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 MACHANISM

All promotional material for online and offline dissemination must be approved by the PUAN office over email. Kindly email your designs to asg@usefp.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. Mission in Pakistan and PUAN

TEXT GUIDELINES:

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. Mission in Pakistan**.

The standard acknowledgement line is:

> **Supported by the U.S. Mission in Pakistan in Partnership with the Pakistan-U.S. Alumni Network**

All efforts should be made to use the standard line on all promotional material printed including, banners, standees, brochures, certificates, or promotional items. The correct placement of this line is right after the project title.

For Chapter Activities, the name of the chapter e.g., Islamabad 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 line.

WEBSITE GUIDELINES:

- 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.puan.pk
- If you would like to place PUAN's social media account handles, please use the following:
  Facebook: @PakUSAlumni | Twitter @PakUSAlumni | Instagram @PakUSAlumni |LinkedIn @ PakUSAlumni

LOGO GUIDELENES:

- For all ASG events, reunions, Chapter Activities, or any other events that may be arranged by alumni, written consent from the U.S Mission to Pakistan/ Islamabad and/or the U.S Consulates, and the PUAN office to use their logos.

Logo 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.

Or

Example
- In case of collaboration with a **third party**, please get prior approval over email from your concerned chapter coordinator. The logos may be placed together in the header in a size equal to, but not greater than, the two logos of U.S. Mission and PUAN.

PHOTOGRAPHS:

- For all Chapter Activities, reunions, country project and small grants, alumni are required to capture photographs of the event and the attendees. These photographs are required for reporting and may be used by PUAN for promotional purposes on digital media, so make sure you have the consent of the participants. The best way to handle this is to announce at the beginning of the event that photos will be shared publicly, and that if anyone chooses not to be in the photos, they should inform the organizer.
- Photographs are the best way to tell the story of your activity. Please take action-based photos in both landscape and portrait mode. For example, the photos of Chapter Activity on 'use of creative arts by young students for promotion of peace' should depict students using different mediums during the activities. You may use a DSLR or your phone's camera to capture the photographs. However, all photographs should 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, alumni are encouraged to record video clips of the event and short interviews, with consent from the participants in writing. These clips help with 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 more up-close activity shots of participants that help to highlight the essence of the activity. The time duration of this video should not be more than one 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 to one 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?
  3. What was your favorite activity from today's session / this project?
  4. How do you plan to implement what you have learned?

MORE QUESTIONS

For any further questions, please email your concerns to asg@usefp.org