

## **ULAT- Branding Implementation Strategy and Marking Plan**

[MSH/ULAT Honduras Project]

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Key Words :

[Branding, Communications, Publicity, disclaimer language, marking, presumptive exceptions]

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**USAID**  
FROM THE AMERICAN PEOPLE

**ULAT**  
Local Technical Assistance Unit  
for Health - HONDURAS

# BRANDING IMPLEMENTATION STRATEGY AND MARKING PLAN

USAID Local Technical  
Assistance Unit for Health  
(ULAT) Project

DECEMBER 2011

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MSH is pleased to submit the following Branding Implementation Strategy and Marking Plan for the USAID-funded Honduras Local Technical Assistance Unit for Health Project, contract number AID-522-C-11-000001.

The following documents were consulted in the writing of this document:

- USAID ADS Chapter 320, Branding and Marking, May 2009
- USAID Graphic Standards Manual, January 2005

## A. BRANDING IMPLEMENTATION STRATEGY

Per ADS 320.3.2.1, the branding strategy identifies the project name, the branding and marking format for expected outputs, project attribution, and desired level of visibility.

### A.1. PROJECT NAME

*English:*

USAID/Local Technical Assistance Unit for Health (ULAT)

*Spanish:*

USAID/Unidad Local de Apoyo Técnico para Salud (ULAT)

### A.2 PROJECT BACKGROUND

The Local Technical Assistance Unit for Health (2007-2010), started out when MSH was implementing its Leadership, Management and Sustainability (LMS) program with USAID funds. The ULAT project at that time was designed as a mechanism for coordination and integration of the technical assistance conducted by USAID, and to give continuity to the agreed upon MCH and FP goals with the Ministry of Health of Honduras.

For this new phase, the ULAT project will extend vital health system strengthening processes initiated during the past ULAT project—while providing renewed impetus for initiatives to expand coverage and improve access to health care for underserved and vulnerable populations in Honduras. MSH’s strategy for greatly improving the quality, quantity, and cost efficiency of health services in underserved areas is to connect decision-makers at the central level with conditions on the ground, at the community level. For the next four years, ULAT will partner with stakeholders on both top-down and bottom-up approaches to increasing health sector responsiveness and effectiveness, with the aim of establishing sustainable capacity in both the public and private sectors to take ownership of the process at the end of the project.

In order to meet Strategic Objective No. 4 from the USAID/Honduras Assistance Framework: “Improved health status of underserved and vulnerable populations,” the ULAT project aims to provide integrated technical assistance to MOH and its strategic partners such as IHSS, ASHONPLAFA and others to: 1) improve the quality, coverage and access to sustainable maternal and child health and family planning services provided to underserved and vulnerable populations in the country and 2) help transform the current health system into one

that is decentralized and plural, but integrated and that provides sustainable, efficient and equitable health services, especially for the most vulnerable and excluded populations.

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### A.3 POSITIONING

On materials and communications, the project will be referred to in English as the **USAID/ Local Technical Assistance Unit for Health (ULAT)** project, and in Spanish as the **USAID/Unidad Local de Apoyo Técnico para Salud (ULAT)** project, reflecting that USAID is providing support to the Government of Honduras (GOH) in order to strengthen the health system to improve efficiency, quality, equity and impact of health interventions.

The ULAT project will be visually presented using the following identification, which has been created in both English and Spanish versions. This project identity will be used in all project materials and communications:



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### A.4 LEVEL OF VISIBILITY

When representing the ULAT Project to key audiences (described below in section B.1), the USAID identity will have a high level of visibility so that its audiences grasp the extent of the aid provided by the American people. In cases where the audience should perceive the involvement of the GOH as primary, USAID visibility may be equal to or lesser than that of the GOH in order to best meet the objectives of the activity.

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### A.5 OTHER ORGANIZATIONS TO BE ACKNOWLEDGED/ CO-BRANDING

Some technical products and events may be developed /sponsored jointly with additional partners such as the Democracy and Governance Project recently initiated, and other USAID-funded projects, other donors, UN agencies, PAHO, IDB, AECID, UNFPA, JICA, and the Government of Honduras. In such cases, these partners' logos are likely to be included on project materials and related communications materials after USAID review and approval. In these instances, no other logo will be more prominent or visible than USAID's. For examples of co-branded documents and products please refer to images on pages 10 and 13.

