

BRANDING STRATEGY & MARKING PLAN

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Overview of the CARISCA Project

Arizona State University (ASU), in partnership with Kwame Nkrumah University of Science and Technology (KNUST), is implementing the Center for Applied Research and Innovation in Supply Chain – Africa (CARISCA) to advance research, translation, and training in supply chain management (SCM). Our approach will address barriers to development caused by inefficient and ineffective supply chains to drive Ghanaian and pan-African self-reliance and increase the impact of USAID investments.

We will strengthen KNUST's capacity to generate innovative research, translate research to improve local supply chains, and train expert supply chain researchers and practitioners. ASU and KNUST will establish the CARISCA Center at KNUST to train, generate, and translate supply chain research and innovations that accelerate development in Ghana and across Africa.

We will focus on efforts that yield immediate improvements in development outcomes throughout our activities, especially for women and disadvantaged groups.

We will:

1. Establish KNUST as Africa's preeminent source of supply chain management expertise;
2. Become a world-class resource for researchers in Ghana and across Africa to drive innovation, research and research translation, and training to improve African supply chains, sustained by revenue-generating activities and a robust partner network;
3. Create SCM professionals and research that significantly improves the efficiency and effectiveness of health and agricultural supply chains, and;
4. Increase inclusion and impact for women in supply chain management.

Purpose of this document

This plan addresses the branding and marking strategy for the CARISCA project, including guidance on what, when, and how items will be marked.

The project will highlight the contributions and support of USAID and the project's implementation partners, ASU and KNUST, through in-person events, printed collateral, and online interactions. Our goal to uphold the graphic identities of each entity so that we present a consistent and clear message in all of our communications: print, electronic, and in person.

References

All marking will follow the graphic standards for USAID, ASU, and KNUST as outlined in their respective manuals:

- USAID: <https://www.usaid.gov/branding> and [Graphic Standards Manual](#) and ADS 320
- ASU: <https://brandguide.asu.edu/>
 - W. P. Carey Brand Guide: <https://brand.wpcarey.asu.edu/>
- [KNUST: Logo Usage](#) (see PDF)

Target Audiences/Project Stakeholders

The CARISCA project has a number of target audiences, also referred to as project stakeholders in other documents. Key messages for each audience are included below.

- USAID and the American people (1-5)
- ASU administration, community and international development office (1-4)
- KNUST administration and School of Business (1-4)
- KNUST faculty, students and prospective students (1-4)
- CARISCA team members (1-5)
- Project beneficiaries, including supply chain actors in Ghana (1-4)
- Private partners (1-4)
- Government partners (1-4)
- Civil society organizations (1-4)

Key messages

Some key messages will be incorporated in all project deliverables. This list will be reviewed and updated as project activities progress and are evaluated. A common criticism of university research is that it is too theoretical often without practical application and immediate value to the public. Clear communication is key to explaining the value proposition of degree programs and related research.

These messages include

1. University-based research, teaching and training in supply chain improve the economic and personal well-being of the people of Ghana.
2. The CARISCA project builds on five years of equitable partnership and collaboration between ASU and KNUST.
3. CARISCA will serve as a sustainable, long-term resource for advancing supply chain innovation in Ghana across Africa, driving innovative research, translation and training.
4. Throughout our activities, we will focus on key supply chains to catalyze immediate and locally relevant improvements in development outcomes, especially for women and disadvantaged groups.
5. A secondary message is the support of USAID and the American people in making this work possible. All communications should be understood by the average citizen.

Branding Strategy

The CARISCA project will promote education, training, innovation, research, and research translation in supply chain management to strengthen supply chains in Ghana and Africa. All materials will promote the inclusion of women and disadvantaged groups.

Clear identification with USAID will promote the positive impact and value of U.S. foreign aid and that the source of this aid is the American people. Clear identification with ASU and KNUST communicates the value of the project's university-driven knowledge creation and training capabilities.

Standard Marking: Name of the Program

For most items, standard branding will include the full program name and acronym as a text treatment in black or reversed out of a background in white. In most cases, the project name will appear at the top of all documents.

When the item originates in the U.S. for a U.S. or international audience, the “center” spelling will be used.

CARISCA Center for Applied Research
and Innovation in Supply Chain – Africa

When the communication originates in Ghana or is primarily for a Ghanaian audience, the “centre” spelling will be used.

CARISCA Centre for Applied Research
and Innovation in Supply Chain – Africa

Standard Marking: Positioning of Logos

CARISCA will use the horizontal logo and wordmarks for USAID, ASU, and KNUST in this order from left to right. Because of the wide range of color palettes used in the USAID, ASU, and KNUST logos, **black or grayscale versions of all three logos will be used in most applications**; exceptions are noted below in Table 1: Marking Plan.

In most cases, the logos will appear at the bottom of the documents.



This approach highlights the existing strength of the three organizational brands and positions each as a partner.

Refer to the [USAID Graphic Standards Manual and Partner Co-Branding Guide](#), the [ASU Brand Guide](#), and the [KNUST: Logo Usage](#) document for guidance on minimum size and area of isolation for the respective logos.

