



bizzell

BRAND GUIDE

STANDARDS MANUAL AND
BRANDING STYLE GUIDE



THIS MANUAL SETS THE STANDARD FOR ALL
bizzell COMMUNICATIONS PRODUCED
BY EMPLOYEES, CONTRACTORS, GRANTEEES AND
OTHER PARTNERS.



1.0 OUR BRAND

- 1.1 OUR MISSION
- 1.2 OUR MESSAGE
- 1.3 OUR LOGO
- 1.5 OUR COLORS
- 1.6 OUR TYPEFACES
- 1.6 OUR BRAND ELEMENTS
- 1.7 OUR PHOTOGRAPHY

2.0 BRAND APPLICATION

- 2.1 BRAND APPLICATION
- 2.2 BILATERAL & REGIONAL MISSIONS/COUNTRIES
- 2.3 ADMINISTRATIVE MATERIALS
- 2.4 TEMPLATES
- 2.5 PRESENTATIONS
- 2.6 VIDEO
- 2.7 SOCIAL MEDIA
- 2.8 WEBSITE
- 2.9 MERCHANDISE & EVENTS

3.0 CONTRACTS & ACQUISITIONS

- 3.1 BRAND APPLICATION
- 3.2 NAMING
- 3.3 SOCIAL MEDIA & WEBSITES

3.4 PROGRAM MATERIALS

- 3.5 COMMODITIES
- 3.6 PROGRAM SIGNS
- 3.7 ADMINISTRATIVE MATERIALS

4.0 GRANTS, COOPERATIVE AGREEMENTS & ASSISTANCE

- 4.1 BRAND APPLICATION
- 4.2 CO-BRANDING
- 4.3 SOCIAL MEDIA & WEBSITES
- 4.4 ADMINISTRATIVE MATERIALS
- 5.0 PROCEDURES & CLEARANCE
- 5.1 CLEARANCE & ENFORCEMENT

1.0
OUR
BRAND

2.0
BRAND
APPLICATION

3.0
CONTRACTS &
ACQUISITIONS

4.0
GRANTS &
AGREEMENTS

5.0
PROCEDURES &
CLEARANCE

OUR BRAND IS EXPRESSED THROUGH OUR MESSAGE & DESIGN APPROACH.

1.0 OUR BRAND

1.1 OUR MISSION

1.2 OUR MESSAGE

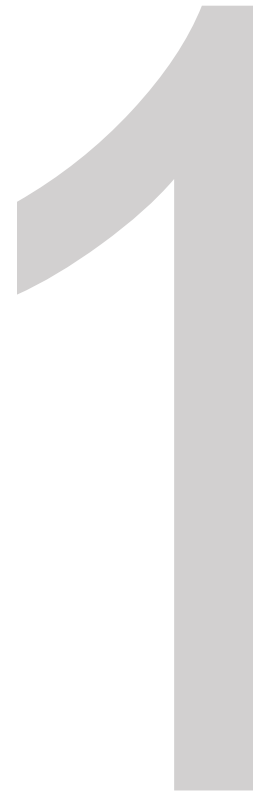
1.3 OUR LOGO

1.4 OUR COLORS

1.5 OUR TYPEFACES

1.6 OUR BRAND ELEMENTS

1.7 OUR PHOTOGRAPHY



1.1 OUR HISTORY, MISSION, VISION & VALUES

OUR HISTORY

Established in 2010, Bizzell US, Inc., is a U.S. Small Business Administration (SBA) HUBZone certified strategy, consulting, and technology firm with a mission to improve lives and accelerate change. Bizzell US develops innovative solutions to some of the most critical issues of our time such as healthcare services equity, global health, workforce innovation, and other urgent needs facing the world. Under the leadership and vision of founder, Anton C. Bizzell, MD, the company has grown into a thriving firm headquartered in New Carrollton, Maryland with staff and offices in various regions around the country including California, Colorado, Oklahoma, and Georgia, and globally in Africa, Asia, and Central America. Learn more about how we develop data-driven, research-informed, innovative solutions to complex-real-world challenges.

OUR MISSION

Bizzell US, Inc., is U.S. Small Business Administration (SBA) HUBZone certified strategy, consulting, and technology firm with a mission to improve lives and accelerate change. Bizzell US develops innovative solutions to some of the most critical issues of our time such as health care services equity, global health, workforce innovation and other urgent needs facing the world. We leverage the combined experience of our diverse subject matter experts to develop data-driven, research-informed answers to the world's most complex challenges—ensuring our clients achieve their vision and goals. We are committed to:

**IMPROVING LIVES THROUGH DATA-DRIVEN,
RESEARCH-INFORMED, INNOVATIVE SOLUTIONS.**

1.0
OUR
BRAND

2.0
BRAND
APPLICATION

3.0
CONTRACTS &
ACQUISITIONS

4.0
GRANTS &
AGREEMENTS

5.0
PROCEDURES &
CLEARANCE

1.1 OUR HISTORY, MISSION, VISION & VALUES

OUR VISION

Our Vision is to build healthy, secure, connected, and sustainable communities in our nation and around the world.

