The U.S. President's Emergency Plan for AIDS Relief
(PEPFAR)
Branding Guidance
Updated 2012

**OVERVIEW**

The United States President's Emergency Plan for AIDS Relief (PEPFAR) consists of all resources and international activities of the U.S. Government to combat the global HIV/AIDS pandemic.  To ensure appropriate recognition for U.S. programs and contributions to this effort, a general PEPFAR logo and country-specific PEPFAR logo are in use wherever PEPFAR has a presence.  The following guidance regarding use of these logos and other steps to develop the PEPFAR brand is recommended for all countries.

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## Section 1.  LOGOS

### a.   Department of State Logo Policy

Effective March 23, 2012, the Department of State (DoS) issued guidance requiring use of the U.S. flag for marking Department programs, events, assistance, and other activities for foreign audiences.  For comprehensive DoS logo guidance, visit:  http://r.state.sbu/visiblyamerican/default.aspx.

### b.   Logo Usage

Three logos exist for use by the U.S. government and implementing partners to brand PEPFAR. The PEPFAR logo should be the lead brand, followed by any specific agency logos, when marking PEPFAR-funded materials or programs in country.

Currently, **PEPFAR country-specific logos** exist for 30 countries, and they should be used when marking country-specific materials.  Those countries without a country-specific logo should use the general PEPFAR logo for foreign audiences.  The country-specific logos are available in JPG and EPS.

Whenever the materials will be viewed by a foreign audience that is not country-specific, including at international conferences, the PEPFAR **general logo for foreign audiences** must be used.  This logo includes an image of the standard, rectangular U.S. flag paired with the PEPFAR logo.

In addition, the **general logo for foreign audiences** must be used anytime a PEPFAR program is implemented by the Department of State rather than another implementing agency (for example: Ambassador's small grants programs, Regional Procurement Support Office-RPSO, etc.).  This logo includes an image of the standard, rectangular U.S. flag paired with the PEPFAR logo.

The PEPFAR **general logo for U.S. audiences** should be used when marking program materials that are not country-specific and directed at an American audience.  The general logo is available in JPG and EPS in color and JPG in grayscale.

**PEPFAR Country-Specific Logo**



**PEPFAR General Logo for Foreign Audiences**

**PEPFAR General Logo for U.S. Audiences**



## Section 2. LOGO SIZE AND PLACEMENT

### a. U.S. Embassies
The U.S. Ambassador in each country is the head of the interagency PEPFAR team. The preference for branding PEPFAR materials (reports, fact sheets, success stories, websites, etc.) issued by a U.S. Embassy is to only use the general or country logo and to credit any U.S. agencies and/or partners in the text.

### b. U.S. Agencies
**For PEPFAR-funded activities, the PEPFAR logo should be of equal or larger size** than other U.S. agencies' logos and should be placed at the top of the document.  Agencies should follow their existing rules for layout and make any modification needed for PEPFAR logo placement.

### c. Implementing Partners
The PEPFAR logo should be **of equal or larger size and placed above partner logos**.  This is suggested for all partners with contracts and cooperative agreements.  Partners should follow any existing rules for layout, as determined by their funding agency, and make any modification needed for PEPFAR logo placement.

If a partner's funding agency does not allow the partner's logo to be displayed, please follow Section 2b above.  (For example, this is currently the case for USAID contractors who are permitted to only use the USAID logo.)

### d. Exceptions
Potential size exceptions are permitted when branding materials developed in cooperation with host governments or international partners (e.g. DFID, Global Fund, UNAIDS, etc). In such cases, the PEPFAR logo may be of equal size and prominence to other partners' logos.  Exceptions to branding on other grounds (e.g. safety, security, excess cost, local cultural or socials norms, etc) should follow existing agency rules.

## Section 3.  BRANDING LANGUAGE

In all countries receiving U.S. Government assistance to implement HIV/AIDS programs, public information about PEPFAR, whether coming from the U.S. Embassy the USAID mission, a CDC mission or other implementing agencies, should reflect the interagency nature of the initiative.  For example, in any press release about the USG's HIV/AIDS programs, it is recommended that the text should lead with "The U.S. President's Emergency Plan for AIDS Relief," "the United States" or "the American people" in that order of preference.

Implementing agencies and partners may recognize their role in the following way: "The U.S. President's Emergency Plan for AIDS Relief through (implementing agency/partner) has provided . . ."

## Section 4.  ATTRIBUTION

**a.  Radio**

Any USG-funded program or public service announcement (PSA) should attribute as follows: "This (program/PSA) was made possible through a partnership between (insert appropriate country) and the American people."  If this program airs in more than one country, it should simplify and say "through the support of the American people".

**b.  On-Air Graphics**

The PEPFAR logo and website address ([www.PEPFAR.gov](www.PEPFAR.gov)) should be used for on-air graphics.  This information can be placed on a screen shot immediately following a broadcast.  Please reference Section 1 for use of general or country-specific logo.  If other U.S. agencies or partners need to be credited, their logos may follow.

**c.  Presentations: PowerPoint's and Abstracts**

Any USG-funded presentation or abstract must include attribution to PEPFAR.  Acknowledgment of the implementing agency is not sufficient.  The PEPFAR logo should be placed on materials as described in Section 1.  Oral abstracts should include mention of PEPFAR using the language outlined in Section 2.

**d.  Letterhead and Business Cards**

The PEPFAR logo should not be placed on project letterhead and business cards by implementing partner organizations that are not part of the USG, regardless of whether they have a contract or a cooperative agreement.  This restriction is intended to prevent non-USG entities and personnel from being misunderstood to be official USG representatives.
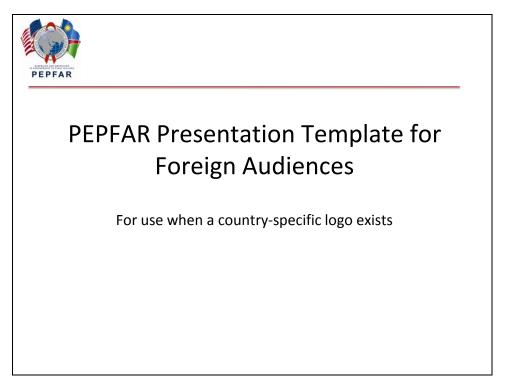
**e.  Commodities and Project Signage**

Every effort should be made to include the PEPFAR logo on commodities and project signage, as described in Section 1.  The general PEPFAR logo should be used whenever a PEPFAR program is implemented through DoS.

## Section 5.  Examples of Logo Usage

a.   **Banner for Foreign Audiences**



a)   **PowerPoint Presentation for Foreign Audiences**

**Country-specific:**

**General:**



**PEPFAR Presentation Template
for Foreign Audiences**

For use when no country-specific logo exists OR the program is
implemented by the Department of State

**b)   Press Release for Foreign Audiences**

**Country-Specific:**



Example for PEPFAR countries with a partnership logo

**General:**



Example for PEPFAR countries <u>without</u> a partnership logo