

ACDI/VOCA Branding Guidelines



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



The ACDI/VOCA Brand

LOOK AND FEEL

We are thoughtful, dedicated, and not afraid to take on the challenging problems in our world. We believe people have the innate desire and ability of people to succeed. Our job is to support systems and build technical knowledge for people to achieve their goals.

Our style combines both our caring nature that comes from being a nonprofit, and our dedication to smart and business-savvy decisions. **We are professional, but with a human touch. We are dedicated to making a difference.**

IDENTITY

Our logo speaks to the broad range of our work around the world. We value the uniqueness of each situation, being careful to adopt our programming from project to project.

We are vibrant, forward-thinking and also grounded. This translates to a mix of darker shades, and brighter, vibrant hues. Many of our colors are warm, and indicative of the work we do in agriculture, representing fresh produce like eggplant, peppers, carrots, and staples like grains and maize.

MESSAGING

We are first and foremost knowledgeable. We have worked to refine our technical messaging into these categories:

Market Systems
Climate-Smart Agriculture
Empowerment and Resilience
Institutional Strengthening
Catalyzing Investment

Historically we've worked hand-in-hand with USAID and international development partners. In more recent years, we've started strengthening our relationships with private investors and foundations. We're used to speaking with an audience that's intimately familiar with international development. One area for growth is creating more dynamic content that's brief and clear and visual.

CORE MESSAGES FOR STAFF

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

WHO ARE WE AT ACDI/VOCA?

We are **PROVEN** We build on our 50-year legacy of trust and experience.

We are dedicated to our mission, to empowering and strengthening communities, businesses, and individuals.

We are **COMMITTED**

We are **DYNAMIC** We are innovative and adaptive in finding sustainable solutions.

Core Messages for Staff

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

ACDI/VOCA
Expanding Opportunities Worldwide



The Color Palette

RGB: 79/78/86 #505159 CMYK: 67/60/50/30 PMS: Black 6U	RGB: 0/155/167 #009BA7 CMYK: 93/15/36/0 PMS: 320U	RGB: 102/46/107 #662E6B CMYK: 68/95/27/14 PMS: 2603U	RGB: 234/104/71 #EA6847 CMYK: 4/73/77/0 PMS: 1665U	RGB: 252/183/86 #FFBB4D CMYK: 0/32/76/0 PMS: 128U	RGB: 43/182/115 #2BB673 CMYK: 75/0/75/0 PMS: 7481U
RGB: 120/119/125	RGB: 56/180/188	RGB: 178/146/178	RGB: 245/144/115	RGB: 254/199/128	RGB: 110/239/167
RGB: 162/161/165	RGB: 136/204/209	RGB: 217/199/215	RGB: 253/181/159	RGB: 255/216/170	RGB: 181/223/207
RGB: 209/208/209	RGB: 198/230/232				



The Logo

MAIN Logo

Preferred usage is to use the logo with the tagline.



Logo with tagline



Logo without tagline



White logo on darker background



Black/white logo

Clear Space

A minimum area within and surrounding the logo must be kept clear of any other typography as well as graphic elements such as illustrations, thematic images and patterns, and the trim edge of a printed piece.

Minimum clear space on all sides of logo and type mark is equal to the size of the globe in the logo.



Recommended clear space around logo

Minimum Size

Do not reproduce the signature smaller than the minimum size. Logo without tagline is preferred when reduced to this size.



Minimum size, 1.1 inches



Incorrect Logo Usage

The following are examples of UNACCEPTABLE applications of logo usage and applies to all logos contained in these guidelines.

Always make sure you use or send the correct file format logo to your staff, vendors, and partner organizations.

