



Feed the Future Innovation Lab for Peanut (Peanut Innovation Lab)

Branding and Marking Strategy *Version: 20180316*

Peanut Innovation Lab Management Entity
The University of Georgia, Athens, Georgia



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In an effort to provide uniform branding and conform with marking requirements set forth in 2 CFR 700.16, the Future Innovation Lab for Peanut (Peanut Innovation Lab) Management Entity (ME) has developed the following guidelines and will request all scientists, partners and students to adhere to these in all publications, presentations and/or promotional materials produced with funding from the award under Cooperative Agreement No. 7200AA18CA00003.

The Feed the Future Innovation Lab for Peanut will also be known as the Feed the Future Peanut Innovation Lab or Peanut Innovation Lab in shortened form, and will not be abbreviated to an acronym. The full name should be used on first reference in all publications and presentations.

LOGOS

The Peanut Innovation Lab will not devise a logo of its own, but where a logo is called for, use the Feed the Future logo. For many publications, such as posters, the Peanut Innovation Lab will incorporate the Feed the Future logo, USAID logo, University of Georgia (UGA) logo and other institutional logos as appropriate. The Peanut Innovation Lab will follow the branding and marking guidelines of Feed the Future (<https://feedthefuture.gov/lp/feed-future-branding>) and USAID (<https://www.usaid.gov/branding/gsm>), particularly in the area of logo style, color and placement.

Whenever a participating scientist, partner or collaborator wishes to use their own institutional logo (such as on a brochure or sign), the Peanut Innovation Lab will provide copies of the required logos and assist the partner with any questions about the appropriate way to refer to the lab and use the Feed the Future, USAID and UGA logos.

When an image is necessary to denote the Peanut Innovation Lab, such as in a social media profile, the lab will use a photo related to peanuts, an image of activity happening in the program or plain text of the Peanut Innovation Lab's name.

ATTRIBUTION

Scientific publications (manuscripts, books, manuals, etc.) must attribute Peanut Innovation Lab funding as follows: "This work was funded in part (or in whole) as part of the research of the Feed the Future Innovation Lab for Peanut, supported by funding from the United States Agency for International Development (USAID)."

Printed materials and digital products, including video, created by the Management Entity or PIs, will bear the disclaimer: "This [publication, video or other information/media product (specify)] was made possible through support provided by the U.S. Agency for International Development under the terms of Cooperative Agreement No. 7200AA18CA00003. The opinions expressed herein are those of the author(s) and do not necessarily reflect the views of the U.S. Agency for International Development."

MEDIA & SOCIAL MEDIA

The Peanut Innovation Lab website – which can be accessed at <http://peanutlab.caes.uga.edu> or <http://ftfpeanutlab.caes.uga.edu> -- will be the primary way to communicate with the public audience, allow partners and stakeholders to download educational resources and provide contact information for the ME, scientists, partners and collaborators.

A daily blog and monthly electronic newsletter produced and distributed by the ME will inform the audience of news in the greater research and international development community, while promoting the work of the Peanut Innovation Lab and USAID.

The Peanut Innovation Lab will also maintain various social media accounts, including Facebook, Twitter, YouTube, Flickr, and Instagram. Whenever possible in social media posts, the Peanut Innovation Lab will hashtag, link or otherwise connect to USAID and Feed the Future sites, associating the Peanut Innovation Lab with those agencies.

The Peanut Innovation Lab encourages scientists and partners to add reciprocal links to the Peanut Innovation Lab website.

Any photos, video or other media produced and published under research funded by the Peanut Innovation Lab should be attributed to the Peanut Innovation Lab while recognizing the original author.

CO-BRANDING

Co-branding by partner institutions is allowable under the guidelines set forth by each partner institute, with the caveat that USAID must also be identified as a funding source.

EMAIL SIGNATURE

There is no official email signature, although the ME will use the following standard signature.

Name
Title
Feed the Future Innovation Lab for Peanut (<http://ftfpeanutlab.caes.uga.edu>)
Institution
Address
City, State, Country
Email, Phone