



**COUNTRY BRAND
COMMUNICATIONAL
GUIDE**

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COUNTRY BRAND COMMUNICATIONAL GUIDE

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Introduction

The imagery that Chile generates in those who know the country is related to the perceptions that have been creating around it as time goes by: its history, its products, the emotions and expectations it provokes, its icons and representative elements. In terms of the country brand, Chile builds its identity on its history and reality, and such identity sets forth the credible and feasible boundaries for its positioning. The brand strategy looks for influencing the image the audience has of it, generating competitive advantages, attract tourists, foreign investment and talent. Hence, it pursuits to strengthen the national safety and to establish trust and collaboration ties. All of the above is what the country wants to let the world know, and in order to be coherent and have consistency in the brand messages targeted to the different audiences, the following pages offer a useful document designed for all those who need to foster the recognition and appreciation of the Chile country brand.





THE BRAND

Creating the spirit of the brand

The country brand represents everything that Chile has to offer to the world. In order to foster its growth and achieve a more accurate recognition, it is important to take advantage of every opportunity to communicate properly its essence and its key features.

Therefore, we need to make sure that all the country brand communication messages, whether they are intended for an internal or external audience, consistently reflect the brand positioning.

This guide summarizes the key concepts and messages that will help to promote the understanding of the positioning that makes the brand to stand out among the diverse audiences that will be related to it.







POSITIONING

Brand essence

Chile is some kind of a magnet that stimulates life in a unique way. Chile takes a hold on your senses and wakes up a wide range of emotions in whom live and visit its land, which is located in the southernmost end of the continent, and where the most incredible and eye-catching landscape contrasts take place.

The fact that Chilean territory expands along a long a thin silhouette, keeps life in its pure and unexplored state, while it calls out for discovery, knowledge and improvement. Here Chilean people get oriented for their living, strength, decision and push to entrepreneur. Here you can feel their closeness to family life and the

freedom gained to give their opinion, to consider their own roots and have a look at them from another perspective: from the singular attraction brought by peculiarities and details.

And with a vocation for union, Chile builds dynamic and open networks that connect its territory and people, who are already open to the South American region and world with a stable and dynamic pace, calling the attention of those in search of opportunities due to its vocation for building a future where you can believe, create and share dreams and goals.

Chile **calls your attention**
for the **vitality**
of its **contrasts**

works

applies

complies

satisfies

Chile calls your attention for the vitality of its contrasts

connects

wakes up

moves convinces

seduces

thrills

it lets you know it





connection

networks

opening

*Chile calls your attention for the **vitality** of its contrasts*

movement

attraction

cohabitation

combination

agility push

initiative

power

dynamism

combination

diversity

*Chile calls your attention for the vitality of its **contrasts***

extremes

diversity variety

heterogeneity

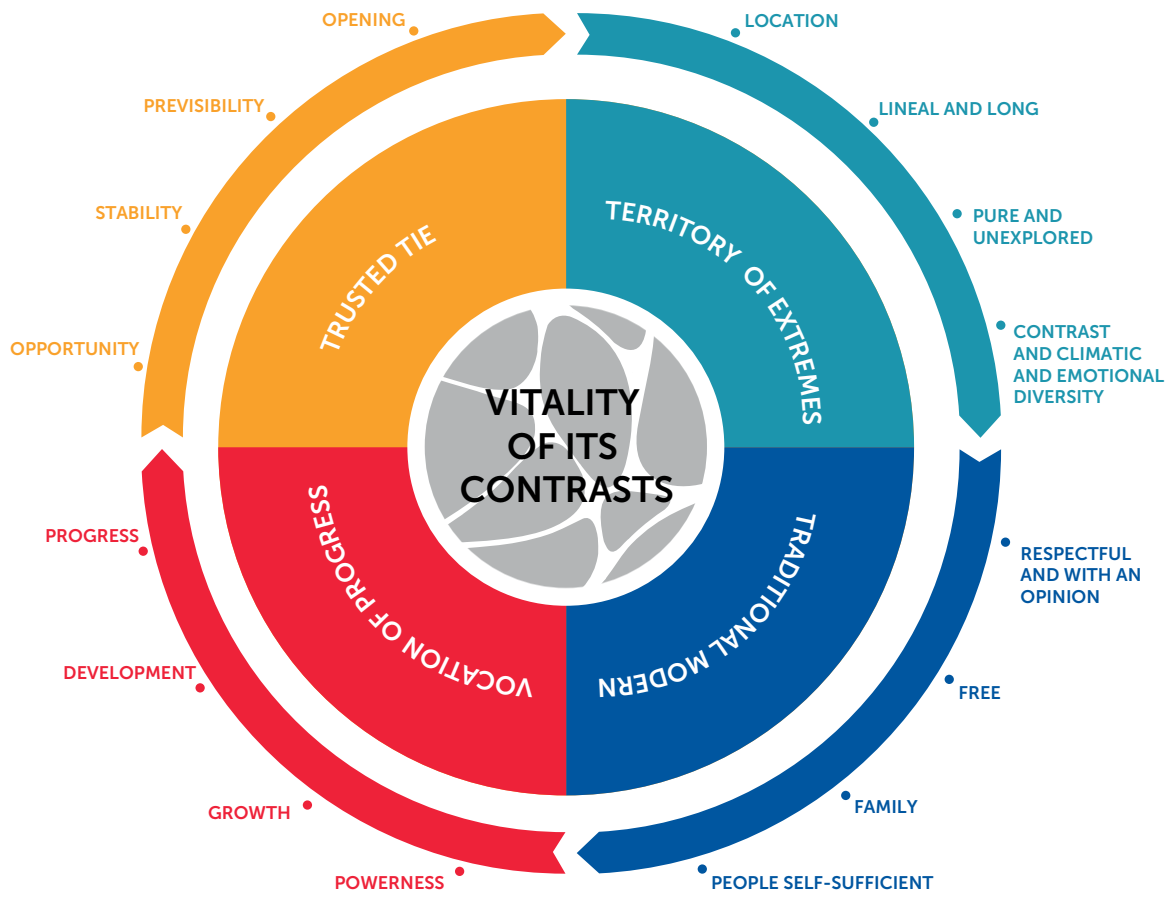
multiplicity

profiles mass

meetings







POSITIONING AND FOUNDATIONS

Before going forward, we must clarify that:

Positioning is the North of what will be communicated. It anchors and gives direction to the communicational efforts. In order to make sure that the messages will have the impact wanted, you need to understand the interests of the audiences. The tone and ways dictate how to communicate the positioning to each one of those predefined audiences.

The way to link the attributes is not random: it corresponds to the perceptions about Chile identified in the national and international testings.

In such testings, the territory was recurrently mentioned before any other item, followed by cultural and institutional items, Chile's bet and work for the future; and, finally, the connection with the world from a solid and trusted image. For all of the above, the hierarchical order over the foundations is the following:

Territory of extremes

A distant geography that safeguards the nature in its own state, pure and unexplored; which contains an endless number of contrasts and variations, and a unique richness which holds opposite extremes that attract (even if they can never be together).

Extremes from which adventures and journeys are born, and that bring in strengths and the most varied emotions that make up the Chilean character.





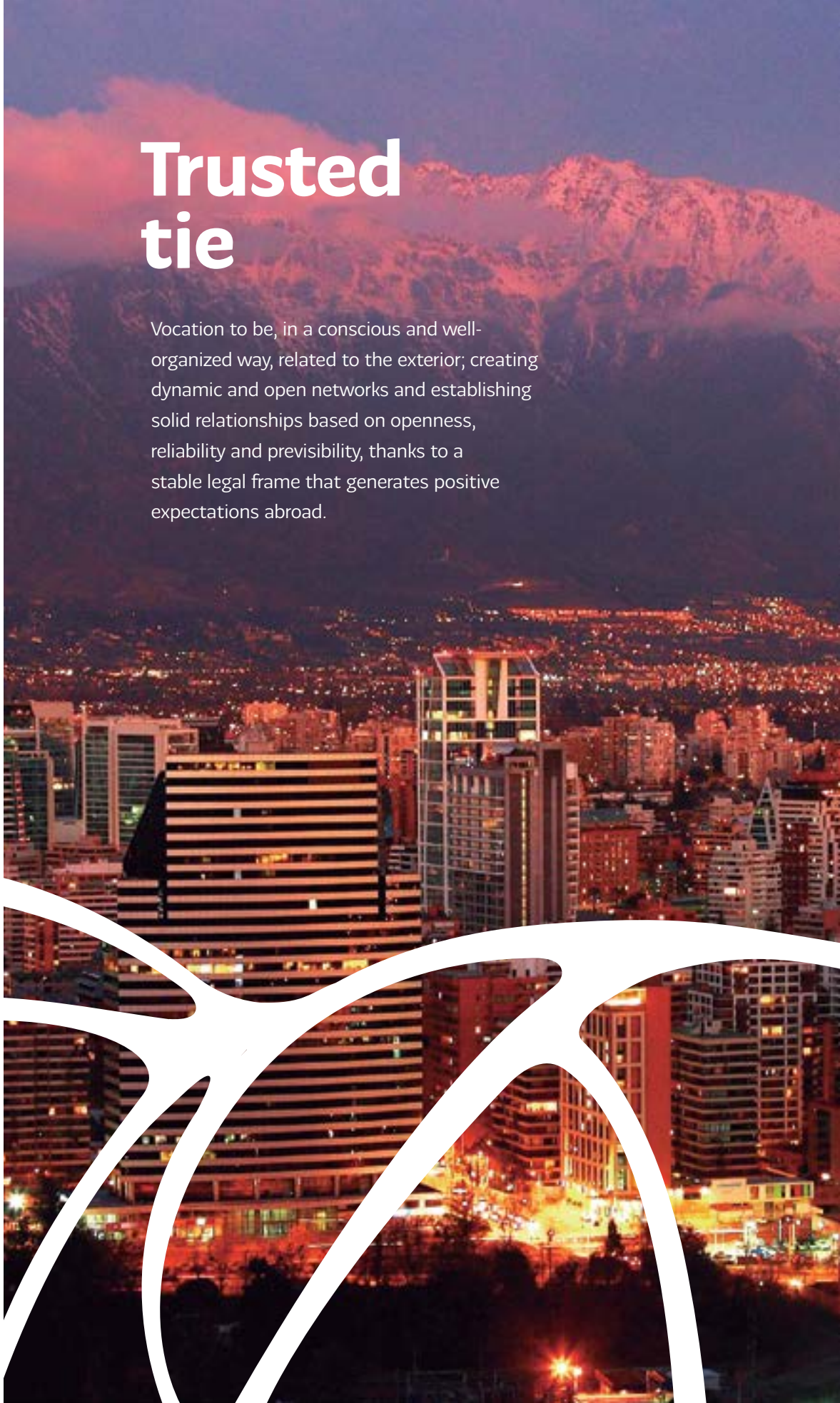
A woman with blonde hair, wearing a traditional white sweater with a colorful geometric pattern in red, blue, and yellow, is sitting on a wooden chair. She is looking towards the left. In the background, there is a wooden fence, a dark horse with a saddle, and a green field. The scene is set in a rural, hilly area with trees and a small house in the distance under a clear blue sky.

Traditional modern

In the transformation into a situation of development and progress, social life, cultural life, and everyday life take a hybrid style that holds proper forms of a past not necessarily so far away, and adopts in its own way the features that are proper of the modern life, through one of the key forms of life in society: freedom of living, of speech, and of drawing its life itinerary.

Trusted tie

Vocation to be, in a conscious and well-organized way, related to the exterior; creating dynamic and open networks and establishing solid relationships based on openness, reliability and previsibility, thanks to a stable legal frame that generates positive expectations abroad.







Vocation of progress

Oriented towards the future, to achieve with determination and perseverance a better reality to more Chilean people. Chile focuses in changing its reality to make effective its goals. Contribute its value to the world, looking ahead in all dimensions of reality.





Personality

By personality we mean the intention of humanly defining the behavior of a brand in its environment and its key audiences.

It is not a literal figure, but on the contrary, it is the source of inspiration for the brand communications.

Reliable

It inspires credibility, because from its acts you can deduct values that match its speech.





Modern

It does not require conventional formality
and prefers flexibility and diversity.

Self-confident

It can give its opinion, without making an offense to anyone. It knows its place in the relationships.



Simple

It is direct without being rough.
It gets to show in a pleasant way.





Friendly

It shows as accessible and willing to establish relationships.



Inclusive

It knows that when demonstrating, it represents much more people than only "itself". It inspires on the "inclusive we".

Involved

Events and people are not unknown to it. There is always another one to commit to in its dynamic.

Young

Yet reliable and self-confident, it shows itself willing to participate and learn new things that make it connect to others.







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OUR SECTORS



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SECTORS

Sectors and foundations

In order to communicate the new positioning in a striking way among the audiences, you need to have the appropriate communication elements:

- Identify the valued elements by the target audiences.
- Strengthen or introduce those valued elements in which Chile is perceived as weak or to which Chile is not associated yet.



SECTORS

Environment

Culture

Science & technology

Tourism

Foreign investment

Exports

Governability

Human capital attraction



FOUNDATION MATRIX

What is a matrix for?

What is a matrix for?

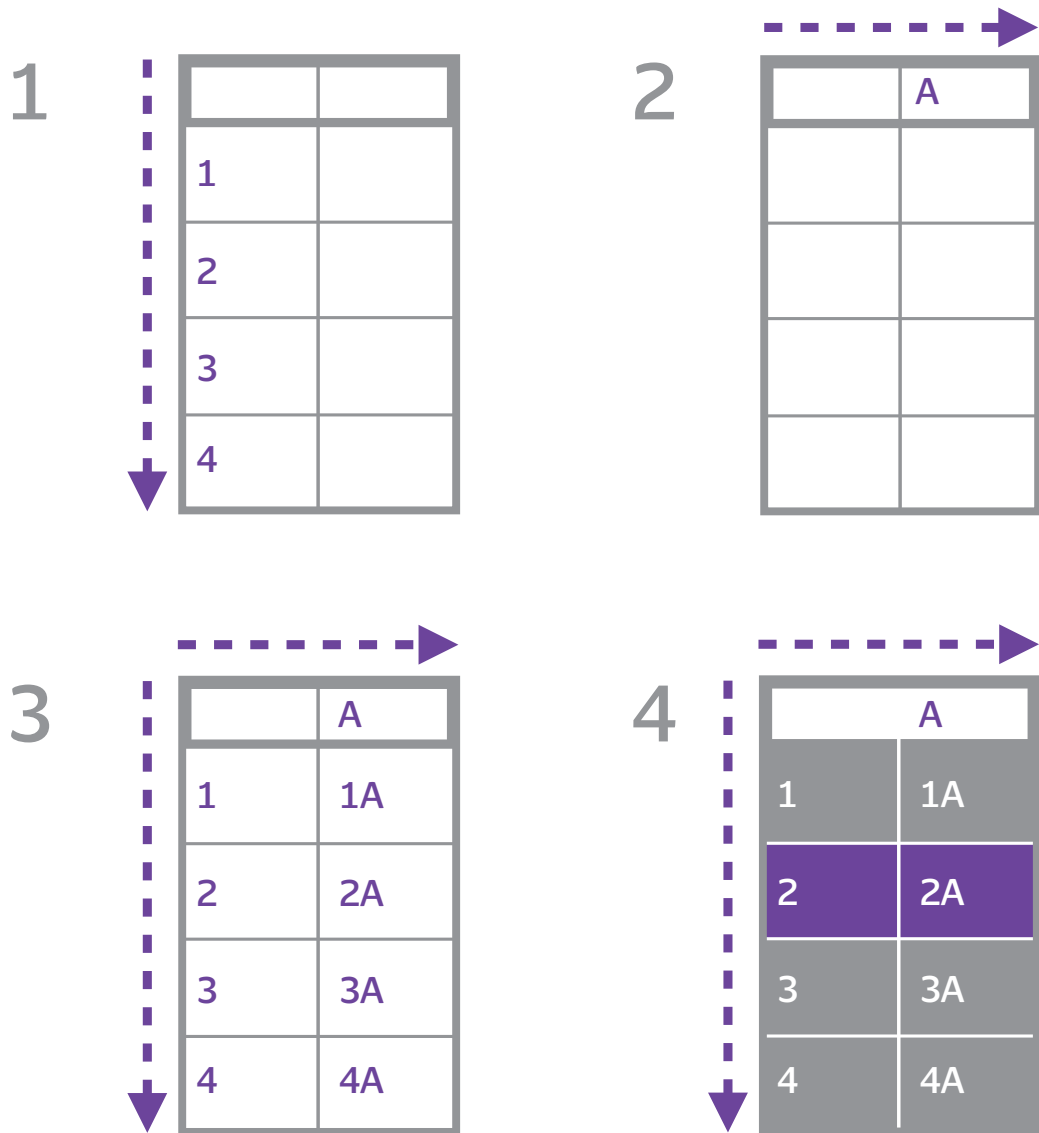
For:

- sorting
- giving a hierarchical structure
- guiding and orienting
- building a consistent sense among all the sectors.

Its application is easy and constitutes a reminder for whoever needs to generate messages.

- 1** In the first column, you can find the brand foundations.
- 2** In the top row, you can find the sector.
- 3** In the crossroad between them, you can find the direction that should follow each foundation for that sector.
- 4** And additionally, highlighted in color are the privileged foundations within that matrix; that is to say, those that are more relevant over the other foundations, in gray.

It should be noted that, given that the communication of the country brand starts from its positioning, it will always be communicating all its foundations, even when in each particular message a hierarchical structure is given to some of them above others.



Environment

Reliable ties

A country that is aware of the value of its biodiversity and of the importance of safeguard it in a pure and unexplored state. At the same time it participates (connected) of international conventions and explores alternative energy sources.

Territory of extremes

A territory that offers contrasts among its ecosystems, which safeguard their original conditions.

Vocation of progress

A country that is aware of the value of its biodiversity and of the importance of safeguard it in a pure and unexplored state. At the same time, it participates (connected) of international conventions and explores alternative energy sources.

Traditional modern

A society that opens to the global influence of the environment care culture (teaching about recycling in schools; household recycling culture; environmental awareness in the consumer), and at the same time maintains the respect for the land, which comes from the native cultures.

Environment



Culture

Reliable ties

A young country, stable and predictable, which at the same time generates dynamism and a space for creativity and exchange.

Territory of extremes

A territory that determines the feeling and the cultural mass meetings of its people, and that holds a place for the expression of awarded and emerging artists.

Vocation of progress

An environment of respect and unity, which allows a space for debate and at the same time, for practicing and sharing diverse forms of expression, where awarded and emerging artists coexist.

Traditional modern

A society in which awarded and emerging artists can live together and express themselves along with diverse cultures, without compromising the particularity of their traditional values and the importance of the family, as one of their main foundations.

Culture



Science & technology

Reliable ties

A young country, but with a consolidated democracy, with solid and stable institutions that generates an attractive and dynamic context for research; that is what happens with programs like Start Up Chile for example; plus the bet for training through the scholarship program Becas Chile and the consistency of its academic system..

Territory of extremes

Territory that offers great contrasts among its ecosystems, which acts as stimulation for research and the will to discover the world's driest desert; the Valdivian forest; the eternal glaciers and a display of seventeen climates.

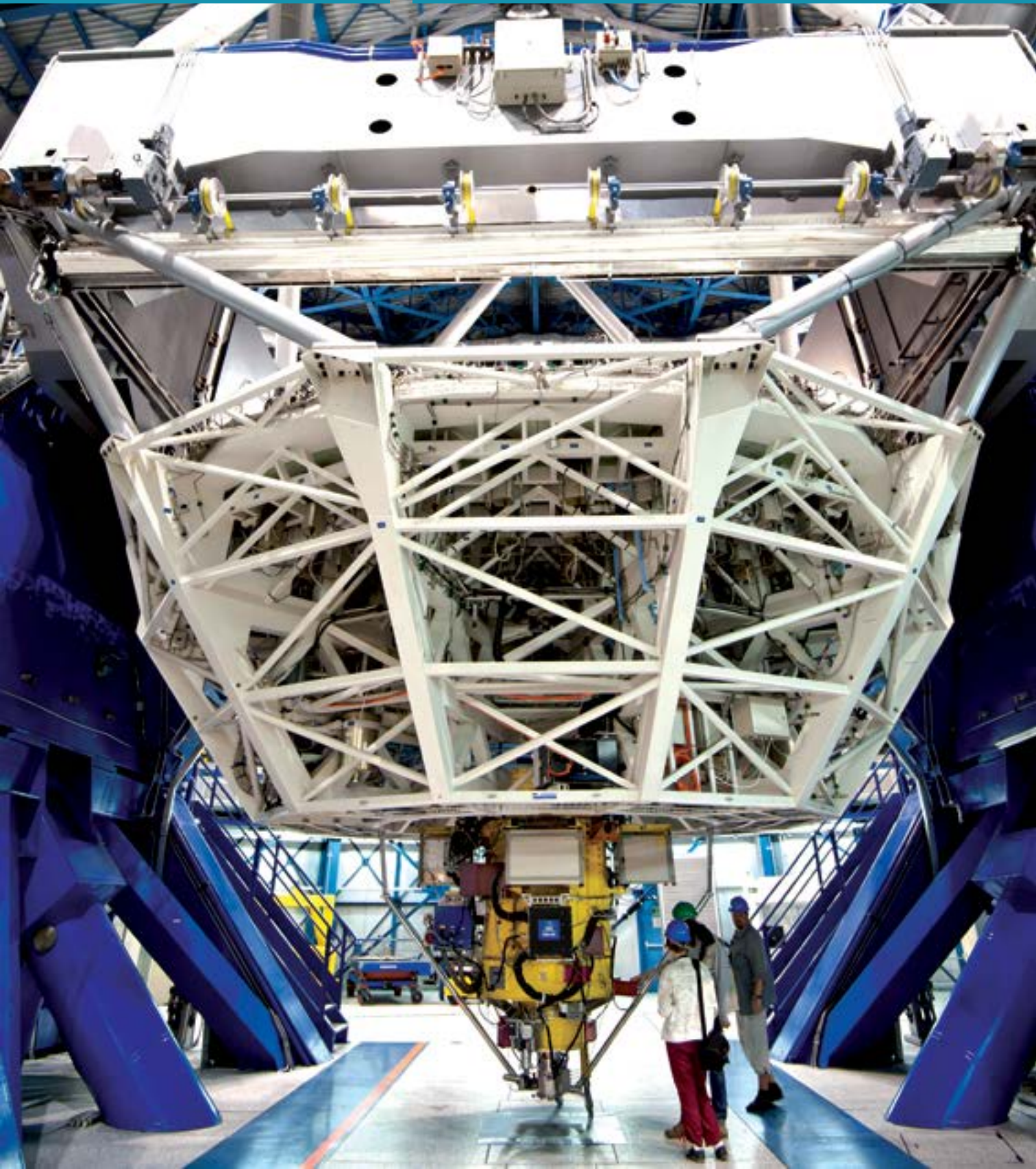
Vocation of progress

A country where solid and reliable institutions live together with an opening vocation, dynamism and hunger for innovation.

