



**USAID | GHANA**  
FROM THE AMERICAN PEOPLE

# SUSTAINABLE FISHERIES MANAGEMENT PROJECT (SFMP) BRANDING AND MARKING PLAN

January 2015



**Hen Mpoano**



Friends of the Nation

**SNV SMART DEVELOPMENT WORKS**



**For more information** on the Ghana Sustainable Fisheries Management Project, contact:

USAID/Ghana Sustainable Fisheries Management Project  
Coastal Resources Center  
Graduate School of Oceanography  
University of Rhode Island  
220 South Ferry Rd.  
Narragansett, RI 02882 USA  
Tel: 401-874-6224 Fax: 401-874-6920 Email: [info@crc.uri.edu](mailto:info@crc.uri.edu)

**Citation:** Coastal Resources Center. (2015). Branding and Marketing Plan. The USAID/Ghana Sustainable Fisheries Management Project (SFMP). Narragansett, RI: Coastal Resources Center, Graduate School of Oceanography, University of Rhode Island. GH2014\_COM016\_CRC. 9 pp.

**Authority/Disclaimer:**

Prepared for USAID/Ghana under Cooperative Agreement (AID-641-A-15-00001) awarded on October 22, 2014 to the University of Rhode Island and entitled; the USAID/Ghana Sustainable Fisheries Management Project (SFMP).

This document is made possible by the support of the American People through the United States Agency for International Development (USAID). The views expressed and opinions contained in this report are those of the SFMP team and are not intended as statements of policy of either USAID or the cooperating organizations. As such, the contents of this report are the sole responsibility of the SFMP Project team and do not necessarily reflect the views of USAID or the United States Government.

# **BRANDING and MARKING PLAN**

## **USAID/Ghana Sustainable Fisheries Management Project (SFMP)**

**September 2014**

### **OVERVIEW**

As required by 22 CFR 226.91, this Branding and Marking Plan defines how the USAID/Ghana Sustainable Fisheries Management Project (SFMP) will be promoted to beneficiaries and host country citizens, while describing the materials that the Coastal Resources Center (CRC) at the University of Rhode Island will organize and produce to assist USAID in delivering the message that the assistance is “from the American people.” The project will be fully compliant with USAID’s Branding and Marking regulations, as described in ADS Chapter 320. This plan is rooted in adherence to basic principles of fairness and appreciation in ensuring that USAID and the American people are publicly and visibly acknowledged and credited for support provided to the project.

CRC and its core partners—Hen Mpoano (HM), Friends of the Nation (FoN) and the Netherlands Development Organization (SNV)—as well as sub-recipients including Central and Western Region Fishmongers Improvement Association (CEWEFIA), Daasgift Quality Foundation (DAASGIFT), Development Action Association (DAA), Spatial Solutions (SS), and SSG Advisors (SSG)—will follow this plan and its requirements.

### **BRANDING STRATEGY**

This Branding and Marking Plan is designed around three factors: 1) public communications that further the project’s goals, 2) telling the project story and sharing its accomplishments, and 3) informing others how this work achieved these accomplishments—sharing with others that the accomplishments were achieved through the support of the American people, through USAID. The key to this project’s success rests with the engagement and shared recognition of local organizations and communities, working together towards a common goal.

### **PROJECT POSITIONING**

CRC will use “Sustainable Fisheries Management Project (SFMP)” as the title in the following manner:

- A unique project logo will not be created for this work. Rather, the project will brand the work by using the project name in English on most of its materials and only in local languages upon concurrence from USAID.
- All signage and materials will be marked with the USAID Standard Graphic Identity. The USAID Standard Graphic Identity, also called the USAID Identity, is defined in

ADS Chapter 320 as comprised of the USAID logo or seal and brand mark, with the tagline that clearly communicates assistance is, “from the American people.”

- In addition to printing and labeling the project with the USAID Standard Graphic Identity (logo and brand mark), CRC will ensure it is clear to all audiences that the project is supported by USAID and this project’s achievements are made possible through the support of the American people. In the case where the USAID Identity is visible, CRC will not repeat the “from American people” message because that would be redundant.

While CRC will be labeled as prime holder of the stated agreement, and as such is the principal organization responsible for managing sub-grants and building the capacity of host-country organizations, at all times USAID’s role as the donor will be predominant. This includes positioning the USAID Identity more prominently than others on project materials. Branding the work as a product of USAID’s generous support, on behalf of the American people, will be marked by the use of the USAID logo, brand name, and tagline—from the American people.

While CRC and implementing partners intend to co-brand some project materials, the project title and USAID’s Identity will always predominate. USAID’s Identity will be top or bottom left of documents.

