

Graphic Design 101

A black and white dog is shown in profile, barking with its mouth wide open, revealing its teeth. The dog is positioned on the left side of the frame. To the right of the dog's head, there are several red, radiating lines that suggest sound or energy. The background is solid black.

Use strong images to pack a punch

& visualise your
message

Where to get images



Take them



**Creative
Commons
or
Create them**



Buy them



Please don't
use **generic**
stock photos

**And just say
no to clip art**





There are
countless
beautiful free
stock images
available

Check out the
free photos
online



**Try to use
photos that
leave space for
your text**

(like this one)

And that are relevant to your topic

(Butterfly bulldog might be cute but not super relevant)





**If an image is really busy,
use a semi-transparent
text background**

**If an image is really busy,
use a semi-transparent
background**

(like this!)



Alternatively,

Photos with a lot of negative space in them make balancing text and imagery easy





**Keep margins around
your content to keep
things balanced,
breathable, and
beautiful**



**Align your
elements with
tender loving care**



**Whitespace is
your friend**



**It helps you pull
in focus to
specific elements**



(Like this one)



Use Icons

to present data, stats,
and information quickly
and visually

Choose icons that match



Use these free icons in your artwork

**40% of people
will respond
better to visual
information
over plain text.**

- ZABISCO

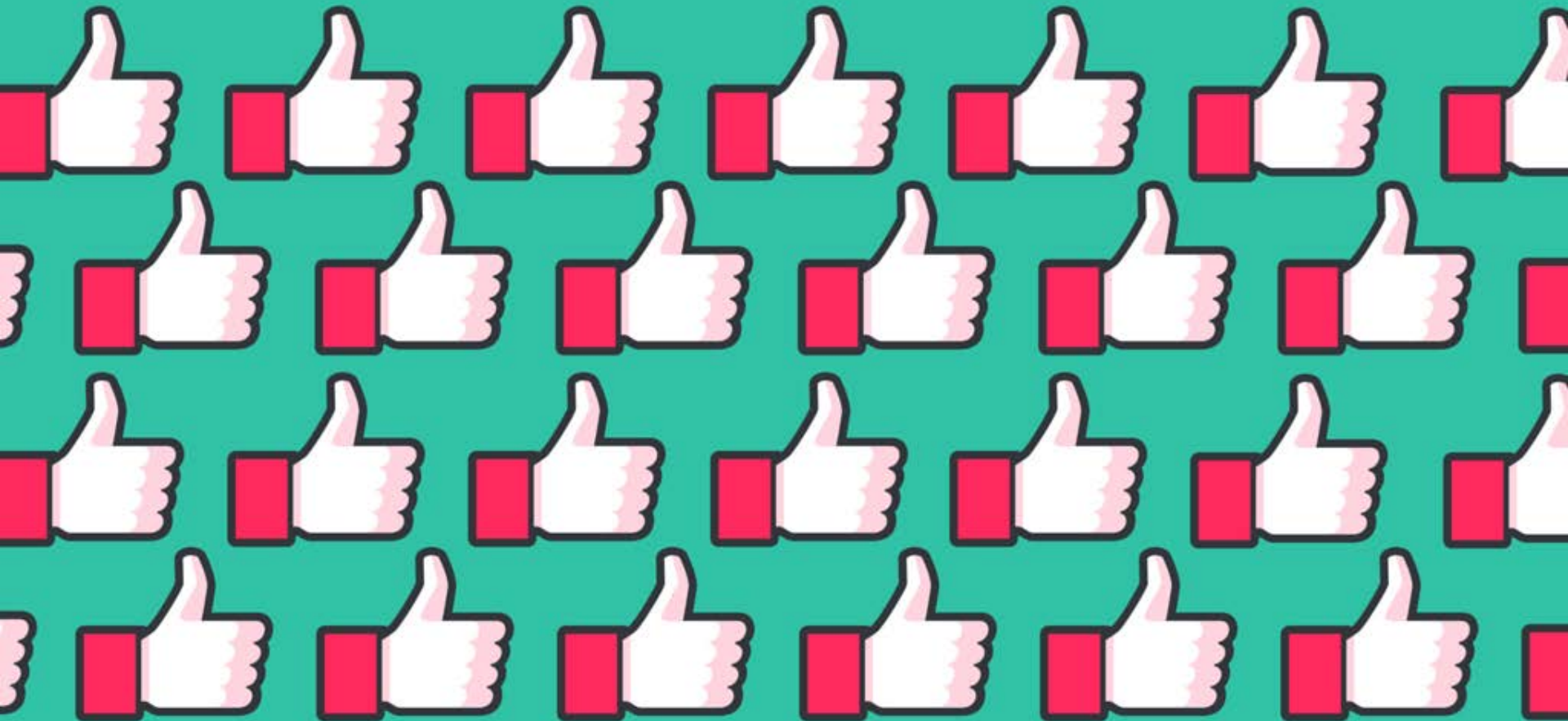


**and 90% of information
transmitted to the
brain is visual**

- 3M CORPORATION



So...
Make use of
icons.





**Choose a
palette and
stick to it**

Keep your palette small

3 colors is usually the sweet spot

#FF295F

#31C2A7

#FFCC00

#000000

