

Welcome

The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project preparation and partnership building activities that develop sustainable infrastructure and foster economic growth in partner countries.

These guidelines present the fundamental components of our brand, providing clear and comprehensive direction and creating a unified presence across all of our communications.

This is our identity. This is USTDA.

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0.1 **Contacts and Resources**

For more information about how to interpret or apply these guidelines, please contact the USTDA Office of Public Affairs:

U.S. Trade and Development Agency

Public Affairs

Email: pa_mktg@ustda.gov

Tel: (703) 875-4357

1. Identity Application

USTDA's identity is an organizational asset, and it requires the thoughtful stewardship of every employee, associate and partner. This section covers the measures we take to protect the integrity and quality of this central brand element.

The USTDA logo is the flagship of our brand identity — and the principal visual reference for our audiences. It is of the utmost importance it be used as outlined in the following pages.

1.1 USTDA Logo

USTDA Logo with Full Agency Name

The USTDA logo is optimized for use in high-quality offset and digital printing, exhibits, videos, presentations, email and website applications. Its use must be approved by the USTDA Office of Public Affairs.

Except on rare occasions, the USTDA logo should always include the full agency name underneath the USTDA logo mark.



Except on rare occasions, the USTDA logo should always include the full agency name.

1.2 Secondary USTDA Logos – Single-Color Versions

Single-Color Formats

Single-color logos are provided to be used for instances where the logo must print in a single color.

Logos are available in **Black** or a **Reversed (White)** formats.

All Black

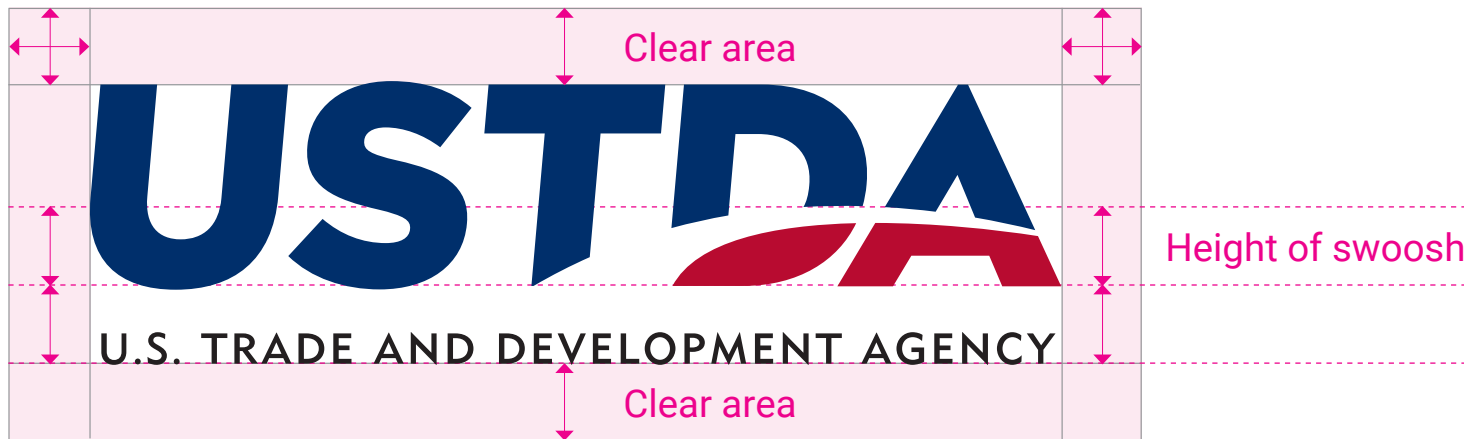


All White (no background color)



1.3 Clear Space

A minimum amount of clear space is required to ensure the legibility of the USTDA logo. This clear space is the area surrounding the logo that must be kept free of all text and the graphic elements. **The minimum clear area equals the height swoosh within the “TDA” in the logo.**



1.4 Minimum Sizes

Consistent logo usage across all applications helps to reinforce the USTDA brand. The following rules for logo size apply to logo use in all communications. This is to ensure that the USTDA logo is always rendered with clarity.

MINIMUM SIZES:

- The minimum width for print is 1.25" in order for the agency name to be readable.
- The minimum width for web is 150 pixels in order for the agency name to be readable.

