



FEED^{THE}**FUTURE**

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

Graphic and Naming Standards Manual

VERSION DATE: OCTOBER 2018

Find the latest branding guidance, resources and tools at feedthefuture.gov/branding
Email questions to feedthefuturebranding@usaid.gov

Table of Contents

Executive Summary	4
How to Use This Manual	5
What is Feed the Future	5
History of Our Brand	6
Building a Global Brand	7
Marking vs. Branding	7
Universal Standards	7
Project Name Criteria	8
Feed the Future Project Name Standards	8
Best Practices	8
Examples	9
Using Local Languages in Project Naming	10
Logo	11
Overview	11
Colors	12
Sizing Requirements	15
Spacing Requirements	16
Examples	17
Color Palette	18
Primary, Secondary and Accent Colors	19

Font	20	Promotional Items	44
Overview	20	Press Releases	44
Examples	21	Video Specifications	46
Primary and Secondary Fonts	22	Global Example	46
Global Materials	24	Acquisition Example	47
Overview	24	Assistance Example	47
Examples	25		
Interagency Branding Guidance	32		
Overview	32		
Examples	33		
Acquisition Instruments	34		
Feed the Future and USAID Logo Co-Branding	34		
Examples	35		
Assistance Instruments	38		
Feed the Future, USAID and Partner Logo Co-Branding	38		
Examples	39		
Disclaimer Language	42		
Acquisition Instruments	42		
Assistance Instruments	43		

Executive Summary

Feed the Future developed and published standardized branding and marking guidance in January 2015. This manual provides guidance on how to use and apply the Feed the Future brand consistently across communications products.

As of January 2015, new Feed the Future projects have been able to use:

- 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 USAID, this applies to both acquisition and assistance instruments).

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

USAID Policy Note: A December 2014 update to Automatic Directive Services System (ADS) chapters 320 and 303, as well as 2 CFR 700, clarified branding expectations for presidential and other high-level initiatives. Subsequently, on December 29, 2014, the USAID Administrator 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.

The guidance in this manual was developed at the direction of the USAID Administrator (Global Coordinator for Feed the Future), in conjunction with several offices within USAID: the Bureau for Food Security (BFS), the Office of Acquisition and Assistance (OAA), the Bureau for Legislative and Public Affairs (LPA), and the Office of the General Counsel (GC).

The guidance in this manual applies to USAID-funded Feed the Future activities. Other U.S. Government mechanisms that are part of the initiative are encouraged to apply these standards as well (see note below).

Major updates to the October 2018 version of this manual include:

- The addition of 508-compliant and accessible colors.
- The adjustment of fact sheet margins from a ½ inch to 1 inch.
- Clarification on branding for partnerships (ex. USAID GDAs)
- An update to Feed the Future’s press release boilerplate language.
- Recommendations on social media branding.

Note: Projects funded by USAID and other U.S. Government agencies and departments that contribute to Feed the Future’s results are eligible to use Feed the Future naming and branding.

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 of Feed the Future global and project communications. In this manual, the term "project" refers to any Feed the Future activity, project or program. In accordance with the USAID 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. Other U.S. Government mechanisms that are part of the initiative are encouraged to apply these standards as well (see note below).

Please consult feedthefuture.gov/branding for additional resources, logo files, and updates.

After reviewing this manual, if you still have questions, please email them to feedthefuturebranding@usaid.gov.

What is Feed the Future?

Feed the Future is America's initiative to combat global hunger. Led by the U.S. Agency for International Development, Feed the Future draws on the agricultural, trade, investment, development and policy resources and expertise of multiple U.S. federal departments and agencies. The initiative brings together a host of additional partners—from businesses to civil society and the research community—to help countries tackle the root causes of hunger, poverty and malnutrition for lasting change.

Created in the wake of the devastating 2007 and 2008 food price spikes, Feed the Future has helped millions of people in vulnerable communities around the world reduce hunger and malnutrition, increase their incomes through agriculture, and create economic opportunities both on and off the farm.

History of Our Brand

The food price spikes of 2007 and 2008 were a watershed moment for global food security. Costs of staple foods like wheat, rice and maize skyrocketed, exacerbating hunger and poverty in vulnerable areas and pushing the number of hungry people in the world to more than 1 billion.

The international community rallied together to tap into the transformative power of agriculture to end global hunger and poverty. The United States pledged to invest new resources in global nutrition and food security, which leveraged billions from other donors.

A set of U.S. Government agencies—including the U.S. Department of Agriculture (USDA), the U.S. Department of State, and the U.S. Agency for International Development (USAID)—began laying the groundwork for what eventually came to be called “Feed the Future,” the first whole-of-government 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, Millennium Challenge Corporation, and several other U.S. Government agencies.