## **COMMUNICATIONS AND PUBLICITY**

All physical external communications regarding the project will acknowledge USAID support in a visible manner through the inclusion of the USAID Identity (logo, brand mark, and tagline). All communications, whether written and/or verbal, will also include an acknowledgement of USAID support, reciting the USAID tagline and statement of support: *This [specify product] is made possible by the generous support of the American people through the United States Agency for International Development (USAID).*”

### **Primary Audiences**

The stated objective of the SFMP is to “rebuild targeted fish stocks through adoption of sustainable practices and exploitation levels.” The primary audience includes:

- Ministry of Fisheries and Aquaculture Development (MOFAD)
- Fisheries commission (FC)
- Government of Ghana parliamentary committees responsible for fisheries
- University of Cape Coast (UCC)
- Regional Coordinating Councils (RCC) for the Central and Western Regions
- National Development Planning Commission (NDPC), and Central and Western Region district offices

- Community and district level governance structures, including traditional leaders
- Civil society (NGOs/CBOs)
- Community members in the target areas
- Private sector actors
- Bilateral, multilateral and private donors; in particular, the World Bank West Africa Regional Fisheries Program (WARFP )

These organizations and individuals are considered key clients because the long-term success and sustainability of fisheries reform in Ghana lies with these parties and their longstanding commitment to this goal.

Resource users will be directly engaged via mass media, social media, web and mobile-based platforms as well as community-level, in-person communications. Resource users include:

- Fishermen
- Fishmongers
- Private entities found all along the fisheries value chain
- The public

Bottom-up, strategic communications will target often-overlooked stakeholders, including women and children with messages of particular concern to these groups. Among these “special communications” plans are behavior change messages aimed at reducing child labor and trafficking.

Project staff will verbally recognize USAID as the funder in any word of mouth communication. Project implementers will use a variety of materials, which may include PowerPoint presentations, posters for workshops or community events, training materials, and pamphlets and handbooks to convey information. All of these materials will display USAID’s Identity co-branded with CRC and core partners’ logos. CRC and all sub-recipients will acknowledge USAID as the funder whenever the SFMP is featured on CRC’s or core partners’ websites.

## **MAIN PROGRAM MESSAGE**

The primary objective of the SFMP is to “rebuild targeted fish stocks through adoption of sustainable practices and exploitation levels” by reducing overexploitation of marine resources and reversing the alarming trend of declining fisheries stock yields.

Tools used for communicating the project message may include printed or electronic announcements, brochures, posters, banners, success stories, briefing papers, and formal communications on behalf of the project. CRC will emphasize communication of the project message during planning and consultation meetings, survey, research and evaluation activities,

workshops, meetings to disseminate project results, and site visits. All of these tools and events will include acknowledgement of USAID's support.

## **ACKNOWLEDGMENTS**

CRC and other implementing partners may co-brand project materials with their logos, as long as the following conditions have been met:

- The USAID/Ghana Identity is given an equal or higher prominence than all others;
- The project clearly benefits from co-branding with implementing partners' identities; and
- The space permits multiple logos, and the work is not deemed cluttered or unattractive.

For this project the USAID/Ghana Identity should be top left, CRC's bottom left, and the sub-partners arrayed along the bottom.

## **MONITORING OF SUB-RECIPIENT BRANDING AND MARKING COMPLIANCE**

In accordance with USAID branding and marking guidance, as stipulated in 22 CFR 226.91, CRC will monitor compliance of proper branding and marking throughout the duration of the project.

USAID branding and marking requirements flow down to implementing partners via the standard relevant provision that is included in all CRC sub-agreements. The partner's signature on the grant agreement and/or modifications acknowledges awareness of, and agreement to comply with branding and marking requirements. Shortly after signing sub-agreements, CRC will provide orientation and training to ensure compliance with the SFMP Branding and Marking Plan and will provide ongoing monitoring and support to ensure compliance. CRC's communications specialist will review final documents and publications for proper branding and marking before uploading to partner websites or USAID's Development Experience Clearinghouse. (DEC)

## **MARKING PLAN**

CRC's marking plan complies with the requirement that all overseas projects, activities, public communications, and commodities partially or fully funded by USAID be visibly marked with the USAID logo. This includes the full USAID Identity, acknowledging that the assistance is "from the American People." CRC intends to mark this project in the following manner:

- Print the USAID/Ghana Identity (logo and brand mark) on all materials: As per USAID guidelines, CRC understands public communications to be defined as all documents and messages intended for distribution to audiences external to CRC, including project-related correspondence, publications, reports, brochures, pamphlets, fact sheets, audio-visual products, applications, forms, promotional materials, online and digital material

and communications, training courses, conferences, exhibitions, seminars, and other project-related activities or communications funded by USAID.

