

PUBLICATIONS

USAID employees and contractors must ensure Agency publications—and other designed communications such as newsletters, exhibits, and posters—use the Standard Graphic Identity as well as our color palette and typography.

To assist professional graphic designers in producing publications, the following pages detail how to treat standard elements such as headlines, bullets, and pull quotes to ensure consistency with our universal style. Samples are also provided for tables, charts, and maps; these are just examples as there are too many variations to standardize. This section includes guidance on front covers, introductory pages, back covers, and end pages.

A grid system for layout enables maximum flexibility while maintaining brand consistency. All visual elements are placed using nine horizontal bands; three, five, and six vertical columns are used for text. All publications should share a similar look and have some basic things in common:

- **REPRESENT THE U.S. GOVERNMENT**

This does not mean that the American flag or the stars and bars need to be included in every design. Just by using our standard color palette and grid system our publications will project a more professional image that is worthy of representing our country and the American people.

- **BE CONCISE, CLEAN, CLEAR, AND CONSISTENT**

This means not cluttered with too many messages or images. Avoid using jargon and endless pages of text without a photo, sidebar, or pull quote to highlight key points. Don't try to explain all 40 Core Areas of Expertise with a photo montage. The narrative should be concise, the design clean, the message clear, and the branding consistent.

- **DEMONSTRATE SUCCESS**

Showcase that development works and that our taxpayer investment was well spent. USAID publications should focus more on development achievements than challenges.

The Publications Architecture chart is intended to showcase what the USAID family of communications might look like. Ideally, our Agency should have a series of brochures promoting our core work in the regions and countries where we operate. Although the content may vary, simply using our Identity and a single, powerful image on the cover creates a unified look that brings to life our global brand.

Design preferences:

- Strive for a clean, uncluttered layout that communicates a clear message.
- Feature single, powerful, documentary-style images.
- Use white backgrounds; they are professional and most effective when contrasted with colorful photos that bleed full width. Bright white paper stock is recommended.
- Organize content using the horizontal bars of the grid system; two or three bands is most effective, with a maximum of four.

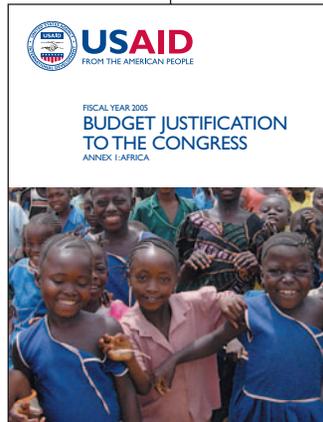
Before we can embark on a concerted campaign to better tell our story—especially to the American people—USAID must have a portfolio of well-branded communications.

Note: The cover examples on the following pages are illustrative. USAID produces a myriad of publications, reports, and subjects not pictured in this manual.

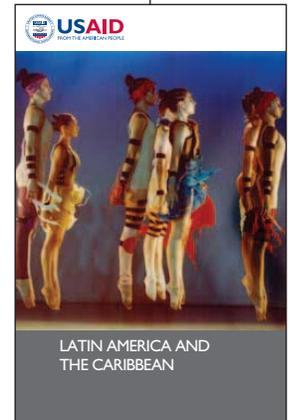
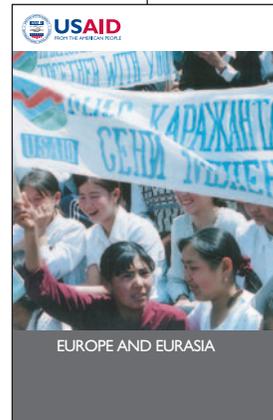
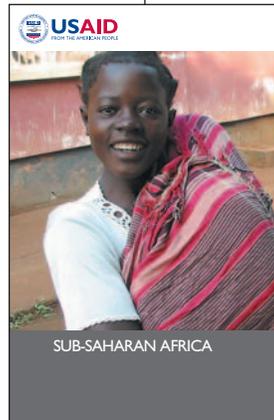
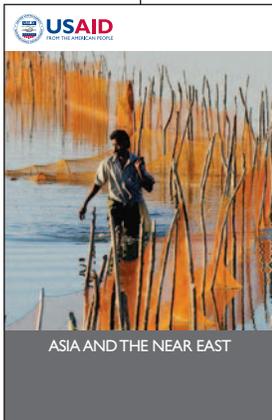
PUBLICATIONS HIERARCHY

Ideally, our Agency should have a series of brochures that promote our work in regions and countries.

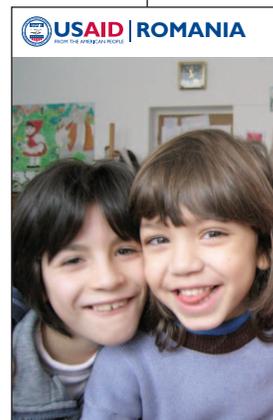
AGENCY



REGIONS



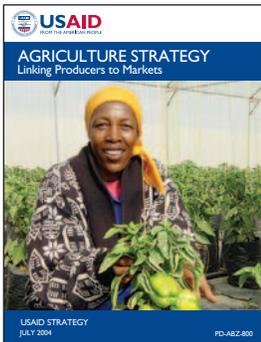
COUNTRIES



CORE AREAS OF EXPERTISE

Economic Prosperity and Security

- Global Trade and Investment
- Economic Policy and Governance
- Private Enterprise
- Financial Sector
- Economic and Social Infrastructure
- Agricultural Productivity
- Asset Protection for the Poor

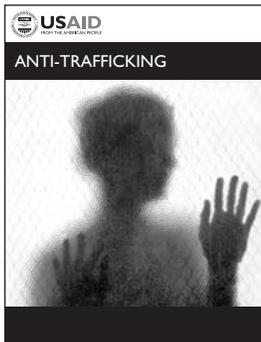


Environment

- Natural Resource Management/ Biodiversity Conservation
- Pollution Prevention and Mitigation
- Clean Water and Sanitation

Education

- Basic Education
- Higher Education
- Workforce Training

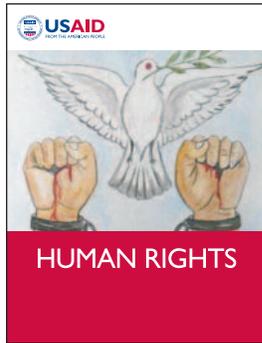


International Trafficking in Drugs and Persons

- Alternative Development
- Anti-trafficking

Democracy, Governance, and Human Rights

- Justice Sector/Legal Reform
- Democratic Institutions
- Local Government Decentralization
- Free and Fair Elections
- Political Party Support
- Civil Society
- Independent Media/Freedom of Information
- Anti-corruption
- Human Rights
- Security Sector Governance

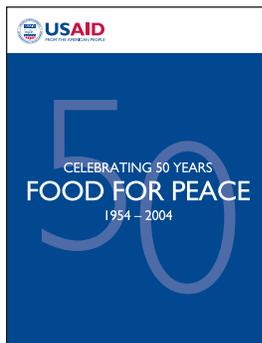


Conflict Mitigation

- Peace Process Support
- Early Warning and Response
- Community-based Reconciliation
- Transitional Issues

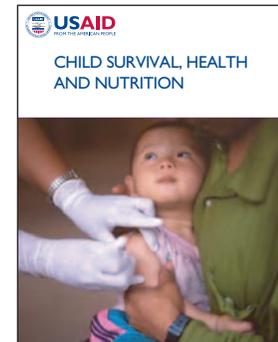
Humanitarian Response

- Emergency Preparedness/ Disaster Mitigation
- Emergency Assistance
- Food Security/Support for Vulnerable Populations



Family and Workforce Health

- HIV/AIDS
- Infectious Diseases
- Non-communicable Diseases and Injuries
- Child Survival, Health, and Nutrition
- Maternal Health and Nutrition
- Family Planning
- Health Systems



Global Development Alliance

- Public-Private Alliances

While our Core Areas of Expertise are diverse, the consistent application of our branding and publications guidelines will help us create a family of communications.

Note: The publication covers shown here are for illustrative purposes only, and have not been produced.

GRID SYSTEM

HORIZONTAL GRID AND STANDARD GRAPHIC IDENTITY PLACEMENT ON COVERS

All communications adhere to a basic horizontal grid. To apply the grid, simply divide each page layout into nine equal horizontal bars. To ensure all communications present a consistent image, use this grid on publication covers and interior pages as well as exhibits, posters, and other Agency communications. These bars will guide the placement of all visual elements.

The only absolute rule is that, on covers, the top one or two bars must always be white to provide a consistent background and position for the Identity. Following the clear space requirements shown on page 2.2, the Identity should be scaled to fit within the top one or two bars of the grid and should be centered top to bottom, then placed an equal distance from the left side.

THE IDENTITY SHOULD BE SCALED TO FIT THE TOP BAR OR TOP TWO BARS AND SHOULD BE CENTERED TOP TO BOTTOM, THEN PLACED AN EQUAL DISTANCE FROM THE LEFT SIDE. ON AN 8.5"X11" COVER, A ONE-BAR IDENTITY SHOULD BE 19 MM TALL BY 68 MM WIDE, AND A TWO-BAR IDENTITY SHOULD BE 38 MM TALL BY 127.5 MM WIDE.

