

BRANDING AND MARKING GUIDANCE AND TEMPLATE FOR ASSISTANCE AWARDS

1. GUIDANCE

USAID’s policy is that programs, projects, activities, public communications, or commodities implemented or delivered under co-funded instruments – such as grants, cooperative agreements, or other assistance awards that usually require a cost share – generally are “co-branded and co-marked.” This policy applies to assistance awards even when the award does not require any cost sharing.

Co-branding and co-marking means that the program name represents both USAID and the implementing partner, and the USAID identity and implementer’s logo must both be visible with equal size and prominence on program materials produced for program purposes. However, the AO, after consulting with the activity manager/requesting office, may determine that activity goals require that the USAID Identity be larger and more prominent, if USAID is the majority donor and the USAID funded activity or public communication is especially visible and important to USAID.

A host-country symbol or ministry logo or other U.S. Government seal or logo may also be added, if applicable.

Marking is not required for recipient’s offices, vehicles, and items the recipient procures for its own administrative use. The prohibitions on use of the USAID Standard Graphic Identity (see 320.3.1.5 and 320.3.1.6) apply by USAID policy to recipients of grants and cooperative agreements.

GENERAL INSTRUCTIONS

This sample/template is based on ADS 320.3.3 and 2 CFR 700.16 and has the branding and marking requirements for assistance awards only. **The applicant, by completing sections highlighted in green will be able to substantially comply with the ADS and CFR requirements.**

2. TEMPLATE

To be completed by USAID

To be completed by Applicant in Draft Submission

“USAID BRANDING STRATEGY”

AWARD TITLE

AWARD NUMBER

DATE OF PLAN

1) Program Name

[Propose Name] (Follow guidelines in March 16, 2016 USAID Graphic Standards Manual and Partner Co-branding Guide, Section 4 entitled Grants, Cooperative Agreements & Assistance.

a. Propose and activity name in English and host-country language(s).

- 2) **Desired level of visibility:** USAID anticipates that this program will have a medium level of visibility given the sensitivities around the topics of corruption and investigative journalism in Mexico. Program activities, including but not limited to workshops, trainings, and events are anticipated to be branded. However, deliverables from individual journalists, media outlets, and civil society groups will not be subject to branding requirements. These deliverables would include reports, analyses, recommendations, and investigative products. Further information is outlined in the exceptions section of this document.

3) Positioning

This section should discuss how to publicize the program, visibility considerations, and includes a description of the communications tools to be used.

The recipient may use co-branding and co-marking in accordance with ADS 320.3.3.1 for visual, textual and verbal materials and communications, which may be translated into host-country languages as appropriate. Presumptive exceptions will be outlined in the Marking Plan and if/when a situation arises that is not considered in the Marking Plan, it will be evaluated on a case-by-case basis by the Agreement Officer's Representative (AOR) and Agreement Officer (AO).

- Note: USAID/Mexico will not approve the use of a specific program logo for this activity.

4) Program Communications and Publicity

Applicants should develop a communications and publicity plan that addresses the following questions:

- Who are the primary and secondary audiences for this activity?
- What communications or activity materials will be used to explain or market the program to beneficiaries?
- What is the main activity message?
- Will the recipient announce and promote publicly this activity to host country citizens? If yes, what press and promotional events are planned?
- Please provide any additional ideas about how to increase awareness that the American people support this activity.

5) Key milestones and opportunities

The following key milestones are anticipated to generate awareness that the program is from the American people. These milestones may be linked to specific points in time, such as at the beginning or end of a program, or to an opportunity to showcase reports or other materials (consult ADS ADS 320 and 2 CFR 700). These include, but are not limited to:

- training events and workshops,
- awards of prizes, grants, and fellowships,
- publishing reports,
- highlighting success stories,
- speaking engagements, including in communities,
- promoting final or interim reports, and
- communication of program impact/overall results.

6) Acknowledgements

- No direct involvement from host country government institutions is anticipated under this award.

