FEED THE FUTURE BRANDING 101

AUDIO TRANSCRIPT

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PRESENTERS

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* Editorial Note: All examples of correct and incorrect project naming and logo use included in this resource were invented for the purposes of this training. They are fictional examples and do not reflect actual cases or implementation of Feed the Future naming, marking and branding.

Cydney Gumann: My name is Cydney Gumann and I’m part of the Agrilinks team that is helping to host this event. I’m excited to be joined today by three ladies from USAID’s Bureau for Food Security. We have Wendy Coursen and Kaitlin Lesnick, who will be presenting. And also, you may see Jen Cupp in the webinar chat pod, and she’s going to help facilitate this discussion and answer questions in the chat. So, welcome, ladies.

Before we begin, I wanted to mention a few housekeeping items. First, this webinar is being recorded and will be available to everyone on the Feed the Future branding page for anybody who is not able to join today. We will be sending out the link to this recording along with other post-event resources in about a week to everyone who has registered, so keep an eye out for that e-mail.

Second, we encourage you to ask questions throughout today’s presentation and to talk to your fellow participants. You may do so by typing into the chat pod located in the lower left-hand corner of your screen. Jen will try to answer as many questions as possible within the webinar chat. If we have time, we will also pose unanswered questions to our presenters after their presentation.

Finally, we want to let everyone know that there will be a few interactive questions throughout today’s presentation, and this is to try to help test the new skills you’re learning during the presentation. Please keep an eye out in our poll pod, which is located in the upper right-hand corner of your screen, for these questions to appear. Our presenters will ask each question, and then we will pause about 15 to 30 seconds for everyone to respond. Once everyone has entered their response, we’ll broadcast the results of our poll so that everyone can see how the group did. Please know that your specific answers will be anonymous, so don’t feel shy about trying to answer the question.
Thank you for your patience as we went through these housekeeping items, and I'll now hand it over to our first presenter, Wendy Coursen, to start off today's presentation.

Wendy Coursen: Thank you, Cydney. And hello and good morning – or afternoon or evening for those who are dialing in from all around the globe. My name is Wendy Coursen; I'm the Director of Communications for the Bureau for Food Security at USAID. I'm joined today by Kaitlin Lesnick, who is our Deputy Director of Communications here at BFS, and you'll hear from her in just a moment.

Thanks again for joining us today. Before we start, I'd like to briefly outline what we'll be covering today. We'll be doing a quick overview of what Feed the Future is followed by the recent updates to the USAID policy and regulations. Then, we'll go into some details for the Feed the Future Graphic and Naming Standards Manual, including project naming and branding and marking. Then, we'll open it up for any questions you might have. This training will be recorded and posted to the Agrilinks website for review, so if you miss something or you need to jump off at any point, don't worry.

As most of you probably already know, Feed the Future is the U.S. Government's global hunger and food security initiative. With a focus on smallholder farmers, particularly women, Feed the Future supports countries in developing their own agriculture sectors to generate opportunities for economic growth that can help reduce poverty and hunger. Feed the Future is a whole-of-government Presidential initiative focused on global food security and nutrition, and it draws on the resources and expertise of 11 federal departments and agencies, which are located on this slide here. To learn more about Feed the Future, you can visit feedthefuture.gov.

We're here today because there have been some recent updates to USAID's Automated Directives System, chapters 320 and 303, in addition to the Code of Federal Regulations, Title 2, Part 700, which now allow for branding exceptions for Presidential and other high-level interagency initiatives. On December 29th, 2014, former USAID Administrator Shah signed a special determination that allows Feed the Future to provide its own naming, marking and branding guidance to USAID and implementing partners. To date, Feed the Future is the only Presidential initiative to obtain such a determination. Taken together, these updates will result in changes
to naming and branding and marking for USAID-funded Feed the Future projects, programs and activities.

For your reference, here is specific language that has been inserted into the ADS and the CFR. As you can see, it says that upon a written determination by the USAID Administrator or designee, the definition of the USAID identity may be amended to include additional or substitute use of a logo or seal and tagline representing a Presidential initiative or other high-level interagency initiative. Again, as of this date, Feed the Future is the only Presidential initiative to have obtained the written determination referenced here.

There have been a lot of questions about which mechanisms these new branding guidelines apply to. A decision was recently made by USAID leadership that Feed the Future naming, marking and branding will apply only to newer mechanisms, specifically USAID-financed Feed the Future activities that operate in Feed the Future focused or aligned countries, utilize 50% or more of Feed the Future funding, and are issued on or after January 1st, 2015. The guidance will also be mandatory for modifications to existing awards, which require a justification to restrict eligibility – a JRE – or justification and approval – a J&A – and which, standing alone or for successive JREs or J&As, cumulatively extend the period of performance by one or more years from the original end date – in short, for extensions of a year or more that include funding.

I’m now going to turn it over to Kaitlin Lesnick, who will talk a little bit more about branding specifics.