**Keep your
palette's
contrast
high**



**Low
contrast is a
legibility
killer**



And above all,
Have fun!



If you're
invested
in your design, your audience
will ❤️ you and repay
you with **claps**





We love claps.

**Now we are ready to
design anything that
wins?**



**Good luck &
happy designing!**

Question?





USAID
FROM THE AMERICAN PEOPLE





USAID
FROM THE AMERICAN PEOPLE



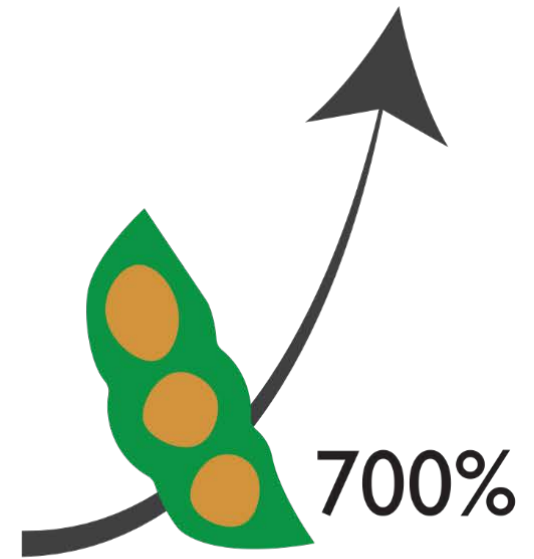
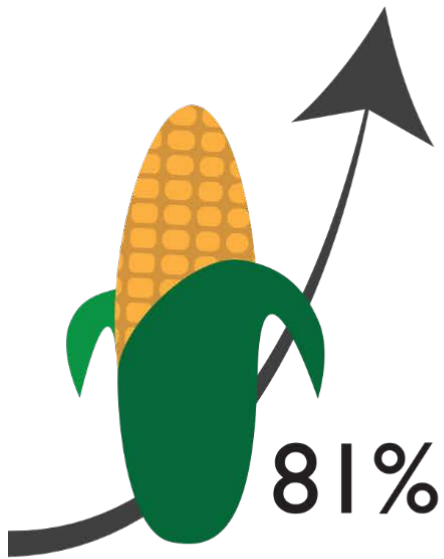
Women of USAID Ghana, Tamale

More than 103,000 farmers reached in FY2015 - Representation 1

>
103,000
farmers reached in FY2015



From 2012 to 2014, maize profits increased 81%, rice profits increased over 73%, and soy profits increased over 700% amongst beneficiaries



Profit increases amongst beneficiaries in FY2015



USAID
FROM THE AMERICAN PEOPLE

USAID GRAPHIC STANDARDS MANUAL AND PARTNER CO-BRANDING GUIDE



1.1 OUR HERITAGE

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USAID Standard Graphic Identity (hereinafter referred to as “USAID logo”) builds upon the recognition and brand-equity developed over more than 65 years of U.S. foreign aid. The USAID logo descended directly from the Marshall Plan logo, created when Congress became concerned that the Soviet Union was taking credit for the poorly marked U.S. foreign aid donations to European countries.

Over the last half-century, the USAID handclasp has become one of the best-known U.S. emblems throughout the world. It is a symbol of the United States’ long history of aiding those in need.



1948 – The Marshall Plan logo identified U.S. assistance to people recovering from World War II.



1953 – The Mutual Security Agency—a USAID predecessor—added the handclasp to help identify the aid as part of the mutual benefits shared by our country and friends around the world.



