



COMMUNICATIONS GUIDANCE



Feed the Future Innovation Lab for Livestock Systems

PURPOSE & TARGET AUDIENCE



Objective:

- To provide guidance and resources on how to conduct external outreach
- To inspire best practices



Target audience:

- Principal Investigator, and supporters of outreach

Also appropriate for:
Co-Principal Investigators
Researchers or Post-docs

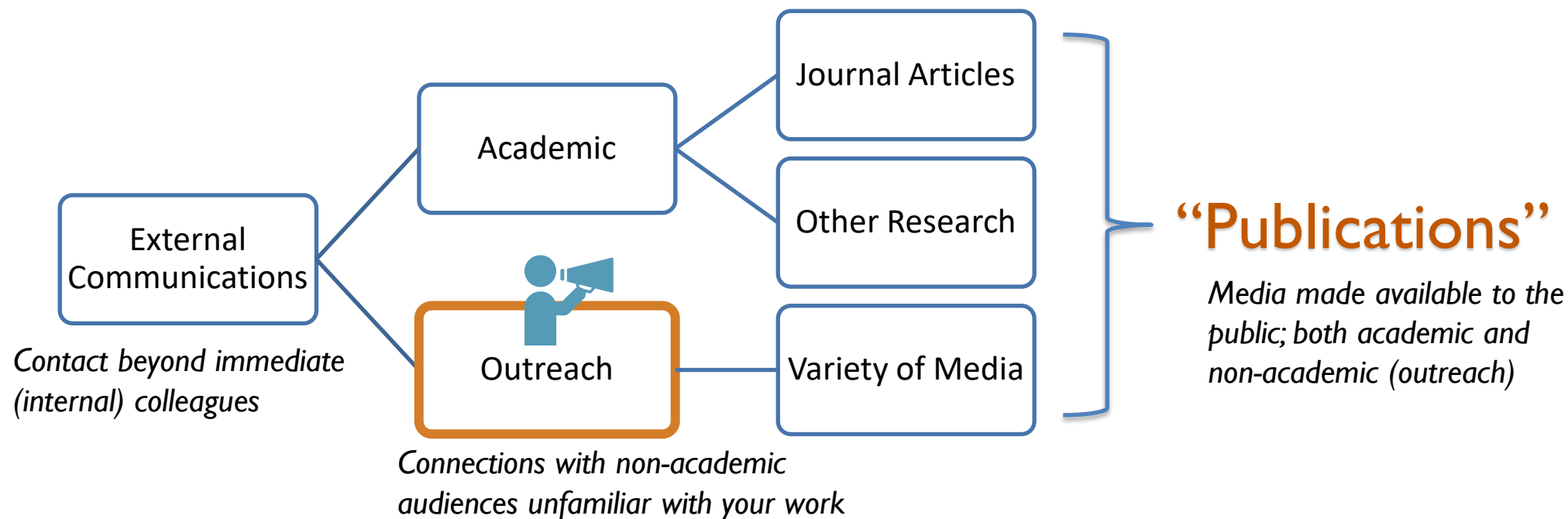
OUTLINE





- Branding
- Process for drafts
 - Templates
- Photos: process and tips
- Media Relations
- Social media?

Quick poll: How much do you plan to use social media for your LSIL project?

FOCUS ON EXTERNAL COMMUNICATIONS



-  **DON'T** • Note: *Internal communications* allows use of the acronym “LSIL” to mean “Livestock Systems Innovation Lab.” *External communications* does not.
-  **DO** • Use full name: “Feed the Future Innovation Lab for Livestock Systems”

BRANDING



FEED^{THE}FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

Example of
branding

Note branding elements on this slide

Font = Gill Sans MT

Format of slide = widescreen (16:9)

