Branding Guide for Initiative Partners

December 2020

Table of Contents

Executive Summary 3
Our Brand 3
How to Use This Manual 3
Visual Brand Guidance 4
Primary Logo 5
- Secondary Application 5
- Color Variations 5
- Limited Use Applications 6
- Logo Guidelines 7
- Color Palette 8
- Typography 9
- Graphic Elements 10
- Social Media 11
- Co-branding 12

Guidance on Branded Communications 17
- Guidance on Obtaining Branding Approval 18
- Guidance on Referencing the W-GDP Initiative 19

Frequently Asked Questions (FAQs) 20

Executive Summary

The Women's Global Development and Prosperity (W-GDP) Initiative is the first-ever, whole-of-government approach to global women's economic empowerment. The W-GDP Initiative aims to enhance opportunities for women to participate meaningfully in the economy and advance peace and prosperity. W-GDP seeks to reach 50 million women across the developing world by 2025 by focusing on three pillars—Women Prospering in the Workforce, Women Succeeding as Entrepreneurs, and Women Enabled in the Economy.

Our Brand

The W-GDP logo and color scheme evoke the patriotism inherent in this whole-of-government Initiative, while the variety of graphic tools, icons, and font family help tell the story of the brand's global reach in a modern, clean way.

How to Use This Manual

This W-GDP Branding Guide is for participating U.S. Government departments and agencies and associated implementing partners of the W-GDP Initiative. Implementing partners and any outside entities must work through the U.S. Government department or agency with which they are collaborating on W-GDP in order to secure approval for W-GDP branding. With those inputs, as applicable, each U.S. Government department or agency will then be responsible for completing a branding request form, submitted to the W-GDP Unit at the Department of State for final approval (WGDPBranding@state.gov). Implementing partners must follow the requirements outlined in their formal agreement with a department or agency (e.g., contract, grant, cooperative agreement, Memorandum of Understanding (MOU), or partnership agreement). **Do not apply W-GDP branding to your products if you have not received approval from the U.S. Government.**

Visual Brand Guidance

The W-GDP brand logo and color scheme evoke the patriotism inherent in this whole-of-government Initiative, while the variety of graphic tools, icons, and font family help tell the story of the brand’s global reach in a modern, clean way.

Pages 5 – 16 provide guidance on using the W-GDP logo and color scheme in a way that maintains the integrity of the brand.

Follow this guidance after receiving approval to apply W-GDP branding. W-GDP branding may not be altered.

Primary Logo

Color Variations

Secondary Application

Limited Use Applications

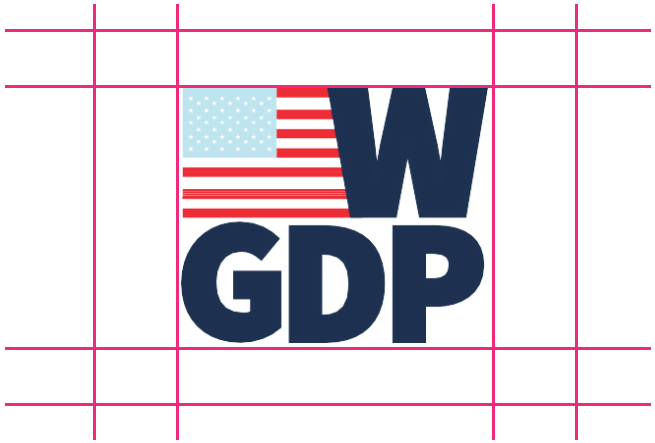
The primary logo option is preferred. However, in more formal communications like event backdrops or letterhead, the limited use options below may be used. The logo should never be recreated or typeset. Only use official logo files.

WOMEN'S GLOBAL DEVELOPMENT AND PROSPERITY INITIATIVE

Logo Guidelines

When using the logo, be sure to scale all marks proportionally, and use the logo files as provided. Don't distort, modify, or remove elements from the logos provided. Don't create your own logo, use incorrect colors, or add elements to the official logo.

Clear space is necessary to provide breathing room around the logo. Leave a clear space around the top, bottom, left, and right of the logo that is half the width of the “W.”



