UNITED STATES AGENCY
USAID
INTERNATIONAL DEVELOPMENT
USAID
FROM THE AMERICAN PEOPLE

USAID
FROM THE AMERICAN PEOPLE

BUILDING A GLOBAL BRAND

USAID
FROM THE AMERICAN PEOPLE

BUILDING A GLOBAL BRAND

The first step is developing a

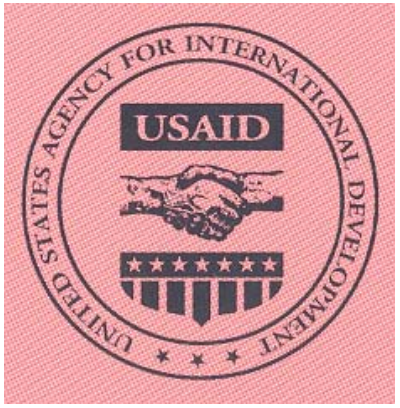
visual identity

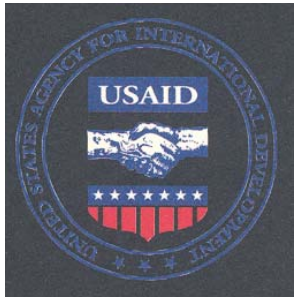
that is used **consistently**

on all communications

INCONSISTENT IDENTIFIER

INCONSISTENT LOGO

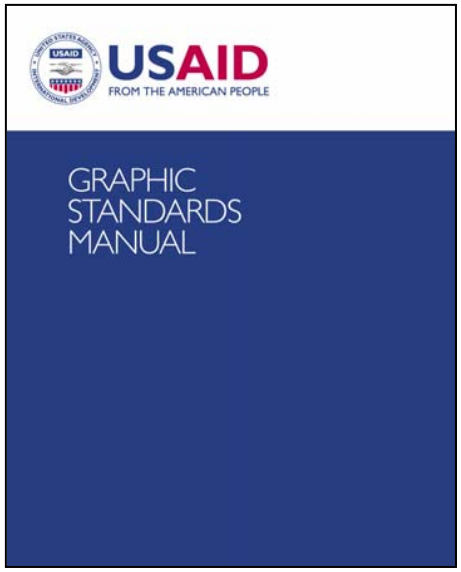




IDENTIFIER AND LOGO NOT A UNIT

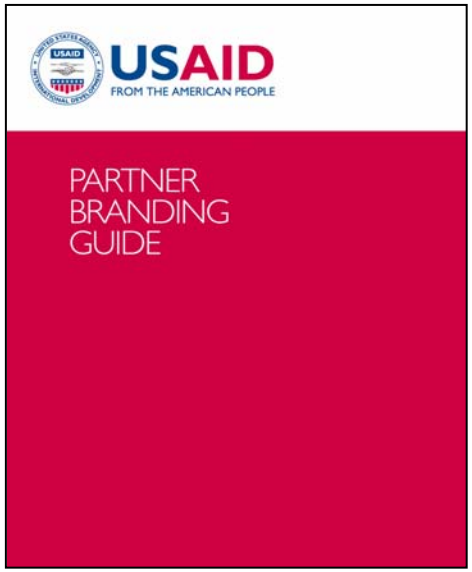
U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

GRAPHIC STANDARDS MANUAL



- Sets the standard for all USAID public communications
- Compulsory for all Agency employees and contractors
- Communications funded in whole by USAID

PARTNER BRANDING GUIDE



- Will detail co-branding for grants and co-operative agreements
- Communications co-funded by USAID
- Marking Policy (ADS 320) currently being reviewed and revised
- Target date for publication Summer 2005

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UPDATED LOGO

- Changed to a sans serif typeface
- Repositioned Agency name for right reading
- Redrew handclasp
- Improved readability and reproduction

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ADDED BRAND NAME

USAID

- Graphic representation of U.S. foreign assistance
- Raises visibility and value of the brand category
- Symbolizes aid is from the United States
- Differentiated from British or Japanese aid
- Becomes our brand name

ADDED TAGLINE

- Communicates a clear message
- Funded by U.S. taxpayers
- Gesture of U.S. citizens
- In the U.S. interest

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STANDARD GRAPHIC IDENTITY

- Updated logo remains graphic representation of our Agency
- “Brand name” differentiates our aid from other donors
- The tagline shows our funding is from U.S. taxpayers

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STANDARD GRAPHIC IDENTITY

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- Designed to work together as a unit
- Most powerful when presented together
- Must be used consistently and persistently to gain equity
- Logo + Brand Name = Standard Graphic Identity

