



USAID
FROM THE AMERICAN PEOPLE



USAID
FROM THE AMERICAN PEOPLE

BUILDING A GLOBAL BRAND



USAID
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BUILDING A GLOBAL BRAND

The first step is developing a
visual identity
that is used **consistently**
on all communications

INCONSISTENT IDENTIFIER

UNITED STATES AGENCY FOR
INTERNATIONAL DEVELOPMENT

United States Agency for International Development

USAID AID

United States Agency for
International Development

USAID

USAID

USAID

USAID:

THE U.S. AGENCY FOR
INTERNATIONAL
DEVELOPMENT

USAID

USAID

U.S. Agency for
International Development

U.S. Agency for International Development

U.S. Agency for
International
Development

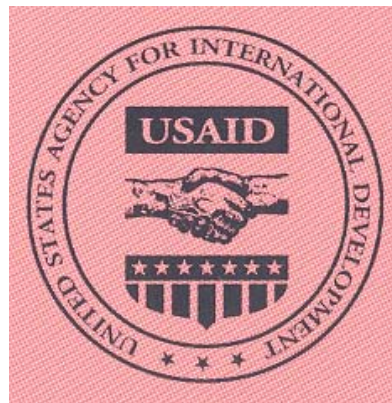
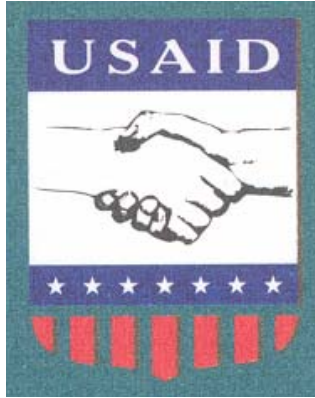
USAID

U.S. Agency for
International
Development

USAID

United States Agency for International Development

INCONSISTENT LOGO



IDENTIFIER AND LOGO NOT A UNIT



USAID



THE U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT



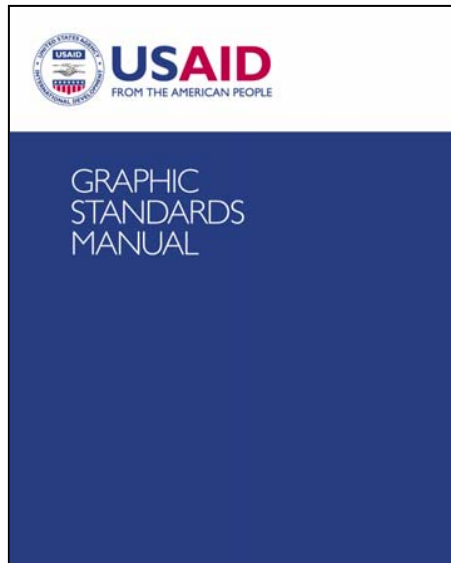
U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT





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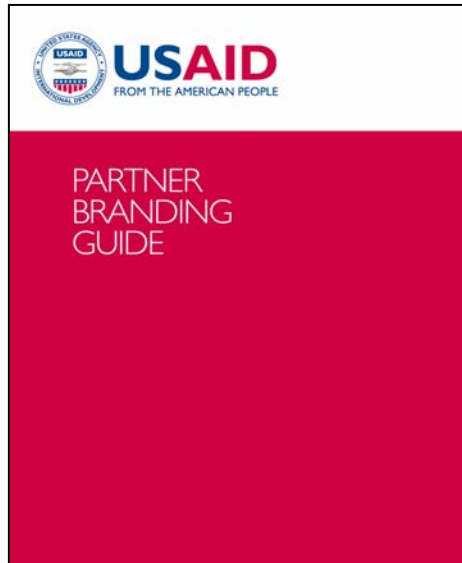
GRAPHIC STANDARDS MANUAL



- Sets the standard for all USAID public communications
- Compulsory for all Agency employees and contractors
- Communications funded in whole by USAID



PARTNER BRANDING GUIDE



- Will detail co-branding for grants and co-operative agreements
- Communications co-funded by USAID
- Marking Policy (ADS 320) currently being reviewed and revised
- Target date for publication Summer 2005



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UPDATED LOGO



- Changed to a sans serif typeface
- Repositioned Agency name for right reading
- Redrew handclasp
- Improved readability and reproduction



