

STANDARD GRAPHIC IDENTITY

The USAID Standard Graphic Identity (Identity) is an official U.S. Government symbol, and any alteration, distortion, re-creation, translation (other than the tagline), or misuse is strictly prohibited. The Identity includes both the logo and brandmark. It is to be used on all Agency communications. On rare occasions however, size, shape, space, or visibility may dictate the use of just the logo or brandmark on certain visual media. Guidance for the logo is shown in detail on pages 2.5-2.7 and for the brandmark on pages 2.8-2.9.

The USAID Identity is only to be arranged in the two formats—vertical and horizontal—shown on these pages. It may not appear on the same page of a document or on-screen presentation in any other arrangement. A number of digital file formats are available for download at www.usaid.gov/branding. Each of the files available is optimized for a variety of applications, for both print and on-screen communications, to ensure easy adherence to these guidelines. **Do not re-create the Identity under any circumstances.** Colors referenced below are described in detail on page 2.12 of this manual.



FULL-COLOR IDENTITY, HORIZONTAL AND VERTICAL



LOGO:

Circles, Agency name, USAID, Stars: USAID Blue
 Bars: USAID Red
 Handclasp: 100% Black

BRANDMARK:

US and tagline: USAID Blue
 AID: USAID Red

TWO-COLOR IDENTITY, HORIZONTAL AND VERTICAL



LOGO:

Circles, Agency name, USAID, Stars: USAID Blue
 Bars: USAID Red
 Handclasp: USAID Blue

BRANDMARK:

US, tagline: USAID Blue
 AID: USAID Red

BLACK-ONLY IDENTITY, HORIZONTAL AND VERTICAL



LOGO:

All: 100% Process Black

BRANDMARK:

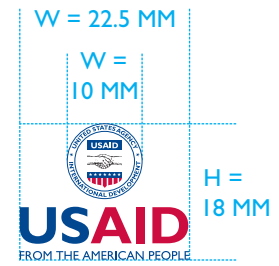
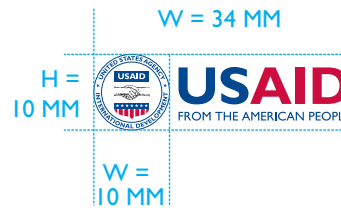
US and tagline: 100% Process Black

AID: 60% Process Black

MINIMUM PRINT IDENTITY SIZE

A minimum size has been established for the Standard Graphic Identity to ensure legibility. This size is only intended to be used for business cards. For translation of the tagline into local language, a comparable but legible minimum size must be created.

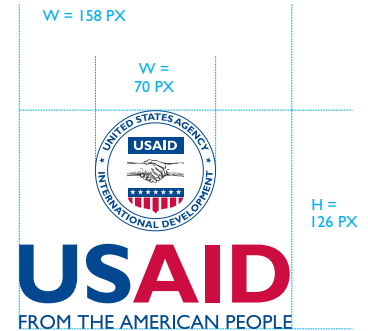
- Minimum height of horizontal Identity = 10 MM**
- Minimum width of horizontal Identity = 34 MM**
- Minimum height of vertical Identity = 18 MM**
- Minimum width of vertical Identity = 22.5 MM**



MINIMUM ON-SCREEN IDENTITY SIZE

An absolute minimum size has been established for the identity to ensure legibility in all on-screen applications.

- Minimum height of on-screen horizontal identity = 70 pixels**
- Minimum width of on-screen horizontal identity = 238 pixels**
- Minimum height of on-screen vertical identity = 126 pixels**
- Minimum width of on-screen vertical identity = 158 pixels**



FIXED PROPORTIONS

To accurately reproduce the Identity, the logo and brandmark must be scaled and placed in relation to each other exactly as shown here.

