



USAID | **AFGHANISTAN**
FROM THE AMERICAN PEOPLE

SHEBERGHAN GAS GENERATION ACTIVITY (SGGA)

Contract No. EPP-I-00-03-00004-00, Task Order No. AID-306-TO-12-00002

Branding Implementation Plan and Marking Plan

November 29, 2012

Prepared by:

Advanced Engineering Associates International, Inc. (AEAI)/SGGA Project Team
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This Branding Implementation Plan and Marking Plan is made possible by support from the American People jointly sponsored by United States Agency for International Development (USAID) and the Government of the Islamic Republic of Afghanistan. The contents of this Branding Implementation Plan and Marking Plan are the sole responsibility of Advanced Engineering Associates International, Inc. and do not necessarily reflect the views of USAID or the United States Government.

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Acronyms and Abbreviations

AEAI	Advanced Engineering Associates International, Inc.
AFMIS	Afghanistan Financial Management Information System
COR	Contracting Officer's Representative
DABS	Da Afghanistan Breshna Sherkat
DM	Deputy Minister (of MoM)
E&Y	Ernst and Young
GIRoA	Government Islamic Republic of Afghanistan
Grantee	Ministry of Mines
HR	Human Resources
IL	Implementation Letter
MEW	Ministry of Energy and Water
MoE	Ministry of Economy
MoF	Ministry of Finance
MoM	Ministry of Mines
MW	Megawatt
NEPA	National Environmental Protection Agency
OFM	Office of Financial Management (USAID)
SGDP	Sheberghan Gas Development Project
SGGA	Sheberghan Gas Generation Activity
USAID	United States Agency for International Development
USD	United States Dollar
ADS	Automated Directive System

1 Introduction

The Sheberghan Gas Generation Activity (“SGGA”) is a technical assistance (TA) and capacity building program funded by the United States Agency for International Development (“USAID”), provided to the Government of the Islamic Republic of Afghanistan (“GIRoA”) to assist in gas development and the construction of a 200-MW gas-fired power plant in Sheberghan, Afghanistan. SGGA’s remaining performance period under Task Order No. AID-306-TO-12-00002 is from December 2012 through December 2014 pending approval of the Phase Two option period by USAID. SGGA’s scope of work focuses on the support of projects and transactions related to USAID’s Sheberghan Gas Development Program (“SGDP”) from December 2009 to December 2011. This Branding Implementation and Marking Plan is a required report under the SGGA Task Order.

The style and visual character of SGGA reflects much of the standard graphic identity of USAID. Drawing extensively on the USAID Graphics Standards Manual (First Edition January 2005), the SGGA design guidelines also incorporate the revisions that have been made with the publication of ADS Chapter 320, Branding and Marking, 05/05/2009 Revision, and subsequent updates. ADS 320 contains USAID’s policy directives and required procedures on branding and marking USAID-funded programs with the USAID “Standard Graphic Identity” (or “USAID Identity”).

“Branding” refers to how a program is named and positioned and who it is from; and identifies the sponsor of the work.

“Marking” refers to applying graphic identities or logos to program materials to visibly acknowledge contributors; and identifies organizations supporting the work.

The “USAID Standard Graphic Identity” is the trademark, by commercial usage, of the United States Agency for International Development.

ADS 320 is authorized by Section 641 of the Foreign Assistance Act of 1961, which provides that programs under this Act shall be identified appropriately overseas as ‘American Aid.’ More details can be found at <http://www.usaid.gov/branding>.

Following the design guidelines outlined in the following pages will ensure that SGGA media and communications materials will meet required standards on branding and marking for USAID-funded programs and properly reflect the USAID brand.

2 Branding Implementation Plan

2.1 Branding Specifics

2.1.1 Name of the Program

Sheberghan Gas Generation Activity (SGGA)

2.1.2 Program Communications and Publicity

The primary audiences of SGGA activities and products are:

- GIRoA Ministry of Mines (MoM)
- Da Afghanistan Breshna Sherkat (DABS)
- GIRoA Ministry of Energy and Water (MEW)
- GIRoA Ministry of Finance (MoF)

The secondary audiences of SGGA include the following:

- USAID/Afghanistan
- Overseas Private Investment Corporation (OPIC)
- Private Investors, such as IPS and Contour Global
- U.S. Embassy
- The World Bank (IBRD), Asian Development Bank (ADB), other International Financing Institutions (IFIs) and other international and bilateral entities with relevant programs and projects
- Management and Staff of other relevant GIRoA entities such as Ministry of Economy (MoE) and Afghanistan's National Environmental Protection Agency (NEPA)
- Other USAID's contractors with related contracts in Afghanistan
- Local populations in the vicinity of Sheberghan, non-governmental organizations, academic institutions, news media, and representatives of civil society

Any promotion of SGGA among Afghans and/or private entities will be considered on a case-by-case and as-needed basis. Any such promotion will be planned and implemented in close consultation with USAID and appropriate counterpart officials and with written approval from the Contracting Officer's Representative (COR).

