

Projet SIDA Fungurume (ProSIFU)

BRANDING AND MARKING PLAN

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(Version 4)

Cooperative Agreement No. AID-660-A-13-00001



USAID
FROM THE AMERICAN PEOPLE



PATH
A catalyst for global health



**TENKE
FUNGURUME Mining**
Une filiale de Freeport-McMoRan Copper & Gold

Cooperative agreement number: AID-660-A-13-00001

Period of performance: November 14, 2012 – June 27, 2014

Implementing organization: PATH

Introduction

The goal of *Projet SIDA Fungurume* (ProSIFU) is to reduce the risk of HIV and mitigate its impact on communities in Fungurume Health Zone and the town of Kasumbalesa in the southern province of Katanga, Democratic Republic of Congo (DRC). The project will focus on improving knowledge around HIV prevention; increasing access to HIV/AIDS prevention, care and support, and treatment services for both general and key populations, with a focus on preventing mother-to-child transmission (PMTCT) of the disease; and strengthening the capacity of local and provincial government and civil society partners. ProSIFU's multipronged approach will include increasing community participation in health issues and services via community-based groups, as well as collaborating with provincial- and district-level health administrations.

The project team will leverage existing management structures, tools, and strategies from another US Agency for International Development (USAID)-funded project, called *Projet de VIH/SIDA Intégré au Congo* (ProVIC). This includes using the Champion Community approach as an operational framework to better link communities to integrated HIV/AIDS and other health services. These strategies are in turn aligned with those of the national DRC government, and build on the existing social development programming platform of Tenke Fungurume Mining SARL (TFM).

The purpose of these branding and marking guidelines is to satisfy donor requirements, create a common identity for all activities funded by USAID under the referenced award, and promote high visibility of project interventions. Recognizing TFM's role as the DRC's largest private foreign investor, with a presence in copper and cobalt mining operations in Katanga, high visibility will be encouraged for this public-private partnership to ensure that project activities, approaches, learnings, and achievements are broadly shared with diverse stakeholders at numerous levels. As the primary recipient under this project's award, PATH will provide technical assistance and help expand care and support to enhance TFM's ongoing sustainable development initiatives in the mine's local concession.

Branding and marking overview

Acknowledgment language

Per the guidelines described in ADS Chapter 320, this document describes how the project will be communicated and publicized to diverse stakeholders at various levels, and how the project will visibly mark all public communications, commodities, project materials, and other items with the USAID identity as appropriate. The project follows the design guidance for color, type, and layout in the USAID Graphic Standards Manual.

Where appropriate, the project will also co-brand with relevant government ministries and agencies, including the *Programme National de Lutte contre le SIDA* (PNLS), *Programme*

National Multisectoriel de Lutte Contre le VIH/SIDA (PNMLS), and Ministère des Affaires Sociales (MINAS).

The name ‘ProSIFU’ was selected by local project staff, in consultation with local government and community stakeholders, who felt it important that the project’s name highlight the HIV/AIDS hotspots and project intervention sites of Fungurume and Kasumbalesa. In the body of project-related written materials, all project implementing partners will reference ProSIFU by its full name, *Projet SIDA Fungurume*, at first mention. The project may be referred to simply as ‘ProSIFU’ in all subsequent mentions.

ProSIFU will use a package of communications tools to promote the project at the local, provincial, national, and international levels, with guidance from USAID’s global branding strategy and USAID/DRC’s preferences on project communications. Key milestones, as well as opportunities to generate awareness of the project’s achievements and share project-generated knowledge and tools among key stakeholders, are outlined below.

The project supports USAID’s communications strategy to create better understanding and appreciation of the role of USAID and the investment made by the American people in the DRC. The message, “This assistance is from the American people,” will be promoted through communications materials and activities described below.

In public events or when speaking with stakeholders, project staff will credit both The U.S. President’s Emergency Plan for AIDS Relief (PEPFAR) and USAID and will refer to the project consistently as a USAID and PEPFAR project, while also acknowledging the implementing partner organization names. Communications tools will be produced in English and/or French, depending on the audiences. The project will always use guidance set forth in the USAID Graphic Standards Manual.

