TEMPLATES

A series of mandatory communications templates has been developed for common items such as business cards. U.S. formats have been used; however, designs can also be transferred to systems popular in other countries. All graphic elements—typography, images, areas of color, and other items—are oriented to specific areas, as shown in the following pages. Consistent placement of these elements will result in a standard family of communications. These templates are available in electronic format for download at *www.usaid.gov/branding*.

BUSINESS CARDS

There are four available formats for USAID employee business cards. Refer to page 1.3 for guidance on contractor business cards. These business cards are available as templates in Quark XPress and PageMaker at *www.usaid.gov/branding*. Variations are provided for long country names or the inclusion of the Department of State seal for field personnel who require official U.S. embassy recognition. All text is set in the USAID font, Gill Sans. Name, title, and contact details can be modified. Business cards should be printed in two colors, PANTONE 280 (USAID Blue) and 200 (USAID Red), or with the addition of PANTONE 871 if the Department of State seal is included. Templates may be adapted for local customs, to include cell phone, or other critical information. The back of the card may be used for local-language translation.

The copy for the name should be set in 8pt Gill Sans Bold, with the title set in 8pt Gill Sans Light on 8.5pt leading. The address should be set in 8pt Gill Sans Light on 8.5pt leading. All text should appear left justified. All copy is set in PMS 200. Allow at least one line of clear space between the title and the Agency name.

Specify uncoated, bright white, smooth finish, 80# cover paper stock, and offset printing for all business cards.

Offset printing should be used to create business cards. Thermography, or "raised ink" printing, should not be used as it may cause poor legibility.

Contact details in order as shown:
• Person's name
• Title
• Agency name
• Postal address
• Telephone and/or fax numbers
• Email and/or URL

VERSION A—Headquarters

David Eckerson
Director, Office of Human Resources

U.S. Agency for International Development
R2. 100 RRB   Tel: 202-712-5500
Pennsylvania Avenue, NW   Fax: 202-216-3821
Washington, DC 20523   email: deckerson@usaid.gov

VERSION B—Missions/non-presence countries

Harry Birnholz
Mission Director

U.S. Agency for International Development   Tel: 011-355-4-266-395
Sheraton Tirana Hotel & Towers   Fax: 011-355-4-266-394
Tirana, Albania   www.usaid.gov

VERSION C—Long country names

Saskia Funston
Information Specialist

U.S. Agency for International Development
Park Palace Building
41 Kazibek Bi Street   Tel: 811-204-000x416
480100, Almaty   sfunston@usaid.gov
Kazakhstan   www.usaid.gov

VERSION D—With Department of State seal

George Deikun
Mission Director

U.S. Agency for International Development
American Embassy   Tel: (91 11) 2419-8000
Chanakypuri   Fax: (91 11) 2419-8454
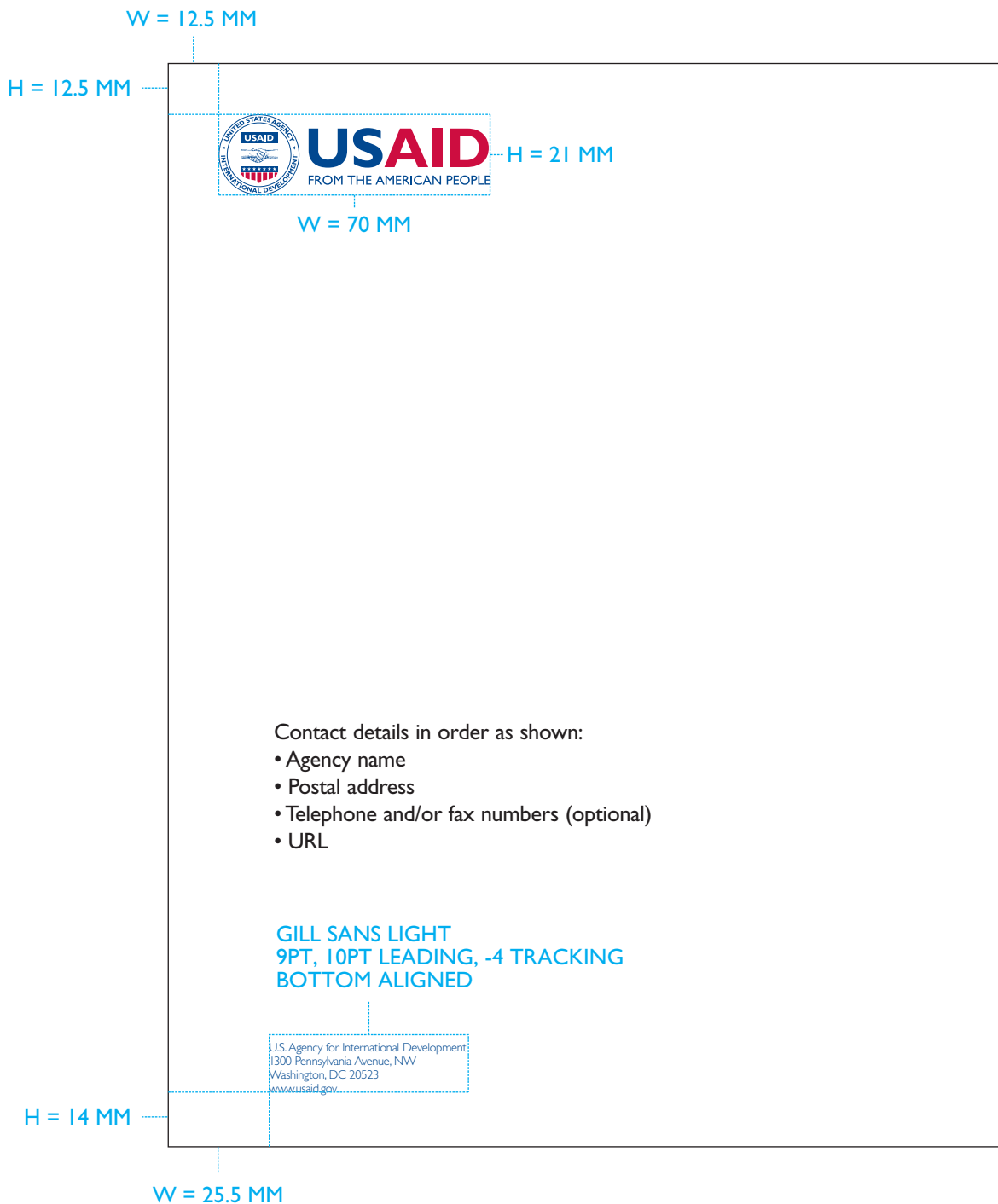New Delhi, India 110 021 www.usaid.gov