SGGA's main program message is:

"Development of the Sheberghan Gas Fields and related infrastructure as well as power generation through private investment is being promoted in a commercially viable and sustainable manner with due consideration and protective measures for environmental and social impacts."

Desired level of visibility:

SGGA will have a medium level of visibility since the purpose of the project is to improve the enabling and transaction environment for the development of the Sheberghan gas fields and associated gas-fired power plant by private investors. All work products provided for USAID or other external audiences remain covered by the marking requirements as described in USAID's branding policy.

Any other organizations to be acknowledged:

Project documents will not use the contractor's logo, but will acknowledge that the document was prepared for USAID by the SGGA and Advanced Engineering Associates International, Inc. (AEAI) and any relevant subcontractors.

Communications and program materials that will be used to explain the program to stakeholders include:

- Reports
- Presentations
- Letters
- Briefing memos
 - Technical
 - Legal
 - Economic and Financial
- Spreadsheets (e.g., with work schedules, timelines, progress charts, etc.)

In addition, the following communication tools may be used:

Press releases	YES
Press conferences	N/A
Media interviews	N/A
Site visits	YES
Success stories	YES
Beneficiary testimonials	N/A
Professional photography	N/A
Workshop and training materials	YES
PSAs and Videos	N/A
Project Website, e-invitations, webinars Social Media, Blogs	YES
Publications, Posters, etc.	YES

2.1.3 Conveying the Message “From the American People” Through Public Communications

At each event, including meetings, workshops and presentations, USAID and the support from the American people will be verbally acknowledged in the following way: when first describing the project, staff will say: ... “The SGGA is one of the many assistance projects made possible by support from the American People jointly sponsored by USAID and the Government of the Islamic Republic of Afghanistan.”

Design of publicity materials and the use of the USAID identity:

The SGGA will use full branding and the USAID tagline “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 COR and Development Outreach and Communications Officer (DOC). Materials and communications will not include AEAI’s logo or corporate identity.

For all printed matter (including publications, official project communications, and other products developed to increase the visibility of the project among its target audience), the project will use guidance set in the USAID Graphic Standards Manual. This includes such matters as the use of the USAID identity, also color schemes, design, and typeface for any project materials. Programmatic materials will only follow the guidance in relation to the use of the USAID identity.

Publicizing key milestones or opportunities:

The SGGA is primarily involved with activities to improve the enabling environment for the commercial development of gas fields and an associated independent power plant in an innovative first-of-a-kind project in Afghanistan. As such, SGGA entails working closely with counterparts (government officials and gas and electricity sector managers) in the development of policies and commercial transactions and documents supporting both the GIRoA and private investors, IFIs, and USG agencies including the Overseas Private Investment Corporation (OPIC), USAID, and others. The following key milestones or opportunities scheduled in accordance with the work plan are anticipated to generate awareness that the SGGA is from the American people. These milestones may be linked to specific points in time, such as at the beginning or end of a specific activity, or to an opportunity to showcase presentations, agreements, or other materials. These include, but are not limited to:

- Holding training events,
- Publishing progress reports,
- Concluding financial or commercial agreements, and

2.2 Communicating Activity Impacts/Overall Results, Coordination with USAID on Publicity and Project Promotion Issues

If necessary, the Chief of Party or designated project staff will clear any press releases, media events, and media interviews with the USAID (COR) and follow other relevant guidance set by USAID/Afghanistan on Press and Media Interactions.

2.3 Branding Implementation Plan Amendments

In the event of changed circumstances for implementation of this Branding Implementation Plan, SGGA will submit a request to USAID to modify this Branding Implementation Plan.

3 Marking Plan

3.1 Objectives

SGGA will mark all deliverables and communications under SGGA as outlined in this Marking Plan. The Marking Plan was created in compliance with Section 320.3.2.3 of ADS 320.

3.2 Approach

SGGA will work with USAID to make certain that all deliverables under the Task Order and all communications are appropriately identified and marked according to USAID guidelines.

