USAID GRAPHIC STANDARDS MANUAL AND PARTNER CO-BRANDING GUIDE

THIS MANUAL SETS THE STANDARD FOR **ALL USAID COMMUNICATIONS** PRODUCED BY EMPLOYEES, CONTRACTORS, GRANTEES AND OTHER PARTNERS.

INTRODUCTION

USAID's brand is more than a logo. It reflects the unique values and principles of the Agency to a worldwide audience. And, it represents the goodwill of the American people in providing assistance to those in need. We have all "earned" our brand by doing hard things well, often in the most challenging environments.

We all have an important role to play in amplifying and protecting USAID's brand. Whether we are a mission director, contracting officer (CO), agreement officer (AO), program specialist, implementing partner, or play another key role, the work we do each and every day contributes to our brand.

This Graphic Standards Manual replaces and updates the guidance released in 2005. It provides instructions on how to best utilize our brand to communicate across a wide range of communications channels. It provides standards, templates and resources to ensure our brand is displayed in a consistent manner that clearly communicates that our assistance is From the American People.

To get the most value out of this manual, there are several key facts to know.

Our Branding Policy Is Mandated by Congress

This guide implements USAID's statutory requirements to mark programs overseas as American Aid. They govern in the following order: Section 641 of the Foreign Assistance Act of 1961, as amended; implementing regulations, now found at 2 Code of Federal Regulations (CFR) 700.16, "Marking"; and Agency policy and guidance, ADS 320 Branding and Marking. In case of any conflict between this guide and USAID's statutory, regulatory or ADS guidance, those authorities, in that order, govern. Guidance on "branding and marking" is issued by the authority of ADS 320, and specifically 320.2.f, under which the USAID's Senior Advisor for Brand Management in the Bureau for Legislative and Public Affairs (LPA) is required to develop and maintain the Agency's internal and external branding policy directives and required procedures.

USAID Is Exempt From Visibly American Guidance

On March 23, 2012, the U.S. Department of State issued Cable 13526, commonly known as "Visibly American." This cable issued a moratorium on new logos being created to raise awareness of programs and initiatives funded by the Department and carried out by embassies and implementing partners overseas. Instead of new logos, the Department supported the use of the most recognizable symbol of the United States, a standard rectangular flag. This guidance does not apply to USAID. Paragraph 12 of the cable states:

"This guidance does not apply to USAID programs, which have their own marking regulations, whether USAID implements these programs with its own funding or with Department of State funding."

Please consult your operating unit's Resident Legal Officer or Office of General Counsel backstop if issues arise over interpretation of the "USAID exception."

Branding Follows Funding

Decisions regarding the branding of a program depend on how it is funded. There are two major types of USAID-funded programs and projects to be aware of as you oversee implementation of our graphic standards.

Acquisitions: These are services and products that USAID acquires to support our mission. Generally, acquisitions take the form of contracts, with USAID providing 100 percent of the funding. See section 3.0.

Assistance: USAID works with many partner organizations. We assist their work by providing partial or full funding of a project or program through a grant or cooperative agreement. See section 4.0.

For questions on other types of USAID-funded programs, please refer to ADS 320.

OUR BRAND IS EXPRESSED THROUGH OUR MESSAGE & DESIGN APPROACH.

1.1 OUR HERITAGE

USAID Standard Graphic Identity (hereinafter referred to as "USAID logo") builds upon the recognition and brand-equity developed over more than 65 years of U.S. foreign aid. The USAID logo descended directly from the Marshall Plan logo, created when Congress became concerned that the Soviet Union was taking credit for the poorly marked U.S. foreign aid donations to European countries.

Over the last half-century, the USAID handclasp has become one of the best-known U.S. emblems throughout the world. It is a symbol of the United States' long history of aiding those in need.

1948 — The Marshall Plan logo identified U.S. assistance to people recovering from World War II.

1953 — The Mutual Security Agency—a USAID predecessor—added the handclasp to help identify the aid as part of the mutual benefits shared by our country and friends around the world.

EARLY 1960s — USAID, established in 1961, picked up this logo from predecessor agencies. Its continued use built upon wide recognition developed over more than a decade.

1992 — The new logo combined a modern image of the globe and U.S. flag with USAID prominently displayed. However, the change was viewed as too radical.

1995 — The shield and handclasp was reintroduced in a more modern way. The color was also removed from the handclasp to ensure no specific race was identified.

2001 — "United States Agency for International Development" was added to the logo to ensure people knew the assistance provided was from the United States Government.

2004 TO PRESENT — The updated logo includes a brand name and tagline to help ensure people understand the assistance is provided by U.S. taxpayers.

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1.2 OUR MESSAGE

Message Framework

At the center of USAID communications framework is the mission, expressed by the core message and supported by the three cornerstones of the message triangle. The three cornerstone messages of the triangle explain the "what," "how" and "why" of USAID's work. This construction is designed to allow us to tell a clear and compelling story of our collective efforts and to engage our audiences in our work.

The Triangle

USAID uses a message triangle to consistently and coherently explain our work. The core mission of our work belongs in the center of the triangle. The three pillars of the triangle explain the "what," "how" and "why."

What

This is the problem we are working to solve and provides the reason why our goals are within reach. A successful "what" statement provides our audience with a reason to believe.

How

Here we explain the method we will use to achieve our goals through our unique position as USAID.

Why

The "why" message appeals to the common interest and values of our audiences. It connects to their sense of reason and emotion, and it tells them why they should care.

Using the Framework

The following example puts USAID's overall mission at the center of the triangle. This formula will work for the vast majority of USAID programs. Please see the USAID Message Manual for additional information and examples.

HOW?
UNIQUE POSITION

OUR MISSION:
We partner to end extreme poverty and promote resilient, democratic societies while advancing our security and prosperity.

WHAT?
ACHIEVABLE GOAL

WHY?
COMMON INTEREST

The Message Triangle

1.2 OUR MESSAGE FRAMEWORK

What
USAID is mobilizing a movement to:
- Eliminate extreme poverty by 2030
- Create resilient, democratic societies that reach their full potential

How
USAID is spearheading a new development model that applies proven solutions to the world's greatest challenges:
- Leverage a unique moment: one where innovation, science, technology and partnership have re-defined what is possible
- Focus relentlessly on results and accountability

Why
USAID is building a better, safer world to:
- Promote the dignity, freedom and well-being of impoverished people around the world
- Advance our security and prosperity

1.3 OUR LOGO

The USAID logo is the graphic representation of the U.S. Agency for International Development. It was developed to ensure that the American people are visibly acknowledged for their contributions.

The logo is an official U.S. Government symbol and cannot be used without official permission. Any alterations, distortion, re-creation, translation (other than the tagline and country name when appropriate) or misuse are strictly prohibited. It is to be used on all programs, projects, activities and public communications that require acknowledgment of USAID.

LOGO

CIRCLES
AGENCY NAME
ACRONYM
HANDCLASP
STARS
BARS

BRAND NAME
TAGLINE

SEAL

TYPE MARK

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Usage options

The logo symbolizes that the aid provided is from the United States. "US" and "AID" are distinguished by using two colors—the same colors as the American flag.

The tagline communicates that the assistance provided is From the American People.

HORIZONTAL LOGO
Typical uses: Web pages, publication, signs, stationery and when co-branding with other horizontal logos. This is the most widely used version of the logo.

VERTICAL LOGO
Typical uses: Formal invitation, certificates and when co-branding with other vertical logos.

TYPE MARK
Typical uses: Merchandise, lapel pins, pens, social media graphics and other products where the full logo would not fit or would not be legible.

SEAL
Typical uses: Podium signs, corporate plaques and challenge coins.

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1.3 OUR LOGO

Color options

The USAID logo has three approved color options. They are: two-color, black-only and white. This is to ensure that the logo properly appears in print documents and on-screen presentations. The two-color logo, including type mark and seal, should be used whenever possible. Our two-color logo has a blue handshake. The former full-color logo (black handshake) was eliminated to streamline options. Existing products with the old full-color logo may be used until stock is exhausted. The white logo should only be used on photos, in small size social media graphics and in Powerpoint® presentations.

Digital file formats are available for download at www.usaid.gov/branding/resources. Each of the files available is optimized for a variety of applications for both print and digital communications.

Use only the official files provided. Do not re-create the logo or change the colors under any circumstances. See color specification in section 1.4.

Our logo may be placed on photos and color backgrounds, provided: the logo is clearly legible and the background is a USAID color (if corporate or contract-funded product).

TWO-COLOR LOGO

BLACK-ONLY LOGO

WHITE LOGO

Minimum print size

A minimum print size has been established to ensure legibility.
See examples below.

W=34 MM (1.33 INCHES)

MINIMUM PRINT SIZE:
HORIZONTAL LOGO

W=22.5 MM (.88 INCHES)

MINIMUM PRINT SIZE:
VERTICAL LOGO

W=19 MM (.75 INCHES)

MINIMUM PRINT SIZE:
TYPE MARK

W=12 MM (.47 INCHES)

MINIMUM PRINT SIZE:
SEAL

Minimum on-screen size

A minimum on-screen size has been established to ensure legibility.
See examples below.

W=100 PIXELS

MINIMUM ON-SCREEN SIZE:
HORIZONTAL LOGO

W=66 PIXELS

MINIMUM ON-SCREEN SIZE:
VERTICAL LOGO

W=66 PIXELS

MINIMUM ON-SCREEN SIZE:
TYPE MARK

W=70 PIXELS

MINIMUM ON-SCREEN SIZE:
SEAL

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Clear space

A minimum area within and surrounding the logo, type mark and seal must be kept clear of any other typography as well as graphic elements such as illustrations, thematic images and patterns, and the trim edge of a printed piece. More than the minimum clear space is encouraged.

Minimum clear space on all sides of logo and type mark is equal to the height of the "U" in the type mark. Minimum clear space on all sides of seal is equal to half the width of acronym box. See examples below.

Additional clear space is required when co-branding materials with partner logos. Rules for co-branding can be found in section 4.3.

MINIMUM CLEAR SPACE:
HORIZONTAL LOGO

MINIMUM CLEAR SPACE:
VERTICAL LOGO

MINIMUM CLEAR SPACE:
TYPE MARK

MINIMUM CLEAR SPACE:
SEAL
(1/2 WIDTH OF ACRONYM BOX)

1.3 OUR LOGO

Incorrect logo, type mark and seal usage

The only correct uses of the logo, type mark and seal are as shown on the previous pages. A few typical incorrect examples are shown below.

WRONG FONT

COLORS TRANSPOSED

PROPORTIONS DISTORTED

SHADOW ADDED

MISSING TAGLINE

WRONG FONT AND MISSING TAGLINE

SEAL AND TYPE MARK REARRANGED

1.4 OUR COLORS

The USAID color palette ensures the colors always look consistent. The primary color palette, USAID Blue and USAID Red, reinforces that the aid is From the American people.