Feed the Future continued to use the initial design until November 2011, when its updated website, 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.

Feed the Future has since grown to become a brand that is used and recognized globally, from poor communities in rural areas of the world to the halls of the U.S. Congress and other governments around the world.

The U.S. Global Food Security Act of 2016 codified Feed the Future’s proven approach and called on the initiative to develop and implement the *U.S. Government Global Food Security Strategy*, a new plan for global food security that elevates focus on nutrition, resilience and market-led development. This strategy guides Feed the Future’s implementation and efforts.

To signify this new era for the initiative and meet the highest accessibility standards for communication products, Feed the Future introduced an updated color palette in 2018. This color palette retains the brand’s signature colors with a slight shift in the color tone of each.

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 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 initiative, not only USAID).
- 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 brandmarks.

**In this manual, the term "project" refers to any 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 32 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

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

Project Name Criteria

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 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 Maize**
- **Feed the Future Senegal programme “amender 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 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 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.*

PRIMARY COLOR / POSITIVE

Horizontal
Logo



Vertical
Logo



PRIMARY COLOR / REVERSE



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.

SECONDARY COLOR / POSITIVE

Horizontal
Logo



Vertical
Logo



SECONDARY COLOR / REVERSE



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 Feed the Future project communications materials. Green may be used on serial publications that require differentiation. See pages 18 and 19 for more details.

PRIMARY COLOR / POSITIVE

Horizontal
Logo



Vertical
Logo



PRIMARY COLOR / REVERSE



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

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.

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.



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.



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 overlaid 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.

HORIZONTAL LOGO SPACING



VERTICAL LOGO SPACING



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.

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 busy photograph makes logo hard to read.



Color Palette OVERVIEW

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, nutrition and resilience.
- **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 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 and 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.

Feed the Future is shifting to use the new accessible color palette for all materials created after September 2018.

You do not need to update existing materials, but please use this palette for new materials your activity, project or program develops.

New Accessible Color Palette (September 2018 to present)

PRIMARY COLOR



CMYK 84/41/28/3
RGB 35/124/154
HEX #237C9A

SECONDARY COLORS



CMYK 72/28/100/12
RGB 81/131/37
HEX #518325

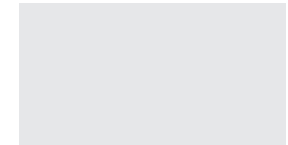


CMYK 18/76/100/7
RGB 194/87/0
HEX #C25700

ACCENT COLORS



CMYK 62/60/68/54
RGB 64/59/51
HEX #403B33



CMYK 0/0/0/10
RGB 230/231/232
HEX #E6E7E8

Old Color Palette (2011 to 2018)

PRIMARY COLOR



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

SECONDARY COLORS



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

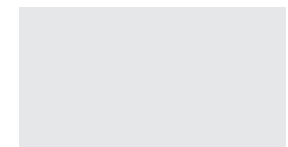


Pantone 7413 C
CMYK 14/58/100/2
RGB 211/125/40
HEX #D37D28

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

Fonts 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.

Sans-Serif Fonts

- Gill Sans Bold (primary)
- Arial

Serif Fonts

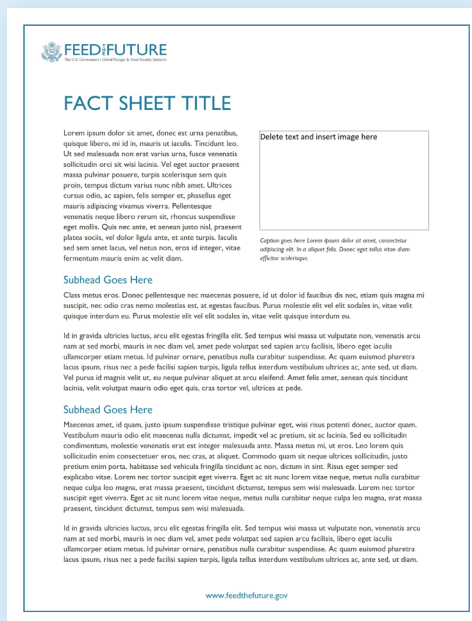
- Adobe Garamond
- Times New Roman

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.

