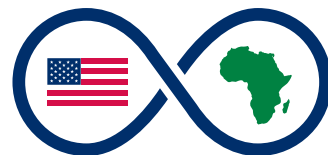


PROSPER FRICA

A U.S. TRADE AND INVESTMENT INITIATIVE



BRAND GUIDE

Our Brand

A brand is a promise. The Prosper Africa brand promises increased prosperity for people in the United States and Africa. The U.S. Government is not the hero of the Prosper Africa story; rather the people behind growing, thriving businesses across the United States and Africa — their innovation, hard work, partnership, grit, and vision — define the Prosper Africa brand.

Initiative communications should focus on providing U.S. and African businesses and investors with a platform to tell their stories — and discover and showcase new opportunities. Language and visuals are optimistic and evoke youth, innovation, and thriving communities across the United States and Africa. Prosper Africa's visual identity reflects a modern, whole-of-government effort geared toward private sector audiences. Imagery evokes prosperity — for people across the United States and the African continent. The look and feel of Prosper Africa is sleek, modern, industrial, and high tech.

Logo

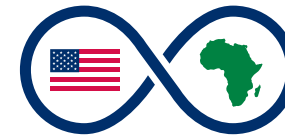
The Prosper Africa logo is an official U.S. Government symbol and cannot be used without official permission from the Prosper Africa Secretariat. Any alterations, distortion, re-creation, translation (other than the tagline) or misuse is strictly prohibited.

The Prosper Africa logo should be used on all Prosper Africa corporate communications products created by the Secretariat — such as fact sheets, brochures, slide decks, social media, event signage, and the Prosper Africa website, as well as administrative materials such as business cards and letterhead.

With permission from the Secretariat, the logo may also be used on co-branded products produced by participating agencies (including USAID) and other partners, including but not limited to event banners and signage, fact sheets, U.S. Government websites, social media graphics, and presentations.

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U.S. Flag Identifier

The U.S. Government flag identifier may be used in Secretariat communications to emphasize that Prosper Africa is a whole-of-government initiative.

Sample materials with this symbol include, but are not limited to:

- Fact sheets on Prosper Africa, not specific to USAID.
- Marketing materials, such as brochures or publications designed explicitly to share information about the whole-of-government initiative.
- PowerPoint presentations, event signage, and related marketing materials.

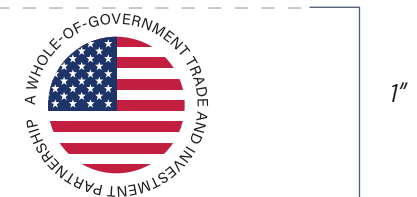
If it is used, the flag should always be in color and the text around it should be black or white depending on the background that it is being placed on for sufficient contrast.

The size of the identifier should be proportional to the Prosper Africa logo — *it may be smaller but should never be larger than the logo.*

This identifier was established to allow initiative materials to clearly indicate the multi-agency nature of the U.S. Government's support for this initiative, especially where the length of the document prevents use of all 17 participating agency logos.



Minimum Height



Logo Guidelines

4/C Primary Logo



Black Primary Logo



White Primary Logo



4/C Primary Logo / No Tagline



Black Primary Logo / No Tagline



White Primary Logo / No Tagline



4/C Tagline and Icons



Black Tagline and Icons



White Tagline and Icons



Logo Guidelines

Logo Minimum Height



Logo minimum size is important for legibility.

The minimum height of the logo is smaller than the minimum height of the U.S. flag identifier because on social media and digital ads, the U.S. flag identifier will not be used due to space requirements.

Logo Clear Space



Observe .5" of clear space around logo.

This amount may be increased for larger publications or made smaller for digital materials if space is limited.

Logo Guidelines

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The icons should always be to the right of the tagline.



There are tremendous opportunities for trade and investment between the United States and Africa — and the U.S. Government is committed to helping businesses and investors unlock these opportunities.

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The tagline and icons may be separated from the primary logo in Secretariat communications.

