



# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

## GRAPHIC AND NAMING STANDARDS MANUAL

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View updated editions at [www.feedthefuture.gov/branding](http://www.feedthefuture.gov/branding)

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# HOW TO USE THIS MANUAL

This is the Graphic and Naming Standards Manual for Feed the Future, the U.S. Government’s global hunger and food security initiative. It sets clear, consistent guidelines for the naming and graphic design for Feed the Future project communications. In this manual, the term “project” refers to any USAID-funded Feed the Future activity, project or program. In accordance with the Administrator’s determination dated December 29, 2014 as authorized by [Automated Directive Systems \(ADS\) 320](#) and [2 CFR 700](#), and in line with the U.S. Agency for International Development (USAID) Graphic Standards Manual, the guidelines in this manual are compulsory for all USAID-funded Feed the Future project communications materials.

## WHAT IS FEED THE FUTURE?

Feed the Future is the U.S. Government’s global hunger and food security initiative. With a focus on smallholder farmers, particularly women, Feed the Future supports partner countries in developing their own agriculture sectors to generate opportunities for economic growth and trade, which can help reduce poverty and hunger.

Feed the Future connects U.S. Government efforts targeted at global hunger and food security. Led by USAID, Feed the Future draws on the resources and expertise of the U.S. Departments of Agriculture (USDA), Commerce, State and Treasury; the Millennium Challenge Corporation (MCC); the United States African Development Foundation; the Peace Corps; the Overseas Private Investment Corporation; the Office of the United States Trade Representative; and the U.S. Geological Survey. For more information, please visit [www.feedthefuture.gov](http://www.feedthefuture.gov).

# BUILDING A GLOBAL BRAND

The first step in building a global brand is developing a visual identity that is used consistently on all communications—the Feed the Future identity.

The branding objectives are to:

- Enhance the visibility and value of Feed the Future; and
- Improve the impact and consistency of communications across agencies and implementers.

## MARKING VS. BRANDING

**Marking** is the application of the Feed the Future logo to USAID-funded Feed the Future programs.

**Branding** is more comprehensive, and includes the Feed the Future logo, fonts, colors, and design, as well as what is said about Feed the Future and how it is said. Not only written words, but photos, colors, fonts, and layout all contribute to creating a specific image.

## UNIVERSAL STANDARDS

While there is a need for flexibility and adapting communications to specific country and project activities, the Feed the Future initiative has developed branding standards and guidance to promote common elements across Feed the Future materials. Use of these elements will help promote more consistent, effective communications and strengthen the identity and visibility of the initiative.

This Graphic and Naming Standards Manual sets the official universal standards for branding of the Feed the Future family of communications products.

# HISTORY OF OUR BRAND

At the July 2009 G-8 Summit in L'Aquila, Italy, President Obama announced to the global community that the United States would substantially increase its public-sector investment to boost global food security and agricultural productivity. This followed on a commitment he made at his first inaugural address to increase food security and nutrition in developing nations.

*“To the people of poor nations, we pledge to work alongside you to make your farms flourish and let clean waters flow; to nourish starved bodies and feed hungry minds.”*

*– President Barack Obama  
Inaugural Address, 2009*

In the months that followed, a set of U.S. Government agencies—including the USDA, the Department of State, and USAID—began laying the groundwork for what eventually came to be called “Feed the Future,” the first whole-of-government Presidential Initiative focused on global food security and nutrition.

The first official Feed the Future logo was developed by USDA in early 2010 and managed at the Department of State. The logo stated “See, Feed, Change the Future” to match the slogan, “See the Future, Feed the Future, and Change the Future.” The initial colors—brown, green, and blue—were integrated to signify soil, agriculture, and water, respectively.

In November of that same year, USAID created the Bureau for Food Security (BFS) and assumed leadership of the new initiative, in close coordination with USDA, the State Department, MCC, and several other U.S. Government agencies.

Feed the Future continued to use the initial design until November 2011, when its updated website, [www.feedthefuture.gov](http://www.feedthefuture.gov), was launched. The new Feed the Future brand was the result of a consultative process integrating feedback and perspectives from multiple development stakeholders. “Feed the Future” replaced the “See, Feed, Change the Future” logo to enhance the overall brand’s visibility and consistency across agencies and implementing partners worldwide.

The Great Seal of the United States was directly incorporated into the logo. The tagline, “The U.S. Government’s Global Hunger and Food Security Initiative,” was added to emphasize the initiative’s “whole-of-government” approach and to highlight its focus on ending global hunger and poverty through agricultural development. The colors—blue, green, orange, and black—were updated to signify the future, agriculture, hope, and soil, respectively.

In December 2014, USAID policies were updated to ensure clear, consistent, and more effective communications by allowing for the branding of interagency and Presidential Initiatives.

HISTORY OF OUR BRAND: FIRST LOGO

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SEE THE  
FEED  
CHANGE FUTURE

SEE THE  
FEED  
CHANGE FUTURE



HISTORY OF OUR BRAND: CURRENT LOGO

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# PROJECT NAME CRITERIA

The **name** of a project\* is equally as important to the Feed the Future brand as is marking. A clear, concise project name will help make clear the project's purpose. The addition of "Feed the Future" to the beginning of each project name helps ensure that, even when used in absence of the logo, the name will be immediately associated with the Feed the Future initiative.

## FEED THE FUTURE PROJECT NAME STANDARDS:

- Begin with "Feed the Future."
- Reference country or region.
- Be clear, concise, simple, and descriptive.
- Unify and simplify message, especially for external audiences.
- **Do not** promote or "brand" bureaus and offices.
- **Do not** use jargon or acronyms.
- **Do not** reference implementing partners and internal organizational structures (e.g., "Implementing Partner's Feed the Future Ethiopia Value Chain Activity").
- **Do not** preface "Feed the Future" with "USAID's" (Feed the Future is the U.S. Government's, not USAID's).
- Spell out "Feed the Future" in all references in external materials. **Do not use "FTF" or "FtF".**
- **Do not use or develop separate project logos or landmarks.**

## BEST PRACTICES:

- Remember that general external audiences may become confused or have difficulty retaining separate project names, so be judicious in which products and where to include that level of detail.
- The takeaway for general audiences should be centered around Feed the Future/U.S. Government support.
- Project names should be simple and descriptive of the topline goal or core areas of expertise of a project. If a project focus is on maize, include that in the name, and ensure there is enough detail to distinguish one project from another (e.g., "Feed the Future (name of country) Maize Improvement Project").