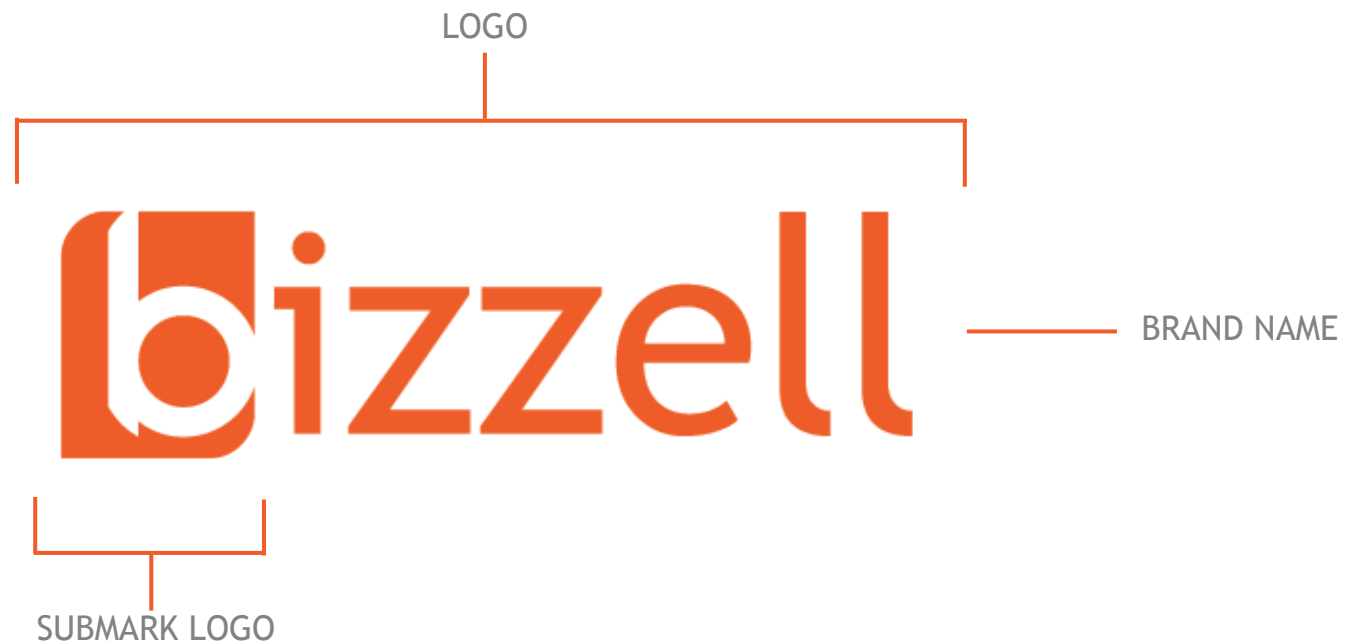
OUR CORE VALUES

Excellence, Integrity, Service, Innovation, Professional Development, People First, Diversity, and Collaboration



1.2 OUR LOGO

The Bizzell logo is the graphic universal representation of the Bizzell family of companies. It was developed to ensure that the company is visibly identifiable and acknowledged for their contributions to domestic and global impact, its people and partners, diversified through each company.



1.2 OUR LOGO

USAGE OPTIONS

The Bizzell logo scales for various print and media forums. The below variations provide our clients and partners with a variety of logo scales ranging from horizontal, vertical, type mark, and submark.



HORIZONTAL LOGO

Typical Uses: Web pages, publication, signs, stationery and when co-branding with other horizontal logos. This is the most widely used version of the logo.

Typical Uses: Merchandise, lapel pins, pens, social media graphics and other products where the full logo would not fit or would not be legible.



SUBMARK

Typical Uses: Podium signs, corporate plaques and challenge coins.

1.2 OUR LOGO

COLOR OPTIONS

Below are the agreed upon standards for our two-color and black-only logo variations. These standard combinations are to be utilized as guides for placing our main logo on stationary, merchandise, signage, and digital assets.



1.0
OUR
BRAND

2.0
BRAND
APPLICATION

3.0
CONTRACTS &
ACQUISITIONS

4.0
GRANTS &
AGREEMENTS

5.0
PROCEDURES &
CLEARANCE

1.2 OUR LOGO

MINIMUM PRINT SIZE

A minimum print size has been established to ensure legibility. See examples below.

1.2 OUR LOGO

INCORRECT LOGO, TYPE MARK AND SEAL USAGE

The only correct uses of the logo, type mark and seal are as shown on the previous pages. A few typical incorrect examples are shown below



1.2 OUR LOGO: BIZZELL COMPANY LOGOS

The Bizzell logo is the graphic universal representation of the Bizzell family of companies. Bizzell realizes that when we join forces and collaborate with some of the world's most aspiring and purpose-driven organizations, we can accelerate our impact and drive global change in areas of public health strengthening, economic development, workforce development, youth empowerment, and many other areas.

Our partnerships and collaborations help strengthen our global network, enrich our corporate offerings and programs, and help us achieve our mission of building healthy, secure, connected, and sustainable communities across our nation and around the world.

Under the universal Bizzell brand are a Bizzell Family of Companies. Adhere to Bizzell brand standards when using each company logo.

Visit <https://www.BizzellUS.com/global-affiliations/> to learn about Bizzell Family of Companies.



1.2 OUR LOGO: BIZZELL COMPANY LOGOS

Bizzell US, LLC (Bizzell US), a Bizzell Company, is a strategy, consulting, and technology firm that designs innovative solutions to help build healthy, secure, and sustainable communities in our nation and around the world. Bizzell US leverages the combined experience of our diverse subject matter experts to develop data-driven, research-informed answers to the world’s most complex challenges—ensuring our clients achieve their vision and goals through innovated solutions. Our multiple-disciplinary team of experts brings decades of providing quality technical and subject matter expertise across multiple areas: Health Solutions, Global Programs, Managed Services, and Workforce Innovation

Visit <https://www.BizzellUS.com/> for more info or email info@BizzellUS.com.



1.2 OUR LOGO: BIZZELL COMPANY LOGOS

Bizzell Global Ventures, Inc. (Bizzell Global), a Bizzell company, is a strategic management firm located in New Carrollton, Maryland. Bizzell Global Ventures acts as the management and coordinating entity for the overall benefit of the family of Bizzell companies and affiliates. It facilitates audit quality across the organization by establishing common policies, processes, and standards to be applied across affiliated firms. Our structure is designed to support consistency of service quality and adherence to agreed values of Bizzell corporation member firms wherever we operate around the world.

Visit <https://bizzellglobal.com/> for more info or email info@bizzellglobal.com.



1.2 OUR LOGO: BIZZELL COMPANY LOGOS

ABZL International, Inc., a Bizzell Company, focuses on the provision of effective, efficient, timely, and fiscally responsible solutions that improve the quality of life for people in low, emerging, and middle-income countries. ABZL International provides a broad range of services and technical expertise to our clients with operations spanning four continents and over ten countries- led by a highly-skilled, impact-driven, and diverse team who are committed to helping customers achieve successful outcomes. Our experts are committed to public health strengthening, economic development and youth empowerment and workforce development.

Visit <https://www.BizzellUS.com/abz-international-inc/> for more info or email info@abzl.international.