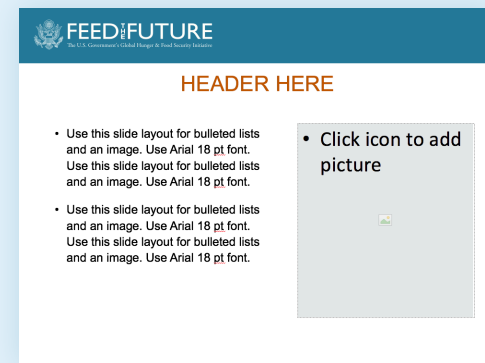
When the Gill Sans font family is not available, default to Arial. When the Adobe Garamond font family is not available, default to Times New Roman. The recommended font for various materials is included in material examples later in the manual.



Publication cover



Fact sheet



PowerPoint

Sans Serif Fonts

Use for shorter documents (banners, fact sheets, brochures, etc.)

PRIMARY FONT

Use for professionally designed and printed materials

SECONDARY FONT

Use for desktop publishing

When Not Available, Use

HEADERS & BODY TEXT

Gill Sans MT Regular Gill Sans MT Light



Arial Regular

HEADERS, SUBHEADS, HIGHLIGHTED TEXT

Gill Sans MT Bold



Arial Bold

CAPTIONS

Gill Sans MT Italic



Arial Italic

QUOTE TEXT

Gill Sans MT Light Italic



Arial Italic

Serif Fonts

Use for technical and longer reports

PRIMARY FONT

Use for professionally designed and printed materials

SECONDARY FONT

Use for desktop publishing

When Not Available, Use

BODY TEXT

Adobe Garamond Regular



Times New Roman Regular

HIGHLIGHTED TEXT

Adobe Garamond Bold



Times New Roman Bold

CAPTIONS

Adobe Garamond Italic



Times New Roman Italic

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 27).

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 (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.

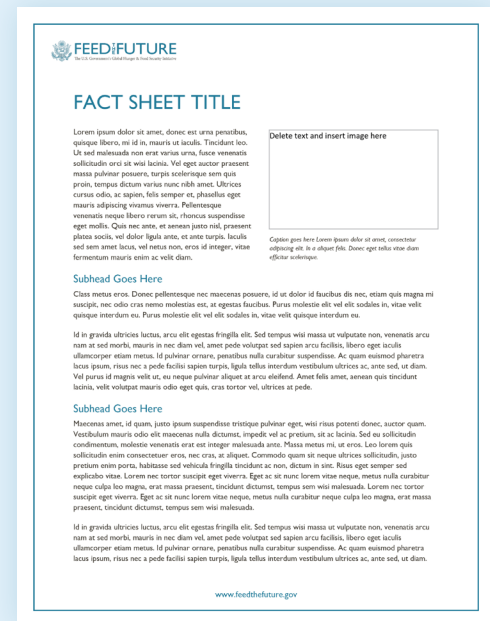
Where possible, products in this case should reference Feed the Future interagency partners in text, and should include, on subsequent or back pages, interagency partner logos.



Publication cover



Annual report



Fact sheet



PowerPoint



Web applications



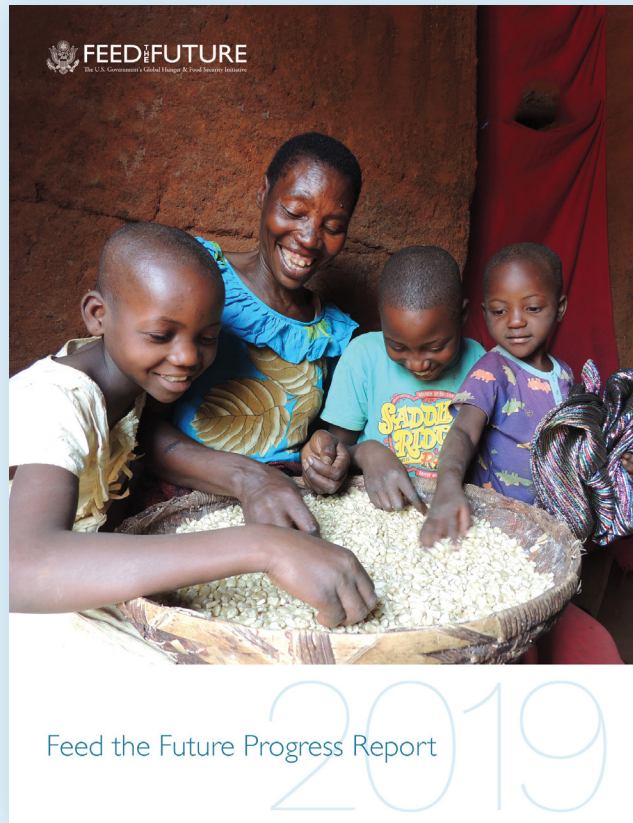
Publication cover example



Publication back 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
- ← If logo is placed over a photo, ensure it is still legible.

