



FEED THE FUTURE

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



Feed the Future Marking & Branding Guidelines

USAID Communications for Development Workshop
Tuesday, June 28, 2016



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ABOUT FEED THE FUTURE

- Launched in 2009 as part of President Obama's Global Hunger and Food Security Initiative
- Aims to end extreme poverty, under-nutrition, and hunger
- Works with partner countries (e.g. the Government of Ghana) and other partners to improve economic outcomes
 - Increase agriculture productivity
 - Boost harvests and incomes of rural small-scale farmers
 - Improve agriculture research & development
 - Increase resilience to prevent recurrent crises at the household and community level





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U.S. GOVERNMENT PARTNERS





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BRANDING OBJECTIVES

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





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MARKING VERSUS BRANDING

Marking is the application of the Feed the Future USAID-funded Feed the Future programs

Branding includes the Feed the Future logo, fonts, colors, photos and design. This also includes what is said about Feed the Future and how it is said



PROJECT NAME CRITERIA

DOs

- Always begin with Feed the Future
- Reference a country's project or region

DON'Ts

- Do not use jargon or acronyms (e.g. FTF Ethiopia Value Chain Project)
****Always say and spell out Feed the Future. Do not say/write "FTF"***
- Do not reference implementing partners and internal organizational structures*(e.g. International Fertilizer Development Center's Ethiopia Value Chain Project)
- Do not preface "Feed the Future" with "USAID's"
- *Feed the Future is the U.S. Government's not USAID's**
- Do not use or develop separate project logos or landmarks



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TEST YOUR KNOWLEDGE





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EXERCISE #1

Which is NOT a correct Feed the Future Project Name?

- Feed the Future Kenya Coffee Bean Project
- Feed the Future Bangladesh Fertilizer Deep Placement Project
- USAID's Feed the Future Global Wheat Improvement Project





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EXERCISE #1 (ANSWER)

Which is **NOT** a correct Feed the Future Project Name?

~~Feed the Future Kenya Coffee Bean Project~~

~~Feed the Future Bangladesh Fertilizer Deep Placement Project~~

✓ USAID's Feed the Future Global Wheat Improvement Project

*****This is incorrect because the project name starts with USAID. Feed the Future is a U.S. Government Initiative. All Feed the Future projects MUST START with "Feed the Future" not with the names of federal agencies***



EXERCISE #2

Which is the correct answer?

- FTF Program on Wheat
- Feed the Future West Africa Seed Systems Project
- WINS (Water Initiative for Nutrition Security)





EXERCISE #2 (ANSWER)

Which is the correct answer?

~~FTF Program on Wheat~~

Feed the Future West Africa Seed Systems Project

~~WINS (Water Initiative for Nutrition Security)~~

*****This is correct because the project name is spelled out completely. All Feed the Future projects MUST START with "Feed the Future," they should never include acronyms***



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LOGO HISTORY

- The first official Feed the Future was developed in 2010 by the United States Department of Agriculture (USDA)
- The logo stated: “See, Feed, Change the Future.” Initial colors were brown, green and blue

SEE^{THE}
FEED
CHANGE FUTURE



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LOGO

- Do not recreate the logo
- Do not skew the proportions or use alternative colors
- All three elements must be visible and legible (seal, tagline and text treatment)
- Horizontal logo is *always* preferred
- Tagline must be in black when a white background is used for the logo

Feed the Future Logo



**Great Seal of the
United States**

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Tagline

Text Treatment



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LOGO

Blue is the primary Feed the Future color and preferred color for the logo.

***The horizontal logo is *always* preferred**

Horizontal Logo



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Vertical Logo



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LOGO: POSITIVE & REVERSE FORMAT

The Feed the Future logo is available in a positive (colored text) and reverse (white text) format and may be used in approved colors only.

Positive Format



Reverse Format



LOGO (POSITIVE FORMAT)

- The Feed the Future logo is available in blue, green and black
- ***Green logo can be used for serial publications that require differentiation**
- The tagline must be in black on white background
- Logo is available as a horizontal or vertical arrangement
- **No other color combination or arrangement or permitted**





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LOGO SIZING REQUIREMENTS

- All three elements of the logo including the tagline must be large enough for the reader to read
- Horizontal logo must always be AT LEAST 2 inches (5.08 cm) wide in all communication materials
- Vertical logo must always be AT LEAST 1.625 inches (4.191 cm) wide in all communications materials

Minimum width= 2”



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Minimum width= 1.625”



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TEST YOUR KNOWLEDGE





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EXERCISE #3

Which use of the Feed the Future logo is correct?