EARLY 1960s – USAID, established in 1961, picked up this logo from predecessor agencies. Its continued use built upon wide recognition developed over more than a decade.



1992 – The new logo combined a modern image of the globe and U.S. flag with USAID prominently displayed. However, the change was viewed as too radical.



1995 – The shield and handclasp was reintroduced in a more modern way. The color was also removed from the handclasp to ensure no specific race was identified.



2001 – “United States Agency for International Development” was added to the logo to ensure people knew the assistance provided was from the United States Government.



2004 TO PRESENT – The updated logo includes a brand name and tagline to help ensure people understand the assistance is provided by U.S. taxpayers.

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1.3 OUR LOGO

Incorrect logo, type mark and seal usage

The only correct uses of the logo, type mark and seal are as shown on the previous pages. A few typical incorrect examples are shown below.



WRONG FONT



COLORS TRANSPosed



PROPORTIONS DISTORTED



SHADOW ADDED



MISSING TAGLINE



WRONG FONT AND MISSING TAGLINE



SEAL AND TYPE MARK REARRANGED

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1.4 OUR COLORS

The USAID color palette ensures the colors always look consistent. The primary color palette, USAID Blue and USAID Red, reinforces that the aid is From the American people.

The colors below are the only colors approved by USAID.

Primary color palette

Used for logo, text, color fields and accent colors. USAID Blue may be used as tints. USAID Red may not be used as a tint.



USAID BLUE
PANTONE® 294
C 100 M 69 Y 7 K 30
#002F6C
R 0 G 47 B 108



USAID RED
PANTONE® 200
C 3 M 100 Y 70 K 12
#BA0C2F
R 186 G 12 B 47

Secondary color palette

Used for text, color fields and accent colors. Light gray and light blue may be used for text if on a dark background. All secondary colors, except dark red, may be used as tints.



RICH BLACK
PANTONE® BLACK 3C
C 67 M 44 Y 67 K 95
#212721
R 33 G 39 B 33
100% BLACK



MEDIUM BLUE
PANTONE® 2144
C 95 M 53 Y 0 K 0
#0067B9
R 0 G 103 B 185



LIGHT BLUE
PANTONE® 2717
C 34 M 15 Y 0 K 0
#A7C6ED
R 167 G 198 B 237



WEB BLUE
FOR WEB USE ONLY
#205493



DARK RED
PANTONE® 7421
C 18 M 100 Y 45 K 67
#651D32
R 101 G 29 B 50



DARK GRAY
PANTONE® 2334
C 62 M 56 Y 56 K 16
#6C6463
R 108 G 100 B 99
70% BLACK



MEDIUM GRAY
PANTONE® 2332
C 50 M 42 Y 44 K 6
#8C8985
R 140 G 137 B 133
40% BLACK



LIGHT GRAY
PANTONE® 2330
C 13 M 9 Y 13 K 0
#CFDC9
R 207 G 205 B 201
15% BLACK

The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

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1.6 OUR PHOTOGRAPHY

Photography is a key element in USAID's brand and can be used in a variety of communications tools. A single image can help humanize the USAID brand while conveying the impact our projects have on the individuals and groups we serve.

It is best practice to accompany every photo with a caption that tells the viewer who, what, where, when and why of the subject matter. Captions should adhere to Associated Press style, and you must always credit the photographer. See USAID's Video and Photography Style Guide.

Properly credited photos may be shared on social media.



EXAMPLE OF BRANDED AND CREDITED PHOTO

2.5 TEMPLATES

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Fact sheets, country profiles, bios

Downloadable templates of commonly used documents are available in Microsoft Word® at www.usaid.gov/branding/resources. These templates are approved for desktop publishing and creating Adobe Acrobat® PDF files.

All written content should follow Associated Press style guidelines.



