

POWER AFRICA GRAPHIC STANDARDS MANUAL

JULY 2024

This manual sets the standard for Power Africa communications produced by staff, contractors, grantees, and other partners.



POWER AFRICA

On Oct. 14, 2016, the U.S. Agency for International Development (USAID) administrator signed a special determination that allowed the Power Africa initiative to provide branding and marking guidance applicable to activities under the initiative. This determination was coupled with December 2014 updates to Automated Directives System (ADS) chapters 320 and 303, as well as 2 CFR 700, which clarified branding exceptions for presidential and other high-level interagency initiatives.

A U.S. government-led partnership, Power Africa harnesses the collective resources of the public and private sectors to double access to electricity in sub-Saharan Africa. Unique and consistent branding for Power Africa helps elevate its status as a presidential initiative and strengthens its “whole-of-government” identity. The Power Africa initiative has developed branding standards to promote common elements across Power Africa materials, regardless of location, audience and participating federal agency.

HOW TO USE THIS MANUAL

This Graphic Standards Manual sets clear, consistent guidelines for branding and graphic design for Power Africa projects and communications. In accordance with the administrator’s determination, and in line with the USAID Graphic Standards Manual, the guidelines in this manual are compulsory for Power Africa project communications materials.

The first step in building a successful brand is developing a visual identity that is used consistently on all communication — the Power Africa identity. The branding objectives are to enhance the visibility and value of Power Africa and improve the impact and consistency of communication.

STANDARDS

While there is a need for flexibility and adapting communications to the specific countries and activities, the Power Africa initiative has developed branding standards and guidance to promote common elements across Power Africa materials. Use of the elements will help promote more consistent, effective communications and strengthen the identity and visibility of the initiative. The Power Africa Graphic Standards Manual sets the official standard for branding of all Power Africa communications.

TABLE OF CONTENTS

1.0 OUR BRAND

- 1.1 OUR LOGO
- 1.2 OUR COLORS
- 1.3 OUR TYPEFACES
- 1.4 OUR PHOTOGRAPHY
- 1.5 OUR GRAPHICS

2.0 SECRETARIAL COMMUNICATIONS

- 2.1 BRAND APPLICATION
- 2.2 LETTERHEAD AND BUSINESS CARD
- 2.3 EMAIL SIGNATURE
- 2.4 FACT SHEET
- 2.5 REPORT TEMPLATE
- 2.6 SOCIAL MEDIA TEMPLATES
- 2.7 PRESENTATIONS

3.0 PROJECT MATERIALS

- 3.1 CO-BRANDING
- 3.2 LETTERHEAD AND BUSINESS CARD
- 3.3 BRANDED MERCHANDISE FOR EVENTS

4.0 KEY INSTRUCTIONS

OUR BRAND IS EXPRESSED THROUGH OUR MESSAGE AND DESIGN APPROACH.

I.1 OUR LOGO

I.2 OUR COLORS

I.3 OUR TYPEFACES

I.4 OUR PHOTOGRAPHY

I.5 OUR GRAPHICS

I.1 OUR LOGO

MASTER LOGO WITH TAGLINE

The tagline ensures that the Power Africa logo meets both the statutory and regulatory requirements. U.S. government agencies, implementing partners, and grantees must use this logo when producing all publicly available materials.

A Power Africa partner must use the USAID logo, along with the Power Africa logo, when a project is being funded, in whole or in part, by USAID. Partners should NOT use the Power Africa logo on communications that are strictly administrative.



I.1 OUR LOGO

The Power Africa logo is an official U.S. government symbol and cannot be used without official permission. The logo has been developed with a tagline that identifies the initiative as U.S. government assistance and accurately represents the partnership. Any alterations, distortion, re-creation, translation, or misuse is strictly prohibited.

WHO CAN USE THE LOGO

The following communications materials, projects, and assistance activities can display the Power Africa logo as the sole logo.

- All secretariat-level products that demonstrate Power Africa as a “whole-of-government” initiative.
- U.S. government, African government, multilateral or private sector activities (and relevant marketing materials) or projects that contribute to Power Africa goals and are supported by a multi-stakeholder “whole-of-government” effort by Power Africa partners.
- Communication materials of Power Africa partners (e.g., development agencies, private companies, etc.) may include the phrase “A Power Africa partner” or “A Power Africa project” along with the Power Africa logo.



I.1 OUR LOGO

MINIMUM PRINT SIZE

A minimum print size has been established to ensure legibility. See example below.



W=36 MM/1.4 IN
MINIMUM PRINT SIZE

MINIMUM ON-SCREEN SIZE

A minimum on-screen size has been established to ensure legibility. See example below.