In such cases, the tagline and icons should be proportional to the primary lockup.

Incorrect Logo Usage

The Prosper Africa logo should never be adjusted or used in any other way than what is acceptable in this brand guide. It should never be stretched, color adjusted, placed over busy backgrounds or have elements added to it to maintain the consistency of the brand.



Do not distort



Do not change the color



Do not add elements or shapes



Do not place on a busy background



Do not place on a background with insufficient contrast



Do not switch order of logo parts

Color Palette

The Prosper Africa logo uses the primary color palette as a way to visually tie-in the partnership between the United States and Africa.

The secondary color palette represents the vibrancy of African flags and cultures.

Together the colors complement each other and allow for flexibility across materials.



PANTONE 294 C
RGB (0, 47, 108)
#002F6C
CMYK (100, 74, 0, 45)



PANTONE 193 C
RGB (191, 13, 62)
#BF0D3E
CMYK (0, 100, 59, 11)



PANTONE 7732 C
RGB (0, 122, 62)
#007A3E
CMYK (88, 1, 91, 30)



PANTONE 485 C
RGB (221, 60, 39)
#DD3C27
CMYK (0, 95, 100, 0)



PANTONE 7409 C
RGB (236, 175, 59)
#ECAF3B
CMYK (0, 27, 92, 0)



PANTONE 2925 C
RGB (0, 155, 223)
#009BDF
CMYK (76, 24, 0, 0)



PANTONE BLACK 6 C
RGB (22, 31, 40)
#161F28
CMYK (100, 61, 32, 96)

Color Palette Application



RGB (255, 255, 255)
#FFFFFF
CMYK (0, 0, 0, 0)



PANTONE 193 C
RGB (191, 13, 62)
#BF0D3E
CMYK (0, 100, 59, 11)



PANTONE BLACK 6 C
RGB (22, 31, 40)
#161F28
CMYK (100, 61, 32, 96)



PANTONE 294 C
RGB (0, 47, 108)
#002F6C
CMYK (100, 74, 0, 45)



PANTONE 485 C
RGB (221, 60, 39)
#DD3C27
CMYK (0, 95, 100, 0)



PANTONE 7732 C
RGB (0, 122, 62)
#007A3E
CMYK (88, 1, 91, 30)



PANTONE 7409 C
RGB (236, 175, 59)
#ECAF3B
CMYK (0, 27, 92, 0)



PANTONE 2925 C
RGB (0, 155, 223)
#009BDF
CMYK (76, 24, 0, 0)

Typography

Acumin Pro is an accessible font through Adobe Typekit. **It may be used for print and web.**

Typography creates brand consistency across all materials. All approved fonts' weights and styles are shown on this page — Acumin Pro has an extensive font family, only the weights shown below are appropriate.

ACUMIN PRO

Light / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SemiBold / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ACUMIN PRO SEMICONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ACUMIN PRO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

When Acumin Pro is unavailable for use, the Arial font may be substituted.

ARIAL

Regular / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Design Elements

The frame is a primary part of the Prosper Africa brand and elements of the frame should be applied to all materials when possible. These materials may include posters, factsheets, social media, and ads.

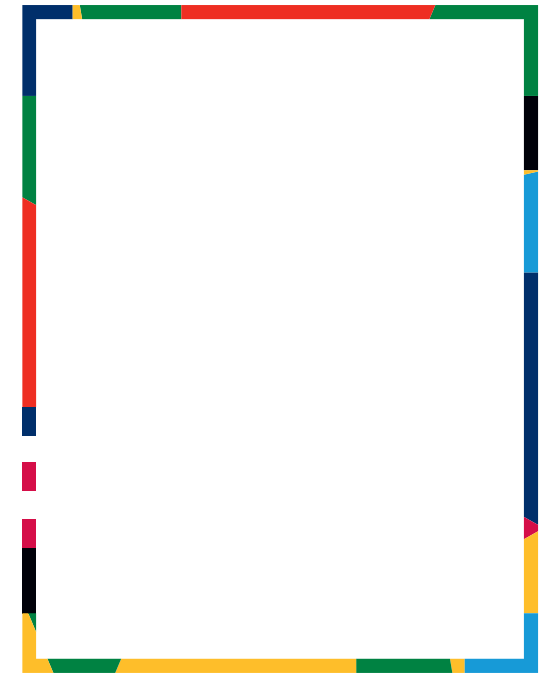
The colors of the frame should never be altered and should be used as shown on this page.