Kaitlin Lesnick: Thanks, Wendy. Before I get into the Graphic and Naming Standards Manual, let me talk a little bit more about why we care about Feed the Future branding. Building a brand is important for fostering trust and motivating action, creating a positive image of our work, and building social capital among stakeholders. Since 2010, thanks to the work of many of those listening today, Feed the Future has made tremendous progress towards empowering smallholder farmers and supporting partner countries in developing their own agriculture sectors. We’re very proud of the amazing work that has already been done under the banner of Feed the Future, and it’s important that our many audiences see the value of these efforts as well.
While we know we need to be flexible and adapt communications to specific country and project activities, the Feed the Future initiative has developed branding standards and guidance to promote common elements across Feed the Future materials. If the guidelines are followed, we believe that we can achieve our branding objectives, we can enhance the visibility and value of Feed the Future, and we can improve the impact and consistency of communications across agencies and implementers.

The first step in building a global Feed the Future brand is to develop a visual identity that is used consistently and accurately on USAID-funded Feed the Future project communications materials. One of the first ways to help establish our identity is by using standardized project names. Given the large number of USAID-funded Feed the Future projects, having consistent project name standards across Feed the Future activities will be critical to enhancing the visibility of the initiative.

The criteria or formula for Feed the Future project names is really quite simple. First, all project names must begin with “Feed the Future,” so even when used in the absence of the logo, the name can be immediately associated with the Feed the Future initiative. Second, all project names must reference the country or region where the project works. By specifically referencing a project’s country or region, we can avoid confusion over similarly-named Feed the Future projects across the globe. If a project is global in nature, you can omit the reference or use the word “global” instead.

A few additional rules to remember when you’re creating a new project name: Don’t use jargon or acronyms. External audiences may not be familiar with the programs or issues. Do not use FTF. Always say and spell out “Feed the Future” completely in public communications. Do not reference implementing partners or internal organizational structures. For instance, do not say, “Implementing partner X’s Feed the Future Ethiopia Value Chain Activity.” It should be: “Feed the Future Ethiopia Value Chain Activity.” Do not preface “Feed the Future” with “USAID’s.” Remember that although Feed the Future is led by USAID, it is a U.S. Government initiative. Project names must start with “Feed the Future.” Don’t promote or brand bureaus or offices. And finally, do not use or develop separate project- or program-specific logos or brandmarks.
As you formulate project or program names, please remember to keep them simple, concise and descriptive of the activities or goals. The objective is to have someone who has no prior knowledge of the activity be able to read the project name and immediately understand what it does or what its goals are and its association with the Feed the Future initiative and the U.S. Government. If you have any questions related to branding and project names, please contact us at feedthefuturebranding@usaid.gov or visit feedthefuture.gov/branding.

On this slide, we’ve listed a few correct project name examples. As you can see, they each follow the naming guidelines: “Feed the Future” plus the country or region plus a simple description of the activity. In contrast, this slide shows several examples that are incorrect. The first – “WINS” – doesn’t incorporate “Feed the Future” or the country or region, and it uses an acronym, which is not allowed in the new branding guideline. The second starts with USAID when it should just start with “Feed the Future.” It also does not describe what the project does or its goals. And the third also uses an acronym, which is not permissible, and it does not incorporate the country or region or the word “global.”

So, now we’re going to put your new knowledge to the test. You should see a poll appearing in the upper right-hand corner of your screen. We’ll give you a few moments to vote on which example you think contains an incorrect Feed the Future project name example. Is it one, two or three?

All right, let’s see how we did. Looks like most people got it. All right. So, the incorrect project name is indeed number three. That’s because the project name here starts with – excuse me – starts with USAID and not with “Feed the Future.” As you recall, Feed the Future is a whole-of-government initiative, and project names should not begin with the names of federal agencies. So, now I'll pass it back to Wendy to talk about our logo and other elements of our branding guidance.

Wendy Coursen: Thank you, Kaitlin. Logos are one of the most important aspect of any organization’s or initiative’s overall brand or identity. The current Feed the Future logo was developed in November 2011 after a consultative process integrating feedback and perspective from multiple development stakeholders. The Feed the Future logo
incorporates three different elements that must always be used together: the Great Seal of the United States, the Feed the Future tagline – “The U.S. Government’s Global Hunger & Food Security Initiative” – and the initiative’s name: Feed the Future. Users should not recreate the logo, skew proportions, or use alternative colors.

The Feed the Future logo is available in two formats: horizontal with the seal to the left of the text treatment, and vertical with the seal above the text treatment. Horizontal is the preferred arrangement, so users should try to incorporate that version whenever possible. A *positive format* refers to the color version of the logo on a white background, and a *reverse format* refers to a white Feed the Future logo on a color background.

When the Feed the Future logo is used in positive format, the approved colors are blue, green and black. Blue is the primary Feed the Future color and it is the preferred color for the logo. The tagline “The U.S. Government’s Global Hunger & Food Security Initiative” must always be in black when the logo appears on a white background. Again, the logo is available as both horizontal or vertical arrangements, but horizontal is the preferred arrangement.

When the white Feed the Future logo is displayed on a color background, approved background colors include blue, green, black or orange. While we didn’t have enough room to show it on this slide, orange is also an acceptable background color when the logo is used in white. Please remember that blue is the primary Feed the Future color and the preferred background color for the logo.

The Feed the Future logo has specific sizing requirements to ensure that it is always clear and legible. All three elements of the logo, including the tagline, must be visible and large enough for readers. To help achieve that, the horizontal logo must always be two inches – or 5.08 centimeters specifically – wide in all communications materials, and the vertical logo must always be at least 1.625 inches – or 4.191 centimeters – in all communications materials.