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ADDED BRAND NAME

USAID

- Graphic representation of U.S. foreign assistance
- Raises visibility and value of the brand category
- Symbolizes aid is from the United States
- Differentiated from British or Japanese aid
- Becomes our brand name



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ADDED TAGLINE

USAID
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- Communicates a clear message
- Funded by U.S. taxpayers
- Gesture of U.S. citizens
- In the U.S. interest



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STANDARD GRAPHIC IDENTITY



- Updated logo remains graphic representation of our Agency
- “Brand name” differentiates our aid from other donors
- The tagline shows our funding is from U.S. taxpayers



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STANDARD GRAPHIC IDENTITY



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- Designed to work together as a unit
- Most powerful when presented together
- Must be used consistently and persistently to gain equity
- Logo + Brand Name = Standard Graphic Identity





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BRAND BEFORE AGENCY

- USAID Identity is the primary identifier
- Agency name is secondary, goes on the back of publications

USAID
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U.S. Agency for International Development
1300 Pennsylvania Avenue, NW
Washington, DC 20523
Tel: (202) 712-0000
Fax: (202) 216-3524
www.usaid.gov

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1300 Pennsylvania Avenue, NW
Washington, DC 20523
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Fax: (202) 216-3524
www.usaid.gov

GILL SANS BOLD
14PT, 17PT LEADING
USAID BLUE

GILL SANS REGULAR
14PT, 17PT LEADING
USAID BLUE

GILL SANS BOLD
14PT, 17PT LEADING
USAID BLUE



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- The Identity is available in two colors or one color
- Available as a horizontal or vertical arrangement
- No other color combinations or arrangement is permitted
- Do not re-create; files at www.usaid.gov/branding



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SUB-BRANDS



USAID | الأردن
من الشعب الأمريكي

- Countries and places that receive US assistance are the only sub-brands
- Nothing else can be used as an extension of the Identity
- The country name and tagline can be translated
- One translation should be used consistently

USAID | ~~MICROFINANCE~~
FROM THE AMERICAN PEOPLE

USAID | ~~ARMS TO FARMS~~
FROM THE AMERICAN PEOPLE



USAID
FROM THE AMERICAN PEOPLE

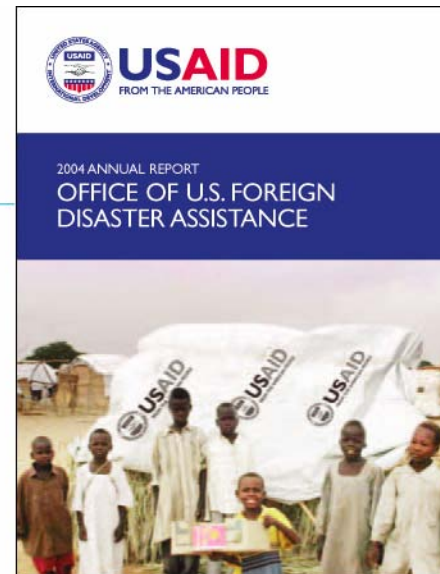
SUB-BRANDS

- Countries are sub-brands
- Bureaus, offices, and programs are not



Country or place added as an extension to the USAID Identity.

Note: Not reflective of USAID missions or regional platforms.



