BRAND APPLICATIONS

The Standard Graphic Identity (Identity), should be applied to a variety of printed or manufactured materials and on-screen communications. Size, shape, space, or visibility may necessitate using the logo or brandmark alone. The guidelines shown earlier in this manual must be followed without exception. Brand applications shown here, however, are just examples intended to demonstrate the flexibility and consistency of the Identity across a variety of platforms.

COMMODITIES

Commodities are one of the most visible forms of communication. The examples shown on this page communicate a clear and consistent message to aid recipients. *(Examples shown here may not have been produced.)*

FOOD BAGS
Food bags with the horizontal and vertical Identities and the American flag.

OIL CANS, BLANKETS, BOXES
All items contain the Identity, either the two-color or one-color version.

PLASTIC SHEETING
Plastic sheeting with the black-only version of the Identity. The color Identity may also be used.

SIGNAGE

(Examples shown here may not have been produced.)

PODIUM SIGNS

A circular graphic of the USAID logo should be created for use on podiums. This podium sign should be created to fit your podium in a scale that is similar to that shown on the bottom of the next page.

VERTICAL BANNERS

HORIZONTAL BANNERS

FLAGS

STANDARD USAID FLAG PROPORTIONS ARE 5W X 3H

ALL FLAGS MUST ALWAYS BE OF COMPARABLE SIZE AND RAISED TO SAME LEVEL

Not all events require flags. If flags are displayed in the U.S. (including territories, possessions, embassies/missions) start with the U.S. flag and add additional flags as appropriate. The U.S. flag always goes at the left of the room/observer or stage right.

If on foreign soil and outside of the embassy/mission, the flag of the host country goes first followed by the U.S flag.

For additional information, please contact USAID Special Events & Protocol or visit *http://inside.usaid.gov/LPA/events/*.

EVENT EXAMPLES *(Examples shown here may not have been produced.)*

BANNER & PODIUM SIGNS

Podium signs and banners should be used to brand an event. An example event arrangement is shown at left.

If an ambassador is the senior U.S. Government official at an event, it is recommended that the Department of State seal be displayed on the podium.

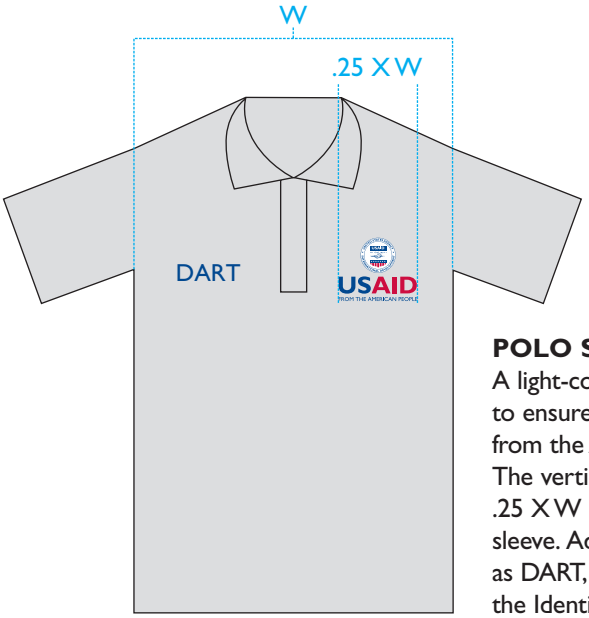
Banners may be used to detail the event, as in the 44th anniversary event for USAID in Malawi shown here. Banners may also be used to acknowledge partners and host countries.

REPEATING BACKDROPS

When creating a televised or heavily photographed event, a repeating backdrop may be used in conjunction with the podium sign. A repeating backdrop will enable the Identity to be seen clearly from many different angles and distances. Banners may be hung in other locations, to greet and inform guests.

PROMOTIONAL ITEMS

The Standard Graphic Identity, logo, or brandmark may be placed on promotional items. Size, shape, space, and visibility will dictate which to use. Color and clear space specifications must be followed at all times. *(Examples shown here may not have been produced.)*



POLO SHIRT
A light-colored shirt should be used to ensure the Identity is visible. Colors from the Agency palette are preferred. The vertical Identity size used here is .25 X W of the shirt, from sleeve to sleeve. Additional information, such as DART, should be placed opposite the Identity.

CAP
A light-colored cap should be used to ensure the brandmark is visible. Colors from the Agency palette are preferred. The brandmark used here is .5 X W of the cap.

T-SHIRT
A light-colored shirt should be used to ensure the branding is visible. If a colored shirt is used, then white ink must be printed behind the logo. Colors from the Agency palette are preferred. The brandmark and logo used here are each .5 x width of the shirt from sleeve to sleeve.

RETRACTABLE BADGE HOLDER
A light-colored background should be used to ensure the logo is visible. Colors from the Agency palette are preferred.

PEN
A light-colored pen should be used to ensure the brandmark is visible. Colors from the Agency palette are preferred. Opaque inks have been used here.

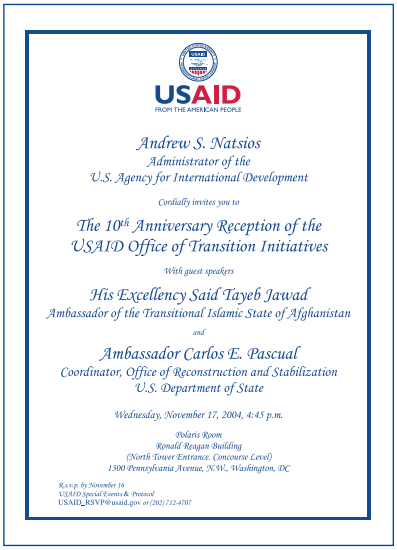
EVENT MATERIALS *(Examples shown here may not have been produced.)*

FOLDER

At left is a typical two-pocket folder that highlights the Identity.