To ensure legibility, logos must not be reduced beyond the following defined minimum size: for print, smaller than 0.5 inches tall. For web, they should never appear smaller than 30 pixels tall.

Logo with the full initiative name attached should be used sparingly and only in spaces larger than 6 inches tall.

Do not type it in yourself.

Use the logo files provided.

Color Palette

Besides consistent use of logos, another unifying visual component is consistent use of color.

Both print and web color builds are provided below. Use the specific color build for specific use. Output platform changes the shade of the color. Using the right color build is crucial. Every print technique is also different and print proofs are encouraged to ensure color accuracy. Do not add additional colors to the palette.

NAVY
WEB #1D3150
PRINT CMYK 100|71|10|47

LIGHT BLUE
WEB #BEE4EF
PRINT CMYK 24|0|4|0

RED
WEB #EE2C35
PRINT CMYK 0|95|79|0

WHITE
WEB #FFFFFF
PRINT CMYK 0|0|0|0

GREY
WEB #D1D3D4
PRINT CMYK 0|0|0|20

Typography

Source Sans Pro is our primary font and should be used for headlines and body copy. The font family was selected because it is modern, open, and legible at all sizes. Flexibility comes from using one type family that contains all necessary styles. Source Sans Pro has five weights to help enhance specific copy. Letters may be tracked in or out to add variety.

Source Sans Pro Light

Source Sans Pro Regular

Source Sans Pro Semibold

Source Sans Pro Bold

Source Sans Pro Black

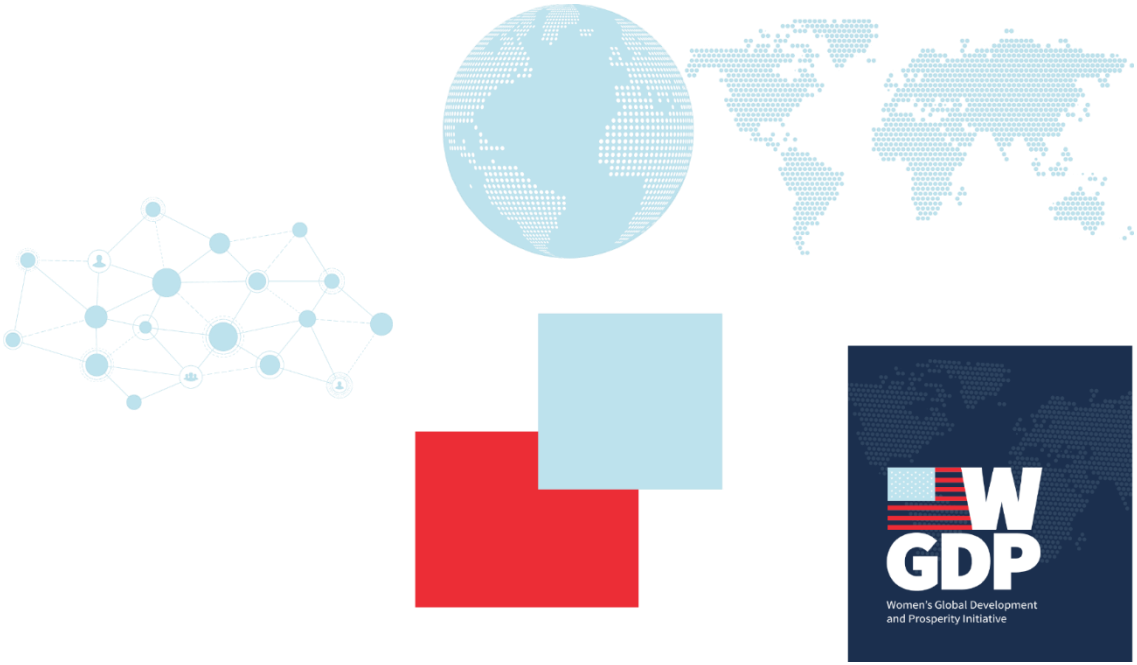
Source Sans Pro Black, tracked -20
Use it predominantly for headlines and titles.

SOURCE SANS PRO BLACK

Never use red text unless it is over a white background.