Print



Minimum width = 1.25"

Web



Minimum width = 150 pixels

1.5 Improper Usage

Strict limitations on use of the USTDA logo are necessary to preserve the integrity of the brand. Any alteration, apart from proportional scaling, is considered incorrect usage.



DO NOT use any colors other than the approved colors.



DO NOT swap the colors of the official logo in any way.



DO NOT change the position or relationship between the logo elements



DO NOT incorporate other elements into the logo.



DO NOT alter the typefaces of the official name in any way.



DO NOT create unauthorized variations of the logo.



DO NOT place the logo on a background without sufficient contrast.



DO NOT use the logo on a complex background.



DO NOT place the white logo on a light background.

1.5 Improper Usage *(continued)*

Strict limitations on use of the USTDA logo are necessary to preserve the integrity of the brand. Any alteration, apart from proportional scaling, is considered incorrect usage.



DO NOT create unauthorized sub-brands of the logo.



U.S. TRADE AND DEVELOPMENT AGENCY

DO NOT skew or distort any parts of the logo.



U.S. TRADE AND DEVELOPMENT AGENCY

DO NOT flip or rotate the logo in any way.



U.S. TRADE AND DEVELOPMENT AGENCY

DO NOT change the opacity of the logo.



U.S. TRADE AND DEVELOPMENT AGENCY

DO NOT place drop shadows behind the logo.



U.S. TRADE AND DEVELOPMENT AGENCY

DO NOT outline the logo.

Attend **USTDA's** Business Briefing.

DO NOT use the logo as a substitute for type within a headline or sentence.



DO NOT enclose the logo in a shape.



U.S. TRADE AND DEVELOPMENT AGENCY

Supporting Innovative Solutions

DO NOT use unauthorized taglines.

2. Graphic Style

The USTDA brand lives across a multitude of channels and in all manner of media. Wherever we appear, it is with strict consistency. This section provides a graphic toolkit for ensuring the brand continues to express its promise.

2.1 USTDA Primary Color Palette

Color plays a major role in our brand expression. Our primary palette of colors asserts our distinctiveness and differentiates us from other agencies.

Be sure that color fidelity is strictly maintained across all communications. To ensure this consistency, use the formulas provided here. They have been carefully selected to achieve optimum results across print and digital media.



Primary Color Palette



PANTONE: 294
4-COLOR: 100C 74M 0Y 45K
RGB: 0R 47G 108B
HEX: #002f6c



PANTONE: 187
4-COLOR: 0C 100M 74Y 26K
RGB: 166R 25G 46B
HEX: #a6192e



PANTONE: Black
4-COLOR: 0C 0M 0Y 100K
RGB: 0R 0G 0B
HEX: #000000

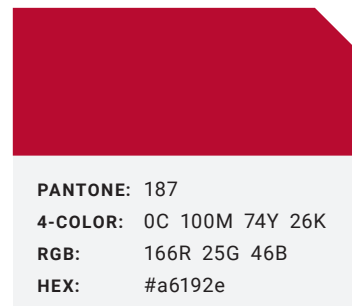
2.2 USTDA Logo Color Formats

The USTDA logo is available in the following color formats.



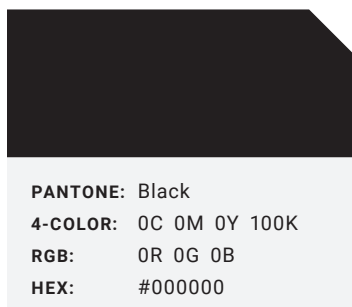
PMS (Pantone® Matching System)

- Use: Printing
- For offset printing only. Ideal for stationery. Often used in one or two-color jobs. Also used as spot colors on premium brochures in addition to four-color process.
- Pantone colors are one solid color throughout.



4-Color CMYK (cyan, magenta, yellow, black)

- Use: Printing
- CMYK color (also called four-color process) is a method whereby a combination of tiny transparent dots of four ink colors: cyan, magenta, yellow and black are printed. Different combinations of large and small CMYK transparent dots overlap each other to create a wide spectrum of colors.
- Whereas a Pantone ink is one solid color throughout, a CMYK color is not. When you look at a CMYK printed piece through a magnifying glass, you can see a pattern of CMYK dots and how they overlap to make the final color.
- Use in offset and digital printing. Ideal for full-color annual reports, brochures, flyers, posters, postcards, etc.



