



USAID
FROM THE AMERICAN PEOPLE

BRANDING AND MARKING

“How to Work with USAID” Training Series



LEARNING OBJECTIVES

- Learn what branding means.
- Understand the branding requirements for the different types of USAID partners.
- Understand the approval process.
- Learn what you need to know about USAID's visual identity guidelines.



WHAT IS BRANDING?

DEFINITIONS

USAID's brand reflects the unique values and principles of the Agency to a worldwide audience.

BRANDING is how we verbally and visually communicate who we are, what we do, what we stand for, and what we strive to achieve.

MARKING is the physical application of the USAID logo on USAID-funded programs and assets such as desks, vans, tents, or other goods acquired with USAID funds.

CO-BRANDING and **CO-MARKING** mean that both USAID and the partner are represented. The USAID logo should be of equal size and prominence as the partner's logo.



WHY IS BRANDING IMPORTANT?

The **U.S. Foreign Assistance Act of 1961** requires USAID-funded programs and program assets to be marked with USAID's logo, which includes the seal, the brand name "USAID," and the tagline "From the American People."

Awareness and accountability: Branding helps increase awareness of USAID's presence around the world. It also explains where the funds come from and what they support.





USAID BRAND GUIDELINES

USAID BRAND GUIDELINES

Logo



MINIMUM CLEAR SPACE:
HORIZONTAL LOGO



W=34 MM (1.33 INCHES)

MINIMUM PRINT SIZE:
HORIZONTAL LOGO



USAID BRAND GUIDELINES

Typeface

Aa

Gills Sans Light
Gills Sans Light Italic

Gill Sans Book
Gill Sans Book Italic

Gill Sans Roman
Gill Sans Roman Italic

Gill Sans Bold
Gill Sans Bold Italic

Arial Regular
Arial Regular Italic

Arial Bold
Arial Bold Italic

Source Sans Pro Light
Source Sans Pro Light Italic

Source Sans Pro Regular
Source Sans Pro Regular Italic

Source Sans Pro Bold
Source Sans Pro Bold Italic

PRIMARY FONT: Gill Sans

Do not use any unapproved fonts, weights, or styles.
Gill Sans MT is an acceptable substitute.

ALTERNATE FONT: Arial

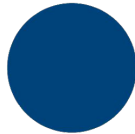
Arial may be used when the Gill Sans font family is not available.

WEB FONT: Source Sans Pro

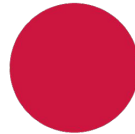
For use in web pages, user interface design, and digital products.

USAID BRAND GUIDELINES

Color Palette



USAID Blue
Pantone® 294
CMYK: 100-69-7-30
HEX: #002F6C
RGB: 0-47-108



USAID Red
Pantone® 200
CMYK: 3-100-70-12
HEX: #BA0C2F
RGB: 186-12-47

PRIMARY COLOR PALETTE

USAID Blue may be used as tints.
USAID Red may not be used as tints.



Rich Black
Pantone® Black 3C
CMYK: 67-44-67-95
HEX: #212721
RGB: 33-39-33



Medium Blue
Pantone® 2144
CMYK: 95-53-0-0
HEX: #0067B9
RGB: 0-103-185



Light Blue
Pantone® 2144
CMYK: 34-15-0-0
HEX: #A7C6ED
RGB: 167-198-237



Web Blue
HEX: #205493



Dark Red
Pantone® 7421
CMYK: 18-100-45-67
HEX: #651D32
RGB: 101-29-50



Dark Gray
Pantone® 2334
CMYK: 62-56-56-16
HEX: #6C6463
RGB: 108-100-99
70% Black



Medium Gray
Pantone® 2332
CMYK: 50-42-44-6
HEX: #8C8985
RGB: 140-137-133
40% Black



Light Gray
Pantone® 2330
CMYK: 13-9-13-0
HEX: #CFDC9
RGB: 207-205-201
15% Black

SECONDARY COLOR PALETTE

These colors provide expand design possibilities and can be used for spot color; third and fourth level headlines, secondary and complementary coloring of graphics, tables, charts, etc.



**WHAT TYPE OF
PARTNER ARE YOU?**

HOW YOU'RE FUNDED DETERMINES YOUR BRANDING RULES

DEFINITIONS

There are two major types of USAID-funded programs and projects:

ACQUISITION: The purchase of goods and services for use by the U.S. Government through a contract.

