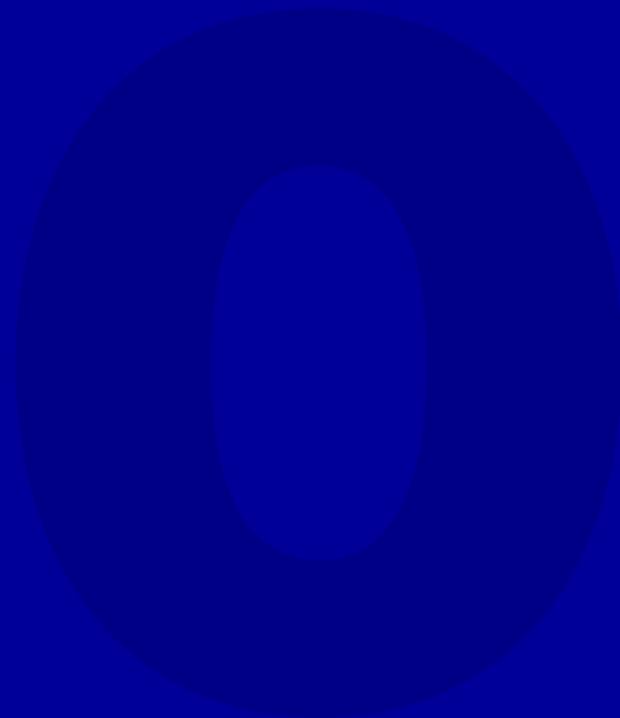
We work on projects where many cultures and people are involved. So it was a challenge to create a visual image that combines the different brands and elements of the other projects.

We also focused on an attractive image that goes hand to hand with the TRUST identity, to demonstrate a hegemony among the parent brand.

# Basic *elements*

1.1 Logo

1.2 Brand



# 1.1 Logo

## 1.1.1 Construction

The logo of this brand is made up of the initials of the name of the Democratizing Innovation in the Americas (DIA) program, made with a hand-drawn and illustrated typeface.

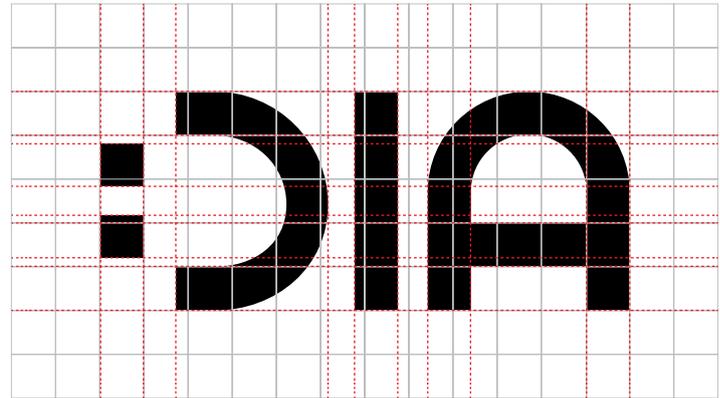
It is important to note that this logo and its typography, despite being made by hand, once digitized it was modified in a minimal way, both in spaces and structures, this in order to obtain the best order of the logo.

Both the typography and the border have been manually modified, to improve its proportion and legibility, as shown below.



## 1.1.2 Construction grid

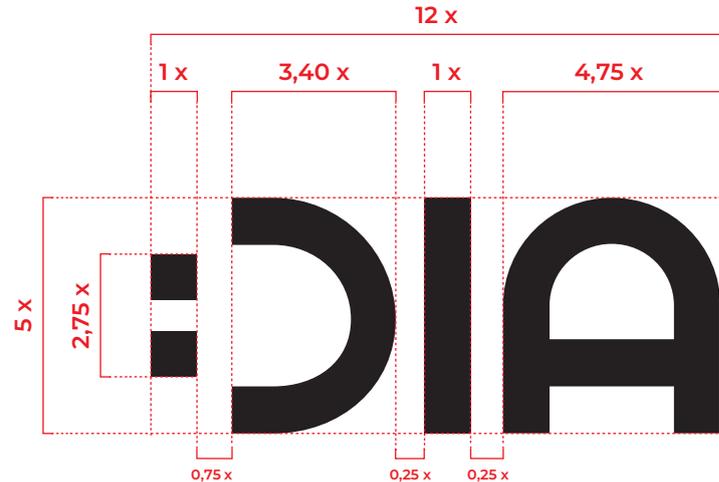
The logo based its construction on this grid, which serves as the basis for the different figures, the same ones that are created by using the field structure, as shown below.



## 1.1.3 Proportions

With the aim of having the elements of the logo always with the same construction proportions, the area is parameterized with respect to a measure “x” that is taken from one of the elements of the brand, in this case one of the two small square points.

**x = width and shape of one of the two points of the symbol of the logo.**



## **1.1.4 Protection area**

The DIA logo does not have any type of protection area, because it is not allowed to be used individually, under any circumstances. Even if it is sometimes presented in isolation in this manual, it is done for purely illustrative purposes.

## 1.1.4 Use

The DIA logo must always be used within the entire brand. It can only be used horizontally, following to the letter all the regulations and parameters established throughout this manual.

If the symbol is to be used as a closure on communication materials in general, it must never be used alone, the full mark must always be used.

Similarly, the only element allowed as closure of any printed material is the full mark.

Never use the symbol as an element on which a new internal or external, institutional or commercial brand or logo is created; it is not part of a complete communication plan.

It should be noted that the use of the logo in any color other than the color of the mark set out in point 4 of this manual is not permitted, even if the color are associated or linked. Similarly, that the symbol is not allowed to be used repeatedly, that is, more than once per page or on the same side of any material.

The use of the logo to generate patterns is absolutely prohibited.

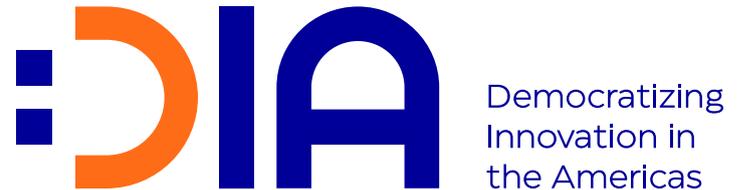


# 1.2 Brand

## 1.2.1 Construction

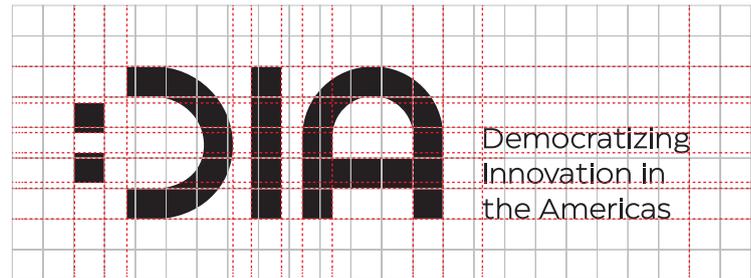
To build the DIA brand, the happy face symbol is placed horizontally on the left side of the logo, as shown below.

The proportion between the symbol and the logo must not be altered in any way and under any circumstances, the dimensions set out in the various sections of this manual must be respected.