The colors below are the only colors approved by USAID.

Primary color palette
Used for logo, text, color fields and accent colors. USAID Blue may be used as tints. USAID Red may not be used as a tint.
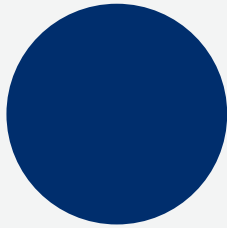
USAID BLUE
PANTONE® 294
C 100 M 69 Y 7 K 30
#002F6C
R 0 G 47 B 108
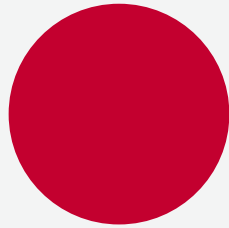
USAID RED
PANTONE® 200
C 3 M 100 Y 70 K 12
#BA0C2F
R 186 G 12 B 47

Secondary color palette
Used for text, color fields and accent colors. Light gray and light blue may be used for text if on a dark background. All secondary colors, except dark red, may be used as tints.

RICH BLACK
PANTONE® BLACK 3C
C 67 M 44 Y 67 K 95
#212721
R 33 G 39 B 33
100% BLACK

MEDIUM BLUE
PANTONE® 2144
C 95 M 53 Y 0 K 0
#0067B9
R 0 G 103 B 185

LIGHT BLUE
PANTONE® 2717
C 34 M 15 Y 0 K 0
#A7C6ED
R 167 G 198 B 237

WEB BLUE
FOR WEB USE ONLY
#205493

DARK RED
PANTONE® 7421
C 18 M 100 Y 45 K 67
#651D32
R 101 G 29 B 50

DARK GRAY
PANTONE® 2334
C 62 M 56 Y 56 K 16
#6C6463
R 108 G 100 B 99
70% BLACK

MEDIUM GRAY
PANTONE® 2332
C 50 M 42 Y 44 K 6
#8C8985
R 140 G 137 B 133
40% BLACK

LIGHT GRAY
PANTONE® 2330
C 13 M 9 Y 13 K 0
#CFCDC9
R 207 G 205 B 201
15% BLACK

The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

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1.5 OUR TYPEFACES

Primary font

Typography is one of the most important design elements. It creates brand consistency across all materials. Do not use any unapproved fonts.

The primary font family for USAID is Gill Sans. The clean, sans serif font was selected for its clarity and readability.

GILL SANS LIGHT INCLUDING ITALIC
Typical uses: Headlines, body text.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKL*
1234567890-!@#$%^&*()_{}:''<>?

GILL SANS BOOK INCLUDING ITALIC
Typical uses: Body text in printed publications.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKL*
1234567890-!@#$%^&*()_{}:"<>?

GILL SANS ROMAN INCLUDING ITALIC
Typical uses: Body text and to differentiate sections of information as headlines, text or captions.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKL*
1234567890-!@#$%^&*()_{}:"<>?

GILL SANS BOLD
Typical uses: Headlines, subheads and highlighted text. Do not use italic in Gill Sans Bold.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#$%^&*()_{}:"<>?

Gill Sans MT is an acceptable substitute and is installed on most USAID computers.

Monotype and Adobe produce approved professional versions of these fonts.

All approved weights and styles are shown above. Do not use unapproved weights and styles.

1.5 OUR TYPEFACES

Web fonts

Source Sans Pro is an open-source font created for legibility in web pages, user interface design and digital products.

SOURCE SANS PRO LIGHT
INCLUDING ITALIC
Typical uses: Headlines, body text.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKL*
1234567890-!@#$%^&*()_{}:"<>?

SOURCE SANS PRO REGULAR
INCLUDING ITALIC
Typical uses: Body text and to differentiate sections of information as headlines, text or captions.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyvz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKL*
1234567890-!@#$%^&*()_{}:"<>?

SOURCE SANS PRO BOLD
Typical uses: Headlines, subheads and highlighted text. Do not use italic in Source Sans Bold.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#$%^&*()_{}:"<>?

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1.5 OUR TYPEFACES

Alternate font

Arial may be used when the Gill Sans font family is not available. Like Gill Sans, Arial is a clean, sans serif font—and it's typically easily accessible.

ARIAL REGULAR
INCLUDING ITALIC
Typical uses: Body text.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuv*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGH*
1234567890-!@#$%^&*()_{}:"<>?

ARIAL BOLD
INCLUDING ITALIC
Typical uses:
Headlines, subheads
and highlighted text.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopq*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGH*
1234567890-!@#$%^&*()_{}:"<>?

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1.5 OUR TYPEFACES

Alternate font

Garamond may only be used in long printed publications (more than 60 pages). It may be used for text and captions but not for titles.

ADOBE GARAMOND
INCLUDING ITALIC
Typical uses: Body text
or captions.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJK*
1234567890-!@#$%^&*()_{}:">?

ADOBE GARAMOND
SEMIBOLD
INCLUDING ITALIC
Typical uses: Bold text
or captions.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJ*
1234567890-!@#$%^&*()_{}:">?

ADOBE GARAMOND BOLD
INCLUDING ITALIC
Typical uses: Bold text
or captions.

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJ*
1234567890-!@#$%^&*()_{}:">?

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1.6 OUR PHOTOGRAPHY

Photography is a key element in USAID's brand and can be used in a variety of communications tools. A single image can help humanize the USAID brand while conveying the impact our projects have on the individuals and groups we serve.

It is best practice to accompany every photo with a caption that tells the viewer who, what, where, when and why of the subject matter. Captions should adhere to Associated Press style, and you must always credit the photographer. See USAID's Video and Photography Style Guide.

Properly credited photos may be shared on social media.

PHOTO: MORGANA WINGARD

PHOTO: MORGANA WINGARD

PHOTO: BOBBY NEPTUNE / USAID

PHOTO: MORGANA WINGARD

EXAMPLE OF BRANDED AND CREDITED PHOTO

CORPORATE COMMUNICATIONS UNIFY US AS A BRAND & STRENGTHEN OUR MESSAGE.

2.1 BRAND APPLICATION

USAID's corporate communications — those that are communicated on behalf of the Agency as a whole — include all materials on and offline that are created as part of USAID's efforts to provide information to the public. This includes www.usaid.gov and USAID social media channels. These products are solely owned and exclusively branded by USAID.

It is critical that all corporate communications ensure the integrity of our brand. Creating unapproved sub-brands or logos diminishes the effectiveness of our branding, particularly overseas.

Corporate products must follow USAID's graphic standards — including USAID's typefaces and colors — to communicate USAID's authority and project USAID's brand.

PHOTO: USAID

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2.2 BUREAUS & OFFICES

One agency, one brand.
Bureaus and offices are not allowed to have their own sub-brands or logos.

The main USAID logo should be used on invites, signage, videos, presentations, fact sheets, business cards, folders, press releases, t-shirts and other public facing products as presented in this guide. There are four exceptions:

1. Bureaus, offices and programs may identify themselves on approved social media properties in written type in the "who we are and/or about" sections as appropriate. They may not use bureau or office logos or sub-brands as profile images or as the main visual on the page. See section 2.9 for additional information.

2. Bureaus, offices and programs may identify themselves in their newsletters in written type. They may not use sub-brands or logos. See section 2.8 for electronic newsletter templates and guidance.

3. Bureaus and offices may identify themselves in written type in impact reports, congressional reports, and brochures. Logos or special font treatments for bureaus or offices are not permitted.

4. Bureaus and offices may identify themselves in internal communications. Sub-brands or logos are still not permitted.

In rare circumstances, presidential initiatives, interagency programs or specific Agency campaigns may utilize a sub-brand and logo. USAID's Senior Advisor for Brand Management must approve all such sub-brands and their accompanying style guide. See section 5.0.

BUREAU IS NOT A SUB-BRAND

OFFICE IS NOT A SUB-BRAND

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2.3 BILATERAL & REGIONAL MISSIONS/COUNTRIES

USAID bilateral and regional development missions in countries and regions where USAID operates are the only allowable sub-brands. A list of where USAID operates can be found at www.usaid.gov/where-we-work.

Official USAID sub-brands are created by LPA and made available at www.usaid.gov/branding/resources in a variety of formats for both print and digital communications.

Do not attempt to recreate sub-brands and do not alter existing sub-brands under any circumstances.

Remember that neither bureaus nor offices (Section 2.2) nor projects (Section 3.1) are sub-brands and should never be paired with the USAID logo.

USAID country sub-brands are intended for corporate, administrative and internal use. Best practice is to use USAID's standard identity — not the country sub-brand — on external communications and program materials.

2.3 BILATERAL & REGIONAL MISSIONS/COUNTRIES

Incorrect sub-brand logo usage

The approved sub-brand logo is shown on the previous page. Do not alter or use any other color combination, typeface, etc. A few typical incorrect examples are shown below.

WRONG COLORS

COUNTRY NAME IN WRONG TYPEFACE, RULE IS TOO THICK

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2.3 BILATERAL & REGIONAL MISSIONS/COUNTRIES

Translated logo and sub-brands

USAID must remain in English at all times. The country name and tagline may be translated into local languages. Official digital files for translated sub-brands and logo taglines are available at www.usaid.gov/branding/resources.

Contact USAID's Senior Advisor for Brand Management to request new official translated sub-brand and logo tagline files. Do not produce such files in-country unless the Senior Advisor for Brand Management authorizes it, as may be required for non-latin fonts.

Refer to sections 1.3 and 1.4 of this manual for correct logo usage regarding color, minimum size, clear space, etc.

EXAMPLES OF TRANSLATED SUB-BRAND LOGOS WITH TRANSLATED TAGLINES

EXAMPLES OF LOGO WITH TRANSLATED TAGLINES

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2.3 BILATERAL & REGIONAL MISSIONS/COUNTRIES

To ensure the USAID brand is unified globally, it is important to use the communications templates when creating business cards and letterhead.

Business cards

Downloadable templates in Adobe InDesign® can be found at www.usaid.gov/branding/resources. See specifications and example below. Mission/bureau/office Twitter handles are allowed on business cards as long as the Agency's social media guidelines are followed. To add a personal Twitter handle, please send a request to: socialmedia@usaid.gov.