- H = Height of USAID name and tagline**
- W = Width of USAID in logo**



MINIMUM IDENTITY CLEAR SPACE

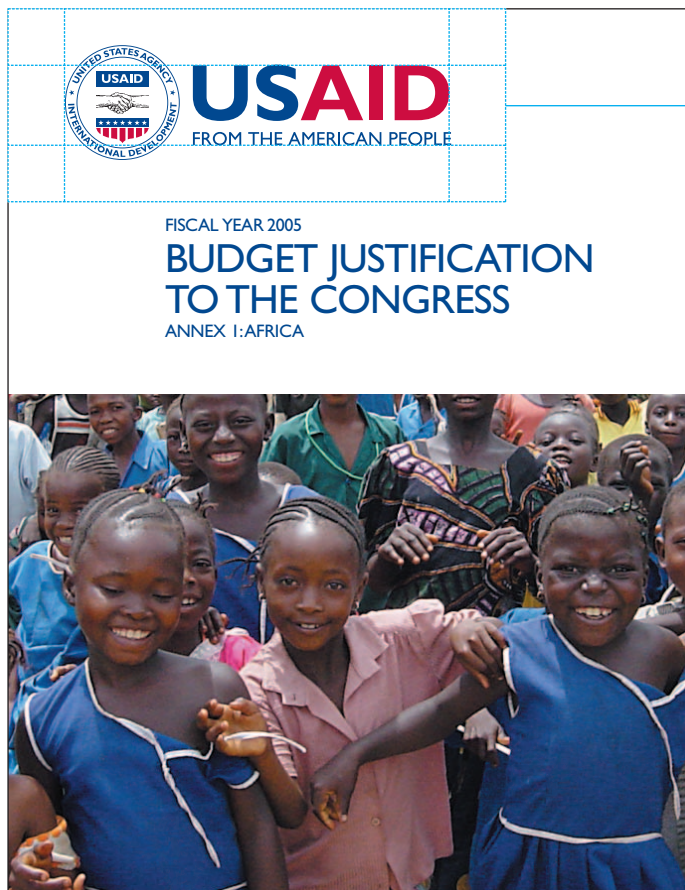
A minimum area within and surrounding the Identity must be kept clear of any other typography (except the sub-brands, as specified in Section 3 of this manual) as well as graphic elements such as photographs, illustrations, thematic images and patterns, and the trim edge of a printed piece. More than the minimum clear space is encouraged if applications provide the opportunity.

Minimum clear space on all sides is equal to height of the name, regardless of the language of the tagline. Within the rectangle so described, the entire area is clear space.

- H = Height of brand name**



CORRECT IDENTITY PLACEMENT—USAID PUBLICATION



IDENTITY MUST BE PLACED IN UPPER LEFT, IN A WHITE FIELD.

OBEY ALL GUIDELINES WITH REGARD TO CLEAR SPACE AND SIZE.

Print communications funded in whole by USAID must display the horizontal Identity or Identity with sub-brandmark (see Section 3 of this manual for guidance on sub-brands) on the front cover, in the upper-left area of the publication, in a white field.

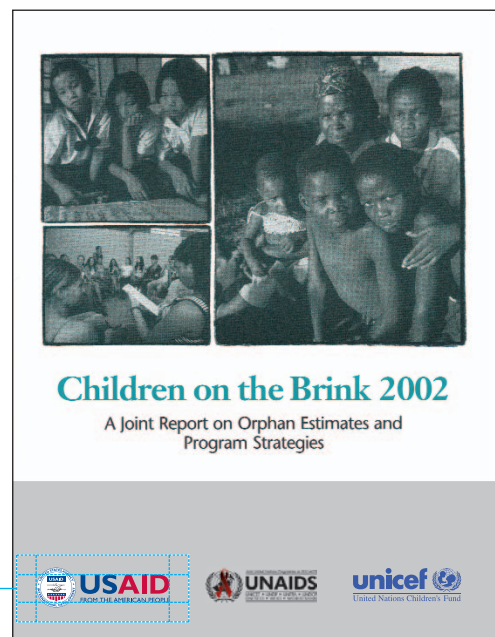
CORRECT IDENTITY PLACEMENT—CO-BRANDED PUBLICATION

Co-branded publications should display either the horizontal or vertical Identity, or Identity with sub-brandmark, in the lower-left area of a publication cover; and should be comparable in size to any other logos on the page, as shown in the example at right. Program materials should incorporate the USAID Identity where appropriate (see page 4.10).