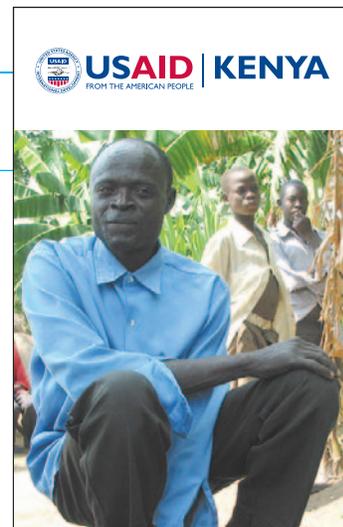


STANDARD GRAPHIC IDENTITY WITH SUB-BRANDMARK PLACEMENT ON COVERS

In addition to the guidelines on page 3.4, when placing the Identity with sub-brandmark, the Identity should be centered within the top one or two bars, as appropriate.

Clear space and all other guidance, described in Section 2, must be followed.

THE IDENTITY SHOULD BE SCALED TO FIT THE TOP BAR OR TOP TWO BARS AND SHOULD BE CENTERED TOP TO BOTTOM, THEN PLACED AN EQUAL DISTANCE FROM THE LEFT SIDE. WHEN THIS PLACEMENT IS NOT POSSIBLE, THE IDENTITY SHOULD BE CENTERED WITHIN THE TOP BAR OR TOP TWO BARS. ON AN 8.5" X 11" DOCUMENT, THE MAXIMUM SIZE OF THE IDENTITY SHOULD BE 29 MM TALL BY 186 MM WIDE.



INTERIOR PAGE VERTICAL GRIDS

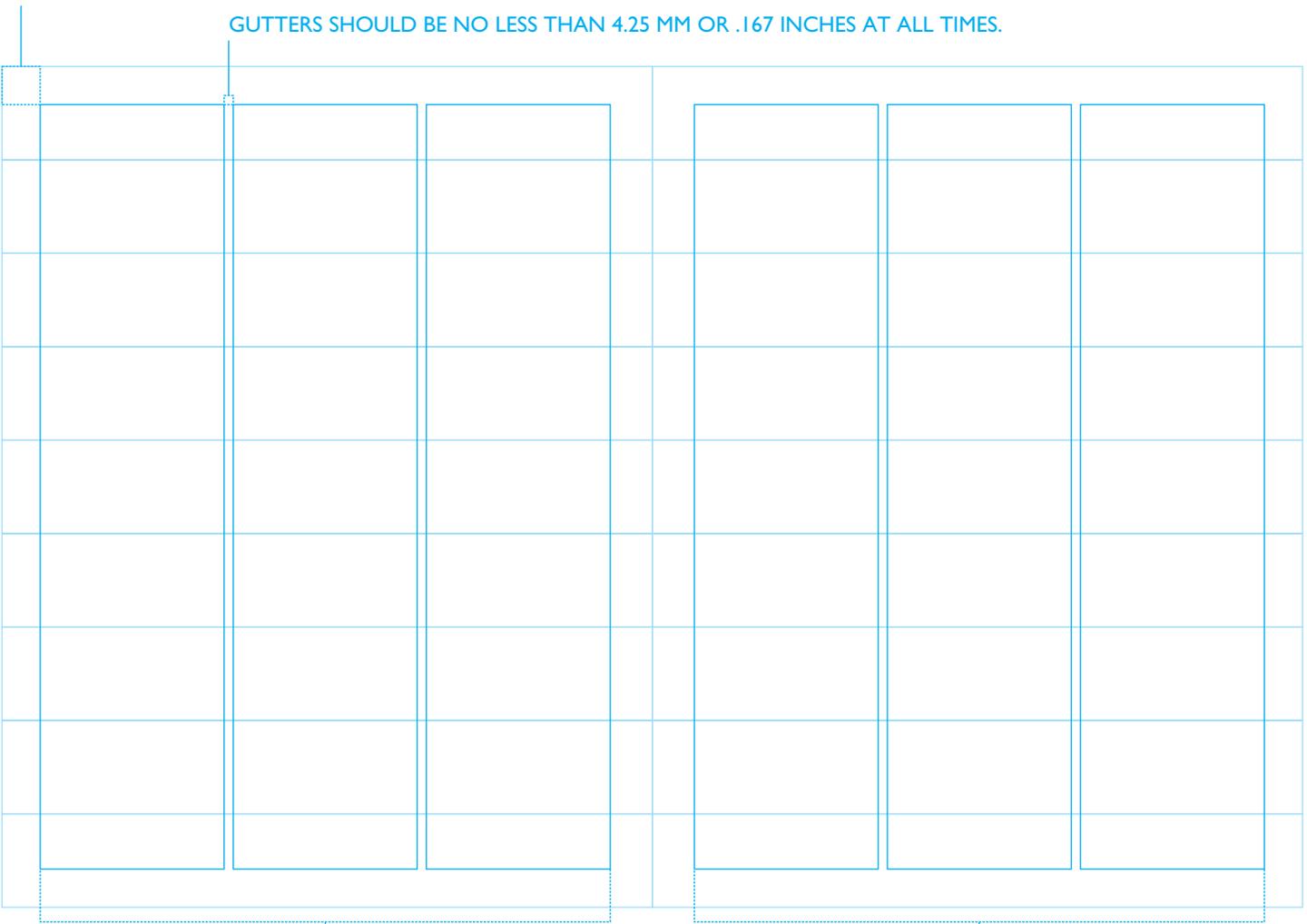
In addition to the horizontal bars that will guide the placement of all visual elements on Agency communications, three different vertical grids for text have been established for use on interior pages.

There are three-column, five-column, and six-column grids. These grids will guide the placement of all body text and sidebars. Headlines may cut across all three, five, or six columns, but they should be flush left with one of the vertical grid lines. The grids may be scaled according to the format of a given document and may begin lower vertically on a given page according to the amount of content and design preferences. The three-column, five-column, and six-column grids may be interspersed throughout a given publication as content dictates, and all may be used on the same page in a design that makes the information easy for the reader to follow.

The only exceptions to vertical grid placement for text are tables. Tables should be formatted to effectively convey the information they contain, but they should also follow the style guidance provided on pages 7.22-7.23.

THREE-COLUMN GRID

ALL MARGINS SHOULD BE NO LESS THAN 12.5 MM OR .5 INCHES, BUT THEY MAY BE MORE THAN THAT BASED ON YOUR DESIGN. GUTTERS SHOULD BE NO LESS THAN 4.25 MM OR .167 INCHES AT ALL TIMES.



THREE-COLUMN GRID EXAMPLE

THREE-COLUMN GRID EXAMPLE

STANDARD PUBLICATION ELEMENTS

This section provides standardized elements for professionally designed publications, including:

- **Front covers**
- **Introductory pages**
 - Inside front covers
 - Title pages
 - Tables of contents
- **Text pages**
 - Headlines
 - Subheads
- Body text
- Drop caps
- Paragraph spacing
- Bullets
- Run-in Subheads
- Footnotes
- Footers and page numbers
- Pull quotes
- Sidebars and boxes
- Photo captions and credits
- Tables
- Charts
- Maps
- **Inside back covers**
- **Back covers**

INTRODUCTORY PAGES

After reading the introductory pages of a publication, the reader should know many things about the rest of the publication. To achieve this goal, it is important to include some basic information in the first few pages.

INSIDE FRONT COVERS

The inside front cover of a publication may be used for a variety of purposes. A list of the typical elements that may be shown on an inside cover includes the following elements:

- Acknowledgments
- Editor's notes
- Credits
- Partners
- Program names
- Finance information
- Abstracts
- Series information
- Control numbers
- Contact information
- Web addresses
- Download information
- Glossary

TITLE PAGES

Recommended placement for a title page is the first right-hand text page of a publication; it may include a repeat of the title and subtitle, or may be used to communicate an overarching message.

Publications authored by contractors or other non-USAID employees must include the following disclaimer on the title page:

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

TABLES OF CONTENTS

Recommended placement for a table of contents is before the first content referenced within the table. Tables of contents should always contain sufficient detail to guide the reader through a publication, and they should always include page numbers.