Business cards should be professionally offset printed on uncoated bright white, smooth finish 80# cover stock and printed in two colors, USAID Blue (PANTONE® 294) and USAID Red (PANTONE® 200).
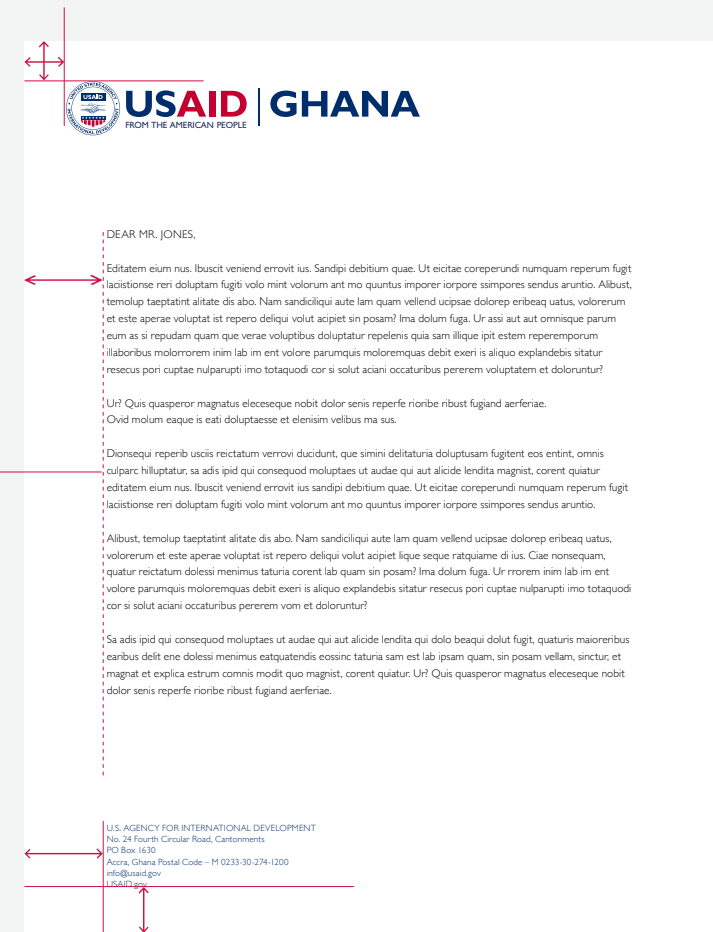
Business cards may have one side in English and the other side in the local language.

Letterhead

Templates are available in Adobe InDesign® and Microsoft Word® and can be found at www.usaid.gov/branding/resources. Microsoft Word® files should only be used for desktop publishing or creating Adobe Acrobat® PDF files. See specifications and example on right.

Professionally printed letterhead should be offset printed on paper stock— 24# writing, bright white, smooth finishand printed in two colors, USAID Blue (PANTONE® 294) and USAID Red (PANTONE® 200).

SPACING: W & H = 12.5 MM (.5 INCHES)

USAID | GHANA
FROM THE AMERICAN PEOPLE

MARGIN:
25.5 MM (1 INCH)
ALIGN CONTENT
WITH ADDRESS
BELOW

DEAR MR. JONES,

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TEXT IS
GILL SANS LIGHT
11 PT/15 PT

U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT
No. 24 Fourth Circular Road, Cantonments
PO Box 1630
Accra, Ghana Postal Code – M 0233-30-274-1200
info@usaid.gov
USAID.gov

SPACING: W = 25.5 MM (1 INCH)
H = 14 MM (.55 INCHES)

USAID | GHANA
FROM THE AMERICAN PEOPLE

JANE SMITH
Director, Office of Human Resources

U.S. AGENCY FOR
INTERNATIONAL DEVELOPMENT
No. 24 Fourth Circular Rd, Cantonments
PO Box 1630
Accra, Ghana
Postal Code M 0233-30-274-1200

T +233 302 741 200
M +233 302 741 365
jsmith@usaid.gov
USAID.gov
@USAID

MAXIMUM
6 LINES

MAXIMUM
6 LINES

2.3 BILATERAL & REGIONAL MISSIONS/COUNTRIES

Email Signatures

Email signature content should follow guidance for the business card text. Do not include USAID logo or attempt to simulate it with blue and red type. Mission/bureau/office Twitter handles are allowed on email signatures as long as the Agency's social media guidelines are followed. To add a personal Twitter handle, please send a request to: socialmedia@usaid.gov.

JANE SMITH
Director, Office of Human Resources
U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT
No. 24 Fourth Circular Road, Cantonments, PO Box 1630
Accra, Ghana Postal Code — M 0233-30-274-1200
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USAID.gov | jsmith@usaid.gov | @USAID

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2.4 ADMINISTRATIVE MATERIALS FOR USAID HEADQUARTERS

In order to maintain brand consistency, a series of mandatory communications templates have been developed for commonly used items. Downloadable templates can be found at www.usaid.gov/branding/resources. Country and regional business cards and letterhead can be found in section 2.3 of this manual.

Business cards

See specifications and example of business card below. Templates in Adobe InDesign® can be found at www.usaid.gov/branding/resources. The only website allowed on business cards is www.usaid.gov. Mission/bureau/office Twitter handles are allowed on business cards as long as the Agency's social media guidelines are followed. To add a personal Twitter handle, please send a request to: socialmedia@usaid.gov.

Business cards should be professionally offset printed on uncoated bright white, smooth finish 80# cover stock and printed two colors, USAID Blue (PANTONE® 294) and USAID Red (PANTONE® 200).

Letterhead

Templates are available in Adobe InDesign® and Microsoft Word® and can be found at www.usaid.gov/branding/resources. Microsoft Word® files should only be used for desktop publishing and for creating Adobe Acrobat® PDF files. See specifications and example on right.
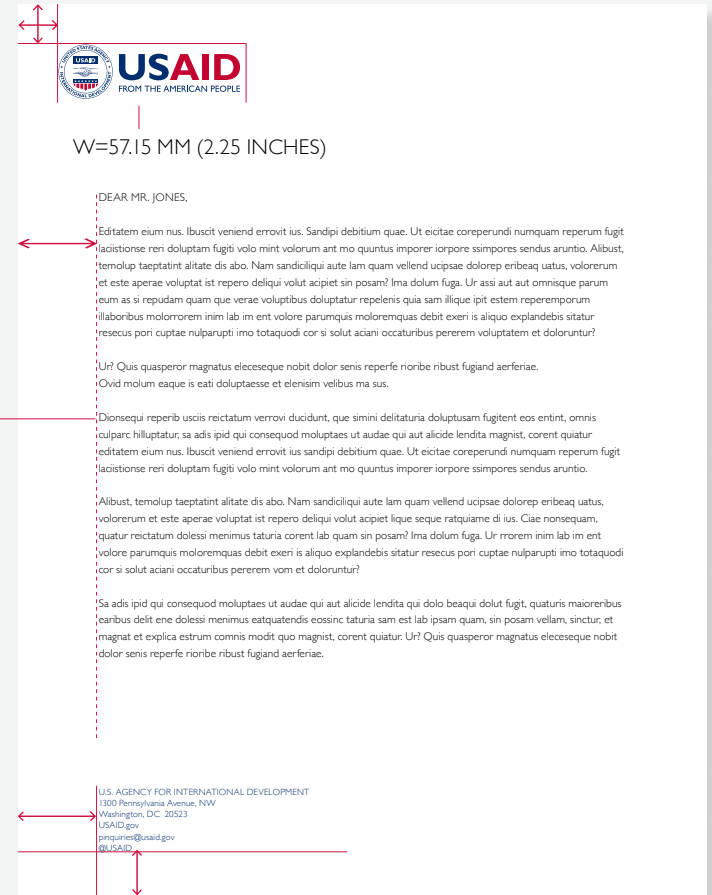
Professionally printed letterhead should be offset printed on paper stock—24# writing, bright white, smooth finish and printed in two colors, USAID Blue (PANTONE® 294) and USAID Red (PANTONE® 200).

SPACING:
W & H = 12.5 MM
(.5 INCHES)

W=57.15 MM (2.25 INCHES)

MARGIN:
25.5 MM (1 INCH)
ALIGN CONTENT
WITH ADDRESS
BELOW

TEXT IS
GILL SANS LIGHT
10 PT/15 PT

SPACING:
W =25.5 MM (1 INCH)
H = 12.5 MM (.5 INCHES)

DEAR MR. JONES,

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U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT
1300 Pennsylvania Avenue, NW
Washington, DC 20523
USAID.gov
pinquiries@usaid.gov
@USAID

JANE SMITH
Director, Office of Public Information

U.S. AGENCY FOR
INTERNATIONAL DEVELOPMENT
LPA, Rm. 0.00 RRB
1300 Pennsylvania Avenue, NW
Washington, DC 20523

T 202-000-0000
M 202-000-0000
jsmith@usaid.gov
USAID.gov
@USAID

MAXIMUM
5 LINES

MAXIMUM
5 LINES

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GLOSSARY

2.4 ADMINISTRATIVE MATERIALS FOR USAID HEADQUARTERS

Email Signatures

Email signature should follow guidance for business card text. Do not include USAID logo or attempt to simulate it with blue and red type. Mission/bureau/office Twitter handles are allowed on email signatures as long as the Agency's social media guidelines are followed. To add a personal Twitter handle, please send a request to: socialmedia@usaid.gov.

JANE SMITH
Director, Office of Public Information
U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT
LPA, Rm. 0.00 RRB
1300 Pennsylvania Avenue, NW
Washington, DC 20523
T 202-000-0000 | M 202-000-0000
USAID.gov | jsmith@usaid.gov | @USAID

2.5 TEMPLATES

Fact sheets, country profiles, bios

Downloadable templates of commonly used documents are available in Microsoft Word® at www.usaid.gov/branding/resources. These templates are approved for desktop publishing and creating Adobe Acrobat® PDF files.

All written content should follow Associated Press style guidelines.

USAID IN CENTRAL AMERICA:
DOING BUSINESS DIFFERENTLY

Intro or deck blurb here, ilia dolor por apisquata dolorit a ipsum custet doloratur assequam impelique perae nonseni natum.

