Assistance in Building Afghanistan by Developing Enterprises Program
Leader with Associate Cooperative Agreement No. EEM-A-00-04-00002-00
Associate Cooperative Agreement No. AID-306-LA-13-00001

# Branding and Marking Plan

Submitted
October 2013

Submitted by:

Volunteers for Economic Growth Alliance (VEGA)
1726 M Street NW, Suite 800
Washington, DC 20036

This plan is made possible by the generous support of the American people through the United States Agency for International Development (USAID). Its contents are the responsibility of the Volunteers for Economic Growth Alliance (VEGA) and the International Executive Service Corps (IESC) and do not necessarily reflect the views of USAID or the United States Government.

Prepared under Leader-with-Associate Cooperative Agreement No. EEM-A-00-04-00002-00, Associate Cooperative Agreement No. AID-306-LA-13-00001

USAID/Afghanistan ABADE Program

VEGA Contact: Michael Deal
Executive Director
Volunteers for Economic Growth Alliance (VEGA)
1726 M Street NW, Suite 800
Washington, DC 20036
Tel: (202) 223 7012
Email: mdeal@vegaalliance.org

IESC Contact: David Hartingh
Vice President
International Executive Service Corps (IESC)
1900 M Street, NW Suite 500
Washington, DC 20036
Tel: (202) 589 2600
Email: dhartingh@iesc.org

# Table of Contents

*Table of Contents* ..... *i*

*1 BRANDING IMPLEMENTATION PLAN* ..... *3*

1.1 Objective ..... 3
1.2 Name of the Project ..... 3
1.3 ABADE Program Audiences and Main Messages ..... 3
1.4 ABADE Program Logo ..... 5
1.5 Approach to Communicating Program to Beneficiaries ..... 6

*2 MARKING PLAN* ..... *8*

2.1 Marking of Sub-awards ..... 8
2.2 Disclaimer Language for Publications ..... 8
2.3 Marking of Project Deliverables and Public Communications ..... 8
2.4 Marking of Program Facility/Office ..... 9
2.5 Events ..... 9
2.6 Summary of VEGA/USAID Marking Plan ..... 9
2.7 Deliverables Without Marking ..... 10
2.8 Modifications ..... 10

*3 ANNEX* ..... *11*

3.1 Banner – generic ..... 11
3.2 Wall banner Herat ..... 12
3.3 Wall banner Mazar ..... 12
3.4 Event banners ..... 13
3.5 Roll up banners ..... 14
3.6 Billboard ..... 15
3.7 Newspaper advertisement ..... 15
3.8 Folder ..... 16
3.9 Podium sign ..... 17
3.10 CD-DVD cover ..... 17
3.11 Brochures ..... 18
3.12 Newsletter for print ..... 21
3.13 Website ..... 22
3.14 Report template ..... 23
3.15 Power point presentation ..... 26
3.16 Program letterhead- Dari and English ..... 30
3.17 Administrative Letterhead – Dari and Enlish ..... 31
3.18 Invitation ..... 32
3.19 Certificate ..... 33
3.20 Business card and ID card ..... 34
3.21 Envelopes – Dari and English, various sizes ..... 35
3.22 Wall calendar ..... 36
3.23 Desk calendar ..... 37
3.24 Promotional materials ..... 38

# 1 BRANDING IMPLEMENTATION PLAN

## 1.1 Objective

The Volunteers for Economic Growth Alliance (VEGA) and the International Executive Service Corps (IESC) are pleased to present the Branding and Marking Plan for the Assistance in Building Afghanistan by Developing Enterprises (ABADE) Program for approval by the United States Agency for International Development (USAID).

The ABADE Program is submitting this revised version of the Branding and Marking Plan to incorporate the changes suggested by USAID, specifically in the branding section. The templates provided in the annex are now branded in accordance with the guidelines governing a cooperative agreement. The purpose of this document is to outline how VEGA/IESC will: (1) name and position the ABADE Program, (2) promote and communicate the ABADE Program's goals and objectives to beneficiaries and local partners, and (3) identify and acknowledge all donor and partner contributions. Our goal is to ensure that all overseas deliverables and/or activities funded by the ABADE Program meet USAID marking and branding requirements.

The guidance contained in this Branding and Marking Plan is designed to cover all of the activities under ABADE's components, as outlined in the proposal, including:

1. Public-Private Alliances (PPAs) with Afghan SMEs and Innovation Partners;
2. Technical assistance and capacity building to support the success of PPA beneficiaries; and
3. Targeted enabling environment activities to remove administrative and regulatory barriers that hamper business growth and investment in Afghanistan.

As an annex to this Branding and Marking Plan, VEGA/IESC is submitting templates of communication materials for USAID review and approval. Any public communications materials not included in this Branding and Marking Plan will be submitted for Agreement Officer's Representative (AOR) concurrence prior to publication.

## 1.2 Name of the Project

The name "ABADE" was chosen in accordance with the naming of the program in the RFA and to capitalize on the Dari meaning of the word, which is to "construct/build." When referring to the project in documents to USAID, internally or in the award itself, the program will be described as the ABADE Program, implemented by VEGA/IESC and "joined by Land O'Lakes and DAI." This is essential to avoid confusion among local partners, USAID, and implementing organizations, and will enable the ABADE Program to present a cohesive, united front. In promotional materials, the ABADE Program and USAID logos will be highlighted in line with the USAID's branding and marking guidance. The ABADE Program will be promoted as a USAID project implemented by VEGA/IESC on deliverables, non-promotional materials, or in accordance with the formatting set out in this document.

## 1.3 ABADE Program Audiences and Main Messages

The VEGA/IESC team will produce a fact sheet/brochure about the program in electronic and hard copy versions, and write success stories, case studies, first person accounts, before and after stories and program snapshots that will be posted on the ABADE Program, VEGA, IESC, Land O'Lakes, DAI and USAID websites. Other publications will be considered as the work plan is further developed, to potentially include longer program brochures and/or reports. The ABADE Program's USAID AOR will be consulted prior to posting any ABADE Program publications on implementer or partner websites.

When appropriate, the program will organize conferences and training sessions on program themes and will hold high-profile events. The attendance of high-ranking officials from the Government of the Islamic Republic of Afghanistan (GIRoA), the U.S. Embassy, and USAID will lend prominence to these events, generating positive publicity for program activities. In conjunction with USAID, the ABADE Program will develop news, photo releases and success stories, ensuring strong media coverage of the ABADE Program's events and activities as they occur. Prior to news releases and other public outreach materials and associated photographs, the ABADE Program will seek the concurrence and ad hoc feedback of the USAID AOR, the USAID DOC Office and the U.S. Embassy Public Affairs Section (PAS).

The ABADE Program will also collaborate and participate in events organized by USAID implementing partners and other organizations to disseminate information on program activities.

The primary audiences of the program include, but are not limited to:

1. USAID – influencing policymaking in USAID HQ, U.S. Executive Branch, and Congress

Key messages**:** Through the ABADE Program, USAID will endeavor to strengthen Afghanistan's private sector by removing and mitigating barriers to investment, productivity, and economic growth. These material improvements are sustainable in the long-term and enhance stability and security. Gains and accomplishments will be highlighted through success stories/snapshots, photo reports, and press releases. Where appropriate, high profile events will be organized and given appropriate media exposure.

2. Potential SME and Innovation Public-Private Alliance (PPA) partners

   Key messages**:** Messaging will communicate the private sector goals of the ABADE Program and the ways in which SMEs and Innovation Alliance partners can obtain support or technical assistance. Training and workshop opportunities, access to market information, road shows, and business enabling environment activities will highlight these efforts, increasing the overall effectiveness of the ABADE Program's private sector activities.

   Event materials and public outreach events will provide general information about USAID's goals in Afghanistan and reinforce USAID's strong reputation with Afghan SMEs.

   ABADE Program messaging will also support project objectives through the promotion of entrepreneurship to women, students/young business people, and publicize opportunities for participation in capacity-building programs.

3. Business Development Service (BDS) providers

   Key messages: Afghan BDS providers are important partners of Afghan entrepreneurs in growing their businesses. This group of professionals is vital in sustaining the growth of the business sector, especially in breaking into international markets.

   The ABADE Program's outreach efforts will identify BDS providers (PR firms, production and design houses, printing companies) and build their capacity through training, internship or study tours. The ABADE Program will encourage the organization of activities, such as design competitions or exhibitions, to encourage this group to update their skills.

4. Other private sector partners or foreign business owners

   Key messages**:** Despite the country's relative instability, there are many profitable, reliable businesses in Afghanistan. Conferences and business development meetings will assist in creating potential business partnerships and linkages.

5. GIRoA public sector partners

   Key messages**:** The ABADE Program is designed to increase the productivity and investment potential of SMEs in Afghanistan, generate employment, and improve Afghanistan's business enabling environment. Where appropriate, the ABADE Program will pursue collaborations with GIRoA ministries and agencies, such as the Ministry of Commerce and Industries (MoCI), Ministry of Mines (MoM), Afghanistan Investment Support Agency (AISA), Export Promotion Agency of Afghanistan (EPAA), and the national and regional Chambers of Commerce, to create partnerships and support between government and private businesses.

6. U.S. media, and international donors and agencies (secondary)

   Key messages**:** Provide general information about USAID objectives and the ABADE Program's objectives to U.S. media and international donors and agencies mainly for economic growth general awareness, and also to identify points of overlap, collaboration, and knowledge-sharing. Provide information and success stories to U.S. media to influence international donors and highlight program successes.

7. Other implementing partners in Afghanistan (secondary) same as above.

## 1.4 ABADE Program Logo

Inverse the ABADE Program logo (for use on dark backgrounds):

VEGA/IESC will use the ABADE Program logo as the sole marking on the following communications products:

- Business cards, ID cards, and visitor cards
- Administrative documentation (purchase order, bank authorization documents, requests for proposal)
- Envelopes
- Job advertisements, newspaper advertisements
- Other promotional materials (calendars, CD/DVD covers, pens, pencils, USB sticks, mugs, caps, T-shirts, mouse pads, etc)

VEGA/IESC will use the ABADE Program logo above and the IESC and VEGA logos below on the following operations documentation:

- Correspondence with government concerning contractor compliance with local law, such as the administration of taxes, customs, registrations, visas, work permits, or other provisions of Afghan law.
- Correspondence and recipient communications related to project administration, such as hiring or termination of staff, renting office space, etc.
- Service contracts

VEGA/IESC will use the ABADE Program logo above and the USAID logo below or alongside, for all program-related public communications, including the following:

- On all Cooperative Agreement specified reporting deliverables, IESC and VEGA will be represented on page two or on the last page of the publication.
- Work plans, Performance Management Plan, Branding and Marking Plan – IESC and VEGA will be represented on page two or on the last page of the publication.
- Banners, podium signs, training materials, certificates of completion for training/conferences
- Billboards and advertising (except in volatile and dangerous areas).
- Brochures, newsletters and the ABADE Program website

The ABADE Program logo will be included in a subordinate role on VEGA headquarters-produced outreach materials (ex: country fact sheets, newsletters) that are produced using General and Administrative (G&A) funds. When tailoring these pieces to suit the needs of IESC outreach efforts, it will be made clear that IESC is the implementing organization, through a funding mechanism that has been awarded to VEGA.