RGB (red, green, blue)

- Use: On-screen
- The most commonly used color profile in the world of computers, TV screens and mobile devices is RGB. RGB is the process by which colors are rendered on-screen by using combinations of red, green and blue.
- RGB is specific to digital applications only. This includes mobile devices, computer monitors, laptops, TV and movie screens, games and illuminated signs.
- Some exhibit signage printers use RGB colors.

HEX (hexadecimal color)

- Use: On-screen for websites
- A HEX color is expressed as a six-digit combination of numbers and letters defined by its mix of red, green and blue (RGB). Basically, a HEX color code is shorthand for its RGB values.

2.3 USTDA Logo File Formats Available

Resolution-Independent File Formats: **EPS, AI, PDF, and SVG**

The following formats are **vector-based** and a resolution-independent. This allows for infinite scaling of the logo without degradation to its visual quality, whether the size of a postage stamp or the size of a billboard.

Vector files will always be crisp and maintain quality — for this reason, you should use them whenever they're accepted, especially when sending a logo to print.

- **EPS (Encapsulated PostScript)** and **Adobe Illustrator (AI)** are graphic formats for vector-based images created in Adobe Illustrator. They're used for printing purposes and are commonly referred to as "working files" or "master files." The format supports transparent backgrounds.
- **PDF (Portable Document Format)** is another file format developed by Adobe. It's commonly used for document purposes, but can also be used to share images, including logos. The format is easy to read and share, and it supports transparent backgrounds. Vector logos can be saved as PDF files and will maintain all the aspects of EPS and AI files in a universally readable format, without out the need for the software that created it.
- **SVG (Scalable Vector Graphics)** are developed for the web using mathematical formulas rather than individually colored pixels on the page. SVGs are used for website applications for clearest imaging. The file sizes are small compared to PNG or JPG, and support transparent backgrounds.

Resolution-Dependent File Formats: **JPEG and PNG**

The following formats are made up of pixels. They are resolution-dependent, and when used a large sizes will pixelate.

- **JPEG (Joint Photographic Experts Group)** is a non-vector format made up of pixels. JPEG files are not transparent, and will always have a solid background. The JPEG of the USTDA logo has a solid, non-transparent white background. Format is best for email, websites, and Microsoft Office applications where a transparent background is not needed.
- **PNG (Portable Network Graphic)** is a non-vector format made up of pixels. It can be used for almost any digital purpose (email, web, presentations). This file type is not recommended for print. Like JPEGs, it is resolution-dependent, and when used at large sizes may pixelate and become blurry. However, PNG files are transparent and can be placed on colored or tinted backgrounds. Format is best for digital applications, email, websites, and Microsoft Office applications.

2.4 Primary Typeface – Roboto Family

Typography is an important element of the USTDA identity. We ask our associates and partners to maintain consistent use of the chosen fonts.

PRIMARY TYPEFACE:

Roboto

The USTDA brand employs one primary typeface: **Roboto** for use in all communications. It is a versatile font that can be used for both headlines and text.

Roboto is a sans-serif typeface family designed entirely in-house at Google as the system font for its mobile operating system Android. Since 2013, it is also used by Google+, Google Play, YouTube, Google Maps, and Google Images.

If you do not have Roboto on your computer, contact IT staff to have it installed. The Roboto font is also available through:

- **Google Fonts.** Download at <https://fonts.google.com/specimen/Roboto>
- **Adobe Fonts** (formerly known as Typekit), as part of all Adobe Creative Cloud subscription plans. The fonts that are activated are always tied to the user's Adobe ID.

For instructions on how to activate Adobe Fonts in Adobe applications such as InDesign, Illustrator, Photoshop, etc., see <https://helpx.adobe.com/support/fonts.html>.

