

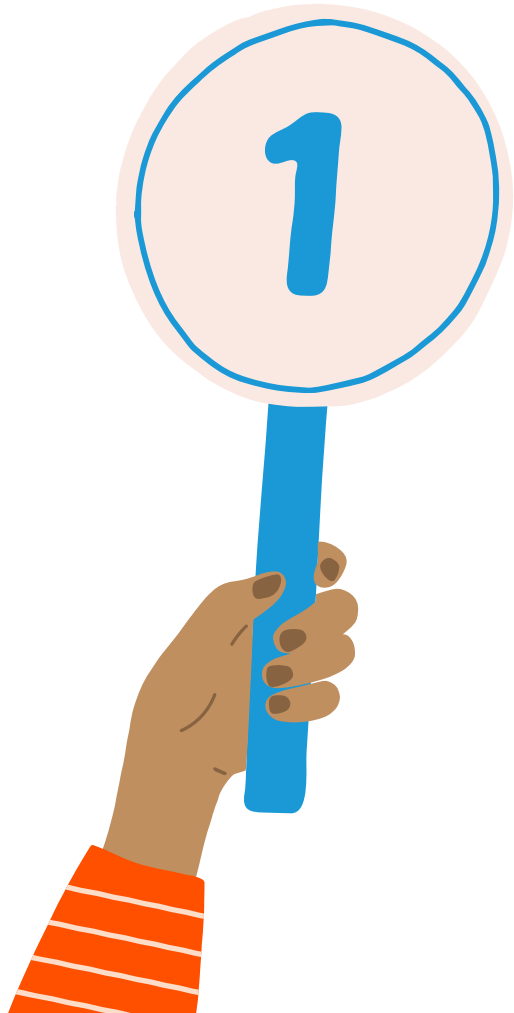
Hello!

I want to talk about something
that will help us keep the graphic
consistency of the brand.



ILLUSTRATION:
Did you know that Illustration
is a communication tool with
three super powers?