1.



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2.



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3.



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EXERCISE #3 (ANSWER)

Which use of the Feed the Future logo is NOT correct?



*****This is incorrect because it is the wrong color combination. It is not the right blue background color***



COLOR PALETTE

Approved colors must be used on all Feed the Future project communication materials.

- **Blue is the primary Feed the Future color**
- Green and orange are secondary colors
- Black and gray are accent colors

Primary Color



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

Secondary colors



Patone 7459 C
CMYK 25/0/80/30
RGB 148/165/69
HEX #94A545

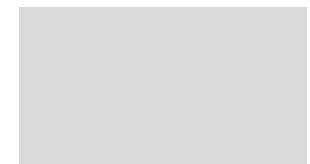


Patone 7413 C
CMYK 14/58/100/2
RGB 211/125/40
HEX #D37D28

Accent colors



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



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



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COLOR PALETTE MEANING



Blue represents the future



Green represents agriculture



Orange represents hope



Black represents the soil



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FONT

Approved fonts must be used on all Feed the Future communication materials

USE FOR SHORTER DOCUMENTS: (Banners, fact sheets, brochures etc.)

Gill Sans is the brand's primary font for all professional designed and printed publications. When it is not available, default to Arial

USE FOR LONGER DOCUMENTS: (reports & technical papers)

Garamond can be used for technical and longer reports. When it's not available default to Times New Roman



FONT FOR SHORT DOCUMENTS

		<u>Secondary font</u>
<u>Headers & Body Text</u> Gill Sans (regular) Gills Sans Light	When not available, use	Arial Regular
<u>Headers, subheads, highlighted text</u> Gill Sans Bold	When not available, use	Arial Bold
<u>Captions</u> <i>Gill Sans Italic</i>	When not available, use	<i>Arial Italic</i>
<u>Quote text</u> <i>Gill Sans Light Italic</i>	When not available, use	<i>Arial Italic</i>



FONT FOR LONGER DOCUMENTS

Body Text

Garamond Regular

When not available, use

Secondary font

Times New Roman Regular

Body Text, Highlighted Text

Garamond Bold

When not available, use

Times New Roman Bold

Captions

Garamond Regular

When not available, use

Times New Roman Italic

Quote text

Gill Sans Bold

When not available, use

Arial Bold

GLOBAL MATERIALS

(FACTSHEET EXAMPLE)

- Follow Feed the Future color, font, size and space specifications at all times
- Do not include additional logos or text within the top banner
- Use 1/2 inch margins for content
- Center the Feed the Future website URL at the bottom page
- Co-branding is permissible if your project is funded through a specific contract/acquisition instrument



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TANZANIA FACT SHEET

Feed the Future, the U.S. Government's global hunger and food security initiative, is establishing a foundation for lasting progress against global hunger. With a focus on smallholder farmers, particularly women, Feed the Future supports partner countries in developing their agriculture sectors to spur economic growth that increases incomes and reduces hunger, poverty, and undernutrition. Feed the Future efforts are driven by country-led priorities and rooted in partnership with governments, donor organizations, the private sector, and civil society to enable long-term success. Feed the Future aims to assist millions of vulnerable women, children, and family members to escape hunger and poverty, while reaching significant numbers of children with highly effective nutrition interventions to prevent stunting and child mortality.

Feed the Future in Tanzania

Tanzania is a democratic republic on the coast of East Africa with a population of 46 million people. The country's political stability, sound macroeconomic management, and natural resources all contribute to its potential for sustained growth. Expansion in tourism, mining, trade, and communications has contributed to overall economic growth, which has averaged seven percent per year over the last decade. Still, many Tanzanians are unable to meet their basic needs.

In Tanzania, undernutrition is the greatest contributor to under-five mortality and is estimated to cost the country 2.43 percent of its gross domestic product (GDP) due to lost revenues from poor cognitive and physical development in early life.