Graphic Elements

While the logo and color scheme are very patriotic, a variety of graphic tools and icons can help tell the story of the brand's global reach in a modern, clean way.



Photography

Photography is a key tool for showing the diverse and global reach of the initiative. Photography can connect with audiences in ways words or logos cannot. Faces and emotion should be the focus of the photography. Object shots or shots of projects and innovations should be used in a supporting role only. Applying a color filter to the photo can help unify the brand. If a photo is used without a color filter, err on the side of cooler tones rather than warmer ones.

Social Media

By applying these design tips consistently across your social media visuals, you can create a recognizable visual brand identity with graphics that are neatly organized and functional.

Always design mobile first. If you can't read it on your phone, you have too much text.

Limit word count to no more than 20 words.

For quote graphics, use no more than one sentence.

Use "whitespace" to keep with the brand's clean, modern look. Use Source Sans Black as primary font on graphics.

The W-GDP logo must be on every graphic.

Co-branding

For this guide, we have developed a series of co-branding rules that illustrate the correct usage of the W-GDP identity for agencies, partners, and various programs. This approach prevents the over-proliferation of disparate logos that confuse target audiences and damage the cohesiveness of the W-GDP brand.

PRIMARY LOGO APPLICATION

The preferred application.

HORIZONTAL LOGO APPLICATION

A second application using the horizontal W-GDP logo.

DON'T create your own logo, use incorrect colors, or add any additional elements.

These are the **ONLY** applications that partners, agencies, and other organizations may use when co-branding graphics, signage, or any other assets.

ALTERNATE APPLICATION

This application may only be used for initiatives with short titles that visually look unbalanced with the two primary applications above.

FOR ALL CO-BRANDED ASSETS,

The divider line shall be 2 pt. thick in red.

The partner logo should not exceed the height of the W-GDP logo.

Co-branded logo must be visually centered.

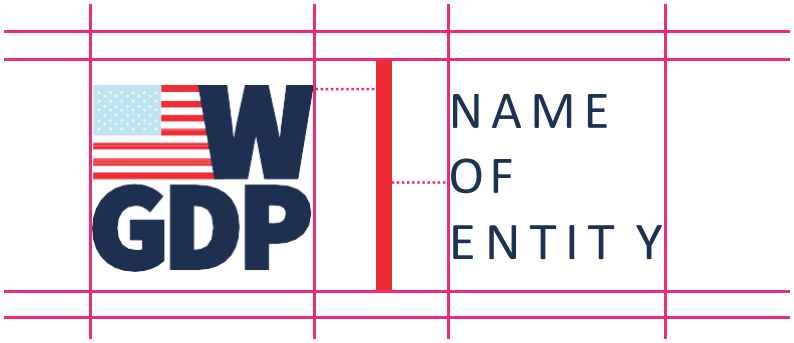
Partners may use any of the W-GDP logo variations as provided in the official W-GDP logo files.

Any logo text should be capitalized and Source Sans Pro Regular, tracked +200.

For social graphics, bottom right or top right placement is preferred, although there may be times when other placements are the sensible solution.

Any background should never impair the logo's legibility. Do not place logo on an untreated photo.

As demonstrated in the W-GDP style guide, the co-branded logo must only be placed on a solid navy/white background or on a photo with a color-treated overlay.



PRINT PRODUCTS
At least 2.5 inches wide

DIGITAL PRODUCTS
At least 200px wide

PRESENTATION SLIDES

W-GDP logo or co-branded logo should be the **ONLY** branding used on the slides.

Background should be navy or white.

