Effective January 1, 2010

Within these pages are the Brand and Graphic Standards for all printed and Web-related materials.

For more information on the application of the IFDC brand, please contact the IFDC Information and Communications Unit at +1(256) 381-6600.
Introduction - IFDC Brand

Branding is the art of creating a consistent, recognizable and unified “voice” or “personality” that conveys an organization’s uniqueness, focus and values. The IFDC name and logo are among the most important and valuable assets the organization has. They are recognized worldwide by stakeholders as representations of the entire organization and our leadership in building agricultural sustainability and food security for smallholder farmers in the developing world.

Key audiences have the opportunity to see our message every day – through communications with employees, looking at www.ifdc.org, reading IFDC’s print materials or even reviewing a response to a proposal request. Our brand/logo help create a unique identity for IFDC in the minds of various stakeholders. The brand is the most efficient means of communicating IFDC’s organizational values to all audiences.

The IFDC name and logo are on business cards and stationery, periodicals and training materials, many of our vehicles, buildings, etc. The logo and its colors and typeface are symbols of IFDC and its global mission and activities. Therefore, it is imperative that we preserve both the strength and integrity of the IFDC name and logo by using them correctly.

The IFDC Brand and Graphic Standards Manual contains specific guidelines relating to the representation and usage of the IFDC name and brand identity. These specifications are to be used wherever and whenever the IFDC name and identity are utilized by the organization, its partners and donors.

The guidelines in this Manual are intended to promote IFDC’s identity around the world. By following these specifications, our staff, partners and donors will help maximize awareness through uniform usage of the IFDC name, logo and overall identity.

Please refer to this Manual and follow its guidelines whenever and however you reference IFDC. The guidelines are mandatory for any/all uses in all mediums.

If you have questions, comments or concerns related to the use and/or positioning of our organizational name, logo or elements of its identity, please contact IFDC’s Information and Communications Unit.

Amit Roy
President and Chief Executive Officer
Introduction to IFDC Brand and Graphic Standards Manual

It is vital that all staff, partners and donors use the IFDC name, logo and branding properly and consistently. Uniformity in presentation will maximize the awareness of our name while protecting our logo rights.

The guidelines in this manual are intended to help us maintain the IFDC identity throughout the world for all of the services we offer. Refer to these guidelines whenever using any element of the IFDC name, logo or brand.
Proper Use of the IFDC Logo

Every application of the IFDC brand identity should strengthen and reinforce the organization’s positive image. Development of the identity should be done with care and with the highest quality standards possible.

The brand identity in all its forms is the exclusive property of IFDC.

4-Color Process Presentation
Using PMS Colors

One Color Presentation
Use this color option only on black and white materials. Use a 0.5 pt black outline around IFDC.

Black-Only and Reversed Presentations
Use these black-only options only on a white field. Use a 0.5 pt white outline around IFDC.

The IFDC logo is available as approved electronic artwork from ICU. Use the approved artwork only.

Grayscale Presentation
The color brandmark should be used whenever possible but when budget does not allow for full or two-color, this grayscale version may be used.
Color Standards

The following are the only colors which may be used for the IFDC logo/brandmark. No other colors may be used or substituted for the IFDC logo/brandmark.

- **Pantone 348 CVU - 60% or CMYK #54A88C**
  Use for continents on the globe in the IFDC logo.

- **Pantone Process Blue CV or CMYK #0099D8**
  Use for oceans on the globe in the IFDC logo.

- **CMYK Black #000000**
  Use for IFDC letters in IFDC logo and 0.216 pt border around globe.

  This use is for Black-Only presentations of the IFDC logo. See Black-Only usage on page 3.
Clear Space Requirements

The IFDC logo must stand out in all uses. Maintain clear space on all sides of the IFDC logo.

A clear space of $1/4 \times$ is required on all sides of the IFDC logo, in relation to the piece. $X$ represents the height of the logo.

More than $1/4 \times$ clear space is also accepted.
Acceptable Use

The following are specific guidelines related to the sizing of the IFDC name and logo.

