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Pakistan-U.S. Alumni Network

Branding and Style Guide

Updated: August 2025

Table of Contents

INTRODUCTION 3

BRANDING GUIDELINE OBJECTIVES..... 3

APPROVAL MACHANISM 3

WAIVERS 3

TEXT GUIDELINES 4

WEBSITE GUIDELINES 4

LOGO GUIDELENES..... 5

Logo Placement: 5

Sample Placement Options:..... 5

 1. *Left Aligned* 5

 2. *Centre Aligned* 5

 3. *Right Aligned* 5

Third Party or Partners Logo:..... 6

Respect Flag Integrity:..... 6

U.S. Flag Specifications..... 6

COLOR SCHEME 7

TYPOGRAPHY..... 8

SAMPLE DESIGNS 9

PHOTOGRAPHS 11

VIDEOS 13

CONSENT FOR VIDEO AND PHOTOGRAPHY 13

Consent Form:..... 14

MORE QUESTIONS 15

INTRODUCTION

- This document provides guidelines for all communication materials developed, printed, or disseminated under the Pakistan-U.S. Alumni Network (PUAN) banner. It covers activities conducted through the PUAN Grants Program, Reunions, Masterclasses, Conferences, activities under PUAN Connect, and any other initiatives supported by 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.

BRANDING GUIDELINE OBJECTIVES

- The primary objective of this branding guideline is to ensure consistency, clarity, and integrity in all communications and visual representations associated with the Pakistan-U.S. Alumni Network (PUAN). These guidelines aim to uphold the values and credibility of the PUAN and the U.S. Mission in Pakistan by providing alumni and partners with a standardized framework for the appropriate use of logos, language, design elements, and acknowledgments.
- By maintaining a cohesive brand identity across all platforms and activities-including grants, reunions, conferences, masterclasses, and chapter events-this guide ensures that the PUAN's impact and partnerships are communicated with professionalism, respect, and transparency, while allowing room for innovation within approved parameters.

APPROVAL MACHANISM

- All promotional materials for both online and offline dissemination must be approved by the PUAN Communications Team prior to printing or public release. Draft designs should be shared with the PUAN Communications Team via email: PUANGrants@usefp.org.

WAIVERS

- While exceptionally rare, PUAN members and implementing partners 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 project proposal or

grant application in detail followed by an approval, in writing, from the U.S. Mission to Pakistan and PUAN.

TEXT GUIDELINES

- Use the complete name **Pakistan-U.S. Alumni Network**. PUAN may be used only after “Pakistan-U.S. Alumni Network (PUAN)” is spelled out at the beginning of the communication product. If the organization is only named one time, e.g. on a standee, use Pakistan-U.S. Alumni Network. Similarly, please use **U.S. Mission to Pakistan**.
- The standard acknowledgement line is:

**Supported by the U.S. Mission to 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 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 GUIDELINES

- For all PUAN Grants events, Reunions, PUAN Connect activities or any other events that may be arranged by PUAN members, written consent is required from the U.S. Embassy or the appropriate U.S. Consulate, and the PUAN

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.

Sample Placement Options:

1. Left Aligned



Or



2. Centre Aligned



Or



3. Right Aligned



Or



Third Party or Partners Logo:

- In case of collaboration with a **third party**, please get prior approval over email from your chapter coordinator. The logos may be placed together in the header in a size equal to, but not greater than, the U.S. flag and PUAN. In such cases, the U.S. flag must always be placed on the extreme left, the PUAN logo on the extreme right, and any third-party or partner logos should be centered between them.