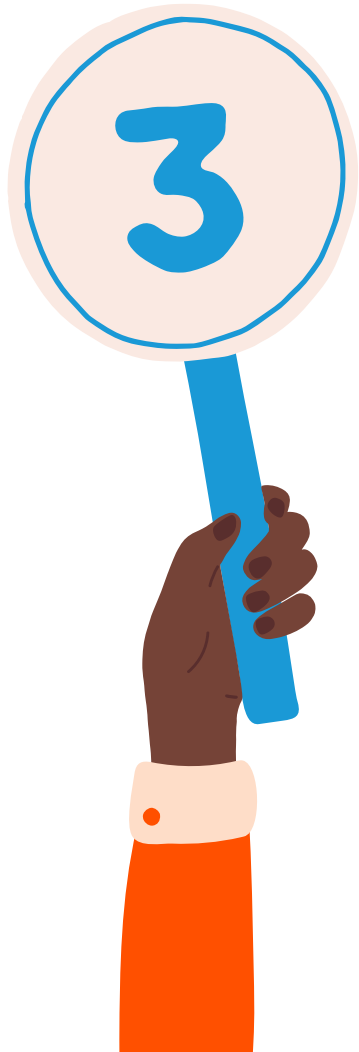




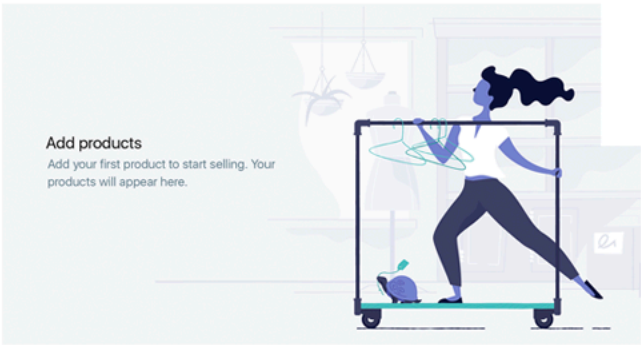
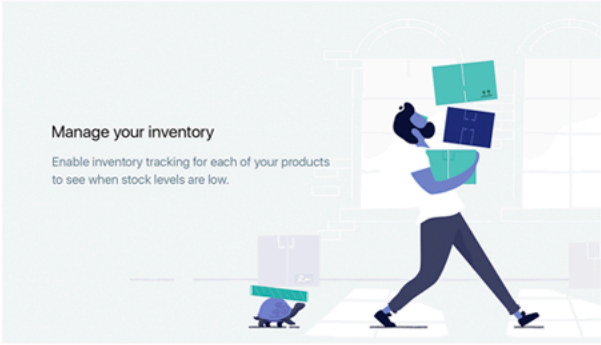
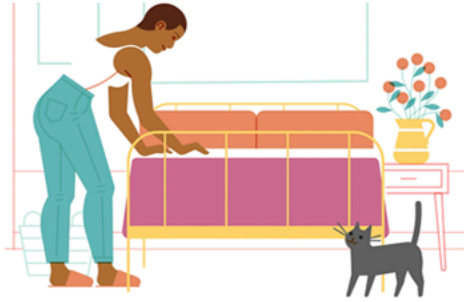
**It can add clarity to
a complex idea.**



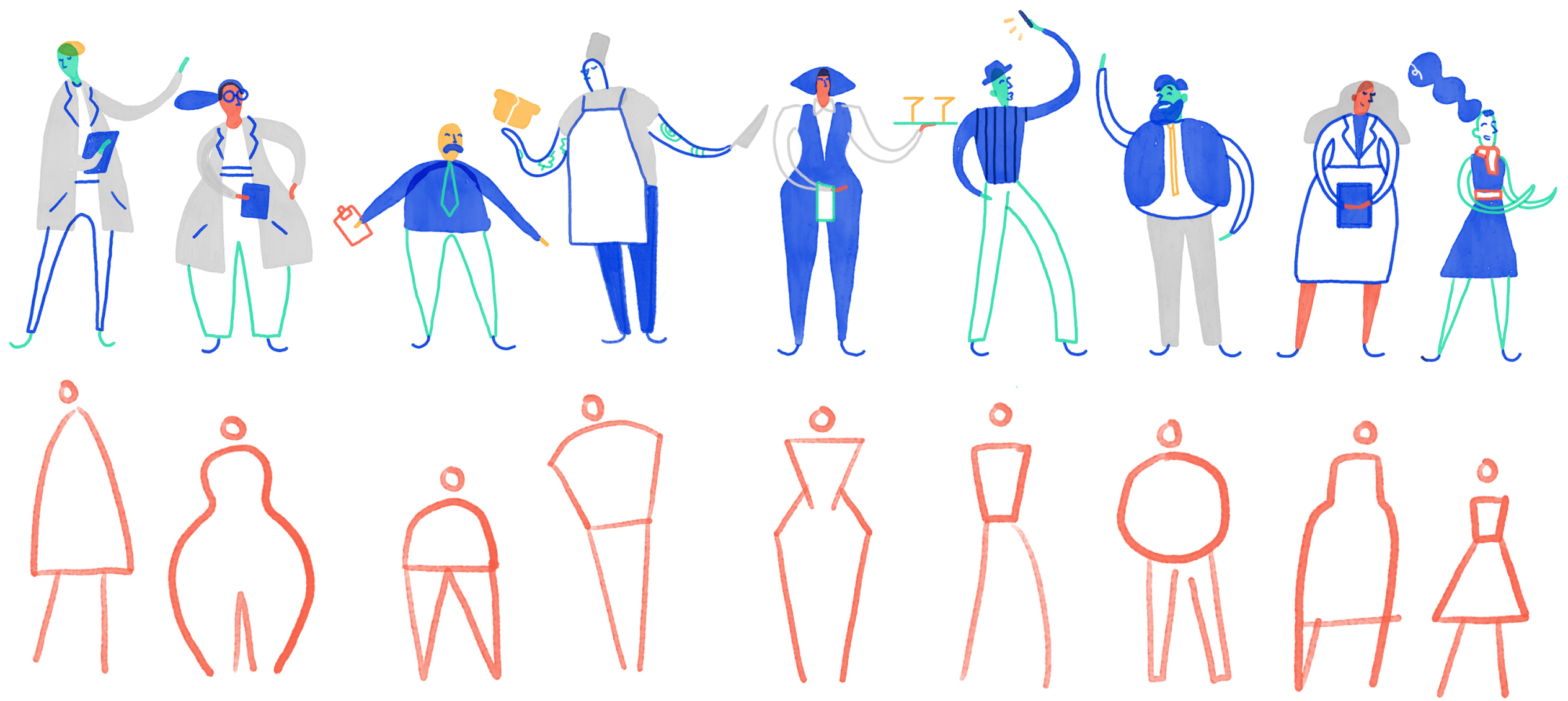
It can link concepts to the words we've assigned them within our respective products (aka on-boarding).