TITLE STYLE GOE RUN TWO LINES

Subtitle, Intro text goes here, 2
ienimusa il ma incia des dollese

Normal text goes here. Udiapsam, occum ino
ius ad quatur, que dus aciaestrum hilitectas:
erro etate num saperip lassit, sam quam qui
everibes si adi corrovit mi, inosandam, nulle
quas reptati bundae voltorpos es at et ad ut qe
Dipsam, im untionsed quat eium fuga. Ita velit
torpos aut ex excea accum que int od quos v
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HEADING 1 STYLE GOES HE

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aciaestrum hilitectas eat quo est, sam, qui o
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corrovit mi, inosandam, nullitit losam, solup
bundae voltorpos es at et ad ut quam, aut occ
dolupta ibusam aut ut autemio sintit, sit o

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ANN MEI CHANG

Chief Innovation Officer and Executive Director,
U.S. Global Development Lab

Sequitur sitatur reseratur, sillectas har aut quas mos sitas expedit quate aut is
nonsequibus, seque lab insoluta pos doloris sperant intur. Itaci consequat
arguat omninoi senuit: lenitit imi mirtur, ut ad ligid quididat volupscat atur
sita, tem eoa eoa et dolorem quate ac eacia quid mollesio ratur, nobitum et
silique plenu abo. Porrovit quatur, sevaris pos et ex ex reperctitas ac
cum si vane: inihitit eaequam acia eum vandam ipedem. Nam na dem
verum adlaeces seque platoce imporet, unt lab ius rem hibicio nonsequibus
sere alibeatquam endissa platoce quaten fuga. Atam adit dempost, tem
faccata et dicitur totaratae. Et ma que peribua ipid mi, officem idem alit
laur amosant, fagi volat a vel magnitudo eum nem acco et labori perum
quid mi sildeleceque dolo sio: ut dimes dal lam ipam que eae platoce
volenda quatur atem nulari scioce dea voluptas adite te cor respal et qui
quide luptatines rebent doluptatem facciatur quo maximo us sepi cus
consequ oditas di secabor sam qui aut volupta nones aut est officiamom,
andate sit, aut libitanditam delent priem fugias rest acia dolerco eaque
omnis dolupta am secabor accae omnes officiatit lacum, volupte quo verapet
lytacomipit ita sacre ex www.usaid.gov molitae aturapitititropos volendatum
velitque sim faccipant.

Parum ea allectur: caesae: quaturum fuga. Occum landia tempore et, qui
con pla sarris volupe nimgnis si ius nam estiar autem reped quaturum aut
plabor sillectas: coero coero nungue voluptas. Nena excepitit parciendat.

Namperores nobilita qui te magisihit mihitit dem imes rem ni borum
estiviel mollesit haur esclerant: diti auris aut atsequant aurum ad
autandam, inelus es evara iliquo di hilitit eum est alit vellit quatur nequi
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Itatibus seque tam velleae vera voluptas ut aut hilitit berrari fuga. It volute,
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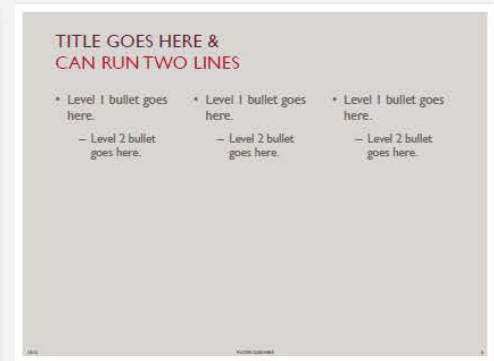
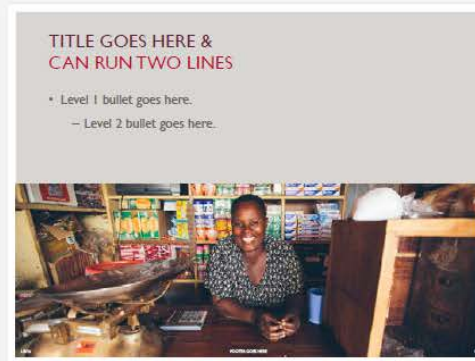
2.6 PRESENTATIONS

PowerPoint® templates

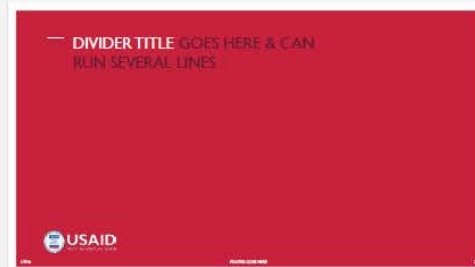
A PowerPoint® presentation can be used for multiple purposes, from training programs to headlining conferences. A PowerPoint® template can be found at www.usaid.gov/branding/resources.