TITLE STYLE GOE
RUN TWO LINES

Subtitle, Intro text goes here, 2
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USAID.GOV

ANN MEI CHANG

Chief Innovation Officer and Executive Director,
U.S. Global Development Lab

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USAID.GOV

BIOGRAPHY

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CONTRACTS &
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4.0
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5.0
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INITIATIVES

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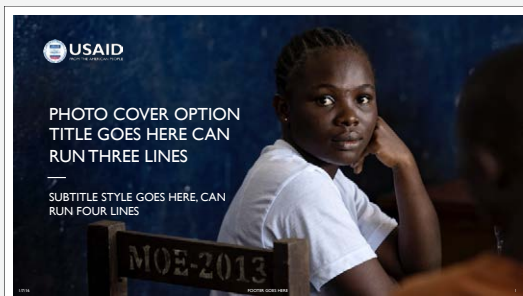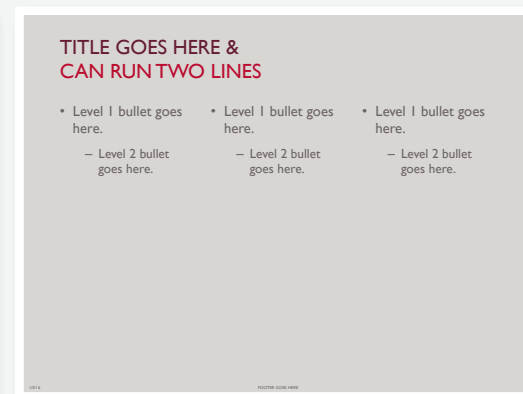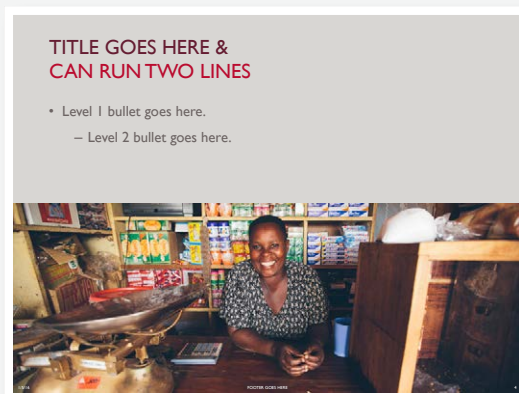PROCEDURES &
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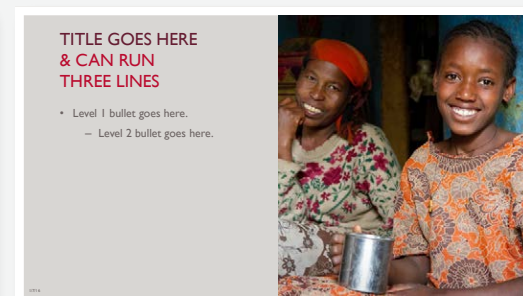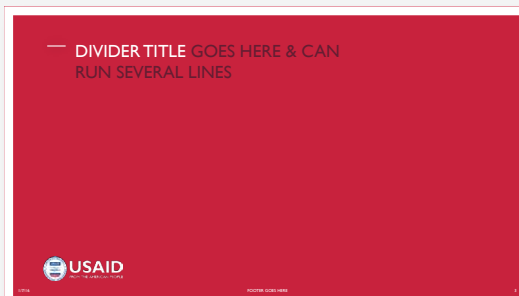# 2.6 PRESENTATIONS

PowerPoint® templates

A PowerPoint® presentation can be used for multiple purposes, from training programs to headlining conferences. A PowerPoint® template can be found at www.usaid.gov/branding/resources.

STANDARD 4:3 ASPECT RATIO PPT

WIDESCREEN 16:9 ASPECT RATIO PPT

2.7 VIDEO

Film and video have the ability to immerse viewers by using personal stories, strong visuals and inspirational narratives to create an emotional connection. Guidance on how to shoot a video in USAID's preferred documentary style can be found at www.usaid.gov/branding/resources.

To ensure a consistent look and feel, USAID-produced videos use the official USAID bumper and standard lower thirds in the Gill Sans family (regular and light). Exact values of fonts may change due to editing programs. See 7.0 Resources for information on obtaining graphics for video.

CAPTIONS

ANIMATED BUMPER

2.8 E-NEWSLETTER

An e-newsletter connects USAID to our global audience. It can help communicate updates on developing issues and ongoing projects. An external e-newsletter should be easily recognized as a USAID publication, employing common elements that brand USAID e-newsletters as official and authoritative sources of information.

Given that USAID e-newsletters are produced and distributed via a wide range of mailing list vendors, it is not possible to provide a single standard template that will work across all mailing platforms and on all devices. Bureaus and offices may utilize an accessible, mobile-friendly template supplied by the vendor. Customize the template to include the following elements and to comply with USAID's graphic standards:

- USAID's 2-color horizontal logo at the top of the message, surrounded by appropriate clear space.
- Banner image below the logo.
- USAID colors for text, background tints, separator lines and other elements. Enter RGB values as custom colors, see section 1.4.
- Source Sans Pro or Arial font for all text, or the closest available fonts.
- Social media links using the icons supplied at www.usaid.gov/branding/resources.

As official communications from the Agency, USAID e-newsletters must follow the following set of best practices in order to effectively convey our message to readers:

- Use engaging subject lines that encourage recipients to open and read the newsletter.
- Provide a link allowing recipients to view the message in a web browser (a default setting on most mailing list providers).
- Use brief text blurbs to encourage readers to click through to content.
- Include photo credits for all photos — these can be in the text or superimposed on the image itself.
- Include appropriate alternate text on all photos and graphic elements.
- Provide links to subscribe or "forward to a friend" — these are often standard elements in email messages distributed via mailing list vendors.
- Provide a link to allow recipients to unsubscribe, as required under the CAN-SPAM Act of 2003.
- Include USAID contact information, including mailing, email and web addresses, and phone number. This is also required under the CAN-SPAM Act.

WHITE BACKGROUND, USAID LOGO SET ON
THE LEFT, SOCIAL MEDIA ICONS ON THE RIGHT
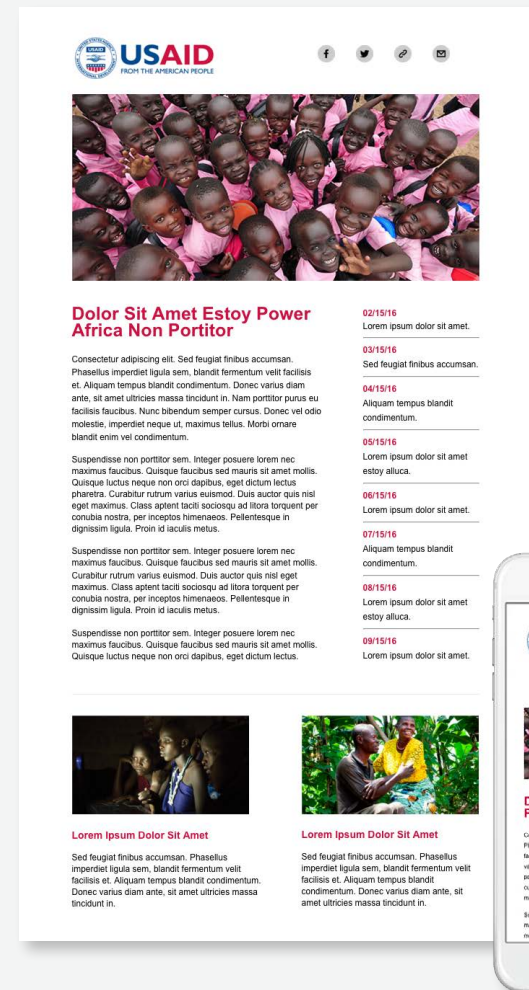
2.9 SOCIAL MEDIA

Social media is a critical and growing communication channel for USAID around the globe. All (official USAID) social media channels must be approved by LPA and adhere to the the following guidance.

The main USAID social media channels are as follows:

Facebook
The Facebook profile picture should always be the USAID vertical logo on a white background (180x180 pixels). Do not insert bureau or office name in profile picture. Do not alter the profile picture for any reason. The cover image (851x315 pixels) can and should be changed out regularly. When selecting a photo, chose a rich-colored image that positively highlights our beneficiaries or the region we're assisting.

Twitter
The Twitter profile picture should always be the USAID vertical logo on a white background (400x400 pixels). Do not insert bureau or office name in profile picture. Do not alter the profile picture for any reason. You are encouraged to change out the large header photo regularly (1500x500 pixels). The header photo should be a large, captivating image which shows our work and the people we help in an uplifting manner. Do not use the header for bureau or office identification.

Facebook

Twitter

2.9 SOCIAL MEDIA

Instagram

Instagram Profile Photo size: 110 x 110

Instagram photo size: 1080 x 1080

The Instagram profile picture should always be the USAID vertical logo on a white background (110 x 110 pixels). Do not insert bureau or office name in profile picture. Do not alter the profile picture for any reason. When selecting a photo, chose a rich-colored image that positively highlights our beneficiaries or the region we're assisting. Instagram followers engage more on images showing clear human interaction and a variety of emotion. The post should include a link for people to learn more about the organization or the actions in the image.

YouTube

YouTube Channel Art size: 2560 x 1440

Video thumbnail: 1280 x 720

Channel icon: 800 x 800

The YouTube channel icon should always be the USAID vertical logo on a white background (800 x 800 pixels). Do not insert bureau or office name in channel icon. Do not alter the channel icon for any reason. The channel art (2560 x 1440 pixels) should be changed out regularly. When selecting a thumbnail, chose a rich-colored image that positively highlights our beneficiaries or the region we're assisting.
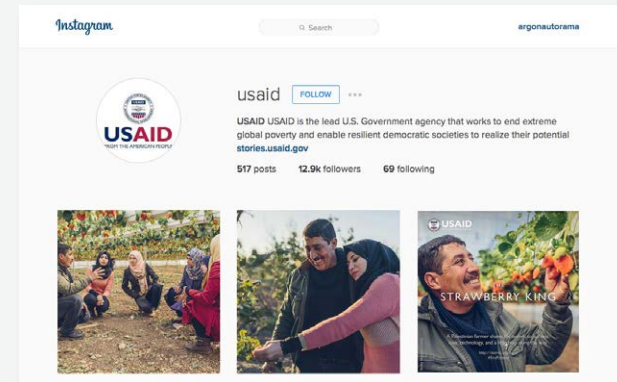
Flickr

Key Profile Picture: 100 x 100

Cover Image: 1345 x 2500

Individual Photo Page: 60 x 60

The key Flickr profile picture located on the organization's splash channel should always be the USAID vertical logo on a white background (100 x 100 pixels). Do not insert bureau or office name in profile picture. Do not alter the profile picture for any reason. The cover image (1345 x 2500 pixels) can and should be changed out regularly. When selecting a photo, chose a rich-colored image that positively highlights our beneficiaries or the region we're assisting. A smaller profile image (60 x 60 pixels) will appear on individual photo pages. For all photos, the caption should include a link for people to learn more about the organization or the actions in the image.
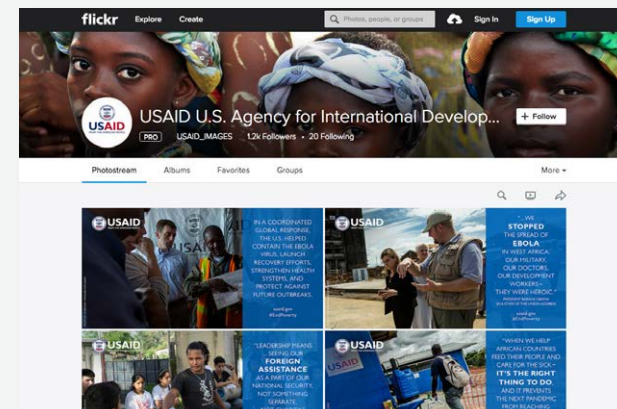
This list will be updated as new channels come online.