Feed the Future Innovation Lab for Livestock Systems



USAID
FROM THE AMERICAN PEOPLE

BILL & MELINDA
GATES foundation

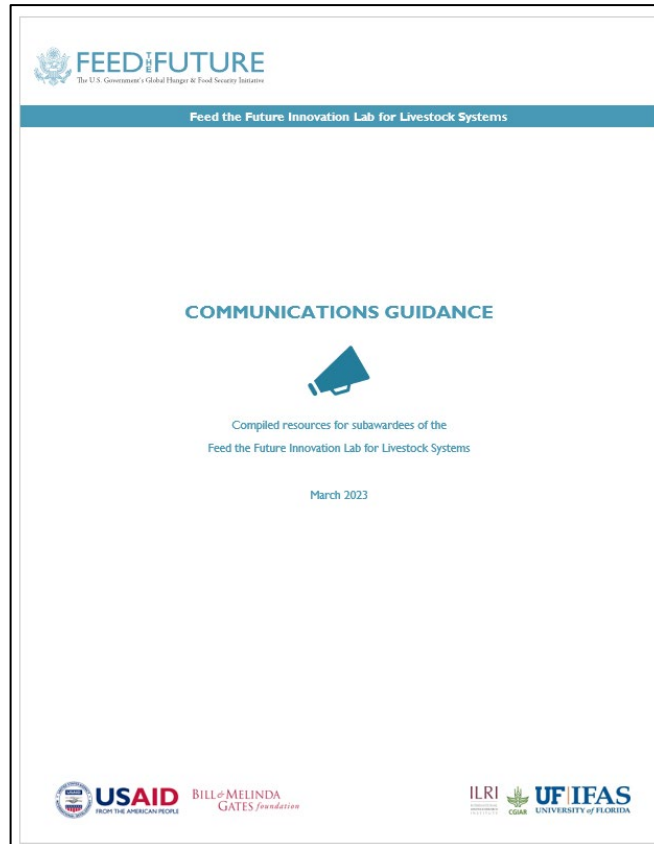
ILRI
INTERNATIONAL
LIVESTOCK RESEARCH
INSTITUTE



UF IFAS
UNIVERSITY of FLORIDA

WHERE TO FIND GUIDANCE

Guidance Document:



And consult your subaward agreement

Piestar Dashboard:

Communications & Branding

- [LSIL Communications Guidance.pdf](#)
- [Disclaimer for LSIL publications.docx](#)
- [TEMPLATE_LSIL_Word_Basic.docx](#)
- [TEMPLATE_LSIL_PPT presentation.pptx](#)
- [TEMPLATE_LSIL_Poster_w Gates.pptx](#)
- [TEMPLATE_LSIL_Certificate.pptx](#)

- [Feed the Future Branding: YouTube video](#)
- [Feed the Future Branding: Module with quizzes](#)

When in doubt, reach out: livestock-lab@ufl.edu

PROJECT VIDEO

<https://youtu.be/vatdgAsNy8s>



Discussion:
What made this video appealing to many audiences?



PROCESS FOR PUBLICATIONS



Flyer
Blog
Brief
Story
Presentation
Video



*print or
electronic*

WHAT IS REQUIRED?

Three basic guidelines:

1. Adhere to Feed the Future/LSIL's branding requirements. ✓
2. Submit drafts via email (livestock-lab@ufl.edu) for feedback and clearance ✓
3. Upload a final version of each product as a PDF file in Piestar. ✓

Our fonts:

- **Gill Sans MT** (shorter items)
- **Garamond** (longer items)

Avoid using blank pages without
Feed the Future logo at top,

... unless necessary



#1: ADHERE TO BRANDING

- Use a template, found in Piestar
- Beginning: Logos appear at top and bottom of first page/screen
- Beginning or End: Our disclaimer text for videos, presentations, and long or formal publications:

This work was funded in whole or part by the United States Agency for International Development (USAID) Bureau for Resilience and Food Security under Agreement # AID-OAA-L-15-00003 as part of Feed the Future Innovation Lab for Livestock Systems. Additional funding was received from Bill & Melinda Gates Foundation OPP#1175487. Any opinions, findings, conclusions, or recommendations expressed here are those of the authors alone.