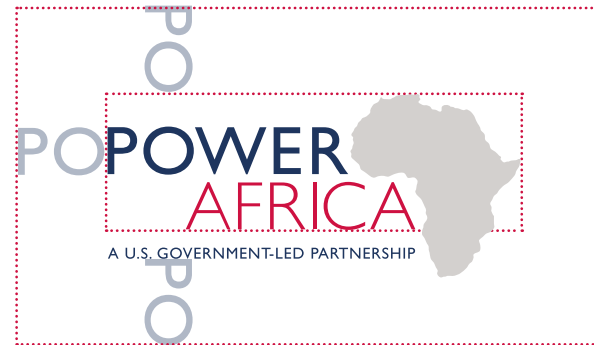


W=136 PIXELS
MINIMUM ON-SCREEN SIZE

CLEAR SPACE

A minimum area surrounding the logo must be kept clear of any other typography as well as graphic elements such as illustrations, thematic images and patterns, and the trim edge of a printed piece. More than the minimum clear space is encouraged.

Minimum clear space on all sides of logo and type mark should be equal to the height of the "PO" in the type mark. See example below.



I.1 OUR LOGO

COLOR OPTIONS

The Power Africa logo is available in four variations: A master, full-color version and three additional approved color options. These options are designed to ensure that the logo appears properly in print documents and in digital media. Digital file formats are available for a variety of applications for both print and digital communications. To access files, please email your request to powerafricacomms@usaid.gov.

Use only the official files provided. Do not re-create the logo or change the colors under any circumstances. See color specification in section I.2.



▲

KNOCKOUT LOGO

Use the reverse logo in all white against all backgrounds other than dark blue.



▲

COLOR REVERSE LOGO

Use the reverse logo with light blue map against dark blue background only.



▲

BLACK AND WHITE LOGO

Only use the black and white logo when it is not possible to print or display in color.

I.1 OUR LOGO



The logo cannot appear on an image background with reduced opacity.



The logo colors may not be altered.



The logo fonts may not be altered.



The logo cannot appear on an image background with reduced opacity.



The reverse logo with light blue map can only be used against a dark blue background.



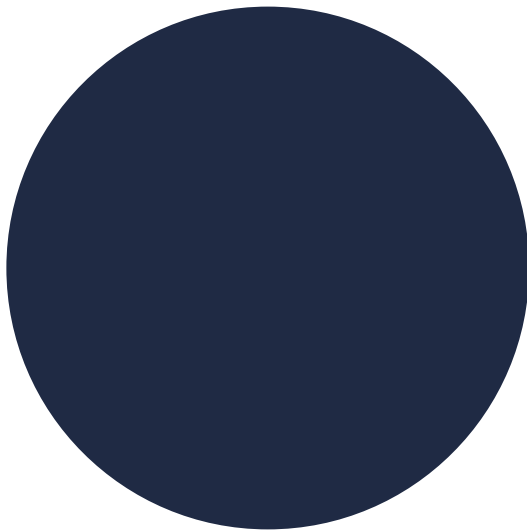
A drop shadow may not be added.

I.2 OUR COLORS

The Power Africa color palette ensures the colors always look consistent. The colors below are the only colors approved by Power Africa.

PRIMARY COLOR PALETTE

Used in the logo, text, color fields and accent colors. Power Africa blue may be used as tints.



PANTONE® 533
C 95 M 72 Y 15 K 67
#1F2A44
R 31 G 42 B 68

SECONDARY COLOR PALETTE

Used for text, color fields and accent colors. Light gray and light blue may be used for text if on a dark background. All secondary colors, except dark red, may be used as tints.



PANTONE® 200
C 3 M 100 Y 70 K 12
#BA0C2F
R 186 G 12 B 47



PANTONE® 122
C 0 M 16 Y 89 K 0
#FFD134
R 255 G 209 B 52



PANTONE® COOL GREY 2
C 5 M 3 Y 5 K 11
#CCCCCC
R 208 G 208 B 206
15% BLACK (B/W ONLY PRINTING)



PANTONE® 202 C
C 26 M 99 Y 96 K 25
#961e21
R 150 G 30 B 33



PANTONE® 2717
C 34 M 15 Y 0 K 0
#A7C6ED
R 167 G 198 B 237



PANTONE® 294
C 100 M 69 Y 7 K 3 0
#002F6C
R 0 G 47 B 108

The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

I.3 OUR TYPEFACES

PRIMARY FONT

Typography is one of the most important design elements. It creates brand consistency across all materials. Do not use any unapproved fonts. The primary font family for Power 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.

Aa

abcdefghijklmnopqrstuvwxy | *abcdefghijklmnopqrstuvwxy*
ABCDEFGHIJKLMNPOQRSTUVWXYZ | ABCDEFGHIJKL
1234567890-!@#%&*()_{}:”<>?

GILL SANS REGULAR
INCLUDING ITALIC
Typical uses: Body text
in printed publications.

