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WEST AFRICA TRADE AND INVESTMENT HUB

BRANDING IMPLEMENTATION PLAN AND MARKING PLAN

Contact No.: AID-624-C-13-00002-00

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DISCLAIMER

The authors' views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development (USAID) or the United States Government.

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PURPOSE

The Branding Implementation Plan and Marking Plan of the West Africa Trade and Investment Hub (Trade Hub) will describe how this project will be named, positioned, promoted and communicated to the public so as to guarantee that funds for project activities are appropriately understood to be “from the American People.” This Branding Implementation Plan and Marking Plan details the public communications, commodities and program materials, and other items that will visibly bear the USAID identity, and demonstrates that Abt Associates and its partners understand and will follow USAID Branding Guidelines as presented in the USAID Graphic Standards Manual and ADS Chapter 320, Branding and Marking.

I. BRANDING PLAN

I.1 PROJECT NAME AND POSITIONING

The name of the project will be: “West Africa Trade and Investment Hub” (with the shorthand reference “Trade Hub”) and will be designated as such for all public communications.

USAID has proprietary rights to the project and Abt Associates will respect USAID’s stated preference that projects not assume a public identity independent of the Agency.

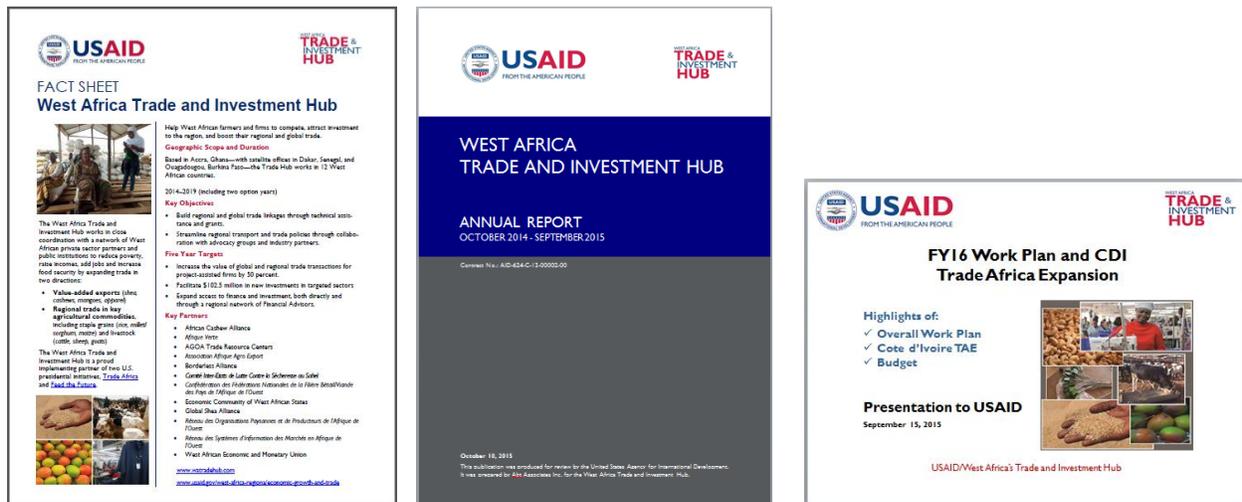
I.2 PROJECT LOGO

The program identity for all materials and activities, or for press and promotional activities, will contain USAID standard graphic identity on the upper left-hand corner. In addition, the USAID-designed logo of the project will appear to the right of the USAID identity in smaller size.

Figure 1: Trade Hub Project Branding Format



Figure 2: Trade Hub Branding for Project Materials



The project will be positioned in both verbal and textual presentations (i.e. brochures, speeches, newsletters, reports, website, strategies etc.) as innovative, action-oriented, and results-driven, made possible by the generous support of the American People (or “FROM THE AMERICAN PEOPLE”). This positioning will be communicated in a variety of ways, to host-country governments, stakeholders, associations, multilateral agencies and other bilateral donors.