## B. PROJECT COMMUNICATIONS AND PUBLICITY

MSH's primary objective is to implement the USAID/ Local Technical Assistance Unit for Health (ULAT) project with efficiency and efficacy. Throughout the implementation of this project, MSH will ensure that project partners, beneficiaries, and other stakeholders understand the impact of the ULAT project and that they know this project is being implemented with the support of the American people.

### B.1 KEY AUDIENCES AND MESSAGES

The primary audiences for this project's communications will be the Ministry of Health (MOH) officials, local governments, Honduran citizens both individually and collectively (community-based organizations), non-governmental organizations, and the Honduran Social Security Institute (IHSS).

The secondary audience includes officials from other central government entities, the National Congress, USAID-Honduras and other donor organizations.

For these primary and secondary audiences, the project will convey the following key messages:

1. "Transformation of the health system will provide better access and quality of health services for Honduran citizens."
2. "Partnering with Hondurans to improve health services where they are needed most."

### B2. MARKING OF PRINTED MATERIALS AND PUBLIC EVENT COMMUNICATIONS

Below is a list of the public communications, commodities, and project materials that will be produced as part of the ULAT project that will visibly bear the USAID identity. Please see Annexes for examples/templates of these materials.

- Technical deliverables (Milestone Plan, Annual Plans, Quarterly Reports, Financial Reports, Consultant Reports, Annual Reports)
- Co-branded Reports, Manuals, Policy Manuals, and Design documents
- Capacity-building and educational materials
- Success Stories
- Power Point Presentations
- Stationary and envelopes
- Equipment labels (equipment, cars, CD labels and covers)
- Event banners
- Event invitations and materials (folders, tags)

## C. DISCLAIMER LANGUAGE FOR PUBLICATIONS

The wording used in any communications material will clearly show that the materials are not produced or endorsed by USAID. With the exception of signs, all print and web-based communication materials will contain the following disclaimer:

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 14 Agency for International Development (USAID). The contents are the responsibility of [insert recipient name] and do not necessarily reflect the views of USAID or the United States Government.*

Spanish:

*La elaboración de este estudio/reporte/audio/visual/otra información/producto para los medios (especificar) ha sido posible gracias al generoso apoyo del Pueblo de los Estados Unidos de América a través de la Agencia de los Estados Unidos para el Desarrollo Internacional (USAID). El contenido del mismo es responsabilidad de (insertar el nombre del autor) y no necesariamente refleja el punto de vista de la USAID o del Gobierno de los Estados Unidos.*

## D. MARKING PLAN

This marking plan outlines the types of materials and products that will be produced and/or marked according to branding guidelines under the ULAT project. Any materials that are not anticipated below, but are produced under the project, will also be subject to branding guidelines and COTR or Mission approval, as appropriate.

### D1. PROJECT OUTPUTS (“PROJECT DELIVERABLES”)

#### 1. PROJECT OR ACTIVITY SITES

The project will be based out of MSH offices in Tegucigalpa, Honduras. The project site will be marked in accordance to the examples provided for project signs and plaques contained within the USAID’s Graphic Standards Manual.

The following plaque has been designed to be placed in the building entrance.



#### 2. MARKING OF TECHNICAL PRODUCTS

The project anticipates using logos in three major categories of communication materials (See next pages for branded and co-branded examples):

- Technical products of non-legal purposes
- Documents of public distribution
- Capacity-building and educational materials

Technical products of non-legal purposes (e.g., Milestone Plan, Annual Plans, Quarterly Reports, Financial Reports, Consultant Reports, and Annual Reports), publicly distributed documents, and capacity building/educational

materials will include the USAID logo on the front cover or inside the front cover, and the following acknowledgment statement:

*Funding was provided by the United States Agency for International Development (USAID) under the USAID/Honduras Contract AID-522-C-11-000001.*

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### 3. CAPACITY BUILDING AND TRAINING MATERIALS

The primary audiences of capacity building and training materials include local governments and health sector representatives as well as representatives from the MOH and other public institutions. Materials produced for them (e.g., presentations, training documents, handouts) will include the USAID logo on the front cover or inside the front cover of the document, and the following statement (See branded and co-branded examples):