Likewise, the Feed the Future logo also has specific spacing requirements. A minimum area or clear space around the Feed the
Future logo must be kept free of any other text or graphic elements. It’s actually an easy rule to remember: The letter D from the word “Feed” determines the height and width of the clear space around the logo, as you can see on this slide. This slide shows some examples of how the logo was used on a color background. These two examples are correct because they both meet the requirement for minimum clear space surrounding the logo, and they both use blue and green, which are both approved background colors. Remember that blue is the primary Feed the Future color and is the preferred color for logo use.

In contrast, this slide shows examples of a logo use that do not comply with Feed the Future’s branding manual. The first example uses a red background color. Red is not a Feed the Future approved color. The only approved background colors for the logo are blue, green, orange or black. The second example has the tagline in blue. This is incorrect because when using a color logo against a white background, the tagline must be in black. The third example is incorrect because the logo is placed over a busy image that hides the Feed the Future image and is hard to read. The logo may be overlaid on top of a photograph or patterned background; however, the logo must still be clear and legible. The photograph or pattern must not be so distracting that it obscures the logo or pulls attention away from it.

A few final reminders on logos: Do not recreate the logo. You can download the correct logo files at feedthefuture.gov/branding. We are also working on providing versions of the logo with the tagline “The U.S. Government’s Global Hunger & Food Security Initiative” that are translated into several different languages. You can also submit branding-related questions to feedthefuturebranding@usaid.gov. That’s feedthefuturebranding@usaid.gov.

Now, Kaitlin will take us through our color palette and fonts.

*Kaitlin Lesnick:* Great. So, color is another important element of brand identity. The Feed the Future colors were chosen carefully to reflect the vision of the initiative. Feed the Future’s five approved colors are blue, green, orange, black and gray. Blue represents the future. Green represents agriculture. Orange represents hope. And black represents the soil.
As Wendy mentioned earlier, blue is the primary Feed the Future color and should be used whenever possible. Green and orange are the secondary colors and can be used to complement the blue within one product, or can be used when a project is producing a series of publications that are meant to have a similar but slightly varied look and feel. Black and gray are accent colors. Black should be used for text and gray should be used for items such as text boxes and color fields. Those two colors should be used sparingly.

Now, let’s try another survey. Which color here is a Feed the Future approved color? Is it one, two or three? We’ll give everyone a few moments to vote in the upper right-hand corner of their screen.

All right. Looks like most people got it. The green color is the approved Feed the Future color. Use only approved colors as specified in the Feed the Future Graphic and Naming Standards Manual.

Moving on to fonts: Fonts are also an important design element. They help differentiate such information elements as headers, main text, or captions, and they help promote consistency among Feed the Future products.

Feed the Future has four approved font families for all USAID-funded Feed the Future project communications. They include Gill Sans, Arial, Adobe Garamond, and Times New Roman. Gill Sans is the brand’s primary font and is generally used for shorter publications like fact sheets, brochures, and signage. When Gill Sans is not available, you can use the default font: Arial. Adobe Garamond is an alternative font that can be used for technical and longer reports. When it is not available, you can use the default font: Times New Roman.

As we discussed on the previous slide, Gill Sans is the brand’s primary font, especially for shorter products such as banners, fact sheets and brochures. You can use Gill Sans Regular and Gill Sans Light for headers and body text; Gill Sans Bold for headers, subheads, and highlighted text; Gill Sans Italic for captions. Gill Sans Italic can be used for quote text. But we also know that not all computers are installed with the Gill Sans font, so when Gill
Sans Regular and Gill Sans Light are not available, please use Arial Regular. When Gill Sans Bold is not available, please use Arial Bold. When Gill Sans Italic is not available, use Arial Italic. And when Gill Sans Light Italic is not available, use Arial Italic as well.

For technical reports or longer reports, you can use Adobe Garamond font. Use Garamond Regular and Garamond Bold for body text and Garamond Italic for captions. For headers and subheads, you can use the Gill Sans Bold. When Garamond Regular is not available, then use Times New Roman Regular. When Garamond Bold is not available, then use Times New Roman Bold. When Garamond Italic is not available, then use Times New Roman Italic. And when Gill Sans Bold is not available, use Arial Bold.

It’s time for another survey! So, look in the upper right-hand of your screen and let us know which font shown here you think is incorrect. Is it one, two or three? We’ll give you all a few moments.

All right. Hopefully, this one was fairly obvious. Looks like pretty much everybody got it. The second answer is the one that is incorrect because a script font is not an approved Feed the Future font. Please use only approved fonts as specified in the Feed the Future Graphic and Naming Standards Manual.

So far, we’ve covered Feed the Future’s core graphic and naming requirements, including the Feed the Future logo, size and space requirements, fonts, and colors. Wendy is now going to review the templates and guidance for the design of Feed the Future global, interagency, acquisition and assistance materials.

**Wendy Coursen:** Thank you, Kaitlin. So, Feed the Future regularly creates new products directed toward a broad or global audience. These materials are generally referred to as global materials, and Feed the Future global materials must display the logo prominently, as these examples do.