- Labeling of all other materials: Equipment and supplies (excluding vehicles) funded by USAID for use during project implementation will be marked with a sticker bearing the USAID/Ghana Identity. In the rare instance that other logos may appear on these items, actions will be taken to ensure that the USAID Identity will be equal or greater size and prominence in relation to any other logo that appears.
- Verbally communicate USAID’s brand in public venues: CRC and its partners under this project will acknowledge USAID’s support verbally, by reciting the following statement: *‘This [specify product] is made possible by the generous support of the American people through the United States Agency for International Development (USAID).’*

In cases where USAID has not pre-approved the language, we will also add to the statement the following disclaimer: The contents are the responsibility of [name of organization] and do not necessarily reflect the views of USAID or the United States Government.”

Verbal communication will be supplemented by physical, marked signage wherever possible. Details as to how specific project items are to be marked are reflected in Table 1.

**Table 1: Marked Deliverables**

<b>Deliverable</b>	<b>Type of Mark</b>	<b>When Marking Starts</b>	<b>Where Mark Will Be</b>
Materials to announce new project	USAID/Ghana Identity (cobranded where/as appropriate)	Immediately	At the time they are produced, top or bottom left on first page
Project offices in Ghana	Sign bearing project name only with no USAID/Ghana Identity	Upon leasing of office space	Exterior doors
Reports and publications	USAID/Ghana Identity (cobranded where/as appropriate). Disclaimer for publications that have not been reviewed by USAID. (ADS 320, 15E)	Immediately upon completion of documents	USAID/Ghana Identity on cover according to USAID marking guidelines as specified in AAPD 05-01. Disclaimer will appear on bottom of inside cover page

Informational products including pamphlets, brochures, guides, teaching case studies, training manuals, and PowerPoint presentations	USAID/Ghana Identity (cobranded where/as appropriate). Disclaimer for publications that have not been reviewed by USAID. (ADS 320, 15E) Reports reviewed by USAID should use the following: "This study/report/audio/ other information/media product (will specify) was produced for review by the United States Agency for International Development. It was prepared by [org name]."	Immediately	USAID/Ghana Identity on cover according to USAID marking guidelines as specified in AAPD 05-01. Disclaimer and acknowledgment on inside cover page
Trainings, meetings, and events	USAID/Ghana Identity (cobranded where/as appropriate)	Immediately	Top left of displayed banners, first page of agenda/other material

## FORMATTING

Where and when CRC or partners' logos appear on project-related communications, materials or commodities, the USAID/Ghana mark or Identity, will always be included at equal or greater size and prominence with all others, as per the guidance provided in the [USAID Graphic Standards Manual](#) regarding size, format and placement.

Co-branded publications will display the horizontal Identity in the lower-left area of a publication cover, no smaller than any other logos on the page. For materials that are not co-branded, the USAID/Ghana Identity will be displayed on the front cover, in the upper-left area of the publication. Professional publications will be produced in accordance with the USAID Graphic Standards Manual guidance and its appearances will be based on agreement with USAID.

The USAID logos will appear in their entirety and will not be recreated or presented in separate elements or in any other color scheme (but may be in black and white, if other logos are also in black and white) or proportions than those provided by USAID.

## MARKING COST IMPLICATIONS

The cost of marking most printed materials is absorbed in the cost of materials development and printing. In cases where incorporation of the logo or Identity is not possible in the printing process, CRC will purchase and keep USAID stickers that can be applied post-production.



CRC uses banners of the USAID/Ghana Identity in workshops/trainings. The expenditures for the banners or placards, stickers, and any additional unanticipated branding and marking actions are included with each activity. Partners' branding and marking costs are negotiated during the award process and are incorporated in agreement budgets.

Marking will not be applied in the following cases:

**Table 2: Unmarked Deliverables**

<b>Deliverable</b>	<b>Rationale</b>
Project vehicles and non-deliverable items such as computers and office furnishings which are purely administrative in nature and purely for internal use	Standard exclusions under USAID marking policies
Projects, activities, public communications, and commodities not funded by USAID	CRC and implementing partners will not be required to mark commodities or activities that contribute to the project but are not funded by USAID.
Recruitment advertisements	Marking can create confusion among potential applicants and could result in them incorrectly contacting USAID instead of the lead implementer, CRC.
Official Government of Ghana documents (e.g., policy statements, adopted ordinances)	Marking would compromise local ownership. CRC will seek acknowledgment of USAID contributions within the document.

## **WAIVERS AND PRESUMPTIVE EXCEPTIONS**

CRC is optimistic that the project will be implemented smoothly with the USAID branding and marking measures described here. However, if prominent display of U.S. sponsorship results in frequent or serious obstacles, CRC may request a waiver or presumptive exemption for certain activities or commodities.