U.S. African Development Foundation
Visual Branding Guide

The U.S. African Development (USADF) Branding Guide sets forth the terms under which the USADF logo can be used and the process for seeking permission to use it.

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About USADF

The U.S. African Development Foundation (USADF) is an independent U.S. government agency established by Congress to invest in African grassroots organizations, entrepreneurs, and small- and medium-sized enterprises. USADF's investments promote local economic development by increasing incomes, revenues and jobs. Utilizing a community-led development approach, USADF provides seed capital and local project management assistance to African-owned and led enterprises addressing some of Africa's biggest challenges around food insecurity, insufficient energy access, and unemployment, particularly among women and youth.

Over the last five years, throughout Africa, with an emphasis on the Great Lakes, Horn, and Sahel regions, USADF has invested more than $117 million dollars directly into over 1,000 African-owned and operated entities and impacted over seven million lives.

Working through a community-led development model, USADF provides three Cs to develop, grow, and scale African enterprises: 1) capital of up to $250,000; 2) capacity-building which is offered by our network of 100% African local partner organizations; and 3) convening opportunities so enterprises can expand their networks and learn from each other.

USADF has proven that small-scale grants can provide sizable direct return on investment. On average, for every $10K in USADF grant funding concentrated in the Great Lakes, Horn, and Sahel regions, 25 workers are hired in the agriculture sector and 19 by youth-led enterprises, while 79 people are connected to electricity, according to research conducted by Foreign Policy Analytics.

USADF Visual Style Guide — Use of the USADF Logo

Since the logo is the "face" of the USADF, it is important that whoever sees it recognizes it instantly. The logo has been designed as a unit and under no circumstances can be changed, distorted, or altered. The artwork must always be used. The "Horizontal" version is preferred and should be used whenever possible.

Horizontal Logo (Preferred)

Use for press releases, internal and external USADF documents, stationery, business cards, videos, banners, and web pages, etc..

UNITED STATES AFRICAN DEVELOPMENT FOUNDATION

4-Color Process
• M=100/Y=65/K=15 (Red)
• C=100/M=65/K=50 (Blue)

1-Color
Black

1-Color Blue
Pantone 282

1-Color Red
Pantone 193

UNITED STATES AFRICAN DEVELOPMENT FOUNDATION

1-Color White (Reversed)
The logo should only reverse out of areas that are dark and solid.

When reversing the logo out on a color or photograph, the entire logo should be white.

Circular Logo

Use for when the USADF logo appears with another agency, partner, foundation, or corporation circular logo. However, the horizontal logo is preferred.

1-Color

1-Color Blue

1-Color Red

1-Color White (Reversed)

U.S. African Development Foundation **Style Guide**

Vertical Use (Limited Use)

Use when a partner, foundation, or corporation logo is shown in a vertical orientation or when a specialty item or banner requires a vertical logo.

UNITED STATES
A F R I C A N
DEVELOPMENT
FOUNDATION

Never reduce the logo to less than 1" and leave a 1/4" space around the logo,

.25"
.25"

UNITED STATES
A F R I C A N
DEVELOPMENT
FOUNDATION

.25"
.25"

.25"
.25"

UNITED STATES
A F R I C A N
DEVELOPMENT
FOUNDATION

Placement

USADF 4-color logo on image.

To be clearly visible on a photo, the USADF logo should be placed in an area with contrasting background colors.

USADF white (reversed) logo on image.

Things to Avoid

Avoid stretching or distorting USADF logo in any way.

Avoid using a drop shadow or other special effects on the USADF logo.

Avoid changing any colors within the USADF logo.

Avoid putting the USADF logo on a busy image.

Avoid using a white square behind the USADF logo. Instead use the white (reversed) version of the logo.

Avoid covering up any piece of the USADF logo. The entire USADF logo should be visible and readable at all times.

Avoid using the USADF logo as a part of a sentence.

Avoid placing the USADF logo on a dark colored background. Instead, use the white (reversed) version of the logo.

Avoid making any agency, partner, corporate, or foundation logo larger than the USADF logo.

Typography

These fonts are the primary fonts for Word documents, PowerPoint presentations, internal and external documents headings, body text, headers/ footers.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic
Arial Black

Garamond Regular
Garamond Italic
Garamond Bold
Garamond Bold Italic

Effra Regular
Effra Italic
Effra Bold
Effra Bold Italic

The Effra font is reserved for Comms design use and for the USADF website only.

Helvetica Light
Helvetica Light Oblique
Helvetica Oblique
Helvetica Bold
Helvetica Bold Oblique

Times Roman Regular
Times Roman Italic
Times Roman Bold
Times Roman Bold Italic

Color Palette

Primary Colors

These colors are the primary colors used on all digital and print products. Follow the numbers below each color block to get the exact color USADF uses.

Dark Blue
Digital: RGB 0 | 52 | 105
Print: CMYK 100 | 65 | 0 | 50
Web: #003469
PMS: 282

Red
Digital: RGB 206 | 17 | 65
Print: CMYK 0 | 100 | 65 | 15
Web: #ce1141
PMS: 193

Accent Colors

These colors are accent colors that can be used in places to emphasize a point or used to color an icon or special character. These colors should not be used in the USADF logo or as a dominant color on the page.

Yellow
Digital: RGB 253 | 181 | 24
Print: CMYK 0 | 25 | 100 | 0
Web: #ffc20e

Green
Digital: RGB 0 | 135 | 94
Print: CMYK 100 | 0 | 75 | 25
Web: #00875e

Orange
Digital: RGB 244 | 121 | 32
Print: CMYK 0 | 65 | 100 | 0
Web: #f47920

This USADF branding guide provides directions for use of the USADF logo by USADF Washington staff and Country Program Coordinators, only on USADF signage, stationary, presentations, and marketing, and outreach materials. Use of the logo by other parties, including USADF local partner organizations, grantees, and funding partners, or for any other purpose should be cleared by the USADF Office of Communications (comms1@usadf.gov).

Permission to Use the USADF Logo

The USADF logo can never be used to endorse or imply an endorsement of a commercial product or service.

USADF Grantees:
• Grantees may, without prior USADF approval, use the USADF logo only on materials directly related to project activities and distributed exclusively to project participants, e.g., training materials developed under a USADF grant for various cooperative leadership and members training sessions.

• Grantees may include the USADF logo with the required accompanying acknowledgment and disclaimer notice* in written or video products distributed externally to a public audience only with prior written permission from the USADF Office of Communications.

• When requesting permission to use the USADF logo, the grantee must include the draft product for USADF review.

• USADF grantee partners should additionally look to grant agreements and standard provisions for any program-specific guidance.

USADF Local Partners and Funding Partners:
• USADF local partner organizations and funding partners may include the USADF logo on written, video, or digital products only with prior written permission from the USADF Office of Communications.

• When requesting permission to use the USADF logo, the partner must include the draft product for USADF review.

• Partners should additionally look to any partnership agreement for any program-specific guidance.

*Acknowledgment and Disclaimer Notice:
USADF shall be prominently acknowledged in all publications, videos, or other information or media products funded or partially funded by USADF. The product shall state that the views expressed by the author(s) do not necessarily reflect those of USADF.

Acknowledgments should identify USADF substantially as follows: This publication, video or other information or media product (please specify) was made possible through support provided by the U.S. African Development Foundation (USADF), an agency of the United States Government. The opinions expressed herein are those of the author(s) and speakers and do not necessarily reflect the views of USADF.

Please email Comms1@usadf.gov to obtain high-resolution files of the USADF logo.