



INTER-AMERICAN FOUNDATION

A young boy with dark hair, wearing a blue t-shirt and a grey backpack, is smiling broadly and looking upwards and to the right. He is gesturing with his hands as if speaking or explaining something. The background is a soft-focus green outdoor setting.

**IAF STYLE STANDARDS
AND PARTNER
CO-BRANDING GUIDE**

THIS MANUAL OUTLINES THE STANDARD FOR ALL IAF COMMUNICATIONS PRODUCED BY EMPLOYEES, CONTRACTORS, GRANTEES, AND OTHER PARTNERS ON HOW TO USE THE IAF BRANDING AND LOGO IN A WAY THAT PRESENTS A CLEAR AND UNIFIED FACE OF THE AGENCY.

External and Government Affairs Office

CONTENTS

DEFINITIONS.....	1
OUR BRAND	2
OUR LOGO.....	2
OUR PHOTOGRAPHY.....	7
STANDARD COLORS	8
OUR TYPEFACES	9
QUESTIONS AND ANSWERS..	9
COBRANDING	13

DEFINITIONS

In this document, “branding” refers to using a name, term, design, or symbol to identify an organization and distinguish its logo, projects or products.

“Marking” refers to visibly acknowledging the sponsor of a project or product by applying its logo or graphic identities to print or digital materials.

OUR BRAND

The IAF has refreshed the design of its corporate seal (logo) to mark its 50th anniversary. The new logo consists of the number 50 with a globe showing the Western Hemisphere, surrounded by a red ring and underneath it the name "INTER-AMERICAN FOUNDATION." The logo is also often accompanied by the tagline: EMPOWERED COMMUNITIES, SUSTAINABLE RESULTS. The organization name is always written in all capital letters.

OUR LOGO

The following logos are all acceptable formats:

VERTICAL

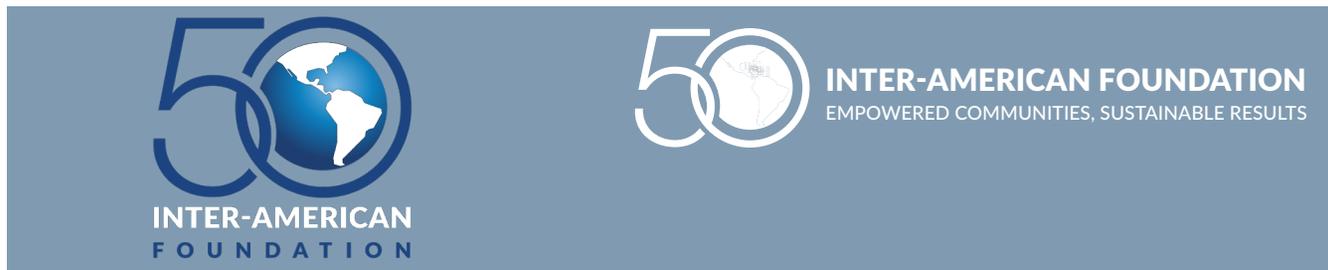


OUR LOGO

HORIZONTAL



Depending on the background of the document/production, sometimes a blue or white logo could be used.



The vertical or horizontal version of our logo in Spanish or Portuguese can also be used for Spanish- or Portuguese-language publications.



When the logo is used for LETTERHEAD (Color or Black and White horizontal), the logo should not be larger than 1x4.5 inches.



0 _____ 1 _____ 2 _____ 3 _____ 4.5

UNACCEPTABLE LOGO USE



FOR THE SAKE OF CONSISTENCY IN USING IAF'S IDENTITY, PLEASE DO NOT:

- Add any shadows or other effects, such as outlines, boxes, blurring, textures, or "3-D" effects
- Distort the image in any way (e.g. to make it fit vertically or horizontally within a space)
- Change any of the colors, typeface, or any of the standard aspects or elements of the logo
- Flip the placement of the logo and tagline
- Change the relationship of the elements

LOGO PLACEMENT AND BACKGROUNDS

To be clearly legible, the IAF logo should be used on a contrasting background color. When designing products using color (documents, web pages, PowerPoint presentations, or photos), it is often preferable to place the logo inside a banner at the top of the product with the logo overlaid.



For photos: place the full color logo directly on photographs and color backgrounds when possible. Choose photographs and color backgrounds that contrast sufficiently with the logo colors to preserve the logo's integrity.

When not possible to place the logo directly on a photograph or color background, it is acceptable to place the logo on a light or dark color band, as shown in the photo examples on the next page.

OUR PHOTOGRAPHY

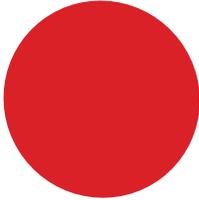
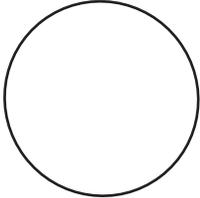
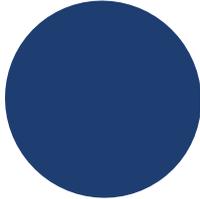


Photography is an important element for IAF's brand and can be used in a variety of communication tools. A simple image can demonstrate IAF's brand while conveying the impact our projects have on the individuals and groups we serve. It is best practice to accompany every photo with a caption that tells the viewer who, what, where, when, and why of the subject matter. Captions should adhere to Associated Press style, and you must credit the photographer (if known).

IAF photos are available to be used, but we encourage the use of properly credited photos to share in publications or in social media.