Regardless of whether the ABADE Program materials are produced with program or G&A funds, in the field or at the headquarter level, all key branded materials, such as quarterly reports, annual work plans, etc. will be sent to VEGA and USAID for review because they will reference VEGA and USAID. USAID/Afghanistan and VEGA/IESC will both be consulted before the ABADE Program communicates with an international media entity/organization.

## 1.5 Approach to Communicating Program to Beneficiaries

***Approach to promote the ABADE Program in Afghanistan – Overview by Component***

**Components 1 & 2.** Extensive outreach and communications efforts will be required to ensure that the private sector is aware and well informed of the objectives of the program, opportunities for obtaining assistance, the Public-Private Alliance (PPA) application process, and criteria for selection. As such, VEGA/IESC outreach efforts will work to ensure that the volume of inquiries and applications for SME and Innovation PPAs reflects these efforts. The focus of the outreach campaign will be SMEs and SMEs that are owned or managed by women or will provide a substantive number of jobs, especially for women, as well as international for-profit and non-profit entities that have a stake in promoting development in Afghanistan.

**Component 3**. VEGA/IESC's outreach approach under this component will involve consultation with private sector stakeholders to ensure that constraints within their sectors are correctly understood and that practical, effective solutions can be offered, in order to improve the overall business enabling environment in Afghanistan. VEGA/IESC will seek to broker an audience with GIRoA, building a forum where business leaders can articulate their issues clearly and work with GIRoA to find mutually acceptable solutions.

***Approach to promote ABADE Program in Afghanistan – Activity Specific***

**Public Private Alliance – RFA Release/Outreach Campaign**. In order to reach target beneficiaries, VEGA/IESC has distributed Requests for Applications (RFAs) for each type of PPA. The release of the RFAs was coordinated with an outreach campaign that targeted the appropriate SME and Innovation Alliances partners. The outreach campaign successfully reached out to potential international for-profit partners and NGO partners whose missions are relevant to supporting stability and economic development in Afghanistan. The campaign was also directed toward applicants that addressed cross cutting issues like women, youth, and pro-poor growth. After the initial release of the RFAs, the flow of concept notes for potential alliances increased and further outreach activities in Year 1 were paused. Given the previous success of this approach, the ABADE Program will continue specific and targeted outreach efforts aimed at potential PPA partners in the areas of the ABADE Program's geographic focus.

**Business Enabling Environment Activities**. VEGA/IESC will continue to focus its outreach efforts towards enabling environment activities in sector-specific SME groups, GIRoA counterparts including MoCI, AISA, and with organizations, such as the Afghanistan Chamber of Commerce and Industries and private sector associations, identifying opportunities to better the business environment in which these groups can have significant buy-in.

**Fact Sheet & Other Promotional/Reporting Materials**. The VEGA/IESC team has developed and will regularly update a one-page fact sheet/brochure, approved by USAID, explaining the program, which will be distributed to Afghanistan counterparts and USAID and USG economic growth programs and activities. Other promotional and reporting documents include quarterly reports, fact sheets, case studies, and lessons learned. USAID/Afghanistan branded reports will also be submitted, where appropriate, in the USAID/Afghanistan format for the following: fact sheets, case studies, program snapshots, photo-captions, first person accounts, and before and after accounts.

***Approach to promote the ABADE Program in Afghanistan – Regions***

In the regional areas outside of major cities, the ABADE Program will strive to coordinate communications activities with the local influencers (e.g. business leaders) in order to strengthen business development and partnerships.

The ABADE Program's communications team will take special steps to ensure that women have access to program opportunities. It is a known fact that Afghan women lack equal access to media largely for two reasons: women have much higher illiteracy rates than men and traditional attitudes keep women away from the public domain. ABADE Program initiatives will be designed in a way that addresses this asymmetry. In order to successfully connect with female audiences, the ABADE Program will review existing literature and information, lessons learned, and best practices, such as those generated by ASMED and other development projects, in order to utilize prior lessons learned while connecting with women.

The major communication channels are:

**Radio** is the best way to quickly disseminate news and key messages to the entire country, with the added benefit that the communication is carried out by Afghans. The ABADE Program has thus found this to be the best way to reach various provinces and villages. Based on past experience, the ABADE Program anticipates that future campaigns will include news releases and conferences to encourage stories of project accomplishments.

**Events-based messaging** is highly effective in advocating, persuading or communicating messages to a specific audience segment. Being an interpersonal medium and a themed activity, the proper selection of participants is crucial to its success. Events carry the unique ability of gathering together audiences of the same profile and interest, allowing for face-to-face interaction and instant feedback among participants and event organizers/program implementers. To maximize reach to secondary audiences and the general public, press events will be done at the event.

**Drama on the radio** is a very powerful tool in a country that is predominantly illiterate. The ABADE Program will consider the inclusion of business development themes in the popular radio dramas in Afghanistan, such as the program by AEPO "Gold in the Dust" that is broadcast throughout the week in Dari and Pashto languages. This program is especially popular among the business community as it focuses on business development in Afghanistan.

**TV programs of business development activities**: Involvement or promotion of local television programs highlighting businesses and local business personalities. Programs such as "Dream and Achieve" in the past have been successful and ABADE's involvement in new and innovative television programs will be part of the communications strategy.

**Printed material and marketing collaterals**: Visually attractive materials such as photos, drawings, and cartoons are designed to grab viewers' interest. Other practical marketing collaterals to be distributed to businesses and partners may include t-shirts, pens, bags, folders.

**Provincial roadshows, meetings and seminars**: Targeted provincial level messaging has proven to be one of the most effective tools in information campaigns in Afghanistan. This may include road-shows in the target provinces. The effectiveness of provincial level messaging increases if it is picked up by the main national and local radio stations, so that the messaging reaches other provinces and villages around Afghanistan. Experience of other organizations suggests that Afghans are very interested in what is happening in other provinces and react accordingly.

**Social media:** The ABADE Program has developed a website and a Facebook page to promote the program and publicize RFP's and events. These popular channels are seen to stir interest in business development and public private alliances especially among young entrepreneurs. The ABADE Program website and Facebook page will feature press releases, notices, and other business-related information.

**Environmental signs**: To create higher awareness of the new radio or TV programs, prominent signs, including billboards and posters, will be put up in strategic places to alert the target publics of the specific stations and time slots. As in other countries, the phase-in of new and long-running radio or TV programs are complemented with prominent visible advertisement. Flyers or outdoor banners will also be used.

***Approach to acknowledging program donors and other supporters:***

Per USAID Partner Co-Branding and ADS 320.3.3, 320.3.3.1 and 320.3.3.2, VEGA/IESC will co-brand proprietary materials and information with the USAID logo, the ABADE Program logo, the VEGA logo, the IESC logo, and relevant partner and beneficiary logos.

As the prime implementing organization under VEGA, IESC will coordinate the efforts of marking and branding for its partners, Land O'Lakes and DAI.

***Staffing and Assignment of Responsibilities:***

As the ABADE Program management team directs project implementation, they will include the Communications Manager in their meetings to discuss the impact developments should have on communications activities. Throughout the implementation of this communications plan, component leaders will provide technical information for reports and other communications materials, and will review drafts for accuracy prior to dissemination.

The Communications Manager will be responsible for taking information from component leaders and putting it into context within the overall program communications objectives, to create an accurate and compelling account of the ABADE Program for the aforementioned key stakeholders. National staff, including a Communications Assistant and Translator, will take the lead in providing editing and writing support in Dari and/or Pashto, occasionally drafting and formatting USAID deliverables; liaising with the Afghan media; preparing purchase orders for printing, design, and other external production services in coordination with the Administration staff; and assisting in dissemination of project information materials to Afghan target audiences. The Communications Assistant will also track all program activities via TAMIS, activity sheets and an activity calendar, assisting in the internal dissemination of information throughout the project, as well as tracking other external media coverage.

# 2 MARKING PLAN

VEGA/IESC will co-mark deliverables and public communications under this project as outlined in this Marking Plan.

## 2.1 Marking of Sub-awards

To ensure that the project's sub-awards comply with USAID marking requirements, VEGA/IESC will include the following marking provision in its PPAs:

"As a condition of the recipient of the sub-award, marking with the USAID Identity of a size of prominence equivalent to or greater than the recipient's, sub-recipient's, other donor's, or third party is required. In the event that the recipient chooses not to require marking with its own identity or logo with the sub-recipient, USAID may, at its discretion, require marking by the sub-recipient with the USAID Identity."

## 2.2 Disclaimer Language for Publications

All studies, reports, press releases, success stories, publications, web sites, and all informational and promotional products will contain the following provision:

| | |
|---|---|
| English | This study/report/audio/visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents of this study/report/audio/visual/other information/media product (specify) do not necessarily reflect the views of USAID or the United States Government. |

## 2.3 Marking of Project Deliverables and Public Communications

Public communications, commodities, and program materials produced as a part of the project will visibly bear the USAID Identity. Per USAID Partner Co-Branding and ADS 320.3.3, 320.3.3.1 and 320.3.3.2, the USAID Identity will be incorporated into the following materials and deliverables:

- Work Plans
- Annual Performance Management Plans
- Quarterly Performance Reports
- Fact sheets, case studies, program snapshots, photo-captions, first person accounts, and before and after accounts
- Training materials developed by and with funds from the USAID ABADE Program
- All other related materials referenced in USAID Partner Co-Branding and ADS 320.3.3, 320.3.3.1 and 320.3.3.2

## 2.4 Marking of Program Facility/Office

ABADE Program facilities/offices will unmarked to ensure the safety and security of program staff. Inside of the premises, the ABADE Program logo will be used to mark the office internally.

## 2.5 Events

As per USAID branding regulations, ABADE Program events will incorporate the USAID Identity into training seminars and training-related meetings, which will have the USAID Identity displayed on event signage and in materials distributed to participants. The ABADE Program logo will be displayed at the top center and the USAID logo at the bottom.

## 2.6 Summary of VEGA/USAID Marking Plan

Per USAID Partner Co-Branding and ADS 320.3.3, 320.3.3.1 and 320.3.3.2, VEGA/IESC will display the USAID logo prominently on all communication products, unless otherwise directed by USAID, and describe the program as USAID's in all public communications materials. Press releases, fact sheets, letters, and other written communications will carry this branding, and other documents, such as reports, success stories and brochures, will include the USAID Identity and text about USAID. VEGA/IESC will display the USAID Identity in the following manner:

| Project Deliverable /Event | Type of Marking | Start Date and Frequency | Marking Materials Used | Placement of Marking |
|---|---|---|---|---|
| Press releases | 1) USAID Identity | 2012-2016; periodically | USAID press release template | 1) The Identity will be located on the upper left hand side of the first page |
| Fact sheets about the project | 1) USAID Identity | 2012-2016; Reviewed semi-annually | USAID fact sheet template | 1) The Identity will be located on the upper left hand side of the first page |
| Case studies, photo-captions, first person accounts, and before and after accounts | 1) USAID identify | 2012-2016: monthly or when requested | USAID templates | 1) The Identity will be located on the upper portion of the first page |
| Work plans, annual reports, and other multiple page documents requiring a cover | 1) ABADE Program logo<br>2) USAID logo<br>3) Disclaimer<br>4) IESC and VEGA logos | 2014-2016 quarterly or when requested by USAID | Template included in annex | 1) The ABADE Program Identity will be on the top middle of the cover page<br>2) The USAID Identity will be on the bottom of cover page<br>3) Bottom of cover page<br>4) The VEGA and IESC Identity will be on the second or last page |
| Reports prepared for government ministries[1] | 1) Government logo as sole marking on the cover<br>2) USAID standard disclaimer/ acknowledgement sentence | | | 1) GIRoA logo will be in the middle of the top half of the cover<br>2) Inside front cover, bottom part |
| Main Event banner (Option A)<br><br>Main Event banner (Option B) | 1) USAID Identity<br>2) ABADE Program Logo<br><br>1) ABADE Program Logo<br>No USAID logo[2] | 2012-2016: dependent on frequency of events | Template included in annex | 1) Top left hand corner of the banner<br>2) Top right hand corner of the banner<br><br>1) Top left hand corner of the banner |

[1] Per the Presumptive Exceptions provision (22 C.F.R §226.91 (h), ABADE Program-produced reports - such as action plans where government ownership is critical to its successful implementation and acceptance by beneficiaries - will be solely branded with the relevant GIRoA ministry's logo. Acknowledgement of USAID assistance will be placed on the bottom part of the inside front cover. The version for submission to USAID will be branded according to a fully-branded work plan, supra.

