



USAID | WEST BANK/GAZA

FROM THE AMERICAN PEOPLE

December 8, 2010
2011-WBG-04

Contractor and Grantee Notice

To: All USAID/West Bank and Gaza Contractors, Grantees and Recipients.

Subject: Reminder- USAID Branding and Marking in Gaza

Dear USAID Implementing Partners,

This notice provides guidance on USAID Branding and Marking Requirements concerning USAID projects implemented in Gaza.

USAID implementing partners who are recipients of grants and cooperative agreements are required to co-brand and co-mark program, public communications and commodities in Gaza, as per the guidance provided in ADS 320 and 22 CFR 226.91 on USAID Branding and Marking Regulations and in accordance with the approved marking and branding plans under the respective awards. This means that the USAID logo and the recipients' logo must both be visible with equal size and prominence on communication materials produced for program purposes, including project signs, banners, press releases, and other programmatic communications. These requirements apply also to sub-grants.

USAID contractors are required to mark project activities, public communications and commodities exclusively with the USAID logo, as stated in ADS 320 and in accordance with the approved marking and branding plans under the respective awards. These communication materials include project signs, banners, press releases, and other programmatic communications. Contractors' logos are not allowed. These requirements apply also to USAID sub-contractors.

In order to highlight USAID's partnership with the Palestinian Authority, USAID recommends that all implementing partners mention the partnership with the Palestinian

U.S. Agency for International Development
American Embassy
71 Hayarkon Street
Tel Aviv 63903
ISRAEL

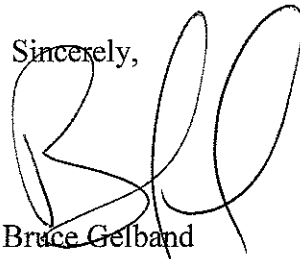
Tel: (972-3) 511-4848
Fax: (972-3) 511-4888
www.usaid.gov/wbg

Authority (led by Prime Minister Fayyad), in their speeches, press releases, success stories and project website postings, as appropriate. This could be expressed in the following manner: "This project was implemented in partnership with the Palestinian Authority."

Implementing partners must not use the Palestinian eagle or the Palestinian flag on any of the project signs, banners or other programmatic communications.

Should you have any questions concerning the above guidance, please contact Ms. Anna Litvak and Mr. Adnan Joulani in the USAID Public Outreach Office at alitvak@usaid.gov or ajoulani@usaid.gov

Sincerely,

A handwritten signature in black ink, appearing to read 'B. Gelband', with a large, stylized flourish extending to the right.

Bruce Gelband
Director, Office of Contracts Management
USAID/West Bank & Gaza

cc: USAID/West Bank and Gaza Office Directors
USAID/West Bank and Gaza COTRs/AOTRs