Roboto Light	abcdefghijklmnopqrstuvwxy 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ
<i>Roboto Light Italic</i>	<i>abcdefghijklmnopqrstuvwxy 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ</i>
Roboto Regular	abcdefghijklmnopqrstuvwxy 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ
<i>Roboto Italic</i>	<i>abcdefghijklmnopqrstuvwxy 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ</i>
Roboto Medium	abcdefghijklmnopqrstuvwxy 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ
<i>Roboto Medium Italic</i>	<i>abcdefghijklmnopqrstuvwxy 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ</i>
Roboto Bold	abcdefghijklmnopqrstuvwxy 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ
<i>Roboto Bold Italic</i>	<i>abcdefghijklmnopqrstuvwxy 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ</i>
Roboto Black	abcdefghijklmnopqrstuvwxy 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ
<i>Roboto Black Italic</i>	<i>abcdefghijklmnopqrstuvwxy 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ</i>

2.5 Alternate Primary Typefaces

ALTERNATE TYPEFACE #1:

Helvetica

The original **Helvetica** font is widely available on many computer operating systems. It has fewer type weights than the Roboto family.

If the primary typeface Roboto is not available, substitute with the original Helvetica typeface or Arial typeface.

Helvetica Light	abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ
<i>Helvetica Light Oblique</i>	<i>abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ</i>
Helvetica Regular	abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ
<i>Helvetica Oblique</i>	<i>abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ</i>
Helvetica Bold	abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ
<i>Helvetica Oblique</i>	<i>abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ</i>

ALTERNATE TYPEFACE #2:

Arial

Arial, sometimes marketed or displayed in software as **Arial MT**, is a sans serif typeface and set of computer fonts. Fonts from the Arial family are packaged with all versions of Microsoft Windows from Windows 3.1 onwards, some Microsoft software applications, as well as Apple Mac OS X. The typeface was designed in 1982 and was created to be metrically identical to the popular typeface Helvetica, with all character widths identical, so that a document designed in Helvetica could be displayed and printed correctly without having to pay for a Helvetica license.

Arial Regular	abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ
<i>Arial Italic</i>	<i>abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ</i>
Arial Bold	abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ
<i>Arial Regular</i>	<i>abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNPOQRSTUVWXYZ</i>

2.6 Secondary Typefaces

In certain cases, including Microsoft Word, PowerPoint and some digital applications, the primary brand fonts may not be available if not loaded onto a user's computer. A secondary set of fonts have been chosen as suitable alternates because they are widely available and similar to the primary font.

Arial Regular	abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Arial Italic</i>	<i>abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
Arial Bold	abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Arial Bold Italic</i>	<i>abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
Verdana Regular	abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Verdana Italic</i>	<i>abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
Verdana Bold	abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ
<i>Verdana Bold Italic</i>	<i>abcdefghijklmnopqrstuvwxyz 0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>

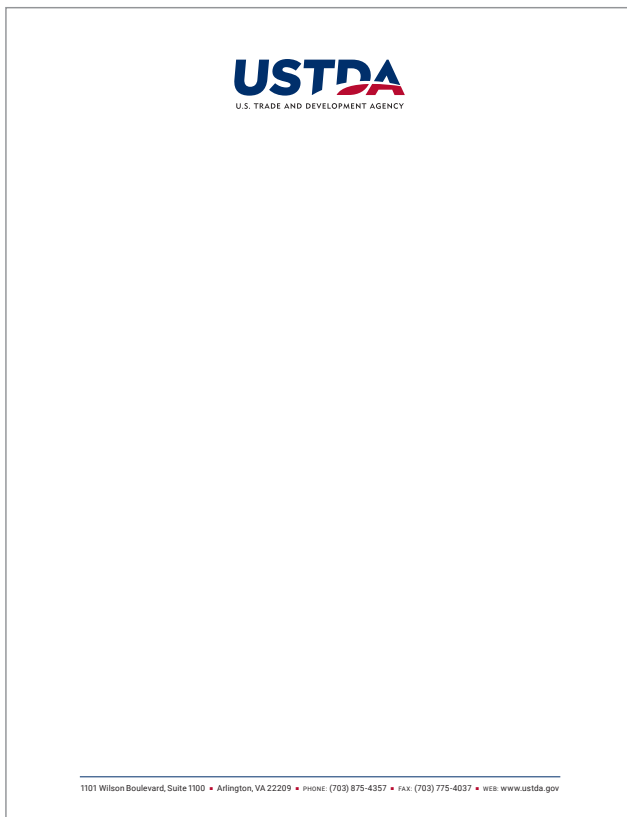
3. Sample Usage

For reference, these are examples of how the USTDA identity should be applied to collateral materials, including stationery, binders, folders and internal templates.