The orientation of the frame may be changed depending on the proportion of the design materials and if something is horizontal, vertical or square. The patterns built into the frames can also be updated in size and color to help support the messaging strategy.

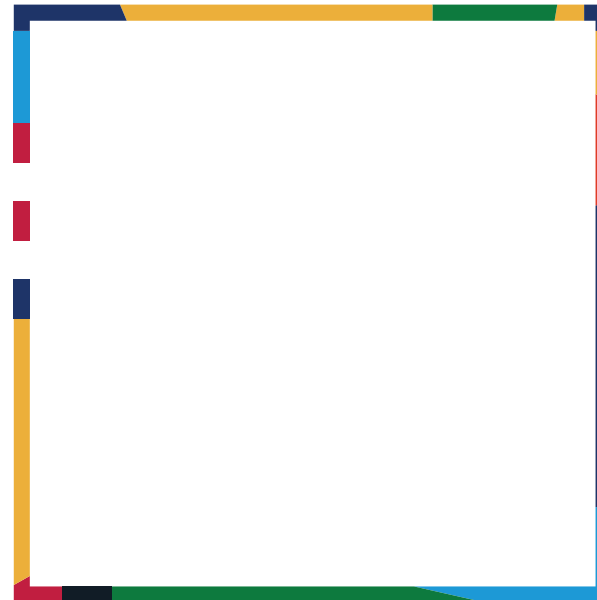
The width of the frame should always be .25" on each side. We have designed frame files for U.S. letterhead, 1x1, 16x9 and 9x16 publications, please rely on these initial designs as guidance to ensure a consistent use of the element. Please don't introduce colors in this element that are outside of the swatches outlined on this guide, and don't introduce circular or rounded shapes that will contrast the look and feel set for this branded element.



Horizontal



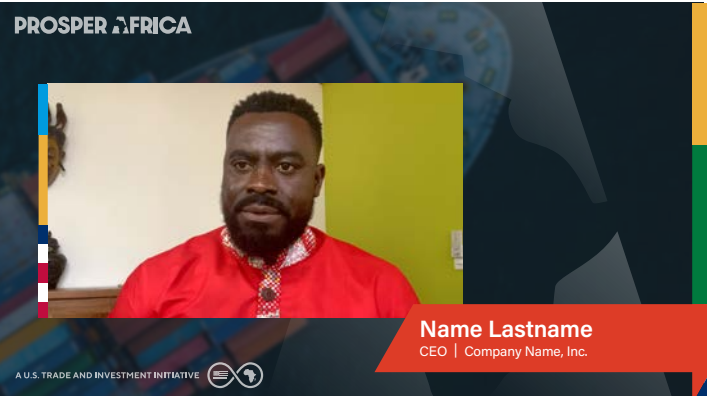
Vertical



Square

Design Elements

The color and pattern of the frame is made up of various shapes using the Prosper Africa color palette. These patterns may be used as a whole element or parts to add dimension and vibrancy to designs.



Photography

Imagery representing people across both the United States and the African continent is ideal to demonstrate Prosper Africa's two-way, mutually beneficial trade and investment partnership. Colorful, lively images are recommended to portray the opportunity and vibrancy across African markets and cultures.





