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# POWER AFRICA GRAPHIC STANDARDS MANUAL

SEPTEMBER 2016

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THIS MANUAL SETS THE  
STANDARD FOR POWER  
**AFRICA COMMUNICATIONS**  
PRODUCED BY EMPLOYEES,  
CONTRACTORS, GRANTEES  
AND OTHER PARTNERS.

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## **POWER AFRICA**

On Oct. 14, 2016, the U.S. Agency for International Development (USAID) administrator signed a special determination that allowed the Power Africa initiative to provide branding and marking guidance applicable to activities under the initiative. This determination was coupled with December 2014 updates to Automated Directives System (ADS) chapters 320 and 303, as well as 2 CFR 700, which clarified branding exceptions for presidential and other high-level interagency initiatives.

Power Africa draws on the combined expertise and abilities of 12 U.S. Government agencies, the World Bank Group, the African Development Bank, the Government of Sweden, the Government of Norway, the Government of Canada, the Government of Japan, the UK Department for International Development, the International Renewable Energy Agency, African governments, and more than 120 private sector partners. Unique and consistent branding for Power Africa helps elevate its status as a presidential initiative and strengthens its “whole-of-government” identity. The Power Africa initiative has developed branding standards to promote common elements across Power Africa materials, regardless of location, audience and participating federal agency. By adhering to the new requirements, you are better aligning your project and organization with the U.S. Government’s worldwide mission.

## **HOW TO USE THIS MANUAL**

This is the Graphic and Naming Standards Manual for Power Africa, the U.S. Government initiative. It sets clear, consistent guidelines for branding and graphic design for Power Africa projects and communications. In accordance with the administrator’s determination, and in line with the USAID Graphic Standards Manual, the guidelines in this manual are compulsory for Power Africa project communications materials.

The first step in building a successful brand is a developing a visual identity that is used consistently on all communication — the Power Africa identity. The branding objectives are to enhance the visibility and value of Power Africa and improve the impact and consistency of communication.

## **STANDARDS**

While there is a need for flexibility and adapting communications to the specific countries and activities, the Power Africa initiative has developed branding standards and guidance to promote common elements across Power Africa materials. Use of the elements will help promote more consistent, effective communications and strengthen the identity and visibility of the initiative. This graphic standards manual sets the official standard for branding of all Power Africa communications.

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# OUR BRAND IS EXPRESSED THROUGH OUR MESSAGE & DESIGN APPROACH.

I.1 OUR LOGO

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# I.I OUR LOGO

## MASTER LOGO WITH TAGLINE

The tagline ensures that the Power Africa logo meets both the statutory and regulatory requirements. U.S. Government agencies, contractors and grantees must use this logo when producing all publicly available materials.

A Power Africa partner must use the USAID logo, along with the Power Africa logo, when a project is being funded, in whole or in part, by USAID. Partners should NOT use the Power Africa logo on communications that are strictly administrative.



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# I.I OUR LOGO

The Power Africa logo is an official U.S. Government symbol and cannot be used without official permission. The logo has been developed with a tagline that identifies the initiative as U.S. Government assistance and accurately represents the partnership. Any alterations, distortion, re-creation, translation (other than the tagline and country name when appropriate) or misuse is strictly prohibited.

## WHO CAN USE THE LOGO

The following communications materials, projects, and assistance activities can display the Power Africa logo as the sole logo.

- All secretariat-level products that demonstrate Power Africa as a “whole-of-government” initiative.
- U.S. Government, African government, multilateral or private sector activities (and relevant marketing materials) or projects that contribute to Power Africa goals and are supported by a multi-stakeholder “whole-of-government” effort by Power Africa partners.
- Communication materials of Power Africa partners (e.g., development agencies, private companies, etc.) may include the phrase “A Power Africa partner,” or “A Power Africa project,” along with the Power Africa logo.



### MASTER LOGO WITH TAGLINE

The tagline ensures that the Power Africa logo meets both the statutory and regulatory requirements. U.S. Government agencies, contractors and grantees must use this logo when producing all publicly available materials.



### LOGO WITHOUT TAGLINE

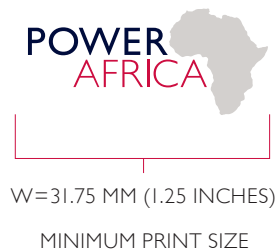
Should only be used with written approval from the Power Africa coordinator’s office. A logo without the tagline is typically used by a third-party partner (development partner or private sector partner).

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# I.I OUR LOGO

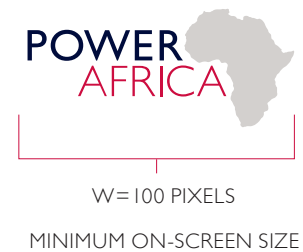
## MINIMUM PRINT SIZE

A minimum print size has been established to ensure legibility. See examples below.



## MINIMUM ON-SCREEN SIZE

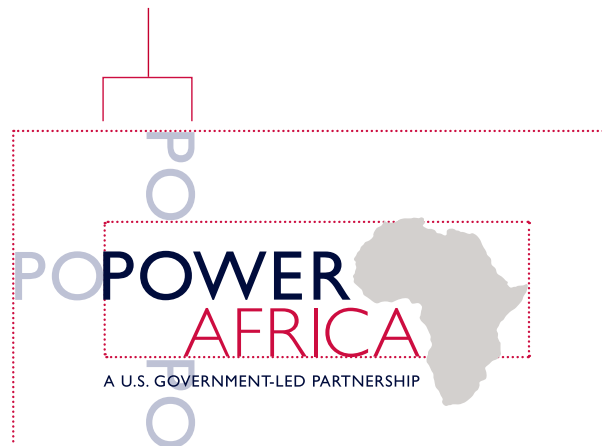
A minimum on-screen size has been established to ensure legibility. See examples below.



## CLEAR SPACE

A minimum area surrounding the logo must be kept clear of any other typography as well as graphic elements such as illustrations, thematic images and patterns, and the trim edge of a printed piece. More than the minimum clear space is encouraged.

Minimum clear space on all sides of logo and type mark should be equal to the height of the "PO" in the type mark. See examples below.





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# I.1 OUR LOGO

## COLOR OPTIONS

The Power Africa logo has a master logo and three other approved color options. This is to ensure that the logo properly appears in print documents and on screen presentations. Digital file formats are available for a variety of applications for both print and digital communications. To access files, please email your request to [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov).

Use only the official files provided. Do not re-create the logo or change the colors under any circumstances. See color specification in section I.2.



◀ **KNOCKOUT LOGO**  
Use the reverse logo in all white against all backgrounds other than dark blue.



◀ **COLOR REVERSE LOGO**  
Use the reverse logo with light blue map against dark blue background only.



◀ **BLACK AND WHITE LOGO**  
Only use the black and white logo when it is not possible to print or display in color.

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# I.I OUR LOGO

INCORRECT LOGO, TYPE MARK AND SEAL USAGE  
A FEW TYPICAL INCORRECT EXAMPLES ARE SHOWN BELOW.



The logo cannot appear on an image background with reduced opacity.



The logo cannot appear on an image background with reduced opacity.



The logo colors may not be altered.



The reverse logo with light blue map can only be used against a dark blue background.



The logo fonts may not be altered.



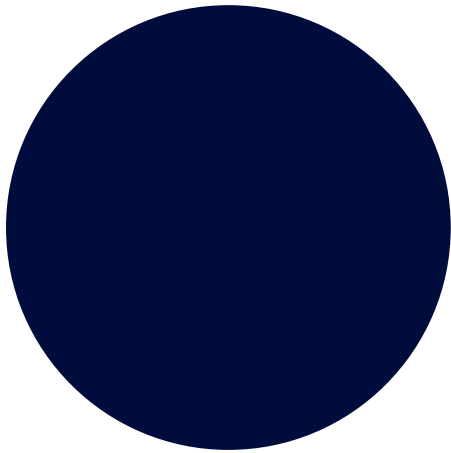
A drop shadow may not be added.