Sizing: The minimum logo size to maintain in all usages is 3/8” (1 cm) in height.

The preferred minimum logo height on an 8.5 x 11” document is 1/2” in height, and 1.3 cm on an A4 document.
Incorrect Use of the IFDC Logo

To ensure that our logo is always recognizable, it has to be used consistently and with discipline and precision. The power of a brand/logo is easily lessened by misuse. We can avoid this problem by guarding against poor or incorrect usage.

Incorrect Logo Brand Usage
The correct usages for the IFDC logo are on page 3. Those are the only correct uses of the logo.

Incorrect Black-Only Brandmark Usage
The only correct usage of the black-only brandmark is shown on page 3. No other color combination or typeface may be used. Below are two examples of incorrect usages.

Incorrect Example: Reversal Out of Color, Improper colors

Incorrect Example: Improper Use of Color

Incorrect Example: Inverted Black Values

Incorrect Example: Improper typeface

Incorrect Example: Reversal out of color, wrong color.
Standard Typography

The following are acceptable fonts for the organization’s brand imaging. The following provide guidelines for each version’s use.

- **Myriad Pro**
- **Myriad Pro Regular**
- **Myriad Pro Bold**
- **Arial**
- **Arial Regular**
- **Arial Bold**
- **Times New Roman**
- **Times New Roman Regular**
- **Times New Roman Bold**

**Switzerland Black Regular**

*Used only for IFDC Logo*

- Switzerland Black Regular

**Headlines**

Headlines are subheads used in print and web materials. **All headlines should be typeset in Helvetica Neue, Myriad Pro or Arial.** All headlines should appear flush left, ragged right.

**Body Copy**

Body Copy refers to blocks of text or paragraphs. **Use Myriad Pro, Arial or Times New Roman for body copy.** No other font families or typefaces may be used or substituted.

Body Copy should be set flush left and ragged right with a 11.5-point type with no less than 13-point leading and no more than 18-point leading.

**Helveti*ca Neue**

- Helvetica Neue
- Helvetica Neue Regular
- Helvetica Neue Bold
- Helvetica Neue Medium
- Helvetica Neue Italic
- Helvetica Neue Bold Italic

The IFDC logo contains the Switzerland Black typeface only. No other font may be used or substituted. Switzerland black may only be used for the IFDC logo and not for any other purpose.
The following are examples of correct and incorrect typography treatments along with leading, kerning and tracking.

**Letter Spacing (Tracking)**
Preferred tracking is 5 pt to 10 pt. Any point between -10 and 10 pt. is also accepted.

**Line Spacing (Leading)**
Preferred leading is 13 pt for 11.5 pt body copy. 18 pt for 11.5 body copy is acceptable for larger presentations where more space is needed.

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Do not change uppercase or lowercase letters
**CORRECT:** IFDC is an international public organization.
**INCORRECT:** Ifdc is an international public organization.

Do Not add the word “the” before IFDC when referring to IFDC as a whole organization.
**CORRECT:** IFDC is an international public organization.
**INCORRECT:** The IFDC is an international public organization.

Do Not use the IFDC logo in a headline or body copy.
**CORRECT:** IFDC is an international public organization.
**INCORRECT:** IFDC is an international public organization.

Do Not alter letter spacing of type. Some exceptions, see left.
**CORRECT:** IFDC kerning and tracking
**INCORRECT:** IFDC kerning and tracking
**INCORRECT:** IFDC kerning and tracking

Do Not alter line spacing of type. Some exceptions, see left.
**CORRECT:** IFDC leading for spacing in between lines.
**INCORRECT:** IFDC leading for spacing in between lines.
**INCORRECT:** IFDC leading for spacing in between lines.
Consistency in our communications materials also helps strengthen the IFDC brand, presenting a unified image and improving effectiveness as IFDC messages are more instantly recognized by numerous stakeholders and staff.