HEADQUARTERS LETTERHEAD

To standardize our communications, a letterhead template is available in Quark XPress and PageMaker for download at *www.usaid.gov/branding*. The template is set to match the specifications shown here; it should be offset printed on letterhead paper stock. Paper stock should match 24# writing, bright white, smooth finish stock as closely as possible. The professionally printed letterhead should be printed in two colors, PANTONE 280 (USAID Blue) and PANTONE 200 (USAID Red).

The letterhead also is available in color and black and white in Microsoft Word for download at *www.usaid.gov/branding*. Microsoft Word files are only suitable for desktop publishing applications or creating Adobe Acrobat PDF files.

Refer to page 1.4 for special guidance for contractors using USAID letterhead.

1-COLUMN ADDRESS BLOCK

W = 12.5 MM

H = 12.5 MM

USAID
FROM THE AMERICAN PEOPLE

H = 21 MM

W = 70 MM

Contact details in order as shown:
• Agency name
• Postal address
• Telephone and/or fax numbers (optional)
• URL

GILL SANS LIGHT
9PT, 10PT LEADING, -4 TRACKING
BOTTOM ALIGNED

U.S. Agency for International Development
1300 Pennsylvania Avenue, NW
Washington, DC 20523
www.usaid.gov

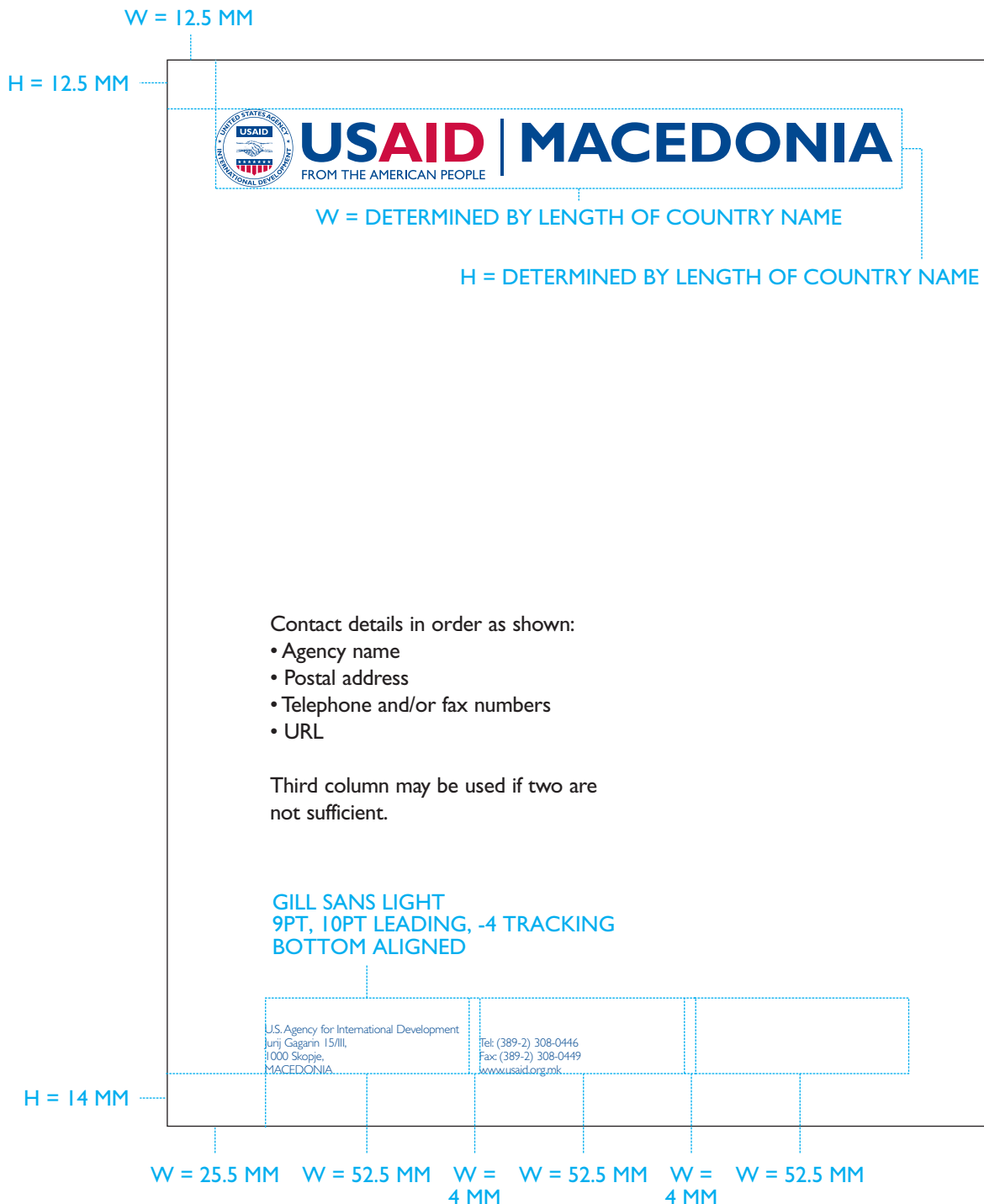H = 14 MM

W = 25.5 MM

COUNTRY LETTERHEAD

To standardize our communications, a letterhead template is available in Quark XPress and PageMaker for download at *www.usaid.gov/branding*. The template is set to match the specifications shown here; it should be offset printed on letterhead paper stock. Paper stock should match 24# writing, bright white, smooth finish stock as closely as possible. The professionally printed letterhead should be printed in two colors, PANTONE 280 (USAID Blue) and PANTONE 200 (USAID Red).

