



**USAID** | **TANZANIA**  
FROM THE AMERICAN PEOPLE

# STAPLES VALUE CHAIN *NAFAKA* ACTIVITY

**TASK ORDER NO. AID-623-I-10-0001**

**BRANDING AND MARKING PLAN**

**AUGUST 08, 2011**

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# STAPLES VALUE CHAIN NAFAKA ACTIVITY

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## **DISCLAIMER**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

# BRANDING AND MARKING PLAN

ACDI/VOCA submits the following branding implementation plan for the Staples Value Chain – NAFKA SFSA IQC Task Order for Tanzania. Branding hinges on public communications to further the project’s goals, tell its story, describe its achievements and explain why that story and those achievements are possible—i.e., highlighting the support of the American people.

## PROGRAM NAME

### INTENDED NAME OF PROGRAM, PROJECT, OR ACTIVITY

The name of this program is the USAID/Tanzania Staples Value Chain – NAFKA. It will be referred to as “NAFKA.”

## MATERIAL POSITIONING

NAFKA will use exclusive USAID branding, and the USAID tagline “From the American People” will be prominent on materials and communications, which may be translated into local languages as appropriate. The requirements of USAID’s Graphic Standards Manual will be followed for all public communications. Co-branding and no branding will only be considered on a case-by-case basis as considered appropriate by the Cognizant Technical Officer (CTO) and Contracting Officer (CO). All branding requirements will flow down to subcontractors and partners executing task orders under the IQC.

## LEVEL OF VISIBILITY

### DESIRED LEVEL OF VISIBILITY

NAFKA requires a high level of visibility since the purpose of the project is to improve development practice by increasing the adoption of agribusiness activities and developing innovative approaches to humanitarian responses. Thus, encouraging participation, establishing legitimacy, achieving momentum, building consensus, identifying best practices and disseminating beneficial information, crucial to the project’s success, are all dependent on robust communications.

## ACKNOWLEDGEMENT OF OTHER ORGANIZATIONS

Project documents will not be co-branded and will not display the contractor’s logo, but will acknowledge that the document was prepared for USAID’s Tanzania Mission by ACDI/VOCA under NAFKA.

## INCORPORATING USAID BRANDING IN THE PROJECT’S MESSAGE

The project will use the USAID identity in all public communications. ACDI/VOCA will incorporate the USAID tagline into the branding of materials and communications by indicating that the assistance provided under the project is from the American people.

In cases where a local language predominates, the appropriate translation into the local language will be used in branding the program.

At each public event, including conferences, seminars, training events, outlook conferences, and other events, USAID and the support from the American people will be verbally acknowledged in the following way: “This assistance is from the American people.” The project will use the USAID identity in all public communications and materials.

For all printed matter (including publications, official and/or public project communications, banners and other signs, also promotional products developed to increase the visibility of the project among its target audiences, etc.), the project will use guidance set in the USAID Graphic Standards Manual. This includes use of the USAID identity, colors scheme, design and typeface for any project materials.

## AUDIENCE

Subject to approval by USAID, the NAFKA project has the following target audiences.

**Primary audience:** The primary audience for all materials and documents produced under this task order is the direct beneficiaries of the project in Tanzania.

**Secondary audience:** The secondary audience includes other stakeholders including other farmers and affected members of the private sector, nongovernmental organizations, government ministries, contractors, and researchers working in agriculture, agribusiness and humanitarian relief.

**Tertiary audience:** The tertiary audience is media, other international audiences and the general public.

## MESSAGES

The overarching message will be that through the activities of the project, funded by USAID with the generous support of the American people, people of the region can both improve food security and foster sound and sustainable agribusiness-based growth. ACDI/VOCA will also deliver messages relevant to the scope of work provided by USAID in each downstream task order. For example, in an effort to increase agricultural productivity, ACDI/VOCA might undertake an extensive communications program that teaches Farming as a Business through local radio programs. Agribusiness activities might train smallholder farmers on how to use mobile phone technology to make informed decisions regarding the sale of their commodities. The collateral communications materials and activities associated with these and other efforts would be branded with the USAID identity.

NAFAKA will also be promoted on the following website: [www.sfsa.com](http://www.sfsa.com). It is a co-branded site, with the USAID identity and includes the required disclaimer.<sup>1</sup>

## DISCLAIMER

Studies, reports, publications, the website and all information and promotion products not authored, reviewed, or edited by USAID will contain the following provision:

### **English version:**

This study/report/audio/visual/other information/media product (specific) is made possible by the support of the American people through the United States Agency for International Development (USAID). The contents of these said items are the sole responsibility of ACDI/VOCA and do not necessarily reflect the views of USAID or the United States government.

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<sup>1</sup> This website is funded by ACDI/VOCA. No NAFKA or other SFSA IQC project funding will be used in the website's support.

**Swahili version:**

Utafiti huu/ripoti /sikilizi/oneshi/taarifa nyingine/taarifa ya vyombo vya habari (taja) imefanikiwa kwa msaada wa watu wa Marekani kupitia shirika la misaada la Marekani (USAID). (*jina la mpokea msaada*) atawajibika na matokeo ya kazi hii. Taarifa hii ni maoni ya mtayarishaji na si lazima yawakilishe maoni ya USAID au Serikali ya Marekani.