\*In this manual, the term "project" refers to any USAID-funded Feed the Future activity, project or program.



CORRECT EXAMPLES (THESE ARE NOT REAL PROJECTS):

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**Feed the Future Kenya Coffee Bean Project**

**Feed the Future Bangladesh Fertilizer Deep Placement Project**

**Feed the Future West Africa Scaling Seed Systems Project**

INCORRECT EXAMPLES (THESE ARE NOT REAL PROJECTS):

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**USAID's Feed the Future Watershed for Africa Project**

- Incorrect because the project name starts with USAID. Feed the Future is the U.S. Government initiative and draws on the resources and expertise of 11 federal agencies and departments. **All project names must START with "Feed the Future," NOT with the names of federal agencies and departments.**

**WINS (Water Initiative for Nutrition Security)**

- Incorrect because the project name uses acronyms. **DO NOT use acronyms. All project names must be spelled out completely to avoid confusion.**

**Feed the Future Program on Wheat**

- Incorrect because the project name does not reference country or region. **All Feed the Future project names must reference country or region.**

# LOGO

## OVERVIEW

The Feed the Future **logo** consists of three parts: the Great Seal of the United States, text treatment, and tagline. These must always be used together in either the horizontal or vertical format.

The integrity of the logo must be maintained. Do not recreate the logo. Do not skew the proportions or use alternative colors. All three elements must be visible and legible.

The Feed the Future logo is only to be used in the two formats—horizontal and vertical—shown on these pages. Horizontal use is preferred where spacing allows.

The reverse logo may be used on color backgrounds. Use Feed the Future colors (see color palette on page 16 for the background). The tagline must be in black when a white background is used for the logo.



**LOGO: PRIMARY COLOR**

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*Horizontal logo referenced in text:*



*Vertical logo referenced in text:*



Blue is the primary Feed the Future color and preferred color for the logo. Use blue with black (left) and blue with reversed white (right) as shown above. Use horizontal format in most cases. Note: The tagline must be in black when a white background is used for the logo.

**LOGO: PRIMARY COLOR // REVERSE**

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**LOGO: SECONDARY COLOR**

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**LOGO: SECONDARY COLOR // REVERSE**

---

*Horizontal logo referenced in text:*



*Vertical logo referenced in text:*



Use green with black (left) and green with reversed white (right) as shown above.  
Use horizontal format in most cases.

**LOGO: BLACK & WHITE**

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*Horizontal logo referenced in text:*



*Vertical logo referenced in text:*



Use black and white logo as shown above when color options are not available. Use horizontal format in most cases.

**LOGO: BLACK & WHITE // REVERSE**

---



## LOGO: SIZING REQUIREMENTS

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When using the Feed the Future logo, make sure that all three elements including the tagline are large enough for the reader to see.

The horizontal logo must always be AT LEAST 2 inches (5.08 cm) wide in all communications materials.

The vertical logo must always be AT LEAST 1.625 inches (4.191 cm) wide in all communications materials.

### LOGO: HORIZONTAL LOGO SIZING

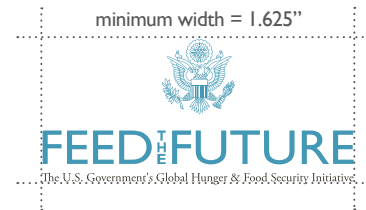
---



The horizontal logo must always be AT LEAST 2 inches (5.08 cm) wide in all communications materials.

### LOGO: VERTICAL LOGO SIZING

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The vertical logo must always be AT LEAST 1.625 inches (4.191 cm) wide in all communications materials.

**LOGO: SPACING REQUIREMENTS**

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A minimum area or “clear space” within and surrounding the Feed the Future logo must be kept free of any other text or graphic elements, such as illustrations, thematic images, and the trim edge of a printed piece. In certain cases, the logo may be overlaid on top of a photograph or patterned background provided that the logo is still clear and legible. The photograph or pattern must not be overly distracting from the logo.

Minimum clear space on all sides is equal to the height of the Feed the Future text, no matter the size of the tagline.

The letter “D” from the word “FEED” determines the height and width of the clear space around the logo.

Products should use more than the minimum clear space.

**LOGO: HORIZONTAL LOGO SPACING**

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**LOGO: VERTICAL LOGO SPACING**

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## LOGO: CORRECT LOGO USE EXAMPLES

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Below are some examples of how the logo may be used correctly.



The examples above are correct because:

- The clear space is observed.
- The color combinations are correct.
- The minimum size is observed.
- The color background is correct.

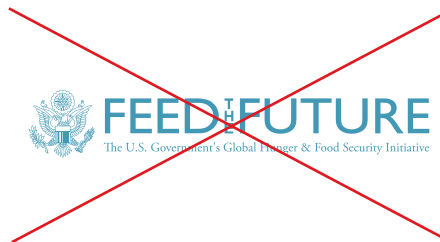
## LOGO: INCORRECT LOGO USE EXAMPLES

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The only color combinations allowed include the white Feed the Future logo on a blue, green, or orange background. Other color combinations are incorrect. A few typical incorrect uses of the logo are shown below.



Wrong color combination: Red is not a Feed the Future color.



Wrong color tagline: The tagline must be in black when a white background is used.



Placement over busy photograph makes logo hard to read.



# COLOR PALETTE

The core palette for the logo was carefully selected to reflect the vision of Feed the Future:

- Blue represents the future: We can achieve the vision to eradicate extreme poverty and hunger in our lifetime.
- Green represents agriculture: We believe investing in agriculture is the most efficient and effective way to fight poverty.
- Orange represents hope: We can help countries prosper and grow through targeted investments in agriculture-led growth.
- Black represents soil: We recognize that healthy agricultural systems start with the soil, a key ingredient for maintaining strong agricultural productivity and a clean environment.

Blue is the primary Feed the Future color. Green and orange are the secondary colors, and black and gray are the accent colors.