GENERAL INSTRUCTIONS

USAID's policy requires non-U.S., non-governmental organizations, including cooperating country non-governmental organizations (and in rare cases, Public International Organizations) to follow marking requirements for assistance awards. Marking requirements, including requests for presumptive exceptions and waivers for assistance awards must be in accordance with 2 CFR 700.16(h).

With reference to ADS Sections 320.3.3.2 and 2 CFR 700.16, the Recipient shall prepare a Marking Plan containing information substantially similar to the sample provided below:

"USAID MARKING PLAN"

AWARD TITLE

AWARD NUMBER

DATE OF PLAN

Marking Plan for the [Propose Name] Activity

With reference to ADS 320.3.3 and 2 CFR 700, below is the required Marking Plan:

1.0 MARKING

1.1 MARKING PLAN

Table 1 outlines the types of materials and activities that may be produced under the USAID [Name] Activity. Any materials and activities that are not anticipated below, but are produced under the initiative, will also be subject to branding guidelines and AO approval, as appropriate. The goal is to mark activities, and not implementing partners.

All materials, activities and deliverables marked with the USAID logo for the [Name] Activity will follow design guidance for color, type, and layout in the USAID Graphic Standards Manual and Partner Co-Branding Guide (March 2016) as related to equipment, reports, studies, events, and public communication (including printed products, audio, visual, and electronic materials), etc. The USAID logo will be used for programmatic correspondence. Recipient's letterhead will be used for administrative correspondence and will not have the USAID logo. Business cards will not show the USAID logo but may use text: USAID Recipient.

After award and prior to printing, please provide graphic examples of visual marking of materials, activities and deliverables using the USAID logo and activity name in situations of co-branding and no-branding, in both English and Spanish.

There are two criteria used to determine when the disclaimer provision must be used:

- a) As per 2 FR 700.16(c) (1) Studies, reports, publications, Websites, and all informational and promotional products not authored, reviewed, or edited by USAID; and
- b) As per the discretion of the AOR and Recipient's consideration of a specific situation.

However, AOR should review and approve all public communication materials where USAID logo is used.

The provision is as follows in English and Spanish:

This study/report/Website/video (specify) is made possible by the support of the American People through the United States Agency for International Development (USAID). The contents of this (specify) are the sole responsibility of (name of organization) and do not necessarily reflect the views of USAID or the United States Government.

Este estudio/reporte/sitio web/video fue posible gracias al apoyo del pueblo de los Estados Unidos, a través de la Agencia de los Estados Unidos para el Desarrollo Internacional (USAID). El contenido de este estudio/reporte/sitio web/video es responsabilidad de _____ (nombre de la organización) y no necesariamente refleja el punto de vista de USAID o del gobierno de los Estados Unidos.

Sub-recipient: As specified in the standard provisions, the marking requirements will “flow down” to sub-recipients or sub-awards, and will include the USAID-approved marking provision in all USAID funded sub-awards, as follows: “As a condition of receipt of this sub-award, marking with USAID identity of a size and prominence equivalent to or greater than the recipient’s, sub-recipient’s, other donor’s or third party’s is required.”

TABLE 1. MARKING PLAN FOR MATERIALS AND ACTIVITIES (illustrative examples only)

Applicants should follow the guidelines contained in the USAID Graphic Standards Manual and Partner Co-Branding Guide (March 2016) to develop a table of materials and marking considerations.

NOTE: All examples below are illustrative and should be updated and/or revised by the applicant

Category/Material	Type of Marking	Visual, Verbal, Textual Disclaimer
Administrative		
Activity related stationery products	The USAID logo will be used.	Visual Textual
Award Deliverables: documents, publications, studies, reports, papers, technical assistance consultant reports	Follow guidelines for exclusive marking. Use specific language for deliverables when submitted to USAID for review.	Visual Textual
Program Communication		
Technical reports, publications, documents, studies	The USAID logo will appear on the cover; design follows guidelines for exclusive branding unless co-branding is acceptable or an exemption is provided for no branding	Visual Textual Consider Disclaimer