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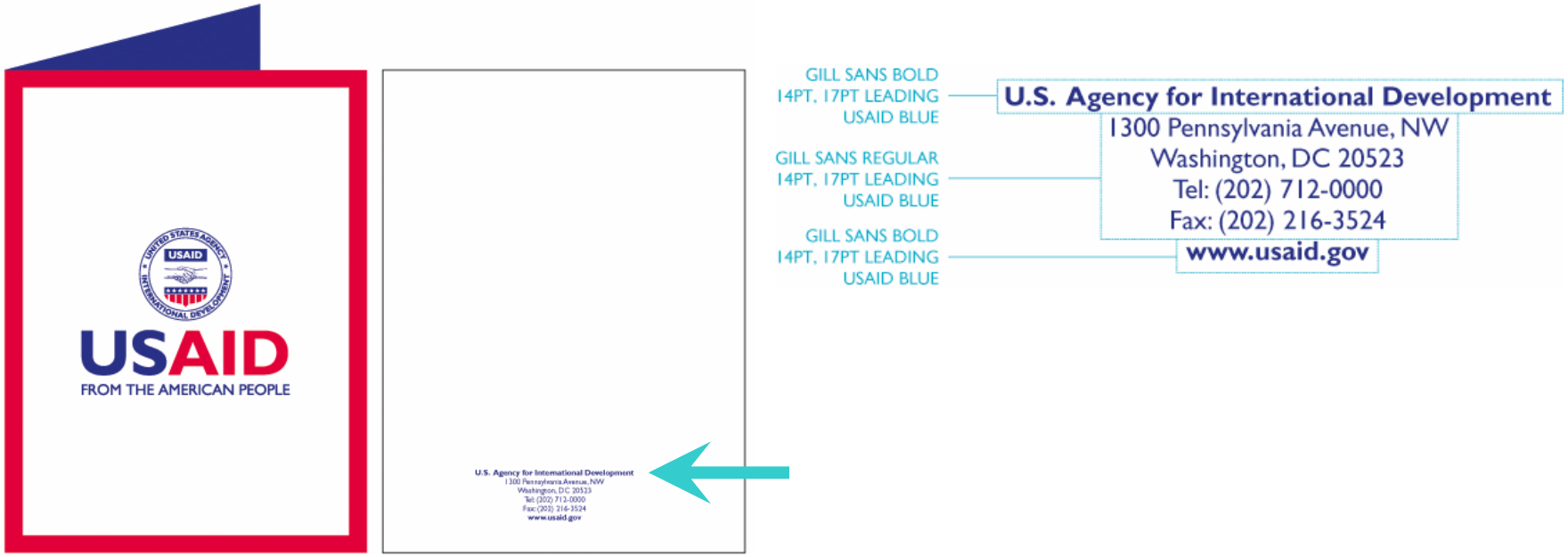
BRAND BEFORE AGENCY

- USAID Identity is the primary identifier
- Agency name is secondary, goes on the back of publications



- The Identity is available in two colors or one color
- Available as a horizontal or vertical arrangement
- No other color combinations or arrangement is permitted
- Do not re-create; files at *www.usaid.gov/branding*

SUB-BRANDS

USAID | الأردن
من الشعب الأمريكي

- Countries and places that receive US assistance are the only sub-brands
- Nothing else can be used as an extension of the Identity
- The country name and tagline can be translated
- One translation should be used consistently

~~USAID | MICROFINANCE~~

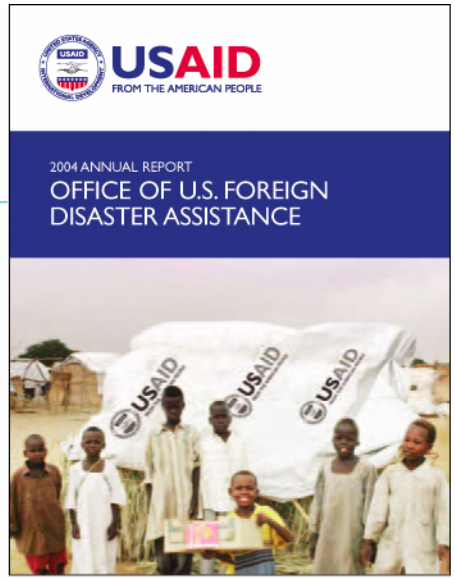
~~USAID | ARMS TO FARMS~~

SUB-BRANDS

- Countries are sub-brands
- Bureaus, offices, and programs are not

Country or place added as an extension to the USAID Identity.

Note: Not reflective of USAID missions or regional platforms.



Bureaus, offices, and program names go below the USAID Identity.

