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[Online Freedom of Information Act Request Form](#)

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EXPORT-IMPORT BANK
OF THE UNITED STATES

August 14, 2014

Via Electronic Mail:

Re: FOIA Request # 201400041F

This is the final response to your Freedom of Information Act (FOIA) request to the Export-Import Bank of the United States (Ex-Im Bank). We received your request in our FOIA Office via E-Mail on June 20, 2014. You requested "a copy of the Ex-Im Bank Style Manual."

We conducted a comprehensive search of the Office of Communications, Marketing Division for records that would be responsive to your request. This is the component within Ex-Im Bank in which responsive records could reasonably be expected to be found. The search produced the attached record. After carefully reviewing the responsive document, we have determined that it is releasable in its entirety; no deletions or exemptions have been claimed.

For your information, Congress excluded three discrete categories of law enforcement and national security records from the requirements of the FOIA. See 5 U.S.C. §552(c) (2006 & Supp. IV (2010)). This response is limited to those records that are subject to the requirements of the FOIA. This is a standard notification that is given to all of our requesters and should not be taken as an indication that excluded records do, or do not, exist.

If you have any questions about this request, please do not hesitate to contact me at (202) 565-3248 or by E-Mail at dawn.kral@exim.gov.

Sincerely,

/s/

Dawn R. Kral
FOIA Public Liaison

Attachment: Responsive Document (pdf file)



GRAPHIC STANDARDS MANUAL

Issued by the Marketing Group of the Office of
Communications - Updated March 2009

EXPORT-IMPORT BANK *of the* UNITED STATES

INTRODUCTION

A review of our past materials indicates wide and varied usage of different logos, typefaces, taglines, and general graphic standards. The inconsistency in graphics does not lend itself to a stable image of the Export-Import Bank of the United States and its respective mission. A consistent message and graphic identity are critical in building overall awareness and a professional impression of Ex-Im Bank among its numerous target audiences.

This manual will assist all staff and partners to be consistent in applying the copy and graphic elements that comprise our identity and serve as a guide for practical usage and application for all of their communications materials. Questions regarding Ex-Im Bank's seal, marketing tagline, artwork, or design should be presented to the Bank's Marketing Group. Of note, the manual and all the images and templates used in it, can be found on the Bank's intranet under the folder or heading "Graphics Standards."

The manual has been separated into four sections:

- 1. Basic Standards**

- a. Official Bank Name
- b. Official Seal
- c. Official Tagline

- 2. Business Cards**

- 3. Publications**

- 4. Signage**

- 5. Samples & Templates**

The Basic Standards section should be reviewed first because it provides information regarding general use of the graphic elements and the Bank name. It also contains information that applies to all that follows.

Within each section of this manual, examples were chosen to illustrate acceptable usage of the standards. In most cases, these examples do not constitute a complete listing of approved applications.

1. BASIC STANDARDS

A. OFFICIAL BANK NAME

Correct Use of the Bank Name

Export-Import Bank of the United States is the formal name of this independent agency and is acceptable in all references. Once the formal name is introduced in writing, it can then be referred to as “Ex-Im Bank” or “Export-Import Bank of the U.S.” For long copy in which the writer may need some subject variety, the only acceptable abbreviated reference to Ex-Im Bank is the “Bank.”

NOTE: The proper hyphenation and capitalization of letters is important to maintain consistency for both versions of the name.

Export-Import Bank of the United States

Export-Import Bank *of the* United States (use of italics for “of the” is acceptable)

Export-Import Bank of the U.S.

Ex-Im Bank

Bank (used after long Bank name is mentioned)

Incorrect Use of the Bank Name

The Export-Import Bank of the United States

Export-Import Bank of the United States of America

The Export-Import Bank of the United States of America

The U.S. Export-Import Bank

U.S. Export-Import Bank

Eximbank, Ex Im Bank, Exim Bank, Exim, Ex-Im, EIB

TYPOGRAPHY

The Adobe Garamond font is the official typeface of Ex-Im Bank. It is to be used on all names, addresses, and titles. Small caps are frequently used, as in the titles on this page.