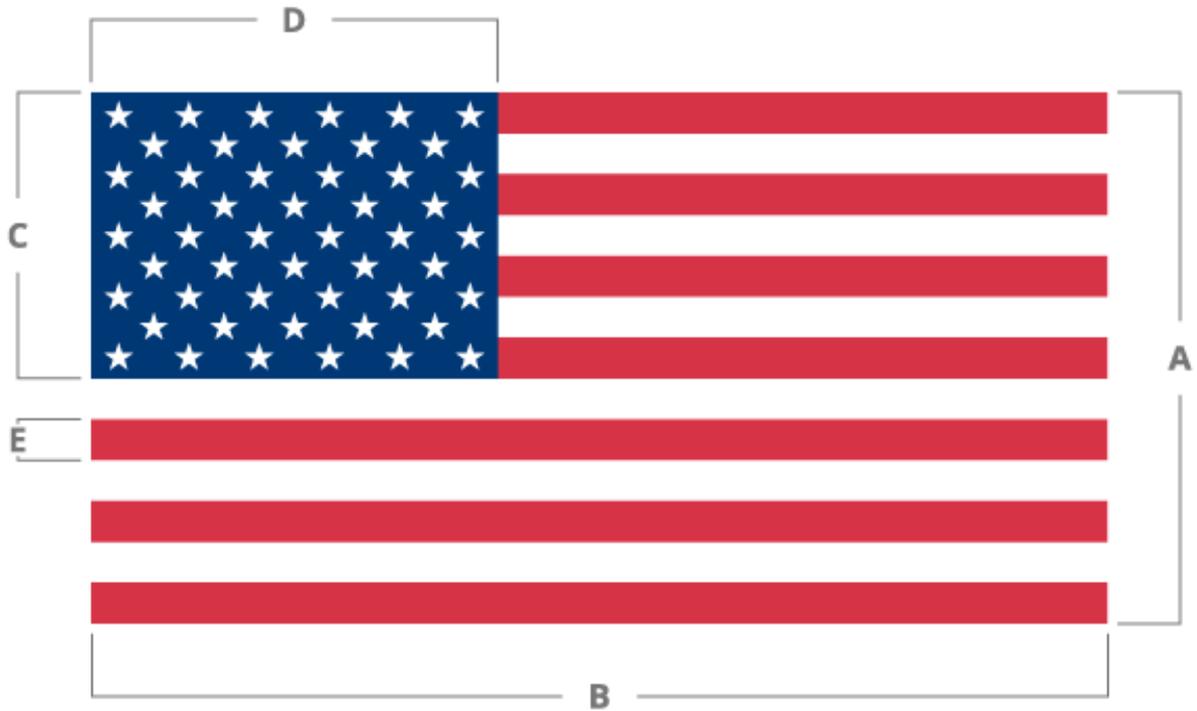
Respect Flag Integrity:

- The U.S. flag and other logos must not be distorted, stretched, altered in shape, or graphically manipulated. Such changes undermine their symbolic integrity. When displaying the U.S. flag with other logos, maintain original proportions: align by height (side-by-side) or width (stacked). Do not alter flag colors to match each other—each flag's color holds unique meaning. A real photo of flags together is preferred over edited graphics.

U.S. Flag Specifications:

The basic design of the current flag is specified by 4 U.S.C. § 1. The specifications are below.

- Hoist (width) of the flag: $A = 1.0$
- Fly (length) of the flag: $B = 1.9$
- Hoist (width) of the Union: $C = 0.5385$
- Fly (length) of the Union: $D = 0.76$
- Width of stripe: $E = 0.0769$ ($A/13$, One thirteenth of the flag width)

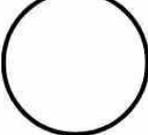


U.S. Flag Specs

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.

COLOUR PALETTES

Primary Colors	Secondary Colours	Tertiary Colours
 MAIN BLUE HEX: #003777	 BLACK PEARL HEX: #0A2240	 LIGHT LEMON HEX: #E2A846
 MAIN GREEN HEX: #005B31	 TARAWERA HEX: #0A314D	 LIGHT MAGENTA HEX: #FFF4FB
 MAIN RED HEX: #D72638	 MERLOT HEX: #981B1E	 GRAY LAVENDAR HEX: #9A719D
 DARK RED HEX: #C4161C	 ALIZARIN CRIMSON HEX: #D01319	 ORGANGE HEX: #E2A846
 LIGHT BLUE HEX: #68990C	 SMALT HEX: #002D74	 GRAY TURQUOISE HEX: #7E9693
 PURE WHITE HEX: #FFFFFF	 DARK RED HEX: #2E8B57	 OFF WHITE HEX: #F5F5F5

TYPOGRAPHY

Our primary typefaces are [EB Garamond](#) and [Open Sans](#). They are optimized for use in both print and web materials such as posters, reports, and social media graphics. EB Garamond and Open Sans are used on State.gov and U.S. Embassy websites. This pairing offers a visual balance of classic and modern aesthetics, while also providing typographic contrast for optimal legibility on the web.

