

## I. URC Branding Strategy and Marking Plan, USAID PrevenSida Program

URC will adhere to all USAID policy directives and required procedures on branding and marking of USAID-funded programs, projects, activities, public communications, and commodities with the USAID “Graphic Standards Manual and Partner Co-branding Guide, 2016”. This guide implements USAID’s statutory requirements to mark programs overseas as American Aid. They govern in the following order: Section 641 of the Foreign Assistance Act of 1961, as amended; implementing regulations, now found at 2 Code of Federal Regulations (CFR) 700.16, “Marking”; and Agency policy and guidance, ADS 320 Branding and Marking.

## II. Branding Strategy

### (1) Naming, Positioning, and Acknowledgements

The public identity of all program technical assistance activities under the Preventing Transmission of HIV/AIDS from High Risk Groups in Nicaragua Program (hereafter referred to as the Program) will be clearly linked to USAID through the naming of the Program as **The USAID HIV/AIDS Prevention Program**. The activities of URC and its partners will not assume a public identity independent of that of USAID so that stakeholders, direct beneficiaries of the Program, and the general public in Nicaragua and other Central American countries assisted recognize the work is made possible through the generosity of the American people through USAID. The origin of the assistance stated verbally, visually and/or textually will always be identified as “del pueblo de los Estados Unidos de América” or “from the American people” except when a determination is made by USAID that such identification is not required.

All elements for public communication in Nicaragua will adhere to ADS 320 requirements and be submitted to USAID | Nicaragua for review prior to production. As shown below, URC will mark all program materials and reports in English and Spanish produced by URC and its subrecipients under this cooperative agreement with the PEPFAR Central America logo, the USAID PrevenSida logo, in English and Spanish as relevant, and the URC logo.

Co-branding show unification between USAID and our partners. The USAID logo should be placed in the lower left corner with partner logo(s) to the right. All partner logos are of visually equal weight and nothing has more prominence than the USAID logo. All seals should be same height as the USAID seal.

#### English materials:



#### Spanish materials:



In written and oral references to the Program in English, the work funded through this cooperative agreement shall be referred to as the USAID HIV/AIDS Prevention Program. In Spanish, it will be referred to as the USAID PrevenSida Program. After such reference, the Program may be referred to as simply “PrevenSida” in the same document or oral reference. All products prepared by URC and its subrecipients shall conform to this naming and branding approach.

### **III. Program Communications and Publicity**

Beginning in FY18, the purpose of the Program is to strengthen the ability of Key Population (KP) Civil Society Organizations (CSOs) from five Central American countries (Guatemala, El Salvador, Honduras, Nicaragua, and Panama) to track UNAIDS 90-90-90 targets and ensure achievement of PEPFAR Regional Operational Plan 17-18 benchmarks through improved HIV knowledge management, strengthened health information systems, and increased civil society participation, aligned to global, regional, and national data management requirements. For this Program, we will include as KP, men who have sex with men (MSM), transgender women (TGW), people living with HIV (PLHIV), and sex workers (SW) in two selected countries.

The Program will have one objective: Improve the capacities of civil society organizations and local academic institutions to manage knowledge related to the key population HIV epidemic in Central America. The following Intermediate Results will contribute to the meeting the Program’s objective:

- IR 1: Strengthen CSOs' capacity to develop new HIV knowledge specific to KP.
- IR 2: Apply lessons learned to strengthen CSOs in analysis and use of HIV data.

The KP CSOs, academic institutions, stakeholders, governments and ministries are primary audiences for this Program as they will be engaged to support and uphold the sustainability efforts related to the USAID HIV/AIDS Prevention Program in the Central America Region.

We will co-brand all products with both the Central America PEPFAR logo, the USAID identity, and the URC logo. Program materials produced under this grant will always be marked with the USAID identity, with the tagline in English and Spanish, depending upon the language of the materials, and the PEPFAR and URC logos.

In order to strengthen knowledge management of HIV/AIDS Strategic Information on KPs among KP CSOs and increase knowledge generation through implementing participatory action research by CSOs, materials which are developed in partnership with other organizations will also include the logo of each contributing organization.