Instagram
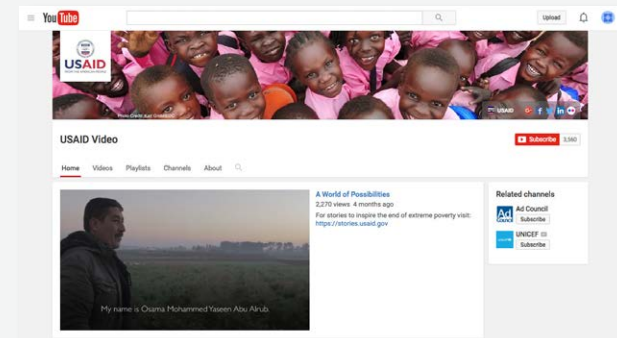
YouTube

Flickr

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4.0
GRANTS &
COOPERATIVE
AGREEMENTS

5.0
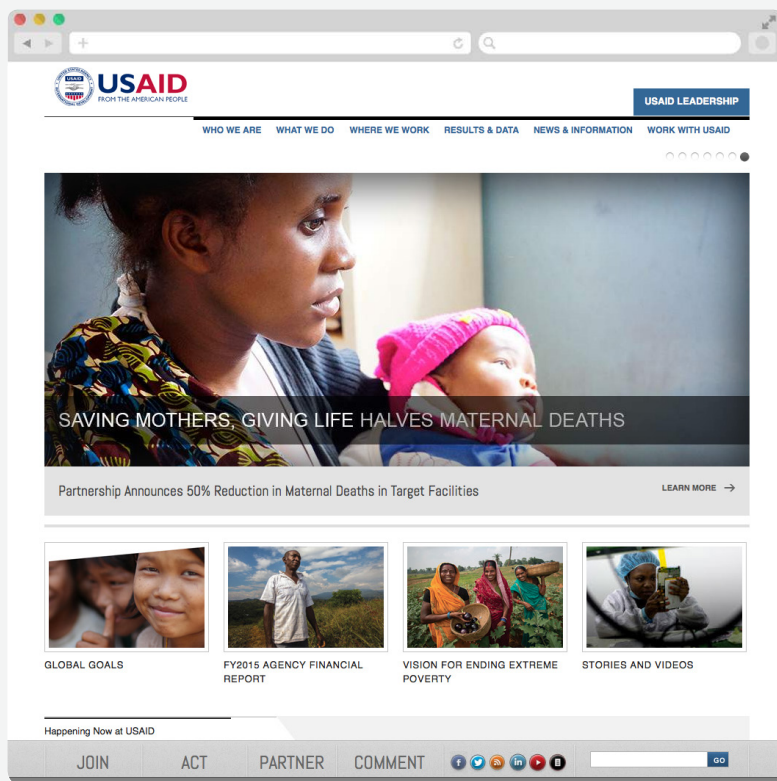COMMUNICATIONS
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2.9 SOCIAL MEDIA FOR BUREAUS & MISSIONS

Social Media for Bureaus and Offices

Bureaus and offices with LPA-approved social media platforms may identify themselves in the "who we are" and/or "about sections". They should not identify themselves in the handle name. Instead their handle should list the topics on which they work. An approved list of topics is available at www.usaid.gov/what-we-do. All handle names must be approved by the USAID Senior Advisor for Brand Management.

Acceptable: USAID Global Health
                     USAID Education
                     USAID Crises and Conflict

Not Acceptable: USAID/DCHA Bureau
                     USAID/OTI
                     USAID/Office of Diversity and Civil Rights

Social Media for Countries and Regional Offices

Countries and regional offices with LPA-approved social media platforms (currently Facebook, Twitter and Instagram) should follow the same guidelines that apply to the main USAID platforms. Establishing other social media platforms should be coordinated with LPA. Countries and regional offices may identify themselves in the handle name.

2.10 WEBSITE

USAID's website www.usaid.gov provides updated and important information to a global audience. To ensure it is an effective tool, standard page templates have been developed for bureaus, offices and missions.

All content on www.usaid.gov should use the website's native styles for display of standard page elements such as paragraph text, headers, image treatment, data tables and hyperlinks. While some custom coding is allowed in page content, styles and layout elements may not overwrite or conflict with native styles.

Official USAID sites (microsites), in addition to being approved by the Website Governance Board, should follow the template and look-and-feel of the main USAID website to the greatest extent possible, including sharing top menu navigation and style sheets with www.usaid.gov. If this is not possible due to technical reasons, the microsite should mimic the styles and layout of the USAID external site as much as possible to ensure a consistent visitor experience when browsing USAID content across multiple subsites.

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5.0
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INITIATIVES

6.0
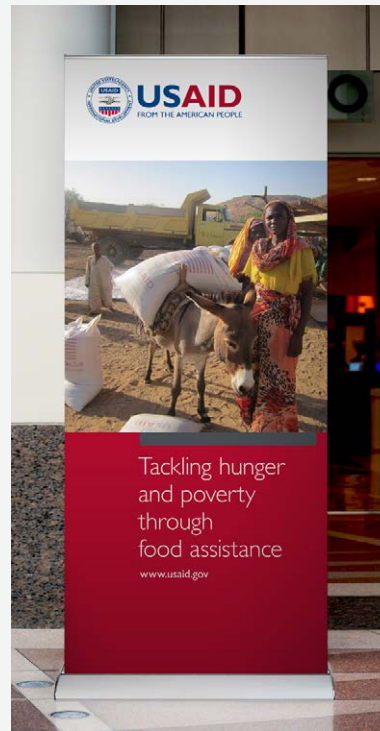PROCEDURES &
CLEARANCE

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2.11 MERCHANDISE & EVENTS

The logo or type mark may be placed on promotional items. Size, shape, space and visibility will dictate which to use. Color and clear space specifications (sections 1.3 and 1.4 of this manual) must be followed at all times.

Shirt

A light-colored shirt should be used to ensure the logo or type mark is visible. USAID approved colors are preferred and can be found in section 1.4 of this manual. Use the two-color type mark on light-colored shirts. Bureau and office names are not allowed on shirts. Country names are acceptable. The one exception to this is material branded with DART used during humanitarian responses. Additional information, such as DART, may be placed opposite of the logo.

Cap

A light-colored cap should be used to ensure the type mark is visible. USAID approved colors are preferred and can be found in section 1.4 of this manual. Use the two-color type mark on light-colored caps.

PHOTO: MORGANA WINGARD

PHOTO: MORGANA WINGARD

2.11 MERCHANDISE & EVENTS

Podium sign
Presentation podiums should be adorned with the USAID logo or seal. The sign should be created to fit your podium in a scale that is similar to that shown here.

Repeating backdrop
When creating a televised or heavily photographed event, a repeating backdrop of the logo can be used in conjunction with a podium sign.

PHOTO: PAUL MORIGI

PHOTO: USAID

PHOTO: STEWART GRAND / USAID

CONTRACTS & ACQUISITIONS COMMUNICATIONS HELP ENSURE BENEFICIARIES KNOW WHERE THE AID IS COMING FROM.

3.1 BRAND APPLICATION

Projects funded by acquisitions include contracts, blanket purchase agreements, task orders and purchase orders. These projects are 100 percent funded by the Agency and we maintain exclusive branding rights. It is important to remember:

- Projects are never USAID sub-brands.
- Contractor logos are not permitted on any programmatic materials.
- Projects contracted under acquisition are not to be co-branded unless an exception is granted as part of the project's marking plan. This generally occurs if a decision is made to co-brand with a host country.
- Project materials must follow USAID's graphic standards — including USAID's typefaces and colors — to communicate the assistance is U.S. aid, From the American People and to comply with ADS 320 and 2 CFR 700.16.

Grants Under Contract

While prime contracts are exclusively branded and marked with USAID identity, ADS 320.3.2.4 states that grants under contract, when authorized in accordance with ADS 302, must be branded and marked like grants. In short, grants under contract follow the same brand application as assistance.

The contractor is responsible for including branding and marking requirements for these grants in its Branding Implementation Plan and Marking Plan, as part of its overall responsibility for managing grants under its contract.

PHOTO: BEN BARBER?

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3.2 NAMING

One of the most important aspects of ensuring proper project branding is its name. The name of a USAID project helps everyone, including the people we assist, understand the purpose of our work. Project names should be clear, concise and represent the work of USAID.

Acronyms can be a clever way to shorten a long program name. While a select few may succeed at communicating a message, most simply cause confusion amongst the audience. This is particularly true in settings where translation is required. Rarely does an acronym succeed at communicating program goals and they should be avoided in almost all circumstances. Program names may be translated into a local language but USAID must remain in English at all times.

In naming a project avoid:
- Jargon
- Abbreviations
- Clever play on words
- The name of the country (i.e., assume your audience knows where they live)
- The names of implementing partners or contractors
- Office or bureau names
- Project logos or seals

You should include:
- USAID (people need to know where the assistance is coming from)
- A basic description of the project in simple language

Additionally, program and project names are not sub-brands and should not be paired with the USAID logo under any circumstances.

A Few Good Program Name Examples:
- USAID Media Strengthening Program
- USAID Lestari (sustainable or everlasting)
- USAID Wulf Naafa (protect the forest)
- USAID Greening the Grid
- USAID Oceans

Program Logos Are Prohibited

Under acquisition instruments, creation of program logos is not allowed. Do not create program logos — they compete with the USAID identity. Simply typeset program title like a headline; see example program materials in section 3.4.

3.3 SOCIAL MEDIA & WEBSITES

Social media is often part of an integrated communications campaign. It should always be used to communicate directly with stakeholders or beneficiaries in host countries. It should never be used to promote a program or contractor.

Social media channels may be approved as part of a project's marking plan in consultation with the CO, contracting officer's representative (COR) and development outreach and communications specialist (DOC).

To avoid confusion with official USAID social media channels, the USAID logo should not be used as a profile picture. A photo reflective of the project should be used as a profile picture. A USAID-branded photo should be displayed as the banner photo, and acknowledgement of USAID support should appear in the "Profile" or "About" section.

All websites produced for USAID projects by contractors must have the approval of the Website Governance Board and must display correct disclaimer language as specified in ADS 557. The websites should follow the structure and look-and-feel of the main USAID website to the greatest extent possible, including sharing top menu navigation and style sheets with www.usaid.gov. If this is not possible due to technical reasons, the microsite should mimic the styles and layout of the USAID external site to the extent possible.

For further guidance, please contact LPA/Web Management at web@usaid.gov.

3.4 PROGRAM MATERIALS

Program materials target beneficiaries with specific messages, such as "Inoculate your children" or "Be tested for HIV/AIDS." Program materials also include products meant to promote or inform non-beneficiaries about the program.

