



FEED^{THE} FUTURE

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

GRAPHIC AND NAMING STANDARDS MANUAL

Draft date: June 2015

View updated editions at www.feedthefuture.gov/branding
Email questions to feedthefuturebranding@usaid.gov

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EXECUTIVE SUMMARY

On December 29th, 2014, former USAID Administrator Rajiv Shah signed a special determination that allowed the Feed the Future initiative to provide naming, marking and branding guidance applicable to USAID-financed 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.

Effective January 1, 2015, new Feed the Future projects are able to utilize:

- Clearer and more consistent project names that incorporate “Feed the Future” in the title, reference the country or region where they are active, and do not include acronyms.
- The Feed the Future logo on co-branded communications products for both acquisition and assistance instruments.

This major step forward will help the U.S. Government and partners to be more cohesive and consistent in their global communications while increasing the initiative’s visibility.

The guidance in this manual was developed at the direction of the USAID Administrator, in consultation with several offices within the Agency: the Bureau for Food Security (BFS), the Office of Acquisition and Assistance (OAA), the Bureau for Public and Legislative Affairs (LPA), and the Office of the General Counsel (GC). While the guidance in this manual applies to USAID-funded Feed the Future activities, activities funded through other U.S. Government agency mechanisms as part of the initiative are also encouraged to apply them.

Major updates to the June 2015 version of this manual include:

- Additional guidance on the use of local language in project names (page 11).
- Clarification on the use of branded promotional items (page 45).
- A new section with guidance on branding press releases (page 46).
- Alternative disclaimer language for Feed the Future-funded mechanisms (pages 43 and 44).
- Examples including updated Feed the Future templates.

Please consult www.feedthefuture.gov/branding for additional resources and updates, and email feedthefuturebranding@usaid.gov with questions.

HOW TO USE THIS MANUAL

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

WHAT IS FEED THE FUTURE?

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

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

HISTORY OF OUR BRAND

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

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

— President Barack Obama
Inaugural Address, 2009

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

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

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

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

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

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

HISTORY OF OUR BRAND: FIRST LOGO



HISTORY OF OUR BRAND: CURRENT LOGO



BUILDING A GLOBAL BRAND

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

The branding objectives are to:

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

MARKING VS. BRANDING

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

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

UNIVERSAL STANDARDS

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

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

PROJECT NAME CRITERIA

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

FEED THE FUTURE PROJECT NAME STANDARDS:

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

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

BEST PRACTICES:

- Remember that general external audiences may become confused or have difficulty retaining separate project names, so be judicious in which products and where to include that level of detail.
- The takeaway for general audiences should be centered around Feed the Future/U.S. Government support.
- Project names should be simple and descriptive of the topline goal or core areas of expertise of a project. If a project focus is on maize, include that in the name, and ensure there is enough detail to distinguish one project from another (e.g., “Feed the Future [name of country] Maize Improvement Project”).
- Final project names should be no more than 12 words total (including “Feed the Future,” the country/region, the description, and the word “project,” “program,” or “activity”) for English-only names.
- Please note that on items such as signage that include the project name as part of the sign, “Feed the Future” does not need to be restated in the project name since the logo is present just above. See page 33 for an example.

CORRECT EXAMPLES (THESE ARE NOT REAL PROJECTS):

Feed the Future Kenya Coffee Bean Project

Feed the Future Bangladesh Fertilizer Deep Placement Project

Feed the Future West Africa Seed Systems Project

INCORRECT EXAMPLES (THESE ARE NOT REAL PROJECTS):

USAID's Feed the Future Watershed for Africa Project

- Incorrect because the project name starts with USAID. Feed the Future is the U.S. Government's initiative and draws on the resources and expertise of 11 federal agencies and departments. **All project names must START with “Feed the Future,”** NOT with the names of federal agencies and departments.
- To correct this example, remove “USAID’s”.

WINS (Water Initiative for Nutrition Security)

- Incorrect because the project name uses acronyms and does not name a country or region. **DO NOT use acronyms. All project names must be spelled out completely to avoid confusion.**
- To correct this example: Add Feed the Future at the beginning, as well as the country or region where the program will operate, and do not use an acronym. A correct version might be: Feed the Future Guatemala Water for Nutrition Program.

Feed the Future Program on Wheat

- Incorrect because the project name does not reference a country or region, and it lacks specificity. **All Feed the Future project names must reference country or region.**
- To correct this example: Either add the word “global” if this is a global project, or add the name of the country or region where the program is active. Correct examples include:

Feed the Future Global Wheat Improvement Program or
Feed the Future Ethiopia Wheat Improvement Program

USING LOCAL LANGUAGES IN PROJECT NAMING:

In some cases, use of the local language for project naming may be more effective or appropriate than using English, depending on the audience and project goals.

