

TEMPLATES

A series of mandatory communications templates has been developed for common items such as business cards. U.S. formats have been used; however, designs can also be transferred to systems popular in other countries. All graphic elements—typography, images, areas of color, and other items—are oriented to specific areas, as shown in the following pages. Consistent placement of these elements will result in a standard family of communications. These templates are available in electronic format for download at www.usaid.gov/branding.

BUSINESS CARDS

There are four available formats for USAID employee business cards. Refer to page 1.3 for guidance on contractor business cards. These business cards are available as templates in Quark XPress and PageMaker at www.usaid.gov/branding. Variations are provided for long country names or the inclusion of the Department of State seal for field personnel who require official U.S. embassy recognition. All text is set in the USAID font, Gill Sans. Name, title, and contact details can be modified. Business cards should be printed in two colors, PANTONE 280 (USAID Blue) and 200 (USAID Red), or with the addition of PANTONE 871 if the Department of State seal is included. Templates may be adapted for local customs, to include cell phone, or other critical information. The back of the card may be used for local-language translation.

The copy for the name should be set in 8pt Gill Sans Bold, with the title set in 8pt Gill Sans Light on 8.5pt leading. The address should be set in 8pt Gill Sans Light on 8.5pt leading. All text should appear left justified. All copy is set in PMS 200. Allow at least one line of clear space between the title and the Agency name.

Specify uncoated, bright white, smooth finish, 80# cover paper stock, and offset printing for all business cards.

Offset printing should be used to create business cards. Thermography, or “raised ink” printing, should not be used as it may cause poor legibility.

Contact details in order as shown:

- Person’s name
- Title
- Agency name
- Postal address
- Telephone and/or fax numbers
- Email and/or URL

VERSION A—Headquarters

 USAID FROM THE AMERICAN PEOPLE	David Eckerson Director, Office of Human Resources
U.S. Agency for International Development R2, 100 RRB 1300 Pennsylvania Avenue, NW Washington, DC 20523	
Tel: 202-712-5500 Fax: 202-216-3821 email: deckerson@usaid.gov	

VERSION B—Missions/non-presence countries

 USAID FROM THE AMERICAN PEOPLE	ALBANIA
Harry Birnholz Mission Director	
U.S. Agency for International Development Sheraton Tirana Hotel & Towers Tirana, Albania	
Tel: 011-355-4-266-395 Fax: 011-355-4-266-394 www.usaid.gov	

VERSION C—Long country names

 USAID FROM THE AMERICAN PEOPLE	CENTRAL ASIAN REPUBLICS
Saskia Funston Information Specialist	
U.S. Agency for International Development Park Palace Building 41 Kazibek Bi Street 480100, Almaty Kazakhstan	
Tel: 811-204-000x416 sfunston@usaid.gov www.usaid.gov	

VERSION D—With Department of State seal

 USAID FROM THE AMERICAN PEOPLE	INDIA	
George Deikun Mission Director		
U.S. Agency for International Development American Embassy Chanakypuri New Delhi, India 110 021		
Tel: (91 11) 2419-8000 Fax: (91 11) 2419-8454 www.usaid.gov		