



BRAND NEWS

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RULES TO REMEMBER

The **USAID** part of the Identity is **never** translated.

The language of the tagline must always match the language of the communication or program material.

If two languages are used in one communication, like on a project sign, no more than two translations can be presented under one USAID Identity graphic (see example below).



Pashto and Dari

QUICK WEBLINKS

USAID Identity with Translated Taglines
www.usaid.gov/branding/translated.html

USAID Country Sub-brands in Local Languages (By Region)

- Africa
www.usaid.gov/branding/afr.html
- Asia and the Near East
www.usaid.gov/branding/ane.html
- Europe and Eurasia
www.usaid.gov/branding/ee.html
- Latin America and the Caribbean
www.usaid.gov/branding/lac.html

 USAID DEL PUEBLO DE LOS ESTADOS UNIDOS DE AMÉRICA <i>Spanish</i>	 USAID KUTOKA KWA WATU WA MAREKANI <i>Swahili</i>
 USAID ОТ АМЕРИКАНСКОГО НАРОДА <i>Russian</i>	 USAID DU PEUPLE AMÉRICAIN <i>French</i>
 USAID TỬ NHÂN DÂN MỸ <i>Vietnamese</i>	 USAID DARI RAKYAT AMERIKA <i>Bahasa Indonesian</i>

The USAID tagline, “From the American People,” is now available in 125 languages.

FROM ACHOLI TO ZULU: DELIVERING OUR MESSAGE IN LOCAL LANGUAGES

We can now deliver our core message, “From the American People,” in 125 languages (See Page 2 for list).

USAID Identity files with translated taglines are now available at www.usaid.gov/branding. These translated graphic files (examples pictured above) should be used by missions, contractors, and grantees to ensure host-country citizens and aid beneficiaries know that the United States is providing the assistance.

The language of the tagline must always match the language of the communication or program material. If a brochure, for example, is bi-lingual with English on one side and a local language on the other, the USAID Identity should be printed on both sides. If the communication is one-sided, like a sign or a plaque, then only one Identity is showcased, and the tagline may be presented in a maximum of two languages (as pictured above left).

We also have translated all country sub-brands into the languages most commonly used in each country. The list of countries—which includes USAID missions and some non-presence countries—is on Page 3.

For example, USAID/Brazil is available in Portuguese and USAID/Morocco in both French and Arabic; USAID/Philippines is available in nine languages. Regional sub-brands for USAID/Asia, USAID/Central America, USAID/Central Asian Republics, USAID/East Africa, USAID/Southern Africa, USAID/West Africa and USAID/Middle East are also available in English and local languages.

As a general rule, implementing partners should use the global USAID Identity to mark program materials and project sites, NOT the country sub-brands; these were developed primarily for mission communications.



TRANSLATED TAGLINES

“From the American People” Communicated in 125 Languages

USAID works in many languages. The list below (in alphabetical order) encompasses the vast majority of languages used for program materials and communications the Agency produces or funds.

If you are a contractor or grantee producing materials (for a USAID program or project) in a language not listed below, please contact Joanne Giordano at jgiordano@usaid.gov.

The language of the tagline should always match the language used in the poster, brochure, training manual or other communication.

All approved USAID Identity files with translated taglines are available at www.usaid.gov/branding/translated.html.

Note: Do not recreate these files or use other versions or translations not found on our website.

Acholi	ChiShona	Joola	Luo	Portuguese	Tajik
Afar	Creole	Kaonde	Lusamiya	Pulaar	Tamil
Afrikaans	Croatian	Kapampangan	Lusoga	Q’eqchi’	Tetum
Albanian	Czech	Kaqchikel	Luvale	Quechua	Thai
Amharic	Dagbani	Kazakh	Macedonian	Romany	Tigrinya
Arabic	Dari	Khmer	Malagasy	Romanian	Tok Pisin
Armenian	Dhopadhola	K’iche’	Mam	Runyankole/Rukiga	Tonga
Ateso	Dinka	Kikongo	Mampruli	Russian	Tshiluba
Azerbaijani	Ewe	Kinyarwanda	Mandarin Chinese	Rutooro/Runyoro	Turkish
Bahasa Indonesian	Farsi	Kirundi	Mandinka	Serbian	Turkmen
Bambara	Filipino	Kusaal	Mongolian	Serere	Twí
Bangla	French	Kyrgyz	Montenegrin	Sesotho	Ukrainian
Bari	Ga-Dangme	Langi	Moru	Shilluk	Urdu
Bemba	Georgian	Lao	Motu	Sindebele	Uzbek
Bicolano	Gonja	Lingala	Nepali	Sinhala	Vietnamese
Bosnian (cyrillic)	Greek	Lozi	Nuer	SiSwati	Wala
Bosnian (latinic)	Hausa	Luba	Nyanja	Slovak	Waray-Waray
Bulgarian	Hiligaynon	Luganda	Oromiffa	Somali	Wolof
Burmese	Hindi	Lugbara	Otuho	Soninke	Xhosa
Cebuano	Hungarian	Lugisu	Pangasinense	Spanish	Zande
Chavacano	Ilocano	Lunda	Pashto	Swahili (Kiswahili)	Zulu