Blue is the primary color for the logo and all other USAID-funded Feed the Future project communications materials. Green may be used on co-branded materials or serial publications that require differentiation. Orange may be used to highlight key text and should be used as a third preference after the blue or green options.

Use of secondary Feed the Future colors for the logo and/or underlying color banner is reserved for special circumstances, for example, to distinguish individual products that are part of a comprehensive suite or often paired but that may also be used as standalone materials. Use of the color logo (blue or green) on a white background might be necessary in instances when an underlying color banner background color would conflict with a specific product design.

Keep in mind that electronic mediums render colors differently than print media. This means that colors will look different on your screen than they do in print. Please use the designated web colors for all online uses.

## COLOR PALETTE: PRIMARY COLOR



Pantone 7459 C  
CMYK 71/26/21/0  
RGB 71/153/181  
HEX #4799B5  
WEB #4790B3

## COLOR PALETTE: SECONDARY COLORS



Pantone 7495 C  
CMYK 25/0/80/30  
RGB 148/165/69  
HEX #94A545  
WEB #4790B3

Pantone 7413 C  
CMYK 14/58/100/2  
RGB 211/125/40  
HEX #D37D28  
WEB #D77A27

## COLOR PALETTE: ACCENT COLORS



Pantone Black 7 C  
CMYK 62/60/68/54  
RGB 64/59/51  
HEX #403B33  
WEB #414042

Pantone Cool Gray 2 C  
CMYK 0/0/0/10  
RGB 230/231/232  
HEX #E6E7E8  
WEB #E2DFD8

# FONT OVERVIEW

Font is one of the most important design elements. It is used to differentiate sections of information such as headers, text or captions. Following standards for font ensures brand consistency across all printed and online materials. The font family, Adobe Gill Sans, was selected for clarity. Gill Sans Bold is used in the logo. Adobe fonts are for use in professionally designed and printed communications. Arial is the default font for desktop publishing.

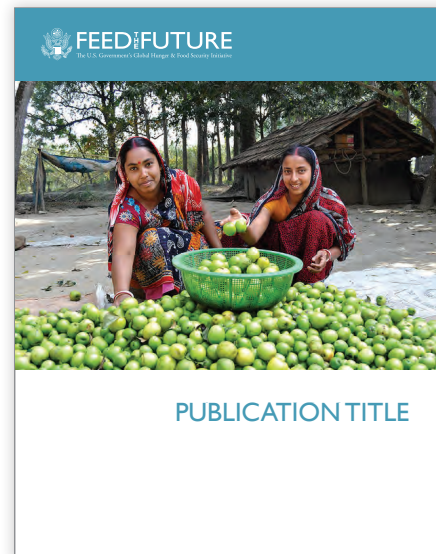
As a general rule, Adobe Gill Sans MT Bold is used for headers, subheads and highlighted text; Gill Sans MT Regular or Light is used for body text; and Gill Sans MT Italic is used for captions. Adobe Garamond Regular, Bold, and Italic may be used for body text in longer documents or technical papers and reports.

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 New Roman. Recommended font for various materials is included in material examples later in the manual.

## FONT: EXAMPLES



Publication cover



Publication cover



Fact sheet

**FONT: PRIMARY**

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**FONT: SECONDARY**

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**SANS-SERIF FONTS:** USE FOR PROFESSIONALLY DESIGNED AND PRINTED MATERIALS

**SANS-SERIF FONTS:** USE FOR DESKTOP PUBLISHING

- Gill Sans MT Regular HEADERS & BODY TEXT | When not available use → Arial Regular
- Gill Sans MT Italic* CAPTIONS | When not available use → *Arial Italic*
- Gill Sans MT Bold** HEADERS, SUB HEADS, HIGHLIGHTED TEXT | When not available use → **Arial Bold**
- Gill Sans MT Light HEADERS & BODY TEXT | When not available use → Arial Regular
- Gill Sans MT Light Italic* QUOTE TEXT | When not available use → *Arial Italic*

**SERIF FONTS:** USE FOR PROFESSIONALLY DESIGNED AND PRINTED MATERIALS

**SANS-SERIF FONTS:** USE FOR DESKTOP PUBLISHING

- Adobe Garamond Regular BODY TEXT IN LONGER DOCUMENTS | When not available use → Times New Roman Regular
- Adobe Garamond Italic* CAPTIONS IN LONGER DOCUMENTS | When not available use → *Times New Roman Italic*
- Adobe Garamond Bold** BODY TEXT IN LONGER DOCUMENTS | When not available use → **Times New Roman Bold**

# GLOBAL MATERIALS

## OVERVIEW

Materials created and maintained at headquarters for dissemination to a broad range of global audiences must display the Feed the Future logo prominently. Such materials include but are not limited to the Feed the Future website, progress reports, topic or country-specific fact sheets, monthly newsletters, presentations, banners, and similar products. Additional use of the USAID logo or those of other USG agencies contributing to the initiative will be decided on a case-by-case basis depending on the particular product, with decision authority on the branding of materials in this case made at the determination of the USAID Bureau for Food Security Communications and Outreach team, based on a recommendation, when applicable, from respective CO/AOs, COR/AORs and in consultation with LPA. Annual reports will follow current practice to include all partner department/agency logos as shown on the report back cover (see page 22).

In most instances, the white Feed the Future logo may be placed prominently at the top left corner and layered over a color banner across the top of the page/publication. Spacing and color palette should comply with branding guidelines. Subsequent pages may streamline the banner across the top of the page. The Feed the Future website address ([www.feedthefuture.gov](http://www.feedthefuture.gov)) must be included in the publication on the final page or slide, and may be included on other pages as well. The web address should be aligned according to the design of the product, and written using an approved font.

Use of secondary colors for the Feed the Future logo and/or underlying color banner is reserved for special circumstances, for example, to distinguish individual products that are part of a comprehensive suite or often paired but that may also be used as standalone materials and/or in instances when placement of the white Feed the Future logo or underlying color banner background color would conflict with a specific product design. Where possible, products in this case should reference Feed the Future interagency partners in text, and should include, on subsequent or back pages, interagency partner logos.