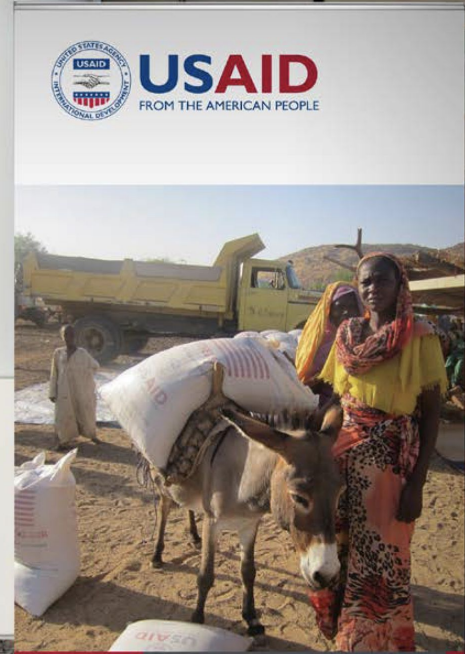
ASSISTANCE: The financial support from the U.S. Government to an organization, through a grant or cooperative agreement, to help carry out a project that benefits the community.

BRANDING RULES: Acquisition Partners

Acquisition projects are funded 100% by USAID. Only the USAID logo can be used on products and other program materials.

- USAID maintains exclusive branding rights.
- Project materials must follow the USAID Graphic Standards Manual.
- Contractor logos are not permitted (see ADS 320.3.2).
- Projects can never sub-brand.
- Grants under contract (GUCs) should be branded and marked like grants.

See USAID's Graphic Standards Manual, sections 2 and 3, for USAID-branded examples.



The image shows a vertical banner. At the top left is the USAID logo, which includes the text 'UNITED STATES OF AMERICA', 'USAID', and 'INTERNATIONAL DEVELOPMENT'. To the right of the logo is the text 'USAID FROM THE AMERICAN PEOPLE'. Below the logo is a photograph of a woman in a yellow top and patterned skirt standing next to a donkey. The donkey is carrying several large white sacks, some of which have the USAID logo on them. In the background, there is a yellow truck and a hilly landscape. At the bottom of the banner, there is a red background with white text.

Tackling hunger
and poverty
through
food assistance

www.usaid.gov

BRANDING RULES:

Project Naming

- Project names should be clear, concise, and representative of USAID's work.
- Program names may be translated into a local language, but USAID must remain in the English-language alphabet.
- Avoid jargon, word play, the name of the country, and the names of implementing partners or contractors.
- Abbreviations and acronyms can cause confusion. Avoid them.
- If desired, include a basic description of the project in simple language.
- Program logos are prohibited; simply typeset the program title like a headline.
- Program and project names are not sub-brands and should never be paired with the USAID logo.

BRANDING RULES ACROSS ASSETS: Acquisition

PROGRAM MATERIALS

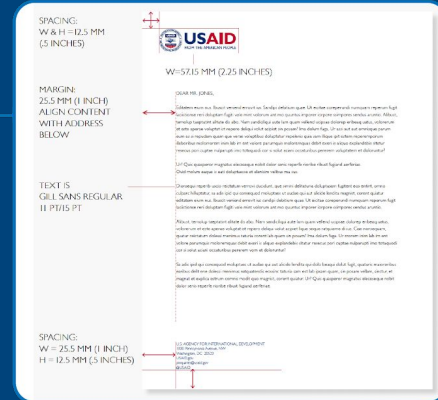
SIGNS AND PLAQUES



COMMODITIES

ADMINISTRATIVE MATERIALS

SOCIAL MEDIA / WEBSITES



BRANDING RULES: Assistance Partners

Assistance refers to cooperative agreements and grants. In most circumstances, these projects are co-funded by USAID and should be co-branded.

- The USAID and partner logos should be of equal size and prominence.
- In most cases, individual project logos are not permitted.
- Use of USAID typefaces and colors in program materials is not required.



