***Feed the Future Resilience in Northern Ghana Systems Strengthening Activity: Branding Implementation Plan and Marking Plan***

This Branding Implementation Plan and Marking Plan describes how the Contractor will deliver the message that the source of the assistance for the *Feed the Future Resilience in Northern Ghana Systems Strengthening activity* is from the American people. The content responds to the Branding Strategy and Section D of Contract No. 72064122C00002, aligns with the technical approach detailed in the performance work statement, and complies with the guidance for branding marking of direct contracts in Automated Directives System (ADS) 320. All costs related to the Branding Implementation Plan and Marking Plan have been incorporated into the Feed the Future Resilience in Northern Ghana Systems Strengthening budget.

**1. Branding Implementation Plan**

This Branding Implementation Plan describes how the activity will be communicated to partners and beneficiaries and promoted to host-country citizens. It outlines the events and materials the Contractor will use to deliver the message that the assistance is from the American people. The contents adhere to the guidance in ADS 320.3.2.2 and the Branding Strategy in the Feed the Future Resilience in Northern Ghana Systems Strengthening contract.

***1.1 Positioning***

In branding the work of Feed the Future Resilience in Northern Ghana Systems Strengthening activity, the Contractor will position Feed the Future’s name in each intervention to ensure that people recognize the U.S. government and the American people’s support for actions that help strengthen systems to attain measurable improvements in the nutrition and resilience of vulnerable populations in northern Ghana, particularly reproductive-aged women and children under five years old. The following are overall positioning parameters, in line with Feed the Future and USAID’s Branding Strategy for this activity:

* *Activity name:* “Feed the Future Resilience in Northern Ghana Systems Strengthening”
* *Level of visibility:* The Contractor will ensure a high level of Feed the Future and USAID visibility. The Contractor will prominently display Feed the Future and USAID’s identities on commodities or equipment; in print, audio, visual, or electronic public communications; in studies, reports, publications, websites, and promotional and informational products; and events.
* *Logo of Program:* The Contractor confirms there will be no logo for this activity. The Feed the Future and USAID identity will be used to brand materials and events.

***1.2 Publicizing the Activity***

**Target audiences:** The following are illustrative audiences for communicating messages about the activity and the source of support.

Primary audience:

* Women of reproductive age and their families
* Adolescent girls and their families
* Families with children under five in target geographies
* Front-line service providers in agriculture; health; nutrition; social protection; and/or water, sanitation, and hygiene (WASH) sectors in target geographies
* Government of Ghana (GOG) counterparts and officials—in agriculture, health, nutrition, social protection, and/or WASH sectors—at the regional level and at the district, subdistrict, and community levels in target geographies

Secondary audience:

* Feed the Future
* USAID
* USAID Implementing Partners
* Entities engaged through Grants under Contract (GUCs)
* Other entities with potential to partner with the activity
* Multilateral Organizations (World Health Organization, World Bank, United Nations Agencies, etc.)

Tertiary audience:

Other audiences who may receive messages and information about Feed the Future and the American people’s support through this activity include members of the U.S. government, including the U.S. Congress, USAID field missions, other development agencies, the donor community, and members of the American public interested and/or working on related issues.

***1.3 Messages and Communication Tools***

**Main message:** Messaging will be in line with the approved activity communications plan. Through finalization of the Communications Plan, the Contractor will work with the USAID Contracting Officer’s Representative (COR) and the Mission outreach and communications team to craft a clear, concise statement to communicate publicly the purpose and impact of the activity.

The Contractor will also integrate Feed the Future’s message that the support is “made possible by USAID: From the American people, as part of Feed the Future, the U.S. Government’s global hunger and food security initiative.” following the guidance in the USAID Graphic Standards Manual and Partner Co-branding Guide.

**Communication tools:** The Contractor will use a variety of communication tools to deliver the main message and to promote the work of the activity and the support of Feed the Future and the American people. As noted in the Marking Plan, the Feed the Future and USAID graphic identities will appear prominently on printed, electronic, video, and audio materials (along with any required disclaimers and 508 compliance), when appropriate and in accordance with USAID branding guidelines in ADS 320.

The following is an illustrative, non-comprehensive list of communication tools the Contractor will use to generate awareness about the activity’s work and the support of the American people among the audiences mentioned above:

Communication Tools (In coordination with USAID)

* Reports, briefs, and other print materials
* Success stories
* Beneficiary testimonials
* Photography
* Public service announcements
* Videos
* Press releases
* Press conferences
* Media interviews
* Webcasts, e-invitations, blast e-mails, or other internet activities
* Social media and other digital outreach designed and developed with grantees or other activity partners
* Materials, presentations, and talking points for workshops, training, and stakeholder convening events

The Contractor will coordinate news releases/media alerts with the COR for issuance by the U.S. Embassy on behalf of USAID.

