

# SUB-BRANDS

Countries or places that receive U.S. assistance are the only allowable addition to the brandmark; that addition results in the sub-brandmark. A list of countries that are official sub-brands is shown on page viii. No other additions, such as bureaus, offices, or programs, are allowed as an extension of the Identity.

The sub-brandmark is an official U.S. Government symbol, and any alteration, distortion, re-creation, translation (except of the tagline or country name), or misuse is strictly prohibited.

A number of digital file formats are available for download at [www.usaid.gov/branding](http://www.usaid.gov/branding). Each of the files available is optimized for a variety of applications, for both print and on-screen communications, to ensure easy adherence to these guidelines. **Do not re-create the sub-brandmark under any circumstances.** Colors referenced below are described in detail on page 2.12 of this manual.

## SUB-BRANDMARK

US, tagline, mission, or non-presence country name, rule: USAID Blue  
AID: USAID Red



The sub-brandmark must always include the tagline, as shown above. This will ensure brand consistency across all applications. Digital files for all countries and places listed on page viii are available—in English—for download at [www.usaid.gov/branding](http://www.usaid.gov/branding).

## EXAMPLE SUB-BRANDMARK WITH TRANSLATED COUNTRY NAME AND TAGLINE

US, tagline, mission or non-presence country name, rule: USAID Blue  
AID: USAID Red



**USAID\*** must remain in English at all times. The country name and tagline may be translated into local languages. For consistency, there should be one standard translation for each language within a given country. It is recommended that a maximum of two different languages be used beneath a single brandmark. A complementary typeface should be selected for local-language translation of the country name and tagline.

\* Note: Do not replicate brandmark in document text, used here for illustrative purposes only.

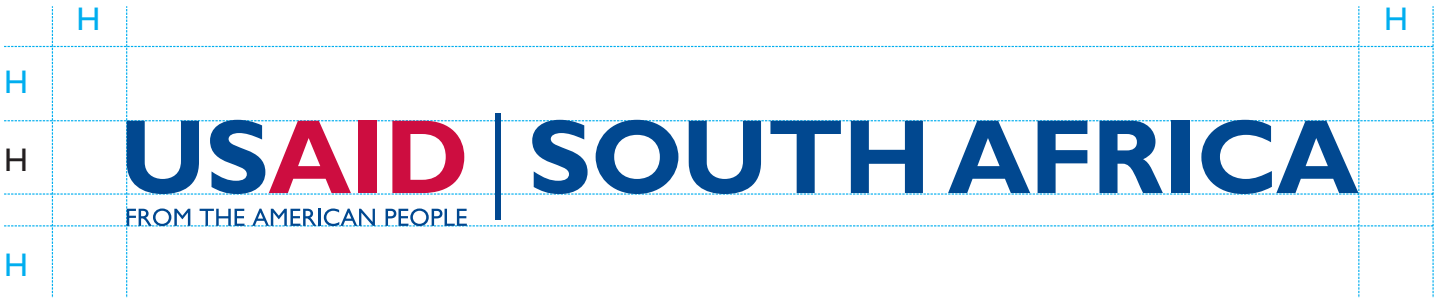


## MINIMUM SUB-BRANDMARK CLEAR SPACE

A minimum area within and surrounding the sub-brandmark must be kept clear of any other typography or graphic elements such as photographs, illustrations, thematic images and patterns (except the logo as specified on pages 2.5-2.6 of this manual), and the trim edge of a printed piece. These measurements only apply when the sub-brandmark is used without the logo, on any application. More than the minimum clear space is encouraged if applications provide the opportunity.

Minimum clear space on all sides is equal to height of the brand name, regardless of the language of the tagline. Within the rectangle so described, the entire area is clear space.

**H = Height of USAID**



## EXAMPLE BLACK-ONLY SUB-BRANDMARKS

US, country name, and tagline: 100% Process Black

AID: 60% Process Black

**USAID | LEBANON**  
FROM THE AMERICAN PEOPLE

**USAID | ALBANIA**  
FROM THE AMERICAN PEOPLE

**The color sub-brandmark should be used whenever possible.** If USAID Blue and Red are not available, a black-only version of the sub-brandmark must be used, as shown.

## INCORRECT BLACK-ONLY SUB-BRANDMARK USAGE

The only correct uses of the black-only sub-brandmark are as shown above. Any other color combination or typeface is not allowed. Any other combination or omission of any element is not allowed. Two typical incorrect examples are shown below.