Traditional modern

A society open to the world, but predictable and reliable in which discipline, preparation and effort mix in an open, dynamic and restless environment in the research field; to which you need to add the knowledge of Chilean professionals who studied scholarships abroad and that come back to the country to give back that gained knowledge, plus the native peoples ancient medicine knowledge.

Science & technology



Tourism

Reliable ties

A safe, predictable and stable destination; easy to travel around and discover, thanks to its airports and highway infrastructure, which lets you enjoy with confidence the stimulus that holds: extreme sports and quiet strolls; the comfort of an urban settlement and the challenge of nature, with its extreme temperatures; the myths and legends from Chiloé and the advances in astronomy.

Territory of extremes

The long and thin territory that fosters the coexistence of stimulus for the senses and emotions: the contemplation of Patagonia's trails, with its glaciers and the vertigo of challenging heights of the mountains; the fast life of cities, with its diverse cultural proposal and the stillness of the desert.

Vocation of progress

A far-off country, but connected (infrastructure) and at the same time it safeguards some places in its pure state (environment care).

Traditional modern

A society open to the world where traditional values related to education, comfort and the privacy of the family live together with the respect for diversity, the openness and the exchange with other cultures and nations.

Tourism



Foreign investment

Reliable ties

A country that for its institutional conduct generates positive expectations as predictability, reliability, openness and stability, and at the same time, it shows itself as young, flexible, dynamic and with opportunities.

Territory of extremes

Despite being located in the southernmost end of the world, Chile has connected to the rest of the world with an open economy, which translates into 64 trade agreements. It is widely extended with its look directed to the Pacific and its strategic entrance to the America, Europe and Asia markets.

Vocation of progress

The growth and development in the economic, social and cultural fields generate a connected and stable environment that it is also dynamic and attractive for investment.

Traditional modern

Modern values live together with traditional values, which grant a stable life environment and at the same time it is stimulating to do business or to settle down. This way, Chile is open to the arrival of a number of ideas and cultures from other nations, offering high standards of quality of life.

Foreign investment



Exports

Reliable ties

A country that generates positive expectations due to its culture and institutional conduct, as predictability, reliability, openness and stability, with products of a known quality; and at the same time, it shows itself as a young, flexible, dynamic and opportunities country.

Territory of extremes

Located at the South end, Chile holds productive contrasts: an extensive phytosanitary border (made up by the mountain chain, the sea, the desert and the glaciers) faces the Pacific coast, which has an effect on the quality and variety of its products. Among those extremes, a diversity of climates live together that are suitable for different and attractive crops, mining, the forest industry, among others, as well as manufactures, talent and scientific development.

Vocation of progress

Thanks to its openness to the world, Chile has experienced a big growth and development in the economic, social and cultural fields, which generates a connected, stable and dynamic environment, with a specialized, flexible and varied offer.

Traditional modern

Chile stands out for doing business in a trusted, organized and predictable way, having at the same time the openness, flexibility and dynamism needed to meet the global demand.

A close-up, high-angle photograph of a vast field of bright green apples. The apples are densely packed and fill the entire frame. A solid red horizontal banner is positioned at the top of the image, partially overlapping the top edge of the apples. The word "Exports" is written in white, sans-serif font on the right side of this banner. The lighting is bright, creating highlights on the smooth, waxy skin of the apples.

Exports

Governability	
Reliable ties	Stability, democracy, power switching, participation, transparency, consensus and safety generate a stable framework to allow an open, flexible, connected and dynamic environment.
Territory of extremes	Despite being a country extremely long and having island territories with different influences to the mainland, the country has achieved unification under a democratic framework, reliable and stable, institutions that work effectively in all of its territory, with integrity and transparency.
Vocation of progress	A young and consolidated democratic framework, that is also stable, predictable, safe and sound, and at the same time strives to connect the whole country by equal, expanding to more Chilean people their rights and (the ones of those who decide to live there) to give a better quality of life and a healthy coexistence..
Traditional modern	A globalized society open to the world where traditional values related to education, comfort and the privacy of the family live together with the respect for diversity, the openness and the exchange with other cultures and nations.

Governability



People

Reliable ties

A predictable, stable and secure country, with people who appreciate those values; that has a profound respect for the rules and fosters, at the same time, the development of the entrepreneurial spirit, creativity and building of a future.

Territory of extremes

The silhouette of the country, united in spite of its long and thin shape, and its own contrasts determine the way of the Chileans, people of a tenacious warmth, connected to one another through shared values.

Vocation of progress

A young and consolidated democratic framework, that is also stable, predictable, safe and sound, and at the same time allows to connect to the whole country by equal and the world, expanding to more Chilean people their rights and the ones of those who decide to live there, to achieve an improvement in the quality of life and a healthy coexistence.

Traditional modern

An open society, in which values such as commitment to the privacy of the family, education and respect for the traditions, coexist with the inclusion of the diverse and new customs, that connect Chilean people to the world.

People



Human capital attraction

Reliable ties

A predictable, stable and safe country, with a profound respect for the rules and that fosters, at the same time, the development of the entrepreneurial spirit, creativity and building of a future.

Territory of extremes

In spite of being in the South end of the world, Chile is connected, which allows exchanges of all sorts: economic, cultural and social. It is therefore an open country that, without losing its roots, attracts people due to the variety of its contrasts and invites you to linger.

Vocation of progress

A young democratic framework but consolidated, stable, predictable, safe and sound, that combines with the openness to the world, able to create networks with other nations and cultures from which it is possible to learn to go beyond.

Traditional modern

Modern values that coexist with the traditional ones; cities that combine different rhythms - ranging from the conservation of their historical aspects to a wide variety of services for a comfortable and connected life - with the friendliness of its inhabitants; and all of this builds a stable living environment, which is at the same time stimulating to do business or to settle down.

Human capital attraction



TONES AND VERBAL TENSES





TONES AND VERBAL TENSES

Voice tone and content

Although the content of messages will depend on the area and on the specific topic to communicate, it will always appear explicitly in the vitality of contrasts and in the way in which they mix together, adopting the relevant modality (contrasts, extremes, diversity, etc).

NOTE

This guide has not been created to inhibit or limit the creativity of the communications, but quite the opposite. Its intention is to provide general guidelines that contribute to the definition and solution of problems, always beginning from the respect towards the principles of the brand identity.

We must make the most of each one of the channels and opportunities of communication that we have, by applying the criteria outlined in this guide and generating new ones in the future, provided that they are in line with the brand identity, with its differential foundations and personality.

IT IS	<i>Vital</i>		IT IS NOT
	Optimistic	Scandalous/Strident	
	Lively	Funny	
	Pleasant	Rude	
	<i>Kind</i>		
	Warm	Passionate	
	Close	Daring	
	Accessible	Invasive	
	<i>Involved</i>		
	Committed	Complicated	
	Persevering	Stubborn	
	Responsible/Responsive	Obsequious	
	<i>Inclusive</i>		
	Respectful	Solemn	
	Flexible	Submissive	
	Open	Shameless	

TONES AND VERBAL TENSES

Resources

The brand speaks preponderantly in third person singular, provided that it refers to itself and to the Chilean country in general. This is in harmony with the results of international testings, which showed references to Chile were more credible if they were not articulated in the first person:

Chile, the country, the nation

You can also appeal to target audiences, using the second person singular or plural (you). In this way, it is possible to establish a direct and close link with them, just like it is intended from the positioning.

In the future, or for internal communications, the brand could use the first person plural (we inclusive or exclusive, as appropriate), once the new identity has been consolidated and this Chile more humane and close may speak, becoming an enunciator.



In order to reflect the attraction that Chile generates by the vitality of its contrasts, you need to make use of metaphors related to openness, deployment ("it is a deployment of dissimilar landscapes that occur and that are sewn along the territory").

On the other hand, contrasts will need to be built on, or more specifically, by the mention of a phenomenon that contains them per se ("flowery desert"); or by their coexistence within a phrase ("forests and fields very close to the modernity of «Sanhattan»"); by the enumeration of dissimilar elements or features that, when they articulate among them, let people know about them ("secrets contained in their more than 500 active volcanoes; in their eternal ice landscapes; in one of the oldest forests of the world and

in its extensive biodiversity"); or, in the end, by the means of making explicit this contrasting feature that distinguishes Chile, adopting the verbal tense that is relevant ("contrasts", "diversity", "multiplicity", "nuances", "never ending", etc.).

In the same way, the connection to the world and the region, can take diverse forms ("participates in conventions..."; "opening the eyes to the world..."; "opens a number of doors...").







ON THE USE OF ADJECTIVES

Adjectives can be useful to enrich, provided that they are used with moderation and making sure that they are suitable to the new positioning and personality of the Chile country brand.

Thus, it must be avoided to incur in an excessive and grandiloquent adjectivation (“best”, “spectacular”, “unique”, “perfect”, etc.) that sounds pretentious, not credible and distant.

This does not mean that Chile should practice false modesty: it is desirable that in its communications those peculiarities that make it rich, attractive and interesting can be highlighted, but always taking into account that highlighting what it is own does not implies overrating its attributes, nor making a comparison that might be offensive to others.



connection
networks
opening

combination
diversity

Vitality of its contrasts

movement
attraction
coexistence
agility
push
initiative
power dynamism

extremes
diversity
variety
heterogeneity
multiplicity
profiles mass
meetings

TONOS Y MANERAS VERBALES

Clarification

Every time an explicit reference is made to the contrasts that Chile has, and whenever possible and appropriate, it must be done with the expression "vitality of its/the Vitality of its contrasts".

This way, you'll be referring to everything that makes up the set of ideas articulated movement attraction coexistence agility push initiative power dynamism extremes diversity variety heterogeneity multiplicity profiles mass meetings articulated under this denomination.

How ever, when this construction cannot be used as-is, an equivalent expression must be sought that is able to reflect the vitality of the contrasts that exist in Chile.

Thus, the phrase will work as an inspirational concept, without the need of literally appearing so that wording does not look forced.



Sample messages

Positioning is the North to be communicated, so it is important that the messages are true to the personality and tone of voice of the brand.

With this purpose in mind, the following stories were prepared, which are model messages intended to give guidance and inspire in the creation of future communications.

Story: environment

Chile: where contrasts live and coexist delivering its value

The vitality of the contrasts is displayed across Chile. Between the flowery desert in the North and the ice hanging from the South there is a myriad of ecosystems rich in biodiversity, whose purity is preserved thanks to the existence of natural borders and the growing awareness for taking care of the environment that the Chileans are making theirs along to the pace of the world.

The Central-South region, for example, gets its attraction thanks to the fact that is one of the points of the planet with the greatest variety of species. There you can find the only forest with a temperate rainy climate in South America, whose foliage mixes with the jungle and the cold, and with numerous protected parks. Reservations of life for Chile and the entire world.

A country that, from North to South extends its unspoiled beauty, populated with natural resources that enable Chilean people to dream and build a better life for all of them, based on sustainable development and environmental equity. Opening the eyes to the world, participating actively in international conventions and enabling the establishment of emerging initiatives to create sources of renewable power to shine always with a new light.



Story: culture and society

Expressions ranging from the root to the world

Expressions ranging from the root to the world

Houses that are moved by sea and land, reliving every step of the Minga, an ancient custom from Chiloé.

Processions and dances that let Chilean people show a myriad of traditions from different origins, which found in Chile the best place to be expressed and combined in a particular way.

Artistic works that move around the streets of Santiago and Valparaiso, with anonymous and collective talent, to make the street art a voice with its own colors.

Guachacan ingenuity, with its frank and open laughter, along with letters, music and cinematography that go beyond the mountains and the sea.

Neruda and Nicanor Parra, Mistral and Lemebel; Jodorowsky and Pablo Larraín; Roberto Matta and Fernando Prats...AND the list goes on. Poets and antipoets; awarded and emerging; classics and disruptive, which give the Chilean art its many nuances.

Calls to invite the world to turn their attention to this land and to the hundreds of artistic and cultural forms for which its people is known.

Culture lives and breathes in Chile; it moves forward, it feeds and grows permanently.



Story: science and technology

The contrasts of Chile let you get closer to the mysteries of the Earth

When it comes to science and technology, Chile is a magnet that invites to watch, discover and create. Because, despite its extreme geographical location, it is strongly connected with the international scientific community, and because it permanently opens up numerous doors to knowledge from the natural variety of its regions, which are so different and contrastable. Such doors allow the whole world to have a look at the universe, with astronomical endeavors as important as ALMA, a name (which means soul in Spanish) that reveals the deep bond that Chilean people have always had with the stars.

Doors to the mysteries of the Earth. Secrets contained in its more than 500 active volcanoes; in their eternal ice landscapes; in one of the oldest forests of the world and in its extensive biodiversity. All of them are essential parts to discover the origin and evolution of the planet and that, at the same time, reveal the development of native species, under the protection of its natural borders.

And doors that point to a future that is already present, in which the strength of its institutions gives a push to the new technologies and to the talent of its professionals, and enables everyone to imagine infinite possibilities.

Story: tourism

Territory of extremes that invites you to live a myriad of emotions

They say that in variety is the taste, but it is in the contrasts where you can find the pleasure of emotions. Chile offers the mystery of its islands full of living legends; the colorful flowers in the driest desert of the planet; the roaring silence of its glaciers and the wind among the fiords of the South; forests and fields very close to “Sanhattan” modern life, with its antique and avant-garde design stores mixed all along the streets. But also the active exploration of the open skies of Atacama; the inner calm that requires the adventure; houses that are moved by land and sea in Chiloé; the show of life in the only forest with temperate climate in South America; its people, its customs, with roots of tradition and a fresh and renewed spirit; theater; literature; cinematography and more. Extremes that attract and call your attention; that invite you to live extraordinary experiences.



Story: Direct foreign investment

Land of opportunities connected to the world

The South is not necessarily the end of the world. It can be the beginning for numerous investment alternatives. Paths that attract, ties that are stretched to the region and beyond. Because Chile is dreamed of from its future and invites all those who want to know it, to wake up to its particularities. And because each one of them is, in itself, a promise and those who have been to it usually talk about it.

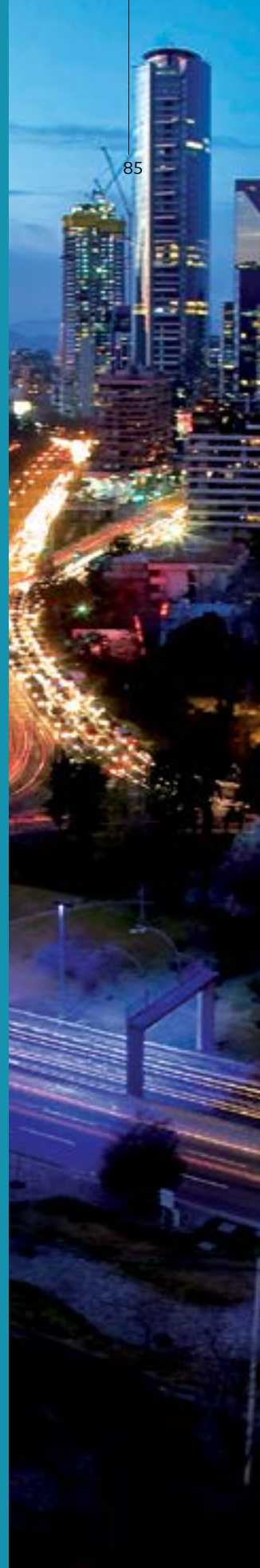
As well as its geography, thin and long, which is nothing else but a succession of opportunities framed between the mountain chain and the sea. Natural barriers that preserve the health of the earth's products. Generous land that holds the main reserves of copper in the world; fruit and primary products, even to distant regions, that enjoy its exceptional quality in counter season; a grape and wine growing industry that amazes even in the old world and the diversity of its landscapes, as different and beautiful at the same time. Land that is introduced as an inexhaustible source for the development of non-conventional renewable sources of energy, that bets to become the main pole of innovation in Latin America and, above all, has a human talent force that makes all this possible.



Thanks to its work capacity and having created the conditions for its growth, from a free economy policy and institutions that are safe and transparent. A favorable scenario for business, as its safety without sudden changes is the ground on which an environment of dynamic growth can be generated; condition that is enhanced by the tenacity of the Chilean people.

That is why the South is not the end of the world, but the beginning of what is next to come.

NOTE: While the intention is to build an image of Chile that goes away relatively of a scene strictly competitive, the presence in communications rankings specific to the investment area is still possible. The rankings, figures and data which highlight the performance of Chile in a number of aspects relevant to DFI can be incorporated according to the target set by the new positioning. Thus, the success oriented effect that often these rankings generate can be mitigated moving them from of a leading role to one that acts as a support of arguments of another type.





DFI:

Rankings + positioning: The rankings, figures and data that highlight the performance of Chile in different aspects relevant to DFI can be incorporated according to the target set by the new positioning. Thus, the success oriented effect that these rankings often generate can be mitigated moving them from a leading role to one that acts as a support of arguments of another type.

Story: Direct foreign investment

OPTION 1: SECTIONED

Locating the figures and rankings in a box or section next to the main body of text helps to leave them in this role of support that was mentioned before. Thus, this kind of more objective data reinforces the text content without the need of being in the foreground.

Land of opportunities connected to the world

The South is not necessarily the end of the world. It can be the beginning for numerous investment alternatives. Paths that attract, ties that are stretched to the region and beyond. Because Chile is dreamed of from its future and invites all those who want to know it, to wake up to its particularities. And because each one of them is, in itself, a promise and who have been to it usually talk about it. Como su geografía, delgada y extensa, As well as its geography, thin and long, which is nothing else but a

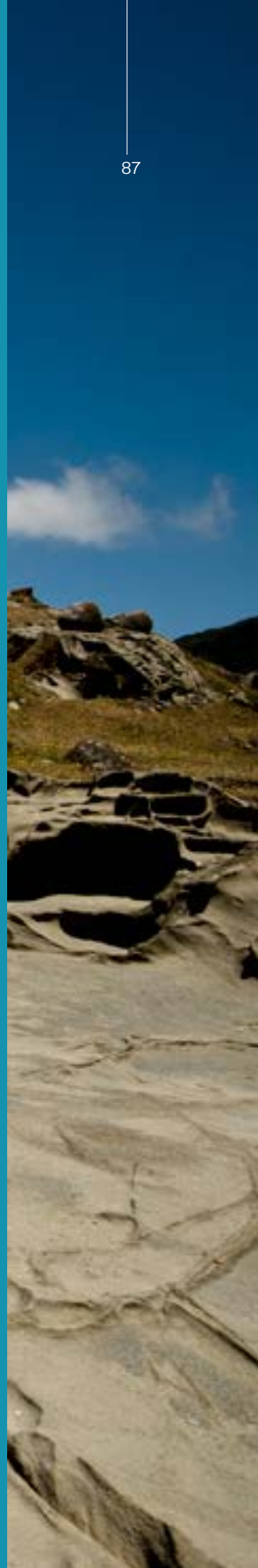
succession of opportunities framed between the mountain chain and the sea. Natural barriers that preserve the health of the earth's products. Generous land that holds the main reserves of copper in the world; fruit and primary products, even to distant regions, that enjoy its exceptional quality in counter season; a grape and wine growing industry that amazes even in the old world and the diversity of its landscapes, as different and beautiful at the same time. Land that is introduced as an inexhaustible source for the development of non-conventional renewable sources of energy, that bets to become the main pole of innovation in Latin America and, above all, has a human talent force that makes all this possible. Thanks to its work capacity and having created the conditions for its growth, from a free economy policy and institutions that are safe and transparent. A favorable scenario for business, as its safety without sudden changes is the ground on which an environment of dynamic growth can be generated; condition that is enhanced by the tenacity of the Chilean people. That is why the South is not the end of the world, but the beginning of what is next to come.

Chile in figures

Chile is in the "A+" category according to the rating of Standard & Poor's.

It is one of the 20 more attractive countries to do business, according to the Economic Intelligence Unit (EIU).

It is the first South American country to join as a member of the Organization for Economic Co-operation and Development (OECD).



Story: Direct foreign investment

OPTION 2: INCORPORATED

When the figures and rankings need to be incorporated to the text, they can appear in parentheses (as a clarification that reinforces an argument in particular), or be accompanied by a sentence that compensates for the distance that generates this type of data.

