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.

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 distort logo in any way.

Do Not alter logo color builds.

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.

**Secondary Color Palette**

- Pantone® 307
  - C=90 M=55 Y=100 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
  - #CFCDC9
  - 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

Typical uses: Headlines, subheads and highlighted text. Do not use italic in Gill Sans Bold. The primary font family for Prosper 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, body text.

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 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 Bold.
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 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**

Typical uses: Body text.

**Arial Bold**

Typical uses: Headlines, subheads and highlighted text.
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

Aa

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

ADOBE GARAMOND SEMIBOLD

Aa

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

ADOBE GARAMOND BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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 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 (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

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.
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.
Co-Marking Quick Reference Guide

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

Yes

Does the Secretariat have input and clearance authority in the planning process?

Yes

Low-visibility Prosper Africa co-branding

No

Does the event/product compete or conflict with other planned Prosper Africa activities?

Yes

Low-visibility Prosper Africa co-branding

No

No Prosper Africa co-branding

No

No

No Prosper Africa co-branding
Questions?

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