Aa

abcdefghijklmnopqrstuvwxy | *abcdefghijklmnopqrstuvwxy*
ABCDEFGHIJKLMNPOQRSTUVWXYZ | ABCDEFGHIJKL
1234567890-!@#%&*()_{}:”<>?

GILL SANS SEMIBOLD
INCLUDING ITALIC
Typical uses: Body text and
to differentiate sections of
information as headlines,
text or captions.

Aa

abcdefghijklmnopqrstuvwxy | *abcdefghijklmnopqrstuvwxy*
ABCDEFGHIJKLMNPOQRSTUVWXYZ | ABCDEFGHIJKL
1234567890-!@#%&*()_{}:”<>?

GILL SANS BOLD
Typical uses: Headlines,
subheads and highlighted
text. Do not use italic in
Gill Sans Bold.

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890-!@#%&*()_{}:”<>?

Gill Sans MT and Gill Sans Nova are acceptable alternatives if Gill Sans is not available.

I.3 OUR TYPEFACES

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.

Aa

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

SOURCE SANS PRO
REGULAR INCLUDING
ITALIC Typical uses: Body
text and to differentiate
sections of information as
headlines, text or captions.

Aa

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

SOURCE SANS PRO
BOLD Typical uses:
Headlines, subheads and
highlighted text. Do not
use italic in Source
Sans Pro Bold.

Aa

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

I.3 OUR TYPEFACES

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 REGULAR
INCLUDING ITALIC
Typical uses: Body text.

Aa

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

ARIAL BOLD
INCLUDING ITALIC
Typical uses:
Headlines, subheads
and highlighted text.

Aa

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

I.3 OUR TYPEFACES

ALTERNATE FONT

Calibri is an open-source font created for legibility. Internal communications documents should use Calibri in 12 point font.

CALIBRI REGULAR
INCLUDING ITALIC
Typical uses: Body text and
to differentiate sections of
information as headlines, text
or captions.

Aa

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

CALIBRI BOLD
Typical uses: Headlines,
subheads and highlighted
text.

Aa

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

I.4 OUR PHOTOGRAPHY

Photography is a key element of the Power Africa brand and can be used in a variety of communications tools. A single image can help humanize the brand while conveying the impact our projects have on the individuals and groups we serve. It is best practice to accompany every photo with a caption and alt text that tells the viewer the who, what, where, when and why of the subject matter. Captions should adhere to Chicago Manual of Style, and you must always credit the photographer.

For an in-depth look at photography and video styles, visit our [communications guide](#)->



PHOTO: Fraser Schenk, Current Media

Israel Thothela (Plant Operations and Maintenance Manager) from Enel Green Power.



PHOTO: Ryan Kilpatrick

An Abuja Electricity Distribution Company (AEDC) line worker.

