

USAID

FROM THE AMERICAN PEOPLE





# USAID: From the American People MISSION STATEMENT

MISSION | LOGOS | POSTERS | WEB SITE | BRANDING GUIDELINES | PSA

## USAID to Japan

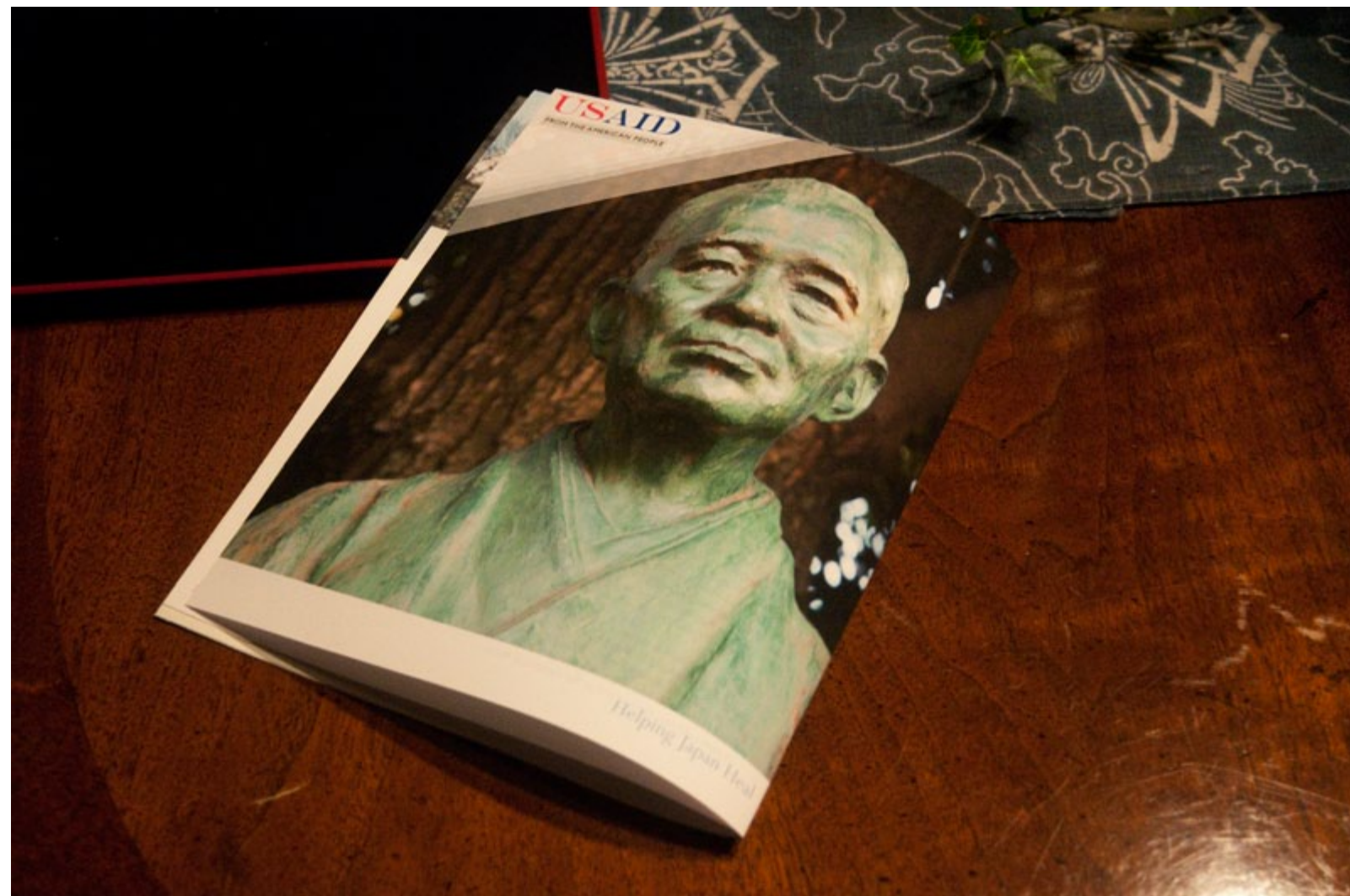
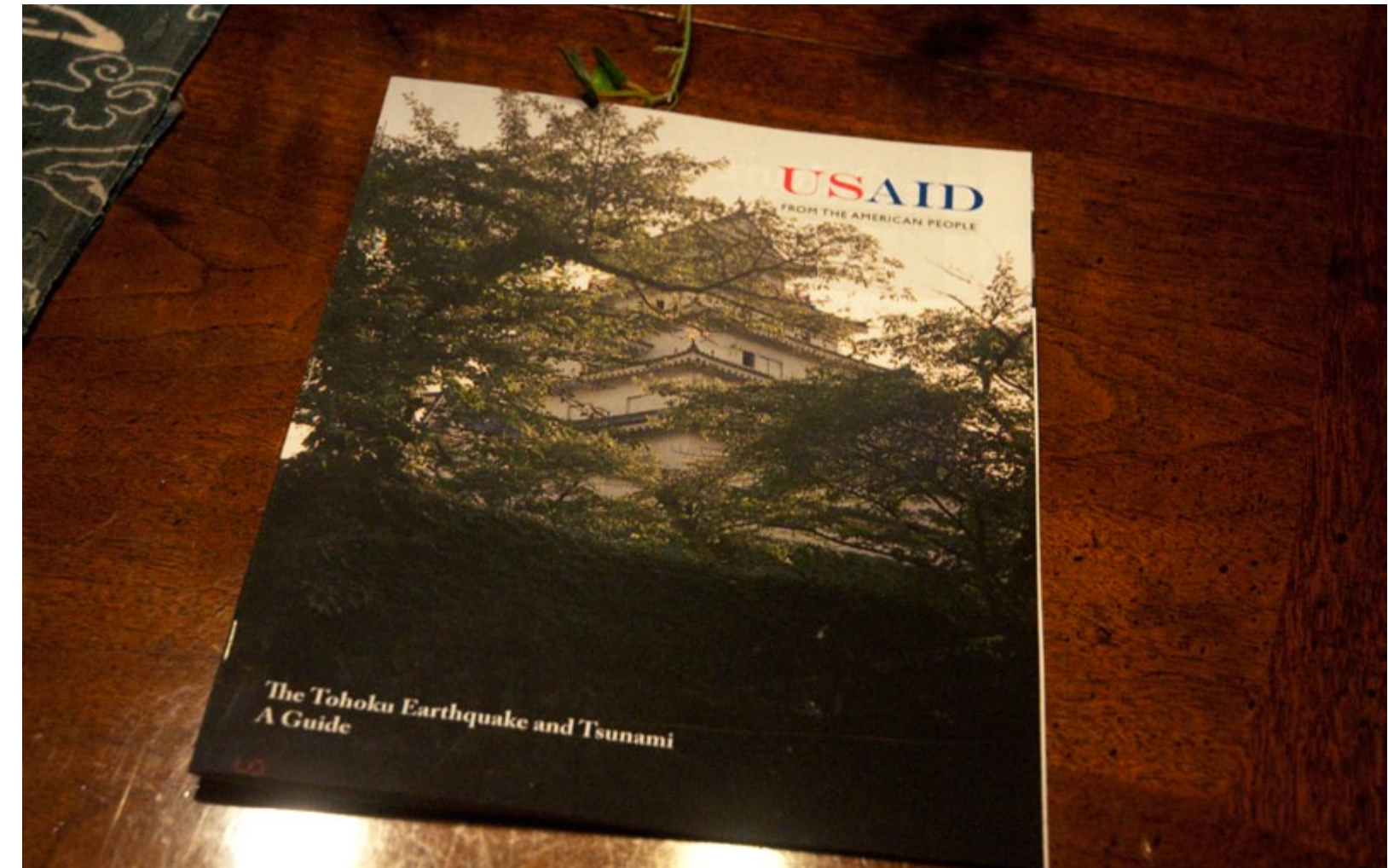
In 2010 Japan suffered a major earthquake and tsunami and many lives were lost and the economy was permanently damaged. The nuclear fallout has closed many farms and created an exclusion zone of nonhabitability. In Tokyo Kotaro Maruyama and others are coordinating the Tomodachi efforts.

