

# BRAND SUMMARY

## CONSISTENCY COUNTS



LOGO

BRANDMARK

TAGLINE MAY BE TRANSLATED, BUT MUST BE INCLUDED.

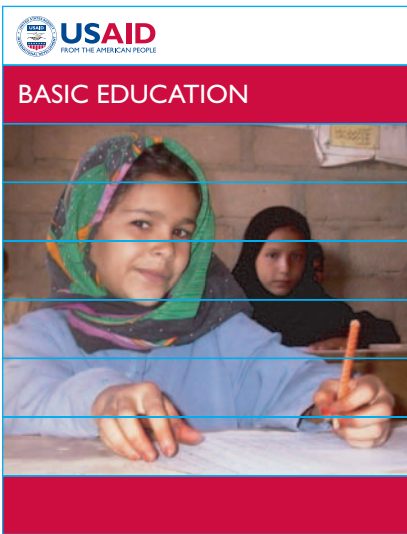
OR



STANDARD GRAPHIC IDENTITY (IDENTITY)

USE THE IDENTITY ON ALL AGENCY-FUNDED COMMUNICATIONS.

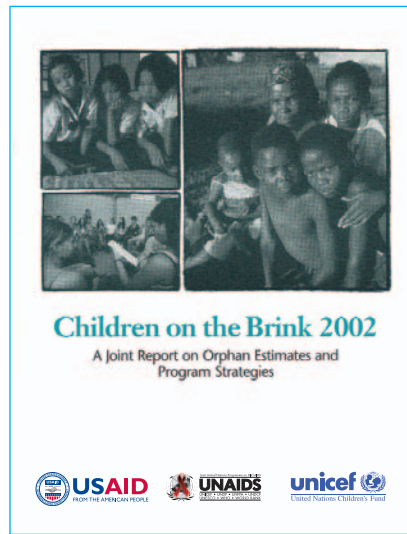
## PLACEMENT IS IMPORTANT



AGENCY PUBLICATIONS

IDENTITY MUST BE PLACED IN UPPER LEFT AREA, IN A WHITE FIELD, ON ALL AGENCY-FUNDED COMMUNICATIONS; HORIZONTAL GRID MUST BE USED.

(SEE SECTION 7)



CO-BRANDED PUBLICATIONS

REQUEST LOWER-LEFT PLACEMENT ON CO-BRANDED COMMUNICATIONS

IDENTITY MUST BE OF EQUAL SIZE AND PROMINENCE WITH ALL OTHERS.

(SEE PAGE 2.3)



PROGRAM MATERIALS

PLACE IDENTITY WHERE APPROPRIATE; LOWER LEFT PLACEMENT IS PREFERRED.

IDENTITY MUST BE OF EQUAL SIZE AND PROMINENCE WITH ALL OTHERS.

(SEE PAGE 4.10)

## COLORS MATTER



USAID BLUE



USAID RED



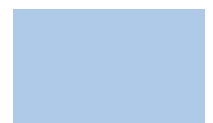
BLACK



DARK GRAY



LIGHT GRAY



LIGHT BLUE

(REFER TO PAGE 2.12)



Olav Saitbones, World Food Program

## IMAGES HAVE IMPACT

- Focus on positive aspects of Agency efforts
- Demonstrate “aid in action”
- Use one strong image on a cover
- Select images that are in focus, and that are colorful and bright
- Include photo credits and captions

(SEE SECTION 6)

**World Food Program (WFP) workers in Malawi scale a giant stack of food bags provided by the U.S. Government through the U.S. Agency for International Development. The U.S. is the largest single donor to WFP, providing more than 56 percent of the cash and commodities contributed to the U.N. agency in 2003.**

## ONE PRIMARY FONT FOR PRINTED PUBLICATIONS

### GILL SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

### GILL SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

### GILL SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

### USE ARIAL FOR DESKTOP PUBLISHING

(SEE PAGE 2.10 AND SECTION 6)

## BRAND BEFORE AGENCY

The Standard Graphic Identity serves as the primary identifier for all Agency communications. The Agency name is secondary and will only appear in a secondary position, such as an address block, or within body text. It should appear on the back covers of publications, as specified on page 7.27.

The Agency name is typeset exactly this way:  
**U.S. Agency for International Development**

(SEE SECTIONS 4 AND 7)

**USAID**  
FROM THE AMERICAN PEOPLE

**David Eckerson**  
Director, Office of Human Resources

U.S. Agency for International Development  
 R2, 100 RRB  
 Pennsylvania Avenue, NW  
 Washington, DC 20523

Tel: 202-712-5500  
 Fax: 202-216-3821  
 email: deckerson@usaid.gov

**USAID**  
FROM THE AMERICAN PEOPLE

U.S. Agency for International Development  
 1300 Pennsylvania Avenue, NW  
 Washington, DC 20523  
 Tel: (202) 712-6000  
 Fax: (202) 316-3524  
 www.usaid.gov

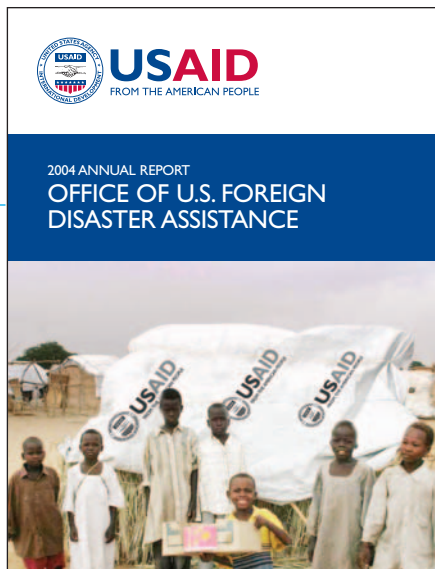
## COUNTRIES ARE SUB-BRANDS



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

Note: Not reflective of USAID missions or regional platforms.