THIS TEXT IS TO REPRESENT
A PUBLICATION TITLE

THIS TEXT IS TO REPRESENT A PUBLICATION SUBTITLE

DISCLAIMER

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

CONTENTS

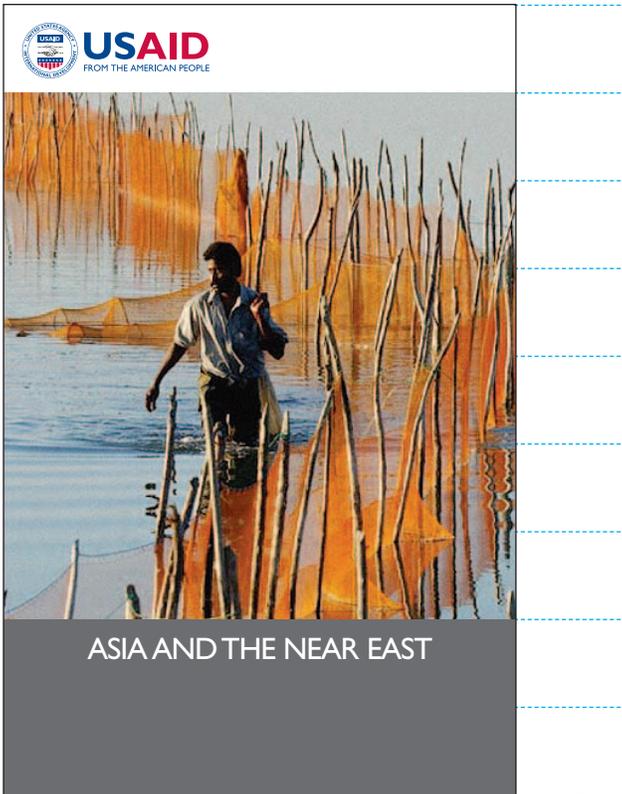
| | |
|---------------------------------------|----|
| LOREM IPSUM | |
| Lorem Ipsum Dolor Sit Amet Consetetur | 1 |
| Lorem Ipsum Dolor Sit Amet Consetetur | 2 |
| Lorem Ipsum Dolor Sit Amet Consetetur | 3 |
| LOREM IPSUM | |
| Lorem Ipsum Dolor Sit Amet Consetetur | 4 |
| Lorem Ipsum Dolor Sit Amet Consetetur | 5 |
| Lorem Ipsum Dolor Sit Amet Consetetur | 6 |
| LOREM IPSUM | |
| Lorem Ipsum Dolor Sit Amet Consetetur | 7 |
| Lorem Ipsum Dolor Sit Amet Consetetur | 8 |
| Lorem Ipsum Dolor Sit Amet Consetetur | 9 |
| LOREM IPSUM | |
| Lorem Ipsum Dolor Sit Amet Consetetur | 10 |
| Lorem Ipsum Dolor Sit Amet Consetetur | 11 |
| Lorem Ipsum Dolor Sit Amet Consetetur | 12 |
| LOREM IPSUM | |
| Lorem Ipsum Dolor Sit Amet Consetetur | 13 |
| Lorem Ipsum Dolor Sit Amet Consetetur | 14 |
| Lorem Ipsum Dolor Sit Amet Consetetur | 15 |

FRONT COVERS

Front covers concisely convey the purpose of a publication. To ensure consistency, one powerful color or black and white photograph is recommended, along with a minimal amount of text. Multiple photographs may be used, but each should be of a sufficient scale to be clear; photographs should be placed and cropped in alignment with the horizontal bars as described on page 7.4. Photo montages, in which images are “blended” or “faded” together, are strongly discouraged.

It is a requirement that either the Standard Graphic Identity or Identity with sub-brandmark be used in the top left area of the cover in a white field, as described on pages 7.4-7.5.

AGENCY PUBLICATION



All publications—including reports, studies, and papers—funded by USAID must follow the brand standards outlined in this section.

Publications authored by contractors or other non-USAID employees must state on the cover at the bottom:

<DATE>

This publication was produced for review by the United States Agency for International Development. It was prepared by <list authors and/or organizations involved in the preparation of the report.>

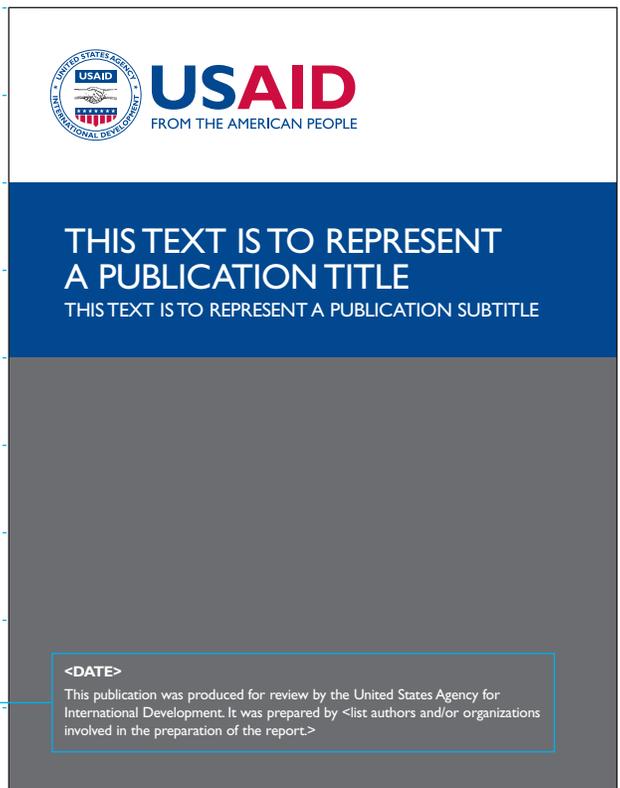
<DATE>

This publication was produced for review by the United States Agency for International Development. It was prepared by <list authors and/or organizations involved in the preparation of the report.>

All covers should be divided horizontally into nine bars of equal height. This will provide the horizontal grid for all visual elements in the design, including any color or photos. See page 7.4 for more details on grid systems.

Covers should contain the Identity in the upper-left area, as shown on page 7.4, contained in a white field that is either one or two bars tall.

COVER OF NON-USAID AUTHORED, EDITED, OR REVIEWED REPORT



SUBHEADS

Subheads break up long blocks of text and provide visual cues for new paragraphs. Subheads are set in Gill Sans Bold in capital letters, except the small subhead, which also may be set in title case. Subheads should always be left aligned on the vertical grid of a publication.

The various color and size options for headlines, shown below, are based on the color palette on page 2.12. Typography should be kerned to convey the look and feel of subhead examples on this page.

SMALL SUBHEAD: GILL SANS BOLD
9PT, 12PT LEADING, -3 TRACKING
SPACE BEFORE: P1 2; SPACE AFTER: 0
FLUSH LEFT

TEXT TO ILLUSTRATE THE
APPEARANCE OF A SUBHEAD

Text to Illustrate the Appearance
of a Subhead

Text to Illustrate the Appearance
of a Subhead

Text to Illustrate the Appearance
of a Subhead

Text to Illustrate the Appearance
of a Subhead

MEDIUM SUBHEAD: GILL SANS BOLD
11PT, 14PT LEADING, -3 TRACKING
SPACE BEFORE: P1 2; SPACE AFTER: 0
FLUSH LEFT

TEXT TO ILLUSTRATE THE
APPEARANCE OF A SUBHEAD

LARGE SUBHEAD: GILL SANS BOLD
14PT, 16PT LEADING, -5 TRACKING
SPACE BEFORE: P1 4; SPACE AFTER: 0
FLUSH LEFT

TEXT TO ILLUSTRATE
THE APPEARANCE OF
A SUBHEAD

SUBHEADS MAY ALSO BE REVERSED OUT OF A COLOR
OR PLACED ON TOP OF A COLOR, BUT THE TYPE SPECIFI-
CATIONS SHOWN ABOVE MUST REMAIN UNCHANGED.
IF REVERSES ARE USED, THE HORIZONTAL GRID SHOULD
BE USED TO DETERMINE BOX SIZE AND PLACEMENT.

BODY TEXT

Body text is styled as described in the three formats shown below. Adobe Gill Sans I is the primary font for body text, and is specified at two different sizes as shown below, to allow for flexibility in longer printed publications. When Gill Sans is not available, default to Arial. You may specify Adobe Garamond for body text when typesetting reports, technical papers, or long-format documents. When Adobe Garamond is not available, default to Times Roman. Details regarding font families, and where they can be acquired, are on pages 2.10-2.11.

For the purposes of illustration, plain text is shown here; however, italics, bold, and semibold text may also be specified as needed, but they should be typeset with the same specifications shown below.

**BODY TEXT 1: GILL SANS LIGHT
11PT, 14PT LEADING, 0 TRACKING
SPACE BEFORE: 0; SPACE AFTER: P8
FLUSH LEFT; 100% BLACK**

Text to illustrate the appearance of body text 1 ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et.

**CAN ALSO APPEAR ON TOP OF
LIGHT GRAY**

Text to illustrate the appearance of body text ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et.

**CAN ALSO APPEAR ON TOP OF
LIGHT BLUE**

Text to illustrate the appearance of body text ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et.

**BODY TEXT 2: GILL SANS LIGHT
10PT, 12PT LEADING, 0 TRACKING
SPACE BEFORE: 0; SPACE AFTER: P8
FLUSH LEFT; 100% BLACK**

Text to illustrate the appearance of body text 2 ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et.

**CAN ALSO APPEAR ON TOP OF
LIGHT GRAY**

Text to illustrate the appearance of body text ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et.

**CAN ALSO APPEAR ON TOP OF
LIGHT BLUE**

Text to illustrate the appearance of body text ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et.

**BODY TEXT 3: ADOBE GARAMOND
11PT, 14PT LEADING, 0 TRACKING
SPACE BEFORE: 0; SPACE AFTER: P8
FLUSH LEFT; 100% BLACK**

Text to illustrate the appearance of body text 3 ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et.

**CAN ALSO APPEAR ON TOP OF
LIGHT GRAY**

Text to illustrate the appearance of body text ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et.

**CAN ALSO APPEAR ON TOP OF
LIGHT BLUE**

Text to illustrate the appearance of body text ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et.

DROP CAPS

Drop caps provide visual cues for new section starts. Drop caps should only be used within body text, at the beginning of a new section of a document or not at all. Drop caps are set in Gill Sans Light or Adobe Garamond to match the accompanying body text, and always as capital letters.

