



## **Branding Requirements: Visibly American**

The State Department requires that all programs, projects and assistance activities, partially or fully-funded by the Department, be marked appropriately overseas with the standard U.S. flag in a size and prominence equal to (or greater than) any other logo or identity.

All publicity and promotional materials (such as flyers, posters, website etc.) should underscore the sponsorship by or partnership with the U.S. government or the U.S. Embassy with a standard rectangular U.S. flag in conjunction with the U.S. Embassy logo.

Please contact the Public Affairs Department should you have any hesitations regarding branding.