

# ACDI/VOCA Branding Guidelines

FOR TEMPLATES AND MORE INFORMATION GO TO [SHAREPOINT/COMMUNICATIONS&OUTREACH](#)  
EMAIL: [communications@acdivoca.org](mailto:communications@acdivoca.org)



# The ACDI/VOCA Brand

## 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


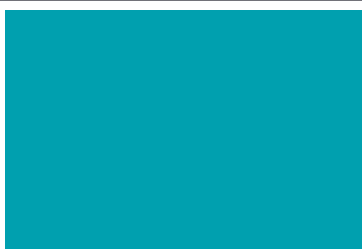
- *We empower communities to realize the value of cooperative principles.*
- *We leverage networks to build more inclusive agricultural market systems.*
- *Our tailored approach is facilitative and strengthened by our technical tools.*
- *We use a business lens and embrace partnerships with the commercial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



# The Color Palette


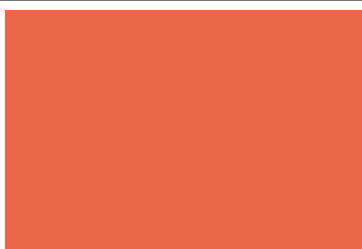
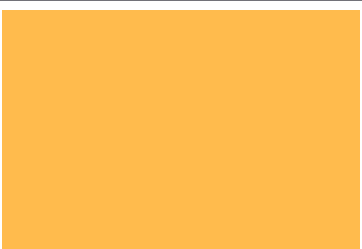
## MAIN COLORS

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

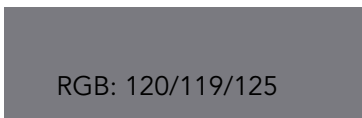
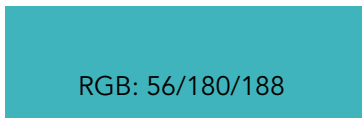
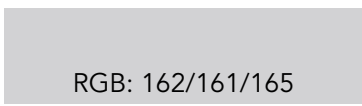
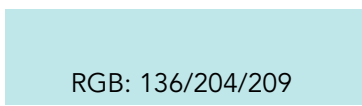
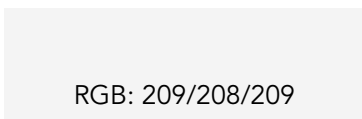
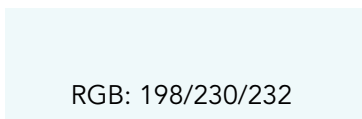
PRINTING PRINTING EMAIL, WEB		
	RGB: 79/78/86 #505159	RGB: 0/155/167 #009BA7
	PMS: Black 6U CMYK U: 67/60/50/30	PMS: 320 U CMYK: 100/0/31/7
	Cool Grey 11C CMYK C: 60/54/48/52	PMS 321 C CMYK: 100/0/29/13

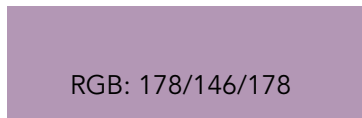
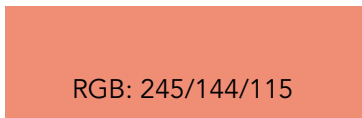
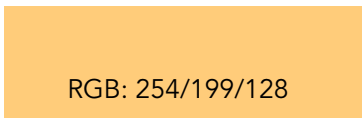
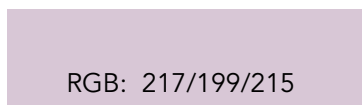
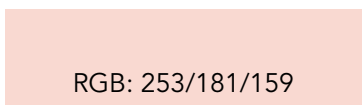
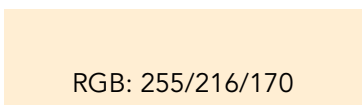
## SECONDARY COLORS

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

		
RGB: 102/46/107 #662E6B	RGB: 234/104/71 #EA6847	RGB: 252/183/86 #FFBB4D
PMS: 2603 U CMYK U: 64/95/0/20	PMS: 1665U CMYK: 0/72/76/0	PMS: 128 CMYK: 0/15/80/0
PMS: 7664 C CMYK C: 68/95/0/30	PMS 1665 C CMYK: 0/76/84/11	COATED: PMS 1225 C CMYK: 0/25/73/0

