

5 MINUTES ON BRANDING

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INNOVATION LAB

UC DAVIS
UNIVERSITY OF CALIFORNIA



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THANK YOU!



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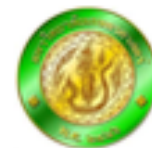
Universidad
Rafael Landívar
Tradición Jesuita en Guatemala



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FLORIDA

UR UNIVERSITY OF
RWANDA

BRANDING

- Why branding is not the most important thing.
- Why doing branding right is critical.
- How to do it right.

BRANDING

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- Why doing branding right is critical.
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BRANDING

- Why branding is not the most important thing.

- **Why doing branding right is critical.**

- How to do it right.

BRANDING

- Why branding is not the most important thing.
- Why doing branding right is critical.
- **How to do it right.**

HOW TO DO IT RIGHT

1. Program name
2. Use the logo block correctly, with disclaimer
3. Required phrase for text-only

Horticulture Innovation Lab

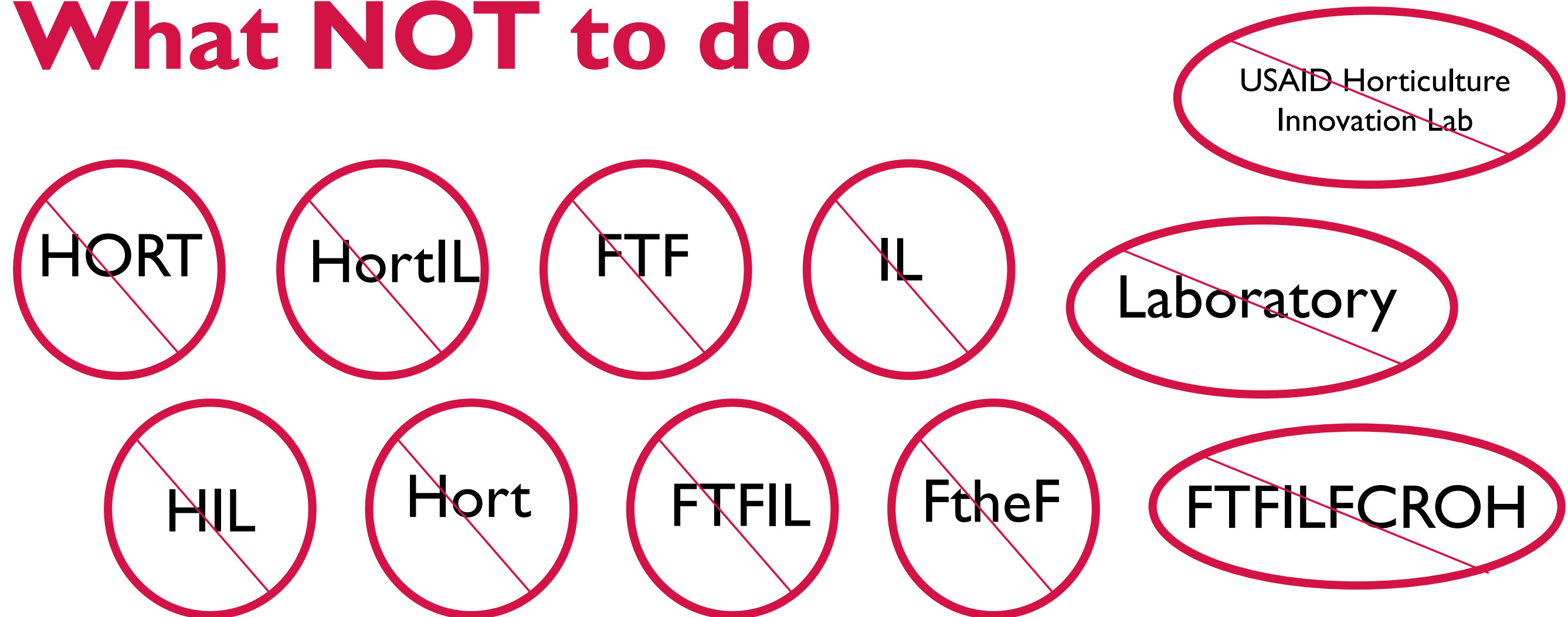
Horticulture Innovation Lab

- Full name for formal situations:
Feed the Future Innovation Lab
for Collaborative Research on Horticulture

Horticulture Innovation Lab

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Feed the Future Innovation Lab
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What **NOT** to do



HOW TO DO IT RIGHT

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HOW TO DO IT RIGHT

2. Use the logo block correctly, with disclaimer



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CONTENT AT TOP

Co-branding = logos go at the bottom (not the top)



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CONTENT AT TOP

Do not crop the logo block. Do not stretch it.



CONTENT AT TOP

Keep logos on a white background.



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CONTENT AT TOP

Keep logos on a white background.



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CONTENT AT TOP

And remember to include the disclaimer text:

“This [SPECIFY ITEM HERE] 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 [SPECIFY YOUR PROJECT OR TEAM NAME] and do not necessarily reflect the views of USAID or the United States Government.”



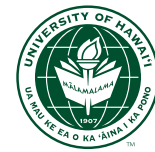
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WHEN TEXT ONLY...

“... 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.”