Communications & Branding

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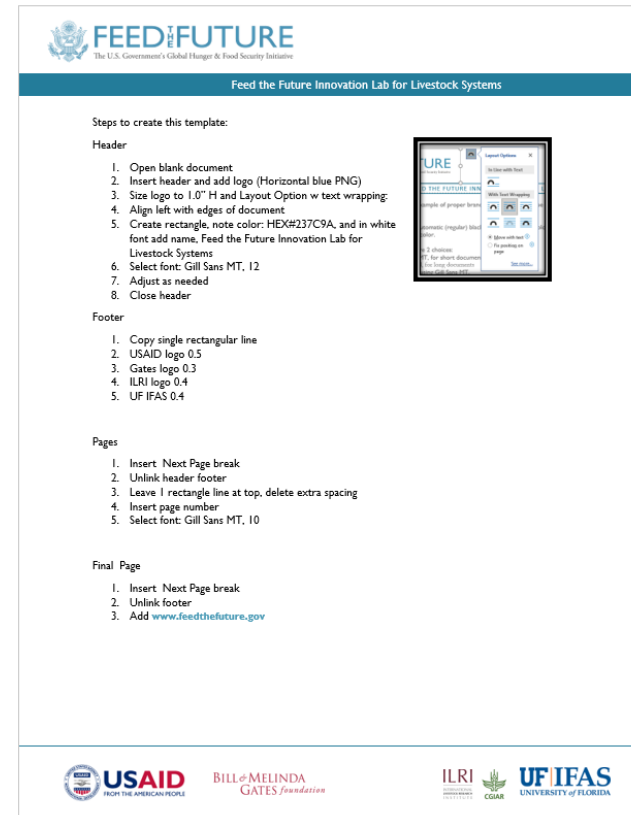


TEMPLATES

PowerPoint Presentation



Word Document



Disclaimer





FEED^{THE}FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

COLORS

New Accessible Color Palette (September 2018 to present)

PRIMARY COLOR



CMYK 84/41/28/3
RGB 35/124/154
HEX #237C9A

SECONDARY COLORS



CMYK 72/28/100/12
RGB 81/131/37
HEX #518325

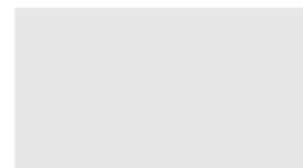


CMYK 18/76/100/7
RGB 194/87/0
HEX #C25700

ACCENT COLORS



CMYK 62/60/68/54
RGB 64/59/51
HEX #403B33

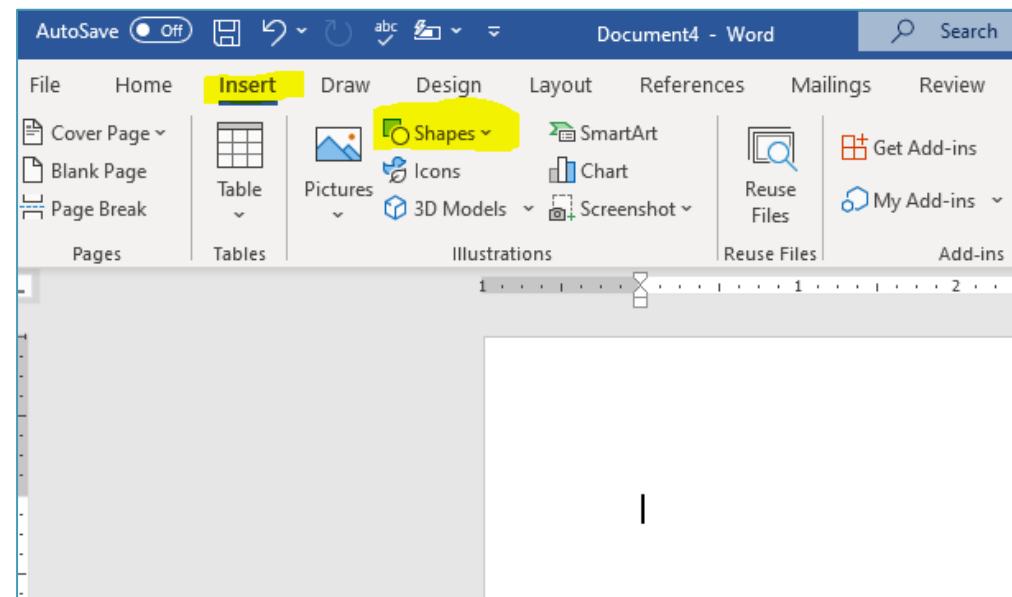


CMYK 0/0/0/10
RGB 230/231/232
HEX #E6E7E8

(plus black)

Quick task: Change a
Microsoft Word blue star
into “LSIL blue”

