

ATTACHMENT V: BRANDING STRATEGY

This Branding Strategy (BS) outlines the framework in which materials and communications used to promote the program deliver the message that the assistance is from the American people, as well as to ensure appropriate use of the USAID identity markings. To implement the BS, Offerors shall develop two separate plans with different, but related purposes.

A. Branding Implementation Plan (BIP)

The BIP shall describe how the program will be promoted to beneficiaries and host-country citizens, specifically stating how the Offeror shall incorporate, promote, and publicize the message, "This assistance is from the American People," in its communications and materials.

B. Marking Plan (MP)

The MP shall detail the public communications, commodities, program materials, and other items that visibly bear or will be marked with the USAID Identity. The MP is also the vehicle for Offerors to request exceptions, if necessary, to the marking requirement.

Both plans shall adhere to the BS outlined below and be prepared in accordance with ADS 320.3.2 and 320.3.3 (respectively). The BIP and MP shall be submitted as part of the Offeror's response to the RFTOP and along with the Technical Proposals. Neither should exceed three pages and neither will be subject to the 40-page limit imposed on the Technical Proposals.

Branding Strategy

In line with **ADS** Chapter 320 (Branding and Marking) and USAID's overall policy, all assistance delivered through this activity shall be clearly credited to the American people. That said, the context in which this activity will be implemented poses some unique challenges and will require close and constant coordination with the CTO and USAID Dominican Republic as well as a keen awareness of the multiple and various political sensitivities involved. Within one week of deployment, the Offeror should seek a full briefing from the CTO and USAID Dominican Republic on these sensitivities and should ensure that all those engaged with the project are fully briefed and hue to agreed guidelines, including for example in the use of appropriate terminology.

Name: Unless otherwise advised by the CTO or USAID Dominican Republic, the activity will be referred to as **"USAID Maternal & Child Health Care and Health Systems in the Dominican Republic Project"**.

Other: The Offeror shall not share credit with any other partner or organizations without the prior written consent of USAID Dominican Republic. The Offeror shall not share data or reports without the prior written approval of USAID Dominican Republic. The Offeror shall not release any program data or reports to the public, or share any other materials produced in performing the Award, without the prior written approval of USAID.

The Web Link to comply with the requirements of the USAID branding policies are available at: www.usaid.gov/branding

These attachments should be no more than three pages each and are not counted within the page limit for the Technical Proposal.

- END OF ATTACHMENT V -