



USAID
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Control of Neglected Tropical Diseases Program

Track 2A Africa

End Neglected Tropical Diseases in Africa (END in Africa)

USAID Cooperative Agreement No. AID-OAA-A-10-00050

Branding and Marking Plan

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Submitted by:

FHI

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The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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PROPOSED BRANDING STRATEGY

FHI's Branding Strategy and Marking Plan follow USAID's *Revised and Expanded ADS Chapter 320 on Branding and Marking* policy (revised 5/05/2009). The Branding Strategy will follow the requirements as outlined broadly in 22.C.F.R. 226.91.

FHI's "End Neglected Tropical Diseases in Africa" program is designed to contribute to USAID's goal of reducing the global prevalence of seven Neglected Tropical Diseases (NTDs) through grants to support rapid expansion of integrated, country-led NTD control programs in Africa.

As an important U.S. Government (USG) assistance effort, the program will incorporate USAID's current marking guidelines into numerous aspects of the program's work. Program activities will have a secondary goal beyond their measurable objectives: they will effectively serve as a mechanism for promoting USAID to all relevant audiences.

Through our branding activities, individuals reached and other stakeholders will understand that the program exists through the generosity of "the American people." Program staff will promote awareness that activities, products, services and events flow from USAID. Promoting USAID through clear, consistent imagery in program activities will be a core component of the Track 2(B) program. The Branding Strategy will position this program as being "made possible by (or with) the generous support of the American people". The Branding Strategy will flow down to all implementing partners, ensuring that program activities on all levels feature USAID's identity and message. Branding activities will promote the message of country ownership. Additionally, FHI will seek input and work collaboratively with USAID to promote the brand across the global range of activities. FHI is flexible and open to other program title recommendations from USAID.

FHI's program will feature the USAID identity and message in full color wherever feasible; in black-and-white settings, FHI will feature the USAID identity in black and white. Should FHI receive additional funding from other non-USG donor sources, we will continue to position USAID as the donor acknowledged first and most prominently. For programs jointly planned/implemented with another USG program/agency, FHI will co-brand USAID's logo with that of the other USG program/partner – each presented with equal size and prominence.

FHI may elect to include the logo or identity of FHI partners or sub-grantees on program materials and related communications. As needed on a case-by-case basis, FHI's Chief of Party will recommend inclusion of other logos and seek concurrence from USAID. In such cases, FHI will present the USAID logo or identity as large and at least as prominently as both FHI and sub-grantee logos and identities. Upon request by USAID when circumstances warrant such, FHI will ensure that the USAID identity or logo is larger than those of both FHI and sub-grantees.

POSITIONING

Program Name

FHI proposes that the formal name of the program be the “*End Neglected Tropical Diseases in Africa,*” or “*END in Africa.*”

Program Logo

FHI has developed a logo for the “*End Neglected Tropical Diseases in Africa*” program, as attached. Once approved as part of this Branding Strategy, the logo will be used following USAID’s Branding and Marking policy.

Program Advocacy

The goal of USAID is to reduce the prevalence of seven NTDs by at least half among 70 percent of the world’s affected populations.

While the primary goal of FHI’s role is to support the integration of vertical NTD programs by facilitating country-level coordination of planning, budgeting and monitoring and evaluation (M&E), FHI will use communications opportunities to educate the general public about the issues of NTDs that affect the health of over one billion people worldwide, especially among poor and rural populations. These diseases can cause severe sickness and disfigurement, affect mental and physical development, and lead to discrimination, stigmatization, and loss of economic productivity.

Specifically, FHI will focus on the advocacy and education of the following seven NTDs: Lymphatic Filariasis (*elephantiasis*); Schistosomiasis (*bilharzia*; *snail fever*); Trachoma (*blinding eye infection*); Onchocerciasis (*river blindness*) and three Soil-transmitted helminthes (intestinal worm infections).

PROGRAM COMMUNICATIONS AND PUBLICITY

Program Audience

The primary audience for the Program is comprised of organizations with high technical capacity to implement programs that support national NTD control strategies. However, there will be global communications and publicity opportunities to help multiple audiences better understand the issues of NTDs.