## 1.2.2 Construction grid

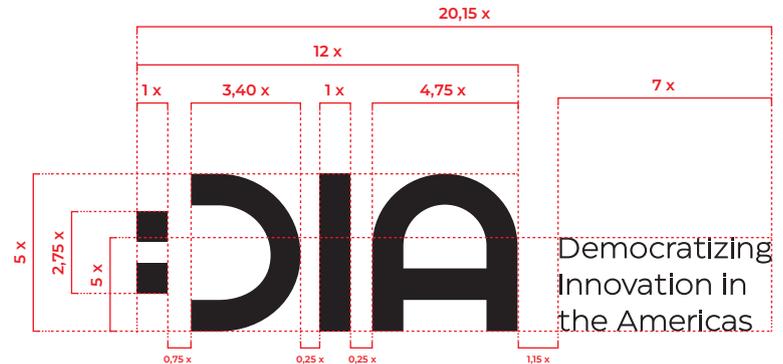
The DIA brand based its construction on a grid, which serves as a basis for the figure, which was created from a series of perfect rectangles, which provide structure and solidity to it, as shown below.



## 1.2.3 Proportions

To ensure that the elements of the DIA mark always have the same proportions, the construction area is parameterized with respect to a measure “a” that is taken from any of the elements of the mark, in this case the width of the internal counter-form of the letter P of the logo, as shown below.

**x = width of the internal counter-form of the letter P of the logo.**



## 1.2.4 Protection area

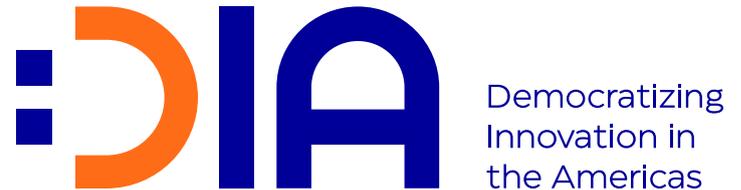
The DIA brand must have a free area, equivalent to the width of the internal counter of the letter A of the logo, on its four sides. This to generate the best visibility and air between your environments.



## 1.2.5 Use

The complete brand must appear in all DIA material at least once: printed materials, audiovisual, advertising, website, among many others.

The construction of the mark can never be modified, regardless of the surface where it will be located. Their exact proportions must be respected, which are detailed in the different sections of this manual and it is strictly forbidden to redraw the mark under any circumstances.



# Limitations

## 2.1 Size limitations



## 2.1 Size limitations

Having the highest readability of the brand is one of our main objectives. That is why it is important to know the minimum sizes in which the DIA brand can be used in print and digital media.

The minimum size of the mark for printed media and *with the program description* is **3 cm of base**; and **2 cm of base** *when the description is not used*.

This size may be larger, depending on where the brand will be applied, provided that the criteria for legibility and identification of the elements that make up the brand are prioritized, following each and every one of the parameters set out in this manual.

For digital media, the minimum size is **85 x 22 pixels** *with the program description*; and **57 x 15 pixels** *without the program description*.

### For Printed Media:



**3 cm of base**  
*(with the program description)*



**2 cm of base**  
*(without the program description)*

### For Digital Media:



**85 x 22 pixels**  
*(with the program description)*



**57 x 15 pixels**  
*(without the program description)*

# Brand *colors*

**3.1** Brand colors

**3.2** Associated colors

**3.4** Link colors



## 3.1 Brand Colors

The colors of the brand represent and identify DIA in all its aspects.

These colors are meticulously selected under the concepts that best represent it, these same correspond to the full color version of the brand and set the values of visual identity.

The colors of the DIA brand are two: **Dark blue and orange**, each with the tonal values and specifications shown below.

**Uses:** brand, backgrounds, font, graphics elements, advertising, promotional items, accessories & furniture.

# PANTONE Blue 072 C

#021B9C

C: 100%	R: 2
M: 97%	G: 27
Y: 3%	B: 56
K: 3%	

# PANTONE 1505 C

#FF6C00

C: 0%	R: 255
M: 71%	G: 108
Y: 100%	B: 0
K: 0%	

## 3.2 Associated colors

The associated colors correspond to a series of colors meticulously selected to be main function be a complement to the colors of the brand.

They are alternate colors that must combine and harmonize perfectly, both between themselves and in conjunction with the colors of the brand.

Their main objective is to complement the construction of the image and visual identity of the brand and they are used, essentially, to accompany it in the development of the graphic line and communication materials.

The associated colors of DIA are six: **blue, babyblue, turquoise, green, red and yellow**, each with the tonal values and specifications shown below.

**Uses:** brand, backgrounds, font, graphics elements, advertising, promotional items, accesories & furniture.

**PANTONE 2728 C**

#004BB7

C: 96% M: 78% Y: 0% K: 0%

R: 0 G: 75 B: 183

**PANTONE 2727 C**

#307FDE

C: 77% M: 49% Y: 0% K: 0%

R: 48 G: 127 B: 222

**PANTONE 7458 C**

#72B1C7

C: 56% M: 16% Y: 16% K: 0%

R: 114 G: 177 B: 199

**PANTONE 7480 C**

#00BA73

C: 87% M: 0% Y: 78% K: 0%

R: 0 G: 186 B: 115

**PANTONE 1785 C**

#FB4C60

C: 0% M: 86% Y: 55% K: 0%

R: 251 G: 76 B: 96

**PANTONE 7405 C**

#F1CB13

C: 7% M: 16% Y: 100% K: 0%

R: 241 G: 203 B: 19

## 3.1 Link Colors

The link colors correspond to a series of neutral colors that are selected as a visual rest of the corporate identity and as its name indicates, they are colors that work as a link between the colors of the brand and the associates. For this reason, it is extremely important that “neutral” values be maintained, under all circumstances.

The DIA binding colors are four: **light grey, cream, white and black**, each with the tonal values and specifications shown below.

**Uses:** brand, backgrounds, font, graphics elements, advertising, promotional items, accessories & furniture.

# PANTONE 427 C

#CFD2D3

C: 18%  
M: 12%  
Y: 13%  
K: 0%

R: 207  
G: 210  
B: 211

# PANTONE 7506 C

#F1DAB4

C: 5%  
M: 13%  
Y: 32%  
K: 0%

R: 241  
G: 218  
B: 180

# WHITE

#FFFFFF

C: 0%  
M: 0%  
Y: 0%  
K: 0%

R: 255  
G: 255  
B: 255

# PANTONE NEUTRAL BLACK C

#222222

C: 72%  
M: 66%  
Y: 64%  
K: 0%

R: 34  
G: 34  
B: 34

# Use of the *brand*

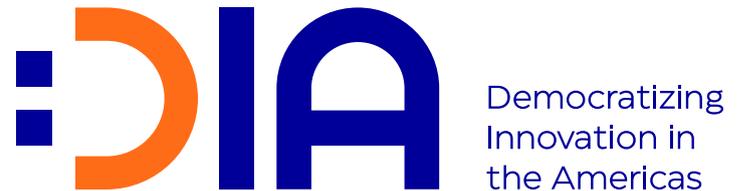
## 4.1 Color uses of the brand



## 4.1 Color uses of the brand

### 4.1.1 Full color brand

As a first option always use the version corresponding to the **FULL COLOR brand**, described as follows: dark blue for the two dots, orange for the letter D open and dark blue for the letters I and A.



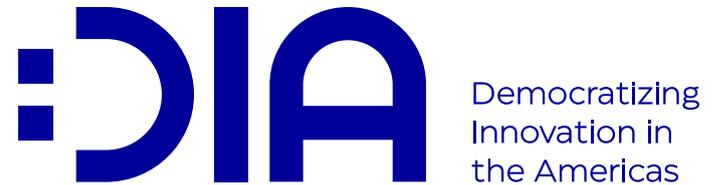
## 4.1.2 White brand

When the brand is to be used on a background, the version corresponding to the white brand must always be used, as shown below. This in order not to lose its readability.