If a language other than English makes the most sense given the audience and project goals, the following guidelines must apply:

- Start the project name with the English words “Feed the Future.” These words can be translated within the text of a product, e.g., “Feed the Future (‘Alimentando al Futuro’). Please note the Feed the Future logo will always appear in English, but select versions with a translated tagline are available at www.feedthefuture.gov/branding.
- The remainder of the name can appear in the local language, including the word “project” or “program”.
- Additional Feed the Future project naming guidelines still apply:
 - Reference the country or region (where applicable).
 - Be clear, concise, simple, and descriptive.
 - Do not promote or “brand” bureaus or offices.
 - Do not use jargon or acronyms, even in the local language.
 - Do not reference implementing partners and internal organizational structures.
 - Do not preface “Feed the Future” with “USAID’s”.
 - Spell out “Feed the Future” in all references in external materials. Do not use “FTF” or “FtF”.

Final translated project names should be no more than 15 words total (including “Feed the Future,” the country/region, the description, and the word “project,” “program,” or “activity.”)

Correct examples of translated Feed the Future project names (these are not real projects):

Feed the Future Guatemala Programa de Mejoramiento de Maíz

Feed the Future Senegal programme “améliorer le riz au marché”

Feed the Future Mozambique projeto ajudando mulheres a prosperar

Select Feed the Future logos with translated taglines can be downloaded at www.feedthefuture.gov/branding.

LOGO OVERVIEW

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

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

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

The reverse logo may be used on color backgrounds. Use Feed the Future colors (see color palette on page 19). The tagline must be in black when a white background is used for the logo.

Select Feed the Future logos with translated taglines can be downloaded at www.feedthefuture.gov/branding.



* In rare instances and for specific promotional products, the use of the Feed the Future tagline may be modified. Such cases must be approved in advance by the AOR/COR and the BFS Communications & Outreach team.

LOGO: PRIMARY COLOR // POSITIVE

Horizontal logo:



LOGO: PRIMARY COLOR // REVERSE

Vertical logo



Blue is the primary Feed the Future color and preferred color for the logo. Use blue with a black tagline on a white background (left) or white on a blue background (right) as shown above. The horizontal format is preferred.

Note: The tagline must be in black when a white background is used for the logo.

LOGO: SECONDARY COLOR // POSITIVE

Horizontal logo:



LOGO: SECONDARY COLOR // REVERSE

Vertical logo:



Use green with a black tagline on a white background (left) or white on a green background (right) as shown above. The horizontal format is preferred.

Note: Blue is the primary color for the logo and all other USAID-funded Feed the Future project communications materials. Green may be used on serial publications that require differentiation. See pages 35 and 39 for more details.

LOGO: BLACK & WHITE // POSITIVE

Horizontal logo:



LOGO: BLACK & WHITE // REVERSE

Vertical logo:



Use the black and white logo as shown above when color options are not available. The horizontal format is preferred.

LOGO: SIZING REQUIREMENTS

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

The horizontal logo must always be AT LEAST 2 inches (5.08 cm) wide and .375 inches tall (0.9525 cm) in all communications materials.

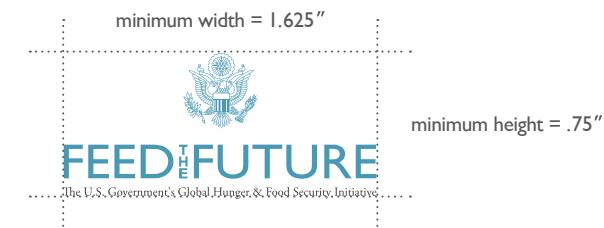
The vertical logo must always be AT LEAST 1.625 inches (4.191 cm) wide and .75 inches tall (1.905 cm) in all communications materials.

LOGO: HORIZONTAL LOGO SIZING



The horizontal logo must always be AT LEAST 2 inches (5.08 cm) wide and .375 inches tall (0.9525 cm) in all communications materials..

LOGO: VERTICAL LOGO SIZING



The vertical logo must always be AT LEAST 1.625 inches (4.191 cm) wide and .75 inches tall (1.905 cm) in all communications materials.

LOGO: SPACING REQUIREMENTS

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

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

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

Products should use more than the minimum clear space where possible.

LOGO: HORIZONTAL LOGO SIZING



LOGO: VERTICAL LOGO SIZING



LOGO: CORRECT LOGO USE EXAMPLES

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



The examples above are correct because:

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

LOGO: INCORRECT LOGO USE EXAMPLES

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



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



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



Placement over a busy photograph makes the logo hard to read.

COLOR PALETTE

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

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

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

Blue is the primary color for the logo and all other USAID-funded Feed the Future project communications materials. Green may be used when blue is not appropriate for a particular product design, or for serial publications that require differentiation. Orange may be used to highlight key text and should be used as a third preference after the blue or green options.

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

Keep in mind that electronic mediums render colors differently than print media. This means that colors will look different on your screen than they do in print. Please use the designated web colors (see HEX colors on page 20) for all online uses.