In most cases, CARISCA should be spelled out on the first reference with CARISCA used on subsequent references.

Language

All logos will appear in English, and all publications will be written in English. Exceptions will be sought only with advance notice to USAID.

We will strive to avoid acronyms or jargon in all communications that might interfere with stakeholder understanding.

Tone





The project will follow ASU's tone guidelines which we believe captures the spirit and intent of all three partners: "The tone for our brand is: ambitious, bold, visionary, inspiring, aspirational, optimistic, determined, future-focused, authoritative, leading the way, strong, active, capable, committed, purposeful, honest."

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Table 1: Marking Plan

Item to be marked	Usage	Notes and examples
Brochures/fliers	Use standard marking.	
Business cards and letterhead	<p>ASU will use its standard university business cards and letterhead.</p> <p>KNUST will use its standard format for university business cards and letterhead.</p>	<p>See the ASU Brand Guide brandguide.asu.edu.</p>
Clothing	<p>Polos and similar: In the U.S., we will use the ASU logo with the CARISCA project name and the USAID logo on the sleeve.</p> <p>In Ghana, we will use the KNUST logo with the CARISCA project name and the USAID logo on the sleeve.</p> <p>T-Shirts: One-color logos for USAID, ASU and KNUST will be used in addition to the T-Shirt artwork.</p>	<p>See the ASU Brand Guide brandguide.asu.edu</p>
Email signature	Use the logo and styling of the home institution and department as appropriate.	
Equipment	Use the standard marking if space allows. For small areas, use the USAID logo.	
Handouts for classes or events	Use standard marking.	

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<p>Learning Management System</p>	<p>Use standard marking.</p> <p>If possible, include a presentation slide or screen that includes the standard marking for all classes and courses created under the project.</p>	
<p>Mobile Apps</p>	<p>Modify standard marking with USAID logo on top followed by ASU and KNUST and the CARISCA name and Centre URL at the bottom.</p>	<p style="text-align: center;">CREATED BY</p> <div style="text-align: center;">   </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center; margin-top: 20px;"> <p>CARISCA Center for Applied Research and Innovation in Supply Chain – Africa https://carisca.knust.edu.gh/</p> </div>
<p>News stories</p>	<p>News stories on ASU websites do not include logos.</p>	
<p>Newsletters</p>	<p>Use a masthead plus the project name and the partner logos.</p>	<p>See the CARISCA Report Newsletter sample</p>

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Online classes, webinars and other virtual events	Include a presentation slide or screen that includes the standard marking.	See the CARISCA Templates and Formatting Quick Guide
Online registration forms	Use standard marking.	
Presentations	Include a presentation slide that includes the standard marking.	See the CARISCA Templates and Formatting Quick Guide
Press releases	Use standard marking.	
Promotional items	Use the standard marking for large imprint areas; develop alternatives for smaller imprint areas.	<p>All items distributed at ASU must include an ASU logo and must be approved prior to printing.</p> <p>All ASU groups using ASU trademarks must use licensed vendors whether items are for resale or not.</p> <p>Any sponsor logos or acknowledgments that will appear on items should appear with the graphics to be submitted.</p> <p>See brandguide.asu.edu/executing-the-brand/apparel-and-merchandise</p>
Reports	Use standard marking.	Use the USAID Presentation template. usaid.gov/branding/resources
Research reports/papers	<p>Use standard marking when possible and practical.</p> <p>See USAID Scientific Research Policy A Mandatory Reference for ADS Chapter 200 for details.</p> <p>All research papers and reports must be uploaded or linked from</p>	<p>Some publishers and organizations may have unique publishing standards. Authors should acknowledge USAID and the CARISCA partners in publications.</p> <p>Suggested wording: This material is supported by the United States Agency for</p>

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	<p>the USAID’s Development Experience Clearinghouse (DEC). All associated data must be uploaded to the Data Development Library (DDL). The MERL director will facilitate these activities.</p>	<p>International Development and created by the Center for Applied Research and Innovation in Supply Chain – Africa (CARISCA), a joint project of Arizona State University and Kwame Nkrumah University of Science and Technology under award number 7200AA20CA00010.</p>
Sign-in sheets	Use standard marking.	
Signage (door signage, banners, standing signs)	<p>Use standard marking.</p> <p>For large-format vertical signage like a standing banner, partner logos may be stacked one per line with an appropriate area of isolation.</p>	
Social media (LinkedIn)	<p>No logos will be used.</p> <p>Create an optional header (background) image for LinkedIn profiles.</p>	<p>See section 4.3 of the USAID Graphic Standards Manual and Partner Co-Branding Guide</p>
Surveys (printed and electronic)	Use standard marking when possible.	Some electronic survey tools limit branding options.
Videos	<p>Display the ASU and KNUST full-color logos one at a time.</p> <p>Use the official USAID bumper.</p>	<p>See p. 29 of USAID GSM</p>
Websites	<p>The project website will use an ASU header and footer but will also include USAID and KNUST logos.</p> <p>The center website at KNUST will use a KNUST header and footer and also include the USAID and ASU logos.</p>	<p>See the ASU Brand Guide https://brandguide.asu.edu/</p>

Boilerplate language

Boilerplate language describing USAID and both implementation partners (ASU, KNUST) will be used in press releases, news stories, and reports as appropriate and when possible and practical.