[2] Per ADS 320.3.1.3, in the event of unanticipated safety, security, or political concerns, or adverse reaction in the cooperating country to USAID marking requirements, the cognizant Principal Officer may waive marking requirements. As such, VEGA/IESC will submit a detailed waiver request through the USAID AOR.

| Project Deliverable /Event | Type of Marking | Start Date and Frequency | Marking Materials Used | Placement of Marking |
|---|---|---|---|---|
| Event banners - collaboration events with other IPs or donor organizations | 1) USAID logo<br>2) Government logo/s<br>3) ABADE Program's and other organizations' logos may be added depending on the collaborators' agreement | | | 1) Top left hand corner of the banner<br>2) Middle or right hand corner of the banner<br>3) Positioning of collaborators' logos will be decided by the group |
| Training/Business Roundtables | 1) USAID Identity on a case-by-case basis<br>2) ABADE Program Logo | 2012-2016; dependent on frequency of roundtable events | Banners, training materials (handouts, presentations) – templates included in annex | By the entrance to the room and at the front of the room |
| Website, Facebook Page, and Newsletter | 1) ABADE Program Logo<br>2) USAID, IESC and VEGA logos | All documents approved by USAID before publishing | Upload all materials previously approved by USAID | 1) ABADE Program logo prominent on front page and all other pages<br>2) USAID, IESC and VEGA logos on the splash page |

For the specific placement of the USAID Identity on any printed materials, the project will use guidance set in the USAID Graphic Standards Manual.

## 2.7 Deliverables Without Marking

In the interest of security, the ABADE Program will request a waiver for communications and outreach materials, where the USAID Identity will potentially compromise the security of the program implementers, beneficiaries, and participants. Unmarked materials may include those that are event and date specific and intended for external audiences and the general public, such as: invitations, announcements, or agendas; billboards, posters, flyers and other printed materials; or radio and TV plugs, and social media announcements. In most cases, information about the date, venue and time of the event will be kept on a need-to-know basis.

These materials will not bear USAID marks and will only carry the logo/s of the ABADE Program / host-government seal / IESC / VEGA / private sector partner, as appropriate. However, materials that will be distributed on site and on the date of the event will have regular USAID branding.

## 2.8 Modifications

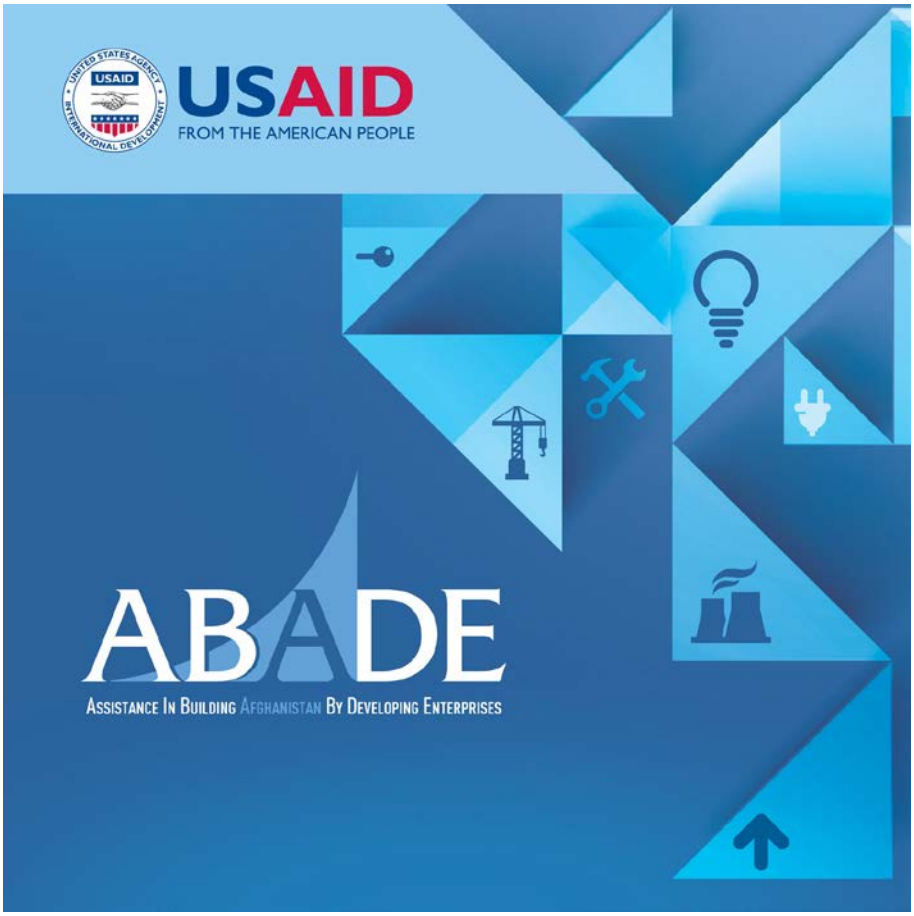
In the event of changed circumstances for implementation of this Marking Plan, VEGA/IESC, through its AOR, will submit to USAID a request to modify this plan and/or other related documents.

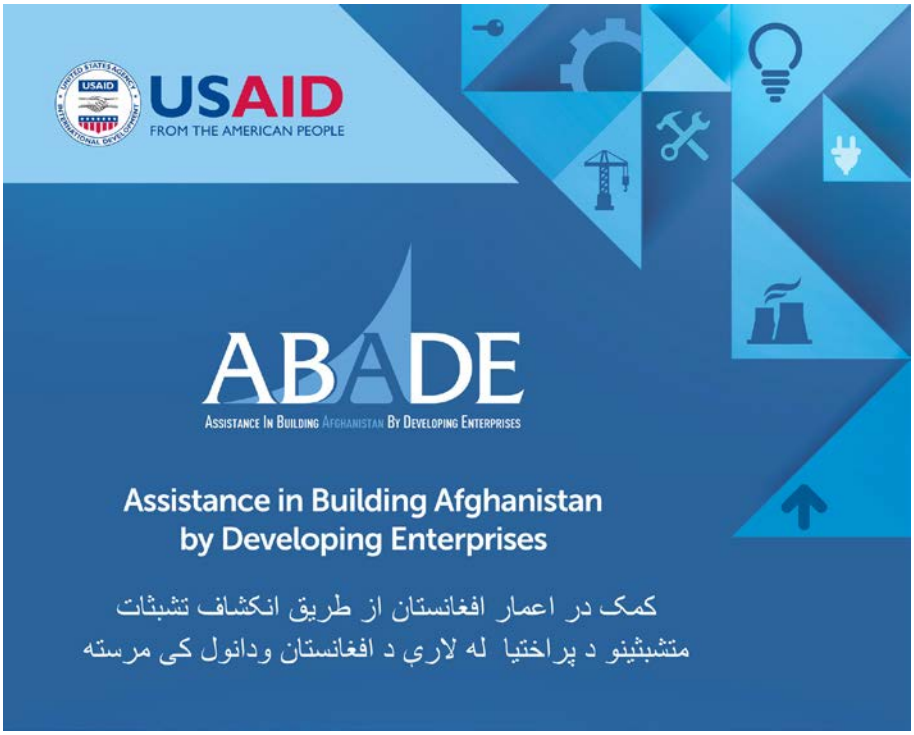
This requested waiver will specify the grounds and circumstances that necessitate the request and cite all appropriate ADS regulations. In this case, USAID logo will not appear on the banner. To ensure the presence of the ABADE Program, a standard roll-up banner will be prominently displayed at such events.

# 3 ANNEX

The annex contains all examples of communications deliverables and promotional items.