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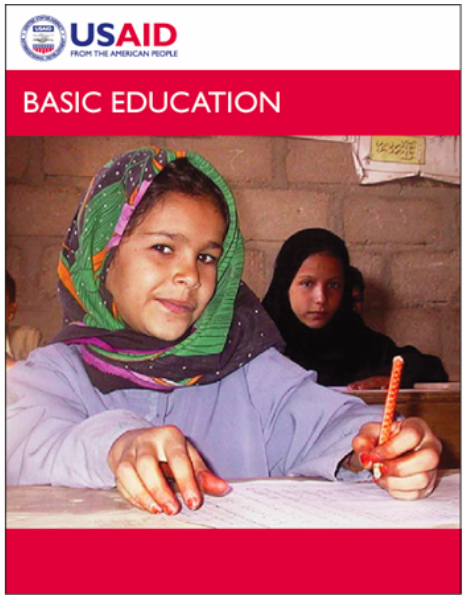
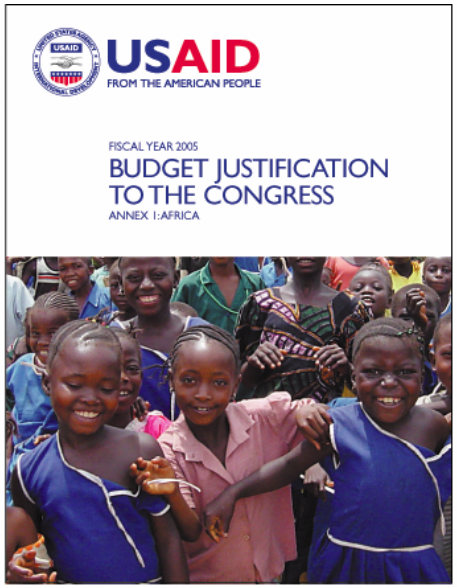
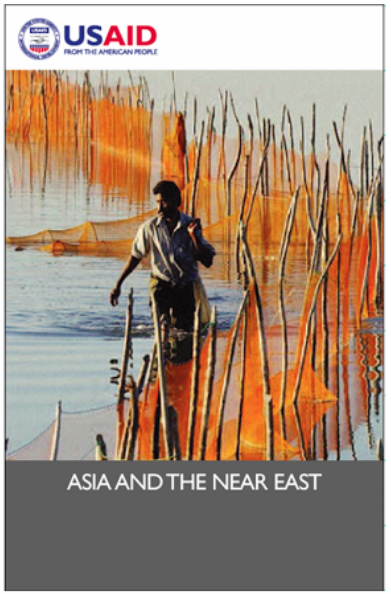
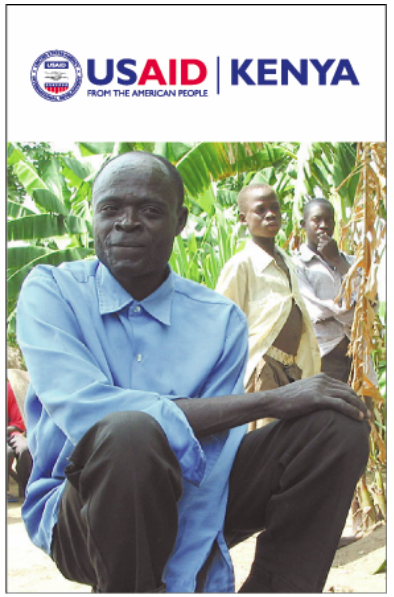
AGENCY COMMUNICATIONS

- Identity is always top left in a white field on Agency communications
- A single, powerful image is strongly encouraged









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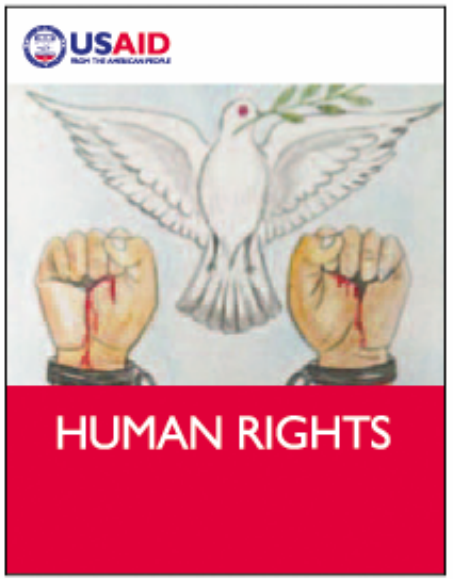
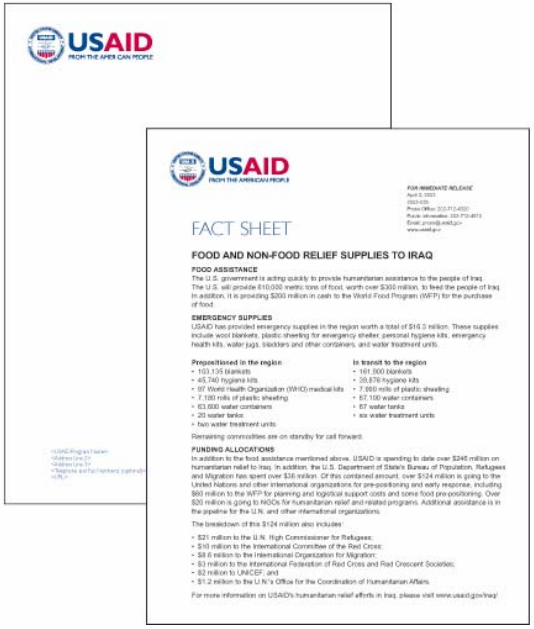
AGENCY PUBLICATIONS

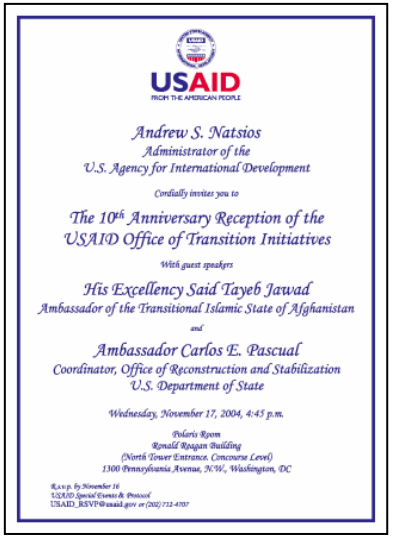
- Publications may also be printed using black only, or black plus USAID blue or red
- Illustrations and typographic designs may also be used



FAMILY OF COMMUNICATIONS

- Everything will be re-branded





WAIVERS

- Mission Directors can grant waivers for security or politically sensitive circumstances
- Election materials or items produced for ministries may not be appropriate for branding

Check with security before branding vehicles

TEMPLATES

- Communications templates are at *www.usaid.gov/branding*

USAID | INDONESIA

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

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.

