Haiti WASH



RFTOP No. SOL-521-17-000012 under the WADI IDIQ

**Branding Implementation Plan and Marking Plan**

**Branding Implementation Plan**

With reference to Automated Directives System (ADS) Section 320.3.1, below is the required Branding

Implementation Plan.

**Project Name**

Haiti Water, Sanitation, and Hygiene (Haiti WASH).

**Branding**

DAI will use full branding and the USAID tagline “This assistance is from the American people” on all materials and communications. Co-branding and no branding will only be considered on a case-by-case basis as considered appropriate by the Task Order Contracting Officer (TOCO). All activities will include USAID logos.

**Construction activities.** DAI will specify the site’s specific name and the site’s specific activity as

construction, rehabilitation, or repair for all construction activities.

**Positioning on Materials and Communications**

DAI will use the USAID identity on any project-related deliverables, commodities, or communications to be produced and delivered under this contract. DAI’s and subcontractors’ corporate identities will be prohibited on all project materials. Marking will not be required on contractor vehicles, offices, and office supplies or other commodities used solely for administration of this contract.

**Desired Level of Visibility**

DAI will position Haiti WASH as a USAID project with a high level of visibility in most of its activities, at both the national and subnational levels—emphasizing the message “This assistance is from the American people”—in consultation with USAID. The USAID identity will be prominently displayed on commodities and equipment; infrastructure projects; printed, audio, visual, and electronic public communications;

studies, reports, publications, web sites, and promotional and informational products; and events.

**Organizations To Be Acknowledged**

The branding may acknowledge other organizations deemed to be partners in an event or a deliverable.

**Branding Implementation Plan**

The DAI team understands that “branding” is a partnership between USAID and the contractor to set the highest standard for development assistance, and then for publicizing those efforts in the most secure,

realistic, and professional manner. DAI’s Branding Implementation Plan will ensure that we tell the story of USAID’s work and highlight its achievements, especially to local partners and host-country citizens.

DAI has thoroughly assimilated and fully endorses USAID’s efforts to build a consistent brand to identify that this assistance is “from the American people.” It is DAI’s policy to communicate to all programs and partners the letter and spirit of the guidelines. DAI’s home office communications team has prepared policies and templates to brand all Haiti WASH activities, public communications, and commodities with the USAID standard graphic identity. The home office communications team will assist Haiti WASH personnel by reviewing and designing communications strategies for in-house documents, external reports, and program activities.

**How to Incorporate the Message**

DAI will use full branding and the USAID tagline “This assistance is from the American people” on materials and communications directed toward beneficiaries. Co-branding and no branding will only be considered on a case-by-case basis as considered appropriate by the Task Order Contracting Officer’s Representative (TOCOR) and the TOCO.

**How to Publicize the Activity**

This section discusses how to publicize Haiti WASH and includes a description of the communications tools to be used.

***Audiences***

Subject to approval by USAID, Haiti WASH has the following target audiences to which it will promote and publicize USAID sponsorship.

**Primary Audience:** The primary audience for all materials and documents produced under Haiti WASH

will be project beneficiaries, Government of Haiti stakeholders, and the Haitian public.

**Secondary Audience:** The secondary audience for all materials and documents produced under Haiti

WASH will be U.S. Government stakeholders, other donors, and U.S. taxpayers.

***Messages***

In all materials and events, Haiti WASH will be branded as from USAID and prepared by DAI as part of

the Haiti WASH activity. All communications and materials will therefore acknowledge that they were produced with support “from the American people” through USAID. The USAID logo will be in English and the tagline translated into French and/or Haitian Creole, as appropriate, and will be used as approved and only on documents or items that are written mostly or entirely in French or Creole. Haiti WASH will follow specific procedures for including the Branding Implementation Plan requirements as stated in the mandatory internal reference Branding and Marking in USAID Direct Contracting in ADS Chapter 320.

The following communication tools will be used to publicize Haiti WASH.

***Communication Tools***

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| **Tool Description/Use** | |
| Program flyers, success stories, professional photography, beneficiary testimonials, and brochures | These cost-effective communication materials will meet specific program objectives. They will be translated into French and/or Haitian Creole as needed. |
| Webcasts, e-invitations, blast emails, and other internet activities | As appropriate and possible, the internet will be used for communication. This will include an online program containing progress and impact reports,  technical documents, and other project-related information in addition to e-mail, e-invitations, videos, and webcasts. |
| Public service announcements  (PSAs) and videos | PSAs and other videos can be used to publicize activities to local partners and host-country citizens. These may include impact reports, success stories, technical documents, and other project-related information. In situations where local partner branding will advance the activity’s core objectives, local branding may have greater visibility than USAID if agreed upon by the TOCOR. In addition, the following categories may be reached by the activity through the use of public and/or private sector media: authorities and public officials at national, regional, and local levels; municipal and regional government associations; civil society organizations; communities; key social leaders and experts at national and local levels; and the public in general. |
| Radio | We will consider incorporating radio messaging into behavior change communication campaigns. Local radio stations are popular media outlets and are accessible to our target audience. |
| Press releases | These will include announcements of key project activities and success stories, including office opening and start-up (with activity overview), deals brokered, activity impact, and results. |
| Media interviews, press conferences, and site visits | As appropriate, local media will be invited to cover significant events, VIP visits, or success stories. |
| Project events | Specific events will be used to publicize the project. |

**Key Milestones**

The following key milestones are anticipated to generate awareness that Haiti WASH is “from the

American people.” These may be linked to specific points in time, such as at the beginning or end of the activity, or as an opportunity to showcase publications or other materials, research findings, or project success. These include:

■ Launching the activity.