To create a letterhead for a specific country, a design professional should insert the appropriate Identity with sub-brandmark (available at *www.usaid.gov/branding*) and update the address information. All letterhead elements should match the specifications shown here.

The letterhead also is available in color and black and white in Microsoft Word for download at *www.usaid.gov/branding*. Microsoft Word files are only suitable for desktop publishing applications or creating Adobe Acrobat PDF files.

Refer to page 1.4 for special guidance for contractors using USAID letterhead.

1-COLUMN, 2-COLUMN, OR 3-COLUMN ADDRESS BLOCK

W = 12.5 MM

H = 12.5 MM

USAID | MACEDONIA
FROM THE AMERICAN PEOPLE

W = DETERMINED BY LENGTH OF COUNTRY NAME

H = DETERMINED BY LENGTH OF COUNTRY NAME

Contact details in order as shown:
• Agency name
• Postal address
• Telephone and/or fax numbers
• URL

Third column may be used if two are not sufficient.

GILL SANS LIGHT
9PT, 10PT LEADING, -4 TRACKING
BOTTOM ALIGNED

U.S. Agency for International Development
Jurij Gagarin 15/III,
1000 Skopje,
MACEDONIA

Tel: (389-2) 308-0446
Fax: (389-2) 308-0449
www.usaid.org.mk

H = 14 MM

W = 25.5 MM   W = 52.5 MM   W = 4 MM   W = 52.5 MM   W = 4 MM   W = 52.5 MM

FAX COVERS

To ensure universal standards, a fax cover template is available in Microsoft Word and Adobe Acrobat for download at *www.usaid.gov/branding*. The fax cover fields may be completed in the electronic template and printed out individually, or a quantity of blank fax covers may be produced and completed by hand.

The copy for the fax cover should be set in 11pt Arial on 14pt leading. All text should appear left justified. All text is set in black ink only, for maximum transmission clarity.

Contact details in order as shown:
- Date
- Total pages
- Attention
- Organization
- Fax number
- From
- Organization
- Phone number
- Comments

USAID | SENEGAL
FROM THE AMERICAN PEOPLE

FAX COVER

DATE

TOTAL PAGES

ATTENTION

ORGANIZATION

FAX NUMBER

FROM

ORGANIZATION

PHONE NUMBER

COMMENTS

☐ URGENT   ☐ REPLY ASAP   ☐ PLEASE COMMENT   ☐ PLEASE REVIEW   ☐ FOR YOUR INFORMATION

USAID
FROM THE AMERICAN PEOPLE

FAX COVER

DATE

ATTENTION

ORGANIZATION

FAX NUMBER

FROM

ORGANIZATION

PHONE NUMBER

COMMENTS

☐ URGENT   ☐ REPLY ASAP   ☐ PLEASE COMMENT   ☐ PLEASE REVIEW   ☐ FOR YOUR INFORMATION

Missions and non-presence countries may wish to use their respective Identity with sub-brandmark on fax covers, as shown in the example for Senegal, above. Headquarters fax covers use the Identity, as shown at left.

To create a fax cover for a specific country, in Microsoft Word, insert the appropriate Identity with sub-brandmark and save as a new document.

PRESS RELEASES, PRESS STATEMENTS, MEDIA ADVISORIES, FACT SHEETS

Clear communication to external audiences, such as the media, is critical. Press release, press statement, media advisory, and fact sheet templates are available in Microsoft Word for download at *www.usaid.gov/branding*. These templates can be used for desktop publishing and creating Adobe Acrobat PDF files.

For missions: Department of State Public Affairs may require all U.S. Government information to be released on embassy letterhead.

Contact details in order as shown:
- Release/embargo information
- Date
- Tracking number
- Press Office phone
- Public Information phone
- Email and/or URL

Content should follow Associated Press Stylebook. Consider adding a Web link for additional information or photos.

USAID — FROM THE AMERICAN PEOPLE

FOR IMMEDIATE RELEASE
August 9, 2004
2004-004
Press Office: 202-712-4320
Public Information: 202-712-4810
Email: press@usaid.gov
www.usaid.gov

PRESS RELEASE

U.S. PLEDGES $200 MILLION TO RECONSTRUCT LIBERIA

UNITED NATIONS—The United States delegation, led by Secretary of State Colin Powell, pledged $200 million at the International Reconstruction Conference to support the people of Liberia in its transition from a conflict-ridden state... ence, co-hosted by the United Nations (UN), World Bank, and the National Transitional Government of Liberia (NTGL), comes after 15 years of civil conflict.

Secretary Powell emphasized the U.S. commitment to working with the United Nations and with Liberians themselves... responsible government, to care for the needs of...

E.U. and Ireland: $125 million
The conference, which took place February 5 and 6... raising pledges for Liberia's reconstruction effort... lars), Ireland $5 million (U.S. dollars), and other...

"This conference was a catalyst for a dialogue bet... Government of Liberia. Chairman Bryant present... productive neighbor, and the international commu... sustainable recovery," said Andrew S. Natsios, Ad... "We expect more countries to pledge assistance t...

Immediate Assistance
United Nations Secretary-General Kofi Annan, S... of Africa Callisto Madavo opened the floor to int... with remarks calling for international supporters... away from a history of conflict to a future of pro... Gyude Bryant, head of the NTGL, as well as Ad... Nations Development Group, and a representat...

Following the Comprehensive Peace Agreemen... end to civil strife in Liberia, this conference is a... porters who pledge support for the security and... immediate humanitarian efforts, assist in the co... refugees, and former combatants, train a new p... assisting in election planning, independent med... tion, and agricultural projects.