Use of logos

Marking materials for in-country audiences

ProSIFU recipients and subrecipients will primarily use four logos, to be displayed from left to right as follows: (1) the PEPFAR country-specific logo for the DRC; (2) the USAID logo, with the tag line, “From the American people;” (2) PATH’s logo, with the tagline, “A catalyst for global health;” and (3) TFM’s logo, with the **French** tagline, “**Une filiale de Freeport McMoRan** Copper & Gold.” These logos are displayed below, and should be used when marking project materials *in country*.



High-resolution, color versions of these logos will be used wherever possible.

Marking materials for foreign, non-U.S. audiences

In the occasional event that project materials will be viewed by a *foreign* audience that is *not* country-specific, including at international conferences, the following four logos, to be displayed from left to right, will be used instead as follows: (1) the PEPFAR general logo for foreign audiences; (2) the USAID logo, with the tag line, “From the American people;” (2) PATH’s logo, with the tagline, “A catalyst for global health;” and (3) TFM’s logo, with the **English** tagline, “An affiliate of Freeport **McMoRan** Copper & Gold.” These logos are displayed below.



High-resolution, color versions of these logos will be used wherever possible.

Marking materials for U.S. audiences

Finally, in the occasional case of project materials that are *not* country-specific and are directed at an *American* audience, the following four logos, to be displayed from left to right, will be used instead as follows: (1) the PEPFAR general logo for U.S. audiences; (2) the USAID logo, with the tag line, “From the American people;” (2) PATH’s logo, with the tagline, “A catalyst for global health;” and (3) TFM’s logo, with the **English** tagline, “An affiliate of Freeport **McMoRan** Copper & Gold.” These logos are displayed below.



High-resolution, color versions of these logos will be used wherever possible.

ProSIFU will mark all project materials (including posters, banners, and documents), project sites, and public events with all four logos displayed above, and according to the type of audience as explained above. The PEPFAR country logo will be the lead brand, and will be displayed equal to or larger in size than the other three logos. In some cases, items will also be co-branded with the appropriate DRC government counterpart logo(s), such as those of PNLS and/or PNMLS.

Use of four institutional logos, as opposed to a distinct, project-specific logo, is designed to easily identify project activities, investments, and materials as part of ProSIFU; to acknowledge both PEPFAR’s and USAID’s technical and financing support, as well as the role of PATH and TFM as the project’s lead implementing partners; to readily illustrate that this project is a public-private partnership; and to highlight TFM’s collaborative contributions to social development in Fungurume and Kasumbalesa, given the prominence of the **company’s activities** in these regions.

To mark project inventory and commodities, the project will use only the USAID Standard Graphic Identity. We make this distinction because any materials or events that will be seen by the public should include attribution to USAID, PATH, and TFM to identify that the

work comes from our specific project. However, when marking objects such as project equipment, the purpose is to remind users that the equipment is the property of USAID. In the case of commodities, applying three brands is generally not practical; it is therefore proposed that simply the USAID logo be used to mark commodities, so that the source of the support is known by users.

Other tangible, non-paper project materials, such as t-shirts and community relay and health worker kits, must display the project's three institutional logos as illustrated above.

Project communications and publicity

Overview

The project will achieve high visibility using diverse communications media and channels designed to maximize opportunities to message to varied target audiences. At the community level, ProSIFU's target audiences will include key (formerly 'most-at-risk') populations such as miners, truck drivers, and commercial sex workers; pregnant women and their infants; people living with HIV/AIDS (PLHIV); orphans and vulnerable children (OVC) and their family members; women and girls; and the general population in project-targeted areas. Target audiences will also include the DRC Ministry of Health, MINAS, PNLS, PNMLS, local nongovernmental and community-based organizations (NGOs and CBOs), PEPFAR, USAID, and other national and international partners.

Some communications tools will be directed toward project beneficiaries for behavior change communication or to inform them of available services. Others will focus on strategic communications, and on sharing project results so that the project, and more specifically USAID and TFM, will be recognized for their meaningful contributions to the prevention, care, and treatment of HIV/AIDS in the DRC. The contributions of both USAID and TFM toward improving the well-being of the community will also be highlighted during events (e.g., to both launch and celebrate Champion Community activities).

ProSIFU also intends to periodically convene other stakeholders to share and exchange achievements, challenges, and lessons learned. USAID will be recognized through branding and marking tools and materials.