All font variations (Regular, Bold, Extra Bold, etc) are acceptable to use for design needs.

EB Garamond

EB Garamond is a serif typeface which is best used for titles, headers, and large call outs. We do not recommend using EB Garamond for long-form body text such as multi-paragraph articles, instruction manuals, or newsletter body copy.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz

Open Sans

Open Sans is a sans-serif typeface which is best used for long-form body copy and can be easily stylized for large, bold calls to action. This typeface also works well for document titles, headings, and large call outs which offer a clean, minimalist look.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

Primary Typeface Samples

Right-to-Left Languages and Special Characters

For right-to-left languages and languages with special characters, we recommend using the [Noto](#) font family from Google. Noto is a font family that aims to support all languages in the world and includes Serif and Sans Serif variations.

SAMPLE DESIGNS

Certificate:



Banner/Backdrop: Option #1 With Partner's Logo



Option #2 Without Partner's Logo



PHOTOGRAPHS

- Capturing high-quality photographs is essential for all PUAN Connects activities, Reunions, PUAN Grants, Masterclasses, and Conferences. These images are required for reporting and may also be used by PUAN for digital media promotions. Please ensure you have the participants' consent. The most effective approach is to announce at the beginning of the event that photographs will be taken and shared publicly. Participants who prefer not to be included should notify the event organizer.
- Photographs are a powerful way to showcase the story and impact of your activity. Please capture action-oriented shots in both landscape and portrait orientations. For example, an event titled "Use of Creative Arts by Young Students for the Promotion of Peace" should feature students actively engaging with various art forms.

You may use a DSLR camera or a high-quality phone camera. All photos must be clear, well-lit, and properly framed. Make sure to document each activity with 5–10 high-quality images.

- Recommended Photo Types for Reporting and Promotion:
 1. Wide-angle shots of the event space from different perspectives, clearly showing participants, speakers, and PUAN branding.
 2. Group photos with the chief guest, trainer, or project lead.
 3. Close-up action shots of participants and speakers engaging in the activity.
 4. Images from the opening and closing ceremonies.

Pakistan-U.S. Alumni Network Branding and Style Guide

✔ Acceptable Photo Examples

Photo Type	Description	Why It's Acceptable
Wide-angle shot	A wide shot of the conference hall from the back, showing the audience, stage, speaker at the podium, and PUAN banner clearly visible.	Captures the scale of the event and includes branding and active participation.
Group photo with dignitaries	Participants standing with the chief guest and trainer in front of a PUAN backdrop. Everyone is clearly visible and well-lit.	Shows important figures and gives credibility to the event.
Close-up action shot	A participant speaking into a mic during a panel discussion, with an engaged expression. PUAN notebook visible on the table.	Captures energy and involvement; PUAN branding included.
Opening ceremony photo	Ribbon-cutting moment with dignitaries and participants gathered around, smiling and clapping.	Represents the event's formal beginning with positive energy.
Closing ceremony photo	Participants holding certificates with the trainer and project lead in a well-lit room, smiling.	Indicates successful conclusion and acknowledges participant efforts.
Well-lit front-facing portrait	Speaker or participant captured with even lighting from the front, showing clear facial expressions.	Avoids silhouette effect; conveys mood and professionalism.
Properly framed composition	Subject is centered or intentionally composed, background is clean, and all key elements are visible.	Enhances visual impact and professionalism.