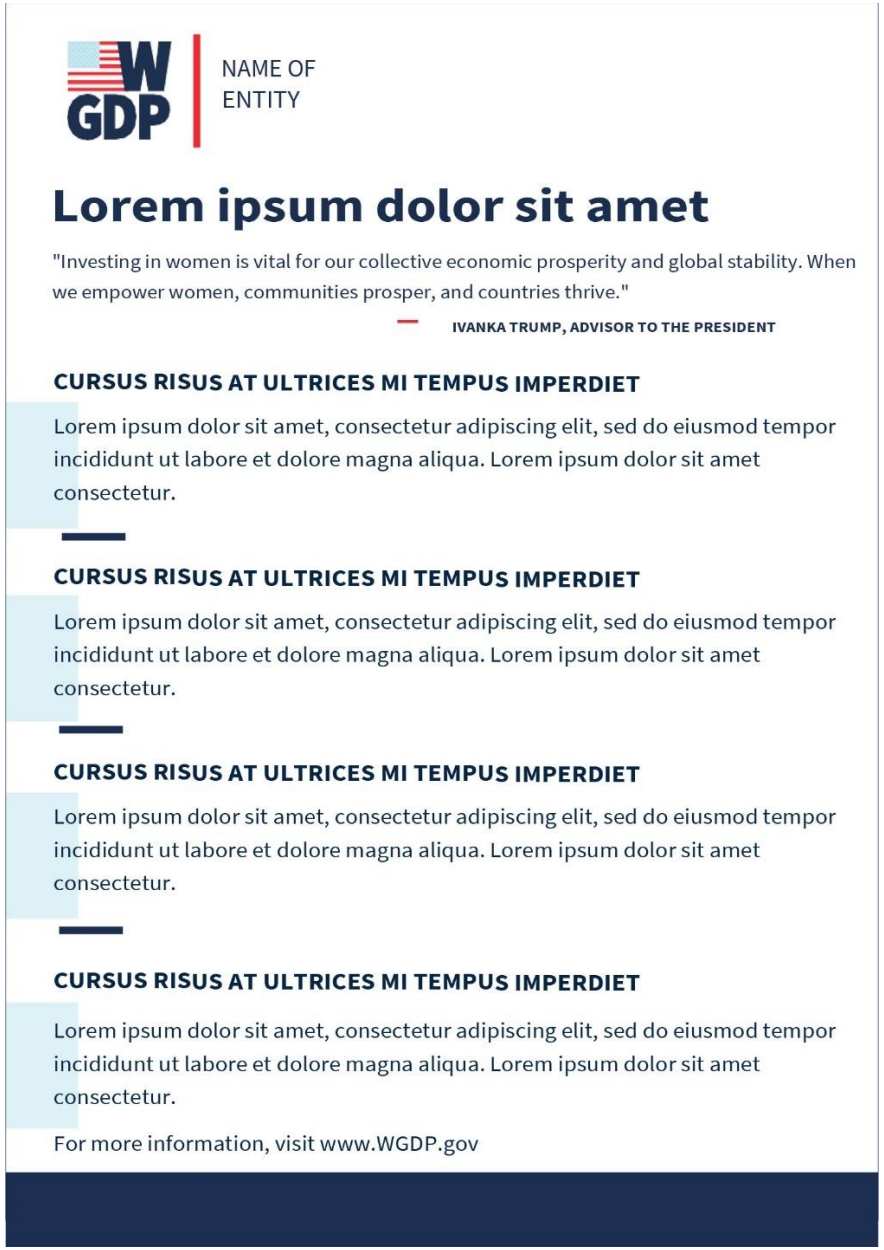
Closing slide *must only* use an original W-GDP logo variation.

Title

Interior Slide #1

Interior Slide #2

Closing slide



NAME OF
ENTITY

Lorem ipsum dolor sit amet

"Investing in women is vital for our collective economic prosperity and global stability. When we empower women, communities prosper, and countries thrive."

— IVANKA TRUMP, ADVISOR TO THE PRESIDENT

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For more information, visit www.WGDP.gov

FACT SHEET STYLE

Fact sheets should only be created when absolutely necessary.

Fact sheet should be 8.5 in x 10 in.

Body text and titles should be justified left.

Content margins should always be 1.2 inch.

W-GDP.gov should appear at the bottom of the page. Center placement is preferred.

Most text on the fact sheet should be navy. Used sparingly, emphasized language may be W-GDP red or W-GDP light blue.