■ Announcing research findings.

■ Publishing reports or studies.

■ Spotlighting trends.

■ Highlighting success stories.

■ Featuring beneficiaries as spokespeople.

■ Showcasing before and after photographs.

■ Securing endorsements from ministries or local organizations.

■ Promoting final or interim reports.

■ Communicating activity impact/overall results.

**Acknowledgments**

***Acknowledging USAID***

The following acknowledgment will be included on external Haiti WASH publications and 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 DAI for the Haiti Water, Sanitation, and Hygiene (Haiti WASH) project, Contract Number [TBD].”

***Acknowledging Host-Country Government***

All Haiti WASH documents will follow USAID branding guidelines. If, during the course of this activity,

other major sponsors are involved, we will advise the TOCOR of their involvement and request permission to include them as necessary.

***Acknowledging Host-Country Partners***

Co-branding with host-country partners will occur when these organizations have contributed funds to the

activity. Co-branding with in-country partners may also be desirable when trying to promote local ownership and capacity building. However, when products are fully funded by USAID, TOCO approval will be required for any exceptions to the full branding requirements.

***Co-Branding with Other International Organizations***

In such cases, the guidelines for co-branding will be followed assuming the funding contributed is more than a token amount. Other partners may be mentioned in written documents that are related directly to

them, for example, “USAID, in cooperation with [XX] Ministry, has performed the following tasks.”

**Exceptions and Prohibitions**

Exceptions to the Branding Implementation and Marking Plans will be made when Haiti WASH is involved in highly sensitive issues, pursuant to ADS Section 320.3.2.5. However, when products are fully

funded by USAID, TOCO approval will be required for any exceptions.

**USAID Relevant Branding Manual Locations**

[http://www.usaid.gov/policy/ads/300/320.pd](http://www.usaid.gov/policy/ads/300/320.pdf)f.

[http://www.usaid.gov/branding.](http://www.usaid.gov/branding)

**Marking Plan**

With reference to ADS Section 320.3.3, below is the required Marking Plan. The Marking Plan notes when and where branding will be done. This includes external public communications, studies, reports,

informative and promotional products, workshops, conferences, fairs, media-related activities, commodities, infrastructure programs, program materials, and deliverables. DAI will follow USAID’s policy that programs, activities, public communications, and commodities implemented or delivered by

contractors and subcontractors exclusively funded by USAID are to be marked exclusively with the

USAID identity.

The table below outlines the types of materials that may be produced under USAID’s Haiti WASH project. Any materials that are not anticipated below but are produced under the initiative will also be subject to branding guidelines and TOCO approval, as appropriate. Marking is not required on items used as part of the administration of the contract, such as stationery products, equipment, and offices. The goal is to mark programs and projects, not implementing partners. Thus, letterhead, name tags, business cards, office

space, equipment, and supplies are not subject to branding. However, if DAI “mixes” use of this equipment to perform administrative functions and actual assistance delivery, then it will be marked in the same manner as if it were being used solely for assistance delivery.

Physical structures, equipment, and materials will be marked as funded by USAID when possible. For anything that is marked with USAID branding, a draft or prototype will be cleared by the Mission Development Outreach and Communications Officer before it is finalized.

All activities will include USAID logos. Every contract deliverable that is marked with the USAID identity for Haiti WASH will follow design guidance for color, type, and layout in the USAID *Graphic Standards Manual* as related to equipment, reports, studies, events, and public communications (including printed products, audio, visual, and electronic materials)*.* The USAID logo will be used for programmatic correspondence. Haiti WASH letterhead will be used for administrative matters and will not display the USAID logo. Business cards will not show the USAID logo.

All studies, reports, publications, websites, and informational and promotional products not authored, reviewed, or edited by USAID will include the following disclaimer on the title page:

“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.”

Specific guidance on marking requirements will be obtained prior to procurement of commodities to be shipped, and as early as possible.