**TOOLS**

Media releases, press conferences, public events, etc., will build recognition, cultivate goodwill and abet project success among both the immediate stakeholders and the broader audience, while strictly adhering to the stated visibility levels.

ACDI/VOCA will mark venues for events such as training courses, conferences, seminars, exhibitions, fairs, workshops, site visits, press conferences and other public activities, with appropriate banners and signs featuring the USAID identity unless it is directly prohibited or inappropriate to the surroundings, e.g., where it might compromise neutrality or security.

In circumstances in which the USAID identity cannot be displayed visually but is approved for use, ACDI/VOCA will acknowledge USAID and the American people’s support through other available means. Photography and/or videography will be used to capture visual images useful in project communications. Materials used at these events will also be appropriately branded and marked.

ACDI/VOCA will promote the project at major meetings of partners. We will make success stories available through the USAID and ACDI/VOCA websites and media. We will partner with media to elicit participation, promote the project, cover milestones and visits by officials to project sites, proclaim impact, etc. Equipment such as a digital camera, digital tape recorder and a video camera will be purchased to facilitate public communications.

The following are possible public communication tools to for the project. All will be branded and marked using USAID’s standards.

Labeling products funded through SFSA (e.g., bags, tools, project shirts, hats etc).
Project brochures, training materials, posters, banners, signs, flyers, etc.
Stakeholder workshops
Training events
Business fairs
Demonstration plots
Press releases
Press conferences
Media interviews
Site visits

Success stories
Beneficiary testimonials
Professional photography
PSAs
Videos
Webcasts, e-invitations, blast e-mails, or other internet activities
Media and communication outlets: radio, television, cell phones and/or internet

### GRANTS UNDER CONTRACT

When issuing grants under future task orders, ACDI/VOCA will ensure that they follow policy directives and required procedures for branding and marking of assistance awards. ACDI/VOCA will overview all activities for grants issued on these task orders and seek approval from the COTR where potential conflicts might exist.

### DELIVERABLES WITHOUT MARKING

*There are certain exceptions where ACDI/VOCA would work with the NAFKA COTR to confirm if marking requirements would diminish the overall project objectives of the programs. The table below provides an illustrative example:*

Project deliverable (examples)	Rationale	How USAID assistance will be acknowledged	Estimated period/date of application
Materials used to support beneficiary programs.	These items, such as maize bags, garden tools etc might be delivered in small quantities, making it cost ineffective and also undermining the independence potential producer organizations would strive to achieve.	If producer organizations are able to deliver aggregated commodities through USAID assistance, success stories would explain USAID's role in this process	Pending finalized work plan

### KEY MILESTONES AND OPPORTUNITIES

The following project elements will provide opportunities to generate public awareness that the NAFKA project is made possible by the American people. These project elements will be addressed in each specific task order. They include, but are not limited to

- training and other major events
- reports and evaluations with noteworthy findings
- visits from dignitaries
- major project accomplishments
- beneficiaries acting as spokespeople
- “before and after” photographs
- marketing of agricultural products or locally produced crafts or goods

## **ORGANIZATIONS TO BE ACKNOWLEDGED**

### **ACKNOWLEDGING ACDI/VOCA**

The following acknowledgment will be included on external USAID NAFKA project publications and internal publications, such as quarterly reports, as appropriate:

This document was prepared by ACDI/VOCA for the NAFKA project, generously funded by the American people through the United States Agency for International Development.

### **ACKNOWLEDGING HOST COUNTRY GOVERNMENTS**

All NAFKA documents will follow USAID branding guidelines. If during the course of this program local government entities are involved, we will consult with the COTR regarding the extent of their participation and what acknowledgement or co-branding is appropriate.

### **ACKNOWLEDGING OTHER HOST COUNTRY PARTNERS**

Co-branding with civil society groups and other partners will occur when these organizations have contributed significant funds or substantial in-kind support to the activity. Co-branding with in-country partners may also be desirable when trying to promote local ownership and capacity building. However, when products are fully funded by USAID, CO approval is required for any exceptions to exclusive USAID branding.

### **CO-BRANDING WITH OTHER INTERNATIONAL ORGANIZATIONS**

In cases where there are subcontractors and other partner organizations, branding may acknowledge their role in contributing to an event or deliverable, assuming the funding or in-kind support contributed is more than a token amount.

In NAFKA it is possible the prime organization will seek to liaison with current projects funded by other organizations (e.g., MCC). For these instances, ACDI/VOCA will confirm with the COTR if co-branding is acceptable.

## **COORDINATION WITH USAID ON PUBLICITY AND PROJECT PROMOTION ISSUES**

The project will coordinate press releases, media events, and media interviews with USAID (COTR and outreach coordinator in the relevant country office). The project will request approval on the text of press releases in advance.

The project will notify and invite USAID representative at least two weeks prior to public events and one month prior if high-level GoT or USG representation would be appropriate.

Throughout the project implementation, ACDI/VOCA will provide the following to USAID:

- Clippings of press articles that mention the project
- Copies of success stories produced by the project
- Copies of all public communications materials produced by the project

If circumstances change and it is necessary to revise this branding implementation plan, ACDI/VOCA, through its COTR, will submit to USAID a request to modify the plan and/or other related documents, such as the marking plan.

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