COLOR PALETTE: PRIMARY, SECONDARY AND ACCENT COLORS

COLOR PALETTE: PRIMARY COLOR



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



COLOR PALETTE: SECONDARY COLORS



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



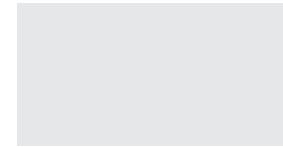
Pantone 7413 C
CMYK 14/58/100/2
RGB 211/125/40
HEX #D37D28



COLOR PALETTE: ACCENT COLORS



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



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



FONT OVERVIEW

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

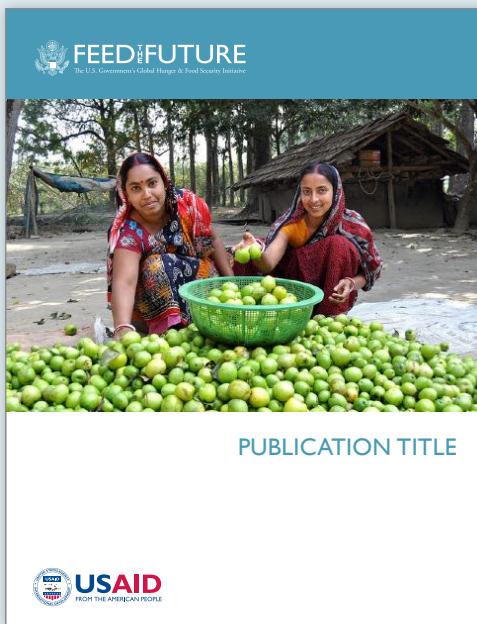
As a general rule for shorter documents such as fact sheets and PowerPoints, Gill Sans Bold is used for headers, subheads and highlighted text; Gill Sans Regular or Light is used for body text; and Gill Sans Italic is used for captions. Adobe Garamond Regular, Bold, and Italic may be used for body text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

When the Gill Sans font family is not available, default to Arial. When the Adobe Garamond font family is not available, default to Times New Roman. The recommended font for various materials is included in material examples later in the manual.

FONT: EXAMPLES



Publication cover



Publication cover

A fact sheet template for Feed the Future. It includes the Feed the Future logo at the top left. The title 'FACT SHEET TITLE' is in bold blue capital letters. Below the title is a placeholder box labeled 'REPLACE WITH OPTIONAL PHOTO (3" W)' containing sample text. The main content area starts with a subhead 'Subhead Goes Here' followed by a paragraph of placeholder text. Another subhead 'Subhead Goes Here' follows, also with placeholder text. At the bottom right, the website 'www.feedthefuture.gov' is listed.

Fact sheet

SANS-SERIF FONTS: Use for shorter documents (banners, fact sheets, brochures, etc.)

FONT: PRIMARY

USE FOR PROFESSIONALLY DESIGNED
AND PRINTED MATERIALS

HEADERS & BODY TEXT

Gill Sans Regular
Gill Sans Light

When Not Available, Use

FONT: SECONDARY

USE FOR DESKTOP PUBLISHING

Arial Regular

**HEADERS, SUBHEADS,
HIGHLIGHTED TEXT**

Gill Sans Bold

When Not Available, Use

Arial Bold

CAPTIONS

Gill Sans Italic

When Not Available, Use

Arial Italic

QUOTE TEXT

Gill Sans Light Italic

When Not Available, Use

Arial Italic

SERIF FONTS: Use for longer documents (reports, technical papers, etc.)

FONT: PRIMARY

USE FOR PROFESSIONALLY DESIGNED
AND PRINTED MATERIALS

BODY TEXT

Adobe Garamond Regular

When Not Available, Use

FONT: SECONDARY

USE FOR DESKTOP PUBLISHING

Times New Roman Regular

BODY TEXT, HIGHLIGHTED TEXT

Adobe Garamond Bold

When Not Available, Use

Times New Roman Bold

CAPTIONS

Adobe Garamond Regular

When Not Available, Use

Times New Roman Italic

HEADERS, SUBHEADS

Gill Sans Bold

When Not Available, Use

Arial Bold

GLOBAL MATERIALS

OVERVIEW

Materials created and maintained at headquarters for dissemination to a broad range of global audiences must display the Feed the Future logo prominently. Such materials include but are not limited to the Feed the Future website, progress reports, topic, or country-specific fact sheets, monthly newsletters, presentations, banners, and similar products. Additional use of the USAID logo or those of other U.S. Government agencies contributing to the initiative will be decided on a case-by-case basis depending on the particular product, with decision authority on the branding of materials made at the determination of the USAID Bureau for Food Security Communications and Outreach team, based on a recommendation, when applicable, from respective CO/AOs, COR/AORs and in consultation with LPA. Annual reports will follow current practice to include all partner department/agency logos as shown on the progress report back cover (see page 28).