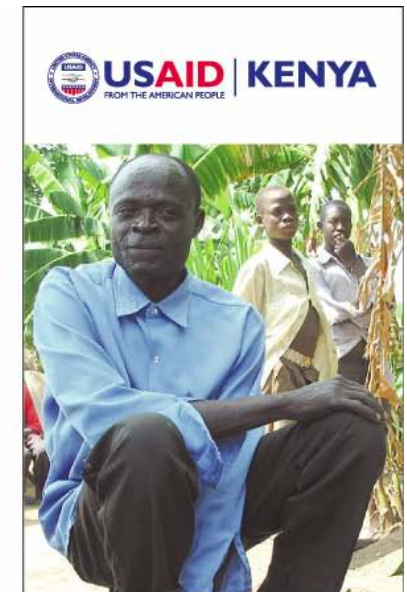
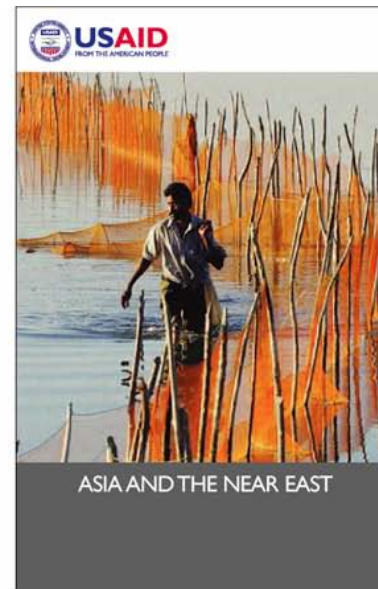
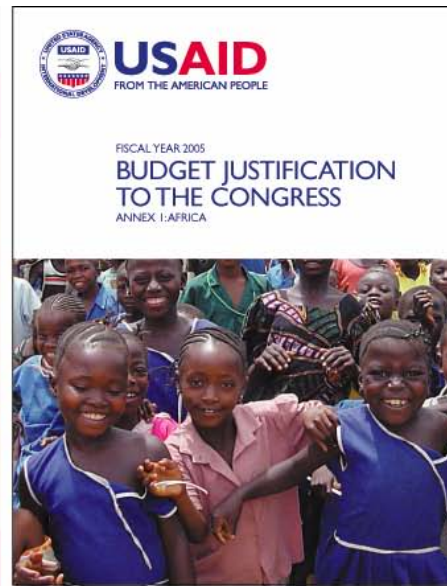
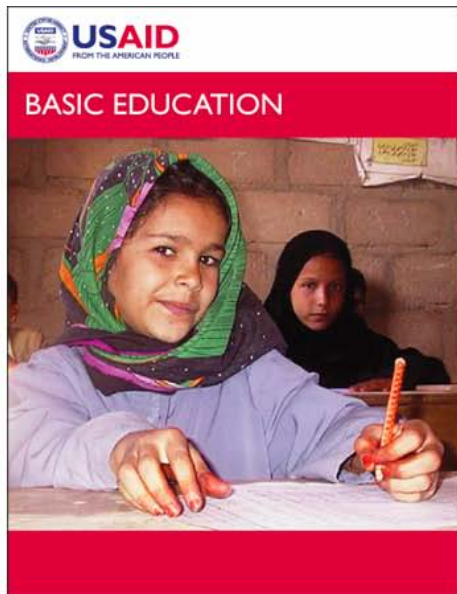
Bureaus, offices, and program names go below the USAID Identity.



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AGENCY COMMUNICATIONS

- Identity is always top left in a white field on Agency communications
- A single, powerful image is strongly encouraged

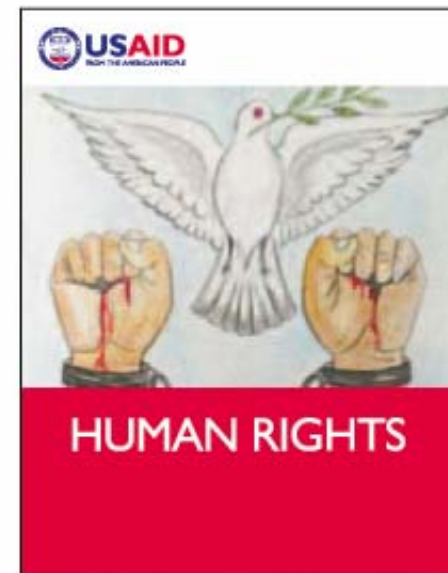
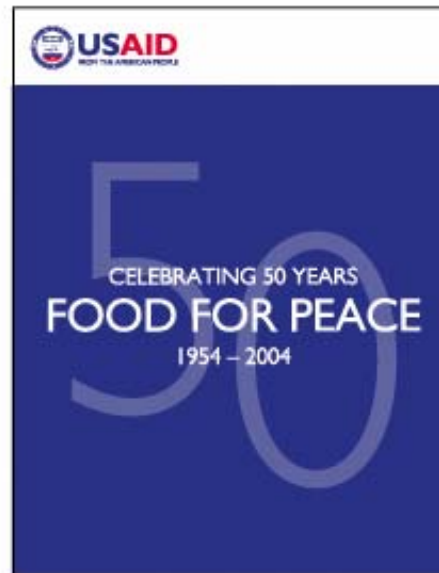
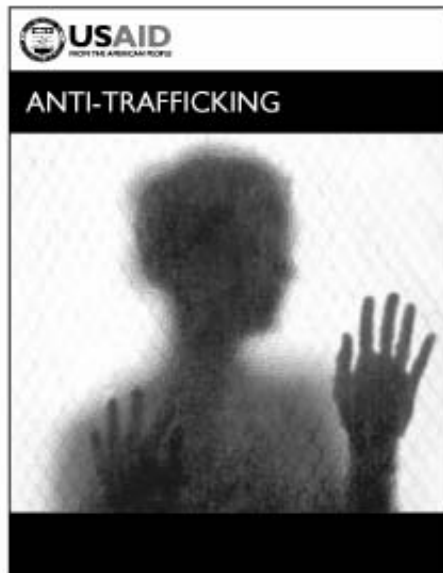