Jakarta

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.

PROGRAMS

INDONESIAN CHILDREN LEARN SKILLS FOR LIFE

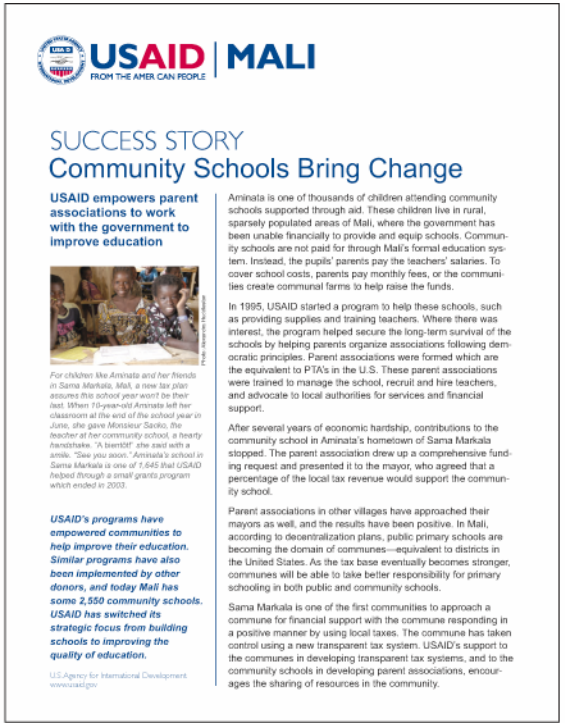
USAID is helping to transform a huge education system that is currently in crisis. Management of the newly decentralized system is in disarray, funding is inadequate, and the quality of education is declining. Millions of children drop out each year. At least 30 percent of teachers lack minimum training. 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

CONTINUES >

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



USAID | MALI

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 Sanko, 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.

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.

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.

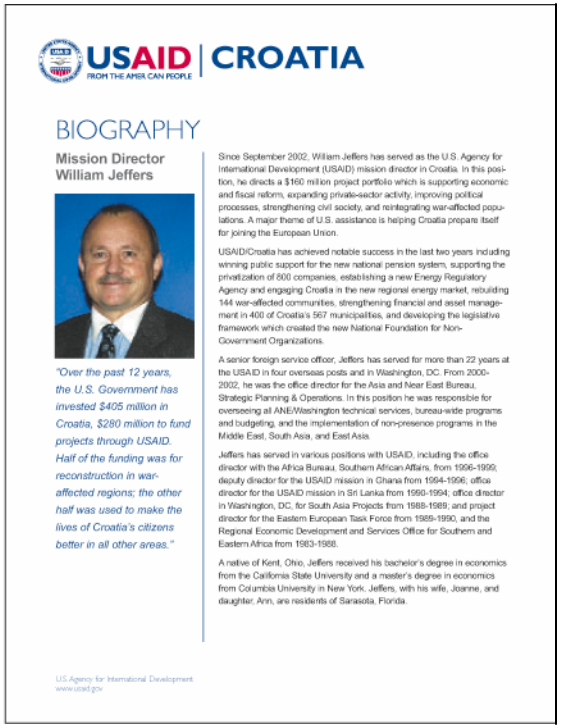
In 1995, USAID started a program to help these schools, such as providing supplies and training teachers. Where there was interest, the program helped secure the long-term survival of the schools by helping parents organize associations following democratic principles. Parent associations were formed 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.

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



USAID | CROATIA

BIOGRAPHY

Mission Director
William Jeffers

"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."

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.

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.

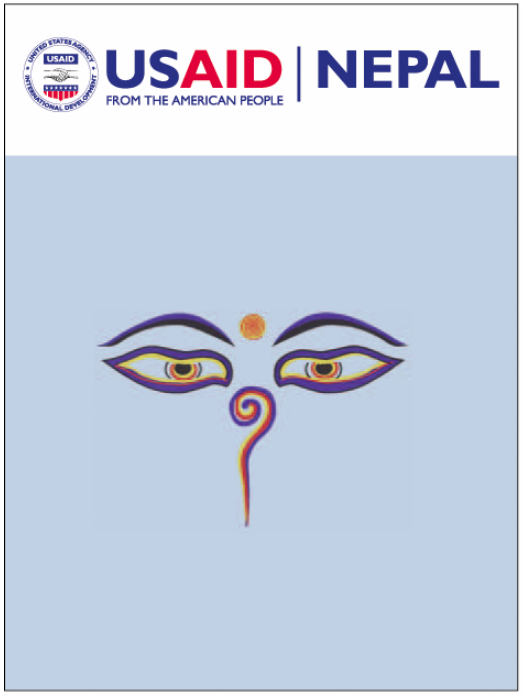
Jeffers has served in various positions with USAID, including the office director with the Africa Bureau, Southern African Affairs, from 1996-1999; deputy director for the USAID mission in Ghana from 1994-1996; office director for the USAID mission in Sri Lanka from 1990-1994; office director in Washington, 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.