### 4.1.3 One color brand

When the brand can only be applied to one ink, the version corresponding to the brand must always be used for one colour. This version can be used in both the dark blue and orange color of the brand, as shown below.



## 4.1.4 Black & White and Grayscale

When using the brand on documents that must be in black and white or grayscale, only the version corresponding to the brand in b&w must be used, as shown on this page.



# Incorrect uses of the *brand*

- 5.1** Alterations of the brand elements.
- 5.2** Program description alterations.
- 5.3** Alterations of the brand protection area.
- 5.4** Alterations in the brand colors.
- 5.5** Edges alterations, shadows, gradients and glows.

## **5.1 Alterations of the brand elements**

It is absolutely forbidden to alter the proportions, positions and order of the elements that make up the DIA brand.

Correct use:



Incorrect uses:



## **5.2 Program description alterations**

It is totally forbidden to alter the proportions, positions and typography of the elements that make up the program description of the DIA brand.

Correct use:



Incorrect uses:



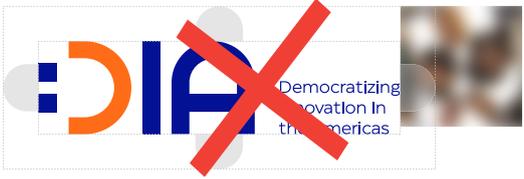
## **5.3 Alterations of the brand protection area**

It is totally forbidden to invade with any object, text or image, the protection area of the DIA brand, thus ensuring its perfect legibility.

Correct uses:



Incorrect uses:



## **5.4 Alterations in the brand colors**

It is totally forbidden to alter the colors of the elements that make up the DIA brand, in any way other than what is established in section 4 of this manual.

Correct uses:



**Incorrect uses:**



**Incorrect uses:**



## **5.4 Edge disturbances, shadows, gradients, reflections, and highlights**

It is totally forbidden to alter the colors of the elements that make up the DIA brand, in any way other than what is established in section 4 of this manual.

Correct use:



Incorrect uses:



# Allowed *backgrounds*

- 6.1** Solid colors
- 6.2** Reduced colors
- 6.3** Brand over colored backgrounds

## 6.1 Solid colors

For colored backgrounds and all types of materials, the use of the brand colors blue and orange is allowed, as well as the six associated colors and the four linking colors. These are specified in section 3 of this manual, as long as the link colors are accompanied by a brand color.

The additional use of black as a background is also allowed in all types of communication materials.

It is NOT allowed to use additional colors such as gold or silver as backgrounds in the different materials of the brand in any format.

**PANTONE Blue 072 C**

#021B9C

**PANTONE 1505 C**

#FF6C00

**PANTONE 2728 C**

#004BB7

**PANTONE 2727 C**

#307FDE

**PANTONE 7458 C**

#72B1C7

**PANTONE 7480 C**

#00BA73

**PANTONE 1785 C**

#FB4C60

**PANTONE 7405 C**

#F1CB13

**PANTONE 427 C**

#CFD2D3

**PANTONE 7506 C**

#F1DAB4

**WHITE**

#FFFFFF

**PANTONE NEUTRAL**

**BLACK C**

#222222

## 6.2 Reduced colors

It is allowed to decrease the brand colors, dark blue and orange, as well as the associated colors, all in ranges of 10% as shown on the next page.

The reduction of the link colors is NOT allowed under any circumstances.

# PANTONE Blue 072 C

#021B9C

90%  
80%  
70%  
60%  
50%  
40%  
30%  
20%  
10%

# PANTONE 1505 C

#FF6C00

90%  
80%  
70%  
60%  
50%  
40%  
30%  
20%  
10%

## PANTONE 2728 C

#004BB7

## PANTONE 2727 C

#307FDE

## PANTONE 7458 C

#72B1C7

## PANTONE 7480 C

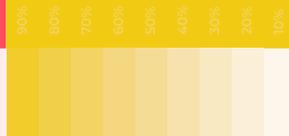
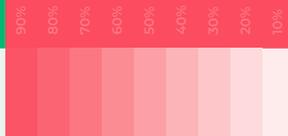
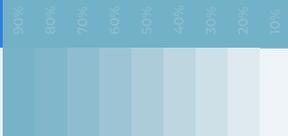
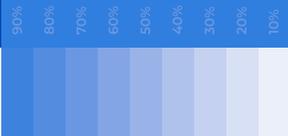
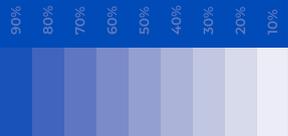
#00BA73

## PANTONE 1785 C

#FB4C60

## PANTONE 7405 C

#F1CB13



## PANTONE 427 C

#CFD2D3

## PANTONE 7506 C

#F1DAB4

## WHITE

#FFFFFF

## PANTONE NEUTRAL

## BLACK C

#222222

## **6.3 Brand over colored backgrounds**

The DIA brand should only be used on any of the permitted backgrounds, ensuring the absolute legibility of the entire brand.

There should always be a contrast between the brand and the background, using the version that best suits. It should be noted again that neither the gold or silver color is allowed as a background for any communication material.

## 6.3.1 Full color brand over colored backgrounds

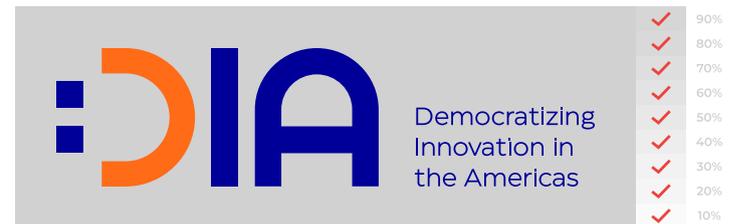
Of all the colors of the brand, the only ones that are allowed to use the full color version of the brand, are:

- Gray link color
- White link color

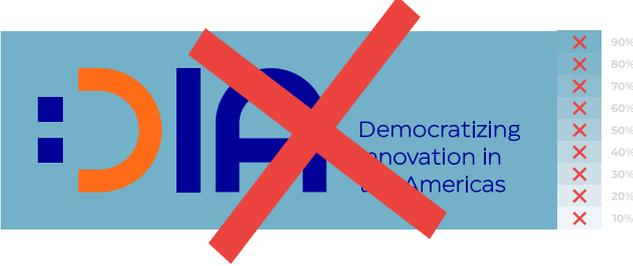
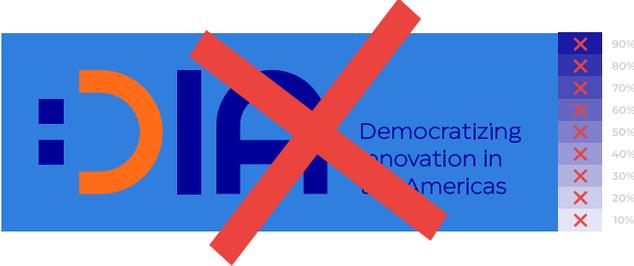
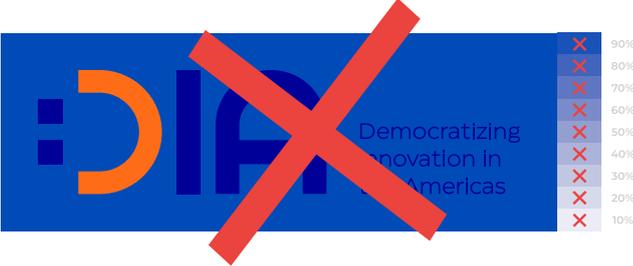
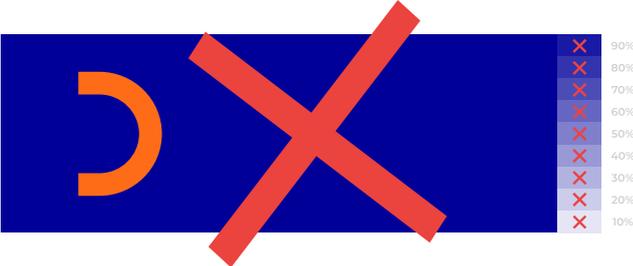
The contrast of the brand should always be taken as priority, following the basic concepts of the background and figure theory, this to guarantee the absolute legibility of the DIA brand in all communication materials.