Primary Header

Source Sans Pro Black, 23 pt, tracked +10

Secondary Header

Source Sans Pro Bold, 15 pt, tracked +10

Body text

Source Sans Pro Regular, 10 pt, tracked +10

Quote text

Source Sans Pro Regular, 8 pt, tracked +100

Source Text

Source Sans Pro Semibold, 8 pt, tracked +100

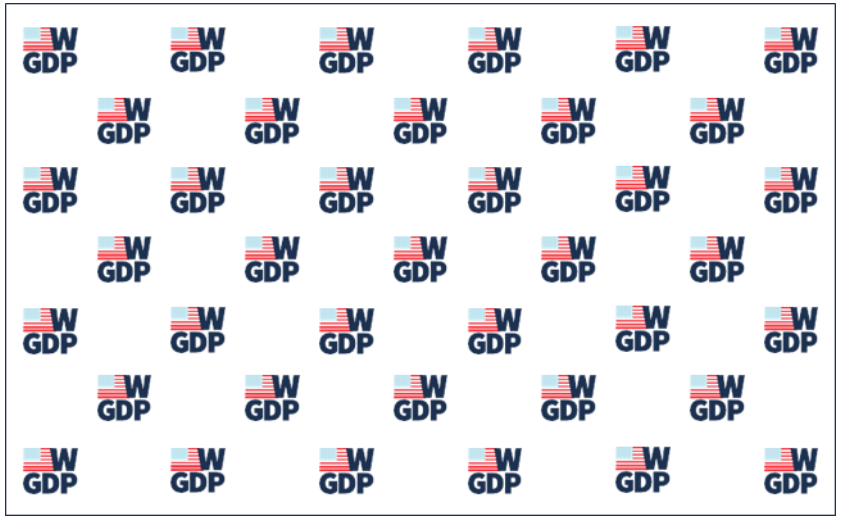
SIGNAGE, BANNERS, AND STEP-AND-REPEATS

Any signage, banners, or step and repeats created must not use any logos other than the W-GDP logo.

Don't add any additional logos, use incorrect colors, or add any additional elements. Background must be navy or white. Partners, agencies, and other organizations should be represented on assets in text only. Any title text should be capitalized and Source Sans Pro Regular.

OPTION #1

W-GDP logo only



OPTION #2 – CO-BRANDING

W-GDP logo + title text of organization

Guidance on Branded Communications

Partners may request to use W-GDP branding for their products and events. In some instances, partners may also wish to apply their organization's logo to their W-GDP-branded materials.

Pages 18 – 19 provide guidance on branding W-GDP products.

In instances where partners wish to apply their logos on their W-GDP-branded materials, they must adhere to the branding guidelines of the U.S. Government department or agency with which they are partnering on W-GDP. Partner agencies will coordinate with the W-GDP Unit at the Department of State for final approvals.

Guidance on Obtaining Branding Approval

Partners of the W-GDP Initiative must work with the relevant department or agency with whom they have partnered, in order to secure branding approval, which will ultimately be approved through the W-GDP Unit at the Department of State (e.g., a USAID grantee must seek approval via USAID; a Commerce implementer must seek approval via Commerce).

If partners wish to co-brand a W-GDP-branded product with their own logo, there are a series of co-branding rules that illustrate the correct usage of the W-GDP identity for agencies, partners, and various programs. This approach prevents the over-proliferation of disparate logos that confuse target audiences and damage the cohesiveness of the W-GDP brand.

Participating U.S. Government departments and agencies should request approval to apply W-GDP branding from the W-GDP Unit via WGDPBranding@state.gov. Approval is generally granted within two weeks.

Guidance on Referencing the W-GDP Initiative

Partners should use the following language to reference W-GDP in written and oral public-facing materials, including but not limited to, blog posts, press releases, speeches and public statements, social media, and websites.