GLOBAL MATERIALS: EXAMPLES



Publication cover



Annual report



Fact sheet



PowerPoint



Web applications

**GLOBAL MATERIALS: PUBLICATION COVER EXAMPLES**



Publication cover example



Publication cover example

◀ NO LOGOS OR TEXT SHOULD GO TO THE RIGHT OF THE LOGO WITHIN THE BLUE AND GREEN BANNERS.

**GLOBAL MATERIALS: ANNUAL PROGRESS REPORT EXAMPLE**



◀ NO LOGOS OR TEXT SHOULD GO TO THE RIGHT OF THE LOGO WITHIN THE BANNER.




Where possible, global Feed the Future products should include the official logos of all 11 agencies that make up the initiative, as shown on this progress report back cover (pictured right).

# GLOBAL MATERIALS: FACT SHEET EXAMPLES

(See instructions on page 24.)

.5 in

 **FEED THE FUTURE**  
The U.S. Government's Global Hunger & Food Security Initiative

**FACT SHEET TITLE**  
The Feed the Future Food Security Innovation Center leads USAID's implementation of the Feed the Future Research Strategy through seven interlinked research, policy and capacity programs aimed at sustainably transforming agricultural production systems. Visit [www.feedthefuture.gov/research](http://www.feedthefuture.gov/research) to learn more. The Program for Research on Nutritious and Safe Foods focuses on improving the production and safe processing of nutritious agricultural products and on increasing our understanding of the role of fruits, vegetables, meat, fish, dairy and legumes in improving household dietary quality.

**1st Level Heading I**  
Text in Gill Sans MT no smaller than 11 pt.

**2nd Level Heading I**  
Text

**1st Level Heading II**  
Text

Box in Gill Sans MT

Box in Gill Sans MT

[www.feedthefuture.gov](http://www.feedthefuture.gov)

.5 in

First page

.5 in

**FACT SHEET TITLE**  
The Feed the Future Food Security Innovation Center leads USAID's implementation of the Feed the Future Research Strategy through seven interlinked research, policy and capacity programs aimed at sustainably transforming agricultural production systems. Visit [www.feedthefuture.gov/research](http://www.feedthefuture.gov/research) to learn more. The Program for Research on Nutritious and Safe Foods focuses on improving the production and safe processing of nutritious agricultural products and on increasing our understanding of the role of fruits, vegetables, meat, fish, dairy and legumes in improving household dietary quality.

**1st Level Heading I**  
Text in Gill Sans MT no smaller than 11 pt.

**2nd Level Heading I**  
Text

**1st Level Heading II**  
Text

Box in Gill Sans MT

Box in Gill Sans MT

[www.feedthefuture.gov](http://www.feedthefuture.gov)

.5 in

Subsequent pages

◀ NO LOGOS OR TEXT  
IN THE BLUE BANNER  
ON SUBSEQUENT PAGES.



## Fact Sheet Font

### PRIMARY HEADER 13 Point

Primary headers use blue and use Gill Sans in all caps with 15 point bottom spacing

### Secondary Header 10 Point

Secondary headers use Gill Sans MT Bold with 15 point bottom spacing

### Body Text and Bulleted Lists 10 Point

Body text and bulleted lists use black and Gill Sans MT Regular with 11 point leading

### Quote Text 14 Point

Quote text use Gill Sans MT regular in cool gray 9 C and 17 point leading

### Source Text 9 Point

Source text use blue and Gill Sans Bold

### Text boxes 10 Point

Use Gill Sans MT

### Hyperlinked Text

Use Feed the Future blue and Gill Sans MT Regular

## Fact Sheet Style Overview

The image on the previous page contains suggested spacing and logo placement.

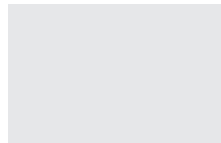
Content margins should always be ½ inch.

Center (where possible) the Feed the Future website URL at bottom of subsequent pages.

## Color Palette



Pantone 7459 C  
CMYK 71/26/21/0  
RGB 71/153/181  
HEX #4799B5



Pantone Cool Gray 2 C  
CMYK 0/0/0/10  
RGB 230/231/232  
HEX #E6E7E8



Pantone Cool Gray 9 C  
CMYK 0/0/0/50  
RGB 147/149/152  
HEX #939598

**GLOBAL MATERIALS: POWERPOINT EXAMPLE**

Contact your AOR/COR for the most recent PowerPoint template. Feed the Future orange should be used for header text (the text introducing each slide). The final slide should end with the vertical Feed the Future logo in white on a blue background. Presenters should avoid placing additional text or logos in the blue banner on top (at the very top of each slide).

TOP BLUE BANNER ▶

HEADER →



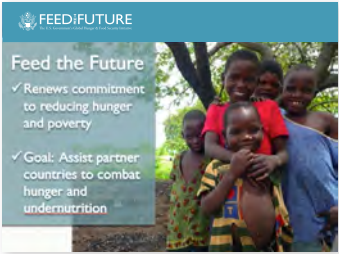
The main slide features a top blue banner with the Feed the Future logo and tagline. Below the banner, the title "Feed the Future" is written in orange, with "An Overview" in grey below it. Three images are arranged horizontally: a child eating, wheat stalks, and a farmer in a field.



FEED THE FUTURE

**The Global Challenge**


- ✓ About **805 million** people suffer from chronic hunger
- ✓ The world's population will increase to more than **9 billion** by **2050**
- ✓ Food production will have to **increase by at least 60%** to feed the world



FEED THE FUTURE

**Feed the Future**

- ✓ Renews commitment to reducing hunger and poverty
- ✓ Goal: Assist partner countries to combat hunger and undernutrition