The Japanese people are suffering from devastation and a loss of jobs and infrastructure. They need a huge boost to their recovery efforts. With the support of the American people and companies, Japan could once again regain its footing. Michelle Obama is lending a helping hand through USAID to rebuild the country.

What you can do: Volunteer now to help the Japanese people recover from the earthquake and tsunami. Volunteer with USAID.

## Products:

- Brochure to give out detailing the assistance that USAID gives and how to help.
- USAID App to inform people of the Help USAID is doing.





<div>USAID</div> <div>UNITED STATES AGENCY INDUSTRIAL DEVELOPMENT</div>	<div>USAID</div> <div>UNITED STATES AGENCY INDUSTRIAL DEVELOPMENT</div>	<div>USAID</div> <div>FROM THE AMERICAN PEOPLE</div>	<div>USAID</div> <div>FROM AMERICA WITH LOVE</div> <div>UNITED STATES AGENCY INDUSTRIAL DEVELOPMENT</div>
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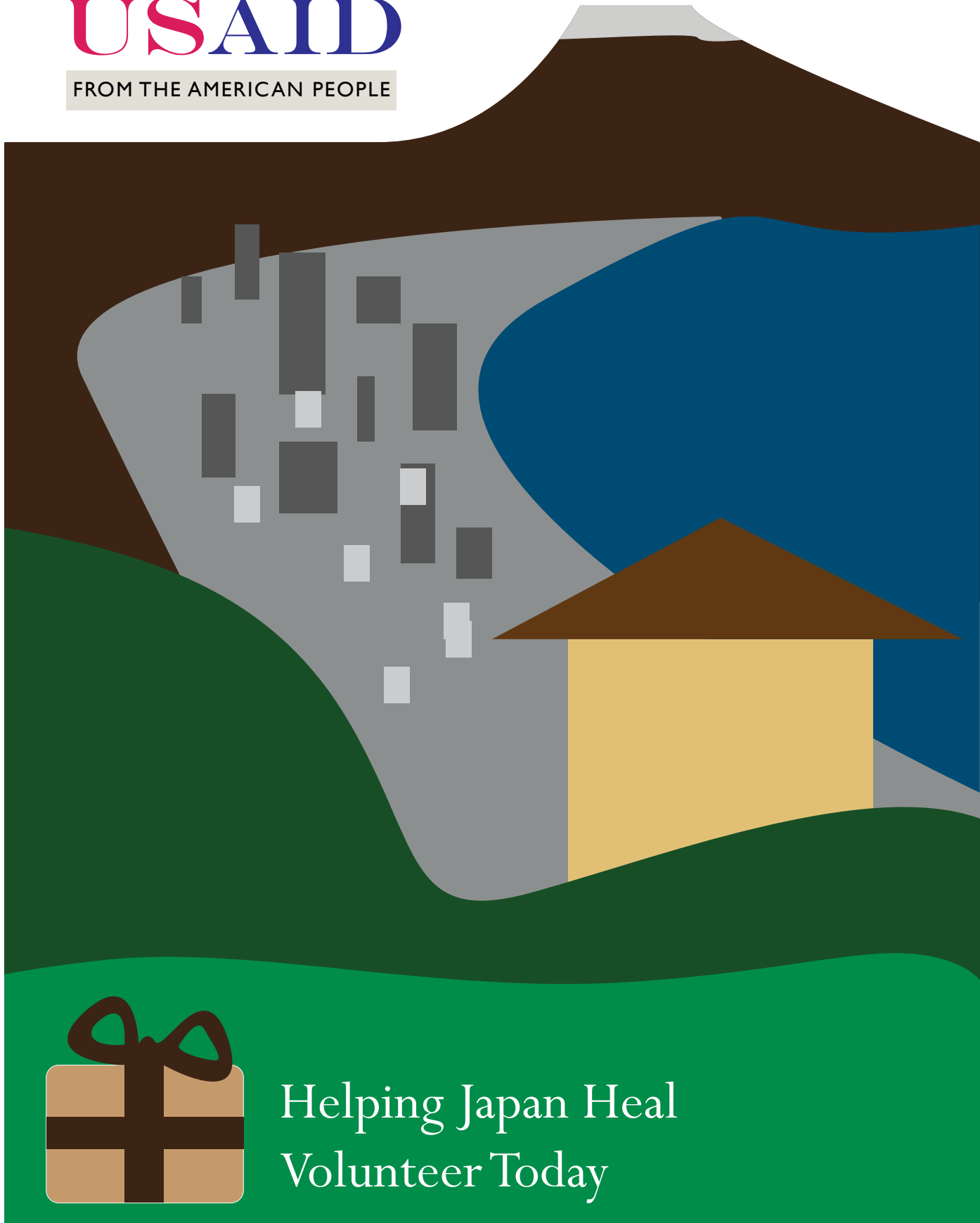
# USAID: From the American People