All project materials must follow the graphic standards in this manual, including using USAID's typefaces and colors. The USAID logo should be used on program materials to acknowledge the U.S. Government's support and funding. We call this "marking." In most cases, use the USAID logo, not the country or regional sub-brand. Contractors should submit a Branding Implementation Plan and Marking Plan for approval at the outset of the contract.

See sections 2.10 and 2.8 of this manual and Agency Policy ADS 320, section 320.3.2 for more guidance.
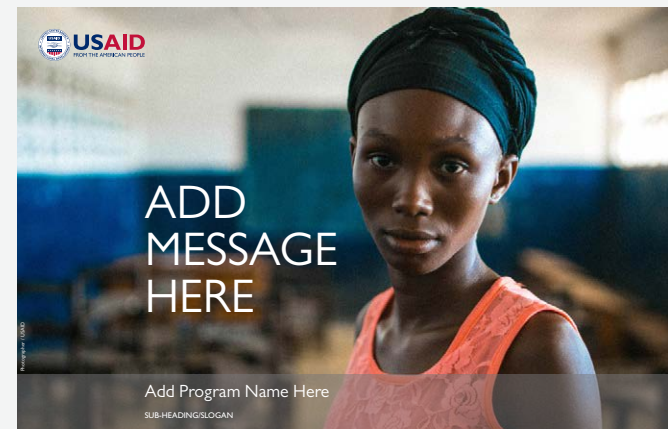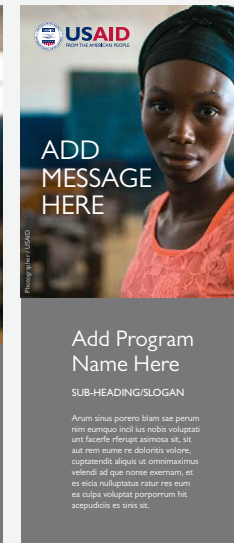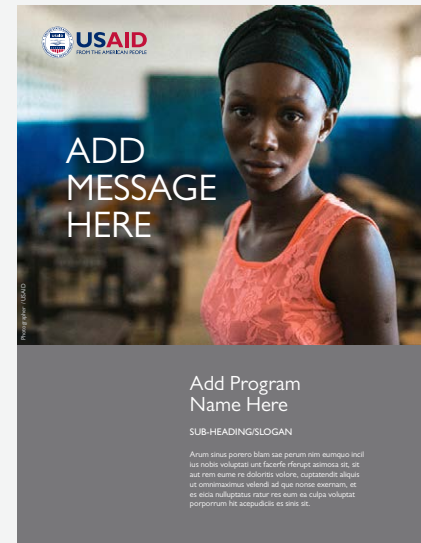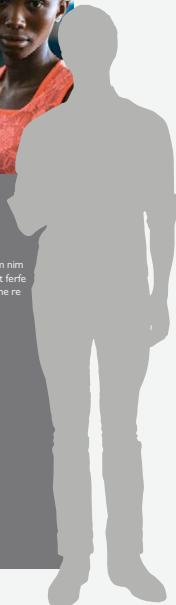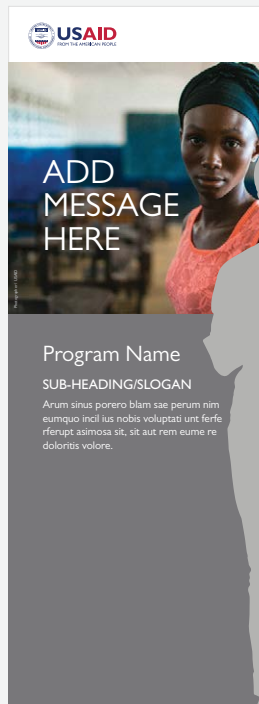
3.5 COMMODITIES

Commodities are among the most visible forms of communication. All commodities must be marked with the USAID logo unless a waiver or exception has been granted.

You may use either the two-color or black-only version of the logo. All guidelines shown earlier in this manual must be followed.

The brand applications shown are just examples intended to demonstrate the flexibility and consistency of the logo across a variety of platforms.

PHOTO: JEFF HOLT

PHOTO: UNICEF

PHOTO: J. LOWRY / IOM

3.6 PROGRAM SIGNS

Marking USAID program sites and vehicles is a large part of our branding efforts. It is critical that the people who visit the clinics we modernize, or attend the schools we build, know that those facilities have been provided or upgraded with the support of the American people. ADS 320.3.2.4 states: Program, project, or activity sites financed by USAID contracts, including visible infrastructure projects (roads, bridges, buildings, etc.) or others that are physical in nature (agriculture, forestry, water management, etc.), must prominently display the USAID Identity. Temporary signs must be erected early in the construction or implementation phase. When construction or implementation is complete, the contractor must install a permanent, durable and visible sign, plaque, or other marking.

Signs and plaques

For brand consistency, the following guidelines as well as those in this manual must be observed. Position the USAID logo at the top. When appropriate to show partnership with the host government, include the U.S. and host country flags, flanking the top left and right corners.

Missions can decide on the remaining information based on the specific project details and local customs. An optional short narrative about the program and the deliverables should emphasize the "people to people" aspect. Presenting the information in both English and local languages, with a maximum of two local languages per sign or plaque, is recommended.

Other parties to be acknowledged, additional logos, and the dates can be included at the bottom. Do not include contractor's logos on signs, plaques or other project materials. Do not include bureaus or offices.

Vehicles

Programmatic vehicles may be marked using either the vertical or horizontal logo. We recommend using a magnetic logo that can be easily removed.

Please check with mission or embassy security to determine if USAID branding on your vehicle is appropriate. All guidelines regarding logo (sections 1.3 and 1.4) must be followed.

THE REMODELING OF THIS LABORATORY WAS FUNDED BY THE U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

APRIL 2015

PHOTO: FAITH NJOKI NJUNGE / USAID KENYA

THE CONSTRUCITON OF THIS SCHOOL WAS FUNDED BY THE U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

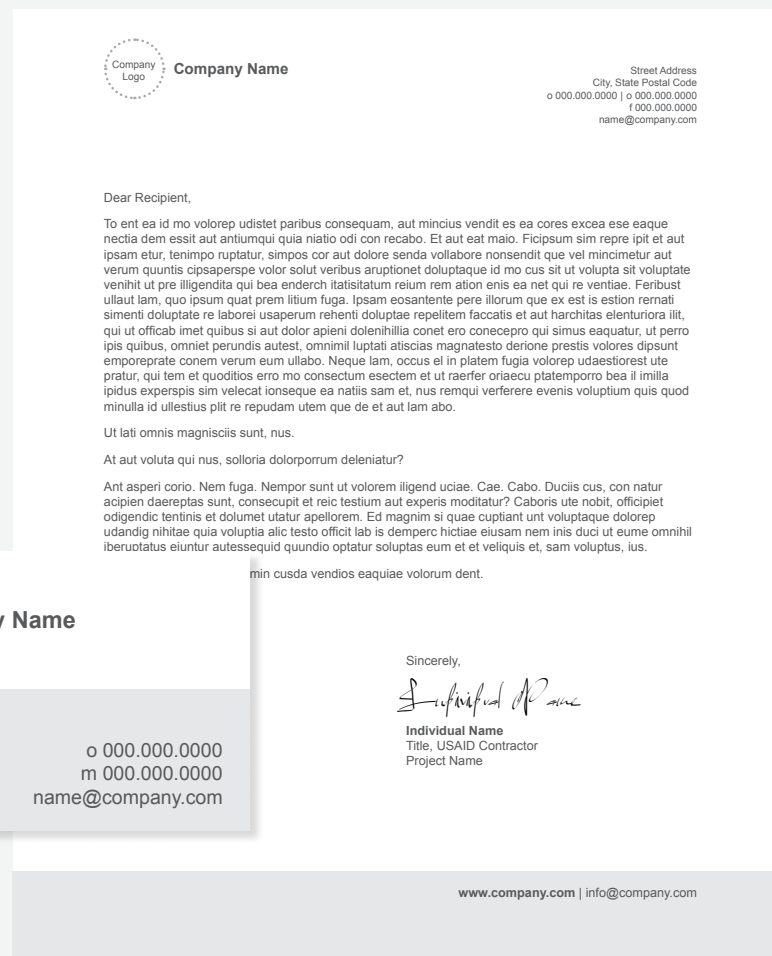AUGUST 2015

PHOTO: DAVIDE MUTUA / USAID

3.7 ADMINISTRATIVE MATERIALS

Organizations with USAID contracts or acquisition-funded projects are not permitted to use the USAID logo, type mark or seal on any administrative materials, including business cards, stationery, etc. Vehicles that are used exclusively for administrative purposes should not be marked. Recipients of USAID-funded contracts must prohibit employees from claiming the status of or being perceived as a USAID employee or member of the United States Government or Diplomatic Mission.

Examples of administrative communications include, but are not limited to, correspondence with the cooperating government concerning contractor compliance with local law, such as the administration of tax, customs, or other provisions.

Contractors may include "USAID Contractor" on their business cards and stationery if desired.

Please see ADS 320.3.1.5 for additional information.

Company
Logo   **Company Name**

Street Address
City, State Postal Code
o 000.000.0000 | o 000.000.0000
f 000.000.0000
name@company.com

Dear Recipient,

To ent ea id mo volorep udistet paribus consequam, aut mincius vendit es ea cores excea ese eaque nectia dem essit aut antiumqui quia niatio odi con recabo. Et aut eat maio. Ficipsum sim repre ipit et aut ipsam etur, tenimpo ruptatur, simpos cor aut dolore senda vollabore nonsendit que vel mincimetur aut verum quuntis cipsaperspe volor solut veribus aruptionet doluptaque id mo cus sit ut volupta sit voluptate venihit ut pre illigendita qui bea enderch itatisitatum reium rem ation enis ea net qui re ventiae. Feribust ullaut lam, quo ipsum quat prem litium fuga. Ipsam eosantente pere illorum que ex est is estion rernati simenti doluptate re laborei usaperum rehenti doluptae repelitem faccatis aut harchitas elenturiora ilit, qui ut officab imet quibus si aut dolor apieni dolenihillia conet ero conecepro qui simus eaquatur, ut perro ipis quibus, omniet perundis autest, omnimil luptati atiscias magnatesto derione prestis volores dipsunt emporeprate conem verum eum ullabo. Neque lam, occus el in platem fugia volorep udaestiorest ute pratur, qui tem et quoditios erro mo consectum esectem et ut raerfer oriaecu ptatemporro bea il milla ipidus experspis sim velecat ionseque ea natiis sam et, nus remqui verferere evenis voluptium quis quod minulla id ullestius plit re repudam utem que de et aut lam abo.

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min cusda vendios eaquiae volorum dent.

