



**Functional Series [300](#)
Acquisition & Assistance**

INTERIM UPDATE 07-01

SUBJECT: ADS 320, Branding and Marking

NEW MATERIAL: The chapter is revised in its entirety to establish new policy and required procedures for implementing the Agency's Branding and Marking policy into implementation awards.

EFFECTIVE DATE: January 2, 2007

ATTACHMENTS: ADS [320](#)

Policy

USAID/General Notice
M/OAA
01/10/2007

Subject: ADS 320, Branding and Marking

The Office of Acquisition and Assistance in the Bureau for Management (M/OAA), in coordination with the Bureau for Legislative and Public Affairs (LPA) and the Office of the General Counsel (GC), has revised ADS 320 in its entirety. The chapter is now entitled "Branding and Marking" and provides the Agency's policy directives and required procedures for branding and marking USAID-funded programs, projects, activities, public communications, and commodities, in order to identify them as assistance "from the American people." The chapter is effective immediately.

This chapter provides general policy directives and required procedures, including internal coordination among the different USAID offices and staff who are involved in implementing branding and marking policy. It also provides specific policy directives and required procedures for contracts in 320.3.2, grants and cooperative agreements in 320.3.3, and other types of implementation mechanisms (320.3.4). The chapter provides update-to-date guidance on implementation of USAID's branding and marking regulation for assistance awards, 22 CFR 226.91 (issued August 26, 2005 and effective January 2, 2006), and revises, enhances, and extends USAID branding and marking requirements for acquisition awards in coordination with the new assistance marking requirements.

Two internal Mandatory References, "Branding and Marking in USAID Direct Contracting" and "USAID Partner Co-branding Guide" are listed as "Reserved" because they are still in draft. We will circulate them for clearance before issuance. Please note that the links in the chapter will become live within 6-11 days of this posting.

Point of contact: Please direct any questions about this chapter to: Diane Howard, M/OAA/P, (202) 712-0206.

Notice 0118

File Name	Notice Date	Effective Date	Editorial Revision Date	ADS CD No.	Remarks
IU3_0701_011007_nocd	01/10/2007	1/2/2007	01/08/2007		This IU will be cancelled once cd 46 is issued.

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