



**The U.S. President's Emergency Plan for AIDS Relief
(PEPFAR)
Branding Guidance**

Updated April 2022

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Introduction

Accurate, consistent branding is critical to the success of the United States President's Emergency Plan for AIDS Relief (PEPFAR). Every year, the United States, through PEPFAR, provides billions of dollars in support of global HIV/AIDS efforts. It is important that both domestic and international audiences are aware that these contributions are from the American people, and of the transformative impact that they are having toward controlling and ultimately ending the HIV/AIDS epidemic.

For the purposes of branding, all international activities of the U.S. government and its implementing partners that are supported either in full or in part by funds appropriated to PEPFAR must be attributed accordingly. This guidance outlines the steps that U.S. government agencies and implementing partners should take to comply with PEPFAR branding.

Section 1: Logos

a. Department of State Logo Policy

Effective March 23, 2012, Department of State instituted a moratorium on new logos and guidance on existing logos.

b. PEPFAR Logo Usage

There are three logos for use by U.S. government agencies and their implementing partners to appropriately brand PEPFAR-funded materials or programs. In all cases, the PEPFAR logo should be the lead brand, followed by any specific agency or implementing partner logos.

- 1) **PEPFAR Country-Specific Logos:** These logos exist for 30 countries/regions, and should be used when branding country-specific materials or programs funded by PEPFAR. Countries without a country-specific logo should use the PEPFAR general logo for non-U.S. audiences. PEPFAR country-specific logos are available in .jpg and .eps formats.



- 2) **PEPFAR General Logo for non-U.S. Audiences:** This logo must be used whenever PEPFAR-funded materials or programs will be viewed by a non-U.S. audience, including at international conferences. It also must be used whenever PEPFAR-funded efforts are implemented directly by the Department of State. Use of the PEPFAR general logo for U.S. audiences is NOT acceptable in these instances because it does not include a U.S. flag. This logo is available in .jpg and .eps formats.



- 3) **PEPFAR General Logo for U.S. Audiences:** This logo should be used to brand materials that are directed solely at a U.S. audience. This logo is available in .jpg and .eps formats.



Section 2: Logo Size and Placement

a. U.S. Government Agencies

For all PEPFAR-funded activities, the PEPFAR logo should be the lead brand, followed by any specific agency logo. On any physical infrastructure (e.g., clinics) where PEPFAR is funding activities, the suggested logo size is 11”x17” and the placement is inside the main entrance, unless exceptions apply.

b. Implementing Partners

For all PEPFAR-funded activities, the PEPFAR logo should be the lead brand, followed by the relevant U.S. government agency and, if applicable, implementing partner logo. If an implementing partner’s funding agency does not permit the partner’s logo to be displayed, the PEPFAR logo should be the lead brand, followed by the relevant U.S. government agency logo. On any physical infrastructure (e.g., clinics) where PEPFAR is supporting activities, the suggested logo size is 11”x17” and the placement is inside the main entrance, unless exceptions apply.

c. Exceptions

Exceptions to PEPFAR branding based on safety or security concerns, or local cultural/social norms should follow guidance from senior U.S. government agency or mission leadership.

Section 3: Branding Language

All public-facing materials and information released or announced (via press releases, fact sheets, speeches, presentations, oral abstracts, etc.) related to PEPFAR-funded programs should

include lead attribution to PEPFAR. The following branding language formulations are both acceptable: "The U.S. President's Emergency Plan for AIDS Relief..." or "The United States, through the President's Emergency Plan for AIDS Relief..." Specific branding language guidance for U.S. government agencies and implementing partners is as follows:

a. U.S. Government Agencies

For all PEPFAR-funded activities, U.S. government agencies should recognize their role in the following way: "The U.S. President's Emergency Plan for AIDS Relief, through (implementing agency)...."

b. Implementing Partners

For all PEPFAR-funded activities, implementing partners should recognize their role in the following way: "With support from the U.S. President's Emergency Plan for AIDS Relief, through (implementing agency), (implementing partner)...."

Section 4: Other Attribution

a. Presentations

Any U.S. government-funded presentation or abstract must include appropriate attribution to PEPFAR. Acknowledgment of the U.S. government agency or implementing partner alone is NOT sufficient. The appropriate PEPFAR logo should be placed on materials as described in Section 1. Oral abstracts should include PEPFAR branding language as outlined in Section 2.

b. Radio

Any PEPFAR-supported radio program, including public service announcements (PSA) should be attributed as follows: "This (program/PSA) was made possible through a partnership between (insert appropriate country) and the American people through PEPFAR." If this program airs in more than one country, it should simplify and say "through the support of the American people through PEPFAR".

c. Television Graphics

Graphics for any PEPFAR-supported television program should include the appropriate PEPFAR logo and the website address (www.PEPFAR.gov). This information can be placed on a screen shot immediately following the broadcast of the program. Please reference Section 1 to determine the appropriate logo to use. If U.S. government agencies or implementing partners are to be credited, their logos should follow the PEPFAR logo as outlined in Section 2.

d. Stationery and Business Cards

Use of PEPFAR logos for stationery and business cards is reserved for U.S. government officials only. This restriction is intended to prevent non-U.S. government entities and personnel from being misunderstood to be official U.S. government representatives.