***1.4 Milestones and Opportunities***

While all activities and events will highlight assistance from Feed the Future and the American people, the following illustrative milestones are anticipated to generate awareness that the activity is “made possible by USAID: From the American people, as part of Feed the Future, the U.S. Government’s global hunger and food security initiative.” Some milestones are linked to specific points in time, such as the activity launch, and others are tied to ongoing opportunities to showcase the support of the American people via events and other dissemination activities.

* Launch events
* Site visits
* Major multisectoral coordination events/meetings
* Workshops and training announcements and sessions
* Reports or studies
* Video testimonials
* Outreach campaigns
* Social media posts linked to international days and project successes
* Presentations of activity products or results
* Closeout events

***1.5 Acknowledgments***

**Acknowledging Feed the Future:** Feed the Future will be prominently acknowledged in all public communications and events unless the COR and Contracting Officer request or authorize an exception. All materials and messages will include an acknowledgment of Feed the Future’s support and contribution and will be marked with the Feed the Future identity. At public events (e.g., workshops, planning discussions, training), Feed the Future’s support will be verbally acknowledged.

**Acknowledging USAID.** USAID will be prominently acknowledged in all public communications and events unless the COR and Contracting Officer request or authorize an exception. All materials and messages will include an acknowledgment of USAID’s support and contribution and will be marked with the USAID identity. At public events (e.g., workshops, planning discussions, training), USAID’s support will be verbally acknowledged.

The Contractor will include the following acknowledgment of internal and external publications produced by the activity:

*This [type of product] is made possible by the support of the American People through the United States Agency for International Development (USAID). It was prepared by Abt Associates for* *the Feed the Future Resilience in Northern Ghana Systems Strengthening activity under Contract No. 72064122C00002. The contents of this [type of product] are the sole responsibility of Abt Associates and do not necessarily reflect the views of USAID or the United States Government.*

**Acknowledging GOG partners.** All materials and public communications produced under the activity will follow Feed the Future branding guidelines, per ADS 320.Given the need to engage GOG counterparts, especially at subnational levels as essential partners, the Contractor anticipates there will be opportunities to acknowledge the GOG as a partner through co-branding. When products are fully funded by USAID, the Contractor will consult with the COR, understanding that CO approval is required for any exceptions to full branding requirements.

**Acknowledging other host-country partners.** Co-branding with in-country partners may also be desirable when trying to promote local ownership and capacity building. Co-branding with civil society groups or private sector partners will occur when these organizations have contributed funds to the activity or when co-branding is deemed beneficial to the project. If other major sponsors are involved during this activity, we will advise the COR of their involvement and request permission to include them, as necessary.

**2. Marking Plan**

The purpose of this Marking Plan is to describe the public communications, commodities, and programmatic materials that will visibly bear or be marked with the Feed the Future and USAID identities. All items marked with the Feed the Future identity for this activity, whether presented in this marking plan or not, will follow design guidance for color, type, and layout in the Feed the Future Graphic & Naming Standards Manual and Partner Co-branding Guide.

In most cases, the activity will use exclusive marking, featuring only the Feed the Future and USAID standard graphic identities. In cases where co-branding may apply, the Contractor will discuss with the COR to obtain approval and share co-branded designs with the COR and Mission communications team, as requested, before finalizing materials. For co-branding, the Feed the Future and USAID logos will have equivalent or greater size and prominence than that of the co-sponsor. In cases where co-branding may apply, the following is a sample logo lineup showing illustrative scenarios for using the Feed the Future and USAID standard graphic identities:

*Example of exclusive marking (activity report):*



*Example of co-branding with a host-country government counterpart (presentation):*



**Pre-production review.** The Contractor acknowledges USAID’s right to request a pre-production review of USAID-funded public communications and program materials for compliance with the approved Marking Plan. Per 2 CFR 700.1, USAID-funded public communication in which the content has not been approved by USAID, will contain a disclaimer substantially as follows:

*This [type of product] is made possible by the support of the American People through the United States Agency for International Development (USAID). It was prepared by Abt Associates for the Feed the Future Resilience in Northern Ghana Systems Strengthening activityunder Contract No. 72064122C00002. The contents of this [type of product] are the sole responsibility of Abt Associates and do not necessarily reflect the views of USAID or the United States Government.*

**“Flow-down” clause for subcontracts and grants.** The Contractor will ensure that marking requirements “flow down”' to subcontracts and grants, specifying that public communications will include the USAID-approved marking provision, substantially as follows:

*As a condition of receipt of this subcontract/grant [specify], marking with the Feed the Future and USAID Standard Graphic Identities of a size and prominence equivalent to or greater than the recipient’s, sub-recipient’s, other donor’s or third party’s is required. In the event the recipient chooses not to require marking with its own logo by the sub-recipient, USAID may, at its discretion, require marking by the subrecipient with the Feed the Future and USAID Logos.*

**Presumptive exceptions.** The Contractor does not request any presumptive exceptions to marking requirements at this time. If a situation arises during the course of activity implementation that could merit an exception in compliance with the scenarios in ADS 320.3.2.5, the Contractor will discuss with the COR and seek CO approval for such an exception.