This segment of the Brand and Graphic Standards Manual offers information on how graphic consistency and communication are applied to letterhead, business cards, envelopes, labels, emails, fax cover sheets and other communication materials of the organization. Please review this section when creating or referencing any communications materials.
PowerPoint Presentations

A standard template has been developed to be used in all IFDC PowerPoint, slide and overhead presentations. The template may not be modified or edited in any way, in order to maintain a standard organizational image and representation. Photos may be added to the presentation below the title bar.

The template consists of a Lead-in Slide, Section Title Slide, Bullet Text Slide, and three Graph Slides – a Bar Graph, a Pie Chart and a Line Graph, in Arial font.

With the exception of the Lead-in Slide, each slide must have the IFDC logo positioned in the bottom right-hand corner of the image area, 1/2” from the bottom and 1/2” from the right-hand edge with the icon bar below the IFDC logo.

Templates are available through ICU.

For an alternative PowerPoint design, see design draft in back of manual.
PowerPoint Presentations: Watermarking

A standard template has been developed to be used in all IFDC presentations, prior to execution of the presentation. All IFDC slides must be watermarked with IFDC in Switzerland Black font, in the upper-right hand corner, 1/2” from the top and 1/2” from the right-hand edge.

Templates are available through ICU.
Below are specifications to be used in the development of all stationery to be used by the organization.

IFDC letterhead is printed on standard 8-1/2” x 11” (215.9 mm x 279.4 mm) or A4 sheets (210 mm x 297 mm).
IFDC Business Cards

To maintain an organized, uncluttered look, production of IFDC business cards must adhere to the following strict guidelines:

All business cards must be 3-1/2” (88.9 mm) wide and 2” (50.8 mm) deep (on a horizontal format).

For staff in bi-lingual or multi-lingual areas, a two-sided business card, with information in two languages, may be appropriate.

Optional Skype and cell phone numbers may be added.

For an alternative business card design, see design draft in back of manual.
IFDC Business Cards (continued)

Project business cards must follow the guidelines below with the IFDC logo placed on left and project title on right.

Obverse Sample (English)
3-1/2” (88.9 mm)

Obverse Sample (English)
2” (50.8 mm)

Reverse Sample (French)
3-1/2” (88.9 mm)

Reverse Sample (French)
2” (50.8 mm)
Business Envelopes

Like the other elements and materials in this manual, business envelopes must be developed according to IFDC specifications.
Business Envelopes for Catalog and Booklet Mailings

Like the other elements and materials in this manual, business envelopes must be developed according to IFDC specifications.
Memo Template

A standard Microsoft Word template has been developed to be used in all IFDC memos. The proper font to be used on all IFDC memos is Arial. The headline MEMO should be in 20 pt Arial. Date, To, From and Subject should be in 14 pt Arial Bold. The Memo Copy should be in 12 pt Arial.

A Memo template is available through ICU.
Promotional Merchandise

Promotional merchandise can increase awareness of IFDC. Maintaining graphic consistency across the organization enhances our image.

The examples to the right are the only ways in which the IFDC logo may appear on any hat or shirt.

Front of Hat: IFDC logo centered on hat.
Side of Hat: IFDC logo centered on middle panel on left side.
Back of Hat: IFDC logo centered on back of hat.
In conjunction with another leading organization IFDC logo must be placed on the left side of hat and the leading organization on the right side of the hat.

Front of Shirt: IFDC logo must be placed to the left upper side of the shirt in place of a pocket.
Back of Shirt: IFDC logo must be centered on the back of the shirt, centered with the bottom of the sleeves.
In conjunction with another leading organization IFDC logo must be placed to the right of the other organization's logo.
Building Signage

IFDC building signage incorporates IFDC and its brand. From a practical standpoint, the IFDC name needs to be readable from as far away as possible.

The IFDC logo is the only element that should appear on the primary building sign. Therefore project names, project logos, country names, etc., may not appear on the primary building sign.
Vehicle Signage

IFDC vehicle signage incorporates the IFDC logo only. The IFDC name needs to be readable from as far away as possible. The IFDC logo is the only element that should appear on vehicle signage. Therefore project names, project logos, country names, etc. may not appear on vehicle signage.
Interior Building Signage

Interior signage information including banner specifications will be detailed here (i.e., weight, color, printing, etc.).
Flags

IFDC flags have a white background with the IFDC logo centered in the middle of the flag.
Project Logos and Placement

Project logos may only be created by headquarters. For information regarding logo production, please contact Scott Mall or Heather Gasaway at +1(256) 381-6600.