## 3.1 Banner – generic



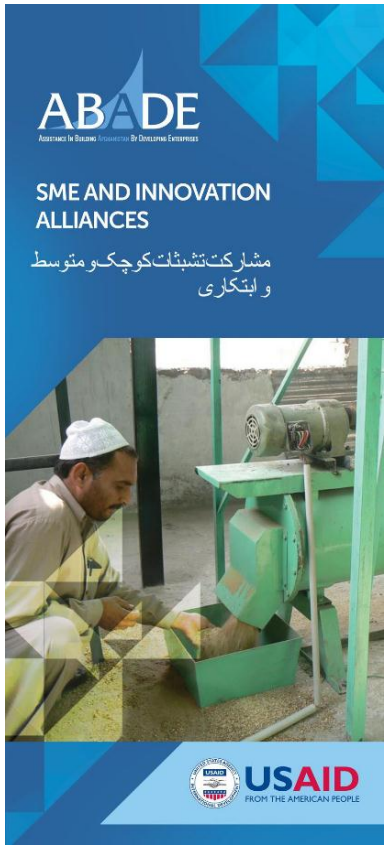
## 3.2 Wall banner Herat

## 3.3 Wall banner Mazar

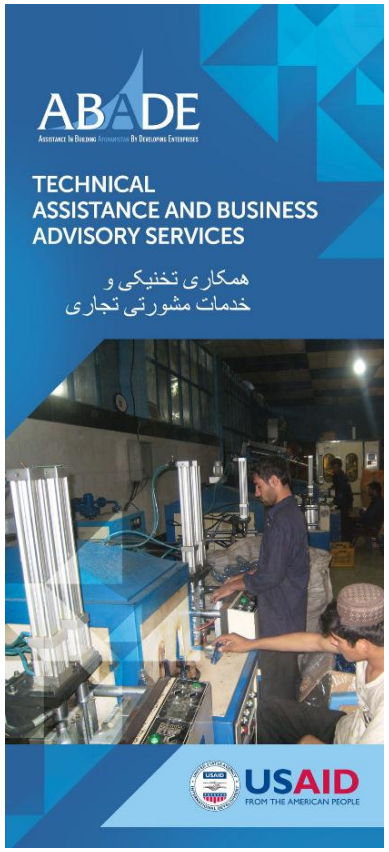
## 3.4 Event banners

## 3.5 Roll up banners

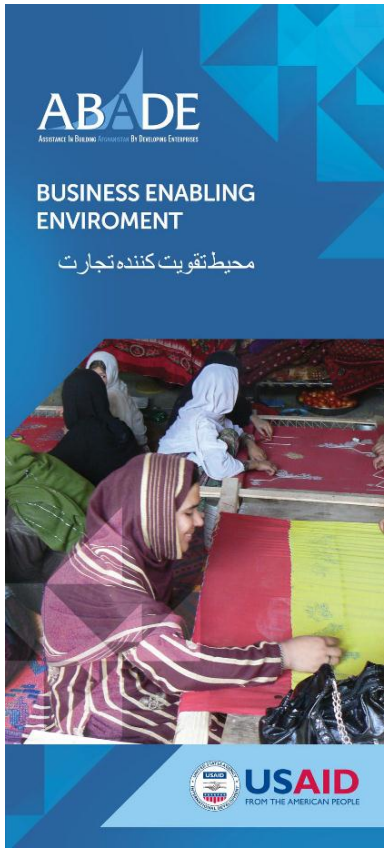
Component 1




Component C2




Component 3

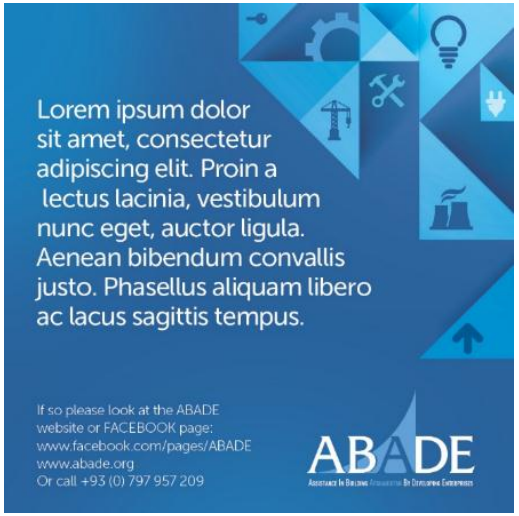



ABADE Program general

Vertical banner

## 3.6 Billboard

## 3.7 Newspaper advertisement



## 3.8 Folder

USAID
ABADE
ABADE
District 6, Kabul, Afghanistan
www.abade.org
VEGA
IESC

## 3.9 Podium sign

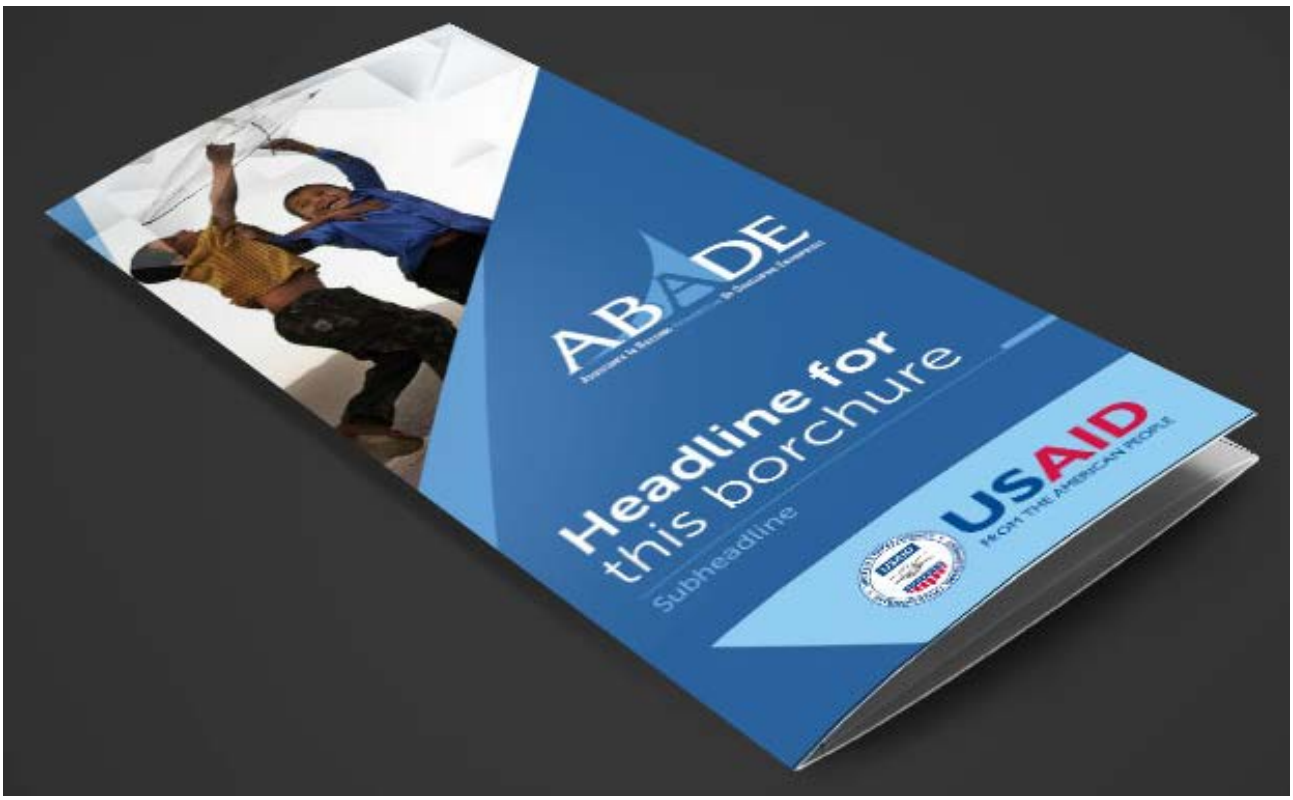
## 3.10 CD-DVD cover

## 3.11 Brochures

Booklet

Trifold brochure

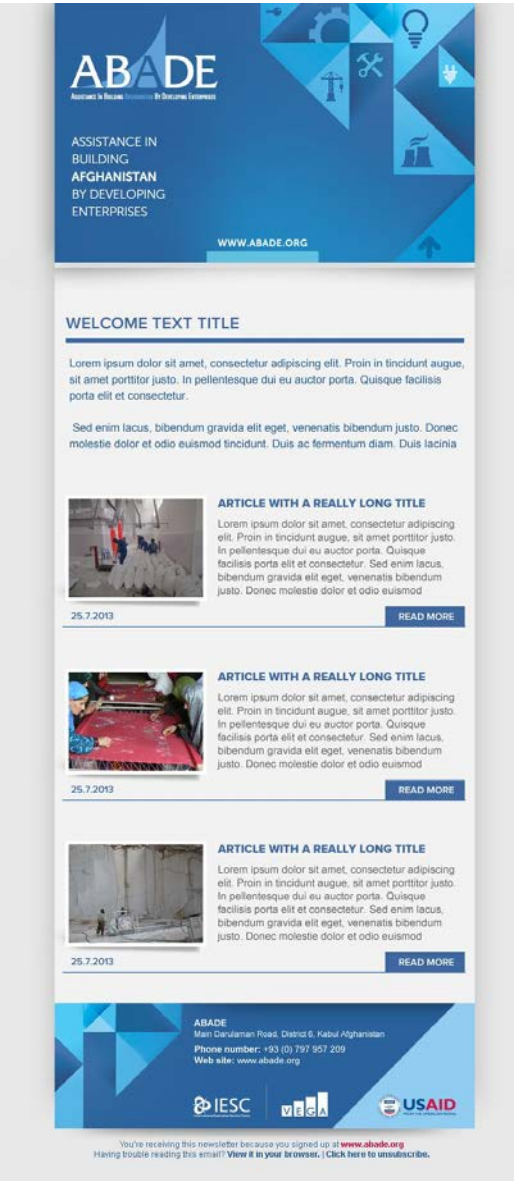
Trifold brochure mockup



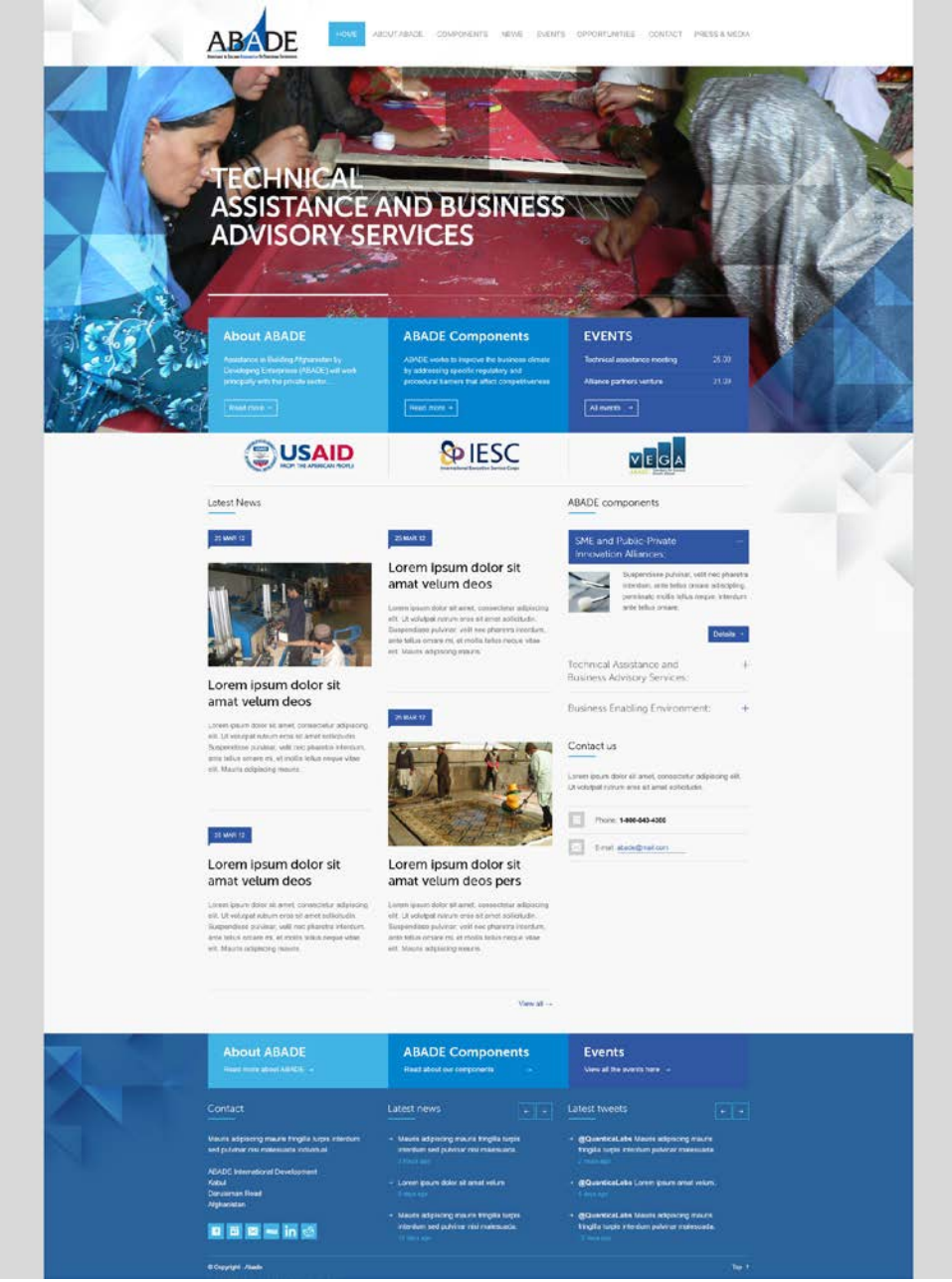
## 3.12 Newsletter for print

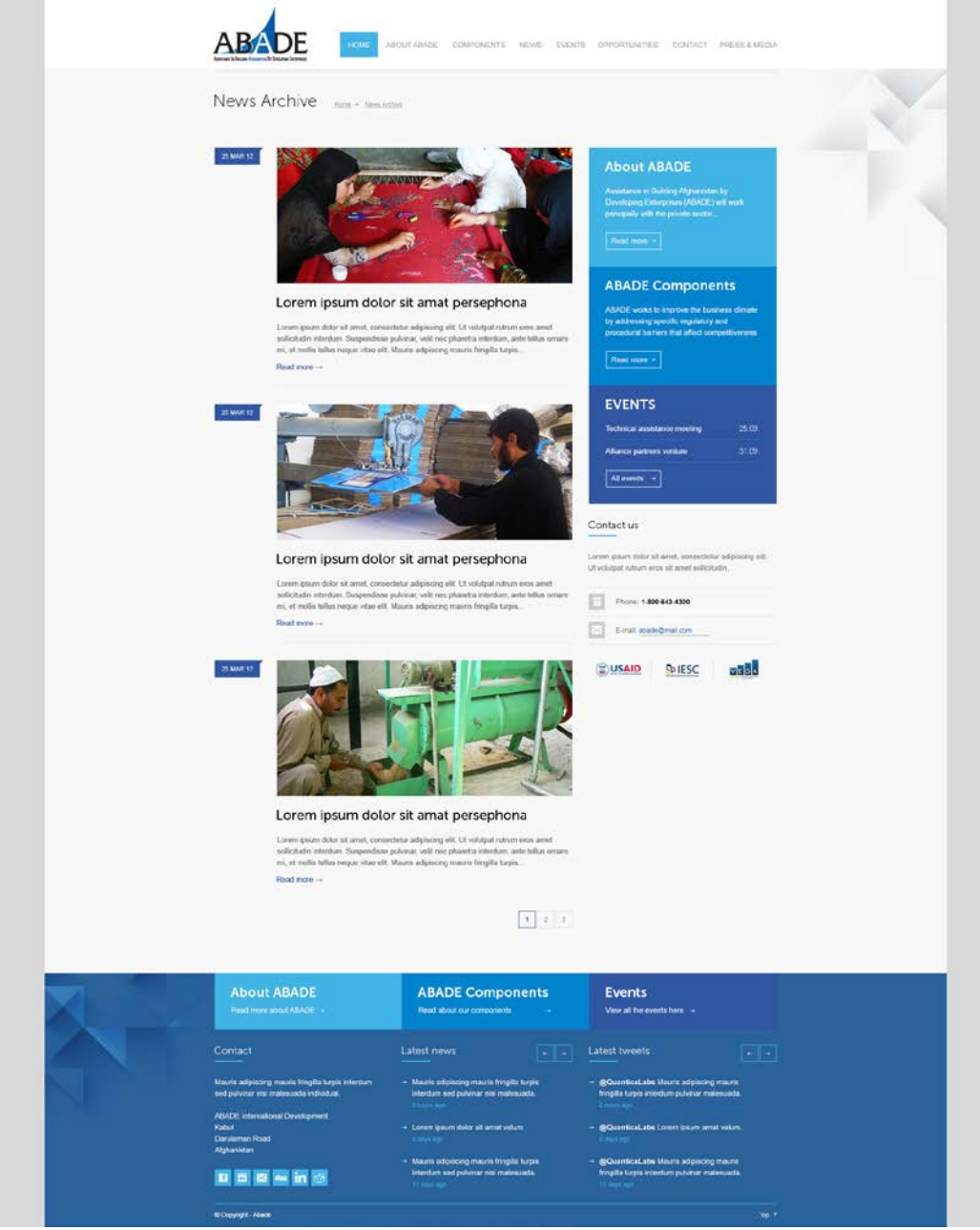
Print version

Electronic version

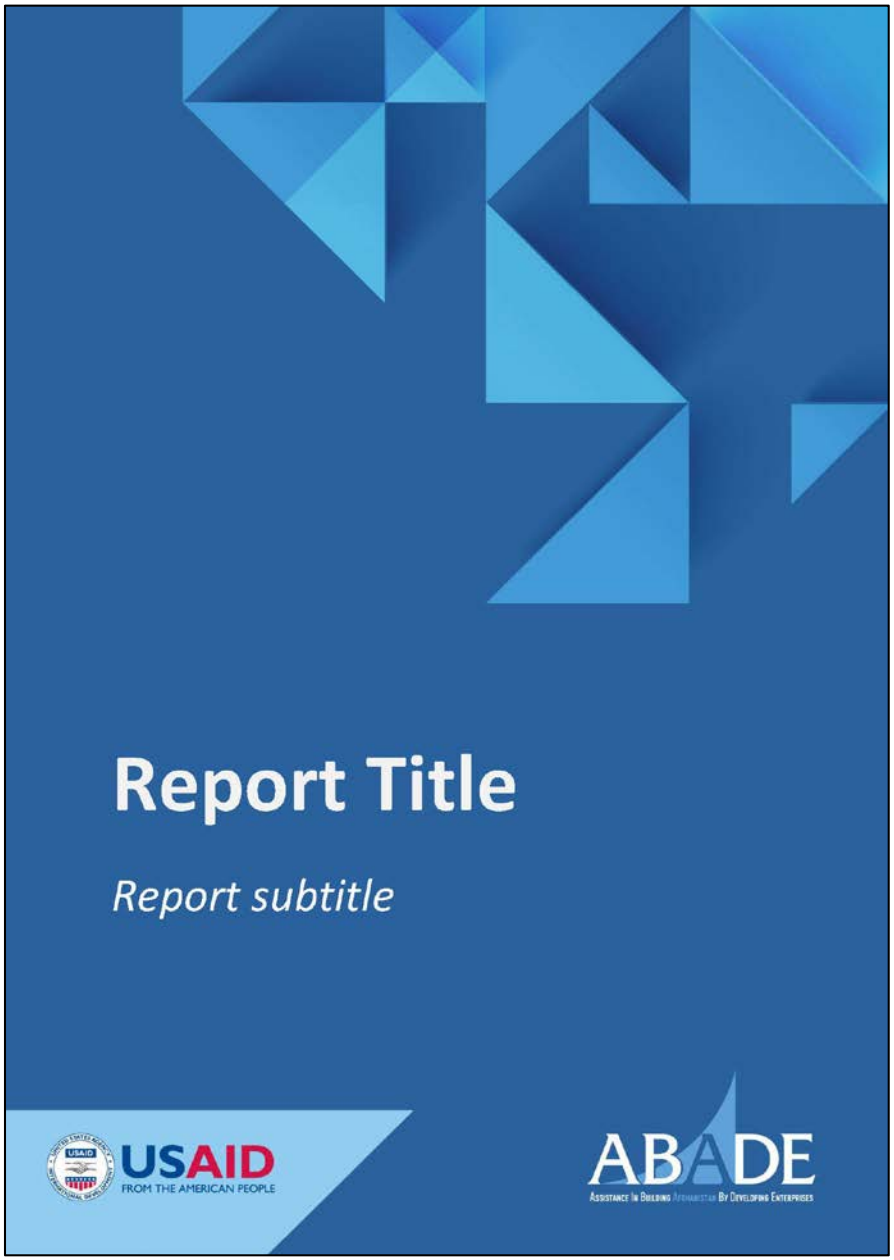


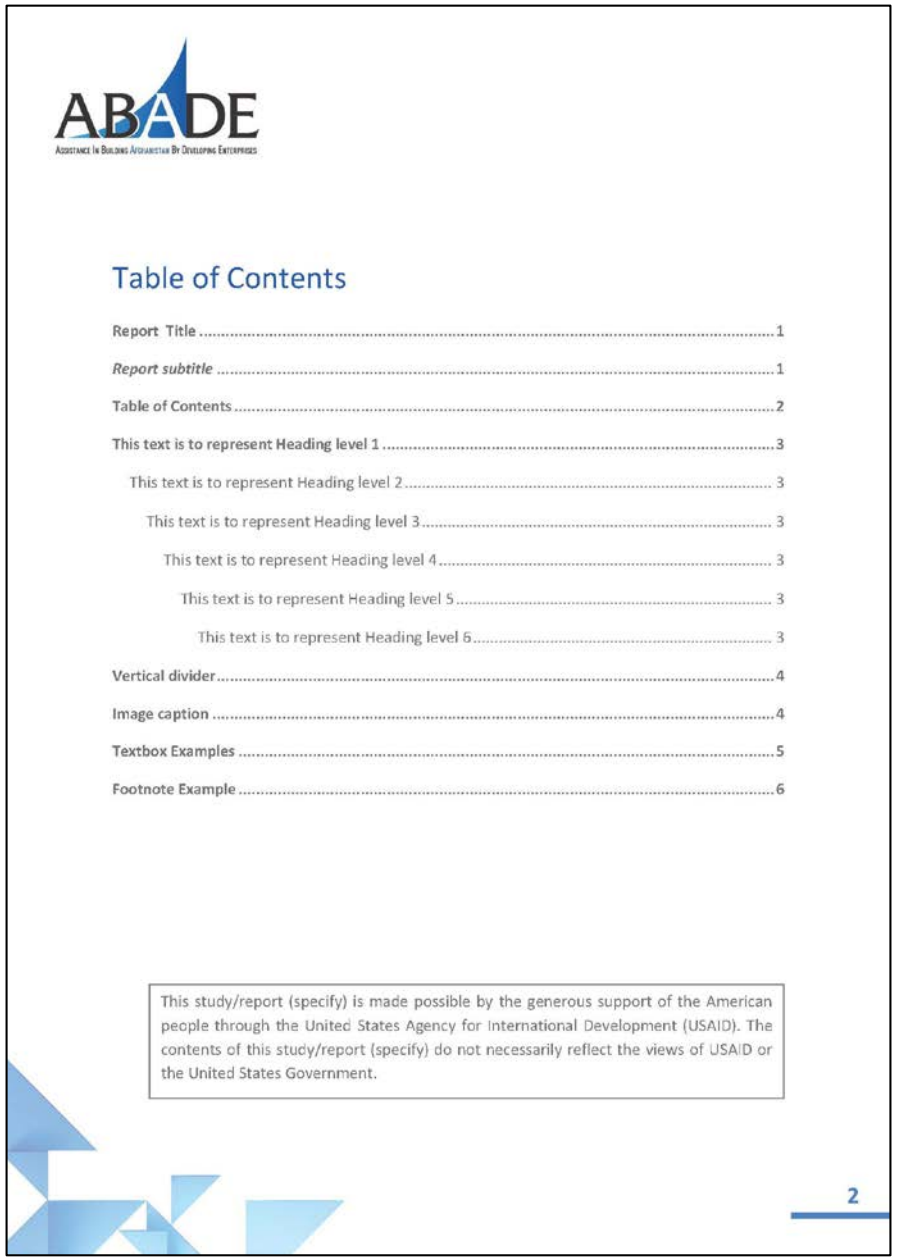
## 3.13 Website


ABADE
HOME
ABOUT ABADE
COMPONENTS
NEWS
EVENTS
OPPORTUNITIES
CONTACT
PRESS & MEDIA
TECHNICAL ASSISTANCE AND BUSINESS ADVISORY SERVICES
About ABADE
ABADE Components
EVENTS
USAID
IESC
VEGA
Latest News
ABADE components
Lorem ipsum dolor sit amat velum deos
Lorem ipsum dolor sit amat velum deos pers
Contact us
Contact
Latest news
Latest tweets


ABADE
HOME
ABOUT ABADE
COMPONENTS
NEWS
EVENTS
OPPORTUNITIES
CONTACT
PRESS & MEDIA
News Archive
Lorem ipsum dolor sit amat persephona
About ABADE
ABADE Components
EVENTS
Contact us
Contact
Latest news
Latest tweets

## 3.14 Report template



ABADE

Assistance In Building Afghanistan By Developing Enterprises

# This text is to represent Heading level 1

This text is to represent the body of letter

## This text is to represent Heading level 2

This text is to represent the body of letter

### This text is to represent Heading level 3

This text is to represent the body of letter

#### This text is to represent Heading level 4

This text is to represent the body of letter

##### *This text is to represent Heading level 5*

This text is to represent the body of letter

###### **This text is to represent Heading level 6**

This text is to represent the body of letter



ABADE

Assistance In Building Afghanistan By Developing Enterprises

## Divider

This section is to represent divider

Divider can be placed between sections, paragraphs, images etc.