*Incorrect example:  
Wrong black values,  
wrong rule*

**USAID | EAST TIMOR**  
FROM THE AMERICAN PEOPLE

*Incorrect example:  
Reversed out of a color,  
wrong black values*

**USAID | CAMBODIA**  
FROM THE AMERICAN PEOPLE

## IDENTITY WITH SUB-BRANDMARK

The Identity with sub-brandmark includes the Standard Graphic Identity and a country or place that receives U.S. assistance. **It is only to be arranged in the horizontal format shown on these pages.** The Identity with sub-brandmark may not appear on the same page of a document or on-screen presentation in any arrangement other than those shown here. A number of digital file formats are available for download at [www.usaid.gov/branding](http://www.usaid.gov/branding).

### EXAMPLE FULL-COLOR IDENTITY WITH SUB-BRANDMARK

The horizontal Identity with sub-brandmark may only consist of the logo and sub-brandmark. The Identity with sub-brandmark may use either the English-language or a local-language tagline. **There is no vertical Identity with sub-brandmark.**

#### LOGO:

Circles, Agency name, USAID, Stars: USAID Blue; Bars: USAID Red; Handclasp: 100% Black

#### IDENTITY WITH SUB-BRANDMARK:

US, country name, and tagline: USAID Blue; AID: USAID Red



### EXAMPLE TWO-COLOR IDENTITY WITH SUB-BRANDMARK

#### LOGO:

Circles, Agency name, USAID, Stars: USAID Blue; Bars: USAID Red; Handclasp: USAID Blue

#### IDENTITY WITH SUB-BRANDMARK:

US, country name, and tagline: USAID Blue; AID: USAID Red



### EXAMPLE BLACK-ONLY IDENTITY WITH SUB-BRANDMARK

LOGO: All: 100% Process Black

#### IDENTITY WITH SUB-BRANDMARK: US, country name,

and tagline: 100% Process Black

AID: 60% Process Black



### MINIMUM CLEAR SPACE FOR IDENTITY WITH SUB-BRANDMARK

A minimum area within and surrounding the Identity with sub-brandmark must be kept clear of any other typography as well as graphic elements such as photographs, illustrations, thematic images and patterns, and the trim edge of a printed piece. More than the minimum clear space is encouraged if applications provide the opportunity.

Minimum clear space on all sides is equal to height of the name, regardless of the language of the tagline. Within the rectangle so described, the entire area is clear space.

H = Height of brand name



### CORRECT IDENTITY WITH SUB-BRANDMARK USAGE

Below are some examples of how the Identity with sub-brandmark may be used correctly when displayed on a color background. The reasons the examples below are correct are: The clear space, as defined above, is observed; the color combinations are correct, as defined above; the minimum size is observed, as defined above; and the color background is white, light gray, or light blue, as defined on page 2.12.



## MINIMUM PRINT SIZE FOR IDENTITY WITH SUB-BRANDMARK

A minimum size has been established for the Identity with sub-brandmark to ensure legibility in all applications. This size is only intended to be used for business cards.

The minimum size described here is for the English-language tagline Identity with sub-brandmark. A comparable, legible minimum size must be created for a translated tagline.

**Minimum height of horizontal Identity with sub-brandmark = 10 MM**  
**Minimum width of horizontal Identity with sub-brandmark is determined by length of country name**



## MINIMUM ON-SCREEN SIZE FOR IDENTITY WITH SUB-BRANDMARK

An absolute minimum size has been established for the Identity with sub-brandmark to ensure legibility in all on-screen applications.

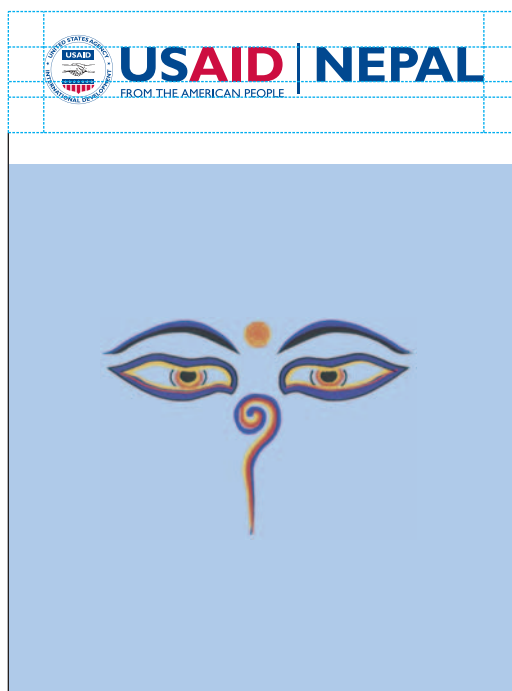
**Minimum height of on-screen horizontal identity = 70 pixels**  
**Minimum width of on-screen horizontal identity = 238 pixels**



## CORRECT IDENTITY WITH SUB-BRANDMARK PLACEMENT

Print communications funded by USAID should display either the horizontal Identity or Identity with sub-brandmark on the front cover, in the upper-left area of the publication, in a white field. All guidelines related to the Identity—as described in this document—must be followed to ensure consistency across all print communications.