Examples of global materials include the Feed the Future website, reports, fact sheets, newsletters, presentations, banners and similar products. They are usually produced at headquarters by USAID on the BFS communications team. Global products will almost always feature the Feed the Future logo very prominently. Additional use
of the USAID logo or those of other U.S. Government agencies contributing to the initiative will be decided on a case-by-case basis depending on the particular product. The USAID Bureau for Food Security communications and outreach team will determine the cases based on the recommendation from COs, AOs, CORs, AORs, and in consultation with the Bureau for Legislative and Public Affairs at USAID.

This slide shows an example of a Feed the Future-branded publication aimed at a global audience. The Feed the Future color, font, size and space specifications must be followed at all times. The Feed the Future logo must be prominently displayed, placed at the top left of the publication cover. As we mentioned before, blue is the primary Feed the Future color and the preferred color for the logo or the background color. The secondary colors – green, orange – may be used, but they are reserved for special circumstances. For example, they could be used to distinguish individual products that are either part of a comprehensive suite, or are often paired but may also be used as standalone materials. The secondary colors may also be used when placement of the white Feed the Future logo or underlying color or banner background color would conflict with a specific product design. We just ask that you always consider using blue first before considering the secondary color options.

Another important component is the Feed the Future website address. The website address – www.feedthefuture.gov – must be included on at least the final page of the publication. The web address may also be included on other pages. The address should be aligned according to the design of the project and written using one of our approved fonts. Where possible, the official logos of all 11 agencies that make up the Feed the Future initiative may also be used in addition to the Feed the Future logo. Do not include additional logos or texts within the top area that the arrow points to on this slide.

Here is an example of our PowerPoint template. Please contact your AOR or COR for the most recent PowerPoint template, or visit feedthefuture.gov/branding to download PowerPoint templates. Feed the Future orange should be used for header text or the text introducing each slide. The header text on PowerPoint slides should be used in all capital letters and centered. The final slide
should include the vertical Feed the Future logo in white on a blue background. Presenters should not place additional text or logos in the blue banner on the top. We know that’s tempting; please don’t do it!

Another template that is used frequently is for fact sheets. Feed the Future publishes fact sheets to provide a brief description of cost-cutting issues or to highlight accomplishments. You can find many fact sheet examples at feedthefuture.gov. Again, please follow Feed the Future color, font, and size and space specifications at all times. Blue, again, is the preferred color for the top banner of fact sheets. Don’t place additional logos or text within the top banner. Again, we know it’s tempting; please don’t do it!

Half-inch margins should be used for content and the URL for the Feed the Future website and should be centered at the bottom of the page.

Let’s do another test to review branding for global products. Which image here shows an incorrect example of a global material template: one, two or three? We’ll give you a few moments.

All right, we are collecting results… and it looks like most of you got it. The third one is incorrect because no text or logos other than the Feed the Future logo should be placed within the top banner.

We should point out that, again, Feed the Future is a whole-of-government Presidential initiative that draws on the resources and expertise of 11 federal departments and agencies. Therefore, where appropriate and permissible by individual agency policy and regulations, U.S. government agencies that participate in the Feed the Future initiative and have products in the field may choose to co-brand their products. In such instances, all co-branded products or publications must follow the Feed the Future color, font, size and space specifications. The Feed the Future logo should be placed at the top left corner as shown here. The official interagency logo or logos must be placed at the bottom of the page, and the Feed the Future logo must be of at least equal size and prominence to the interagency logos. Interagency partners should direct any questions about using the Feed the Future branding to feedthefuturebranding@usaid.gov.
I’ll turn it back to Kaitlin now to discuss acquisition and assistance instruments.

Kaitlin Lesnick: Thanks, Wendy. And I think that these two next sections are going to be most interesting and applicable to a lot of the folks in the audience today, so…

Materials for Feed the Future activities conducted under acquisition instruments – which generally means contracts from USAID – should include both the Feed the Future and USAID logos. Feed the Future and USAID co-branded products may include case studies, reports or approved project websites highlighting Feed the Future activities funded through a specific contract or other acquisition instrument. Exceptions to this requirement must be approved by a review team consisting of the COR, the CO and the BFS communications and outreach team.

This slide shows an example of logo placement for a publication cover. Feed the Future color, font, size and space specifications must be followed at all times. The Feed the Future logo should be placed prominently in the top left corner. Again, no additional language or logos should be placed within the top banner. The USAID logo must be positioned at the lower left in accordance with USAID ADS 320 and the USAID Graphic Standards Manual. The Feed the Future logo at the top must be of at least equal size and prominence to the USAID logo. No separate partner logos are allowed for acquisition instruments. And as a reminder, Feed the Future guidelines do not support the creation or use of separate project- or program-specific logos.