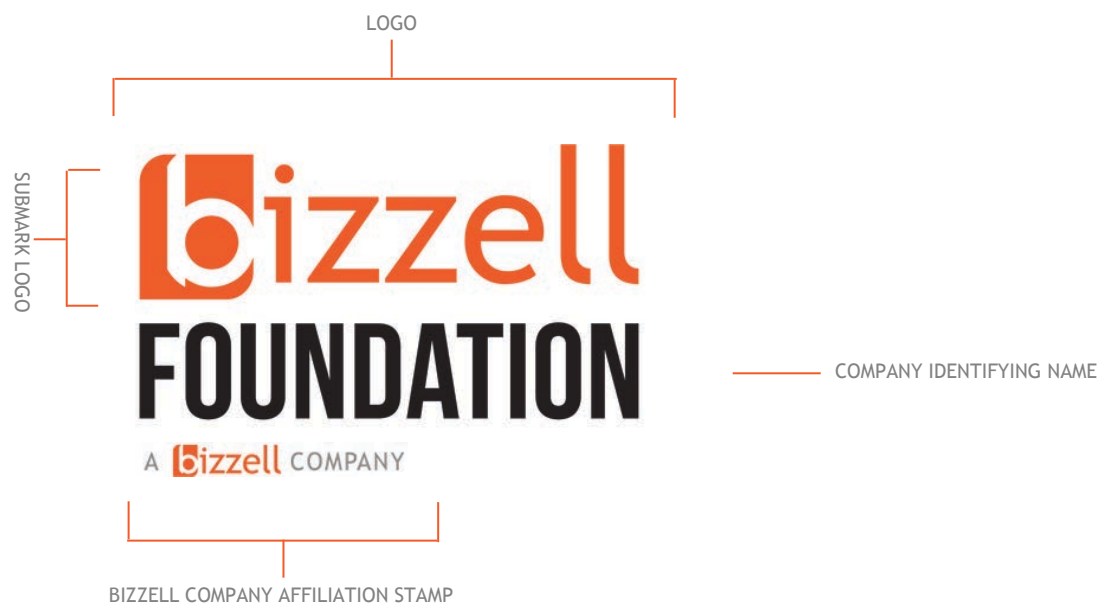


1.2 OUR LOGO: BIZZELL COMPANY LOGOS

Bizzell Foundation recognizes the importance of investing in communities where our Bizzell family of companies exists around the globe. Through positive relationships, we support the resilience of communities where we operate and work closely with communities and local organizations to create solutions and allocate resources to enable sustainability within the communities.

Bizzell Foundation was founded with the goal of creating positive social impact through healthcare, economic development, and youth empowerment worldwide. We believe healthy people are productive citizens. Therefore, we are committed that every person can receive adequate healthcare and employment to sustain themselves, their families, and their communities.

Visit <https://www.BizzellUS.com/bizzell-foundation/> for more info or email info@bizzellfoundation.org.



1.2 OUR LOGO: BIZZELL COMPANY LOGOS

Behavioral Advancement Resource Center (BHARC) is a resource to develop and disseminate new ideas, tools, and solutions to critical behavioral health issues including the opioid epidemic, substance use disorders, suicide prevention, and more. BHARC is your source for behavioral health information, insights, technical assistance, training, and innovative tools.

Visit <https://www.BizzellUS.com/bharc/> for more info or email info@bharc.org.



1.3 OUR COLORS AND GRADIENTS

PRIMARY COLOR PALETTE

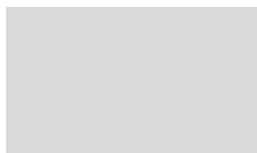
The color palette ensures the Bizzell brand always looks consistent. Bizzell Orange reinforces the ideals of success, determination, and vitality. Hues of Grey provide balance and represent intellect, knowledge, wisdom, and sophistication. The addition of White provides a complimentary tone of simplicity, safety, and trust.



Bizzell Orange
#f15b28
R:241 G:91 B:40
C:0 M:80 Y:94 K:0



Bizzell Grey
#818282
R:129 G:130 B:130
C:51 M:42 Y:43 K:7



Heather
#d9d9d9
R:217 G:217 B:217
C:14 M:10 Y:11 K:0



White
#ffffff
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

SECONDARY COLOR PALETTE

Secondary colors have been chosen in support of the primary brand colors and should be used in minimal splashes as accent only. Black, Midnight, Mint, and Tangerine provide options for branded material or graphics that require additional contrast.



Black
#000000
R:0 G:0 B:0
C:75 M:68 Y:67 K:90



Midnight
#1b3156
R:27 G:49 B:86
C:100 M:85 Y:38 K:31



Mint
#9de9dd
R:157 G:233 B:221
C:35 M:0 Y:18 K:0



Tangerine
#fe8851
R:254 G:136 B:81 C:0
M:58 Y:72 K:0

GRADIENTS COLOR PALETTE

Gradients are sleek visual cues used to add depth, texture, and sophistication to Bizzell's brand. Use the Orange or Grey gradients in a dark to bright linear direction. Use of Bizzell's gradient patterns must be approved by the Bizzell Communications Team.



1.4 OUR TYPEFACES

PRIMARY FONT

Typography is one of the most important design elements. It creates brand consistency across all materials. Do not use any unapproved fonts. Contact Bizzell Communications or IT for access to Bebas Neue font.

Bebas Neue
Typical uses:
Heading 1

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKL
 1234567890-!@#\$%^&*()_{}:”<>?

Trebuchet MS Bold
Typical uses:
Heading 2

Aa

abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKL
 1234567890-!@#\$%^&*()_{}:”<>?

Arial Narrow Bold
Typical uses:
Heading 3

Aa

abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKL
 1234567890-!@#\$%^&*()_{}:”<>?

Arial Bold
Typical uses:
Heading 4

Aa

abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKL
 1234567890-!@#\$%^&*()_{}:”<>?

Calibri Bold
Typical uses:
Heading 2

Aa

abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKL
 1234567890-!@#\$%^&*()_{}:”<>?

1.4 OUR TYPEFACES

SECONDARY FONT

Typography is one of the most important design elements. It creates brand consistency across all materials. Do not use any unapproved fonts. Contact Bizzell Communications or IT for access to Bebas Neue font.

Arial Narrow
Typical uses:
Body 1

AA

abcdefghijklmnopqrstuvwxy | abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ | ABCDEFGHIJKL
1234567890-!@#%&*()_{}:"<>?

Arial
Typical uses:
Body 2

Aa

abcdefghijklmnopqrstuvwxy | abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ | ABCDEFGHIJKL
1234567890-!@#%&*()_{}:"<>?