Adobe Garmond font:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

B. OFFICIAL SEAL

The official seal is the primary element of Ex-Im Bank's corporate identity. The symbol is intended for use on official and formal Ex-Im Bank documents and materials as well as in marketing, public relations and business development materials. It may stand-alone or appear with the Bank's address. Those public and private organizations that request the use of the seal need prior approval from General Counsel.

B. OFFICIAL SEAL (samples)



Four-Color Logo, PANTONE

Ex-Im Bank Blue 541, Ex-Im Bank Red 186,
Ex-Im Bank Gold 4505, and black



Four-Color Logo, CYMK build: 7, 27, 72, 36



Four-Color Logo, PANTONE (Metallic Gold)

Ex-Im Bank Blue 541, Ex-Im Bank Red 186,
Ex-Im Bank Gold metallic 871, and black



Two-Color Logo (for business cards & letterhead)

Ex-Im Bank Gold metallic 871 and black



One-Color Logo

Ex-Im Bank Blue 541



One-Color Logo, PANTONE (Metallic Gold)

Ex-Im Bank Gold metallic 871



Four-Color Logo as a Watermark



*Four-Color Mini-Logo (less detail for **smaller-scale** printing)*



*Four-Color Mini-Logo Blue (less detail for **smaller-scale** printing)*



*Four-Color Mini-Logo Gold Pantone 4505 (less detail for **smaller-scale** printing)*



Black and White Logo

The Official Seal may also appear in black and white.



Pantone 4505 Gold and White Logo

The Official Seal may also appear in gold, blue and white (illustrated in gold).

OFFICIAL SEAL (continued)

COLOR STANDARDS

The colors to be used on the official seal are as follows:

- **Four-Color Logo**
 - Ex-Im Bank Blue, Ex-Im Bank Red,
 - Ex-Im Bank Gold, and black
- **Two-Color Logo**
 - Ex-Im Bank Gold and black
- **One-Color Logo**
 - Ex-Im Bank Blue or Ex-Im Bank Gold
 - Black on white background

The official seal may also be reversed out of a colored background (i.e., will appear white).

Printed colors vary due to paper finish, printing equipment and type of ink. Prior to printing, PANTONE® color swatches should be used, visually matched and subjected to approval whenever possible.

In lieu of the Ex-Im Bank colors specified on this page and throughout this manual, you may use the following PANTONE Colors, the standards for which are shown in the current edition of the PANTONE Color Formula Guide 1000.

Ex-Im Bank PANTONE Colors

For Ex-Im Bank Blue, use PANTONE 541

For Ex-Im Bank (metallic) Gold, use PANTONE 874

For Ex-Im Bank (non-metallic) Gold, use PANTONE 4505

For Ex-Im Bank Red, use PANTONE 186

Four-Color Process Screen Builds

To approximate the official Ex-Im Bank colors, use the following combinations:

For Ex-Im Bank Blue:

100% cyan, 50% magenta, 30% black

For Ex-Im Bank Gold:

54% cyan, 58-1/2% magenta, 90% yellow

For Ex-Im Bank Red:

100% magenta, 100% yellow

The screen build combinations are given as starting points only. Each printer should make any necessary adjustments in production or on press to achieve as close a simulation to PANTONE color swatches as possible.

C. MARKETING TAGLINE

Ex-Im Bank's marketing tagline is: **Jobs Through Exports**

These three words succinctly convey that our agency's mission is to help maintain and help create jobs here at home. This tagline will appear on most of the Bank's marketing and public affairs publications and materials. It is important to use the marketing tagline wherever appropriate as it emphasizes the Bank's mission. Given the high expense of building awareness and the Bank's limited marketing budget, these three words need continual exposure and a consistent look at all times.

