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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 | |