# I.2 OUR COLORS

The Power Africa color palette ensures the colors always look consistent. The colors below are the only colors approved by Power Africa.

## PRIMARY COLOR PALETTE

Used in the logo, text, color fields and accent colors. Power Africa blue may be used as tints.



PANTONE® 533  
C 95 M 72 Y 15 K 67  
#1F2A44  
R 31 G 42 B 68

## SECONDARY COLOR PALETTE

Used for text, color fields and accent colors. Light gray and light blue may be used for text if on a dark background. All secondary colors, except dark red, may be used as tints.



PANTONE® 200  
C 3 M 100 Y 70 K 12  
#BA0C2F  
R 186 G 12 B 47



PANTONE® 122  
C 5 M 3 Y 5 K 11  
#FFD134  
R 255 G 209 B 52



PANTONE® COOL GREY 2  
C 5 M 3 Y 5 K 11  
#CCCCCC  
R 208 G 208 B 206  
15% BLACK (B/W ONLY PRINTING)



PANTONE® 2717  
C 34 M 15 Y 0 K 0  
#A7C6ED  
R 167 G 198 B 237



PANTONE® 294  
C 100 M 69 Y 7 K 30  
#002F6C  
R 0 G 47 B 108

The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

# I.3 OUR TYPEFACES

## PRIMARY FONT

Typography is one of the most important design elements. It creates brand consistency across all materials. Do not use any unapproved fonts.

The primary font family for Power Africa is Gill Sans. The clean, sans serif font was selected for its clarity and readability.

GILL SANS LIGHT  
INCLUDING ITALIC  
Typical uses: Headlines,  
body text.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKL  
1234567890-!@#\$%^&\*()\_{}:”<>?

GILL SANS BOOK  
INCLUDING ITALIC  
Typical uses: Body text  
in printed publications.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKL  
1234567890-!@#\$%^&\*()\_{}:”<>?

GILL SANS ROMAN  
INCLUDING ITALIC  
Typical uses: Body text and  
to differentiate sections of  
information as headlines,  
text or captions.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKL  
1234567890-!@#\$%^&\*()\_{}:”<>?

GILL SANS BOLD  
Typical uses: Headlines,  
subheads and highlighted  
text. Do not use italic in  
Gill Sans Bold.

Aa

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890-!@#\$%^&\*()\_{}:”<>?**

Gill Sans MT is an acceptable substitute and is installed on most USAID computers.

Monotype and Adobe produce approved professional versions of these fonts.

All approved weights and styles are shown above. Do not use unapproved weights and styles.

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# I.3 OUR TYPEFACES

## WEB FONTS

Source Sans Pro is an open-source font created for legibility in web pages, user interface design and digital products.

SOURCE SANS PRO LIGHT  
INCLUDING ITALIC  
Typical uses: Headlines,  
body text.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKLM*  
1234567890-!@#\$%^&\*()\_{}:”<>?

SOURCE SANS PRO REGULAR  
INCLUDING ITALIC  
Typical uses: Body text and  
to differentiate sections of  
information as headlines,  
text or captions.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKLM*  
1234567890-!@#\$%^&\*()\_{}:”<>?

SOURCE SANS PRO BOLD  
Typical uses: Headlines,  
subheads and highlighted text.  
Do not use italic in Source  
Sans Pro Bold.

Aa

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890-!@#\$%^&\*()\_{}:”<>?**

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# I.3 OUR TYPEFACES

## ALTERNATE FONT

Arial may be used when the Gill Sans font family is not available. Like Gill Sans, Arial is a clean, sans serif font—and it's typically easily accessible.

ARIAL REGULAR  
INCLUDING ITALIC  
Typical uses: Body text.

Aa

abcdefghijklmnopqrstuvwxy | *abcdefghijklmnopqrstuv*  
ABCDEFGHIJKLMN OPQRSTUVWXYZ | *ABCDEFGH*  
1234567890-!@#\$%^&\*()\_{}:”<>?

ARIAL BOLD  
INCLUDING ITALIC  
Typical uses:  
Headlines, subheads  
and highlighted text.

Aa

**abcdefghijklmnopqrstuvwxy | *abcdefghijklmnopq***  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ | *ABCDEFGH***  
**1234567890-!@#\$%^&\*()\_{}:”<>?**

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# I.3 OUR TYPEFACES

## ALTERNATE FONT

Garamond may only be used in long printed publications (more than 60 pages). It may be used for text and captions but not for titles.

ADOBE GARAMOND  
INCLUDING ITALIC  
Typical uses: Body text  
or captions.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJK*  
1234567890-!@#\$%^&\*()\_{}:”<>?

ADOBE GARAMOND  
SEMIBOLD  
INCLUDING ITALIC  
Typical uses: Bold text  
or captions.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJ*  
1234567890-!@#\$%^&\*()\_{}:”<>?

ADOBE GARAMOND BOLD  
INCLUDING ITALIC  
Typical uses: Bold text  
or captions.

Aa

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJ*  
1234567890-!@#\$%^&\*()\_{}:”<>?

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# 1.4 OUR PHOTOGRAPHY

Photography is a key element of the Power Africa brand and can be used in a variety of communications tools. A single image can help humanize the brand while conveying the impact our projects have on the individuals and groups we serve.

It is best practice to accompany every photo with a caption that tells the viewer the who, what, where, when and why of the subject matter.

Captions should adhere to Associated Press style, and you must always credit the photographer.



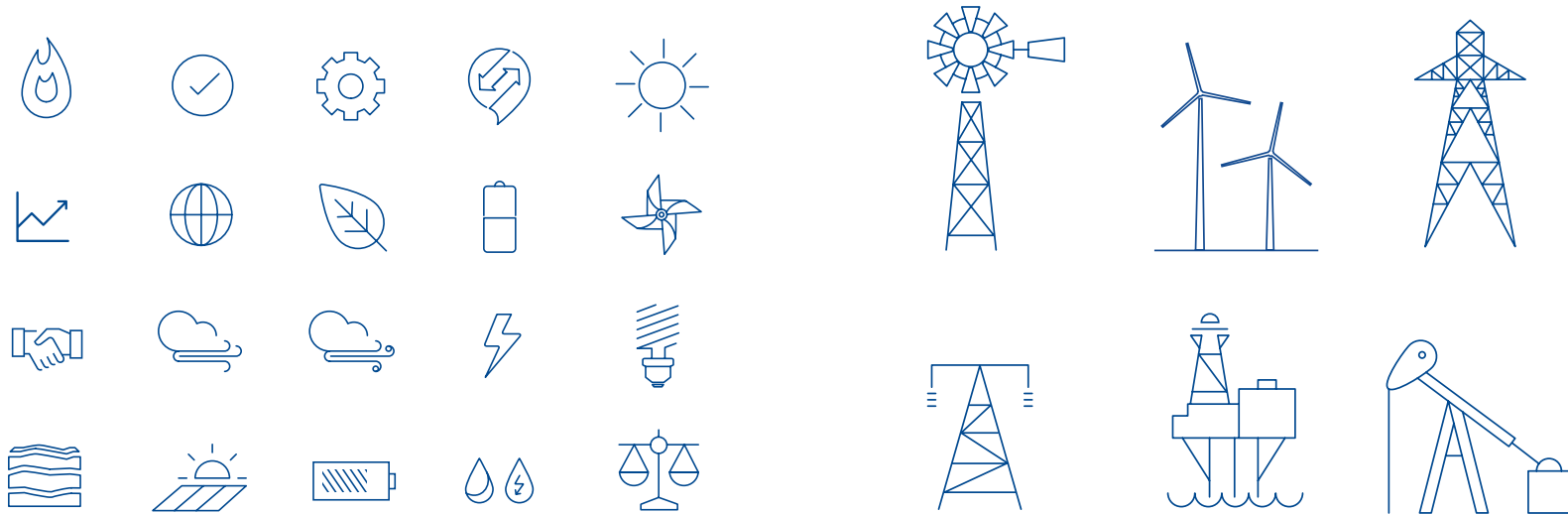


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# 1.5 OUR GRAPHICS

## ICON ILLUSTRATION OUTLINE

Iconography is a sophisticated approach for articulating Power Africa's work in a simple and accessible way. The selection of icons will grow and evolve to best reflect the work. Environmental elements will be used to create landscapes and scenes for infographics and sharable graphics. These illustrations can also be used in lieu of photography for reports and presentations.