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

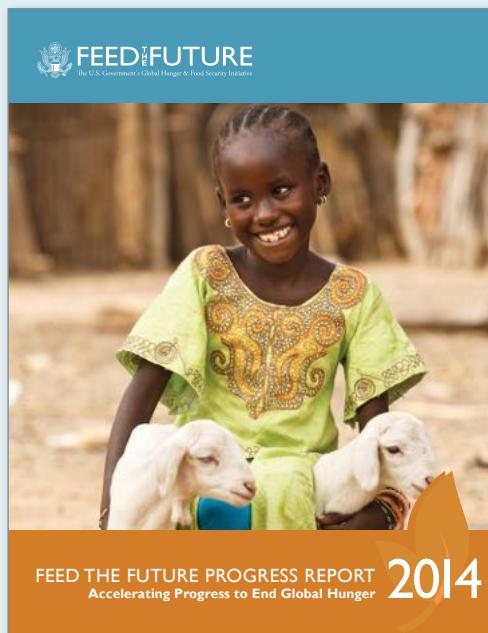
Use of secondary colors for the Feed the Future logo and/or underlying color banner is reserved for special circumstances. For example, they may be used to distinguish individual products that are part of a comprehensive suite or often paired but that may also be used as standalone materials. They may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

Where possible, products in this case should reference Feed the Future interagency partners in text, and should include, on subsequent or back pages, interagency partner logos.

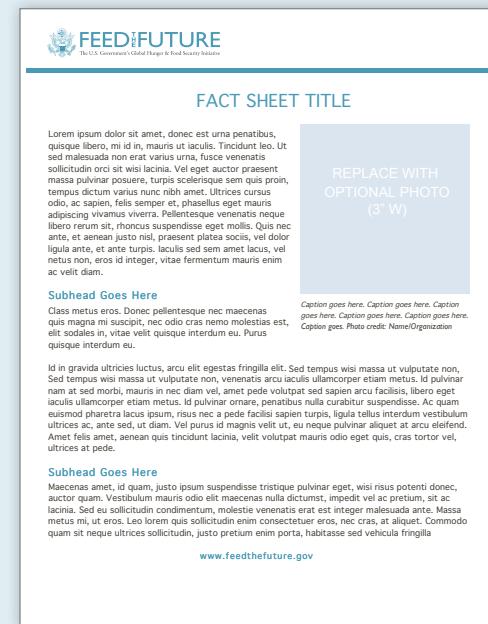
GLOBAL MATERIALS: EXAMPLES



Publication cover



Annual report



Fact sheet



PowerPoint



Web applications

GLOBAL MATERIALS: PUBLICATION COVER EXAMPLES



Publication cover example



Publication cover example

◀ DO NOT ADD ANY ELEMENTS (E.G., TEXT OR LOGOS) TO THE RIGHT OF THE FEED THE FUTURE LOGO ACROSS THE TOP OF THE PAGE.

GLOBAL MATERIALS: ANNUAL PROGRESS REPORT EXAMPLE



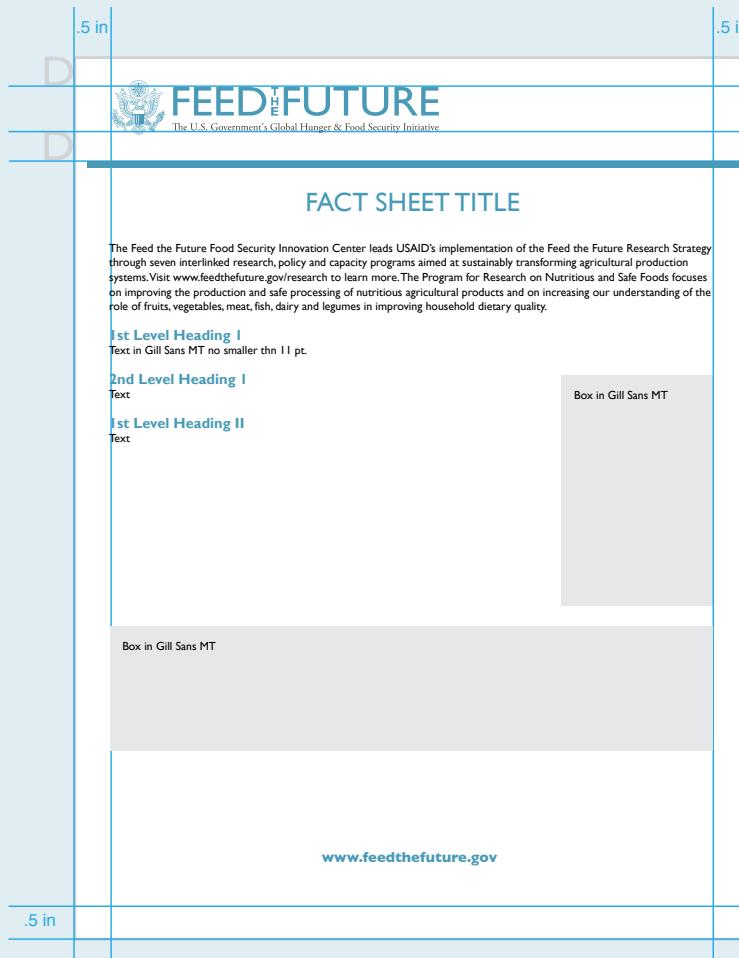
Where possible, global Feed the Future products should include the official logos of all 11 agencies that make up the initiative, as shown on this progress report back cover (pictured right).

◀ DO NOT ADD ANY ELEMENTS (E.G., TEXT OR LOGOS) TO THE RIGHT OF THE FEED THE FUTURE LOGO ACROSS THE TOP OF THE PAGE.

