



USAID
FROM THE AMERICAN PEOPLE

COMMUNITY SUPPORT PROGRAM

Improving Economic
Opportunities

Reducing Tensions in
Vulnerable Communities

Enhancing the Delivery
of Essential Services

This presentation is made possible by the support of the American people through the United States Agency for International Development (USAID). The content of this presentation is the sole responsibility of the Community Support Program (CSP) in Lebanon and does not necessarily reflect the views of USAID or the United States Government.



USAID
FROM THE AMERICAN PEOPLE

Branding and Visibility Guidelines for Partners and Contractors

August 6, 2021



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Please keep the following requests in mind when engaged in the training to get the most out of your time - Thank you!

● **Mics/Cameras**

Please keep your microphones **muted** and cameras **off**, unless requested otherwise.

● **Participation**

Feel free to use the chat bar throughout the presentation for input and/or questions – all queries will be addressed after every section of the training. Please raise your hand before speaking 😊!

● **Technical difficulties**

If you run into technical difficulties, or your internet drops, please contact Lamy Ayyad using this email address (lavyad@lebanoncsp.org).

● **Material**

All material will be shared with you following the training



Agenda

- Reference to USAID and CSP in external material
- Logo /colors & positioning, and co-branding
- Visibility following transfer of assets and equipment
- Print and e-material
- Audio-visual material
- Virtual and in-person events
- Press and Media
- Online communications

Trainer's Bio



Anastacia Hajj is currently the Director of 'Communications and Outreach' at USAID's Community Support Program (CSP) in Lebanon. She has more than 10 years of experience in communications, outreach, media production, reporting, and advocacy for development agencies and donors in the MENA region. She holds a B.A in Sociology & Anthropology and a diploma in Media Studies & Communications



Reference to USAID's CSP

- Press releases, online communications, blogs, articles, speeches, presentations, publications, curricula, online posts, etc.

ENGLISH

ARABIC

The Community Support Program (CSP) in Lebanon, funded by the United States Agency for International Development (USAID)

برنامج دعم المجتمع المحلي (CSP) في لبنان الممول
من الوكالة الأميركية للتنمية الدولية (USAID)



Co-Branding

- All material developed under CSP activities are not to be co-branded and should only include the USAID logo
- These include information, education, communication, and visibility material such as brochures, training material, curricula, commemorative plaques, etc.
- Exceptions for co-branding are usually granted by USAID for material developed under activities in partnership with local governments





Partners are required to send any external material that includes the USAID logo to CSP for branding approval **at least one week prior** to publishing/dissemination to ensure timely clearance.

LOGO





High resolution USAID logos in all formats are available to download [here](#).

LOGO - colors Three approved color options

- Two-color



Should be used whenever possible.

- Black only



Preference for black & white printing.

- White



Should only be used on photos, in PowerPoint presentations, and on dark USAID primary color backgrounds



USAID color palettes

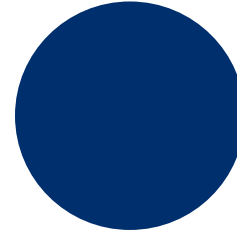
PRIMARY

- Used for logo, text, color fields and accent colors.
- USAID Blue may be used as tints.
- USAID Red may not be used as a tint.

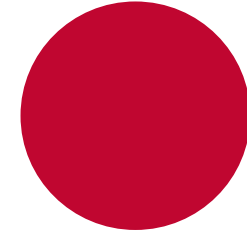
SECONDARY

- Used for text, color fields and accent colors
- All secondary colors, except dark red, may be used as tints.

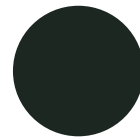
- You can download recommended combinations [here](#)
- You can download secondary color palette details [here](#)



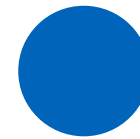
USAID BLUE PANTONE®
294 C 100 M 69 Y 7 K 30
R 0 G 47 B 108



USAID RED PANTONE®
200 C 3 M 100 Y 70 K 12
R 186 G 12 B 47



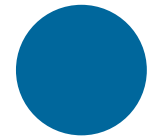
Rich black



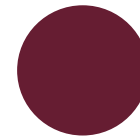
Medium blue



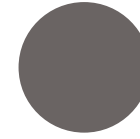
Light blue



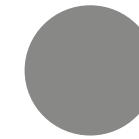
Web blue



Dark red



Dark gray



Medium gray



Light gray



LOGO – do's and don'ts

- ✓ **Do** use in full, **without** excluding/cropping out the typeface, tagline or the seal
- ✗ **Don't** re-create, stretch, or adapt using different or alternate colors
- ✓ **Do** include minimum clear space on all sides - equal to the width of the "U" in the USAID type-mark of the logo
- ✓ **Do** adhere to the following minimum logo sizes:
Print: 34mm | Screen: 100 pixels