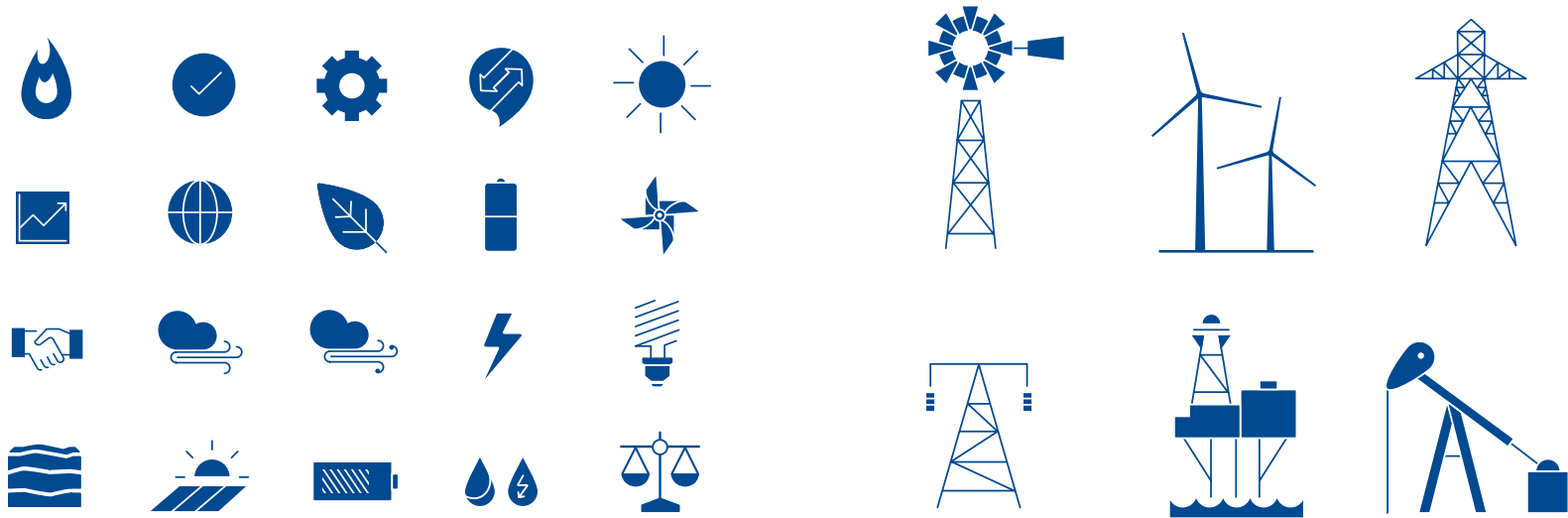


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# 1.5 OUR GRAPHICS

## ICON ILLUSTRATION SOLID

These illustrations can also be used in lieu of photography for reports and presentations.



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# 1.5 OUR GRAPHICS

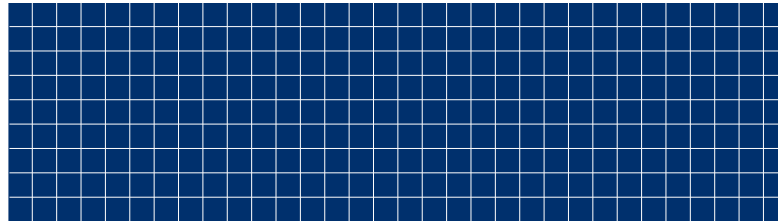
## GRID TEXTURE

The grid is a quick reference to the “Power Grid” and represents Power Africa’s work — on and off grid. The texture also refers to graph paper which appeals to engineering and science sensibilities.



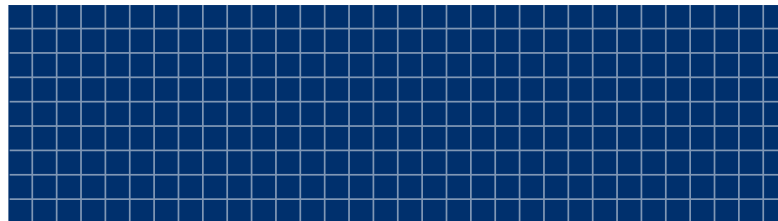
## TEXTURE WEIGHT

The stroke weight of the grid lines can be determined by the size of the overall layout and texture, but the stroke weight should be at least .125 pt.



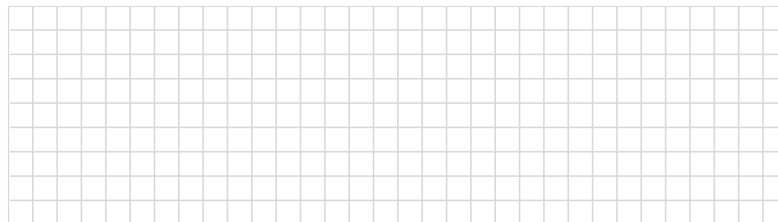
## TEXTURE OPACITY

The grid lines can have reduced opacity for a more subdued texture.



## TEXTURE COLOR

The grid lines can appear in the brand grey when they are used on a white background. The grid lines have to be white when they appear on any other color. The grid lines can not be used in any other color.