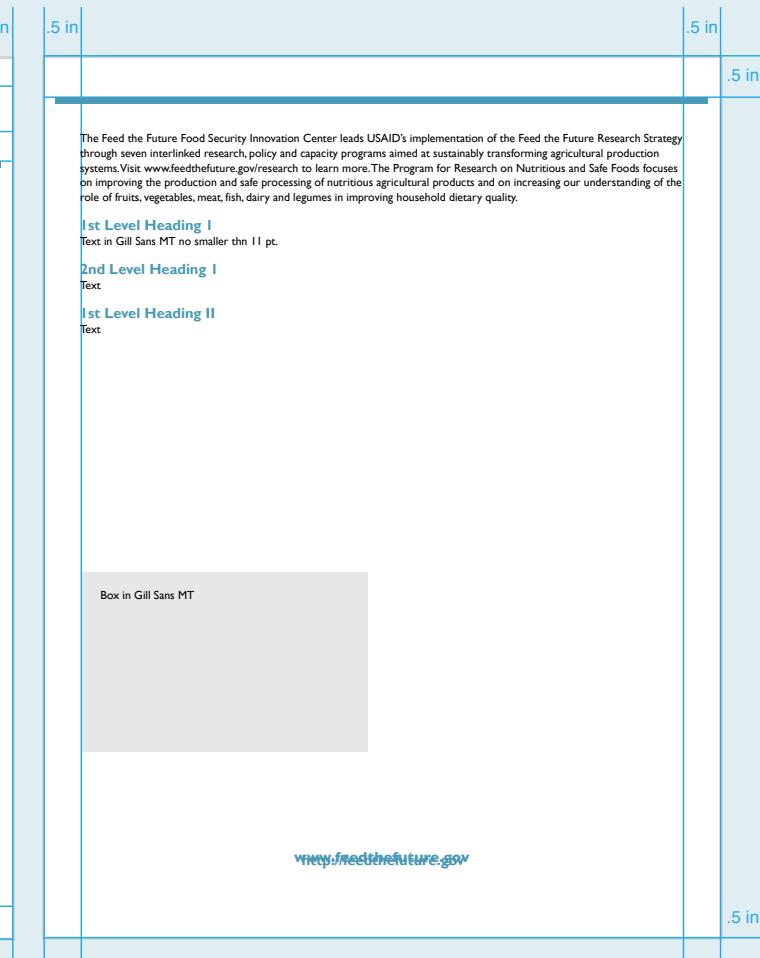


GLOBAL MATERIALS: FACT SHEET EXAMPLES

(See instructions on page 30.)



First page



Subsequent pages

Fact Sheet Font

PRIMARY HEADER 22 Point

Primary headers use blue and use Gill Sans Regular in all caps with 24 pt. leading.

Secondary Header 13 Point

Secondary headers use Gill Sans Bold with 15 pt. leading, with 15 pt. space above and 3 pt. space below.

Body Text and Bulleted Lists 11 Point

Body text and bulleted lists use black and Gill Sans Regular with 14 pt. leading.

Quote Text 14 Point

Quote text uses Gill Sans Regular in Cool Gray 9C and 17 pt. leading.

Source Text 9 Point

Source text uses blue and Gill Sans Bold.

Text boxes 10 Point

Text boxes use Gill Sans Regular.

Hyperlinked Text

Hyperlinked text uses Feed the Future blue and Gill Sans Regular.

Fact Sheet Style Overview

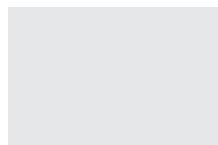
Fact sheet title should be centered and in all capital letters.

Body text and subheads should be flush left.

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

Content margins should always be ½ inch.

The Feed the Future website URL should appear at the bottom of at least the final page, aligned according to the publication design. In this case, center placement is preferred.



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

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

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

GLOBAL MATERIALS: POWERPOINT EXAMPLE

Feed the Future orange should be used for header text (the text introducing each slide). The final slide should end with the vertical Feed the Future logo in white on a blue background. Presenters should avoid placing additional text or logos in the blue banner on top (at the very top of each slide). Download the PowerPoint template at www.feedthefuture.gov/branding.

TOP BLUE BANNER ▶

The slide features a dark blue header bar at the top with the "FEED THE FUTURE" logo and text. Below this is a large white area for the main title, which reads "INTRO SLIDE TITLE GOES HERE AND HERE". A smaller blue footer bar at the bottom contains the subhead "Subhead of slide here" and the credit "Credit Photo Credit Here".

Title slide

INSERT PHOTO HERE ▶

HEADER

The slide has a dark blue header bar with the "FEED THE FUTURE" logo. The main content area is titled "THE GLOBAL CHALLENGE" and lists three items with checkmarks: "About 800 million people suffer from chronic hunger", "The world's population will increase to more than 9 billion by 2050", and "Food production will have to increase by at least 60% to feed the world".