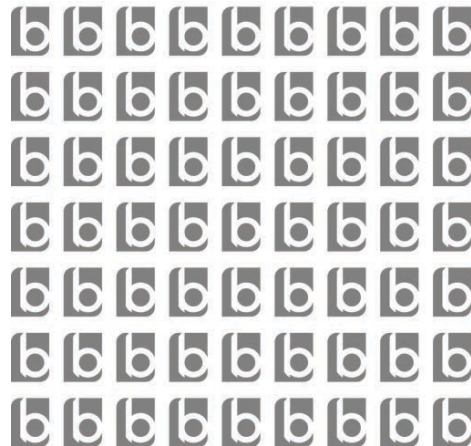
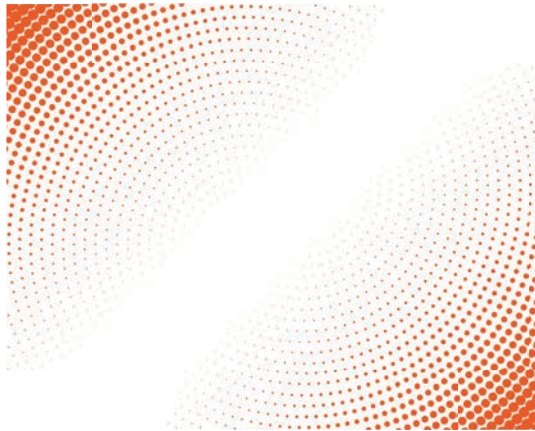
Calibri Bold
Typical uses:
Heading 2

Aa

abcdefghijklmnopqrstuvwxy | abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ | ABCDEFGHIJKL
1234567890-!@#%&*()_{}:"<>?

1.5 OUR BRAND ELEMENTS

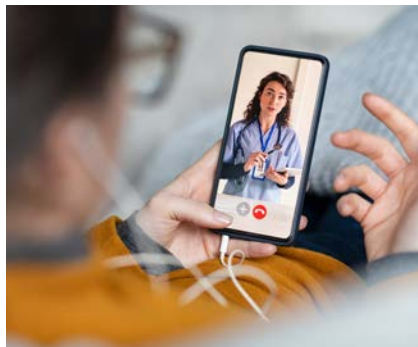
We utilize consistent brand elements on stationary, merchandise, signage, and digital assets in order to remain consistent in developing branding materials for events, communication, and marketing. Below, are the standard elements that can be used.



1.5 OUR PHOTOGRAPHY

Bizzell utilizes photography to communicate the company’s message to our intended audience in a way that demonstrates the purpose and effectiveness of our strategies. We want our clients to visualize the core values of our brand, which is: Excellence, Integrity, Service, Innovation, Professional Development, Diversity, Collaboration, and People First.

Each photo should include a caption that fundamentally aligns with the company’s message, informs the reader of the intent, and properly credits the photographer.



1.0
OUR
BRAND

2.0
BRAND
APPLICATION

3.0
CONTRACTS &
ACQUISITIONS

4.0
GRANTS &
AGREEMENTS

5.0
PROCEDURES &
CLEARANCE

CORPORATE COMMUNICATIONS UNIFY US AS A BRAND & STRENGTHEN OUR MESSAGE.

2.1 BRAND APPLICATION

2.2 BUREAUS & OFFICES

2.3 BILATERAL & REGIONAL

MISSIONS/COUNTRIES

2.4 ADMINISTRATIVE MATERIALS

2.5 TEMPLATES

2.6 PRESENTATIONS

2.7 VIDEO

2.8 E-NEWSLETTER

2.9 SOCIAL MEDIA

2.10 WEBSITE

2.11 MERCHANDISE & EVENTS



2.1 BRAND APPLICATION

Bizzell's corporate communications speak for the entire company and include both print and digital materials to dispense information. This includes Bizzell Companies and all social media platforms. These products are owned by and exclusive to Bizzell.

All corporate communications must align with and maintain Bizzell's brand integrity. Unapproved sub-brands or logos jeopardize the value of the Bizzell brand.

All corporate products must utilize Bizzell logos, typefaces, and colors in order to project a consistent and reliable brand.



2.2 GLOBAL LOCATIONS

Bizzell bilateral and regional development missions in countries and regions where Bizzell operates are the only acceptable sub-brands. A list of where Bizzell operates can be found at: <https://www.BizzellUS.com/locations/>

Do not attempt to recreate sub-brands and do not alter existing sub-brands under any circumstances. Remember that neither bureaus nor offices (Section 2.2) nor projects (Section 3.1) are sub-brands and should never be paired with the Bizzell logo.

Bizzell country sub-brands are intended for corporate, administrative and internal use. Best practice is to use Bizzell's standard identity—not the country sub-brand—on external communications and program materials.

The correct Global locations logo is shown below:



1.0
OUR
BRAND

2.0
BRAND
APPLICATION

3.0
CONTRACTS &
ACQUISITIONS

4.0
GRANTS &
AGREEMENTS

5.0
PROCEDURES &
CLEARANCE

2.2 GLOBAL AFFILIATIONS: LOCATIONS



TANZANIA



GUATEMALA



NIGERIA



DUBAI, UNITED ARAB EMIRATES (UAE)



TANZANIA



THAILAND



KENYA



UNITED STATES OF AMERICA



UGANDA



DEMOCRATIC REPUBLIC OF THE CONGO (DRC)

2.3 ADMINISTRATIVE MATERIALS

To ensure a consistent brand presentation, Bizzell has developed templates for commonly used products. Country and regional business cards and letterhead can be found in section 2.3 of this manual.

BUSINESS CARDS

Request business cards by reaching out to our administrative team. An example card is shown below. The only website allowed on business cards is www.theBizzellUS.com.

Mission/bureau/office Twitter handles are allowed on business cards as long as Bizzell’s social media guidelines are followed. To add a personal Twitter handle, please send a request. Business cards should be professionally printed using the appropriate brand colors identified in section 1.5 of this manual.

LETTERHEADS

Templates are available in Microsoft Word® and can be obtained by asking your Bizzell person of contact for branding. Microsoft Word® files should only be used for desktop publishing and for creating Adobe Acrobat PDF files. See specifications and example on right.

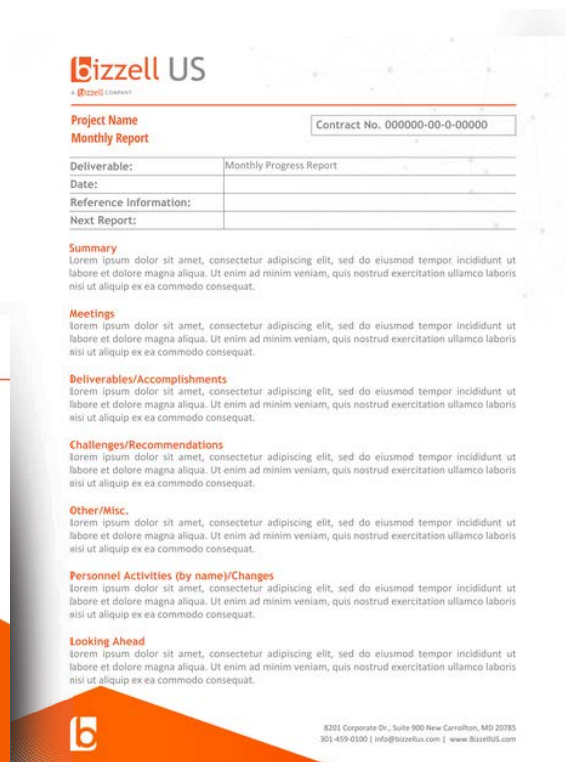
Request professionally printed letterhead through our office’s administrative team. Letterhead should be offset printed on bright white, smooth finish stock and in two colors: Bizzell Orange and Bizzell Grey



2.3 ADMINISTRATIVE MATERIALS

REPORTS

Templates are available in Microsoft Word® and can be obtained by asking your Bizzell person of contact for branding. Microsoft Word® files should only be used for desktop publishing and for creating Adobe Acrobat PDF files. See specifications and example on right.