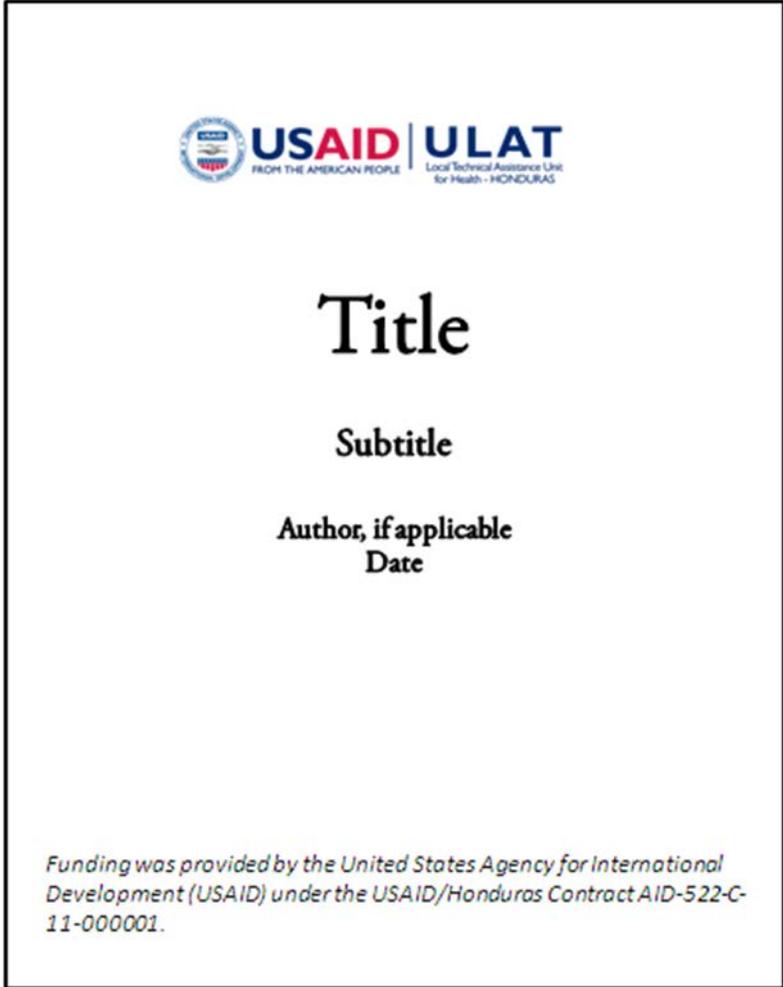
Funding of these materials was provided by the United States Agency for International Development (USAID) under the USAID/Honduras Contract AID-522-C-11-000001.

FINAL DRAFT

## TECHNICAL PRODUCTS- BRANDED EXAMPLE

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Cover page of Technical Products (Milestone Plan, Annual Plans, Quarterly Reports, Financial Reports, Consultant Reports, Annual Reports), and Capacity Building/Training Materials