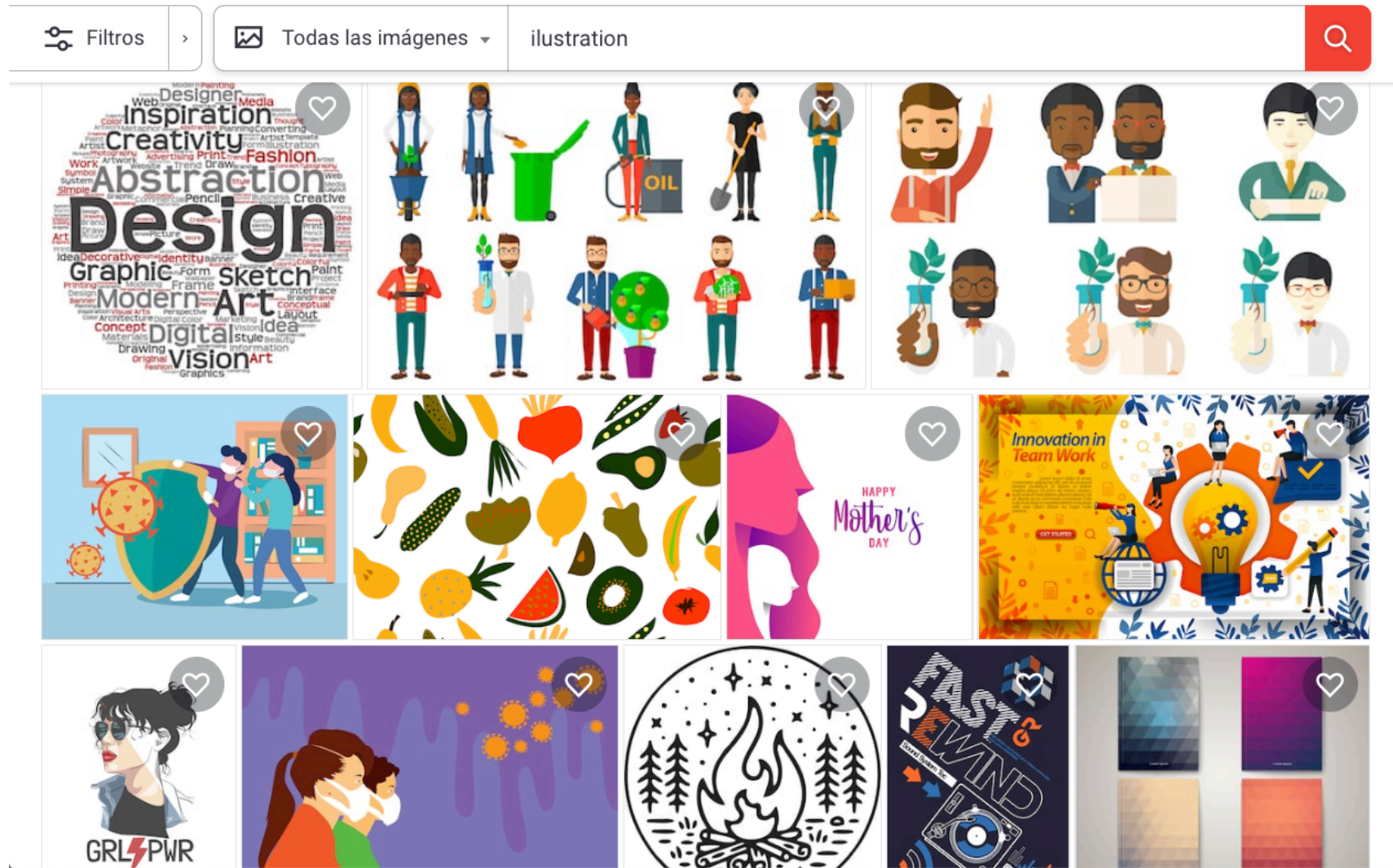
It can capture the values and traits of a brand in a single voice, shift the tone depending on the situation, and speak directly to the user.



