THIS MANUAL SETS THE STANDARD FOR POWER AFRICA COMMUNICATIONS PRODUCED BY EMPLOYEES, CONTRACTORS, GRANTEES AND OTHER PARTNERS.
POWER AFRICA

On Oct. 14, 2016, the U.S. Agency for International Development (USAID) administrator signed a special determination that allowed the Power Africa initiative to provide branding and marking guidance applicable to activities under the initiative. This determination was coupled with December 2014 updates to Automated Directives System (ADS) chapters 320 and 303, as well as 2 CFR 700, which clarified branding exceptions for presidential and other high-level interagency initiatives.

Power Africa draws on the combined expertise and abilities of 12 U.S. Government agencies, the World Bank Group, the African Development Bank, the Government of Sweden, the Government of Norway, the Government of Canada, the Government of Japan, the UK Department for International Development, the International Renewable Energy Agency, African governments, and more than 120 private sector partners. Unique and consistent branding for Power Africa helps elevate its status as a presidential initiative and strengthens its “whole-of-government” identity. The Power Africa initiative has developed branding standards to promote common elements across Power Africa materials, regardless of location, audience and participating federal agency. By adhering to the new requirements, you are better aligning your project and organization with the U.S. Government’s worldwide mission.

HOW TO USE THIS MANUAL

This is the Graphic and Naming Standards Manual for Power Africa, the U.S. Government initiative. It sets clear, consistent guidelines for branding and graphic design for Power Africa projects and communications. In accordance with the administrator’s determination, and in line with the USAID Graphic Standards Manual, the guidelines in this manual are compulsory for Power Africa project communications materials.

The first step in building a successful brand is a developing a visual identity that is used consistently on all communication — the Power Africa identity. The branding objectives are to enhance the visibility and value of Power Africa and improve the impact and consistency of communication.

STANDARDS

While there is a need for flexibility and adapting communications to the specific countries and activities, the Power Africa initiative has developed branding standards and guidance to promote common elements across Power Africa materials. Use of the elements will help promote more consistent, effective communications and strengthen the identity and visibility of the initiative. This graphic standards manual sets the official standard for branding of all Power Africa communications.
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OUR BRAND IS EXPRESSED THROUGH OUR MESSAGE & DESIGN APPROACH.

1.1 OUR LOGO
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1.5 OUR GRAPHICS
1.1 OUR LOGO

MASTER LOGO WITH TAGLINE
The tagline ensures that the Power Africa logo meets both the statutory and regulatory requirements. U.S. Government agencies, contractors and grantees must use this logo when producing all publicly available materials.

A Power Africa partner must use the USAID logo, along with the Power Africa logo, when a project is being funded, in whole or in part, by USAID. Partners should NOT use the Power Africa logo on communications that are strictly administrative.
1.1 OUR LOGO

The Power Africa logo is an official U.S. Government symbol and cannot be used without official permission. The logo has been developed with a tagline that identifies the initiative as U.S. Government assistance and accurately represents the partnership. Any alterations, distortion, re-creation, translation (other than the tagline and country name when appropriate) or misuse is strictly prohibited.

WHO CAN USE THE LOGO
The following communications materials, projects, and assistance activities can display the Power Africa logo as the sole logo.

- All secretariat-level products that demonstrate Power Africa as a “whole-of-government” initiative.
- U.S. Government, African government, multilateral or private sector activities (and relevant marketing materials) or projects that contribute to Power Africa goals and are supported by a multi-stakeholder “whole-of-government” effort by Power Africa partners.
- Communication materials of Power Africa partners (e.g., development agencies, private companies, etc.) may include the phrase “A Power Africa partner,” or “A Power Africa project,” along with the Power Africa logo.

MASTER LOGO WITH TAGLINE
The tagline ensures that the Power Africa logo meets both the statutory and regulatory requirements. U.S. Government agencies, contractors and grantees must use this logo when producing all publicly available materials.

LOGO WITHOUT TAGLINE
Should only be used with written approval from the Power Africa coordinator’s office. A logo without the tagline is typically used by a third-party partner (development partner or private sector partner).
1.1 OUR LOGO

MINIMUM PRINT SIZE
A minimum print size has been established to ensure legibility. See examples below.

