

Marking and Branding Strategy
for Leader with Associate Cooperative Agreement
No. EPP-A-00-04-00016-00:
The Integrated Pest Management
Collaborative Research Support Program

Branding Strategy

1. Positioning

- a. **Intended name of activity:** Integrated Pest Management

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. EPP-A-00-04-00016-00.

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.

- b. **Program logo:** A new logo will not be developed for this activity. Logos that will be used include the USAID identity graphic and the existing logo for the IPM CRSP LWA:



USAID
FROM THE AMERICAN PEOPLE



2. Program Communications and Publicity

- a. **Audience:** The primary audiences for this project are agricultural researchers, extension workers and policy-makers in host countries. The secondary audiences are other development specialists and researchers as well as farming households in host countries.

- b. **Communications materials used to explain the program to beneficiaries:** Field demonstrations, farmer field schools, brochures, booklets, posters, manuals and guides, and web sites.

c. Main program message: The IPM CRSP communicates to farmers and those involved in agricultural trade and policy-making that by using best practices in IPM, they will not only be improving their own economic well-being and health, but also the health and sustainability of the environment. To foreign government and USAID representatives, IPM CRSP communicates that IPM is a sustainable, healthy, highly remunerative pathway of development.

d. Host country citizen awareness and participation: In most cases, IPM host country counterparts will publicize the program within their agency or to the local broadcast or print media. All collaborators are informed of USAID requirements in branding, and branding requirements will be included in all subcontracts.

3. Acknowledgements

a. Host country government ministry involvement: Host country government ministries are involved in the IPM CRSP in the many countries around the world where the IPM CRSP is a presence, e.g.: Albania, Bangladesh, Benin, Botswana, Burkina Faso, Cameroon, Dominican Republic, Ecuador, Ethiopia, The Gambia, Guatemala, Guinea, Honduras, India, Indonesia, Jamaica, Kenya, Kyrgyzstan, Mali, Moldova, Nepal, Nigeria, Philippines, Senegal, South Africa, Swaziland, Tajikistan, Tanzania, Trinidad and Tobago, Uganda, Ukraine, and Uzbekistan. In each country, our subcontractors are informed of marking requirements.

b. Logos or identities of other groups that may be used on program materials: These include the logos of host country ministries or organizations as well as other U.S. universities with which the IPM CRSP collaborates, in addition to the logo of any other donor organization that may provide co-funding for program activities. IPM CRSP works with 22 partner universities in the United States and at least 50 host country institutions, in addition to several international agricultural research centers.

Marking Plan

1. All printed material and reports will have the USAID logo printed on them along with those of the IPM CRSP and participating U.S. universities and host country 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.