1.3 PROJECT MESSAGES AND AUDIENCE

Messages conveyed by the Trade Hub will address the public with a compelling message that acknowledges USAID and specific target groups with sub-messages.

1.3.1 KEY MESSAGE

USAID is providing support to businesses and associations in West Africa with the aim of promoting food security, and intra-regional and export-oriented trade. Activities will stimulate investments in agricultural productivity, increase value chain efficiency, grow incomes, and contribute to job growth.

1.3.2 SUB-MESSAGES

1.3.2.1 To Producers, Transporters, and Traders (of Value Chains):

The Trade Hub provides assistance that will help to upgrade and create increasingly professional skills among industry stakeholders, while also creating enabling conditions and a positive business and investment environment for players in the agribusiness sector to produce, transport, and sell staple foods and livestock within the West Africa sub-region with minimal barriers to trade.

1.3.2.2 To National and Regional Partners:

The Trade Hub requires concerted effort and collaboration from all partners to achieve its objectives in West Africa. To grow trade inside and out of West Africa, more harmonized terms of trade among countries in the region will improve efficiency of trade and attract more investment from within and outside the region.

1.3.2.3 To Public and Private Sector Authorities:

USAID provides solutions to the challenges in intra-regional and export-oriented agricultural and value-added trade in West Africa in order to increase value and volume of exports. The Trade Hub will foster skills that lead to highly professional and up-to-date participants in the target value chains and industries.

1.3.2.4 To the Media:

The Trade Hub is partnering with the media to promote regional and global export trade, and to eliminate unnecessary and costly barriers for efficient and smooth intra-regional agricultural trade in West Africa.

1.3.2.5 To Drivers of Change:

Drivers of change will include, but not be limited to, innovative firms in value chains, topical experts, leaders of NGOs, and trade commodity organizations. The Trade Hub requires support from them to accelerate value chain improvement and the process of transforming the face of intra-regional and export trade in West Africa.

Conveying “From the American people” in all communications

In all public activities/programs including workshops, training sessions, conferences, seminars, media programs, communication campaigns, advocacy programs, media publications, media interviews, the support of the people of America and USAID will be acknowledged in the following manner: “This assistance is from the American People”.

In all public communications, the Trade Hub will identify and acknowledge USAID, and consistently indicate that the Trade Hub project is one of the numerous projects being supported by the American People through USAID.

The Trade Hub project will rigorously comply with the established Branding Guidelines as presented in the USAID Graphic Standards Manual and ADS Chapter 320, Branding and Marking.

The project will also issue disclaimers identifying key players responsible for the content of all printed, video, and audio materials, when appropriate and following USAID branding guidelines.

2. MARKING PLAN

This marking plan enumerates public communications, commodities, and project materials that will be marked with USAID identity.

Report covers and presentations will follow the guidance of the USAID Graphic Standards Manual. Text on the cover will state:

“This publication was produced for review by the United States Agency for International Development. It was prepared by Abt Associates Inc. for the West Africa Trade and Investment Hub.”

The title page of each report will include the following text:

“The authors’ views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development (USAID) or the United States Government.”

The Trade Hub will use USAID inventory tags with the tagline “From the American People” to identify any equipment and furniture not used for the project’s own administrative use.

2.1 COMMUNICATIONS, COMMODITIES AND PROGRAM MATERIALS TO BE MARKED

Table I outlines the types of materials to be produced under the Trade Hub. Any materials that are not anticipated below, but are produced under the initiative, will also be subject to branding guidelines and Mission’s approval, as appropriate. Please note that 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, nametags, business cards, office space, and equipment and supplies are not subject to USAID branding and marking.

