[PROGRAM TITLE]

BRANDING AND MARKING PLAN

Submission Date: [Month DD, YYYY]

Contract Number: [insert number]

Program Start Date and End Date: [Month DD, YYYY to Month DD, YYYY]

USAID COR Name: [insert name]

Submitted by: [insert name, title]

**[Name of Prime Implementing Organization]**

[Insert business address]

Tel: [insert number]

Email: [insert email]

# Instructions *[please delete this page before submission]*

*Please note: all text in red italics is for your guidance only; please delete it from your final version. This text gives you some guidance about your Branding and Marking Strategy, but it will not cover all possible situations for your program and activities. You are welcome to add additional text or sections to fit your ideas or needs. We are interested in hearing your ideas on how to maximize public recognition of this program.*

#

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*[update page numbers after you complete the plan]*

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[Insert Program Name]

[Insert Organization]

Contract Number: [insert number]

Period of Performance: [Month YYYY to Month YYYY]

# BRANDING STRATEGY

## BRANDING OVERVIEW

### PROGRAM NAME

*In this section, please state the name, acronym (if relevant), and translation of the name in Arabic and/or French or other relevant local languages.*

### POSITIONING

*In this section, please describe how the program and activities will be referred to in public communications in terms of the relationship between USAID and the program. At minimum, include the following language:*

[Organization] acknowledges that USAID policy is to require exclusive visual, verbal, and textual branding and marking in USAID direct acquisitions. “Exclusive Branding” means the project is positioned as being a USAID program. “Exclusive marking” means contractors may only mark USAID-funded programs, projects, activities, public communications, and commodities with the [USAID Standard Graphic Identity,](https://www.usaid.gov/branding/resources#downloads) in accordance with [ADS Section 320.3.2](https://www.usaid.gov/sites/default/files/documents/320.pdf) and the [USAID Graphic Standards Manual and Partner Co-Branding Guide](https://www.usaid.gov/branding/gsm). Exceptions for co-branding (with the Government of Morocco and/or other organizations that are not the Contractor) and no branding will be outlined in the Marking Plan. If/when a situation arises that is not considered in the Marking Plan, [Organization] will seek approval of the USAID CO. [Organization] will not use their own corporate identities or logos except where specified in this branding and marking plan or by the USAID CO as acceptable or required.

## PROGRAM COMMUNICATIONS AND PUBLICITY

### AUDIENCES

*In this section please list the primary and secondary audiences. In general, USAID/Morocco’s primary audience is the Moroccan public and various Moroccan stakeholders. Make sure to consider your program’s objectives and which audiences are most relevant. For example, your primary audience might be young Moroccan women (18-29) or families living in rural communities. Please also include local, regional, or ministerial Moroccan governments as appropriate. The Secondary Audience should include the U.S. Congress and the American people.*

Primary Audience(s)

* *[If there are multiple primary audiences, please list in rank order]*

Secondary Audience(s)

* *[If there are multiple secondary audiences, please list in rank order]*

### KEY MESSAGES

*In this section, please describe any key messages you hope to communicate through this program. You can also develop different key messages for each audience listed above.*

### KEY COMMUNICATION TOOLS

*In this section, please list anticipated communication materials and tools. For example, group emails; newsletters; powerpoints; press releases; professional photography; radio; social media; videos; and conferences, etc. Each item listed below must also be listed in the Table 2: Marking Plan and, as relevant, in Table 3: Exceptions to Marking.*

### TABLE 1: KEY MILESTONES AND COMMUNICATION OPPORTUNITIES

*In this section, please describe what key anticipated milestones or opportunities the program will use to generate awareness about the program and activities. Such milestones may be linked to specific points in time, such as the beginning or end of an initiative, or to an opportunity to showcase publications or other materials, research findings, or activity success. These include, but are not limited to launching the program, annual conferences, announcing research findings, featuring, showcasing before-and-after photographs, securing endorsements from ministry or local organizations, promoting final or interim reports, and communicating program impact/overall results. While some communication opportunities may come up spontaneously, in most programs there are specific programmatic milestones that are natural opportunities to engage one or more audiences. We have included a few examples in the chart below, but please replace these with your own ideas and anticipated opportunities.*

| **Event, Opportunity, or Milestone** | **Start/End Date** | **Frequency** | **Audience** | **Dissemination mechanisms** |
| --- | --- | --- | --- | --- |
| *Program Launch Conferences (5 total)* | *November 2022* | *Once in each region* | *NGO Community, local government, USAID target audiences in the host country* | *Press release* |
| *Program Close-Out Conference (5 total)* | *September 2027* | *Once in each region* | *NGO Community, local government, USAID target audiences in the host country* | *Press release* |
| *Release of Report*  | *March 2025* | *once* | *Local community, local government, media, community members*  | *Local media, newsletter, email, social media* |