Sincerely,

Individual Name
Title, USAID Contractor
Project Name

Company
Logo   **Company Name**

Individual Name   o 000.000.0000
Title, USAID Contractor   m 000.000.0000
Project Name   name@company.com

www.company.com | info@company.com

GRANTS, COOPERATIVE AGREEMENTS & ASSISTANCE
WORKING TOGETHER WE CAN HELP MORE PEOPLE.

4.1 BRAND APPLICATION

Assistance projects are co-owned and co-branded by USAID. Working in cooperation with our partners, we determine the best branding strategy to acknowledge our joint work.

At a minimum, USAID's logo should be displayed at visually equal size and prominence as each of the other partner's logos. To show partnership with the host government, where applicable, a host country symbol or ministry logo may be added.

Projects should not create their own logos. In certain cases, a project may require a unified identity or logo to achieve its programmatic objectives. For example, in a campaign to mobilize voters, the project may need to have a unified face that can be easily identified by target audiences, a goal that cannot be accomplished by using myriad unrelated logos.

If, after consultation with the DOC and agreement officer's representative (AOR), it's determined that a project logo is needed, the project logo can be larger or more prominent than the partner logos to assist in the branding of the program and convey that it's a program, not a partner. USAID's Senior Advisor for Brand Management must approve all project logo requests. Please email the branding champions team (brandingchampions@usaid.gov).

USAID does not require use of USAID's typefaces and colors in assistance-funded project materials.

PHOTO: CHARLIE WATSON / RAINFOREST ALLIANCE

4.2 SOCIAL MEDIA & WEBSITES

Projects funded through assistance often take the form of partnerships. These require a smart and thoughtful approach to the use and branding of social media properties.

Assistance projects' social media channels do not need to reflect the look-and-feel of official USAID platforms and should not use the USAID logo as a profile picture. Use an approved project logo or a photo reflective of the project as the profile picture. Acknowledge USAID and other partners in the "Profile" or "About" section.

Websites produced under grants or cooperative agreements should display the USAID logo on the homepage in visually equal size and prominence to other partners. The logo does not need to appear in the top banner.

1.0
OUR
BRAND

2.0
USAID
CORPORATE

3.0
CONTRACTS &
ACQUISITIONS

4.0
GRANTS &
COOPERATIVE
AGREEMENTS

5.0
COMMUNICATIONS
INITIATIVES

6.0
PROCEDURES &
CLEARANCE

7.0
RESOURCES

8.0
GLOSSARY

4.3 CO-BRANDING

Co-branding helps show unification between USAID and our partners. When co-branding communications, it is critical to follow all the guidance in this manual.

The USAID logo should be placed in the lower left corner with partner logo(s) to the right. It is important to ensure all partner logos are of visually equal weight and nothing has more prominence than the USAID logo. All seals should be same height as the USAID seal. Any bold type logos should be same height as USAID type mark (descenders may fall below the line). And if the logo uses illustration, fine lines or small text, you may manually size the logo. See example below.

Minimum clear space on all sides of the USAID and partner logos is equal to the width of the "US" in the USAID type mark. See section 1.3 of this manual for minimum print size.

CLEAR SPACE

USAID LOGO SHOULD BE OF VISUALLY
EQUAL SIZE AND PROMINENCE WITH
EACH PARNTER'S LOGO.

4.4 ADMINISTRATIVE MATERIALS

Organizations with USAID grants, cooperative agreements and assistance-funded projects are not permitted to use the USAID logo, type mark or seal on any administrative materials, including business cards, stationery, offices and vehicles. Recipients of USAID grants and cooperative agreements must prohibit employees from claiming the status of or being perceived as a USAID employee or member of the United States Government or Diplomatic Mission. Assistance-funded projects may include "USAID Grantee" on their business cards and stationery as appropriate. (Per ADS 320.3.1.6)

Organization
Logo

Organization Name

Street Address
City, State Postal Code
o 000.000.0000 | o 000.000.0000
f 000.000.0000
name@organization.org

Dear Recipient,

To ent ea id mo volorep udistet paribus consequam, aut mincius vendit es ea cores excea ese eaque nectia dem essit aut antiumqui quia niatio odi con recabo. Et aut eat maio. Ficipsum sim repre ipit et aut ipsam etur, tenimpo ruptatur, simpos cor aut dolore senda vollabore nonsendit que vel mincimetur aut verum quuntis cipsaperspe volor solut verbus aruptionet doluptaque id mo cus sit ut volupta sit voluptate venihit ut pre illigendita qui bea enderch itatisitatum reium rem ation enis ea net qui re ventiae. Feribust ullaut lam, quo ipsum quat prem litium fuga. Ipsam eosantente pere illorum que ex est is estion rernati simenti doluptate re laborei usaperum rehenti doluptae repelitem faccatis et aut harchitas elenturiora ilit, qui ut officab imet quibus si aut dolor apieni dolenihillia conet ero conecepro qui simus eaquatur, ut perro ipis quibus, omniet perundis autest, omnimil luptati atiscias magnatesto derione prestis volores dipsunt emporeprate conem verum eum ullabo. Neque lam, occus el in platem fugia volorep udaestiorest ute pratur, qui tem et quoditios erro mo consectum esectem et ut raerfer oriaecu ptatemporro bea il imilla ipidus experspis sim velecat ionseque ea natiis sam et, nus remqui verferere evenis voluptium quis quod minula id ullestius plit re repudam utem que de et aut lam abo.

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At aut voluta qui nus, solloria dolorporrum deleniatur?

Ant asperi corio. Nem fuga. Nempor sunt ut volorem iligend uciae. Cae. Cabo. Duciis cus, con natur acipien daereptas sunt, consecupit et reic testium aut experis moditatur? Caboris ute nobit, officipiet odigendic tentinis et dolumet utatur apellorem. Ed magnim si quae cuptiant unt voluptaque dolorep udandig nihitae quia voluptia alic testo officit lab is demperc hictiae eiusam nem inis duci ut eume omnihil iberuptatus eiuntur autessequid quundio optatur soluptas eum et et veliquis et, sam voluptus, ius.

min cusda vendios eaquiae volorum dent.

Sincerely,

Individual Name
Title, USAID Grantee
Project Name

Organization
Logo

Organization Name

Individual Name   o 000.000.0000
Title, USAID Grantee   m 000.000.0000
Project Name   name@company.com

COMMUNICATIONS INITIATIVES
HAVE THEIR OWN BRAND, MESSAGE AND DESIGN APPROACH

5.1 OVERVIEW

5.2 PRESIDENTIAL INITIATIVES

5.3 USAID CAMPAIGNS

5.1 OVERVIEW

Due to the continually changing communications landscape, there are often unique initiatives and campaigns that require specific graphic standards and adaptations. When special situations occur, the first step is to contact USAID's Senior Advisor for Brand Management through the branding champions team at brandingchampions@usaid.gov. The branding champions team is a group of Agency communications professionals. They review and answer those few questions that cannot be addressed by the COR, AOR, DOC, or bureau communicator.

1.0
OUR
BRAND

2.0
USAID
CORPORATE

3.0
CONTRACTS &
ACQUISITIONS

4.0
GRANTS &
COOPERATIVE
AGREEMENTS

5.0
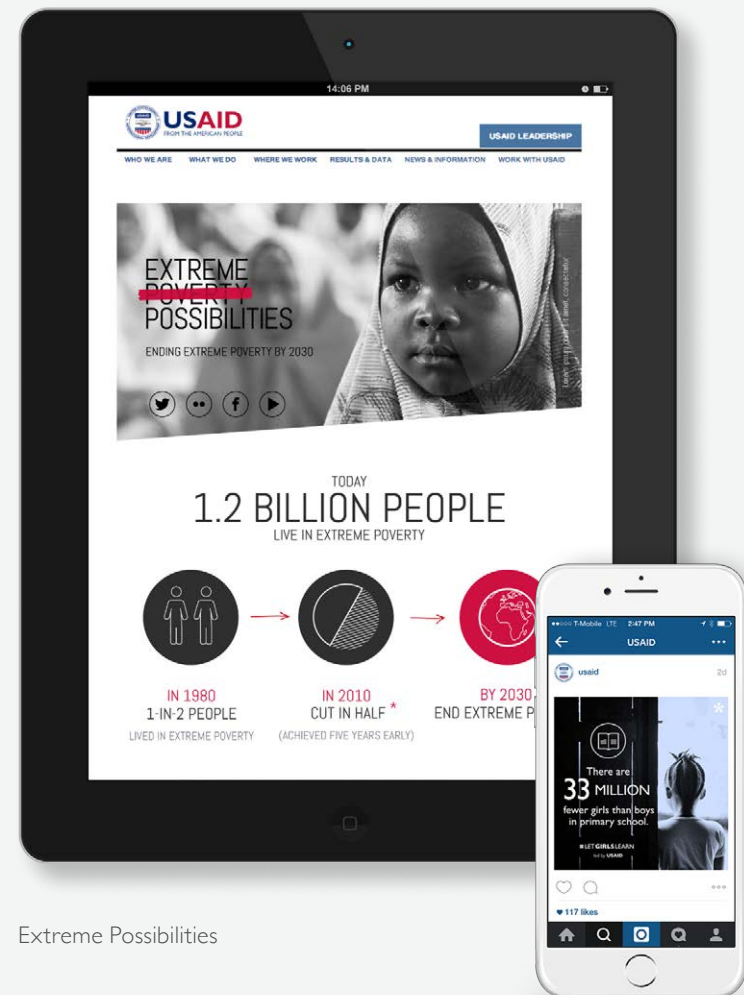COMMUNICATIONS
INITIATIVES

6.0
PROCEDURES &
CLEARANCE

7.0
RESOURCES

8.0
GLOSSARY

5.2 PRESIDENTIAL INITIATIVES

Presidential initiatives are interagency or whole of government programs that often span multiple agencies within the U.S. Government. Some of these initiatives will have their own logos, branding guidelines, websites and social media platforms. The following best practices apply to the majority of presidential initiatives.

- Include the USAID logo on all project materials unless a special ADS 320 exception has been granted by the Administrator.

- Maintain the "look and feel" of USAID by utilizing the approved color options. By using tints and shades of the USAID color palate, a unique look and feel can be maintained.

- Separate social media platforms are generally not recommended. When approved by USAID's Senior Advisor for Brand Management, they must adhere to the same guidance as countries and regions. See 2.9.

- Websites should generally be located at www.usaid.gov. To utilize a unique .gov address, clearance must be obtained through the USAID's Senior Advisor for Brand Management and additional consultations with LPA and Office of the Chief Information Officer.

- Must have their own graphics standards manual with clear explanations on usage. Graphic standards for current presidential initiatives can be found at www.usaid.gov/branding/resources.