USAID — FROM THE AMERICAN PEOPLE

FOR IMMEDIATE RELEASE
February 3, 2004
2004-005
Press Office: 202-712-4320
Public Information: 202-712-4810
Email: press@usaid.gov
www.usaid.gov

PRESS STATEMENT

From Andrew S. Natsios, USAID Administrator and Special Humanitarian Coordinator for Sudan

U.S. CALLS FOR IMMEDIATE HUMANITARIAN ACCESS IN DARFUR, SUDAN

WASHINGTON, DC —The United States Government expresses grave concern over the recent escalation of the already dramatic humanitarian crisis in Darfur, Western Sudan. The United Nations estimates that 20,000 new refugees have arrived in neighboring Chad in the past two weeks, and another 30,000 crossed the border during December. There are now more than 100,000 refugees from Darfur in Chad. The conflict has displaced an estimated 600,000 people within Darfur and affected another three million. There is no humanitarian access to most of the affected population in Darfur. Significant hunger is reported, raising the prospect of a looming human catastrophe.

The United States deplores the recent bombing in Tine that continues the pattern of indiscriminate attacks on civilians, and the gross abuses of human rights that are widely reported, such as torture and rape. The United States calls upon all parties to the conflict in Darfur to facilitate immediate, safe, and unimpeded access for humanitarian organizations to all in need and to abide by international humanitarian law. The United States strongly urges the parties to agree immediately to an independently monitored humanitarian ceasefire that covers all armed groups. The United States reaffirms its commitment to addressing the immediate protection and assistance needs of those in Darfur, as well as throughout Sudan, including humanitarian cross border operations if assistance cannot be provided through Sudan. The United States looks to the United Nations to lead this humanitarian effort in Darfur, and urges the parties to the Darfur conflict to resolve their issues peacefully.

# # #

MEDIA ADVISORY (USAID letterhead thumbnail)

USAID — FROM THE AMERICAN PEOPLE

FOR IMMEDIATE RELEASE
December 1, 2004
2004-025
Press Office: 202-712-4320
Public Information: 202-712-4810
www.usaid.gov

MEDIA ADVISORY

SPECIAL BRIEFING ON RECONSTRUCTION IN IRAQ

WASHINGTON, DC—The Administrator for the U.S. Agency for International Development Andrew Natsios will brief the press on the reconstruction in Iraq, Friday, December 3, at 10:00 a.m. This on-the-record, on-camera briefing will be held in the State Department Press Briefing Room 2209.

WHO: Andrew S. Natsios, Administrator, U.S. Agency for International Development

WHAT: On-the-record briefing on Iraq Reconstruction

WHEN: Friday, December 3, 2004, at 10:00 a.m.

WHERE: U.S. Department of State, Room 2209

CONTACT: Susan Pittman, USAID, (202) 712-4035

Members of the press who do not have a State Department building pass should arrive at the 23rd Street entrance by 9:45 a.m. for clearance through security and access to the briefing room.

Media representatives may attend this briefing upon presentation of one of the following press credentials: (1) a U.S. Government-issued identification card (Department of State, White House, Congress, Department of Defense, or Foreign Press Center), (2) a media-issued photo identification card, or (3) a letter from their employer on letterhead verifying their employment as a journalist, accompanied by an official photo identification (driver's license or passport).

# # #

FACT SHEET (USAID letterhead thumbnail)

USAID — FROM THE AMERICAN PEOPLE

FOR IMMEDIATE RELEASE
April 2, 2003
2003-035
Press Office: 202-712-4320
Public Information: 202-712-4810
Email: press@usaid.gov
www.usaid.gov

FACT SHEET

FOOD AND NON-FOOD RELIEF SUPPLIES TO IRAQ

FOOD ASSISTANCE
The U.S. government is acting quickly to provide humanitarian assistance to the people of Iraq. The U.S. will provide 610,000 metric tons of food, worth over $300 million, to feed the people of Iraq. In addition, it is providing $200 million in cash to the World Food Program (WFP) for the purchase of food.

EMERGENCY SUPPLIES
USAID has provided emergency supplies in the region worth a total of $16.3 million. These supplies include wool blankets, plastic sheeting for emergency shelter, personal hygiene kits, emergency health kits, water jugs, bladders and other containers, and water treatment units.

Prepositioned in the region	In transit to the region
103,135 blankets	161,900 blankets
45,740 hygiene kits	39,876 hygiene kits
97 World Health Organization (WHO) medical kits	7,990 rolls of plastic sheeting
7,180 rolls of plastic sheeting	87,100 water containers
63,600 water containers	87 water tanks
20 water tanks	six water treatment units
two water treatment units	

Remaining commodities are on standby for rail forward.

FUNDING ALLOCATIONS
In addition to the food assistance mentioned above, USAID is spending to date over $246 million on humanitarian relief to Iraq. In addition, the U.S. Department of State's Bureau of Population, Refugees and Migration has spent over $36 million. Of this combined amount, over $124 million is going to the United Nations and other international organizations for pre-positioning and early response, including $20 million to the WFP for planning and logistical support costs and some food pre-positioning. Over $20 million is going to NGOs for humanitarian relief and related programs. Additional assistance is in the pipeline for the U.N. and other international organizations.

The breakdown of this $124 million also includes:
- $21 million to the U.N. High Commissioner for Refugees;
- $10 million to the International Committee of the Red Cross;
- $8.6 million to the International Organization for Migration;
- $3 million to the International Federation of Red Cross and Red Crescent Societies;
- $2 million to UNICEF; and
- $1.2 million to the U.N.'s Office for the Coordination of Humanitarian Affairs.

For more information on USAID's humanitarian relief efforts in Iraq, please visit www.usaid.gov/iraq.

# # #

- CONTACT DETAILS
  – ARIAL BOLD ITALIC CAPS 8PT/11PT
  – ARIAL 8PT/11PT
- HEADLINE
  – ARIAL BOLD 16PT/14PT
- DATELINE
  – ARIAL BOLD SMALL CAPS 11PT/14PT
- SUBHEAD
  – ARIAL BOLD 11PT/14PT
- BODY TEXT
  – ARIAL 11PT/14PT
  – SPACE BETWEEN PARAGRAPHS IS P7

COUNTRY PROFILE

All missions and most non-presence countries should have a two-page country profile. An official Agency template is available in Microsoft Word for download at *www.usaid.gov/branding*. This template can be used for desktop publishing and creating Adobe Acrobat PDF files.

