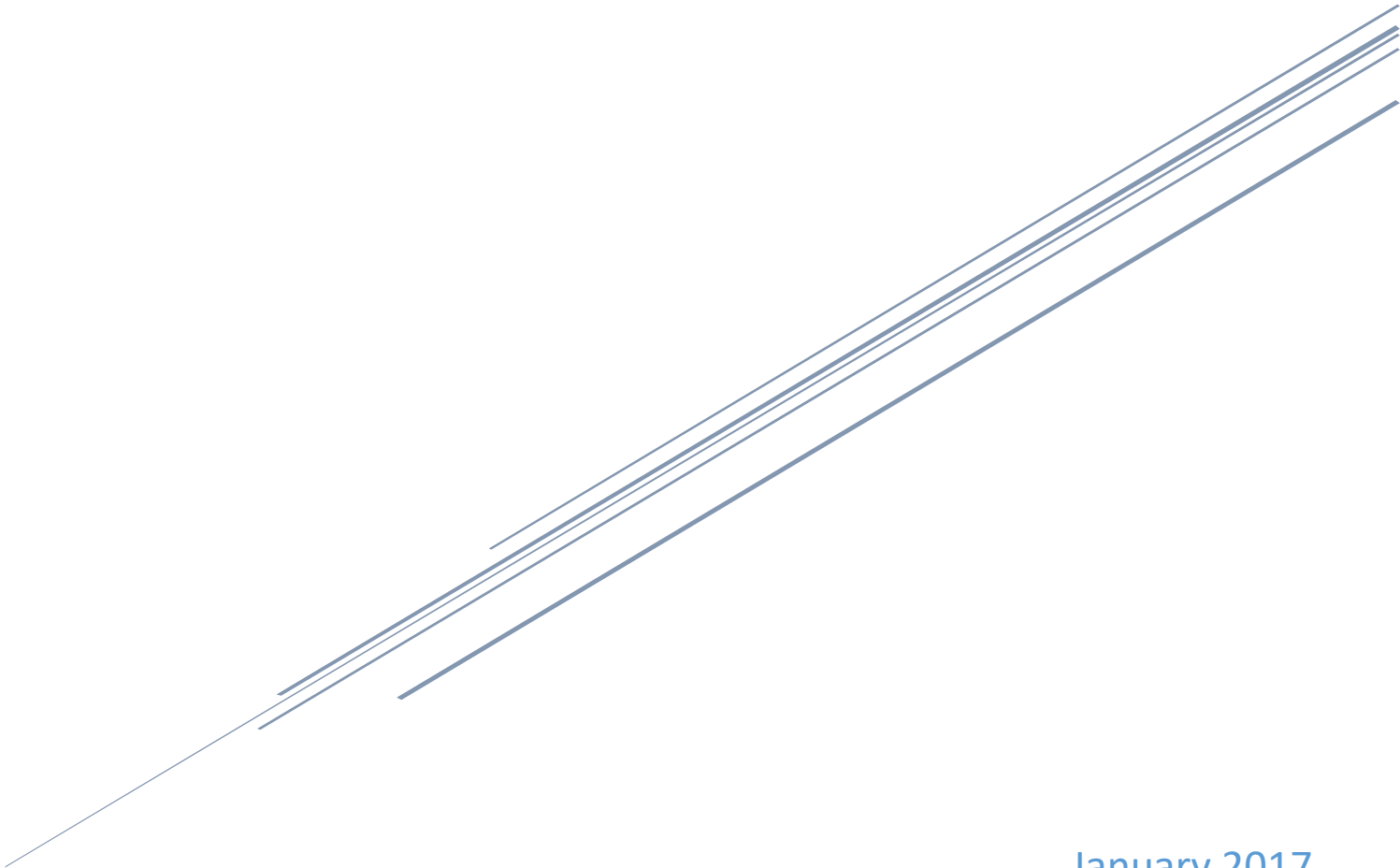


# STYLE GUIDE FOR ALUMNI PROJECTS

Pakistan-U.S. Alumni Network



January 2017

**Pakistan-U.S. Alumni Network  
Style Guide for Alumni Projects**

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**INTRODUCTION**

This document serves as a guidebook for all communications material designed, printed and/or distributed under the banner of the Pakistan-U.S. Alumni Network (PUAN). These projects include Alumni Small Grants (ASG) projects, chapter activities and any other activity that is held with the support of the PUAN.