All guidelines related to the Identity—as described in this manual—must be followed to ensure consistency across all print communications.

USAID IDENTITY MUST BE OF EQUAL SIZE AND PROMINENCE AS ALL OTHER ORGANIZATION'S IDENTITIES

LOWER LEFT POSITION IS PREFERRED.



CORRECT IDENTITY USAGE

When used on co-branded materials, program materials, or other items such as garments or commodities, it may be necessary to print the Identity on a color background. It is never acceptable to change the colors of the Identity, but the Identity may be overprinted on light shades of color that do not make it illegible. Below are some examples of how the Identity may be used correctly, when displayed on a color background. The reasons the examples below are correct are: The clear space, as defined on page 2.2, is observed; the color combinations are correct, as defined on page 2.1; the minimum size is observed, as defined on page 2.2; and the color background is white, light gray, or light blue, as defined on page 2.12.



INCORRECT IDENTITY USAGE

The only correct uses of the Identity are as shown on the previous pages, as horizontal Identity and vertical Identity. Any other color combination or arrangement is not allowed. The logo and brandmark may never be broken apart when used on the same page of any printed or on-screen communication. A few typical incorrect examples are shown below.



*Incorrect Identity example:
Logo on right side of brandmark*



*Incorrect Identity example:
Logo on left side, top of brandmark,
incorrect colors*



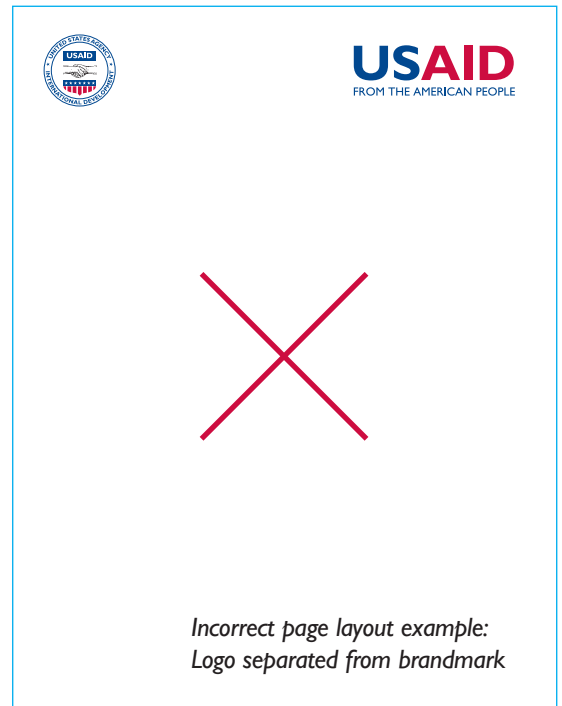
*Incorrect Identity example:
Logo on right side, top of brandmark*



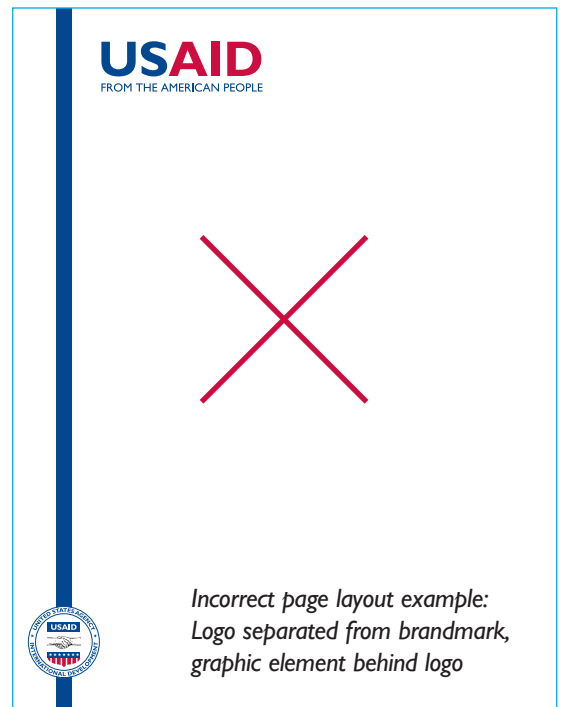
*Incorrect Identity example:
Logo on bottom of brandmark,
shadow added*



*Incorrect Identity example:
Agency name replacing brandmark*



*Incorrect page layout example:
Logo separated from brandmark*



*Incorrect page layout example:
Logo separated from brandmark,
graphic element behind logo*

LOGO

The Agency logo is an official U.S. Government symbol, and any alteration, distortion, recreation, translation, or misuse is strictly prohibited.

