Branding Implementation Plan (BIP) *(for contracts)*

**Instructions:** (delete this section from your final version).

Please consult closely with USAID ADS320, USAID’s Graphic Standards Manual, and other resources available via USAID’s Branding page as you prepare your BIP, and consult these resources regularly as you plan for and implement public outreach components of your activity. ADS 320 applies to all programs, projects, activities, public communications, and commodities funded by USAID under any direct contract or subcontract.

The overall purpose of a BIP is to lay out how existing or prospective contractors will promote activity accomplishments and impacts to beneficiaries and host-country citizens, and how you will connect these back to the American people. It will serve as the “road-map” for how your activity will coordinate communications activities with your COR and the Mission’s Development Outreach and Communications (DOC) team. The BIP outlines the events (press conferences, site visits, etc.) and materials (success stories, media materials, etc.) the contractor will organize and produce in order to carry out the activity’s communications objectives. USAID’s Central Asia DOC team can be reached by email here: carusaiddoc@usaid.gov.

BIPs specifically address the following:
- How to incorporate the message, “This assistance is from the American people,” in communications and materials directed to beneficiaries, or provide an explanation if this message is not appropriate or possible.
- How to publicize the program, project, or activity in the host-country and a description of the communications tools to be used.
- The key milestones or opportunities anticipated to generate awareness that the program, project, or activity is from the American people. Such milestones may be linked to specific points in time, such as the beginning or end of an activity, or to an opportunity to showcase publications or other materials, research findings, or activity success.

The text below serves as a framework to help you think through branding and marking issues related to your activity. USAID places great importance on impactful activity communication. Please think through the information presented below carefully, and provide detailed responses. If there are additional communications opportunities or issues not covered below, please add them into your submission. Please be sure that this document addresses all of your communications needs and aspirations.

USAID policy is to require exclusive branding and marking in USAID direct acquisitions. “Exclusive Branding” means that the activity is positioned as USAID’s, as showcased by the activity name (e.g., “The USAID/Basic Education Program”). “Exclusive Marking” means contractors may only mark USAID-funded activity public communications, and commodities with the USAID Standard Graphic Identity and, where applicable, the host-country government or ministry symbol or another U.S. Government logo. It is USAID’s policy that contractors’ and subcontractors’ corporate identities or logos must not be used on USAID-funded materials.

Note, in line with USAID guidance in ADS 200 and elsewhere, your award is referred to in this document as an “activity,” that contributes to higher level Mission “programs” or “projects”. This does not prevent you from using other preferred terms in your public communications. For USAID communications, “branding” refers to the overall communications experience, and how the activity is connected to USAID and the American people; and “marking” refers to the use of the USAID graphic Identity and logo.
Please note: all text in italics is for your guidance only; please delete it from your final version. This text aims to give you some guidance about your Branding Implementation Plan submission; however it does not aim to cover all possible situations relevant to your activity. Feel free to add additional text or sections to accommodate your ideas or needs. Also, feel free to change our standard text (i.e. text not in italics) within reason as required. It is not our aim to receive from you formulaic responses; rather, we’re interested in hearing your ideas on how to maximize public recognition of your accomplishments.

Activity Title: (please complete all sections)
Agreement Number:
Period of Activity:
Implementing organization:
Date:

“Branding” refers to how this activity is named and positioned, what it does, and who is the funding organization. Branding helps to identity activity interventions with the activities’ sponsor. This Branding Implementation Plan outlines how the (activity name) will brand its public communications, for the purpose of: 1) telling the activity story and its achievements, and 2) telling why that story and those achievements are possible – i.e., highlighting the support of the American people. This document lays out the range of communication materials that will be used to advance activity communications.

The main point of contact between the activity and USAID will be through the COR. Additionally, the activity may call upon USAID’s regional communications team (DOCs), as appropriate.