The various color and size options for drops caps, shown below, are based on the color palette on page 2.12. Typography should be kerned to convey the look and feel of the drop cap examples on this page.

DROP CAP 1: GILL SANS LIGHT
11PT, 14PT LEADING, +10 TRACKING
CHARACTER COUNT: 1
LINE COUNT: 3

Text to illustrate the appearance of a drop cap with Body Text 1 elitr; sed diam nonumy eirmod tempor invidunt ut labore et dolore

CAN ALSO APPEAR IN 100% BLACK, USAID BLUE, OR USAID RED

A B C

CAN ALSO APPEAR ON TOP OF LIGHT GRAY OR LIGHT BLUE

A B C D

A B C

DROP CAP 2: GILL SANS LIGHT
10PT, 12PT LEADING, +10 TRACKING
CHARACTER COUNT: 1
LINE COUNT: 3

Text to illustrate the appearance of a drop cap with Body Text 2 elitr; sed diam nonumy eirmod tempor invidunt ut labore et dolore

CAN ALSO APPEAR IN 100% BLACK, USAID BLUE, OR USAID RED

A B C

CAN ALSO APPEAR ON TOP OF LIGHT GRAY OR LIGHT BLUE

A B C D

A B C

DROP CAP 3: ADOBE GARAMOND
11PT, 14PT LEADING, +10 TRACKING
CHARACTER COUNT: 1
LINE COUNT: 3

Text to illustrate the appearance of drop cap with Body Text 3, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt

CAN ALSO APPEAR IN 100% BLACK, USAID BLUE, OR USAID RED

A B C

CAN ALSO APPEAR ON TOP OF LIGHT GRAY OR LIGHT BLUE

A B C D

A B C

PARAGRAPH SPACING

Consistent spacing, not indentations, is used between each paragraph to delineate a new paragraph for the reader. The amount of space to be used, specified below, is based on type style and the hierarchy of information.

BODY TEXT 1:
SPACE BETWEEN PARAGRAPHS WITHIN A SECTION: P8
SPACE BETWEEN PARAGRAPHS IN DIFFERENT SECTIONS: P20

Text to illustrate the space between paragraphs elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore aliquyam erat, sed diam voluptua.

Space between is P8 sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod

SPACE BETWEEN IS P20

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo

BULLETS

Bullets must be indented consistently. The amount of space to be used, specified below, is based on type style and the hierarchy of information. The first bullet is a round bullet, the second is an en dash, and the third is a round bullet. All bullets are specified at the same size and type style as the accompanying text.

BODY TEXT 1 BULLETS:
INDENT FIRST BULLET: P11
FIRST LINE: -P11
TAB: P11
INDENT SECOND BULLET: P22
FIRST LINE: -P11
TAB: P22
INDENT THIRD BULLET: P33
FIRST LINE: -P11
TAB: P33

- Bullet level 1 lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eir
 - Bullet level 2 dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam
 - Bullet level 3 dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr

BODY TEXT 2:
SPACE BETWEEN PARAGRAPHS WITHIN A SECTION: P8
SPACE BETWEEN PARAGRAPHS IN DIFFERENT SECTIONS: P20

Text to illustrate the space between paragraphs elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et

Space between is P8 sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut

SPACE BETWEEN IS P20

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea

BODY TEXT 2 BULLETS:
INDENT FIRST BULLET: P11
FIRST LINE: -P11
TAB: P11
INDENT SECOND BULLET: P22
FIRST LINE: -P11
TAB: P22
INDENT THIRD BULLET: P33
FIRST LINE: -P11
TAB: P33

- Bullet level 1 dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, diam nonumy eirmod tempor
 - Bullet level 2 dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eir
 - Bullet level 3 dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam

BODY TEXT 3:
SPACE BETWEEN PARAGRAPHS WITHIN A SECTION: P8
SPACE BETWEEN PARAGRAPHS IN DIFFERENT SECTIONS: P20

Text to illustrate the space between paragraphs, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat,

Space between is P8 sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy

SPACE BETWEEN IS P20

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et

BODY TEXT 3 BULLETS:
INDENT FIRST BULLET: P11
FIRST LINE: -P11
TAB: P11
INDENT SECOND BULLET: P22
FIRST LINE: -P11
TAB: P22
INDENT THIRD BULLET: P33
FIRST LINE: -P11
TAB: P33

- Bullet level 1 lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam
 - Bullet level 2 dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam
 - Bullet level 3 dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr

RUN-IN SUBHEADS

Run-in subheads are words or short phrases that introduce paragraphs, often in a series, that require the reader's special attention. Consistent style is used for run-in subheads, and two options are provided. Body text styles are the same as those shown on page 7.12.

BODY TEXT 1 RUN-IN SUBHEAD 1:
GILL SANS ITALIC

Run-in subhead style 1. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

BODY TEXT 2 RUN-IN SUBHEAD 2:
GILL SANS ITALIC

Run-in subhead style 2. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut

BODY TEXT 3 RUN-IN SUBHEAD 3:
ADOBE GARAMOND ITALIC

Run-in subhead style 3. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

BODY TEXT 1 RUN-IN SUBHEAD 1A:
GILL SANS BOLD

Run-in subhead style 1A. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy

BODY TEXT 2 RUN-IN SUBHEAD 2A:
GILL SANS BOLD

Run-in subhead style 2A. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt

BODY TEXT 3 RUN-IN SUBHEAD 3A:
ADOBE GARAMOND BOLD

Run-in subhead style 3A. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

RUN-IN SUBHEADS MAY BE SET IN A CONTRASTING COLOR FROM THE TEXT, REVERSED OUT OF A COLOR, OR PLACED ON TOP OF A COLOR, BUT THE TYPE SPECIFICATIONS SHOWN ABOVE MUST REMAIN UNCHANGED. IF REVERSES ARE USED, THE VERTICAL GRID SHOULD BE USED TO DETERMINE BOX SIZE AND PLACEMENT.

TEXT TO ILLUSTRATE RUN-IN SUBHEADS BELOW

Afghanistan text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed

Bangladesh text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed

Cambodia text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed

East Timor text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed

Egypt text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed diammy

India text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed diam

Indonesia text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed diam

Iraq text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed

Jordan text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed diam

Laos text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed diam

Lebanon text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed diam

Mongolia text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed

Morocco text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed diam

Nepal text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed diam

Pakistan text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed diam

Philippines text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed

Sri Lanka text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed diam

Thailand text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed diam

Vietnam text to illustrate the appearance of a run-in subhead sit amet, consetetur sadipscing elitr, sed diam

West Bank/Gaza text to illustrate the appearance of a run-in subhead sit amet

FOOTNOTES

Footnotes are notes that are referenced in the headlines, subheads, or body text, whether they appear on the same page as the point of reference or on a notes page elsewhere in a document. Body text styles shown below are the same as those on page 7.12. Headline and subhead styles shown below are the same as those on pages 7.10-7.11. Footnote color should always match accompanying text color. You may use numerals, Roman numerals, or letters for footnotes and notations. For the purposes of illustration, numerals are shown below.

SECTION HEADLINE:
NOTATION : 8PT
BASELINE SHIFT: 5PT

SECTION HEADLINE¹

MAIN HEADLINE:
NOTATION : 12PT
BASELINE SHIFT: 18PT

MAIN HEADLINE¹

SMALL SUBHEAD:
NOTATION: 7PT
BASELINE SHIFT: 3PT

SMALL SUBHEAD FOOTNOTE¹

MEDIUM SUBHEAD:
NOTATION : 7PT
BASELINE SHIFT: 4PT

MEDIUM SUBHEAD
FOOTNOTE¹

LARGE SUBHEAD:
NOTATION : 7PT
BASELINE SHIFT: 7PT

LARGE SUBHEAD
FOOTNOTE¹

BODY TEXT 1:
NOTATION: 7PT
BASELINE SHIFT: 3PT

Body text 1 footnote¹ sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy

BODY TEXT 2:
NOTATION : 7PT
BASELINE SHIFT: 3PT

Body text 2 footnote¹ sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

BODY TEXT 3:
NOTATION : 7PT
BASELINE SHIFT: 3PT

Body text 3 footnote¹ sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy

FOOTNOTE STYLE:
GILL SANS LIGHT
8PT, 9PT LEADING, -3 TRACKING
SPACE BEFORE: 0; SPACE AFTER: P5
FLUSH LEFT; 100% BLACK
INDENT: P1 I
FIRST LINE: -P1 I
TAB: P1 I

1. Footnote style eum iriure dolor in hendrerit in vulputate velit esse
2. Footnote style eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et

3. Footnote style eum iriure dolor in hendrerit in vulputate velit esse
4. Footnote style eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et

5. Footnote style eum iriure dolor in hendrerit in vulputate velit esse
6. Footnote style eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et

FOOTNOTES MAY ALSO BE SET IN ONE COLUMN, INSTEAD OF THREE. IF SET IN ONE COLUMN, MARGINS MUST BE MAINTAINED AS SPECIFIED ON PAGES 7.4-7.5.

