# Branding cheat sheet for PIs

## Program name:

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

**Rules for using:** We use "Horticulture Innovation Lab" in most instances, and reference the formal version of our name in official documents and boilerplate. Horticulture Innovation Lab is as short as our program name gets.

## Website URL: horticulture.ucdavis.edu

Your project also has its own web pag on this website. Please feel free to link to it.

## Logo block:



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:



## Disclaimers and other required language:

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.

Press releases are also required to include specific phrases and sentences. These are all spelled out in your contract's Branding & Marking plan. Please contact Brenda Dawson, bldawson@ucdavis.edu, if you have any questions.

## Fonts & colors - OPTIONAL, FYI

### UC Davis fonts:

Proxima Nova mostly for headers, titles and labels.
(used to be **Futura UC Davis**)
Berkeley UC Davis for reading text.

### USAID fonts for print:

**Gill Sans** primary font for USAID.
(alternative is **Arial** if you don't have Gill Sans)
Adobe Garamond only for text longer than 60 pages.

| RGB: 0, 40, 85 | RGB: 207, 205, 201 | RGB: 108, 100, 99 |
|---|---|---|
| CMYK: 100/56/0/34 | CMYK: 13/9/13/0 | CMYK: 62/56/56/16 |