Note: These are examples of what a publication cover could look like. The most important aspect is logo placement, with the Feed the Future logo in the upper left and interagency logos on the back.



Where possible, global Feed the Future products should include the official logos of all U.S. departments and 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



Fact Sheets

FACT SHEET FONT

PRIMARY HEADER 26 pt.

Primary headers use blue and Gill Sans Regular in all caps with 0.9 pt. line spacing

Secondary Header 14 pt.

Secondary headers use Gill Sans Regular with 1.15 pt. line spacing and 3 pt. space below

Body Text and Bulleted Lists 10 pt.

Body text and bulleted lists use PMS Black 7 and Gill Sans Regular with 1.15 line spacing

Text boxes 9 pt.

Text in boxes uses Gill Sans Regular in 42% black and 1.1 pt. line spacing

Captions 8.5 pt.

Caption text uses PMS Black 7 and Gill Sans Regular Italic with 1.15 pt. line spacing

FACT SHEET STYLE OVERVIEW

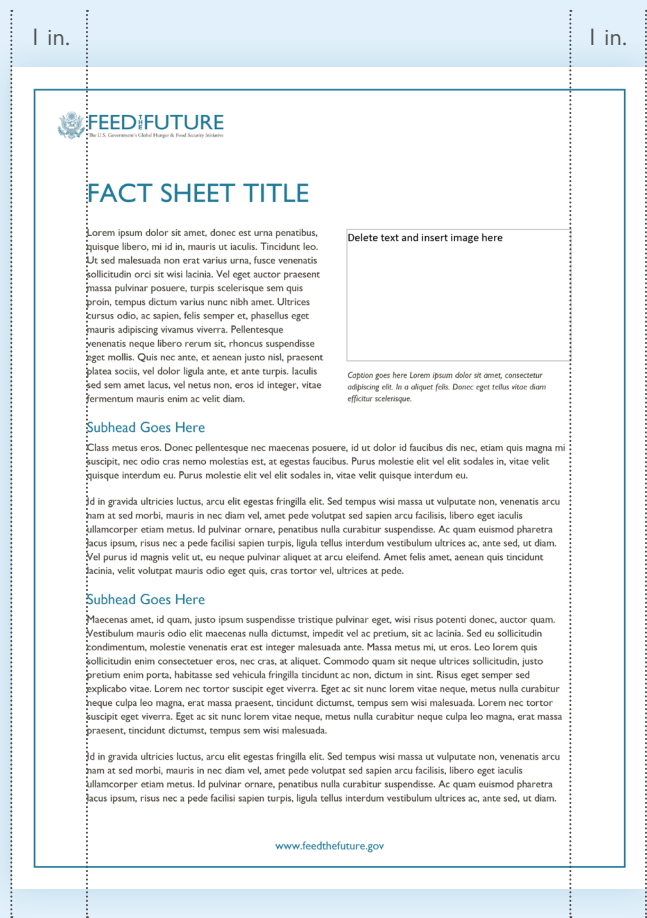


CMYK 84/41/28/3
RGB 35/124/154
HEX #237C9A

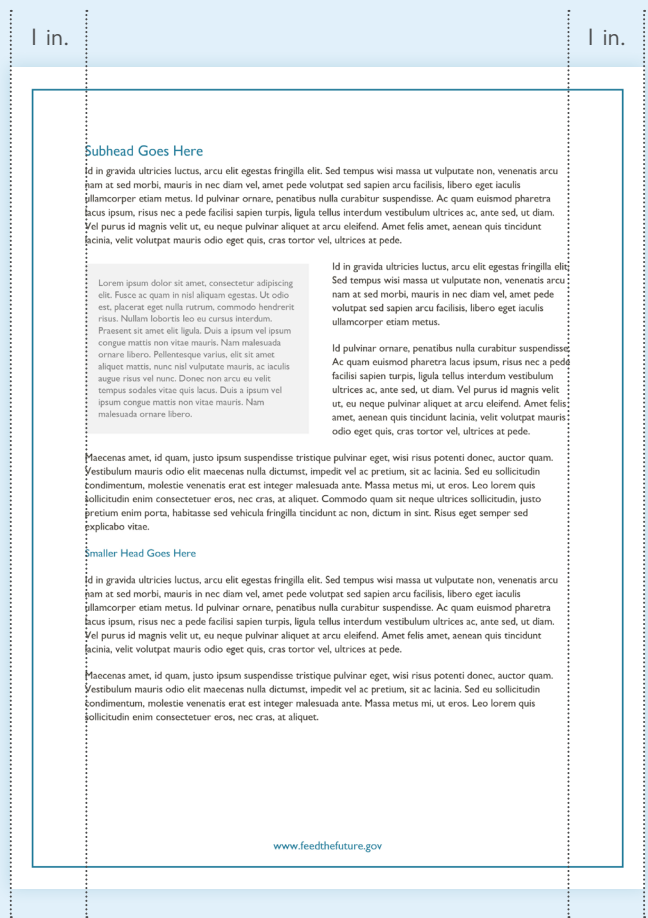


CMYK 62/60/68/54
RGB 64/59/51
HEX #403B33

- Fact sheet title should be flush left or 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 1 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.