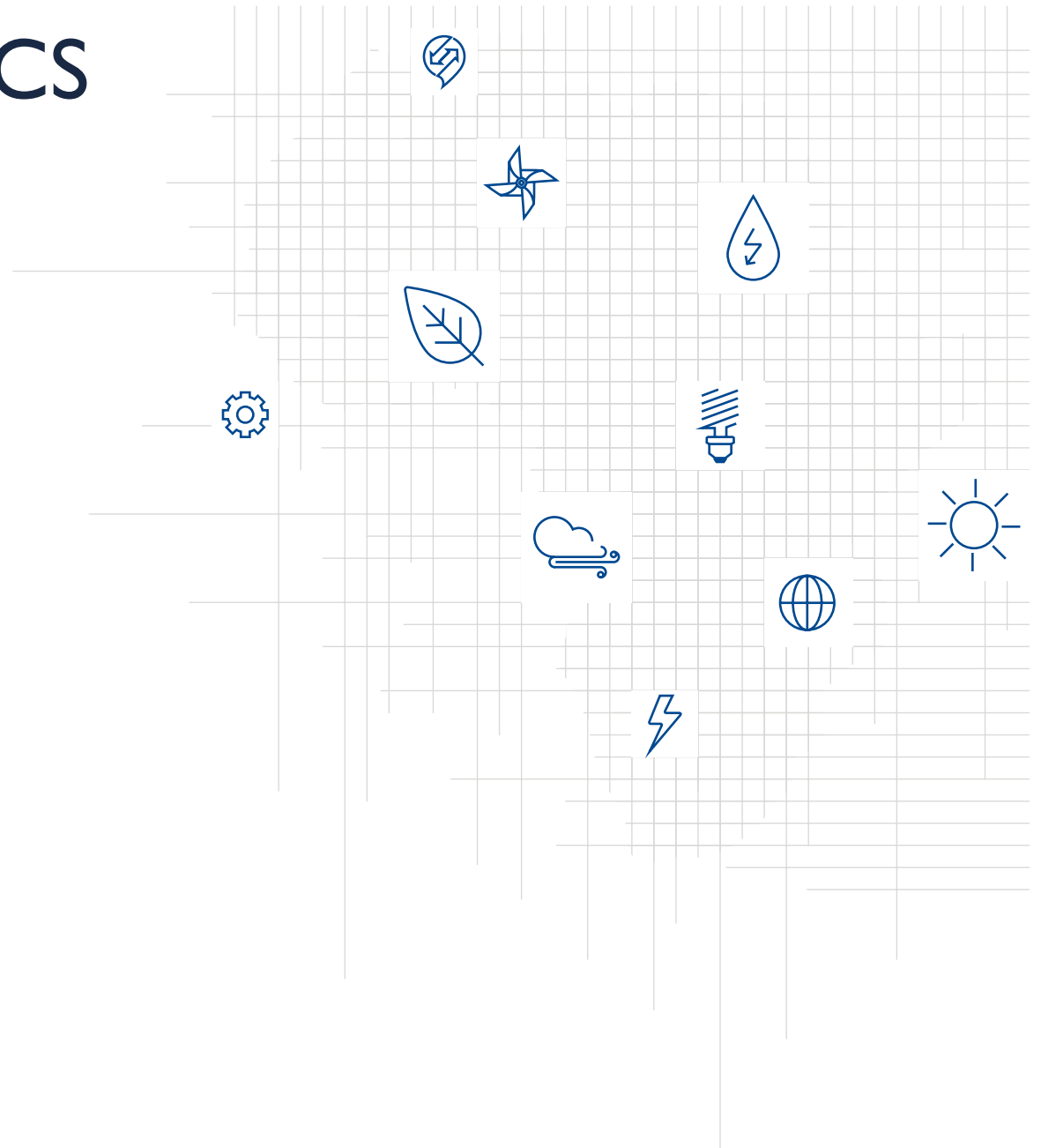


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# I.5 OUR GRAPHICS

## GRID TEXTURE — EXAMPLE

The grid and the icon illustrations can be used together to create grid graphics that can be used in reports and presentations.



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# SECRETARIAL COMMUNICATIONS UNIFY THE BRAND & STRENGTHEN OUR MESSAGE.

2.1 BRAND APPLICATION

2.2 LETTERHEAD & BUSINESS CARD

2.3 EMAIL SIGNATURE

2.4 FACT SHEET

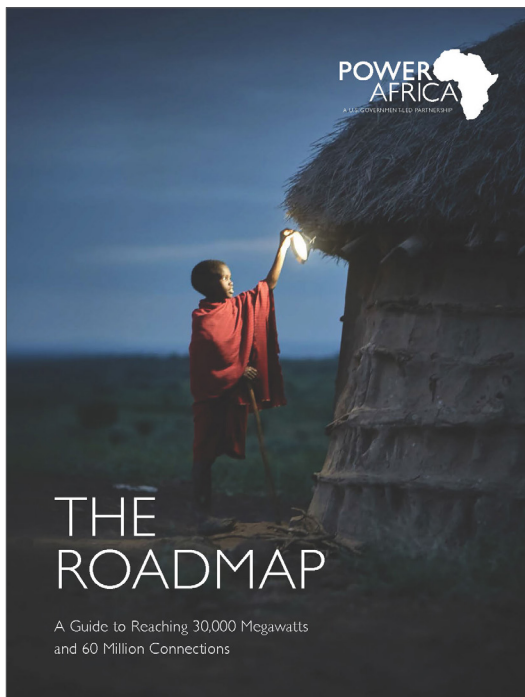
2.5 COUNTRY FACT SHEET

2.6 SOCIAL MEDIA TEMPLATES

2.7 PRESENTATIONS

# 2.1 BRAND APPLICATION

It is critical that all secretarial communications keep the integrity of our brand. Power Africa's communications must follow the graphic standards — including Power Africa's typefaces and colors. This page features a selection of branded materials.



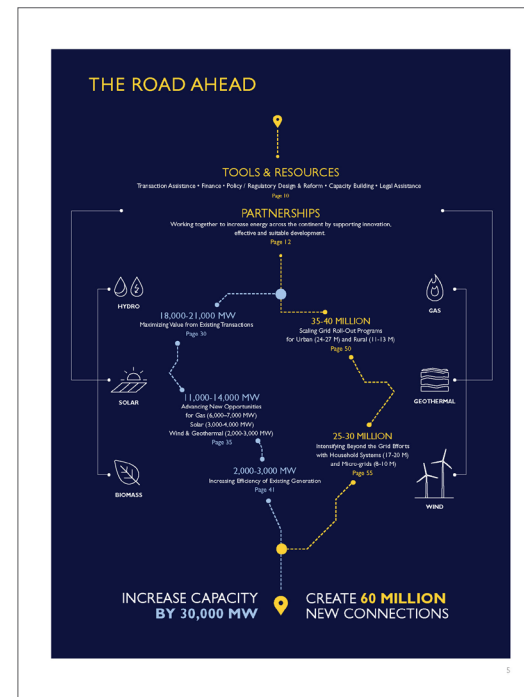
Power Africa Roadmap

### ACKNOWLEDGMENT

Many individuals and organizations contributed to the development of this Roadmap. This strategy brought together the ideas, input, and vision from a wide range of *Power Africa's* many partners, including those serving at U.S. Government agencies and posts across sub-Saharan Africa, civil society, academia, think tanks, the private sector, multilateral development banks, and like-minded governments.


In particular, we would like to extend a special thanks to the following people outside of the U.S. Government, who provided detailed input for the Roadmap as part of a peer review process: **Tony Blair**, **Pierrick Judeaux**, AfriCo Governance Initiative; **Solomon Asamoah**, **Sheila Khama Monjeze Pui**, and **Alex Rugamba**, African Development Bank; **Philippe Niyongabo**, African Union Commission; **Moe Shaik**, Development Bank of South Africa; **Aubrey Hruby**, Atlantic Council; **Ben Leo** and **Todd Moss**, Center for Global Development; **Georgios Pantoulis**, **Roberto Ridolfi**, and **Felice Zaccaro**, European Commission; **Koen Peters**, Global Off-Grid Lighting Association; **Dan Haglund**, International Centre for Trade and Sustainable Development; **Fatih Birol**, International Energy Agency; **Femi Akinrebiyo**, **Eva Bakonyi**, **Jacqueline Strasser Higgins**, and **Gregor Pfeifer**, International Finance Corporation; **Jan Martin Witte**, IZW Development Bank; **Robert Stoner**, Massachusetts Institute of Technology Energy Initiative; **Hans Olav Ibrekk**, Ministry of Foreign Affairs, Norway; **Masad Elmistry**, The New Partnership for African Development; **Tutu Agyare**, Nubia Investments; **Bengt Johansson** and **Anders Arvidsson**, Swedish International Development Cooperation Agency; **Daniel Schroth**, Sustainable Development for All Initiative; **Anita Marangoly George**, **Rahul Kitchlu**, **Lucio Monari**, **Jamal Saghir**, and **Meike van Ginneken**, World Bank Group; **Steven Hunt** and **Sally Gear**, the United Kingdom's Department for International Development.

Finally, a special acknowledgement to the staff in *Power Africa's* Coordinator's Office at USAID and all of the staff across U.S. government agencies and departments involved in developing the Roadmap.



# 2.1 BRAND APPLICATION

This page features a selection of branded materials.