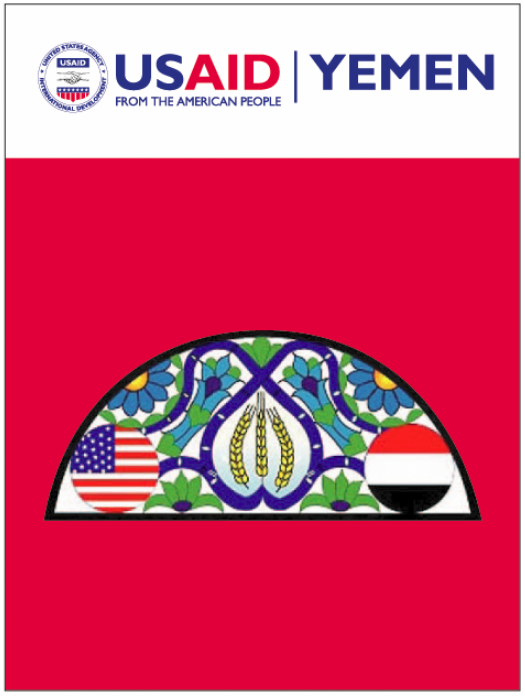
A native of Kent, Ohio, Jeffers received his bachelor's degree in economics from the California State University and a master's degree in economics from Columbia University in New York. Jeffers, with his wife, Joanne, and daughter, Ann, are residents of Sarasota, Florida.

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

LOCAL CULTURE

- Customize communications to include local culture





USAID
FROM THE AMERICAN PEOPLE

PRIMARY COLOR PALETTE

- Approved colors for Agency communications

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

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SECONDARY COLOR PALETTE

- Other colors should not be used for Agency communications

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

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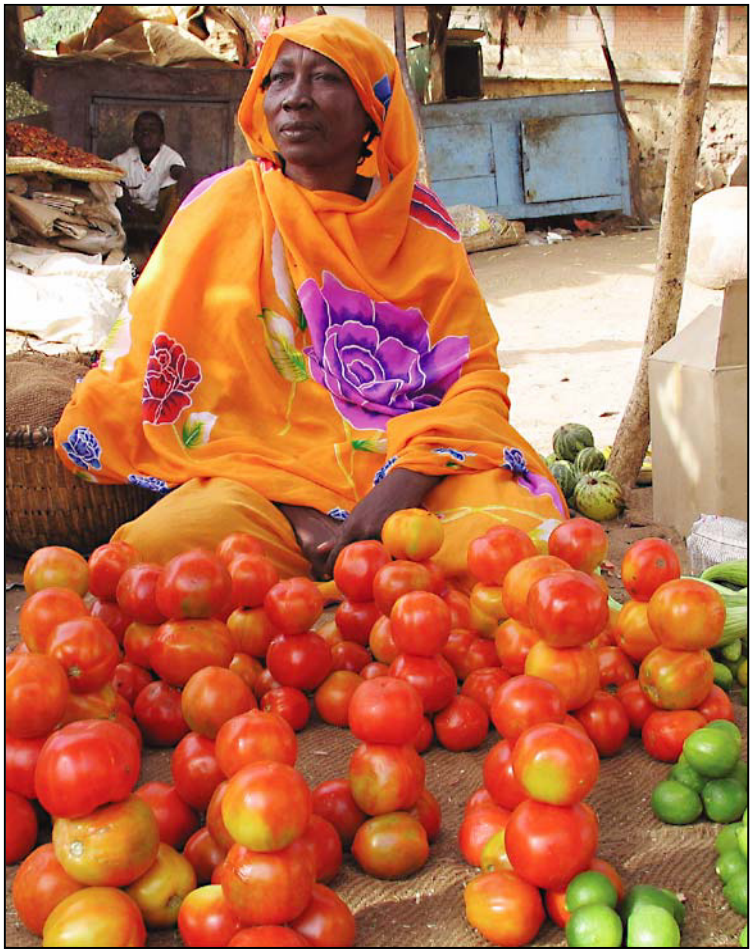
IMAGERY



- Imagery is a vital part of our communications
- Missions should invest in professional photography
- Photos should be used to bring stories to life and add additional colors

USAID
FROM THE AMERICAN PEOPLE

TYPOGRAPHY

- Gill Sans is our family type font for professionally printed publications
- Arial can be used for desktop publishing