AUDIENCE	COMMUNICATIONS VEHICLES
Organizations with Capacity to Implement Programs	Online: Emails, Web Sites, Social Media, Ads Offline: Events & Conferences, Meetings, Ads, Word of Mouth
Host Countries	Online: Emails, Web Sites, Social Media, Ads Offline: Events & Conferences, Meetings, Ads, Word of Mouth
Pharmaceutical Industry & Other Potential Private Sector Partners	Online: Emails, Web Sites, Traditional and Social Media, Ads Offline: Events & Conferences, Meetings, Ads, Word of Mouth
Foundations, Universities, and Domestic/International Organizations Interested in NTD control strategies	Online: Emails, Web Sites, Traditional and Social Media, Ads Offline: Events & Conferences, Meetings, Ads, Word of Mouth
Populations Affected and General Public Interested in the Control of NTDs	Online: Web Sites, Traditional and Social Media, PSA/Ads Offline: Events, Workshops, Meetings, PSA/Ads, Word of Mouth

Communications Materials

The following illustrative list, developed to assist in discussion and planning with USAID, includes many proposed communications materials to help effectively reach the program audience.

- Name, Position, Logo and Visual ID Guidelines
- Key Messages / Messaging Platform / Talking Points / Issues to Manage
- Web Site
- Program Letterhead / Email Letterhead
- Power Point Presentation
- Brochure or Fact Sheets with Folder
- Press Releases, as appropriate
- Event-based Collateral, as appropriate (Posters, Banners, Invitations, Photos, etc.)
- Social Media Presence, as appropriate (Facebook, Twitter, Wikipedia, Medpedia, etc.)

- Content Programming and Promotions Calendar
- Mailing List (online and offline)

Acknowledgements

For any organization carrying out the work, host governments responsible sharing direction and policy setting for national integrated NTD control programs or providing in-kind contributions, private sector or any other partners involved in delivering donated drugs and activities, organizations that are financially supporting or enhancing the existing programs – these partners and organizations logos and identities will be acknowledged on program materials and related communications. These logos and identities will appear alongside the USAID, FHI and Program identity and will be balanced with the partner logos in terms of size, as appropriate.

PROPOSED MARKING PLAN

Public Communications, Commodities, Program Deliverables, and Materials that will be Marked

As part of its Branding Strategy, FHI will implement a Marking Plan that will prominently highlight USAID’s role as a project donor in project deliverables, public communications, commodities, program materials and events. The below summary outlines FHI’s marking plan.

Description of Public Communications, Commodities, and Program Materials	How Labeled	Where Labeled	Comments / Notes
PROGRAM ADMINISTRATION & DELIVERABLES			
Letterhead/Print & Electronic	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-left Bottom-right	
Envelopes	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-left Bottom-right	Space may not allow for the full program title on this item
Business Cards	FHI requests Presumptive Exception for Program staff business cards to ensure that program staff are clearly identified as grantee or sub-grantee employees, and not mistakenly identified as USAID employees or member of USG or Diplomatic Mission.		
Power Point Template	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-left Bottom-right	
Screen Savers	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-left Bottom-right	
Program Reports	USAID Logo Partner Logo END in Africa Logo FHI Logo	Bottom-left of cover page Bottom-middle of cover page Top-left of cover page Bottom-right of cover page The reports also will bear the appropriate disclaimer for	