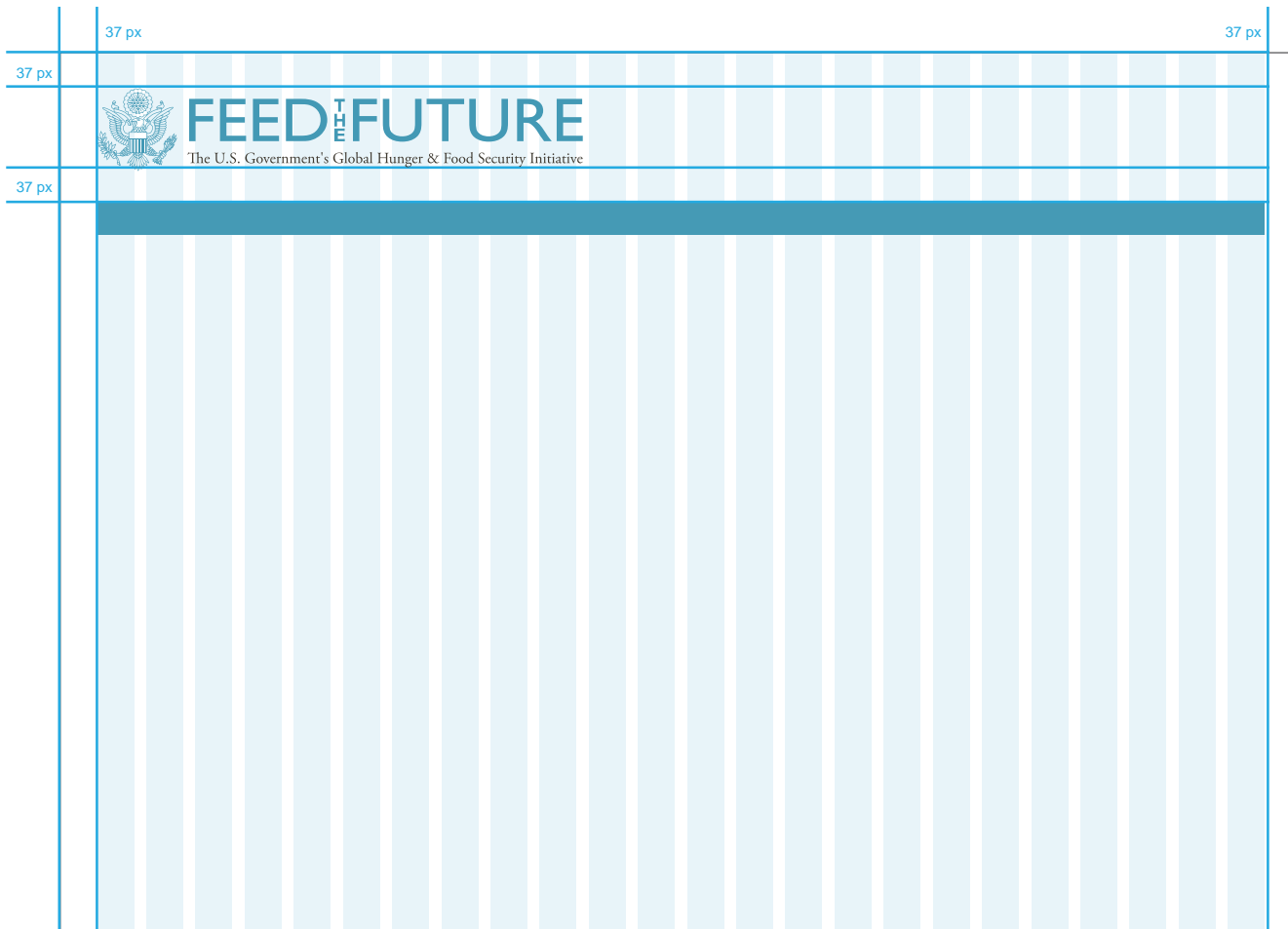
FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

[www.feedthefuture.gov](http://www.feedthefuture.gov)

## GLOBAL MATERIALS: WEB APPLICATIONS EXAMPLE

The Feed the Future logo should appear in the upper-left area of the home page of a website. The logo may be used on subsequent pages to ensure visibility if space allows. Color, size, and clear-space specifications should be followed at all times.



### E-collateral Example



*Feed the Future Newsletter*

# INTERAGENCY BRANDING GUIDANCE

## OVERVIEW

Where appropriate and permissible by individual agency policy and regulations, U.S. Government agencies participating in the Feed the Future initiative that have projects in the field may choose to co-brand their products.

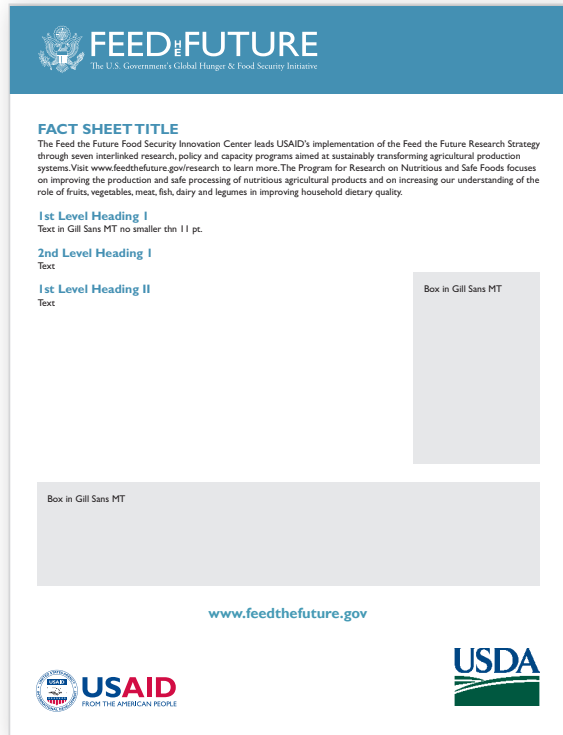
For products produced by Feed the Future-funded projects, including support from or through USAID, the recommendation is for agencies to co-brand in accordance with the example below:

### INTERAGENCY BRANDING GUIDANCE: EXAMPLES

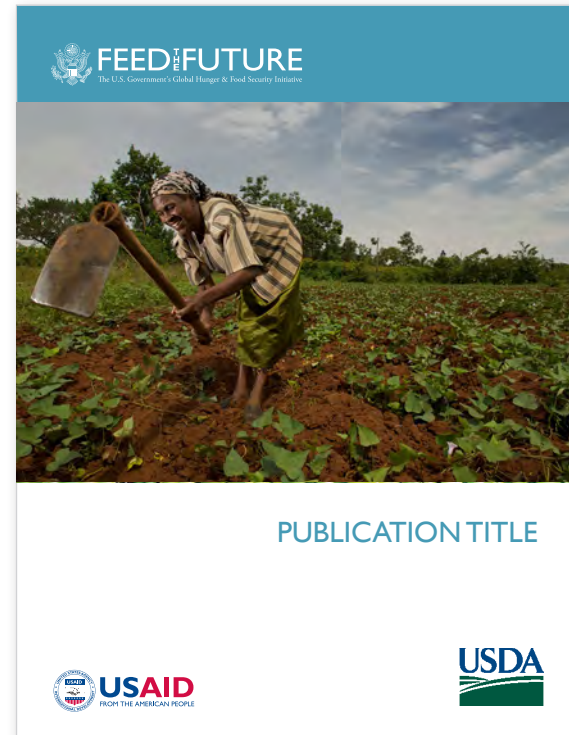
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**INTERAGENCY BRANDING GUIDANCE: EXAMPLES**



Fact sheet example



Report example

# ACQUISITION INSTRUMENTS

## FEED THE FUTURE AND USAID LOGO CO-BRANDING

Materials for Feed the Future activities conducted under acquisition instruments from USAID should include both the Feed the Future and USAID logos. A review team (AOR, AO, BFS Communications & Outreach team) must approve exceptional cases where this requirement is not met.

Feed the Future and USAID co-branded products may include, for example, case studies or reports highlighting Feed the Future activities funded through a specific contract/acquisition instrument. This option also applies to related project websites (if the creation of a project site is approved by the USAID Website Governance Board).

The white Feed the Future logo must be placed prominently at the top left corner and layered over a color banner across the top of the page/publication. Do not include additional language or logos within the banner. The USAID logo must be positioned at the lower left in accordance with the USAID ADS 320 and the USAID Graphic Standards Manual reference to co-branding placement (see [www.usaid.gov/branding/gsm](http://www.usaid.gov/branding/gsm) section 1.1).

Feed the Future logo spacing and color palette must comply with specifications noted on pages 9 to 16. Subsequent pages may streamline the banner across the top of the page. The Feed the Future website address ([www.feedthefuture.gov](http://www.feedthefuture.gov)) must be included in the publication on the final page or slide, and may be included on other pages as well. The web address should be aligned according to the design of the product, and written using an approved font.

Use of secondary colors for the Feed the Future logo and/or underlying color banner is reserved for special circumstances, for example, to distinguish individual products that are part of a comprehensive suite or often paired but that may also be used as standalone materials. Where possible, products that meet requirements for this case should reference Feed the Future interagency partners in text; contractors should be mentioned by name only in disclaimers and production notes to avoid confusion.

### **Do not create or use separate project/program logos.**

Note: We do not support the production of branded promotional items such as:

- Tote bags
- USB drives
- Pens
- Hats
- Shirts

**ACQUISITION INSTRUMENTS: PUBLICATION COVER EXAMPLE**

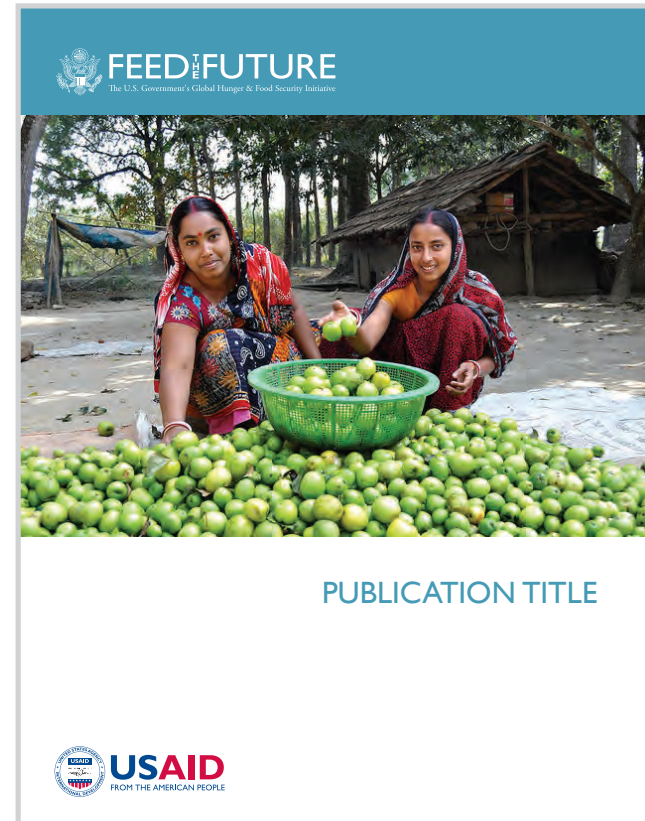
For publication covers, the Feed the Future logo must be placed in the upper left area (following guidelines on background color use, size, and spacing).

Use 1/2 inch margins for content.

On co-branded communications for acquisition instruments, the lower left-most placement is preferred for the USAID logo. The Feed the Future logo at the top must be of at least equal size and prominence to the USAID logo. See case examples for guidance on co-branding.

No separate partner logos are allowed.

**Do not create or use separate project/program logos.**



Publication cover example

## ACQUISITION INSTRUMENTS: FACT SHEET EXAMPLE

### Fact Sheet Style Overview

The image contains suggested spacing and logo placement.

Content margins should always be ½ inch.

USAID logo in lower left corner following USAID sizing and spacing guidelines.  
The Feed the Future logo at the top must be of at least equal size and prominence to the USAID logo.

The web address should be aligned according to the design of the product, and written using one of an approved font. Gill Sans Regular and blue are preferred.

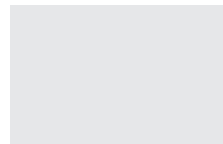
No separate partner logos are allowed.

