BUILDING A GLOBAL BRAND

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

INCONSISTENT IDENTIFIER

INCONSISTENT LOGO
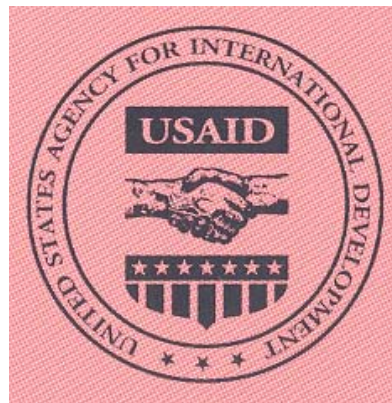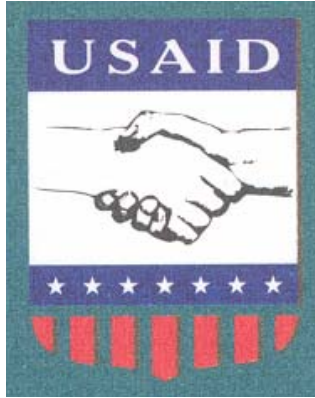
IDENTIFIER AND LOGO NOT A UNIT

GRAPHIC STANDARDS MANUAL
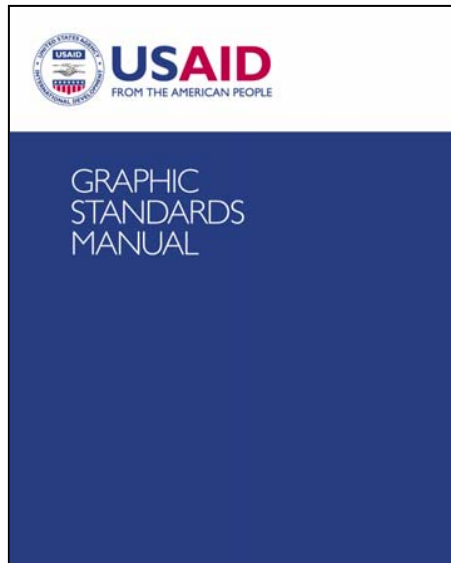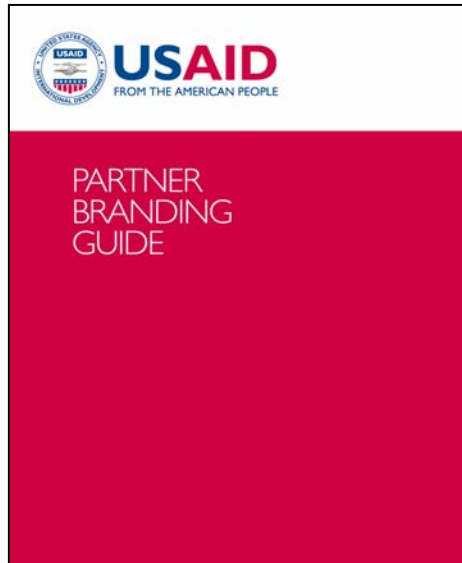
- Sets the standard for all USAID public communications

- 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

UPDATED LOGO

- Changed to a sans serif typeface

- Repositioned Agency name for right reading

- Redrew handclasp

- Improved readability and reproduction

ADDED BRAND NAME

- 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

ADDED TAGLINE

- Communicates a clear message

- Funded by U.S. taxpayers

- Gesture of U.S. citizens

- In the U.S. interest

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

STANDARD GRAPHIC IDENTITY

- 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

BRAND BEFORE AGENCY

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

- 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*

SUB-BRANDS

- 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

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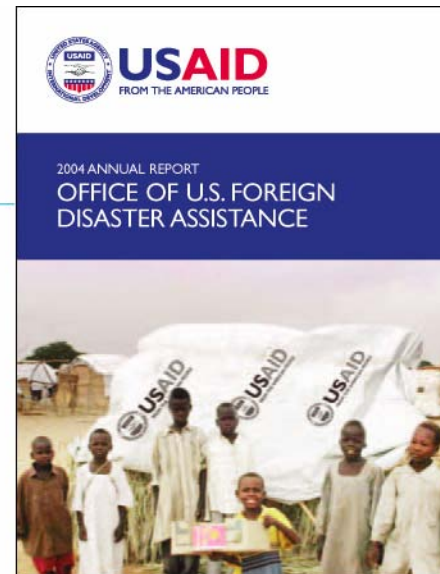
Bureaus, offices, and program names go below the USAID Identity.