***Types of Materials To Be Produced***

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| **Category Type of Marking** | |
| **Administrative** | |
| Stationery products (administrative business) | The USAID standard graphic identity will not be used. Pertains to letterhead, envelopes, and mailing labels. DAI will use its own business cards. |
| Stationery products (project related), office signs | The USAID standard graphic identity will be used. Pertains to letters that accompany project materials. |
| Business cards | The USAID standard graphic identity will not be used on business cards. DAI will use its own business cards, but include the line “USAID/Haiti Haiti WASH Project” on the business card. |
| Project deliverables | Will follow USAID *Graphic Standards Manual* guidelines for full branding. |
| Website | Will follow USAID *Graphic Standards Manual* guidelines for full branding (if applicable). |

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| **Category Type of Marking** | |
| Office equipment | If Haiti WASH equipment has “mixed use” in that it is used to perform administrative functions and actual assistance delivery, then it will be marked in the same manner as if it were being used solely for assistance delivery. |
| **Technical** | |
| Technical reports and studies, briefing papers, and memoranda | The USAID identity will be printed on the cover of documents; design will follow USAID *Graphic Standards Manual* guidelines for full branding unless co-branding is acceptable or an exemption is granted for no branding. |
| Government policies, strategies, plans, and guidelines (regional, national, and subnational levels) or other materials positioned as being from the host- country government | The USAID identity will be printed on the cover of documents; design will follow USAID *Graphic Standards Manual* guidelines for full branding unless co-branding is acceptable or an exemption is granted for no branding. |
| Organizations’ policies, strategies, plans, and guidelines or other materials positioned as being from the host- country partner | The USAID identity will be printed on the cover of documents; design will follow USAID *Graphic Standards Manual* guidelines for full branding unless co-branding is acceptable or an exemption is granted for no branding. |
| Training materials and manuals,  CD-ROMs, PowerPoint presentations, DVDs, TV PSAs, mass distribution mail sent for project purposes (such as invitations to training events or other widely attended project-related gatherings) | The USAID identity will be printed on the cover of documents, CD label, splash screen/menu, title breaker slides, and packaging; design will follow USAID *Graphic Standards Manual* guidelines for full branding unless co-branding is acceptable or an exemption is granted for no branding. |
| Conference posters and presentations, videos, program materials, technical web portal | The USAID identity will be printed on the poster or presentations, video labels, cover of documents, homepage, and sub-pages; design will follow USAID *Graphic Standards Manual* guidelines for full branding unless co-branding is acceptable or an exemption is granted for no branding. |
| Radio PSAs | Will include an audio tag, such as “Made possible by USAID. From the  American people.” |
| **Promotional** | |
| Event signs, banners, and exhibition booth materials and promotional materials (e.g., success stories, beneficiary announcement of research, testimonials, findings, or project results) | The USAID identity will be printed on the materials; design will follow guidelines for full branding unless co-branding is acceptable or an exemption is granted for no branding. |
| Materials for policy launch and site visits, commodities | The USAID identity will be printed on the materials; design will follow guidelines for full branding unless co-branding is acceptable or an exemption is granted for no branding. With regard to site visits, USAID will conduct site visits to comply with oversight obligations. USAID will use these site visits to inform officials and the public of the benefits of the project and to assess performance with respect to contract requirements. At site visits, USAID will be appropriately acknowledged in remarks and presentations. |
| **Project and Activity Sites** | |
| Office signs | The USAID standard graphic identity will be used to mark offices. DAI will follow U.S. Embassy/Haiti signage templates and state when signage will be up and when it will be removed. |
| Visible infrastructure projects (roads, bridges, buildings, etc.) | The USAID standard graphic identity will be used to mark visible infrastructure projects (roads, bridges, buildings, etc.). DAI will follow U.S. Embassy/Haiti signage templates and state when signage will be up and when it will be removed. |
| Temporary signs | The USAID standard graphic identity will be used to mark temporary signs. DAI will follow U.S. Embassy/Haiti signage templates and state when signage will be up and when it will be removed. |
| Permanent plaques | The USAID standard graphic identity will be used to mark permanent plaques. |

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| **Category Type of Marking** | |
| **Commodities** | |
| Commodities | The USAID identity will be used; design will follow guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. |
| **Events** | |
| Training courses, conferences, seminars, briefings, exhibitions, fairs, workshops, press conferences | The USAID identity will be prominently displayed. |
| Invitations, press releases, media materials, and presentations and handouts associated with events | The USAID identity will be prominently displayed. DAI will use the U.S. Embassy/Haiti template for press releases. |
| **Printed Public Communications** | |
| Publications, reports, research results, studies, and evaluations | The USAID identity will be printed on the cover of documents; design will follow guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. |
| Brochure, leaflets, folders, and informational and promotional materials | The USAID identity will be printed on the cover of documents; design will follow guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. |
| Success stories | The USAID identity will be used; design will follow guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. |
| Posters, banners, and signs | The USAID identity will be used; design will follow guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. |
| Print PSAs, newspaper supplements and other paid placements such as advertorials | The USAID identity will be used; design will follow guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. |
| Advertisements about project events/  activities | The USAID identity will be used; design will follow guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. |
| Training manuals, workbooks, and guides | The USAID identity will be printed on the cover of documents; design will follow guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. |
| Press releases, factsheets, media advisories | The USAID identity will be used; design will follow guidelines for full branding unless co-branding is acceptable or an exemption is  provided for no branding. DAI will use the U.S. Embassy/Haiti template for press releases. |
| Letterhead used for project-related purposes (for example, invitations to events, not for contractor administration) | The USAID identity will be used; design will follow guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. |