**Do not create or use separate project/program logos.**

### Color Palette



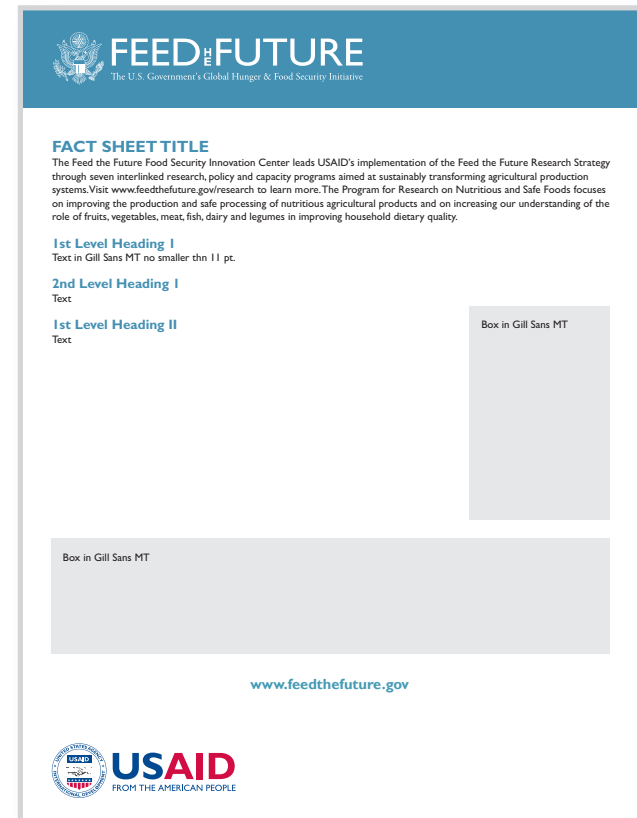
Pantone 7459 C  
CMYK 71/26/21/0  
RGB 71/153/181  
HEX #4799B5



Pantone Cool Gray 2 C  
CMYK 0/0/0/10  
RGB 230/231/232  
HEX #E6E7E8



Pantone Cool Gray 9 C  
CMYK 0/0/0/50  
RGB 147/149/152  
HEX #939598

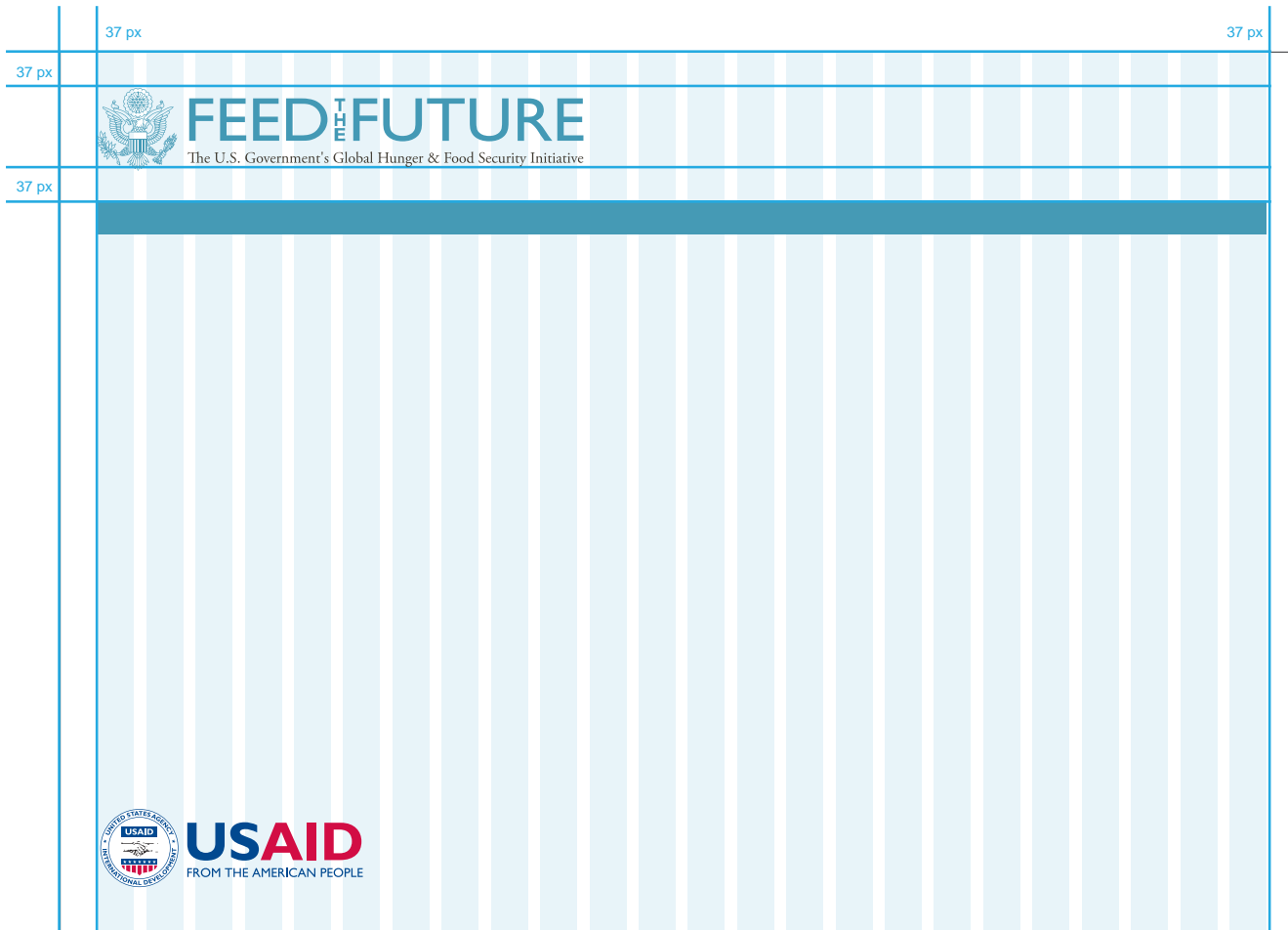


Fact sheet example



**ACQUISITION INSTRUMENTS: WEB APPLICATIONS EXAMPLE**

The Feed the Future logo should appear in the upper-left area of the home page of a website. The logo may be used on subsequent pages to ensure visibility if space allows. Color, size, and clear-space specifications should be followed at all times. The lower left-most placement is preferred for the USAID logo. The Feed the Future logo at the top must be of at least equal size and prominence to the USAID logo. All program/project website creation must first be approved by the USAID Website Governance Board.