1. Open a Word document
2. Select Insert / Shapes / Stars and Banners
3. Then?
4. *Clue:* #237C9A



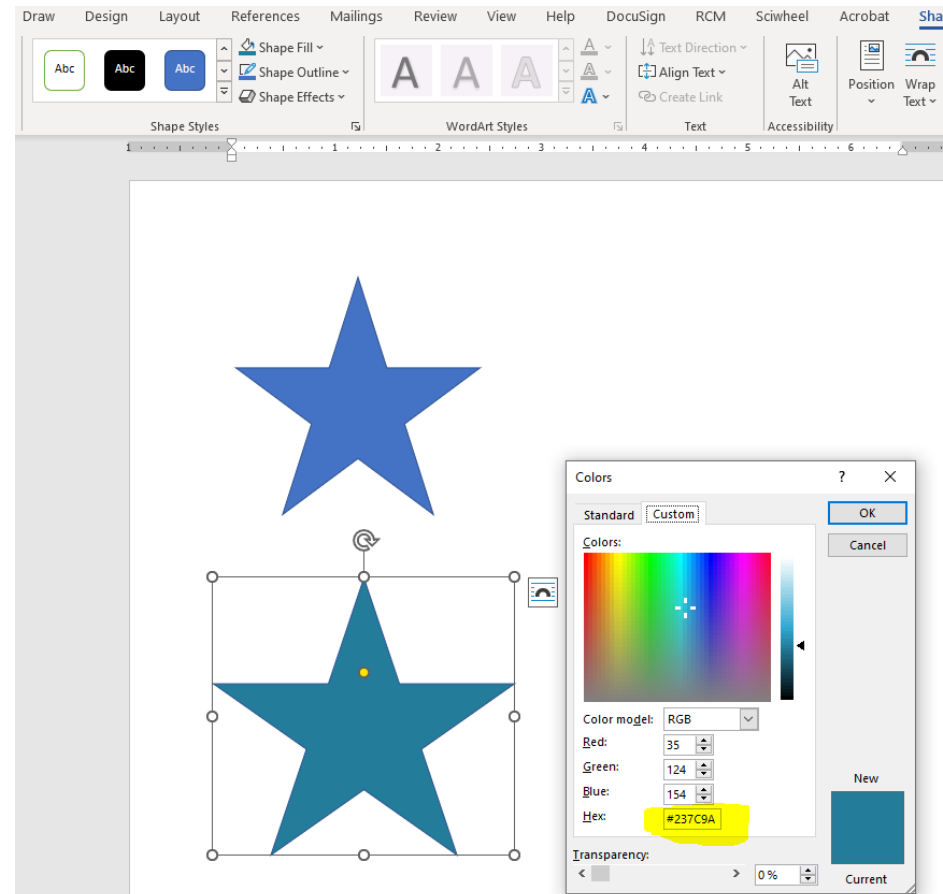
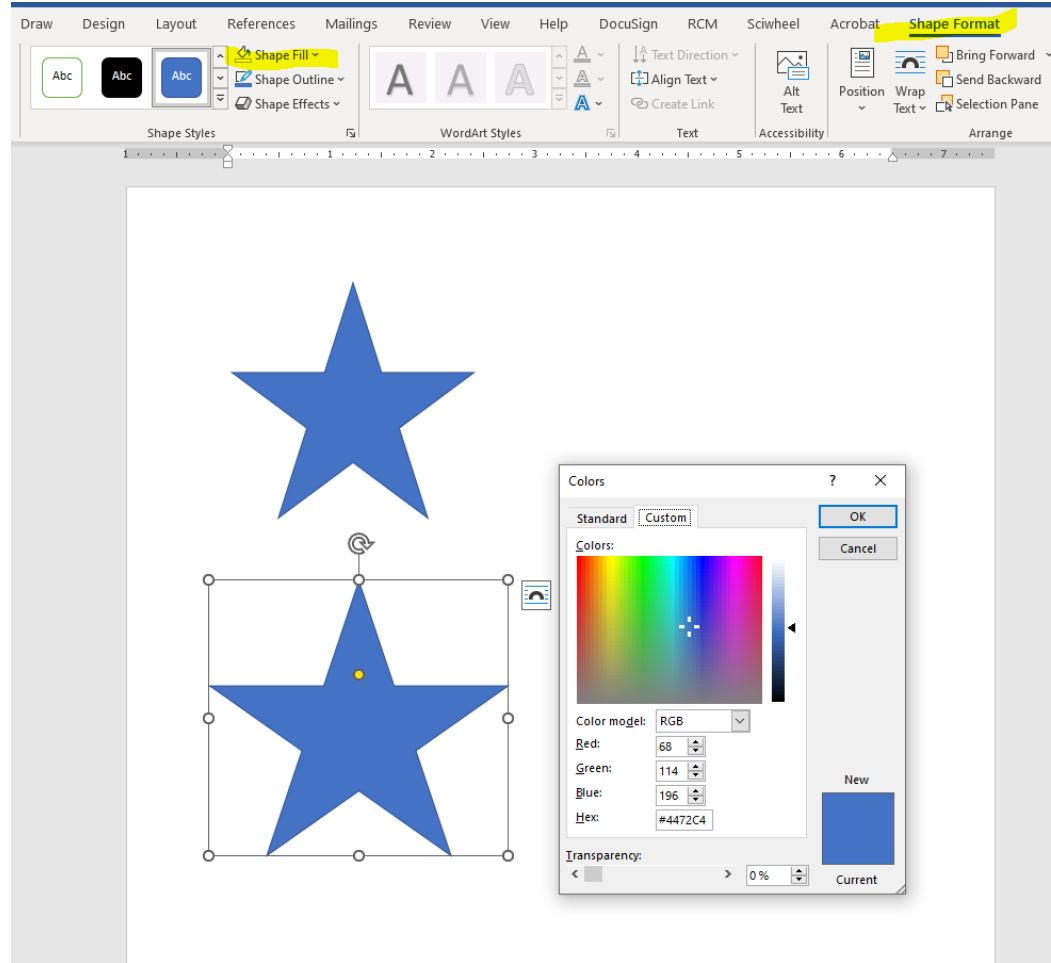
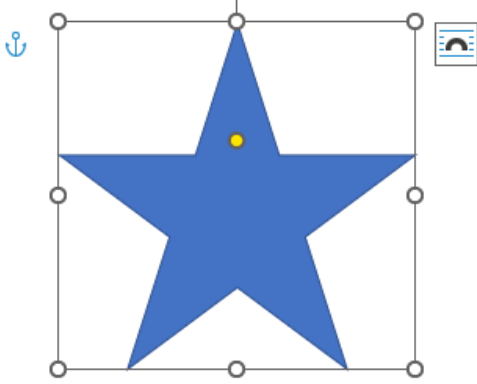
Select
object