Agriculture is a main driver of the economy, accounting for more than 25 percent of its GDP and 75 percent of the labor force. While Tanzania is largely self-sufficient in maize production (its main staple crop), yields are significantly lower than regional and global averages. Tanzania is a net importer of rice, but with improved productivity, the country could help fulfill growing domestic and regional demand. With its abundant and fertile land, water resources, and access to international markets through its major port and capital, Dar es Salaam, Tanzania has great potential for agriculture-led economic growth.

Tanzania is one of the first African countries of the New Alliance for Food Security and Nutrition, a commitment by G8 members, African countries, and private sector partners to reduce poverty through inclusive agricultural growth. Under the New Alliance, the Government of Tanzania and G8 members have endorsed a country-specific Cooperation Framework, through which the Government of Tanzania has committed to specific policy actions that will improve the environment for private investment in agriculture. At the same time, G8 donors have pledged to align funding behind the country's food and agriculture investment plan, and private sector partners have signed Letters of Intent detailing their plans for investing in Tanzania's agriculture sector.



Feed the Future Focus

Target Regions: Over 80% of resources focused on the Southern Agricultural Growth Corridor of Tanzania (SAGCOT)

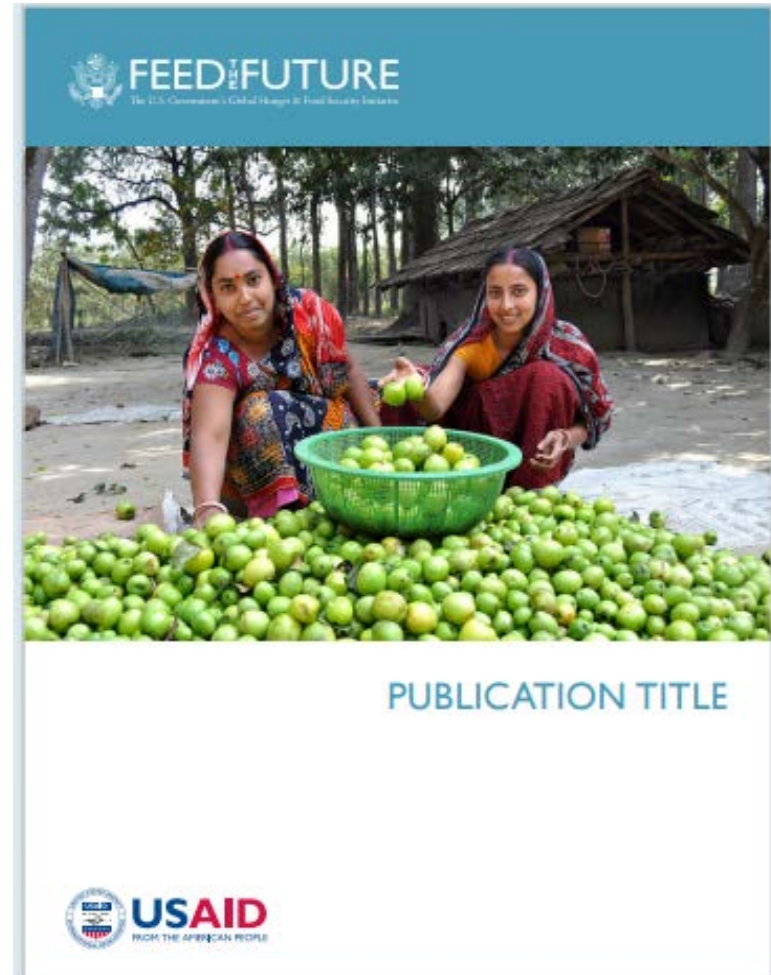
Value Chains: Rice, maize, and horticulture