On first reference, lead with W-GDP as a White House-led Initiative and link to the W-GDP website (www.wgdp.gov):

> "*As part of the White House-led Women's Global Development and Prosperity (W-GDP) Initiative, [USG agency] activity/partnership/project XX…."*

On second reference:

> *"Under W-GDP, [USG agency] does…." or "Under W-GDP, this activity…"*

For projects funded through the W-GDP Fund at USAID:

> *"Through the W-GDP Fund at USAID, this activity…."*

Frequently Asked Questions (FAQs)

1. **Who should follow the branding guidance?**

   This W-GDP Branding Guide is for participating U.S. Government (USG) departments and agencies and outside implementing partners working with USG agencies on the W-GDP Initiative. Approval to use W-GDP branding must be granted by the W-GDP Unit at the Department of State (WGDPBranding@state.gov). Participating U.S. Government departments and agencies must submit requests on behalf of any implementing partners. Non-USG agency partners should follow guidelines outlined in their formal agreement with a USG department or agency.

2. **How do I know if my program or activity should be W-GDP branded?**

   Implementing partners of the W-GDP Initiative must have a formal agreement in place (e.g., grant, cooperative agreement, MOU, or partnership agreement) and must gain branding approval from their USG partner agency (e.g., USAID grantee must seek approval from USAID). Partners should reference their USG department or agency's specific branding policies to determine whether branding is appropriate.

   Once the partner department or agency approves, that department or agency will request final approval from the W-GDP Unit at WGDPBranding@state.gov. Approval is generally granted within two weeks.

3. **Do products for W-GDP projects and activities that pre-date this guidance need to be updated?**

   The guidance contained in this manual should be applied to products, projects, and activities that begin after the document release date (December 2020). Please note that some departments and agencies may have required the use of the W-GDP brand on products prior to this date, and please refer to the department or agency with which you are partnering for further guidance.

4. **What type of branding should be used for products or activities that are part of multiple Presidential or Interagency Initiatives?**

   It is a best practice to brand with only one Presidential Initiative to best convey a message of unity and coordination across the U.S. Government. Interagency initiatives should refer to each agency's branding policies. U.S. Government departments and agencies may seek additional guidance from the W-GDP Unit at WGDPBranding@state.gov.

5. **Are the design elements associated with the W-GDP brand accessible?**

   This design guide utilizes design elements such as colors, color contrast, typography, and more that meet the high accessibility standards outlined in Section 508. For more information regarding Section 508, please contact The Office of Accessibility and Accommodations (HR/OAA) or your department or agency's equivalent.

6. **What is included as W-GDP branding? Adding the logo to materials? Adding a hashtag?**

   Communication materials for W-GDP projects or programs carried out by partners, including events and project sites, may be branded if approval is granted by all required parties. The W-GDP hashtag (#WGDP) should be included in most social media referencing a W-GDP partner project or activity, though there are some exceptions. Please reach out to WGDPBranding@state.gov with questions about social media.

7. **How should videos produced at the activity level be branded? Does W-GDP have a video bumper?**

   Any videos highlighting W-GDP projects or programs should request co-branding approval from the W-GDP Unit. Questions can be directed to WGDPBranding@state.gov.

8. **Where can I find additional W-GDP communication materials for my reference?**

   Please email WGDPBranding@state.gov with requests for communications materials.

9. **Are there centralized W-GDP-related photos that my organization can use?**

   Please email WGDPBranding@state.gov to request photos. We are always looking for high-resolution photos with captions and credits! Please add your high-resolution photos, captions, and credits to our repository by sending your photo to WGDPBranding@state.gov with a title, date, and name of the event/activity. The Initiative can only use photos that are high-resolution and that have accompanying captions and credits.

10. **Can I apply my organization's logo to my project/activity's W-GDP-branded materials?**

    The W-GDP Unit at the Department of State will still need to approve all requests.

11. **What is the approval process for W-GDP activities with a private sector partnership, and how are those activities branded?**

    Communications materials and products produced for W-GDP activities with a private sector partnership should be reviewed and approved by the department or agency with which you are partnering, according to the specifications in this manual. That department or agency will coordinate with the W-GDP Unit at the Department of State, for final branding approval.

12. **How should activities that are partially funded by W-GDP, or existing activities that later receive W-GDP funding, be branded?**

    Any materials for activities that are fully or partially W-GDP-funded, including events and project sites, must be coordinated with the department or agency with which you are partnering to determine branding requirements. Existing activities that later receive updated branding and marking plans. Final determinations should be coordinated through the W-GDP Unit for approval.