POWER AFRICA

W = 31.75 MM (1.25 INCHES)
MINIMUM PRINT SIZE

MINIMUM ON-SCREEN SIZE
A minimum on-screen size has been established to ensure legibility. See examples below.

POWER AFRICA

W = 100 PIXELS
MINIMUM ON-SCREEN SIZE

CLEAR SPACE
A minimum area 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. More than the minimum clear space is encouraged.

Minimum clear space on all sides of logo and type mark should be equal to the height of the “PO” in the type mark. See examples below.
1.1 OUR LOGO

COLOR OPTIONS
The Power Africa logo has a master logo and three other approved color options. This is to ensure that the logo properly appears in print documents and on screen presentations. Digital file formats are available for a variety of applications for both print and digital communications. To access files, please email your request to powerafrica@usaid.gov.

Use only the official files provided. Do not re-create the logo or change the colors under any circumstances. See color specification in section 1.2.

- **KNOCKOUT LOGO**
  Use the reverse logo in all white against all backgrounds other than dark blue.

- **COLOR REVERSE LOGO**
  Use the reverse logo with light blue map against dark blue background only.

- **BLACK AND WHITE LOGO**
  Only use the black and white logo when it is not possible to print or display in color.
1.1 OUR LOGO

INCORRECT LOGO, TYPE MARK AND SEAL USAGE
A FEW TYPICAL INCORRECT EXAMPLES ARE SHOWN BELOW.

The logo cannot appear on an image background with reduced opacity.

The logo colors may not be altered.

The logo fonts may not be altered.

The reverse logo with light blue map can only be used against a dark blue background.

A drop shadow may not be added.
1.2 OUR COLORS

The Power Africa color palette ensures the colors always look consistent. The colors below are the only colors approved by Power Africa.

PRIMARY COLOR PALETTE
Used in the logo, text, color fields and accent colors. Power Africa blue may be used as tints.

SECONDARY COLOR PALETTE
Used for text, color fields and accent colors. Light gray and light blue may be used for text if on a dark background. All secondary colors, except dark red, may be used as tints.

The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.
1.3 OUR TYPEFACES

PRIMARY FONT
Typography is one of the most important design elements. It creates brand consistency across all materials. Do not use any unapproved fonts.

The primary font family for Power Africa is Gill Sans. The clean, sans serif font was selected for its clarity and readability.

- **GILL SANS LIGHT**
  - INCLUDING ITALIC
  - Typical uses: Headlines, body text.

- **GILL SANS BOOK**
  - INCLUDING ITALIC
  - Typical uses: Body text in printed publications.

- **GILL SANS ROMAN**
  - INCLUDING ITALIC
  - Typical uses: Body text and to differentiate sections of information as headlines, text or captions.

- **GILL SANS BOLD**
  - Typical uses: Headlines, subheads and highlighted text. Do not use italic in Gill Sans Bold.

Gill Sans MT is an acceptable substitute and is installed on most USAID computers.

Monotype and Adobe produce approved professional versions of these fonts.

All approved weights and styles are shown above. Do not use unapproved weights and styles.
1.3 OUR TYPEFACES

WEB FONTS
Source Sans Pro is an open-source font created for legibility in web pages, user interface design and digital products.

SOURCE SANS PRO LIGHT INCLUDING ITALIC
Typical uses: Headlines, body text.

SOURCE SANS PRO REGULAR INCLUDING ITALIC
Typical uses: Body text and to differentiate sections of information as headlines, text or captions.

SOURCE SANS PRO BOLD
Typical uses: Headlines, subheads and highlighted text. Do not use italic in Source Sans Pro Bold.
1.3 OUR TYPEFACES

ALTERNATE FONT
Arial may be used when the Gill Sans font family is not available. Like Gill Sans, Arial is a clean, sans serif font—and it’s typically easily accessible.

ARIAL REGULAR
INCLUDING ITALIC
Typical uses: Body text.

Arial

ARIAL BOLD
INCLUDING ITALIC
Typical uses: Headlines, subheads and highlighted text.

Arial Bold
1.3 OUR TYPEFACES

ALTERNATE FONT
Garamond may only be used in long printed publications (more than 60 pages). It may be used for text and captions but not for titles.

ADOBE GARAMOND
INCLUDING ITALIC
Typical uses: Body text or captions.

Aa

Aa

ADOBE GARAMOND SEMIBOLD
INCLUDING ITALIC
Typical uses: Bold text or captions.

