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| FYI - No USAID identity (logo) can be applied on on administrative communications, materials or equipment, such as:

|  |  |
| --- | --- |
| **Branding and Marking Plan** | Grantees |
| Does the requested activity or grant include the Branding and Marking Implementation Plan? | Yes o | No o |
| **Have the following branding requirements been addressed?*** Will the message “This Assistance Is from the American People” be incorporated in the project activities
* Will the project be publicized e.g. through press releases, radio interviews, web site.
* Have Key milestones been highlighted and publicized: i.e project launching, announce research findings, publish reports, training events, project completion.
 |
| Yes o | No o |
| Yes o | No o |
| Yes o | No o |
| * commodities and equipment project sites
* public communications, such as publications, reports, success stories, press releases
* Audio, visual, or electronic public communications
* Events, such as training courses, seminars, press events
 | Yes o | No o |
| Yes o | No o |
| Yes o | No o |
| Yes o | No o |

* Business cards
* Communications related to award administration, such as employment ads and renting office space or equipment, offices and office supplies
* VCF and grantee vehicles
* Letterhead, when used for administrative purposes
 |

**Illustrative Branding and Marking Implementation Plan***This is a sample of a Branding and Marking Plan that should be prepared with a Small Grant Application.*The project called „Promotion of BiH Outdoor Tourist Destinations“will promote outdoor tourism to English-speaking visitors to Bosnia and Herzegovina. It is planned that the project will be promoted using social media and surveys for the visitors. These promotional events will be:* The project launch (1 event)
* Launch of the project web site (2 events)
* Social media – Facebook, Viber (12 events)

„Enjoy Bosnia. The biggest little state for outdoor. Everyone should try it. Please visit us at [www.aoiuhfr.ba](http://www.aoiuhfr.ba) “ It will include the „*This message is brought to you with the assistance from the American people*“. * Printed materials will include the following text: *This* ***brochure*** *is made possible by the support of the American People through the United States Agency for International Development (USAID). The contents of this* ***brochure*** *are the sole responsibility of <Recipient> and do not necessarily reflect the views of USAID or the United States Governments.* Brochures will be distributed during promotional events.

**Illustrative Budget for the Implementation of the Branding and Marking Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Item | Price per Unit in KM | Total | Recipient's Cost Share in KM | Amount to be included in the project budget, in KM |
| Rollo Panel, 2 pieces | 170 + VAT | 340 + VAT | 57.80 (VAT) | 340 |
| Social Media | 100 + VAT | 100 + VAT | 17 (VAT) | 100 |
| Brochures | 0.50 + VAT | 2,500 + VAT | 425 (VAT) | 2,500 |
| TOTAL |  |  | 499,80 | 2,940 |

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