The mission folder example at right shows the Identity with sub-brandmark used correctly.



IDENTITY MUST BE PLACED IN UPPER LEFT, IN A WHITE FIELD.

OBEY ALL GUIDELINES WITH REGARD TO CLEAR SPACE AND SIZE.

**INCORRECT IDENTITY WITH SUB-BRANDMARK USAGE**

The only correct uses of the Identity with sub-brandmark are as shown on the previous two pages, as horizontal Identity with sub-brandmark. Any other color combination or arrangement is not allowed. The Identity and sub-brandmark may never be broken apart when used on the same page of any printed or on-screen communication. A few typical incorrect examples are shown below.



*Incorrect example: Logo above sub-brandmark*



*Incorrect example: Logo to right side of sub-brandmark*



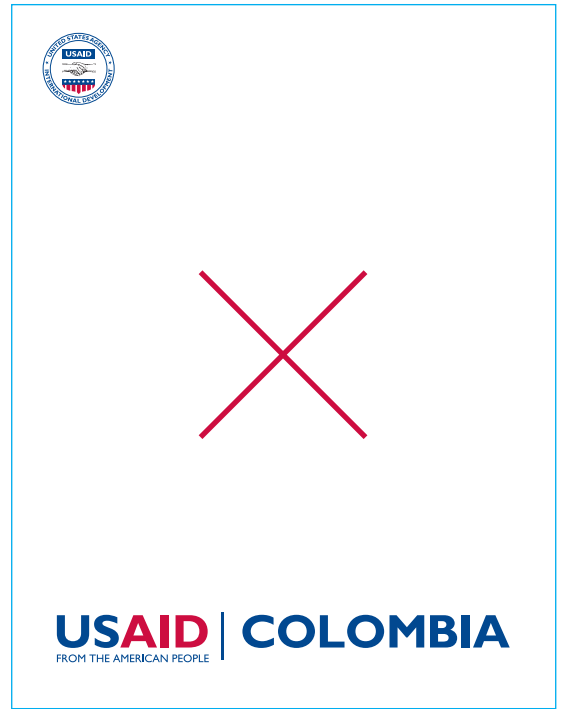
*Incorrect example: Logo on right side, top of sub-brandmark, country name in red*



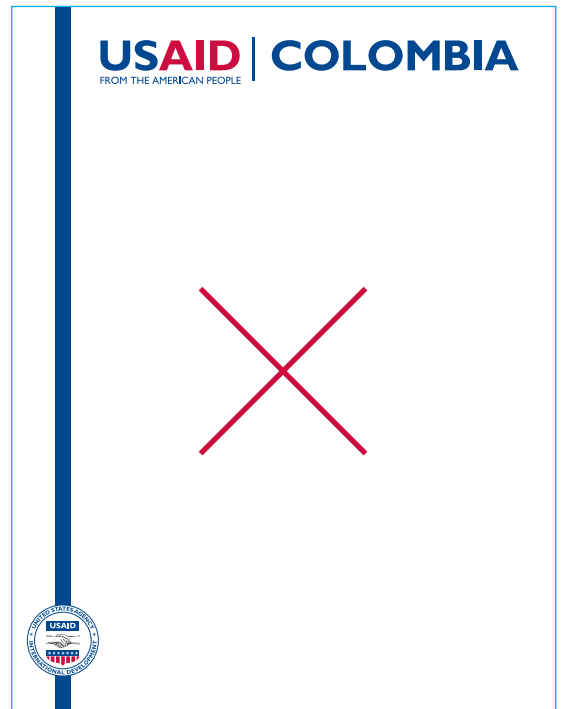
*Incorrect example: Logo on bottom of sub-brandmark*



*Incorrect example: Vertical Identity with sub-brandmark is not allowed; country name below brandmark*



*Incorrect page layout example: Logo separated from sub-brandmark, and not at top left on page*



*Incorrect page layout example: Logo separated from sub-brandmark, graphic element behind logo*