First page



Subsequent pages

← 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

Delete text and insert image here

Copy goes here Lorem ipsum dolor sit amet, consectetur adipiscing elit. In a aliquet felis. Donec eget tellus vitae diam efficitur scelerisque.

Subhead Goes Here

Id in gravida ultricies luctus, arcu elit egestas fringilla elit. Sed tempus wisi massa ut vulpuate non, venenatis arcu 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 curabitur suspendisse. Ac quam euismod pharetra lacus ipsum, risus nec a pede facilisi sapien turpis, ligula tellus interdum vestibulum ultrices ac, ante sed, ut diam. Vel purus id magnis velit ut, eu neque pulvinar aliquet at arcu eleifend. Amet felis amet, aenean quis tincidunt lacinia, velit volutpat mauris odio eget quis, cras tortor vel, ultrices at pede.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ac quam in nisl aliquam egestas. Ut odio est, placerat eget nulla rutrum, commodo hendrerit risus. Nullam lobortis leo eu cursus interdum. Praesent sit amet elit ligula. Duis a ipsum vel ipsum congue mattis non vitae mauris. Nam malesuada ornare libero. Pellentesque varius, elit sit amet aliquet mattis, nunc nisl vulpuate mauris, ac iaculis augue risus vel nunc. Donec non arcu eu velit tempus sodales vitae quis lacus. Duis a ipsum vel ipsum congue mattis non vitae mauris. Nam malesuada ornare libero.

Id in gravida ultricies luctus, arcu elit egestas fringilla elit. Sed tempus wisi massa ut vulpuate non, venenatis arcu 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 curabitur suspendisse. Ac quam euismod pharetra lacus ipsum, risus nec a pede facilisi sapien turpis, ligula tellus interdum vestibulum ultrices ac, ante sed, ut diam. Vel purus id magnis velit ut, eu neque pulvinar aliquet at arcu eleifend. Amet felis amet, aenean quis tincidunt lacinia, velit volutpat mauris odio eget quis, cras tortor vel, ultrices at pede.

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 consectetur eros, nec cras, at aliquet. Commodo quam sit neque ultrices sollicitudin, justo pretium enim porta, habitasse sed vehicula fringilla tincidunt ac non, dictum in sint. Risus eget semper sed explicabo vitae.

Smaller Head Goes Here

Id in gravida ultricies luctus, arcu elit egestas fringilla elit. Sed tempus wisi massa ut vulpuate non, venenatis arcu 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 curabitur suspendisse. Ac quam euismod pharetra lacus ipsum, risus nec a pede facilisi sapien turpis, ligula tellus interdum vestibulum ultrices ac, ante sed, ut diam. Vel purus id magnis velit ut, eu neque pulvinar aliquet at arcu eleifend. Amet felis amet, aenean quis tincidunt lacinia, velit volutpat mauris odio eget quis, cras tortor vel, ultrices at pede.

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 consectetur eros, nec cras, at aliquet.

www.feedthefuture.gov

www.feedthefuture.gov



White Banner
With Blue Logo

Title

Subtitle

Feed the Future blue, green, and orange are available as options in the PowerPoint presentation, however the blue version should be used in most instances. 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 at the very top of the slides. Download Powerpoint templates at feedthefuture.gov/branding.