✘ Unacceptable Photo Examples

Photo Type	Description	Why It's Unacceptable	Acceptable Alternative
Blurry or poorly lit shot	A dim, unclear photo of the audience where faces and the PUAN banner can't be identified.	Fails to represent professionalism or show clear engagement.	Ensure proper lighting and focus for clear visibility.
Group photo without relevance	A random group of people standing without context, no visible PUAN branding or known figures.	Lacks connection to the event and purpose of documentation.	Take group photos with banners, trainers, or key figures in view.
Distracted or disengaged participants	Someone on their phone during a workshop, or speakers looking away with disinterest.	Does not portray active involvement or a positive image of the event.	Capture participants in active, attentive moments.
Photos of empty chairs or breaks	Image of the event hall during a coffee break with few people scattered around.	Doesn't show active participation or meaningful content.	Take photos during interactive sessions or crowded moments.
Back-of-head shots only	Taken from behind the audience with no view of speaker, expression, or branding.	Doesn't capture faces, engagement, or context effectively.	Angle the camera to include speaker and audience interaction.
Against light/silhouettes	Subject appears dark or shadowed due to bright light from behind (e.g., windows, stage lights).	Details are lost; expressions and features are unclear.	Face the subject toward the light source or use fill lighting.
Bad framing or awkward angles	Faces cut off, tilted shots, distracting background clutter, or key elements out of frame.	Distracts from the subject, appears unprofessional, and reduces visual impact.	Use balanced composition, steady hands/tripod, and clean backgrounds.

VIDEOS

- For all PUAN-supported activities, alumni are encouraged to record video clips of the event, including short interviews—with written consent from participants. These videos are valuable for monitoring and may be used for promotional content on the U.S. Mission to Pakistan and PUAN’s digital platforms.
- 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 duration of this video should not be more than one minute. Exceptions can be made for long-form footage, including podcasts, vlogs, and documentaries.
- 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 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?

