

Attachment F:

BRANDING STRATEGY AND MARKING GUIDLINE

Programs, Projects, or Activities Funded through Agreements between USAID and its Programs:

USAID's policy is that programs, projects, activities, public communications, or commodities implemented or delivered in cooperation with other U.S. Government agencies or other donors are "co-branded and co-marked" as follows:

- a. Projects funded in whole or in part by, or implemented in whole or in part, through participating U.S. Government Departments or Agencies must be co-branded and marked appropriately, in accordance with the terms of the applicable interagency agreement.
- b. USAID's Missions and Operating Units should address requirements for branding and marking in the overall project agreement with co-donors. Missions and Operating Units should ensure that the USAID Identity appears on programs, projects, activities, public communications, or commodities with equivalent or greater size and prominence than any other donor's identity or logo. Missions and Operating Units can customize this requirement to represent the relative contributions of the donor(s) or to achieve programmatic goals.

Branding Strategy

1. The name of this program is: The USAID Financial Innovation Program

The funded project/initiative should use the USAID Financial Innovation Program full branding and the tagline for the materials and communication, which may be translated into the local language as appropriate: *Financed/Supported by USAID with the generous support of the American people; By the Support from the USAID Financial Innovation Program/With the support from the USAID Financial Innovation Program.*

Disclaimer for Publications:

The following disclaimer should be included on the publications and related materials when USAID has not approved the content:

"This report/website/activity (specify) is made possible by the support of the American People through the Financial Innovation Program of the United States Agency for International Development (USAID). The contents of this (specify) are the sole responsibility of (name of organization) and do not necessarily reflect the views of USAID or the United States Government."

The materials and the publication as well as platforms created with the support of the USAID Financial Innovation Program should include disclaimer text on a relevant language: *The views expressed in the publication/video/material do not necessarily reflects the views of the United States Agency for International Development or the United States Government.*

Web platforms/portals created with the support of the USAID Financial Innovation Program should include only the USAID logo along with the disclaimer text written in both Georgian and English languages. As for materials such as roll-up banners, stands, digital banners, invitations, handouts, social media posters, visuals, and other PR/Communication materials created with the Program's financial support, all of them should include the USAID logo along with the Program's name. *Please see the example below:*



Guidelines/Guidebooks, reports and publications should include only the USAID logo on the very first page along with the text indicating prominently that the document was prepared with the support of the USAID Financial Innovation Program. In addition, the disclaimer text on a relevant language: The views expressed in the publication/video/material do not necessarily reflect the views of the United States Agency for International Development or the United States Government should be indicated on the second page of the document.

The appropriate USAID logo should be of equivalent size and prominence. For logo placement, the USAID logo will be placed on the far left. USAID Georgian and English logos should be used according to the language of the document. *Please see the example below:*



Grant recipients/subcontractors should ensure: To use Font **Calibri** while creating reports and internal documents and use **Gill Sans** while working on the posters, social media visuals, invitations or other related PR and marketing products. **All the materials should be coordinated and cleared by the USAID Financial Innovation Program Communications Department before distribution.**

2. Graphic Standards Manual and Public Communications

Documents and messages intended for distribution to wide or external audiences such as correspondence, publications, studies, reports, audio visual productions, and other informational products; applications, forms, press and promotional materials used in connection with USAID-funded projects, or activities, including signage and plaques; websites/Internet activities; and events such as training courses, conferences, seminars, press conferences, should be marked with the USAID Identity.



USAID
FROM THE AMERICAN PEOPLE

3. The main program message is:

About USAID's Partnership with Georgia:

USAID first opened its doors in Georgia in 1992. In total, USAID has invested approximately \$1.9 billion in programs to help Georgia to build effective and accountable public institutions; improved education, healthcare, and other public services; an economy that creates jobs and prosperity for workers, families, and communities across the country; and democratic processes that put citizens at the center. USAID currently invests in 40 development programs that support Georgia in a number of key areas – economic growth, energy security, education, democratic governance, and many others – all of which are aligned with Georgia's domestic priorities to strengthen its security, prosperity, and democracy and to continue advancing toward Europe. For more information, please visit: <https://www.usaid.gov/georgia>.

About the USAID Economic Security Program

The USAID Financial Innovation Program is a five-year Program funded by the American people through the United States Agency for International Development (USAID). The Program works to increase the flow of diversified investment resources and innovative financial products to Georgia's private sector to expand businesses, create jobs, and attract additional private investment. The USAID Financial Innovation Program is implemented by Palladium.

Above-mentioned texts along with the other parties/organizations "about" text should be placed on every press release and media advisory documents elaborated for the specific events.

4. Acknowledgements

USAID and the USAID-project funding mechanism will be acknowledged in English or the local language as appropriate on external USAID-project publications and internal productions, such as quarterly reports, as appropriate.

For more details regarding the USAID's Graphic Standards Manual and Partner Co-Branding please visit the website: <https://www.usaid.gov/branding/gsm>