

Branding cheat sheet for PIs

simple RGB
2017-02-27

Program name:

- The shortest version: **Horticulture Innovation Lab**
- The formal version: **Feed the Future Innovation Lab for Collaborative Research on Horticulture**

We use “Horticulture Innovation Lab” in most instances, and only reference the formal version of our name in official documents and boilerplate. Horticulture Innovation Lab is as short as our program name gets.

Use logo block correctly, plus disclaimer:



On a white background.
Do not crop.
Outline is only to show required white space around logo block.

You are required to mark your work for this project with our program’s logo block. Please add your logos next to the block, to highlight this program’s collaborative nature. Example of using the logo block correctly:



Other Logos

HERE IS FINE TOO

With the logo block, you must also include this disclaimer:

“ This [specify: study/report/video/event, etc.] is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of the Horticulture Innovation Lab [insert project name] and do not necessarily reflect the views of USAID or the United States Government. ”

Required phrase in press releases or other text-only pieces:

When writing about your Horticulture Innovation Lab project in public communications — press releases in particular or other text-only articles such as a journal article or blog post — you are required to include a phrase in the text substantially similar to:

“ ... supported by the Horticulture Innovation Lab with funding from the U.S. Agency for International Development, as part of the U.S. government’s global hunger and food security initiative called Feed the Future. ”

Find this information online at: <http://horticulture.ucdavis.edu/main/forPIs.html>. Or more formally in your contract’s Marking and Branding Guide. Please contact Brenda Dawson, bldawson@ucdavis.edu, if you have any questions.