## Image caption

This is an example of an image with the caption

Figure 1 - Image caption

ABADE

Assistance In Building Afghanistan By Developing Enterprises

## Textbox Examples

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

## Footnote Example

Lorem ipsum[1] dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua[2]. At ver.

[1] Footnote example

[2] Second footnote



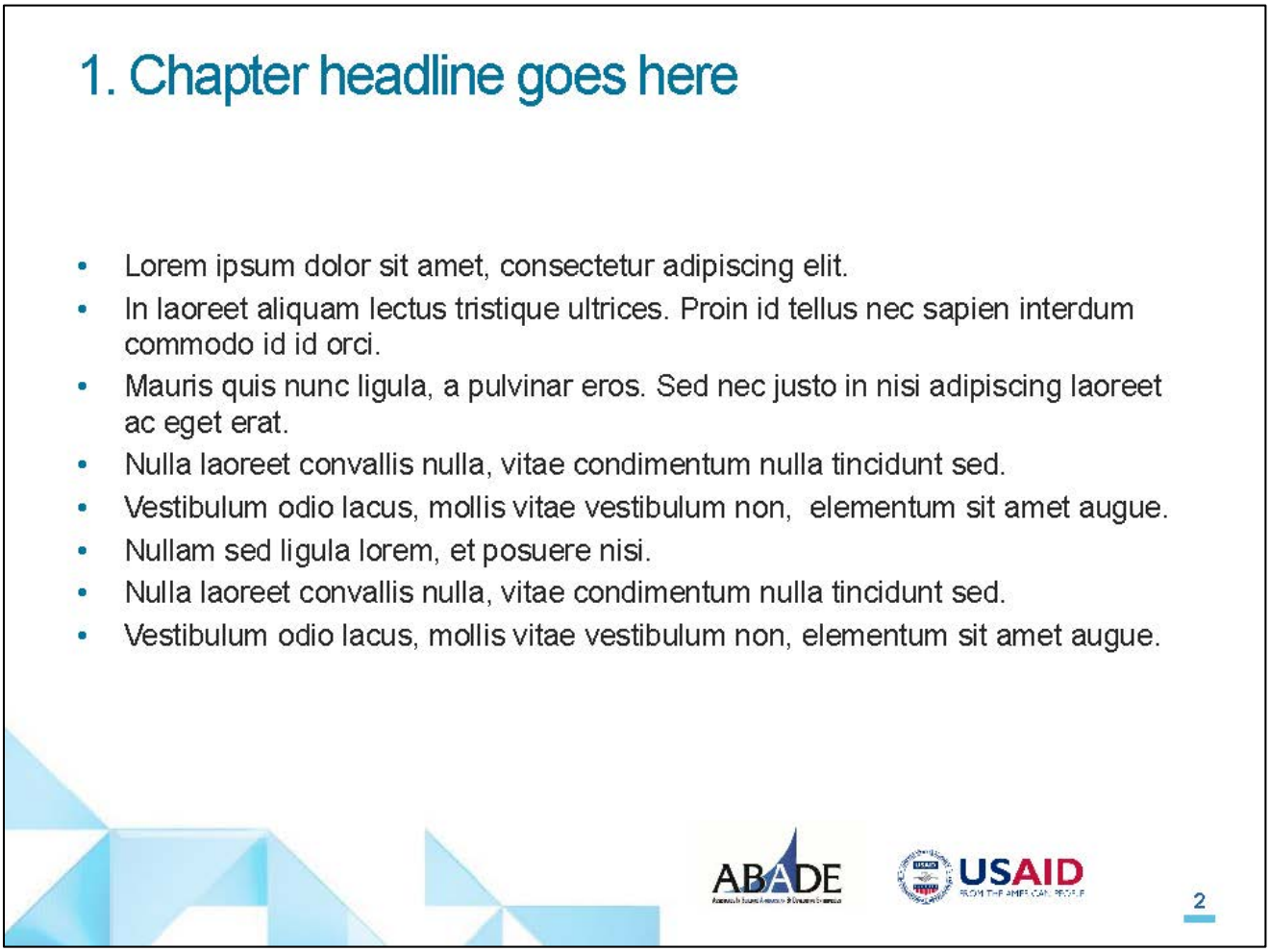
**USAID/Afghanistan**
U.S. Embassy Cafe Compound
Great Masood Road
Kabul, Afghanistan
Tel: 202.216.6288

**ABADE International Development**
Main Darulaman Road, District 6
Kabul Afghanistan

Phone: +93 (0) 797 957 209
**www.abade.org**

VEGA IESC

## 3.15 Power point presentation



# 1. Chapter headline goes here

subtitle maybe little bit longer

goes here

in this place. subtitle maybe

little. Little some text

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- In laoreet aliquam lectus tristique ultrices. Proin id tellus nec sapien interdum commodo id id orci.
- Mauris quis nunc ligula, a pulvinar eros. Sed nec justo in nisi adipiscing laoreet ac eget erat.
- Nulla laoreet convallis nulla, vitae condimentum nulla tincidunt sed.
- Vestibulum odio lacus, mollis vitae vestibulum non, elementum sit amet augue.
- Nullam sed ligula lorem, et posuere nisi.
- Nulla laoreet convallis nulla, vitae condimentum nulla tincidunt sed.

ABADE USAID

3

# 1. Chapter headline goes here

subtitle maybe little bit longer

goes here

1 Some text goes here now! detailed

2 Some text goes here now! detailed

3 Some text goes here now! detailed

4 Some text goes here now! detailed

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- In laoreet aliquam lectus tristique ultrices. Proin id tellus nec sapien interdum commodo id id orci.
- Mauris quis nunc ligula, a pulvinar eros. Sed nec justo in nisi adipiscing laoreet ac eget erat.
- Nulla laoreet convallis nulla, vitae condimentum nulla tincidunt sed.

ABADE USAID

4

# 1. Chapter headline goes here

subtitle maybe little bit longer

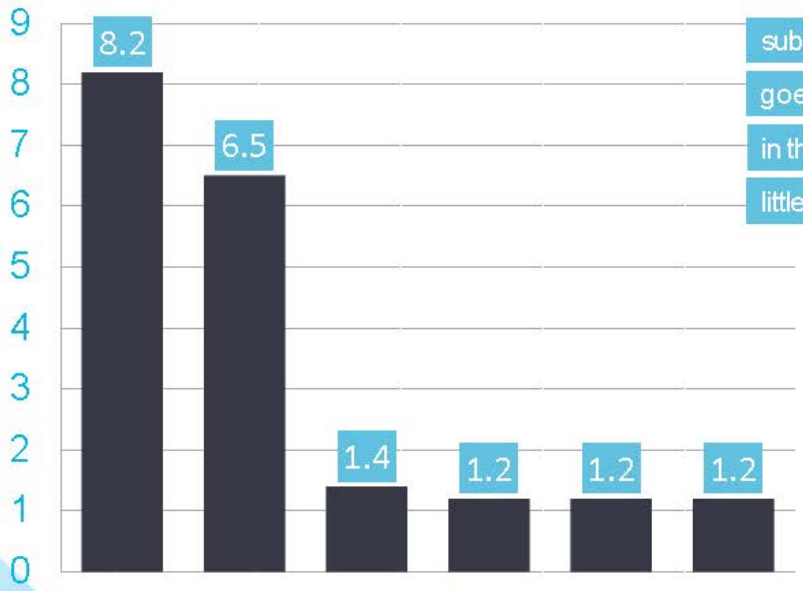
goes here

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- In laoreet aliquam lectus tristique ultrices. Proin id tellus nec sapien interdum commodo id id orci.
- Mauris quis nunc ligula, a pulvinar eros. Sed nec justo in nisi adipiscing laoreet ac eget erat.

ABADE USAID

5

# 1. Chapter headline goes here




subtitle maybe little bit longer

goes here

in this place. subtitle maybe

little. Little some text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In laoreet aliquam lectus tristique ultrices. Proin id tellus nec apien interdum commodo id id orci.