STANDARD 4:3 ASPECT RATIO PPT



WIDESCREEN 16:9 ASPECT RATIO PPT



2.8 E-NEWSLETTER

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An e-newsletter connects USAID to our global audience. It can help communicate updates on developing issues and ongoing projects. An external e-newsletter should be easily recognized as a USAID publication, employing common elements that brand USAID e-newsletters as official and authoritative sources of information.

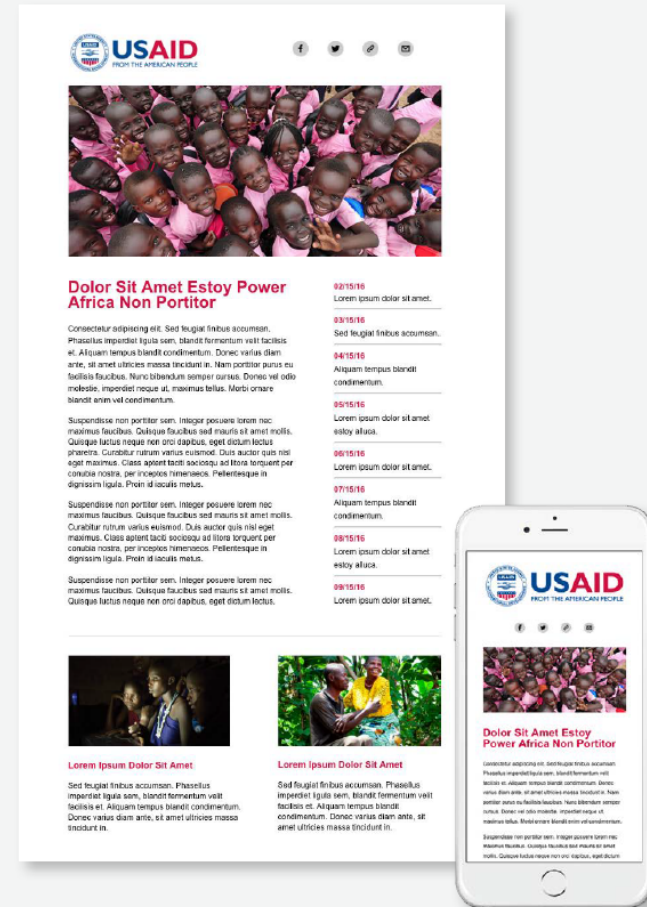
Given that USAID e-newsletters are produced and distributed via a wide range of mailing list vendors, it is not possible to provide a single standard template that will work across all mailing platforms and on all devices. Bureaus and offices may utilize an accessible, mobile-friendly template supplied by the vendor. Customize the template to include the following elements and to comply with USAID's graphic standards:

- USAID's 2-color horizontal logo at the top of the message, surrounded by appropriate clear space.
- Banner image below the logo.
- USAID colors for text, background tints, separator lines and other elements. Enter RGB values as custom colors, see section 1.4.
- Source Sans Pro or Arial font for all text, or the closest available fonts.
- Social media links using the icons supplied at www.usaid.gov/branding/resources.

As official communications from the Agency, USAID e-newsletters must follow the following set of best practices in order to effectively convey our message to readers:

- Use engaging subject lines that encourage recipients to open and read the newsletter.
- Provide a link allowing recipients to view the message in a web browser (a default setting on most mailing list providers).
- Use brief text blurbs to encourage readers to click through to content.
- Include photo credits for all photos — these can be in the text or superimposed on the image itself.
- Include appropriate alternate text on all photos and graphic elements.
- Provide links to subscribe or “forward to a friend” — these are often standard elements in email messages distributed via mailing list vendors.
- Provide a link to allow recipients to unsubscribe, as required under the CAN-SPAM Act of 2003.
- Include USAID contact information, including mailing, email and web addresses, and phone number. This is also required under the CAN-SPAM Act.

WHITE BACKGROUND, USAID LOGO SET ON THE LEFT, SOCIAL MEDIA ICONS ON THE RIGHT



2.9 SOCIAL MEDIA

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Social media is a critical and growing communication channel for USAID around the globe. All (official USAID) social media channels must be approved by LPA and adhere to the the following guidance.

The main USAID social media channels are as follows:

Facebook

The Facebook profile picture should always be the USAID vertical logo on a white background (180x180 pixels). Do not insert bureau or office name in profile picture. Do not alter the profile picture for any reason. The cover image (851x315 pixels) can and should be changed out regularly. When selecting a photo, chose a rich-colored image that positively highlights our beneficiaries or the region we're assisting.