Aa

Aa

ADOBE GARAMOND BOLD
INCLUDING ITALIC
Typical uses: Bold text or captions.

Aa

Aa
1.4 OUR PHOTOGRAPHY

Photography is a key element of the Power Africa brand and can be used in a variety of communications tools. A single image can help humanize the brand while conveying the impact our projects have on the individuals and groups we serve.

It is best practice to accompany every photo with a caption that tells the viewer the who, what, where, when and why of the subject matter.

Captions should adhere to Associated Press style, and you must always credit the photographer.
1.5 OUR GRAPHICS

ICON ILLUSTRATION OUTLINE

Iconography is a sophisticated approach for articulating Power Africa’s work in a simple and accessible way. The selection of icons will grow and evolve to best reflect the work. Environmental elements will be used to create landscapes and scenes for infographics and sharable graphics. These illustrations can also be used in lieu of photography for reports and presentations.
1.5 OUR GRAPHICS

ICON ILLUSTRATION SOLID
These illustrations can also be used in lieu of photography for reports and presentations.
1.5 OUR GRAPHICS

GRID TEXTURE
The grid is a quick reference to the “Power Grid” and represents Power Africa’s work — on and off grid. The texture also refers to graph paper which appeals to engineering and science sensibilities.

TEXTURE WEIGHT
The stroke weight of the grid lines can be determined by the size of the overall layout and texture, but the stroke weight should be at least .125 pt.

TEXTURE OPACITY
The grid lines can have reduced opacity for a more subdued texture.

TEXTURE COLOR
The grid lines can appear in the brand grey when they are used on a white background. The grid lines have to be white when they appear on any other color. The grid lines cannot be used in any other color.
GRID TEXTURE — EXAMPLE
The grid and the icon illustrations can be used together to create grid graphics that can be used in reports and presentations.
SECRETARIAL COMMUNICATIONS
UNIFY THE BRAND & STRENGTHEN OUR MESSAGE.

2.1 BRAND APPLICATION
2.2 LETTERHEAD & BUSINESS CARD
2.3 EMAIL SIGNATURE
2.4 FACT SHEET
2.5 COUNTRY FACT SHEET
2.6 SOCIAL MEDIA TEMPLATES
2.7 PRESENTATIONS
2.1 BRAND APPLICATION

It is critical that all secretarial communications keep the integrity of our brand. Power Africa’s communications must follow the graphic standards — including Power Africa’s typefaces and colors. This page features a selection of branded materials.
2.1 BRAND APPLICATION

This page features a selection of branded materials.
To ensure the Power Africa brand is unified globally, it is important to use the communications templates when creating business cards and letterhead.

**LETTERHEAD**

Templates are available in Adobe InDesign and Microsoft Word. Microsoft Word files should only be used for desktop publishing or creating Adobe Acrobat PDF files. See specifications and example on right. To access files, please email your request to powerafrica@usaid.gov.

Professionally printed letterhead should be offset printed on paper stock—24# writing, bright white, smooth finish and printed in two colors, USAID Blue (PANTONE® 294) and USAID Red (PANTONE® 200).

**BUSINESS CARDS**

Adobe InDesign templates are available. To access, please send your request to powerafrica@usaid.gov. Mission/bureau/office Twitter handles are allowed on business cards as long as the Agency’s social media guidelines are followed. To add a personal Twitter handle, please send a request to: powerafrica@usaid.gov.

Business cards should be professionally offset printed on uncoated bright white, smooth finish 80# cover stock.

Business cards may have one side in English and the other side in the local language.
2.3 EMAIL SIGNATURE

Email signature content should follow guidance for the business card text. Do not include Power Africa logo or attempt to simulate it with blue and red type. Mission/bureau/office Twitter handles are allowed on email signatures as long as the Agency's social media guidelines are followed. To add a personal Twitter handle, please send a request to: powerafrica@usaid.gov.

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2.4 FACT SHEET

GRAPHIC COVER FACT SHEETS
Templates are available in letter and A4 sizes and are approved for desktop publishing and creating Adobe Acrobat PDF files. To access, please send your request to powerafrica@usaid.gov.