Objectives: Increase yields of target crops by at least 50%, improve infrastructure including irrigation and roads, and improve nutrition of women and children

www.feedthefuture.gov

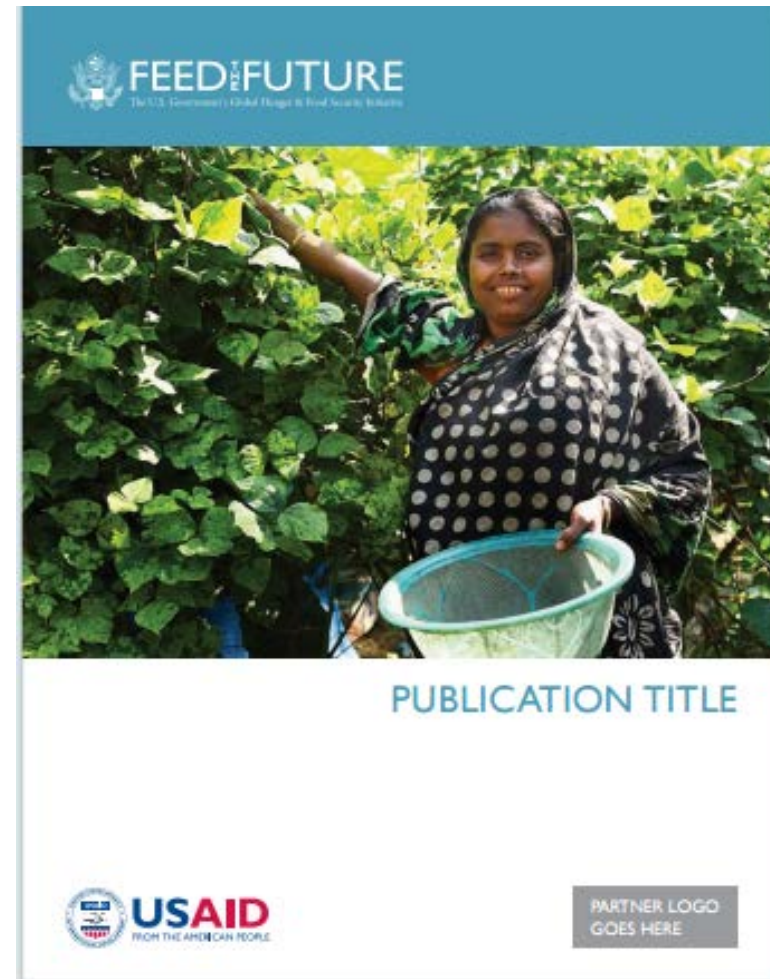
ACQUISITION INSTRUMENTS

- Feed the Future logo must be placed prominently at the top left corner of the page/publication. Do not include any additional language or logos within the top area/banner
- The USAID logo must be positioned at the lower left corner
- No separate partner logos are allowed
- Do not create or use separate project/program logos



ASSISTANCE INSTRUMENTS

- Feed the Future logo must be placed prominently at the top left corner of the page/publication. Do not include any additional language or logos within the top area/banner.
- The USAID logo must be positioned at the lower left corner
- Place partner logo(s) to the right of USAID logo
- No separate partner logos are allowed
- Do not create or use separate project/program logos





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PRESS RELEASE (ACQUISITION & ASSISTANCE)

- If a project is mentioned, the press release must 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”
- Online press releases, must include a link to www.feedthefuture.gov
- Press releases reference any project must be cleared by the appropriate Mission PRIOR to release

- **ALL press releases 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.



VIDEO SPECIFICATIONS (ACQUISITION & ASSISTANCE)

- Place the Feed the Future logo at the opening and at the end of the video production.
- The Feed the Future URL (www.feedthefuture.gov) should be included in the closing frame of any video
- **For acquisition instruments:** Place USAID logo below the Feed the Future logo to the left of the screen (logos should only be included on the introductory and closing frames-not throughout)
- **For assistance instruments:** Place USAID logo below Feed the Future logo and to the left of the screen., with implementing partner logos to the right. Include logos only on intro and closing frames



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RESOURCES & CONTACT INFO

For logo, fact sheet, and PowerPoint templates:

Download files at: www.feedthefuture.gov/branding

Social media

Twitter: @Feedthefuture

Facebook: @feedthefuture

*For all questions and/or clearances, email (and copy your AOR/COR): accraaidghanadocs-dl@usaid.gov

Feed the Future DOC:

Priscilla Addison, Development Outreach & Communications (DOC) Specialist, paddison@state.gov



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QUESTIONS?





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BREAK-OUT SESSIONS





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