Land of opportunities connected to the world

The South is not necessarily the end of the world. It can be the beginning for numerous investment alternatives. Paths that attract, ties that are stretched to the region and beyond, as the one that links it with the Organization for Economic Co-operation and Development (OECD), making it the first South American country in becoming a member of such organization. Because Chile is dreamed of from its future and invites all those who want to know it, to wake up to its particularities. And because each one of them is, in itself, a promise and who have been to it usually talk about it.

As well as its geography, thin and long, which is nothing else but a succession of opportunities framed between the mountain chain and the sea. Natural barriers that preserve the health of the earth's products. Generous land that holds the main reserves of copper in the world; fruit and primary products, even to distant regions, that

enjoy its exceptional quality in counter season; a grape and wine growing industry that amazes even in the old world and the diversity of its landscapes, as different and beautiful at the same time. Land that is introduced as an inexhaustible source for the development of non-conventional renewable sources of energy, that bets to become the main pole of innovation in Latin America and, above all, has a human talent force that makes all this possible.

Thanks to its work capacity and having created the conditions for its growth, from a free economy policy and institutions that are safe and transparent (Chile is in the "A+" category according to the rating of Standard & Poor's and it is one of the 20 more attractive countries to do business in, according to the Economic Intelligence Unit). A favorable scenario for business, as its safety without sudden changes is the ground on which an environment of dynamic growth can be generated; condition that is enhanced by the tenacity of the Chilean people.

That is why the South is not the end of the world, but the beginning of what is next to come.



Story: attraction of human capital

Point of specific knowledge; a variety of opportunities to discover

Chile calls your attention by its specialization and invites you to linger by its desire to learn, grow and innovate. And the thing is that Chilean people combine their warm and molded by traditions and rooted values manner, with push and a vision of future.

This is how they get to generate major advances in the area of copper mining with sustainability as horizon; or as subject to the conditions that their land imposes on them, they can, in turn, lead the way in the seismic technology. While there is also space for programs such as Start Up Chile, whose purpose is not only to create a pole of innovation and entrepreneurship, but to hold a real place of exchange and learning. This way, reciprocal ties are stretched with professionals from all over the world, on the firm ground of a strong economy and institutions; good possibilities of social progress; openness; security and a education quality that continues to rise.

For all these reasons, Chile has been capable of becoming a real magnet for the development of its people and for all those who know how to see in it multiple creative possibilities.



Story: exports

Variety and quality beyond borders

Chile is not alone: it is Chile plus the world. Because through its vast network of free trade agreements has enabled the establishment of real chains of international cooperation and production.

Thus, a multiplicity of products and services are deployed that are attractive for their quality, variety and added value. Leader traditional industries, such as farming, grape and wine growing, fishing, forestry or mining, faced with a new focus, a more innovative and sustainable one, and to which is added the growth of areas in which the talent of Chilean people is revealed even more, as architecture; engineering; environment; information technology and communication, and creative industries in general.

Varied offer that responds to the continuous, clear and consisting creation of an open and strong economy, but flexible at the same time, built on the basis of an institutional climate which is transparent and without sudden changes. Honesty and stability that are the core of a dynamic and unstoppable development.



Story: governability

A stable path to move forward with dynamism

Chile is much more than the sum of its fifteen regions. It is a concert of voices, which coexist with their differences, from which the Chilean people learned to build their future.

Because the acceptance of the richness that the contrasts provide was the key to mature beyond the cry of a single voice. Nuances that strengthen the citizen awareness and clarity of the institutions, built and won with effort, which enjoy a profound recognition beyond their borders.

Because in its profile of solid and reliable, country resides the flexibility and push needed to shape growth.

Because it has achieved high human development indexes that are highlighted internationally, which lead to a great quality of life for its inhabitants and all those interested in living in it.

Because it adapts to the future of the world, and its changes, without forgetting its roots.

And for the transparency of its governance and the soundness of its young democracy, as a result of the commitment of every Chilean in making respect, responsibility and efficiency flags that can flutter high.



Story: people

Tradition in movement with a view to the future

Chilean people have the character brought to them by its land. Each contrast determines a way of inhabiting and leaves its particular mark in the idiosyncrasy of a people that looks beyond, in spite of the geographical distances. People that put down roots by the love for their land. Land that sometimes wakes up and, as quiltros do after their naps, shakes well under those feet that stand firmly on the ground and that, in those cases, tend to join together more. Because we must not forget that the Chilean people are beings with a tenacious sensitivity. Hard working and manufacturers by nature, they are able to get up again and again; to hold their dreams as a guagua in need of good care; to establish families that, although they can assemble and reinvent themselves permanently, they are always with us, with its flavor of bread with avocado and homemade meals, to protect their deepest essence.

People connected to the world and open to change, without this implying to resign their values. That is always in motion, with a young spirit and willing to learn. A lover of freedom and respect for diversity. That not only coexists with its differences, but that moves forward as a result of them. People that are attractive by their hospitality and their desire to grow.



Story: Chile

Chile calls your attention for the vitality of its contrasts

Chile is that long and thin land that stretches out in the very South, between the Andes and the Pacific Ocean on one hand, and between its history and future, on the other. And both its geographical limits and its temporary transformation have marked the peculiarity of the contrasts by which it is defined.

Because it is a display of dissimilar landscapes that occur and are sewn along the territory: from the desert to the seaside; from the seaside to the forest; from the forest to the city; from the city to the cold and the ice regions.

Because it has its own route, in which tradition and modernity coexist and feed each other permanently. You can see it in the families, that through their many and new ways, they still are the everyday shelter. You can breathe the warmth of its people, energetic and kind. You can notice it in the careful and complex elaboration of simple things.

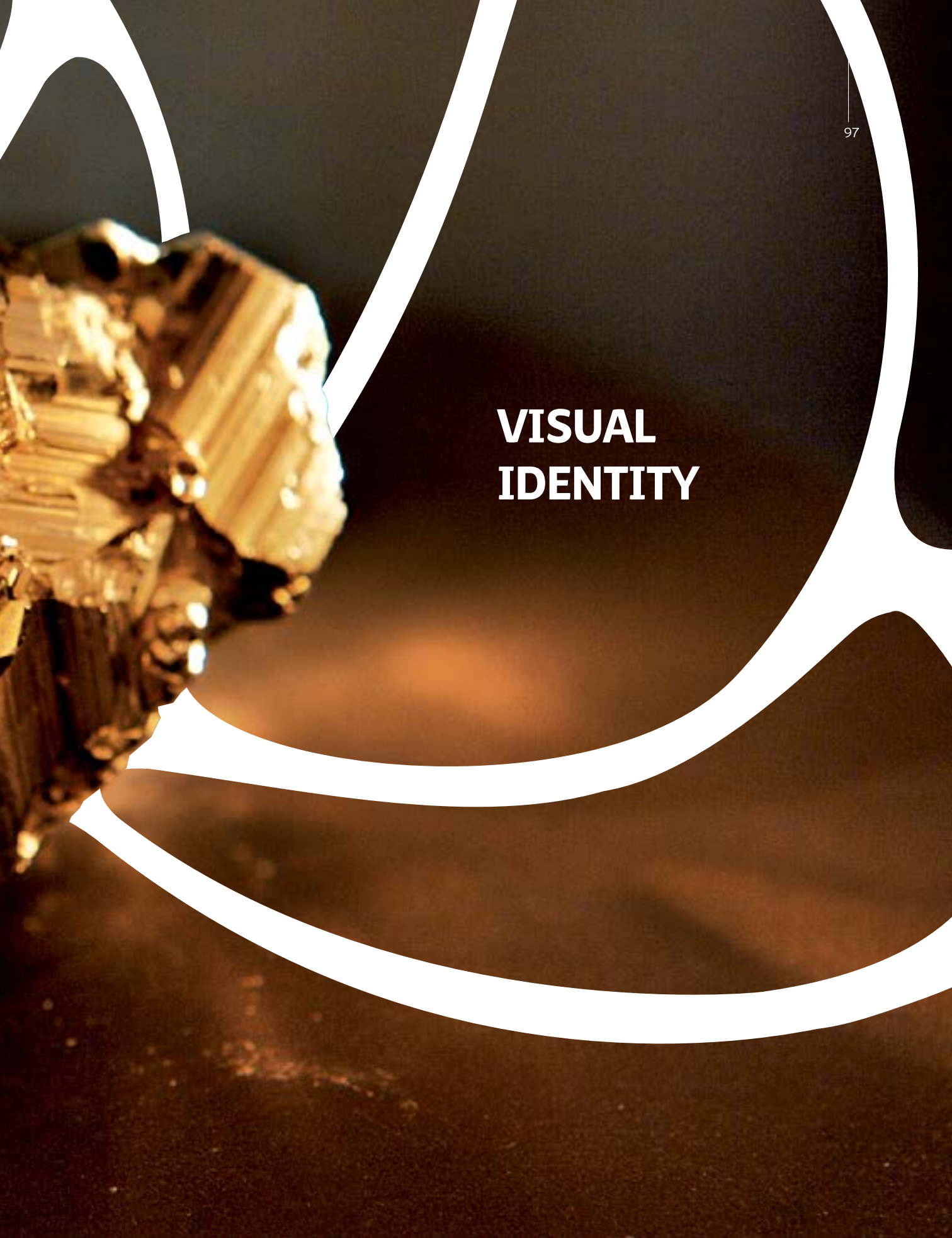
And these are precisely the contrasts that arouse the curiosity of the world. Uniqueness that calls your attention, that invites you to get involved. To look closer. To discover the adventure behind what it is predictable; the connection beyond the distances. Such connection is nothing else but the desire to build links with the region and the world, providing value and incorporating what it is new.

That is why Chile is not only a long and thin piece of land, but also a deep country with projection.





VISUAL IDENTITY



BASIC ELEMENTS

The brand

This is the logotype or what is commonly called "logo". It is the identity element par excellence and the signature for all communications.

Chile's logo was designed to convey the essence of the brand and to truly reflect their personality features. It is up to each one of us to give life to it, locate it in the right context and create an universe that makes sense to it.

NOTE

To avoid incurring in errors, its is recommended applying always the brand from an original digital document.

IMPORTANT

The brand signature can be on any of the five colors making up the institutional palette, without any of these versions being predominant on the others.

Country



Country brand logotype

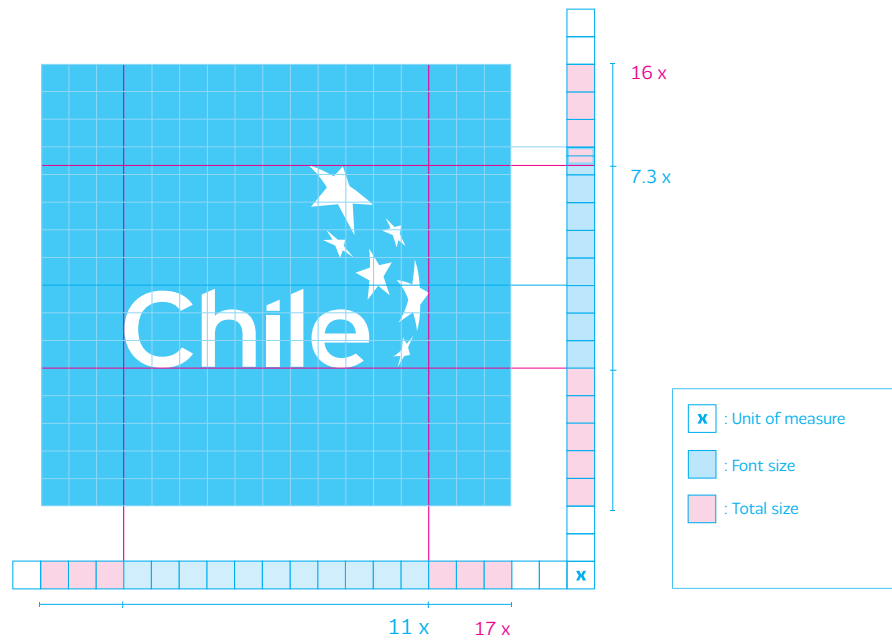
Construction

When working with the logo it is necessary to be very strict, because it is a personal signature; an invariable identity element. Therefore, every time it is used, it is necessary to respect the original proportions on which it was constructed, as shown in the diagram.

Sometimes, it is possible to use only the symbol to identify some of the brand communications, but this is also under certain specific rules.

NOTE

To avoid incurring in errors, it is recommended applying always the brand from an original digital document.



Construction of the country brand

Protection area and minimum sizes

The brand must be highlighted and always stand out as clearly, quickly and simple as possible.

For this reason, it is important to leave its space clear of foreign elements application, as choosing a font size that makes easy reading it. Both the protection area and the minimum size of application are safety measures that must be taken into account to make sure the brand has the right display and visual impact.

NOTE

To avoid incurring in errors, it is recommended applying always the brand from an original digital document.

1.5 cm



2 cm



2.5 cm



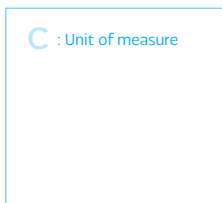
3 cm



4 cm






Minimum sizes allowed



Protection area of the country brand



-  : Unit of measure
-  : Distance between elements
-  : Graphic bars

Minimum protection area accompanied by graphic

Primary and secondary versions

In this section, the primary and secondary versions of the brand are introduced; where the use of the first must take precedence over the latter, as they were intended to truly embody the values of the Chile country brand. The secondary version will be saved for special occasions and for reasons to merit such use, whether they are technical or due to color quantity, visual weight, layout or material. However, the use of primary version must always be preferred.

In order to stay true and consistent through its different applications, you should carefully note the colors present in the palette of the brand and their corresponding equivalents for the different systems of color/print: special inks (Pantone), four-color process (CMYK), RGB and hexadecimal.

NOTE

To avoid incurring in errors, it is recommended applying always the brand from an original digital document.



Primary versions



Secondary versions



PANTONE GRAY 11C

C62 M52 Y46 K40

R85 G85 B89

#555559



PANTONE 185C

CO M100 Y81 K0

R235 G0 B40

#eb0028



PANTONE 137C

CO M44 Y94 K0

R255 G163 B0

#ffa300



PANTONE 632C

C88 M18 Y23 K3

RO G145 B178

#0091b2



PANTONE 2945C

C100 M68 Y17 K5

RO G76 B151

#004C97

Incorrect uses

In order to avoid misunderstandings, here are some inappropriate uses of the logo:

1. Not constructing the logo with the specified typography.
2. Not applying extrusion.
3. Not using the original chromatics.
4. Diagonal use is not allowed.
5. It must not be deformed.
6. Not changing the elements proportion.
7. Not removing elements.
8. Morphology must not be cut out.
9. Gradients use is not allowed.

NOTE

To avoid incurring in errors, it is recommended applying always the brand from an original digital document



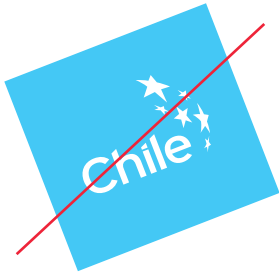
1



2



3



4



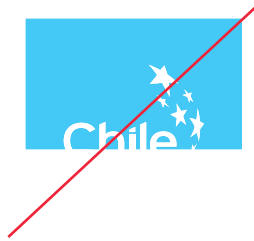
5



6



7



8



9

Applications on different materials and finishes

The color variables must be applied on the chromatic palette of the brand. It is not allowed any application in another color that does not belong to such palette, but if it is feasible the application of the brand on different materials and with the finishes that are shown in the following examples.



On silver



On silver bas-relief



On copper



On copper bas-relief



Engraved on wood



Engraved on stone



Folia on color



Die-stamp bas-relief

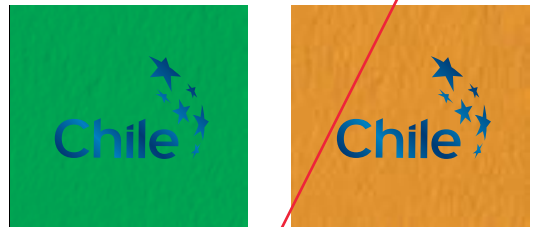


Die-stamp on relief



UV varnish over paper

*The color variables must be applied on the chromatic palette of the brand.



Not allowed

Incorrect uses of color

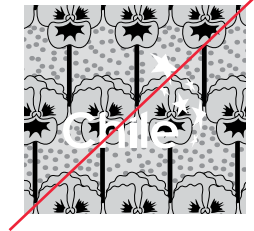
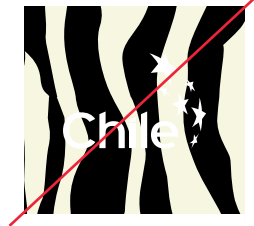
Here are the incorrect uses of color in the brand and its correct resolution, applying its primary boxed version.

Depending on the context in which it will be located and the specific characteristics of the piece of communication you are working in, you can choose the logo version that best suits the needs.

The color variables must be applied on the chromatic palette of the brand. It is not allowed any application in another color that does not belong to such palette.

NOTE

To avoid incurring in errors, it is recommended applying always the brand from an original digital document.



Allowed

No Allowed



Primary black and white version



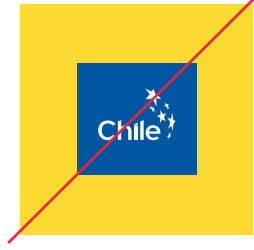
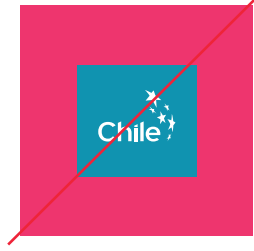
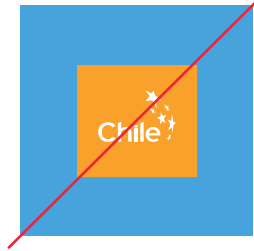
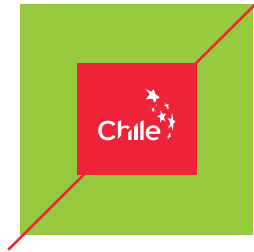
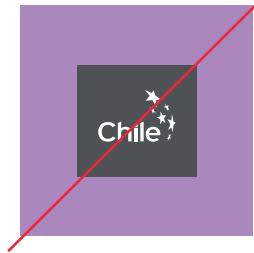
Secondary black and white version

Full backgrounds

When it comes to apply the logo on full color backgrounds, these must be the ones included in the chromatic palette of the brand, so that its visibility, legibility and correct recognition are not compromised. On this page, you can see some situations that could arise, with the appropriate resolutions for each one of them.

NOTE

To avoid incurring in errors, it is recommended applying always the brand from an original digital document.



Allowed

No Allowed

NOTE

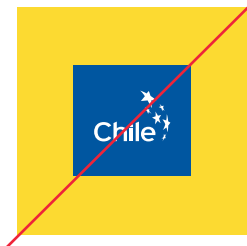
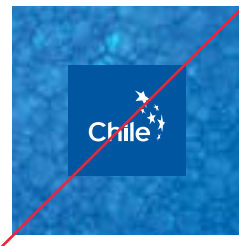
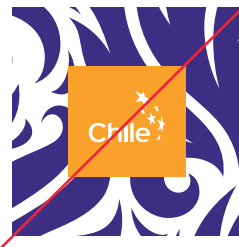
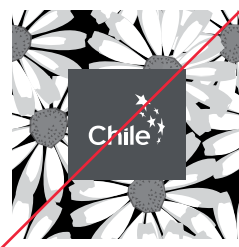
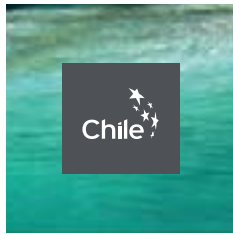
To avoid incurring in errors, it is recommended applying always the brand from an original digital document.

Complex backgrounds

When the logo is to be applied on complex backgrounds (such as illustrations, photographs, webs, etc.) that seriously put at risk its visibility, it is essential to have in mind its proper use and application methods.

It is allowed the application of the brand on photos in which you can do an adequate contrast.

The use of illustrations and graphics is prohibited. Only pictures can be used.



Allowed

No Allowed





**GRAPHIC
TOOLS**



Color

Pantone gray 11c

Pantone 185c

Pantone 137c

Pantone 632c

Pantone 2945c

ABCDEHI
abcdehi

123

Typography

Chilena fina

Chilena regular

Chilena gruesa

Chilena italic fina

Chilena italic regular

Chilena italic gruesa

Chilena condensada gruesa



Photography

Photographic style:
"Rustic sophisticated"



Graphics

Supplementary graphics
Web construction



Layout

Construction
communicational pieces

Of all the resources available at the time of working with the brand, some are essential, and cannot be ignored. They make up a consistent system that allows country brand pieces to be clearly identified.

The essential elements that are part of such identity are: the logotype, the institutional colors, the typography, the supplementary graphics and its applications





COLOR





Color

The color is one of the main elements of the graphic kit, as it determines the chromatic universe of Chile country brand by which it is recognized.

To be able to achieve this identification and collaborate with a solid construction of the brand image, five main colors have been established (gray, red, yellow, turquoise and blue) that must be applied following some basic criteria.

The chromatic selection started in colors from the landscape that allow reconstructing the vitality of the contrasts that come across Chile.

The rules mentioned in the pages that follow, refer to which must be the general chromatic perception of our brand within its communicational world.

As with any other element of the graphic kit, these rules must be applied with flexibility and good judgment, considering there might be exceptional cases or needs for certain communicational pieces.



COLOR

Chromatic references

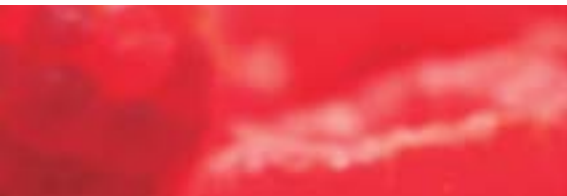
The blue represents confidence and safety, approaching the corporate world with stability. It is also part of the patriotic colors and of the vast sea.