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AGENCY PUBLICATIONS

- Publications may also be printed using black only, or black plus USAID blue or red
- Illustrations and typographic designs may also be used

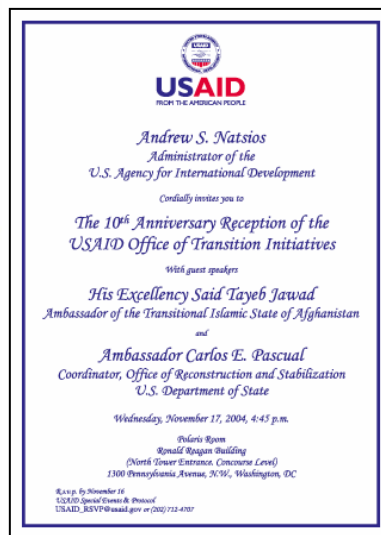
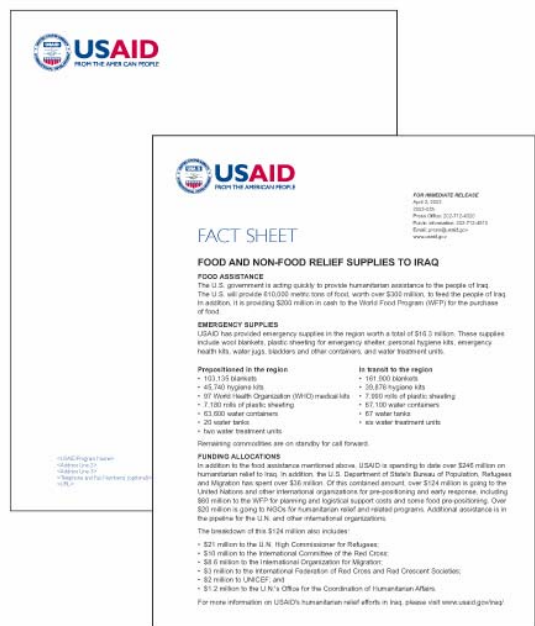




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FAMILY OF COMMUNICATIONS

- Everything will be re-branded





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WAIVERS

- Mission Directors can grant waivers for security or politically sensitive circumstances
- Election materials or items produced for ministries may not be appropriate for branding



**Check with security
before branding vehicles**



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TEMPLATES

- Communications templates are at www.usaid.gov/branding

INDONESIA
FROM THE AMERICAN PEOPLE

COUNTRY PROFILE

SEPTEMBER 2004

OVERVIEW

Indonesia, the world's largest Muslim majority society, has made great strides over the past six years in transforming itself from an authoritarian government to a democracy. Its success is critical to stability in Asia. Equally important is the attention Indonesia is beginning to give to conflict and terrorism. As the world's fourth most populous country, with abundant natural resources and access to key shipping lanes, Indonesia is a potentially important trading partner. Reflecting the country's importance, the USAID program in Indonesia is its largest in East Asia. USAID and its predecessor agencies have worked in Indonesia since 1959. Today, USAID assistance programs focus on five main areas: basic education, democratic governance, health care, water and the environment, and the economy.

PROGRAMS

INDONESIAN CHILDREN LEARN SKILLS FOR LIFE

USAID is helping to transform a huge education system that is currently in crisis. Management of the newly decentralized system is in disarray, funding is inadequate, and the quality of education is declining. Millions of children drop out each year. At least 30 percent of teachers lack minimum training. A major new initiative, announced by President Bush in 2003, will increase the quality and relevance of basic education in Indonesia, in public and private, religious and secular schools. USAID will work with communities and local governments to improve school management and train teachers. Through active learning, students will learn to read, write, and think critically. Dropouts and junior high school students will learn better life and job skills. Better education for future generations will improve economic competitiveness, foster increased social stability, and promote tolerance and democracy.

