BRANDING AND MARKING POLICY AND PROCEDURES

THE POLICY

JANUARY 1, 2024

FAROF

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This policy is Donor Driven and has follow all the requirement of FAROF Partners

INTRODUCTION:

FAROF's brand is more than a logo. It reflects the unique values and principles of the Agency to a worldwide audience. We have all "earned" our brand by doing hard things well, often in the most challenging environments.

We all have an important role to play in amplifying and protecting FAROF's brand. Whether we are a contracting officer (CO), staff, program specialist, implementing partner, or play another key role, the work we do each and every day contributes to our brand.
This manual provides guidance on how to use and apply the FAROF brand consistently among communications products. This helps FAROF and her partners to be more cohesive and consistent in their global communications while increasing the organizations visibility.

OBJECTIVES

- To enhance the visibility and value of FAROF
- Improve the impact and consistency of communications across agencies and partners.

BRANDING VS MARKING

Marking is the application of the FAROF logo on FAROF's and Donors driven programs.

Branding is more comprehensive and includes FAROF's logo, fonts, colors and design. As well as not only written words but also photos, colors, fonts and layout all contribute to creating a specific brand.

BRANDING RULES:

Project Naming Project names should be clear, concise, and representative of FAROF work. Program names may be translated into a local language, but FAROF must remain in the English-language alphabet. Avoid jargon, word play, the name of the country, and the names of implementing partners or contractors. Abbreviations and acronyms can cause confusion. Avoid them. If desired, include a basic description of the project in simple language. Program logos are prohibited;

simply typeset the program title like a headline. Program and project names are not sub-brands and should never be paired with the FAROF logo.

PROJECT NAME CRITERIA

The project name is equally important to the FAROF brand as the marking. A specific concise name will help make the project's purpose clear.

FAROF project name standards

- Reference the country or region where the project is focused. If the program is global in nature, either omit the country or region or include the word 'global' instead.
- Be clear, concise, simple and descriptive.
- Unify and simplify the message especially for external audiences
- Do not use jargons or acronyms
- Do not develop separate project logo or brand marks

Best Practices

- Remember that general external audiences may become confused or have difficulty retaining separate project names so be judicious in which products and where to include that level of detail.
- The takeaway for general audiences should be focused on FAROF's impact
- Project names should be simple and descriptive of the topline goal or core areas of expertise of a project
- Final project names should be no more than 12 words in total

LOGO

The integrity of the FAROF logo must be maintained. Do not recreate the logo, do not skew the proportions or use alternate colors. Blue is the primary color for the logo. When sizing the logo make sure that all elements are large enough for the reader to see.

The horizontal logo must always be AT LEAST 2 inches (5.08 cm) wide and .375 inches tall (0.9525 cm) in all communications materials.

The vertical logo must always be AT LEAST 1.625 inches (4.191 cm) wide and .75 inches tall (1.905 cm) in all communications materials.

OUR MESSAGE

FAROF's message on our website, email signatures and other materials is: FAROF, for every woman and child (Saving lives at a time) written in red colour.

1.1. Spacing Requirements

A minimum area or "clear space" surrounding the FAROF logo must be kept free of any other text or graphic elements, such as illustrations, thematic images, and the trim edge of a printed piece. In certain cases, the logo may be overlaid on top of a photograph or patterned background provided that the logo is still clear and legible. The photograph or pattern must not be overly distracting from the logo. Products should use more than the minimum clear space where possible.

Colours

The FAROF color palette ensures the colors always look consistent. The primary color palette is Blue and white, reinforces that the project is being implemented by FAROF. The colors below are the only colors approved by FAROF. Primary color palette Used for logo, text, color fields and accent colors.

1.2. Typefaces

The primary type face used by FAROF is Times New Roman. It creates consistency across all materials.