Choose Shape
Format / Shape Fill



Enter Hex:
#237C9A



BRANDING RESOURCES

1. [Piestar dashboard](#): Communications & Branding

- LSIL Communications Guidance
- Disclaimer for LSIL publications
- TEMPLATE for Word, PowerPoint, etc.

2. Feed the Future video: [Feed the Future Branding – YouTube](#)

3. Feed the Future branding module with quizzes:
<https://www.feedthefuture.gov/resource/feed-the-future-branding-training-module/>

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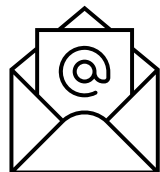


#2: SHARE DRAFTS BY EMAIL

LIVESTOCK-LAB@UFL.EDU

Four steps:

1) Send draft



2) Address feedback



3) Receive approval



Drafts to share:

Any materials with LSIL branding OR intended for publication with disclaimer (journal articles)

4) Publication



#3: UPLOAD PDF IN PIESTAR



Piestar



REVIEW OF PUBLICATION PROCESS



Steps	Hints
<u>Adhere</u> to branding requirements	Download a template and develop draft within the template
<u>Submit drafts to</u> livestock-lab@ufl.edu	Use for all correspondence
<u>Upload</u> in Piestar	Bookmark https://livestock.piestar.com





PHOTOS



Discussion:
What's appealing?

Connect
People +
Livestock +
Research



Discussion:
What's not
appealing?



STYLE & COPYRIGHT OF IMAGES



- Obtain permission if subject is young (under 18), or sensitive.
- Include humans!
- Submit details about each photo



- Plagiarize.
- Copy photos from websites.
- Share photos from unknown sources.



For ethical concerns, see ILRI guidelines:
<https://cgspace.cgiar.org/handle/10568/89055>
“Photograph all people with respect and dignity.”