Description of Public Communications, Commodities, and Program Materials	How Labeled	Where Labeled	Comments / Notes
		partner-produced materials.	
Technical Reports for external distribution (partners and alliance members)	USAID Logo Partner Logo END in Africa Logo	All items will be marked, with placement to be determined case by case because of potential variations in the number of logos. The program and USAID will review and approve all final copy, including marking placement, before printing / final production. The reports also will bear the appropriate disclaimers for partner-produced materials.	
Guidelines	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-center Bottom-right	Because the template has not been developed, exact placement of marking will need to be reviewed and approved during the design process.
Signage	USAID Logo END in Africa Logo Partner Logo FHI Logo	Bottom-left Top-left Bottom- middle Bottom-right	
PROGRAM WEB SITE & SOCIAL MEDIA PRESENCE			
Program Web Site	USAID Logo END in Asia Logo END in Africa Logo FHI Logo	Bottom-left corner of site Top-left corner of site (linked with END in Africa Logo as one image) Top-left corner of site (linked with END in Africa logo as one image) Bottom-right corner of site	There will be one program Web site that will include content for each of FHI's two NTD control programs. The site will include program logos for the two harmonized NTD programs, "END in Africa" and "END in Africa," These logos will be linked horizontally to illustrate program harmonization and collaboration.
FHI Web site	END in Asia logo END in Africa logo	Top-left harmonized, linked Top-left harmonized, linked	
Social Media Sites	USAID Logo END in Africa Logo FHI Logo	Bottom-left Bottom-middle Bottom-right	
Social Media Entries and/or Electronic Content	Unless there are character limitations, all social media entries related to the Program will include, "This program was made possible with the generous support of the American people through the U.S. Agency for International Development in partnership with FHI."		
PUBLIC RELATIONS EVENTS			
Press Releases	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-left Bottom-right	
Handouts, Name Tags & Folders	USAID Logo END in Africa Logo	Bottom-left Top-left	For reasons of space, photo placement, or

Description of Public Communications, Commodities, and Program Materials	How Labeled	Where Labeled	Comments / Notes
	FHI Logo	Bottom-right	aesthetics, designers may need to negotiate placement on a case-by-case basis.
Podium and/or Banners	USAID Logo END in Africa Logo FHI Logo	Top-left, large, above program title Top-center, large, above program title Top-right, large, above program title	
Step and Repeat Backdrops	Events sponsored with USAID funds will feature USAID’s identity and message prominently, including media activities, launches of new interventions, public educational fora, dissemination meetings, and ceremonial/cultural activities. Where possible, public events will feature a USAID, END, and FHI “step and repeat backdrop” to reinforce the identity to all audiences.		
Speeches	Introductions will include the statement: “This program was made possible with the generous support of the American people through the U.S. Agency for International Development in partnership with FHI.”		
CAMPAIGNS			
Fact Sheets, Brochures, and Other Handouts	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-left Bottom-right	
Paid Advertisements (e.g. Open Calls for Proposals, Billboards)	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-left Bottom-right	
Posters	USAID Logo END in Africa Logo FHI Logo	Bottom-right Bottom-center Bottom-right	
TV Spots	USAID Logo; audio tagline, NTD is supported by USAID END in Africa logo FHI Logo	Audio tagline at the end of the spot; also see note in next column	TV spots always will be marked, but exact placement will vary depending on the subject and the design.
Radio Spots	Audio tagline, “This Disease Control Program is supported by USAID”	At the end of the Spot	
CD and CD Labels	USAID Logo END in Africa Logo FHI Logo	Printed at left side of label or CD face Printed at center of label or CD face Printed at right side of label or CD face	Space may not allow for the full program title on this item.
DVD and DVD Labels	USAID Logo END in Africa Logo	Printed at left side of label or DVD face and within the video Printed at top center of label or DVD face and within the video	Videos always will be marked, but exact placement will vary depending on the subject and design. Designers will negotiate marking for

Description of Public Communications, Commodities, and Program Materials	How Labeled	Where Labeled	Comments / Notes
	FHI Logo	Printed at right side of label or DVD face and within the video	videos on a case-by-case basis. Space may not allow for the full program title on some DVDs.
TRAINING WORKSHOPS			
Invitation to Events	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-left or bottom-center Bottom-right	For reasons of space, photo placement, or aesthetics, designers may need to negotiate placement on a case-by-case basis.
Banners	USAID Logo END in Africa Logo FHI Logo	Top-left, large, above program title Top-center, large, above program title Top-right, large, above program title	
Handouts	USAID Logo END in Africa Logo FHI Logo	Bottom-left on front Top-center on front Bottom-right on front	
MOUs			
Memoranda of Understanding (if signature required by USAID representative)	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-left or Bottom-center Bottom-right	MOUs also will include the following language: "This Memorandum of Understanding (MOU) is a working instrument and shall not be legally binding on any party. This MOU does not effect an obligation of funds by USAID. USAID will obligate, commit and expend funds, if any, and carry out operations under this MOU only in accordance with the applicable laws and regulations of the United States."
PUBLIC RECOGNITION AWARD CEREMONIES			
Invitations	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-left or Bottom-center Bottom-right	For reasons of space, photo placement, or aesthetics, designers may need to negotiate placement on a case-by-case basis.
Banners	USAID Logo END in Africa Logo FHI Logo	Top-left, large, above program title Top-center, large, above program title Top-right, large, above program title	
Certificates	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-left Bottom-right	
IMPLEMENTING PARTNER WORKSHOPS			