Each language has 32 files available for use. Both horizontal and vertical files have been provided for either “print use” or “Web use.” It is very important that you use the files appropriately, as the color and quality can greatly be affected. Two-color (Pantone), four-color (CMYK), black, and RGB files are provided.

Those files designated for print are for use in page layout applications. These files are specifically created and color balanced for print graphic design. EPS and TIFF files are the most commonly used images for print. Consult your printer regarding the type of files preferred.

Those files designated for Web are referred to as raster graphics. Websites are limited in the type of graphics that can be supported and displayed. Consult your Web designer regarding the type of files preferred.

See the *Frequently Asked Questions* section on Page 4 for more information on when to use the different file types.



COUNTRY SUB-BRANDS IN LOCAL LANGUAGES

USAID works in many countries that have populations that speak multiple languages. Contractors and grantees can use any of the 125 USAID Identity language files currently available (see Page 2) to mark program materials as “from the American people.”

USAID country sub-brands are used primarily by USAID missions. These files are currently being posted on the USAID website. In the interim, each mission has been provided with the approved graphics. Below is the list of language files available for each country sub-brand, organized by region. Click on the region title to access these files.

Sub-Saharan Africa

Angola - Portuguese
Benin - French
Botswana - English
Burundi - Kirundi
Democratic Republic of Congo - French
Djibouti- Afar, Somali, French, Arabic
Eritrea - Tigrinya
Ethiopia - Oromiffa, Amharic, Tigrinya
Gambia - English
Ghana - Twi, Ewe, Gonja, Hausa, Dagbani, Wala, Mampruli, Ga-Dangme, Kusaal
Guinea - French
Kenya - Swahili (Kiswahili)
Liberia - English
Madagascar - Malagasy
Malawi - English
Mali - French, Bambara
Mozambique - Portuguese
Namibia - English
Niger - English
Nigeria - English
Rwanda - Kinyarwanda
Senegal - French, Wolof, Joola, Mandinka, Pulaar, Serere, Soninke, Bambara
Sierra Leone - English
Somalia - English
South Africa - Afrikaans, Xhosa, Zulu
Sudan - Arabic, Zande, Acholi, Moru, Dinka, Nuer, Bari, Otuho, Shilluk
Tanzania - Swahili (Kiswahili)
Uganda - Luganda, Acholi, Runyankole/Rukiga, Rutooro/Runyoro, Luo, Langi, Swahili (Kiswahili), Lusoga, Lugisu, Ateso, Lugbara, Dhopadhola, Lusamiya
Zambia - Bemba, Nyanja, Tonga, Lozi, Lunda, Luvale, Kaonde

Zimbabwe - ChiShona, Sindebele

Asia and the Near East

Afghanistan - Dari, Pashto
Bangladesh - Bangla
Burma - Burmese
Cambodia - Khmer
East Timor - Tetum
Egypt - Arabic
India - Hindi, Urdu
Indonesia - Bahasa Indonesian
Iraq - Arabic
Jordan - Arabic
Laos - Lao
Lebanon - Arabic
Mongolia - Mongolian
Morocco - French, Arabic
Nepal - Nepali
Pakistan - Urdu
Papua New Guinea - Tok Pisin, Motu
Philippines - Filipino, Bicolano, Cebuano, Chavacano, Hiligaynon, Ilocano, Kapampangan, Pangasinense, Waray-Waray
Sri Lanka - Tamil, Sinhala
Thailand - Thai
Vietnam - Vietnamese
West Bank/Gaza - Arabic
Yemen - Arabic