The font type for the tag line when used as a part of a graphic image is **GillSansMT**:

STANDARD BUSINESS CARD


Printing Colors

The Official Seal prints in Ex-Im Bank Metallic Gold Pantone 871 and black. The two rules print in Ex-Im Bank Gold. All other type prints in black. Font types are Garmond and Humanist521BT

Paper Stock

Curtis Brightwater Riblaid, Natural
65# Cover
3-1/2" x 2"

Note: Ribs must run horizontally.

	8P	
1P	 NAME (G 13) Title (G I 10) EXPORT-IMPORT BANK (G SC 14) <i>of the UNITED STATES</i> 811 VERMONT AVENUE, N.W. (H 8) WASHINGTON, D.C. 20571 TEL: 202.565.8990 FAX: 202.563.3838 (H 9) E-MAIL: first.last@exim.gov (H 10) WEB: www.exim.gov (H 10)	4P6p
3P		

3. Publications

Marketing, promotional, and public relations materials produced by and for Ex-Im Bank are important tools. They have the ability to affect the perceptions of our customers, prospects, and staff members themselves. It is important, therefore, to maintain a unique, memorable, and consistent image.

Certain standards apply to all marketing and public relations materials. The Adobe Garamond font is the official typeface of Ex-Im Bank.

Headlines and Titles

Adobe Garamond Bold

Text

Adobe Garamond

Captions

Adobe Garamond, italic

Fact Sheet

Fact sheets contain the technical aspects of the various products and services offered by Ex-Im Bank. The Bank division responsible for the content is responsible for updating the content. The Marketing Department is responsible for formatting the fact sheet into printable Word and PDF documents. See sample fact sheet provided.

Fax Form

The Fax Form may be used as is (see sample) or modified for divisional or personal use, however, it must contain one of the official seals and the full Bank name in Garamond 14 font with small caps.

There is a paragraph at the end of the form that notifies the recipient that the form is official and from the U.S. government. See sample fax form provided.

News Release and Media Advisory

News releases are generated in Microsoft Word using a template with a red/white/blue banner with the Bank seal. The header includes the Bank name and the sub-headline “Ex-Im Bank helps U.S. companies to sustain and create jobs by financing U.S. exports,” the page title, “Press Release,” and the next line of text, “For Immediate Release.” Media advisories are treated as above, but the template reads “News Advisory” rather than “Press Release.”

Address

Centered at the bottom of the page in the template are the words: “Office of Communications,” in grey (PANTONE 877) with a red line underneath the (PANTONE 186), and below the line in PANTONE 541 is the Bank's toll free phone number 800.565.3200, circle bullet, and web address.

4. SIGNAGE

Style guidelines for signs are important in maintaining a consistent graphic identity. Many standards that apply to print applications also apply to signage. Signs, sign posts, banners, curtains, and exhibit booths come in a wide variety of shapes and styles. The color, size, and material selected for use on signage should be compatible with other design and architectural details.

Keep in mind the sign must not violate the guidelines established for the appropriate use of the Ex-Im Bank name, seal, and tagline. Critically, the artwork for the Ex-Im Bank official seal should not be altered in any way.

File samples and templates of the above noted documents are located on the Bank's intranet under "Graphic Standards."

Samples and Templates follow.

5. SAMPLES & TEMPLATES

FACT SHEET - SAMPLE



Short-Term Single-Buyer Export Credit Insurance

Exporters of U.S. goods and services can reduce their risks of selling internationally on credit terms by insuring specific, export-related accounts receivable with Ex-Im Bank's Short-Term Single-Buyer Export Credit Insurance Policy. This policy is a valuable tool for:

- | | |
|-----------------|---|
| Risk Mitigation | → insure receivables against nonpayment by an international buyer |
| Marketing | → extend competitive credit terms to an international buyer |
| Financing | → arrange attractive financing with the exporter's lender by using insured foreign receivables as additional collateral |

Coverage

This policy covers:

- Exports of U.S. goods and services (products must have at least 51% U.S. content, including labor but excluding mark-up).
- Single or multiple shipments to one buyer on credit terms (including documentary credits, unconfirmed letters of credit, and open account) located in an eligible country (per Ex-Im Bank's Country Limitation Schedule).
- Repayment terms up to 180 days (depending on the export item or service); exceptionally up to 360 days for qualifying transactions.
- Coverage does not include confirmed letters of credit, cash-in-advance sales, and certain military and defense-related items.

