



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA



VISIBILITY MANUAL

Rule of Law and Culture of Integrity Program



This program also has the alliance of the Institute of Politics of Harvard University

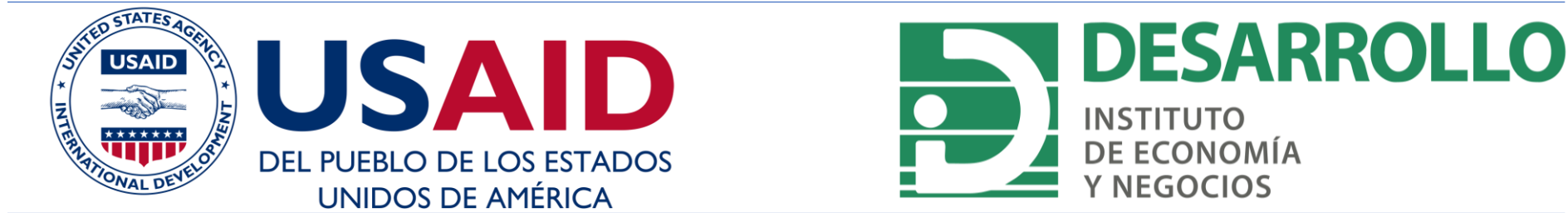
INTRODUCTION

We present the Visibility Manual for the allies of the **Rule of Law and Culture of Integrity Program**, executed by the **Development Institute (ID)**, with the technical and financial support of the **United States Agency for International Development (USAID / Paraguay)**.

In this material we expose the correct way to apply the logos to all the materials generated by the **Development Institute** and by the institutions allied to the Program.

ORDER AND LOCATION

The USAID and the Development Institute logos should be placed at the top of the document or material according to the following example:



The **USAID logo in Spanish** must be placed first and the **Development Institute** must be placed second, in their **horizontal versions**. Both logos must be used in **equal size and prominence**.

ORDER AND LOCATION

The **vertical** versions will only be used for these cases: Formal invitations, when other verticals logos are found within the document.



The **USAID logo in Spanish** must be placed first and the **Development Institute** must be placed second.

Both logos must be used in equal **size and prominence**.

ALLIES

The logos of the allies institutions will be applied in this order:



They are located in the lower space of documents and materials.

To mention the Institute of Politics, we use the following slogan under the logos of Paraguayan institutions:

"This program also has the alliance of the Institute of Politics of Harvard University"

ALLIES

Finally it would be as follows:



"This program also has the alliance of the Institute of Politics of Harvard University"

CO-BRANDING CASES WITH ALLIES

When this Program support is granted to an activity or event and it is **promoted and organized by one of the allies**, the logos will be placed as follows:



First, the logo of the organizing partner institution is placed, in the middle the USAID logo **in Spanish** and followed by the logo of ID.

EXAMPLE



The logo of the Supreme Court of Justice as organizers of the activity comes first, then the logo of USAID and last the Development Institute.

Seminario 1:
"Actualización en Derecho
Procesal Civil. Juicio Ejecutivo"
Disertante: Dr. Modesto Nuñez

08/08
10:00 a
12:00 h.

EN DIRECTO POR:



Consultas al (0971) 203 - 220
Clara Bejarano

CO-BRANDING CASES WITH ALLIES

When the activity is **promoted and organized jointly by one of the allies and the Development Institute**, within the framework of the Program, the logos will be placed as follows:



The USAID logo in Spanish comes first, in the middle will be the logo of the Development Institute, and finally the logo of the partner institution.

EXAMPLE



The USAID logo comes first, followed by the Development Institute logo and finally Notre Dame, since it is a joint organization.

Disertantes:

ANDREA CASTAGNOLA
PhD. en Ciencias Políticas
por la Universidad de
Pittsburgh - USA

ANÍBAL PÉREZ - LIÑÁN
Profesor de Ciencia
Política y asuntos globales
Universidad de
Notre Dame - USA

MIÉRCOLES
12/08
09:00 a
12:00 h.

EN DIRECTO POR:



@institutodesarrollopy

DISCLAIMER IN ENGLISH

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The contents of this **course/video/presentation/other*** are the responsibility of the authors and do not necessarily reflect the views or positions of the U.S. Agency for International Development or the U.S. Government.

* You must choose one of the options (../.../ ..) according to what corresponds.

INSERTING THE DISCLAIMER

AT THE TOP, ON THE FIRST PAGE:

- In reports, documents and other supplies.
- Materials presented at events.

AT THE END IN:

- Audiovisual materials.
- In the presentations of power point, prezi and other supports.

*In other materials not detailed in this guide, it should be placed in the document or product, if it has been prepared within the framework of the ROLCI Program and has not been previously reviewed by USAID. To ensure correct use, please send the material to comunicacion@desarrollo.edu.py

EXAMPLE

Archivo Inicio Insertar Dibujar Diseño Transiciones Animaciones Presentación con diapositivas Revisar Vista Ayuda ¿Qué desea hacer?

16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

22 Pagos impositivos y salarios

23 Independencia Judicial

24 Independencia Judicial

25 V. Conclusiones

26

27

Haga clic para agregar notas

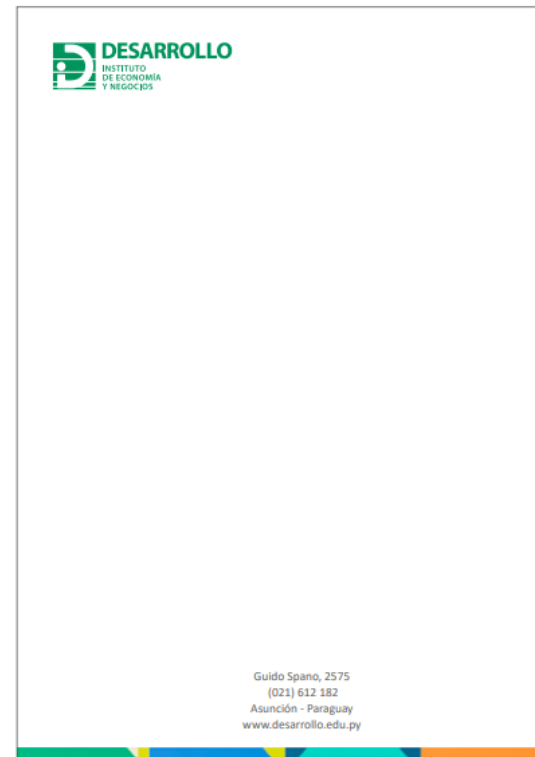
Consultas al correo:
desarrollo@desarrollo.edu.py

¡Muchas gracias!

Esta presentación fue posible gracias al generoso apoyo del pueblo de los Estados Unidos de América a través de la Agencia de los Estados Unidos para el Desarrollo Internacional (USAID). El contenido de esta presentación es responsabilidad de los autores y no refleja necesariamente los puntos de vista o las posiciones de USAID o el Gobierno de los Estados Unidos.

WHERE NOT TO APPLY THE USAID LOGO

→ The USAID logo can't be used on **business cards, letterheads, or other administrative materials** such as contracts, registration forms for internal use, and other non-publishable documents of the Development Institute and other partner institutions.



CONSIDERATIONS

All materials must go through a prior review and approval by **USAID/Paraguay** and **Development Institute**.

To ensure the correct implementation of the visibility resources, please send your query with the material where you want to implement them to the email: comunicacion@desarrollo.edu.py, in order to give the final approval of the material or advise you on its application.

THANK YOU