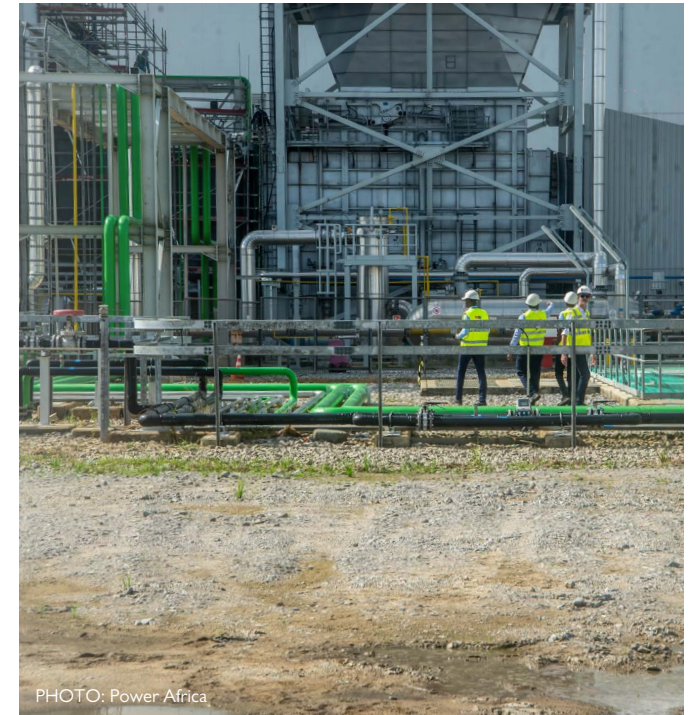


PHOTO: Power Africa

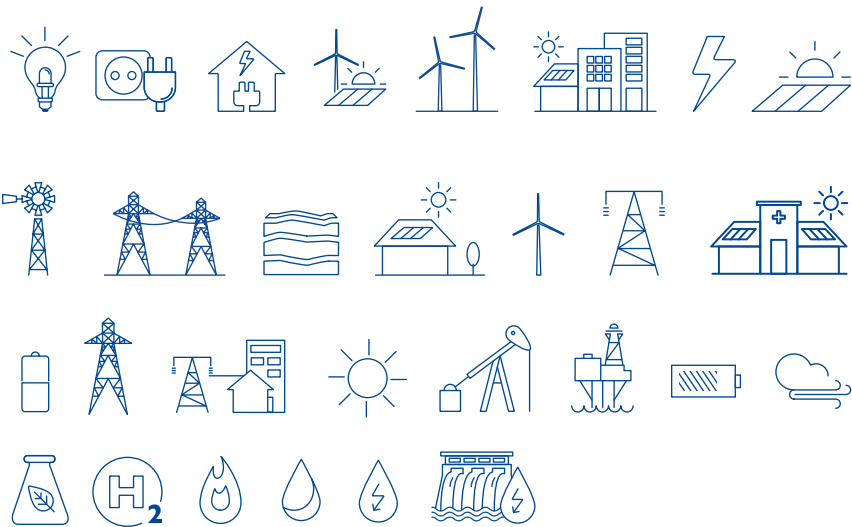
Power Africa supported the Azito Power Plant expansion, boosting its capacity by 50% and improving efficiency to 44%.

I.5 OUR GRAPHICS

ICON ILLUSTRATION OUTLINE

Iconography is a sophisticated approach for articulating Power Africa's work in a simple and accessible way. The selection of icons will grow and evolve to best reflect the work. Environmental elements will be used to create landscapes and scenes for infographics and sharable graphics. These illustrations can also be used in lieu of photography for reports and presentations. Visit our [communications guide](#) for a full set of graphics.

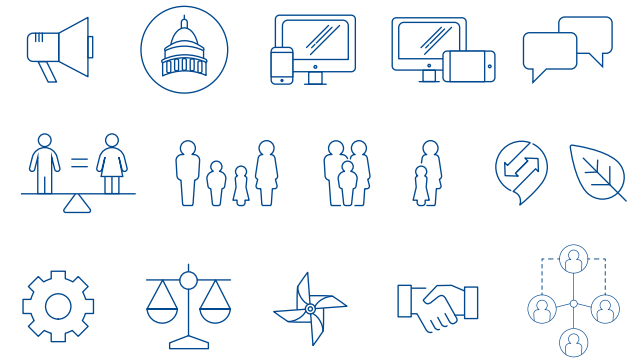
ENERGY



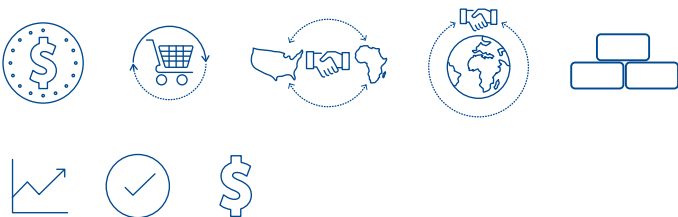
GEOGRAPHICAL



OTHER



TRADE AND INVESTMENT



SECRETARIAL COMMUNICATIONS UNIFY THE BRAND AND STRENGTHEN OUR MESSAGE.

2.1 BRAND APPLICATION

2.2 LETTERHEAD AND BUSINESS CARD

2.3 EMAIL SIGNATURE

2.4 FACT SHEET

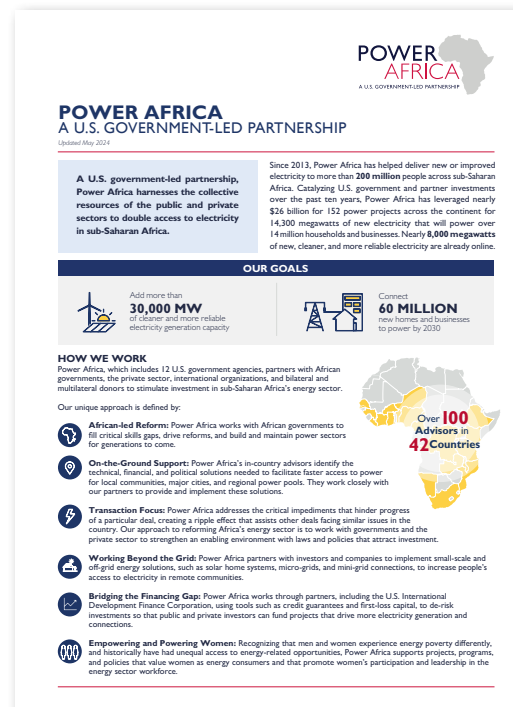
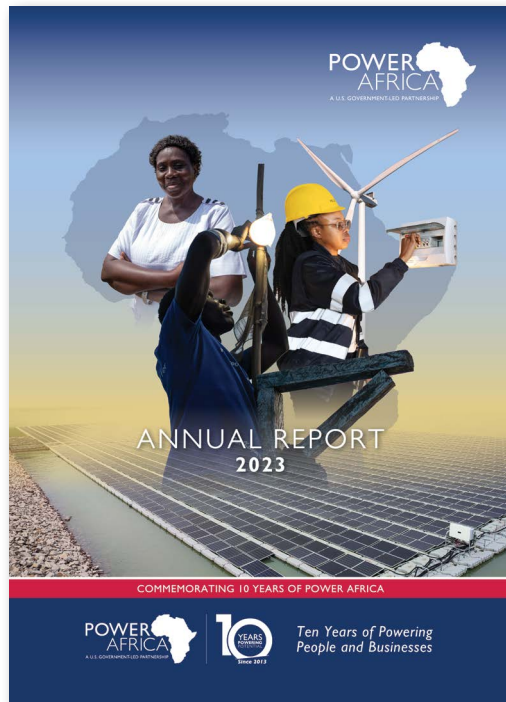
2.5 REPORT TEMPLATE

