



## SUBAWARD RESOURCES & GUIDANCE

# ADVANCING PARTNERS & COMMUNITIES

CO-BRANDING STRATEGY AND  
MARKING PLAN GUIDANCE FOR SUBAWARD RECIPIENTS



## **Advancing Partners & Communities**

Advancing Partners & Communities (APC) is a five-year cooperative agreement funded by the U.S. Agency for International Development under Agreement No. AID-OAA-A-12-00047, beginning October 1, 2012. APC is implemented by JSI Research & Training Institute, Inc., in collaboration with FHI 360. The project focuses on advancing and supporting community programs that seek to improve the overall health of communities and achieve other health-related impacts, especially in relationship to family planning. APC provides global leadership for community-based programming, executes and manages small- and medium-sized sub-awards, supports procurement reform by preparing awards for execution by USAID, and builds technical capacity of organizations to implement effective programs.

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## CO-BRANDING STRATEGY AND MARKING PLAN GUIDANCE FOR SUBAWARD RECIPIENTS

This publication was produced by Advancing Partners & Communities (APC), a five-year cooperative agreement funded by the U.S. Agency for International Development under Agreement No. AID-OAA-A-12-00047, beginning October 1, 2012. The authors' views expressed in this publication do not necessarily reflect the views of the U.S. Agency for International Development or the United States Government.

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# ACRONYMS

APC	Advancing Partners & Communities
ER	expected results
FP	family planning
JSI	John Snow, Inc.
M&E	monitoring and evaluation
PMP	Performance Monitoring Plan
USAID	U.S. Agency for International Development



# USAID FUNDING RECIPIENT CO-BRANDING STRATEGY AND MARKING PLAN REQUIREMENTS

## I. INTRODUCTION

USAID has specific requirements as to how projects they fund should represent their work. As a recipient of USAID funds your organization must comply with all USAID branding and marking requirements. The term *branding* refers to the use of the USAID identity on project materials. The term *marking* refers to how and where a grantee will use the USAID identity on project materials. As a USAID grantee you have agreed to comply with the USAID branding and marking requirements. If you issue any subawards under your award, you are responsible for ensuring your own sub-recipients comply with the *Co-branding Strategy and Marking Plan*.

This guidance document details the specific USAID branding and marking requirements and provides an explanation of how to complete your project's Branding and Marking Plan to ensure that you meet these requirements.

## 2. REQUIREMENTS

### USAID Identity

As a USAID awardee you are required to use the USAID identity on project deliverables and products. The USAID identity must be, at a minimum, the same size and of the same prominence (i.e. placement or ability to be easily seen) as your organization's logo on each deliverable or product.

- USAID identity: The USAID identity is a USAID logo. The appropriate USAID logo will depend on the USAID funding source (USAID logo or a USAID Mission logo).

This logo may appear on the top or bottom of the awardee materials. For examples of appropriate use and placement of the USAID identity please refer to Appendix 2 for a sample subawardee report template, PowerPoint slides, and a press release. These templates can be used directly or as guides for adapting appropriate USAID and APC branding on existing project templates.

All USAID funding recipients, and recipients of sub-subawards issued by your organization, are subject to the branding and marking requirements listed in Table 1.

**Table I. Award Recipient Branding and Marking Compliance Requirements**

Category	Type of Marking	Notes
Printed Documents	<p>Award recipient materials follow co-branding with the USAID identity (USAID logo) and recipient’s logo. The recipient may copyright any publications or other copyrightable materials developed as a result of the subaward activities. However, USAID reserves a royalty-free, non-exclusive right to disseminate such copyrighted materials without approval by the subrecipient, either through USAID or other organization having an assistance agreement or a contract with USAID.</p> <p>All documents will include the following language: “This publication was produced by [Awardee Name, agreement number XXXX] a five-year cooperative agreement funded by the U.S. Agency for International Development under Agreement No. AID-XXXX, beginning [add date].”</p>	Award recipients, and their own subrecipients, must comply with USAID guidelines regarding branding and marking per 22 CFR Part 226, including all provisions and amendments.
Website/Video	<p>Award recipient materials follow co-branding with the USAID identity (USAID logo) and recipient’s logo. The recipient may copyright any publications or other copyrightable materials developed as a result of the subaward activities.</p> <p>All websites or videos will contain the following language: “This [website or video] was produced by [Awardee Name, agreement number XXXX] a five-year cooperative agreement funded by the U.S. Agency for International Development under Agreement No. AID-XXXX, beginning [add date].”</p>	Award recipients, and their own subrecipients, must comply with USAID guidelines regarding branding and marking per 22 CFR Part 226, including all provisions and amendments.
Procured Commodities	Where feasible, export or shipping cartons and/or outer packaging of commodities, whether shipped from the United States or from any other source country, should carry USAID identity. Emblems that include the USAID identity are affixed by metal plate, decal, stencil, label, tag, or other means,	USAID award recipients, and their own subrecipients, must comply with USAID guidelines regarding branding and marking per 22 CFR Part 226, including all provisions and



