

ATTACHMENT D: BRANDING STRATEGY AND MARKING PLAN

D.1 BRANDING STRATEGY

D.1.1 POSITIONING

Intended Name of the Activity

Feed the Future Innovation Lab for Integrated Pest Management USAID Identity: All materials developed as a result of this activity will contain the following attribution statement:

This project was made possible by the United States Agency for International Development and the generous support of the American people through USAID Leader Award No. AID-OAA-L-15-00001.

All publications developed through this project, with the exception of research articles published in academic journals, will also display the approved USAID identity graphic and conform to other requirements of the USAID Graphic Standards Manual.

Program Logo

Logos that will be used include the USAID identity graphic and the logo for the IPM Innovation Lab, which will be updated to reflect the new name.

D.1.2 PROGRAM COMMUNICATIONS AND PUBLICITY

a. Audience: The primary audiences for this project are agricultural researchers, extension workers and policymakers in host countries. The secondary audiences are other development specialists and researchers as well as farming households in host countries.

b. Communications materials used to explain the program to beneficiaries: Field demonstrations, farmer field schools, brochures, booklets, posters, manuals and guides, and web sites.

c. Main program message: The IPM Innovation Lab helps raise the standard of living of people in developing countries while creating sustainable development.

d. Host country citizen awareness and participation: In most cases, IPM host country counterparts will publicize the program within their agency or to the local broadcast or print media. All collaborators are informed of USAID requirements in branding, and branding requirements will be included in all subcontracts.

D.1.3 ACKNOWLEDGEMENTS

a. Host country government ministry involvement: The relevant host country government ministries will be informed of our branding requirements.

b. Logos or identities of other groups that may be used on program materials: These include the logos of host country ministries or organizations as well as other U.S. universities with which the IPM Innovation Lab collaborates, in addition to the logo of any other donor organization that may provide co-funding for program activities.

D.2 MARKING PLAN

1. All printed material and reports will have the USAID logo printed on them along with those of the IPM Innovation Lab and participating U.S. universities and host country organizations.
2. Laboratory equipment, field equipment, computers, projectors, cameras, vehicles, and other appropriate items will be marked with a suitable USAID logo, usually adhesive labels.
3. When logos other than the USAID are displayed alongside the USAID logo, the USAID logo will be of a size and prominence equivalent to that of the other logos.
4. The USAID logo will be prominently displayed for maximum visibility.
5. The support of USAID will be mentioned in media releases and in radio and television programs.

D.2.1 MARKING UNDER USAID-FUNDED ASSISTANCE INSTRUMENTS

Virginia Polytechnic Institute and State University shall ensure that all programs, projects, activities, public communications, and commodities the Agency partially or fully funds will be marked with the USAID standard graphic identity.

[END OF ATTACHMENT D]