2.4 ADMINISTRATIVE MATERIALS

EMAIL SIGNATURES

Obtain email signature templates by asking your Bizzell person of contact for branding. Content should follow guidelines for business card text. Do not include the Bizzell Logo or attempt to replicate it with orange and grey type.

Global Affiliation social media handles are allowed on email signatures as long as the Bizzell's social media guidelines are followed. To add a personal Twitter handle, please send a request.



Sample Name

Sample Employee Title

Office: 555-555-5555 x 555 Mobile: 555-555-5555

Web: www.BizzellUS.com Email: email@BizzellUS.com

8201 Corporate Dr., Suite 900 | New Carrollton, MD 20785



Sample Name

Sample Employee Title

Office: 555-555-5555 x 555 Mobile: 555-555-5555

Web: www.BizzellGlobal.com Email: email@BizzellGlobal.com

8201 Corporate Dr., Suite 920 | New Carrollton, MD 20785



Sample Name

Sample Employee Title

Office: 555-555-5555 x 555 Mobile: 555-555-5555

Web: www.abzl.international Email: email@abzl.international

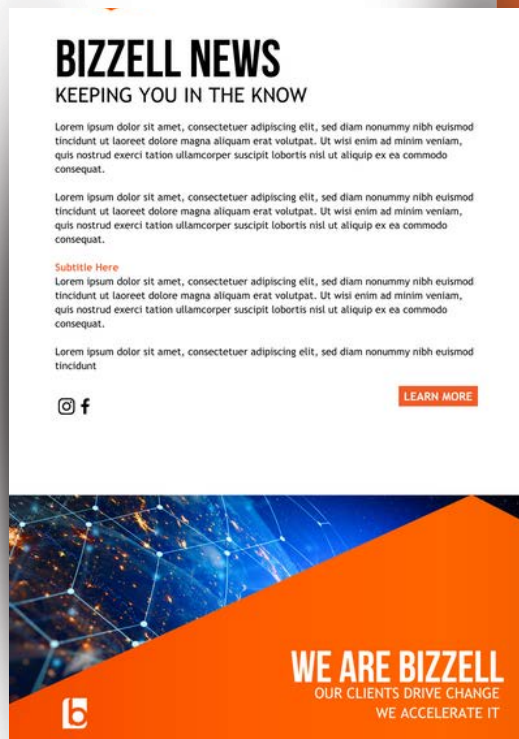
Plot No. 119-0, Street 70 | Dubai Investment Park | First Green Community, Dubai, UAE



2.5 TEMPLATES

FACT SHEETS, COUNTRY PROFILES, BIOS

Downloadable templates of commonly used documents are available upon request. These templates are approved for desktop publishing and creating Adobe Acrobat® PDF files. All written content must adhere to Associated Press style guidelines.



2.6 PRESENTATIONS

PRESENTATIONS

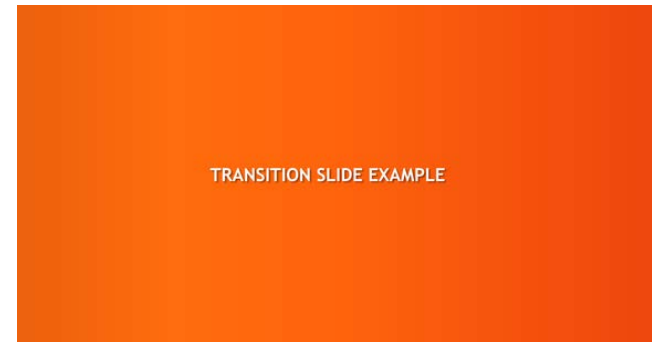
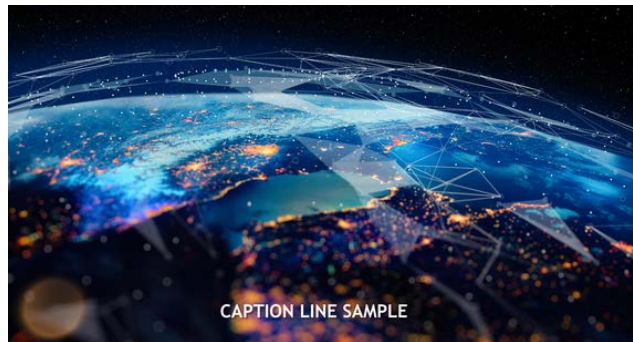
A PowerPoint® or Google Slides® presentation can be used for a variety of purposes, from client demonstrations to facilitating conferences.



2.7 VIDEO

We utilize film and video to immerse viewers by using personal stories, impactful visuals and galvanizing narratives to emotionally connect with our audience. Guidance on how to record content in Bizzell's desired style can be provided upon request. To maintain a consistent aesthetic, Bizzell-produced videos use the official Bizzell bumper and standard lower thirds in the appropriate Bizzell font.

CAPTIONS



1.0
OUR
BRAND

2.0
BRAND
APPLICATION

3.0
CONTRACTS &
ACQUISITIONS

4.0
GRANTS &
AGREEMENTS

5.0
PROCEDURES &
CLEARANCE

2.7 VIDEO

We utilize film and video to immerse viewers by using personal stories, impactful visuals and galvanizing narratives to emotionally connect with our audience. Guidance on how to record content in Bizzell's desired style can be provided upon request. To maintain a consistent aesthetic, Bizzell-produced videos use the official Bizzell bumper and standard lower thirds in the appropriate Bizzell font.

LIVE VIDEO SAMPLE



2.8 E-NEWSLETTER

In efforts to develop and maintain our relationships with our clients, potential clients, stakeholders, and internal staff, we use corporate communications, including email newsletters, as a way to distribute information. Enclosed in our newsletters, we often include information about News and Insights, company announcements, new Bizzell team members, as well as developing partnerships.

