

**Brand Unification**

**USAID:  
Redefining  
the Image  
of America**

**Background**

Just about every person in the world who has received humanitarian and human development assistance from the United States in the last 50 years has come in contact with USAID, the United States Agency for International Development. Founded to rebuild Europe after World War II, USAID has evolved into the US government's official manager of foreign assistance in its vast array of forms. The scope of assistance and wide range of distribution points resulted in an inconsistent and ineffective brand for USAID and, as a result, the American people were not being recognized for their generous humanitarian assistance.



**USAID**  
FROM THE AMERICAN PEOPLE

**JDC's Solution**

Faced with unifying all points of communication throughout an agency as large and decentralized as USAID, JDC's solution began with an in-depth collection and analysis of existing materials from around the globe. Interviews were conducted, and surveys were collected. JDC's analysis revealed that in addition to the need for a more clear, meaningful, and—most importantly—unified, brand identity, USAID was also in need of detailed guidance on

how to create all forms of branded communications. Since USAID missions are in over 80 countries around the globe and most materials are produced by thousands of contractors, JDC's solution was to create a comprehensive Graphic Standards Manual that was supplemented by an online branding resource center.

The result has been a resounding success for the American people. As USAID develops unified stationery, signage, vehicle graphics, uniforms, publications, TV and Web graphics, and labeling for humanitarian assistance, all recipients are now aware that they are receiving help from the American people.