**E-collateral Example**



*Feed the Future Project Newsletter*

# ASSISTANCE INSTRUMENTS

## FEED THE FUTURE, USAID AND PARTNER LOGO CO-BRANDING

Materials for Feed the Future activities conducted under assistance instruments from USAID should include the Feed the Future logo, USAID logo, and assistance/co-funding partner logo(s). A review team (AOR, AO, BFS Communications & Outreach team) must approve exceptional cases where this requirement is not met.

Feed the Future, USAID and partner co-branded products may include, for example, case studies or reports highlighting Feed the Future activities funded through a specific assistance agreement. This option also applies to related project websites (if the creation of a project site is approved by the USAID Website Governance Board).

The white Feed the Future logo must be placed prominently at the top left corner and layered over a color banner across the top of the page/publication. Do not include additional language or logos within the banner. The USAID logo must be positioned at the lower left in accordance with the USAID ADS 320 and the USAID Graphic Standards Manual reference to co-branding placement (see [www.usaid.gov/branding/gsm](http://www.usaid.gov/branding/gsm) section 1.1). Assistance/co-funding partner logo(s) should be placed to the right of the USAID logo, sized in accordance with USAID ADS 320 and the USAID Graphic Standards Manual reference to co-branding placement. Feed the Future logo spacing and color palette must comply with specifications noted on pages 9 to 16. Subsequent pages may streamline the banner across the top of the page. The Feed the Future website address ([www.feedthefuture.gov](http://www.feedthefuture.gov)) must be included in the publication on the final page or slide, and may be included on other pages as well. The web address should be aligned according to the design of the product, and written using an approved font.

Use of secondary colors for the Feed the Future logo and/or underlying color banner is reserved for special circumstances, for example, to distinguish individual products that are part of a comprehensive suite or often paired but that may also be used as standalone materials and/or in instances when placement of the white Feed the Future logo or underlying color banner background color would conflict with a specific product design. Where possible, products that meet requirements for this case should reference Feed the Future interagency partners in text, and may reference USAID and assistance/co-funding partner(s) if appropriate.

### **Do not create or use separate project/program logos.**

Note: We do not support the production of branded promotional items such as:

- Tote bags
- USB drives
- Pens
- Hats
- Shirts

## ASSISTANCE INSTRUMENTS: PUBLICATION COVER EXAMPLE

For publication covers, the Feed the Future logo must be placed in the upper left area (following guidelines on background color use, size, and margin spacing).

Use ½ inch margins for content.

On co-branded communications for assistance instruments, the lower left-most placement is preferred for the USAID logo. Partner logos may be placed to the right of the USAID logo in accordance with the USAID Graphic Standards Manual ([www.usaid.gov/branding/gsm](http://www.usaid.gov/branding/gsm)). The Feed the Future logo at the top must be of at least equal size and prominence to the USAID and any other logos. See case examples for guidance on co-branding.

Partners can request to retain more prominent institutional branding for certain publications (for example, in technical papers and research publications), on a case-by-case basis, through their AOR.

**Do not create or use separate project/program logos.**



Publication cover example

## ASSISTANCE INSTRUMENTS: FACT SHEET EXAMPLE

The image contains suggested spacing and logo placement.

Content margins should always be ½ inch.

The lower left-most placement is preferred for the USAID logo. Partner logos may be placed to the right of the USAID logo in accordance with the USAID Graphic Standards Manual ([www.usaid.gov/branding/gsm](http://www.usaid.gov/branding/gsm)). The Feed the Future logo at the top must be of at least equal size and prominence to the USAID and any other logos.

**Do not create or use separate project/program logos.**

Quotes and secondary headline or subhead in green.

The web address should be aligned according to the design of the product, and written using an approved font. Gill Sans Regular and blue are preferred.

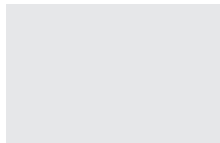
### Color Palette



Pantone 7459 C  
CMYK 71/26/21/0  
RGB 71/153/181  
HEX #4799B5



Pantone 7495 C  
CMYK 25/0/80/30  
RGB 148/165/69  
HEX #94A545



Pantone Cool Gray 2 C  
CMYK 0/0/0/10  
RGB 230/231/232  
HEX #E6E7E8



Pantone Cool Gray 9 C  
CMYK 0/0/0/50  
RGB 147/149/152  
HEX #939598



Fact sheet example

**ASSISTANCE INSTRUMENTS: WEB APPLICATIONS EXAMPLE**

The Feed the Future logo should appear in the upper-left area of the home page of a website. The Feed the Future logo may be used on subsequent pages to ensure visibility if space allows. Color, size and clear-space specifications should be followed at all times. The lower left-most placement is preferred for the USAID logo. Partner logos may be placed to the right of the USAID logo in accordance with the USAID Graphic Standards Manual ([www.usaid.gov/branding/gsm](http://www.usaid.gov/branding/gsm)). The Feed the Future logo at the top must be of at least equal size and prominence to the USAID and any other logos. See case examples for guidance on co-branding. All program/project website creation must first be approved by the USAID Website Governance Board.

**Do not create or use separate project/program logos.**



**E-collateral Example**



*Feed the Future Project Newsletter*

## VIDEO SPECIFICATIONS: GLOBAL EXAMPLE

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The Feed the Future logo should be used at the opening and at the end of a video production. Color, size, and clear-space specifications should be followed at all times. Font guidelines should also be followed at all times. Several examples of branded video frames are shown below for general guidance. The Feed the Future URL ([www.feedthefuture.gov](http://www.feedthefuture.gov)) should be included in the closing frame of any video.



Opening frame



Closing frame

## VIDEO SPECIFICATIONS: ACQUISITION AND ASSISTANCE EXAMPLE

Co-branded videos used by acquisition and assistance mechanisms should follow co-branding guidelines for other types of communications materials: place the USAID logo below the Feed the Future logo and to the left of the screen, with implementing partner logos to the right in the case of grants or cooperative agreements (assistance). Logos only need to be included on the introductory and closing frames—not throughout. The Feed the Future URL ([www.feedthefuture.gov](http://www.feedthefuture.gov)) should be included in the closing frame of any video.



Opening frame



Closing frame



# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

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[WWW.FEEDTHEFUTURE.GOV/BRANDING](http://WWW.FEEDTHEFUTURE.GOV/BRANDING)