The turquoise represents the calm and the harmonious balance between the classic and the new, and speaks of richness, innovation, stability and inspiration.



The yellow alternates energy and brightness with being receptive and friendly. It is the sun and the desert alive. At the same time, it connotes energy, movement, closeness; the vitality and mineral richness of the country.



The red is a color historically used as the national symbol, and it turns to be dynamic, stimulating, powerful and expandable. It represents passion, power, attention and is part of the patriotic emblems.



The gray brings sophistication and it is highly relevant to communications requiring a more corporate, formal or serious tone.

COLOR

Chromatic universe

As said before, the chromatic palette of the Chile country brand is made up by five colors: gray, red, yellow, turquoise and blue; in addition to black, for special cases (see p. 94, black and white version). We must only work with them, using them with rigor and without resorting to external colors.

The reference is always given by the Pantone and the CMYK of each one of them and, beyond the almost mathematical equivalences that propose the different providers, it is always good to compare the colors with the reference on screen.

In the chromatic universe, it is necessary to have in mind the role of each color within the communicational pieces. The five colors are the main characters, but there is no need to abuse, using them all in one piece.

PANTONE GRAY 11C

C62 M52 Y46 K40

R85 G85 B89

#555559

PANTONE 185C

C0 M100 Y81 K0
R235 G0 B40
#eb0028

PANTONE 137C

C0 M44 Y94 K0
R255 G163 B0
#ffa300

PANTONE 632C

C88 M18 Y23 K3
R0 G145 B178
#0091b2

PANTONE 2945C

C100 M68 Y17 K5
R0 G76 B151
#004c97



COLOR

Incorrect uses of color

To avoid problems or doubts with respect to the use of color, here are some possible cases and some that must never be applied:

Allowed

1. Multiply: it will be used as a graphic resource for communicational pieces with an emotional touch (see p. 42).

No Allowed

2. Edges: edges or frames must not be used, as the brand is full and solid. None of the colors in the palette must be used to generate them.

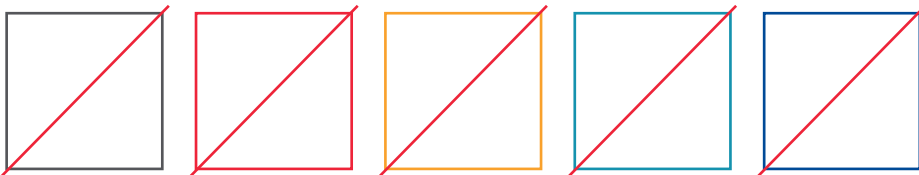
3. Gradients: the country brand uses its colors (and color in general) in full, without gradients, brightness or any other effect that degrades or convert them into different colors.

Allowed

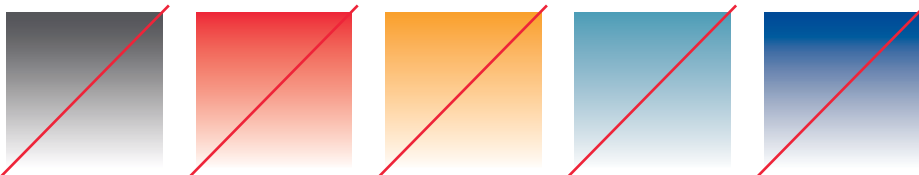
1. Shade



2. Multiply

No allowed

3. Outline



4. Gradient

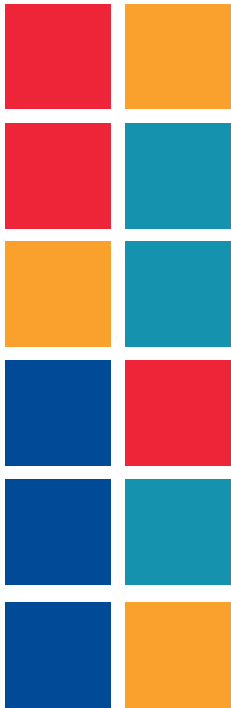
COLOR

Chromatic palette combinations

Below you can see how to apply the color palette within a graphic piece, while respecting the uses of color that are presented in this guide. They will always prevail, for possible color combinations, the five Pantones. It is important to consider that the ideal is the use of a main color that contrasts with a secondary one. It is possible to use two-color combinations (three, in the event that one of them is the gray), while respecting the contrast between them.

TO HAVE IN MIND

The color combination within a graphic piece must be thought according to the photograph to be used, taking into account the criterion of the designer and following the guidelines in this guide.



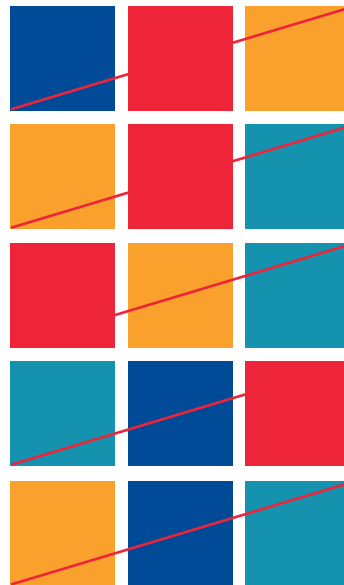
Between colors



Gray + 2 colors



Gray + 1 color



Not allowed

Our

Typog

raphy

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

<>"#\$%&'/().,:;!¿?{}... 0123456789

Typography

Typography is an essential component of the visual identity of a brand.

The variants that are shown in these pages were specially designed for the Chile country brand.

The continuous and consistent use of the same typographic family makes easy the immediate recognition of all brand communications.



Ch

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 <>"#\$%&'/() , ; : ! ? . ¸ { } .. 0123456789

va

Fine typography
 Regular typography
Thick typography

Fine Italic typography
Regular Italic typography
Thick Italic typography

gr

Thick condensed typography

Typography application

Its rounded shapes give this typographic family a friendly, fluid and fresh character, in harmony with the spirit that Chile aims to convey.

This is a typography versatile enough to speak in a close and simple way; without losing its clarity, legibility and power.

It can also be subtle, modern, serious and accurate: the multiplicity of variants that this family presents does not dilute its essential features, but it also contributes to the construction of the personality of the country brand and its sectors.

Value/Ton

Ch Ch Ch

Variable

Ch Ch Ch

Box

ch CH

Body

ch Ch

TYPOGRAPHY

Typographic use examples

Depending on the tone that is communicated, one typographic use or the other will be suitable. It should be noted that, in cases in which a high degree of formality is required, this family has lines that denote a great deal of naturalness.

The typography is not a neutral element. As well as all the parts that make up the identity of the Chile country brand, it also communicates its attributes and, depending on the resources it appeals to, is capable of conveying a number of tones, that turn out to be useful to address the different audiences.

SANDAE

Illustrative text

Agnis srit velitasserum
quuntio rerchicae om-
nis rescim ut faceperi
iminto.

Illustrative text

Agnis srit velitasserum quuntio rerchi-
cae omnis rescim ut faceperi imintot
atquatem. Anis ex eaquis aut quidiciam,
eatur mo mi, occullabo. Ita sapis minci-
du sandae.

Agnis srit velitasserum quun-
tio rerchicae omnis rescim ut
faceperi.

Illustrative text

Agnis srit velitasserum quuntio rerchicae
omnis rescim ut faceperi imintot atqua-
tem. Anis ex eaquis aut quidiciam, eatur
mo mi, occullabo. Ita sapis mincidu
sandae.

EMOTIONAL TONE

In order to achieve an emotional
tone, the texts may combine two or
up to three variables of the family in
different reading levels. The height of
the typographic box may vary from
line to line, as well as the justification
of the typographic block, in order to
build the composition.

STRAIGHTFORWARD TONE

For more straightforward tones,
headlines and highlighted sections,
you can combine up to two variables
of the family. However, the use of the
italic variable is not recommended for
headlines.

RATIONAL TONE

If this is a formal tone, headlines and
highlights will be a constant in what
comes to the use of variables and
height of the typographic block, with the
purpose of establishing a big contrast
between reading levels. The typographic
block will be justified to the left or right.

TYPOGRAPHY

Typographic tone examples

As explained before, here are specific examples of typography application to generate different tones. They are located with respect to two axis - one that goes from the more rational to the more emotional and the other that goes from the rustic to the sophisticated. Depending on the quadrant the piece is, the typography will be applied differently.



Rustic

Illustrative

SANDAE

Agnis srit velitasserum quantio
rerchicae omnis rescim ut faceperi
imintot atquatem. Anis ex eaquis aut
quidiciam, eatur mo mi, occullabo. Ita
sapis mincidu sandae.

Illustrative

SANDAE

Agnis srit velitasserum
quantio rerchicae omnis
rescim ut faceperi iminto.

Rational

Emotional

Illustrative

Agnis srit velitasserum quantio
rerchicae omnis rescim ut faceperi
imintot atquatem. Anis ex eaquis aut
quidiciam, eatur mo mi, occullabo. Ita
sapis mincidu sandae.

Illustrative

Agnis srit velitasserum quantio rerchicae omnis
rescim ut faceperi imintot atquatem. Anis ex
eaquis aut quidiciam, eatur mo mi, occullabo. Ita
sapis mincidu sandae.

Agnis srit velitasserum quantio
rerchicae omnis rescim ut faceperi.

Sophisticated

TYPOGRAPHY

Text blocks

The preferred alignment for the text pieces is straight: margin to the right, to the left or justified; however, when the occasion merits -as in the case of short text blocks, quotes, and short phrases-, the centralized margin is allowed.

For any of these cases, it is important to be careful with the typographic variables: line spacing, kerning, hyphenation of words and spacing between them.

IPSUM DOLOR

Agnis assit velitasserum quuntio rerchicae omnis rescim ut faceperi imintot atquatem. Anis ex eaquis aut quidiciam, eatur mo mi, occullabo. Ita sapis mincidu sandae. Cilita doloria nonecae cone rest offic tem nectaecati rem aute providus dis voluptae pla nusandem eosam volliscilita sunt assit, quisqui.

Margin to the left

Ipsum dolor

Agnis assit velitasserum quuntio rerchicae omnis rescim ut faceperi imintot atquatem. Anis ex eaquis aut quidiciam, eatur mo mi, occullabo.

Margin to the right

“Agnis assit velitasserum quuntio rerchicae omnis rescim ut faceperi imintot”.

Centralized margin

Allowed

IPSUM DOLOR

Agnis assit velitasserum quuntio rerchicae omnis rescim ut faceperi imintot atquatem. Anis ex eaquis aut quidiciam, eatur mo mi, occullabo. Ita sapis mincidu sandae. Cilita doloria nonecae cone rest offic tem nectaecati rem aute providus dis voluptae pla nusandem eosam volliscilita sunt assit, quisqui atatium sit aute plibusda cusam, at dolorat urioribus dolorum aut harumet ea ipsanimo ellabo. Iberio eliciis quos et aritio odit Ita sapis mincidu sandae. rem aute providus dis pla eosam v

*Assit
velitas-
serum
quuntio
rerchi-
cae.*

Ipsum dolor

Agnis assit velitasserum quuntio rerchicae omnis rescim ut faceperi imintot atquatem. Anis ex eaquis aut quidiciam, eatur mo mi, occullabo. Ita sapis mincidu sandae. Cilita doloria.

No allowed



**Expresiones que van
de la raíz al mundo.**

Agnis s'hit veltasserum
quintio rerchicae omnis
rescim ut faceperi iminto.



**EXPRESIONES QUE VAN
DE LA RAÍZ AL MUNDO.**

Agnis s'hit veltasserum
quintio rerchicae omnis
rescim ut faceperi iminto.



**Expresiones que van
de la raíz al mundo.**

Agnis s'hit veltasserum
quintio rerchicae omnis
rescim ut faceperi iminto.



**EXPRESIONES QUE VAN
DE LA RAÍZ AL MUNDO.**

Agnis s'hit veltasserum
quintio rerchicae omnis
rescim ut faceperi iminto.





Typographic use examples





**PHOTOGRAPHIC
STYLE**

STYLE

Rustic sophisticated

The essence of the brand "Chile calls your attention for the vitality of its contrasts" is the conceptual axis and the core of this work. This is not a verbal complement, but a concept that determines a style in the key of contrast: the "rustic sophisticated".

Style is defined (from the visual identity and the photographic style in particular) as the way in which things are displayed. A sense is built by the way in which certain recurring elements are combined, configured either in a distinctly structured set, or in a way that means and proposes an identifiable position within a broader set of visual stimuli.

The effect wanted is not only the recognition of the uniqueness of the style, but also its differentiation





**COLOR,
CONTRASTS
AND CLOSENESS**

STYLE

Rustic sophisticated

Where the vitality of the contrasts turns into a visual proposal

The imaginary "rustic sophisticated" tells and portrays the everyday characteristics of the Chilean people, in addition to the traditional activities of the North, Central, South, and, of course, of insular Chile. The proposal is to rescue the contrasts between what it is popular and massive, and between what it is modern and global; although in a simple and inclusive way that allows the observer to feel part of the scene.

It is important to reflect the essence of the contrast: our people and their traditions, the imperfections and spontaneity, but with a sophisticated look of the situations that are captured.

The "rustic sophisticated" style uses close-ups that evoke closeness and low field depth where raw materials, textures, faces, and in general the characteristics that best identify Chile are emphasized.

At the moment of opening the planes, it will be done with the intention of showing the people interacting with the environment. All of them are technical resources that contribute to build effects that give life to the style chosen, without being literal and explicit.

Welcoming

Hard-working

Noble (nobility of elements;

what it is pure, but not for being impec

Rustic is:

Simple, practical

Natural, sustainable

Environmentally friendly

With sense of humor

With history

This style allows to show sensations, tastes, and a wider range of emotions.

In short, it constructs a human face, that is to say, with imperfections.

cable)

Rustic is not:

Perfectionist Static

Unpleasant

Excessive

Overelaborate

Solemn

Hippie

Rude



Sophisticated is:

- Quality
- Knowledge
- Dedication
- Expertise

Sophisticated is not:

- Improvisation
- Detachment
- Imprecision
- Ostentatious
- Preciosity
- Arrogance
- Magnificence





It allows us to show ourselves with a distinctive way of doing things: well.

But that "well" has its own personality: inclusive and special.

Actions



Experiences



Textures



Products



Technologies





Details

The intention will be to highlight the shapes, colors and textures: the focus must be on textures and angles that seem to be part of something abstract in different compositions. There will be no attempt to highlight everything in the image.

Colors

Textures

Scents

Flavors





People

The images must look natural. There may be interaction with the camera, reflecting a scene or experience, among people and objects that can generate an inclusive and relaxed tone. The background and the context must be considered: these elements are almost as important as the individual within the take.

Actions

Emotions

Simplicity

Diversity

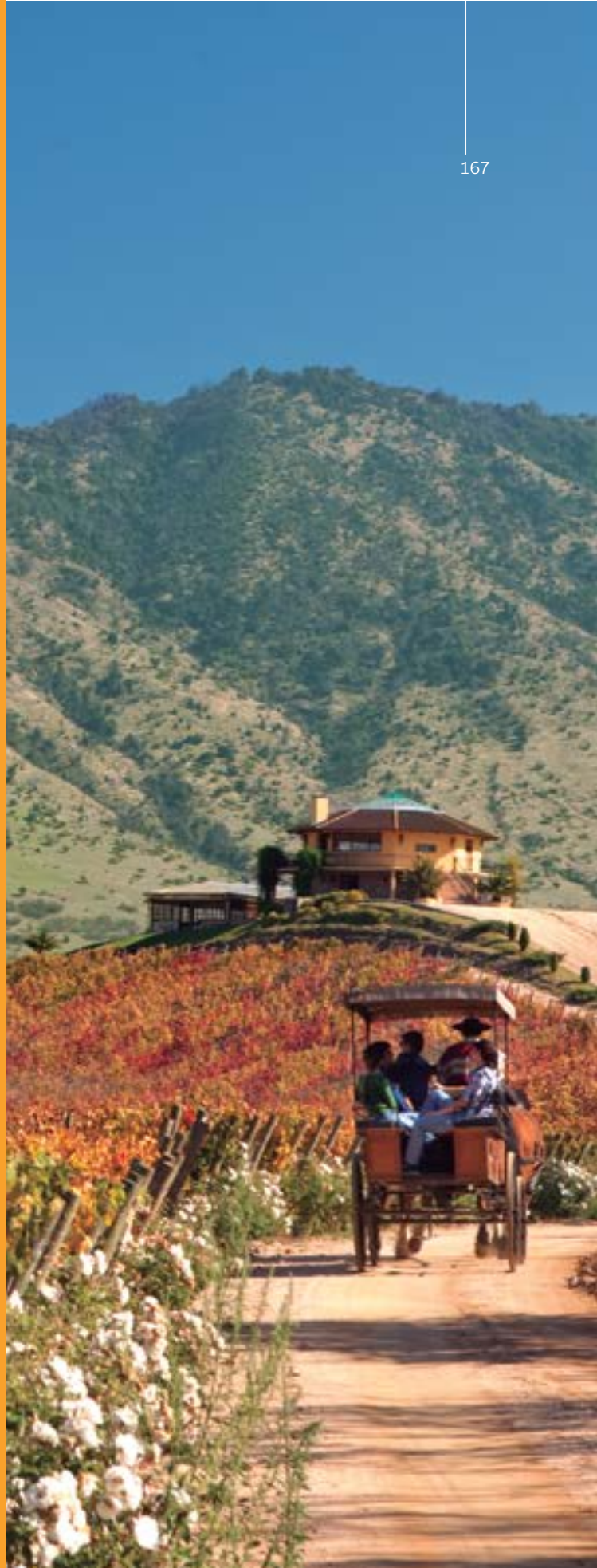




Landscapes

Capturing the diversity of the available landscapes: natural, rural, productive, urban, etc. It is important to give priority to the environment, without leaving people aside, but showing them in interaction with the space. The link between the exposed landscape and people must be highlighted.

Contrasts
Perspective
Experience
Nature



Technical

keys:

While the variety of possible images represents a complex whole that makes difficult composing a common body in a technical field, you should always bear in mind the style that articulates this project -"**rustic sophisticated**"- as the central axis.

- 1. Field depth**
- 2. Frames**
- 3. Open planes 4 5**
(provided the human presence is incorporated in some way.
Lonely landscapes must never be shown)
- 4. Details/Textures**
- 5. Temperature**
- 6. Naturalness**