GILL SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS

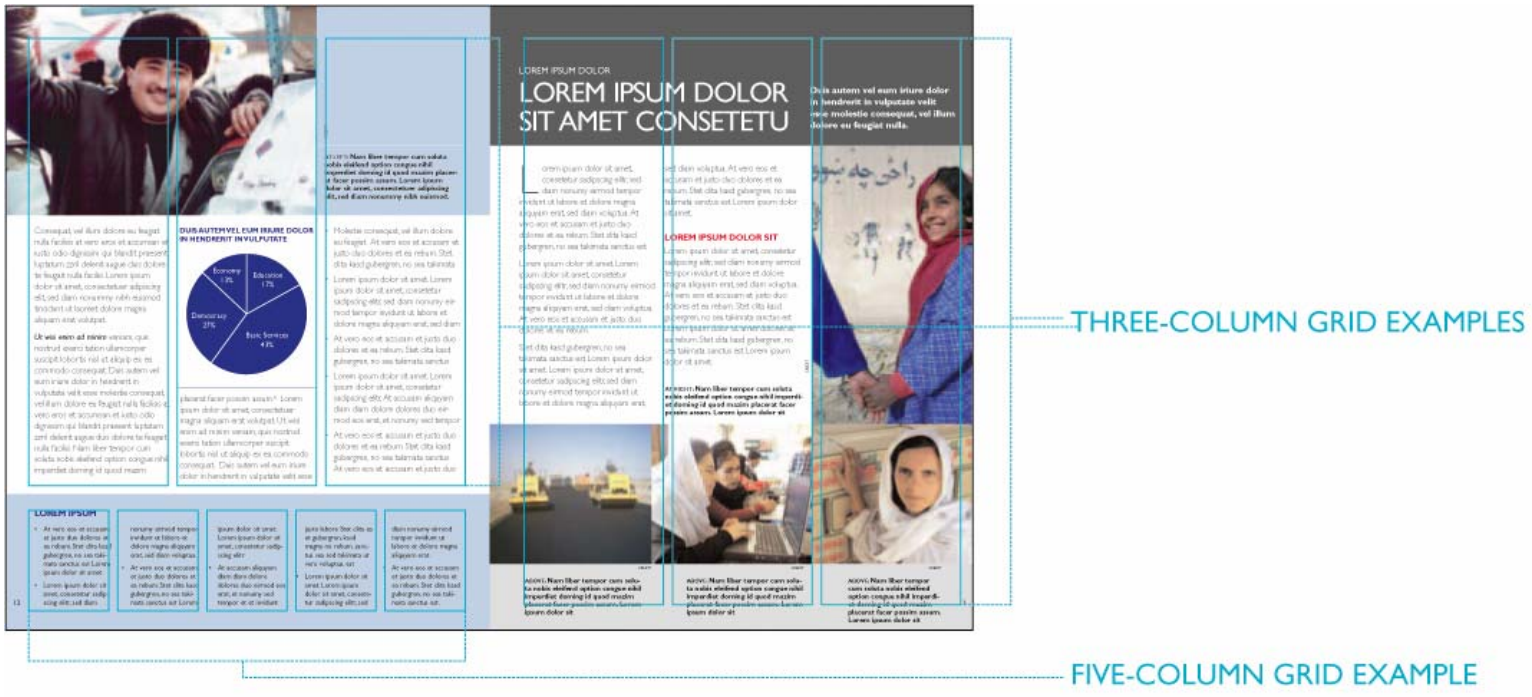
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PUBLICATIONS

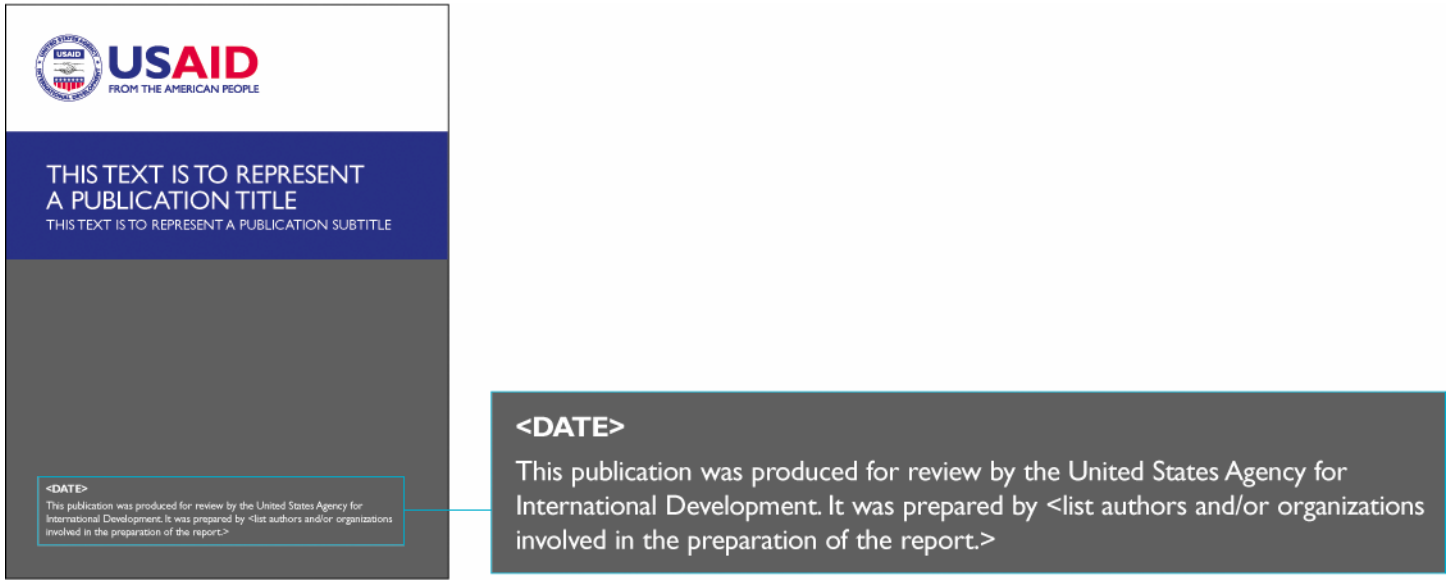
- There are many new guidelines for publications
- Professional graphic designers must follow guidance