As shown below.

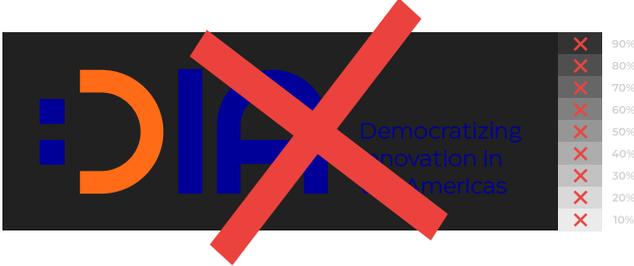
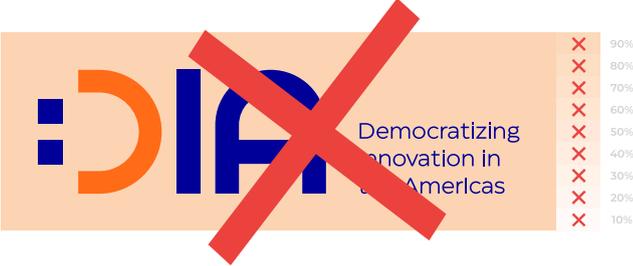
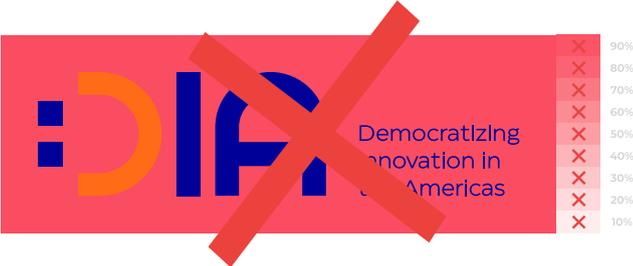
### Allowed backgrounds:



Not allowed backgrounds:



Not allowed backgrounds:



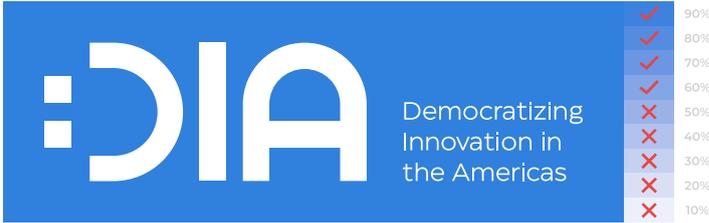
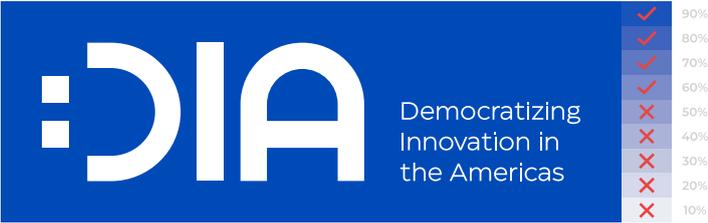
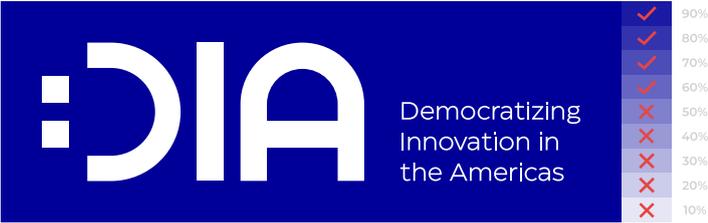
## **6.3.2 White brand over colored backgrounds**

Of all the colors of the brand, the only ones that are allowed to use the version of the brand in white, are the following:

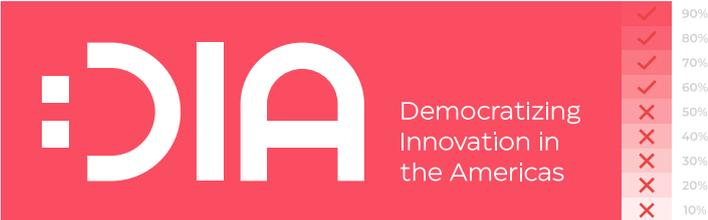
- **Blue color of the brand**
- **Orange color of the brand**
- **Blue associated color**
- **Baby blue associated color**
- **Turquoise associated color**
- **Green associated color**
- **Red associated color**
- **Yellow associated color**
- **Gray link color**
- **Cream link color**
- **Black link color**

The contrast of the brand should always be taken into account, following the basic concepts of the background and figure theory, this to guarantee the absolute legibility of the DIA brand in all communication materials. As shown below.

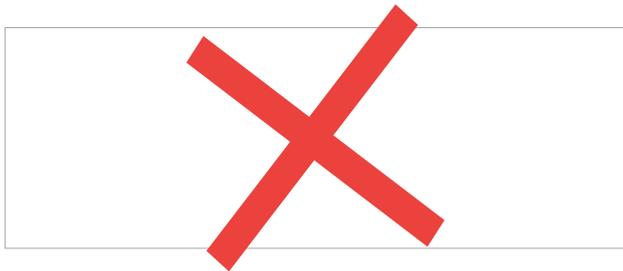
Allowed backgrounds:



Allowed backgrounds:



Not allowed backgrounds:



### **6.3.3 One color brand over colored backgrounds**

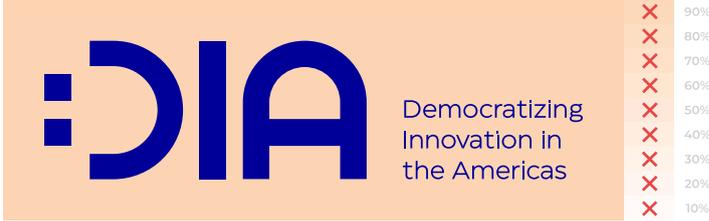
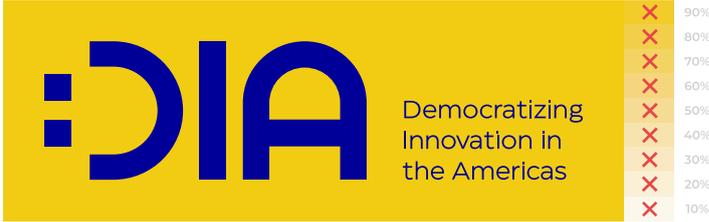
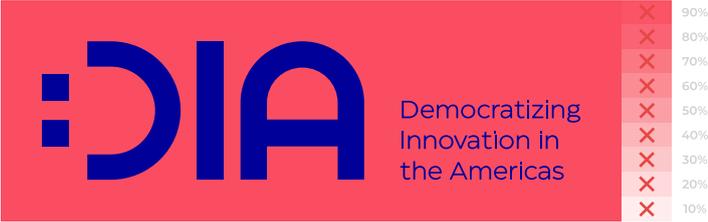
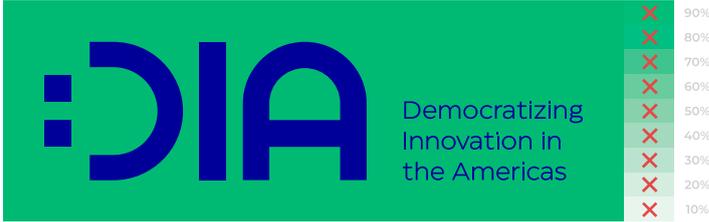
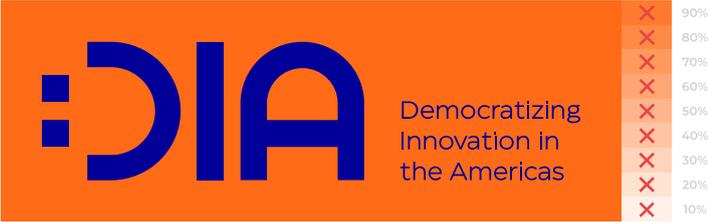
Of all the colors of the brand, the only ones that are allowed to use the one color version of the brand, are:

- **Brand colors (dark blue & orange)**
- **Associated colors (dark blue & orange)**
- **Link colors (dark blue & orange)**

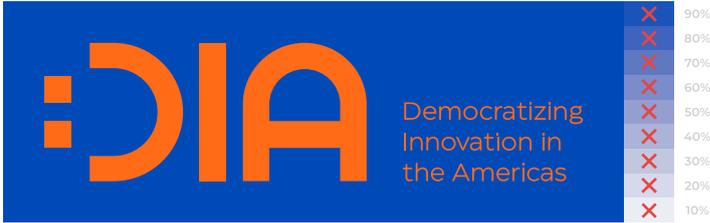
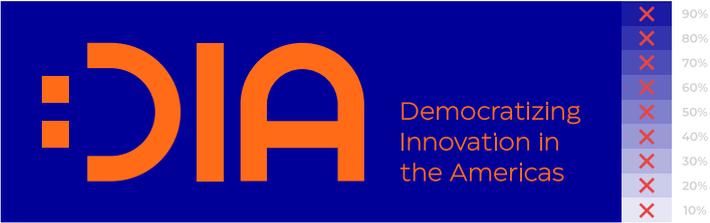
The contrast of the brand should always be taken as priority, following the basic concepts of the background and figure theory, this to guarantee the absolute legibility of the DIA brand in all communication materials.

As shown below.

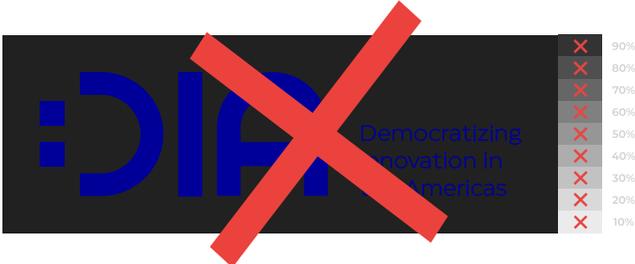
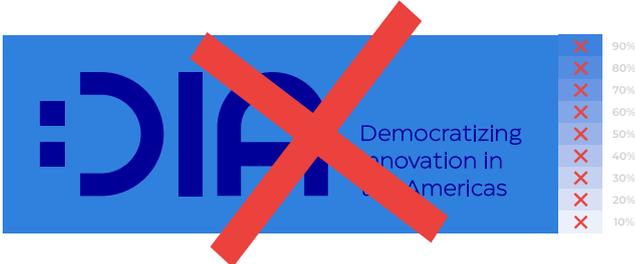
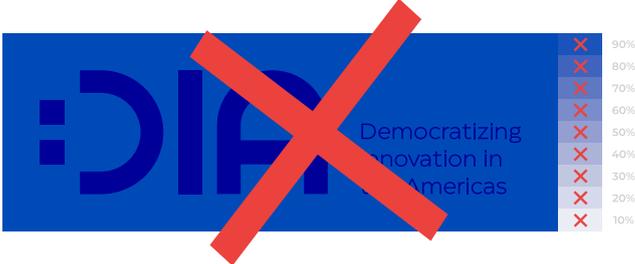
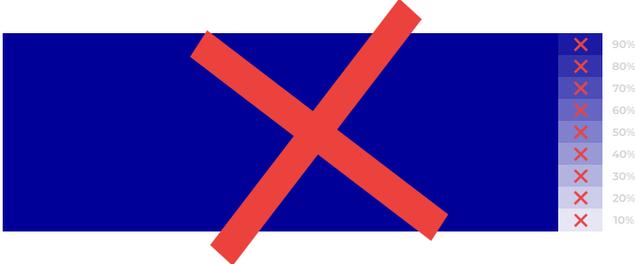
Allowed backgrounds:



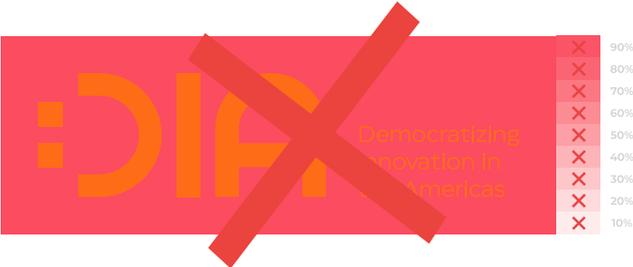
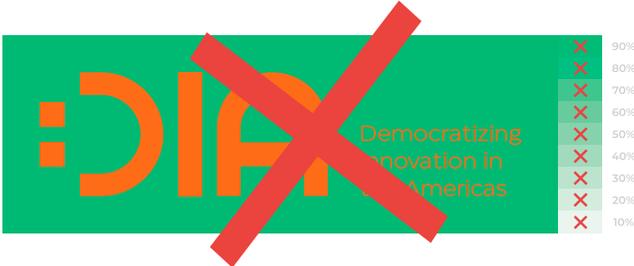
Allowed backgrounds:



Not allowed backgrounds:



Not allowed backgrounds:



### 6.3.4 B&W brand over colored backgrounds

Of all the colors allowed, the only one that is allowed as a background for the brand in its b&w version is the following:

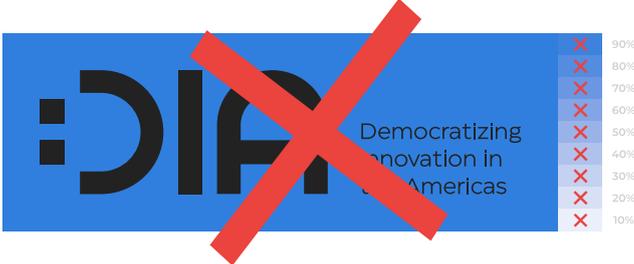
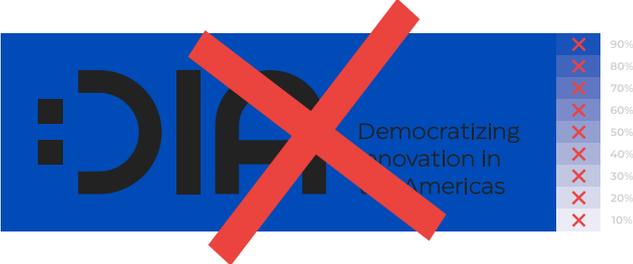
- White link color (black and white version)
- White link color (grayscale version)

None of the associated or link colors (with the exception of white) are allowed as a background for this version of the brand, neither the blue and light blue colors of the brand or the additional black color.

