LOOK AND FEEL

We are thoughtful, dedicated, and not afraid to take on the challenging problems in our world. We believe people have the innate desire and ability of people to succeed. Our job is to support systems and build technical knowledge for people to achieve their goals.

Our style combines both our caring nature that comes from being a nonprofit, and our dedication to smart and business-savvy decisions. We are professional, but with a human touch. We are dedicated to making a difference.

IDENTITY

Our logo speaks to the broad range of our work around the world. We value the uniqueness of each situation, being careful to adopt our programming from project to project.

We are vibrant, forward-thinking and also grounded. This translates to a mix of darker shades, and brighter, vibrant hues. Many of our colors are warm, and indicative of the work we do in agriculture, representing fresh produce like eggplant, peppers, carrots, and staples like grains and maize.

MESSAGING

We are first and foremost knowledgeable. We have worked to refine our technical messaging into these categories:
Market Systems
Climate-Smart Agriculture
Empowerment and Resilience
Institutional Strengthening
Catalyzing Investment

Historically we’ve worked hand-in-hand with USAID and international development partners. In more recent years, we’ve started strengthening our relationships with private investors and foundations. We’re used to speaking with an audience that’s intimately familiar with international development. One area for growth is creating more dynamic content that’s brief and clear and visual.

CORE MESSAGES FOR STAFF

• We empower communities to realize the value of cooperative principles.
• We leverage networks to build more inclusive agricultural market systems.
• Our tailored approach is facilitative and strengthened by our technical tools.
• We use a business lens and embrace partnerships with the commercial sector.
• We believe that stewardship of resources is key to achieving sustainable success.

WHO ARE WE AT ACDI/VOCA?

We are

COMMITTED

We are

DYNAMIC

We are

PROVEN

+ - =

We build on our 50-year legacy of trust and experience.
We are dedicated to our mission, to empowering and strengthening communities, businesses, and individuals.
We are innovative and adaptive in finding sustainable solutions.

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We are COMMITTED
We are DYNAMIC

+ - =

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We are dedicated to our mission, to empowering and strengthening communities, businesses, and individuals.
We are innovative and adaptive in finding sustainable solutions.
The Color Palette

MAIN COLORS
ACDI/VOCA’s color palette is made up of two primary colors. Always use the teal for main ACDI/VOCA branded products.

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>79/78/86</td>
<td>67/60/50/30</td>
</tr>
<tr>
<td>Cool Grey</td>
<td>0/155/167</td>
<td>64/95/0/20</td>
</tr>
</tbody>
</table>

SECONDARY COLORS
Use no more than one featured secondary color along with ACDI/VOCA’s main colors.

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple</td>
<td>102/46/107</td>
<td>64/95/0/20</td>
</tr>
<tr>
<td>Orange</td>
<td>234/104/71</td>
<td>0/76/84/11</td>
</tr>
<tr>
<td>Yellow</td>
<td>252/183/86</td>
<td>0/25/73/0</td>
</tr>
</tbody>
</table>

ACCENTS (best used as secondary colors or backgrounds)

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grey</td>
<td>120/119/125</td>
<td>0/76/84/11</td>
</tr>
<tr>
<td>Purple</td>
<td>178/146/178</td>
<td>0/76/84/11</td>
</tr>
<tr>
<td>Orange</td>
<td>245/144/115</td>
<td>0/76/84/11</td>
</tr>
<tr>
<td>Yellow</td>
<td>254/199/128</td>
<td>0/76/84/11</td>
</tr>
</tbody>
</table>

COATED

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple</td>
<td>178/146/178</td>
<td>0/25/73/0</td>
</tr>
<tr>
<td>Orange</td>
<td>245/144/115</td>
<td>0/25/73/0</td>
</tr>
<tr>
<td>Yellow</td>
<td>254/199/128</td>
<td>0/25/73/0</td>
</tr>
</tbody>
</table>
**The Logo**

**MAIN Logo**
Preferred usage is to use the logo with the tagline.

- Logo with tagline
- Logo without tagline
- White logo on darker background
- Black/white logo

**Clear Space**
A minimum area within and surrounding the logo must be kept clear of any other typography as well as graphic elements such as illustrations, thematic images and patterns, and the trim edge of a printed piece.

Minimum clear space on all sides of logo and type mark is equal to the size of the globe in the logo.

**Recommended clear space around logo**

**Minimum Size**
Do not reproduce the signature smaller than the minimum size.
Logo without tagline is preferred when reduced to this size.

Minimum size, 1.1 inches
The following are examples of UNACCEPTABLE applications of logo usage and applies to all logos contained in these guidelines.

Always make sure you use or send the correct file format logo to your staff, vendors, and partner organizations.