The purpose of this guidebook is to identify pertinent branding guidelines and does not limit and/or constrain any design innovations you may want to incorporate.

**Approval Mechanism**

All promotional material for online and offline dissemination must be approved by the PUAN office over email. Kindly email your designs to [asg@usefpakistan.org](mailto:asg@usefpakistan.org) for approval, prior to printing and/or uploading.

**Waivers**

Alumni may request a waiver for using the logos in their promotional material if there are certain risks associated with it. However, this must be mentioned in the grant application in detail followed by an approval, in writing, from the U.S. Embassy and PUAN.

**TEXT GUIDELINES**

Please use the complete name i.e. **Pakistan-U.S. Alumni Network** and not PUAN or any other abbreviated form in all promotional material. Similarly, please use **U.S. Embassy** and not US Embassy or any other variation.

**Standard Acknowledgement Line**

**Supported by the U.S. Embassy in Partnership with the Pakistan-U.S. Alumni Network (PUAN)**

This line is to be used on all promotional material printed including, banners, standees, brochures, certificates, or any other promotional item. The correct placement of this line is right after the project title.

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For chapter activities, the name of the chapter e.g. Islamabad/Rawalpindi Chapter may be added underneath the standard acknowledgement line.

Please **do not** use sponsored by , funded by , in collaboration with , or any other variation to the aforementioned line.

### Website

We strongly recommend placing the PUAN website URL in your main banner and/or standee, since your project s story and photographs will be published on this address. Please place the web URL in the lower third of your design, preferably center-aligned. The correct URL is <http://www.pakusalumninetwork.com>.

If you would like to place PUAN s social media account handles, please use the following:

Facebook: @PakAlumni | Twitter @PakUSAlumni | Instagram @PakUSAlumni

### LOGO GUIDELINES

For all ASG events, reunions, chapter activities or any other events that may be arranged by alumni, it is compulsory that prior written consent is taken from the U.S Embassy Islamabad and/or the U.S Consulates, and the PUAN office, before the logos are used in the branding for the events.

### Placement

The standard rectangular U.S. flag and PUAN logo are to be used in a size and prominence equal to (or greater than) any other logo or identity. The logos should be placed in the header with a 0.5 px space in between the logos on all sides.

In case of collaboration with a **third party**, please get prior approval over email from [asg@usefpakistan.org](mailto:asg@usefpakistan.org). The logos may be placed together in the header in a size equal to, but not greater than, the two logos of U.S. Embassy and PUAN.

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**Sample Placement Options**