1. Footnote style eum iriure dolor in hendrerit in vulputate velit esse
2. Footnote style eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et
3. Footnote style eum iriure dolor in hendrerit in vulputate velit esse
4. Footnote style eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et
5. Footnote style eum iriure dolor in hendrerit in vulputate velit esse
6. Footnote style eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et

PULL QUOTES

A pull quote is a piece of text that is either excerpted from body copy or is a quotation from a person who is speaking on a related topic. A consistent style should be established and used within a given publication. The designer may select a font from pages 2.10-2.11, then establish a consistent style for pull quotes that use the color palette options on page 2.12, and the grid options on pages 7.6-7.7, to create a visually pleasing design. Then apply that style to all pull quotes within a given publication. Some example styles are shown below.

PULL QUOTE: GILL SANS BOLD
14PT, 18PT LEADING, -3 TRACKING
FLUSH LEFT; USAID BLUE
INDENT: P1 I
FIRST LINE: -P1 I
TAB: P1 I

**“ Ut wisi enim ad minim
veniam, quis nostrud
exerci tation llamcorper
suscipit lobortis nisl ut
aliquip ex ea commodo
consequat. Duis autem
vel eum iriure dolor in
hendrerit in vulputate
velit esse consequat. ”**

NAME AND ATTRIBUTION

PULL QUOTE: GILL SANS BOLD ITALIC
14PT, 18PT LEADING, -3 TRACKING
FLUSH LEFT; DARK GRAY
INDENT: P1 I
FIRST LINE: -P1 I
TAB: P1 I

**“ *Ut wisi enim ad minim
veniam, quis nostrud exerci
tation llamcorper suscipit
lobortis nisl ut aliquip ex
ea commodo consequat.
Duis autem vel eum iriure
dolor in hendrerit in
vulputate velit esse
consequat. ”***

NAME AND ATTRIBUTION

PULL QUOTE: GILL SANS BOLD
12PT, 18PT LEADING, -3 TRACKING
FLUSH LEFT; USAID RED
INDENT: P1 I
FIRST LINE: -P1 I
TAB: P1 I

**“ *Ut wisi enim ad minim
veniam, quis nostrud exerci
tation llamcorper suscipit
lobortis nisl ut aliquip ex ea
commodo consequat. Duis
autem vel eum iriure dolor
in hendrerit in vulputate velit
esse consequat. ”***

NAME AND ATTRIBUTION

PULL QUOTE: GILL SANS BOLD
14PT, 18PT LEADING, -3 TRACKING
FLUSH LEFT; WHITE REVERSED OUT OF DARK GRAY BOX
INDENT: P1 I
FIRST LINE: -P1 I
TAB: P1 I

**“ Duis autem vel eum iriure dolor
in hendrerit in vulputate velit esse
molestie consequat, vel illum
dolore eu feugiat nulla
facilisis. Duis autem vel
eum iriure dolor in.”**

NAME AND ATTRIBUTION



SIDEBARS AND BOXES

Sidebars and boxes are used to highlight or separate information from the body text. A consistent style should be used within a given publication. The designer may select a font from pages 2.10-2.11, then establish a consistent style for sidebars that use the color palette options on page 2.12, and the grid options on pages 7.6-7.7, to create a visually pleasing design. Then apply a similar style to all sidebars within a given publication. Some example styles are shown below.

SUBHEAD EXAMPLE

Dum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

Duis vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla. Duis vel eum iriure dolor in.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat

SIDEBAR EXAMPLE

- At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum.
- Lorem ipsum dolor sit amet, consetetur sadipscing elitr; sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. Stet clita kasd gube.
- At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est lorem ipsum dolor sit amet lorem ipsum dolor sit amet lorem ipsum.
- Lorem ipsum dolor sit amet, consetetur sadipscing elitr; sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. Stet clita kasd gube.
- At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est lorem ipsum dolor sit amet lorem ipsum.

PHOTO CAPTIONS AND CREDITS

It is essential to accompany every photo with a caption, that tells the reader the “who, what, where, when, and why” of the subject matter, and a photo credit for the photographer.

A consistent style has been established for photo captions and photo credits. Gill Sans bold is specified for captions, and Gill Sans Light, set in all caps, is specified for credits, noting his or her name and organization.



OLAV SALTBERG/WORLD FOOD PROGRAM

World Food Program (WFP) workers in Malawi scale a giant stack of food bags provided by the U.S. Government through the U.S. Agency for International Development. The U.S. is the largest single donor to WFP, providing more than 56 percent of the cash and commodities contributed to the U.N. agency in 2003.

PHOTO CREDIT: GILL SANS LIGHT
5PT, 6PT LEADING, -3 TRACKING
FLUSH LEFT; 100% BLACK, ALL CAPS

PHOTO CAPTION: GILL SANS BOLD
9PT, 10PT LEADING, -3 TRACKING
FLUSH LEFT; 100% BLACK

PHOTO CREDIT MAY BE ROTATED 90°
AS NEEDED FOR LAYOUT PURPOSES.

PHOTO CAPTIONS

Photo captions explain the images and actions depicted. The first sentence of the caption describes what the photo shows, usually in the present tense, and states where and when it was taken. Second sentence gives the background on the news, event, or story, and describes why the photo is significant. Try to keep captions to two concise sentences, while including the relevant information.

All captions should be written to Associated Press Stylebook standards.

PHOTO CREDITS

It is important to credit the photographer for the pictures presented in publications. Photo credits include the person’s name and affiliation. The affiliation is usually the name of the organization for amateur photographers or photojournalists working for a wire service like Associated Press. Professional freelance photographers may have an arrangement with a specific company. It is best to ask the photographer how to credit him or her.

USE COLOR AND SHAPE TO DEFINE IMAGE BORDERS

As shown below, butt multiple secondary photos together rather than separating them with gutters. Do not frame photos; instead, use value contrast to define the edge.

Color boxes may be used next to photos, but they should be designed to complement the photos, not compete with them. As such, it is strongly recommended that either light blue or light gray be used for any boxes that accompany photos.



PHOTO CREDIT

ABOVE: Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit



PHOTO CREDIT

ABOVE: Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit

Silhouetted images should be accompanied by a quote about U.S. assistance, and a caption, whenever possible.

“ Ut wisi enim ad minim veniam, quis nostrud exerci tation llamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit vulputate velit esse consequat. ”

—NAME AND ATTRIBUTION

AT RIGHT: Nam liber tempor soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.



PHOTO CREDIT

TABLES

Tables should be designed for maximum clarity and to be consistent with the overall look and feel of a given piece. Some basic table designs are shown below and on the next page, only as examples. Due to the wide variety of table content, it is not mandatory to design tables as shown here; however, referring to these designs is recommended to help establish consistency across all Agency-funded publications.

The Gill Sans font family, detailed on page 2.10, should be used for tables. Tables should always appear on a white background, with the exception of highlighted items, which may appear on light blue or light gray fields. Text should not be reversed out in tables. Rules should be varied in thickness to help create a hierarchy of information for the reader, but they should be limited to three different widths, depending upon the levels of information shown in a given table. Colors must be derived from the color palette described on page 2.12 and should be used judiciously to convey information most effectively.

Column widths in tables are exempt from the specified column widths shown on pages 7.6-7.7; however, the specified page margins should be followed.

PROGRAM COSTS AND PERCENTAGE OF COSTS BY OUTCOME GOAL

U.S. Agency for International Development

| Outcome Goal | | Net Cost (in thousands) | Percentage |
|---------------|--|-------------------------|------------|
| Goal 1 | Broad-Based Economic Growth and Agricultural Development | \$3,702,625 | 37% |
| Goal 2 | Human Capacity Built through Education and Training | 331,251 | 3 |
| Goal 3 | Protect the Environment for Long-Term Sustainability | 757,063 | 8 |
| Goal 4 | Stabilizing World Population and Protecting Human Health | 2,163,167 | 22 |
| Goal 5 | Strengthen Democracy and Good Governance | 976,366 | 10 |
| Goal 6 | Lives Saved through Humanitarian Assistance | 2,067,093 | 20 |
| Totals | | \$9,993,565 | 100% |

TABLE I: OPIN HIGHLIGHTS

Presidential Initiative Highlights Through 4th Quarter FY 2003

| INITIATIVE | FY 2003 RESULTS |
|---|---|
| Trade for Africa Development and Enterprise | 11.5 person-months of training, 76 months of technical assistance provided, and \$1.4 million growth in AGOA exports |
| Water for the Poor | 3,048 water user groups established, 868 committees established and trained (water supply and sanitation), 1,034 completed water supply and sanitation projects that meet sustainability standards, 392 stakeholder governance groups supported (watershed management) |
| Africa Education | 24,767 teachers trained |
| Central America Free Trade | 27,922 people trained in trade issues |
| Clean Energy | Local capacity improved: 14,005 individuals trained; 1,097 institutions strengthened |
| Global Climate Change | 27 energy-sector policies adopted, 43 land-use-sector policies adopted, 17 energy-sector policies implemented, 239 land-use-sector policies implemented, 32 energy-sector policies prepared, 342 land-use-sector policies prepared, 621,427 technical assistance/trainings in the land-use sector |
| International Mother and Child HIV Prevention¹³ | 10% of HIV-infected pregnant women receiving treatment; 215 health sites providing services |