2.6 SOCIAL MEDIA TEMPLATES

2.7 PRESENTATIONS

2.1 BRAND APPLICATION

It is critical that all secretarial communications keep the integrity of our brand. Power Africa's communications must follow the graphic standards — including Power Africa's typefaces and colors. This page features a selection of branded materials.



2.1 BRAND APPLICATION

This page features a selection of branded materials.



2.2 LETTERHEAD AND BUSINESS CARD

To ensure the Power Africa brand is unified globally, it is important to use the communications templates when creating business cards and letterhead.

LETTERHEAD

Templates are available in Adobe InDesign and Microsoft Word. Microsoft Word files should only be used for desktop publishing or creating Adobe Acrobat PDF files. See specifications and example on right. To access files, please email your request to powerafricacomms@usaid.gov. Professionally printed letterhead should be offset printed on paper stock — 24#/90gsm writing, bright white, smooth finish and printed in two colors, USAID Blue (PANTONE® 294) and USAID Red (PANTONE® 200).

BUSINESS CARD

Adobe InDesign, Microsoft PowerPoint, and Google Slide templates are available. To access, please send your request to powerafricacomms@usaid.gov.

Business cards should be professionally offset printed on uncoated bright white, smooth finish 80#/300gsm cover stock.

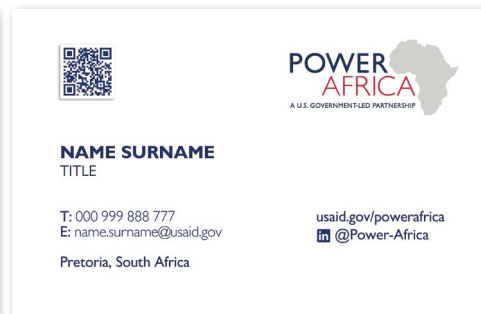
MARGIN: 14 MM (.55 INCHES)



FONT: ARIAL REGULAR
 FONT SIZE: 11 PT
 FONT LEADING: 14PT



FRONT



BACK

2.3 EMAIL SIGNATURE

Email signature content should follow guidance for the business card text. The email signature template below is intended for Power Africa staff only, not for implementing partners.

Jane Smith
Director, Office of Human Resources
Power Africa | Pretoria, South Africa
T: +27-12-452-2227 | M: +27-82-622-3432
jsmith@usaid.gov | USAID.gov/powerafrica



Follow us on [LinkedIn](#) | [X](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [Flickr](#) | [Medium](#)

2.4 FACT SHEET

GRAPHIC COVER FACT SHEETS

Templates are available in U.S. Letter and A4 sizes and are approved for desktop publishing and creating Adobe Acrobat PDF files.

To access the template please send your request to powerafricacomms@usaid.gov or visit our [communications guide->](#)

All written content should follow follow the Chicago Manual of Style.