1



2



3



4



5



6

PHOTOGRAPHS

Examples by strategic sectors

Environment

Culture and society

Exports

People

Tourism

Science and Technology

Investment

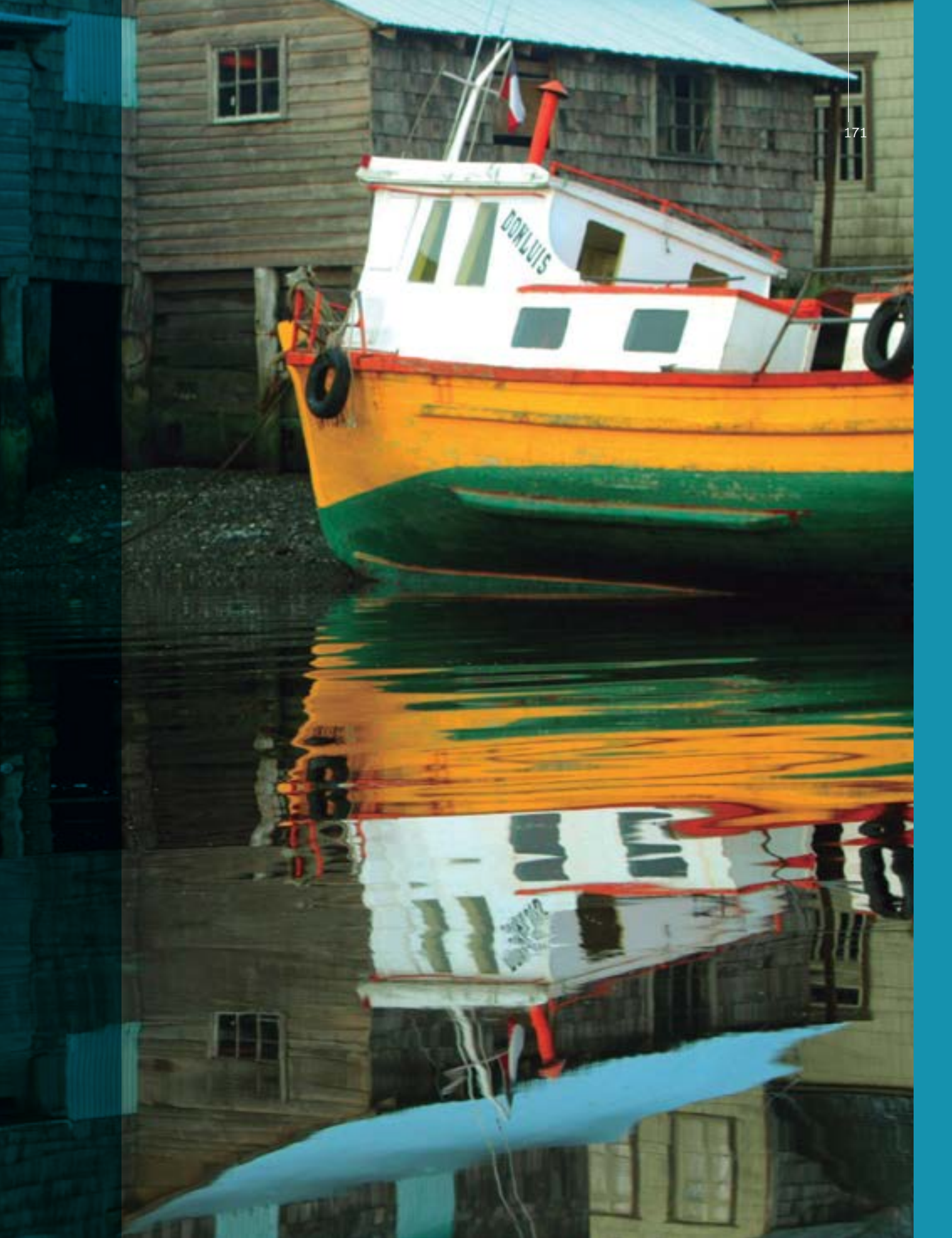
Governability

Human capital

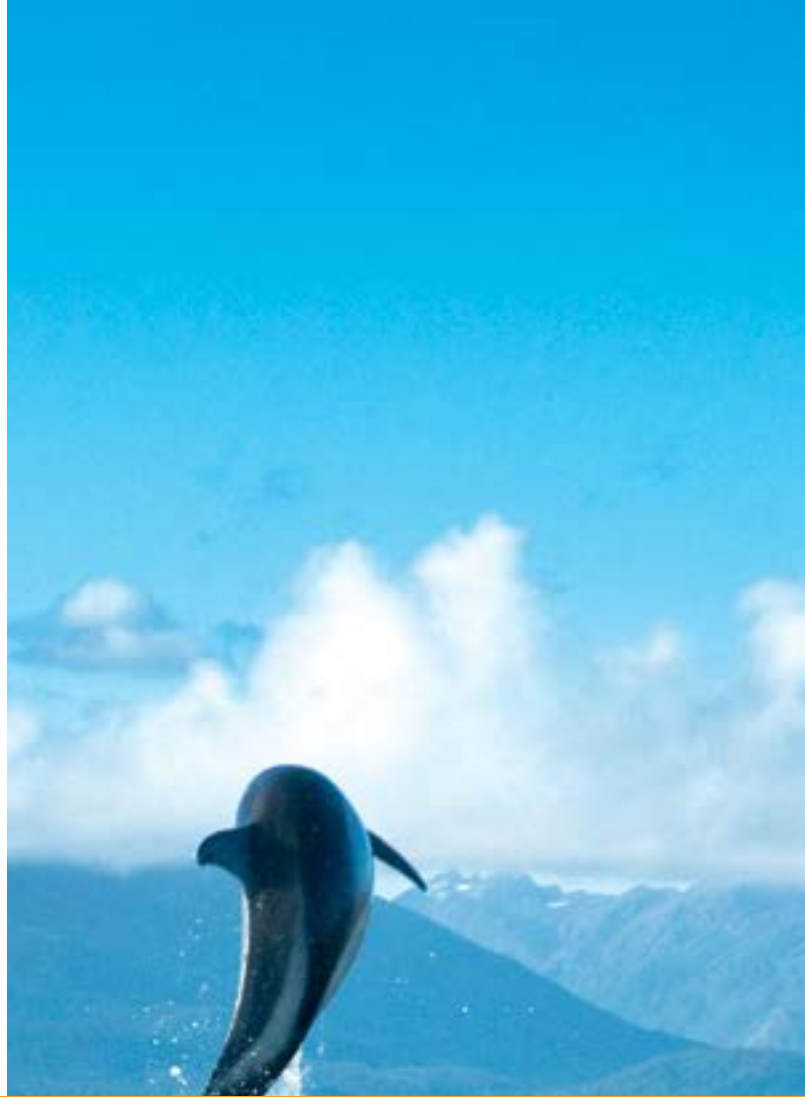
Attraction

Chile





Capturing the diverse natural landscapes available, either in detail or in wider planes. Photographs must communicate nature, sustainability, fauna and flora. Very open planes, giving impression of loneliness or sadness will be avoided.



ENVIRONMENT







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CULTURE AND SOCIETY





Textures, colors and shapes expressing the human gesture in the Chilean culture will be shown. The interaction between people, and between people and their environment will be given priority. Images must be natural and spontaneous.



A good option is to reflect the value of the Chilean human talent, through the interaction between people and their environment. Avoid poses and forced situations. The colors will be vibrant and the detail planes will work to enhance the quality of national exports.





EXPORTS





PEOPLE





Putting gestures, faces and personalities on the focus: spontaneous and natural situations, in the various areas in which Chilean people come across. Showing the contrasts and variety: life in the countryside and life in the city, the craftsman and the technician, among other choices.



Capturing images that reflect the beauty and variety of the Chilean landscapes, showing the contrasts that exist among them. In all of them people will appear interacting with the environment and enjoying what Chile has to offer.





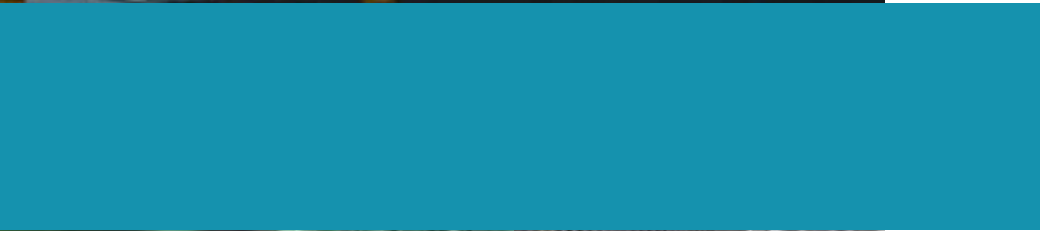
TOURISM





SCIENCE AND TECHNOLOGY





Modernity, precision, advances
and passion for the future
reflected in planes in which
human intervention connotes
courage and commitment





Chile will be shown as a nation safe and reliable, by means of images that reflect the myriad of possibilities of existing investment and that imply that this is a country in permanent growth.





INVESTMENTS





GOVERNABILITY





The image of a stable and reliable country is constructed by photographs with good lighting, that show national symbols (such as the flag) in some of its images, and also by frames that show dynamism and infrastructure.

Chilean people that bring value to the country from its job position will be portrayed. Images will be spontaneous, without any posing, and in them workers and professionals will be seen performing their tasks and interacting with the environment.





HUMAN CAPITAL





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CHILE





Landscapes, people, institutions, economy and culture: multiple aspects give life to Chile's image, and the same applies to the photographic level; so the examples of the former sectors are useful to portray the richness of the country.

IMPORTANT

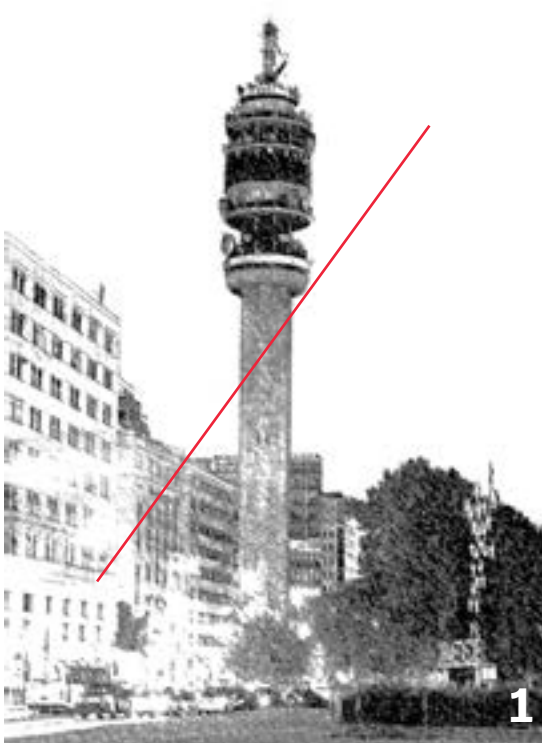
The variety of our photographic style allows you to have a wide variety of solutions and resources on hand to develop our communications; however, it is necessary to take special care in the correct uses of the photographic material.

Prohibited uses:

The use of photographs that do not comply with the objectives or with the "sophisticated rustic" style must be avoided.

Next, there are examples of incorrect uses of the images.

- 1. Illustrations of all kinds.**
- 2. Generic photographs that prevent the identification with Chile.**
- 3. Majestic and lonely landscapes, without people interaction.**
- 4. Studio shots.**
- 5. Very open planes without people.**
- 6. Black and white pictures.**





A close-up, macro photograph of several kiwis and a slice of lime. The kiwis are the primary focus, showing their characteristic brown, fuzzy skin. One kiwi in the foreground is particularly sharp, revealing the texture of its fur. To the left, a slice of bright green lime is visible, its surface glistening with water droplets. The background is softly blurred, showing more kiwis and a hint of a green leaf. The lighting is warm and directional, creating highlights and shadows that emphasize the textures of the fruit.

**GRAPHIC
STYLE**



GRAPHIC STYLE

The web

The web is an essential element of the visual identity of the brand and, in conjunction with the remaining elements, constitute the graphical style of the country brand.

It aims to express the vitality of the contrasts, deploying it in an organic web, alive and colorful, that speaks to us of a wide, deep, varied and interesting world that nourishes the image of Chile.

Its uses may be multiple: for bullets applications accompanied by text; next to the logotype; to give an emotional touch to the communicational piece, applying it on a picture, among others.

WEB

CONCEPTUAL CONSTRUCTION

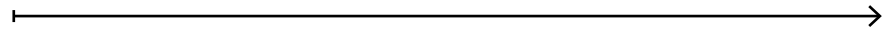
The construction of the web is born from the current identifier, but making a closer abstraction, from working the idea of loop and union.

By extending the imaginary lines of the stars, connections are generated that give life to organic strokes that allow to represent the vitality of contrasts, as well as to give the system a heavily human, poetic and collective dimension.

In this way, forms with their own features are generated, which make possible to identify the brand communications, even when the logo is not present.

This is an iconic feature of strong potential when it comes to build the identity of Chile country brand.

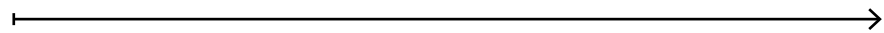
1



2



3



Conceptual construction of the web

GRAPHIC STYLE

Morphology and web application

It is essential that, at the time of using the web that makes up the graphic system of the brand, its morphologic features are very much emphasized. When testing frames and proportions it must always be considered that, as with all the elements of the graphic system of the country brand, these must be applied in a full and frank way, working the subtlety in the exaggeration and the thoroughness of the details..

The web is applied in white on any of our colors, as well as on our photographs. However, there are allowed exceptions related to the use of the web with UV varnish, as we can see in the next example.



Application of the web on the chromatic palette



Application of the web with UV varnish on color

GENERATING FRAMES

In order to generate the different frames we must have in mind factors as dimensions and the format orientation. This will dictate if we need a cut that is horizontal, vertical or with more or less spaces.

360° ROTATION

The web can work in both an horizontal as well as rotated in 360 degrees way, increasing the possibilities of framing and the application capacity on different formats.



Borders

Canvases

Application of web + photograph

The web can also coexist with our photographs, generating a greater value in the graphic elements that we manage.



Web + photograph



Web + photograph

One color plus brand



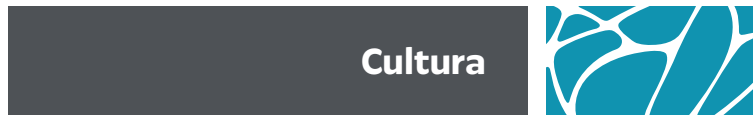
One color plus gray and brand



Gray plus color



Gray plus text and color with web



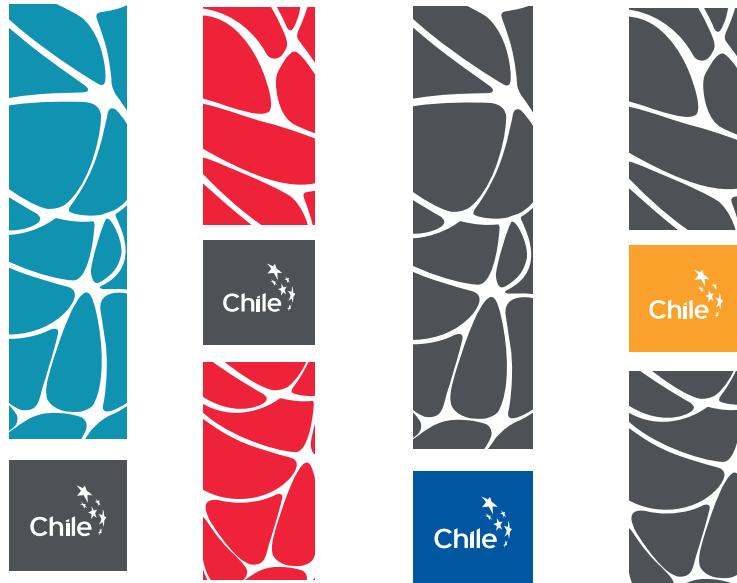
Color plus text and gray with web



ILLUSTRATIVE COMBINATIONS OF WEB AND COLOR

Graphic examples of the application of the web on the same format for different cases.

Vertical and horizontal examples rotate in 90°, therefore any frame shown is illustrative and may vary

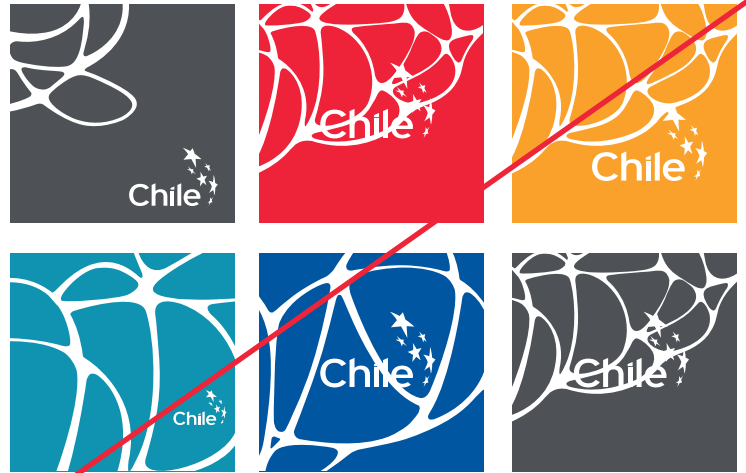


**ILLUSTRATIVE COMBINATIONS OF WEB
WITH A GREATER ROLE IN FRAMES**

Graphic examples of the application of the web where it extends to the entire strip.

Application of the web with the logo

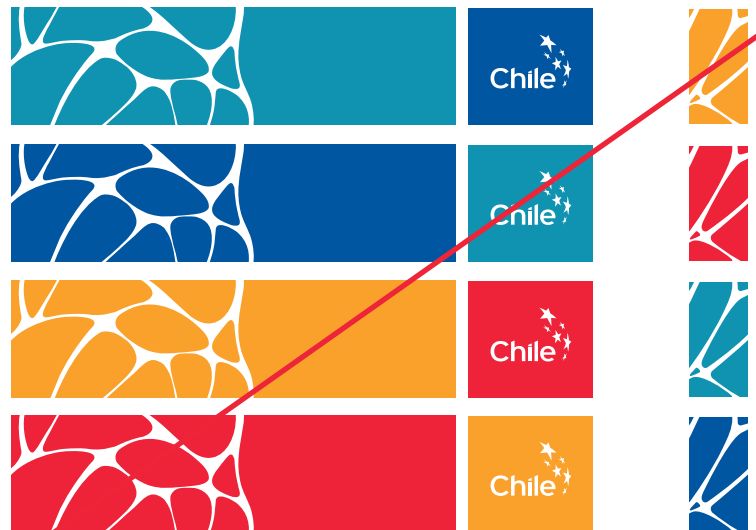
Examples of not allowed application.
The brand must always safeguard its visual impact.



The brand must always be legible.

INCORRECT USES OF THREE COLORS

The application of three colors is only allowed when working with the gray as one of them. **All other combinations are not allowed.**

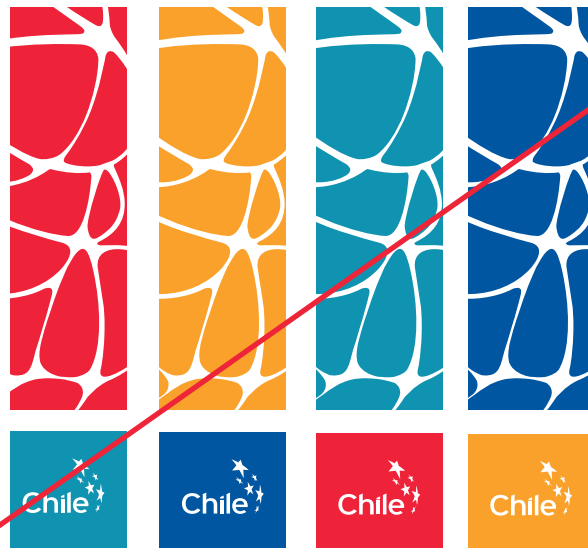


Double web + two colors + color logotype

Horizontal

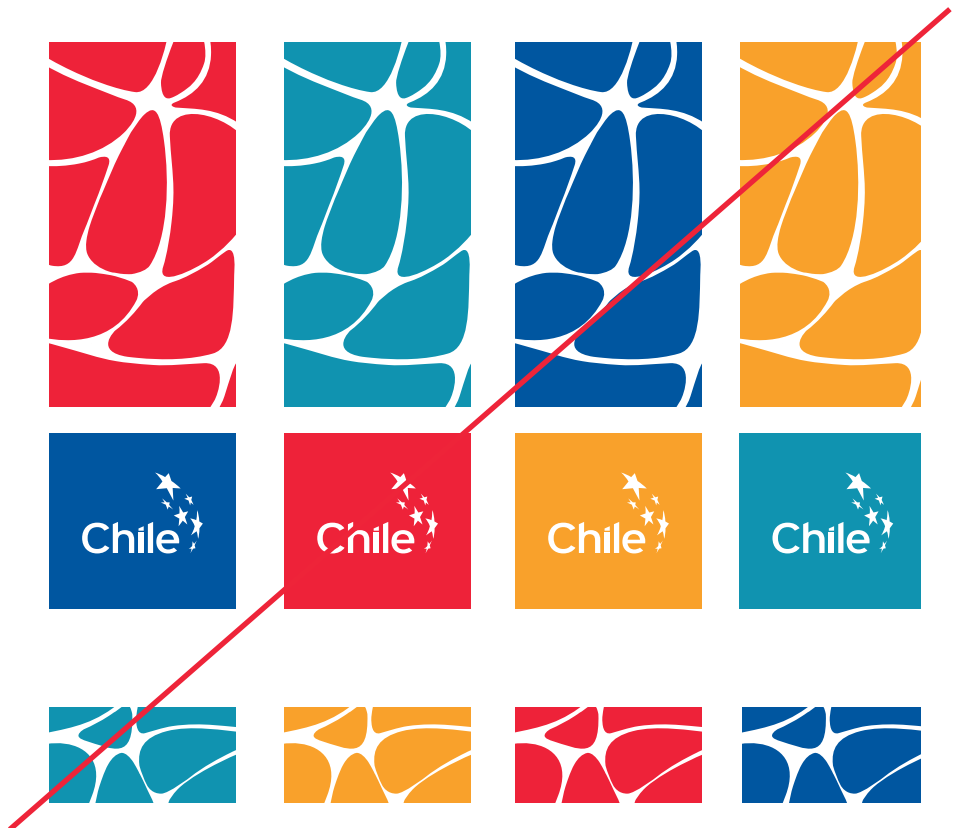
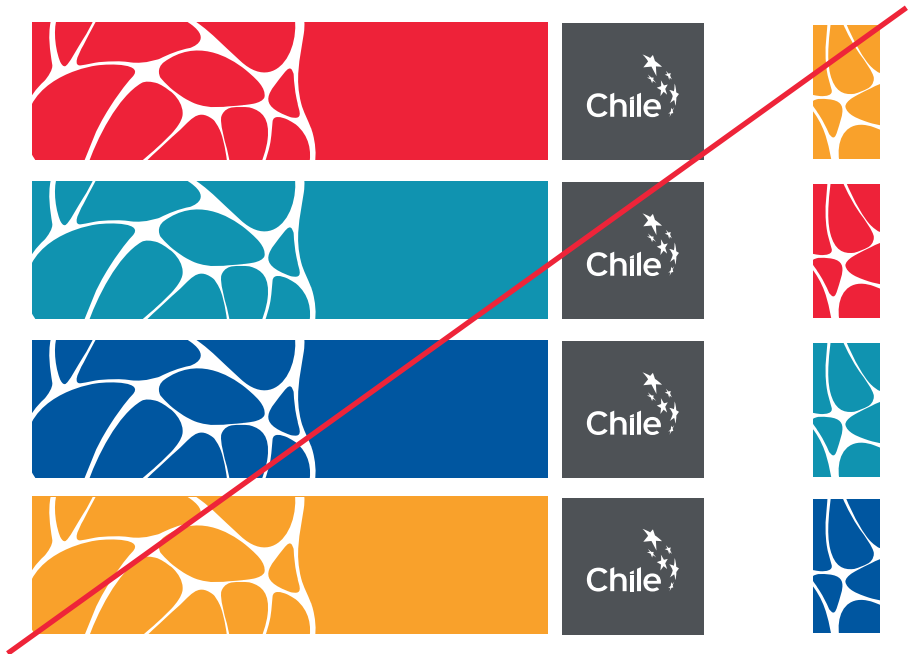


Vertical

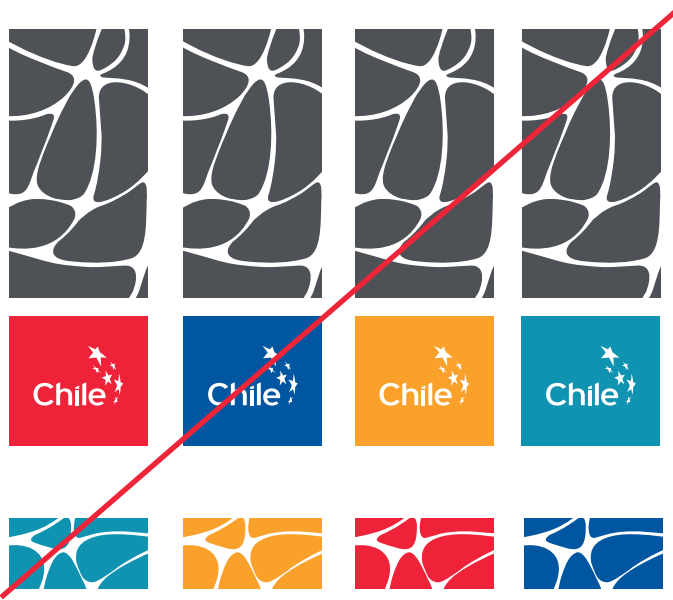


Combinations of colors not allowed

COMBINATIONS OF COLORS NOT ALLOWED



COMBINATIONS OF COLORS NOT ALLOWED



**WEB, BOXES WITH TEXT AND
THREE COLORS**

Here you can see allowed examples of text applications accompanied by graphics in three colors.