Publicizing key milestones

The following items represent key, illustrative visibility opportunities to enhance awareness of the ProSIFU project, and of PEPFAR's, USAID's, and TFM's presence in the DRC. The project team will make every effort to recognize PEPFAR, USAID and the American people and TFM as the project's supporters during public and private meetings, networking events, presentations, and other functions where the project is described or discussed.

Project performance reports. Project reports will document major activities conducted during the reporting period (e.g., quarterly, semi-annually, and annually), including those outlined in annual work plans and monitoring and evaluation plans. ProSIFU will also share project successes and lessons learned through a comprehensive final report that will

be widely distributed to audiences such as community-level stakeholders; local and international project partners; DRC government counterparts at the health zone, provincial, and national levels; PEPFAR, USAID, and other US Government partners; and other key project stakeholders. Reports will be **shared with TFM and** submitted to USAID, and at USAID's discretion, to disseminated to government counterparts and other stakeholders, to raise awareness of the project's results and impact.

Project materials. ProSIFU will make every effort to develop project-related materials, such as posters, pamphlets, and training materials—in accordance with USAID-approved project work plan activities, and per resource availability. This includes success stories, which will demonstrate the project's achievements, showing their impact on real people in DRC—from health providers and government representatives to women and youth community members. Stories will be shared at least semi-annually with USAID and disseminated through electronic and print communications channels.

Publication of reports and studies. Planned and ad hoc documents, such as case studies and technical briefs, will be produced and distributed, as resources permit and as widely as possible, among key local community, civil society, and health system stakeholders, DRC government counterparts, PEPFAR, USAID, **TFM**, and other development partners as relevant. These materials will include the following marking provision as appropriate:

*This study/report/audio/visual/other information/media product (specify) is made possible by the generous support of the American people through The U.S. President's Emergency Plan for AIDS Relief (PEPFAR) and the United States Agency for International Development (USAID). The contents are the responsibility of PATH **and TFM** and do not necessarily reflect the views of USAID or the United States Government.*

Presentations at conferences or meetings. Whether sponsored and organized by ProSIFU or in response to invitations from other organizations, project staff will participate in open forum events. ProSIFU will use these opportunities to share innovative project approaches, highlight project achievements, and increase awareness of PEPFAR, USAID, and the contributions of the American people to this project.

Trainings. Project-related trainings will provide an opportunity to raise awareness of PEPFAR and USAID support, in partnership with the DRC government, among participants such as TFM and International SOS staff; representatives of government ministries, including MINAS, PNMLS, and PNLS; Fungurume Health Zone staff; and partnering public and private health facilities, local NGOs, and CBOs. Training materials will be marked and branded as described in Table 1 below.

News releases. These will alert and inform local communities, local and international journalists, local and national government, and development partners about ongoing project activities and successes as a way to promote wide, accurate media coverage and highlight partnerships with both the private and public sectors. Press releases or other public notices will include the following statement:

The U.S. Agency for International Development administers the U.S. foreign assistance program, providing economic and humanitarian assistance in more than 80 countries worldwide.

Online and social media. Given the project’s relatively short period of performance, ProSIFU has determined not to dedicate project funds to create a project website. Instead, the project will leverage institutional online and electronic dissemination channels—including those of PEPFAR, USAID, PATH, and TFM—to highlight project milestones and disseminate project materials and results. This strategy is anticipated to maximize both existing resources and project visibility.

Local events. Project sites, such as those of TFM and local NGO and health facility partners, will host periodic events for regional government officials and stakeholders to promote increased understanding and awareness of ProSIFU’s operational approach and activities on the ground. PEPFAR and USAID will be invited to participate in these events, during which PEPFAR and USAID support will be highlighted. Media invitations to participate in and/or observe key project activities, including site visits, may also be extended. News conferences and other events will enable journalists, development partners, and local communities to learn first-hand about project successes and activities supported by PEPFAR and USAID.

Tables 1 and 2 below summarize branding and marking guidance for many of these aforementioned project activities and materials. Project implementing partners should consult PATH, TFM, PEPFAR, and/or USAID for additional branding and marking guidance as needed, and as appropriate.

Table 1. Items marked with USAID and other identities.