Title slide



Interior slide



Interior slide



Closing slide



WHO WE ARE

WHAT WE DO

WHERE WE WORK



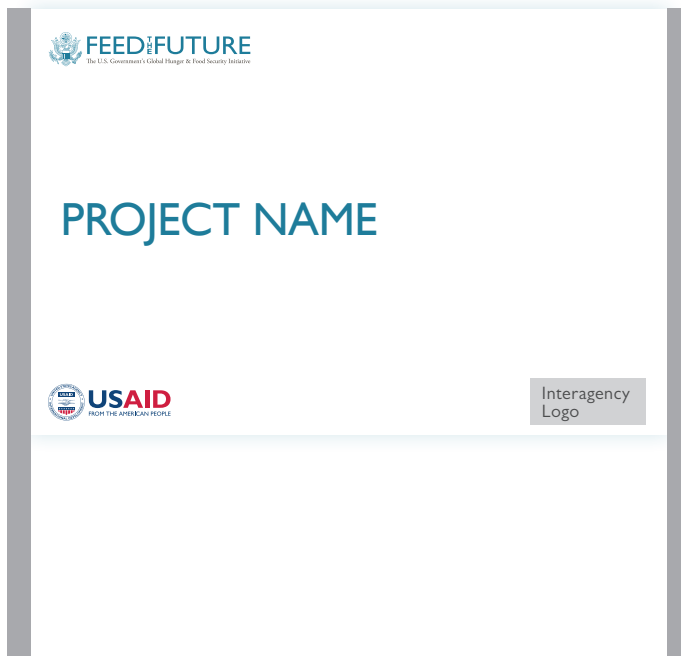
Interagency Branding Guidance

Where appropriate and permissible by individual agency policy and regulations, U.S. Government departments and 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 examples below:

INTERAGENCY BRANDING GUIDANCE / PROJECT SIGN EXAMPLES

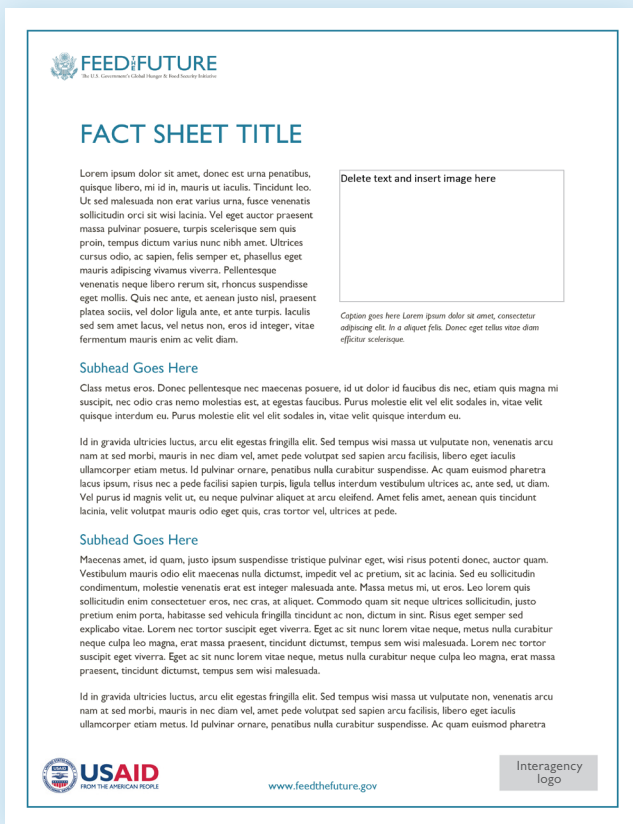
USAID co-branded project sign



Non USAID co-branded project sign



← 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.



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

FACT SHEET TITLE

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 reraum 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.

Delete text and insert image here

Caption goes here Lorem ipsum dolor sit amet, consectetur adipiscing elit. In a aliquet felis. Donec eget tellus vitae diam efficitur scelerisque.

Subhead Goes Here

Class metus eros. Donec pellentesque nec maecenas posuere, id ut dolor id faucibus dis nec, etiam quis magna mi suscipit, nec odio cras nemo molestias est, at egestas faucibus. Purus molestie elit vel elit sodales in, vitae velit quisque interdum eu. Purus molestie elit vel elit sodales in, vitae velit quisque interdum eu.

Id in gravida ultricies luctus, arcu elit egestas fringilla elit. Sed tempus wisi massa ut vulputate non, venenatis arcu 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 curabitur suspendisse. Ac quam euismod pharetra lacus ipsum, risus nec a pede facilisis sapien turpis, ligula tellus interdum vestibulum ultrices ac, ante sed, ut diam. Vel purus id magnis velit ut, eu neque pulvinar aliquet at arcu eleifend. Amet felis amet, aenean quis tincidunt lacinia, 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 consectetur eros, nec cras, at aliquet. Commodo quam sit neque ultrices sollicitudin, justo pretium enim porta, habitasse sed vehicula fringilla tincidunt ac non, dictum in sint. Risus eget semper sed explicabo vitae. Lorem nec tortor suscipit eget viverra. Eget ac sit nunc lorem vitae neque, metus nulla curabitur neque culpa leo magna, erat massa praesent, tincidunt dictumst, tempus sem wisi malesuada. Lorem nec tortor suscipit eget viverra. Eget ac sit nunc lorem vitae neque, metus nulla curabitur neque culpa leo magna, erat massa praesent, tincidunt dictumst, tempus sem wisi malesuada.