**Photograph
children
without
parental
consent**



**Obtain both oral
("yes") and written
consent (form)**

GENERAL CONSENT AND RELEASE

I agree that the University of Florida Board of Trustees (the "University") may record my participation, appearance, likeness, and voice on any digital, analogue, or other device or storage medium, including DVD, CD, video tape, audio tape, or photograph (the "Materials"). I hereby unconditionally and irrevocably consent to the University's use of the Materials for any legal purpose. I waive any right to be paid for use of the Materials or to object to the use of the Materials for any purpose, including publishing, printing, displaying, exhibiting, distributing, or otherwise publicly using the Materials. The University may edit, crop, retouch, or otherwise alter the Materials to reveal my name and identity in the Materials or do so by descriptive text or commentary. All intellectual property rights that are associated with the Materials are the sole property of the University.

I have read and I understand this General Consent and Release. I am, am not (circle one)
eighteen years of age or older.

Name: _____
Signature: _____
Phone: _____
Address: _____
Date: _____

If the individual signing this General Consent and Release is under the age of eighteen (18), his/her parent/guardian must sign below.

I certify that I am the parent or guardian of the individual who signed this General Consent and Release above and I agree to be governed by the terms of this General Consent and Release.

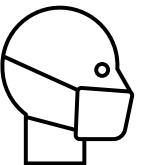
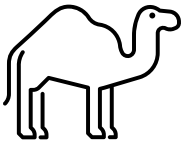
Name: _____
Signature: _____
Date: _____

ASSIGNMENT #1: SUBMIT 2-3 PHOTOS

Upload to [https://photos.google.com/ \(livestocklab@gmail.com\)](https://photos.google.com/livestocklab@gmail.com)

See instructions in document, Communications Guidance.

Encourage collaborators, staff and students to take plenty of photos (and videos!).





PRESS & MEDIA RELATIONS



Yes! Befriend a journalist or communicator.



Media engagement process

let us know before you invite media

notify us immediately if the project or LSIL is in the press
(whether positive, neutral, or negative)



Press release

coordinate with us

we can support development and distribution

SOCIAL MEDIA

Suggestion: try 1 new platform for 1 month ... and follow us!





1. [Facebook](#): friendly networking, multimedia
2. [Twitter](#): quick, text-based messages
3. [YouTube](#): videos
4. [LinkedIn](#): professional networking
5. [Flickr](#): photos
6. [Agrilinks](#): commenting


P.S. at bottom of all website pages, you can [Subscribe](#) to our **Newsletter** ... We also have a blog ...
<https://livestocklab.ifas.ufl.edu/>

TWITTER FEED

Tweets from @Livestock_Lab Follow on Twitter


 **Livestock Lab** @Livestock_Lab · 23h
Blog mentions our MAP project: "Unleashing the power of the pastoral sector: new perspectives" @ccmullaly @gatesfoundation sparc-knowledge.org/news-features/...

 **Feed the Future** @FeedtheFuture · Mar 8
#FeedtheFuture joins the global community in celebrating #IWD2023! Empowered women benefit entire communities, economies & countries. One great example is the EatSafe Innovation Challenge winner, who is helping make a traditional food safer in #Ethiopia:




LIVESTOCK LAB BLOG


A CLEAN SWEEP TO IMPROVE MEAT SAFETY IN ETHIOPIA



BUILDING HUMAN CAPACITY FOR LIVESTOCK DISEASE SURVEILLANCE



TABASKI: A HUGE MARKET OPPORTUNITY FOR SMALL RUMINANTS IN NIGER



Questions?

- Branding
- Drafts
- Photos
- Media Relations
- Social Media

2 CLOSING SLIDES: DISCLAIMER + BLUE LOGO

Feed the Future Innovation Lab for Livestock Systems

<https://livestocklab.ifas.ufl.edu/>

(Subscribe to newsletter)

livestock-lab@ufl.edu

(Send questions or comments)



Thank you!

Disclaimer

This work was funded by the United States Agency for International Development (USAID) Bureau for Food Security under Agreement #AID-OAA-L-15-00003 as part of Feed the Future Innovation Lab for Livestock Systems, and by the Bill & Melinda Gates Foundation OPP#I175487. Any opinions, findings, conclusions, or recommendations expressed here are those of the authors alone.



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