All written content should follow Associated Press style guidelines.
2.4 FACT SHEET

PHOTOGRAPHIC COVER FACT SHEETS

Templates are available in letter and A4 sizes and are approved for desktop publishing and creating Adobe Acrobat PDF files. To access, please send your request to powerafrica@usaid.gov.

All written content should follow Associated Press style guidelines.
2.5 COUNTRY FACT SHEET

COUNTRY FACT SHEETS

Templates are available in letter and A4 sizes and are approved for desktop publishing and creating Adobe Acrobat PDF files. To access, please send your request to powerafrica@usaid.gov.

All written content should follow Associated Press style guidelines.
2.6 SOCIAL MEDIA TEMPLATES

SOCIAL MEDIA PHOTO USAGE
Templates of commonly used social media photo sizes are available in Adobe Photoshop. To access, please send your request to powerafrica@usaid.gov.

Facebook 1200 x 1200 pixels  Twitter 1024 x 512 pixels
**2.7 PRESENTATIONS**

**POWERPOINT TEMPLATES**
A PowerPoint presentation can be used for multiple purposes, from training programs to headlining conferences. Templates are available in the Gill Sans and Arial fonts. Arial should only be used if Gill Sans is not available. To access, please send your request to powerafrica@usaid.gov.
PROJECT MATERIALS FOR ACQUISITION AND ASSISTANCE COMMUNICATIONS.

3.1 CO-BRANDING
3.2 FACT SHEET WITH PARTNERS
3.3 LETTERHEAD & BUSINESS CARD
3.4 PRESENTATIONS
3.1 CO-BRANDING

OUR LOGO

Power Africa is a “whole-of-government” initiative and when appropriate by individual agency policy, interagency partners can co-brand materials with the Power Africa logo. If a particular project also receives USAID assistance, the USAID logo should also be included. Co-branding helps show unification between Power Africa and our partners. When co-branding communications, it is critical to follow all the guidelines in this manual. The Power Africa logo should be placed to the right of partner logo(s) at all times. It is important to ensure all partner logos are of visually equal weight and nothing has more prominence than the Power Africa logo. Any bold type logos should be aligned to the baseline of the Power Africa word mark (descenders may fall below the line). See example below.

Minimum clear space on all sides of the Power Africa and partner logos is equal to the width of the “PO” in the Power Africa type mark.
3.2 FACT SHEET WITH PARTNERS

GRAPHIC COVER FACT SHEETS
Templates are available in letter and A4 sizes and are approved for desktop publishing and creating Adobe Acrobat PDF files. To access, please send your request to powerafrica@usaid.gov.

All written content should follow Associated Press style guidelines.
3.2 FACT SHEET WITH PARTNERS

PHOTOGRAPHIC COVER FACT SHEETS
Templates are available in letter and A4 sizes and are approved for desktop publishing and creating Adobe Acrobat PDF files. To access, please send your request to powerafrica@usaid.gov.

All written content should follow Associated Press style guidelines.
3.3 LETTERHEAD & BUSINESS CARD

CONTRACTOR BUSINESS CARD AND LETTERHEAD

Organizations with Power Africa contracts or acquisition-funded projects are not permitted to use the Power Africa logo, type mark or seal on any administrative materials, including business cards, stationery, etc. Vehicles that are used exclusively for administrative purposes should not be marked. Recipients of Power Africa-funded contracts must prohibit employees from claiming the status of or being perceived as a Power Africa employee or member of the United States Government or Diplomatic Mission.

Examples of administrative communications include, but are not limited to, correspondence with the cooperating government concerning contractor compliance with local law, such as the administration of tax, customs, or other provisions.

Contractors may include “Power Africa Contractor” on their business cards and stationery if desired.
3.4 PRESENTATIONS

CO-BRANDED WITH USAID POWERPOINT TEMPLATE

A PowerPoint presentation can be used for multiple purposes, from training programs to headlining conferences. Templates are available in the Gill Sans and Arial fonts. Arial should only be used if Gill Sans is not available. To access, please send your request to powerafrica@usaid.gov.
WHY CREATE SEPARATE BRANDING FOR PRESIDENTIAL INITIATIVES LIKE POWER AFRICA?
Power Africa draws on the combined expertise and abilities of 12 U.S. Government agencies, the World Bank Group, the African Development Bank, the Government of Sweden, the Government of Norway, the Government of Canada, the Government of Japan, the UK Department for International Development and the International Renewable Energy Agency, African governments, and more than 120 private sector partners. Unique and consistent branding for Power Africa helps elevate its status as a Presidential Initiative and strengthens its “whole-of-government” identity. The Power Africa initiative has developed branding standards to promote common elements across Power Africa materials, regardless of location, audience and participating federal agency. By adhering to the new requirements, you are better aligning your project and organization with the U.S. Government’s worldwide mission.