Text on color + three colors + gray logotype + web end



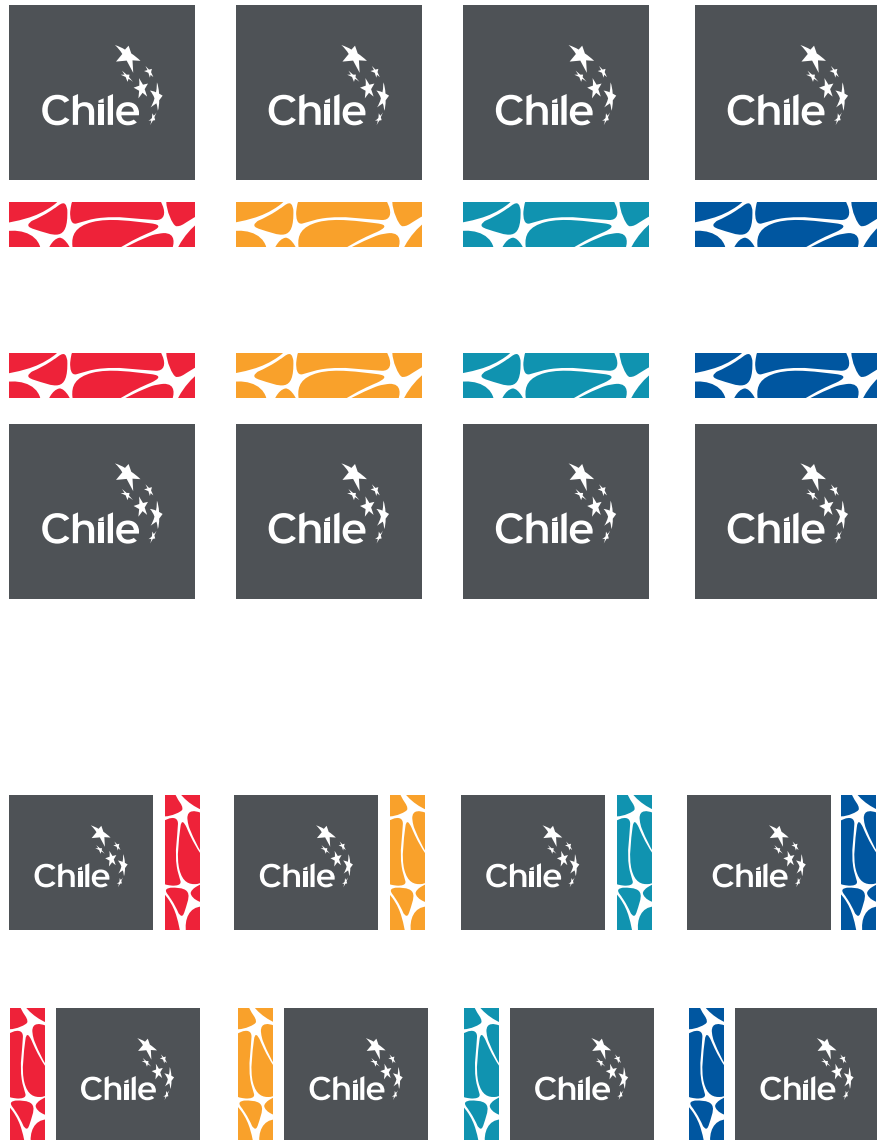
Text on gray + three colors + color logotype + web end

SIGNATURES FOR CO-BRANDING OF OTHER BRANDS

In the cases of co-branding in which the country brand appears on third party communications, the signature will be according to what is specified in the following cases.



End of signatures in two colors without web for co-branding



End of signatures in two colors without web for co-branding



Example of web application on photographs

WEB AND PHOTOGRAPHS

The web not only can be applied within boxes, but it can also go on the photograph of the piece or interacting with it. Next, there are examples of application on full photographic pieces.



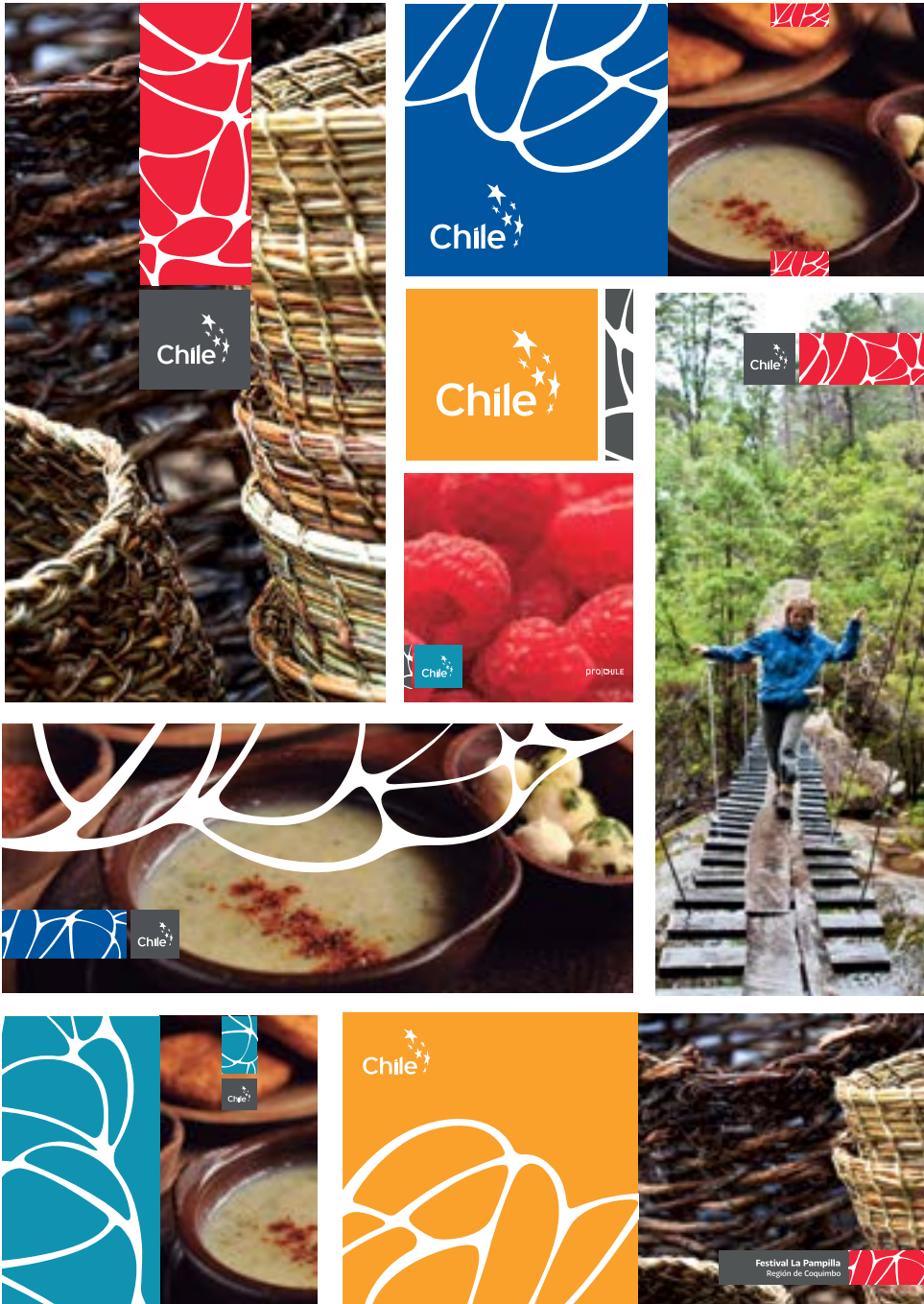
Examples of web application on vertical photographs.

Not allowed. The web must not interrupt or interfere within the piece. It always complements and interacts.



LAYOUT

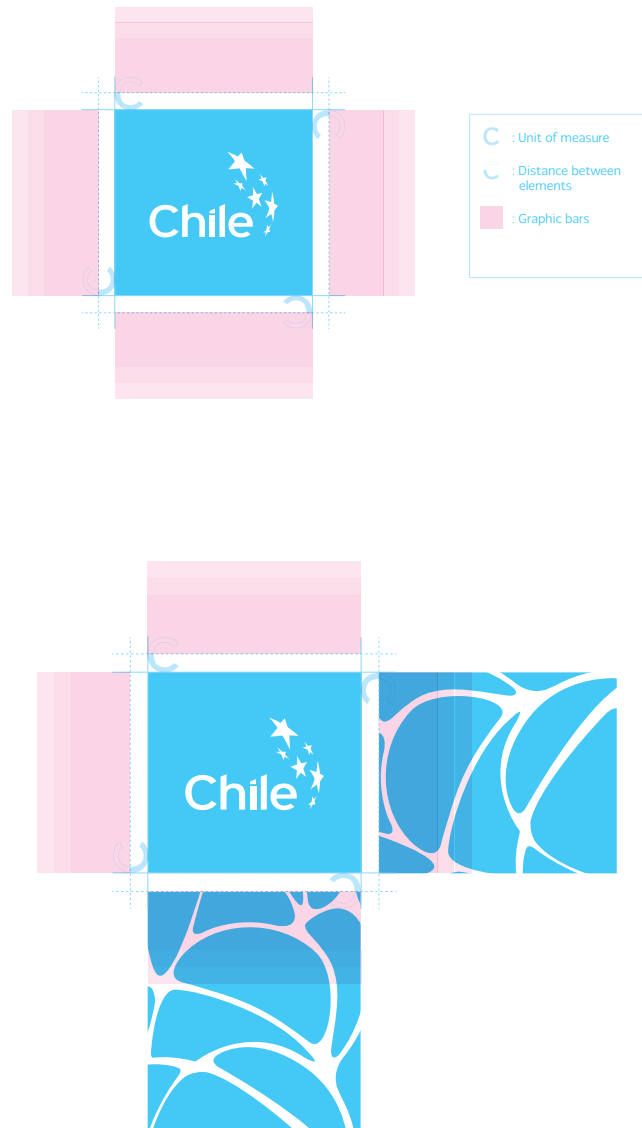




STYLE AND DESIGN

Closings in communicational pieces

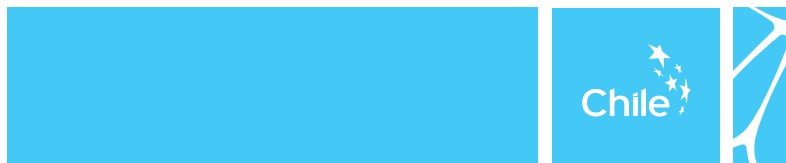
The closings of pieces can be constructed having in mind the chapter on web (see p. 204) and considering the proportions shown next.



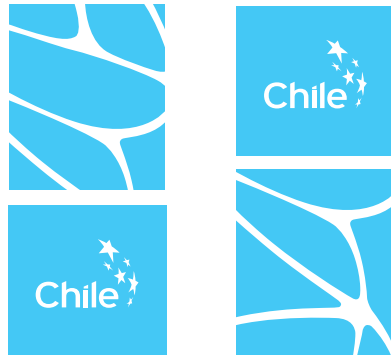
Construction of closing for
communicational pieces with web.



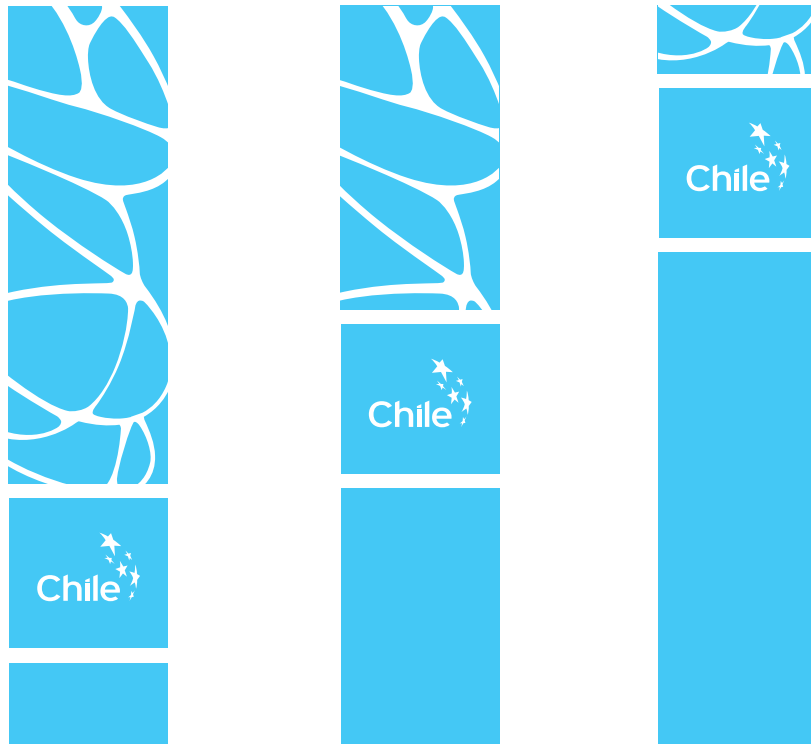
Horizontal closings



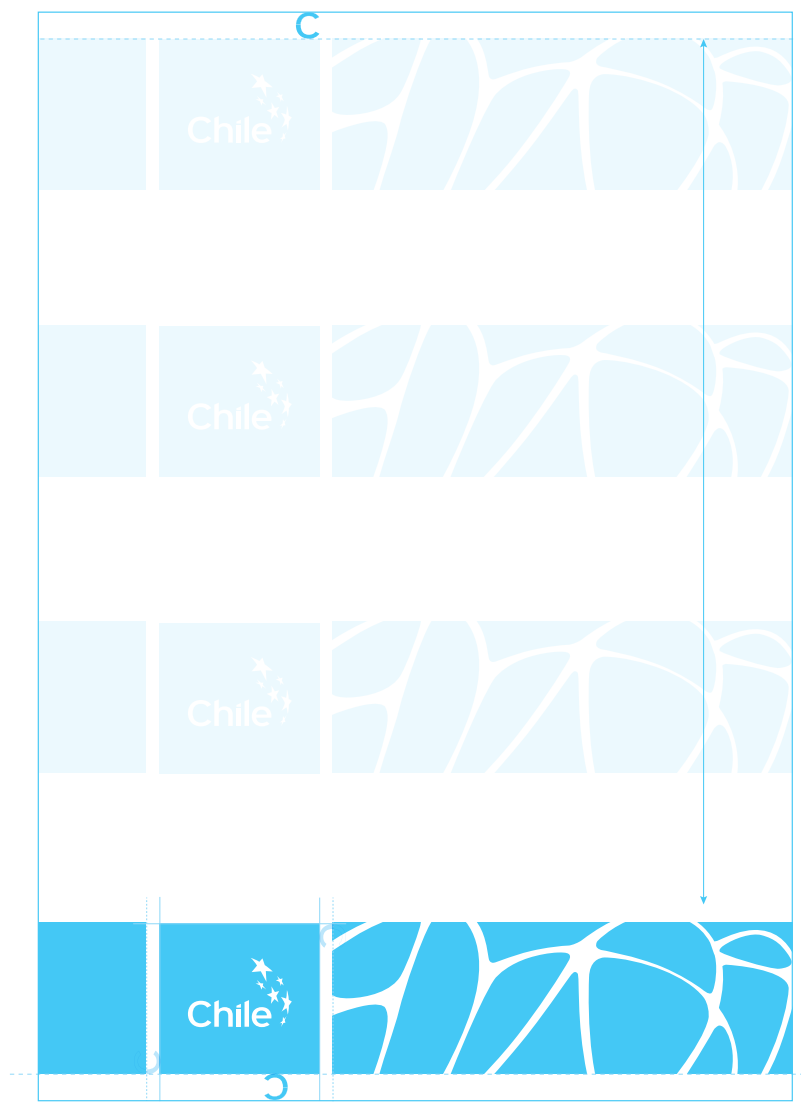
Logotype distribution within an horizontal closing



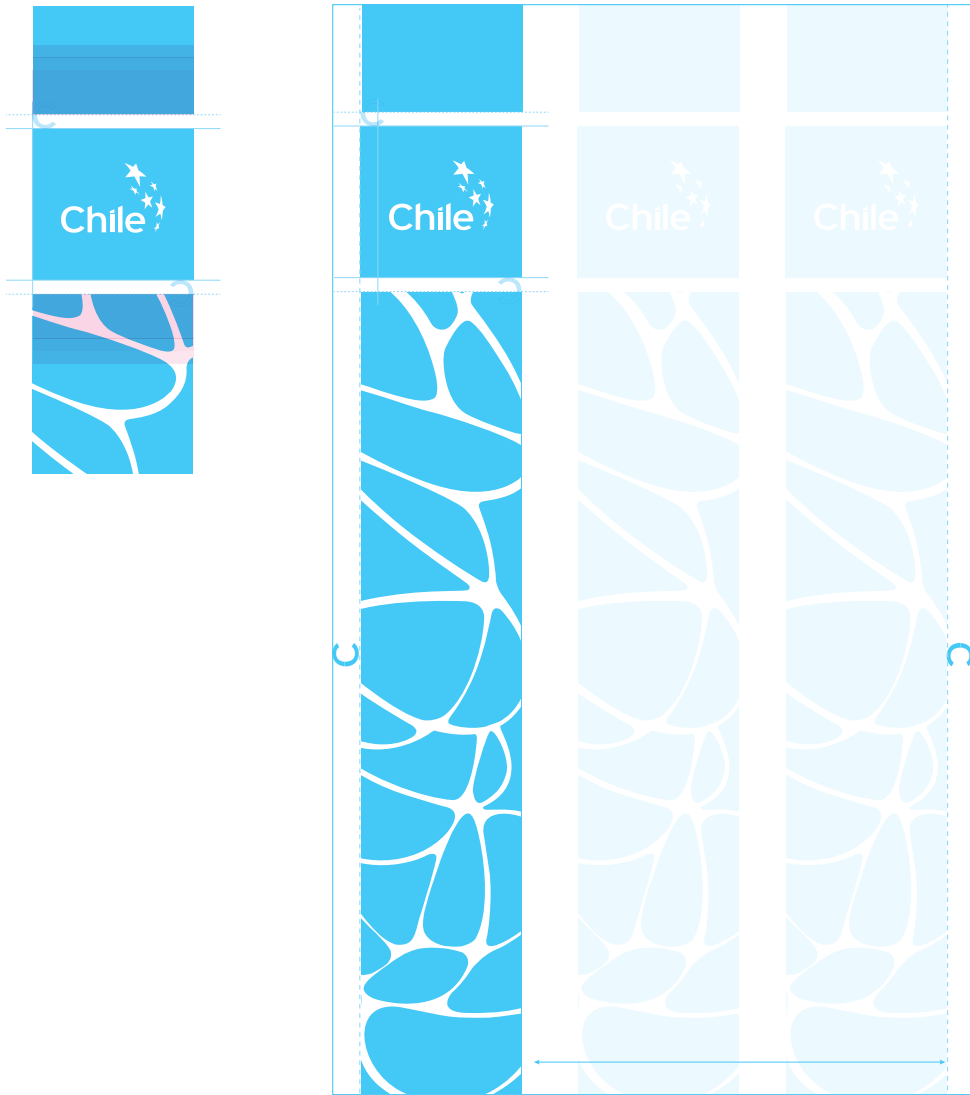
Vertical closings



Logotype distribution within a vertical closing



Horizontal closing distribution within a communicational piece



Vertical closing distribution within a communicational piece

Rational and emotional layout

We can note different examples of how to build the layout of a notice depending on what you want and how you can communicate.

The emotional degree of one piece is going to be determined by the approach used with the elements of the graphic kit and the space they have within the piece. For example, the larger the photograph and the application of the web within the notice, more emotional the piece will be. On the other hand, if the text and the informative content are given priority, this will have a more rational character.