The placement of the PEPFAR logo will be first, followed by the USAID identity and lastly by the URC logo. If the material developed with PEPFAR funding is also co-branded with a host country government logo, the order of graphic identities will be: host government logo, PEPFAR logo, USAID identity, and URC logo.

Audio materials developed under this cooperative agreement will be marked with the audio tagline “*This message was made possible by the United States Agency for International Development with the assistance of the American people.*” In Spanish, audio materials developed under this cooperative agreement will be marked with the audio tagline “*Este mensaje es posible por el apoyo generoso del pueblo de los Estados Unidos de América a través de la Agencia de los Estados Unidos para el Desarrollo Internacional.*”

During the life of the Program, URC will generate awareness of USAID support for the USAID HIV/AIDS Prevention Program by showcasing success stories, research findings, and other materials produced by the

program through a creative mix of: (a) print materials (brochures, reports, etc); (b) audio-visual media (interviews, radio spots, videos, etc.); and (c) success stories and information for mass media. URC will develop the following activities and materials to explain to the population in beneficiary Central American countries and to Central American institutions that the assistance that USAID is providing through this Cooperative Agreement:

- **Brochure and other print materials:** URC will produce short brochures in Spanish and English (laid out and printed using URC’s home office graphic designers and color printers) that outline the main areas of assistance and programming that will be conducted by the USAID HIV/AIDS Prevention Program Team. The brochure will explain how these activities relate to the overall objectives of decreasing HIV among key populations. The brochure will adhere to all guidelines contained in the Graphic Standards Manual. Text will clearly communicate that the assistance provided by the Program team (including local partners) is supported by USAID and made possible through the generosity of the American people.
- **Stories/News items:** With support from the URC home office editorial staff, URC will periodically provide success stories and digital photos to USAID for use in Mission websites, in-country public affairs communications, and Mission reporting to Washington. URC also anticipates providing results summaries and other descriptions of cooperative agreement achievements for use in speeches and press releases from participating USAID Missions. Digital cameras are part of the equipment procured for the team’s office, and staff will be encouraged to take photos that illustrate the goals and results of the USAID HIV/AIDS Prevention Program. URC will work with Mission public information and communications staff to develop the technical content for periodic media releases, press conferences, and media interviews to describe goals, progress and results of the USAID HIV/AIDS Prevention Program. Such media releases might include announcements of training events, champion local organizations, and other larger events and will include testimonials from beneficiary CSOs themselves. Due to the sensitive nature of working with KP and PLHIV, the program team will also create opportunities to involve KPs and PLHIV while also protecting confidentiality. URC will also work with USAID staff to arrange site visits for Central America and American journalists to facilities assisted by the program to see firsthand its accomplishments and to conduct interviews with local NGOs who have benefited from its activities.
- **Key Opportunities to Generate Awareness of the USAID HIV/AIDS Prevention Program:** The Program team will work with the Mission AOR to proactively identify opportunities to generate awareness among the general population and among direct beneficiaries in Central America of the support being provided by the American people for the USAID HIV/AIDS Prevention Program. Based on the proposed activities under this cooperative agreement, such opportunities would include but not be limited to:
  - Program launch event
  - World AIDS Day
  - International LGBTI Pride Day
  - Press conference or press releases announcing approval or publication of any new HIV/AIDS prevention and control strategy document or guidelines or paper published.
  - Publication of results of any impact survey or studies documenting outcomes or impact of the program or any positive changes in CSOs’ activities or HIV outcomes in Central America
  - National forums
  - Interviews or feature reports about positive developments in knowledge management and use of strategic information by KP leaders

#### **IV. Acknowledgements**

Acknowledgements will be developed for each major product or publication giving credit to all contributors. URC will also use a standard acknowledgement statement on written products that will be read as follows: *“PrevenSida is made possible by the generous support of the American people through the United States Agency for International Development (USAID) and is implemented under Cooperative Agreement Number AID-524-A-10-00003. The program is managed by University Research Co., LLC (URC) and receives funding from the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR).”*

In cases where local partners, donors, and other stakeholders provide significant cost-share contributions to support PrevenSida interventions and with USAID approval, materials will be co-branded. URC will seek to co-brand and acknowledge, whenever possible, all materials and events developed with USAID assistance with the identities of relevant host country institutions as well as with the Central America PEPFAR logo.