CORPORATE COMMUNICATIONS

2. Brand Application

FAROF's corporate communications — those that are communicated on behalf of the Agency as a whole — include all materials on and offline that are created as part of FAROF's efforts to provide information to the public. This includes www.farof.org and FAROF's social media channels. These products are solely owned and exclusively branded by FAROF. It is critical that all corporate communications ensure the integrity of our brand. Creating unapproved sub-brands or logos diminishes the effectiveness of our branding, particularly overseas. Corporate products must follow FAROF's graphic standards — including FAROF's typefaces and colors — to communicate FAROF's authority and project FAROFs brand.

2.1. Program communication and publicity

All program deliverables, quarterly reports and final program reports carry the program logo appearing on

2.2. PHOTOGRAPHY

Photography is a key element of FAROF's brand and can be used in a variety of communications tools. A single image can help humanize FAROF's brand while conveying the impacts our projects have on the individuals and the groups we serve. It is best practice to accompany every photo with a caption that tells the viewer who, what, where and when the subject matter. Captions should adhere to associated press style and you must always credit the photographer. Properly credited photo may be shared on social media.

Administrative Materials for FAROF headquarters

In order to maintain brand consistency, a series of mandatory communications templates have been developed for commonly used items.

Business cards

Request business cards through your office's administrative team. The only website allowed on business cards is www.farof.org. FAROF's X handles are allowed on business cards as long as the Agency's social media guidelines are followed. Business cards should be professionally offset printed on 80# cover, uncoated, bright white, smooth finish stock and printed two colors, FAROF's blue and white colors.

Letterheads

Letterhead Templates are available in Microsoft Word® and can be obtained by asking FAROF person of contact for branding. Microsoft Word® files should only be used for desktop publishing and for creating Adobe Acrobat® PDF files. Request professionally printed letterhead through your office's administrative team. Letterhead should be offset printed on 24# writing, bright white, smooth finish stock and printed in two colors, FAROF's blue and white colors.

2.3. Email Signatures

Email signature templates can be obtained by asking FAROF person of contact for branding. Email signature should include FAROF logo and FAROF's social media handles and our mailing address.

Templates

Fact sheets, country profiles, bios Downloadable templates of commonly used documents are available in Microsoft Word® at www.farof.org/resources. These templates are approved for desktop publishing and creating Adobe Acrobat® PDF files. All written content should follow Associated Press style guidelines

Presentations

PowerPoint® templates

A PowerPoint® presentation can be used for multiple purposes, from training programs to headlining conferences. A PowerPoint® template can be found at www.farof.org/resources-center . Guidelines include; the blue or white cover option, FAROF logo and other partners involved in training or meeting.

Video

Film and video have the ability to immerse viewers by using personal stories, strong visuals and inspirational narratives to create an emotional connection. Guidance on how to shoot a video FAROF's preferred documentary style can be found at www.farof.gov/branding/resources. To ensure a consistent look and feel, FAROF-produced videos are watermarked using the official FAROF logo and standard lower thirds in the Gill Sans family (regular and light). Exact values of fonts may change due to editing programs.

2.4. E-Newsletters

An e-newsletter connects FAROF to our global audience. It can help communicate updates on developing issues and ongoing projects. An external e-newsletter should be easily recognized as a FAROF publication, employing common elements that brand FAROF e-newsletters as official and authoritative sources of information. Given that FAROF e-newsletters are produced and distributed via a wide range of mailing list vendors, it is not possible to provide a single standard template that will work across all mailing platforms and on all devices. Bureaus and offices may utilize an accessible, mobile-friendly template supplied by the vendor. Customize the template to include the following elements and to comply with FAROF's graphic standards:

- FAROF's logo at the top of the message, surrounded by appropriate clear space.
- Banner image below the logo.