Many companies have their own style and it helps them to keep consistency of the brand and create a graphic link between the user and the brand.

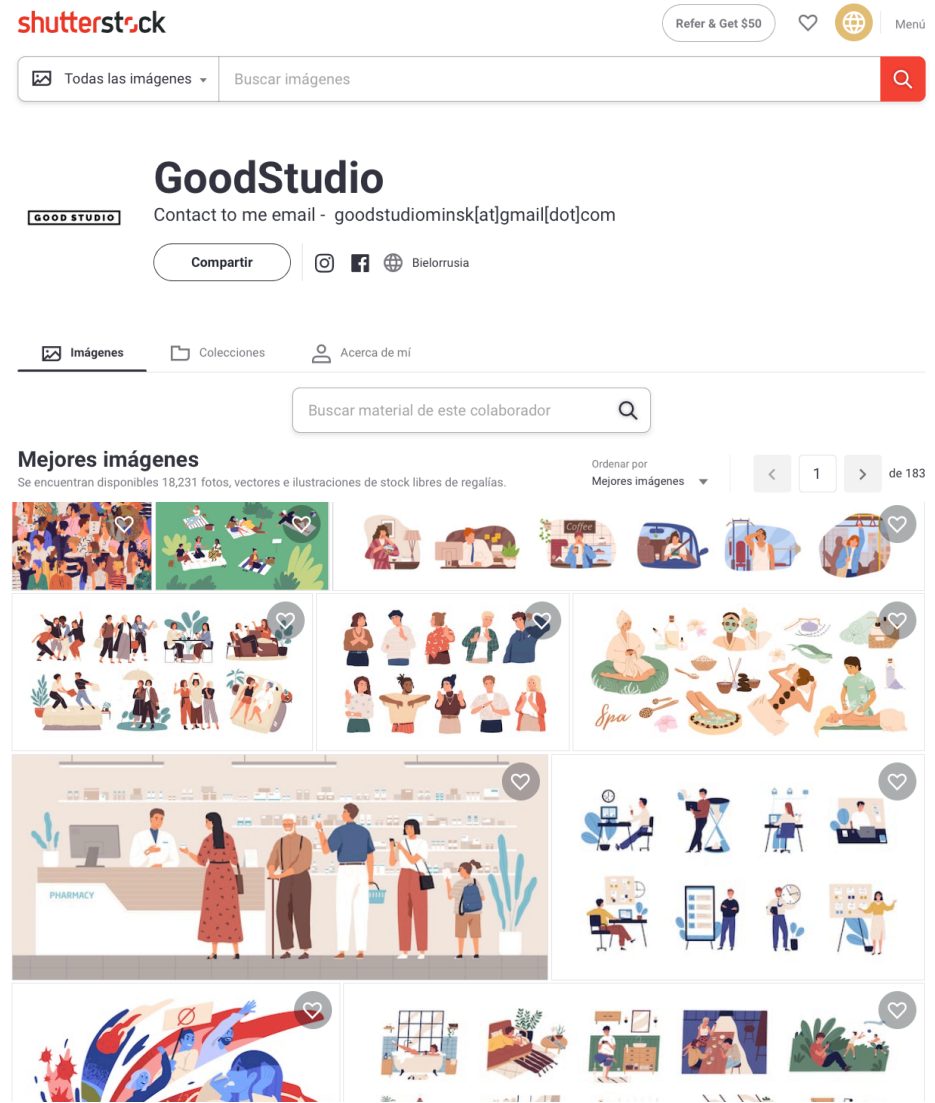


Dropbox, has a unique type of illustration and can generate all its content quickly thanks to a illustration in-house team. This is a luxury that we cannot afford.