1. Do not attempt to recreate the logo by changing the font of any portion of the logo
2. Do not violate the logo area of isolation
3. Do not allow the logo to become distorted
4. Do not create new unapproved logo formats
5. Do not reproduce the logo in a shape that may be interpreted as part of the logo
6. Do not use the logo in low resolution or poor quality
7. Do not display the logo on a photograph, pattern, or color that provides poor contrast or clashes with the color of the logo
8. Do not crop the logo in any way that the full logo is not displayed properly



Do not place logos too close to each other, keep area of isolation around logos.



Do not scan the signature or allow it to be reproduced in low resolution or poor quality.



Do not stretch the logo



Do not reproduce the signature on an overly busy background.



The Fonts

The following typeface families have been chosen to be used as part of the ACDI/VOCA brand for their versatility, readability and distinctiveness. Use these fonts on all internal and external communications to help support a consistent message and brand.

Avenir and Merriweather and are the primary fonts for all communications. Both font families have an extensive collection of medium, bold, italic and other options that allow for a familiar look yet varied.

AVENIR LT STD FAMILY

(PRIMARY SANS SERIF FONT)

AVENIR LT STD 35 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 35 LIGHT OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 45 BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 45 BOOK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 55 OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 65 MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 65 MEDIUM OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 85 HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 85 HEAVY OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 95 BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

AVENIR LT STD 95 BLACK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Merriweather

(PRIMARY SERIF FONT)

MERRIWEATHER REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

MERRIWEATHER LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

MERRIWEATHER ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

MERRIWEATHER BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

MERRIWEATHER ULTRABOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789



The Fonts

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

CALIBRI

(PRIMARY ALTERNATIVE FONT)

CALIBRI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

CALIBRI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

CALIBRI BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890



The Email Signature

For email correspondence we recommend using a standard email signature.

Color

The signature should be in ACDI/VOCA teal. The RGB build of is (0R.155Y.167G, hex # 009BA7)

Typesetting

Calibri is the preferred font for email signature. When Calibri is not available, Arial may be substituted. The size is 10 pt.

The signature should be formatted with your full name is on one line, position title and your department on the next line separated with one space on each side of the | character.

Phone number: add + in front of area code and space between the sets of numbers. Email goes on the same line separated by | character.

Address, city, state and website follow on the last line.

The ACDI/VOCA logo is the only image that should be used after the email signature.

Do not add your own images/text to your signature.

