THIS GUIDE SETS THE DESIGN STANDARDS FOR ALL U.S. PRESIDENT’S MALARIA INITIATIVE MATERIALS PRODUCED BY EMPLOYEES, CONTRACTORS, AND OTHER PARTNERS.
Launched by President George W. Bush on June 30, 2005, the U.S. President’s Malaria Initiative (PMI) supports 24 partner countries in sub-Saharan Africa and three programs in the Greater Mekong Subregion in Southeast Asia to control and eliminate malaria. PMI delivers cost-effective, life-saving malaria interventions—such as insecticide-treated bed nets, indoor residual spraying, and essential medicines—alongside catalytic technical and operational assistance to equip and empower partner countries to end malaria.

PMI is a multi-agency initiative, led by United States Agency for International Development (USAID) and co-implemented with the U.S. Centers for Disease Control and Prevention (CDC). To learn more, visit pmi.gov.

Per ADS 320.3.4.1, a special determination signed by the USAID Administrator, authorized the U.S. President’s Malaria Initiative to issue its own branding and marking guidance for use by USAID and its implementing partners. This guidance applies to USAID acquisition and assistance awards for which PMI funds constitute over 50% of the total estimated cost.
CONTENTS

1.0 LOGO LOCKUP
   1.1 PRIMARY USAGE
   1.2 SECONDARY USAGE
   1.3 LOGO LOCKUP TRANSLATIONS

2.0 COLORS
   2.1 COLOR PALETTE

3.0 TYPEFACES
   3.1 PRIMARY TYPEFACES
   3.2 ALTERNATE TYPEFACES
1.0 LOGO LOCKUP

1.1 PRIMARY USAGE
1.2 SECONDARY USAGE
1.3 LOGO LOCKUP TRANSLATIONS
1.1 PRIMARY USAGE

PRIMARY LOGO LOCKUP

The use of this logo lockup on USAID funded project materials meets USAID’s requirements for marking with the Agency logo on PMI activities. For more information on co-branding, refer to the USAID Graphic Standards Manual.
1.1 PRIMARY USAGE

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

最小打印尺寸

CLEAR SPACE
A minimum area surrounding the logo lockup must be kept clear of any other
typography and graphic elements such as illustrations, thematic images and
patterns, and the trim edge of a printed piece.

Minimum clear space on all sides of the logo lockup is equal to the width
of the “M” in the type mark. See example below.

MINIMUM ON-SCREEN SIZE
A minimum on-screen size has been established to ensure legibility.
See example below.
1.1 PRIMARY USAGE

ALTERNATE COLOR OPTIONS
The PMI logo lockup has two other approved color options. This is to ensure that the primary logo lockup properly appears in print documents and on-screen presentations. Digital file formats are available for a variety of applications for both print and digital communications.

Use only the official files provided. Do not recreate the primary logo lockup or change the colors under any circumstances.

- **BLACK LOGO LOCKUP**
  Only use the black logo lockup when it is not possible to print or display in color.

- **WHITE LOGO LOCKUP**
  Only use the white logo lockup when it needs to appear on a dark color background or image.
1.1 PRIMARY USAGE

INCORRECT PMI LOGO USAGE
A few typical incorrect examples are shown below. These apply to all versions, colors, and translations of the PMI logo lockup.

- The PMI logo lockup cannot appear on an image or color background with reduced opacity.
- The black PMI logo lockup may not be used on top of an image.
- A drop shadow may not be added to the PMI logo lockup.
- The blue PMI logo lockup cannot appear on a dark background like black, dark purple, or dark blue.
- Agency logos may not be removed from the PMI logo lockup.
- The PMI logo lockup colors or fonts may not be altered.
1.2 SECONDARY USAGE

SECONDARY USAGE
Use of the PMI banner logo lockup is reserved for instances where space limitations or other factors prevent use of the primary PMI logo lockup.