Interior slide

The slide has a dark blue header bar with the "FEED THE FUTURE" logo. The main content area includes a photo of several children. To the left of the photo is a blue box containing the text "FEED THE FUTURE" and two bullet points: "Renews commitment to reducing hunger and poverty" and "Goal: Assist partner countries to combat hunger and undernutrition".

Interior slide

The slide has a dark blue header bar with the "FEED THE FUTURE" logo and the text "The U.S. Government's Global Hunger & Food Security Initiative" below it. At the bottom right is the website address "www.feedthefuture.gov".

Closing slide

GLOBAL MATERIALS: WEB APPLICATIONS EXAMPLE

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



E-collateral Example



Feed the Future Newsletter

INTERAGENCY BRANDING GUIDANCE

OVERVIEW

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

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

INTERAGENCY BRANDING GUIDANCE: EXAMPLES



INTERAGENCY BRANDING GUIDANCE: EXAMPLES



The image shows a placeholder for a fact sheet example. It features the FEED THE FUTURE logo at the top left, followed by a blue horizontal bar. Below the bar, the text "FACT SHEET TITLE" is centered in a large, bold, dark blue font. A light gray rectangular box below it contains the placeholder text "REPLACE WITH OPTIONAL PHOTO (3" W)". To the right of this box is a small area with the instruction "Caption goes here. Caption goes here. Photo credit: Name/Organization". At the bottom left is the website "www.feedthefuture.gov", and at the bottom right is a placeholder for a partner logo with the text "PARTNER LOGO GOES HERE".

Fact sheet example



The image shows a placeholder for a report example. It features the FEED THE FUTURE logo at the top left, followed by a blue horizontal bar. Below the bar, the text "PUBLICATION TITLE" is centered in a large, bold, dark blue font. A large photograph of a woman working in a field with a hoe is positioned in the center. To the right of the photo is a placeholder for a partner logo with the text "PARTNER LOGO GOES HERE".

Report example

ACQUISITION INSTRUMENTS

FEED THE FUTURE AND USAID LOGO CO-BRANDING

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

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

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

Feed the Future logo spacing and color palette must comply with specifications noted on pages 16 to 20. Subsequent pages may streamline the banner across the top of the page, if used. The Feed the Future website address (www.feedthefuture.gov) must be included in the publication on the final page or slide, and may be included on other pages as well. The web address should be aligned according to the design of the product, and written using an approved font.

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

Where possible, products that meet requirements for this case should reference Feed the Future interagency partners in text; contractors should be mentioned by name only in disclaimers and production notes to avoid confusion.

Do not create or use separate project/program logos.

Administrative materials (e.g., business cards, fax covers, internal memos, tax forms, customs forms, etc.) and advertisements should maintain the branding and identity of the contractor, and should not include the Feed the Future or USAID logo in any form, in accordance with [ADS 320](#).

ACQUISITION INSTRUMENTS: PUBLICATION COVER EXAMPLE

The image to the right contains suggested spacing and logo placement.

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

Use $\frac{1}{2}$ inch margins for content.

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

No separate partner logos are allowed.

Do not create or use separate project/program logos.



Publication cover example

ACQUISITION INSTRUMENTS: FACT SHEET EXAMPLE

Fact Sheet Style Overview

The image to the right contains suggested spacing and logo placement.

Content margins should always be ½ inch.

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

The web address should be aligned according to the design of the product, and written using an approved font.

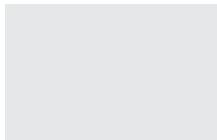
No separate partner logos are allowed.

Do not create or use separate project/program logos.

Color Palette



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



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



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

The template for a fact sheet includes the following elements:

- Logo Area:** The USAID logo is in the bottom-left corner, and the Feed the Future logo is at the top center.
- Title Area:** A large blue header box contains the title "FACT SHEET TITLE".
- Text Area:** A large gray box below the title contains placeholder text: "Lorem ipsum dolor sit amet, donec est urna penatibus, quisque libero, mi id in, mauris ut iaculis. Tincidunt leo. Ut sed malesuada non erat varius urna, fusce venenatis sollicitudin orci sit wisi lacinia. Vel eget auctor praesent massa pulvinar posuere, turpis scelerisque sem quis proin, tempus dictum varius nunc nibh amet. Ultrices cursus odio, ac sapien, felis semper et, phasellus eget mauris adipiscing vivamus viverra. Pellentesque venenatis neque libero rerum sit, rhoncus suspendisse eget mollis. Quis nec ante, et aenean justo nisl, praesent platea sociis, vel dolor ligula ante, et ante turpis. Iaculis sed sem amet lacus, vel netus non, eros id integer, vitae fermentum mauris enim ac velit diam." Below this is a subhead "Subhead Goes Here" followed by more placeholder text.
- Photo Area:** A light blue box on the right is labeled "REPLACE WITH OPTIONAL PHOTO (3" W)" with a note: "Caption goes here. Caption goes here. Photo credit: Name/Organization".
- Bottom Area:** The USAID logo is at the bottom right, with the website "www.feedthefuture.gov" to its left.