Coverage Parameters - Commercial and Political

This policy covers losses due to commercial reasons (such as insolvency and protracted default) and political events (such as war, revolution, seizure of goods, revocation of import license, and foreign exchange inconvertibility). The percentage of coverage is the same for both commercial and political risks, but varies depending on the type of obligor:

- Sovereign obligors - 100%
- Private sector and other non-sovereign obligors - 90%
- Letter of credit transactions - 95%
- Bulk agricultural transactions - 98%

Special Coverage

For an additional premium, the exporter may request pre-shipment coverage. This is valuable in cases where goods are special ordered, or there is a long manufacturing run prior to shipment. By obtaining this option, the exporter locks in coverage conditions for a specified period of time, generally up to 180 days from contract signing. Pre-shipment coverage excludes contract cancellation risk. Endorsements for non-acceptance cover and other types of specialized cover are also available.

BDG-INS-03
October 6, 2006

FAX FORM - Template



EXPORT-IMPORT BANK *of the* UNITED STATES

Division or Office Name

First Name Last Name

811 Vermont Avenue, N.W., Washington, DC 20571

202.565.xxxx -- Fax: 202.565.xxxx

Fax Cover Sheet

Date:

Number of pages to follow: 1

To:

Fax Number:

Company:

Re:

PRIVILEGE AND CONFIDENTIALITY NOTICE: The information in this facsimile is intended for the named recipient only. It may contain privileged and confidential information exempt from disclosure and applicable law. If you have received this facsimile in error, please notify us immediately by telephone and return the original to the sender by mail. We will reimburse you for the postage. Please do not copy, distribute or disclose the contents to anyone. Thank you.



EXPORT-IMPORT BANK *of the* UNITED STATES

Ex-Im Bank helps U.S. companies to sustain and create jobs by financing U.S. exports.

PRESS RELEASE
FOR IMMEDIATE RELEASE

January 5, 2007
FOR IMMEDIATE RELEASE
Contact: Phil Cogan, (202) 565-3200

EXPORT-IMPORT BANK CHAIRMAN LAMBRIGHT TO PROMOTE INCREASED U.S. EXPORT FINANCING AT AFRICA TRADE EVENT

Africa Trade & Investment 2007 Conference Slated for Cape Town

WASHINGTON, D.C. --- Export-Import Bank of the United States (Ex-Im Bank) Chairman and President James H. Lambricht will be among the international lenders participating in the Global Trade Review/Standard Chartered Bank "Africa Trade & Investment 2007" conference February 1st and 2nd in Cape Town, South Africa.