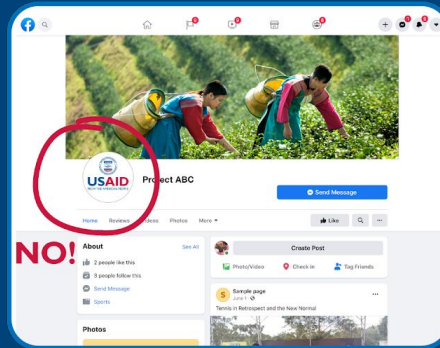
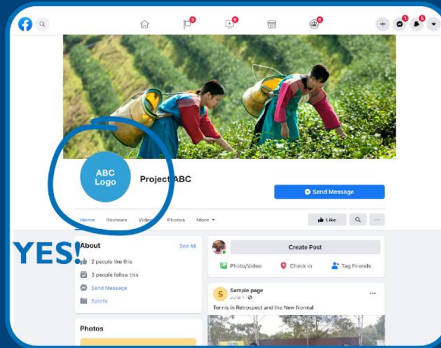
CLEAR SPACE

USAID LOGO SHOULD BE OF VISUALLY
EQUAL SIZE AND PROMINENCE WITH
EACH PARTNER'S LOGO.



BRANDING RULES ACROSS PLATFORMS: Assistance Partners

SOCIAL MEDIA / WEBSITES



ADMINISTRATIVE MATERIALS



COMMODITIES





**HOW DO I GET
AN APPROVAL?**

BRANDING AND MARKING PLANS: Approval Process

- The Request for Proposal (RFP) or the Notice of Funding Opportunity (NOFO) lists specific branding and marking strategies and requirements. Your award kickoff meeting will cover these requirements.
- Your COR (Contracting Officer's Representative, for Acquisition partners) or AOR (Agreement Officer's Representative, for Assistance partners) is your main point of contact. The COR/AOR can answer questions, review materials, and grant approvals on basic branding matters.

Failure to brand violates U.S. law and USAID policy, regulations, and guidance, in addition to creating audit vulnerability.

Remember, it is everyone's responsibility to help enforce branding standards.

APPROVAL PROCESS: Exceptions

You may seek an exception to the branding and marking requirements in certain circumstances—for example, if adhering to them would:

- Compromise the project's independence when neutrality is essential.
- Conflict with international law.
- Discourage the completion of program goals.
- Impair functionality.
- Jeopardize the credibility of audits, reports, and/or policy recommendations.
- Offend the host country's cultural and/or societal norms.

NOTE: Exceptions are rare and are typically granted during the award process.

The full list of potential exceptions can be found in [ADS 320.3.2.5](#). If you need clarification or have questions, ask your COR/AOR.

APPROVAL PROCESS: Waivers

USAID's Principal Officers have the authority to waive, in whole or in part, the Agency's marking requirements.

A Principal Officer may only grant a waiver upon determining that USAID-required markings would pose compelling political, safety, or security concerns, or that marking would have an adverse impact in the host country.

In truly exceptional circumstances, the Principal Officer may approve a blanket waiver by region or country.

Whether initiated by contractors (see Section 320.3.2.6 b), USAID staff, or Principal Officers, a request for a waiver must include a written justification that follows the standard waiver format

Once the Administrator or a Principal Officer has approved, amended, or rescinded a waiver, the Principal Officer must work with the CO to file the waiver, amendment, or rescission and must notify the cognizant Regional/Technical Bureaus and the Senior Advisor for Brand Management in LPA (Office of Legislative and Public Affairs) of the approval, amendment, or rescission.

For more information, read [ADS 320.3.2.6 Waivers to Marking Requirements for Contracts](#).



SUMMARY

RESOURCES

- **USAID Graphic Standards Manual and Partner Co-Branding Guide:** www.usaid.gov/branding
- **ADS 320 Branding and Marking:** <https://www.usaid.gov/ads/policy/300/320>
- **ADS 558 Use of Social Media for Public Engagement:** <https://www.usaid.gov/ads/policy/500/558>
- **Logo files:** www.usaid.gov/branding/resources
- **Template files:** www.usaid.gov/branding/resources

OTHER USEFUL RESOURCES

- **USAID's Photography and Video Style Guide:** www.usaid.gov/branding/resources
- **Video bumpers:** To gain access, send an email to usaidvideo@usaid.gov

Questions? Ask your COR or AOR!





THANK YOU

This e-module was produced by the United States Agency for International Development. The presentation team comprises staff from USAID and the New Partners Initiative Incubator. USAID is grateful to all the individuals who contributed their time and ideas toward the development of this e-module series.

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