

AIG REGIONAL COOPERATION MECHANISM (ARCM) OF SOUTH AMERICA

THIRD MEETING OF AIG AUTHORITIES

(Lima, Peru, 07 to 09 March 2016)

Agenda item 10: Other issues

- Review of the ARCM logotype proposals

(Working paper presented by the ARCM Technical Committee)

Summary

This working paper presents to the Third Meeting of AIG Authorities of South America the proposals for the ARCM logotype for analysis and, if pertinent, the approval of one of them.

1. Introduction

1.1. The AIG Regional Cooperation Mechanism (ARCM) of South America was established in the Second Meeting of AIG Authorities of the SAM Region, held in Buenos Aires, Argentina, 09 to 11 June 2015, to support States upon request in the aspects related with the aircraft accident and incident investigation in a regional cooperation environment that allows the improvement of the effective implementation of the AIG area and the contribution in the aircraft accident and incident reduction rate of the SAM Region below the global rate in all aviation areas.

1.2. In this regard, the Meeting emphasized that the creation of an ARCM in South America would significantly contribute to start AIG cooperation activities among their States that would benefit the States that have greater difficulty in establishing an efficient and effective AIG system.

1.3. To this effect, the logotype should represent the ARCM member States and contain great meaning of the organization's vision and mission as well as have the attribute of transmitting a lot of information in an instant and fastly immerse itself in the public's perception of the aviation community moving away from their subconscious; it is the essential and significant element for the creation of the ARCM image.

2. Evaluation of the logotype

2.1 The selection of the image to be disseminated shall be adequate for the member States involved since they shall decide the aspects to be transmitted and how they want to be seen.

2.2 The selection of a logotype is not only about how the ARCM wants to be seen but also how the States involved in the mechanism see it. Nonetheless, a good logotype properly represents the essential characteristics of the organization and a simple logotype is more effective than a complex one.

2.3 The key for a logotype to be remembered is simplicity. Simplicity is the easiest way for a logotype to be memorable. On the other hand, the more difficult and complex the design of the logotype is, the more difficult its location will be.

2.4 The logo type is not based on the combination of colours or the austerity of the design but on the image the ARCM wants to transmit. Besides, the logotype should contain some elements that are explained below in detail: scalable, black and white colours, no expiration, memorable, original, and clean and clear.

2.5 Regarding formats, the logotype needs to have the following characteristics:

- a) Usability, transparent background, to be used in documents, presentations, web pages, prints, etc.;
- b) curve versions, that allow enlargement without losing quality;
- c) negative versions, to use weaves, black and white;
- d) icon version, used in web pages and mobile platforms; and
- e) versatile typography, to adapt to electronic mail clients in printed name.

2.6 Therefore, **Appendix A** of this working paper presents to the Meeting the proposal for the ARCM logotype.

3. **Suggested actions**

3.1 AIG Authorities of South American are invited to:

- a) note and analyse the information provided in this working paper;
- b) send proposals for the ARCM logotype, no later than **26 February 2016**; they will be included in Appendix A of this working paper; and
- c) select and approve the ARCM logotype among the proposals sent that will be included in **Appendix A** of this working paper during AIG-SAM/03. At this time, Appendix A includes the proposals sent by the Civil Aviation Accident Investigation Board (JIAAC) of Argentina and for the CIAIA of Uruguay.

Appendix A

Argentina

ARCM institutional logotype for the documentation



Negative version



Web addresses and mobile applications Icon toolbar (16 x 16 pixeles ó 32 x 32 pixeles)



Uruguay