EMAIL SIGNATURE EXAMPLE

Full Name

Position Title | Department

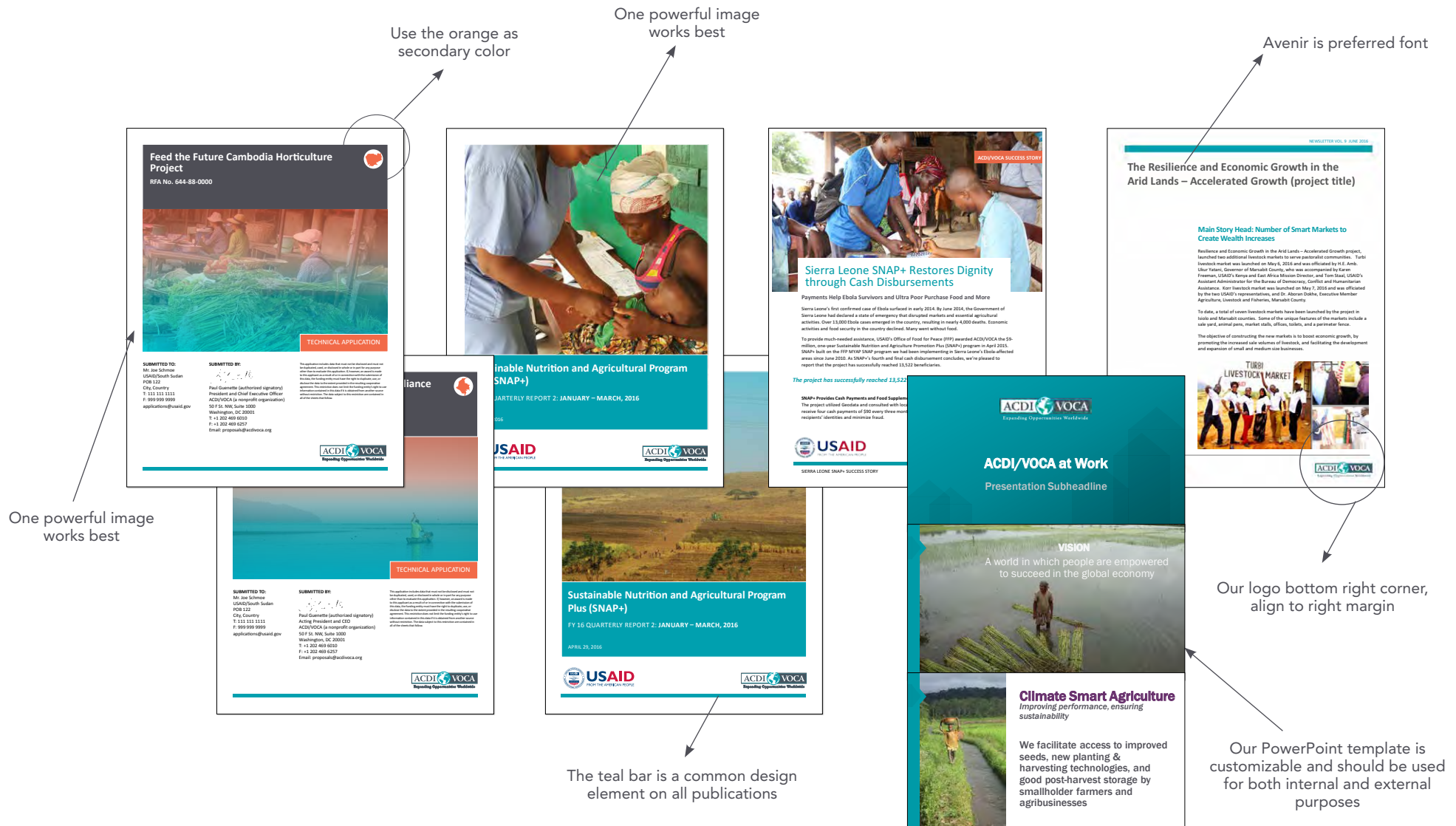
Tel: +202 469 xxxx | email@acdivoca.org

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





Our Templates



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



Our Templates

Powerpoint Theme



Info Sheet Theme



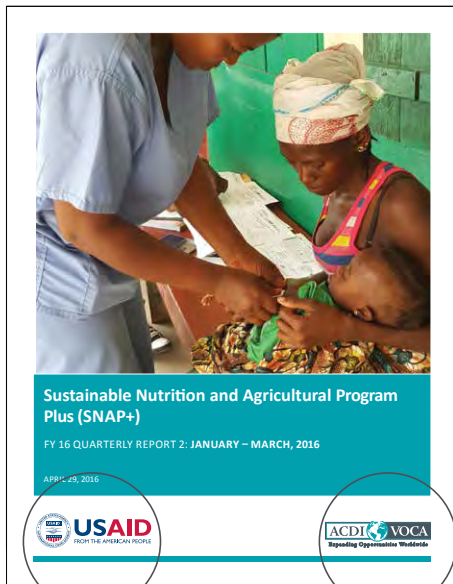
PROPOSAL COVERS, REPORTS, SUCCESS STORIES, POWERPOINT TEMPLATE, PROJECT NEWSLETTERS