CONSOLIDATING STATEMENT OF NET COSTS

For the Year Ended September 30, 2003 (in thousands)

| | Credit | Program | Operating | Revolving | Trust Funds | Other | Inter-Agency Eliminations | Total |
|---|------------------|---------------------|---------------------|---------------|-----------------|----------|---------------------------|---------------------|
| Goal 1: Broad-Based Economic Growth and Agricultural Development | | | | | | | | |
| Intragovernmental | \$ 69,471 | \$ 48,587 | \$ 97,634 | \$ 41 | \$ – | – | \$ (1,094) | \$ 214,639 |
| With the Public | 50,006 | 3,350,615 | 165,112 | 1,479 | 1,962 | – | – | 3,569,174 |
| Total | 119,477 | 3,399,202 | 262,746 | 1,520 | 1,962 | – | (1,094) | 3,783,813 |
| Less Earned Revenues | (77,873) | (1,630) | (1,829) | (1,205) | – | – | 1,349 | (81,188) |
| Net Program Costs | 41,604 | 3,397,572 | 260,917 | 315 | 1,962 | – | 255 | 3,702,625 |
| Goal 2: Human Capacity Built through Education and Training | | | | | | | | |
| Intragovernmental | – | 4,653 | 19,674 | 8 | – | – | (123) | 24,212 |
| With the Public | – | 276,688 | 30,681 | 299 | 129 | – | – | 307,797 |
| Total | – | 281,341 | 50,355 | 307 | 129 | – | (123) | 332,009 |
| Less Earned Revenues | – | (156) | (371) | (244) | – | – | 13 | (758) |
| Net Program Costs | – | 281,185 | 49,984 | 63 | 129 | – | (110) | 331,251 |
| Goal 3: Protect the Environment for Long-Term Sustainability | | | | | | | | |
| Intragovernmental | 87,960 | 5,308 | 25,893 | 11 | – | – | (604) | 118,568 |
| With the Public | 63,316 | 632,313 | 40,260 | 394 | 170 | – | – | 736,453 |
| Total | 151,276 | 637,621 | 66,153 | 405 | 170 | – | (604) | 855,021 |
| Less Earned Revenues | (98,599) | (179) | (487) | (320) | – | – | 1,627 | (97,958) |
| Net Program Costs | 52,677 | 637,442 | 65,666 | 85 | 170 | – | 1,023 | 757,063 |
| Goal 4: Stabilizing World Population and Protecting Human Health | | | | | | | | |
| Intragovernmental | – | 58,604 | 114,272 | 48 | – | – | (877) | 172,047 |
| With the Public | – | 1,816,397 | 177,677 | 1,738 | 750 | – | – | 1,996,562 |
| Total | – | 1,875,001 | 291,949 | 1,786 | 750 | – | (877) | 2,168,609 |
| Less Earned Revenues | – | (1,966) | (2,150) | (1,416) | – | – | 90 | (5,442) |
| Net Program Costs | – | 1,873,035 | 289,799 | 370 | 750 | – | (787) | 2,163,167 |
| Goal 5: Strengthen Democracy and Good Governance | | | | | | | | |
| Intragovernmental | – | 11,032 | 16,527 | 7 | – | – | (140) | 27,426 |
| With the Public | – | 919,754 | 25,697 | 251 | 109 | – | – | 945,811 |
| Total | – | 930,786 | 42,224 | 258 | 109 | – | (140) | 973,237 |
| Less Earned Revenues | – | (370) | (311) | (205) | – | – | 15 | (871) |
| Net Program Costs | – | 930,416 | 41,913 | 53 | 109 | – | (125) | 972,366 |
| Goal 6: Lives Saved through Humanitarian Assistance | | | | | | | | |
| Intragovernmental | – | 35,305 | 21,037 | 9 | – | – | (286) | 56,065 |
| With the Public | – | 976,899 | 1,035,480 | 318 | 137 | – | – | 2,012,834 |
| Total | – | 1,012,204 | 1,056,517 | 327 | 137 | – | (286) | 2,068,899 |
| Less Earned Revenues | – | (1,183) | (394) | (259) | – | – | 30 | (1,806) |
| Net Program Costs | – | 1,011,021 | 1,056,123 | 68 | 137 | – | (256) | 2,067,093 |
| Net Costs of Operation | \$ 94,281 | \$ 8,130,671 | \$ 1,764,402 | \$ 954 | \$ 3,257 | – | – | \$ 9,993,565 |

CHARTS

Charts should be designed for maximum clarity and to be consistent with the overall look and feel of a given piece. Some basic chart designs are shown here, only as examples. Due to the wide variety of chart content, it is not mandatory to design charts as shown here; however, referring to these designs is recommended to help establish consistency across all Agency-funded publications.

Colors must be derived from the color palette described on page 2.12 and should be used judiciously to convey information most effectively.

The Gill Sans font family, detailed on page 2.10, should be used for charts. Minimum type sizes should be determined based on the size available on a page, but whenever possible avoid specifying type below 5PT on 5PT leading.

CHART TITLE AUTEM VEL EUM IRIURE DOLOR IN HENDREIT
CHART SUBTITLE AUTEM VEL EUM IRIURE DOLOR IN

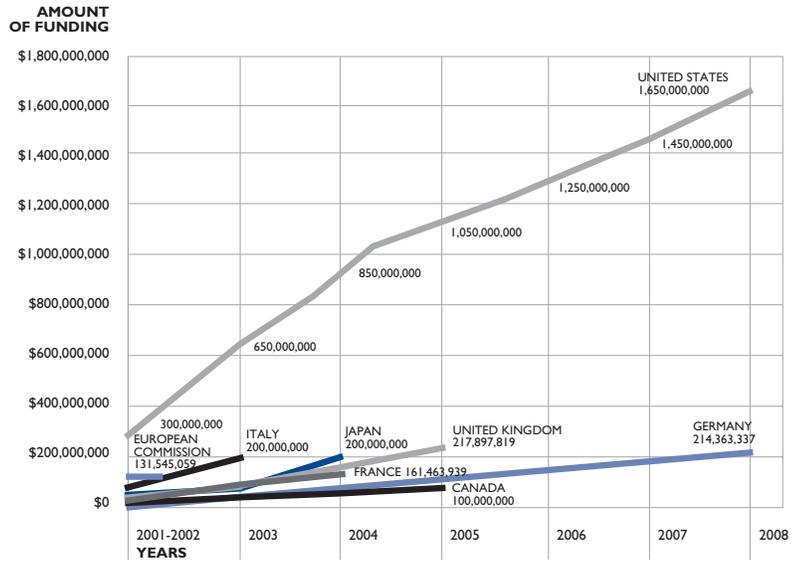


CHART TITLE AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT VULPUTATE

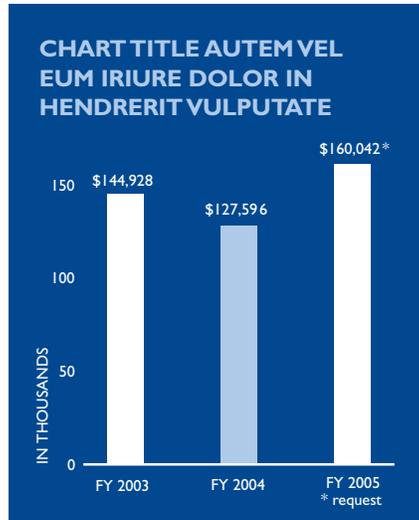
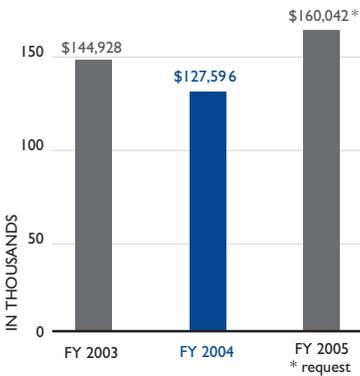


CHART TITLE AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT VULPUTATE
CHART SUBTITLE AUTEM VEL EUM IRIURE DOLOR IN

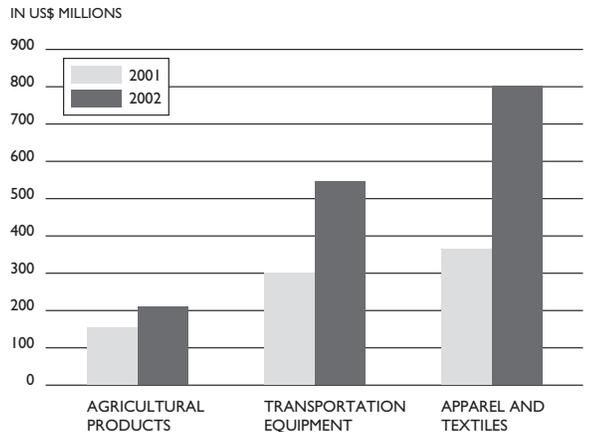


CHART TITLE AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT VULPUTATE

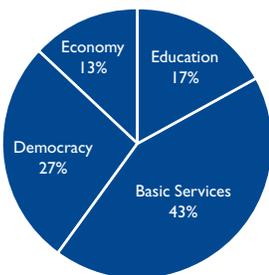


CHART TITLE AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT VULPUTATE

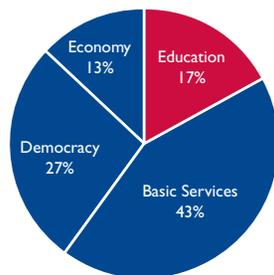
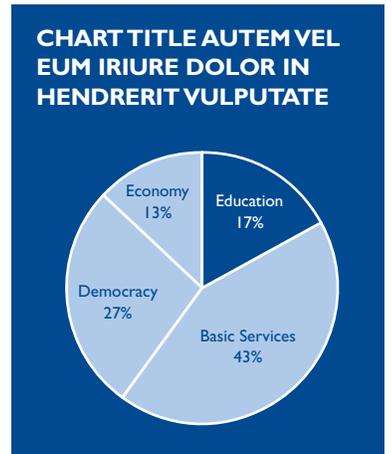
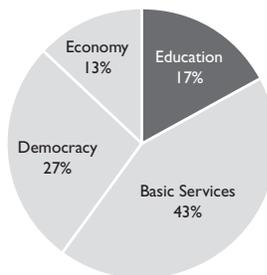