**POWER AFRICA**  
A U.S. COMMERCIAL ENERGY PARTNER

## CAMEROON

DATE

**IPSUM COMMNIET ET VOLERECAT QUE RERE DOLUPT**

Corerep udandae quaitis as andebis recepro vitistrumquo et quis minum idus esture vendest ibuscisti libusam comminus eius dolis exero et facesime evenhi lecaes tibuscis dolore con re nullab illi, culpa ne volenda qua dolorem et etur? Qui dolut ut dolorro vendand erest, sit, sedis alliaassum faccum reusam rerem ne magnihillore

Corerep udandae quaitis as andebis recepro vitistrumquo et quis minum idus esture vendest ibuscisti libusam comminus eius dolis exero et facesime evenhi lecaes tibuscis dolore con re nullab illi, culpa ne volenda qua dolorem et etur? Qui dolut ut dolorro vendand erest, sit, sedis alliaassum faccum reusam rerem ne magnihillore

**IPSUM COMMNIET ET VOLERECAT QUE RERE DOLUPT**

Corerep udandae quaitis as andebis recepro vitistrumquo



- Conemius eius dolis exero et facesime evenhi lecaes
- Tibuscis dolore con re nullab illi, culpa ne volenda qua dolorem et
- Eturedis alliaassum faccum reusam rerem ne magnihillore

**IPSUM COMMNIET ET VOLERECAT QUE RERE DOLUPT**

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**IPSUM COMMNIET ET VOLERECAT QUE RERE DOLUPT**

Corerep udandae quaitis as andebis recepro vitistrumquo et quis minum idus esture vendest ibuscisti libusam comminus eius dolis exero et facesime evenhi lecaes tibuscis dolore con re nullab illi, culpa ne volenda qua dolorem et etur? Qui dolut ut dolorro vendand erest, sit, sedis alliaassum faccum reusam rerem ne magnihillore



**POWER AFRICA**  
A U.S. COMMERCIAL ENERGY PARTNER

## IPITAE DOLUPTATIA COREPRO BERORERIBUS REHENNIM

YUHVDIOG HFSAG UGYW RYUTIWET

MONTH XX, 2015



**POWER AFRICA**  
A U.S. COMMERCIAL ENERGY PARTNER

## IPITAE DOLUPTATIA COREPRO BERORERIBUS REHENNIM

YUHVDIOG HFSAG UGYW RYUTIWET

MONTH XX, 2015

# 2.2 LETTERHEAD & BUSINESS CARD

To ensure the Power Africa brand is unified globally, it is important to use the communications templates when creating business cards and letterhead.

## LETTERHEAD

Templates are available in Adobe InDesign and Microsoft Word. Microsoft Word files should only be used for desktop publishing or creating Adobe Acrobat PDF files. See specifications and example on right. To access files, please email your request to [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov).

Professionally printed letterhead should be offset printed on paper stock—24# writing, bright white, smooth finish and printed in two colors, USAID Blue (PANTONE® 294) and USAID Red (PANTONE® 200).

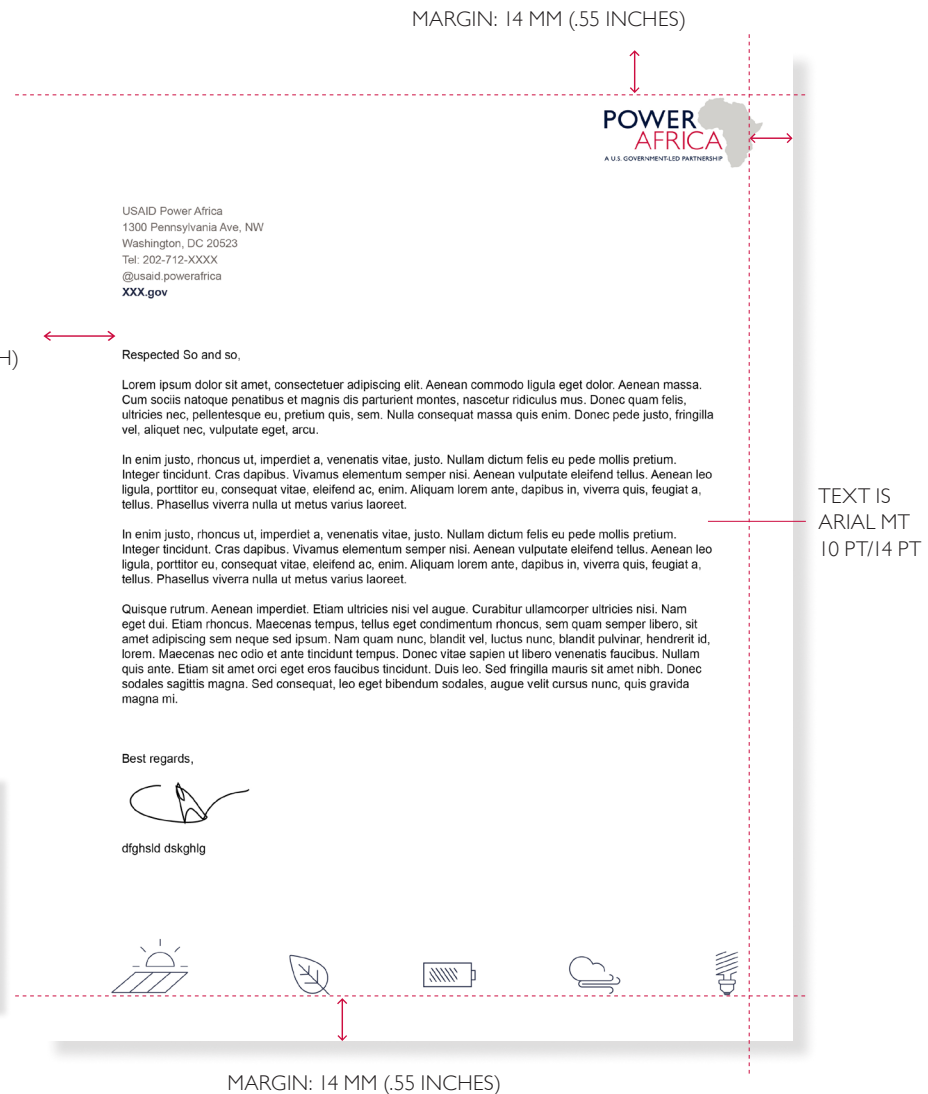
MARGIN:  
22.25 MM  
(.875 INCH)

## BUSINESS CARDS

Adobe InDesign templates are available. To access, please send your request to [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov). Mission/bureau/office Twitter handles are allowed on business cards as long as the Agency's social media guidelines are followed. To add a personal Twitter handle, please send a request to: [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov).

Business cards should be professionally offset printed on uncoated bright white, smooth finish 80# cover stock.

Business cards may have one side in English and the other side in the local language.





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## 2.3 EMAIL SIGNATURE

Email signature content should follow guidance for the business card text.  
Do not include Power Africa logo or attempt to simulate it with blue and red type.  
Mission/bureau/office Twitter handles are allowed on email signatures as long  
as the Agency's social media guidelines are followed. To add a personal  
Twitter handle, please send a request to: [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov).

**Jane Smith**

Director, Office of Human Resources

POWER AFRICA

No. 24 Fourth Circular Road, Cantonments, PO Box 1630

Accra, Ghana Postal Code — M 0233-30-274-1200

T +233 302 741 200 | M +233 302 741 365

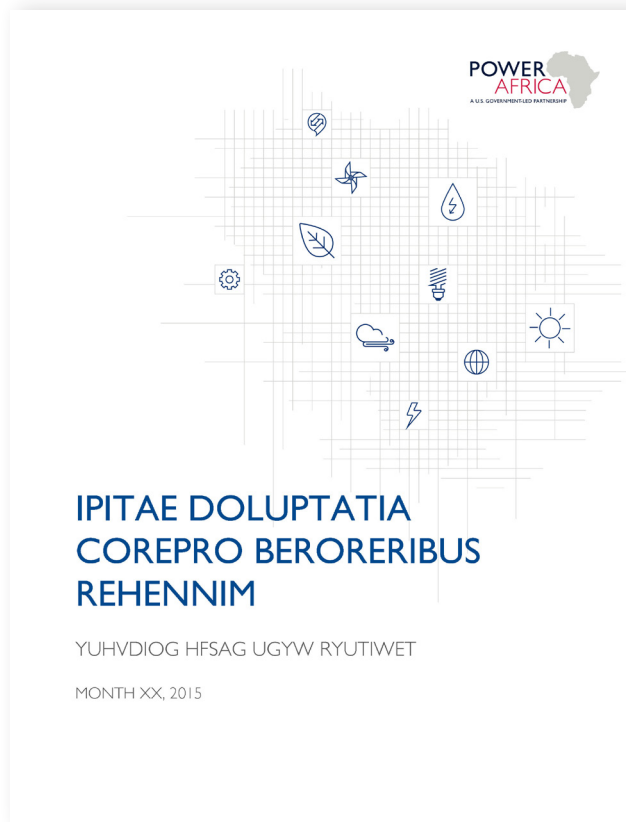
[USAID.gov](https://www.usaid.gov) | [jsmith@usaid.gov](mailto:jsmith@usaid.gov) | [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov)

# 2.4 FACT SHEET

## GRAPHIC COVER FACT SHEETS

Templates are available in letter and A4 sizes and are approved for desktop publishing and creating Adobe Acrobat PDF files. To access, please send your request to [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov).