Description of Public Communications, Commodities, and Program Materials	How Labeled	Where Labeled	Comments / Notes
Invitations to Events	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-left or Bottom-center Bottom-right	For reasons of space, photo placement, or aesthetics, designers may need to negotiate placement on a case-by-case basis.
Banners	USAID Logo END in Africa Logo FHI Logo	Top-left, large, above program title Top-center, large, above program title Top-right, large, above program title	
Handouts & Instructions	USAID Logo END in Africa Logo FHI Logo	Bottom-left Top-left or Bottom-center Bottom-right	
PARTNER PRODUCED MATERIALS			
Newspaper Publications, Banners, Textbooks for Education Programs, Teacher Training Materials, Community Health Training Materials, etc.	USAID Logo END in Africa Logo Partner Logo(s)	All items produced with USAID funding will be marked, with placement to be determined case by case. In general, co-branding will appear at the bottom of printed public documents and at the end of any TV or radio messages. For items that receive USAID funding, the program and USAID will review and approve all final copy, including marking placement, before printing / final production.	USAID may determine that marking is not appropriated for some partner-produced materials.
EQUIPMENT			
Large Office Equipment (e.g., printers, photocopiers, fax machines, scanners)	Sticker USAID identity	On surface of equipment, all large office equipment (including program partners and sub recipients)	Commodities purchased with USAID funds will feature large-scale versions of the USAID identity. These goods and equipment will include public signage at or on visible infrastructure, podium signage, and various supplies distributed to implementing agencies. Consumable items and items of very low monetary value (as negotiated with USAID) will not be marked.
Computers	Sticker USAID identity	On surface of computers (2 stickers each), all	

Description of Public Communications, Commodities, and Program Materials	How Labeled	Where Labeled	Comments / Notes
		program computers (including program partners and sub recipients)	
Large Office Supplies (e.g. desks, chairs, bookshelves, filing cabinets)	Sticker USAID identity	On surface of supplies, all large office supplies (including program partners and sub recipients)	
MEDICATIONS			
Medications	Sticker USAID identity on containers and cartons and boxes	Prominently on all containers, cartons and boxes	There will be no exceptions to these labels if the medications have been purchased as part of this program.

PUBLIC COMMUNICATIONS, COMMODITIES, PROGRAM DELIVERABLES, AND MATERIALS THAT WILL NOT BE MARKED

The public communications, commodities, and program materials listed that are produced as part of the Program that will *not* bear the USAID identity.

Description of Public Communications, Commodities, and Program Materials

1. Newspaper informational articles prepared and/or negotiated by partners. NTD program interviewees and writers will acknowledge USAID and other partner funding but cannot mandate that newspapers also publish all the USAID and partner logos.
2. Memoranda of Understanding that do not require signature by a USAID representative.
3. Minor consumable items (e.g., workshop materials such as markers, flipcharts, writing pads; lunches purchased for partners; gasoline for vehicles used in field work.)
4. Equipment and materials of very low monetary value (e.g., amount not exceeding \$25.)
5. Drug tablets donated by pharmaceutical companies for delivery by this program will not be marked with the USAID logo.

Presumptive Exception Requests

FHI requests Presumptive Exceptions listed below for the reasons indicated:

Commodities Not To Be Marked:

Program staff business cards

Presumptive Exception Requested – Reasons:

To ensure that program staff are clearly identified as grantee or sub-grantee employees, and not mistakenly identified as USAID employees or member of USG or Diplomatic Mission

Additional potential exceptions:

Since program focus countries and roll-out schedule are yet to be identified, there may be additional exceptions required based on in-country circumstances. Due to security considerations in certain countries of potential program focus, there may be potential exceptions necessary to minimize potential security risks for program staff, sub-grantee staff, and program beneficiaries. Any such exceptions would be considered and made in close collaboration with USAID.

Annex