PMI | U.S. PRESIDENT’S MALARIA INITIATIVE

PMI headquarter products may apply alternate configurations of the PMI logo lockup on a case-by-case basis with approval from pmicommunications@usaid.gov.
1.2 SECONDARY USAGE

CLEAR SPACE
A minimum area surrounding the PMI banner logo lockup must be kept clear of any other typography and graphic elements such as illustrations, thematic images and patterns, and the trim edge of a printed piece.

Minimum clear space on all sides of the PMI banner logo lockup is equal to the width of the “M” in the type mark. See example below.
1.2 SECONDARY USAGE

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

MINIMUM ON-SCREEN SIZE
A minimum on-screen size has been established to ensure legibility. See example below.
The French and Portuguese PMI logo lockups must follow the same usage guidelines outlined on pages 6-9.
SECONDARY USAGE

The French and Portuguese PMI banner logo lockups must follow the same usage guidelines outlined on pages 10-12.

FRENCH PMI BANNER LOGO LOCKUP

PORTUGUESE PMI BANNER LOGO LOCKUP

PMI headquarters may apply alternate configurations of the PMI logo lockup on a case-by-case basis with approval from pmicommunications@usaid.gov.
2.0 COLORS

2.1 COLOR PALETTE
The PMI color palette ensures the colors always look consistent. The colors below are the only colors approved by PMI.

### PRIMARY COLOR PALETTE
Used in the typographic lockup, text, color fields, and accent colors. USAID blue may be used as tints.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color Description</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>Hex Code</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 294</td>
<td>USAID BLUE</td>
<td>100</td>
<td>69</td>
<td>7</td>
<td>30</td>
<td>#002F6C</td>
<td>0</td>
</tr>
<tr>
<td>PANTONE 2144</td>
<td>MEDIUM BLUE</td>
<td>95</td>
<td>53</td>
<td>0</td>
<td>0</td>
<td>#0067B9</td>
<td>0</td>
</tr>
<tr>
<td>PANTONE 2334</td>
<td>DARK GRAY</td>
<td>62</td>
<td>56</td>
<td>56</td>
<td>16</td>
<td>#6C6463</td>
<td>108</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color Description</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>Hex Code</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 2717</td>
<td>LIGHT BLUE</td>
<td>34</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>#A7C6ED</td>
<td>167</td>
</tr>
<tr>
<td>PANTONE 2330</td>
<td>LIGHT GRAY</td>
<td>13</td>
<td>9</td>
<td>13</td>
<td>0</td>
<td>#CFCDC9</td>
<td>207</td>
</tr>
</tbody>
</table>

### SPOT COLOR PALETTE
Used sparingly for accent colors in design elements or text.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color Description</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>Hex Code</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 200</td>
<td>USAID RED</td>
<td>3</td>
<td>100</td>
<td>70</td>
<td>12</td>
<td>#BA0C2F</td>
<td>186</td>
</tr>
<tr>
<td>PANTONE 200</td>
<td>USAID RED</td>
<td>3</td>
<td>100</td>
<td>70</td>
<td>12</td>
<td>#BA0C2F</td>
<td>186</td>
</tr>
</tbody>
</table>

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.

In addition to this palette, other colors in the USAID Graphic Standards Manual are acceptable for limited use.
3.0 TYPEFACES

3.1 PRIMARY TYPEFACES
3.2 ALTERNATE TYPEFACES
3.1 PRIMARY TYPEFACES

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 PMI is Gill Sans. The clean, sans serif font was selected for its clarity and readability and is consistent with USAID branding.

GILL SANS LIGHT
INCLUDING ITALIC
Typical uses: Headlines, body text.

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

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

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

Gill Sans MT is an acceptable substitute and is installed on most USAID computers. Monotype and Adobe produce approved professional versions of these fonts.
3.2 ALTERNATE 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 is widely available.

ARIO REGULAR
INCLUDING ITALIC
Typical uses: Body text.

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

ARIO BOLD
INCLUDING ITALIC
Typical uses:
Headlines, sub-headlines, and highlighted text.

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

In addition to these typefaces, other fonts in the USAID Graphic Standards Manual are acceptable for limited use.