RATIONAL



EMOTIONAL

Emotional



Rational

STYLE AND DESIGN

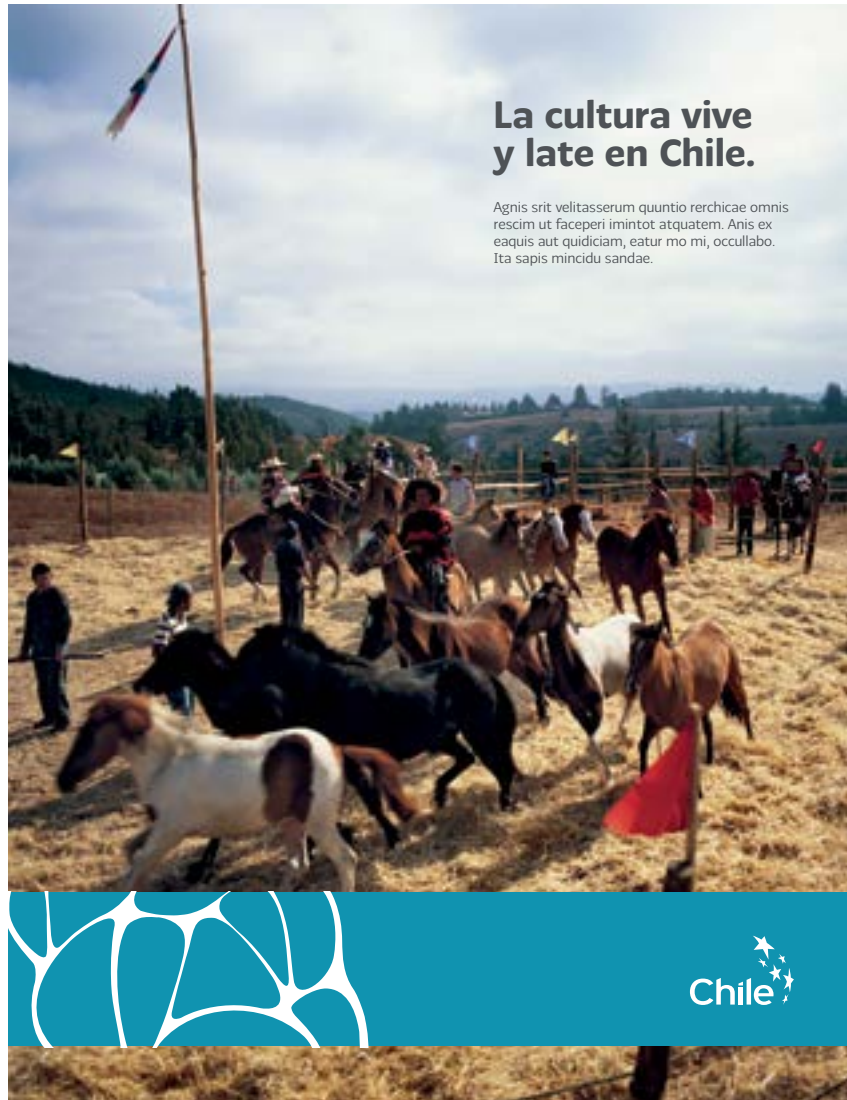
Content layout

In the following pages are examples of how to apply all the elements of our graphic kit (text, color, photography, supplementary graphics, closings and general layout), for the creation of communicational pieces of the country brand. Given the versatility of the kit, this section will show several examples in which different possible hierarchies and layouts of the information will be proposed.



Horizontal closing

Closing with web + one color + logotype



Horizontal closing

Closing with web + one color + logotype

CLOSINGS IN A SINGLE COLOR

Examples of layout application with closings of a single color and logotype in secondary version.



***Frescura nacida al extremo sur,
que se disfruta en el mundo***

Agnis srit velitasserum quuntio rerchicae omnis
rescim ut faceperi imintot atquatem. Anis ex
eaquis aut quidiciam, eatur mo mi, occullabo. Ita
sapis mincidu sandae.


Vertical closing

Closing with web + one color + logotype



Vertical closing

Closing with web + one color + logotype



Chile

Gente conectada al mundo con valores propios.

Agnis sit velitasserum quanto rethicae omnis
resum ut facperri imetor atqueam. Ane ex
etapas aut quidem eper mo m, occulabo.
Ita sapis mncidu sandae.

Chilena amet

Sed ut perpassatis unde omnis site natux error
sit - voluptatem socucanturum doloremque
laudatam, totam rem apertam, usque ita qua
Ab illo inventore veritatis et quasi architecto
doctae vitae dicta sunt explicabo. Nemo enim
ipsum voluptatem quia voluptas est reperitur
aut debet aut fugit, sed quia consequuntur magne
dolores, eos qui ratione voluptatem neque
nesciunt.

Neque porro quisquam est, qui dolorem ipsum
quia dolor sit amet, consectetur, adipisci velit,
sed quia non recusam eius modi tempora
incidunt ut labore et dolore magnam aliquam
quoriat voluptatem. Ut enim ad minima veniam,
quis nostram exercitationem ullam corpora
suscepit laborisam, nisi ut aliquid ex ea
commodi consequatur? Qui autem vel eum iure
reprehenderit, qui in ea voluptate velit esse quam
nihil molestiae consequatur, vel illum qui dolorem
eum fugiat quo voluptas nulla paratur?

Quis autem vel eum iure reprehenderit qui in ea
voluptate velit esse quam nihil molestiae
consequatur, vel illum qui dolorem eum fugiat
quo voluptas nulla paratur?

Editorial

Application with web + one color + logotype



Editorial

Application with web + one color + logotype



Horizontal closing

Closing with web + two colors + logotype

CLOSINGS IN TWO COLORS

Examples of layout application with closings of two colors and logotype in primary version.



Inversiones

Chile

*Imán que invita a
observar, a descubrir
y a crear.*

Horizontal closing

Closing with web + two colors + logotype



Vertical closing

Closing with web + two colors + logotype



Vertical closing

Closing with web + two colors + logotype



Chilena amet

Duoluptatem qua voluptas sit aspernatur aut idem aut fugit, sed qua consequuntur magni dolores, eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Editorial

Closing with double web + two colors + logotype



Vertical closing

Closing with double web + two colors + logotype

DOUBLE WEB APPLICATION

Examples of layout application with web,
in three colors and logotype in primary
version.



Chilena amet

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla paratur?

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla paratur?

Editorial

Closing with web + two colors + logotype

APPLICATION WITH DOUBLE WEB AND TWO COLORS

Examples of layout application with webbed closings, in three colors and logotype application in primary version.



Horizontal closing

Closing with web + two colors + logotype

*Imán que invita a
observar, a descubrir
y a crear.*



Editorial

Closing with double web + two colors + logotype



Chilena amet

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 committitur magna dolores non qui dolorem voluptatem tempore molestiae
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 qui voluptas qui in ea voluptas esse esse quam esse molestiae
 consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?
 Quo autem vel eum iam reprehenderit, qui in ea voluptas velit esse quam
 nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas
 nulla pariatur?

Editorial

Closing with double web + two colors + logotype



Horizontal closing

Closing with web + two colors +
logotype + text

APPLICATION WITH DOUBLE WEB AND TEXT

Examples of layout application with web, text
use, in three colors and logotype in primary
version.

Chilena amet

Doluptatem qua voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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Qui autem vel sunt iure reprehendunt qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?



**Cada contraste es
un modo de habitar.**

Turismo



Editorial

Closing with web + three colors +
logotype + text



Costumbres

Editorial

Closing with web + two colors + text + web in photograph



Editorial

Closing with web + two colors + text

PHOTOGRAPHIC APPLICATION

Examples of layout application with webbed closings in photographs, text use, two colors and no logotype



Photograph

Closing with web + two colors + web in photograph



Photograph

Closing with web + two colors + web in photograph

GENERAL CONSIDERATIONS

Co-branding

On some occasions, it may happen that the Chile country brand needs to share communications with other brands. To regulate those cases, next you can find co-branding situations that include:

Communications of the brand itself in which a third party is incorporated.

Communications of another brand in which the Chile country brand is incorporated.

Communications equally shared with other brands (up to three).

Communications of the country brand and Fundación Imagen de Chile.

The country brand and its alternatives, both chromatic and design-wise, make up a graphic system that is recognizable and applicable in most formats and communicational pieces.

The use of color, web and proportions is directly related to the tone of the communication and the images of the graphic pieces. It is important emphasizing that the assets of the brand must not be used independently of the logo.

The contrast and visual harmony must always be considered when using the brand in this type of pieces, whether they are proprietary or belonging to third parties.

RIGHT

The variety of closing and signature shapes of our brand is an example of the modular and adaptable features of the graphic system implemented.



Example of co-branding

Co-Branding

Co-branding in communications of the Chile country brand

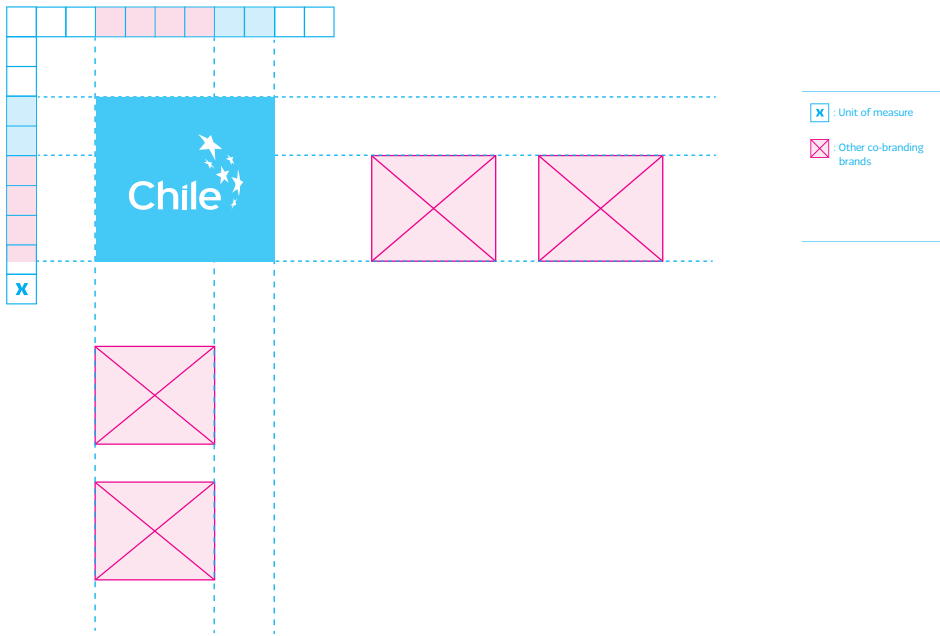
RIGHT

Co-branding diagram, with the corresponding proportions, for our own brand communications. For applications in communications pertaining other than our own country brand, have in mind the corresponding identity guidelines.

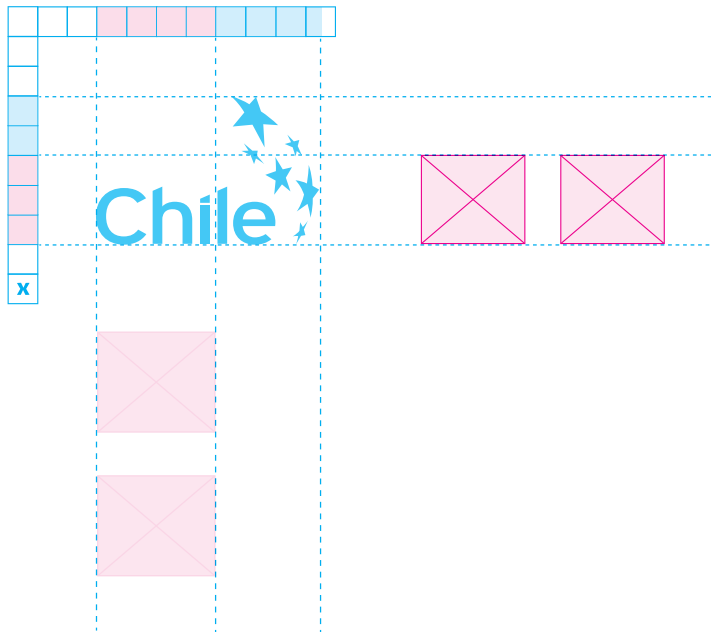
NOTE

To avoid incurring in errors, it is recommended applying always the brand from an original digital document.

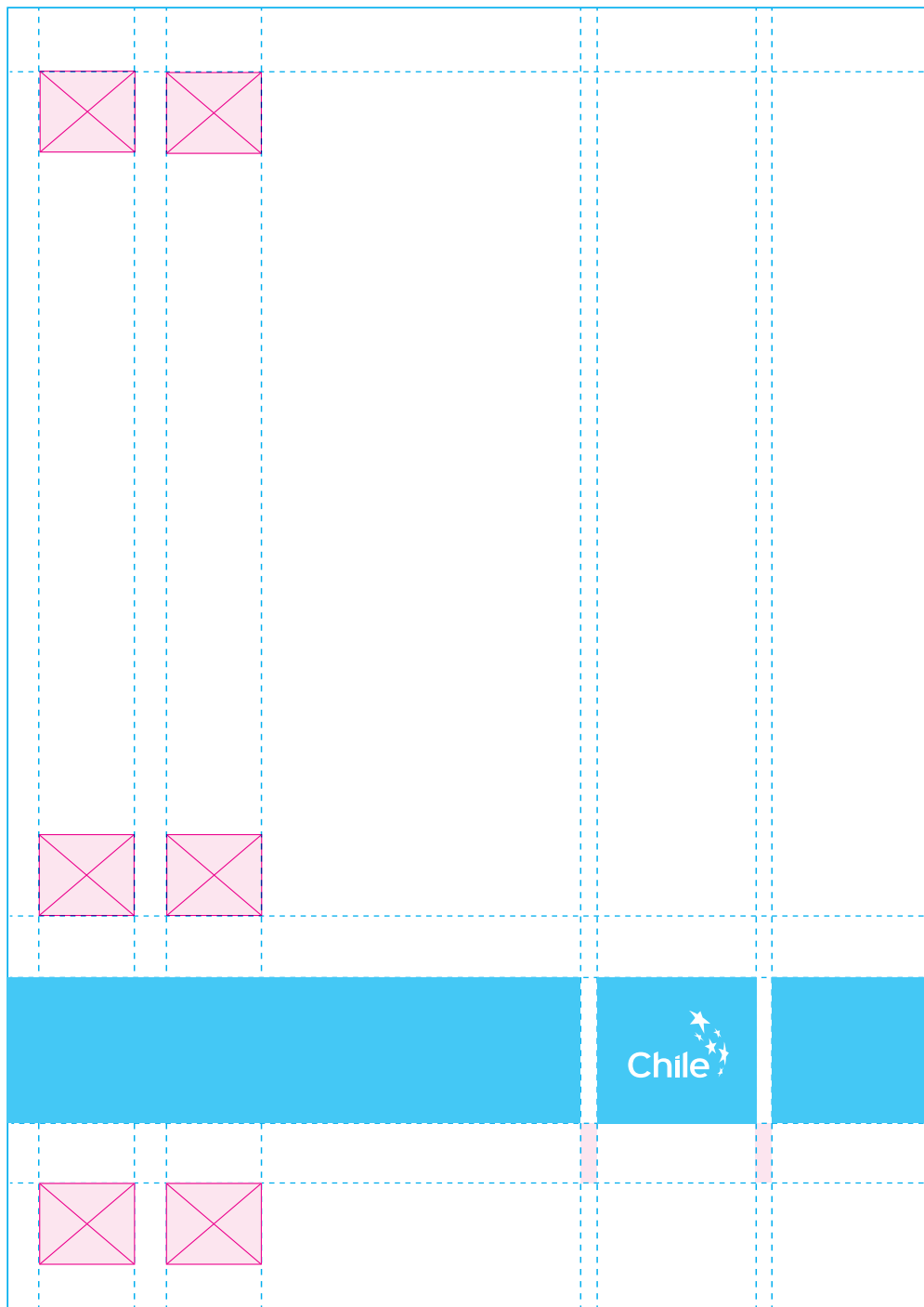
The associated brands within communications of the Chile country brand must go in its primary version, provided that they can be applied in this way, or in their black and white version; having in mind the proportions and sizes that are shown in the following pages.

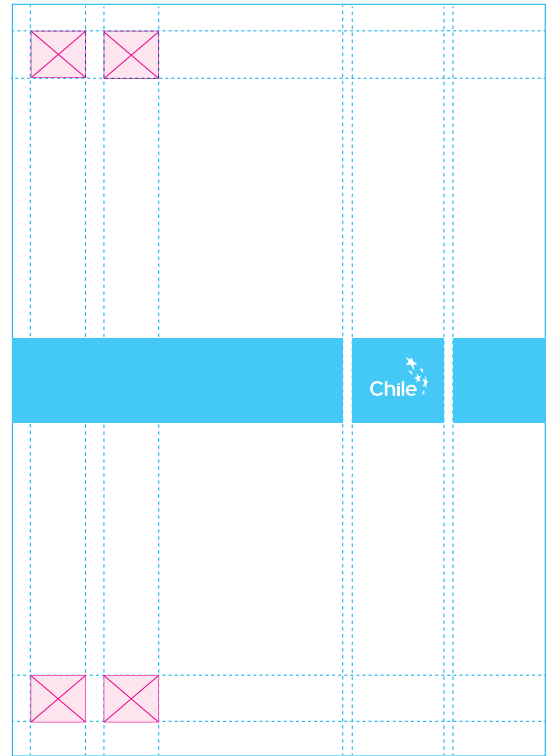
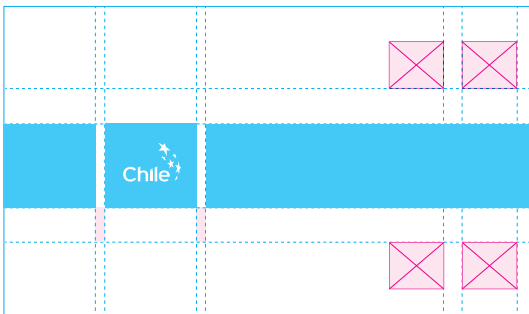
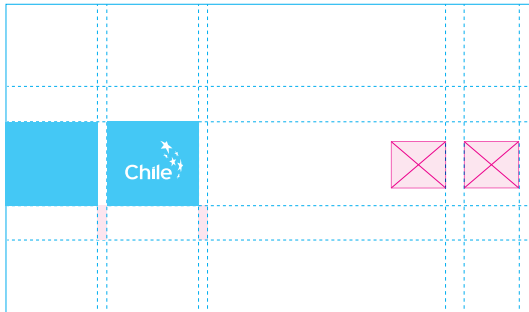


Co-Branding primary version diagram



Co-Branding secondary version diagram

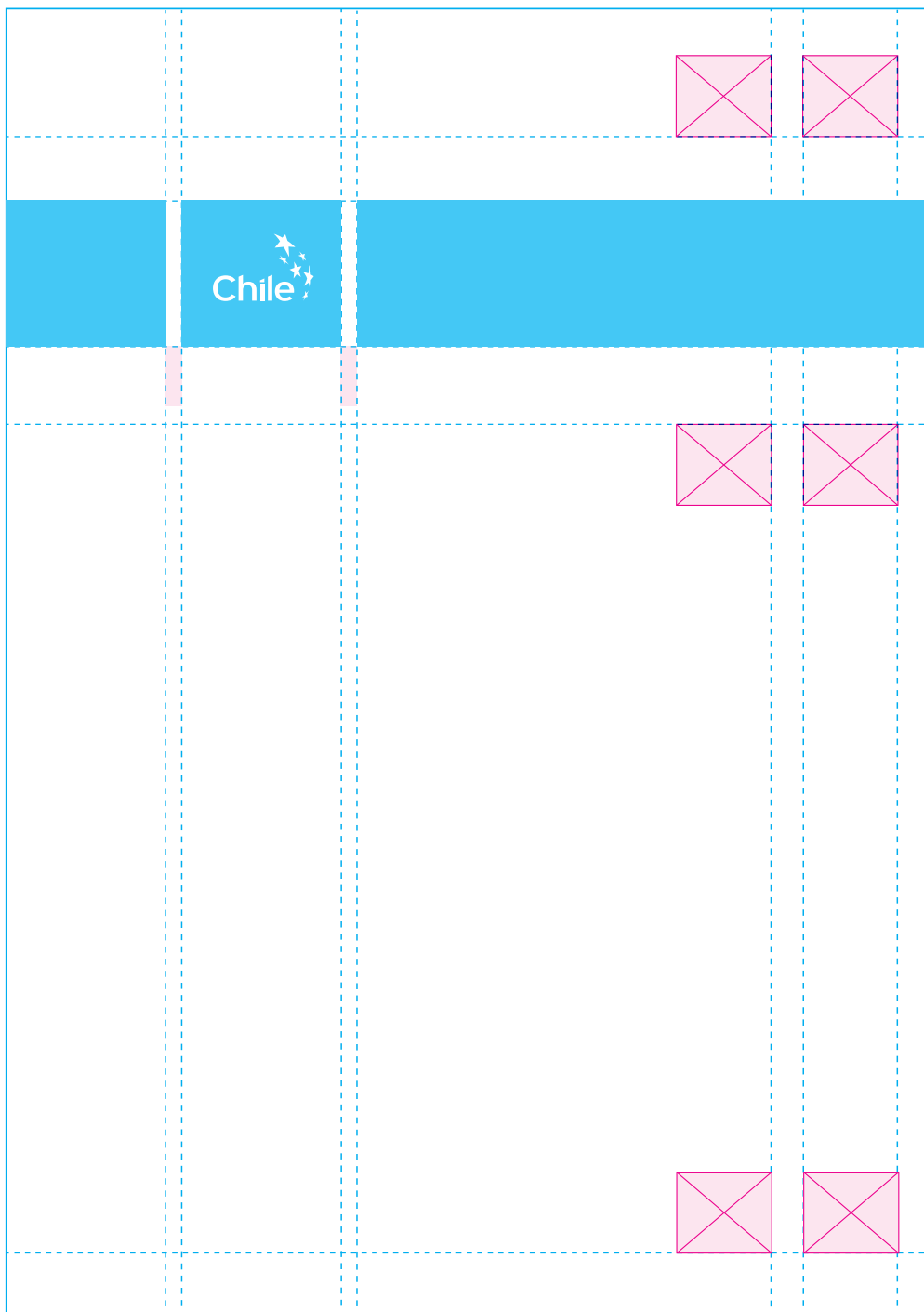




CO-BRANDING CONSTRUCTION

Co-branding graphic pieces construction diagram with the corresponding proportions for country brand own communications.