The Standard Graphic Identity (Identity) should be used on all Agency communications. The guidance on pages 2.5-2.7 is for special logo-only items, such as podium signs that are used at events that showcase the full Identity on banners and backdrops (see pages 4.2 and 4.3).

A number of digital file formats are available for download at www.usaid.gov/branding. Each of the files available is optimized for a variety of applications, for both print and on-screen communications, to ensure easy adherence to these guidelines. **Do not re-create the logo under any circumstances.** Colors referenced below are described in detail on page 2.12 of this manual.

ELEMENTS OF THE LOGO



- A. Circles
- B. Agency name
- C. USAID
- D. Handclasp
- E. Stars
- F. Bars

FULL-COLOR LOGO

Circles, Agency name, USAID, stars: USAID Blue
Bars: USAID Red
Handclasp: 100% Process Black



The full-color logo should be used whenever print or on-screen technology or budget allows. This version can either be printed in four-color process (CMYK) ink or using the three PANTONE® inks described on page 2.12.

TWO-COLOR LOGO

Circles, Agency name, USAID, stars: USAID Blue
Bars: USAID Red
Handclasp: USAID Blue



The two-color logo can be used whenever print technology or budget does not allow for the full-color version. This version may only be printed using the PANTONE® inks described on page 2.12.

BLACK-ONLY LOGO

All: 100% Process Black



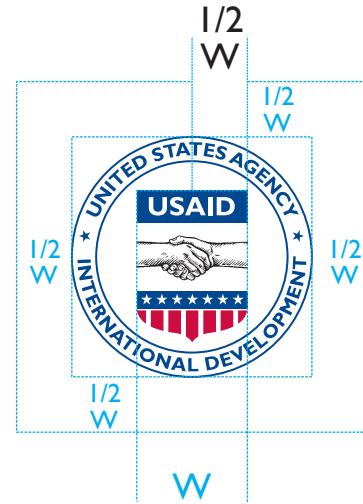
The black-only logo can be used whenever print technology or budget does not allow for the full-color or two-color version. This version may only be printed using Process Black ink.

MINIMUM LOGO CLEAR SPACE

A minimum area within and surrounding the logo must be kept clear of any other typography (except the brandmark, as specified on pages 2.8-2.9 of this manual), as well as graphic elements such as photographs, illustrations, thematic images and patterns, and the trim edge of a printed piece. These measurements only apply when the logo is used without the brandmark, on allowable applications. More than the minimum clear space is encouraged if applications provide the opportunity.

Minimum clear space on all sides is equal to half of the width of USAID in the brandmark, at any size. Within the rectangle so described, the entire area is clear space.

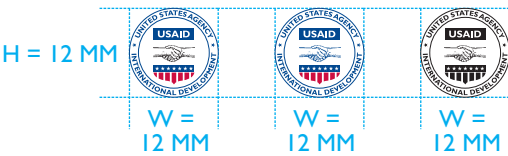
- W = Width of USAID**
- 1/2 W = Half of the width of USAID**
- 1/2 W = Clear space**



MINIMUM PRINT LOGO SIZE

An absolute minimum size has been established for the logo to ensure legibility in print applications.

- Minimum height of printed logo = 12 MM**
- Minimum width of printed logo = 12 MM**



MINIMUM ON-SCREEN LOGO SIZE

An absolute minimum size has been established for the logo to ensure legibility in on-screen applications.