WHEN CAN I USE THE POWER AFRICA LOGO ALONE?
The following communications materials, projects and assistance activities can display the Power Africa logo as the sole logo:

- All secretariat-level (global) products that demonstrate Power Africa as “whole of government” initiative.
- U.S. Government, African government, multilateral or private sector activities (and relevant marketing materials) or projects that contribute toward Power Africa goals and are supported by a multi-stakeholder, “whole of government” effort by Power Africa partners.
- Communications materials of Power Africa partners (e.g., development agencies, private companies, etc.) may include the phrase “A Power Africa partner,” or “A Power Africa project,” along with the Power Africa logo.

CAN OTHER U.S. GOVERNMENT AGENCIES REPLACE THE USAID LOGO WITH THEIR OWN LOGO? IF SO, WHEN?
Yes. Power Africa is a “whole-of-government” initiative and when appropriate by individual agency policy, interagency partners can co-brand materials with the Power Africa logo. If a particular project also receives USAID assistance, the USAID logo should also be included.

CO-BRANDING AND CO-MARKING UNDER ASSISTANCE AWARDS
Co-branding and co-marking mean that a program’s branding represents Power Africa, USAID and, in certain cases, partner institutional logos on communication products related to a USAID-funded Power Africa project. If a project is funded by USAID under an assistance award (grants and cooperative agreements), partner organizations may include their institutional logos in communications products in addition to Power Africa and USAID’s logo. The Power Africa Branding Guide has additional information on application of co-branding and co-marking.

WHEN SHOULD BOTH THE USAID AND POWER AFRICA LOGO BE INCLUDED?
The following materials should display the Power Africa logo in addition to the USAID logo, and additional partner logos as appropriate:

- All public (external to U.S. Government) materials produced under assistance awards (grants and cooperative agreements) implemented by USAID that are not deemed “secretariat-level or global” products as explained above.
- U.S. Government, African government, multilateral or private sector projects (and relevant marketing materials) or projects that contribute toward Power Africa goals where assistance is provided by USAID.
- Business cards of USAID staff.

WHAT SHOULD IMPLEMENTING PARTNERS USE ON THEIR BUSINESS CARDS?
Business cards and signature blocks of Power Africa advisors and implementer staff should include the phrase, “A USAID contractor/implementer” or a “Power Africa contractor/implementer” and no USAID logo.
FAQs

HOW DO I BRAND PROJECT LETTERHEAD AND FACT SHEETS?
Letterhead and fact sheets should always have the Power Africa logo at the top with the tagline “a Power Africa Partner.” For projects that are funded by USAID, the USAID logo should appear in the lower left-hand corner side-by-side with any partner logo.

CO-BRANDING AND CO-MARKING UNDER ACQUISITION INSTRUMENTS
USAID contracts which are funded by the U.S. Government’s Power Africa initiative must include the Power Africa logo in addition to USAID’s identity on communication products. In most cases, you’ll place the Power Africa logo prominently at the top left corner of a product. This applies to USAID acquisition awards (contracts), where you would then also place the USAID identity in the lower left corner of the page.

WHEN MUST I USE THE USAID LOGO?
A Power Africa partner must use the USAID logo, along with the Power Africa logo, when a project is being funded, in whole or in part, by USAID. Partners should NOT use the Power Africa logo on communications that are strictly administrative.

WHERE SHOULD THE LOGO BE PLACED?
For more specifics on logo placement, please refer to the Power Africa Branding Guide.

HOW DO I CO-BRAND WITH ANOTHER PARTNER?
For more specifics on logo use, please refer to the Power Africa Branding Guide.

MARKING REQUIREMENTS
WHAT ARE THE MINIMUM SIZE REQUIREMENTS?
A minimum print size has been established to ensure legibility. The minimum print width size is 31.75mm (1.25 inches). The minimum on-screen width size is 100 pixels. For visual examples, please refer to the branding guide.