Materials for Feed the Future activities conducted under assistance instruments – generally grants or cooperative agreements from USAID – should include the Feed the Future logo, the USAID logo, and assistance or co-funding partner institutional logos. Examples include case studies, reports highlighting Feed the Future activities funded through a specific assistance agreement, and approved project websites. Exceptions must be approved by a review team consisting of the AOR, the AO and the BFS communications and outreach team. For example, partners can request to retain more prominent institutional branding for certain publications such as technical papers and research publications on a case-by-case basis, through their AOR.
This slide shows an example of how a fact sheet might look for an assistance instrument. As we mentioned before, Feed the Future color, font, size and space specifications must be followed at all times to ensure consistency across all print and electronic communications materials for Feed the Future activities. The Feed the Future logo should be placed prominently at the top left corner. Only the Feed the Future logo is allowed within the top banner. Do not include any additional logos or text there. The USAID logo must be positioned at the lower left in accordance with USAID ADS 320 and the USAID Graphic Standards Manual. In the case of assistance mechanisms, partner institutional logos can be placed to the right of the USAID logo at the bottom of the publication. The Feed the Future logo at the top must be of at least equal size and prominence to the USAID and any partner logos. Again, the creation or use of separate project or program logos is not allowed.

Lastly, let’s go over the requirements for videos. Feed the Future color, font, size and space specifications must be followed in video productions. The Feed the Future logo should be included on the introductory and closing frames. The Feed the Future URL should be included in the closing frame of any video. Co-branded videos used by acquisition and assistance mechanisms must place the USAID logo below the Feed the Future logo and to the left of the screen, with implementing partner institutional logos to the right for assistance mechanisms only.

Wendy Coursen: Thanks, Kaitlin. This concludes the presentation portion of our training for the Feed the Future Naming, Marking and Branding 101. We hope the information in this webinar was helpful, and thank you in advance for your help in promoting a more consistent and effective communication throughout Feed the Future products so that we can strengthen the identity and visibility of this important initiative.

Again, thanks for joining us today. And I do want to take a moment to acknowledge that this branding guidance is new; we are sort of trailblazing in this effort to expand the interagency U.S. Government Feed the Future branding guidance. It has not been done before. So, just to stress: This is really new to all of us, and we appreciate your patience and flexibility as we all become familiar with it and adapt and move forward together to continue branding consistently together.
I will now turn it back over to Cydney and just remind everybody to please visit feedthefuture.gov/branding for more information on branding and to download updates and the latest information, including on the Graphic and Naming Standards Manual, the Feed the Future logos, and other templates.
Questions and Answers

Cydney Gumann: Okay. I’d like to thank our presenters today, Wendy Coursen and Kaitlin Lesnick, and Jen Cupp for answering some questions in the webinar chat. We’re now going to move into our question and answer portion of the webinar. Looks like we have about 40 minutes. Before we do this, we’re going to take about a five-minute pause to make sure we’ve collected questions and then to give everyone a chance to talk amongst themselves. I’m going to start a countdown clock here on the screen, and we look forward to – oops, sorry; it says 15 minutes. I’m going to set that to five. And we look forward to seeing everyone back in about five minutes. Okay? Thanks.

Thank you, everyone. Great questions coming in. We have so many. Just a reminder that if we don’t get a chance to answer your question or if you have specific questions about the design, funding or whether this applies to you, I just want to remind you to please e-mail feedthefuturebranding@usaid.gov, and they’d be happy to get back to you with that specific answer.

So, we’ll start with our first question: “Who does this apply to?”

Wendy Coursen: This is Wendy Coursen again. I just want to flag: We’re getting a lot of excellent questions. We know that this is still new to everybody. For new awards, the requirements for Feed the Future naming, branding and marking were issued – all of this was issued on January 1st. Some of the delay in additional information was just that we were trying to make sure we were clear and could be clear with all of you who else it applied to. We knew we were going to have a lot of questions from our existing mechanisms. So, this information did go out through our notes to the field; our CORs and AORs were encouraged to share it, as well as our COs and AOs.

So, we do again thank you all for your patience and flexibility in absorbing and adapting to this new policy.

So, we’ll cover who is affected one more time. And as you can see, we put the branding updates slide back up that outlines it. I’ll just go through it one more time because it’s really important to remind everyone who actually has to apply these new requirements.

So, these naming, branding, and marking guidance regulations apply to USAID acquisition and assistance awards for which Feed
the Future funds constitute over 50% of the total estimated cost, which includes awards that are issued on or after January 1st, 2015, which includes task orders and associate awards. So, new awards issued on or after January 2015 fall into the “Yes, I have to apply this branding, naming and marking guidance.”

In addition, modifications to existing awards – basically, anybody who’s getting or will have an extension that’s costed that will last a year or longer after the project’s original end date – this applies to acquisition and assistance as well – will be required to apply the branding, naming, and marking guidance.

We should also flag that anyone who doesn’t fall into this, if there’s an existing project that was awarded perhaps in September or October of 2014 that has a long term in it and wants to apply this branding guidance, we highly encourage it. This is new and it’s an exciting opportunity that’s beneficial really to all of us to help promote something that we’re all contributing to through these Presidential initiatives. So, we would just flag that if it’s something that your project is interested in applying and you perhaps predate this January 1st, 2015 date and want to go ahead and apply it, just work through your COR or AOR. And please do send your questions to feedthefuturebranding@usaid.gov and we’ll be glad to answer them and provide support in your implementation forward.

Cydney Gumann: Okay. Question number two – and this is another one that is being asked by a lot of people – “So, why create separate branding for Presidential initiatives like Feed the Future?”

