

Marking and Branding Strategy for the Innovation for Agricultural Training and Education project — innovATE —

October 2012

The Innovation for Agricultural Training and Education project is funded by the U.S. Agency for International Development, and as such, follows standard branding procedures set forth by USAID.

Branding Strategy

1. Positioning

a. Name of program:

Innovation for Agriculture Training and Education — innovATE
Cooperative Agreement Leader Award No. AID-OAA-L-12-00002

b. USAID Identity:

All materials developed as a result of this activity will contain the following attribution statement:

This project was made possible by the United States Agency for International Development and the generous support of the American people through USAID Cooperative Agreement No. AID-OAA-L-12-00002

All publications developed through this project, with the exception of research articles published in academic journals, will also display the approved USAID identity graphic and conform to other requirements of the USAID Graphic Standards Manual.

c. Program logo:

All publications and products developed through this project, with the exception of research articles published in academic journals, will display currently approved USAID graphics. Additional logos that may be used include the logos for Virginia Tech, Pennsylvania State University, Tuskegee University, the University of Florida, and the innovATE project:

2. Program Communications and Publicity

a. Audience:

The primary audience is the general public, particularly youth (male and female) who may start to see agriculture as a career choice. The secondary audiences are USAID personnel, foreign government officials, policymakers, agricultural educators, researchers, other development practitioners.

b. Communications materials used to explain or market the program to beneficiaries:

Brochures, booklets, posters, manuals, guides, success stories, videos, audio clips for radio, websites, as well as training materials and workshop manuals.

c. Main program message:

innovATE communicates that a well-educated and skilled agricultural work force provides the ability for a nation to make best use of knowledge for agricultural and food system development. Improved effectiveness of agricultural education and training systems through capacity development—including individual training, organizational development, and a more enabling operating environment—is essential to realizing and sustaining improved food security, economic well-being, human health, and the environment. InnovATE targets a broad array of stakeholders involved in agricultural education systems, including educators, students, administrators, policymakers, and USAID representatives.

d. Host country citizen awareness and participation:

innovATE will assist local counterparts in publicizing the program within their agency or to the local broadcast or print media. Pieces that the program management unit create will be repurposed for local use (e.g., press releases will be redone to create success stories, brochures, and radio news items). All collaborators will be informed of USAID requirements in branding, and branding requirements will be included in all subcontracts.

3. Acknowledgements

a. Host country government ministry involvement: There will be a range of host country government ministries that will be involved. Ministry participation will be acknowledged.

b. Logos or identities of other groups that may be used on program materials: These include the logos of local ministries or organizations as well as other U.S. universities with which innovATE collaborates, in addition to the logo of any other donor organization that may provide co-funding for program activities. Contributions by other organizations will be acknowledged and their logos/identity retained on the training materials that they developed. If newly developed training materials need to include logos of other organizations, they will be used in accordance with USAID marking requirements.

Marking Plan

1. All printed material and reports will have the USAID logo printed on them along with those of Virginia Tech and participating U.S. universities and local organizations.
2. Laboratory equipment, field equipment, computers, projectors, cameras, vehicles, and other appropriate items will be marked with a suitable USAID logo, usually adhesive labels.
3. When logos other than the USAID are displayed alongside the USAID logo, the USAID logo will be of a size and prominence equivalent to that of the other logos.
4. The USAID logo will be prominently displayed for maximum visibility.
5. The support of USAID will be mentioned in media releases and in radio and television programs.

Marking under USAID-funded Assistance Instruments

Virginia Polytechnic Institute and State University shall ensure that all programs, projects, activities, public communications, and commodities USAID partially or fully funds will be marked with the USAID standard graphic identity.