Events and materials developed by URC or its sub-recipients/sub-awardees in substantive partnership with international organizations, if any, or other cooperating agencies (“substantive partnership” indicating co-financing of work and/or substantial technical inputs to the document or work) will be co-branded, following all guidance found in ADS 320 pertaining to co-branding.

**Reports:** The covers of all URC reports will follow the guidance of the Graphic Standards Manual with the Central America PEPFAR logo, the USAID logo, and the URC logo. The cover of reports produced for review by the AOR will include the date of the publication and the text: *“This report was produced for review by the United States Agency for International Development. It was prepared by University Research Co, LLC (URC) and was authored by \_\_\_\_\_.”* URC’s local address in Nicaragua will be placed on the back cover of any report produced.

The following disclaimer will be placed on the title page of each report:

**For reports in English:**

**DISCLAIMER**

This report [study] is made possible by the support of the American people through the United States Agency for International Development (USAID). The contents of this report [The findings of this study] are the sole responsibility of University Research Co., LLC (URC) and do not necessarily reflect the views of USAID or the United States Government.

**For reports in Spanish:**

**AVISO**

Este [documento] fue elaborado por University Research Co., LLC (URC) para la revisión de la Agencia de los Estados Unidos para el Desarrollo Internacional (USAID). El punto de vista expresado por los autores de esta publicación, no necesariamente refleja la opinión de la USAID o del Gobierno de los Estados Unidos de América.

All reports produced under this cooperative agreement will include the following acknowledgement in either English or Spanish, according to the language of the document:

*The work described in this publication was made possible by the support of the American people through the United States Agency for International Development (USAID), with funding from the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR). The work was implemented under the USAID PrevenSida Program, which is managed by University Research Co., LLC (URC) under the terms of Cooperative Agreement Number AID-524-A-10-00003.*

Reports produced by URC under the Program will generally be word-processed. In the event that

professionally designed publications or materials are required, these will be produced by URC’s home office Media Division, which is highly experienced in applying the guidance contained in the USAID Graphic Standards Manual.

No additional cost will be incurred in association with branding and marking USAID programs. The contractor will abide by regulatory requirements set out in ADS 320 as well as the Graphics Standards Manual.

Peer-review publications: All publications in journals will include the text: “*This study was funded by the United States Agency for International Development under the HIV/AIDS Prevention Program, Cooperative Agreement No. AID-524-A-10-00003.*”

## V. Monitoring of Branding and Marking under PrevenSida

Monitoring of compliance with branding and marking requirements will be the responsibility of URC’s Chief of Party. URC corporate communication staff will review branding and marking requirements with the Chief of Party and publication templates and designs developed for the program start-up. URC’s corporate monitor for the program will provide oversight for adherence to branding and marking requirements as well. URC will ensure that the branding guidelines are explicitly stated in sub-agreements with URC sub-recipients.

## VI. Marking Plan

Strategy documents, posters, banners, plans, assessment reports, and other analyses prepared by URC to inform planning for the USAID HIV/AIDS Prevention Program will be marked with the Central American PEPFAR logo and USAID identity as products of USAID assistance to Central America and with the URC logo. These would include conferences, seminars, etc. All signage and materials associated with such events would be marked with the identities of all sponsoring organizations and with the placement and size of identities reflective of level of funding or institutional support in accordance with ADS 320.

Communications, Commodities and Program Materials to Be Marked includes those products that are generated with substantial URC support that facilitate the development of the USAID HIV/AIDS Prevention Program. Such products will be labeled with the Central American PEPFAR logo and USAID identity with translated tagline in English or Spanish as part of the document design. The cost of this marking is already included in URC’s budget as part of the line item for office supplies.