INDONESIANS HOLD HISTORIC ELECTIONS

On September 20, 2004, Indonesians voted directly for their president and vice president. These historic, first-ever direct elections followed national parliamentary elections in April, which were the largest and most complex single-day elections ever held. USAID helped delineate new electoral districts, register and educate voters, train election monitors, and assist parties to develop positions on important issues. USAID was the lead donor

INDONESIA SNAPSHOT

Date of independence: 1945
Population: 238 million
GDP per person: \$817

For more information, see www.usaid.gov
Keyword: Indonesia

U.S. Agency for International Development www.usaid.gov >>> CONTINUES

MALI
FROM THE AMERICAN PEOPLE

SUCCESS STORY

Community Schools Bring Change

USAID empowers parent associations to work with the government to improve education

For children like Aminata and her friends in Sama Markala, Mali, a new day just means the school year won't be their last. When 10-year-old Aminata left her classroom at the end of the school year in June, she gave Monsieur Sadio, the teacher at her community school, in nearby Aoudouhake, "A bantani!" she said with a smile. "See you again." Aminata's school in Sama Markala is one of 2,550 that USAID helped through a small grants program which ended in 2003.

USAID's programs have empowered communities to help improve their education. Similar programs have also been implemented by other donors, and today Mali has some 2,550 community schools. USAID has switched its strategic focus from building schools to improving the quality of education.

U.S. Agency for International Development www.usaid.gov

Aminata is one of thousands of children attending community schools supported through aid. These children live in rural, sparsely populated areas of Mali, where the government has been unable financially to provide and equip schools. Community schools are not paid for through Mali's formal education system. Instead, the pupils' parents pay the teachers' salaries. To cover school costs, parents pay monthly fees, or the communities create communal farms to help raise the funds.

In 1995, USAID started a program to help these schools, such as providing supplies and training teachers. Where there was interest, the program helped secure the long-term survival of the schools by helping parents organize associations following democratic principles. Parent associations were formed which are the equivalent to PTAs in the U.S. These parent associations were trained to manage the school, recruit and hire teachers, and advocate to local authorities for services and financial support.

After several years of economic hardship, contributions to the community school in Aminata's hometown of Sama Markala stopped. The parent association drew up a comprehensive funding request and presented it to the mayor, who agreed that a percentage of the local tax revenue would support the community school.

Parent associations in other villages have approached their mayors as well, and the results have been positive. In Mali, according to decentralization plans, public primary schools are becoming the domain of communes—equivalent to districts in the United States. As the tax base eventually becomes stronger, communes will be able to take better responsibility for primary schooling in both public and community schools.

Sama Markala is one of the first communities to approach a commune for financial support with the commune responding in a positive manner by using local taxes. The commune has taken control using a new transparent tax system. USAID's support to the communes in developing transparent tax systems, and to the community schools in developing parent associations, encourages the sharing of resources in the community.

CROATIA
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BIOGRAPHY

Mission Director
William Jeffers

Over the past 12 years, the U.S. Government has invested \$405 million in Croatia, \$280 million to fund projects through USAID. Half of the funding was for reconstruction in war-affected regions; the other half was used to make the lives of Croatia's citizens better in all other areas.

USAID/Croatia has achieved notable success in the last two years including winning public support for the new national pension system, supporting the privatization of 600 companies, establishing a new Energy Regulatory Agency and engaging Croatia in the new regional energy market, recruiting 144 war-affected communities, strengthening financial and asset management in 400 of Croatia's 567 municipalities, and developing the legislative framework which created the new National Foundation for Non-Government Organizations.

A senior foreign service officer, Jeffers has served for more than 22 years at the USAID in four overseas posts and in Washington, DC. From 2000-2002, he was the office director for the Asia and Near East Bureau, Strategic Planning & Operations. In this position he was responsible for overseeing all ANEWashington technical services, bureau-wide programs and budgeting, and the implementation of non-presence programs in the Middle East, South Asia, and East Asia.

Jeffers has served in various positions with USAID, including the office director with the Africa Bureau, Southern Africa Affairs, from 1996-1998; deputy director for the USAID mission in Ghana from 1994-1996; office director for the USAID mission in Sri Lanka from 1990-1994; office director in Washington, DC, for South Asia Projects from 1988-1989; and project director for the Eastern European Task Force from 1988-1990, and the Regional Economic Development and Services Office for Southern and Eastern Africa from 1983-1988.