 **USAID** | **ULAT**  
FROM THE AMERICAN PEOPLE Local Technical Assistance Unit  
for Health - HONDURAS

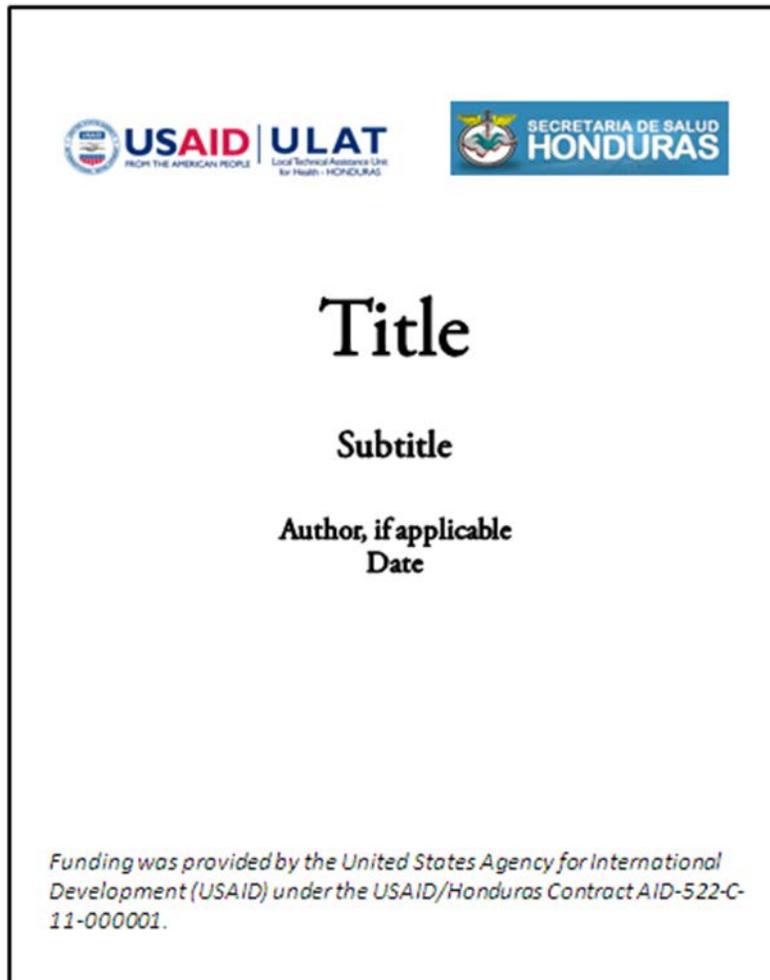
**Title**

**Subtitle**

**Author, if applicable**  
**Date**

*Funding was provided by the United States Agency for International Development (USAID) under the USAID/Honduras Contract AID-522-C-11-000001.*

Cover page of co-branded Technical Products and Capacity Building/Training Materials



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#### 4. DOCUMENTS OF GENERAL DISTRIBUTION

Documents of general distribution (e.g., success stories) whose primary audience is the American public and USAID will contain the USAID logo. Success stories will be formatted using USAID guidelines and will contain the following statement (see example in **Annex C**):

*This project is funded by the United States Agency for International Development (USAID) under the USAID/Honduras Contract AID-522-C-11-000001.*

FINAL DRAFT

EXAMPLE OF SUCCESS STORY TEMPLATE

The image shows a success story template layout. At the top left is the USAID logo with the tagline 'FROM THE AMERICAN PEOPLE' and the ULAT logo with the tagline 'Local Technical Assistance Unit for Health - HONDURAS'. Below the logos is the text 'SUCCESS STORY' followed by a large placeholder '[Insert Headline Here]'. A dashed horizontal line separates the header from the main content area. On the left side of the main content area, there is a blue box labeled 'REPLACE WITH PHOTO 2.25" W'. Below the photo box is a placeholder for a photo caption: 'Photo: [Photo Caption]'. Below the caption is a placeholder for summary text: '[Insert Summary text here]'. On the right side of the main content area, there is a large placeholder for body text: '[Insert body text here]'. At the bottom left, there is a 'First Page Footer' section containing the text 'Telling Our Story', 'International Development', '523-1000', and 'http://stories.usaid.gov'.

*This project is funded by the United States Agency for International Development (USAID) under the USAID/Honduras Contract AID-522-C-11-000001.*

## 5. EVENTS

Events such as training courses, technical update meetings, technical seminars, and conferences are part of the project. Banners, invitation cards, press releases, fact sheets, posters/pamphlets and information/education kits will be marked with the project logo. (See following examples)

### EVENT BANNER



### EVENT INVITATION



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## 6. POWERPOINT PRESENTATIONS

The USAID logo will appear on the first slide, breaks, and last slide of PowerPoint presentations, see examples of powerpoint presentations styles A and B in the following page. (. The last page of every power-point presentation will also contain the following statement:

*This project is funded by the United States Agency for International Development (USAID) under the USAID/Honduras Contract AID-522-C-11-000001.*

FINAL DRAFT



**Presentation Title**

Presenter(s)

Date

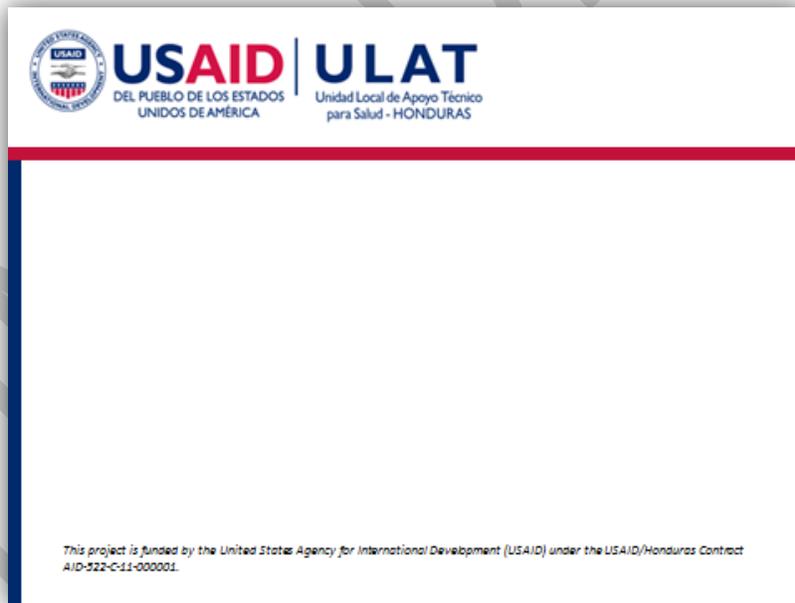
USAID / Local Technical Assistance Unit for Health (ULAT) Project