| Deliverables that URC Will Mark  | Type of Marking   |
|--|---|
| <b>Plans, reports, and proposals developed with USAID funding that support the development of the USAID PrevenSida Program</b> | The Central America PEPFAR logo, the USAID logo, and the URC logo will be incorporated into the design of the report cover, with language in the document acknowledging development was made possible by USAID with the assistance of the American people. <i>(Esta asistencia es brindada gracias al pueblo de los Estados Unidos de América).</i> |
| <b>Guidelines, training materials, and tools developed by URC to support the USAID PrevenSida Program</b>                      | The Central America PEPFAR logo, the USAID logo, and the URC logo with language in the documents acknowledging development was made possible by USAID with assistance of the American people. <i>(Esta asistencia es brindada gracias al pueblo de los Estados Unidos de América).</i>  |
| <b>Job aids, wall posters, guidelines, and manuals developed by URC and partners</b>   | The Central America PEPFAR logo, the USAID logo, and the URC logo will be used. USAID guidelines on co-branding will  |

| <b>Deliverables that URC Will Mark</b>   | <b>Type of Marking</b>   |
|--|--|
|  | be followed.   |
| <b>Training workshops organized by URC for individual and institutional capacity building</b>  | Branding with the Central America PEPFAR logo, the USAID logo, and the URC logo and the logos of any other sponsoring organizations (e.g., MINSA, PAHO, etc).  |
| <b>Informational brochure about the USAID PrevenSida Program</b>   | Branding with the Central America PEPFAR logo, the USAID logo, and the URC logo and language explaining that the USAID PrevenSida Program is made possible with the assistance of the American People. <i>(Esta asistencia es brindada gracias al pueblo de los Estados Unidos de América).</i>  |
| <b>Radio and TV Public Service Announcement to promote the objectives of the USAID   PrevenSida Program</b>  | Inclusion of audio tagline to acknowledge the sponsorship of the message by the Ministry of Health and other relevant Central American organizations and the financial support of the United States Agency for International Development with the assistance of the American people. Guidelines on including USAID's logo and the Central America PEPFAR logo will also be applied.  |
| <b>Videos, CDs or DVDs produced under the grant</b>  | Branding with the Central America PEPFAR logo, the USAID logo, and URC logo and the logos of any other sponsoring organizations (e.g., MOH, PAHO, etc). Whenever possible, URC will seek co-sponsorship and co-financing of such media products by other international agencies supporting HIV/AIDS in Central America. Per ADS 320, the USAID identity will be of equal size and prominence to the other logos, however, if USAID is the majority donor, USAID's identity will be larger and more prominent. Guidelines as to the positioning of USAID's identity will be followed. |
| <b>Brochures, flyers, posters, and counseling materials aimed at KPs in Central America</b>  | Branding with the Central America PEPFAR logo, the USAID logo, and the URC logo. The identities of other NGOs that are also providing support will be included. USAID guidelines on co-branding will be followed.  |
| <b>Materials and signage for training or dissemination events organized by the Program team</b>  | URC will brand with the Central America PEPFAR logo, the USAID logo, and the URC logo and the logos of any other organizations co-sponsoring the event (e.g., MOH, PAHO, World Bank, UN agencies, European Commission, etc.) or NGOs participating. USAID guidelines on co-branding will be followed   |
| <b>PowerPoint presentations by the Program team at any local, regional, national or international conferences reporting on the activities or results of the USAID PrevenSida Program</b> | Branding with the Central America PEPFAR logo, the USAID logo, and URC logo  |
| <b>Mass distribution electronic mail sent for program purposes, such as invitations to training events or other widely attended program-related gatherings</b>                           | Branding with the Central America PEPFAR logo, the USAID logo, and URC logo in html in the body of electronic mail messages.   |
| <b>Vehicles used by URC for administration of the technical assistance.</b>  | Vehicles used for delivery of USAID-funded technical assistance will be marked with the Central America PEPFAR logo, the USAID logo, and URC logo.   |
| <b>Computer and office equipment used by URC</b>   | Small USAID stickers will be placed on computers, office   |

| Deliverables that URC Will Mark                          | Type of Marking  |
|--|--|
| <b>in the delivery of the technical assistance.</b>      | equipment, and other equipment purchased with USAID funds, as long as the stickers do not impair the functionality of the items.   |
| <b>Business cards and administrative communications.</b> | URC logo will be used on business cards and will abide by USAID policy to prohibit the use of the USAID identity on its business cards. URC will use only the URC logo (and not the USAID identity) on communications that are administrative in nature. |

URC is not requesting any exceptions to marking.