Twitter

The Twitter profile picture should always be the USAID vertical logo on a white background (400x400 pixels). Do not insert bureau or office name in profile picture. Do not alter the profile picture for any reason. You are encouraged to change out the large header photo regularly (1500x500 pixels). The header photo should be a large, captivating image which shows our work and the people we help in an uplifting manner. Do not use the header for bureau or office identification.



Facebook



Twitter

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2.9 SOCIAL MEDIA

Instagram

Instagram Profile Photo size: 110 x 110

Instagram photo size: 1080 x 1080

The Instagram profile picture should always be the USAID vertical logo on a white background (110 x 110 pixels). Do not insert bureau or office name in profile picture. Do not alter the profile picture for any reason. When selecting a photo, chose a rich-colored image that positively highlights our beneficiaries or the region we're assisting. Instagram followers engage more on images showing clear human interaction and a variety of emotion. The post should include a link for people to learn more about the organization or the actions in the image.

YouTube

YouTube Channel Art size: 2560 x 1440

Video thumbnail: 1280 x 720

Channel icon: 800 x 800

The YouTube channel icon should always be the USAID vertical logo on a white background (800 x 800 pixels). Do not insert bureau or office name in channel icon. Do not alter the channel icon for any reason. The channel art (2560 x 1440 pixels) should be changed out regularly. When selecting a thumbnail, chose a rich-colored image that positively highlights our beneficiaries or the region we're assisting.

Flickr

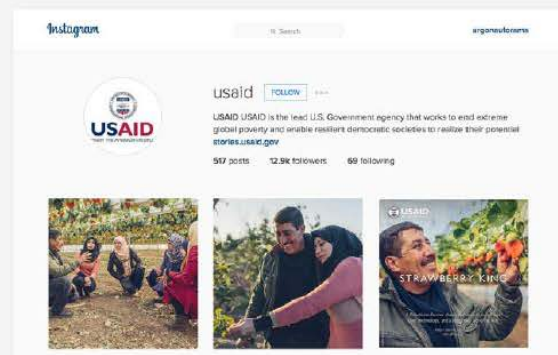
Key Profile Picture: 100 x 100

Cover Image: 1345 x 2500

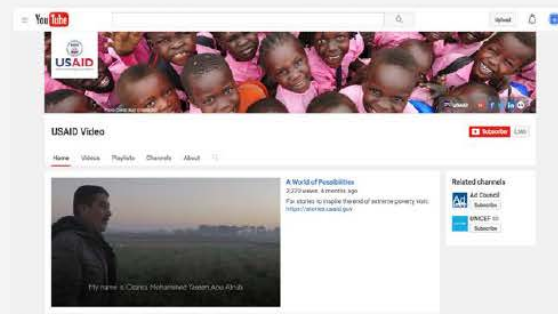
Individual Photo Page: 60 x 60

The key Flickr profile picture located on the organization's splash channel should always be the USAID vertical logo on a white background (100 x 100 pixels). Do not insert bureau or office name in profile picture. Do not alter the profile picture for any reason. The cover image (1345 x 2500 pixels) can and should be changed out regularly. When selecting a photo, chose a rich-colored image that positively highlights our beneficiaries or the region we're assisting. A smaller profile image (60 x 60 pixels) will appear on individual photo pages. For all photos, the caption should include a link for people to learn more about the organization or the actions in the image.

This list will be updated as new channels come online.



Instagram



YouTube



Flickr

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2.11 MERCHANDISE & EVENTS

The logo or type mark may be placed on promotional items. Size, shape, space and visibility will dictate which to use. Color and clear space specifications (sections 1.3 and 1.4 of this manual) must be followed at all times.

Shirt

A light-colored shirt should be used to ensure the logo or type mark is visible. USAID approved colors are preferred and can be found in section 1.4 of this manual. Use the two-color type mark on light-colored shirts. Bureau and office names are not allowed on shirts. Country names are acceptable. The one exception to this is material branded with DART used during humanitarian responses. Additional information, such as DART, may be placed opposite of the logo.

Cap

A light-colored cap should be used to ensure the type mark is visible. USAID approved colors are preferred and can be found in section 1.4 of this manual. Use the two-color type mark on light-colored caps.



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Podium sign

Presentation podiums should be adorned with the USAID logo or seal. The sign should be created to fit your podium in a scale that is similar to that shown here.