Wendy Coursen: It’s a great question. We have heard this a lot. And actually, while we were in the long process to create and work thorough implementation guidance on the Feed the Future branding, marking and naming, we really wanted to be clear that Feed the Future is the U.S. Government’s global hunger and food security initiative. So, it’s led by USAID but we’re really coordinating with 10 additional government departments and agencies, in addition to all of our wonderful implementing partners that are helping us achieve such outstanding success through the initiative.

So, unique and consistent branding for Feed the Future really helps us elevate its status as a Presidential initiative and strengthens this whole-of-government identity that really allows us to showcase the
great work that U.S. leadership is really contributing to reduce hunger, poverty, and undernutrition. So, we’re really trying to use the branding and naming standards to promote common elements across Feed the Future materials regardless of location, audience or participating federal agency.

So, by adhering to the new requirements, you’re really helping better align your project and organization with this worldwide mission and a set of really common goals that are carried out through Feed the Future. So, again, we appreciate the question and we hope that answers it.

_Cydney Gumann:_ Great. Question number three: “Can Feed the Future projects be named in a language other than English?”

_Kaitlin Lesnick:_ This is Kaitlin. I’ll take this one. Yes, we’re very excited to say we have an updated Feed the Future Graphic and Naming Standards Manual coming out hopefully over the next several days, and that one’s going to include a little more specificity on how you can do this. But basically, you can incorporate local languages by following the same guidance that you normally would for Feed the Future project naming. So, you need to start with “Feed the Future” – still in English. You would include the country, region, or the word “global” – in the appropriate language. Then, you would include the description, a concise description of what the project does or its goals, and that could be used in the local language. So, like we said, you’ll need to include “Feed the Future” in English for the official project name still, but when you reference it in text you can use parentheses and translate it.

The rest of the naming guidelines apply. So, we ask that you not use acronyms in the local language or in English, because again, the objective is to clearly communicate to the relevant audiences what the project is meant to do. So, hopefully, that will allow people to do that a little better in country.

_Cydney Gumann:_ Thank you. And our next question – we actually have two parts of this one. The first part is: “Will Feed the Future be providing a translated logo?” And then, a lot of people were asking when these logos might be available.

_Kaitlin Lesnick:_ Yes. So, this is Kaitlin again. Yes, we are working to produce several versions of the Feed the Future logo with the tagline – “The
U.S. Government’s Global Hunger & Food Security Initiative” translated into Spanish, French, Portuguese and several other local languages. We hope to have that first set of Spanish, French and Portuguese up and available online for download in the next week or so. So, thanks to all the Missions and everyone else who has been helpful in getting those processed. New editions of the logo will be available at feedthefuture.gov/branding.

The other thing to mention – oh, if you work – if you are an implementer or a DOC at a Mission and you feel that a translated version of the logo would be useful to you for your project activities, please just let us know and we’ll try to work to get that developed. And you can just send us an email at feedthefuturebranding@usaid.gov about that.

Cydney Gumann: Thank you. So, question number five: “What about projects co-funded by public international organizations like the World Bank and World Food Program?”

Kaitlin Lesnick: All right. So, that’s a good question and that’s one that we get a lot, of course. So, basically, the USAID guidance on PIOs and branding has not changed. Public international organizations – or PIOs – are generally exempt from Feed the Future branding requirements because those organizations are typically multidonor-funded.

However, there are a couple of cases where Feed the Future branding would apply – and I should say naming, marking and branding would apply. That would be if the PIOs are competing with NGOs for grants, if Feed the Future is the sole donor through USAID, or if other bilateral organizations will be including their logos on project materials. So, if there’s any question about that for any upcoming mechanisms, just let us know and we’re happy to work through it with the AOR or the COR.

Cydney Gumann: Great. Thank you. Question number six: “Can you talk briefly about how this will affect the Feed the Future Innovation Labs?” I think a lot of people were asking about that.

Wendy Coursen: Yes, thank you for the question. This is Wendy Coursen again. We love our Innovation Labs and we’re really glad for that question. We’ve had a lot of discussion about the Innovation Labs. And we
think we know a lot of you Innovation Labs reps are on the webinar now, so thanks for joining.

For anyone in the audience who doesn’t know, there are 23 Feed the Future innovation labs, which are a unique network supported by over 60 top U.S. colleges and universities along with many of our partner country research and educational institutions. These labs are on the cutting edge of efforts to research, develop and scale technologies that address challenges posed by the need to feed a growing global population. We understand that the Innovation Labs, which are such a unique network, have specific concerns about branding, particularly about the Feed the Future guideline that prohibits the development and use of program-specific logos.

We want to assure all of the Innovation Labs that those concerns have been heard. We are discussing the issue internally with Feed the Future leadership, and we appreciate your continued engagement on this issue. The questions have been very helpful as we’ve been informing sort of our next steps and implementing the brand new rollout. We hope to engage the Innovation Lab directors and other members on this in the near future, and we’re sure we can find a solution that’s both compliant with the regulations and consistent across the initiative. And we do want to make sure we’re emphasizing that, that with this branding exercise and implementing the policy, we do want to make sure that we’re hearing the questions and having an open dialogue and really understanding what some of the concerns and challenges are, and working with you to come up with solutions for questions that may be not so cut-and-dried within the Graphic Naming and Standards Manual, but that we are continuing to remain very consistent with the guidance that all of our implementing partners and us here at headquarters are going to be required to follow.