**Materials that will be marked with the USAID identity.** The table below presents the Contractor’s marking plan for materials funded by USAID under this activity.

| **Category** | **Type of Marking** | **Remarks** |
| --- | --- | --- |
| ***Administrative*** |  |  |
| Stationery products used for administrative business | Not marked with the Feed the Future and USAID standard graphic identities. Contractor logo will be used. | Pertains to letterhead, envelopes, and mailing labels used for contractual administration. |
| Stationery products used for programmatic business | Feed the Future and USAID standard graphic identities will be used. | Pertains to letterhead, envelopes, and mailing labels used for contractual administration. |
| Business cards | Not marked with the Feed the Future and USAID standard graphic identities.  | Contractor to use its own business cards but may include the activity name on the card and “USAID Contractor” on the card. |
| Office signs | Feed the Future and USAID standard graphic identities will be used to identify the office space as a USAID-funded property. |  |
| Equipment | Feed the Future and USAID standard graphic identities will be used to identify the items as USAID-funded property, except in cases where marking would impede the functionality of the item (per ADS 320.3.2.5.d) | Any exceptions will be cleared in advance. |
| Vehicles | Feed the Future and USAID standard graphic identities on a magnetized logo will be used to identify the vehicle as a USAID-funded property. | Can be removed if travel to conflict areas is required. |
| Activity deliverables | Follows guidelines for full branding. |  |
| ***Technical*** |  |  |
| Technical reports and studies | Feed the Future and USAID identities will be printed on the cover of documents; the design follows guidelines for full branding unless co-branding or no branding is approved.  |  |
| Briefing papers, memoranda, and policy recommendations | Feed the Future and USAID identities will be printed on the cover of documents; the design follows guidelines for full branding unless co-branding or no branding is approved. |  |
| Government policies, strategies, plans, and guidelines (e.g., MMDA action plans, CNAs) | In consultation with the CO and COR, recommend co-branding or no branding. |  |
| Training materials and manuals | Feed the Future and USAID identities will be printed on the cover of documents; the design follows guidelines for full branding unless co-branding or no branding is approved. |  |
| Online portals (e.g., learning offerings) | Recommend co-branding with the co-sponsors (e.g., GOG ministry, education institution) and the grantee; design follows guidelines for co-branding |  |
| CDs/DVDs | Feed the Future and USAID identities will be printed on the cover of documents; the design follows guidelines for full branding unless co-branding or no branding is approved. |  |
| PowerPoint presentations | Feed the Future and USAID identities on title breaker slides; design follows guidelines for full branding unless co-branding or no branding is approved. |  |
| Conference posters and presentations | Feed the Future and USAID identities will be printed on the poster or presentation; the design follows guidelines for full branding unless co-branding or no branding is approved. |  |
| Videos | Design follows guidelines for full branding unless co-branding is approved. | The USAID logo will be placed below the Feed the Future logo. Logos only need to be included on the introductory and closing frames—not throughout. The Feed the Future URL (feedthefuture.gov) should be included in the closing frame of any video |
| **Category** | **Type of Marking** | **Remarks** |
| ***Promotional*** |  |  |
| Event signs, banners, and exhibition booths materials | Feed the Future and USAID identities will be printed on the materials; the design follows guidelines for full branding unless co-branding is approved.  |  |
| Success stories, beneficiary testimonials, announcements of research or results  | Feed the Future and USAID identities will be printed on the materials; the design follows guidelines for full branding.  |  |
| Social media content/toolkits | Design of image cards or other assets will follow guidelines for full branding unless co-branding is approved. | Social media will serve a programmatic purpose and not be used to promote a program or contractor. The Contractor does not intend to create social media channel for the activity. |
| Materials for site visits (field missions) | Feed the Future and USAID identities will be printed on the materials; the design follows guidelines for full branding. |  |
| ***Commodities*** |  |  |
| n/a | Feed the Future and USAID identities will be printed on the materials; the design follows guidelines for full branding except in cases where marking or co-marking would impede the functionality of the item (per ADS 320.3.2.5.d). |  |