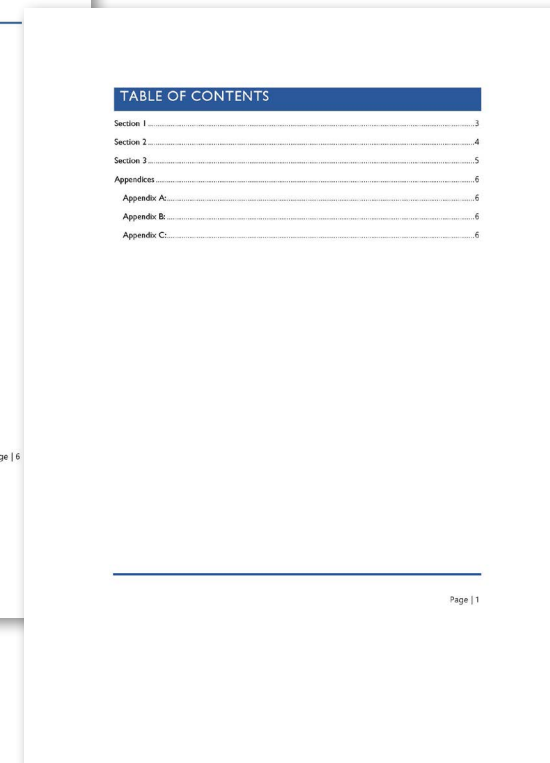
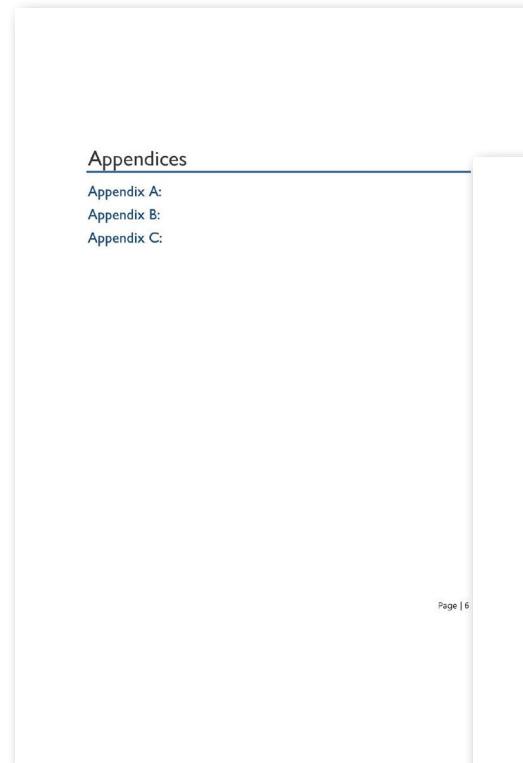
FRONT

BACK

2.5 REPORT TEMPLATE

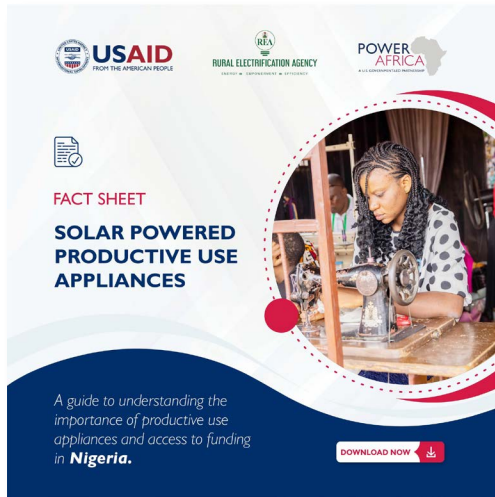
Templates are available in U.S. Letter and A4 sizes and are approved for desktop publishing and creating Adobe Acrobat PDF files. To access, please send your request to powerafricacomms@usaid.gov or visit our [communications guide->](#)

All written content should follow the Chicago Manual of Style.



2.6 SOCIAL MEDIA EXAMPLES

For guidance on social media content, pitch and submissions consult the [communications guide](#)->



USAID
FROM THE AMERICAN PEOPLE

RURAL ELECTRIFICATION AGENCY
A U.S. GOVERNMENT-LED PARTNERSHIP

POWER AFRICA
A U.S. GOVERNMENT-LED PARTNERSHIP

FACT SHEET

**SOLAR POWERED
PRODUCTIVE USE
APPLIANCES**

A guide to understanding the importance of productive use appliances and access to funding in **Nigeria**.

DOWNLOAD NOW



POWER AFRICA
A U.S. GOVERNMENT-LED PARTNERSHIP

DOWNLOAD

**Gender and Energy
Indicator Catalog**



CLDP
COMMERCIAL LAW DEVELOPMENT PROGRAM

POWER AFRICA
A U.S. GOVERNMENT-LED PARTNERSHIP

NEW RESOURCE!

Power Africa is proud to announce the release of *Understanding Energy Storage*, the latest addition to our Understanding handbook series.

Download



POWER AFRICA
A U.S. GOVERNMENT-LED PARTNERSHIP

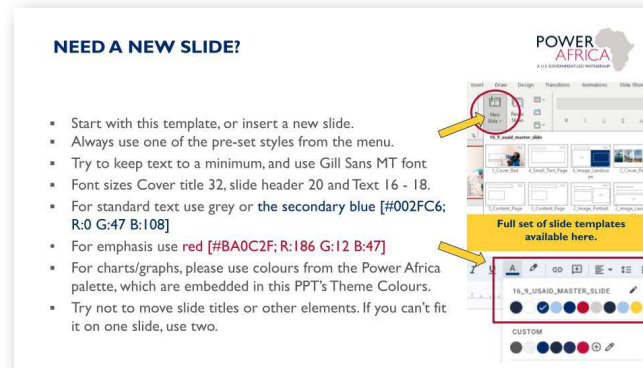
**CELEBRATING
AFRICAN UNITY**

2.7 PRESENTATIONS

POWERPOINT TEMPLATE

A PowerPoint presentation can be used for multiple purposes, from training programs to headlining conferences.