- FAROF colors for text, background tints, separator lines and other elements. Enter RGB values as custom colors.
- Times New Roman font for all text, or the closest available fonts.
- Social media links using the icons supplied at www.usaid.gov/branding/resources. As official communications from the Agency, FAROF e-newsletters must follow the following set of best practices in order to effectively convey our message to readers:
- Use engaging subject lines that encourage recipients to open and read the newsletter.
- Provide a link allowing recipients to view the message in a web browser (a default setting on most mailing list providers).
- Use brief text blurbs to encourage readers to click through to content.
- Include photo credits for all photos — these can be in the text or superimposed on the image itself.
- Include appropriate alternate text on all photos and graphic elements.
- Provide links to subscribe or "forward to a friend" — these are often standard elements in email messages distributed via mailing list vendors.
- Provide a link to allow recipients to unsubscribe, as required under the CAN-SPAM Act of 2003.
- Include FAROF contact information, including mailing, email and web addresses, and phone number. This is also required under the CAN-SPAM Act.

SOCIAL MEDIA

Social media is a critical and growing communication channel for FAROF around the globe. All (official FAROF) social media channels must be approved by LPA and adhere to the the following guidance. The main FAROF social media channels are as follows:

Facebook

The Facebook profile picture should always be the FAROF vertical logo on a white background (180x180 pixels). Do not insert bureau or office name in profile picture. Do not alter the profile picture for any reason. The cover image (851x315

pixels) can and should be changed out regularly. When selecting a photo, chose a rich-colored image that positively highlights our beneficiaries or the region we're assisting.

X

The X profile picture should always be the FAROF vertical logo on a white background (400x400 pixels). Do not insert bureau or office name in profile picture. Do not alter the profile picture for any reason. You are encouraged to change out the large header photo regularly (1500x500 pixels). The header photo should be a large, captivating image which shows our work and the people we help in an uplifting manner. Do not use the header for bureau or office identification.

Instagram

Instagram Profile Photo size: 110 x 110 Instagram photo size: 1080 x 1080 The Instagram profile picture should always be the FAROF vertical logo on a white background (110 x 110 pixels). Do not insert bureau or office name in profile picture. Do not alter the profile picture for any reason. When selecting a photo, chose a rich-colored image that positively highlights our beneficiaries or the region we're assisting. Instagram followers engage more on images showing clear human interaction and a variety of emotion. The post should include a link for people to learn more about the organization or the actions in the image.

YouTube

YouTube Channel Art size: 2560 x 1440 Video thumbnail: 1280 x 720 Channel icon: 800 x 800 The YouTube channel icon should always be the FAROF vertical logo on a white background (800 x 800 pixels). Do not alter the channel icon for any reason. The channel art (2560 x 1440 pixels) should be changed out regularly. When selecting a thumbnail, chose a rich-colored image that positively highlights our beneficiaries or the region we're assisting

WEBSITE

FAROF's website www.farof.org provides updated and important information to a global audience. To ensure it is an effective tool, standard page templates have been developed for all offices. All content on www.farof.org should use the website's native styles for display of standard page elements such as paragraph text, headers, image treatment, data tables and hyperlinks. While some custom

coding is allowed in page content, styles and layout elements may not overwrite or conflict with native styles.

Official FAROF sites (microsites), in addition to being approved by the Website Governance Board, should follow the template and look-and-feel of the main FAROF website to the greatest extent possible, including sharing top menu navigation and style sheets with www.farof.org. If this is not possible due to technical reasons, the microsite should mimic the styles and layout of the FAROF external site as much as possible to ensure a consistent visitor experience when browsing FAROF content across multiple subsites.

MERCHANDISE AND EVENTS

The logo or type mark may be placed on promotional items. Size, shape, space and visibility will dictate which to use. Color and clear space specifications (sections 1.3 and 1.4 of this manual) must be followed at all times.

Shirt A light-colored shirt should be used to ensure the logo or type mark is visible. FAROF approved colors are preferred and can be found in section 1.4 of this manual. Use the two-color type mark on light-colored shirt. FAROF logo is placed strategically on the shirt, the FAROF jacket/vest carries the FAROF logo and/or the program title with the partner's logo. Cap A light-colored cap should be used to ensure the type mark is visible. The FAROF logo is in front of the cap.