<p>Training materials, manuals and sessions</p>	<p>The USAID logo will appear on the cover of documents and verbal branding will be used at training sessions; design follows guidelines for exclusive branding unless co-branding or an exemption for no marking is indicated.</p>	<p>Visual Textual Verbal Consider Disclaimer for Visual & Textual</p>
<p>Audiovisual: Video, CDs-ROM, Animated Infographics</p>	<p>The USAID logo will be printed on CD labels, splash screen/menus, and packaging; design follows guidelines for exclusive branding unless co-branding or an exemption is indicated for no marking.</p>	<p>Visual</p>
<p>PowerPoint presentations</p>	<p>The USAID logo is required as per USAID presentation template; design follows guidelines for the exclusive branding unless co-branding is acceptable or an exemption for no branding is indicated. Templates available at www.usaid.gov/branding/resources</p>	<p>Visual</p>
<p>Posters, banners, exhibition booth signs, event signage</p>	<p>The USAID logo will appear on the material; design follows guidelines for exclusive branding unless co-branding or an exemption for no branding is indicated.</p>	<p>Visual</p>
<p>Program public awareness, advocacy and behavior change materials and activities</p>	<p>The USAID logo will appear on each material based on the purpose and type of material, target audience and how to be used. Design follows guidelines for exclusive branding unless co-branding or an exemption for no branding is indicated.</p>	<p>Visual Textual or Verbal</p>
<p>Web portal and social media platforms (Facebook, Twitter, Flickr, blogs, others)</p>	<p>Follow guidelines in ADS 558 for appropriate branding and marking.</p>	<p>Visual Textual</p>
<p>Institutional Communication</p>		
<p>Photographs, Infographics</p>	<p>The USAID logo or "USAID" in text will appear on the material; design follows guidelines for exclusive branding unless co-branding or an exemption for no branding is indicated.</p>	<p>Visual Textual Consider Disclaimer on Infographics</p>

Collateral, print information material (i.e., success stories, fact sheets, articles, feature stories, others)	The USAID logo will appear on printed materials; design follows guidelines for exclusive branding	Visual Textual
Equipment purchased for their own use	The USAID logo will appear on items; exclusive branding unless co-branding is acceptable or an exemption for no branding is indicated.	Visual

Table 2. Exceptions to Contract Marking Requirements

NOTE: As applicable, applicants may utilize one or several of the following exceptions to fill out Table 2, depending on the circumstances. In addition to the table below, details and rationale about why the exception is required must be attached to this marking plan. Examples are provided for reference but may be expanded as needed.

2 CFR 700.16 (h) Presumptive Exceptions

The following exceptions reflect USAID’s non-emergency practices in not marking certain communication materials for programmatic reasons. The AO, in consultation with the Activity Manager/AOR, has the authority to determine that marking is not appropriate when:

- a. Compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials. This includes, but is not limited to, the following: Election monitoring or ballots, and voter information literature; Political party support or public policy advocacy or reform; Independent media, such as television and radio broadcasts, and newspaper articles and editorials; and PSAs or public opinion polls and surveys.
- b. Diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent.
- c. Undercut host-country government “ownership” of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, PSAs, or other communications better positioned as “by” or “from” a cooperating country ministry, organization, or government official.
- d. Impair the functionality of an item, such as sterilized equipment or spare parts.
- e. Incur substantial costs or be impractical, such as items too small or other otherwise unsuited for individual marking, such as food in bulk.
- f. Offend local cultural or social norms, or be considered inappropriate on such items as condoms, toilets, bed pans, or similar commodities.
- g. Conflict with international law, such as the international recognized neutrality of the International Red Cross (IRC) or other organizations.
- h. Deter achievement of program goals, such as cooperating with other donors or ensuring repayment of loans.

Category/Material for exception	Specific Exception(s)	Visual, Verbal, Textual
Administrative		
Program Communication		
News Stories and Investigative Reports	a. Compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials.	No Marking or Branding

Research and Analyses	i. Diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent	No Marking or Branding
Institutional Communication		
Commodities and Equipment		