

GRAPHIC STANDARDS MANUAL

PMI | U.S. PRESIDENT'S
MALARIA INITIATIVE

LED BY



DATE: OCTOBER 2021
VERSION: 3.0

THIS GUIDE SETS THE DESIGN STANDARDS
FOR ALL **U.S. PRESIDENT'S MALARIA
INITIATIVE** MATERIALS PRODUCED BY
EMPLOYEES, CONTRACTORS, AND
OTHER PARTNERS.

INTRODUCTION

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.

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I.0 LOGO LOCKUP

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1.0
LOGO LOCKUP

I.1 PRIMARY USAGE

2.0
COLORS

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](#).

3.0
TYPEFACES

PMI

**U.S. PRESIDENT'S
MALARIA INITIATIVE**

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1.0
LOGO LOCKUP

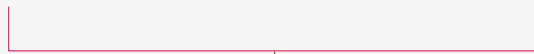
1.1 PRIMARY USAGE

2.0
COLORS

3.0
TYPEFACES

MINIMUM PRINT SIZE

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

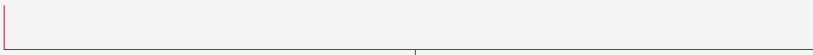


W=69.85 MM (2.75 INCHES)

MINIMUM PRINT SIZE

MINIMUM ON-SCREEN SIZE

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



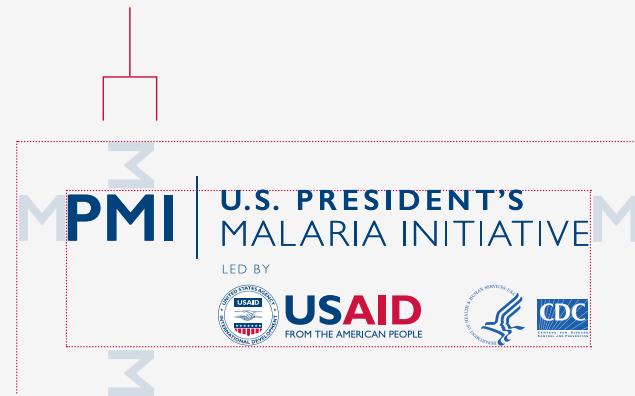
W=306 PIXELS (4.25 INCHES)

MINIMUM ON-SCREEN SIZE

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.



1.0
LOGO LOCKUP

1.1 PRIMARY USAGE

2.0
COLORS

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.

3.0
TYPEFACES

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.

1.0
LOGO LOCKUP

2.0
COLORS

3.0
TYPEFACES

I.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.



The PMI logo lockup colors or fonts may not be altered.



A drop shadow may not be added to the PMI logo lockup.



Agency logos may not be removed from the PMI logo lockup.



The blue PMI logo lockup cannot appear on a dark background like black, dark purple, or dark blue.

1.0
LOGO LOCKUP

1.2 SECONDARY USAGE

2.0
COLORS

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.

3.0
TYPEFACES

PMI | U.S. PRESIDENT'S
MALARIA INITIATIVE

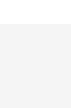
LED BY



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



1.0
LOGO LOCKUP

1.2 SECONDARY USAGE

2.0
COLORS

3.0
TYPEFACES

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.



1.0
LOGO LOCKUP

1.2 SECONDARY USAGE

2.0
COLORS

MINIMUM PRINT SIZE

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

3.0
TYPEFACES



W=127 MM (5 INCHES)

MINIMUM PRINT SIZE

MINIMUM ON-SCREEN SIZE

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



W=555 PIXELS (9.25 INCHES)

MINIMUM ON-SCREEN SIZE

1.0
LOGO LOCKUP

2.0
COLORS

3.0
TYPEFACES

1.3 LOGO LOCKUP TRANSLATIONS

FRENCH AND PORTUGUESE LOGO LOCKUP TRANSLATIONS

The French and Portuguese PMI logo lockups must follow the same usage guidelines outlined on [pages 6-9](#).

