BRANDING IMPLEMENTATION AND MARKING PLAN

USAID LEARNS

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ACRONYMS

ADS	Automated Directive System
CO	Contracting Officer
COR	Contracting Officer's Representative
DOC	Development Outreach and Communication
SI	Social Impact, Inc.
USAID	United States Agency for International Development

The Branding Implementation and Marking Plan by Social Impact, Inc. (SI) will comply with USAID ADS 320.3.2 "Branding and Marking in USAID Direct Contracting," and USAID "Graphic Standards Manual." Per ADS 320.3.2.1, the Branding Strategy for this contract is as follows:

<u>The activity name:</u> "USAID Learns" is the title of this activity for public and program materials.

1.0. BRANDING IMPLEMENTATION PLAN

Branding Implementation Plan for USAID Learns to USAID/Vietnam Contract Number 72044019C00003:

1.1. HOW TO INCORPORATE THE MESSAGE

USAID requires exclusive branding and marking in USAID direct acquisitions for USAID. SI will use the USAID identity in the language most appropriate for the audience. SI will consult with the USAID Contracting Officer's Representative (COR) to finalize and clarify the local application of the requirements.

Exclusive marking means that Social Impact, Inc. (SI) will brand any and all USAID materials, including all activity sites, activities, public communications, structures, works products, and commodities under this activity with the USAID identity and, if and when appropriate, with the local government logo. SI will determine, with the COR and the Development Outreach and Communication (DOC) team, when branding with the local government logo is appropriate.

SI will brand exclusively using the USAID identity in all materials (generally referred to as program materials), including all programs, activities, public communications (print, audio, visual, and electronic), studies, reports, publications, websites, structures, equipment, commodities, promotional and informational products, and events produced and/or delivered under this contract. This list is illustrative rather than exhaustive. All brands on USAID program materials and communications produced under this contract will be positioned in accordance with USAID requirements on branding. Requests for exceptions to these policies will be submitted to the USAID Contracting Officer (CO) for approval in advance.

SI will use full USAID branding on materials and communications directed towards beneficiaries and other external audiences, including host country citizens. The message "From the American People" will be incorporated into communications and materials directed towards beneficiaries and other external audiences by marking all activity materials. Examples include incorporating the message on products, equipment, and inputs delivered; facilities where program activities are carried out; external public communications, studies, reports, publications and informative and promotional products; and throughout workshops, trainings, conferences, and any media activities.

1.2. MESSAGES

In all materials and events, the activity will be branded as from USAID. As such, all materials will be fully branded and acknowledged that they were produced with support "from the American people." In cases where a local language predominates above English, the appropriate translation into the local language will be used in branding the program.

USAID Learns will follow specific procedures for including the Branding Implementation Plan requirements as stated in the mandatory internal reference, Branding and Marking in USAID Direct Contracting in the Automated Directives System, Chapter 320, USAID Graphics Standards Manual and Partner Co-Branding Guide.

1.3. HOW TO PUBLICIZE THE PROGRAM

SI will publicize USAID Learns by branding all deliverables and materials used in project activities to support USAID's objective in seeking a very high level of visibility through USAID-branded public events, high-level visits, community awareness and training activities, and media coverage. SI will not create a logo, website, or social media pages for USAID Learns.

1.4. TOOLS

The following communication tools may be used:

- Media interviews
- Site visits
- Infographics
- Success stories
- Beneficiary testimonials
- Photographs
- Videos
- Webcasts, e-invitations, blast e-mails, or other internet activities

The contractor will coordinate with the COR and the DOC team for any possible interaction or engagement with local and/or international media. No interaction or engagement with local and/or international media will take place without prior notification to and approval from the COR and the DOC team.

1.5. 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. These include, but are not limited to:

- holding training events and workshops with local partners,
- conducting field visits (as agreed) to all USAID-funded project sites to evaluate impact of USAID supported activities;
- publishing reports,
- highlighting success stories,
- promoting final or interim reports,
- launching the program,
- announcing research findings, and
- promoting final or interim reports and communicating program impacts and overall results.

1.6. AUDIENCES

Subject to approval by USAID, USAID Learns has the following target audiences with whom it will promote and publicize USAID support:

- Public officials at the national, provincial, district, and local levels
- Civil society organizations, key social leaders, and experts
- Local firms
- Local NGOs
- Internal local media as well as external media, as agreed with the COR
- The general public

1.7. ACKNOWLEDGEMENTS

The cover or title page of all report deliverables shall include the USAID identity (or the name of the Agency written out) prominently displayed, the Contract number, Contractor name, the publication of issuance date of the document, document title, and author name(s) (if applicable). Descriptive information is required whether Contractor-furnished products are submitted in paper or electronic form.

1.7.1. ACKNOWLEDGING USAID

All communications, unless otherwise agreed in advance by the COR, will display USAID marking. The following acknowledgment (or similar statement/disclaimer based on language in the USAID Graphic Standards Manual and approved by the COR) will be included on external publications and internal publications, as appropriate:

> *"This study/report/website (specify) is made possible by the support of the American People through United States Agency for International Development (USAID). The content of this study/report/website (specify) is the sole responsibility of Social Impact, Inc. and does not necessarily reflect the views of USAID or the United States Government."*

1.7.2. ACKNOWLEDGING HOST-COUNTRY GOVERNMENTS

All USAID Learns documents will follow USAID Branding Guidelines. In the case that the host country government is involved in an activity through technical, management, or financial support, USAID Learns will advise the COR of their involvement and request permission to include a host country symbol or ministry logo as necessary.