IMPORTANT: The country brand must be located in a place of the piece different from the other brands accompanying it.

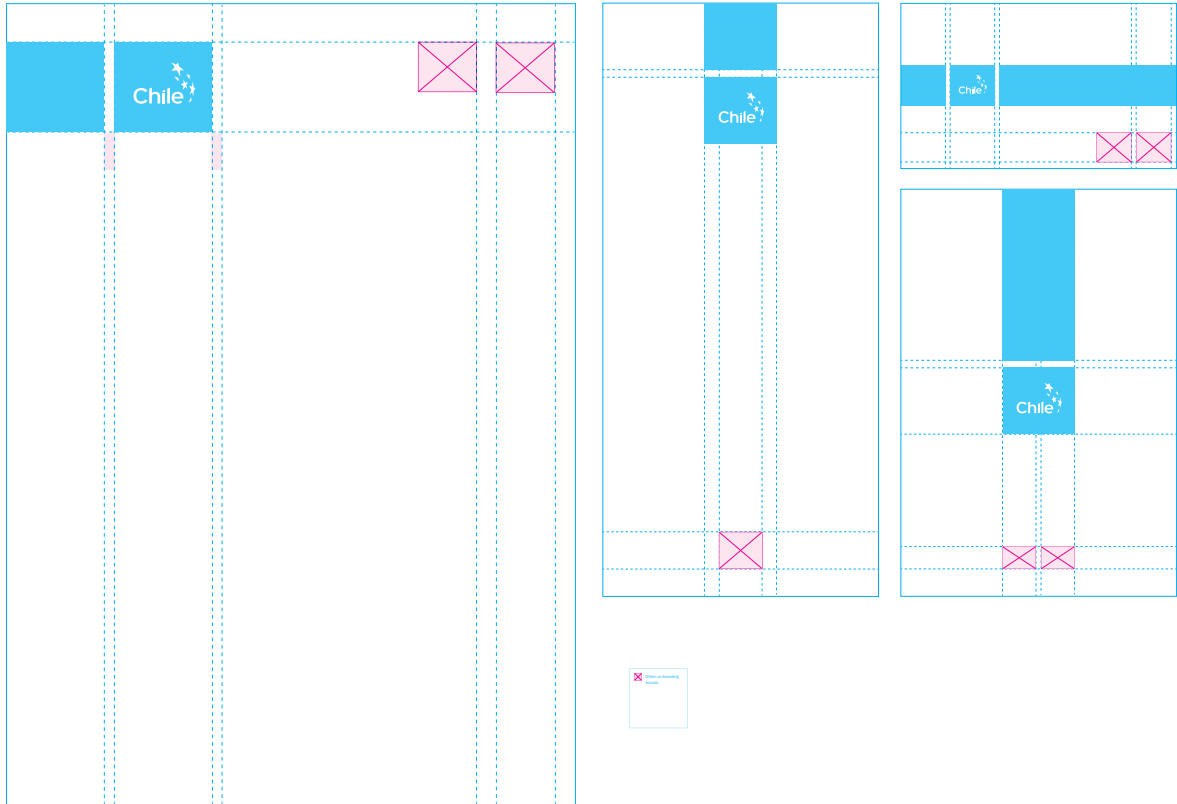




Example of co-branding application



Example of co-branding application



Co-branding graphic pieces construction diagram with the corresponding proportions for country brand own communications.

IMPORTANT: The country brand must be located in a place of the piece different from the other brands accompanying it.

Co-branding

Co-branding in third party communications

RIGHT

Co-branding diagram, with the corresponding proportions, for third party communications.

For these applications, the country brand will need to have in mind the corresponding identity guidelines and maintain a distinctive role within the pieces, using graphic closings that are used as examples in these pages.

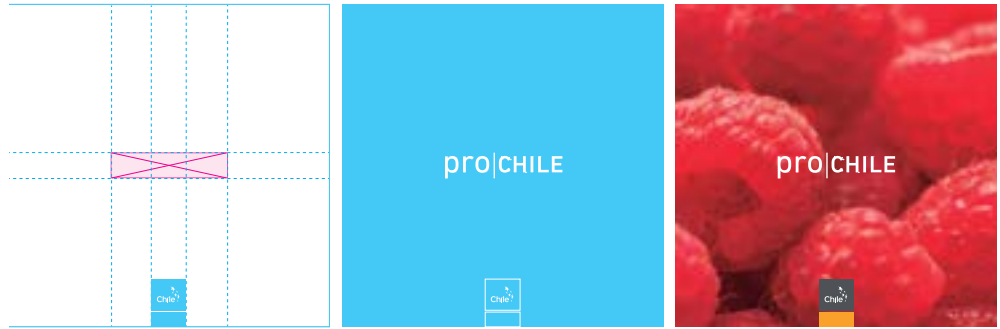
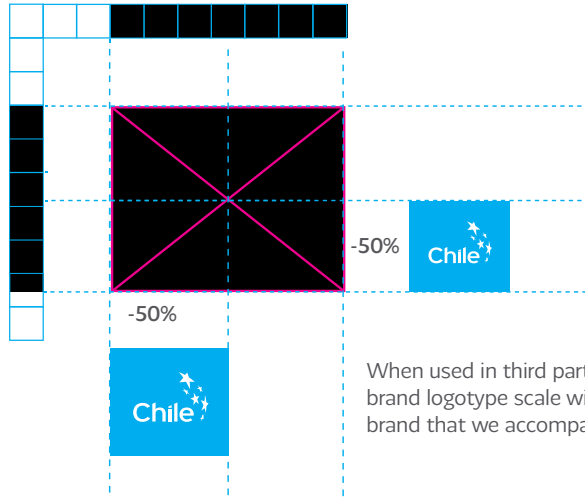
NOTE

To avoid incurring in errors, it is recommended applying always the brand from an original digital document.

When it comes to communications of other brands, the country brand will be applied as indicated in the following examples, favoring its use within a color block as closing, only if the complexity and layout of the piece permits so. Additionally, you must also assure a proper space around the country brand, to make sure it is not invaded by foreign elements.

The associated brands can go in its positive version or in its black and white version, having in mind the proportions and sizes that are shown next.

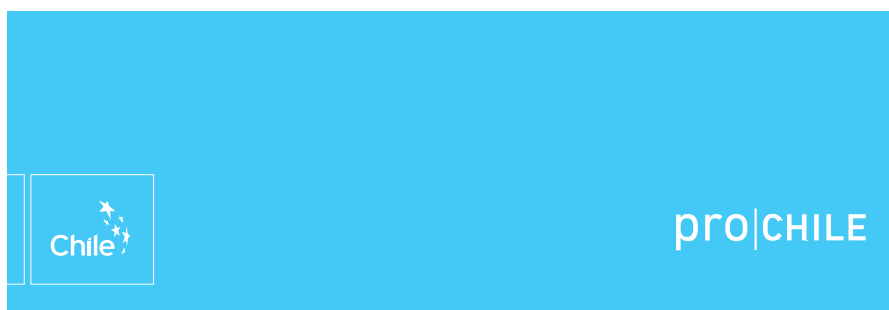
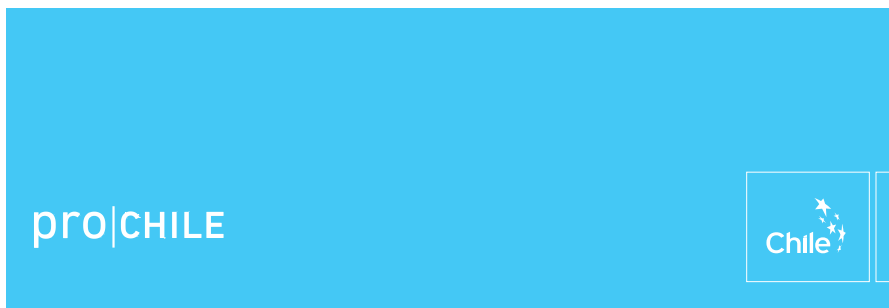
Use of the Chile country brand logotype in third party communications.



Co-branding diagram, third party communications version



Co-branding diagram, third party communications version



Example of co-branding application in third party communications



CO-BRANDING CONSTRUCTION IN THIRD PARTY COMMUNICATIONS

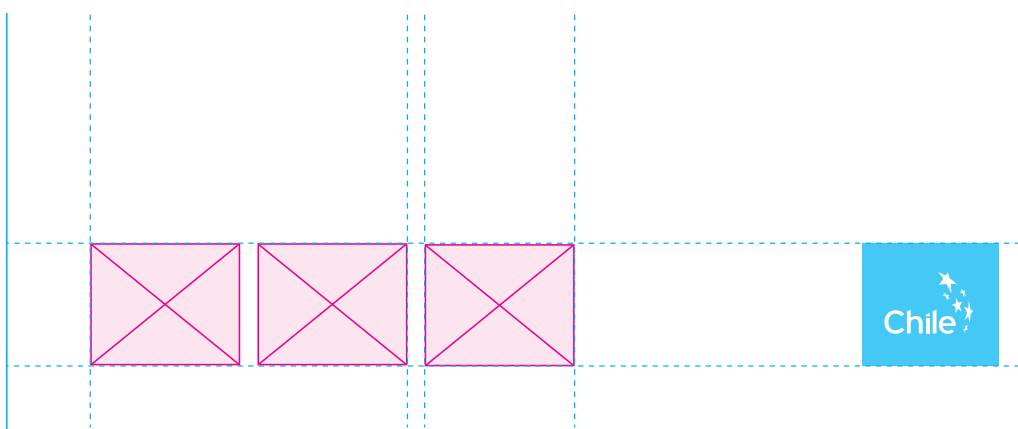
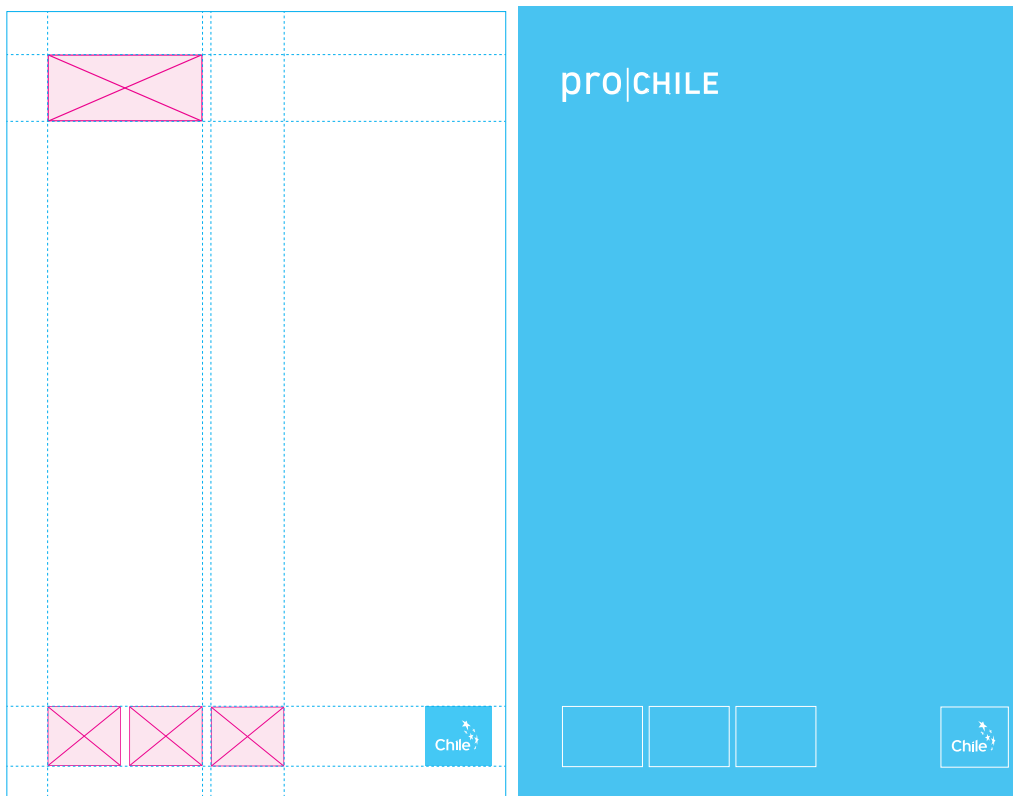
Co-branding graphic pieces construction diagram, with the corresponding proportions for third party communications, where the country brand plays a secondary role.

IMPORTANT: The country brand must be located in a place of the piece different from the other brands accompanying it.

Examples

These examples represent the appropriate relationship in the graphical pieces in which the brand shares the spotlight with the associated brand, in this case, ProChile.

The communication must allow the country brand to act as joint protagonist in the pieces, without interfering with the associated brand graphic



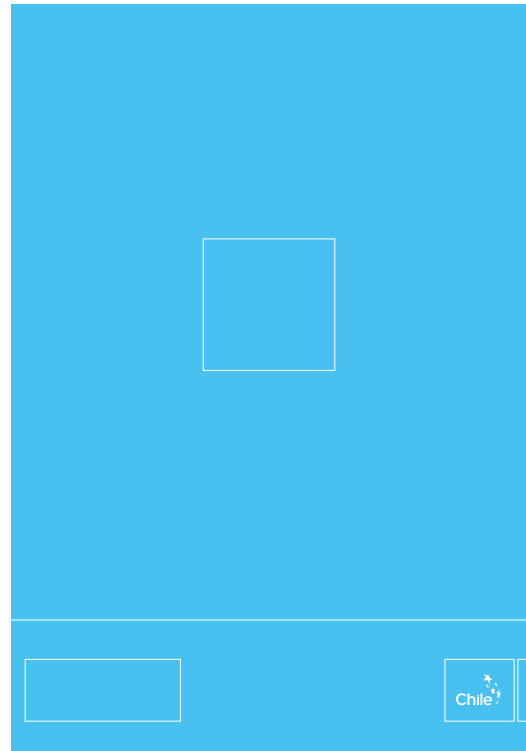
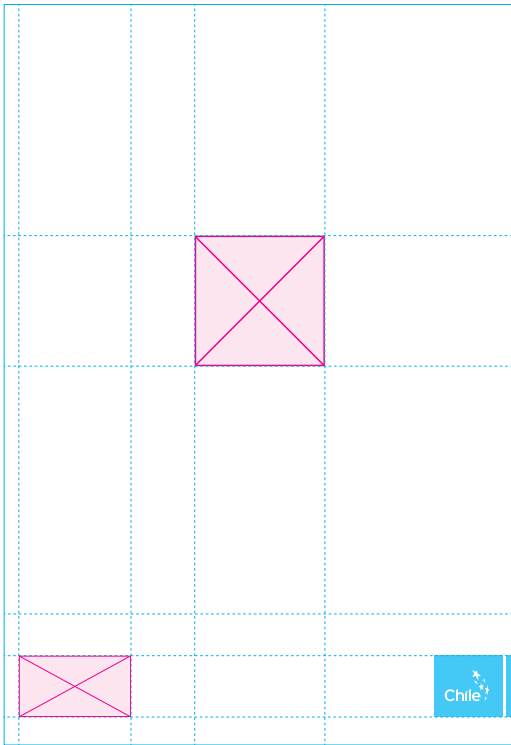
Example of co-branding application when hierarchies are equal in shared pieces



Example of co-branding application in third party communications



Example of co-branding application in third party communications



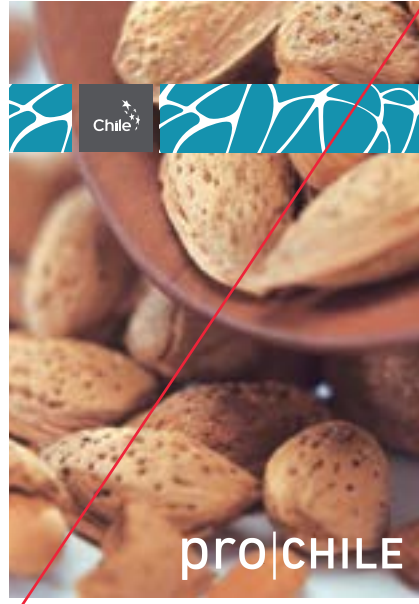
IMPORTANT: the signature in this type of closing made up by the brand and the web, must always be to the cut in the graphic pieces.

Co-branding

Prohibited uses of co-branding



Respect the protection area of both brands in order to protect the integrity and legibility of our brand.



In our communications, the brands that accompany us must not be applied in a size larger than the one of our country brand.



The country brand must not be used in negative in circumstances that is feasible its use in their primary version.



The country brand must be located in a place of the piece different from the other brands accompanying it.



APPLICATIONS





Cultura

Chile



Cultura 







Chile

encia

Chile





The image shows a large, bright orange wall with white abstract, organic patterns that resemble stylized leaves or veins. In the center of the wall, the word "Chile" is written in a white, sans-serif font. To the right of the word, there is a graphic of several white stars of varying sizes arranged in a curved path, suggesting a star trail or a constellation. The wall is part of a modern architectural structure, with a white concrete base and a metal railing in the foreground. The overall aesthetic is clean and contemporary.

Chile





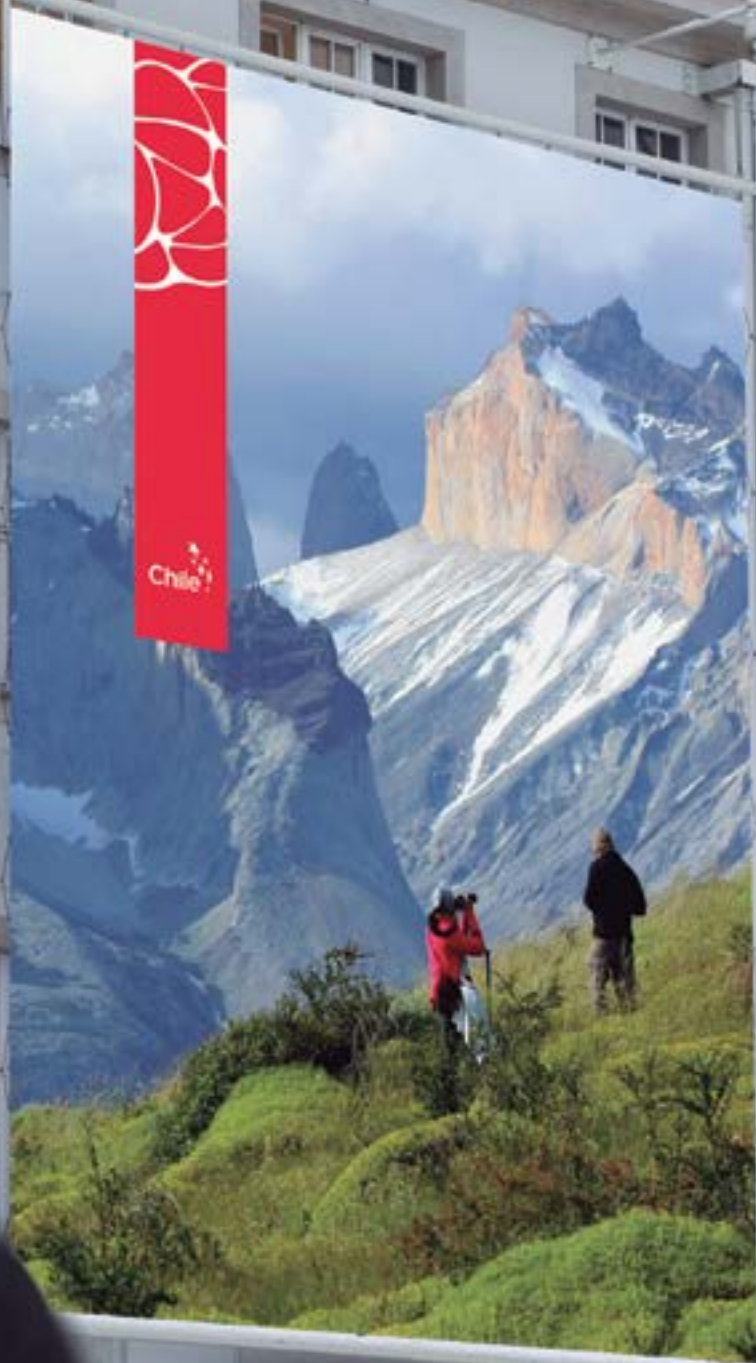
Observatorio

Cras viverra, venim comodo.

“Excepteur sint occaecat
cupidatat non proident”

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exercitation ullamco laboris nisi ut aliquip
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dolore magna aliqua.









tos del sur,
rrientes para el mundo





Icon grid with text:
1. No congelado
2. No cocido
3. No salado
4. No ahumado
5. No tratado con químicos
6. No tratado con hormonas
7. No tratado con antibióticos
8. No tratado con pesticidas
9. No tratado con medicamentos
10. No tratado con colorantes
11. No tratado con conservantes
12. No tratado con aditivos
13. No tratado con otros productos químicos
14. No tratado con otros productos naturales
15. No tratado con otros productos sintéticos
16. No tratado con otros productos orgánicos
17. No tratado con otros productos inorgánicos
18. No tratado con otros productos minerales
19. No tratado con otros productos vegetales
20. No tratado con otros productos animales

Salmon
Chileno
Chile





Chile

Chile

Chile

Chile

Chile

Chile



Chile

Chile

Chile

Chile



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Chile