In conjunction with the IFDC logo, the project logo must be placed directly to the right.

If the project logo is used in a newsletter masthead, the IFDC logo must appear in the bottom right-hand corner.
Project Websites

Project websites may only be created by headquarters or with the permission of IFDC’s President and CEO as well as direction from the Information and Communications Unit.

For information regarding website production please contact Scott Mall or Heather Gasaway at +1(256) 381-6600.

IFDC complies with USAID Branding and Graphic Standards.
Brand Guidelines Q & A

1. **What purpose are these guidelines intended to serve?**

   There are multiple purposes for these guidelines. First, they are meant to illustrate and explain the correct ways to use IFDC’s name, logo and brand. The guidelines give the specific information needed for the majority of uses of our logo and brand. Second, protecting them from misuse or improper use is important for legal and public relations reasons. Third, improper usage ultimately weakens IFDC. Fourth, correct usage of our name, logo and brand help increase awareness of IFDC and its activities.

2. **Are the rules regarding logo usage suggested or mandatory?**

   The rules are mandatory. An organization’s logo and brand are viable only when used correctly. It doesn’t matter whether it is a for-profit company (i.e., Coca-Cola, Mercedes-Benz, Toyota or McDonald’s) or a non-profit organization or government agency (i.e., the Red Cross, United Nations, USAID) – all have very specific rules for using their logos and protect their brands in very specific ways. IFDC is no different in that regard.

   **Are there any exceptions?**

   No. The IFDC logo and brand will only remain viable if they are used correctly. Improper usage weakens them, and consequently weakens the organization.

3. **What is the best way to be sure I am reproducing a logo accurately?**

   Follow the instructions in the Manual. If you have any questions you can e-mail the ICU –

   Scott Mall (small@ifdc.org), Heather Gasaway (hgasaway@ifdc.org) or Donna Venable (dvenable@ifdc.org).

4. **Who do I contact if I have additional questions?**

   Contact Scott Mall, coordinator of the Information & Communications Unit. He can be reached at small@ifdc.org or +1 (256) 381-6600, x234.
Graphic Standards Conclusion

We will continue to provide periodic updates to this manual. It will also be located on the IFDC intranet when it is activated.

In the meantime, for questions regarding any of the information contained in or related to this manual, please do not hesitate to contact the ICU at +1(256) 381-6600.
(Alternative PowerPoint Templates)

Presentation Templates

Lead-In Title
Lead-In Copy
Goes Here
Graphic May Also Be Added Here

Slide Title
Slide Copy
Goes Here
Graphic May Also Be Added Here

With Watermark

Lead-In Title
Lead-In Copy
Goes Here
Graphic May Also Be Added Here

Slide Title
Slide Copy
Goes Here
Graphic May Also Be Added Here
John Doe
Accountant
P.O. Box 2040
Muscle Shoals, AL 35662 USA
Phone: +1(256) 381-6600
Fax: +1(256) 381-7408
www.ifdc.org
Email: doe@ifdc.org
Obverse Sample (English)

IFDC CATALIST

John Doe
Accountant
IFDC Rwanda
(Divisional Coordination Office)
3064, Rue de l’Akanyaru, Kiyovu
P.O. Box 6758
Kigali, Rwanda
Telephone: +250 (0) 255 10 42 11
www.ifdc-catalist.org
Email: doe@ifdc.org

Reverse Sample (French)

IFDC CATALIST

John Doe
Accountant
IFDC Rwanda
(Bureau de coordination des divisions)
3064, Rue de l’Akanyaru, Kiyovu
P.O. Box 6758
Kigali, Rwanda
Telephone: +250 (0) 255 10 42 11
www.ifdc-catalist.org
Email: doe@ifdc.org