All written content should follow Associated Press style guidelines.



# 2.4 FACT SHEET

## PHOTOGRAPHIC COVER FACT SHEETS

Templates are available in letter and A4 sizes and are approved for desktop publishing and creating Adobe Acrobat PDF files. To access, please send your request to [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov).

All written content should follow Associated Press style guidelines.

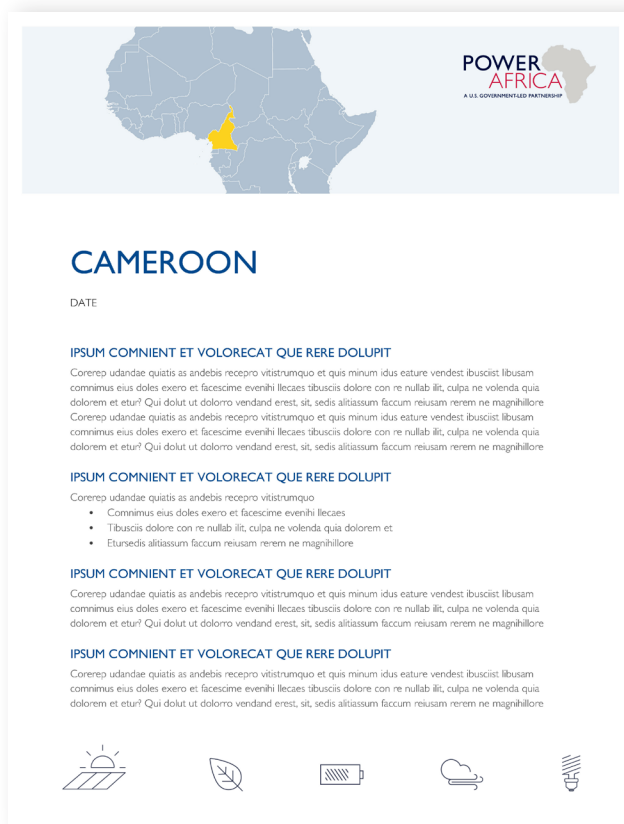


# 2.5 COUNTRY FACT SHEET

## COUNTRY FACT SHEETS

Templates are available in letter and A4 sizes and are approved for desktop publishing and creating Adobe Acrobat PDF files. To access, please send your request to [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov).


All written content should follow Associated Press style guidelines.



The Cameroon fact sheet features a header with a map of Africa highlighting Cameroon and the 'POWER AFRICA' logo. The main title 'CAMEROON' is followed by a 'DATE' field. The content includes a placeholder for an image, a 'SOURCE' label, and a table with four rows of placeholder text. At the bottom, there are icons for solar, wind, battery, and a vertical bar chart.



The back view of the Cameroon fact sheet shows the 'POWER AFRICA' logo at the top right. Below it is a placeholder for an image, a 'SOURCE' label, and a table with four rows of placeholder text. At the bottom, there are icons for solar, wind, battery, and a vertical bar chart.



The front view of the Cameroon fact sheet features a header with a map of Africa highlighting Cameroon and the 'POWER AFRICA' logo. The main title 'CAMEROON' is followed by a 'DATE' field. The content includes a placeholder for an image, a 'SOURCE' label, and a table with four rows of placeholder text. At the bottom, there are icons for solar, wind, battery, and a vertical bar chart.

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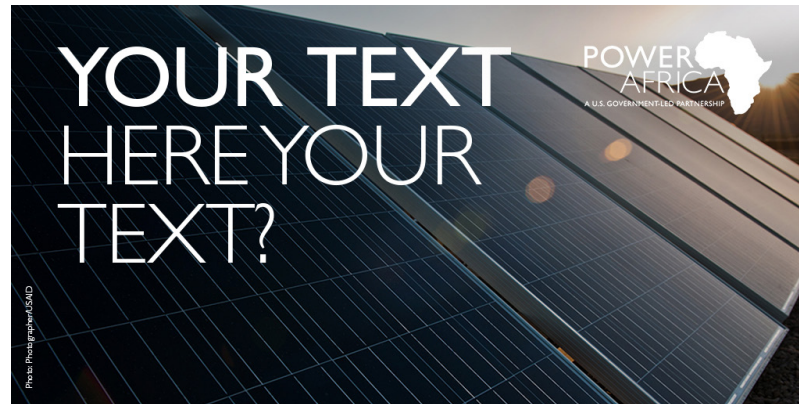
## 2.6 SOCIAL MEDIA TEMPLATES

### SOCIAL MEDIA PHOTO USAGE

Templates of commonly used social media photo sizes are available in Adobe Photoshop. To access, please send your request to [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov).



Facebook 1200 x 1200 pixels

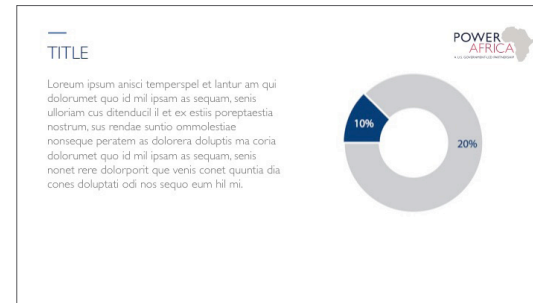
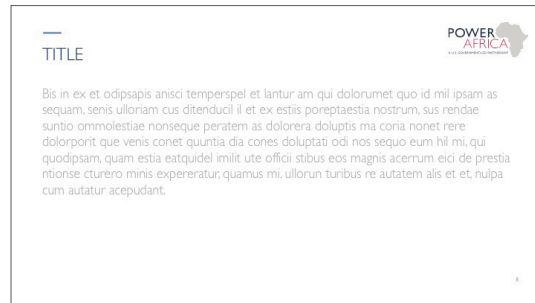
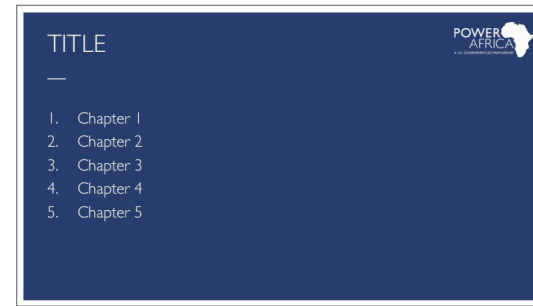
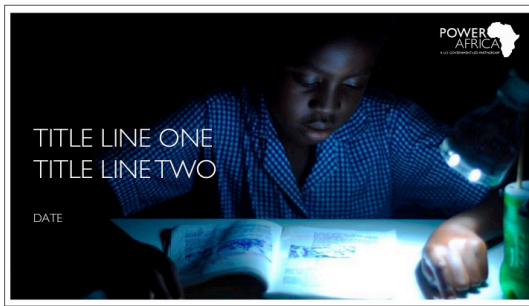


Twitter 1024 x 512 pixels

# 2.7 PRESENTATIONS

## POWERPOINT TEMPLATES

A PowerPoint presentation can be used for multiple purposes, from training programs to headlining conferences. Templates are available in the Gill Sans and Arial fonts. Arial should only be used if Gill Sans is not available. To access, please send your request to [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov).



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# PROJECT MATERIALS FOR ACQUISITION AND ASSISTANCE COMMUNICATIONS.

3.1 CO-BRANDING

3.2 FACT SHEET WITH PARTNERS

3.3 LETTERHEAD & BUSINESS CARD

3.4 PRESENTATIONS

# 3.1 CO-BRANDING

## OUR LOGO

Power Africa is a “whole-of-government” initiative and when appropriate by individual agency policy, interagency partners can co-brand materials with the Power Africa logo. If a particular project also receives USAID assistance, the USAID logo should also be included. Co-branding helps show unification between Power Africa and our partners. When co-branding communications, it is critical to follow all the guidelines in this manual. The Power Africa logo should be placed to the right of partner logo(s) at all times. It is important to ensure all partner logos are of visually equal weight and nothing has more prominence than the Power Africa logo. Any bold type logos should be aligned to the baseline of the Power Africa word mark (descenders may fall below the line). See example below.

