

# Feed the Future Innovation Lab for Horticulture

## Branding cheat sheet for partners

### Program name

- Formal version, first reference: **Feed the Future Innovation Lab for Horticulture**
- Short version, or second reference: **Horticulture Innovation Lab**

Reference the formal version of the name in official documents and language for the public and media, using “Horticulture Innovation Lab” in informal instances, only after formally introducing the full formal version.

### Use logo block correctly, plus disclaimer



On a white background.  
Do not crop.  
Outline is only to show required white space around logo block.

You are required to mark your work supported by the Horticulture Innovation Lab with our program’s logo block. Please add your logos next to the block, to highlight this program’s collaborative nature.

Example of using the logo block correctly:



**Other Logos**  
HERE IS FINE TOO

With the logo block, you must also include this disclaimer:

“ This [specify: study/report/video/event, etc.] 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 the Feed the Future Innovation Lab for Horticulture [insert project name] and do not necessarily reflect the views of USAID or the United States Government. ”

### Required phrase in press releases or other text-only pieces

When writing about your Horticulture Innovation Lab project in public communications — press releases in particular or other text-only articles such as a journal article or blog post — you are required to include a phrase in the text substantially similar to:

“ ... supported by the Feed the Future Innovation Lab for Horticulture with funding from the U.S. Agency for International Development, as part of the U.S. government’s global hunger and food security initiative. ”

### Fonts

Use Gill Sans whenever possible. For more fonts see page 22-23 of Feed the Future Graphic and Naming Standards Manual at [feedthefuture.gov/branding/](http://feedthefuture.gov/branding/).

More available at: [horticulture.ucdavis.edu/communications](http://horticulture.ucdavis.edu/communications)

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