## ACCENTS (best used as secondary colors or backgrounds)

	
RGB: 120/119/125	RGB: 56/180/188
	
RGB: 162/161/165	RGB: 136/204/209
	
RGB: 209/208/209	RGB: 198/230/232

		
RGB: 178/146/178	RGB: 245/144/115	RGB: 254/199/128
		
RGB: 217/199/215	RGB: 253/181/159	RGB: 255/216/170

# 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

# Incorrect Logo Usage

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



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 stretch the logo



Do not reproduce the signature on an overly busy background.

# The Fonts

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.

## AVENIR LT STD FAMILY

(PRIMARY SANS SERIF FONT)

AVENIR LT STD 35 LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 35 LIGHT OBLIQUE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 45 BOOK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 45 BOOK OBLIQUE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 55 ROMAN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 55 OBLIQUE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 65 MEDIUM  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 65 MEDIUM OBLIQUE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 85 HEAVY  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 85 HEAVY OBLIQUE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 95 BLACK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 95 BLACK OBLIQUE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Merriweather

(PRIMARY SERIF FONT)

MERRIWEATHER REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

MERRIWEATHER LIGHT ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

MERRIWEATHER ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

MERRIWEATHER BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

MERRIWEATHER ULTRABOLD ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

# The Fonts

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

## CALIBRI

(PRIMARY ALTERNATIVE FONT)

### CALIBRI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

### CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

### *CALIBRI ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 1234567890*

### **CALIBRI BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890**

### ***CALIBRI BOLD ITALIC***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz 1234567890***

# The Email Signature

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 is 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.

## EMAIL SIGNATURE EXAMPLE

Full Name

Position Title | Department

Tel: +202 469 xxxx | email@acdivoca.org

50 F Street NW, Suite 1000 | Washington, DC 20001 | www.acdivoca.org





# Our Templates

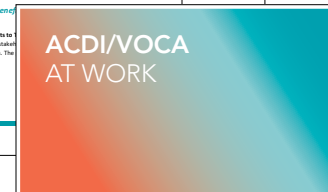
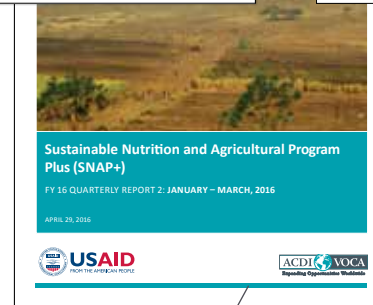
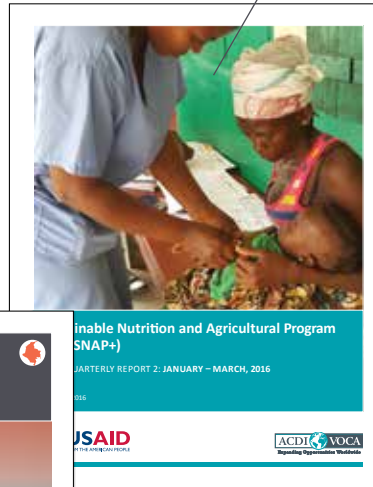
One powerful image works best

Use the orange as secondary color

One powerful image works best

Calibri is preferred font

The gradient is another design element



Our logo bottom right corner, align to right margin

Our PowerPoint template is customizable and should be used for both internal and external purposes

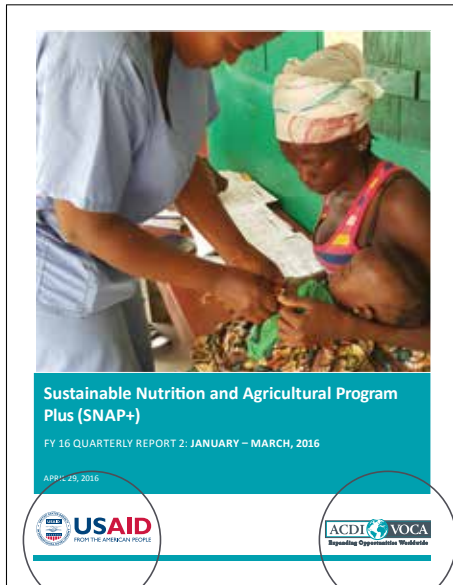
The teal bar is a common design element on all publications