Fact sheet example

ACQUISITION INSTRUMENTS: WEB APPLICATIONS EXAMPLE

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



E-collateral Example



Feed the Future project newsletter

ASSISTANCE INSTRUMENTS

FEED THE FUTURE, USAID AND PARTNER LOGO CO-BRANDING

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

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

The Feed the Future logo must be placed prominently at the top left corner of the page/publication. Do not include additional language or logos within the top area/banner. The USAID logo must be positioned at the lower left in accordance with USAID ADS 320 and the USAID Graphic Standards Manual reference to co-branding placement (see www.usaid.gov/branding/gsm section 1.1). Assistance/co-funding partner institutional logo(s) should be placed to the right of the USAID logo, sized in accordance with USAID ADS 320 and the USAID Graphic Standards Manual reference to co-branding placement. Feed the Future logo spacing and color palette must comply with specifications noted on pages 16 to 20. Subsequent pages may streamline the banner across the top of the page, if used. The Feed the Future website address (www.feedthefuture.gov) must be included in the publication on the final page or slide, and may be included on other pages as well. The web address should be aligned according to the design of the product, and written using an approved font.

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

Where possible, products that meet requirements for this case should reference Feed the Future interagency partners in text, and may reference USAID and assistance/co-funding partner(s) if appropriate.

Do not create or use separate project/program logos.

Administrative materials (e.g., business cards, fax covers, internal memos, tax forms, customs forms, etc.) and advertisements should maintain the branding and identity of the awardee, and should not include the Feed the Future or USAID logo in any form, in accordance with [ADS 320](#).

ASSISTANCE INSTRUMENTS: PUBLICATION COVER EXAMPLE

The image to the right contains suggested spacing and logo placement.

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

Use $\frac{1}{2}$ inch margins for content.

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

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

Do not create or use separate project/program logos.



Publication cover example

ASSISTANCE INSTRUMENTS: FACT SHEET EXAMPLE

The image to the right contains suggested spacing and logo placement.

Content margins should always be ½ inch.

The lower left-most placement is preferred for the USAID logo. Partner logos may be placed to the right of the USAID logo in accordance with the USAID Graphic Standards Manual (www.usaid.gov/branding/gsm).

The Feed the Future logo at the top must be of at least equal size and prominence to the USAID and any other logos.

Do not create or use separate project/program logos.

Quotes and secondary headline or subhead in blue.

The web address should be aligned according to the design of the product, and written using an approved font.

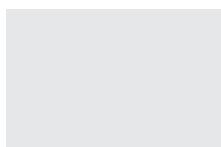
Color Palette



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



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



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



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

The template for a fact sheet includes the following components:

- Feed the Future Logo:** Located at the top left, above the title.
- FACT SHEET TITLE:** A large, bold, dark blue header.
- Content Area:** A large white rectangular area containing text and images.
- Placeholder for Photo:** A light gray box labeled "REPLACE WITH OPTIONAL PHOTO (3" W)" with a caption placeholder below it: "Caption goes here. Caption goes here. Photo credit: Name/Organization".
- Text Content:** Includes a subhead "Subhead Goes Here" and a paragraph of placeholder text.
- Placeholder for Footer:** A small dark gray box labeled "PARTNER LOGO GOES HERE" with a URL placeholder: "www.feedthefuture.gov".

Fact sheet example

ASSISTANCE INSTRUMENTS: WEB APPLICATIONS EXAMPLE

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

Do not create or use separate project/program logos.



E-collateral Example



Feed the Future project newsletter

DISCLAIMER LANGUAGE

ACQUISITION INSTRUMENTS

In accordance with [USAID Acquisition Regulation \(AIDAR\)](#), the Mandatory Reference to ADS 302, USAID-funded public communications under acquisition instruments must incorporate the following language:

“This (publication, video or other information/media product (specify)) was made possible through support provided by the Office of _____, Bureau for _____, U.S. Agency for International Development, under the terms of Contract No._____. The opinions expressed herein are those of the author(s) and do not necessarily reflect the views of the U.S. Agency for International Development.”

However, at the discretion of the implementer and the COR, public communications funded through Feed the Future may use this alternate language:

“This (publication, video or other information/media product (specify)) was made possible through support provided by Feed the Future through the U.S. Agency for International Development, under the terms of Contract No._____. The opinions expressed herein are those of the author(s) and do not necessarily reflect the views of the U.S. Agency for International Development.”

DISCLAIMER LANGUAGE

ASSISTANCE INSTRUMENTS

In accordance with 2 CFR 700.16(c)(1), USAID-funded public communications must incorporate the following language:

“This study/report/audio/visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of [insert recipient name] and do not necessarily reflect the views of USAID or the United States Government.”

However, at the discretion of the implementer and the AOR, public communications funded through Feed the Future may use this alternate language:

“This study/report/audio/visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the Feed the Future initiative. The contents are the responsibility of [insert recipient name] and do not necessarily reflect the views of USAID or the United States Government.”

PROMOTIONAL ITEMS

Plans to produce branded promotional items should be clearly outlined in each project's branding and marking plan. These products should be used only when required to advance the goals of the project.

Any branded promotional items must be approved by the project's AOR/COR after a clear connection to the project's objectives is established, in accordance with USAID guidelines.