3.3 Marked Deliverables

The documents that will be produced under the Task Order may include the following:

- Publications, reports, research results, studies, and evaluations;
- Brochures, leaflets, fact sheets, folders and promotional materials;
- Posters, banners, signs, and exhibition materials;
- Training manuals, workbooks, and guides;
- Press releases;
- Videos; and
- PowerPoint and other program-related presentations.

SGGA will ensure that the above mentioned materials are marked properly by developing templates for USAID's review. Examples and templates for some of the above items can be found on the following pages. Any materials that are not anticipated in the preceding list, but are produced under the activity, will also be subject to branding guidelines and COR approval, as appropriate.

SGGA studies, reports, publications, web site, and all informational and promotional products not authored, reviewed, or edited by USAID will contain the following:

"This study/report/web site (specify) is made possible by support from the American People jointly sponsored by United States Agency for International Development (USAID) and the Government of the Islamic Republic of Afghanistan. The contents of this (specify) are the sole responsibility of SGGA and do not necessarily reflect the views of USAID or the United States Government."

SGGA events such as training courses, seminars, workshops, and press conferences will prominently display the USAID identity. If public communications are necessary, with USAID's (COR) concurrence, SGGA will display the USAID logo prominently on all public communication products and describe the project as USAID's in all public communications materials (including press releases, fact sheets, letters, success stories, brochures and other written communications).

In the event the SGGA believes that a waiver of the requirements of this Marking Plan is needed, the COP or designated SGGA staff will request a waiver of the Marking Plan, in whole or in part, through the COR. No marking will be made while a waiver determination is pending. Once a waiver request has been acted upon by the Principal Officer (e.g., the Mission Director) and the SGGA has been informed of this action by the COR, the marking will be in accordance with the Principal Officer's decision until such time as it is modified by the Principal Officer and the SGGA has been informed by the CO.

3.4 Deliverables without Marking

At this time, SGGA foresees that the only documents without USAID marking would be limited to MoM's documents related to MoM's on-budget activities.

3.5 Marking Plan Amendments

In the event of changed circumstances for implementation of this Marking Plan, SGGA through its COR will submit to USAID a request to modify this plan and/or other related documents.

Appendix A: Template for a Deliverable or Report

The following document extracts represent the basic structure of the respective types of SGGA deliverables or reports. It could include the following: cover, title, forward or executive summary, table of contents, acronyms, introduction, and relevant sections, as well as appendices, if appropriate.

Original material in the deliverables is considered the intellectual property of USAID. Individual author's name(s) will not be mentioned.

As approved and directed by USAID, the deliverables may be translated into the local language(s), shared with GIRoA counterparts and other relevant stakeholders, and linked to the program website. In this case, the USAID tagline will be in the same language as the document itself.



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E&Y	Ernst and Young
GIRoA	Government Islamic Republic of Afghanistan
Grantee	Ministry of Mines
HR	Human Resources
IL	Implementation Letter
MEW	Ministry of Energy and Water
MoE	Ministry of Economy
MoF	Ministry of Finance
MoM	Ministry of Mines
MW	Megawatt
NEPA	National Environmental Protection Agency
OFM	Office of Financial Management (USAID)
SGDP	Sheberghan Gas Development Project
SGGA	Sheberghan Gas Generation Activity
USAID	United States Agency for International Development
USD	United States Dollar

1 Introduction

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Appendix B: Template for a Presentation

The following pages represent a sample Power Point (PPT) presentation format showing the branding and marking scheme for SGGA. It includes samples of a first page, agenda page, and presentation slide. Only the USAID brand will be used for PPT electronic or hard copy files.

First Slide of Presentation



USAID | AFGHANISTAN
FROM THE AMERICAN PEOPLE

***Introductory Meeting on
Gas to Power Economic Model***

Presentation to:

**Ministry of Mines
Ministry of Energy and Water
Da Afghanistan Breshna Sherkat**

September 26, 2012

Prepared for USAID by: Sheberghan Gas Generation Activity (SGGA) &
Advanced Engineering Associates International, Inc. (AEA)

