Implementation Tips *for* USAID Partners

Sharing Resources and Knowledge Among the Global CSO Community

Definitions

Brand—A name, term, design, symbol or other feature that helps people distinguish one organization, good or service from another.

Branding—All of the ways used to establish an image of an organization, product or service in its users' or customers' eyes.

Exception—An official decision, for programmatic reasons, to not require marking on a particular project's materials. Exceptions are usually approved pre-award in non-emergency situations.

Marking—Applying a graphic identity or logo to program materials, public communications or project signage to visibly acknowledge contributors; it identifies organizations supporting the work.

Marking Plan—A plan that USAID implementing partners provide detailing the public communications, commodities, program materials and other items that will visibly bear, or be marked with, the USAID Identity. It includes any requests for exceptions to marking.

Public communications—Documents and messages intended for distribution to audiences external to a grantee's organization. They include publications, studies, audio visual productions, and other informational products; press and promotional materials used in connection with USAID-funded programs, projects or activities, including signage and plaques; websites/Internet activities; and events such as training courses, conferences, seminars, press conferences and the like.

Meeting USAID Branding and Marking Requirements

Q. What are branding and marking and how do we meet donor requirements?

A. *Branding* is the process of developing and using images and words, such as logos and slogans, to create an identity for a product or service. A brand is the representation (usually visual) of an identity that helps people distinguish it from another; for example, Coca-Cola from Fanta; USAID from SIDA.

Marking refers to applying graphic identities or logos to program materials, public communications or project signage to visibly acknowledge contributors; it identifies organizations supporting the work.

Beyond simply identifying a program, marking also acknowledges who funds, supports and implements your program. Proper branding and marking strengthens relationships between partners and credits donors for making the program possible. Not only is this a good idea, but USAID Cooperative Agreements require it.

Below is the Standard Graphic Identity (Identity) for USAID. It is to be used to mark all programs, projects, activities and public communications that require acknowledgement of USAID.

All use and reproduction of the USAID Standard Graphic Identity must comply with all design guidelines found in the USAID Graphic Standards Manual and Partner Co-Branding Guide.

USAID Branding and Marking Requirements

A grantee must submit a branding strategy and marking plan to USAID that describes how they will meet and apply the requirements spelled out in their Cooperative Agreement. The Agreement Officer's Representatives (AORs)/Contracting Officer's Representatives (CORs) must review and approve this plan before executing an award.

Definitions (continued)

Waiver—An official decision, for circumstantial reasons, to not require marking on a particular project's materials. Waivers are usually approved post-award in response to adverse circumstances such as compelling political, safety or security concerns that affect implementation.

References

USAID Graphic Standards Manual and Partner Co-Branding Guide

ADS 320 Branding and Marking

Logo files

Templates

2 CFR Regulations 700.16 (Marking)

USAID's Photography and Video Style Guide

To obtain access to video bumpers, contact: usaidvideo@usaid.gov

Required are:

- a **Marking Plan** that identifies the specific programs, projects, activities, public communications or commodities that are to be visibly marked with the USAID identity, and

- a **Branding Implementation Plan (BIP)** that outlines how the USAID-funded program will be promoted to the public.

A Marking Plan should describe:

- What you will mark—all sites, documents, events and commodities you procure or produce as a part of the Cooperative Agreement (for example, banners at events, stickers on equipment, etc.).

- How you will mark—the type of marking (for example, feature USAID and grantee logo on banner; insert jpeg of logos on notebook cover template).

- When you will mark—in the event that you might not mark an item permanently right away (for example, a project site that is being constructed), describe any temporary marking and plans for final marking.

- Where you will mark—describe the size and placement of the USAID brand.

Marking Program Deliverables

Program deliverables should be marked to identify and give credit to both donors and implementers. Note that deliverables will not all be marked the same way. High profile deliverables, such as a clinic, may be marked with the identity elements of all implementing partners and donors.

However, equipment procured for the program, such as computers or other office equipment, may only need to be marked with the logo of the donor who funded it. The following are examples of program deliverables that may be marked with your donor's logo or identity elements:

- project sites;

- electronic and printed documents—such as informational and promotional materials, audio-visual presentations, public service announcements, websites;

- events—such as training courses, workshops, press conferences; and

- commodities—such as equipment, supplies and other materials.

USAID Cooperative Agreements include standard provisions describing donor branding and marking requirements.

Sample Marking Plan

PROGRAM DELIVERABLE(S)	MARKING MATERIALS USED, PLACEMENT AND TIMING
Activity Sites	USAID identity displayed on a board outside the premises of each site where activities take place. Timing: as activities take place.
Printed documents, publications and promotional materials	USAID identity printed on the bottom of the cover page. USAID public communications disclaimer included. Timing: as materials are produced.

Marking Exceptions

There are situations where applying an identity element or logo does not make sense. You may not want to apply a logo when its use would:

- impair the functionality of an item;

- incur substantial costs or be impractical;

- offend local cultural or social norms or be considered inappropriate; or

- cause an increased security risk for volunteers, staff or beneficiaries.

Include any anticipated exceptions in your marking plan. If an unforeseen circumstance arises, you must request a waiver from your Agreement Officer via your Agreement Officer's Representative.

Special Requirements for USAID Partners

The AO may require a pre-production review of USAID-funded public communications and program materials for compliance with the approved marking plan. Contact your AOR before printing to ask if USAID would like such a review. You also must provide your AOR or Activity Manager with copies of all program and communications materials produced under the award.

For More Information

A Branding Implementation Plan must explain:

- How the USAID identity is to be promoted and communicated to beneficiaries and host country citizens;
- How the organization plans to publicize the program; for example, through press releases, radio interviews, website;
- What key milestones are to be highlighted and publicized; for example, launching the program, announcing research findings, publishing reports, announcing project completion;
- How the donor will be identified; and
- How the donor will be acknowledged.

Subrecipient Requirements

Branding and marking requirements also apply to subrecipients. It is a good practice (and in many cases it is required) to include language in your subawards requiring that the donor's logo (and perhaps your logo as well) be included on program deliverables.