COUNTRY PROFILE INCLUDES:
- COUNTRY IDENTITY
  – POSITION GRAPHIC .5" FROM TOP AND LEFT EDGES
- COUNTRY PROFILE TITLE
  – GRAPHIC IN FILE; DO NOT ALTER
- MONTH AND YEAR
  – ARIAL BOLD 9PT
  – COLOR IS 100% USAID BLUE
- PHOTOGRAPH
  – POSITION .75" FROM LEFT EDGE, 2.5" FROM TOP EDGE
  – SIZE IS 2.167" W

- PHOTO CAPTION
  – ARIAL ITALIC 10PT/14PT
  – COLOR IS DARK GRAY
- BOX TEXT (SNAPSHOT/CONTACT)
  – ARIAL AND ARIAL BOLD 10PT/12PT
- HEADING 1
  – ARIAL BOLD 12PT/14PT
  – COLOR IS 100% USAID RED
- HEADING 2
  – ARIAL BOLD 10PT/14PT
  – COLOR IS 100% USAID BLUE

- COUNTRY MAP (OPTIONAL)
  – POSITION GRAPHIC LEFT ALIGNED WITH COLUMN
- BODY TEXT
  – ARIAL 10PT/14PT
  – COLOR IS 100% BLACK
- PHOTO CREDIT
  – ARIAL 6PT/15PT
- AGENCY NAME AND URL
  – GRAPHIC IN FILE; DO NOT ALTER

Country Profiles are short summaries of our work. The country profile includes an overview, three to five paragraphs on the programs (based on the Strategic Objectives [SO], but using common language), a map, budget charts, a photo and caption, a snapshot of country statistics, and contact information.

- The overview provides information about why this country is important to U.S. foreign policy and its role in the region; it outlines USAID and the country's key accomplishments and areas of focus.

- Program paragraphs are clustered by SO, use clever subheads that speak to results, begin with strong topic sentences, include a sentence or two on the challenge, focus on results, and include relevant statistics that shape the story.

- The map shows the country in the context of the region and labels the capital city.

- The photo and caption are best if they focus on a program beneficiary and include a powerful first person quote.

- The snapshot includes a few fast facts about the country such as population and Gross Domestic Product (GDP) per person.

- The budget chart outlines assistance provided by USAID; it is based on the Congressional Budget Justification and must be approved by the Policy and Program Coordination Bureau.

- Contact information is included for both the mission director and the headquarters desk officer.

USAID | INDONESIA
FROM THE AMERICAN PEOPLE

COUNTRY PROFILE

SEPTEMBER 2004

Ibu Sutarmi, a 6th grade teacher, says, "Now the children do a lot of practical work. They enjoy sitting in groups to discuss their work and solve problems together. They write their work in their own words, and we display it for the other children to look at. They are very proud when their work is displayed."

INDONESIA SNAPSHOT

Date of independence: 1945
Capital: Jakarta
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

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 1950. Today, USAID assistance programs focus on five main areas: basic education, democratic governance, health care, water and the environment, and the economy.

Jakarta

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

BIOGRAPHY

Every senior USAID official should have a biography. An official biography template is available in Microsoft Word for download at *www.usaid.gov/branding*. This template can be used for desktop publishing and creating Adobe Acrobat PDF files.

For security purposes, contact security personnel before posting biographies on the Internet or distributing publicly.

BIOGRAPHY INCLUDES:
- COUNTRY IDENTITY
  – POSITION .5" FROM TOP AND LEFT EDGES
- BIOGRAPHY TITLE
  – GRAPHIC IN FILE; DO NOT ALTER

- INDIVIDUAL'S TITLE AND NAME
  – ARIAL BOLD 16PT/18PT
  – COLOR IS DARK GRAY
- PHOTOGRAPH
  – POSITION .75" FROM LEFT EDGE
  – SIZE IS 2.125" W X 2.5" T

- QUOTE FROM INDIVIDUAL
  – ARIAL ITALIC 12PT/19PT
  – COLOR IS 100% USAID BLUE
- BIOGRAPHY OF INDIVIDUAL
  – ARIAL 10PT/14PT
  – SPACE BETWEEN PARAGRAPHS IS P7
- AGENCY NAME AND URL
  – GRAPHIC IN FILE; DO NOT ALTER

Biographies tell the story of our employees.

It is important for the Agency to showcase the expertise of our senior people. A standard biography should be developed for all Assistant and Deputy Administrators, as well as Mission Directors and their Deputies. It is a good idea for Office Directors, too.

The USAID biography includes the person's name, title, photo, and a large quote.

USAID | CROATIA
FROM THE AMERICAN PEOPLE

BIOGRAPHY

**Mission Director
William Jeffers**

Since September 2002, William Jeffers has served as the U.S. Agency for International Development (USAID) mission director in Croatia. In this position, he directs a $160 million project portfolio which is supporting economic and fiscal reform, expanding private-sector activity, improving political processes, strengthening civil society, and reintegrating war-affected populations. A major theme of U.S. assistance is helping Croatia prepare itself for joining the European Union.

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 800 companies, establishing a new Energy Regulatory Agency and engaging Croatia in the new regional energy market, rebuilding 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.

"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."

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 ANE/Washington 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 African Affairs, from 1996-1999; 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 1989-1990, 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

The biography follows this basic formula:

- Start with the beginning date of current job (the person's name, has served as the U.S. Agency for International Development, title, location/post).

- In this position (add information about job successes or country/program details).

- A senior foreign service officer (or career employee, political appointee, etc.), NAME has served USAID for NUMBER years in NUMBER countries and/or NUMBER years at headquarters in Washington, DC. (Include specific dates, past job titles, and relevant information about programs).

- NAME has had an extensive career with USAID (use another paragraph to elaborate on past positions if needed).

- Before joining USAID, NAME (add experience prior to USAID, include dates, organizations, locations, job titles, and work).

- The second to last paragraph should include information about published materials, awards, languages, military or Peace Corps experience, boards of directors, charity or community work, etc.

- NAME is from CITY/STATE and is a graduate of COLLEGE/UNIVERSITY/DEGREE (include both undergraduate and graduate information).