1. Do not attempt to recreate the logo by changing the font of any portion of the logo
2. Do not violate the logo area of isolation
3. Do not allow the logo to become distorted
4. Do not create new unapproved logo formats
5. Do not reproduce the logo in a shape that may be interpreted as part of the logo
6. Do not use the logo in low resolution or poor quality
7. Do not display the logo on a photograph, pattern, or color that provides poor contrast or clashes with the color of the logo
8. Do not crop the logo in any way that the full logo is not displayed properly

Incorrect Logo Usage

Do not place logos too close to each other, keep area of isolation around logos.

Do not scan the signature or allow it to be reproduced in low resolution or poor quality.

Do not reproduce the signature on an overly busy background.

Do not stretch the logo.
The following typeface families have been chosen to be used as part of the ACDI/VOCA brand for their versatility, readability and distinctiveness. Use these fonts on all internal and external communications to help support a consistent message and brand.

Avenir and Merriweather and are the primary fonts for all communications. Both font families have an extensive collection of medium, bold, italic and other options that allow for a familiar look yet varied.

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Style</th>
<th>Uppercase</th>
<th>Lowercase</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avenir LT Std Family</td>
<td>PRIMARY SANS SERIF</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>AVENIR LT STD 35 LIGHT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AVENIR LT STD 35 LIGHT OBLIQUE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AVENIR LT STD 45 BOOK</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AVENIR LT STD 45 BOOK OBLIQUE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AVENIR LT STD 55 ROMAN</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AVENIR LT STD 55 OBLIQUE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AVENIR LT STD 65 MEDIUM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Merriweather</td>
<td>PRIMARY SERIF</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>1234567890</td>
</tr>
<tr>
<td>MERRIWEATHER REGULAR</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MERRIWEATHER LIGHT ITALIC</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>MERRIWEATHER ITALIC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MERRIWEATHER BOLD</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MERRIWEATHER ULTRABOLD ITALIC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The Fonts
Calibri is the alternative fonts for all communications when Avenir or Merriweather is not available.

**CALIBRI**
(PRIMARY ALTERNATIVE FONT)

CALIBRI LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz 1234567890

CALIBRI REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz 1234567890

**CALIBRI ITALIC**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz 1234567890

CALIBRI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz 1234567890

**CALIBRI BOLD ITALIC**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz 1234567890
For email correspondence we recommend using a standard email signature.

**Color**
The type should be in black.

**Typesetting**
Calibri is the preferred font for email signature. When Calibri is not available, Arial may be substituted. The size is 10 pt.

The signature should be formatted with your full name on one line, position title and your department on the next line separated with one space on each side of the | character.

Phone number: add + in front of area code and space between the sets of numbers. Email goes on the same line separated by | character.

Address, city, state and website follow on the last line.

The ACDI/VOCA logo is the only image that should be used after the email signature.

Do not add your own images/text to your signature.
Sierra Leone SNAP+ Restores Dignity through Cash Disbursements

Payments help Ebola Survivors and Ultra Poor Purchase Food and Water

Sierra Leone's economy is one of the hardest hit by the Ebola epidemic in West Africa. In June 2015, the Government of Sierra Leone had declared a state of emergency due to the large number of cases of Ebola. The project used mobile technology to verify recipients’ identities and minimize fraud. The project utilized Geodata and consulted with local stakeholders to identify those most in need to receive four cash payments of $90 every three months. The project used mobile technology to verify recipients’ identities and minimize fraud.

The project has successfully reached 13,522 beneficiaries.

Sierra Leone SNAP+ built on the FFP MYAP SNAP program we had been implementing in Sierra Leone. Through SNAP+, we have been able to reach those most in need who were not eligible for cash or in-kind assistance. The project is helping to strengthen community resilience and improve food security in the country.

Sierra Leone SNAP+ Provides Cash Payments and Food Supplements to Those in Need

The project utilized mobile phones and consulted with local stakeholders to identify those most in need to receive four cash payments of $90 every three months. The project used mobile technology to verify recipients’ identities and minimize fraud.

The project has successfully reached 13,522 beneficiaries.

USAID logo always bottom left

ACDI/VOCA logo always bottom right

reports

success story

feed the future:

FtF branding trumps ACDI/VOCA branding

FEED THE FUTURE:

Title

Report

Success Story

Additional logos can go in the center
If your project is a contract with USAID or Feed the Future, you must use the below templates. Templates are on the C&O SharePoint site. There is no ACDI/VOCA branding in contracts.
ACDI/VOCA’s bright imagery shows empowered participants. They are diverse cultures and races, young and old, male and female.

Their future is now filled with possibility and the know-how to choose their own path. We envision a world in which all people are empowered to build healthy families, resilient communities, and flourishing societies.

The best photos are the ones of our participants in action—they are working and engaged.
Representing our story visually is an important component to our communications, through infographics, process graphics and illustrations. We aim for clear, easy to understand illustrations and infographics that highlight our important data.