Item	Type of marking	When marking will occur	Where marking will occur
Public communications			
Annual work plans, and quarterly, semi-annual, annual, and technical assistance reports.	PEPFAR logo, USAID logo, PATH logo, TFM logo.	Upon submission to USAID for approval (prior to distribution).	Cover page.
Press releases, invitations to media and partners, and publicity and media materials associated with these events.	PEPFAR logo, USAID logo, PATH logo, TFM logo.	Before the releases are distributed.	Cover pages of the releases or media materials.
Success stories, case studies, and lessons learned.	PEPFAR logo (except for success stories), USAID logo, PATH logo, TFM logo.	Upon submission to USAID.	Cover page.
PowerPoint presentations, handouts, etc., for	PEPFAR logo, USAID logo, PATH logo, TFM logo (all	During preparation, before delivering the PowerPoint	At the bottom right corner of every PowerPoint slide.

trainings, events, and/or conferences and professional meetings.	slides). “Acknowledgments” slide with USAID support statement and other partner logos, as relevant (last slide).	presentation.	
Banners, posters, and signs used for events.	PEPFAR logo, USAID logo, PATH logo, TFM logo.	During preparation of the materials.	On left or right bottom corner of the banner or poster.
Commodities			
Boxes with test kits, pharmaceuticals, and commodities relevant to providing HIV counseling and testing (gloves, test tubes, pipes, etc.).	USAID logo sticker.	During preparation of the materials as appropriate.	Where possible, given size and cost implications, commodities or packaging will be marked in a prominent position.*
Commodities for support to PLHIV (safe water vessels, mosquito nets, etc.).	USAID logo. Where possible, the PATH and TFM logos will also be used, but size and cost implications will be carefully considered.	During preparation of the materials as appropriate.	Where possible, given size and cost implications, commodities or packaging will be marked in a prominent position.*
Commodities for support to OVC (nutrition kits, education kits, etc.).	USAID logo. Where possible, the PATH and TFM logos will also be used, but size and cost implications will be carefully considered.	During preparation of the materials as appropriate.	Where possible, given size and cost implications, commodities or packaging will be marked in a prominent position.*
Project materials			
Training materials for courses, conferences, and workshops.	PEPFAR logo, USAID logo, PATH logo, TFM logo.	During preparation for the courses or workshops.	Cover pages of documents, sides of conference bags.

* Pursuant to ADS 320.3.2.5, item e, we request exception to the marking requirement for those commodities where marking would “[i]ncur substantial costs or be impractical, such as items too small or...otherwise unsuited for individual marking....”

Table 2. Items not marked with USAID identity (requested exceptions to marking requirements).

Item	Rationale for not marking the items (from ADS 320.3.2.5)
Test kits, pharmaceuticals, and commodities relevant to providing HIV counseling and testing (gloves, test tubes, pipes, etc.).	PATH requests excluding these items from marking in exceptional circumstances in which ProSIFU needs to make a rapid procurement and marking these goods would delay the delivery to service centers, or when marking would incur substantial costs or be impractical, such as on items that are too small or otherwise unsuitable for marking.

Subrecipient requirements

All subrecipients that receive grants under ProSIFU will be required to follow procedures for branding and marking of assistance awards in ADS 320.3.3 and 22 CFR 226.91, the 2012 updated PEPFAR Branding Guidance, and as outlined in this document's guidelines.

Subrecipients will acknowledge PEPFAR , USAID and TFM funding and ProSIFU's technical and financial support whenever their projects are mentioned in advertising, speeches, lectures, presentations at conferences, interviews, special events, and other verbal or audio publicity resulting from the work performed under its subagreement (except commercial statements or materials), ensuring the appropriateness and accuracy of any messages. This includes community development project activities funded through TFM Social Community Fund grants.

Subrecipients will inform PATH prior to making announcements on major aspects of their projects; this includes intended publication of project-related reports or studies. Subrecipients will provide PATH with a copy of each key publication and HIV intervention material produced with funding from their subagreements. In turn, PATH will collaborate closely with TFM on such publications and materials as appropriate, and will inform TFM prior to their publication.

Production and distribution of project materials

Project and communications materials will be produced in English and/or French, depending on the audience, and in Swahili, depending on the audience and resource availability. PATH will provide the USAID Agreement Officer's Representative with two copies of all project and communications materials produced under ProSIFU. PATH is pleased to provide reproductions of all public communications and project materials for review upon request.