1. Activity Name

In English: insert activity title here

In Russian: insert activity title here

(include any other relevant translations)

Guidelines: If the activity name is long and you intend to use a short version for public communications, please include it with translations into all applicable languages. This document identifies how the activity will be referred to for public communications purposes; it does not necessarily need to be the same as the officially given title in the contracting mechanism. Note: we prefer NOT to use long activity names or activity acronyms unless they benefit activity communications. Acronyms dilute attention away from USAID, and can be confusing, especially when used in multiple languages. USAID requests our brandname (i.e USAID) be included as part of the overall activity name, for example: "The USAID Health Project."

Please carefully think through how translations of activity title and/or acronyms used sound in translation in local languages. When specifying the activity’s public name, please consider how you will use it and how it will be perceived among target audiences: Will it make sense? Will it be meaningful and identifiable with the purpose of the activity? Convenient to use in speeches, at events, and on banners? While you may translate the US Agency for International Development and the “from the American people” tagline into local languages, please do not refer to USAID in Cyrillic or other scripts. USAID should always be written in English letter.

2. Activity Communications and Publicity

a). Primary and Secondary Audiences:

Guidelines: Please include direct beneficiaries and any special target segments or influencers. Please remember to consider/include the audiences listed in your accompanying Branding Strategy. For example: Primary audience: schoolgirls age 8-12, Secondary audience: teachers and parents–specifically mothers.
USAID’s target audiences in Central Asia (in addition to direct beneficiaries) for public communications include people who influence public opinion, including: government officials at local and central levels (beyond direct counterparts), academic, private sector, religious and community leaders, media outlets, and students. Please consider how you could address these groups with your communications efforts – within the limitations and restrictions due to the operating environment in each specific country.

b). Main Activity Message:

Guidelines: Include the intended message(s) of the activity – if you had to sum up the purpose of your activity in one brief statement, addressed to its key audiences, what would it be? For example: "Be tested for HIV" or "Have your child inoculated." Also include secondary messages, if applicable.

c). Communications Materials:

Guidelines: This section covers what materials, communications products or tools will be used to explain or market the activity to beneficiaries, such as training materials, posters, pamphlets, public service announcements, billboards, websites (note: websites to be created by an activity require prior approval from USAID), e-invitations, or other emails sent to group lists, or any other communications channels you have in mind. Please briefly list these materials here, and describe their purpose. In addition, in the table beneath section d) below, please list additional details about their dissemination, number to be used, when they will be distributed, audience, etc.

d). Promotion of the Activity among Host Country Citizens:

Guidelines: Please include a brief description of your overall approach to outreach efforts: what will the focus be, what media (online, regional or national, print or TV, or radio) you will primarily engage, etc. – and only then discuss specifics as suggested below. Please note the creation of activity logos is not permitted.

Please specifically describe the following:

- **What key anticipated milestones or opportunities** the activity will use to generate awareness that the activity (or a specific intervention) is from the American people. 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 activity, announcing research findings, publishing reports or studies, spotlighting trends, highlighting success stories, featuring beneficiaries as spokespeople, showcasing before-and-after photographs, marketing agricultural products or locally-produced crafts or goods, securing endorsements from ministry or local organizations, promoting final or interim reports, and communicating activity impact/overall results. Please consider coordination with the DOC team to share this content via our regional Facebook page and other social media channels.

- **Explain how the public communications materials will be disseminated** in each country where the activity is implemented.

You may consider conveying this information via a table such as the one that follows:

<table>
<thead>
<tr>
<th>Communication Product or Tool, Event or Milestone</th>
<th>Start/End Date</th>
<th>Frequency</th>
<th>Audience</th>
<th>Dissemination mechanisms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity Launch and Close-Out Conferences (10 total)</td>
<td>November 1, 2014 - September, 2017</td>
<td>Twice in each country</td>
<td>NGO Community, local government, USAID target audiences in the host country</td>
<td>Local media</td>
</tr>
<tr>
<td>Activity Fact Sheet and Brochure (2,000 copies annually)</td>
<td>December 1, 2014</td>
<td>Revised annually</td>
<td>Government, USAID, USAID target host country audiences</td>
<td>Given to beneficiaries, other groups at meetings and events, included in material packages for all events</td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
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</tr>
<tr>
<td>Community Launch Ceremonies</td>
<td>March 1, 2015</td>
<td>80 grants across the region</td>
<td>Local community, local government, media, community members</td>
<td>Local press invited to each, press release prepared and disseminated</td>
</tr>
<tr>
<td>Success Stories</td>
<td>December 1, 2015</td>
<td>2 per country per year</td>
<td>NGO community, government counterparts</td>
<td>Translated into local languages and sent to local media, included in information packages for relevant trainings and other events</td>
</tr>
<tr>
<td>T-shirts to promote the activity (500)</td>
<td>January 1, 2015</td>
<td>Annually</td>
<td>USAID target audiences in the host country</td>
<td>Disseminated at all public events</td>
</tr>
<tr>
<td>PSAs on programmatic issues (5)</td>
<td>October 2014</td>
<td>One for each country</td>
<td>Mothers with children under 5</td>
<td>Disseminated through TV channels in each country</td>
</tr>
<tr>
<td>Leaflets on health issues (50,000)</td>
<td>June 2015</td>
<td>Annually</td>
<td>Mothers with children under 5</td>
<td>Disseminated at activity events</td>
</tr>
<tr>
<td>Banners, Folders, Pins, and Other Products</td>
<td>January 1, 2015</td>
<td>Ordered as necessary</td>
<td>USAID target audiences in the host country</td>
<td>Disseminated at all public events</td>
</tr>
</tbody>
</table>

e). Conveying the Message “From the American people” through Public Communications

*Guidelines: Please indicate how the activity will incorporate the message, “This assistance is from the American people” in communications and materials directed to beneficiaries as well as to other host country audiences, or provide an explanation if this message is not appropriate or possible.*

At each public event, including *(please include appropriate examples such as conferences, seminars, training events, and other events)* USAID branding will be appropriately displayed and the support from the American people will be verbally acknowledged in language laid out in the accompanying Marking Plan. In addition, *(implementing partner)* will ensure that all staff can speak about the activity and explain USAID and the American peoples’ role in the process.

*Please be sure to add your additional ideas about effective communications. Will you develop videos? Host road-shows? Pursue a weekly radio call in show? There is not a pre-determined right answer here, just be sure to think through what will make your activity’s communications most effective.*

The activity will use the USAID Identity in all public communications. Additionally, all publications will include the following note in the relevant language:

**USAID is the leading American government agency building social and economic prosperity together with the people of Central Asia.**

When appropriate, one or more of the following sentences will be added to this sentence giving context about work in a particular sector: *(edit this section to suit your work or sector).*

In partnership with governments in the region, we are:
• HEALTH: increasing access to quality HIV, TB, and maternal and child health services.
• EDUCATION: improving education systems and childhood literacy.
• TRADE AND ECONOMIC GROWTH: encouraging sustainable economic growth across Central Asia, and fostering a New Silk Road connecting the economies of Central Asia, South Asia, and beyond.
• ENERGY: increasing availability and access to clean energy and water in Central Asia
• AGRICULTURE: advancing agricultural policies and practices to increase farmers’ productivity and incomes.
• WATER: improving the economic use of water and water resource management regionally.
• DEMOCRATIC GOVERNANCE: creating the foundation for accountable and inclusive governance to open doors for better health care, education, and economic conditions.

All public printed, video, and audio materials will also include a disclaimer (text included in the accompanying Marking Plan) to identify parties responsible for publication contents. USAID reserves the right to request pre-production review of USAID funded public communications materials.

f). Design of Publicity Materials and the Use of the USAID Identity:

For all printed matter, including publications, official and/or public activity communications, banners and other signs, and promotional products developed to increase the visibility of the activity among its target audiences, the activity will use guidance laid out in the USAID Graphic Standards Manual. This includes the use of the USAID Identity, color scheme, design, and typeface for any outreach materials. Samples and logos may be found at www.usaid.gov/branding.

The activity will submit all public communications materials to the COR for preproduction review for branding and content before costs are incurred or designs are finalized. All costs associated with branding and marking are included in the overall activity budget.

Both the USAID and USAID/Central Asia logos may be used, as appropriate. The USAID/Central Asia logo is available for download here.