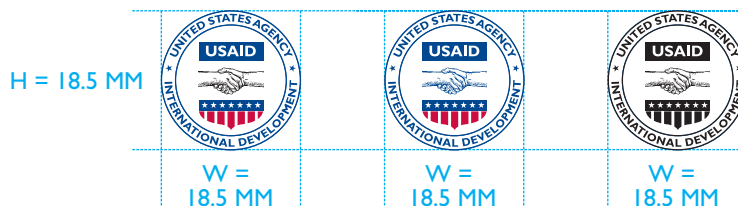
- Minimum height of printed logo = 70 pixels**
- Minimum width of printed logo = 70 pixels**



STANDARD LOGO SIZE FOR U.S. 8.5" X 11" (215.9 MM X 279.4 MM) PRINT PUBLICATIONS

A standard size has been established for the logo, when used in 8.5" x 11" print publications, to ensure consistency across all publications that are printed at that size. Please reference sections 4 and 7 of this manual for other specific standard logo sizes, on a variety of other applications and publication sizes.

- Standard height of printed logo = 18.5 MM**
- Standard width of printed logo = 18.5 MM**



CORRECT LOGO USAGE

Below are some examples of how the logo may be used correctly, when displayed on a color background. The reasons the examples below are correct are: The clear space, as defined on page 2.6, is observed; the color combinations are correct, as defined on page 2.5; the minimum size is observed, as defined on page 2.6; and the backgrounds are from the color palette.



INCORRECT LOGO USAGE

The only correct uses of the logo are as shown on the previous pages, as full-color logo, two-color logo, and black-only logo. Any other color combination is not allowed. The only correct format for the logo is as shown on the previous page and consists of the circles, Agency name, USAID, stars, bars, and handclasp. Any other combination or omission of any element is not allowed. A few typical incorrect examples are shown below.



*Incorrect example:
Wrong colors*



*Incorrect example:
Reversed out of a color*



*Incorrect example:
Elements omitted*



*Incorrect example:
Wrong typeface, wrong circle
color, previous handclasp*



*Incorrect example:
Word "for" added*



*Incorrect example:
Shadow added*



*Incorrect example:
Wrong typeface*



*Incorrect example:
Logo on top of a color,
graphic element, or pattern*

BRANDMARK

The brandmark is an official U.S. Government symbol, and any alteration, distortion, re-creation, translation (except for the tagline), or misuse is strictly prohibited.

The Standard Graphic Identity (logo and brandmark) should be used on all Agency communications. The guidance on pages 2.8-2.9 is for special brandmark-only items, such as caps or pens, that due to limitations of size, shape, space, or visibility the Identity won't fit (see page 4.4 for examples).

A number of digital file formats are available for download at www.usaid.gov/branding. Each of the files available is optimized for a variety of applications, for both print and on-screen communications, to ensure easy adherence to these guidelines. **Do not re-create the brandmark under any circumstances.** Colors referenced below are described in detail on page 2.12.

BRANDMARK

US and tagline: USAID Blue
AID: USAID Red



MINIMUM BRANDMARK SIZE

A minimum size has been established for the brandmark to ensure legibility in all applications. A comparable, legible minimum size must be created for taglines.

Minimum height of brandmark = 6 MM
Minimum width of brandmark = 19 MM



The brandmark must always include the tagline, as shown above. **USAID*** may never be translated. The tagline can be translated (see below for guidance).

BRANDMARK WITH TRANSLATED TAGLINES

US and tagline: USAID Blue
AID: USAID Red



USAID* must remain in English at all times. The tagline may be translated into local language. The tagline should be translated into the local language without altering its meaning or message. For consistency, there should be one standard translation for each language within a given country. Note: In the far right brandmark above, the literal Spanish translation is, "From the People of the United States of America," to avoid offending people in Latin America. The local-language tagline should be set in a typeface that matches the brandmark as closely as possible. The typography is described in detail on pages 2.10-2.11.

CORRECT BRANDMARK USAGE

Below are some examples of how the brandmark may be used correctly, when displayed on a color background. The reasons the examples below are correct are: The clear space, as defined on page 2.9, is observed; the color combinations are correct, as defined above; the minimum size is observed, as defined above; and the color background is white, light gray, or light blue, as defined on page 2.12.



*Note: Do not replicate brandmark in document text, used here for illustrative purposes only.