All corporate communications are created by our Market Impact department and should be indicated across any published e-newsletter content. Downloadable headers and footers are available upon request for usage.



BIZZELL NEWS KEEPING YOU IN THE KNOW

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Subtitle Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt



[LEARN MORE](#)



2.9 SOCIAL MEDIA

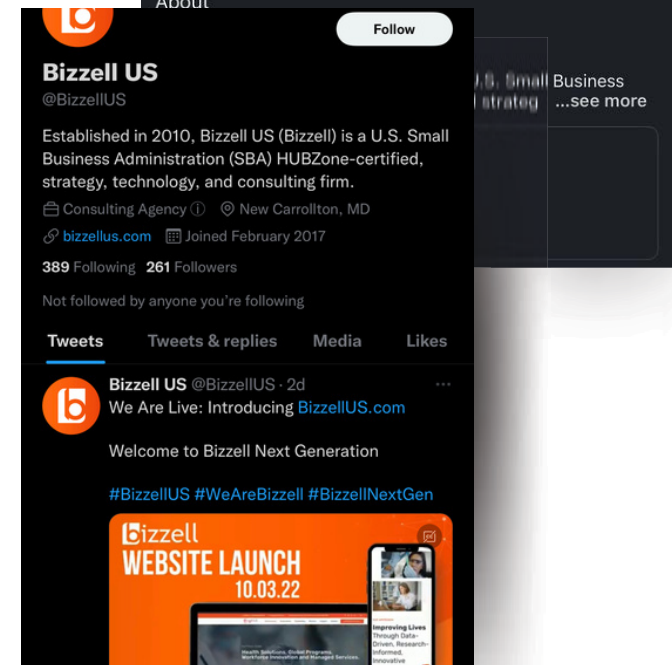
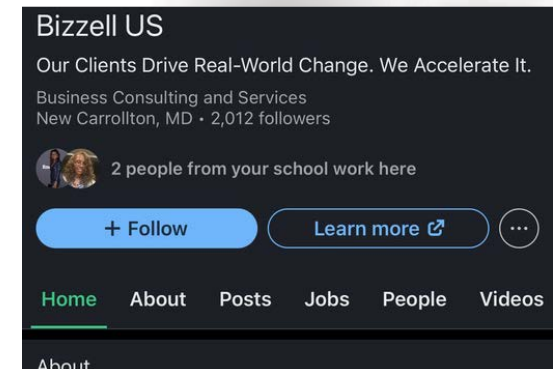
Bizzell employs the use of multiple social media platforms to engage our clients. The main Bizzell social media platforms are as follows:

LINKEDIN

The Bizzell LinkedIn profile picture should always be the standard Bizzell logo. Do not insert names or alter the profile picture in any way. The cover image can and should be changed consistently. When choosing a photo, select a rich-colored image that clearly aligns with the Bizzell brand.

TWITTER

The Twitter profile picture should always be the standard Bizzell logo. Do not insert names or alter the profile picture in any way. You are welcome and encouraged to alter the large header photo regularly (1500x500 pixels). The header photo should be a large, intriguing image that showcases our work and the people we help in a positive manner. Do not use the header for bureau or office identification.



2.10 SOCIAL MEDIA

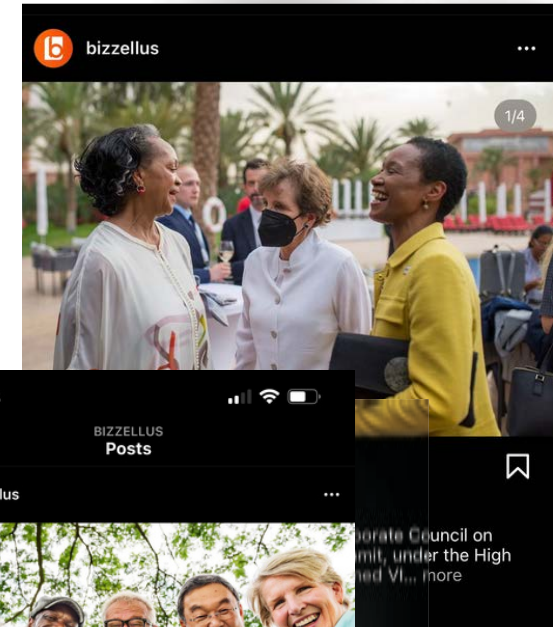
INSTAGRAM

Instagram Profile Photo size: 110 x 110
Instagram photo size: 1080 x 1080

The Instagram profile picture should be the Bizzell "B" logo. Do not insert names or alter the profile picture in any way. When choosing a photo, select a rich-colored image that clearly aligns with the Bizzell brand.

FACEBOOK

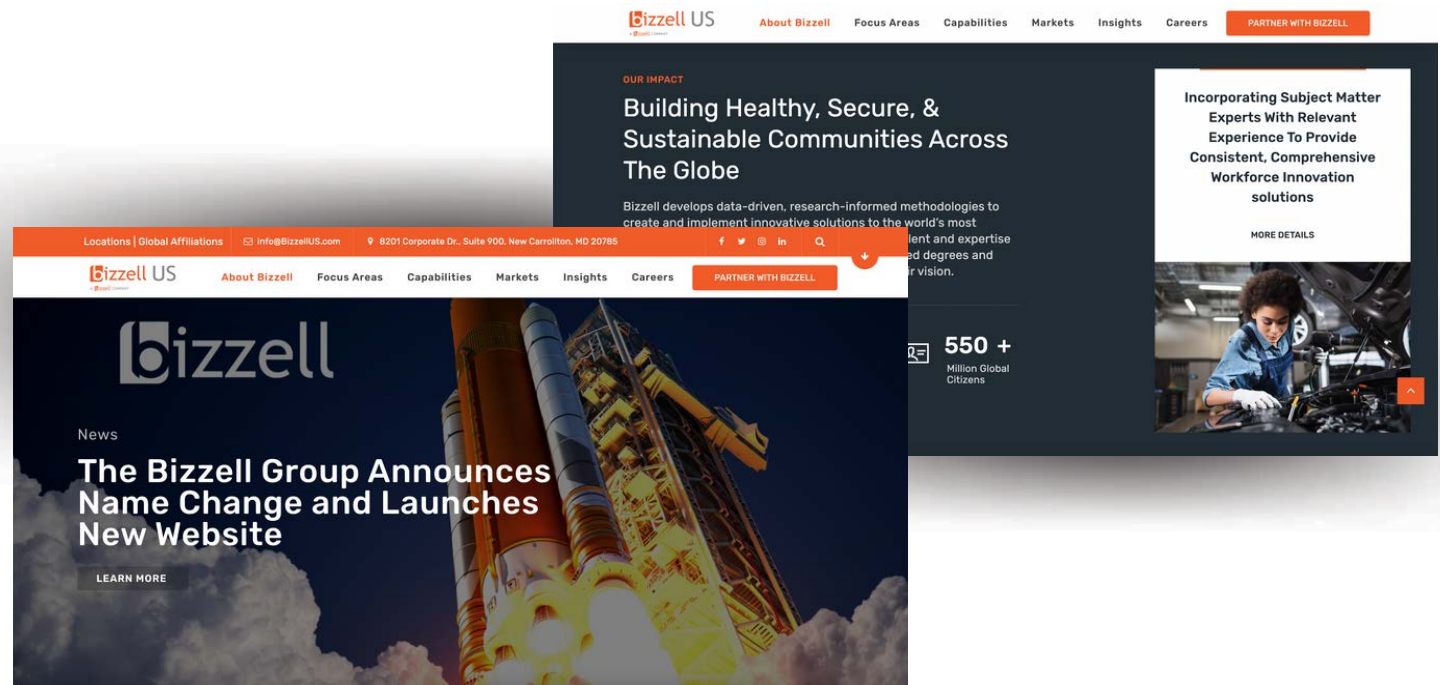
The Bizzell Facebook profile picture should always be the standard Bizzell logo. Do not insert names or alter the profile picture in any way. The cover image (851x315 pixels) can and should be changed consistently. When choosing a photo, select a rich-colored image that clearly aligns with the Bizzell brand.