Minimum clear space on all sides of the Power Africa and partner logos is equal to the width of the “PO” in the Power Africa type mark.



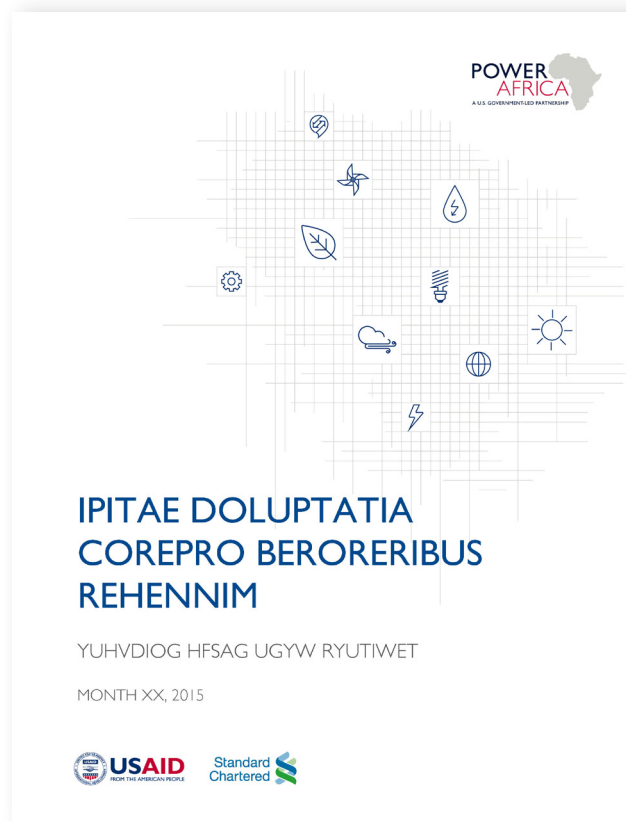


# 3.2 FACT SHEET WITH PARTNERS

## GRAPHIC COVER FACT SHEETS

Templates are available in letter and A4 sizes and are approved for desktop publishing and creating Adobe Acrobat PDF files. To access, please send your request to [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov).

All written content should follow Associated Press style guidelines.



# 3.2 FACT SHEET WITH PARTNERS

## PHOTOGRAPHIC COVER FACT SHEETS

Templates are available in letter and A4 sizes and are approved for desktop publishing and creating Adobe Acrobat PDF files. To access, please send your request to [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov).

All written content should follow Associated Press style guidelines.



**IPITAE DOLUPTATIA  
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YUHVDIQG HFSAG UGYW RYUTIWET

MONTH XX, 2015




**POWER AFRICA**  
A U.S. GOVERNMENT-LED PARTNERSHIP

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**USAID** FROM THE AMERICAN PEOPLE **Standard Chartered**

**POWER AFRICA**  
A U.S. GOVERNMENT-LED PARTNERSHIP

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**USAID** FROM THE AMERICAN PEOPLE **Standard Chartered**

# 3.3 LETTERHEAD & BUSINESS CARD

## CONTRACTOR BUSINESS CARD AND LETTERHEAD

Organizations with Power Africa contracts or acquisition-funded projects are not permitted to use the Power Africa logo, type mark or seal on any administrative materials, including business cards, stationery, etc. Vehicles that are used exclusively for administrative purposes should not be marked. Recipients of Power Africa-funded contracts must prohibit employees from claiming the status of or being perceived as a Power Africa employee or member of the United States Government or Diplomatic Mission.

Examples of administrative communications include, but are not limited to, correspondence with the cooperating government concerning contractor compliance with local law, such as the administration of tax, customs, or other provisions.

Contractors may include "Power Africa Contractor" on their business cards and stationery if desired.



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*Individual Name*

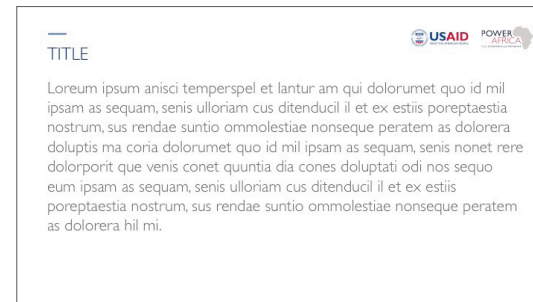
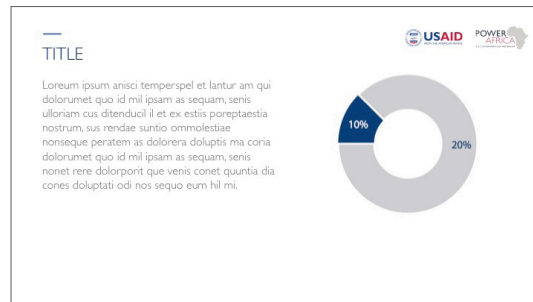
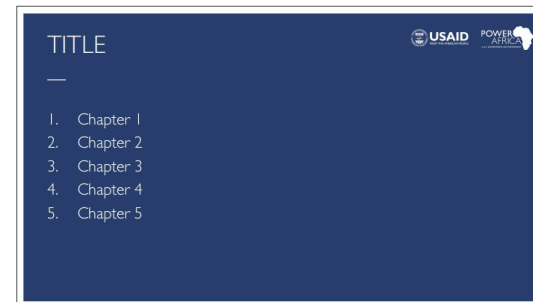
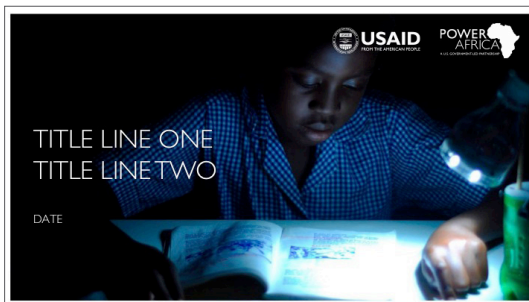
Individual Name  
Title, Power Africa Contractor  
Project Name

www.company.com | info@company.com

# 3.4 PRESENTATIONS

## CO-BRANDED WITH USAID POWERPOINT TEMPLATE

A PowerPoint presentation can be used for multiple purposes, from training programs to headlining conferences. Templates are available in the Gill Sans and Arial fonts. Arial should only be used if Gill Sans is not available. To access, please send your request to [powerafrica@usaid.gov](mailto:powerafrica@usaid.gov).



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# APPENDIX

FAQS

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# FAQs

## BRANDING & COMMUNICATIONS FOR USE OF POWER AFRICA LOGO

This list of FAQs has been compiled in response to feedback we've received from Posts, Power Africa partners and implementers. The list is not exhaustive and may be updated from time to time, based on your feedback.

### WHY CREATE SEPARATE BRANDING FOR PRESIDENTIAL INITIATIVES LIKE POWER AFRICA?

Power Africa draws on the combined expertise and abilities of 12 U.S. Government agencies, the World Bank Group, the African Development Bank, the Government of Sweden, the Government of Norway, the Government of Canada, the Government of Japan, the UK Department for International Development and the International Renewable Energy Agency, African governments, and more than 120 private sector partners. Unique and consistent branding for Power Africa helps elevate its status as a Presidential Initiative and strengthens its "whole-of-government" identity. The Power Africa initiative has developed branding standards to promote common elements across Power Africa materials, regardless of location, audience and participating federal agency. By adhering to the new requirements, you are better aligning your project and organization with the U.S. Government's worldwide mission.