## ACKNOWLEDGEMENTS

### ACKNOWLEDGING USAID

*In this section, please describe how you will ensure USAID will be acknowledged in the project. At minimum, please include the following language:*

All communication materials and activities will use exclusive USAID visual, textual and/or verbal branding. As such, all materials and activities will acknowledge that they were produced through assistance “from the American people.” The following acknowledgment will also be included on internal publications, such as quarterly reports, as appropriate:

“This document was produced for review by the United States Agency for International Development. It was prepared by \_\_\_\_\_\_\_\_\_\_\_\_ for the [Program Name, contract number].”

### ACKNOWLEDGING HOST-COUNTRY GOVERNMENTS

*In this section, please describe any anticipated acknowledgement of the Government of Morocco below. All program communication material and activities will follow USAID Branding Guidelines for exclusive branding. However, the CO may approve co-branding with the Government of Morocco in certain instances to emphasize local-ownership.*

### ACKNOWLEDGEMENT OF OTHER ORGANIZATIONS

*In this section, please describe any anticipated acknowledgment of other host-country partners. All program communication material and activities will follow USAID Branding Guidelines for exclusive branding. Co-branding with other host-country partners will only occur when these organizations have contributed funds and/or significant in-kind items or assistance to the activity. CO approval is required in all instances.*

# MARKING PLAN

## OVERVIEW OF MARKING

*Please include the following language:*

Table 1 outlines the types of materials and activities that may be produced under the USAID-funded [Program Name]. Any materials and activities that are not anticipated below, but are produced under the program, will also be subject to branding guidelines and Contracting Officer (CO) approval, as appropriate. All materials, activities and deliverables will follow design guidance for color, type, and layout in the USAID Graphic Standards Manual and Partner Co-Branding Guide.

[Organization] acknowledges the following in regard to USAID’s marking requirements:

* USAID reserves the right to request pre-production review of USAID funded public communications and program materials for compliance with the approved Marking Plan.
* USAID’s contractors and sub-recipients/sub-grantees must not use the USAID Identity on any communications that are strictly administrative, rather than programmatic, in nature (see [ADS 320.3.1.4](https://www.usaid.gov/ads/policy/300/320) for additional information).
* USAID may consider failure to meet marking requirements as noncompliance with the contract, assistance award, or other funding mechanism, and that the Agency’s requirements for branding and marking are subject to programmatic audit and oversight.

### DISCLAIMER

*Please include the following language:*

Any public communications funded by USAID, in which the content has not been approved by USAID, must contain the following disclaimer in English, Arabic, and/or French:

“This study/report/audio/visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of [insert contractor/organization name] and do not necessarily reflect the views of USAID or the United States Government.”

### SUB-RECIPIENTS

*Please include the following language if sub-grantees or sub-awards are anticipated:*

Award marking requirements will “flow down” to sub-grantees or sub-awards. [Organization] will include, in each of its sub-grants, the following standard provision about USAID Branding and Marking requirements for prospective grantees:

“As a condition of receipt of this sub-award, marking with the USAID Identity is required.”

[Organization]will provide orientation and training to sub-recipients to ensure compliance with the USAID branding and marking guidance and this Branding and Marking Plan.[Organization] will provide ongoing monitoring and support to ensure compliance.