Existing Initiatives

- Feed the Future
- Power Africa
- Trade Africa
- Young African Leaders Initiative
- President's Malaria Initiative
- President's Emergency Plan for AIDS Relief
- Let Girls Learn

5.3 USAID CAMPAIGNS

Campaigns are USAID-created communication efforts that involve specific priority issues. They should be time-bound and aimed at a specific target audience. Campaigns led by USAID must follow these guidelines and be approved by USAID's Senior Advisor for Brand Management.

- Include the USAID logo on all materials.
- Utilize font treatments within the Gill Sans family; new logos are not allowed.
- Maintain the "look and feel" of USAID by using the approved color options.
- Web pages may be customized, but must be housed under www.usaid.gov. See section 2.10.
- New social media platforms are not allowed.

Campaigns that are solely funded and promoted by USAID, such as the Extreme Possibilities campaign, are designed to promote the Agency's mission and key messages. These campaigns must retain the look and feel of USAID branding by adhering to USAID's typeface and color guidelines. However, additional colors and elements can be added to create a unique look and feel with approval of USAID's Senior Advisor for Brand Management

Extreme Possibilities

Let Girls Learn

PROCEDURES & CLEARANCE ARE TO BE FOLLOWED TO ENSURE OUR BRAND IS REPRESENTED PROPERLY.

6.1 CLEARANCE & ENFORCEMENT

6.2 EXCEPTIONS & WAIVERS

1.0
OUR
BRAND

2.0
USAID
CORPORATE

3.0
CONTRACTS &
ACQUISITIONS

4.0
GRANTS &
COOPERATIVE
AGREEMENTS

5.0
COMMUNICATIONS
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6.1 CLEARANCE & ENFORCEMENT

Clearance

Bureau communicators and DOC specialists are able to clear on the majority of branding issues. If further clarification is needed, the branding champions team (brandingchampions@usaid.gov) should be consulted.

Who clears on branding?

For USAID corporate communications: Your bureau communicator or DOC clears on basic branding matters.

For contract-funded projects: Your COR clears on basic branding matters in consultation with the DOC.

For assistance-funded projects: Your AOR clears on basic branding matters in consultation with the DOC.

USAID branding champions (brandingchampions@usaid.gov) clear on high-profile external communications, official Agency reports, newsletters (not including mission newsletters) and more complex matters.

Enforcement

It is the responsibility of everyone to help enforce branding standards. In most cases, branding violations are due to a lack of awareness and can easily be remedied. In cases where a contractor or partner do not take action to comply with standards, corrective action must be taken. The following ADS addresses how corrective action should occur.

320.3.8 NONCOMPLIANCE EFFECTIVE DATE: 01/08/2007

If USAID implementing partners do not comply with the marking requirements as established in the approved Marking Plan, the CO/AO, in consultation with Principal Officer or other head of USAID operating unit, the COR/AOR, and the Program Officer, must initiate corrective action. Such action may involve informing the host-country government, contractor, recipient, or other USAID partner of the instances of noncompliance and requesting that it carry out its responsibilities as set forth in the applicable agreement. Major or chronic noncompliance with the BS, BIP or Marking Plan or marking requirements will trigger remedies available to USAID under the specific provisions of the relevant USAID contract or assistance award, or other USAID funded award (for cases of noncompliance with assistance marking requirements, see 2 CFR 700.

6.2 EXCEPTIONS & WAIVERS

Exceptions

Exceptions are programmatic in nature and are usually approved pre-award. Exceptions are managed by a Mission's DOC and reviewed with Principal Officers (please refer to ADS 320.6 for the definition of a Principal Officer) as needed. Post-award exceptions to marking requirements are submitted via the COR/AOR and require a revision of the Branding Implementation Plan and Marking Plan for the project.

Exceptions are generally awarded in non-emergency situations and include those that would:

a. Involve program or materials where independence or neutrality is an inherent aspect of the program and materials. This includes, but is not limited to, the following:

  • Election monitoring or ballots, and voter information literature;

  • Political party support or public policy advocacy or reform;

  • Independent media, such as television and radio broadcasts, and newspaper articles and editorials; and

  • PSAs or public opinion polls and surveys.

b. Diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent.

c. Undercut host-country government "ownership" of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, PSAs, or other communications better positioned as "by" or "from" a cooperating country ministry, organization, or government official.

d. Impair the functionality of an item, such as sterilized equipment or spare parts.

e. Incur substantial costs or be impractical, such as items too small or other otherwise unsuited for individual marking, such as food in bulk.

f. Offend local cultural or social norms, or be considered inappropriate on such items as condoms, toilets, bed pans, or similar commodities.

g. Conflict with international law, such as the internationally recognized neutrality of the International Red Cross or other organizations.

h. Deter achievement of program goals, such as cooperating with other donors or ensuring repayment of loans.

Waivers

Waivers are circumstantial, not programmatic, in nature, and are approved in response to adverse circumstances that affect implementation. Waivers are granted when USAID-required markings would pose compelling political, safety, or security concerns, or marking that has had or will have an adverse reaction in the cooperating country. In exceptional circumstances, the principal officer may approve a blanket waiver by region or country. Per ADS 320.2, the Senior Advisor for Brand Management (or designee) in the Bureau for Legislative and Public Affairs is responsible for the following: Consulting, as needed, with the Office of the General Counsel and Bureau for Management, Office of Acquisition and Assistance on revisions to the Agency's marking policy directives and required procedures, regulations, clauses, or provisions, including ADS 320, reviewing exceptions, waivers, and Administrator determinations for amended branding/marking; and reviewing/approving special use of contractor logos. The Principal Officer must consult with the regional security officer or country Emergency Action Committee, if available, before submitting a waiver request.

The waiver must consider the same information that applies to determinations of the safety and security of U.S. Government employees in the cooperating country. It must also consider any information supplied by the contractor or subcontractor for whose contract the waiver is sought. In sum, this waiver authority is for situational or security circumstances that are caused by the local environment. The Principal Officer may not re-delegate this authority, but it may be exercised by officials serving in an acting capacity.

Please refer to ADS 320 and regulatory 2 CFR 700.16 guidance on waivers and exceptions for additional information.

RESOURCES

7.1 HELPFUL RESOURCES

7.1 RESOURCES

Additional resources can be found below:

ADS 320 Branding and Marking: www.usaid.gov/ads/policy/300/320

Grants and Cooperative Agreements with Public International Organizations: ADS 320.3.6

Interagency Agreements: ADS 306

Logo files: www.usaid.gov/branding/resources

Templates: www.usaid.gov/branding/resources

2 CFR Regulations 700.16 (Marking): www.ecfr.gov

USAID Graphic Standards Manual and Partner Co-Branding Guide: www.usaid.gov/branding

USAID Mission & Message Manual: www.usaid.gov/branding/resources

USAID's Photography and Video Style Guide: www.usaid.gov/branding/resources

To obtain access to video bumpers, please contact: usaidvideo@usaid.gov

GLOSSARY

8.1 GLOSSARY OF TERMS

ADS: Automated Directives System, contains USAID's policy directives and required procedures

AO: Agreement Officer

AOR: Agreement Officer's Representative

Brand: How others perceive an organization, company or product. Brand includes an organization's reputation for delivering on its promise; its values, identity, personality; and the complete experience of interacting with an organization. USAID's brand is its most important asset.

Branding: Refers to how a program or project is named and positioned; who it is from, identifies the sponsor of the work.

Branding Champions: A group of Agency communications professionals. They review and answer those few questions that cannot be addressed by the COR, AOR, DOC, or bureau communicator.

Branding Implementation Plan (BIP): A plan, developed by contractors, that describes how the program will be communicated to beneficiaries and promoted to host-country citizens; it outlines the events and materials the contractor will use to deliver the message that the assistance is from the American people.

Branding Strategy (BS): A document that identifies the program or project name, how the materials and communications will be branded, the desired level of visibility and the communications tools used to publicize the aid as from the American people. For contract-funded programs: this document is developed by the Strategic Objective Team or Requesting Office. For assistance awards: this document is developed by the Apparently Successful Applicant.

Bureau Communicator: Communications professional located within a USAID/W bureau. Bureau communicators work with DOCs, and bridge communications efforts between USAID headquarters and the Mission.

Clearance: Approval

CO: Contracting Officer

COR: Contracting Officer's Representative

DOC: Development Outreach Communications specialist

Exception: An official decision, for programmatic reasons, to not require marking on a particular project's materials. Exceptions are usually approved pre-award in non-emergency situations.

GC: General Counsel

Marking: Refers to physical application of graphic identities or logos to program materials or project signage to visibly acknowledge contributors; it identifies organizations supporting the work.

Marking Plan: A plan that USAID implementing partners provide detailing the public communications, commodities, program materials and other items that will visibly bear, or be marked with, the USAID Identity. It includes any requests for exceptions to marking.

OIG: Office of the Inspector General

Principal Officers: The most senior officer in a USAID Operating Unit in the field, e.g., USAID Mission Director or USAID Representative. Principal Officers also include the directors of USAID/W/Office of U.S. Foreign Disaster Assistance and Office of Transition Initiatives when those offices are implementing emergency disaster relief and assistance to internally displaced persons, humanitarian emergencies or immediate post conflict and political crisis response in a cooperating country. For non-presence countries, the 01/02/2015 Partial Revision ADS Chapter 320 28 cognizant Principal Officer is the Senior USAID officer in a regional USAID Operating Unit responsible for the non-presence country, or in the absence of such a responsible operating unit, the Principal U.S Diplomatic Officer in the non-presence country exercising delegated authority from USAID. (ADS 320)

8.1 GLOSSARY OF TERMS

Senior Advisor for Brand Management: The Senior Advisor for Brand Management (or designee) in the Bureau for Legislative and Public Affairs is responsible for:

- Developing and updating the Agency's internal and external branding policy directives and required procedures.
- Consulting, as needed, with the Office of the General Counsel (GC) and Bureau for Management, Office of Acquisition and Assistance (M/OAA) on revisions to the Agency's marking policy directives and required procedures, regulations, clauses, or provisions, including ADS 320, reviewing exceptions, waivers, and Administrator determinations for amended branding/marking; and reviewing/approving special use of contractor logos.

The Senior Advisor for Brand Management clears on any initiative logos and accompanying style guides, social media handles for bureaus and offices, project logo requests, campaigns and waivers. The Senior Advisor for Brand Management leads the branding program, makes decisions and answers those few questions that cannot be addressed by the branding champions.

Waiver: An official decision, for circumstantial reasons, to not require marking on a particular project's materials. Waivers are usually approved post-award in response to adverse circumstances such as compelling political, safety or security concerns that affect implementation.

THANK YOU. TOGETHER WE CAN ENSURE THE USAID BRAND REMAINS A POWERFUL SYMBOL OF THE AMERICAN PEOPLE.