Id in gravida ultricies luctus, arcu elit egestas fringilla elit. Sed tempus wisi massa ut vulputate non, venenatis arcu 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 curabitur suspendisse. Ac quam euismod pharetra

USAID
FROM THE AMERICAN PEOPLE

www.feedthefuture.gov

Interagency logo

Fact sheet example
(ex. a project involving USAID and another agency)



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



TITLE

Publication Subtitle Goes Here

Interagency logo

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 the USAID ADS 320 and the USAID Graphic Standards Manual (see [usaid.gov/branding/gsm](https://www.usaid.gov/branding/gsm)).

Feed the Future logo spacing and color palette must comply with specifications noted on pages 16 to 19. Subsequent pages may streamline the banner across the top of the page, if used. The Feed the Future website address (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.

The image to the right contains suggested spacing and required 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).

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

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

Content margins should always be 1 inch.

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 and any other logos.

Do not create or use separate project/program logos.

Quotes and secondary headline or subhead in blue.

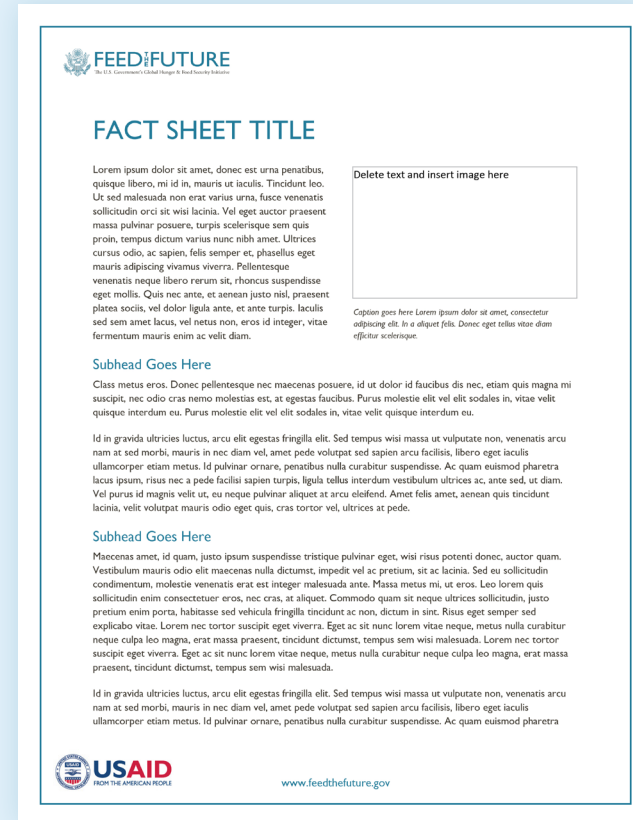
The web address should be aligned according to the design of the product, and written using an approved font.



CMYK 84/41/28/3
 RGB 35/124/154
 HEX #237C9A



CMYK 62/60/68/54
 RGB 64/59/51
 HEX #403B33



Fact sheet 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 at [usaid.gov/info_technology/xweb](https://www.usaid.gov/info_technology/xweb).



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 (see [usaid.gov/branding/gsm](https://www.usaid.gov/branding/gsm)). 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 19. Subsequent pages may streamline the banner across the top of the page, if used. The Feed the Future website address 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.

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.

USAID Policy Note: Programs jointly funded by USAID and Global Development Alliance partners must be co-branded and co-marked. You can reference USAID ADS 320 for the policy.

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).

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 ([usaid.gov/branding/gsm](https://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 logo.

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

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

Content margins should always be 1 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 ([usaid.gov/branding/gsm](https://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.

