

| Category | Type of Marking* | Notes |
|---|--|--|
| Organizations' policies, strategies, plans, and guidelines (e.g., an NGO's <i>procedures manual</i> for malaria logistics, a <i>workplace anti-discrimination policy</i>) or other materials positioned as being from the host-country partner | <p>Policies, strategies, plans, and guidelines would be exempted from marking under presumptive exception (iii): USAID branding would compromise the organization's ownership of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, public service announcements, or other communications better positioned as "by" or "from" a host-country partner organization. Another rationale for this exception is that we are trying to build capacity of the local organization (viii, program goal of capacity building) and branding would compromise ownership of said materials.</p> <p>Other materials may be eligible for an exception from marking on a case-by-case basis with approval from USAID, when the materials are better positioned as from the local organization in order to increase the credibility of the materials in the eyes of local audiences (ii) or because we are trying to build capacity of the local organization (viii, program goal of capacity building) and branding would compromise ownership of said materials.</p> | It may still be possible to acknowledge USAID assistance in the document.** |
| Training materials and manuals | The project sub-brand printed on the cover of documents; design follows guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. | |
| Software | The project sub-brand incorporated into the splash screen/menu and printed on the software packaging; design follows guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. | |
| CD-ROMs | The project sub-brand printed on the CD label, splash screen/menu, and packaging; design follows guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. | |
| PowerPoint presentations | The project sub-brand is required on title and breaker slides; design follows guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding | Subject to CO approval, design of the PowerPoint may be tailored to the specific audience at the country level as long as title slides use USAID branding. |

| Category | Type of Marking* | Notes |
|--|---|---|
| Conference posters and presentations | The project sub-brand printed on the poster or presentation; design follows guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. | Posters and materials presented at professional meetings or international conferences that use project data or research should use the project sub-brand. Co-branding with the author's organization may be requested if the corporate office made significant contributions to the technical and intellectual development of the study and the resulting products. Co-branding with the author's organization is not allowed if the organization provided funds for the author's conference registration and travel only but did not make significant contributions to the technical and intellectual development of the study and the resulting products. The author's corporate affiliation can be acknowledged in the author block. |
| Fliers and fact sheets | The project sub-brand printed on the materials; design follows guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. | |
| Videos | The project sub-brand included in opening and/or closing title sequences, as appropriate; design follows guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. | |
| Program materials (<i>communications that target beneficiaries with particular messages, e.g., "Keep your warehouse clean," "Stack cartons at least 10 cm off the floor"</i>) | The project sub-brand or other acknowledgment of USAID printed on the materials, if and as appropriate as per CO approval.** | If used, the preferred placement of the project sub-brand is on the front cover or poster in the lower left-hand corner. |
| Promotional | | |
| Event signs, banners, and exhibition booths | The project sub-brand printed on the materials; design follows guidelines for full branding unless co-branding is acceptable or an exemption is provided for no branding. | |
| Project promotional materials (e.g., <i>success stories, beneficiary testimonials, announcement of research findings or project results</i>) | The project sub-brand printed on the materials; design follows guidelines for full branding. | |
| Materials for policy launch events | The project sub-brand or other acknowledgment of USAID assistance printed on the materials, if appropriate as per CO approval** | Materials would follow same branding strategy as for actual policy document; see above. |