## BUREAUS, OFFICES, AND PROGRAMS ARE NOT SUB-BRANDS



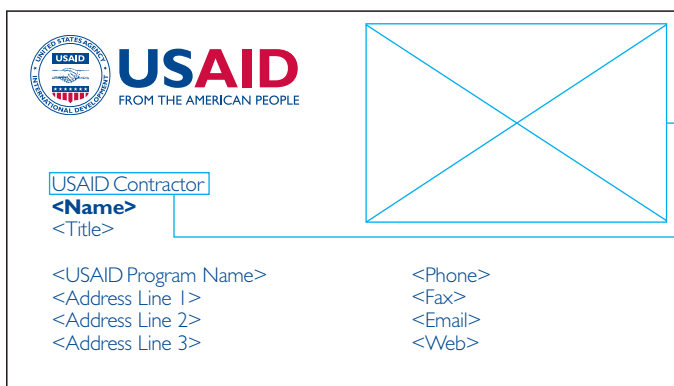
Bureaus, offices, and program names go below the USAID Identity.

# SPECIAL GUIDANCE FOR CONTRACTORS

Organizations with USAID contracts must seek approval from their USAID contact before printing business cards or using stationery with the USAID Identity. Recipients of USAID funded contracts must prohibit employees from claiming status as a USAID employee or member of the United States Government or Diplomatic Mission.

USAID will permit contractors to have the Standard Graphic Identity on business cards only if "USAID Contractor" is printed above the person's name. An example is presented below. Specific guidance on business card layout is on page 5.1.

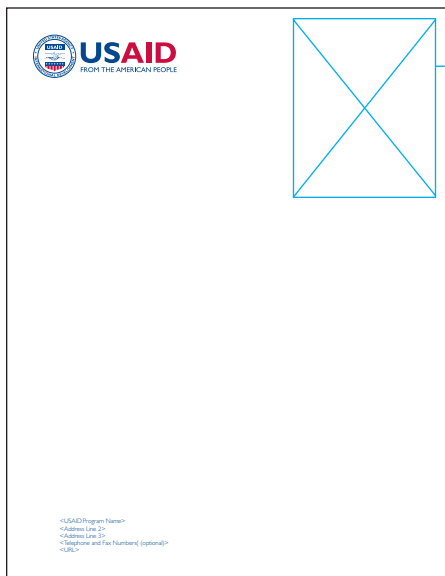
## USAID CONTRACTOR BUSINESS CARD



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

## SPECIAL GUIDANCE FOR CONTRACTORS CONTINUED

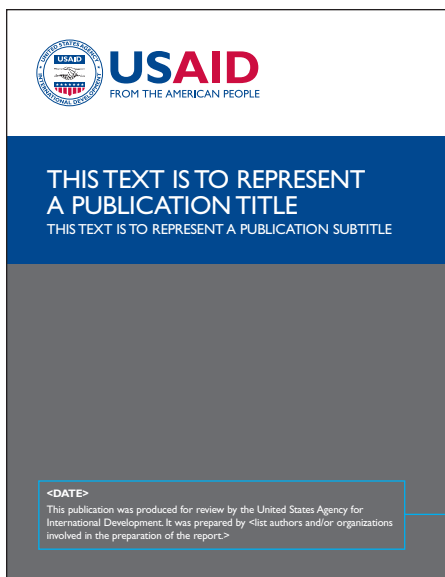


THIS AREA SHOULD BE USED FOR CONTRACTOR'S ORGANIZATION AND/OR USAID PROGRAM INFORMATION

### USAID CONTRACTOR STATIONERY

USAID will allow contractors to use USAID stationery only if the correspondence body copy and signature block clearly indicate the author is a "USAID Contractor." Stationery for contractors should be designed as specified on pages 5.2-5.3, with the following supplemental requirements:

- Correspondence must begin with this statement after the salutation: "I am a contractor for the U.S. Agency for International Development."
- Signature block must include:  
<Name>  
USAID Contractor  
<Title>  
<Signature>



### COVER OF NON-USAID AUTHORED, EDITED, OR REVIEWED REPORT

All publications—including reports, studies, and papers—funded by USAID must follow the brand standards outlined in Section 7.

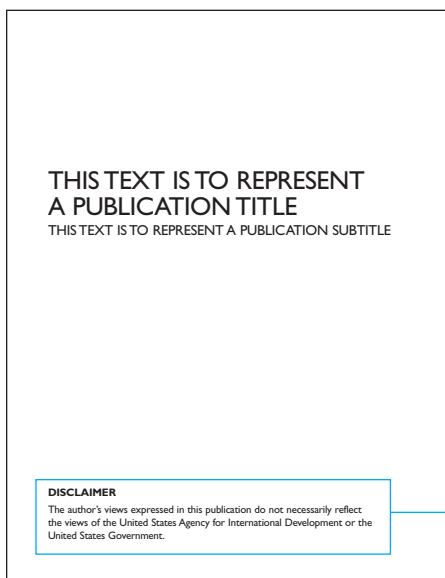
Publications authored by contractors or other non-USAID employees must state on the cover at the bottom:

<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.>

<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.>



### TITLE PAGE

Publications authored by contractors or other non-USAID employees must include the following disclaimer on the title page:

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.