## TABLE 2. MARKING PLAN FOR MATERIALS AND ACTIVITIES

*Below is a table of illustrative examples of communication tools and the corresponding marking descriptions. Please delete any rows for tools which will not be used and add any additional rows for other tools if anticipated. Remember, any communication tool that you listed in the “Key Communication Materials” section must be listed here (and vice versa). If you anticipate branding with the Government of Morocco or other partners, please include this in the comments/notes column.*

| **Category/Material** | **Description of Marking** | **Comments/Notes** |
| --- | --- | --- |
| **Administrative**  |
| Activity related stationery products  | The USAID logo will not be used. |  |
| Business cards and/or email signatures  | The USAID logo will not be used. Contractor may list “USAID Contractor” or “USAID Grantee," as appropriate. | The USAID logo will not be used in order to make it clear that the employee is not an employee of USAID.  |
| **Programmatic** |
| Contract Deliverables: documents, publications, studies, reports, papers | The USAID logo will appear; design follows the USAID Graphic Standards Manual; includes language acknowledging this assistance as “From the American people.” | Design follows guidelines for exclusive branding unless the CO approves marking with the logo or the Moroccan government or another partner. |
| Training materials, manuals and sessions | The USAID logo will appear on the cover of documents and verbal acknowledgement will be used at training sessions; design follows the USAID Graphic Standards Manual.  | Design follows guidelines for exclusive branding unless the CO approves marking with the logo or the Moroccan government or another partner. |
| Videos | The USAID logo will appear at the beginning and/or end of the video. If physical copies are distributed, the USAID logo will be printed on CD labels, splash screen/menus, and packaging; design follows the USAID Graphic Standards Manual.  | Design follows guidelines for exclusive branding unless the CO approves marking with the logo or the Moroccan government or another partner. \*Contact the COR and DOC for the USAID video bumper. |
| PowerPoint presentations | The USAID logo is required as per USAID presentation template; design follows the USAID Graphic Standards Manual.  | Design follows guidelines for exclusive branding unless the CO approves marking with the logo or the Moroccan government or another partner. \*Contact the COR and DOC for the presentation template.  |
| Posters, banners, exhibition booth signs, event signage  | The USAID logo will appear on the material; design follows the USAID Graphic Standards Manual.  | Design follows guidelines for exclusive branding unless the CO approves marking with the logo or the Moroccan government or another partner.  |
| Social media (please specify - Facebook, Instagram, etc) | The USAID logo will not be used as the profile photo; the account description and individual posts will acknowledge USAID support; design follows the USAID Graphic Standards Manual.  | To avoid confusion with official USAID social media channels, the USAID logo should not be used as a profile picture. A photo reflective of the project should be used as a profile picture. |
| Infographics | The USAID logo or “USAID” in text will appear on the material; design follows the USAID Graphic Standards Manual.  | Design follows guidelines for exclusive branding unless the CO approves marking with the logo or the Moroccan government or another partner.  |
| Photographs | The photo caption will include reference to USAID’s support.  |  |
| Other print information material (i.e., success stories, fact sheets, articles, feature stories, others)  | The USAID logo will appear; design follows the USAID Graphic Standards Manual.  | Design follows guidelines for exclusive branding unless the CO approves marking with the logo or the Moroccan government or another partner.  |

## WAIVERS AND PRESUMPTIVE EXCEPTIONS

*Please note that waivers are rare and typically only approved for compelling political, safety, or security considerations. See* [*ADS 320.3.2.6*](https://www.usaid.gov/ads/policy/300/320) *for more details on the use of waivers. All waivers must be approved by the Principal Officer (USAID Mission Director) in consultation with the responsible Bureau/Office Assistant Administrator, Resident Legal Officer (RLO), and CO, as well as with clearance from the Agency’s Senior Advisor for Brand-Management in the Bureau for Legislative and Public Affairs.*

*In contrast to waivers, exceptions to marking requirements are more commonly requested for programmatic reasons. See* [*ADS 320.3.2.5*](https://www.usaid.gov/ads/policy/300/320) *for details on qualifying factors to request an exception. The CO—in consultation with the Principal Officer (USAID Mission Director), the Mission’s Requiring Office, RLO, and Development Outreach & Communication (DOC) Specialist—must approve all exceptions to marking requirements.*

*In this section, please note any anticipated waivers or exceptions. If none are anticipated, please include the following language:*

[Organization] does not anticipate any waivers or exceptions at this time. If this changes during the performance period, [Organization] will follow guidelines of ADS 320 in submitting a request.

*If you do anticipate requesting an exception, please complete the following chart.*

Table 2: Exceptions to Marking *[Delete this section if you do not anticipate any waivers or exceptions at this time]*

| **Category/Material** | **Justification for Marking Exception** **(refer to ADS 320.3.2.5)** | **Comments/Notes** |
| --- | --- | --- |
|  |  |  |
|  |  |  |