

# PROSPER AFRICA

TRADE. INVESTMENT. OPPORTUNITY.

GRAPHIC STANDARDS MANUAL  
AND CO-BRANDING GUIDE

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# 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.

# Our 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.

# Primary Logo

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.



# Logo Variations

Below are acceptable variations of the Prosper Africa logo to be used when applicable.



TRADE. INVESTMENT. OPPORTUNITY.

*4/C Primary Logo*



*4/C Primary Logo\_no tagline*



PROSPER  
AFRICA

TRADE. INVESTMENT.  
OPPORTUNITY.

*4/C Logo Stacked*



PROSPER  
AFRICA

*4/C Logo Stacked\_no tagline*

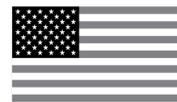


TRADE. INVESTMENT. OPPORTUNITY.

*Gray-scale Logo*



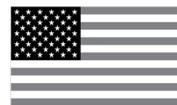
*Gray-scale Logo\_no tagline*



PROSPER  
AFRICA

TRADE. INVESTMENT.  
OPPORTUNITY.

*Gray-scale Logo Stacked*



PROSPER  
AFRICA

*Gray-scale Logo Stacked\_no tagline*



TRADE. INVESTMENT. OPPORTUNITY.

*White Logo*



*White Logo\_no tagline*



PROSPER  
AFRICA

TRADE. INVESTMENT.  
OPPORTUNITY.

*White Logo Stacked*



PROSPER  
AFRICA

*White Logo\_no tagline*

*The white logo should only be used on photos, in small size social media graphics and in Powerpoint® presentations.*

# Logo Guidelines

## Logo Clear Space

Observe clear space around logo at all times. Space equals 1/2 the full height of logo on all sides



## Logo Restrictions



**Do Not** alter logo color builds.



**Do Not** alter logo color builds.



**Do Not** distort logo in any way.



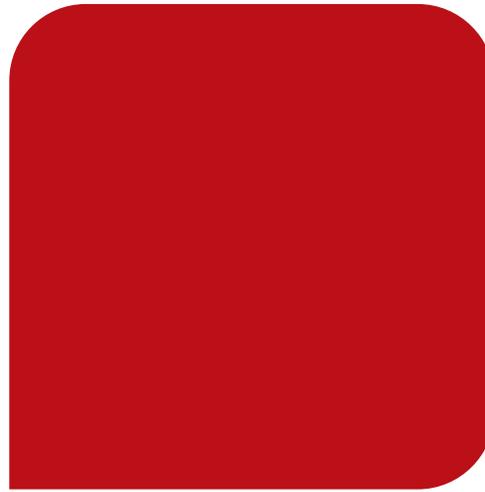
**Do Not** add borders to logo.

# Color Palette

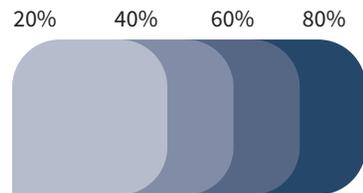
## Primary Color Palette



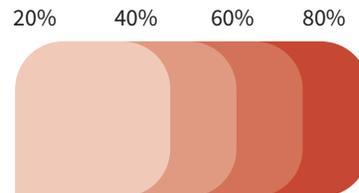
Pantone® 2767  
C=100 M=70 Y=25 K=50  
#002C4E  
R 0 G 44 B 78



Pantone® 7621  
C=0 M=100 Y=100 K=25  
#D71920  
R 215 G 25 B 32



Percentages of primary colors may be used as needed.



Percentages of primary colors may be used as needed.

## Secondary Color Palette



Pantone® 307  
C=90 M=55 Y=15 K=0  
#156EA1  
R 21 G 110 B 161



Pantone® 2717  
C=34 M=15 Y=0 K=0  
#A7C6ED  
R 167 G 198 B 237



Pantone® 7421  
C=18 M=100 Y=45 K=67  
#651D32  
R 101 G 29 B 50



Pantone® 7571  
C=17 M=52 Y=100 K=5  
#C98228  
R 201 G 130 B 40



Pantone® 2332  
C=50 M=42 Y=44 K=6  
#8C8985  
R 140 G 137 B 133  
40% Black



Pantone® 2330  
C=13 M=9 Y=10 K=0  
#CF CDC9  
R 207 G 205 B 201  
15% Black

*Black and White are also acceptable colors in the secondary color palette.*

# Logo Application



# Fonts/Typography

Typography creates brand consistency across all materials. All approved fonts' weights and styles are shown on the following pages. Do not use fonts outside these guidelines.