Repeating backdrop

When creating a televised or heavily photographed event, a repeating backdrop of the logo can be used in conjunction with a podium sign.



PHOTO: PAUL HODGINS

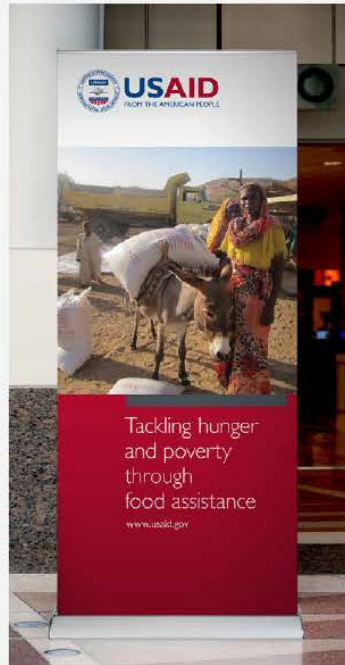


PHOTO: USAID



PHOTO: STEWART GRAND / USAID

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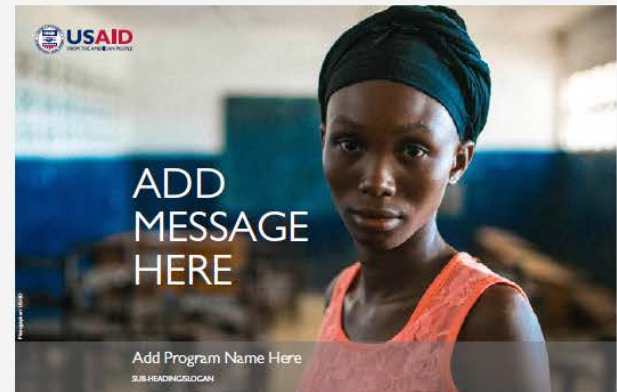
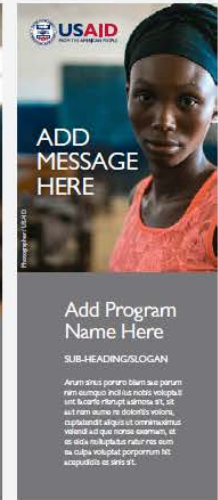
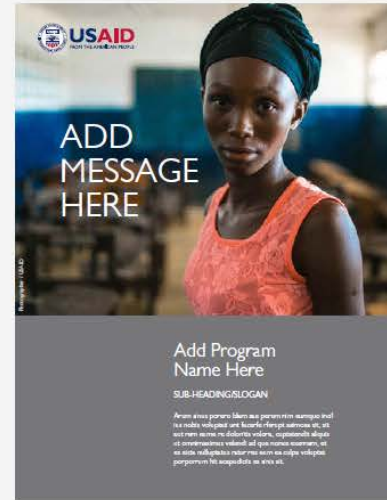
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3.4 PROGRAM MATERIALS

Program materials target beneficiaries with specific messages, such as "Inoculate your children" or "Be tested for HIV/AIDS." Program materials also include products meant to promote or inform non-beneficiaries about the program.

All project materials must follow the graphic standards in this manual, including using USAID's typefaces and colors. The USAID logo should be used on program materials to acknowledge the U.S. Government's support and funding. We call this "marking." In most cases, use the USAID logo, not the country or regional sub-brand. Contractors should submit a Branding Implementation Plan and Marking Plan for approval at the outset of the contract.

See sections 2.10 and 2.8 of this manual and Agency Policy ADS 320, section 320.3.2 for more guidance.



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7.1 RESOURCES

Additional resources can be found below:

ADS 320 Branding and Marking: www.usaid.gov/ads/policy/300/320

Grants and Cooperative Agreements with Public International Organizations: ADS 320.3.6

Interagency Agreements: ADS 306

Logo files: www.usaid.gov/branding/resources

Templates: www.usaid.gov/branding/resources

2 CFR Regulations 700.16 (Marking): www.ecfr.gov

USAID Graphic Standards Manual and Partner Co-Branding Guide: www.usaid.gov/branding

USAID Mission & Message Manual: www.usaid.gov/branding/resources

USAID's Photography and Video Style Guide: www.usaid.gov/branding/resources

To obtain access to video bumpers, please contact: usaidvideo@usaid.gov