2.11 WEBSITE

Bizzell’s website www.BizzellUS.com distributes updated and important information to our global audience. For this to be an effective tool we have developed standard page templates for bureaus, offices and missions.

All content on www.BizzellUS.com should use the website’s native styles for display of standard page elements such as paragraph text, headers, image treatment, data tables and hyperlinks. While some custom coding is allowed in page content, styles and layout elements may not overwrite or conflict with native styles. Official Bizzell sites (subsites) should follow the template and aesthetic of the main Bizzell website as closely as possible, including sharing top menu navigation and style sheets with www.BizzellUS.com. If this is not feasible for technical reasons, the subsite should replicate the styles and layout of the Bizzell external site as much as possible to ensure a consistent visitor experience when browsing Bizzell content across multiple subsites.



2.12 MERCHANDISE & EVENTS

The Bizzell logo or type mark can be used on promotional items. Size, shape, space and visibility will inform which to use. Color and clear space specifications (sections 1.3 and 1.4 of this manual) must be adhered to at all times.

SHIRT

A light-colored shirt should be utilized to ensure the Bizzell logo or type mark is visible. Bizzell-approved colors for this purpose can be found in section 1.4 of this manual. Employ the two-color type mark on light-colored shirts. Country names are acceptable on shirts; bureau and office names are not.

CAP

A light-colored cap should be used to ensure the type mark is visible. Bizzell-approved colors for this purpose can be found in section 1.4 of this manual. Employ the two-color type mark on light-colored caps.



CONTRACTS & ACQUISITIONS COMMUNICATIONS HELP ENSURE OUR BENEFICIARIES ARE AWARE

1.0
OUR
BRAND

2.0
BRAND
APPLICATION

3.0
CONTRACTS &
ACQUISITIONS

4.0
GRANTS &
AGREEMENTS

5.0
PROCEDURES &
CLEARANCE

3.1 BRAND APPLICATION

3.2 NAMING

3.3 SOCIAL MEDIA & WEBSITES

3.4 PROGRAM MATERIALS

3.5 COMMODITIES

3.6 PROGRAM SIGNS



3.1 BRAND APPLICATION

Projects funded by acquisitions include contracts, blanket purchase agreements, task orders and purchase orders. These projects are completely funded by Bizzell and we therefore preserve exclusive branding rights.

Please note:

- Projects are not Bizzell sub-brands.
- Contractor logos are not permissible on any programmatic materials.
- Projects contracted under acquisition should not be co-branded unless an exception is given as part of the
 - project's marking plan, which generally occurs upon deciding to co-brand with a host country.
 - Project materials must follow Bizzell's graphic standards—including Bizzell's typefaces and colors.

GRANTS UNDER CONTRACT

- Concerning grants under contract, the contractor is responsible for including branding and marking requirements for these grants in its Branding Implementation Plan and Marking Plan, as part of its overall responsibility for managing grants under its contract.

3.2 NAMING

Bizzell recognizes the importance of naming as it relates to promoting a consistent brand identity. Appropriately naming our projects helps our clients identify with the work we do the intended outcome.

For this reason, all project names should be legible and representative of our message and mission.

Acronyms can be a clever way to shorten a long program name. While a select few may succeed at communicating a message, most simply cause confusion with our intended audience. This is especially true when translation is necessary. Rarely does an acronym succeed at communicating program goals and they should be avoided in almost all circumstances. Program names may be translated into a local language but Bizzell must remain in English at all times.

BIZZELL RECOGNIZES THE IMPORTANCE OF NAMING AS IT IN NAMING A PROJECT AVOID:

- Jargon
- Abbreviations
- Clever play on words
- The name of the country (i.e., assume your audience knows where they live)
- The names of implementing partners or contractors
- Office or bureau names
- Project logos or seals

YOU SHOULD INCLUDE:

- Bizzell (people need to know where the assistance is coming from)
 - A basic description of the project in simple language
- Additionally, program and project names are not sub-brands and should not be paired with the Bizzell logo under any circumstances.

3.3 SOCIAL MEDIA & WEBSITES

Social media is often used in conjunction with a communications campaign. It should always be used to communicate directly with stakeholders or beneficiaries in host countries. It should never be used to promote a program or contractor.

Social media channels may be approved as part of a project's marketing plan in consultation with project coordinators.