# Primary Font

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

## GILL SANS

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

Aa

abcdefghijklmnopqrstuvwxy | *abcdefghijklmnopqrstuvwxy*  
ABCDEFGHIJKLMNPOQRSTUVWXYZ | ABCDEFGHIJKL  
1234567890-!@#\$%^&\*()\_{}:”<>?

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

Aa

abcdefghijklmnopqrstuvwxy | *abcdefghijklmnopqrstuvwxy*  
ABCDEFGHIJKLMNPOQRSTUVWXYZ | ABCDEFGHIJKL  
1234567890-!@#\$%^&\*()\_{}:”<>?

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

Aa

abcdefghijklmnopqrstuvwxy | *abcdefghijklmnopqrstuvwxy*  
ABCDEFGHIJKLMNPOQRSTUVWXYZ | ABCDEFGHIJKL  
1234567890-!@#\$%^&\*()\_{}:”<>?

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

Aa

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**  
**1234567890-!@#\$%^&\*()\_{}:”<>?**

*Gill Sans MT is an acceptable substitute and is installed on most USAID computers.  
Monotype and Adobe produce approved professional versions of these fonts.*

# Web Font

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

## SOURCE SANS PRO

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

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKL*  
1234567890-!@#\$%^&\*()\_{}:”<>?

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

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKL*  
1234567890-!@#\$%^&\*()\_{}:”<>?

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

Aa

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890-!@#\$%^&\*()\_{}:”<>?**

# 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

ARIAL REGULAR  
INCLUDING ITALIC  
Typical uses: Body text.

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGH*  
1234567890-!@#\$%^&\*()\_{}:”<>?

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

Aa

abcdefghijklmnopqrstuvwxyz | ***abcdefghijklmnopqrstuvwxyz***  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGH***  
1234567890-!@#\$%^&\*()\_{}:”<>?

# Alternate Font

Adobe 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

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

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJK*  
1234567890-!@#\$%^&\*()\_{}:”<>?

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

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJ*  
1234567890-!@#\$%^&\*()\_{}:”<>?

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

Aa

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJ***  
**1234567890-!@#\$%^&\*()\_{}:”<>?**

# Secretariat Communications

Secretariat communications unify the brand and strengthen the message.

# 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

When feasible, Secretariat communications will also include the logos of all participating agencies, including the USAID logo. This includes featuring those logos:

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



# Secretariat Communications

Some products may feature the sole Prosper Africa logo due to length and formatting restrictions. Examples include the following:

- 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

Prosper Africa is a whole-of-government initiative, and when appropriate by individual agency policy, participating agencies can propose to co-mark materials with the Prosper Africa logo. When co-branding communications, it is mandatory to follow all the guidelines in this manual.

The Prosper Africa Secretariat must review all branded elements and material. Co-branding guidance and approval must be sought through an email request to [prosperafrica@usaid.gov](mailto:prosperafrica@usaid.gov) prior to commencing work.

# Co-Branded Projects and Programs

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 high-visibility or low visibility Prosper Africa branding as detailed below. The Secretariat will make this determination on a case-by-case basis.

# Permission to Co-Brand

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](mailto:prosperafrica@usaid.gov) (template attached).

The Secretariat will use the proposal to determine whether the product/activity will use high-visibility Prosper Africa co-marking or low-visibility 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

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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

# High-Visibility Co-Marking

An product/activity will use high-visibility Prosper Africa co-marking if:

- The initiative is the primary purpose of the product/activity;
- The Secretariat has clearance authority in the planning process, and sufficient time and resources have been allocated for the product/activity to be successful;
- There are no other competing/conflicting Prosper Africa activities during the same time frame.

With high-visibility co-marking, the Prosper Africa logo will have the most prominent placement. All other logos will be in equal size and prominence with one another.



*High-visibility Prosper Africa co-branding with one agency partner*



*High-visibility Prosper Africa co-branding with multiple agency partners*

# Low-Visibility Co-Marking

An product/activity will use low-visibility Prosper Africa co-marking if:

- The initiative is one part of a larger activity;
- The Secretariat has clearance authority in the planning process, and sufficient time and resources have been allocated for the product/activity to be successful;
- There are other competing high-visibility Prosper Africa activities during the same time frame.

With low-visibility co-marking, the partner agency will have the most prominent placement. In cases with multiple agencies, each partner will be placed in equal sizing and prominence to one another. In no case will the Prosper Africa logo take a prominent and/or equal position to other logos in a low-visibility branding scenario.