Table 1: Marking Plan for Materials

Administrative			
Category	Type of Marking*	Notes	Positioning
Stationery products (administrative, financial)	Company logo with project logo; materials will use the project name without the USAID identity.	<p>USAID standard graphic identity will not be used on stationery products intended for administrative use; the contractor should use its own letterhead.</p> <p>Pertains to letterhead (letters for hiring, purchase orders, office space rental), envelopes, mailing labels, fax coversheets, etc. (<i>ADS Chapter 320 Branding and Marking, 320.3.1</i>).</p>	Company logo on the upper left hand corner and project logo at its right in smaller size.
Stationery products (program related)	USAID standard graphic identity, with project logo.	Public communications financed by USAID contracts that are print products must prominently display the USAID identity. These communications include letterhead used for program-related purposes (invitations to events, etc.), as opposed to contractor administrative purposes (<i>ADS 320.3.2.4</i>).	USAID identity on the upper left hand corner and project logo at its right in smaller size.
Business cards	The contractor will use business cards with the project logo.	USAID standard graphic identity will not be used on business cards (<i>ADS 320.3.1.6</i>).	Trade Hub project logo on the center left side.

Office signs	USAID standard graphic identity, with project logo.	Signs will read “ <i>West Africa Trade and Investment Hub (Trade Hub)</i> ” and will include the project logo approved by USAID/West Africa.	USAID identity on the upper left hand corner and project logo at its right in smaller size.
Vehicles	Not applicable.	Marking is not required on contractor vehicles, offices, and office supplies or other commodities used solely for administration purposes (ADS 320.3.5).	
Project deliverables (e.g., progress reports, work plans/PMP, grants manual)	USAID standard graphic identity.	Public communications financed by USAID contracts that are print products must prominently display the USAID identity (ADS 320.3.2.4).	USAID identity on the upper left hand corner and project logo at its right in smaller size.
Technical			
Category	Type of Marking*	Notes	Positioning
Technical reports, studies, briefing papers and analyses	USAID standard graphic identity.	Public communications financed by USAID contracts that are print and electronic products must prominently display the USAID identity (ADS 320.3.2.4).	USAID standard graphic identity printed on the cover of documents on the upper left hand corner and project logo at its right in smaller size.
Training materials and manuals	USAID standard graphic identity.	Public communications financed by USAID contracts that are print and electronic products must prominently display the USAID identity (ADS 320.3.2.4).	USAID standard graphic identity printed on the cover of documents on the upper left hand corner and project logo at its right in smaller size.
CD-ROMs	USAID standard graphic identity.	Public communications financed by USAID contracts that are print and electronic products must prominently display the USAID identity (ADS 320.3.2.4).	USAID standard graphic identity printed on the CD label, splash screen/menu, and packaging; project logo placed at its right in smaller size.

PowerPoint and other program-related presentations	USAID standard graphic identity.	Public communications financed by USAID contracts that are print and electronic products must prominently display the USAID identity (ADS 320.3.2.4).	USAID standard graphic identity presented on title and breaker slides; project logo placed at its right in smaller size. Design of the PowerPoint may be tailored to the specific audience as long as title slides use USAID standard graphic identity.
Conference posters and presentations	USAID standard graphic identity.	Events, as well as handouts and media materials associated with these events financed by USAID contracts, must prominently display the USAID identity (ADS 320.3.2.4).	USAID standard graphic identity printed on the poster or presentation documents on the upper left hand corner; project logo placed at its right in smaller size.
Flyers and fact sheets	USAID standard graphic identity.	Public communications financed by USAID contracts that are print and electronic products must prominently display the USAID identity (ADS 320.3.2.4).	USAID standard graphic identity printed on flyers and fact sheets on the upper left hand corner; project logo placed at its right in smaller size.
Other program materials (e.g., communications that target beneficiaries with particular messages)	USAID standard graphic identity.	USAID standard graphic identity or other acknowledgment of USAID printed on the materials, if and as appropriate as per Mission approval.**	USAID standard graphic identity printed on the cover of documents on the upper left hand corner and project logo at its right in smaller size.
Promotional			
Category	Type of Marking*	Notes	Positioning
Project website	USAID standard graphic identity.	See Figure 3 below.	USAID standard graphic identity on the upper left hand corner of each web page; project logo placed at its right in smaller size.