Arizona State University (ASU), and Kwame Nkrumah University of Science and Technology (KNUST), are implementing the Center for Applied Research and Innovation in Supply Chain–Africa (CARISCA) supported through USAID’s Innovation, Technology and Research Hub in the Bureau for Development, Democracy, and Innovation. The award, part of the Building Research and Innovation for Development: Generating Evidence and Training (BRIDGE-Train) portfolio, aims to build capacity at KNUST and across the region by advancing research, translation, and training in supply chain management (SCM). Our approach addresses barriers to development caused by inefficient and ineffective supply chains through education, training, outreach, and research, especially in health and agriculture, to drive Ghanaian and pan-African self-reliance and increase the impact of USAID investments. The funded project runs from June 2020 to June 2025.

CARISCA’s vision: transforming supply chains to improve Ghanaian lives

CARISCA brings together faculty from ASU’s Supply Chain Department in the W. P. Carey School of Business with faculty from the KNUST School of Business (KSB) to identify, plan, and execute higher education capacity-building activities. CARISCA is one of several research centers identified in KSB's strategic plan as part of a broader strategy to elevate the profile of KSB and KNUST.

CARISCA’s key objective is to support higher education institutions in building the capacity necessary to provide best-in-class degree programs and training, facilitate research translation and utilization, and engage stakeholders in best practices and policy changes that strengthen supply chains.

Photography

Photography should humanize our work through the lens of our core research area – supply chain – and represent the wide range of supply chain stakeholders in Ghana. Photography used throughout project materials should reflect the project’s inclusion goals and include women and people from disadvantaged groups.

Photos should be high resolution, well lit, and convey empowerment.

File Naming Conventions

All file names should include the date, the location or event name, and the photographer’s initials.

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File name examples:

2020-07-07_KNUST-campus_JH.jpg

2020-07-07_SCALE-session_JH.jpg

Captions and Photo Credits

All photos should include a caption that describes the who, what where, when, and why of the photo. All photos should credit the photographer and include their organization name if appropriate. For example, “Photograph by Jessica Hochreiter/ASU.”

Release forms for photography and video recordings

All photos must have model releases signed by any recognizable person in the photo. If a photo includes a child, the child’s parent or legal guardian must sign a release. All published materials will be done with the full knowledge and consent of the subjects/beneficiaries.

- [ASU Photo and Recording Release](#)
- **ASU Presenter Release:** for content, video or images featuring a presenter, performer, or lecturer, a signed **Presenter Release and Consent Form** is required.
- **ASU Crowd Release:** for content, video, or images featuring groups of people or crowds that do not include children under the age of 18, where no single person is identifiable, individual photo releases may not be required. However, a conspicuous **crowd release sign** with language that entrance to the event constitutes consent to be photographed or filmed for any ASU purposes should be posted at all entrances. All photographs of children under the age of 18 require release forms signed by parents or guardians.
- [USAID Standard Release Agreement](#)

Disclaimer language

For websites:

The information provided on this Web site is not official U.S. Government information and does not represent the views or positions of the U.S. Agency for International Development or the U.S. Government.

For other publications (e.g., the newsletter):

This newsletter is made possible by the support of the American People through the United States Agency for International Development (USAID). The contents of this newsletter are the sole responsibility of the CARISCA project at Arizona State University and do not necessarily reflect the views of USAID or the United States Government.

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CARISCA is supported through USAID's Innovation, Technology and Research Hub in the Bureau for Development, Democracy, and Innovation. The award is part of the Building Research and Innovation for Development: Generating Evidence and Training (BRIDGE-Train) portfolio.

Social media

CARISCA primarily shares project news and updates with social media accounts at ASU, KNUST, and USAID as appropriate.

CARISCA has a LinkedIn page to connect with stakeholders who attend CARISCA events.

If we create social media accounts, we will acknowledge USAID, ASU and KNUST in the profile or about section. Profile photos will reflect the project.

Style Guide

We will follow AP Style unless a discipline-specific style is required in a journal or other publication (for example, APA Style for Supply Chain Management). Work published on an ASU channel may be edited to conform to ASU style.

Templates

CARISCA has developed and regularly updates this CARISCA Templates and Formatting Quick Guide for the project.

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Letter size will be used for publications intended for distribution in the U.S., and A4 size will be used for publications intended for distribution in Ghana.

Typefaces

The typeface family [Akzidenz-Grotesk Normal](#) (light, light italic, regular, medium, italic and bold weights) will be used for publications created using Adobe InDesign (newsletters, brochures, one-pagers, and reports).

Arial or a similar typeface will be used for Word and Excel documents and PowerPoint presentations as well as documents created in Google Workspace and Canva.

Contacts

General questions: Jake Kupiec, ASU, jake.kupiec@asu.edu

KNUST logo usage questions: Eddie Appiah, KNUST, eappiah.art@knust.edu.gh