Our illustration source is shutterstock but with so many illustration types, needs and users it is very difficult to ensure consistency.

We identify an artist within shutterstock with a fairly complete range of editable illustrations that can be adjusted to our needs.



Let's say we need to create a scene about energy.

This is an example of an "engineer" that we can find in the shutterstock library. However, we need to bring it closer to our brand, to our users.



Pay attention to their shoes



Yeeees! Much better!

We adjusted:

- Brand Colors
- Minimal Face Gestures
- Shoes

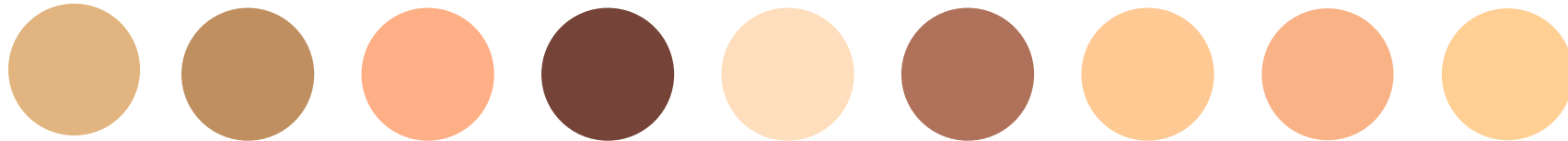
Now, we can make him more "latin" so we can change his skin color.



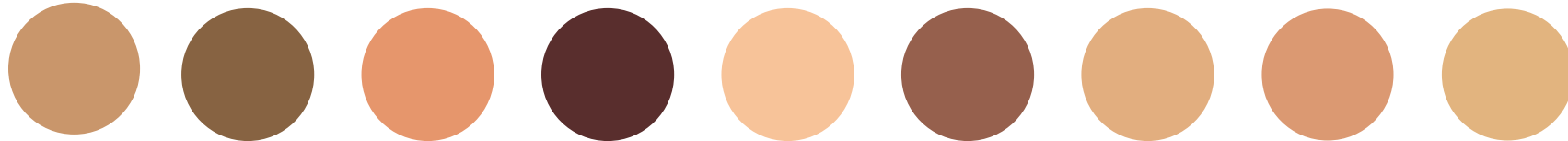
Or maybe he is from the
caribbean...