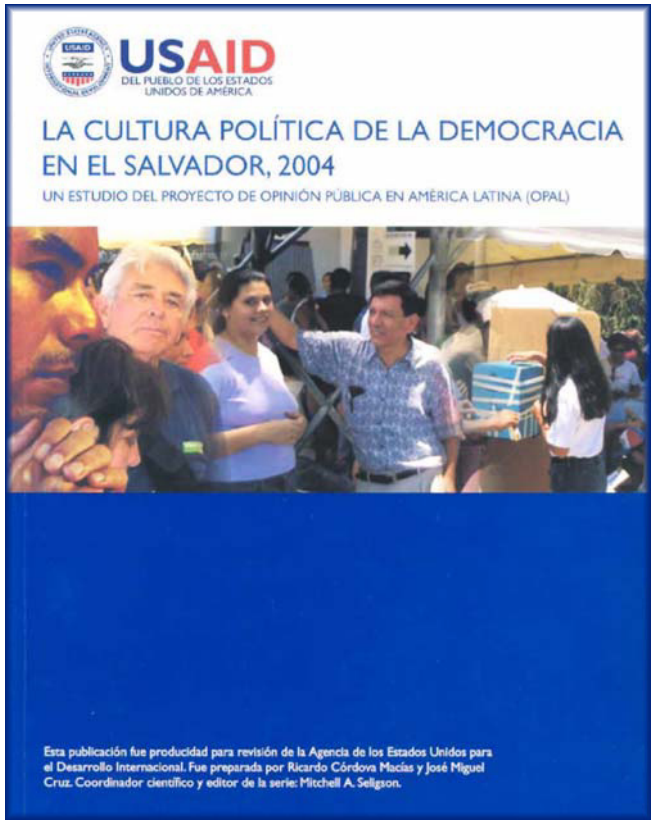
CONTRACTOR GUIDANCE

- Special guidance is included for contractors
- Publications not authored by USAID must have cover note

