



USAID
FROM THE AMERICAN PEOPLE



IDEAL

IDEAL Brand Guidelines



USAID
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IDEAL

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Introduction

Welcome to the IDEAL Brand Guidelines!

These guidelines provide direction on establishing a cohesive and consistent visual identity for IDEAL. Please note that the IDEAL visual identity is closely associated with the USAID visual identity since IDEAL is a USAID Office of Food for Peace (FFP)-funded activity. Guidelines regarding the relationship between the IDEAL and USAID visual identities are outlined in this document.

These guidelines will help IDEAL:

- Achieve a prominent, consistent, and recognizable image.
- Unify the IDEAL and USAID brands according to the USAID-approved IDEAL Branding and Marking Plan.
- Provide guidance for the creative development and design of IDEAL products.

The IDEAL logo, brand, and visual identity are valuable assets that must be used consistently in the proper forms. We appreciate your participation in contributing to our standardized visual expression.

Any comments or requests for guidance in interpreting or using these guidelines should be referred to info@fsnnetwork.org.

The IDEAL Knowledge Management and Communications Team

USAID Logo Versions

TWO COLOR LOGO



BLACK ONLY LOGO



WHITE LOGO



Because IDEAL is a USAID Office of Food for Peace (FFP)-funded activity, the IDEAL logo can never be used without being accompanied by the USAID logo. The USAID logo must always be placed to the left or above the IDEAL logo, which must be placed to the right or below the USAID logo. The following guidelines must be followed for the USAID logo:

- The USAID logo has three approved color options: two-color, black-only and white. The two-color logo, including type mark and seal, should be used whenever possible. Please note that USAID recently updated their logo to include a blue handshake and the former full-color logo (black handshake) is now outdated.
- The white logo should only be used on photos, color backgrounds that are not a USAID color, in small size social media graphics, and in PowerPoint presentations.
- Please do not re-create the USAID logo or change the colors under any circumstances.
- The two-color USAID logo may only be placed on a USAID color (see Page 4). For any other background (including photos), the white version may be used, provided it is clearly legible.
- A minimum area within and surrounding the logo, type mark and seal must be kept clear of any other typography or graphic elements.
- The size of the IDEAL logo must never be larger than the size of the USAID logo.

Digital file formats and further details on the rules and guidelines for using the USAID logo are available at www.usaid.gov/branding/resources.

IDEAL Logo Versions

PREFERRED LOGO



REVERSED LOGO



ALTERNATE LOGO - BLACK



The IDEAL identity includes a logo, which is made up of four speech bubbles in four different colors, supported by logotype.

The logo requires clear space around it in order to maximize its visual presence. This exclusion zone, which is typically the width of a letter, prevents any graphic element from interfering with the logo's integrity. Again, the IDEAL logo cannot be used without also the presence of the USAID logo.

Recommendations:

- Give the logo the correct clear space so that it is not crowded by other logos or design elements.
- Do not change the layout or any element of the logo.
- Do not stretch, distort, or rotate the logo or change its proportions.
- The space between the elements should not be modified.
- Do not modify or change the colors of the logo.

LOGO USAGE ON PHOTOS



DO put the logo on a space where the text is readable.

DO NOT:

1. Put the logo on a photo with a busy background or over an object that makes the text unreadable.
2. Put the two-color USAID logo on a background that is not an approved USAID color.

USAID and IDEAL Logo Usage

LOGO CLEAR SPACE

USAID logo: Minimum clear space equal to the height of the “U” in the type mark.

IDEAL logo: Keep no less than 1/8 of clear space around the entire logo.



IDEAL Typography

PRIMARY TYPEFACE

Ubuntu Light

Ubuntu Light Italic

Ubuntu Regular

Ubuntu Italic

Ubuntu Medium

Ubuntu Medium Italic

Ubuntu Bold

Unbutu Bold Italic

Ubuntu is the primary IDEAL typeface while Lato is the preferred heading typeface. Both should be used as the first-choice typeface for the design and layout of knowledge and learning outputs, including documents generated in Word and PowerPoint. Consistent use of the IDEAL typeface will reinforce our brand identity.

Recommendations:

- Where possible, use the preferred IDEAL typeface.
- The choice of type size and weight should be based on format, function, and purpose.
- Both Ubuntu and Lato are open source, free fonts that can be downloaded from Google Fonts, among other places example (<https://fonts.google.com/>).

