

Branding Strategy Review Form

CA or Grant # _____ Successful Applicant/Partner _____

Positioning

1. Does the strategy state the intended name of this program, project, or activity as USAID prefers?
2. Will this be co-branded with the partner/organization? If so, how?

Program Communications and Publicity

3. Are the primary and secondary audiences for this project or program identified?
4. Has the partner identified a significant amount of communications or program materials that will be used to explain or market the program to beneficiaries?
5. Does the strategy identify (a) main program message(s)?
6. Does the strategy state how the partner will announce and promote publicly of this program or project to host country citizens? If yes, are the press and promotional activities significant?
7. Does the strategy provide any additional ideas about how to increase awareness that the American people support this project or program?

Acknowledgements

8. Does the strategy identify if there will be any direct involvement from a host-country government ministry? If yes, does the plan indicate which one or ones? If yes, will the partner acknowledge the ministry as an additional co-sponsor?

Note: it is perfectly acceptable and often encouraged for USAID to "co-brand" programs with government ministries.

9. Does the strategy indicate if there are any other groups whose logo or identity the partner will use on program materials and related communications?

Budget

10. Did the Successful Applicant include all estimated costs associated with branding and marking USAID programs, such as plaques, stickers, banners, press events and materials, and the like?

Branding Strategy: _____ APPROVED _____ REJECTED