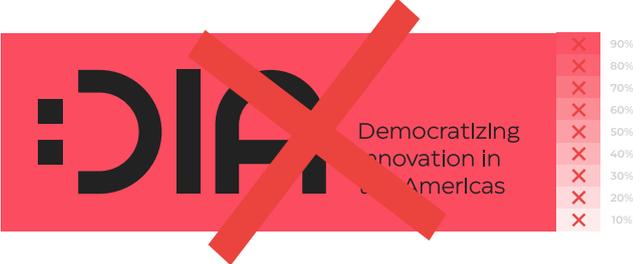
#### Allowed backgrounds:



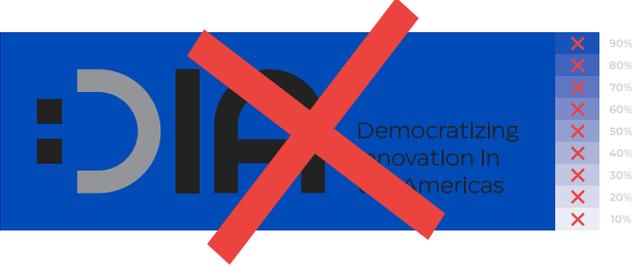
Not allowed backgrounds:



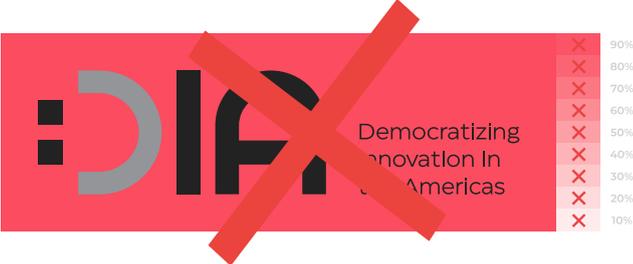
Not allowed backgrounds:



Not allowed backgrounds:



Not allowed backgrounds:



# Typography & fonts

- 7.1 Typography families
- 7.2 Typography uses
- 7.3 Typography accents and highlights
- 7.3 Typography color uses

## 7.1 Typography families

The only corporate typeface families of the DIA brand are the “**Eastman**”, in all its versions, and the “**Holiday**” typeface, in its only version.

In addition, the use of the “**Montserrat**” typeface is allowed to replace the “**Eastman**” typeface, for strictly necessary cases.

# Eastman Family

Official Typography

## Eastman Thin:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
, . : ; - \_ ! | ¿ ? " " / ( ) \$ ¢ & % # \* " "

## Eastman Extra Light:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
, . : ; - \_ ! | ¿ ? " " / ( ) \$ ¢ & % # \* " "

## Eastman Light:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
, . : ; - \_ ! | ¿ ? " " / ( ) \$ ¢ & % # \* " "

## Eastman Regular:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
, . : ; - \_ ! | ¿ ? " " / ( ) \$ ¢ & % # \* " "

## Eastman Medium:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
, . : ; - \_ ! | ¿ ? " " / ( ) \$ ¢ & % # \* " "

## Eastman Bold:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
, . : ; - \_ ! | ¿ ? " " / ( ) \$ ¢ & % # \* " "

## Eastman ExtraBold:

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0123456789**  
**, . : ; - \_ ! | ¿ ? " " / ( ) \$ ¢ & % # \* " "**

## Eastman Black:

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0123456789**  
**, . : ; - \_ ! | ¿ ? " " / ( ) \$ ¢ & % # \* " "**

## Eastman Heavy:

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0123456789**  
**, . : ; - \_ ! | ¿ ? " " / ( ) \$ ¢ & % # \* " "**

# Holiday

Official Support Typography

Holiday Font:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

# Montserrat Family

Only for replacement

### Montserrat Thin:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
!@;...-\_!i¿? "" / () \$ ¢ & % # \* " ' ~

### Montserrat Regular:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
!@;...-\_!i¿? "" / () \$ ¢ & % # \* " ' ~

### Montserrat ExtraBold:

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0123456789**  
**!@;...-\_!i¿? "" / () \$ ¢ & % # \* " ' ~**

### Montserrat Extra Light:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
!@;...-\_!i¿? "" / () \$ ¢ & % # \* " ' ~

### Montserrat Semi Bold:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
!@;...-\_!i¿? "" / () \$ ¢ & % # \* " ' ~

### Montserrat Black:

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0123456789**  
**!@;...-\_!i¿? "" / () \$ ¢ & % # \* " ' ~**

### Montserrat Light:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
!@;...-\_!i¿? "" / () \$ ¢ & % # \* " ' ~

### Montserrat Bold:

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**  
**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0123456789**  
**!@;...-\_!i¿? "" / () \$ ¢ & % # \* " ' ~**

## 7.2 Typography uses

To build the logo and brand, a **hand-made typeface** was applied and modified manually and digitally to improve its readability and structure, as detailed in section 1 of this manual.

To construct the description of the program, the “**Eastman**” font was used in its Light version and modified in thickness for greater readability.

Similarly, the “**Eastman**” font is used in all corporate and communication materials as follows:

“**Eastman**” in its **Regular version** for all body texts.

“**Eastman**” in its **Medium and Light version** for subheadings and highlights.

“**Eastman**” in its **Bold and Extrabold version** for headlines.

If the “**Eastman**” fonts are not available, they can be replaced by the “**Montserrat**” font family, in its different versions.

**THIS ONLY IN SPECIFIC CASES.**

Titles and headlines:

**Eastman Bold**  
**Eastman ExtraBold**

Subtitles, headings and highlights:

**Eastman Medium**

Body texts:

Eastman Regular

Support texts:

Eastman Light

## 7.3 Typography accents and highlights

To highlight phrases or words within the body of text of any corporate material of the DIA brand, use the **“Eastman” Medium** typeface, at the same size as the **“Eastman” Regular** typeface of the body text in the respective colors.

To highlight phrases that do not necessarily correspond to the body text, but that are part of any corporate material, also use the **“Eastman” typeface ExtraBold, Bold and Medium, also the “Holiday” typography in its only version.**

In addition, the prominence of the texts must always be taken into account, guaranteeing their absolute legibility in all materials.

## Correct use of highlighting phrases or words from body text:

### Highlighting phrases:

#### “Eastman” Medium version

---

DIA (Democratizing Innovation in the Americas) is a regional initiative launched to foster innovation and empower new generations through access to technology training, collaboration spaces, specialized curricula, mentorship, and financial resources for social and economic ventures.

### Highlighting words:

#### “Eastman” Medium version

---

DIA (Democratizing Innovation in the Americas) is a regional initiative **launched to foster innovation and empower new generations through access to technology training**, collaboration spaces, specialized curricula, mentorship, and financial resources for social and economic ventures.

## **7.4 Typography color uses**

All the colors of the brand, including the gray color of the grayscale version, can be used in the letters and in any DIA commercial material.