AGENCY COMMUNICATIONS

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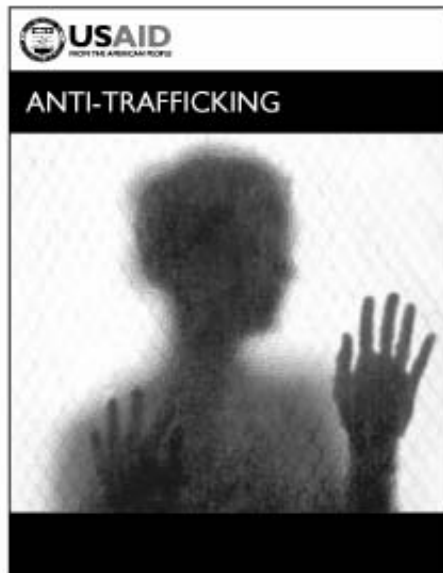- A single, powerful image is strongly encouraged
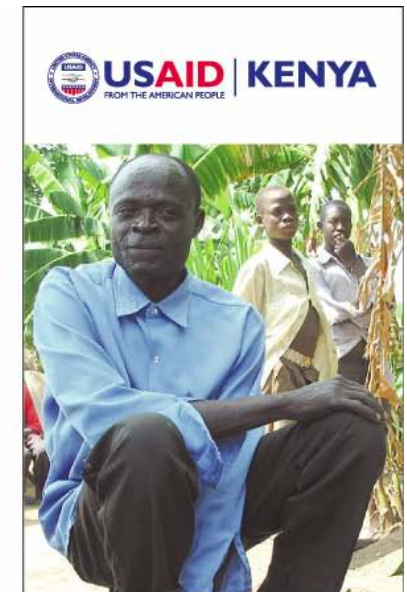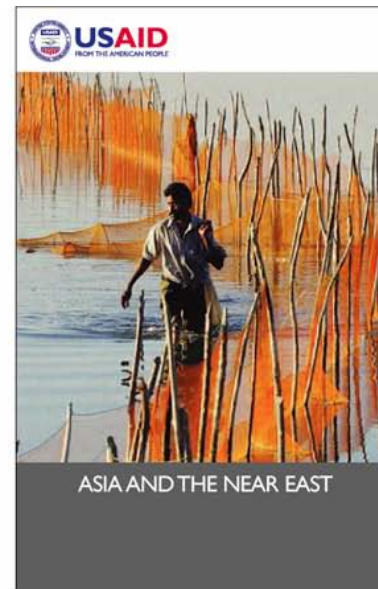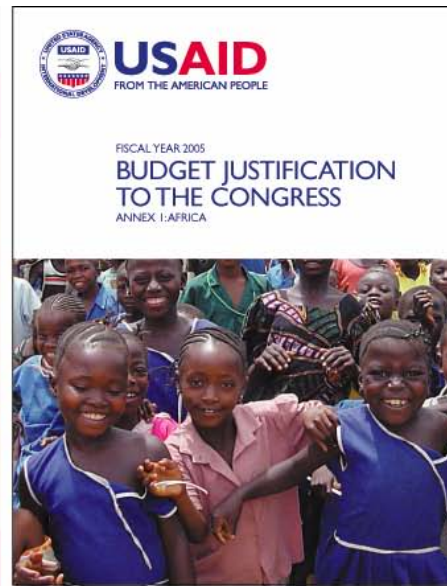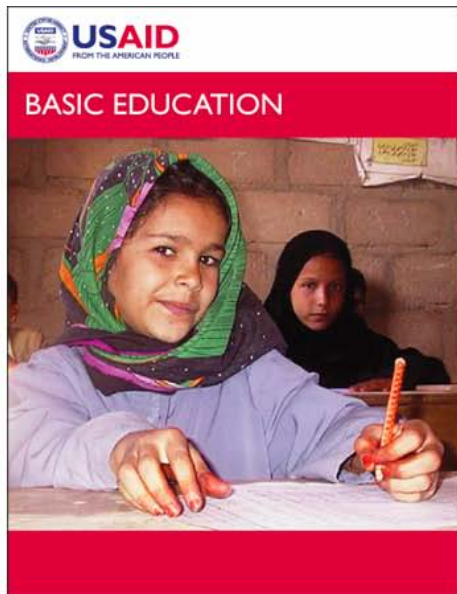
AGENCY PUBLICATIONS