Skin



Shadow



We can select from 9 sets
of skin colors for your
characters



Grains and Oilseeds



Animal Protein



Sugar



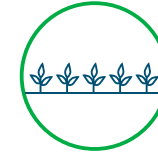
Forestry



Specialties



Farm Inputs



Soft Commodities



Dairy



Bio Energy



Irrigation



Food Processing



Fruits and Vegetables



Aquaculture



Agribusiness Infrastructure

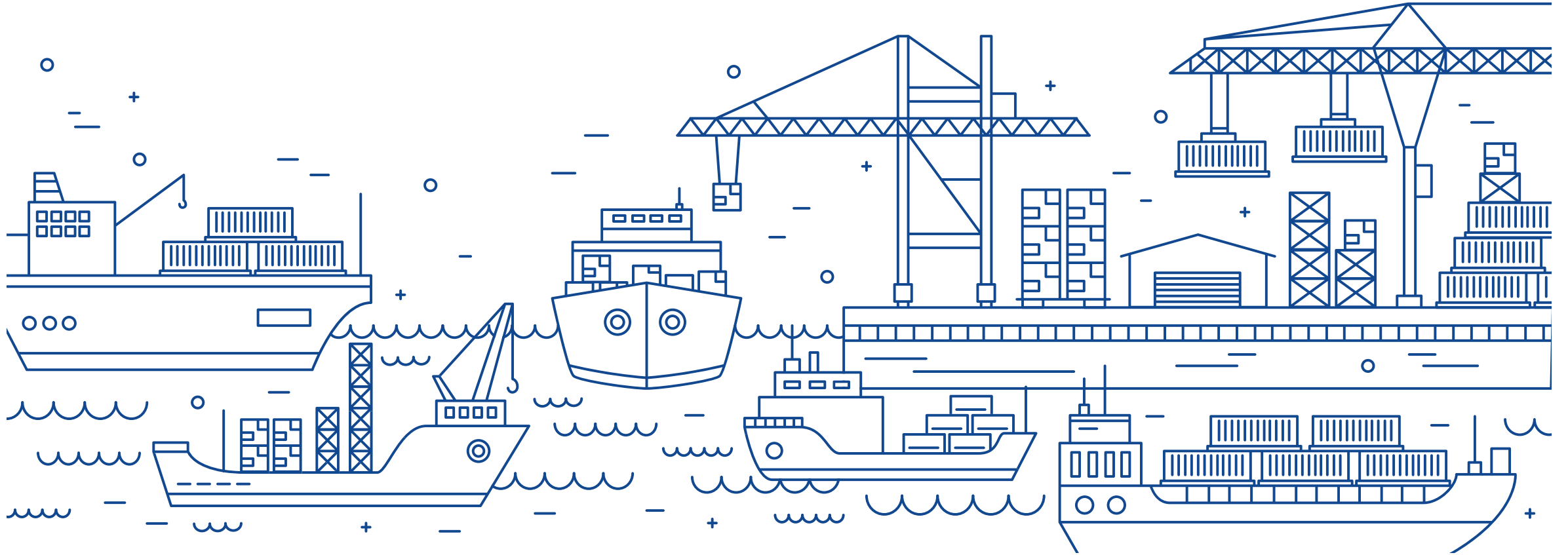


Beverages



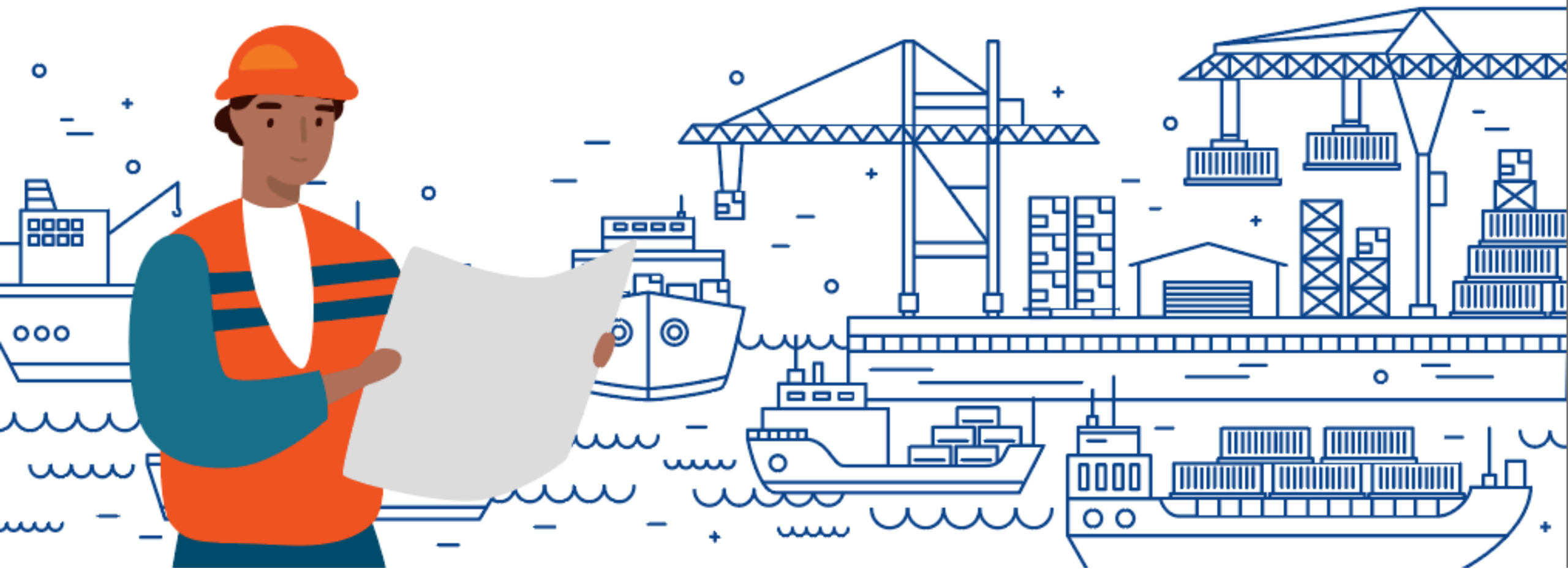
Agritech

We also have our established icons and we must respect their morphology; their graphic characteristics.



So... in order to make a connection





How Can We Integrate Ports and Illustration?





La digitalización de empresas exportadoras durante la pandemia

Casi el **90%** de las empresas hace teletrabajo.

5 de cada 10 empresas utiliza plataformas de comercio electrónico para exportar. El **74%** de ellas comenzó a usar este canal de ventas durante la pandemia.

Dentro del **44%** que no hace uso del e-commerce, casi la mitad considera que lo hará pronto.