CHART TITLE AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT VULPUTATE



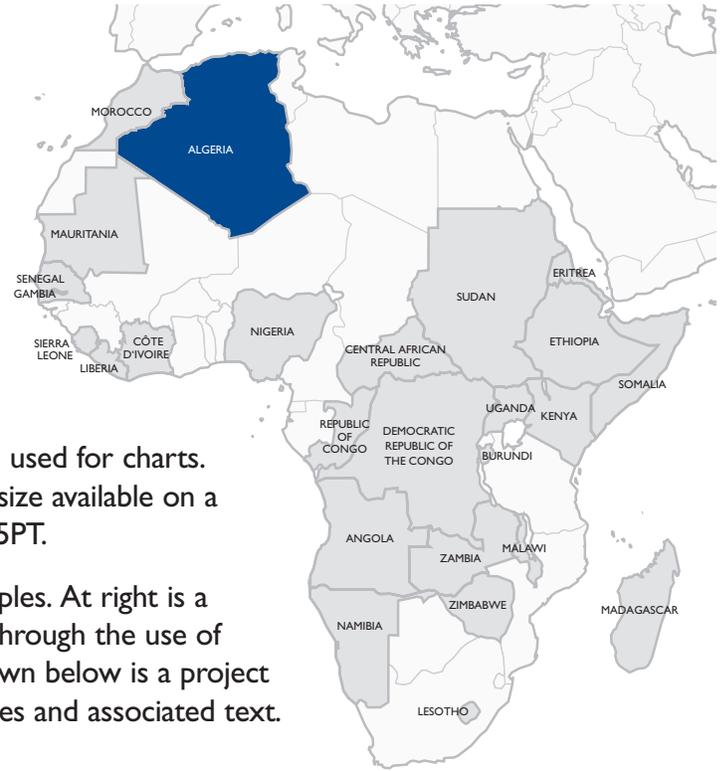
MAPS

Maps should be designed for maximum clarity and to be consistent with the overall look and feel of a given piece. Due to the wide variety of map content, it is not mandatory to design maps as shown here; however, referring to these designs is recommended to help establish consistency across all Agency-funded publications.

Colors must be derived from the color palette described on page 2.12 and should be used judiciously to convey information most effectively.

The Gill Sans font family, detailed on page 2.10, should be used for charts. Minimum type sizes should be determined based on the size available on a page, but whenever possible avoid specifying type below 5PT.

Two types of maps are shown on this page, only as examples. At right is a geographic map that simply highlights a specific country, through the use of color, to indicate its relevancy to associated content. Shown below is a project map that details activities through the use of call out boxes and associated text.



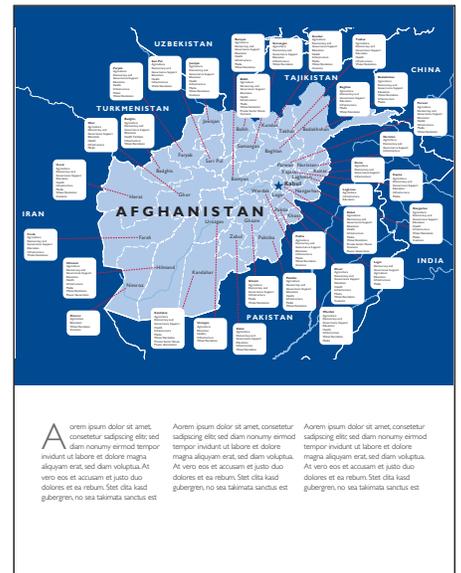
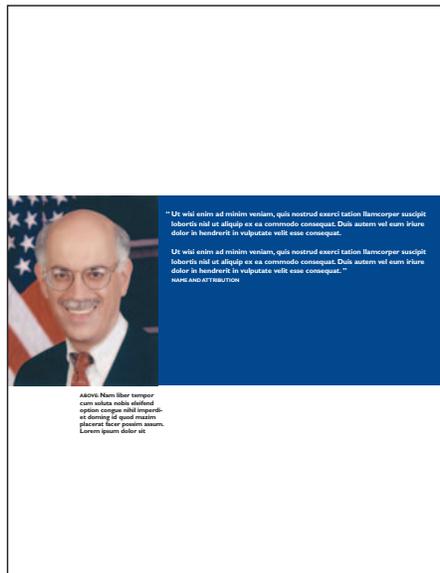
INSIDE BACK COVERS

The inside back cover of a publication may be used for a variety of purposes. It is a prominent position and may actually be one of the first pages readers review. A list of the typical elements that may be shown on an inside back cover is provided below. Due to the wide variety of content on inside back covers, it is not mandatory to design them as shown here; however, referring to these designs is recommended to help establish consistency across all Agency-funded publications.

Format the inside back cover text with a text style described in this section, and the grids described on pages 7.6-7.7. It is not necessary to observe the grid formats if you choose to create a die-cut pocket.

A typical inside back cover may include the following elements:

- Quotations
- Photos and captions
- Maps
- Web addresses
- CD sleeve
- Die-cut pocket



BACK COVERS

Back covers must use consistent type style and content. All type must be center aligned, and the text block is to be centered vertically within the bottom three bars of the horizontal grid. Type color and background color must be derived from the color palette and should always be very legible, whether positioned on top of a color field or a photograph. Photographs may be used on the back cover as “wraparound” images that are continued from the front cover, as full-page, full-bleed images.

The back cover of headquarters publications must contain the following information, in this order:

- Agency name: U.S. Agency for International Development
- Specific information for bureaus or offices may be added below the Agency name
- Street address
- Telephone number
- Fax number
- Web address: www.usaid.gov

Missions and non-presence countries should develop their own standard back cover format and ensure consistency across all materials.

Back covers should never contain the USAID logo or Identity; The Identity must appear on the front cover, as shown on pages I.4-I.5.

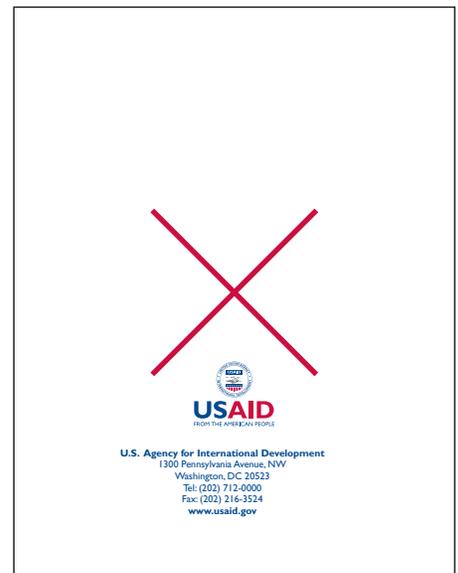
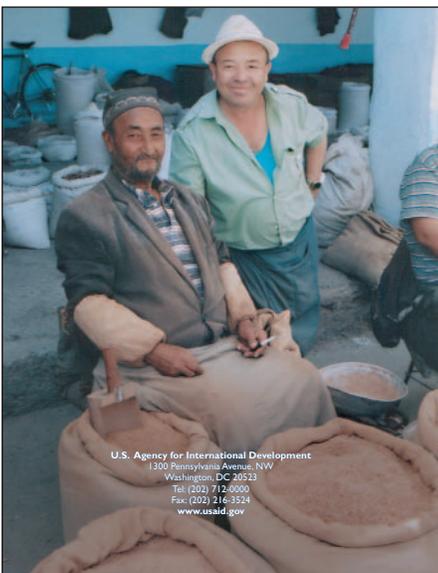
GILL SANS BOLD
14PT, 17PT LEADING
USAID BLUE

GILL SANS REGULAR
14PT, 17PT LEADING
USAID BLUE

GILL SANS BOLD
14PT, 17PT LEADING
USAID BLUE

U.S. Agency for International Development
1300 Pennsylvania Avenue, NW
Washington, DC 20523
Tel: (202) 712-0000
Fax: (202) 216-3524
www.usaid.gov

*Incorrect back cover layout example:
Neither horizontal or vertical identity should be included*



OTHER DESIGNED COMMUNICATIONS

Other communications, such as newsletters, exhibits, and posters, must use the Standard Graphic Identity, ensuring correct placement, as well as our standard color palette and typography. Single, powerful images are strongly encouraged.

The horizontal grid system described in detail on pages 7.4-7.5 must be followed with these other communications; however, the vertical grid system described on pages 7.6-7.7 is not needed, as the formats of these types of materials vary so widely that a vertical grid system is not practical.