CONTRACTS AND ACQUISITIONS COMMUNICATIONS

Brand application

Projects funded by acquisitions include contracts, blanket purchase agreements, task orders and purchase orders. These projects are 100 percent funded by the Agency and we maintain exclusive branding rights. It is important to remember:

• Projects are never FAROF sub-brands.

• Contractor logos are not permitted on any programmatic materials.

• Projects contracted under acquisition are not to be co-branded unless an exception is granted as part of the project's marking plan. This generally occurs if a decision is made to co-brand with a host country.

• Project materials must follow FAROF's graphic standards — including FAROF's typefaces and colors — to communicate FAROF's impact.

Naming

One of the most important aspects of ensuring proper project branding is its name. The name of a FAROF project helps everyone, including the people we assist, understand the purpose of our work. Project names should be clear, concise and represent the work of FAROF. Acronyms can be a clever way to shorten a long program name. While a select few may succeed at communicating a message, most simply cause confusion amongst the audience. This is particularly true in settings where translation is required. Rarely does an acronym succeed at communicating program goals and they should be avoided in almost all circumstances. Program names may be translated into a local language but FAROF must remain in English at all times. In naming a project avoid:

- Jargon
- Abbreviations
- Clever play on words
- The name of the country (i.e., assume your audience knows where they live)
- The names of implementing partners or contractors
- Office or names
- Project logos or seals You should include:
- FAROF (people need to know where the assistance is coming from)
- A basic description of the project in simple language Additionally, program and project names are not sub-brands and should not be paired with the FAROF logo under any circumstances.

Social Media and Websites

Social media is often part of an integrated communications campaign. It should always be used to communicate directly with stakeholders or beneficiaries in host countries. It should never be used to promote a program or contractor. Social media channels may be approved as part of a project's marking plan in consultation with the CO, contracting officer's representative (COR) and development outreach and communications specialist (DOC). To avoid confusion with official FAROF social media channels, the FAROF logo should not be used as a profile picture. A photo reflective of the project should be used as a profile picture. A FAROF-branded photo should be displayed as the banner photo, and

acknowledgement of FAROF support should appear in the "Profile" or "About" section. All websites produced for FAROF projects by contractors must have the approval of the Website Governance Board and must display correct disclaimer language as specified in ADS 557. The websites should follow the structure and look-and-feel of the main FAROF website to the greatest extent possible, including sharing top menu navigation and style sheets with www.farof.org If this is not possible due to technical reasons, the microsite should mimic the styles and layout of the FAROF external site to the extent possible.

Program Materials

Program materials target beneficiaries with specific messages, such as "Immunize your children" or "Be tested for HIV/AIDS." Program materials also include products meant to promote or inform non-beneficiaries about the program. All project materials must follow the graphic standards in this manual, including using FAROF's typefaces and colors. The FAROF logo should be used on program materials to acknowledge FAROF's impact. Contractors should submit a Branding Implementation Plan and Marking Plan for approval at the outset of the contract.

Commodities

Commodities are among the most visible forms of communication. All commodities must be marked with the FAROF logo unless a waiver or exception has been granted.

Program Signs

Marking FAROF program sites and vehicles is a large part of our branding efforts. It is critical that the people who visit the clinics we modernize, or attend the schools we renovate, know that those facilities have been provided or upgraded with the support from FAROF and her partners. Program, project, or activity sites financed by FAROF and her partners, including visible infrastructure projects (roads, bridges, buildings, etc.) or others that are physical in nature (agriculture, forestry, water management, etc.), must prominently display the FAROF Identity. Temporary signs must be erected early in the construction or implementation phase. When construction or implementation is complete, the contractor must install a permanent, durable and visible sign, plaque, or other marking. Signs and plaques for brand consistency, the following guidelines as well as those in this manual must be observed. Position the FAROF and her partner's logos at the top. An optional short narrative about the program and the deliverables should

emphasize the "people to people" aspect. Presenting the information in both English and local languages, with a maximum of two local languages per sign or plaque, is recommended. Other parties to be acknowledged, additional logos, and the dates can be included at the bottom.

