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Publication Redesign

**USAID FrontLines:
Connecting
People All Over
the Globe**

Background

The U.S. Agency for International Development (USAID) wanted to communicate with its worldwide staff of nearly 9,000 employees and their families as well as retired employees. In addition, it wanted to reach friends of the Agency, members of Congress and their staff plus employees of non-government contractors who help USAID accomplish its mission.

Because USAID employees are spread out in remote areas of the world, the Agency needed a publication to create a community of interest with timely and relevant content.

FrontLines is an important and effective tool in telling the story of how the entire USAID team is part of U.S. efforts to extend a helping hand to people in other nations, through social, agricultural, financial, and medical support.

JDG's Solution

JDG Communications analyzed the needs of the FrontLines audiences, as well as USAID's goals and objectives for the relaunched publication, and concluded that because there had been an 18-month hiatus since the last issue of FrontLines, readers had become disconnected from the activities of fellow USAID employees and partners.

JDG's solution was to develop an exciting new format to relaunch the publication in a format that includes a number of quick-read articles, powerful photos, informative and well-designed charts and tables, and an overall information hierarchy that is intuitive.

The new design JDG developed for the publication was concurrent with the development of the first issue of the relaunched FrontLines. As such, JDG designed a flexible but consistent set of templates and styles to meet the ongoing requirements for the variety of features, sidebars and departments in future issues.



"I wish to compliment all involved in producing the newly formatted FrontLines. It's outstanding, has good content, is informative, and a pleasure to read."

— Director (Retired), USAID International Development Communications Office



FRONT LINES
U.S. Agency for International Development Employee News

We're Back!
After an 18-month hiatus, FrontLines is back with a new look and a new commitment to you. Although the number of pages will vary from issue to issue, you can expect FrontLines to deliver additional regularly-scheduled news and analysis on political, economic and cultural issues, as well as news from USAID.

U.S. Continues to Rush Food to Africa
Up to 25 Million Now at Risk in Southern Africa and the Horn

USAD Honored at White House

Baghdad's Moment of Truth

Larry Foley Re-elected

U.S. Resource Floods to Fight HIV/AIDS in Africa, Asia, Latin America

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IN FOCUS/HIV/AIDS

Strategic Shifts in War on AIDS

U.S. Study Predicts Major AIDS Breakout in China, Ethiopia, India, Nigeria and Russia

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USG IN ACTION

Humanitarian Information Unit

Development: Key Element of National Security Strategy

WMD Initiatives

U.S. Study Predicts Major AIDS Breakout in China, Ethiopia, India, Nigeria and Russia

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