Also, contrast should always be considered by following the basics of background figure theory, to ensure absolute readability of fonts on all company materials, as shown below.

## Correct color uses of the “Eastman” typo:

Brand color in white background:

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

White link color in brand colored backgrounds:

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

Dark blue & Orange brand colors in colored backgrounds:

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

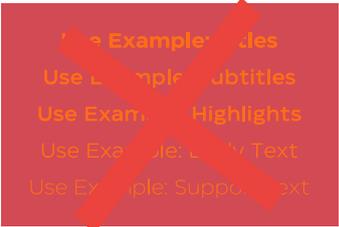
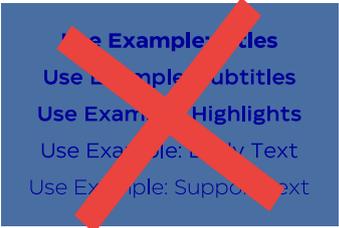
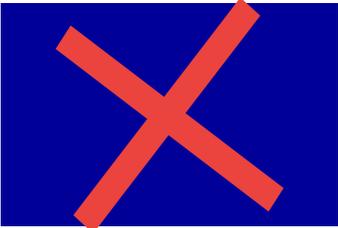
**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Use Example: Titles**  
Use Example: Subtitles  
Use Example: Highlights  
Use Example: Body Text  
Use Example: Support text

**Incorrect color uses of the “Eastman” typo:**

Dark blue & Orange brand colors in colored backgrounds:



Correct color uses of the “Holiday” typo:

Brand color in white background:

The word "Titte" is written in a cursive script using a vibrant blue color.The word "Titte" is written in a cursive script using a bright orange color.The word "Titte" is written in a cursive script using a vibrant blue color.The word "Titte" is written in a cursive script using a vibrant blue color.The word "Titte" is written in a cursive script using a teal color.The word "Titte" is written in a cursive script using a bright green color.The word "Titte" is written in a cursive script using a vibrant red color.The word "Titte" is written in a cursive script using a bright yellow color.The word "Titte" is written in a cursive script using a light grey color.The word "Titte" is written in a cursive script using a light orange color.The word "Titte" is written in a cursive script using a black color.The word "Titte" is written in a cursive script using a light grey color.

White link color in brand colored backgrounds:

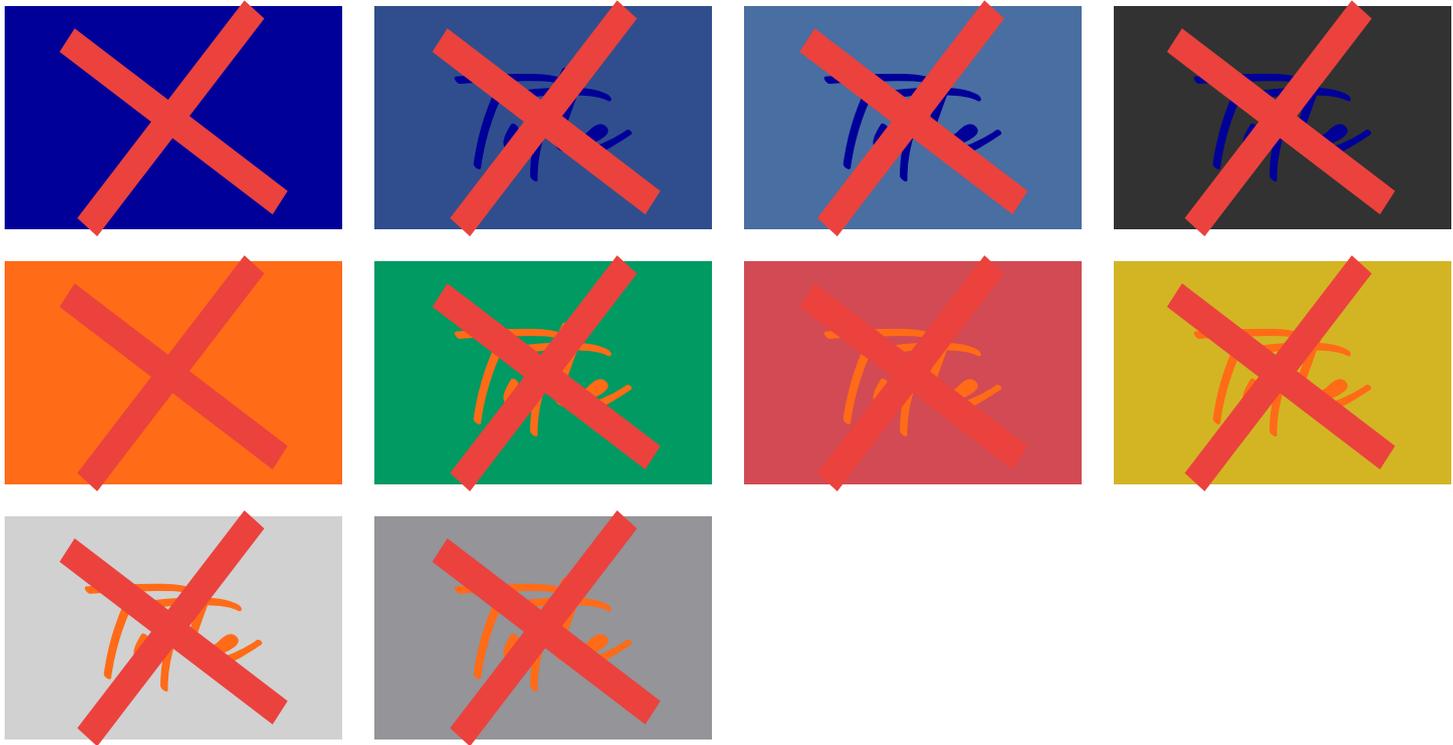


Dark blue & Orange brand colors in colored backgrounds:



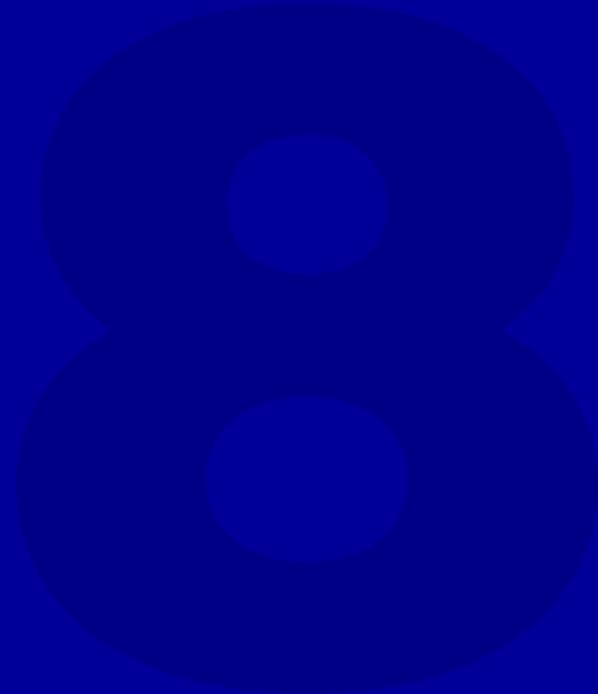
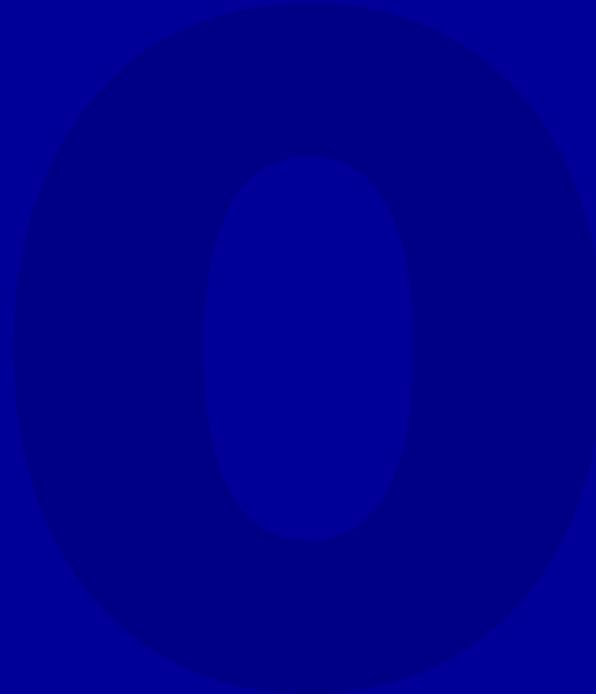
**Incorrect color uses of the “Holiday” typo:**