- Employees may add personal information, such as spouse or children, if desired.

SUCCESS STORY

A compelling way to tell our story is a priority. An official success story template is available in Microsoft Word for download at *www.usaid.gov/branding*. This template can be used for desktop publishing and creating Adobe Acrobat PDF files.

USAID | 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 tax plan assures this 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 Sacko, the teacher at her community school, a hearty handshake. "A bientôt!" she said with a smile. "See you soon." Aminata's school in Sama Markala is one of 1,645 that USAID helped through a small grants program which ended in 2003.

Photo: Alexandra Huddleston

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 PTA's 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.

Success stories help the Agency educate people about U.S. assistance.

A success story uses a photo and approximately 500 words to explain the impact USAID has had on an individual or community. The narrative starts by introducing the character, conflict, or opportunity. The middle paragraphs describe the program, and the final section ends the story with a powerful close.

- Good headlines are short, simple, and summarize the story.
- Intro copy and pull quotes highlight key points.
- Photographs are colorful and depict action.
- The lead grabs the reader's attention
- Body copy details what USAID did and funded.
- The summary explains what changed and who benefited.

CASE STUDY

A concise presentation of our work showcases that U.S. assistance is working. An official case study template is available in Microsoft Word for download at *www.usaid.gov/branding*. This template can be used for desktop publishing and creating Adobe Acrobat PDF files.

CASE STUDY INCLUDES:
- **COUNTRY IDENTITY**
  - POSITION .5" FROM TOP AND LEFT EDGES
- **CASE STUDY TITLE**
  - GRAPHIC IN FILE; DO NOT ALTER
- **HEADLINE**
  - ARIAL 30PT/30PT
  - COLOR IS USAID BLUE

- **INTRO COPY**
  - ARIAL BOLD 14PT/16PT
  - COLOR IS USAID BLUE
- **PHOTOGRAPH**
  - POSITION .7" FROM LEFT EDGE
  - SIZE IS 2.25"W X 1.5"T
- **PHOTO CREDIT**
  - ARIAL 6PT/15PT

- **PHOTO CAPTION**
  - ARIAL ITALIC 9PT/11PT
  - COLOR IS DARK GRAY
- **CHALLENGE, INITIATIVE, RESULTS**
  - ARIAL BOLD 10PT/13PT
  - COLOR IS USAID RED
  - **BODY TEXT**
  - ARIAL 11PT/14PT
  - SPACE BETWEEN PARAGRAPHS IS P8
- **AGENCY NAME AND URL**
  - GRAPHIC IN FILE; DO NOT ALTER

USAID | HONDURAS
FROM THE AMERICAN PEOPLE

CASE STUDY
Providing Ecological Livelihoods

USAID volunteers promote environmentally friendly approach to sugar processing

Photo: Partners/Honduras Carlos Galvez

Farmer to Farmer volunteer Dan Baker works with Golden Aguilar and Peter Purinton inside the molienda in Talulabe.

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

CHALLENGE In the Taulabe, Comayagua region of Honduras, small sugar processors make a product called rapadura—a hard brown sugar that is sold in the local market. Traditionally, sugar cane processors had burned firewood as their primary source of fuel—however, firewood was becoming increasingly scarce. Processors shifted to the burning of old tires for fuel, causing environmental pollution, a low-quality product, and serious health hazards to those who tend the fires and in nearby communities.

INITIATIVE USAID's Farmer to Farmer program, working with Partners of the Americas, linked Vermont maple sugar makers with the Honduran sugar processors to find an appropriate technical solution to a serious local problem. The Honduras Ecological Sugar Project aims to improve sugar processing methods, reduce contaminants, eliminate the need to use tires as fuel, and improve the quality of the final product in an environmentally sustainable way. Moreover, the project transfers marketing concepts and techniques for increasing the return on sugar, while diversifying into value-added sugar products.

Through an innovative adaptation of maple sugar technology, Farmer to Farmer volunteers from Vermont constructed an improved evaporator that replaces the flat-bottom pans with a more efficient flue pan. This new technology uses sugar cane fiber as fuel. Since this is the organic waste from the plant itself, it helps improve processing in an environmentally sustainable way. Product quality was also improved by reducing the introduction of contaminants though simple technologies that protected cane juice from press lubricants. Between the flue pan and an improved quality of the cane juice, a high-quality sugar cane product was produced without the need to burn tires.

RESULTS Significant progress has been made for small-scale sugar producers and the community in Taulabe. There is a decreased demand for scarce firewood and a dramatic reduction in the number of rubber tires being burned for sugar processing. More efficient and cost-effective sugar production methods and improving business practices have made the small producers more competitive in local markets. Other economic impacts include the identification of niche markets for ecologically produced sugar and the production of value-added products such as granulated sugar, cane syrup, and hard candy, allowing for diversification and broader market exposure. The community at large has greatly benefited since the municipality of Taulabe approved an ordinance banning tire burning, as evidence of the new system's economic viability continues to grow.

Case studies document success.

A case study uses a photograph and three standard sections—Challenge, Initiative, Results—of approximately 100-150 words to provide a detailed program overview.

- The **Challenge** states the problem, issue, or opportunity.

- The **Initiative** showcases the strategy and actions used to address the challenge.

- The **Results** use quantitative measures to demonstrate a successful outcome.

FIRST PERSON

Our beneficiaries are our best spokespeople. An official first person template is available in Microsoft Word for download at *www.usaid.gov/branding*. This template can be used for desktop publishing and creating Adobe Acrobat PDF files.