The look and feel of other designed communications should closely mirror that of publications and all other branded materials shown in this manual.

E-NEWSLETTERS

This electronic newsletter carries through all of the elements needed to help readers quickly recognize it as a USAID publication.

For example, the colors, typography, and Standard Graphic Identity placement all follow Agency style guidelines.

To maintain this formatting, a PDF should be distributed.



USAID | SERBIA AND MONTENEGRO

PROGRAM NEWS BULLETIN SUPPORTING SERBIAN ENTREPRENEURS ALONG THE WAY TO ATHENS

July - September 2004

Roughly 10,000 vehicles per day travel along the Serbian stretch of the so-called Corridor X, a portion of the Munich-Athens international road that stretches from Serbia's Hungarian border in the north to its border with Macedonia in the south. Capitalizing on the increased traffic expected throughout the country due to the 2004 Olympic Games, USAID worked with implementing partners of the Community Revitalization through Democratic Action (CRDA) program-including Mercy Corps International, CHF, ACDI/VOCA and ADF-to develop local businesses through a competition for the 10 best tourist sites along Corridor X.

Local leaders have identified Corridor X as one of Serbia's most important economic opportunities. The community conceived the competition for 10 "perfect places" along the road in an effort to create a positive traveling experience that would encourage visitors to return to Serbia on future trips. The initiative catalyzed over 200 entrepreneurs, businesses, organizations and others determined to develop the potential economic impact of the corridor.

Applicants from throughout the country submitted proposals during the month of June, and an independent jury of prominent national and international figures-including USAID Mission Director Keith Simmons, the Director of the National Tourism Organization of Serbia and representatives from the Ministry of Trade, Tourism and Services, the Chamber of Commerce and the Embassy of Greece-chose the 10 winners in July.

Selection criteria included entrepreneurship, uniqueness to Serbian heritage and tradition, economic sustainability and customer focus. The winners received grants of \$10,000 each as well as technical assistance to help with further developing their corner of the market.

Continues on page 2

U.S. Agency for International Development
www.usaid.org.yu



One of the 10 "Perfect Places" - Salas 84, Novi Sad

INSIDE THE BULLETIN
Parliament Passes Laws on Bankruptcy and VAT. The Serbian National Assembly ratifies 10 laws key to economic reforms in Serbia, eight of which USAID was directly involved in drafting.

Dairy Production Expansion Employs Ten New Contractors and Nine New Staff. USAID assistance with equipment purchase enables southern Serbian dairy to initiate new line of products and double current staff.

PRINT NEWSLETTERS

Designed to convey the look and feel of our global branding, this newsletter example carries through all of the elements needed to help readers quickly recognize it as a USAID publication.

For example, the colors, typography, horizontal grid, and Standard Graphic Identity placement all follow the style guidelines in this manual.



IN AFRICA

NEWS, UPDATES AND RESOURCES FROM THE U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT **SUMMER 2004**

PRESIDENTIAL INITIATIVE BRINGS TEXTBOOKS TO GUINEA

By Laura Lartigue

For the first time, every child in grades 1 and 2 in Guinea will have a textbook to use in class. Thanks to the Africa Education Initiative, USAID/Guinea handed over 500,000 textbooks to the Guinean Ministry of Education at a ceremony at the Frederico Mayor Primary School in the capital, Conakry, in May 2004.

President Bush's Africa Education Initiative (AEI), in which Guinea was chosen to take part, has three clear objectives:

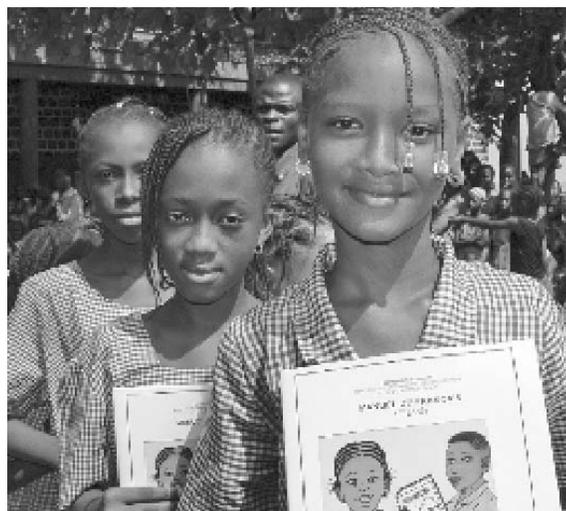
- To increase the number of girls in school;
- To train teachers; and
- To produce and distribute textbooks and pedagogical materials.

Guinea is the first of six African countries to have benefited from the textbook component of the Initiative.

The textbooks were conceptualized and produced through close collaboration between the Guinean Education Ministry and two historically black U.S. universities, Hampton and Dillard, which have committed to continuing their partnership with the Guinean Ministry. Kadiatou Bah, one of the authors of the textbooks, says "It was indeed the collaboration that made for a good product in the end. We were able to formulate subject matter and illustrations for the textbooks that are relevant to Guinean children's lives."

During the ceremony, local schoolchildren recited songs and verses on such themes as conserving forest resources, staying in good health, and the importance of getting a good education. Galema Guilavogui, Minister of Pre-University and Civic Education, said, "Our American partners understand that the success of our educational program in Guinea is a measure of the harmonious development of our country. In receiving this gift, which comes from the personal initiative of President George W. Bush, the Africa Education Initiative. I would like to say a big thank you to the donor from the bottom of my heart. Providing quality textbooks in sufficient quantity helps us fulfill an essential part of our program—improving educational quality—and will help our children succeed in school. We are

GUINEA CONTINUED ON PAGE 8



L Lartigue/USAID-Guinea

Guinean schoolgirls with new textbooks.

USAID RESPONDS TO DARFUR CRISIS

Darfur, Sudan, is witnessing the worst humanitarian crisis in the world today. Since February 2003, over 1 million people have been forced from their homes in the three western states that make up the Darfur region. The Government of Sudan and pro-government, predominately Arab Jingaweit militias have conducted a campaign of ethnic cleansing that appears to be designed to empty the region of its black Sudanese inhabitants and allow Arab Sudanese settlement.

DARFUR CONTINUED ON PAGE 2

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POSTERS



2004 SUMMER SEMINAR SERIES

WHERE: THE CENTER FOR ASSOCIATION LEARNING
WHEN: TUESDAYS, 9-11 AM, JUNE 29-SEPTEMBER 14
WHO'S INVITED: OPEN TO ALL. ATTEND ANY OR ALL SESSIONS.

| | |
|--------------|---|
| June 29 | People—our Greatest Asset: How the Human Capital and KfD Strategies Interact |
| July 6 | An Explanation of USAID's Business Model Review |
| July 13 | The Global Development Alliance: Technology Created through or Used by Public-Private Alliances |
| July 20 | Passing the Baton: How State and USAID Transfer Knowledge (or don't) in Iraq and Afghanistan |
| July 27 | General Budget Support: A New Approach From Other Donors? |
| August 3 | HIV/AIDS: Mitigating the Impacts on Development and Complex Emergencies |
| August 10 | USAID's Role in the War on Terrorism |
| August 17 | USAID's Business Transformation: Results to Date |
| August 24 | Innovative Health Care Approaches |
| August 31 | Muslim World Outreach and Engaging Muslim Civil Society |
| September 7 | Trade Capacity Building in Central America |
| September 14 | USAID's Approach in Fragile States |

EXPLORE SPECIAL TOPICS IN:

- PERFORMANCE ▪ IMPLEMENTATION ▪ MEASUREMENT AND EVALUATION
- POLICY ▪ MANAGEMENT ▪ BUSINESS OPERATIONS

No preregistration. For more information, go to www.usaid.gov, keyword Summer Seminars, or contact Cindy Arciaga at 202-661-5859, carciaga@dis.cdie.org

Hosted by the Bureau for Policy and Program Coordination, in coordination with the Knowledge for Development Subcommittee

All designed communications should be divided horizontally into nine bars of equal height. This will provide the horizontal grid for all visual elements in the design, including any color or photos. See page 7.4 for more details on the grid system.

Posters should contain the Identity in the upper left, contained in a white field that is either one or two bars tall, depending on the overall size of the poster.

To create an effective poster, convey the minimum information necessary to communicate relevant messages and facts. A hierarchy of type sizes should be used to highlight important points and guide readers quickly through the information.

EXHIBITS



With headquarters in Washington, D.C., USAID's strength is its field offices around the world. We work in close partnership with private voluntary organizations, indigenous organizations, universities, American businesses, international agencies, other governments, and other U.S. government agencies. USAID has working relationships with more than 3,500 American companies and over 300 U.S.-based private voluntary organizations.



Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse mollie. Photo by Photographer Name

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse mollie. Photo by Photographer Name

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse mollie. Photo by Photographer Name

Exhibits must contain the Standard Graphic Identity in the upper left, in a white field that is either one or two bars tall, depending on the overall size of the exhibit.

To create an effective exhibit, convey the minimum information necessary to communicate relevant messages and facts. A variety of type sizes should be used to highlight important points and guide readers quickly through the information. Powerful, relevant photographs may be used to attract attention to the exhibit, as shown in the example at left.

Tabletop exhibits may contain text in the lower third of the live area. Floor-standing exhibits should only place color or non-essential graphics in the lower third of the live area.