Cydney Gumann: Thank you for that response, Wendy. So, we have so many questions coming in; unfortunately, we’re going to need to take another five-minute pause. I’m going to put the countdown clock back up on the screen. We’re going to collect more of the questions, see what we can do about, you know, combining like-minded questions so we get to as many as possible. But again, keep them coming. And if you don’t – if we don’t get a chance to get to your question now, please e-mail
Okay, thanks again for some great questions coming in. The first one: “On the USAID logo, what about the country sub-brand?” There were many questions related to that.

Kaitlin Lesnick: Yeah, that’s a really good question. This is Kaitlin. Thanks for asking it. We didn’t really specify in the Graphic and Standards Manual, but yes, Missions can definitely apply the country sub-brand of their USAID logo. Whatever you would normally be using in your USAID-branded products, go ahead and place that where, in our examples, we’ve placed the USAID logo.

Cydney Gumann: Okay. And question number two: “How does branding apply to project field signs?”

Kaitlin Lesnick: Yes. So, we actually didn’t include any specific examples of project field signs in this presentation, but if you look at the manual – the current manual – on page 27, there is one example of a project field sign. That one is actually meant for – it’s an example for interagency branding in the case where an interagency partner may want to use Feed the Future naming, marking and branding.

But on that example, you’ll see that it follows very similar placement. So, the Feed the Future brand prominently in the upper left. The USAID logo in the lower left. And if it were an assistance mechanism, they would also include the institutional logos for the implementing partners to the right of the USAID logo. One other thing you will note on the project sign is that we don’t actually say the words “Feed the Future” in the project name, even though it is part of the official name. And the reason for that is just because of placement in this particular case: The logo says “Feed the Future” and it is placed right above the name of the project. So, it would be extremely repetitive to have “Feed the Future” in the upper left, and just below it: “Feed the Future West Africa Maize Improvement Project.”

So, in this case – and I think we would recommend this for any project sign that is laid out in this manner – you would just have the region or country and the description of the project in the project name. So, in this case, it just says “West Africa Maize
Improvement Project." So, again, that’s page 27 of the Graphic and Naming Standards Manual.

Cydney Gumann: Thanks, Kaitlin. Question number three: “I didn’t catch how to use the branding when using a government-to-government – or G2G – implementing mechanism.”

Wendy Coursen: This is a great question. And as I mentioned before, we’re sort of working through a lot of these individual and specific questions. This is one where I think we would want to work with you and your AOR or COR, sort of treat it as a case-by-case basis so we can assess sort of the level of funding, the activity where it is, et cetera. Typically, we would want to give the government more prominence. But again, this is one that I think we would encourage you to send to your AOR or COR and share with us at feedthefuturebranding@usaid.gov so that we can work with you to come up with a solution that’s compliant with our guidance but works for your particular scenario.

Cydney Gumann: Thanks, Wendy. Question number four. I know Jen addressed this a little in the chat, but just in case more people have questions, the question is: “Can any final document be sent to the Feed the Future for branding and graphic clearance?”

Wendy Coursen: Good question. Thank you. We are delighted to have the engagement and questions. We’re here to serve as a resource for you. We do want to make sure that if we’re interfacing with any of our partners that we’re engaging your COR or AOR accordingly, so we would just ask that you work with them or keep them cc’d. If you want to reach out, we’re happy to review your materials – again, the address is feedthefuturebranding@usaid.gov – and we’ll take a look and we’ll work with you and your COR or AOR to come up with solutions or to provide the quick glance and final approval.

And we do anticipate – this is sort of an evolving process that, as we all sort of go through this initial phase of implementation, we will sort of work through the kinks and the cases and just become more familiar and comfortable with it. So, that is to say, we’re happy, again, to serve as a resource for you. We do anticipate – and we’ve gotten a lot of questions, which is exciting because we know that everyone’s been very interested and engaged to implement the new branding guidelines. We will do our best to get back to you.
within 24 hours, but please just bear with us because we do expect after today’s webinar and some additional training materials that we’ll be rolling out we’ll be getting a lot of questions. So, we’ll be managing that particular workflow so that we can get back to you as quickly as possible. If you’re not hearing from us, though, please do reach back out. But we, again, will try to get back to you through your AOR or COR as soon as possible.

Cydney Gumann: Thank you, Wendy. And question number five: “Where does the activity name go on materials?” I know a lot of people were asking about this one?

Kaitlin Lesnick: Yeah. This is Kaitlin again. Just one thing I want to make clear about the examples that you’re seeing, both in the manual and in the presentation we’ve gone through today: The examples are by and large just that – examples. They’re meant to show placement and to generally show you how products *might* be laid out. So, just the one that’s pulled up right now for acquisition instruments – that’s an example of how a publication cover may look. It does not mean that any publication cover needs to look exactly like that. What it does mean is that the Feed the Future logo should go in the upper left and USAID in the lower left. So, that’s really what it’s meant to show you.

So, all that to say that the title would go wherever it makes the most sense given the design of the product that is being created. So, it will really depend on the design.