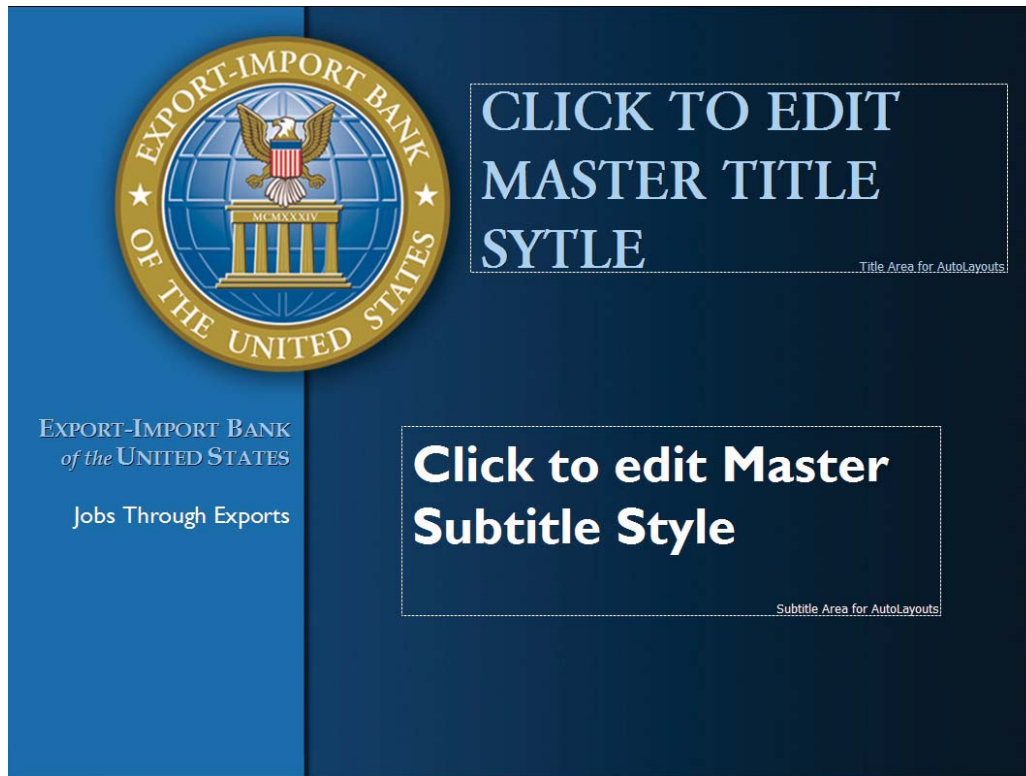
Considered a premier trade and investment event, the conference will focus on the risks and rewards associated with being active on the continent and is regarded by many as the leading networking forum of the year. Additional information on the event can be found at <http://www.gtreview.com>.

"My participation at the conference underscores the commitment of Ex-Im Bank when it comes to Africa," stated Lambricht. "Each and every year," he continued, "we are more and more active and yet we are not satisfied. We believe African markets offer great potential for American exporters, and our financing support can help make more transactions a reality."

In Fiscal Year 2006 (October 2005 through September 2006), Ex-Im Bank authorized 140 transactions totaling approximately \$532 million in 23 sub-Saharan African countries; that figure for the first time included working capital activity involving U.S. exporters. In the prior fiscal year, Ex-Im Bank authorized 115 transactions totaling \$462 million in 20 countries, not including working capital activity. A comprehensive report prepared for the Congress of the United States describes the Bank's activities involving Sub-Saharan Africa. The report may be viewed and downloaded from the Bank's website at <http://www.exim.gov/products/special/africa/index.cfm>.

Ex-Im Bank is an independent U.S. government agency that assists in financing the export of U.S. goods and services to markets around the world, through export credit insurance, loan guarantees, and direct loans. In fiscal year 2006 Ex-Im Bank authorized over \$12.1 billion in transactions supporting an estimated \$16.1 billion in U.S. exports worldwide. More information about Ex-Im Bank is available at www.exim.gov.

Office of Communications
800.565.3200 • www.exim.gov



Title font is Garmond

Sub-title font is Gill SansMT

Title font is Garmond

Bullet point text font is
Gill SansMT



Increase Your Export Sales and Minimize Risk!

EXPORT - IMPORT BANK of the UNITED STATES



- Extend Credit to Your Foreign Buyers
- Protect Against Foreign Buyer Nonpayment
- Obtain Buyer and Working Capital Financing

www.exim.gov
800.565.EXIM



EXPORT-IMPORT BANK
of the **UNITED STATES**

Jobs Through Exports

www.exim.gov