
QUICK REFERENCE

BRANDING AND MARKING

The [USAID Graphics Manual](#) gives you all the detail you need; use this quick reference to get started.

Why is branding important?

USAID's brand reflects the unique values and principles of the Agency to a worldwide audience. As a USAID partner, you need to know the branding and marking requirements that apply to your project. Marking is the physical application of the USAID logo.

What type of partner are you?

How you're funded determines your branding requirements.

Acquisition Branding Requirements

Acquisition-funded projects (contracts) require the sole use of USAID's logo displayed on products and other program materials.

- USAID maintains exclusive branding rights.
- Project materials must follow the [USAID Graphic Standards Manual](#).
- Contractor logos are not permitted (ADS 320.3.2).
- Projects can never sub-brand.
- Grants under contract (GUCs) should be branded and marked like grants.

Assistance Branding Requirements

Assistance projects (cooperative agreements and grants) are typically co-funded by USAID and should be co-branded.

- The USAID and partner logo should be of equal size and prominence.
- In most cases, individual project logos are not permitted.
- Use of USAID typefaces and colors in program materials is not required.

How do I get an approval?

Branding requirements are included in the Request for Proposal (RFP) or Notice of Funding Opportunity (NOFO). Your award kickoff meeting with USAID will include a discussion of your specific requirements. Note: Exceptions to the branding and marking requirements are rare and usually are approved before an award is made.

USAID Brand Guidelines

COLORS

The primary colors in the USAID color palette, USAID Blue and USAID Red, are a visual indication that the support we fund is from the American people.



USAID Blue
PANTONE® 294
CMYK: 100-69-7-30
HEX: #002F6C
RGB: 0-47-108



USAID Red
PANTONE® 200
CMYK: 3-100-70-12
HEX: #BA0C2F
RGB: 186-12-47

LOGO

The USAID logo has three approved color options: two-color, black-only, and white.

You are not permitted, under any circumstances, to re-create the USAID logo or change the colors.



FONTS

Typography, or font, is another critical design element. The primary font family for USAID is Gill Sans.

For acquisition-funded projects, written content should follow [Chicago Style guidelines](#).

Gill Sans Light
Gill Sans Light Italic

Gill Sans Book
Gill Sans Book Italic

Gill Sans Roman
Gill Sans Roman Italic

Gill Sans Bold
Gill Sans Bold Italic

Quick Links:

- USAID Graphic Standards Manual and Partner Co-Branding Guide: [usaid.gov/branding](https://www.usaid.gov/branding)
- ADS 320 Branding and Marking: [usaid.gov/ads/policy/300/320](https://www.usaid.gov/ads/policy/300/320)
- Logo files: [usaid.gov/branding/resources](https://www.usaid.gov/branding/resources)
- Template files: [usaid.gov/branding/resources](https://www.usaid.gov/branding/resources)
- USAID's Photography and Video Style Guide: [usaid.gov/branding/resources](https://www.usaid.gov/branding/resources)
- To obtain access to video bumpers, please contact: usaidvideo@usaid.gov
- Additional e-modules on how to work with USAID:
[usaid.gov/work-usaid/get-grant-or-contract/trainings-how-work-usaid](https://www.usaid.gov/work-usaid/get-grant-or-contract/trainings-how-work-usaid)

QUESTIONS? Ask your COR or AOR.