FIRST PERSON INCLUDES:
- COUNTRY IDENTITY
  – POSITION .5" FROM TOP AND LEFT EDGES
- FIRST PERSON TITLE
  – GRAPHIC IN FILE; DO NOT ALTER
- HEADLINE
  – ARIAL 30PT/30PT
  – COLOR IS USAID BLUE

- INTRO COPY
  – ARIAL BOLD 14PT/16PT
  – COLOR IS USAID BLUE
- PHOTOGRAPH
  – POSITION .7" FROM LEFT EDGE
  – SIZE IS 2.25" W
- PHOTO CREDIT
  – ARIAL 6PT/15PT

- QUOTE FROM INDIVIDUAL
  – ARIAL BOLD ITALIC 14PT/17PT
  – COLOR IS 100% USAID BLUE
- QUOTE ATTRIBUTION
  – ARIAL 10PT/14PT, INDENT 4PT
  – COLOR IS USAID BLUE
- BODY TEXT
  – ARIAL 11PT/14PT
  – SPACE BETWEEN PARAGRAPHS IS P8
- AGENCY NAME AND URL
  – GRAPHIC IN FILE; DO NOT ALTER

FIRST PERSON
Firefighter Saves Lives

24-year-old firefighter provides emergency treatment to save lives with USAID help

Dumbraveni is a town of 10,000 in the county of Sibiu, Romania, with no hospital or ambulance station. Response time in emergency cases currently is upwards of 40 minutes. Last year, four young lives were lost in a car crash while waiting for help to arrive. Responding to victims in need of assistance takes far too long in remote areas while, local governments often do not have the resources to provide rural communities with a reasonable level of service in these life-or-death situations.

USAID addressed this problem by providing a grant to Dr. Raed Arafat, who initiated the Medical Service for Emergency Assistance, Reanimation and Extrication Services (SMURD). The project, which was awarded $46,000, is being used to create two emergency crews that will work as part of the firefighting departments in two communities of Sibiu County. SMURD is a joint effort involving local authorities, health services, and firefighter departments—all with the direct support and contribution of the community members who know that they will be a lot safer once the ambulance service is in place.

SMURD used this grant to buy the necessary instruments and train the rescuers who will join firefighters on emergency calls. Firefighters are trained to use specific instruments and give emergency treatment before the ambulance arrives. The Dumbraveni team is equipped to international standards, providing a cardiac arrest case from the rural area the same chances of survival as an urban area case. The team also responds to traffic accidents and provides first aid until medical ambulances arrive or until patients are taken to the hospital.

Photo: Cornelia Bucur/Grasp

"I joined this program thinking of my brother who died last year in a terrible car crash together with three of his friends. I want to ensure that others stand a better chance."

—Radu Cristian Dumitru, 24, one of the 10 members of the emergency team in Dumbraveni

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First person accounts are testimonials.

Stories about beneficiaries show that U.S. assistance has tremendous impact. They focus on individuals, use a photograph, a 50-word quote, and a 150- to 250-word narrative about the situation.

- The photograph showcases the person in context.

- The quote clearly states how USAID helped him or her.

- The narrative vividly explains the person's story.

PHOTO & CAPTION

Often the best way to tell our story is with a powerful image and a short message. An official photo & caption template is available in Microsoft Word for download at *www.usaid.gov/branding*. This template can be used for desktop publishing and creating Adobe Acrobat PDF files.

PHOTO & CAPTION INCLUDES:
- COUNTRY IDENTITY
  – POSITION .5" FROM TOP AND LEFT EDGES
- PHOTO & CAPTION TITLE
  – GRAPHIC IN FILE; DO NOT ALTER
- HEADLINE
  – ARIAL 30PT/30PT
  – COLOR IS USAID BLUE

- INTRO COPY
  – ARIAL BOLD 14PT/16PT
  – COLOR IS USAID BLUE
- PHOTOGRAPH
  – POSITION .7" FROM LEFT EDGE
  – SIZE IS 3.5" W X 4.75" T
- PHOTO CREDIT
  – ARIAL 6PT/15PT

- BODY TEXT
  – ARIAL 11PT/14PT
  – SPACE BETWEEN PARAGRAPHS IS P8
- AGENCY NAME AND URL
  – GRAPHIC IN FILE; DO NOT ALTER

USAID | PHILIPPINES

PHOTO & CAPTION
Fish Tales: Sustainable Harvests

The Philippines is experiencing a tremendous dilemma in the developing world. Although located in the marine world's highest diversity of coral reefs, the country's fishing industry finds its coastal fishers battling poverty, its fisheries in decline, and habitat destruction resulting from unsustainable fishing practices. Maintaining profitable fishery harvests amid areas where over 70 percent of the coastal fishing grounds are reported to be overexploited is daunting.

USAID's Fisheries Improved for Sustainable Harvest (FISH) project is helping fishermen in the Philippines by assigning an independent team to assess the current fishing industry challenges and to recommend good fisheries management practices. The project sites are situated in four strategic fishing grounds that also are important biodiversity conservation areas—the Danajon bank in Bohol, the Calamianes Islands in Palawan, the northern coastal bays areas of Surigao del Sur, and the areas around Bongao, Tawi-Tawi.

Aside from managing fishing efforts, the project is providing for creative and innovative ways of harmonizing biodiversity conservation with increased fisheries production. FISH is establishing baseline information on fisheries and related resources as a basis for measuring impacts for project-influenced interventions, as well as to better understand resource dynamics and exploitation risks. Participatory planning and implementation are the fundamental strategies to ensure ownership and sustainability. The provision of expert coaching and guidance to the implementers is likewise a key approach in this project, particularly in introducing and establishing best practices in fisheries management.

Photo: Cleto L. Nanola Jr

All community members participate in fishing to make ends meet in Bongao, a demonstration site for USAID's Fisheries Improved for Sustainable Harvest (FISH) project in the Philippines.

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

A good photo and caption are all you need to tell a story.

The Agency wants to convey information that everyday readers can care about and understand. A photo and a 10- to 20-word caption can easily illustrate how USAID is making a difference. A 150- to 250-word narrative adds context, program details, and supporting statistics.

- The photograph brings the story to life.

- The intro copy adds context.

- The narrative shows how USAID assisted the person or community, detailing who, what, where, when, and why.

BEFORE & AFTER PHOTO

Our communications should be visible and dramatic. An official before & after template is available in Microsoft Word for download at *www.usaid.gov/branding*. This template can be used for desktop publishing and creating Adobe Acrobat PDF files.