1

Sample of Overview or Agenda Slide



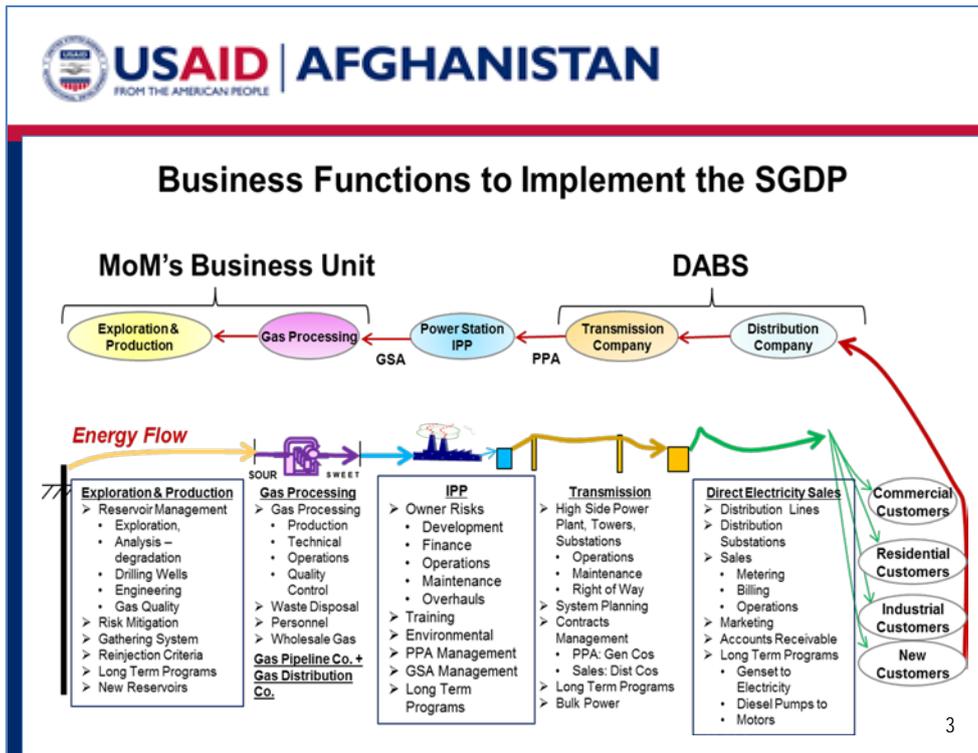
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Agenda for Introductory Meeting on the Model

- 1. Goals of the Sheberghan Gas to Power Project**
- 2. Implementation Path of SGDP**
- 3. Business functions necessary to implement the SGDP**
- 4. Economic model of the SGDP business functions**
- 5. Critical assumptions used in economic model**
- 6. Initial results**
- 7. Next steps**

2

Sample of Presentation Slide



Appendix C: Template for Letterhead

The SGGA team will use letterhead templates under the SGGA for Task Order-related correspondence. Please see the sample below. Task Order-related letterhead will be used by all project team members for SGGA-related purposes (submission of reports, invitations to events, etc.) as opposed to AEAI administrative purposes.

SGGA will keep a record of Task Order-related correspondences as part of the overall knowledge management effort. Copies of all Task Order-related correspondences will be provided to the COR.

The communication will be translated into the appropriate language(s) as necessary.

Note that the format of internal AEAI correspondence will be as per AEAI practices.

Letterhead for Task Order Activities



USAID Contractor
Sheberghan Gas Generation Activity (SGGA)

November 18, 2012

Project Code-11-79-2012

Mr. Jules Jordy
Alternate Contracting Officer's Representative
OEGI/USAID
Great Masood Road
Kabul, Afghanistan

Reference: Task Order No. AID-306-TO-12-00002
Sheberghan Gas Generation Activity (SGGA)

Subject: Request for International Travel Approval of Mr. Daniel D. Brockway

Dear Mr. Jordy,

Advanced Engineering Associates International Inc. (AEAI), requests your approval of international travel for Mr. Daniel D. Brockway, Gas Midstream Manager, (aXseum Subcontractor). Mr. Daniel will travel from US and arrive in Kabul o/a November 26, 2012. Cost of his travel is including in the Project budget and will be billed in accordance with provisions of the Contract and prevailing USAID regulations.

Mr. Daniel D. Brockway, Gas Midstream Manager, on LTTA basis, will be working with Ministry of Mines. A Copy of his CV is attached.

Please feel free to contact me any time if you need any additional information in connection with this request.

Sincerely,

Ernest J. Gerloff
Chief of Party
Sheberghan Gas Generation Activities (SGGA)

Action: _____

Jules Jordy, ACOR

CC: SGGA HR, Travel, Finance
Carol Trodella
Sarah Gallivan
Gopal Kadagathur

Advanced Engineering Associates International, Inc. AEAI/Afghanistan

Address omitted

Phone:

Email:

Kabul - Afghanistan