Dark blue & Orange brand colors in colored backgrounds:



# Logo *Coexistence*

## 8.1 Coexistence of the DIA logo with others institutions



## 8.1 Coexistence of the DIA logo with The Trust for the Americas & OAS logos

The application of the DIA logo in coexistence with that of other institutions, you must respect a margin previously seen in chapter 5 of this brand book.

The minimum distance is “**2X**”, where “**X**” is the measure of the counterform of the letter “**A**”

It must always be placed on the left with some exceptions that must be previously authorized.

X =



OAS | More rights  
for more people

# Brand *stationery*

- 9.1 Business card
- 9.2 Folder
- 9.3 Digital signature



## 8.1 Business card

Back:



Scale image

Front:

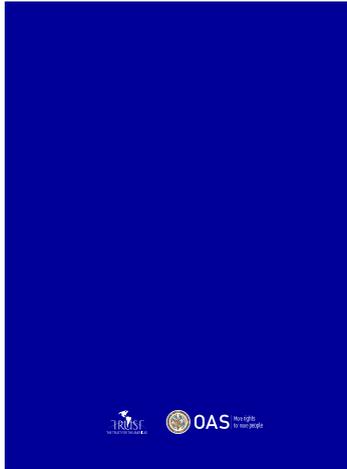


Real size: 5x5cm



## 8.2 Folder

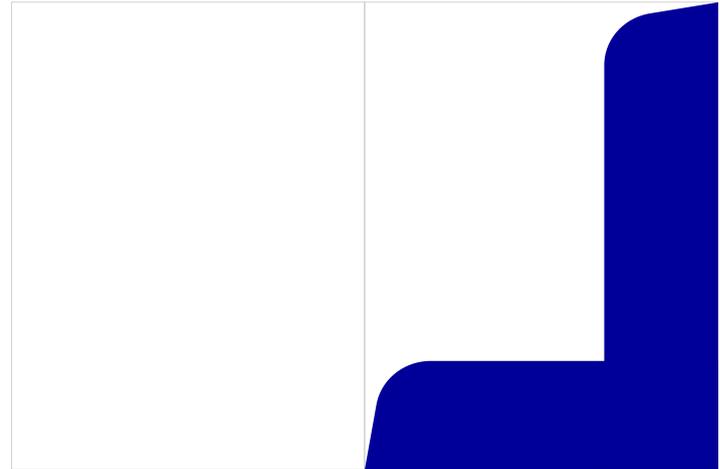
Back:



Front:



Internal view:



Scale image

Real size: 47x34,5cm



**DIA**  
DIVERSITY IN ACTION

**WE  
ARE**  
*Change*

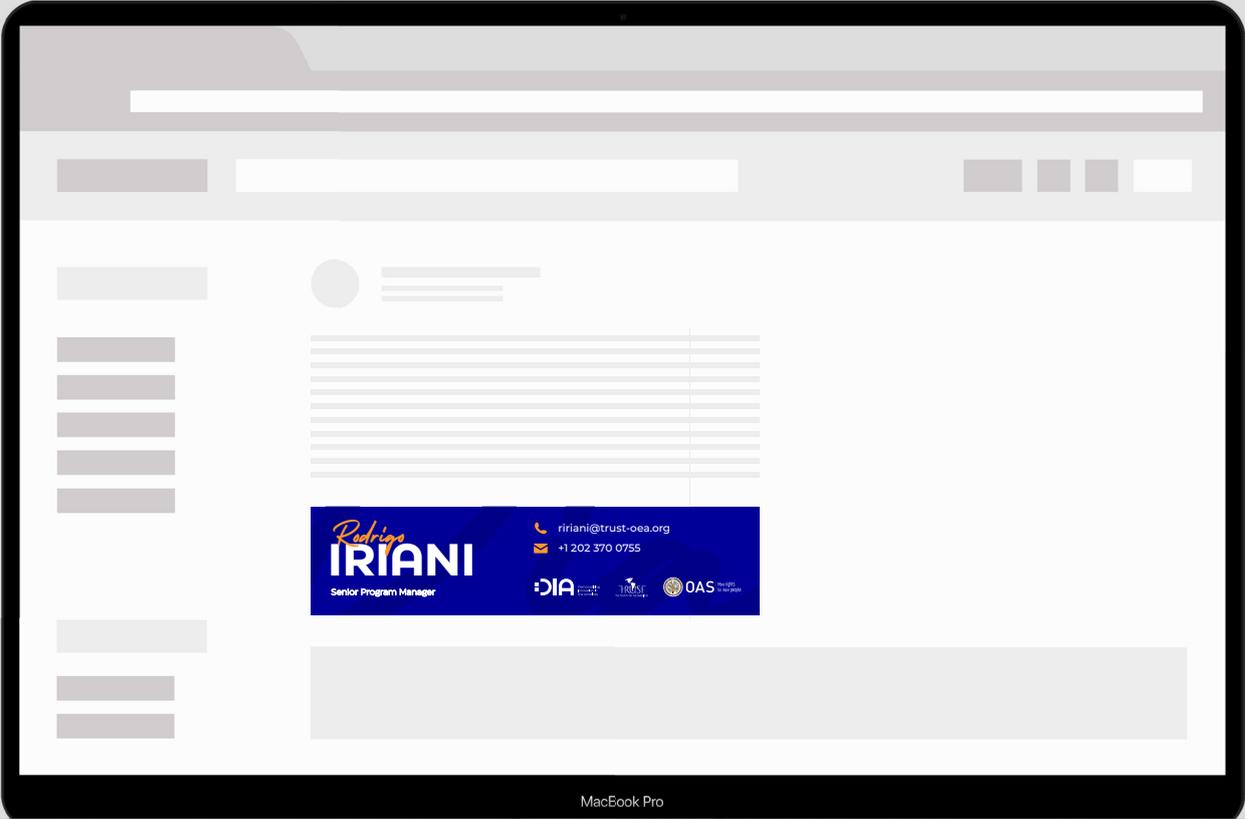
**DIA**  
DIVERSITY IN ACTION

## 8.3 Digital signature



Scale image

Real size: 615x150px



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MacBook Pro

Democratizing Innovation in the Americas



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**OAS** | More rights  
for more people

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September, 2021.



Democratizing Innovation in the Americas

# DIA Brand Book

The Trust for the Americas