INVITATION

Calligraphic typography may be selected for use in designs for more formal purposes, such as the invitation shown here.



AWARD CERTIFICATE

Calligraphic typography may be selected for use in designs for more formal purposes, such as the certificates shown here.

NOTE CARD

NAMETAG

PROJECT SIGNS AND PLAQUES *(Examples shown here may not have been produced.)*

Marking program sites is an important part of the Agency's branding campaign. It is critical that the people who visit the clinics we modernize, or attend the schools we build, know that those facilities have been provided or upgraded with the support of the American people.

The examples on this page are the Agency standard for project signs and plaques commemorating our work. These, as is everything in this manual, are for programs funded by USAID through contractors. The *Partner Branding Guide* details co-branded signs and plaques for co-funded projects.

To show partnership with the host government, include both the U.S. and host country flags, flanking the top left and right corners. The USAID Identity, in this instance, is centered. The tagline may be translated. For brand consistency, it is critical that these core elements be presented exactly this way.

Missions can decide on the remaining information based on the specific project details and local customs. The short narrative about the program and the deliverables should emphasize the "people to people" aspect, as shown here. Presenting the information in both English and local languages, with a maximum of two local languages per sign or plaque, is recommended.

The name of the contractor, other parties to be acknowledged, additional logos, and the date can be included at the bottom.

VEHICLES

Vehicles may be marked using either the vertical or horizontal Identity. All guidelines regarding Identity usage should be followed.

Please check with security personnel before applying the Identity to USAID vehicles. Mission or embassy security will determine if U.S. Government branding is appropriate. A Magnetic Identity that can be easily removed is a good option.

(Examples shown here may not have been produced.)

DVD AND CD COVERS

DVD and CD covers should contain the Identity in the upper left, contained in a white field that is either one or two bars tall.

One powerful, relevant photograph might be used to attract attention to the product, as shown in the examples here.

WEBSITE

The Standard Graphic Identity should appear in the upper-left area of every first-level page of a Website, below any horizontal navigation bar. The brandmark may be used on subsequent pages due to space limitations and to ensure visibility. Color, size, and clear space specifications should be followed at all times. The two examples of branded home pages are shown below for general guidance.

While meeting the standards outlined in this *Graphics Standards Manual*, USAID-funded Websites must also meet certain content and technical guidelines.

All information needed to build a Website or to update pages on *www.usaid.gov* is located on the xWeb portion of the USAID Website (*www.usaid.gov* USAID Keyword: xWeb). xWeb helps Webmasters understand how to apply the graphic standards to the Web and includes information on 508 compliance, cascading style sheets, privacy, and security.

ON-AIR GRAPHICS

The Standard Graphic Identity or brandmark should be on screen whenever other text, such as a title, is shown. 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 stills are shown below for general guidance. *(Examples shown here may not have been produced.)*

OPEN TITLE SLATE

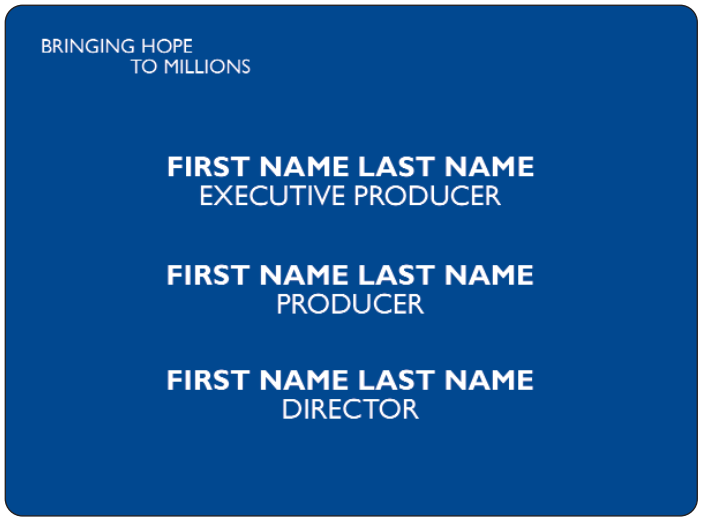
BUMPER

IDENTITY BUG

LOWER-THIRD INTERVIEWEE SLATE

LOWER-THIRD LOCATION SLATE

CREDITS



PROGRAM MATERIALS

Program materials are communications that target beneficiaries with specific messages, such as "Inoculate your children" or "Be tested for HIV/AIDS." They often use cartoons, illustrations, or other graphic techniques to simplify communications.

The Agency—or the work we are doing, studying, evaluating, or promoting—is not the subject. These are not considered part of our "corporate communications." Therefore, program materials DO NOT need to follow the Agency branding guidelines in this manual for type, color, and layout.

However, the USAID Identity should be used on most program materials to acknowledge the U.S. Government's support and funding, if appropriate.

Missions should determine if some items, such as election materials or communications produced for the host country or ministries, should not be branded.

This poster was used to encourage fathers in Nigeria to immunize their children.

(Examples shown here have been modified to include USAID Identity.)

This mousepad is part of a USAID-funded program that installed computer labs in all of the high schools in Macedonia.