Note, the activity title should not be used on prominent public branding such as banners or signage (though it may appear in text describing the activity). Neither the implementing partner's organization nor logo should be mentioned in public materials. This is a USAID activity.

Newspaper or other media ads recruiting staff or with administrative announcements or tenders should not include the USAID logo. Rather, they can reference the USAID-funded activity. Also, activity personnel business cards should not include the USAID logo. Rather, they can refer to “USAID-contractor.”

3. Acknowledgement of Other Organizations

Guidance: Please explain how you will acknowledge governmental partners and other cooperating organizations or partners, including those (if any) listed in the Marking Plan. It is perfectly acceptable and often encouraged to “co-brand” interventions with host country ministries. Include a brief explanation why the activity feels these organizations are important to be acknowledged. In the event the activity wishes to use the local government brand mark and not the USAID brand mark, please follow the exceptions process outlined in ADS 320.

4. Coordination with USAID on Outreach and Communications

The activity will clear any press releases, media events, and media interviews with USAID (COR and DOC in the relevant country office) and follow other relevant guidance laid out in the USAID/CAR Mission Order No. 560 on Media Interactions (dated August 10, 2012). Note, Mission communications guidance requests notification on and materials related to events that will include press and/or USAID senior participation up to 4 weeks before the event.
Throughout activity implementation, *(implementing organization)* will provide to USAID:

a) Updated quarterly list of public events to be organized by the activity during the coming three months, including approximate date, location, and audience. The activity will coordinate with USAID about inclusion of USAID promotional materials for participants, and participation of USAID/USG representatives.

b) Two success stories per activity per year for each country where the activity is implemented. *Note there are currently 5 approved success story formats available in the Transforming Lives/Success Stories section of the Branding/Templates web page. Please communicate with your COR and/or DOC counterpart for guidance as you prepare and submit your success stories. Note, we’re interested in human impact stories, which demonstrate real impact, NOT descriptions of process-level stories, like trainings or conferences. A wonderful success story can be as simple as a compelling photo and appropriate caption. Please review text submitted carefully for grammar and impactful writing. Make sure your story touches upon the issue you’re addressing, why it’s important, your activity’s impact, and try to maintain a human focus.*

c) A minimum of 20 photographs per year for each country where the activity is implemented that are illustrative of the activity’s achievements. *The photos can be submitted by CD or appropriate online sharing system agreed upon with the COR and DOC team (please specify what method will be used in your BIP). Note, USAID uses Google Docs, and prefers photo sharing via this system. The photographs must comply with guidance provided in the USAID Graphic Standards Manual, and be in JPEG format and at least 1MB in size each. Each photograph should include a brief explanation about its subject, and identify the photographer and his/her organization, person(s) featured in the photograph, and the location where the photograph was taken.*

d) Clippings of, and/or web links to, press articles that mention USAID, the activity or its interventions.

e) An electronic and/or print copy of all public communications materials produced by the activity.

f) Once a year, the activity will present to USAID a summary of the implemented publicity events and received media coverage.

g) The activity will upload to USAID’s Development Experience Clearinghouse (DEC) all appropriate activity materials. Materials that can be uploaded to DEC include quarterly and final reports, publications, brochures, evaluations, photos, among others. *DEC serves as a searchable repository of all USAID related publications going back decades. If necessary, uploaded materials can be restricted so that they can only be accessed by USAID staff (however, to the extent possible, we hope to keep materials publicly accessible). The activity will coordinate with the COR and DOC team as appropriate to determine which activity publications will be uploaded to DEC.*

h) As part of the annual work plan process, the activity will submit an annual communications plan indicating key milestones, events and communications tools and approaches to be used. This will include a communications calendar that will state the proposed timing for major events. As per USAID/Central Asia’s guidelines, the activity will try to give at least four-weeks advance notice of all public events that include the press and/or senior USG participation, and inform the COR and USAID DOC team accordingly.

In the event of changed circumstances for implementation of this Branding Implementation Plan, *(implementing organization)* will submit to USAID via the COR a request to modify this plan and/or other related documents, such as the Marking Plan.