A native of Kent, Ohio, Jeffers received his bachelor's degree in economics from the California State University and a master's degree in economics from Columbia University in New York. Jeffers, with his wife, Joanne, and daughter, Ann, are residents of Sarasota, Florida.

U.S. Agency for International Development www.usaid.gov

U.S. Agency for International Development www.usaid.gov



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LOCAL CULTURE

- Customize communications to include local culture

USAID | NEPAL
FROM THE AMERICAN PEOPLE

USAID | YEMEN
FROM THE AMERICAN PEOPLE

USAID | TURKMENISTAN
FROM THE AMERICAN PEOPLE

THE DEVELOPMENT CHALLENGE

Turkmenistan showed no signs of improvement over previous years in economic and democratic reform during 2003. Civil society groups face almost impossible registration rules. While civic action remains risky, NGOs have been able to advocate for small-scale change at the local level. Public education continues to be severely cut. The decline of the education system, which reduced mandatory schooling from 11 to nine years, has left parents enraged about what the future holds for their children. A puppet judiciary follows the will of the President and is unprepared to protect civil and commercial rights. The government controls all media except the multitransmission satellite dishes outside apartments and houses. Private sector growth continues to lag, and over the year, no progress was made to stimulate change in the economy. An estimated 98% of the population lives below the poverty line and GDP per capita income is \$546. Although small enterprises report that they are able to work with little impediment, they are unable to expand and offer greater employment opportunities. One sector where the government has demonstrated promise for reform is in health, though the situation remains poor. USAID's program focuses on human capital development, looking to increase the skills and capabilities critical to providing the next generation of civil society actors, entrepreneurs, and health-care providers increased capacity to bring Turkmenistan into the modern world.

PROGRAM ACHIEVEMENTS

- USAID provided funding for a legal resource center at Turkmen State University, which provides valuable legal resources to over 8,000 students, lawyers, and legal professors that valued the center. USAID helped create the Turkmen Young Lawyers Association. Members of the association will work with USAID to provide pro-bono legal services to Turkmen citizens in the areas of family law, property law, and other civil law matters.
- The USAID-funded "Keeping Children Healthy" awareness campaign resulted in nearly 100% of mothers knowing all key messages of the campaign, including the warning signs for when to take a child to a health care provider.
- At the high school level, Junior Achievement developed new textbooks with Turkmen-specific case studies and trained teachers to implement basic economics education. Eighty-six courses were delivered and over 1,500 entrepreneurs were trained on basic business.

For more information, see www.usaid.gov
Keyword: Central Asia

CONTRIBUTES >

U.S. Agency for International Development
www.usaid.gov



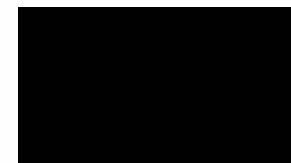
USAID
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PRIMARY COLOR PALETTE

- Approved colors for Agency communications

PRIMARY COLOR PALETTE

Used for brandmark, logo, text, color fields, and accent colors. USAID Blue and black may be used as tints. **USAID Red may not be used as a tint.**



COLOR DEFINITIONS

USAID BLUE

USAID RED

SOLID BLACK

SPOT COLORS

PANTONE 280

PANTONE 200

PROCESS BLACK

CMYK

100C 72M 0Y 18K

0C 100M 63Y 12K

0C 0M 0Y 100K

HEXADECIMAL WEB

#002A6C

#C2113A

#000000

RGB WEB

0R 42G 108B

194R 17G 58B

0R 0G 0B

RGB (PRINT/ON-SCREEN)

0R 42G 108B

194R 17G 58B

0R 0G 0B



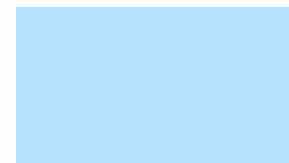
USAID
FROM THE AMERICAN PEOPLE

SECONDARY COLOR PALETTE

- Other colors should not be used for Agency communications

SECONDARY COLOR PALETTE

Used for color fields and accent colors. Dark gray may be used for text, but light gray and light blue may not. The secondary palette may not be used as tints.