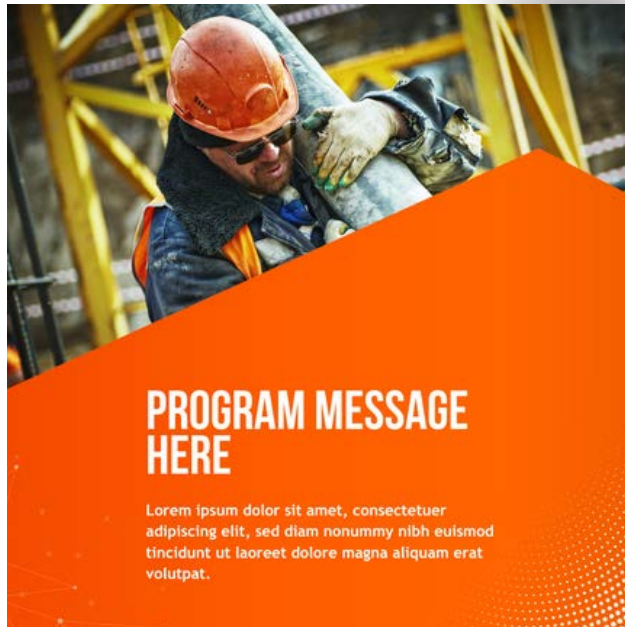
To avoid confusion with official Bizzell social media channels, the Bizzell logo should not be used as a profile picture. A photo reflective of the project should be used as a profile picture. A Bizzell-branded photo should be displayed as the banner photo, and acknowledgement of Bizzell support should be featured in the "Profile" or "About" section.

All websites produced for Bizzell projects by contractors must be approved and display correct disclaimer language. The websites should follow the structure and aesthetic of the main Bizzell website as closely as possible, including sharing top menu navigation and style sheets with www.BizzellUS.com. If this is not feasible for technical reasons, the subsite should replicate the styles and layout of the Bizzell external site as closely as possible.



3.4 PROGRAM MATERIALS

Program materials are marketed with specific messages and include products meant to promote or inform non-beneficiaries about the program. All project materials must follow the graphic standards in this manual, including using Bizzell's typefaces and colors. The Bizzell logo should be used on program materials to maintain a consistent aesthetic.



3.5 COMMODITIES

Commodities are some of the most visible forms of communication, and must be marked with the Bizzell logo unless a waiver or exception has been given. You may use either version of the logo. All guidelines shown earlier in this manual must be followed.



3.6 PROGRAM SIGNS

Marking Bizzell program sites and vehicles is part of our branding efforts as well. Program, project, or activity sites financed by Bizzell contracts, including visible infrastructure projects (roads, bridges, buildings, etc.) or others that are physical in nature (agriculture, forestry, water management, etc.), must prominently display the Bizzell identity.

SIGNS AND PLAQUES

For brand consistency, the following guidelines as well as those previously mentioned in this manual must be observed. Position the Bizzell logo at the top. An optional short narrative about the program and the deliverables should highlight the “people first” aspect of our brand. Presenting the information in both English and local languages, with a maximum of two local languages per sign or plaque, is recommended. Other parties to be acknowledged, additional logos, and the dates can be included at the bottom. Do not include contractor’s logos on signs, plaques or other project materials. Do not include bureaus or offices.

GRANTS, COOPERATIVE AGREEMENTS & ASSISTANCE WORKING TOGETHER WE CAN HELP MORE PEOPLE.

1.0
OUR
BRAND

2.0
BRAND
APPLICATION

3.0
CONTRACTS &
ACQUISITIONS

4.0
GRANTS &
AGREEMENTS

5.0
PROCEDURES &
CLEARANCE

4.1 BRAND APPLICATION

4.2 CO-BRANDING

4.3 SOCIAL MEDIA & WEBSITES

4.4 ADMINISTRATIVE MATERIALS



4.1 CO-BRANDING

Assistance projects are co-owned and co-branded by Bizzell. We work in conjunction with our partners to establish the best branding strategy to acknowledge our joint work. At a minimum, Bizzell's logo should visually appear in equal size and prominence to our other partner's logos. Projects should not create their own logos. In some cases, a project may require a unified identity or logo to achieve its intended outcomes. Bizzell's Senior Advisor for Brand Management must approve all project logo requests. Bizzell does not require use of Bizzell's typefaces and colors in assistance-funded project materials.



4.2 CO-BRANDING

Co-branding allows us to show unification between Bizzell and our partners. When co-branding communications, it is critical to follow all the guidance in this manual. The Bizzell logo should be placed in the left corner with partner logo(s) to the right. It is important to ensure all partner logos are of visually equal weight and nothing has more prominence than the Bizzell logo. Any bold type logos should be the same height as Bizzell type mark. And if the logo uses illustration, fine lines or small text, you may manually size the logo. See example below. Minimum clear space on all sides of the Bizzell and partner logos is equal in width. See section 1.3 of this manual for minimum print size.



CLEAR SPACE

CLEAR SPACE

BIZZELL LOGO SHOULD BE OF VISUALLY EQUAL SIZE
AND PROMINENCE WITH EACH PARTNER'S LOGO.

4.3 SOCIAL MEDIA & WEBSITES

Social media is used to showcase co-brands and should emphasize that said co-brand is an extension of Bizzell.

To avoid confusion with official Bizzell social media channels, the Bizzell logo should not be used as a profile picture. A photo reflective of the co-brand should be used as a profile picture. A Bizzell-branded photo should be displayed as the banner photo, and acknowledgement of Bizzell support should be featured in the “Profile” or “About” section.

All websites produced for Bizzell projects by contractors must be approved and display correct disclaimer language. The websites should follow the structure and aesthetic of the main Bizzell website as closely as possible, including sharing top menu navigation and style sheets with www.BizzellUS.com. If this is not feasible for technical reasons, the subsite should replicate the styles and layout of the Bizzell external site as closely as possible.

4.4 ADMINISTRATIVE MATERIALS

Co-brands with Bizzell contracts or acquisition-funded projects cannot use the Bizzell logo, type mark or seal on any administrative materials, including business cards, stationery, etc.



1.0
OUR
BRAND

2.0
BRAND
APPLICATION

3.0
CONTRACTS &
ACQUISITIONS

4.0
GRANTS &
AGREEMENTS

5.0
PROCEDURES &
CLEARANCE

PROCEDURES & CLEARANCE ARE TO BE FOLLOWED TO ENSURE OUR BRAND IS REPRESENTED PROPERLY

5.1 CLEARANCE & ENFORCEMENT

5.2 EXCEPTIONS & WAIVERS



5.1 CLEARANCE & ENFORCEMENT

1.0
OUR
BRAND

2.0
BRAND
APPLICATION

3.0
CONTRACTS &
ACQUISITIONS

4.0
GRANTS &
AGREEMENTS

5.0
PROCEDURES &
CLEARANCE

CLEARANCE

Our brand strategists are able to clear on the majority of branding issues. Contact us at: market_impact@BizzellUS.com if further clarification is needed.

THANK YOU. TOGETHER WE CAN ENSURE
bizzell BRAND REMAINS A POWERFUL SYMBOL
AROUND THE WORLD.