MINIMUM BRANDMARK CLEAR SPACE

A minimum area within and surrounding the brandmark must be kept clear of any other typography or graphic elements, such as photographs, illustrations, thematic images and patterns (except the logo, as specified on page 2.1), and the trim edge of a printed piece. These measurements only apply on the rare occasion that the brandmark is used without the logo. More than the minimum clear space is encouraged if applications provide the opportunity.

Minimum clear space on all sides is equal to height of the brand name, no matter the language of the tagline. Within the rectangle so described, all the area is clear space.

H = Height of USAID



INCORRECT BRANDMARK USAGE

The only correct uses of the brandmark are as shown on the previous page. Any other color combination or typeface is not allowed. Any other combination or omission of any element is not allowed. A few typical incorrect examples are shown below.



Incorrect example: Colors inverted



*Incorrect example:
Reversed out of a color, wrong colors*



*Incorrect example:
Wrong typeface*

BLACK-ONLY BRANDMARK

US and tagline: 100% Process Black
AID: 60% Process Black



The color brandmark should be used whenever possible. The black-only brandmark can be used whenever print technology or budget does not allow for the full-color or two-color version. This version may only be printed using Process Black ink.

INCORRECT BLACK-ONLY BRANDMARK USAGE

The only correct uses of the brandmark are as shown on the previous page. Any other color combination or typeface is not allowed. Any other combination or omission of any element is not allowed. Two typical incorrect examples are shown below.



*Incorrect example:
Inverted black values*



*Incorrect example:
Reversed out of a color,
wrong black values*

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.

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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.

COLOR PALETTE

USAID has standards for reproducing colors so they will always look consistent, no matter where they appear. For example, the brandmark and logo should be reproduced in full color—USAID Blue, USAID Red, and Solid Black—whenever possible. These colors serve as the source for our standard color palette.

These colors should be employed throughout our communications and are equivalent to the PANTONE® numbers listed in the table below. For four-color process printing (also known as full-color printing), refer to the CMYK values shown. For desktop publishing, such as Microsoft® Word or Microsoft PowerPoint®, refer to RGB (print/on-screen). For Web applications, refer to the RGB Web values or Hexadecimal Web values.

The PANTONE and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible. For applications in color systems not included here, use the PANTONE values for color matching.

PRIMARY COLOR PALETTE

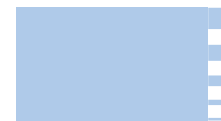
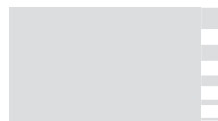
Used for brandmark, logo, text, color fields, and accent colors. USAID Blue and black may be used as tints. **USAID Red may not be used as a tint.**



COLOR DEFINITIONS	USAID BLUE	USAID RED	SOLID BLACK
SPOT COLORS	PANTONE 280	PANTONE 200	PROCESS BLACK
CMYK	100C 72M 0Y 18K	0C 100M 63Y 12K	0C 0M 0Y 100K
HEXADECIMAL WEB	#002A6C	#C2113A	#000000
RGB WEB	0R 42G 108B	194R 17G 58B	0R 0G 0B
RGB (PRINT/ON-SCREEN)	0R 42G 108B	194R 17G 58B	0R 0G 0B

SECONDARY COLOR PALETTE

Used for color fields and accent colors. Dark gray may be used for text, but light gray and light blue may not. The secondary palette may not be used as tints.



COLOR DEFINITIONS	DARK GRAY	LIGHT GRAY	LIGHT BLUE
SPOT COLORS	PANTONE 425	PANTONE 420	PANTONE 2717
CMYK	0C 0M 0Y 70K	0C 0M 0Y 15K	29C 12M 0Y 0K
HEXADECIMAL WEB	#666666	#DDDDDD	#336799
RGB WEB	102R 102G 102B	221R 221G 221B	51R 103G 153B
RGB (PRINT/ON-SCREEN)	102R 102G 102B	221R 221G 221B	157R 191G 229B

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Please refer to the current edition of the Pantone color formula guide. PANTONE® is a registered trademark of Pantone, Inc. Please visit www.pantone.com for more information.

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