USAID | MALAWI
FROM THE AMERICAN PEOPLE

BEFORE & AFTER
Millions of Trees/400,000 Farmers

Malawians adopt sustainable landcare practices, increasing harvests and preserving land

Malawi has one of the highest population densities in Africa, with the majority of people working as smallholder farmers. Deforestation and soil erosion are signs of the great strain on the land. Beginning in 1992, USAID funded The Malawi Agroforestry Extension Project (MAFE), which has trained 77 partner institutions and thousands of communities in sustainable landcare techniques that improve farm productivity. MAFE estimates that farmers are using soil-stabilizing hedges on 21,000 hectares of land and propagating about 20 million trees annually in tree nurseries.

BEFORE   With a high population density and an agricultural economy, Malawi faces a terrible strain on its most important natural resource—arable land. This sloping field had been planted with maize continuously with little or no fertilizer, while trees nearby were cut down for firewood or sale. Deep gullies show signs of soil erosion and run-off.

AFTER   The shrub Tephrosia, planted among maize, can double a farmer's yield. With proper irrigation using the hand-operated treadle pump, farmers can sow a second harvest during the first season of use. Through these and other landcare techniques, about 400,000 farm families are avoiding hunger with good harvests and preserving the land. More farms adopt these practices each year with USAID help.

Photo: MAFE

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

Before & After photographs showcase dramatic improvements

Two photos taken of the same place, but at different times, is one of the best ways to demonstrate the impact of USAID's involvement.

The photos are placed next to each other for a quick comparison; each has a 50- to 100-word caption noting the differences. Intro copy and a 150- to 250-word sidebar add context and detail.

- **Before** photo captures the conditions before USAID's involvement.

- **After** shows how the same situation has improved with U.S. assistance.

ON-SCREEN SLIDE PRESENTATION

A consistent look for all on-screen presentations is an essential part of the USAID brand. An official on-screen slide presentation template is available in Microsoft PowerPoint for download at *www.usaid.gov/branding*.

Individual countries should customize the downloaded template by including the appropriate country Identity with sub-brandmark on the title master and slide master, as shown here.
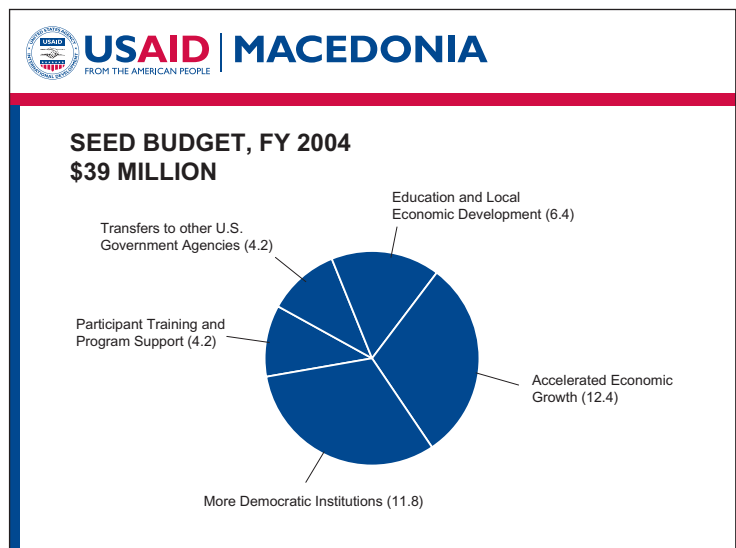
This template may be used for creating on-screen slide presentations, desktop publishing, and creating Adobe Acrobat PDF files.

- TITLE HEADLINE
  – ARIAL BOLD CAPS 54PT
- DATE AND PRESENTER
  – ARIAL CAPS 16PT

- HEADLINE
  – ARIAL BOLD CAPS 24PT
- CHART CALL OUTS
  – ARIAL 14PT

TITLE SLIDE

CHART SLIDE

MAP SLIDE

Note: Users of PowerPoint 98 and 2001 for Macintosh must have the latest release installed to view or edit these presentations. Visit http://www.microsoft.com/mac/downloads to find the latest release.

ON-SCREEN SLIDE PRESENTATION CONTINUED

The USAID Identity, or Identity with sub-brandmark, is preferred on all slides but is required on title and breaker slides, as shown here.

Employees and contractors may choose not to repeat the Identity, or Identity with sub-brandmark, on all slides. In these cases the area at the top of a slide should be replaced with a headline. See example at the bottom of this page. Never move the Identity, or Identity with sub-brandmark, to the bottom of a slide.

Note: Users of PowerPoint 98 and 2001 for Macintosh must have the latest release installed to view or edit these presentations. Visit http://www.microsoft.com/mac/downloads to find the latest release.

- SECTION HEADING
  – ARIAL BOLD CAPS 40PT

- BULLET 1
  – ARIAL 24PT

INCORRECT EXAMPLE

MACEDONIA'S NATIONAL GOALS

- NATO Application 2006, Membership 2008
  – Equipment
  – Reorganization
- EU Membership next decade
  – Rule of Law
  – Ohrid Framework Agreement implementation
- Name of Country

USAID | MACEDONIA

Incorrect example: Identity with sub-brandmark at bottom

- HEADLINE
  – ARIAL BOLD CAPS 24PT
- BULLET 1
  – ARIAL 24PT
- BULLET 2
  – ARIAL 20PT

BREAKER SLIDE

USAID | MACEDONIA

SOCIAL TRANSITION: EDUCATION

PHOTO SLIDE

USAID | MACEDONIA

- Youth volunteers multiply program outreach.
- Mak-Action gains practical leadership experience.

TEXT SLIDE–PREFERRED

USAID | MACEDONIA

MACEDONIA'S NATIONAL GOALS

- NATO Application 2006, Membership 2008
  – Equipment
  – Reorganization
- EU Membership next decade
  – Rule of Law
  – Ohrid Framewor
- Name of Country

MACEDONIA'S NATIONAL GOALS

- NATO Application 2006, Membership 2008
  – Equipment
  – Reorganization
- EU Membership next decade
  – Rule of Law
  – Ohrid Framework Agreement implementation
- Name of Country

TEXT SLIDE–ALTERNATIVE