**FWD Branding Guidelines**

The following are the Branding Guidelinesfor the FWD campaign sponsored by USAID and the Ad Council. These set the standard for the design of all FWD campaign public communications.

* The FWD campaign is a public service campaign. Its materials may not be used for purposes of lobbying the U.S. Government or to endorse any organization or activity.
* All FWD public service advertisements (PSAs) will include the USAID and Ad Council logos in the font and colors as set forth below and should be placed, sized per each organization’s individual guidelines.
* The USAID and Ad Council logos must be must be included on all retail, in-store, event marketing, social media and advertising materials where FWD branding appears.
* No other corporate logos may appear on the FWD campaign materials without written USAID and Ad Council approval. Approval will require use of the following disclaimer: “Use of the USAID logo with any corporate or other logo should not be interpreted as a warranty or endorsement of that corporation or entity by the US Government.” Please contact FWD@usaid.gov to obtain such approvals.
* No corporate logos can be included on any materials which include PSA talent and air on/in donated space and time.

The font for the logos is Forza from Hoefler & Frere-Jones: (<http://www.typography.com/fonts/font_styles.php?productLineID=100041>)

Logo Colors:

CMYK:

C-4  M-100  Y-82  K-0

RGB:

R-228  G-29  B- 57