FRENCH PMI LOGO LOCKUP

PMI | L'INITIATIVE PRÉSIDENTIELLE
DES ÉTATS UNIS
CONTRE LE PALUDISME

DIRIGÉ PAR



USAID
DU PEUPLE AMÉRICAIN



CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

PMI | L'INITIATIVE PRÉSIDENTIELLE
DES ÉTATS UNIS
CONTRE LE PALUDISME

DIRIGÉ PAR



USAID
DU PEUPLE AMÉRICAIN



CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

PMI | L'INITIATIVE PRÉSIDENTIELLE
DES ÉTATS UNIS
CONTRE LE PALUDISME

DIRIGÉ PAR



USAID
DU PEUPLE AMÉRICAIN



CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

PORTUGUESE PMI LOGO LOCKUP

PMI | INICATIVA DO PRESIDENTE
DOS ESTADOS UNIDOS
CONTRA A MALÁRIA

LIDERADO POR



USAID
DO POVO DOS ESTADOS UNIDOS



CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

PMI | INICATIVA DO PRESIDENTE
DOS ESTADOS UNIDOS
CONTRA A MALÁRIA

LIDERADO POR



USAID
DO POVO DOS ESTADOS UNIDOS



CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

PMI | INICATIVA DO PRESIDENTE
DOS ESTADOS UNIDOS
CONTRA A MALÁRIA

LIDERADO POR



USAID
DO POVO DOS ESTADOS UNIDOS



CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

1.0
LOGO LOCKUP

2.0
COLORS

3.0
TYPEFACES

1.3 LOGO LOCKUP TRANSLATIONS

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

PMI | L'INITIATIVE PRÉSIDENTIELLE
DES ÉTATS UNIS
CONTRE LE PALUDISME

DIRIGÉ PAR



USAID
DU PEUPLE AMÉRICAIN



CDC

PORTUGUESE PMI BANNER LOGO LOCKUP

PMI | INICATIVA DO PRESIDENTE
DOS ESTADOS UNIDOS
CONTRA A MALÁRIA

LIDERADO POR



USAID
DO POVO DOS ESTADOS UNIDOS



CDC

PMI headquarter products 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

1.0
LOGO LOCKUP

2.0
COLORS

3.0
TYPEFACES

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.

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.

SPOT COLOR PALETTE

Used sparingly for accent colors in design elements or text.

<p>PANTONE® 294 USAID BLUE C 100 M 69 Y 7 K 30 #002F6C R 0 G 47 B 108</p>	<p>PANTONE® 2144 MEDIUM BLUE C 95 M 53 Y 0 K 0 #0067B9 R 0 G 103 B 185</p>	<p>PANTONE® 200 USAID RED C 3 M 100 Y 70 K 12 #BA0C2F R 186 G 12 B 47</p>
<p>PANTONE® 2717 LIGHT BLUE C 34 M 15 Y 0 K 0 #A7C6ED R 167 G 198 B 237</p>	<p>PANTONE® 2334 DARK GRAY C 62 M 56 Y 56 K 16 #6C6463 R 108 G 100 B 99 70% BLACK</p>	<p>PANTONE® 2330 LIGHT GRAY C 13 M 9 Y 13 K 0 #CFDCD9 R 207 G 205 B 201 15% BLACK</p>

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.

Aa

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

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

Aa

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

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

Aa

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

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

Aa

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

Gill Sans MT is an acceptable substitute and is installed on most USAID computers.

Monotype and Adobe produce approved professional versions of these fonts.

1.0
LOGO LOCKUP

3.2 ALTERNATE TYPEFACES

2.0
COLORS

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.

3.0
TYPEFACES

ARIAL REGULAR
INCLUDING ITALIC
Typical uses: Body text.

Aa

abcdefghijklmnopqrstuvwxy | *abcdefghijklmnopqrstuv*
ABCDEFGHIJKLMNPOQRSTUVWXYZ | **ABCDEFGH**
1234567890-!@#\$%^&*()_{}:”<>?

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

Aa

abcdefghijklmnopqrstuvwxy | *abcdefghijklmnopq*
ABCDEFGHIJKLMNPOQRSTUVWXYZ | **ABCDEFGH**
1234567890-!@#\$%^&*()_{}:”<>?

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

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