Feed the Future Innovation Lab for Collaborative Research on Horticulture

Horticulture Innovation Lab
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UC Davis
One Shields Avenue
Davis, CA 95616
(530) 752-3522 (phone)
(530) 752-7182 (fax)
horticulture@ucdavis.edu

- Projects Overview
- Regional Centers
- Trellis Fund
- For PIs

Horticulture Innovation Lab builds international partnerships for fruit and vegetable research to improve livelihoods in developing

Announcements from the Horticulture Innovation Lab:

- [Annual Meeting in Guatemala](#)
Registration for those attending the Horticulture Innovation Lab events in Guatemala this March
- [RFP: Seeking grant proposals for new, larger Trellis Fund projects](#)
April 3 is the deadline for organizations in developing countries to submit a proposal
- [Highlights from 2015-2016 Annual Report](#)
Read a [quick summary](#) of successes or download the whole [annual report](#)
- [Reflections from Cambodia and annual meeting](#)
Videos, photos, blog posts and more from the [2016 annual meeting](#) and the [Symposium on Horticultural Science](#) in Cambodia
- [Rapid Assessment of the Horticulture Sector in Guinea](#)
Our report and recommendations on fruit and vegetable production in Guinea is now available
- [Horticulture technologies on display at UC Davis](#)
Find out more about the Horticulture Innovation Lab's new demonstration center on the UC Davis campus
- [Highlights from the annual meeting in Zambia](#)
Articles, photos, presentations and more from our 2015 Annual Meeting
- [Email newsletter restarted](#)
Read it on the [blog](#) now, and [subscribe](#) to receive the next edition
- [Five new horticulture projects in developing countries](#)
\$4.2 million awarded to improve livelihoods of smallholder fruit and vegetable farmers
- [Trellis Fund projects announced](#)
Grad students will travel to support 14 new projects in developing countries



On the Horticulture Innovation Lab Blog



All-Africa Postharvest Congress
The Horticulture Innovation Lab is one of the sponsors of the 1st All Africa Post Harvest Congress, with a technology challenge and special session on USAID-funded projects. [Ways to participate...](#)

Other recent posts

- Financial: Contact the [Horticulture Innovation Lab fiscal team](#) for a customized budget.

For Regional Centers of Innovation:

- [Performance report template](#) (docx) This is the template for the performance report.
- [Indicators table](#) (xlsx) Submit this form with your performance report.
- [Training form](#) (xlsx) This spreadsheet is for any trainings conducted at the Regional Centers and must be submitted immediately after training or with cost reports.
- Financial: Contact the [Horticulture Innovation Lab fiscal team](#) for a customized budget.

Branding: Program name & other basics

We are the **Horticulture Innovation Lab**, funded by USAID and managed by UC Davis. Together, we build international partnerships for fruit and vegetable research that improves livelihoods in developing countries.

The formal, full-length version of our new name is the **Feed the Future Innovation Lab for Collaborative Research on Horticulture**.

The shortest form of our new name is **Horticulture Innovation Lab**. Please do not use any acronyms or other shortened words with either version of the new program name.

Please use <http://horticulture.ucdavis.edu>, our website's new address, when linking to this website or directing others to the Horticulture Innovation Lab website.

The information on this page is accurate as of the date below. Please check back on this page when you are creating a poster or presentation to ensure that you are using the correct branding, logos, etc.

Branding: Logo block

With the new name, we are using a new "logo block" which starts with the USAID logo, the program name, and the UC Davis logo. To use the logo block correctly:

- Add your institution's logos next to these logos to show our collaboration.
- Do not crop or rearrange logos.
- Keep the logo on a white background and maintain surrounding white space.

Using the logo block on all project materials is mandated; please see the Marking and Branding Plan in your contract for additional details.

When using the logo block, you must also include the appropriate form of this disclaimer:

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[Logo block files](#) (zip) for print and presentations. Please contact [Brenda Dawson](#) if you have any questions or need different versions of these files.

Branding: More information

- Horticulture Innovation Lab materials:** Our [Media page](#) has program factsheets, flyers, brochures and posters. Photos are available from our [Flickr account](#) and videos from our [YouTube channel](#). Please contact us if you are looking for additional items to help you promote your work with the Horticulture Innovation Lab.
- Taking photos:** The [USAID photo guide](#) (pdf) provides some tips and considerations for how to tell your stories in photographs, as does our fact sheet "[How to tell your project's story](#)." Please share your photographs with the Horticulture Innovation Lab so that we can use them to publicize your work and the program. Best to send your photos unedited and uncropped. Photos can be sent individually or zipped in a folder at our [online depository](#).
- Writing style, word choices:** [Our program's style guide](#) is updated as necessary, to standardize some of the most frequently used-and-confused terms in our program's usage.
- Writing press releases:** We are happy to provide support if you have a press release to write. Our fact sheet "[How to tell your project's story](#)" (pdf) provides ideas about how to frame your work as a story or article. If you are writing your own press release, your contract may require specific language that you are required to include. Usually, this means that you must clearly spell out your USAID and Horticulture Innovation Lab funding, including a phrase 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 ..."
- Creating USAID documents:** The [USAID Graphic Standards Manual](#) provides tips for preferred layout and other USAID standards, including particulars of using the USAID logo correctly
- UC Davis branding:** In most instances, please use the combined logo block. If you need to refer to the university specifically, its official name is "University of California, Davis" or "UC Davis" and the [UC Davis logo wordmark](#) can be found on the [UC Davis Marketing Toolbox](#) website along with other guidelines.

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• bldawson@ucdavis.edu •