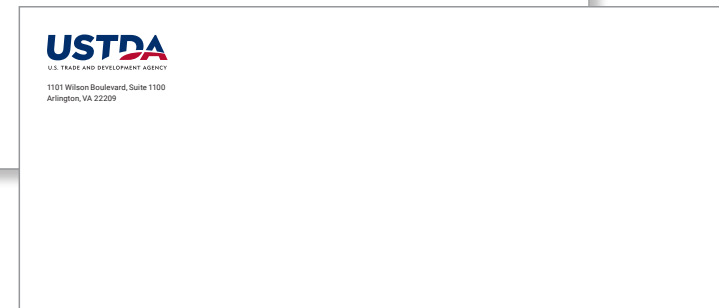
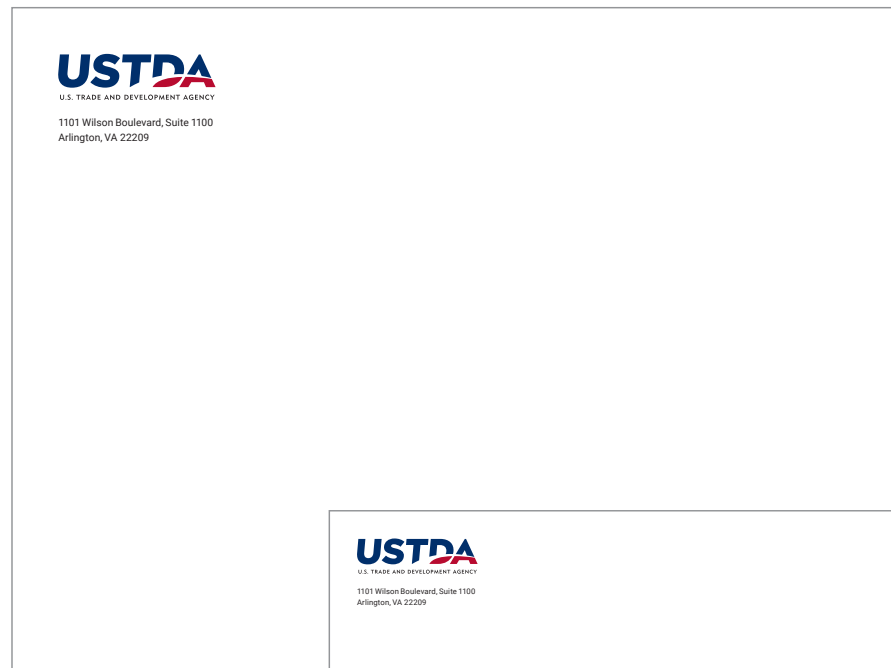
Also included are samples of the USTDA identity used in large-format display and exhibit materials.

3.1 Sample Collateral Materials

USTDA Letterhead 8.5"x11" cover



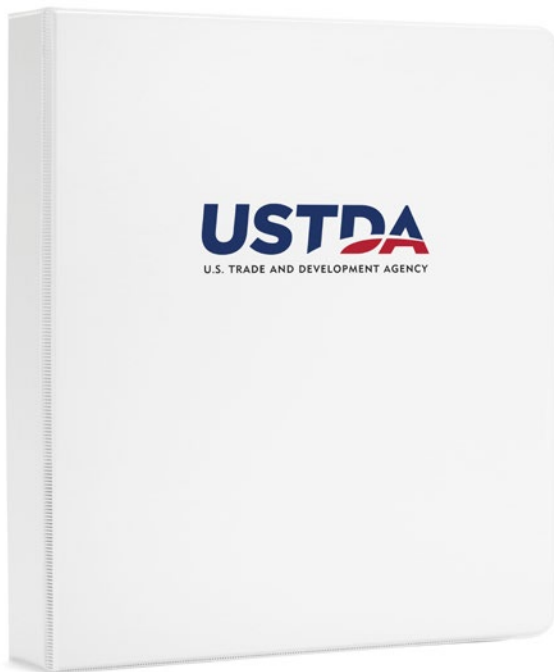
USTDA 12"x9" Envelope



USTDA #10 Envelope

3.1 Sample Collateral Materials *(continued)*

USTDA Binder 10"x12"



USTDA Pocket Folder 9"x12"



3.1 Sample Collateral Materials *(continued)*

USTDA Briefing Template (PowerPoint)



Country

RTM/Event Title
[Business Briefing Title]

MONTH DAY, YEAR | VENUE | CITY, STATE

Meet [Sector] Decision-Makers from [Country]

Roboto 12pt: This section should include an overview of how attendees will benefit from the USTDA event. The sector and country should be included along with the names of the organizations that will be represented. Depending on the number of organizations, list them in sentence form or bullet them out underneath this section or on the right-hand side under Business Opportunities. This section should be left justified and no more than three sentences.