Vehicles

Programmatic vehicles may be marked using the FAROF logo. We recommend using a permanent logo that cannot be easily removed, or a magnetic logo only on special case and base on approval form the board. All guidelines regarding logo (sections 1.3 and 1.4) must be followed.

GRANTS, COOPERATIVE AGREEMENTS AND ASSISTANCE

Brand Application

Assistance projects are co-owned and co-branded by FAROF. Working in cooperation with our partners, we determine the best branding strategy to acknowledge our joint work. At a minimum, FAROF's logo should be displayed at visually equal size and prominence as each of the other partner's logos. Projects should not create their own logos. In certain cases, a project may require a unified identity or logo to achieve its programmatic objectives. For example, in a campaign to mobilize voters, the project may need to have a unified face that can be easily identified by target audiences, a goal that cannot be accomplished by using myriad unrelated logos. If, after consultation with the DOC and agreement officer's representative (AOR), it's determined that a project logo is needed, the project logo can be larger or more prominent than the partner logos to assist in the branding of the program and convey that it's a program, not a partner.

Co-branding

Co-branding helps show unification between FAROF and our partners. When co-branding communications, it is critical to follow all the guidance in this manual. The FAROF logo should be placed in the left corner with partner logo(s) to the right. It is important to ensure all partner logos are of visually equal weight and nothing has more prominence than the USAID logo. Any bold type logos should be same height as FAROF type mark. And if the logo uses illustration, fine lines or small text, you may manually size the logo.

2.5. Administrative Materials

Organizations with FAROF sub-grants, cooperative agreements and assistance funded projects are not permitted to use the FAROF logo, type mark or seal on any administrative materials, including business cards, stationery, offices and vehicles.

COMMUNICATION INITITATIVES

Overview

Due to the continually changing communications landscape, there are often unique initiatives and campaigns that require specific graphic standards and adaptations. When special situations occur, the first step is to contact FAROF.

2.6. FAROF's Campaigns

Campaigns are FAROF-created communication efforts that involve specific priority issues. They should be time-bound and aimed at a specific target audience. Campaigns led by FAROF must follow these guidelines and be approved by USAID's Senior Advisor for Brand Management.

- Include the FAROF logo on all materials.
- new logos are not allowed.
- Maintain the "look and feel" of FAROF by using the approved color options.
- Web pages may be customized, but must be housed under www.farof.org.
- New social media platforms are not allowed. Campaigns that are solely promoted by FAROF, such are designed to promote the organization's mission and key messages. These campaigns must retain the look and feel of FAROF branding by adhering to FAROF's typeface and color guidelines. However, additional colors and elements can be added to create a unique look and feel with approval of FAROF's Senior Advisor for Brand Management.

RESPONSIBILITIES, CLEARANCE AND ENFORCEMENT

Clearance

The FAROF branding team are able to clear on the majority of branding issues. If further clarification is needed, the branding ch

Responsibilities

For FAROF corporate communications: The branding team clears on basic branding matters. For contract-funded projects: official Agency reports, newsletters (not including mission newsletters) and more complex matters.

Enforcement

It is the responsibility of everyone to help enforce branding standards. In most cases, branding violations are due to a lack of awareness and can easily be remedied. In cases where a contractor or partner do not take action to comply with standards, corrective action must be taken. The following ADS addresses how corrective action should occur.

