**USAID Branding and Marking—Monitoring and Verification Form**

**Branding and Marking Plan**

According to [ADS Chapter 320](http://www.usaid.gov/ads/policy/300/320) of the Automated Directives System (ADS) of the U.S. Agency for International Development (USAID), “branding” refers to how a program or project is named and positioned and who it is from; it identifies the sponsor of the work. “Marking” refers to applying graphic identities or logos to program materials or project signage to acknowledge contributors in a visible way; it identifies organizations that support the work.

This form serves to assist Contracting and Agreement Officers’ Representatives (COR/AORs) in assessing and reviewing, as needed in the ***post-award*** phase, the proper implementation of, and compliance with, USAID’s requirements for branding and marking projects and the individual marking plans for awards. Depending on the nature of a project, not all questions will apply, but this template applies to both acquisition and assistance, including humanitarian assistance.

1. **Was the implementing partner (IP) or its representative briefed on USAID’s branding or marking requirements after the execution of the award?**
* Yes
* No
1. **Is the award covered by a branding or marking waiver?**
* Yes
* No (skip to Question 4)

1. **If Yes, which waiver(s)? Specify reason and duration.**

|  |  |
| --- | --- |
| Waiver 1 |  |
| Waiver 2 |  |

1. **Does the IP have a Branding Strategy or Branding Implementation Plan?  *(Note: In the case of Memoranda of Understanding, for example, these are sometimes not required.)***
* Yes (Skip to Question 6)
* No

1. **If no, why not?**

1. **Does the IP have a Marking Plan?**
* Yes (skip to Question 8)
* No
1. **If no, why not?**

1. **Does the IP’s Marking Plan include any exceptions from USAID’s marking requirements (in accordance with guidance in ADS Chapter 320)?**
* Yes
* No
1. **If yes, list the corresponding justification from ADS Chapter 320.3.2.5, Exceptions to Contract Marking Requirements.**

1. **Are all public communication materials (fact sheets, brochures, posters, *etc*.) that you have come across during this visit marked with the proper USAID logo and/or identity?**
* Yes
* No

1. **Did you see evidence (in-person, photographs, *etc*.) that the IP has marked public events with the proper USAID logo and/or identity?**
* Yes
* No
* No public events took place.

1. **Did the IP provide materials or supplies to beneficiaries (bednets, food, seeds, tools, *etc*.) marked properly with USAID’s logo and/or identity?**
* Yes
* No
* The IP did not provide any materials or supplies under the award.

1. **Did the IP accurately depict USAID’s logo and/or identity?**
* Yes (Skip to Question 13.)
* No

1. **If no, give an example, and take a photograph.**

1. **Were the size, placement, and proportion of USAID’s logo and/or identity in compliance with the partner’s marking plan and USAID’s requirements for marking and branding?**
* Yes
* No

1. **If no, give an example, and take a photograph.**