Arial should only be used if Gill Sans is not available. To access the presentation template, please send your request to powerafricacomms@usaid.gov or visit our [communications guide](#)->



PROJECT MATERIALS FOR ACQUISITION AND ASSISTANCE COMMUNICATIONS.

3.1 CO-BRANDING

3.2 LETTERHEAD AND BUSINESS CARD

3.3 BRANDED MERCHANDISE FOR EVENTS

3.1 CO-BRANDING

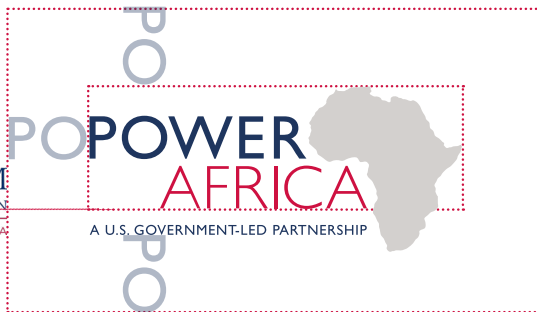
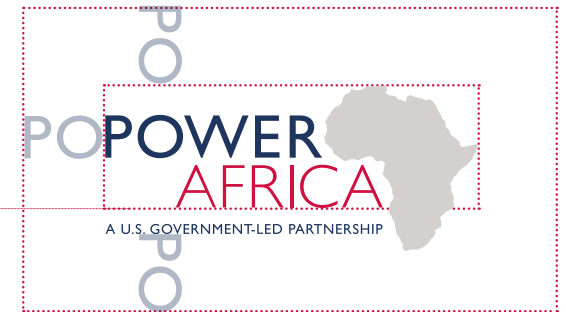
OUR LOGO

Power Africa is a “whole-of-government” initiative and when appropriate by individual agency policy, interagency partners can co-brand materials with the Power Africa logo. If a particular project also receives USAID assistance, the USAID logo should be included. Co-branding helps show unification between Power Africa and our partners. When co-branding communications, it is critical to follow all the guidelines in this manual. The Power Africa logo should be placed to the right of partner logo(s) at all times. It is important to ensure all partner logos are of visually equal weight and nothing has more prominence than the Power Africa logo. Any bold type logos should be aligned to the baseline of the Power Africa word mark (descenders may fall below the line). See examples below.

Minimum clear space on all sides of the Power Africa and partner logos is equal to the width of the “PO” in the Power Africa type mark.



USAID
FROM THE AMERICAN PEOPLE

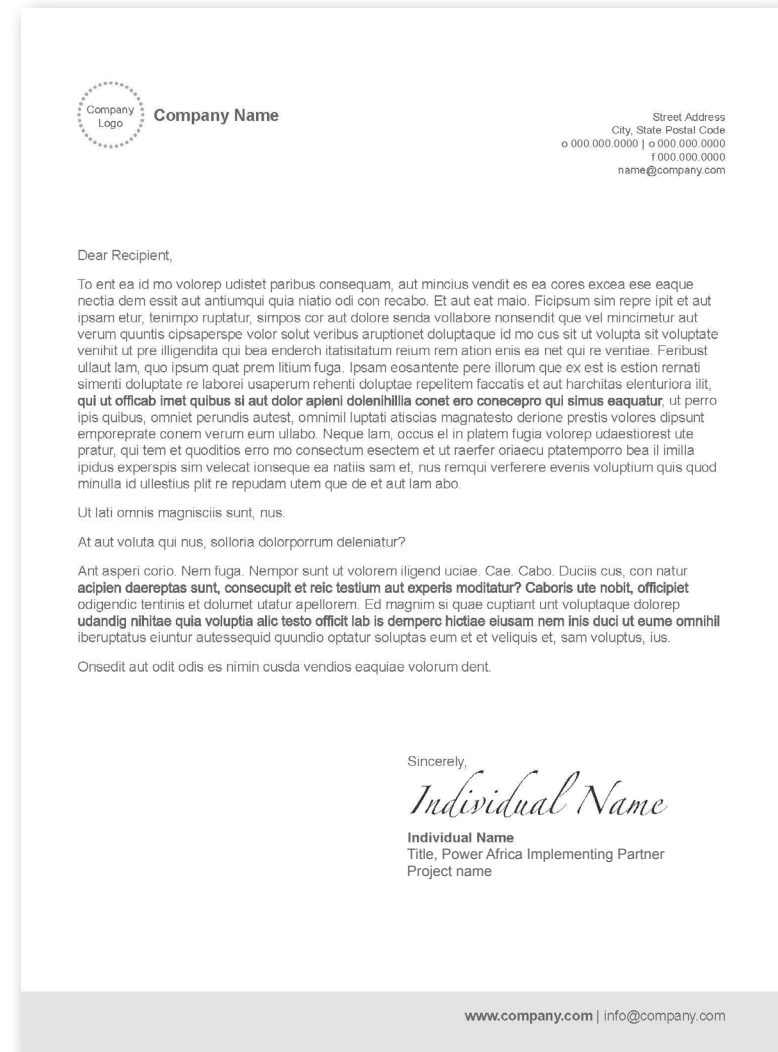
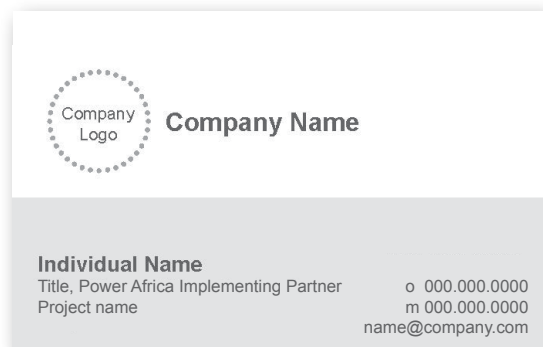


