

U.S. African Development Foundation  
**Visual Branding Guide**



The U.S. African Development (USADF) Branding Guide sets forth the terms under which the USADF logo can be used and the process for seeking permission to use it.

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## About USADF

The U.S. African Development Foundation (USADF) is an independent U.S. government agency established by Congress to invest in African grassroots organizations, entrepreneurs, and small- and medium-sized enterprises. USADF's investments promote local economic development by increasing incomes, revenues and jobs. Utilizing a community-led development approach, USADF provides seed capital and local project management assistance to African-owned and led enterprises addressing some of Africa's biggest challenges around food insecurity, insufficient energy access, and unemployment, particularly among women and youth.

Over the last five years (FY 2019-FY 2023), USADF has invested more than US\$141 million directly into over 1,000 African-owned and African-led enterprises and impacted more than 2.6 million lives. USADF is aligned with U.S. national security and economic priorities for Africa and creates new markets and shared prosperity for Africans and Americans alike by investing in communities that are often left behind in Africa's growth story

Working through a community-led development model, USADF provides three Cs to develop, grow, and scale African enterprises: 1) capital of up to \$250,000; 2) capacity-building which is offered by our network of 100% African local partner organizations; and 3) convening opportunities so enterprises can expand their networks and learn from each other.

USADF has proven that small-scale grants can provide sizable direct return on investment. On average, for every \$10K in USADF grant funding concentrated in the Great Lakes, Horn, and Sahel regions, 25 workers are hired in the agriculture sector and 19 by youth-led enterprises, while 79 people are connected to electricity, according to research conducted by [Foreign Policy Analytics](#).

# USADF Visual Style Guide — Use of the USADF Logo

Since the logo is the “face” of the USADF, it is important that whoever sees it recognizes it instantly. The logo has been designed as a unit and under no circumstances can be changed, distorted, or altered. The artwork must always be used. The “Horizontal” version is preferred and should be used whenever possible.

## Horizontal Logo (Preferred)

Use for press releases, internal and external USADF documents, stationery, business cards, videos, banners, and web pages, etc..



UNITED STATES  
A F R I C A N  
D E V E L O P M E N T  
F O U N D A T I O N

### 4-Color Process

- M=100/Y=65/K=15 (Red)
- C=100/M=65/K=50 (Blue)



UNITED STATES  
A F R I C A N  
D E V E L O P M E N T  
F O U N D A T I O N

**1-Color**  
Black



UNITED STATES  
A F R I C A N  
D E V E L O P M E N T  
F O U N D A T I O N

**1-Color Blue**  
Pantone 282



UNITED STATES  
A F R I C A N  
D E V E L O P M E N T  
F O U N D A T I O N

**1-Color Red**  
Pantone 201C



### 1-Color White ( Reversed)

The logo should only reverse out of areas that are dark and solid.

When reversing the logo out on a color or photograph, the entire logo should be white.

## Circular Logo

Use for when the USADF logo appears with another agency, partner, foundation, or corporation circular logo. However, the horizontal logo is preferred.



**1-Color**



**1-Color Blue**



**1-Color Red**



**1-Color White (Reversed)**

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**Vertical Use** (Limited Use)

Use when a partner, foundation, or corporation logo is shown in a vertical orientation or when a specialty item or banner requires a vertical logo.



UNITED STATES  
A F R I C A N  
D E V E L O P M E N T  
F O U N D A T I O N

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Never reduce the logo to less than 1" and leave a 1/4" space around the logo.



## Placement



USADF 4-color logo on image.

To be clearly visible on a photo, the USADF logo should be placed in an area with contrasting background colors.



USADF white (reversed) logo on image.

## Things to Avoid



Avoid stretching or distorting USADF logo in any way.



Avoid using a drop shadow or other special effects on the USADF logo.



Avoid changing any colors within the USADF logo.



Avoid putting the USADF logo on a busy image.



Avoid using a white square behind the USADF logo. Instead use the white (reversed) version of the logo.