## Posters

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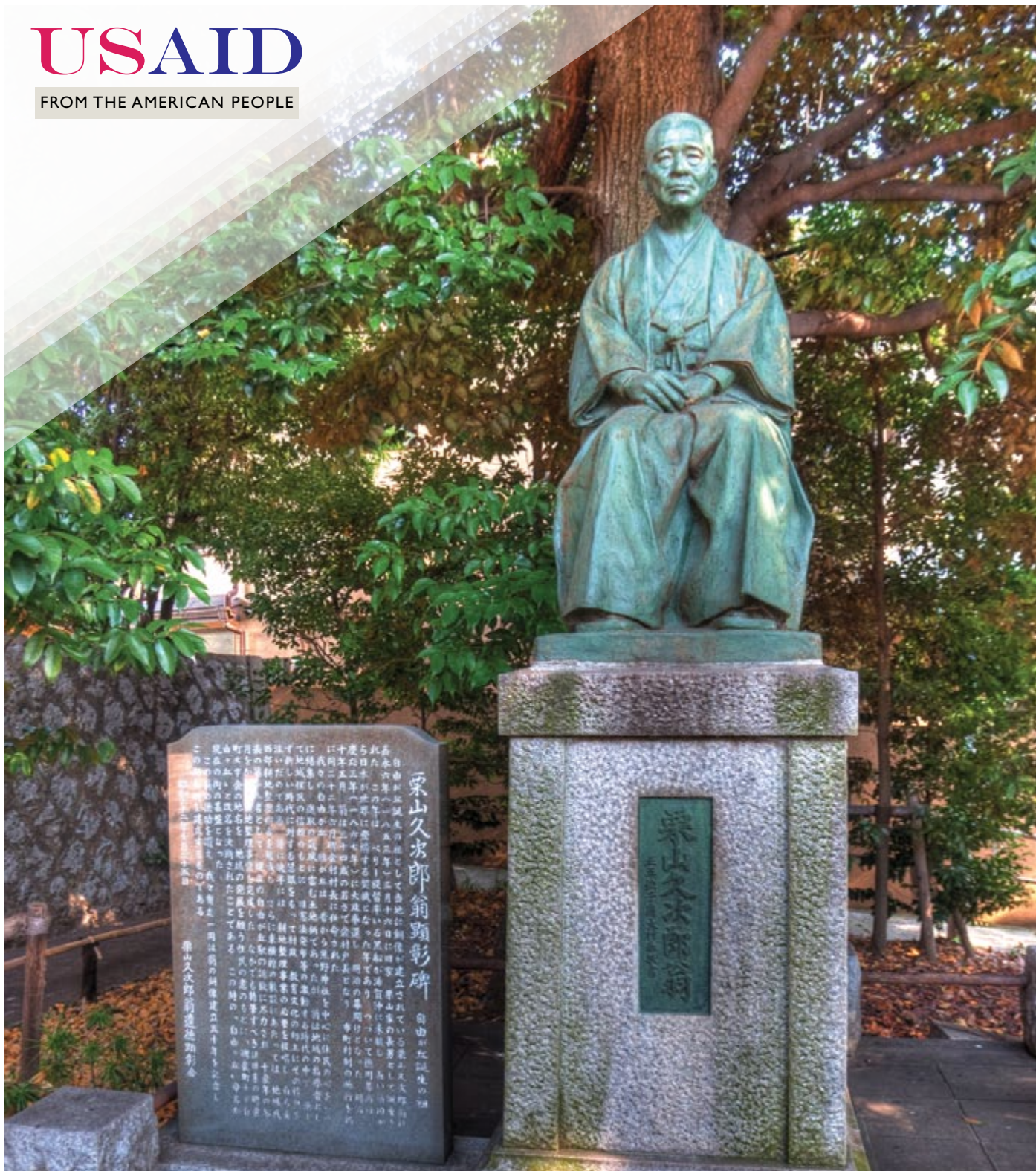
Helping Japan  
Volunteer Today