1.7.3. ACKNOWLEDGING OTHER HOST-COUNTRY PARTNERS

Co-branding with civil society groups, businesses, or other local partners will occur when these organizations have contributed funds or technical support to the activity. Co-branding with in-country partners may also be desirable when trying to promote local ownership and capacity building. This co-branding must be approved by the CO in advance.

1.7.4. CO-BRANDING WITH OTHER INTERNATIONAL ORGANIZATIONS

In cases of co-branding with other international organizations, USAID's guidelines for co-branding will be followed, assuming the funding contributed is more than a token amount.

2.0. MARKING PLAN

Marking Plan for USAID Learns to USAID/Vietnam Contract Number 72044019C00003.

With reference to ADS Sections 320.3.2.3 and 320.3.2.4, below is the required Marking Plan:

2.1. MARKING

SI acknowledges that it is USAID's policy that USAID-financed programs, projects, activities, public communications, commodities and shipping containers implemented or delivered under USAID Learns, and activity construction sites and other project locations be suitably marked with the USAID identity.

2.1.1. MARKING PLAN FOR MATERIALS TO BE PRODUCED

Table 1 outlines the types of materials that may be produced under USAID Learns. Any materials that are not anticipated below, but are produced under the initiative, will also be subject to branding guidelines and CO approval, as appropriate. Please note that marking is not required on items used solely for the administration of the contract, such as internal stationery products, equipment, and offices. The goal is to mark programs and projects, and not implementing partners.

Every contract deliverable and all program materials will be marked with the USAID identity for USAID Learns and will follow USAID design guidance for color, type, and layout in the Graphic Standards Manual and Partner Co-Branding Guide as related to equipment, reports, studies, events, and public communications (including printed products, audio, visual, and electronic materials). The USAID identity will be used for programmatic correspondence. SI letterhead will be used for solely administrative matters and will not have the USAID identities, brands, or logos. Business cards will not show the USAID logo and will comply with the requirements in ADS 320.3.1.6. All contract program and communications materials must be submitted to COR and the DOC team for approval before production/distribution.

TABLE 1: MARKING PLAN FOR MATERIALS TO BE PRODUCED

Category	Type of Marking	Remarks
Administrative		
Stationery products (Administrative business)	USAID identity will not be used	Pertains to letterhead, envelopes, and mailing labels
Stationery products (Program related)	USAID identity will be used	Pertains to letters that accompany program materials
Business cards	USAID logo will not be used	As detailed in ADS 320.3.1.6
Equipment		
Equipment	USAID identity will be used	
Program, project, and activity sites		
Office signs	USAID identity will be used to mark project offices	
Public Communication that are print products		
Publications, reports, research results, studies, and evaluations	The USAID identity will be printed on the cover of the document. The	

Category	Type of Marking	Remarks
	design will follow USAID guidelines for full branding.	
Brochures, leaflets, informational and promotional materials	USAID identity will be used	
Success and news stories	USAID identity will be used	
Posters, banners, and signs	USAID identity will be used	
Training manuals, workbooks, and guides	USAID identity will be used	
Letterhead used for program-related purposes (not for contractor admin purposes)	USAID identity will be used	
Public communications that are audio, visual, or electronic		
PowerPoint and other program related presentations	USAID identity will be used	
Mass distribution email sent for program purposes	USAID identity will be used	
Events		
Training Courses	The USAID identity will be prominently displayed as required by USAID regulations	
Conferences	The USAID identity will be prominently displayed as required by USAID regulations	
Seminars	The USAID identity will be prominently displayed as required by USAID regulations	
Briefings	The USAID identity will be prominently displayed as required by USAID regulations	
Exhibitions	The USAID identity will be prominently displayed as required by USAID regulations	
Workshops	The USAID identity will be prominently displayed as required by USAID regulations	
Press Conferences	The USAID identity will be prominently displayed as required by USAID regulations	
Invitations, press releases, publicity, media materials, presentations, and handouts associated with events	The USAID identity will be prominently displayed as required by USAID regulations	

SI will seek timely approval from the COR for all public and media documents and event preparation forms as per USAID/Vietnam Mission outreach and communication procedures.

Deliverables to be marked include products, equipment, and inputs delivered; places where activities are carried out; external public communications, studies, reports, publications, and informative and promotional products; and workshops, conferences, fairs, and any such events. Disclaimers will be used in the case of materials whose publication USAID is funding but not fully supporting in its contents and must read:

"This study/report/website (specify) is made possible by the support of the American People through

United States Agency for International Development (USAID). The content of this study/report/website (specify) is the sole responsibility of Social Impact, Inc. and does not necessarily reflect the views of USAID or the United States Government."

United States Agency for International Development
Hanoi, Vietnam