Avoid covering up any piece of the USADF logo. The entire USADF logo should be visible and readable at all times.



Avoid using the USADF logo as a part of a sentence.



Avoid placing the USADF logo on a dark colored background. Instead, use the white (reversed) version of the logo.



Avoid making any agency, partner, corporate, or foundation logo larger than the USADF logo.

# Typography

These fonts are the primary fonts for Word documents, PowerPoint presentations, internal and external documents headings, body text, headers/ footers.

## Effra Regular

*Effra Italic*

**Effra Bold**

***Effra Bold Italic***

The Effra font is reserved for Comms design use and for the USADF website only.

## Garamond Regular

*Garamond Italic*

**Garamond Bold**

***Garamond Bold Italic***

## Times Roman Regular

*Times Roman Italic*

**Times Roman Bold**

***Times Roman Bold Italic***

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# Color Palette

## Primary Colors

These colors are the primary colors used on all digital and print products. Follow the numbers below each color block to get the exact color USADF uses.



### Dark Blue

Digital: RGB 0 | 52 | 105  
Print: CMYK 100 | 65 | 0 | 50  
Web: #003469  
PMS: 282



### Cardinal Red

Digital: RGB 140 | 21 | 21  
Print: CMYK 0 | 100 | 65 | 34  
Web: #ce1141  
PMS: 201C

## Accent Colors

These colors are accent colors that can be used in places to emphasize a point or used to color an icon or special character. These colors should not be used in the USADF logo or as a dominant color on the page.



### Yellow

Digital: RGB 253 | 181 | 24  
Print: CMYK 0 | 25 | 100 | 0  
Web: #ffc20e



### Green

Digital: RGB 0 | 135 | 94  
Print: CMYK 100 | 0 | 75 | 25  
Web: #00875e



### Orange

Digital: RGB 244 | 121 | 32  
Print: CMYK 0 | 65 | 100 | 0  
Web: #f47920

This USADF branding guide provides directions for use of the USADF logo by USADF Washington staff and Country Program Coordinators, only on USADF signage, stationary, presentations, and marketing, and outreach materials. Use of the logo by other parties, including USADF local partner organizations, grantees, and funding partners, or for any other purpose should be cleared by the USADF Office of Communications ([comms1@usadf.gov](mailto:comms1@usadf.gov)).

## Permission to Use the USADF Logo

The USADF logo can never be used to endorse or imply an endorsement of a commercial product or service.

### USADF Grantees:

- Grantees may, without prior USADF approval, use the USADF logo only on materials directly related to project activities and distributed exclusively to project participants, e.g., training materials developed under a USADF grant for various cooperative leadership and members training sessions.
- Grantees may include the USADF logo with the required accompanying acknowledgment and disclaimer notice\* in written or video products distributed externally to a public audience only with prior written permission from the USADF Office of Communications.
- When requesting permission to use the USADF logo, the grantee must include the draft product for USADF review.
- USADF grantee partners should additionally look to grant agreements and standard provisions for any program-specific guidance.

### USADF Local Partners and Funding Partners:

- USADF local partner organizations and funding partners may include the USADF logo on written, video, or digital products only with prior written permission from the USADF Office of Communications.
- When requesting permission to use the USADF logo, the partner must include the draft product for USADF review.
- Partners should additionally look to any partnership agreement for any program-specific guidance.

### \*Acknowledgment and Disclaimer Notice:

USADF shall be prominently acknowledged in all publications, videos, or other information or media products funded or partially funded by USADF. The product shall state that the views expressed by the author(s) do not necessarily reflect those of USADF.

**Acknowledgments should identify USADF substantially as follows:** This publication, video or other information or media product (please specify) was made possible through support provided by the U.S. African Development Foundation (USADF), an agency of the United States Government. The opinions expressed herein are those of the author(s) and speakers and do not necessarily reflect the views of USADF.

Please email [Comms1@usadf.gov](mailto:Comms1@usadf.gov) to obtain high-resolution files of the USADF logo.