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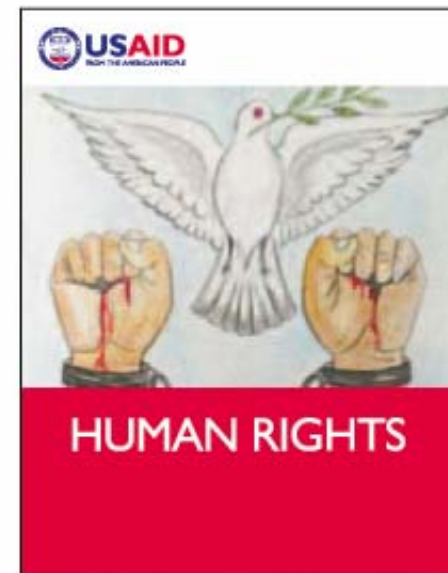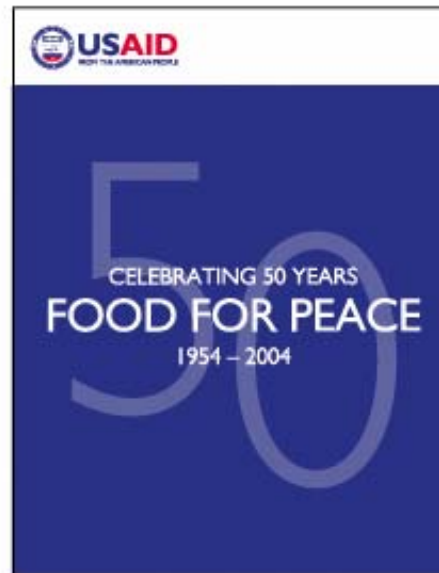
FAMILY OF COMMUNICATIONS

- Everything will be re-branded
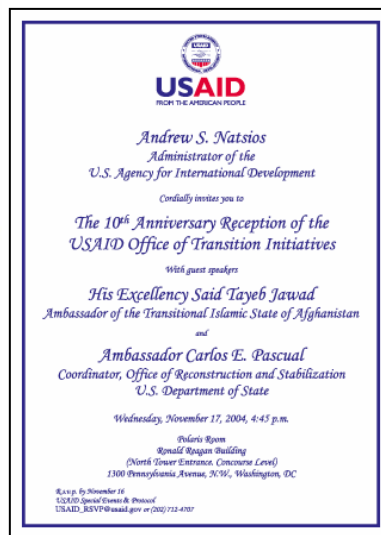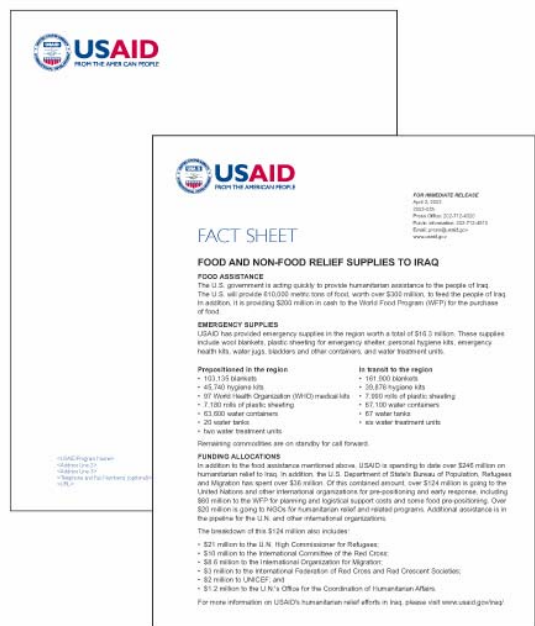
WAIVERS