	<p>depending upon the type of commodity or export shipping carton and the nature of the surface to be marked. The emblem on each export-shipping carton will be affixed in a manner that ensures the emblem will remain legible until the carton reaches the consignee.</p> <p>The size of an emblem varies depending upon the size of the commodity and the size of the package or export-shipping carton. The emblem will, where feasible, be large enough to be clearly visible at a reasonable distance.</p>	<p>amendments.</p> <p>Emblems should conform in design and color to samples available from USAID/Washington, and can be found at:  <a href="http://www.usaid.gov/branding">http://www.usaid.gov/branding</a></p>
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## Required Acknowledgement

**All publications must include the following language on the front or inside cover of the document:**

Award Recipient:

“This publication was produced by [Awardee Name, agreement number XXXX] a five-year cooperative agreement funded by the U.S. Agency for International Development under Agreement No. AID-XXXX, beginning[add date].”

For example: “This publication was produced by Ghana Health Services Organization, a five-year cooperative agreement funded by the U.S. Agency for International Development under Agreement No. AID-XXXX, beginning[add date].”

Subawards Issued by Award Recipients:

For example, if the Ghana Community Health Organization issued a subaward to Social Marketing Company Ghana, the required language would appear as:

“This publication was produced by Social Marketing Company Ghana, agreement number XXX, issued by Ghana Community Health Organization, a five-year cooperative agreement funded by the U.S. Agency for International Development under Agreement No. AID-XXXX, beginning [add date].”

## Award Branding and Marking Plan

USAID requires all award recipients to submit an award Branding and Marking Plan to APC within 30 days of the award counter-signing date. This plan should include all types of deliverables and products that will be created during the project period. A template for the awardee Branding and Marking Plan is available in Appendix I.

A Branding and Marking Plan illustrates how a project will use USAID branding on project deliverables and products. The Branding and Marking Plan is an important step in developing the project’s identity. Following these specific guidelines assists your organization in communicating with donors (including USAID), beneficiaries, and stakeholders about the great work that is being done. The plan also helps

APC understand how and when your organization will use project branding on policies, reports, or at sites and events. The plan should describe the following:

- What will be marked — All sites, documents, events, and commodities you procure or produce as part of the subagreement
- How it will be branded and marked — The type of branding used, such as the size and placement of USAID logos used, as well as any accompanying logos, and how materials will be marked (for example, banners at events and stickers on equipment).

# APPENDIX I: BRANDING & MARKING PLAN TEMPLATE

## I. Introduction

Provide a brief description of the project including objectives, location, major recipient populations, and partners.

## II. Audiences

Provide a brief description of the target audiences that will receive information about the project. This should include the primary, and if applicable, secondary audiences that will receive project deliverables.

## III. Acknowledgement and Positioning

- a. Explain how the project will acknowledge USAID and the American People's support for the project. This should include a statement that reflects that the USAID identity will be included on project deliverables.
- b. Provide a clear narrative explanation of where the project will position the USAID identity on project deliverables. This explanation must include how your organization identity will be positioned (logo placement) in relation to the USAID identity.
- c. Provide example text for how the project will acknowledge USAID in any public communication produced by the project.

## IV. Marking Plan

- a. List the types of deliverables (based on the categories included in Table 1 on page 2) on which the USAID logo will be used. Include the USAID logo that will be used on project deliverables.
- b. Complete a Marking Plan Table detailing the expected deliverables and the type of marking that will be used for each expected deliverable or product. The table below may be adapted for your needs.

Category	Type of Marking	Where and When Marking Will Be Placed
Training materials	USAID identity, Organization XX logo.	USAID identity will be on the top or bottom left corner, Organization XX logo will be in the center. USAID identity and Organization XX logo will be the same size.
Signage	USAID identity, Organization XX logo, partner logos.	USAID identity will be on the top or bottom left corner, USAID identity

Category	Type of Marking	Where and When Marking Will Be Placed
		and Organization XX logo will be the same size. USAID identity will be prominent on all signage.
Program manuals	USAID identity, Organization XX logo	USAID identity will be on the top or bottom left corner, Organization XX logo will be in the right corner. USAID identity and Organization XX logo will be the same size.
Website	USAID identity, Organization XX logo	USAID identity will be on the top or bottom left corner, Organization XX logo will be in the top or bottom right corner. USAID identity and Organization XX logo will be the same size
Procured commodities	USAID identity, Organization XX logo	USAID identity will be on the top or bottom left corner, Organization XX logo will be in the top or bottom right corner. USAID identity and Organization XX logo will be the same size







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