PRESS RELEASES

USAID/Washington

USAID/Washington press releases related to Feed the Future activities are generally not branded separately with the Feed the Future logo as they are distributed through USAID online platforms which include USAID branding. However, all press releases related to Feed the Future should reference that an activity is “funded by USAID as part of Feed the Future, the U.S. Government’s global hunger and food security initiative.” Such press releases must also reference the standard language outlined below, and must link to www.feedthefuture.gov. Both USAID and Feed the Future standard language must be included when such press releases are issued jointly with other organizations.

USAID Missions and Interagency Partners

USAID Missions sending press releases should follow the guidance of their Embassy Public Affairs Office regarding the branding and marking of press releases. Interagency partner press releases can be co-branded as shown to the right, with Feed the Future’s logo in the upper left corner, the USAID logo in the lower left, and the interagency partner logo to the right of the USAID logo.

Regardless of the design and marking of the release, if it mentions a Feed the Future project, the text of the press release must also mention that the project is “funded by USAID as part of Feed the Future, the U.S. Government’s global hunger and food security initiative.” For online press releases, include a link to www.feedthefuture.gov.

Implementing Partners (Acquisition and Assistance)

USAID’s Bureau for Legislative and Public Affairs recommends that press releases issued by implementing partners be branded using the partner’s graphic identity, not USAID’s or Feed the Future’s.

If the press release mentions a Feed the Future project, the text of the press release must also mention that the project is “funded by USAID as part of Feed the Future, the U.S. Government’s global hunger and food security initiative.” For online press releases, include a link to www.feedthefuture.gov.

The content of any press release referencing activities funded through USAID should be cleared by the appropriate Mission and/or Bureau(s) prior to release.

All press releases (regardless of origin) referencing Feed the Future must include the following standard language at the end:

About Feed the Future: Feed the Future is the U.S. Government’s global hunger and food security initiative. With a focus on smallholder farmers, particularly women, Feed the Future supports partner countries in developing their agriculture sectors to spur economic growth and trade that increase incomes and reduce hunger, poverty and undernutrition. For more information, visit www.feedthefuture.gov.

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

PRESS RELEASE TITLE

REPLACE WITH OPTIONAL PHOTO (3" W)

Subhead Goes Here
Class metus eros. Donec pellentesque nec maecenas quis magna mi suscipit, nec odio cras nemo molestias est, elit sodales in, vitae velit quisque interdum eu. Purus quisque interdum eu.

Caption goes here. Caption goes. Photo credit: Name/Organization

Text goes here
Id in gravida ultricies luctus, arcu elit egestas fringilla elit. Sed tempus wisi massa ut vulputate non, venenatis arcu iaculis ullamcorper etiam metus. Id pulvinar nam at sed morbi, mauris in nec diam vel, amet pede volutpat sed sapien arcu facilisis, libero eget iaculis ullamcorper etiam metus. Id pulvinar ornare, penatibus nulla eu pharetra suspendisse. Ac enim euismod id nostra lacus ipsum, risus nec a pede facilis sapien turpis, ligula lutes interdum vestibulum ultrices ac, ante sed, ut diam. Vel purus id magnis velit ut, eu neque pulvinar aliquet at arcu eleifend. Amet felis, aenean quis tincidunt lacina, velit volutpat mauris odio eget quis, cras tortor vel, ultrices at pede.

Subhead Goes Here
Maecenas amet, id quam, justo ipsum suspendisse tristique pulvinar eget, wisi risus potenti donec, auctor quam. Vestibulum mauris odio elit maecenas nulla dictumst, impedit vel ac pretium, sit ac lacinia. Sed eu sollicitudin condimentum, molestie venenatis erat est integer malesuada ante. Massa metus mi, ut eros. Leo lorem quis sollicitudin enim consecutetur eros, nec cras, at aliquet. Commodo quam sit neque ultrices sollicitudin, justo pretium enim porta, habitasse sed vehicula fringilla

www.feedthefuture.gov

USAID
THE U.S. FOREIGN ASSISTANCE

PARTNER LOGO GOES HERE

USAID Mission or Interagency press release example

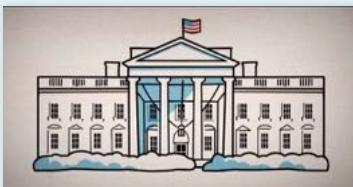
VIDEO SPECIFICATIONS

GLOBAL EXAMPLES

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



Opening frame



Closing frame

VIDEO SPECIFICATIONS: ACQUISITION EXAMPLE

Videos used by acquisition mechanisms should follow the same branding guidelines as for other types of communications materials: Place the USAID logo below the Feed the Future logo and to the left of the screen. Logos only need to be included on the introductory and closing frames—not throughout. The Feed the Future URL (www.feedthefuture.gov) should be included in the closing frame of any video.



Opening frame



Closing frame

VIDEO SPECIFICATIONS: ASSISTANCE EXAMPLE

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



Opening frame



Closing frame



WWW.FEEDTHEFUTURE.GOV/BRANDING