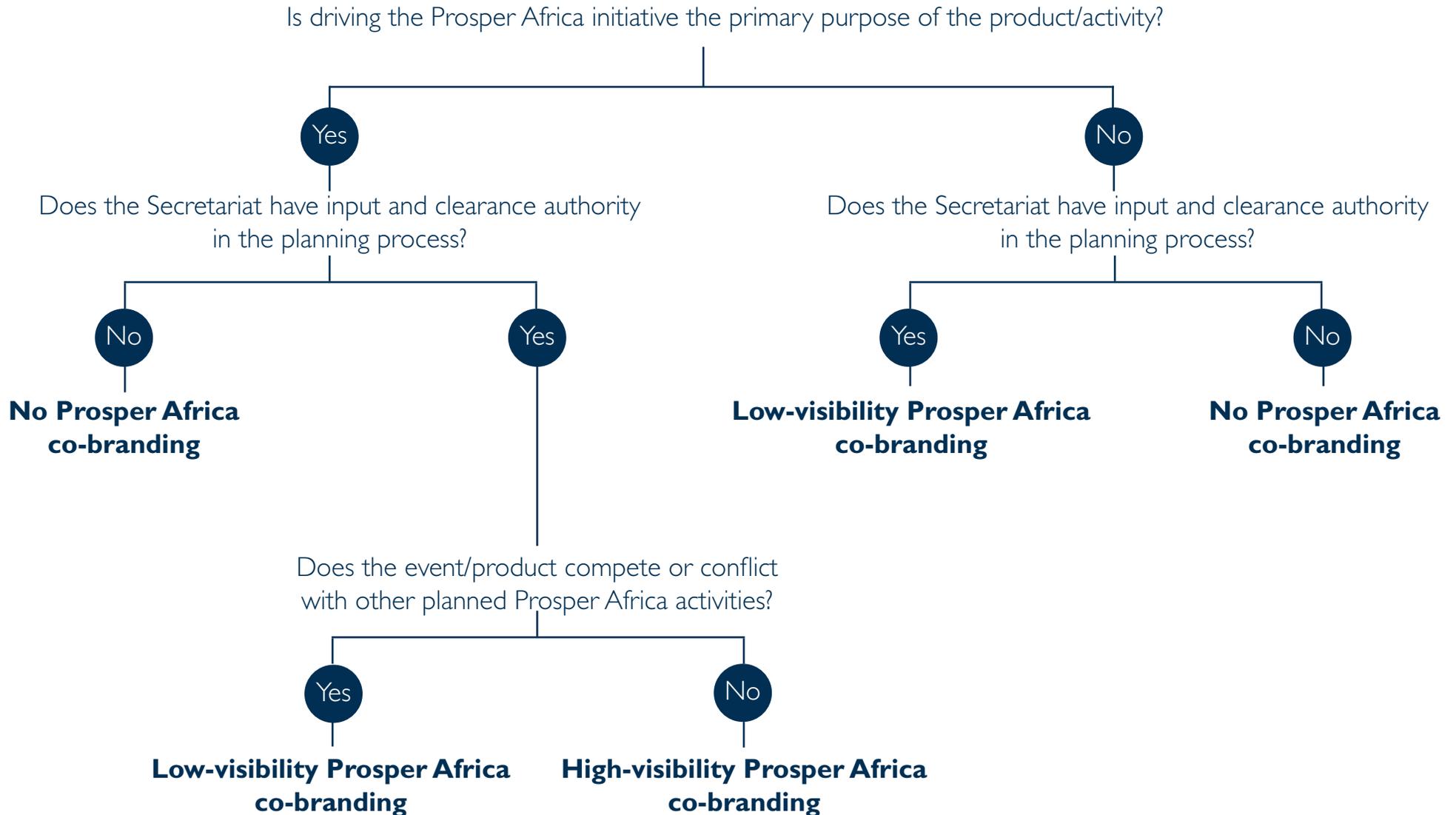


*Low-visibility Prosper Africa co-branding with one agency partner*



*Low-visibility Prosper Africa co-branding with multiple agency partners*

# Co-Marketing Quick Reference Guide



# Questions?

For questions related to Prosper Africa co-branding and co-marking, please consult with the Prosper Africa Executive Secretariat at [prosperafrica@usaid.gov](mailto:prosperafrica@usaid.gov). The Prosper Africa Executive Secretariat will also be developing a working list of Frequently Asked Questions to inform the process.



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[TRADE.GOV/PROSPER-AFRICA](https://trade.gov/prosper-africa)