Europe and Eurasia

Albania - Albanian
Armenia - Armenian
Azerbaijan - Azerbaijani, Russian
Belarus - Russian
Bosnia-Herzegovina - Bosnian (Latinic & Cyrillic)
Bulgaria - Bulgarian

Croatia - Croatian
Cyprus - Greek, Turkish
Georgia - Georgian, Russian
Kazakhstan - Kazakh, Russian
Kosovo - Albanian, Serbian
Kyrgyz Republic - Kyrgyz, Russian
Macedonia - Macedonian, Albanian
Moldova - Romanian
Romania - Romanian
Russia - Russian
Serbia & Montenegro - Montenegrin, Serbian
Tajikistan - Russian, Tajik
Turkmenistan - Russian, Turkmen
Ukraine - Ukrainian
Uzbekistan - Uzbek, Russian

Latin America and the Caribbean

Bolivia - Aymara, Quechua
Brazil - Portuguese
Colombia - Spanish
Dominican Republic - Spanish
Ecuador - Spanish
El Salvador - Spanish
Guatemala - Spanish, K'iche', Mam, Kaqchikel, Q'eqchi'
Guyana - English
Haiti - French, Creole
Honduras - Spanish
Jamaica - English
Mexico - Spanish
Nicaragua - Spanish
Panama - Spanish
Paraguay - Spanish
Peru - Spanish

Like the Identity files, the country sub-brand files are broken down into “print use” and “Web use.” However, country sub-brands are always in horizontal format. There is no vertical option. The full suite contains 13 files.



FREQUENTLY ASKED QUESTIONS

Q: When should a local language version of the USAID Identity be used instead of English?

A: The language of the tagline should ALWAYS match the language of the body copy of the communication.

Q: What if we already produced our own translated files?

A: Please delete those files. For brand consistency, only use the approved graphics on our website.

Q: What if we produce USAID-funded materials in a language not listed?

A: Contact Joanne Giordano at jgiordano@usaid.gov to see if a file can be produced.

Q: Why isn't the USAID part of the Identity translated?

A: USAID is a "brand" like Microsoft® or Mitsubishi® that transcends language. We want it to be presented consistently to create visual recognition. The tagline is a "message," and therefore translated; we want to ensure the communication is understood.

Q: What are the letters in front of the languages in the Country sub-brand names?

A: ISO 3166-1 alpha-2 codes are two-letter country codes developed by the International Organization for Standards (ISO). These country codes were developed as a universal identifier to represent countries in data processing and communications. Each country sub-brand file starts with the identifying alpha code, followed by the language, and colors used.

Q: What are CMYK and RGB files?

A: CMYK is often called "four-color." Each image is made up of a mixture of cyan, magenta, yellow and black. Four-color files are used for professional printing, as it produces the most accurate color, as well as the most contrast and detail.

RGB is used for color monitors such as computer and television screens. Images using RGB are a mixture of red, green and blue. The color seen on a computer screen is often different from the color of the same object on a printout because the screen colors cannot be directly reproduced by the printer.

Q: Which graphic format should I use for the Web?

A: Raster images are used for Web design. Different file types save and use information differently, making it important to know which format to use, including the following:

BMP (Bitmap) files are *always* RGB files. Supported by most programs that can read graphics, bitmap files are an ideal file for providing images to someone who may not have the program in which that particular image was created.

JPG (Joint Photographic Experts Group) files should be used when displaying a high quality photograph or pictures containing millions of colors. JPGs are designed specifically to compress large photographic-style images into small, manageable images. As a word of caution, JPGs tend to lose quality when resized or with each resave, leading to flat colors and fuzzy edges.

GIF (Graphics Interchange Format) files are best used for black and white line drawings, color clip art and pictures with blocks of solid color. They can be saved multiple times without losing quality.

TIFF (Tagged Image File Format) files produce high quality images but larger files sizes. They are preferred for editing, as they are easily edited and support transparency and layers.

PNG (Portable Network Graphics) files are fairly new and as such are not supported by all browsers yet. PNG files can support millions of colors like JPGs, but the images will not degrade in quality when compressed, resized and resaved.

PSD (Photoshop Document) files are raw files that allow for Adobe Photoshop formatting and editing.