



# USAID | WEST BANK/GAZA

FROM THE AMERICAN PEOPLE

February 3, 2006  
2006-WBG-06

TO: All USAID/West Bank and Gaza Grantees, Recipients and Contractors  
Awarding Grants Under Contracts and Task Orders

SUBJECT: Marking Under Assistance Instruments

This letter is written to announce that effective January 2, 2006, the United States Agency for International Development (USAID) has revised our marking requirements for grants and cooperative agreements. Our new marking requirements apply to all U.S. and Non-U.S. Nongovernmental recipients of assistance awards, including grants awarded under contracts and task orders.

There are three new standard marking provisions:

- 1) Branding Strategy -- which describes how the program is named, communicated to beneficiaries, and promoted in the host-country,
- 2) Marking Plan -- which details the program materials to be marked and identifies any proposed exceptions, and
- 3) Marking Under USAID-Funded Assistance Instruments -- which requires all programs, projects, activities, public communications, and commodities the Agency partially or fully funds to be marked with the new USAID Standard Graphic Identity of a size and prominence equal to or, in some cases when we are the major donor, greater than the recipient's or other donors.

Agreement Officers will include all three in each NEW Request for Applications or Annual Program Statement and any resulting award after January 2, 2006.

For new awards, a Branding Strategy and Marking Plan (BS & MP) (provision 2 above) will only be required from the Apparently Successful Applicant; and will NOT be competitively evaluated, but will be negotiated pre-award and included as part of the agreement. If the Agreement Officer and the Apparently Successful Applicant fail to agree on the terms of the BS & MP, within the time period specified by the Agreement Officer, the applicant will be ineligible for award.

These new requirements are NOT automatic for current assistance awards. USAID Agreement Officers must incorporate the standard provision, "Marking Under USAID-Funded Assistance Instruments," in any current award, when obligating funds after January 2, 2006, to the existing grant or cooperative agreement, whether the obligation is incremental funding within the existing Total Estimated Amount or the obligation increases the total, or when amending the award to reflect significant changes in the

program description, budget, or scope of the instrument. When the grant or cooperative agreement does not contain an approved Marking Plan, the recipient will propose and submit a plan for implementing the requirements of the standard provision within a time period specified by the Agreement Officer. If the recipient fails to submit or negotiate an acceptable marking plan within the time

specified by the Agreement Officer, the recipient may be ineligible for further funding.

The marking provisions for publications and media materials applicable to agreements awarded prior to January 2, 2006, are still valid for existing awards that may not have the new provisions added.

Apparently Successful Applicant or existing Recipient requests for marking exceptions to this policy must be within the authorized presumptive exemptions and submitted as part of the Marking Plan and negotiated with the Agreement Officer. Waivers for these marking requirements must be approved by a USAID Principal Officer for security reasons or potential adverse reaction in the host country. A **Principal Officer** is the most senior officer in a USAID Operating Unit in the field, e.g., USAID Mission Director or USAID Representative.

Acquisition & Assistance Policy Directive, AAPD 05-11, issued 12/13/2005, has been published to provide direction to acquisition and assistance personnel on implementation of the new policy to implement the new requirements pending formal revision of ADS 320 chapter for Marking and Branding which is being finalized and will be available in the coming weeks. The AAPD 05-11 can be found for your review on the USAID website at [http://www.usaid.gov/business/business\\_opportunities/cib/pdf/aapd05\\_11.pdf](http://www.usaid.gov/business/business_opportunities/cib/pdf/aapd05_11.pdf). The Agency also has detailed information about the marking and branding campaign on our website at <http://www.usaid.gov/branding/>. While the **USAID Partner Co-branding Guide** won't be finalized for a few months this will not affect recipients' ability to comply with these new requirements. The Guide will only provide visual examples of co-branded materials.

The Agreement Officer or his/her designee is your point of contact for questions and concerns about the Marking and Branding policy. As with all other acquisition and assistance policy, changes to the terms of the Marking Strategy and Branding Plan incorporated into the grant or cooperative agreement can only be authorized by the Agreement Officer. Your Cognizant Technical Officer (CTO) is responsible for monitoring your compliance with the Marking Strategy and Branding Plan and the Agreement Officer is the only individual authorized to take corrective action as a result of noncompliance to the BS & MP.

We encourage you to review the frequently asked questions (FAQs) on the USAID website at [http://www.usaid.gov/branding/markings\\_faq.html#overview](http://www.usaid.gov/branding/markings_faq.html#overview) for answers to your questions concerning the Agency's branding campaign. If the FAQs do not adequately address your question about the campaign send an e-mail to Ms. Joanne Giordano at [jgiordano@usaid.gov](mailto:jgiordano@usaid.gov). You may also send her examples of program materials to include in the Co-branding Guide or suggested content. A PowerPoint presentation

explaining these new requirements is available at [http://www.usaid.gov/branding/bm\\_asst\\_awards.ppt](http://www.usaid.gov/branding/bm_asst_awards.ppt) to assist communication with your staff.

Sincerely,

A handwritten signature in black ink, appearing to read "Roy Plucknett". The signature is written in a cursive style with a large, prominent initial "R".

Roy Plucknett  
Agreement Officer  
USAID/West Bank & Gaza