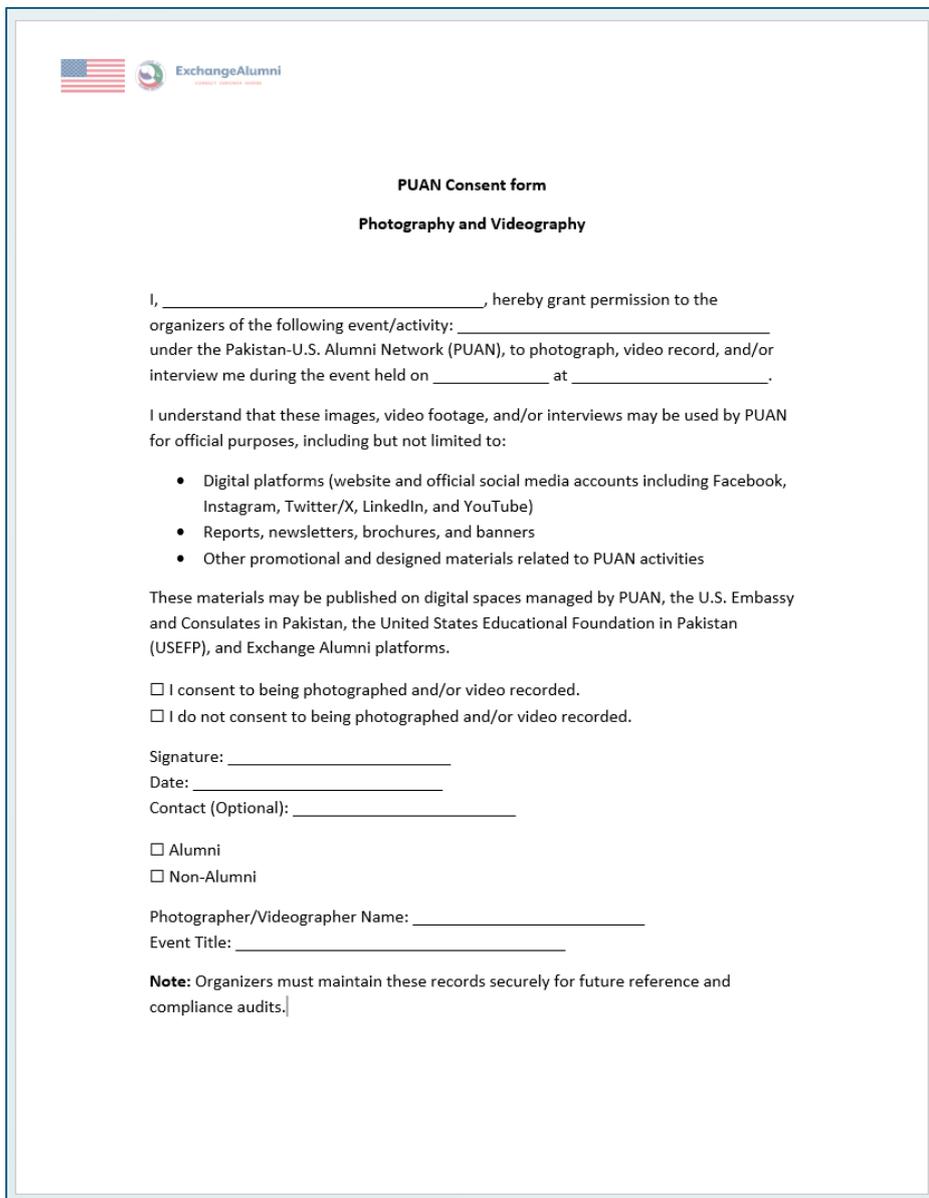
CONSENT FOR VIDEO AND PHOTOGRAPHY

- To ensure ethical media practices and uphold participants' privacy rights, all PUAN-supported activities involving photography and videography must secure informed consent from participants. Consent should be obtained at the beginning of the event, and attendees must be clearly informed that visual documentation may be used for PUAN reporting, publications, promotional materials, and digital media platforms in the future.
- Participants must be notified in advance that their photos and video footage—if consented to—may appear on the official websites and social media platforms of the U.S. Mission, Exchange Alumni, and the Pakistan-U.S. Alumni Network (PUAN), including Facebook, Instagram, Twitter/X, LinkedIn, and YouTube. They may also be used in printed materials such as brochures, newsletters, banners, and reports. This ensures transparency and enables participants to make an informed decision.

- Participants who do not wish to appear in photos or videos should be provided with a clear opt-out process, and their preference must be respected without question.
- A formal consent form must be signed by each participant to document their decision regarding the use of their image or video. A sample screenshot of the consent form is provided below for reference, and the complete bilingual consent form can be downloaded from the following link:

<https://puan.pk/puan-grants-guidelines/>

Consent Form:



The image shows a screenshot of a consent form titled "PUAN Consent form" with the subtitle "Photography and Videography". At the top left, there are logos for the United States and Exchange Alumni. The form contains the following text and fields:

I, _____, hereby grant permission to the organizers of the following event/activity: _____ under the Pakistan-U.S. Alumni Network (PUAN), to photograph, video record, and/or interview me during the event held on _____ at _____.

I understand that these images, video footage, and/or interviews may be used by PUAN for official purposes, including but not limited to:

- Digital platforms (website and official social media accounts including Facebook, Instagram, Twitter/X, LinkedIn, and YouTube)
- Reports, newsletters, brochures, and banners
- Other promotional and designed materials related to PUAN activities

These materials may be published on digital spaces managed by PUAN, the U.S. Embassy and Consulates in Pakistan, the United States Educational Foundation in Pakistan (USEFP), and Exchange Alumni platforms.

I consent to being photographed and/or video recorded.
 I do not consent to being photographed and/or video recorded.

Signature: _____
Date: _____
Contact (Optional): _____

Alumni
 Non-Alumni

Photographer/Videographer Name: _____
Event Title: _____

Note: Organizers must maintain these records securely for future reference and compliance audits.

MORE QUESTIONS

For any further questions, please email your concerns to :

PUANGrants@usefp.org