COLOR DEFINITIONS

DARK GRAY

LIGHT GRAY

LIGHT BLUE

SPOT COLORS

PANTONE 425

PANTONE 420

PANTONE 2717

CMYK

0C 0M 0Y 70K

0C 0M 0Y 15K

29C 12M 0Y 0K

HEXADECIMAL WEB

#666666

#DDDDDD

#336799

RGB WEB

102R 102G 102B

221R 221G 221B

51R 103G 153B

RGB (PRINT/ON-SCREEN)

102R 102G 102B

221R 221G 221B

157R 191G 229B



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IMAGERY



- Imagery is a vital part of our communications
- Missions should invest in professional photography
- Photos should be used to bring stories to life and add additional colors



USAID
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TYPOGRAPHY

- Gill Sans is our family type font for professionally printed publications
- Arial can be used for desktop publishing

GILL SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



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PUBLICATIONS

- There are many new guidelines for publications
- Professional graphic designers must follow guidance



THREE-COLUMN GRID EXAMPLES

FIVE-COLUMN GRID EXAMPLE

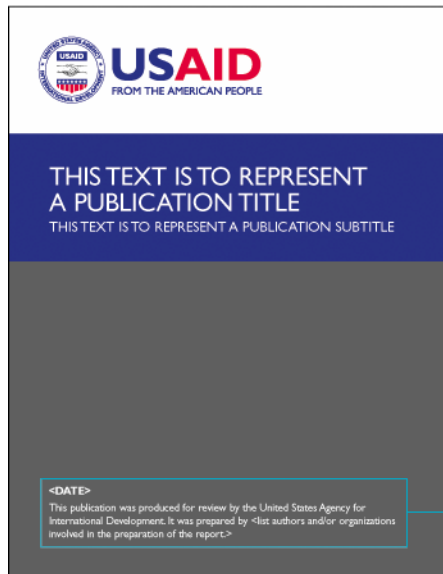


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FROM THE AMERICAN PEOPLE

CONTRACTOR GUIDANCE

- Special guidance is included for contractors
- Publications not authored by USAID must have cover note

FRONT COVER EXAMPLE



<DATE>

This publication was produced for review by the United States Agency for International Development. It was prepared by <list authors and/or organizations involved in the preparation of the report.>



USAID
FROM THE AMERICAN PEOPLE

CONTRACTOR GUIDANCE

- Special guidance is included for contractors
- Publications not authored by USAID must have disclaimer

TITLE PAGE EXAMPLE

THIS TEXT IS TO REPRESENT
A PUBLICATION TITLE
THIS TEXT IS TO REPRESENT A PUBLICATION SUBTITLE

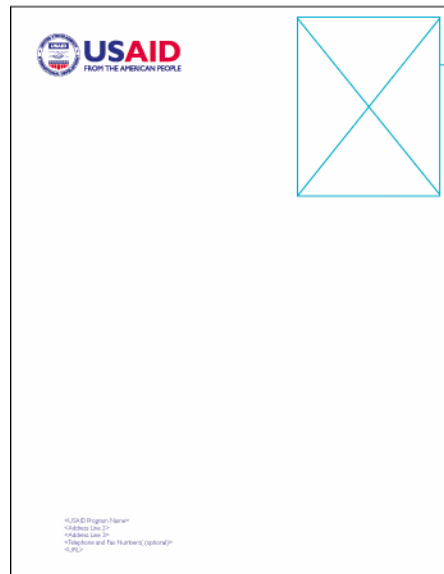
DISCLAIMER
The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

DISCLAIMER

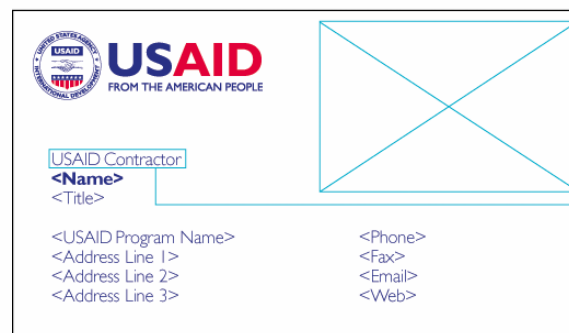
The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

CONTRACTOR GUIDANCE

- Contractors must seek approval to use USAID Identity on business cards or letterhead
- Must say “USAID Contractor”
- Can’t claim status as a U.S. government employee