### WHEN CAN I USE THE POWER AFRICA LOGO ALONE?

The following communications materials, projects and assistance activities can display the Power Africa logo as the sole logo:

- All secretariat-level (global) products that demonstrate Power Africa as "whole of government" initiative.
- U.S. Government, African government, multilateral or private sector activities (and relevant marketing materials) or projects that contribute toward Power Africa goals and are supported by a multi-stakeholder, "whole of government" effort by Power Africa partners.
- Communications materials of Power Africa partners (e.g., development agencies, private companies, etc.) may include the phrase "A Power Africa partner," or "A Power Africa project," along with the Power Africa logo.

### CAN OTHER U.S. GOVERNMENT AGENCIES REPLACE THE USAID LOGO WITH THEIR OWN LOGO? IF SO, WHEN?

Yes. Power Africa is a "whole-of-government" initiative and when appropriate

by individual agency policy, interagency partners can co-brand materials with the Power Africa logo. If a particular project also receives USAID assistance, the USAID logo should also be included.

### CO-BRANDING AND CO-MARKING UNDER ASSISTANCE AWARDS

Co-branding and co-marking mean that a program's branding represents Power Africa, USAID and, in certain cases, partner institutional logos on communication products related to a USAID-funded Power Africa project. If a project is funded by USAID under an assistance award (grants and cooperative agreements), partner organizations may include their institutional logos in communications products in addition to Power Africa and USAID's logo. The Power Africa Branding Guide has additional information on application of co-branding and co-marking.

### WHEN SHOULD BOTH THE USAID AND POWER AFRICA LOGO BE INCLUDED?

The following materials should display the Power Africa logo in addition to the USAID logo, and additional partner logos as appropriate:

- All public (external to U.S. Government) materials produced under assistance awards (grants and cooperative agreements) implemented by USAID that are not deemed "secretariat-level or global" products as explained above.
- U.S. Government, African government, multilateral or private sector projects (and relevant marketing materials) or projects that contribute toward Power Africa goals where assistance is provided by USAID.
- Business cards of USAID staff.

### WHAT SHOULD IMPLEMENTING PARTNERS USE ON THEIR BUSINESS CARDS?

Business cards and signature blocks of Power Africa advisors and implementer staff should include the phrase, "A USAID contractor/implementer" or a "Power Africa contractor/implementer" and no USAID logo.

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# FAQs

## HOW DO I BRAND PROJECT LETTERHEAD AND FACT SHEETS?

Letterhead and fact sheets should always have the Power Africa logo at the top with the tagline “a Power Africa Partner.” For projects that are funded by USAID, the USAID logo should appear in the lower left-hand corner side-by-side with any partner logo.

## CO-BRANDING AND CO-MARKING UNDER ACQUISITION INSTRUMENTS

USAID contracts which are funded by the U.S. Government’s Power Africa initiative must include the Power Africa logo in addition to USAID’s identity on communication products. In most cases, you’ll place the Power Africa logo prominently at the top left corner of a product. This applies to USAID acquisition awards (contracts), where you would then also place the USAID identity in the lower left corner of the page.

## WHEN MUST I USE THE USAID LOGO?

A Power Africa partner must use the USAID logo, along with the Power Africa logo, when a project is being funded, in whole or in part, by USAID. Partners should NOT use the Power Africa logo on communications that are strictly administrative.

## WHERE SHOULD THE LOGO BE PLACED?

For more specifics on logo placement, please refer to the Power Africa Branding Guide.

## HOW DO I CO-BRAND WITH ANOTHER PARTNER?

For more specifics on logo use, please refer to the Power Africa Branding Guide.

## MARKING REQUIREMENTS

### WHAT ARE THE MINIMUM SIZE REQUIREMENTS?

A minimum print size has been established to ensure legibility. The minimum print width size is 31.75mm (1.25 inches). The minimum on-screen width size is 100 pixels. For visual examples, please refer to the branding guide.

## WHEN SHOULD I USE THE TAGLINE WITH THE LOGO?

Effective Jan. 2, 2015, ADS 320.3.4 permits USAID, upon written approval and in exceptional circumstances, to authorize the use of an additional tagline in the case of presidential or other high-level interagency federal initiatives that require consistent and uniform branding and marking by all participating agencies. The Power Africa logo has been developed with a tagline that identifies the initiative as U.S. Government assistance and accurately represents the partnership. The tagline reads, “A U.S. Government-led Partnership”.

The tagline ensures that the Power Africa logo meets both the statutory and regulatory requirements. U.S. Government agencies, contractors and grantees must use this logo when producing all publicly available materials.

The Power Africa logo without a tagline can only be used with express written approval from the Power Africa coordinator’s office.

## ARE THERE INSTANCES WHERE MINIMAL BRANDING CAN BE USED?

A branding strategy and marking plan outlines how an organization receiving USAID funding to implement a project will name, communicate and promote the project (“branding”) as well as showcase the USAID (and/or presidential initiative) logo in project materials (“marking”). The plan will also identify any proposed exceptions.

USAID has a detailed overview of separate, and different, branding policies and marking requirements for acquisition and assistance awards on its branding website, at ADS 320, and answers to frequently asked questions regarding both award mechanisms.

There are instances where a partner might need to minimize the level of Power Africa branding that is featured in their materials. Please reach out to your relationship manager to determine whether any minimizing of the Power Africa brand on your materials is appropriate.

## AS A PARTNER, WHEN CAN I BRAND AND MARK MY PROJECTS AS POWER AFRICA PROJECTS?

As a partner, you can brand your project as a “Power Africa project” when it is categorized as a qualified transaction and is receiving support/assistance from a U.S. Government agency that is part of Power Africa.

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# FAQs

If a project currently is not receiving U.S. Government support, it will be vetted using a detailed, multi-criteria assessment called the Qualified Transactions Assistance Tool (QTAT), which enables Power Africa to identify high priority, transformative, catalytic and replicable qualified transactions with broad-ranging local and regional impact for Power Africa assistance by a U.S. Government agency.

After the QTAT assessment, a project is labeled a Power Africa or non-Power Africa transaction. Projects that have completed the QTAT assessment and been approved by Power Africa are considered “active” projects in the Power Africa Tracking Tool (PATT) and made public. Those projects still undergoing approval are labeled as “proposed” in the PATT and are not made public.

Additionally, a power project may appear in the PATT as a Partner Power Africa Transaction, which means that it is being supported by one of Power Africa’s non-U.S. Government partners (e.g., the World Bank) and has been proposed for inclusion in the PATT and approved by the Power Africa Coordinator’s Office.

## ARE ALL OF MY PROJECTS CONSIDERED POWER AFRICA PROJECTS?

No. As discussed above, as a Power Africa partner, your projects do not automatically become Power Africa projects. In addition, each U.S. Government agency has its own internal processes and criteria to review projects and decides independently whether and how to engage on partner projects.

## BRANDING FOR MATERIAL AND MEDIA

### HOW CAN WE MAKE SURE THAT WE INCLUDE THE RIGHT INFORMATION ABOUT POWER AFRICA ON OUR WEBSITE? PUBLICATIONS? BLOGS?

Always feel free to contact your country desk officer or relationship manager in the Power Africa coordinator’s office who can connect you with the Power Africa communications team to ensure accuracy.

### WHEN WRITING PRESS RELEASES OR ARTICLES FOR THE MEDIA, HOW SHOULD WE REFER TO OURSELVES? POWER AFRICA PARTNERS, ETC.?

If you have been officially onboarded as a Power Africa partner you can refer to yourself as one (e.g., Company X, a Power Africa partner).

If you are a Power Africa advisor or implementer staff you can refer to yourself as a “A USAID contractor/implementer” or a “Power Africa contractor/implementer,” as appropriate and determined by the coordinator.

You should share draft press releases and articles that reference Power Africa with your relationship manager before they are published. This helps ensure the Power Africa messaging is correct and provides opportunities for Power Africa to help amplify.

### WHERE DO I DIRECT QUESTIONS ON THE BRANDING GUIDE?

Please contact our communications team at [PowerAfrica@usaid.gov](mailto:PowerAfrica@usaid.gov) and put “Branding Question” in the subject line in order to access Power Africa graphics or ask a question.



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THANK YOU.