**U.S. EMBASSY PAKISTAN**



**U.S. EMBASSY PAKISTAN**



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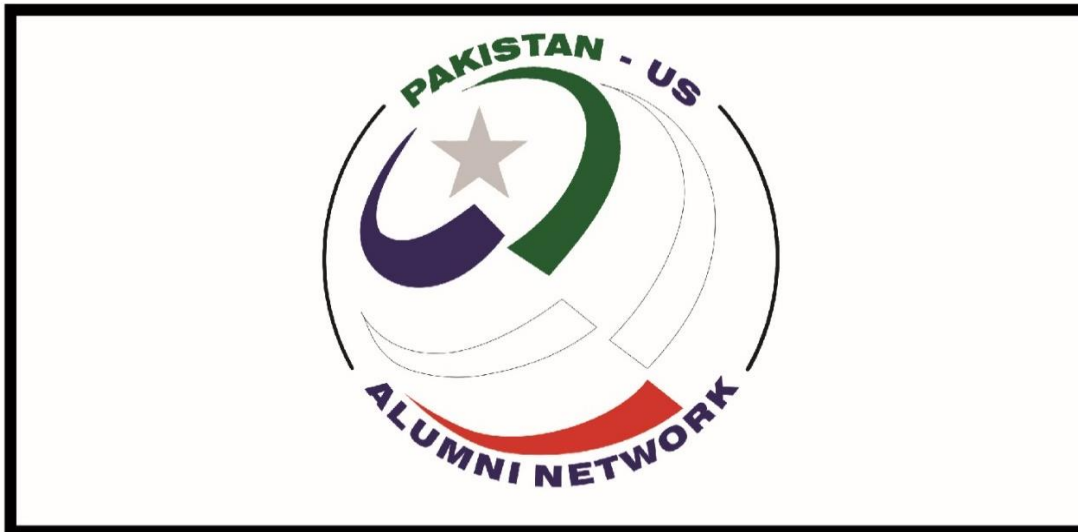


**U.S. EMBASSY PAKISTAN**



[Logo Usage](#)

The correct reproduction of the logo is horizontally on a white background. The image below depicts the correct logo usage:



**Minimum Print Size**

In case of any questions, please email [asg@usefpakistan.org](mailto:asg@usefpakistan.org)

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Width = 22.5mm (0.88 inches)

**Minimum On-Screen Size**

Width = 66 pixels

Note: These sizes are only to provide you with a basic working idea for the logo dimensions. Please scale the size according to your actual publication dimensions.

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# Logo Usage

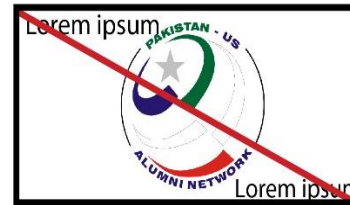
## Incorrect Usage or Variations



Do not place the logo over or under any artwork.



Do not change the orientation of the logo. Pakistan-U.S. should always be at the top.



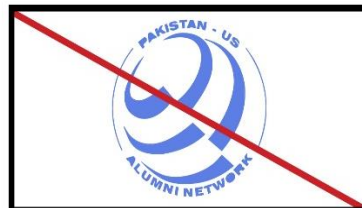
Do not use the logo within text



Do not reproduce the logo in a tint. It should be used in solid colors only.



Do not stretch or distort the logo. Always scale the logo to match the size.



Do not reproduce in any color other than the signature logo colors



Do not reproduce logo on a colored background



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TYPOGRAPHY

Primary Font

**Helvetica (Bold)** for headings and subheadings

Helvetica (Regular) for all other text.

Secondary Font (If primary font is unavailable)

**Arial (Bold)** for headings and subheadings

Arial (Regular) for all other text.

Recommended Font Size

We recommend using a font size that is legible. For flyers and brochures, a font size of 9 pt. would suffice. For online material, 10 -12 pt font size may be used. For banners and standees, 32 - 50 pt font size may be used.

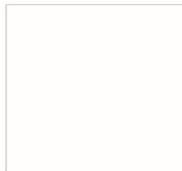
Note: these font sizes are only to provide you with a basic working idea. Your actual publication may require sizes to be scaled accordingly.

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**COLOR SCHEME**

The primary Color Scheme is recommended for text, while the secondary color scheme may be used for accent colors and color fields. However, based on individual project design needs, the secondary color scheme may be adapted to suit your project outlook.