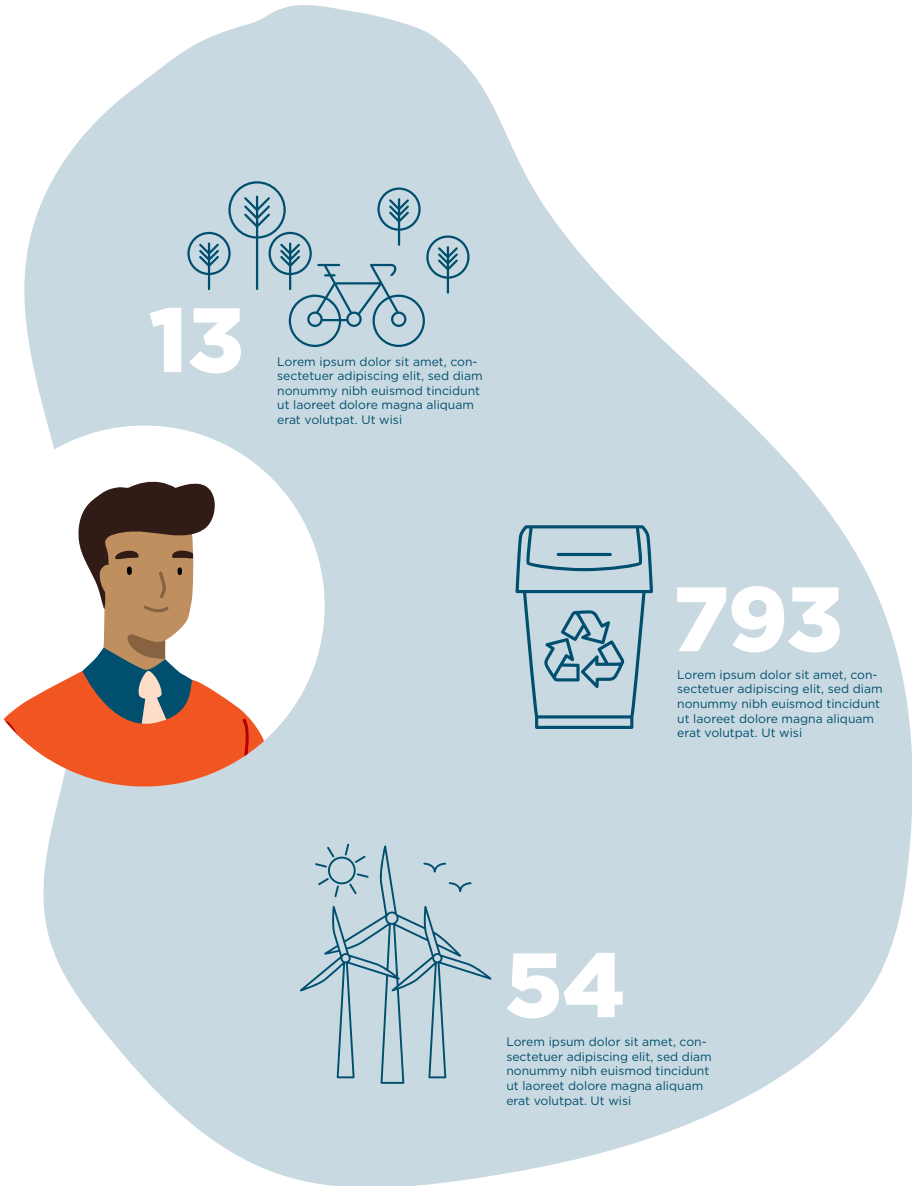


La digitalización de empresas exportadoras durante la pandemia



COVID-19 has had a disproportionate effect on women and GBVH has increased. In addition to working in sectors more affected by the economic contraction and having jobs at higher risk of COVID-19, the care work performed by women has significantly increased as a result of the pandemic. The temporary closure of care and education centers and pressure on the health systems, together with the increased time and activities in the home, has increased care work exponentially, particularly for women. Moreover, national lockdowns and self-isolation measures have increased stress and economic hardship, which in many cases has led to a rise in GBVH. This is reinforced by the fact that women and girls' victims of violence now spend more time in the places where they are being abused. As lockdowns and mobility restrictions were put into effect, it was reported that

calls received by emergency helplines for women in Chile and Mexico, for instance, increased by more than 50%. Likewise, violence against women and girls on the internet is likely higher, as the increased use of technology to access information, education, work and services, among other, leads to greater exposure of victims in the networks. In Colombia, during stay-at-home measures, the cases of sexual violence towards women, children, and adolescents increased in comparison to 2019 data. In Brazil the number of feminicides in the two first months of lockdown was 1% higher than the same period of 2019, and although the number of calls to GBVH hotlines increased by 27%, restriction in mobility led to a decrease of 25.5% in number of formal complaints registered at local police stations. Box B. GBVH during the COVID-19 Pandemic:



How Can We Integrate Ports and Illustration?



Agriculture





Education



How Can We Integrate Finance and Illustration?



Financial



To sum up!

Infraestructura

BID Invest

gestiona activos por más de

US\$630 millones | en 11 proyectos

en Colombia

Linear elements
As our icons

Secondary fill color

A HINT of the sector's color

The image shows a stylized illustration of a city skyline with various buildings, including domes and towers. The buildings are outlined in blue and white, with some filled with a light gray color. A thick orange horizontal bar is at the bottom. The text 'Infraestructura' is in a gray box, and 'BID Invest' is in blue and orange. The main text 'gestiona activos por más de' is in blue and orange, followed by 'US\$630 millones | en 11 proyectos' in orange, and 'en Colombia' in blue. Three green arrows point from the text on the right to specific elements in the illustration: one to a blue circle outline, one to a light gray filled circle, and one to a blue circle with an orange segment.

gestiona **activos**
por más de

US\$630
millones

en 11
proyectos

en Colombia



And people!

Add people
whenever
you can!

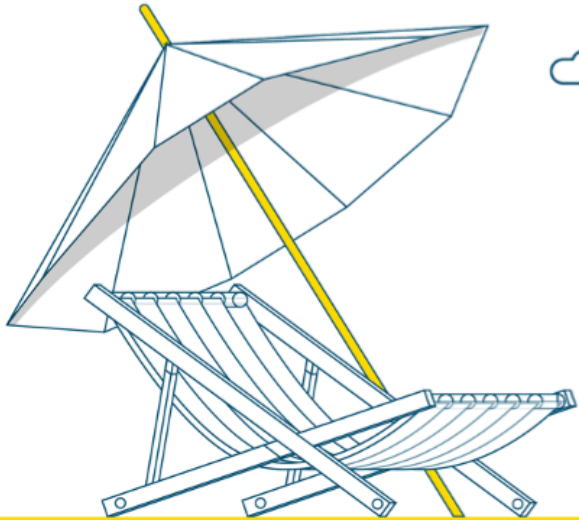


Hemos invertido

US\$153 millones

desde el 2018

en el sector **Turismo**
de la región



And people!

Add people
whenever
you can!



**Good
bye!**