WHEN SHOULD I USE THE TAGLINE WITH THE LOGO?
Effective Jan. 2, 2015, ADS 320.3.4 permits USAID, upon written approval and in exceptional circumstances, to authorize the use of an additional tagline in the case of presidential or other high-level interagency federal initiatives that require consistent and uniform branding and marking by all participating agencies. The Power Africa logo has been developed with a tagline that identifies the initiative as U.S. Government assistance and accurately represents the partnership. The tagline reads, “A U.S. Government-led Partnership”.

The tagline ensures that the Power Africa logo meets both the statutory and regulatory requirements. U.S. Government agencies, contractors and grantees must used this logo when producing all publicly available materials.

The Power Africa logo without a tagline can only be used with express written approval from the Power Africa coordinator’s office.

ARE THERE INSTANCES WHERE MINIMAL BRANDING CAN BE USED?
A branding strategy and marking plan outlines how an organization receiving USAID funding to implement a project will name, communicate and promote the project (“branding”) as well as showcase the USAID (and/or presidential initiative) logo in project materials (“marking”). The plan will also identify any proposed exceptions.

USAID has a detailed overview of separate, and different, branding policies and marking requirements for acquisition and assistance awards on its branding website, at ADS 320, and answers to frequently asked questions regarding both award mechanisms.

There are instances where a partner might need to minimize the level of Power Africa branding that is featured in their materials. Please reach out to your relationship manager to determine whether any minimizing of the Power Africa brand on your materials is appropriate.

AS A PARTNER, WHEN CAN I BRAND AND MARK MY PROJECTS AS POWER AFRICA PROJECTS?
As a partner, you can brand your project as a “Power Africa project” when it is categorized as a qualified transaction and is receiving support/assistance from a U.S. Government agency that is part of Power Africa.
FAQs

If a project currently is not receiving U.S. Government support, it will be vetted using a detailed, multi-criteria assessment called the Qualified Transactions Assistance Tool (QTAT), which enables Power Africa to identify high priority, transformative, catalytic and replicable qualified transactions with broad-ranging local and regional impact for Power Africa assistance by a U.S. Government agency.

After the QTAT assessment, a project is labeled a Power Africa or non-Power Africa transaction. Projects that have completed the QTAT assessment and been approved by Power Africa are considered “active” projects in the Power Africa Tracking Tool (PATT) and made public. Those projects still undergoing approval are labeled as “proposed” in the PATT and are not made public.

Additionally, a power project may appear in the PATT as a Partner Power Africa Transaction, which means that it is being supported by one of Power Africa’s non-U.S. Government partners (e.g., the World Bank) and has been proposed for inclusion in the PATT and approved by the Power Africa Coordinator’s Office.

ARE ALL OF MY PROJECTS CONSIDERED POWER AFRICA PROJECTS?
No. As discussed above, as a Power Africa partner, your projects do not automatically become Power Africa projects. In addition, each U.S. Government agency has its own internal processes and criteria to review projects and decides independently whether and how to engage on partner projects.

BRANDING FOR MATERIAL AND MEDIA

HOW CAN WE MAKE SURE THAT WE INCLUDE THE RIGHT INFORMATION ABOUT POWER AFRICA ON OUR WEBSITE? PUBLICATIONS? BLOGS?
Always feel free to contact your country desk officer or relationship manager in the Power Africa coordinator’s office who can connect you with the Power Africa communications team to ensure accuracy.

WHEN WRITING PRESS RELEASES OR ARTICLES FOR THE MEDIA, HOW SHOULD WE REFER TO OURSELVES? POWER AFRICA PARTNERS, ETC.?
If you have been officially onboarded as a Power Africa partner you can refer to yourself as one (e.g., Company X, a Power Africa partner).

If you are a Power Africa advisor or implementer staff you can refer to yourself as a “A USAID contractor/implmenter” or a “Power Africa contractor/implmenter,” as appropriate and determined by the coordinator.

You should share draft press releases and articles that reference Power Africa with your relationship manager before they are published. This helps ensure the Power Africa messaging is correct and provides opportunities for Power Africa to help amplify.

WHERE DO I DIRECT QUESTIONS ON THE BRANDING GUIDE?
Please contact our communications team at PowerAfrica@usaid.gov and put “Branding Question” in the subject line in order to access Power Africa graphics or ask a question.
THANK YOU.