~~USAID~~





LOGO Positioning

In cases where approval for co-branding is granted:

- The USAID logo should be placed in the left corner with partner logo(s) to the right (*preferably top left*)
- All partner logos are of **visually equal weight**; any bold type logos should be the **same height** as the USAID type mark.
- The **minimum clear space** between USAID and partner logos should be equal to the width of the “US” in the USAID type-mark of the logo





Visibility following transfer of assets and equipment

- CSP provides partners with a range of branded material- *visibility safety items such as vests and helmets, USAID branded equipment, construction plaques, visibility signs, etc.*
- Following activity completion, partners must internally ensure the proper management of branded safety material and ensure that all USAID-provided equipment remain branded after the transfer of assets.
- Partners must also ensure that USAID equipment are **not to be sold or donated** during or following activity completion without USAID prior approval.





External material produced by a CSP partner under a CSP activity, should be sent to CSP for branding approval **at least one week prior** to publishing/dissemination to ensure timely clearance.

Print and E-material

- All external communication material produced by a CSP partner should include the USAID logo as per logo guidelines, in addition to including the **disclaimer** below.

ENGLISH

ARABIC

This **[insert type of material]** is made possible by the support of the American people through the United States Agency for International Development (USAID) under its Community Support Program (CSP) in Lebanon. The content of this **[insert type of material]** does not necessarily reflect the views of USAID or the United States Government.

تم تحضير هذا المنشور بفضل دعم الشعب الأميركي من خلال الوكالة الأميركية للتنمية الدولية (USAID)، ضمن برنامج دعم المجتمع المحلي (CSP) في لبنان. إن محتوى هذا المنشور لا يعكس بالضرورة وجهة نظر الوكالة الأميركية للتنمية الدولية أو حكومة الولايات المتحدة.



Audio/visual material

- Consent Form (*photos and videos*)
- ALL videos produced by a CSP partner under a CSP activity should include:
 - The USAID **closing bumper** (*available upon request*)
 - The video **disclaimer** in Arabic and English
 - Subtitles
- Partners are requested to send videos produced under a CSP activity for approval **at least two weeks** ahead of dissemination to ensure timely outreach
- High restriction on sharing audio-visuals mentioning USAID without prior approval

If your organization does not have a consent form, please contact us and we will share a template



تم تحضير هذا الفيديو بفضل دعم الشعب الأميركي من خلال الوكالة الأميركية للتنمية الدولية، ضمن برنامج دعم المجتمع المحلي (CSP) في لبنان. أن محتوى هذا الفيديو لا يعكس وجهة نظر الوكالة الأميركية للتنمية الدولية أو حكومة الولايات المتحدة.

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Virtual and in-person events and visits

- CSP may request partner participation or cooperation in conducting virtual or in-person high profile VIP events and visits.
- CSP will inform partners **at least 4 weeks** ahead of time depending on the nature/context of the event and level of coordination required (*participant lists, joint press releases, audio-visuals, invitations, media coordination etc.*)
- The event/visit planning will be in close collaboration with CSP.





Press and Media

- Any press release or web-article developed by CSP partners that mentions CSP or any activity funded by USAID's CSP must be shared for approval **at least two weeks** prior to dissemination/publishing.
- Partners are responsible for disseminating the approved versions of individual or joint press releases.
- Media invites to any USAID/CSP event are to be coordinated directly with CSP





Online communications

All partners are encouraged to:

- Tag and mention **@CSPLebanon** on Facebook, Instagram, LinkedIn, and Twitter in social media posts and stories reflecting activities funded through USAID's CSP.
- Browse the CSP website (**csplebanon.org**) for updates and activity info and share project-related material.

Approvals:

- If the social media post is accompanied by a graphic or visual that includes the USAID logo, then the visual must be sent to CSP for branding approval before sharing it online.





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STAY CONNECTED
@CSPLebanon





USAID
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THANK YOU

info@csplebanon.org