Helping Japan Heal



Helping Japan Heal



Helping Japan Heal



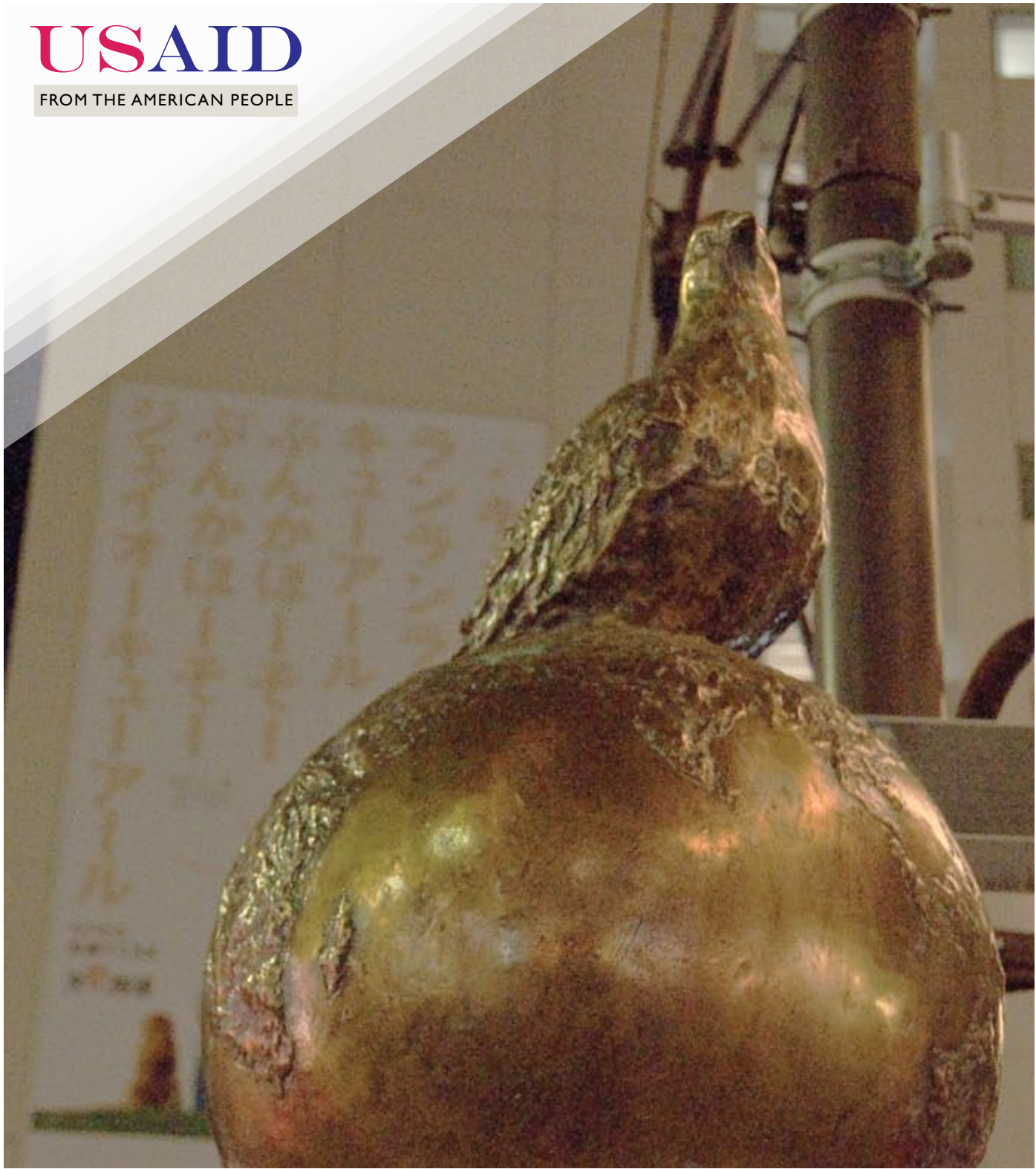




Helping Japan Heal 



Helping Japan Heal 



Helping Japan Heal 





# USAID: From the American People

## Poster Final

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Helping Japan Heal



Helping Japan Heal

[www.usaid.gov](http://www.usaid.gov)



