

**Functional Series 300  
Acquisition and Assistance**

**INTERIM UPDATE 05-01**

**SUBJECT:** A Brand New Year

**NEW MATERIAL:** USAID has developed a new standard “Identity” that clearly communicates that our aid is from the American people; it will be used consistently on everything from publications to project plaques, food bags to folders, business cards to banners. The new brand standards are compulsory for all Agency employees and contractors, and must be applied now to all programs, projects, activities, and public communications.

**EFFECTIVE DATE:** 01/07/2005

**ATTACHMENT:** [Graphic Standards Manual](#)

ADMINISTRATOR

USAID General Notice  
ES  
01/07/2005

SUBJECT: A Brand New Year

A brand new year brings a “brand new” look for all our communications.

As you know, the Agency is leading a campaign to ensure U.S. taxpayers get credit for the billions of dollars spent on overseas assistance.

We’ve developed a new standard “Identity” that clearly communicates our aid is from the American people; it will be used consistently on everything from publications to project plaques, food bags to folders, business cards to banners.

Our new brand standards are compulsory for all Agency employees and contractors, and must be applied now to all programs, projects, activities, and public communications.

All branding guidelines are detailed in our new *Graphic Standards Manual*. An electronic copy of the manual is available at <http://www.usaid.gov/branding/>. Printed copies will be distributed in the next few weeks. Templates for common communications, such as fact sheets, and suppliers of the new USAID Identity are also posted.

An official communication to all contractors will be distributed in the coming weeks. In the meantime, please share this weblink with your contractors now; they are required to

follow all guidelines. Special guidance for contractors is included in Section 1: Brand Summary.

(Note: the branding guidelines do NOT apply universally to grants and co-operative agreements. Our marking policy for these funding agreements is currently under review. Interested parties have until February 3 to comment. Proposed changes to the policy are posted in the Federal Register.)

Our goal is to create a unified image that creates instant recognition. If we fund a program 100 percent, I expect our new brand standards to be followed 100 percent.

Andrew S. Natsios

Point of Contact: Any questions concerning this Notice may be directed to Joanne Giordano, Senior Advisor to the Administrator, [jgiordano@usaid.gov](mailto:jgiordano@usaid.gov)

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