Event signs, banners, and exhibition booths	USAID standard graphic identity.	Events, as well as handouts and media materials associated with these events financed by USAID contracts, must prominently display the USAID identity (ADS 320.3.2.4).	USAID standard graphic identity printed on the upper left hand corner; project logo placed at its right in smaller size.
Project promotional materials (e.g., success stories, beneficiary testimonials, announcement of research findings, or project results)	USAID standard graphic identity.	Public communications financed by USAID contracts that are print and electronic products must prominently display the USAID identity (ADS 320.3.2.4).	USAID standard graphic identity printed on the cover of documents on the upper left hand corner and project logo at its right in smaller size.
Materials for policy-related activities	USAID standard graphic identity.	USAID standard graphic identity or other acknowledgment of USAID assistance printed on the materials, if appropriate as per Mission approval.**	USAID standard graphic identity printed on the cover of documents on the upper left hand corner and project logo at its right in smaller size.
Media coverage, TV, radio	USAID standard graphic identity or other acknowledgment of USAID assistance.	USAID standard graphic identity or other acknowledgment of USAID assistance, if appropriate as per Mission approval.**	Verbal acknowledgment that the assistance is from the American People.

Notes:

* Exact positioning of USAID acknowledgment may vary if the product, with Contracting Officer's Representative (COR) and/or Mission approval, is subject to no branding.

** Even when a document qualifies for "no branding," it may be possible to acknowledge USAID's contribution in one of several ways:

- The USAID standard graphic identity may appear on the inside cover with the following acknowledgment: "This document was produced with support from the U.S. Agency for International Development under Contract No." Wording may vary slightly depending on the product and the nature and extent of the technical assistance provided. This acknowledgment should also be modified as appropriate to correspond to the particular task order and contractors.
- USAID support may be acknowledged in the preface, foreword, or acknowledgment sections of the document.
- The Trade Hub technical project outputs may be co-funded by other donors or governments of the West African countries involved. Abt will ensure that the USAID logo is displayed with equal size and prominence to other logos, as appropriate.

Figure 3: Trade Hub Website



The West Africa Trade and Investment Hub website (www.watradehub.com) launched in August 2015 as a one-stop shop to learn about and download the project’s technical reports, case studies, educational guides, events, news stories, videos, press clippings and related resources. The website informs and supports West African firms, regional associations and country-based U.S. African Growth and Opportunities Act (AGOA) Trade Resource Centers, while building their relationships with regional and global investors and their capacity to compete worldwide.

Per USAID instruction, the site follows the template of the [East Africa](#) and [Southern Africa](#) trade hubs, though West Africa’s is bilingual —French and English— allowing us to connect more effectively with our region, where most of the countries are francophone. We also have a blog for featuring our news and related trade happenings.

3. EXCEPTIONS

3.1 WHERE SAFETY ISSUES ARISE

In certain instances, for safety reasons, branding may not be advisable. Should this situation present itself, Abt would submit a waiver request via the COR that would describe the compelling political, safety, security concerns, or adverse impact of branding. The waiver request would also detail the circumstances and rationale, the specific requirements to be waived, the specific portion of the Marking Plan to be waived, specific marking to be waived, and include a description of how program materials would be marked (if at all) if the USAID Identity is removed.

3.2 WHEN EXPLICITLY PROMOTING REGIONAL PARTNERS

Trade Hub materials will explicitly build capacity and support the mission of regional partners such as ECOWAS, CILSS, WAGN, ROPPA, regional industry associations, and others. Such materials might include the enabling environment studies done collaboratively with a regional partner, value chain development plans, maize development handbook, and documents developed with industry associations to support advocacy. In these cases, we will closely emphasize branding of our partners rather than the Trade Hub. We will confirm these types of exceptions with USAID.

Other requests may be made, depending on the sensitivity of any published project outputs, on a case-by-case basis.