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## Collaboration as a Business Strategy LaPlaza's Identity Unifies— Culturally and Informationally

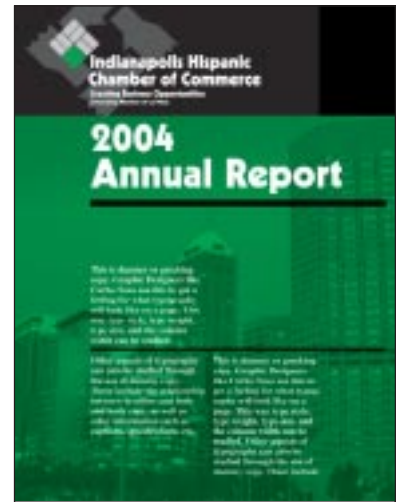


The identity system for LaPlaza includes identities for the four founding members, also. Designed in accordance with the “parent” LaPlaza identity and retains visual elements from their previous identities/logos.

As a founding member of LaPlaza, each of the organizations have agreed to utilize this identity

system for their own identity needs in an effort to express **unity** within the

structure that is LaPlaza to corporate, government and philanthropic communities. Strict adherence to typographic, color, grid and layout guidelines should be maintained as closely as possible.



**Common size and typography are the unifying elements/factors in this system, color differentiates each organization.** The primary graphic components consist of a graphic interpretation of tiles/bricks (reminiscent of actual tiles/bricks that make up actual plazas in Latin America). The four colors were selected in an effort to distinguish the types of organizations, but also because these at least one of these four colors is used on every Latin American flag.

