

TYPOGRAPHY

USAID has standards for typography to ensure brand consistency across all printed materials. Typography is one of the most important design elements. It is used to differentiate sections of information as headlines, text, or captions. The font family, Adobe Gill Sans, was selected for clarity. Gill Sans Bold is used in the USAID logo and brandmark. **Adobe fonts are for use in professionally designed and printed communications. Arial is the standard font for desktop publishing. Follow Executive Secretariate guidance for Agency correspondence.**

As a general rule, Gill Sans Bold is used for headlines, subheads, and highlighted text; Gill Sans Regular or Light is used for body text; and Gill Sans Italic is used for captions. Adobe Garamond Regular, Bold, and Italic may be used for body text in longer documents or technical papers and reports. Specific guidelines for font usage are covered in Section 7.

When the Adobe Gill Sans font family is not available, default to Arial. When the Adobe Garamond font family is not available, default to Times Roman.

PRIMARY FONT FOR PRINT COMMUNICATIONS

GILL SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATE FONT IF GILL SANS IS NOT AVAILABLE

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe® fonts are for professional graphic designers producing printed publications. Employees should use Arial for Microsoft Word® or Microsoft PowerPoint® communications.

Adobe® fonts can be purchased for both Apple® and Microsoft Windows® operating systems from Adobe Systems Incorporated, at www.adobe.com.

All trademarks are property of their respective owners.

BODY TEXT FONT FOR LONGER-PAGE DOCUMENTS

ADOBE GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATE FONT IF ADOBE GARAMOND IS NOT AVAILABLE

TIMES ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES ROMAN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES ROMAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES ROMAN BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

INCORRECT USE OF TYPOGRAPHY

The figures below show examples of some incorrect uses of typography. The incorrect use of typography creates confusion and undermines confidence in our brand. Please ensure that the official fonts, Gill Sans, Adobe Garamond, Arial, and Times Roman, are used on Agency printed communications.

The typography should only be used as specified in sections 4 and 7 of this manual.

GILL SANS WITH SHADOW

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.~~

GILL SANS IN UPPER CASE

~~LOREM IPSUM DOLOR SIT AMET, ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD.~~

GILL SANS IN OUTLINE

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.~~

UNSPECIFIED FONT

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.~~

Adobe® fonts are for professional graphic designers producing printed publications. Employees should use Arial for Microsoft Word® or Microsoft PowerPoint® communications.

Adobe® fonts can be purchased for both Apple® and Microsoft Windows® operating systems from Adobe Systems Incorporated, at www.adobe.com.

All trademarks are property of their respective owners.