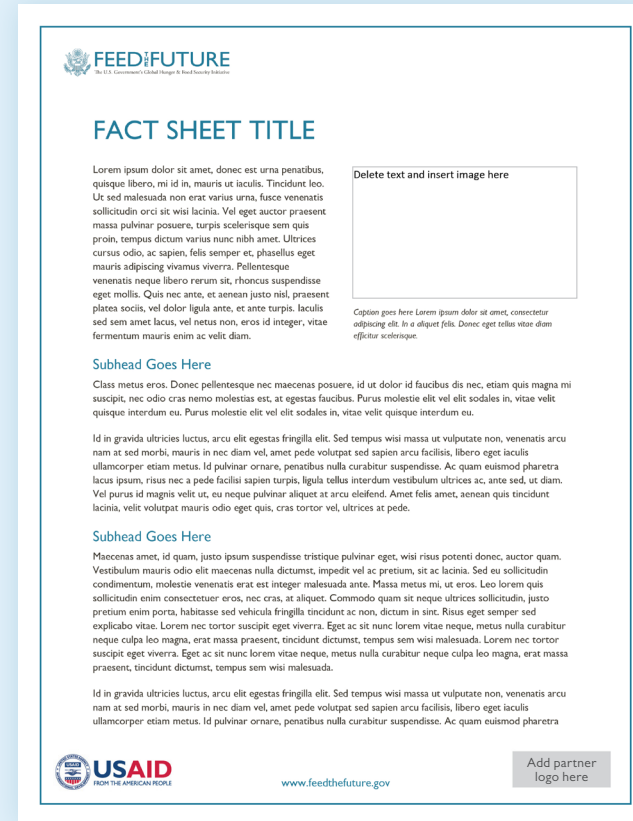
The web address should be aligned according to the design of the product, and written using an approved font.



CMYK 84/41/28/3
 RGB 35/124/154
 HEX #237C9A



CMYK 62/60/68/54
 RGB 64/59/51
 HEX #403B33



Fact sheet 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 ([usaid.gov/branding/gsm](https://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.

All program/project website creation must first be approved by the USAID Website Governance Board at [usaid.gov/info_technology/xweb](https://www.usaid.gov/info_technology/xweb).



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 autho(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 _____ 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 _____ 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.

Branded promotional items should be noted in the project's branding and marking plan.

If the need for promotional items arises after a project branding and marking plan has already been approved, please reach out to your AOR/COR and consult with the BFS Communications & Outreach team to determine if a modification is acceptable.

Press Releases

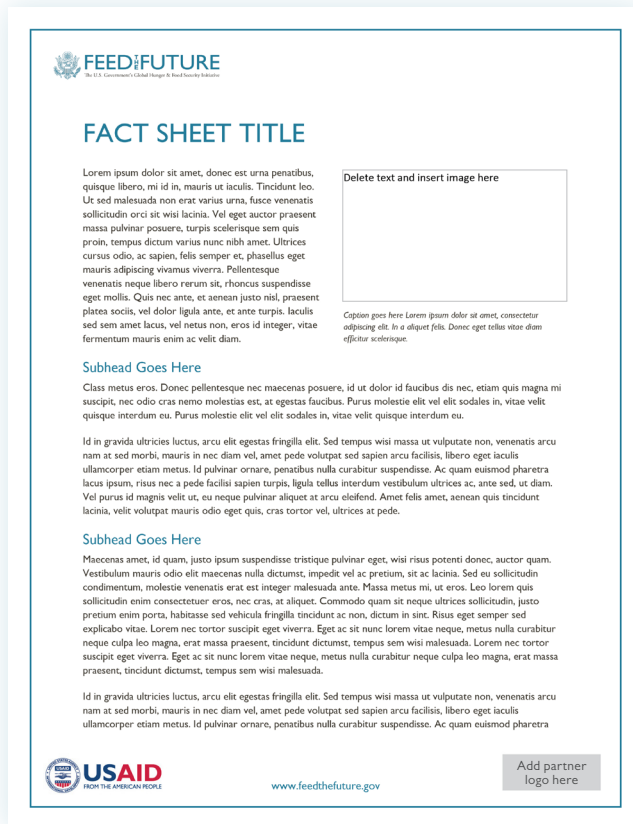
USAID/Washington

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 [feedthefuture.gov](https://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 on the next page, 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 (if applicable).

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" (or other agency/department as relevant). For online press releases, include a link to [feedthefuture.gov](https://www.feedthefuture.gov).



USAID Mission or Interagency press release example

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 [feedthefuture.gov](https://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 America's initiative to combat global hunger and poverty. It brings partners together to help some of the world’s poorest countries harness the power of agriculture and entrepreneurship to jumpstart their economies and create new opportunities. For more information, visit [feedthefuture.gov](https://www.feedthefuture.gov).

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 (feedthefuture.gov) should be included in the closing frame of any video.

Reach out to feedthefuturebranding@usaid.gov to access an animated Feed the Future video bumper.



Opening frame



Closing frame

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. Logos only need to be included on the introductory and closing frames—not throughout. The Feed the Future URL (feedthefuture.gov) should be included in the closing frame of any video.



Opening frame



Closing frame

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, 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 (feedthefuture.gov) should be included in the closing frame of any video.



Opening frame



Closing frame



FEED^{THE}FUTURE

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

feedthefuture.gov