Sample Applications

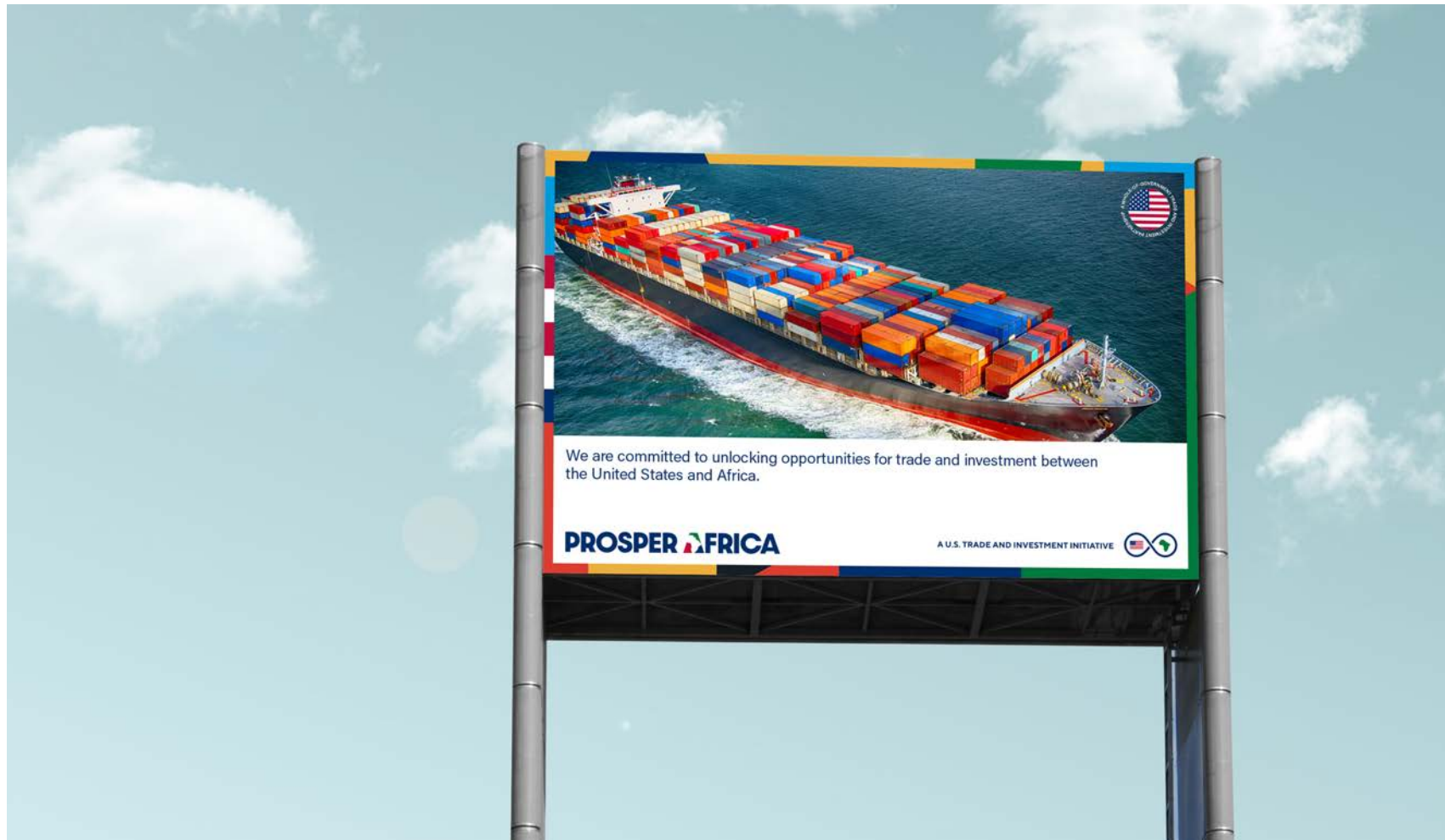


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The United States stands ready to build a true trade and investment partnership with countries across Africa — a partnership based in solidarity, support, and mutual respect.