HEADER TYPEFACE

Lato Light

Lato Light Italic

Lato Regular

Lato Italic

Lato Bold

Lato Bold Italic

Lato Black

Lato Black Italic

IDEAL Color Palette

PRIMARY COLORS



#008896
RGB: 0 136 150
CMYK: 100 0 30 26



#05934a
RGB: 5 147 74
CMYK: 79 0 89 22



#4c3494
RGB: 76 52 148
CMYK: 87 97 0 0



#008ccc
RGB: 0 140 204
CMYK: 98 24 1 3



#49acb8
RGB: 73 172 184
CMYK: 68 13 27 0



#7ab486
RGB: 122 180 134
CMYK: 56 11 60 0



#a69aca
RGB: 166 154 202
CMYK: 35 38 0 0



#78b8e0
RGB: 120 184 224
CMYK: 50 14 2 0

SECONDARY COLORS



#EF463B
RGB: 239 70 59
CMYK: 0 88 82 0



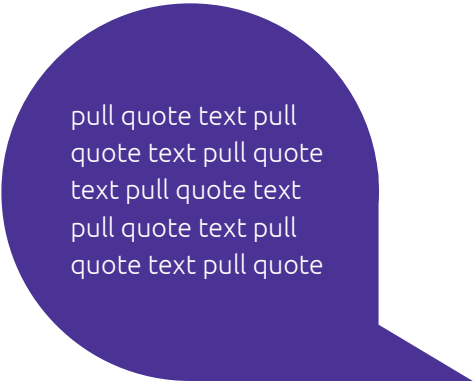
#FCB53B
RGB: 252 181 59
CMYK: 0 32 87 0

The following colors make up IDEAL's color palette. IDEAL's primary colors should drive any given design while the secondary colors should be used as accent to complement the primary colors. Note that accurate reproduction of these colors is vital.

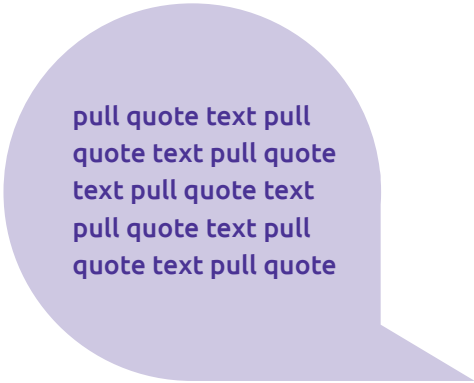
Recommendations:

- Use IDEAL's primary colors when at all possible.
- Secondary colors should not be used as dominant colors.
- Use white space to achieve balance and clarity.

IDEAL Graphic Elements



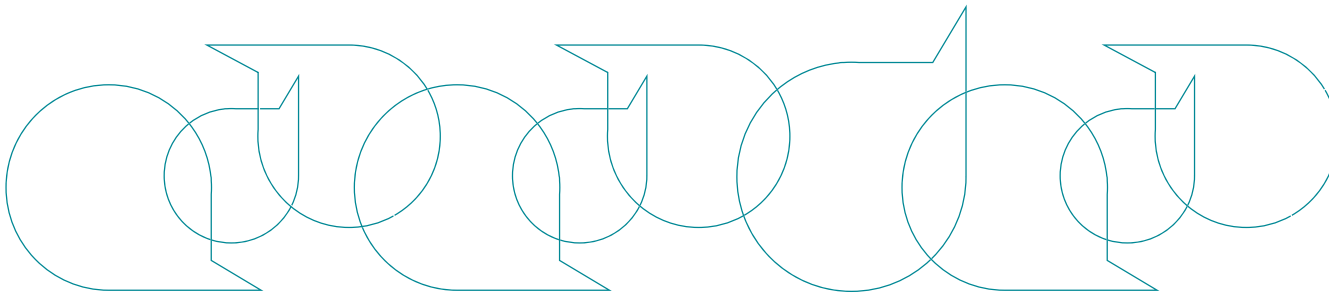
pull quote text pull
quote text pull quote
text pull quote text
pull quote text pull
quote text pull quote



pull quote text pull
quote text pull quote
text pull quote text
pull quote text pull
quote text pull quote

Speech bubble can be used for pull quotes with color fill at a 100% or a percentage of a color.

Type must have contrast with the background to be readable.



Graphic element can be used at a 100% or a percentage white screen on a white background.



Graphic element can be used at a 20% white screen on a solid color.