- 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

TEMPLATES

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

LOCAL CULTURE

- Customize communications to include local culture

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.**
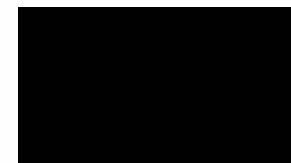
COLOR DEFINITIONS	USAID BLUE	USAID RED	SOLID BLACK
SPOT COLORS	PANTONE 280	PANTONE 200	PROCESS BLACK
CMYK	100C 72M 0Y 18K	0C 100M 63Y 12K	0C 0M 0Y 100K
HEXADECIMAL WEB	#002A6C	#C2113A	#000000
RGB WEB	0R 42G 108B	194R 17G 58B	0R 0G 0B
RGB (PRINT/ON-SCREEN)	0R 42G 108B	194R 17G 58B	0R 0G 0B

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.
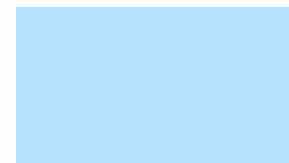
COLOR DEFINITIONS	DARK GRAY	LIGHT GRAY	LIGHT BLUE
SPOT COLORS	PANTONE 425	PANTONE 420	PANTONE 2717
CMYK	0C 0M 0Y 70K	0C 0M 0Y 15K	29C 12M 0Y 0K
HEXADECIMAL WEB	#666666	#DDDDDD	#336799
RGB WEB	102R 102G 102B	221R 221G 221B	51R 103G 153B
RGB (PRINT/ON-SCREEN)	102R 102G 102B	221R 221G 221B	157R 191G 229B

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

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 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PUBLICATIONS

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

THREE-COLUMN GRID EXAMPLES

FIVE-COLUMN GRID EXAMPLE

CONTRACTOR GUIDANCE

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

FRONT COVER EXAMPLE
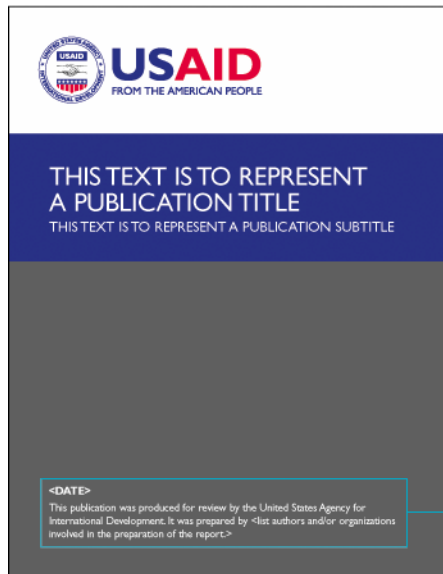
CONTRACTOR GUIDANCE

- 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"
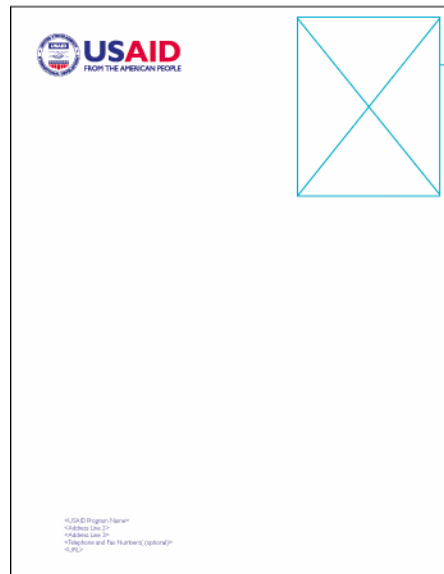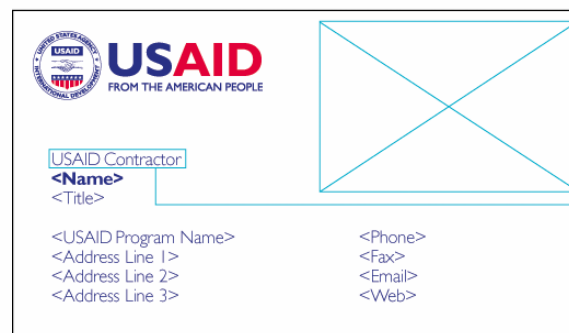
- Can't claim status as a U.S. government employee

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 Contractor
\<Name\>
\<Title\>

\<USAID Program Name\>   \<Phone\>
\<Address Line 1\>   \<Fax\>
\<Address Line 2\>   \<Email\>
\<Address Line 3\>   \<Web\>

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

WEBSITES

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

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

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

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"

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

TSUNAMI RELIEF

OUR BRANDING GOAL

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