ABADE USAID

6

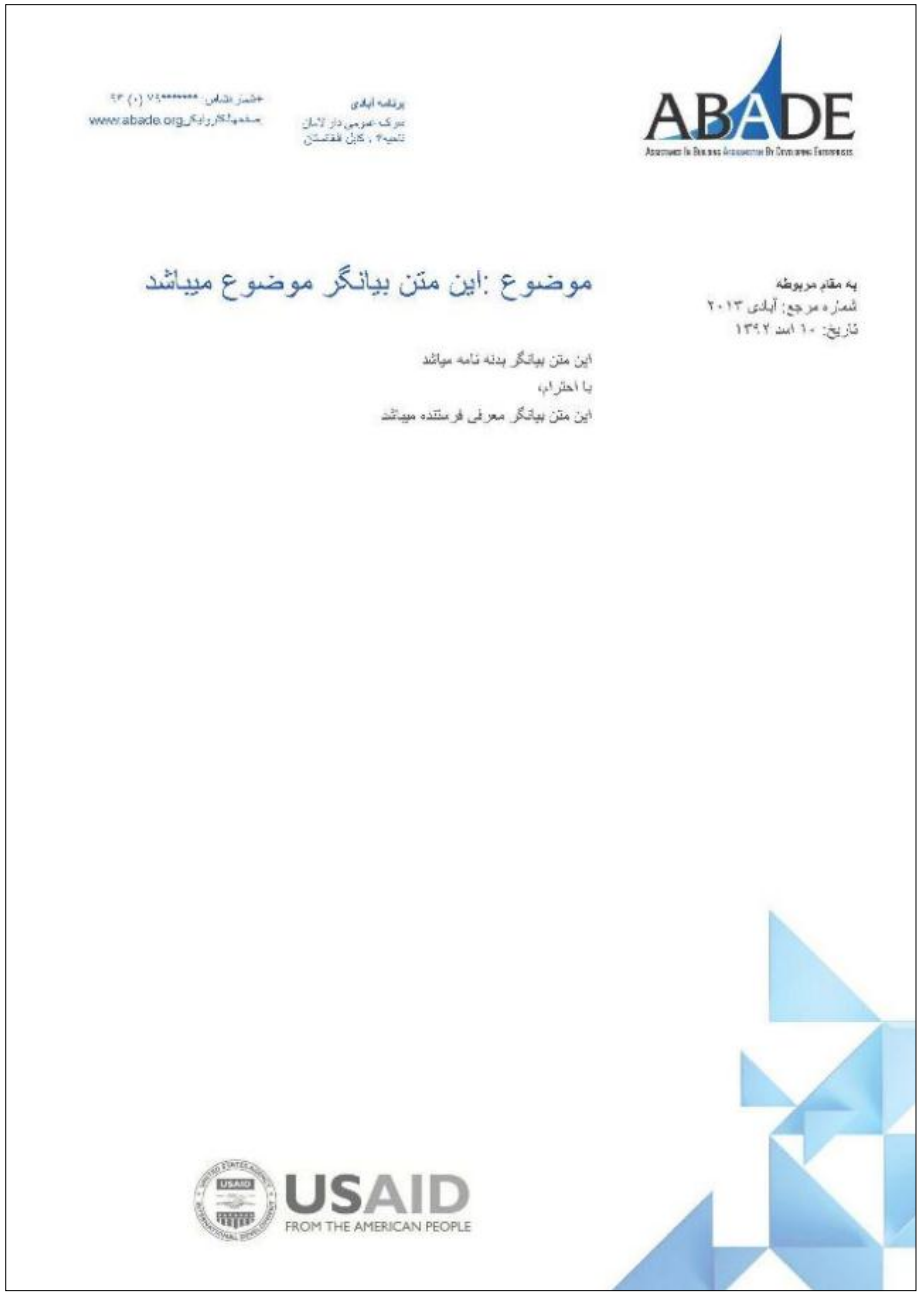
# 1. Chapter headline goes here

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- In laoreet aliquam lectus tristique ultrices. Proin id tellus nec sapien interdum commodo id id orci.
- Mauris quis nunc ligula, a pulvinar eros. Sed nec justo in nisi adipiscing laoreet ac eget erat.
- Nulla laoreet convallis nulla, vitae condimentum nulla tincidunt sed.
- Vestibulum odio lacus, mollis vitae vestibulum non, elementum sit amet augue.
- Nullam sed ligula lorem, et posuere nisi.
- Nulla laoreet convallis nulla, vitae condimentum nulla tincidunt sed.

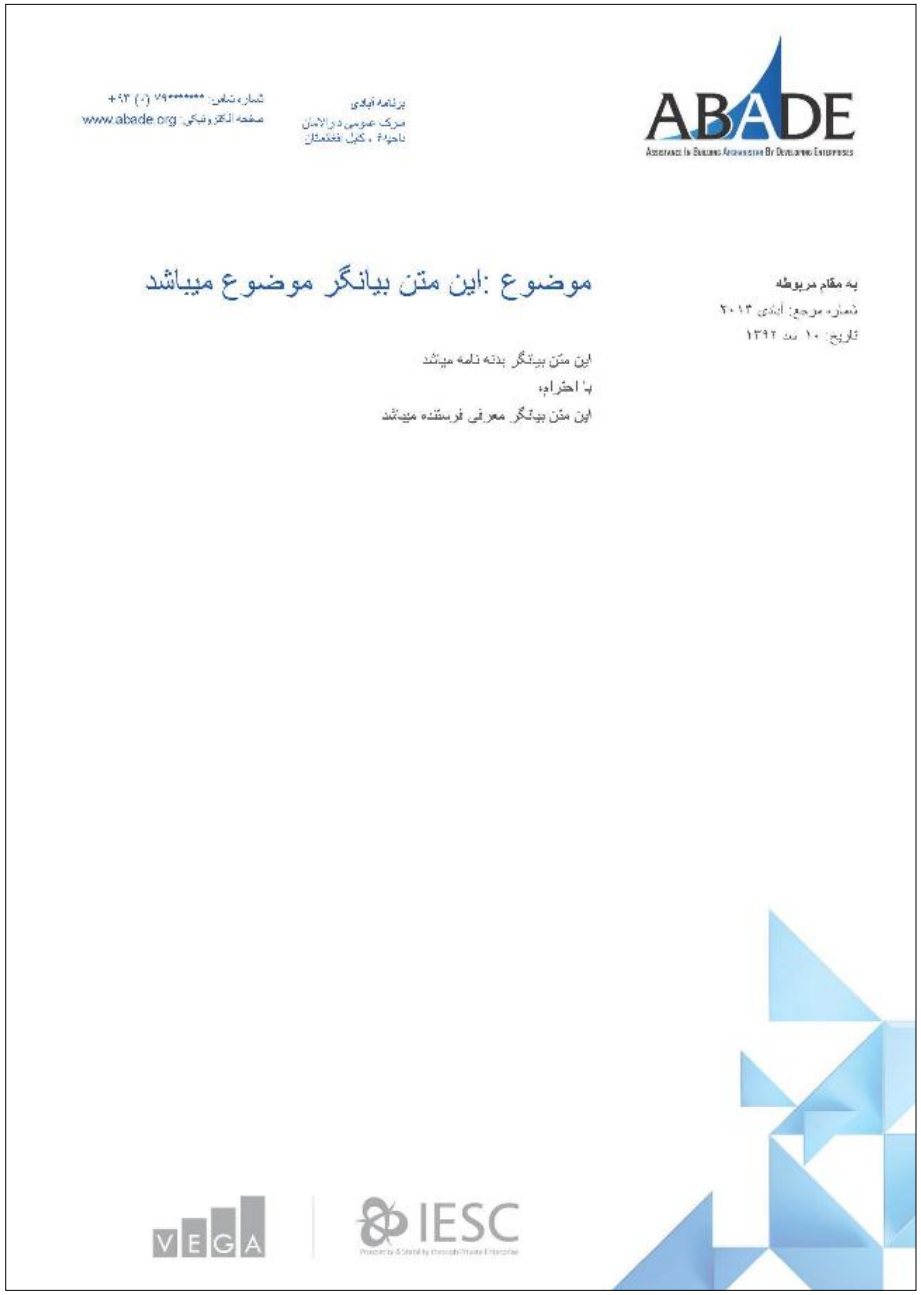
ABADE USAID

7

## 3.16 Program letterhead- Dari and English



## 3.17 Administrative Letterhead – Dari and Enlish



ABADE
Assistance In Building Afghanistan By Developing Enterprises

برنامه آبادی
مرکز عمومی دارالامان
ناحیه ۶ ، کابل افغانستان

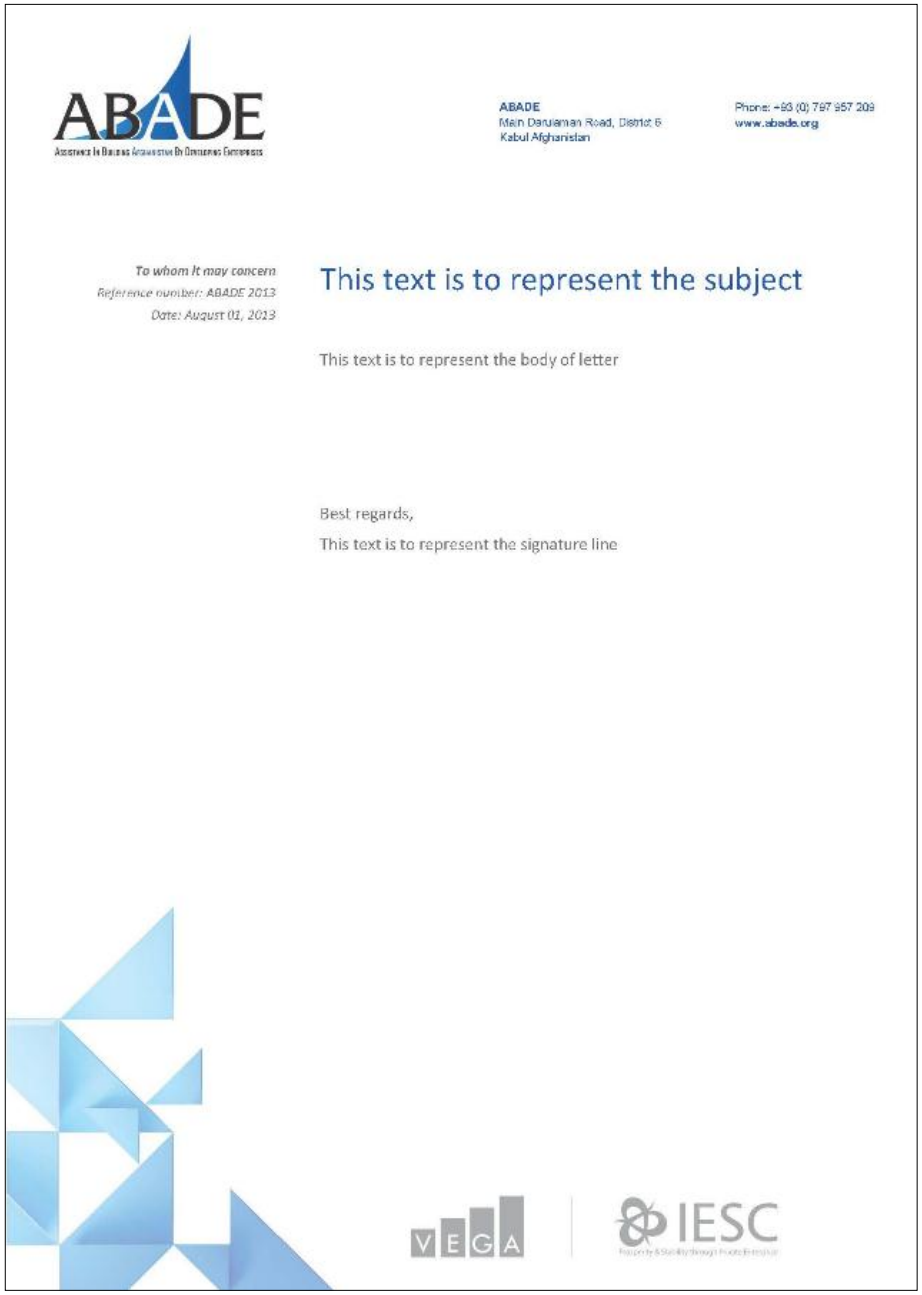
شماره تماس: ۷۹******* (۰) ۹۳+
صفحه الکترونیکی: www.abade.org