THIS AREA SHOULD BE USED FOR CONTRACTOR'S ORGANIZATION AND/OR USAID PROGRAM INFORMATION



THIS AREA SHOULD BE USED FOR CONTRACTOR'S ORGANIZATION AND/OR USAID PROGRAM INFORMATION

THE WORDS “USAID Contractor” MUST BE TYPESET ABOVE A PERSON'S NAME



USAID
FROM THE AMERICAN PEOPLE

PROJECT SIGNS AND PLAQUES

- New Agency standard for plaques and project signs
- Show partnership by using U.S. and host-country flags
- Contractors can be included at the bottom if appropriate
- English and local language encouraged



The plaque features the USAID logo at the top center, flanked by the United States flag on the left and the flag of Afghanistan on the right. Below the USAID logo is the text 'از مردم آمریکا' and 'د آمریکا دولس' in Persian. The main text in Persian reads: 'این پروژه توسط حکومت انتقالی اسلامی افغانستان و مردم ایالات متحده آمریکا برای مردم افغانستان اهدا گردیده است. دا پروژه د افغانستان د انتقالی اسلامی حکومت او د امریکا د متحده ایالاتو دخلکو له خواه د افغانستان خلکو ته اهدا شوی ده.' Below this is the English translation: 'This project has been provided to the people of Afghanistan by the Transitional Islamic State of Afghanistan and the people of the United States of America'. At the bottom left, it says 'Year 2004' and at the bottom right, 'سال ۱۳۸۳'.



The plaque features the USAID logo at the top center, flanked by the United States flag on the left and the flag of Macedonia on the right. Below the USAID logo is the text 'FROM THE AMERICAN PEOPLE'. The main text in English reads: 'With the assistance of the American people, through the United States Agency for International Development (USAID) the Macedonia Court Modernization Project furnished twelve courtrooms, an intake center, a training conference room, and security equipment for the Basic Court Struga'. Below this is the Macedonian translation: 'Со помош на американскиот народ преку Агенцијата за меѓународен развој на САД (УСАИД), Проектот за модернизација на судското во Македонија опреми дванаесет судинци, писарници, сала за едукација и опрема за обезбедување во Основниот суд Струга.' At the bottom left, it says 'In cooperation with the Basic Court Struga May 2004 Managed By DPK Consulting'. At the bottom right, it says 'Во соработка со Основен суд Струга Мај 2004 Спроведено од ДПК Консалтинг'. A small circular logo for the 'COURT MODERNIZATION PROJECT' is also present at the bottom center.



USAID
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WEBSITES

- Websites should be re-branded
- Follow x-web guidance at www.usaid.gov

70 PIXELS



70 PIXELS





USAID
FROM THE AMERICAN PEOPLE

PROGRAM MATERIALS

- Program materials do not need to follow brand standards for color, type, etc.
- Identity should be included at the bottom or where appropriate



**BE A RESPONSIBLE FATHER
TO AVOID CHILDHOOD DISEASES**



**ENSURE FULL IMMUNISATION
FOR YOUR CHILD
VISIT THE NEAREST HEALTH
CENTRE/CLINIC TODAY**

Designed by JEC Working Group for the SW Lagos Clusters NGOs
Produced by Stoywell Foundation KTC with support from
JHU/PCSI and funding from USAID / Nigeria



USAID | NIGERIA





USAID
FROM THE AMERICAN PEOPLE

OUR HERITAGE



- Labeling was first required during the Marshall Plan
- 1948 design adapted from the Great Seal of the United States
- Message translated into local language



USAID
FROM THE AMERICAN PEOPLE

OUR FAMOUS HANDCLASP



- 1953, Eleanor Gault revised the emblem
- “Clasped hands” symbolized unity, good will and cooperation
- “Could serve to identify the aid as mutual effort with mutual benefits shared by our country and friends around the world”



USAID
FROM THE AMERICAN PEOPLE

OUR NEW IDENTITY



- Developed in 2004 to ensure people understand our assistance is provided by U.S. taxpayers
- USAID is one Agency:
We have one identity, one brand



USAID
FROM THE AMERICAN PEOPLE

TSUNAMI RELIEF





USAID
FROM THE AMERICAN PEOPLE

OUR BRANDING GOAL



USAID
FROM THE AMERICAN PEOPLE

People all over the world will be able to look at any program, project, activity, or communication and instantly know it was provided by

THE AMERICAN PEOPLE