FRONT COVER EXAMPLE



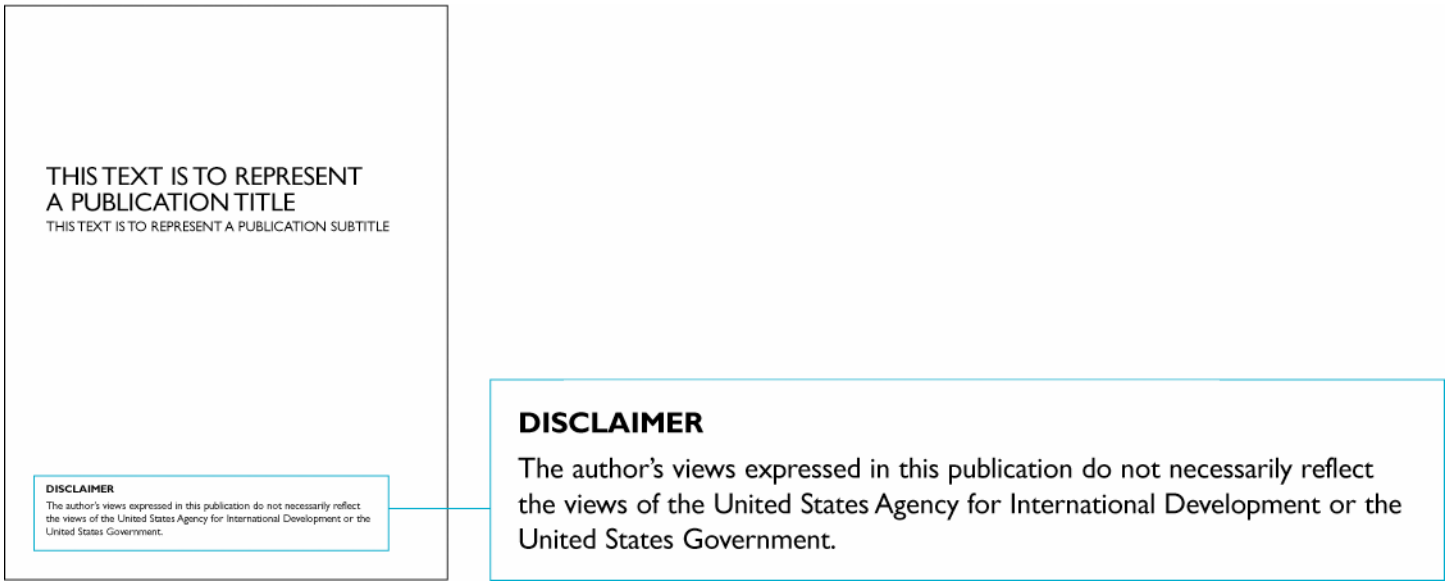
CONTRACTOR REPORT COVER



CONTRACTOR GUIDANCE

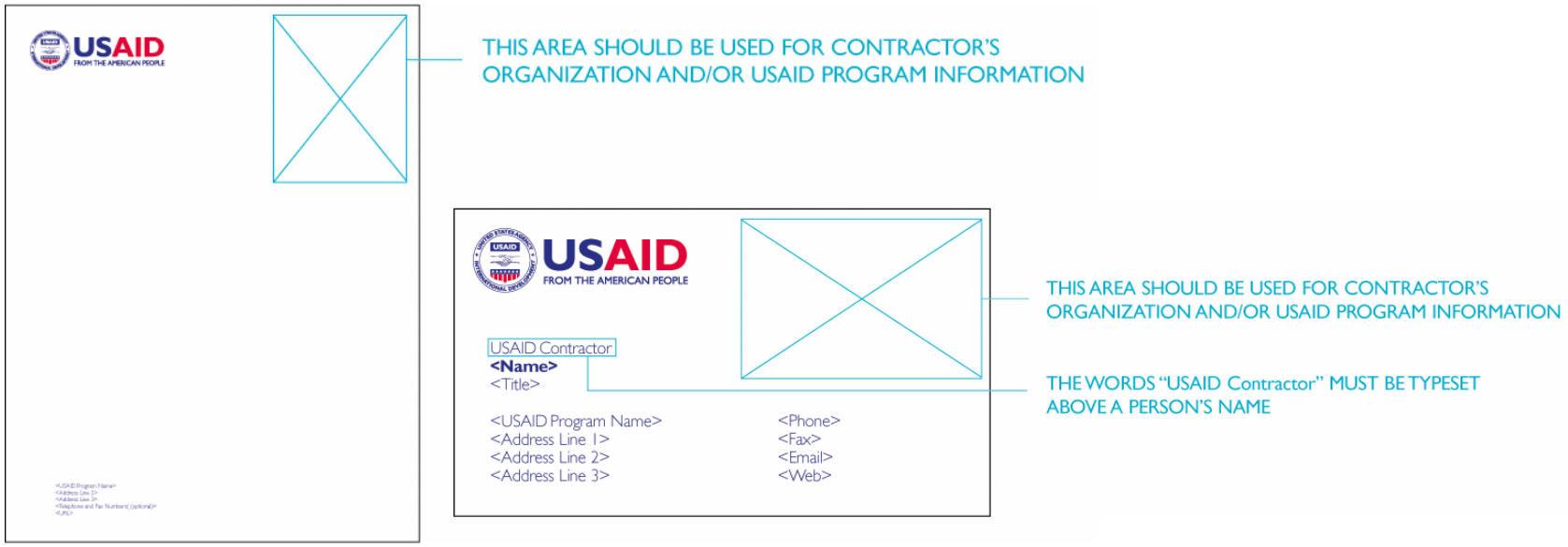
- Special guidance is included for contractors
- Publications not authored by USAID must have disclaimer

TITLE PAGE EXAMPLE



CONTRACTOR GUIDANCE

- Contractors must seek approval to use USAID Identity on business cards or letterhead
- Must say “USAID Contractor”
- Can’t claim status as a U.S. government employee



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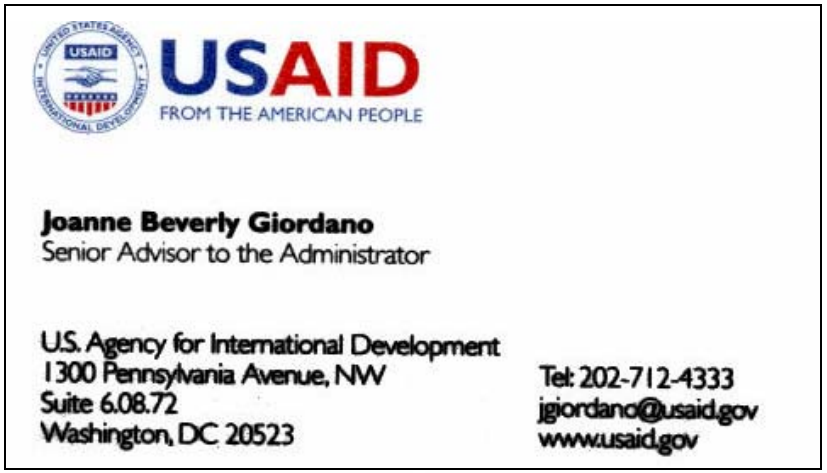
EXAMPLES



PROJECT SIGNS AND PLAQUES

- New Agency standard for plaques and project signs
- Show partnership by using U.S. and host-country flags
- Contractors can be included at the bottom if appropriate
- English and local language encouraged

USAID
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WEBSITES

- Websites should be re-branded
- Follow x-web guidance at *www.usaid.gov*

PROGRAM MATERIALS

- Program materials do not need to follow brand standards for color, type, etc.
- Identity should be included at the bottom or where appropriate

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OUR HERITAGE

- Labeling was first required during the Marshall Plan
- 1948 design adapted from the Great Seal of the United States
- Message translated into local language

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OUR FAMOUS HANDCLASP

- 1953, Eleanor Gault revised the emblem
- “Clasped hands” symbolized unity, good will and cooperation
- “Could serve to identify the aid as mutual effort with mutual benefits shared by our country and friends around the world”

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OUR NEW IDENTITY

- Developed in 2004 to ensure people understand our assistance is provided by U.S. taxpayers
- USAID is one Agency:
  We have one identity, one brand

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TSUNAMI RELIEF

OUR BRANDING GOAL

People all over the world will be able to look at any program, project, activity, or communication and instantly know it was provided by

THE AMERICAN PEOPLE