به مقام مربوطه
شماره مرجع: آبادی ۲۰۱۳
تاریخ: ۱۰ اسد ۱۳۹۲

موضوع :این متن بیانگر موضوع میباشد

این متن بیانگر بدنه نامه میباشد
با احترام،
این متن بیانگر معرفی فرستنده میباشد

VEGA | IESC



ABADE
Assistance In Building Afghanistan By Developing Enterprises

ABADE
Main Darulaman Road, District 6
Kabul Afghanistan

Phone: +93 (0) 797 957 209
www.abade.org

*To whom it may concern*
*Reference number: ABADE 2013*
*Date: August 01, 2013*

This text is to represent the subject

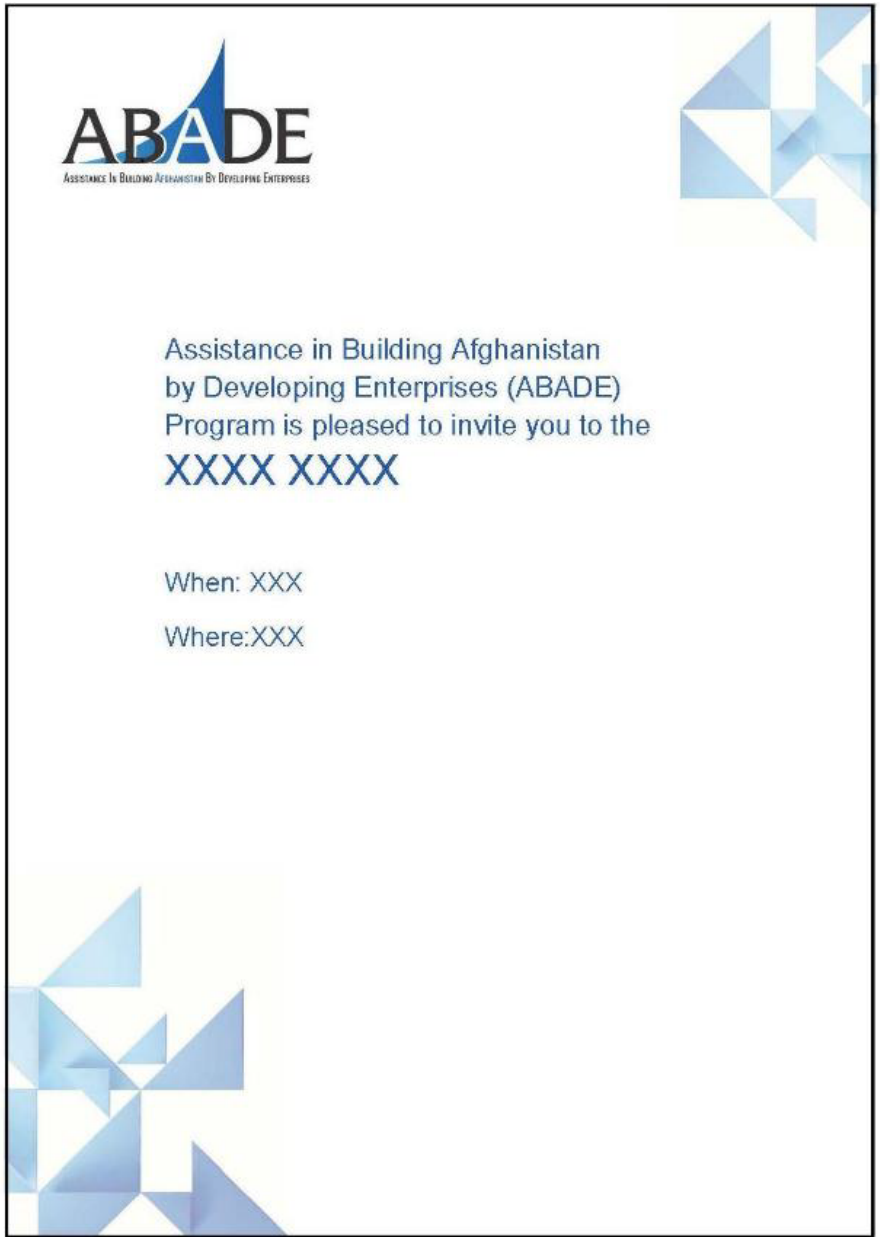
This text is to represent the body of letter

Best regards,
This text is to represent the signature line

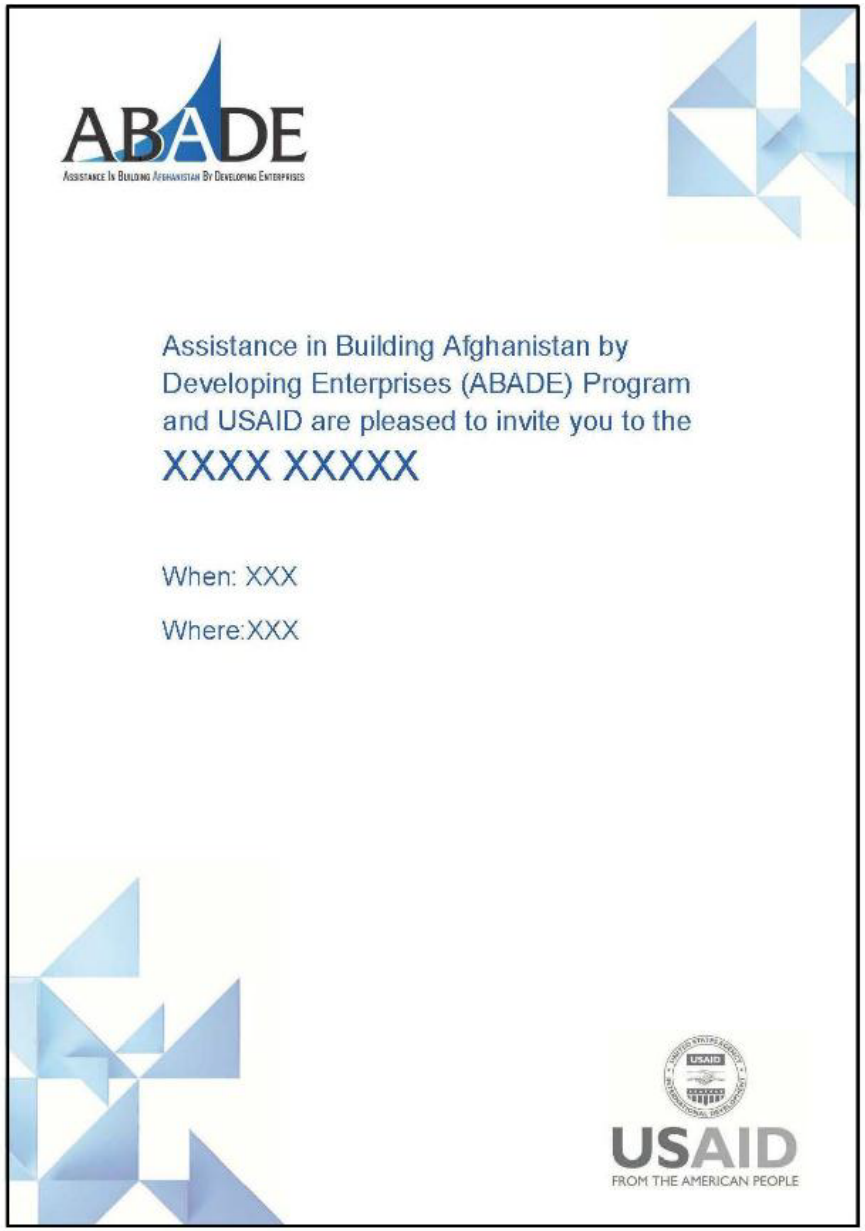
VEGA | IESC

## 3.18 Invitation

For public use




For use at events



## 3.19 Certificate

ABADE

Assistance In Building Afghanistan By Developing Enterprises

Certificate of Completion

*to*

NAME SURNAME

This is to certify that the above mentioned has successfully completed the training course in XXXX which took place on XX Xxxx XXXX in Xxxx, Xxxxxx.

ABADE Chief of Party

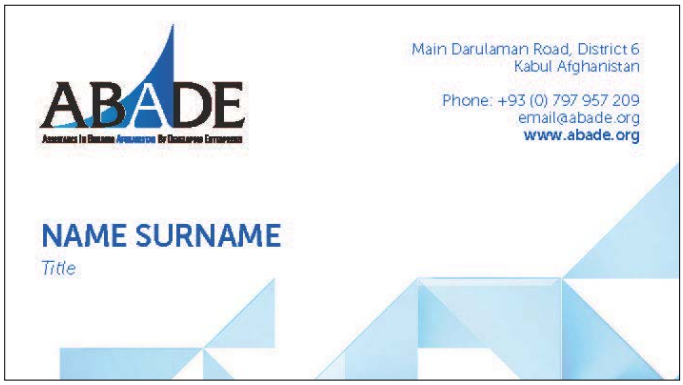
First Name, Last Name, Trainer, Organization

USAID

FROM THE AMERICAN PEOPLE

## 3.20 Business card and ID card

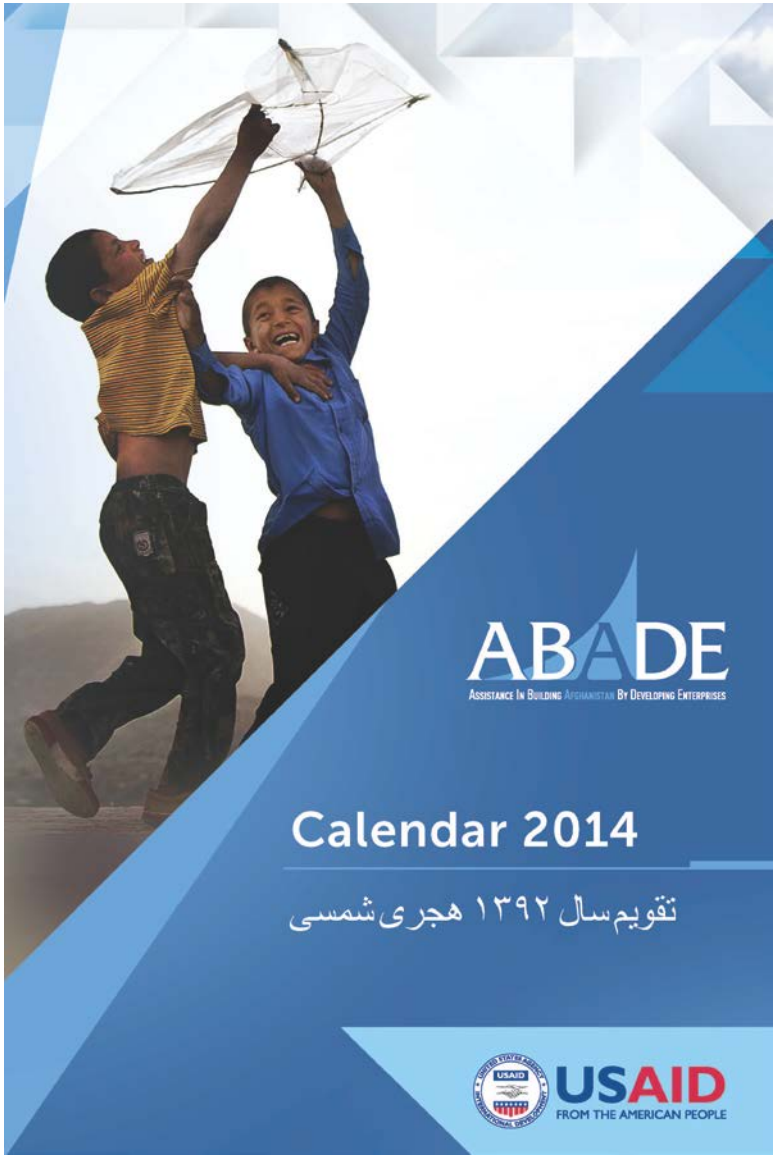
Business card



ID Card

## 3.21 Envelopes – Dari and English, various sizes

## 3.22 Wall calendar



## 3.23 Desk calendar

## 3.24 Promotional materials

ABADE
WWW.ABADE.ORG
ABADE
WWW.ABADE.ORG
ABADE
ABADE
ABADE

ABADE
WWW.ABADE.ORG
ABADE
WWW.ABADE.ORG

ABADE
WWW.ABADE.ORG
ABADE
WWW.ABADE.ORG

ABADE
WWW.ABADE.ORG
ABADE
WWW.ABADE.ORG

ABADE
USAID