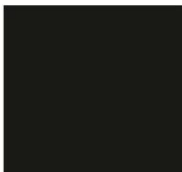
**Primary Colors**



**RGB: 255, 255, 255**  
**CMYK: 0, 0, 0, 0**  
**HEX: #FFFFFF**



**RGB: 0,0,102**  
**CMYK: 100, 98, 21, 31**  
**HEX: #000066**



**RGB: 0, 0, 0**  
**CMYK: 75, 68, 67, 90**  
**HEX: #000000**

**Secondary Colors**



**RGB: 0, 51, 0**  
**CMYK: 80, 51, 89, 66**  
**HEX: #003300**



**RGB: 204, 0, 0**  
**CMYK: 13, 100, 100, 4**  
**HEX: #CC0000**



**RGB: 153, 153, 153**  
**CMYK: 43, 35, 35, 1**  
**HEX: #999999**

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**SAMPLE DESIGNS**

The banner design template is enclosed in a green border and contains the following elements:

- Top Left:** The United States flag with the text "U.S. EMBASSY PAKISTAN" below it.
- Top Center:** A grey rectangular box with the text "Any additional logo may be placed here".
- Top Right:** The Pakistan-U.S. Alumni Network logo, which is a circular emblem featuring a green crescent and star, a blue arc, and a red arc, with the text "PAKISTAN - US" at the top and "ALUMNI NETWORK" at the bottom.
- Center:** The text "Project Name" in a large font, followed by "Subtitle" in a smaller font.
- Below Center:** The text "Supported by the U.S. Embassy in Partnership with the Pakistan-U.S. Alumni Network".
- Bottom Center:** The text "Date".
- Bottom:** A row of social media icons and a website URL: Facebook icon followed by "/PakAlumni", Twitter icon followed by "/PakUSAlumni", Instagram icon followed by "/PakUSAlumni", and a globe icon followed by "www.pakusalumninetwork.com".

Banner Design

In case of any questions, please email [asg@usefpakistan.org](mailto:asg@usefpakistan.org)

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Any additional  
logo may be  
placed here



## Certificate of Appreciation

presented to

Mr/Ms: \_\_\_\_\_

For Successfully Participating in <Project Name>

From \_\_\_\_\_ to \_\_\_\_\_.

Supported by the U.S. Embassy in Partnership with the Pakistan-U.S. Alumni Network

\_\_\_\_\_  
Name  
Designation  
Organization

\_\_\_\_\_  
Name  
Designation  
Organization

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**PHOTOGRAPHS**

For all chapter activities and small grants, alumni are required to capture photographs of the event and the attendees, with the written consent of the participants. These photographs are required for reporting and may be used by PUAN for promotional purposes on digital media.

For all events, photographs represent the essence of the activity. You may use a DSLR or your phone's camera to capture the photographs. However, we require all photographs to be in-focus, properly exposed, and appropriately framed. Please ensure that you have 5 – 10 photographs of each activity that is done as part of your project.

The following list outlines the types of photographs we would require for reporting and promotional purposes:

1. A wide-angle shot of the event location from multiple angles. This shot should cover all participants, speakers, and branding material positioned in the venue.
2. Group photos with the chief guest/ trainer/ project lead
3. Close-up activity shots of participants and speakers during the project
4. Opening / Closing Ceremony

**VIDEOS**

For all chapter activities and small grant projects, alumni are required to record video clips of the event and short interviews, with consent from the participants in writing. These clips are required for monitoring and may be used by PUAN for promotional purposes on digital media.

For videos of events, please take a wide shot of the event from multiple angles. This should be coupled with activity shots of participants that helps to highlight the essence of the activity. The time duration of this video should not be more than 1 minute.

For interviews, please shoot the video in a quiet, but well-lit, location with your project's standee/banner placed in the background. We strongly advise shooting in landscape mode with your subject facing the light. The time duration for interviews is between 30 seconds – 1 minute. You may design your own questions, based on the following script:

1. Please state your name and association
2. What did you learn from today's session / this project?

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3. What was your favorite activity from today s session / this project?
4. How do you plan to implement what you have learned?

**QUESTIONS**

For any further questions, please email your concerns to [asg@usefpakistan.org](mailto:asg@usefpakistan.org) with the subject line: Style Guide .