**PAEGC Branding Guidelines**

These are the Branding Guidelines for *Powering Agriculture*: *An Energy Grand Challenge for Development* (PAEGC). They are meant to set the standard for the design of all PAEGC branded documents and communications prepared by partners, contractors, awardees, etc.

These guidelines outline the “*Powering Agriculture* Identity”, which is the official marking for activities funded through the *Powering Agriculture* Program. In this regard, the *Powering Agriculture* Identity consists of the following elements: (i) The *Powering Agriculture* logos, (ii) The United States Agency for International Development (USAID) logo, (iii) the Swedish Government logo, (iv) the German Federal Ministry for Economic Cooperation and Development (BMZ) logo, (v) the Duke Energy logo, (v) and the Overseas Private Investment Corporation (OPIC) logo. The *Powering Agriculture* Identity will be used on all project or activity sites; public communications including, but not limited to studies, reports, audio visual productions, and other informational products, forms, press releases, banners and promotional material; events organized under the program such as training courses, workshops, exhibitions, conferences and other public activities.

For the purpose of enhancing readability and/or design, the user may choose to separate the Powering Agriculture logo from the Founding Partner logos. This approach is acceptable – however, all five (5) logos must be used on all branded/marked materials, all Founding Partner logos must be grouped together, and all Founding Partner logos must be of the same relative size.

Communications and project materials should display the *Powering Agriculture* Identity. When appropriate, the following “Powering Agriculture Disclaimer” should be used on project deliverables as well: “This product is made possible through the support of the Powering Agriculture: An Energy Grand Challenge for Development Partners: the United States Agency for International Development (USAID), the Swedish Government, the German Federal Ministry for Economic Cooperation and Development (BMZ), Duke Energy, and the Overseas Private Investment Corporation (OPIC). Further information about Powering Agriculture can be found at www.PoweringAg.org.”

* 1. *Powering Agriculture Color*

The official *Powering Agriculture* green specs are as follows:

CMYK: C=45 M=25 Y=94 K=3

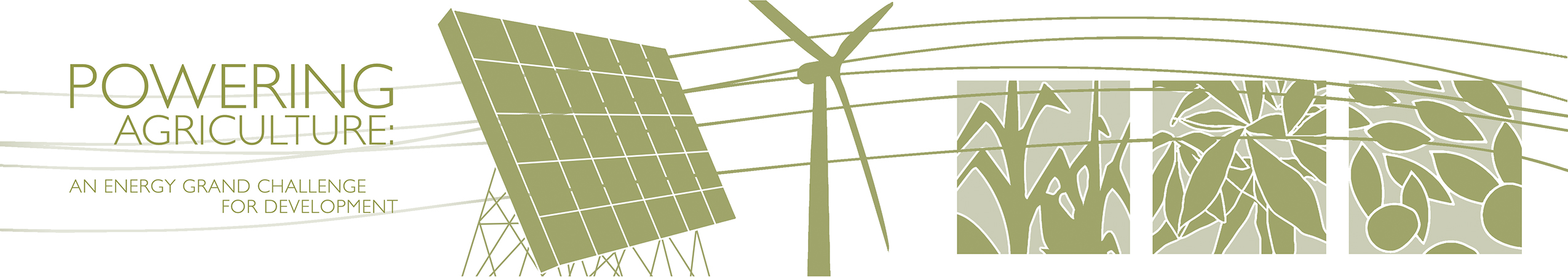
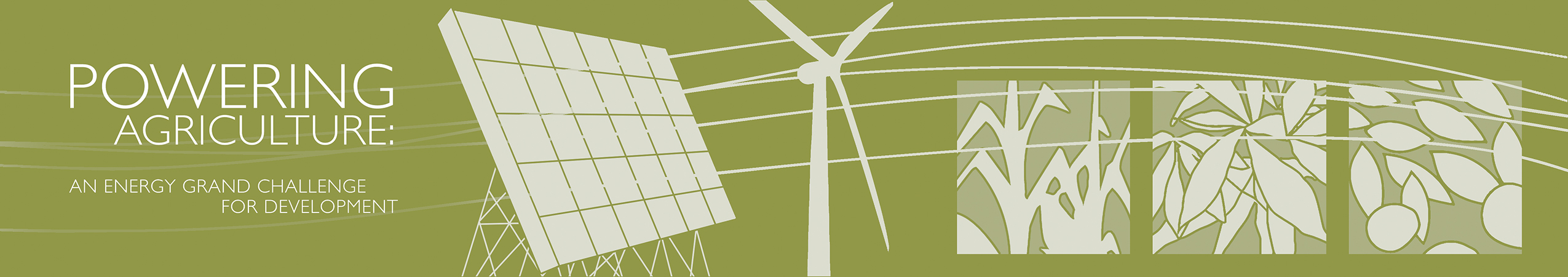
RGB: R=152 G=158 B=73

PMS: 7495

* 1. *Powering Agriculture Logo and Masthead* The Powering Agriculture logos and mastheads are attached in a zip file. It is at the designer’s discretion as to when each logo shold be used.

The graphic files are all high resolution. In the zip file, there is a folder for RGB desktop publishing files (MS Office, Web, etc) as well as a folder of CMYK prepress files (high-end page layout like InDesign, Quark, etc). Ordered layouts of high resolution partner logos are also included in each folder.

Four versions of each the logo and masthead are included in the zip file: 1) black & white 2) inverse black & white 3) green & white 4) inverse green & white.



* 1. *The Powering Agriculture Partner’s logos*

The *Powering Agriculture* Partner’s logos must be in the following order: (i) The United States Agency for International Development (USAID) logo, (ii) the Swedish Government logo, (iii) the German Federal Ministry for Economic Cooperation and Development (BMZ) logo, (v) the Duke Energy logo, (v) and the Overseas Private Investment Corporation (OPIC) logo.