IDEAL PowerPoint Slides



USAID
FROM THE AMERICAN PEOPLE



IDEAL

Title Page Slide

Date



Title Text



Agenda

Sample agenda text



IDEAL PowerPoint Slides

Sample Title

Sample text

- Sample bullet text

Sample Title



Sample Title

Sample text



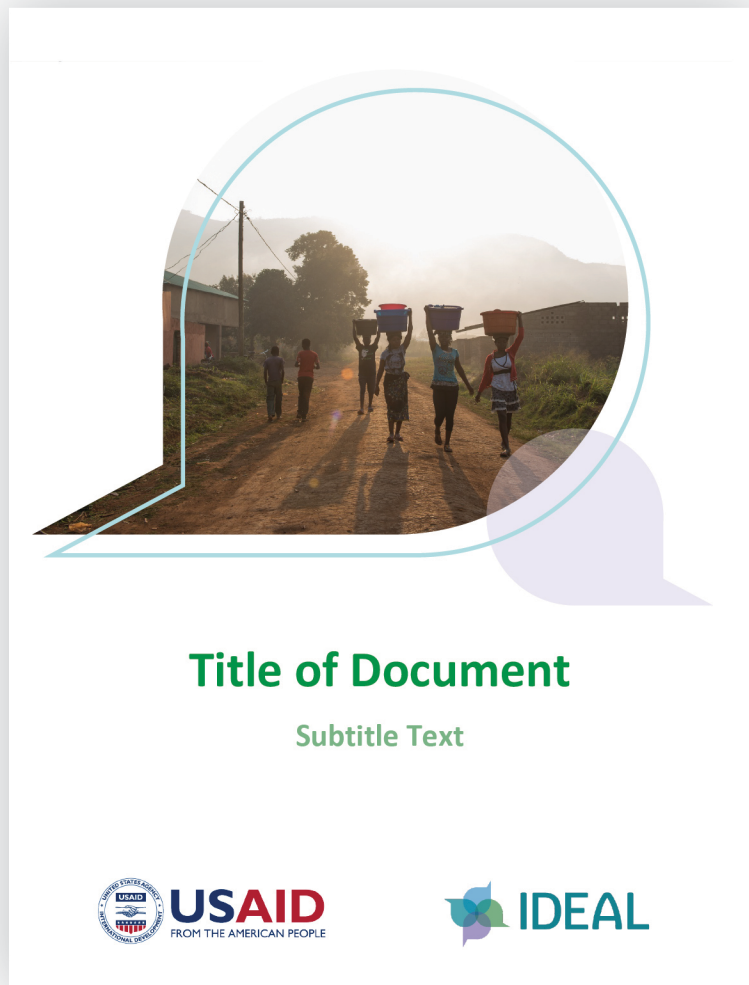
Sample Closing Title

Closing text

Additional text

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IDEAL Word Template



Title of the Report / Document

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Heading 1 (Lato 14 pt)	1
Heading 2 (Lato bold 11 pt all caps)	1
Heading 3 (Ubuntu 11 pt)	1
Disclaimer (always include)	2

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IDEAL Word Template

Title of the Report / Document

Heading 1 (Lato 14 pt)

Body text (Ubuntu 10 pt, expanded by 0.1 pt).

Line height: 1.15.

Spacing: 0 pt before and 8 pt after paragraph.

Heading 2 (Lato bold 11 pt all caps)

Body body body body body body body body Body body body body body body body body body body body
body body body body body body body body body body body body body body body body
body body body body body body body body body body body body body body body body

- Blue bullet
- Blue bullet
- Blue bullet

HEADING 3 (UBUNTU 11 PT)

Body body body body body body body body Body body body body body body body body body body body
body body body body body body body body body body body body body body body body
body body body body body body body body body body body body body body body body

Heading 4

Body body body body body body body body Body body body body body body body body body body body
body body body body body body body body body body body body body body body body
body body body body Body body body body body body body body body body body body
body body body body body body.

Table/Figure Caption

Testing	Testing	Testing
Testing	Testing	Testing
Testing	Testing	Testing

Table/Figure Caption

Testing	Testing	Testing
Testing	Testing	Testing
Testing	Testing	Testing

Table/Figure Caption

Testing	Testing	Testing
Testing	Testing	Testing
Testing	Testing	Testing

"Movable Wrap
Quote test quote
test quote test
quote test quote
test quote test
quote test."

"Movable Wrap
Quote test quote
test quote test
quote test quote
test quote test
quote test."

"Movable Wrap
Quote test quote
test quote test
quote test quote
test quote test
quote test."

1

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Caption text + photo credit

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IDEAL Pocket Folder

POCKET FOLDER DESIGN (FRONT)



POCKET FOLDER DESIGN (BACK)



IDEAL Pocket Folder

POCKET FOLDER DESIGN (INTERIOR)



IDEAL Pop-up Banner



IDEAL is an activity funded by the USAID Office of Food for Peace (FFP) that works to support the United States Government's goal of improving food and nutrition security among the world's most vulnerable households and communities. IDEAL addresses knowledge and capacity gaps expressed by the food and nutrition security implementing community to support them in the design and implementation of effective development and emergency food security activities.

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