EXCEPTIONS AND WAIVERS

Exceptions

The following exceptions reflect FAROF's usual, non-emergency practices in not marking certain contract deliverables for programmatic reasons. The branding team may grant an exception to marking requirements, if marking of specifically identified contract deliverables would:

a. Compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program or materials. This includes, but is not limited to:

• Election monitoring or ballots, and voter information literature;

• Political party support or public policy advocacy or reform;

• Independent media, such as television and radio broadcasts, and newspaper articles and editorials;

• PSAs; and

• Public opinion polls and surveys.

b. Diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent.

c. Undercut host-country government "ownership" of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys, audits, PSAs, or other communications better positioned as "by" or "from" a cooperating country ministry, organization, or government official.

d. Impair the functionality of an item, such as sterilized equipment or spare parts.

e. Incur inordinate costs or be impractical, such as items that are too small or other otherwise unsuited for individual marking, such as food in bulk.

f. Offend local cultural or social norms, or otherwise be considered inappropriate, such as marking condoms, toilets, bed pans, or similar commodities.

g. Conflict with international law, such as the internationally recognized neutrality of the International Red Cross (IRC) or other organizations.

h. Deter achievement of program goals, such as cooperating with other donors or ensuring repayment of loans.

Waivers

Waivers are circumstantial, not programmatic, in nature, and are approved in response to adverse circumstances that affect implementation. Waivers are granted when FAROF required markings would pose compelling political, safety, or security concerns, or marking that has had or will have an adverse reaction in the cooperating country. All waiver requests must follow the official template and specific review process for both approvals and rescission of waivers. The Principal Officer must seek clearance from the Senior Advisor for Brand Management (or designee) in the Bureau for Legislative and Public Affairs, before approving a waiver. Additional factors for consideration, including whether implementing partners will continue to mark in the absence of FAROF marking, are included in the waiver template.

When evaluating a waiver request, the Principal Officer must adhere to the following principles:

• The strong presumption is that implementing partners will mark with the FAROF Identity; waivers should be rare.

• Waivers must be targeted (e.g., to specific regions or projects) whenever possible.
• Waivers must be time limited and reviewed at least every six months.

• When there is a balance in considerations, FAROF's policy is to err on the side of safety.

• FAROF marks programs, projects, activities, public communications, and commodities.

• When considering a waiver for safety or security concerns, the Principal Officer must consult the CEO, if available.

• The Principal Officer must consider the same information that applies to determinations of the safety and security of FAROF employees in the cooperating State/community. They must also consider any information supplied by the contractor for whose contract the waiver is sought.

• While compelling political, safety, or security considerations may arise suddenly, they do not arise in a vacuum. Principal Officers should consider the approach to branding and marking taken by other FAROF entities operating in the same area or context, as well as the approach used by friendly bilateral or multilateral donors.

• "Default" waivers based on historical practices should not be approved; any approved waiver must be based on current political, safety and security circumstances.

ANNEX

DEFINITIONS OF TERMS

Brand: How others perceive an organization, company or product. Brand includes an organization's reputation for delivering on its promise; its values, identity, personality; and the complete experience of interacting with an organization. FAROF's brand is its most important asset.

Branding: Refers to how a program or project is named and positioned; who it is from, identifies the sponsor of the work.

Branding Strategy (BS): A document that identifies the program or project name, how the materials and communications will be branded, the desired level of visibility and the communications tools used to publicize the program implemented by FAROF.

Exception: An official decision, for programmatic reasons, to not require marking on a particular project's materials. Exceptions are usually approved pre-award in non-emergency situations.

Marking: Refers to physical application of graphic identities or logos to program materials or project signage to visibly acknowledge contributors; it identifies organizations supporting the work.

Marking Plan: A plan that FAROF provides detailing the public communications, commodities, program materials and other items that will visibly bear, or be marked with, the FAROF Identity. It includes any requests for exceptions to marking.

Waiver: An official decision, for circumstantial reasons, to not require marking on a particular project's materials. Waivers are usually approved post-award in response to adverse circumstances such as compelling political, safety or security concerns that affect implementation.

This policy is Reviewed, signed and approved by:

Chairman Board of Trustees:	***Chief Executive Officer***
Date: 17th January 2024	*Date: 17th January 2024*
Signature	*Signature:*

Next Scheduled Policy Review June 2027