Cydney Gumann: Thank you, Kaitlin. And it looks like we have about 15 minutes left. We have a lot more questions coming in which is wonderful to see. I think we’ll take another five-minute pause and then come back and try to answer as many more questions as we can in the remaining time we have. So, we’ll see you again in five minutes.

All right. Thank you to everyone. Some really great questions continuing to come in. For our first question: “Does Feed the Future support the production of promotional items?”

Wendy Coursen: That’s a good question. It’s another one we hear a lot. This is Wendy again. Clarifications are coming in the updated version of the Feed the Future Graphic and Naming Standards Manual, which will be on feedthefuture.gov/branding. But you should follow the USAID rules related to the production of branded promotional items.
for a project. So, any Feed the Future-branded promotional items should be outlined in a branding and marking plan which is approved by your AOR or COR. Promotional items should clearly support the development goals and objectives of the project or program. We generally tell people when they’ve asked this question one thing to think about is: Would U.S. government resources… how do we justify that if we wanted to do promotional items? And can we sort of say that these will be in photographs and help increase awareness and visibility in ways that really justify using the funds for promotional items versus project activities?

Cydney Gumann: Thank you, Wendy. Second question – and this is one many people are asking: “Will templates be available?”

Kaitlin Lesnick: This is Kaitlin. And yes, we will have templates available – both fact sheets and PowerPoint templates are going to be uploaded to feedthefuture.gov/branding, hopefully by mid-next week. So, we’ll have those available for people to use.

Cydney Gumann: Okay. Question number three: “On the cover of the report, below the report name, is it okay to have the name of the project and contract number? If not, where should they go?”

Kaitlin Lesnick: So, this is Kaitlin again. It’s a really good question. I just want to go back to the slide that has the example of a publication cover for an acquisition instrument. Yes, we believe that the name of the publication and the project name would both go on the cover. As for the contract number, that would really depend on how you normally do it under any other USAID-funded acquisition instrument. The one thing I will mention is that there are some specific – there is some specific disclaimer language for both assistance and acquisition instruments that they should be using. Generally, we see that referenced on the front inside cover of a publication. The new Graphic and Naming Standards Manual that we’re going to be coming out with in the next couple of days will have some Feed the Future-specific language for those disclaimers. But just as a reference, that’s found under the USAID acquisition regulation, or the AIDAR. And that does include a reference to the specific contract number.

Cydney Gumann: Thank you. Question number four: “For established projects, what should the name be?”
Wendy Coursen: Great. Thank you again for this question. I think we’ll kind of expand it – we discussed it here – because we’re seeing still a lot of questions on this related to some of the existing Innovation Labs as well. For established projects – again, this is sort of the “Who does the branding, naming and marking apply to?” So, we’ll go back to the branding update slide that should be in front of you now.

So, kind of looking at the decision tree, if your project was assigned on or after January 1st of 2015, this new naming and project marking and branding guidance does apply to you. If you were before that, you should be following your current or existing branding and marking plan, unless – or until – you are extended with a cost extension that is for one year or more from the original end date. So, essentially, if you were a project that existed prior to January 1st of 2015, keep doing what you’re doing unless or until you are extended at a cost extension for over a year. Again, we would encourage those of you who can and are interested in adhering to the current branding and marking plan, even if you fall into this space of “We existed before January 1st of 2015 and we have a long project life left,” to adhere to the new guidelines, but just to do that in coordination with your AOR or your COR. And of course, feel free to consult with us at feedthefuturebranding@usaid.gov.

We hope that that answers that question. Just to be really clear, follow your current guidance. But if you were issued on or after January 1st of this year or if you’re extended for a year or more with a cost extension, you will be required to follow these branding updates. So, in the case where you may currently have an existing logo or design, if you happen to be extended later on, you will be required to follow these branding updates, which could mean that you no longer are able to have the flexibility to incorporate an existing project logo.

Cydney Gumann: Okay, thank you, Wendy. We’re running out of time but we have one more question we’ll answer: “Where would you place logos for sub-award institutes for an assistance award?”

Kaitlin Lesnick: Oh. Okay, that was a really good question. I think we got that one from Dave Hoisington. So, let me go back to the assistance slide just to show an example, to have an example in front of us. So, in
this case, you would have “Feed the Future” in the upper left, USAID in the lower left, and then any implementing partner logos – including those included in sub-awards – to the right. And again, that would sort of depend on the product, who the implementer would choose to include. But yes. So, much like USAID branding guidelines, the Feed the Future branding guidelines flow down – right? – to sub-awards. So, you would just need to include all of them in that case.

_Cydney Gumann:_ Okay. Well, thank you, Wendy and Kaitlin. Unfortunately, I think we’re out of time for today. But there have been a lot of questions coming in and I encourage you to e-mail any specific questions and questions we did not answer here to the feedthefuturebranding@usaid.gov e-mail address. We’ll post that one more time in the chat pod.

And we also wanted to let everyone know – because we saw that some people had some audio issues throughout the presentation – that we did record this session and we will send out an e-mail in about a week to everyone who registered with the recording so that you can review this again. So, please keep your eye out for that e-mail, and keep an eye out for – at the Feed the Future website for additional updates.

So, thank you again to Wendy and Kaitlin for a great presentation, and to Jen Cupp for facilitating our webinar chat, and to everyone who participated today. We greatly appreciate it, and have a good day!

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