STANDARD COLORS

The primary colors of the IAF's logo represent the agency's values and should not be altered. However a black-and-white version is acceptable for materials not printed in color, that have too many colors, or colors that interfere. We use light blue and gray color as a secondary palette for text or background when needed and might be used as tints.

RED			BLUE		LIGHT BLUE	
						
					#2260AA	#3D8FF2
						
					#0C7EBD	#DBE5F1
Representing hardiness and valor. #DA2229 RGB 218,33,4 CMYK 8, 99, 98, 1	Representing light and security #FFFFFF	Representing perseverance and justice. #1C4580 RGB 28,68,128 CMYK 100,83,22,7				

TYPEFACES

Lato is the Standard Typeface of the IAF

The IAF selected **lato** font as our typeface because of its clarity and readability. Lato font is an integral part of the logo's design and cannot be replaced with any other font.

Thin	Light	Regular	<i>Semibold</i>	Bold	Black
<i>Thin Italic</i>	<i>Light Italic</i>	<i>Regular Italic</i>	<i>Semibold Italic</i>	<i>Bold Italic</i>	<i>Black Italic</i>

QUESTIONS AND ANSWERS

Should IAF partners use the IAF logo in their materials?

Unlike other U.S. foreign assistance agencies, the IAF is not mandated by law to brand and mark program products and initiatives. That said, the IAF logo is part of our identity and signature, representing the agency and all it stands for. We hope IAF partners will be proud to display it on products directly related to IAF-supported initiatives, with the exception of the circumstances outlined below where the logo could create ethical or safety concerns.

Do partners need permission to use the IAF logo?

The IAF logo is an official U.S. government symbol and can only be used by outside organizations in the ways described below.

Grantee partners:

- Grantee partners may, without prior IAF approval, use the IAF logo only on materials directly related to project activities and distributed exclusively to project beneficiaries.
- Grantee partners may include the IAF logo on written or video products distributed to a wider audience only with prior written permission from the IAF Office of External and Governmental Affairs.
- When requesting permission to use the IAF logo, the Grantee must include the draft product for IAF review.
- IAF grantee partners should additionally look to grant agreements for any program-specific guidance.

Corporate partners:

- Corporate partners may include the IAF logo on written, video, or digital products only with prior written permission from the IAF Office of External and Governmental Affairs.
- When requesting permission to use the IAF logo, the partner must include the draft product for IAF review.
- The IAF logo can never be used to endorse or imply an endorsement of a commercial product or service.
- Corporate partners should additionally look to the partnership agreement for any program-specific guidance.

Other IAF partner organizations:

- Partner organizations may include the IAF logo on written, video, or digital products only with prior written permission from the IAF Office of [External and Governmental Affairs](#).

- When requesting permission to use the IAF logo, the partner must include the draft product for IAF review.
- Partner organizations should additionally look to existing memoranda of understanding for any partner-specific guidance for marking and branding.

What types of materials should partners consider marking?

IAF partners should consider branding the following materials after receiving necessary approval:

- Press releases;
- Press conferences;
- Media interviews;
- Site visits;
- Success stories;
- Beneficiary testimonials;
- Professional photography;
- Videos;
- Webcasts, e-invitations, or other emails sent to group lists; and
- Banners for launches, trainings or other public events.

When not to mark

When deciding whether to use the IAF logo, it is important to consider the following questions. If the answer to any question is “yes,” it indicates a situation in which it would be inappropriate to use the IAF logo.

Does the item or communication imply or endorse a commercial product or service?

The IAF name and logo are intended for official use only. They are expressly excluded from any application that would imply or endorse a commercial product or service.

Is the item or communication being used for fundraising?

Fundraising activities by IAF partners are undertaken separately and independently of the IAF. Partners do not have the authority to use the IAF's name or logo to publicize, promote, or co-brand their fundraising efforts.

Will marking the item or communication compromise the safety, intrinsic independence, or neutrality of the IAF or its programs?

It is prohibited to use the IAF logo on any item or communication that compromises the safety, intrinsic independence, or neutrality of the IAF or its programs. This includes, but is not limited to, the following:

- support for a political party, public policy advocacy or reform, or election and voter information literature;
- independent media, such as television and radio broadcasts, and newspaper articles and editorials;
- public service announcements, public opinion polls, or surveys;
- audits, reports, analyses, studies, or policy recommendations whose data or findings should be seen as independent, or where marking would undermine ownership of partners; and
- any products or materials in any area where association with outside or foreign entities could raise threats to the security of the program, personnel, grantee partners, or program beneficiaries.

Is the item or communication strictly administrative?

Do not mark any items or communications that are strictly administrative, rather than programmatic, in nature, including the following:

- correspondence with the government in the partner's country concerning contractor compliance with local law, such as the administration of tax, customs, or other provisions;
- letterhead or communications related to sub-award administration, personnel actions such as hiring/firing staff, or renting office space and/or equipment;
- business cards; and
- vehicles.

CO-BRANDING

Co-branding helps show unification between the IAF and our partners. When co-branding communications, we ask that partners place the IAF logo next to any partner logo(s), and to ensure all partner logos are of visually equal size.

Examples:



THANK YOU!

TOGETHER WE CAN ENSURE THE IAF BRAND IS RECOGNIZED AS AN IMPORTANT EXTENSION OF THE VALUABLE SUPPORT OFFERED TO THE LATIN AMERICAN AND CARIBBEAN REGION BY THE AMERICAN PEOPLE.