BACKGROUND

Roboto 10pt font: The background section should give readers a deeper dive into the current status of the country's particular sector and the range of opportunities for U.S. businesses to support this growing market. Please focus on the most compelling information that will drive attendance to the event.

In addition, include any information about the delegation and their work in the sector.

This section should be left justified.

WHY YOU SHOULD ATTEND

- Learn about upcoming project opportunities and bidding processes
- Understand the landscape of [Country]'s [sector]
- Meet one-on-one with key decision-makers
- Form new business partnerships

ABOUT USTDA

The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding projects preparation and partnership building activities that develop sustainable infrastructure and foster economic growth in partner countries.

Attendance at this event is limited to U.S. individuals, U.S. firms, or U.S. consultants as defined by USTDA's Nationality Source and Origin Requirements available on USTDA's website at <http://www.ustda.gov/>

BUSINESS OPPORTUNITIES

Provide up to four bullets that describe the overseas business opportunity and the goods and services the delegates want to procure.

- Bullet 1
- Bullet 2
- Bullet 3
- Bullet 4

REGISTER NOW

CONTACT INFORMATION

Contractor Name, Title
Contractor Email Address
Contractor Phone Number

Connect with USTDA:






Subscribe to USTDA News and Information

3.2 Other Sample Logo Usage

USTDA Podium Sign 24"x12"

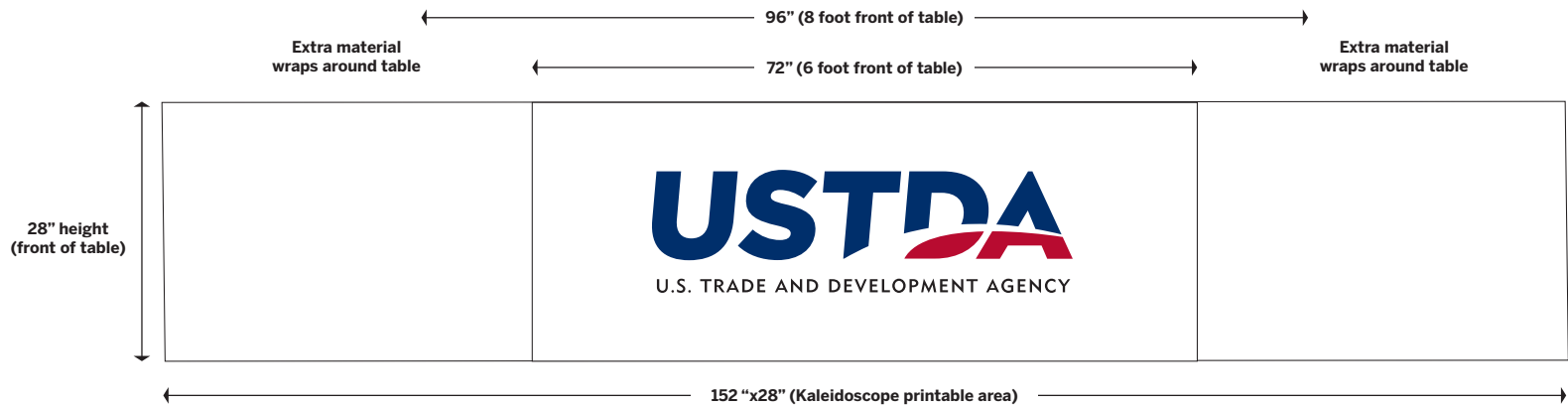


USTDA Flag 64"x34"



3.2 Sample Logo Usage

USTDA Table Throw



3.2 Sample Logo Usage

USTDA Sample Banner Stands