Logos at the bottom include: U.S. Department of State, U.S. Department of Treasury, U.S. Department of Justice, USDA, U.S. Department of Commerce, U.S. Department of Education, U.S. Department of Energy, U.S. Department of Health and Human Services, U.S. Department of Transportation, U.S. Department of Agriculture, U.S. Department of Homeland Security, U.S. Agency for International Development, USAID, EXIM, Millennium Challenge Corporation, SBA, U.S. Small Business Administration, U.S. Trade and Development Administration, USTDA, and DFC.

Sample Applications



Sample Applications



Sample Applications

The following are examples of social media templates.



Secretariat Communications

Materials created and maintained by the Prosper Africa Secretariat for dissemination to a broad range of global audiences must display the Prosper Africa logo prominently.

Corporate communications products produced by the Secretariat for global use will prominently display the Prosper Africa logo, and will include participating U.S. Government agency logos (including the USAID logo) where possible (i.e., when the length of a document permits it). These materials include but are not limited to:

- Fact sheets on Prosper Africa, not specific to USAID
- Marketing materials, such as brochures or publications designed explicitly to share information about the whole-of-government initiative
- PowerPoint presentations, event signage, and related marketing materials

Whenever feasible, Secretariat communications will include the logos of all participating agencies, including the USAID logo. This includes:

- On a child page within the Prosper Africa website
- At the end of the newsletter
- On the back page of Prosper Africa reports

Some products may feature the sole Prosper Africa logo due to length and formatting restrictions, including:

- Prosper Africa social media platforms and related content
- Multimedia products including photos and infographics
- Select event signage for high-level, high-visibility Prosper Africa events
- Select fact sheets representing Prosper Africa as a whole-of-government initiative
- Administrative materials, including business cards and the email signature block of Secretariat staff

Prosper Africa corporate press releases and other communications products that are distributed via participating agencies will include the participating agency logo in accordance with that agency's branding policies. As detailed in the co-marking section below, additional use of logos from U.S. Government agencies contributing to the initiative will be included where possible and decided on a case-by-case basis depending on the particular product, with the Prosper Africa Secretariat having decision authority on the branding of materials. USAID will follow USAID's co-branding and co-marking policies, which include the below guidance on co-marking with Prosper Africa.

Co-Branding

The Prosper Africa Secretariat will determine whether events and products organized and created by agency partners may co-brand with Prosper Africa and co-mark with the Prosper Africa logo.

When co-branding with Prosper Africa, all activities/products must follow the guidelines set in this manual.

USAID project or program activities may be co-marked with a Prosper Africa logo if the Secretariat approves the use of the logo. The USAID logo should be sized and positioned in accordance with the USAID Graphic Standards Manual and Partner Co-Branding Guide. In select circumstances, activities/products supported by USAID projects may co-mark with Prosper Africa branding. The Secretariat will make this determination on a case-by-case basis.

For one or more participating agencies to co-mark with the Prosper Africa logo, they must first submit a brief proposal to the Secretariat at prosperafrica@usaid.gov (template attached).

The Secretariat will use the proposal to determine whether the product/activity will use Prosper Africa co-marking. The Secretariat will make that determination based on the following criteria:

- **Purpose** – Is driving the Prosper Africa initiative the primary purpose of the product/ activity or is Prosper Africa just one part of the product/activity?
- **Planning** – Does the Secretariat have input and clearance authority in the planning process? Have sufficient resources and time been allocated for the product/ activity to be successful?
- **Priorities** – Does the product/activity compete or conflict with other planned Prosper Africa activities?

Co-Branding Request Template

Product/Activity Name:

Category (check one):

Event Report Fact Sheet Other (please specify: _____)

Event / Release Date:

Prosper Africa Agency:

Brief Description:

Is driving the Prosper Africa initiative the primary purpose of the product/activity?

Yes No

Does the Prosper Africa Secretariat have input and clearance authority on this product/activity?

Yes No

The following section applies to events only

Organization(s) sponsoring the event:

Number of participants:

Participants' affiliation (e.g, academia, U.S. Government, etc.):

Venue:

Speakers (including affiliation and seniority):

Will the attendees include the media? Yes No

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