PROPOSAL COVERS, REPORTS, SUCCESS STORIES, POWERPOINT TEMPLATE, PROJECT NEWSLETTERS

# Templates: Cooperative Agreements

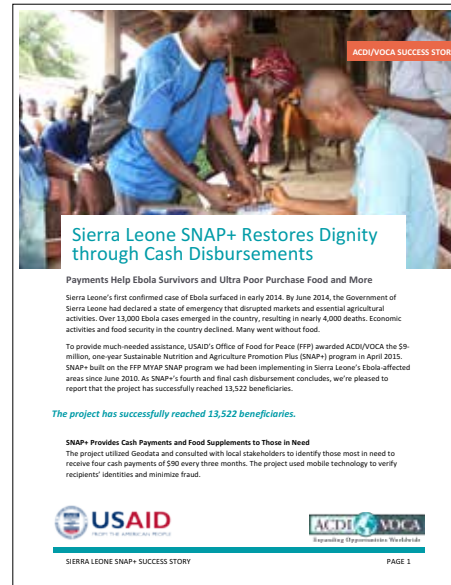
Templates shown below are available to use if your project is a cooperative agreement. Templates are on the C&O SharePoint site.

## USAID



Reports

USAID logo always  
bottom left

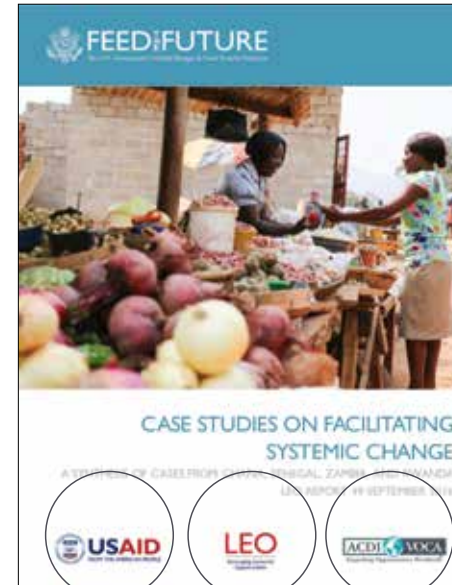


Success Story

ACIDI/VOCA logo always  
bottom right

## FEED THE FUTURE:

FtF branding trumps ACIDI/VOCA branding



Reports

USAID logo always  
bottom left

Additional logos can  
go in the center



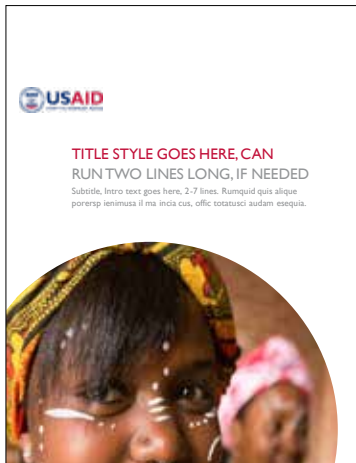
Success Story

ACIDI/VOCA logo always  
bottom right

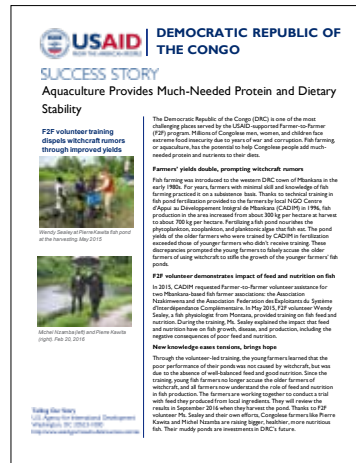
# Templates: Contracts

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 ACIDI/VOCA branding in contracts.

## USAID



Reports



Success Story

## FEED THE FUTURE: FtF branding trumps USAID branding



Reports



Success Story



# Our Photography



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.

# Our Illustrations & Infographics

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.