Templates: Cooperative Agreements

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

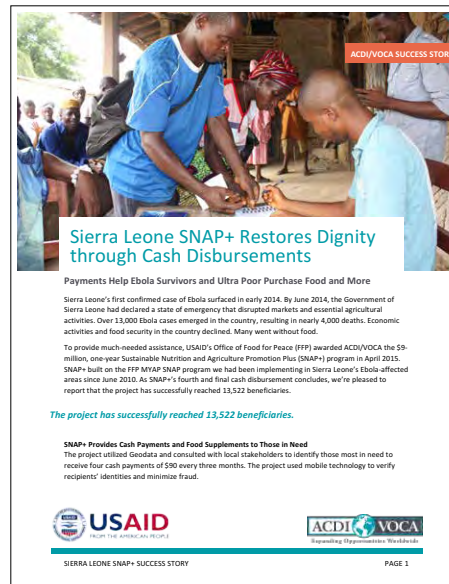
USAID



Reports

USAID logo always
bottom left

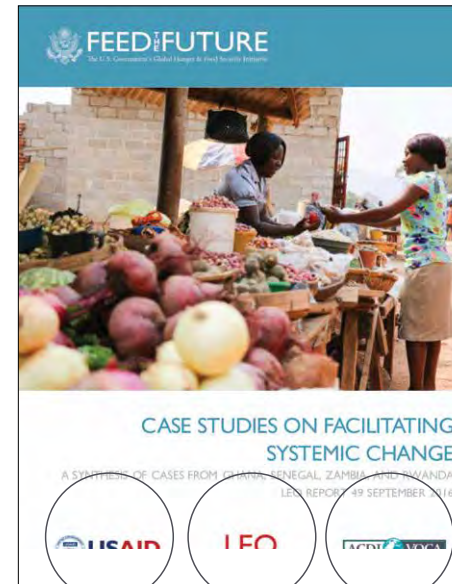
ACDI/VOCA logo always
bottom right



Success Story

FEED THE FUTURE:

FtF branding trumps ACDI/VOCA branding



Reports

USAID logo always
bottom left

Additional logos can
go in the center



Success Story

ACDI/VOCA logo always
bottom right

C&O is available for editing and formatting. Email communications@acddivoca.org.



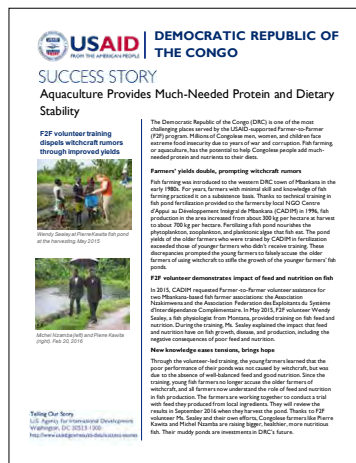
Templates: Contracts

If your project is a contract with USAID or Feed the Future, you must use the below templates. Templates are on the C&O SharePoint site. There is no ACDI/VOCA branding in contracts.

USAID



Reports



Success Story

FEED THE FUTURE: FtF branding trumps USAID branding



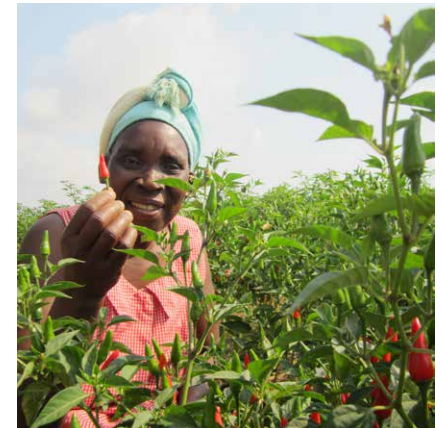
Reports



Success Story



Our Photography



ACDI/VOCA's bright imagery shows empowered participants. They are diverse cultures and races, young and old, male and female.

Their future is now filled with possibility and the know-how to choose their own path. We envision a world in which all people are empowered to build healthy families, resilient communities, and flourishing societies.

The best photos are the ones of our participants in action—they are working and engaged.



Our Illustrations & Infographics

Representing our story visually is an important component to our communications, through infographics, process graphics and illustrations. We aim for clear, easy to understand illustrations and infographics that highlight our important data.