Helping Japan Heal

[www.usaid.gov](http://www.usaid.gov)





USAID: United States Agency International Development  
Special Japan Assistance Page

[Our Mission](#) | [Volunteer](#) | [Action Page](#) | [History](#) | [Disaster Information](#) | [Cultural Information](#)



Action Center

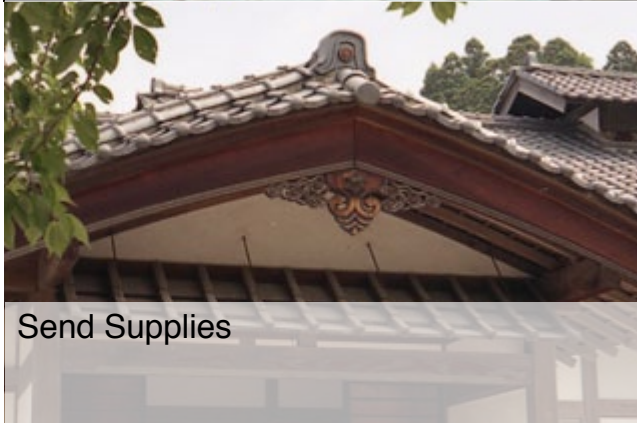
What you can do to help the earthquake and tsunami victims



Volunteer



Send Money



Send Supplies



Get Informed

What does USAID do?

Partners

Mission

Mission

Mission

Information Center



Learn About the nuclear exclusion zone.







# USAID: From the American People

## Branding Guidelines

### Fonts:

Helvetica or Gill Sans for the Text, Caslon Pro is also acceptable. Helvetica is for web and interactive body text, Caslon is for Web and Interactive titles and print body text.

The logo shall be on a light color background.



Acceptable



Not

The colors red white and blue shall be represented on the page. Sample colors:



187C  
R:196 C:0%  
G:18 M:100%  
B:48 Y:79%  
K:20%  
Geek: C41230



Violet C  
R:51 C:98%  
G:48 M:100%  
B:146 Y:0%  
K:0%  
Geek: 333092



Reflex Blue C  
R:0 C:100%  
G:84 M:73%  
B:164 Y:0%  
K:2%  
Geek: 0054A4



1925 C  
R:237 C:0%  
G:21 M:100%  
B:86 Y:55%  
K:0%  
Geek: ED1556

The brand is symbolized by the angle at the corner. It should be on a color dark enough to show. The triangles should be laid out exactly as done below.



Photos shall be of civillian nature and reflect the area affected. Unlike other campaigns this one is based on hope an change. Photos of the devastation and the disaster are to be avoided unless directly illustrating a point. Military and police images shall be avoided as well.

No mention of CIA contractors or other classified information shall be permitted. All information must be checked by the Central Intelligence Agency for accuracy.





## USAID: From the American People PSA & Interactive

[MISSION](#) | [LOGOS](#) | [POSTERS](#) | [WEB SITE](#) | [BRANDING GUIDELINES](#) | [PSA](#)

### The PSA:

The PSA will feature photos of Japan's statues and a brief message from the PSA. Music written by Brian Imagawa(?).

Brief description: slide show of Jizo and Japanese sculptures. Inbetween the pictures will be titles such as "bravery" "endurance" "recovery" "hope" in Japanese and English. End title card will be USAID: Assistance for Japan.

Update: The video will be of a 100 year old sakura Garyu Sakura in Hida Japan. The music will be soothing classical piano music.

### The Interactive Piece:

The interactive piece will be an iPad app. The app will be mocked up in an interactive PDF.