**Project slogan.**

*This project is funded by the United States Agency for International Development (USAID) under the USAID/Honduras Contract AID-522-C-11-000001.*

USAID / Local Technical Assistance Unit for Health (ULAT) Project



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## 7. BUSINESS CARDS

Business cards of project staff will include only project name and information as well as the name and logo of their respective home organizations. Project business cards and other identity materials will not contain the USAID logo.



## 8. MARKING OF EQUIPMENT

Office equipment purchased for project implementation will be marked and branded in the following manner:

| Equipment              | Type of marking | Location         |
|------------------------|-----------------|------------------|
| Computers              | Labels/stickers | On the equipment |
| Printers               | Labels/stickers | On the equipment |
| Scanners               | Labels/stickers | On the equipment |
| Other office equipment | Labels/stickers | On the equipment |

### EQUIPMENT LABEL/ STICKER SAMPLE



### CAR LABEL SAMPLE



## 9. BRANDING OF COMMUNICATION MATERIALS

The table below provides a list of materials to be governed by this Contract’s Marking Plan. These materials will be marked and branded in the following manner:

Table 1: Materials to be branded

| <b>Deliverables</b>                                       | <b>Type of Branding</b>  | <b>Period and location</b>  | <b>Comments/Exceptions</b>  |
|---|--|---|-----------------------------|
| <b>Publications</b>                                       | Project logo as seen on page 1; Template example in Page 9     | Upon completion, front cover  | May include GOH co-branding |
| <b>Reports</b>  | Project logo as seen on page 1; Template example in Page 8     | Upon completion, front cover  | May include GOH co-branding |
| <b>Success stories</b>                                    | Project logo as seen on page 1; Template example in page 13    | Upon completion, front page   | May include GOH co-branding |
| <b>Fact sheets</b>  | Project logo as seen on page 1; Template example in page 8,9   | Upon completion, where appropriate                                    | May include GOH co-branding |
| <b>Letterhead and envelopes</b>                           | Project logo as seen on page 1; Template example in page 8     | Upon completion, where appropriate                                    | May include GOH co-branding |
| <b>CDs and DVDs</b>                                       | Project logo as seen on page 1; Template example in page 19    | Upon completion, front cover and at the beginning/end of the material | May include GOH co-branding |
| <b>PowerPoint and other project-related presentations</b> | Project logo as seen on page 1; Template example in page 16,17 | During the presentation, first slide, breaks, and last slide          | May include GOH co-branding |

Any other public communications not mentioned in the table above (except for those items that are exempt from marking by USAID regulations, such as basic office supplies due cost and practicality implications) will be marked in a manner consistent with that described above. ULAT will display the USAID identity prominently on all communication products. Any activity conducted jointly by the project and other organizations or ministry will be promoted and presented with prominent positioning of the USAID identity and the primary message, “From the American People”.

## 10. MODIFICATIONS

In the event of changed circumstances for implementation of this Marking Plan, the ULAT project, through its COTR, will submit to USAID a request to modify this plan.

## 11. MARKING EXCEPTIONS IN THIS PLAN

| Deliverables                                | Presumptive Exception   | Explanation of Cause  |
|---|---|---|
| ASHONPLAFA<br>Regulatory Statutes           | These materials would be exempted from marking under presumptive exception (iii): USAID branding would compromise the organization’s ownership of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, public service announcements, or other communications better positioned as “by” or “from” a host-country partner organization.  | These are very political and strategic document of this institution, and constitute a legal- formal input which should only bear the Institutions ‘name |
| ASHONPLAFA Code of Ethics                   |   |   |
| Institutional Planning Document for the MOH | These materials would be exempted from marking under presumptive exception (iii): USAID branding would undermine host-country government ownership of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, public service announcements, or other communications better positioned as “by” or “from” a cooperating country ministry, agency, department, or government official. | This is a strategic document for the MOH- there should be no other marking visible, with the exception of the MOH’s logo                                |
| Proposal for the general health law         |   | These are political and regulatory documents pertaining to the MOH, USAID branding would undermine the MOH’s ownership of these laws.                   |
| Proposal for specific laws                  |   |   |