3.2 LETTERHEAD AND BUSINESS CARD

IMPLEMENTING PARTNER BUSINESS CARD AND LETTERHEAD

Organizations with Power Africa contracts or acquisition-funded projects are not permitted to use the Power Africa logo, type mark or seal on any administrative materials, including business cards, stationery, etc. Vehicles that are used exclusively for administrative purposes should not be marked. Power Africa implementing partners must not claim the status of or be perceived by a Power Africa employee or member of the United States government or Diplomatic Mission. Examples of administrative communications include, but are not limited to, correspondence with the cooperating government concerning contractor compliance with local law, such as the administration of tax, customs, or other provisions.

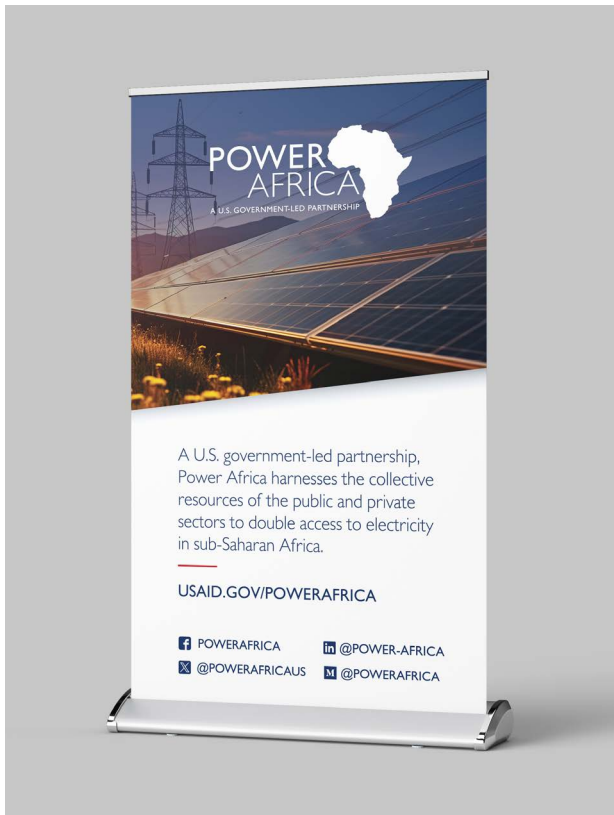
Contractors may include “Power Africa Implementing Partner” on their business cards and stationery if desired.



3.3 BRANDED MERCHANDISE FOR EVENTS

To ensure a consistent and professional appearance at public events, Power Africa uses various branded merchandise. This section provides guidelines for designing and producing event-specific branded materials that conform to the Power Africa visual identity and branding strategy.

All event merchandise should be produced using high-quality materials to ensure durability and a professional appearance. The use of sustainable materials is encouraged to align with Power Africa's commitment to environmental responsibility. Before production, all designs must be approved by the Power Africa communications team to ensure compliance with branding guidelines.





KEY INSTRUCTIONS FOR IMPLEMENTING PARTNERS.



KEY INSTRUCTIONS

Implementing partners must initiate all branding and communications activities by consulting with the Task Order Contracting Officer's Representative (COR). Implementing partners should engage with the COR for preliminary approvals and feedback.

Make use of the templates provided to help you develop Power Africa branded materials. These templates have been specifically designed to meet branding standards and should be used to ensure that all materials align with the visual and communicative directives of Power Africa.

The COR's final review and approval are essential before any material can be distributed or published to ensure that all content represents the initiative accurately and professionally.



THANK YOU.