

# Feed the Future Innovation Lab for Horticulture

## Branding and Marking Plan

The purpose of the branding and marking plan is to ensure uniform communication of the program message and positioning, with emphasis on the collaborative nature of the Feed the Future Innovation Lab for Horticulture - with funding from USAID; leadership by the University of California, Davis; locally-led management by Regional Hubs in East and West Africa, Central America, and South Asia; and many valuable partnerships that deserve recognition as implementers of the program's research and activities.

### **Program name**

The program will formally be referred to as "Feed the Future Innovation Lab for Horticulture," followed by the short-version, "Horticulture Innovation Lab." Horticulture Innovation Lab is the shortest form of the program's name, and may be used after the first formal instance introduces this version. For example: "The Feed the Future Innovation Lab for Horticulture – also known as the Horticulture Innovation Lab – is pleased to announce..."

Abbreviations of these words or this name are discouraged, except when a program name must be used that is fewer than 25-27 characters long. Under no circumstances will Feed the Future be abbreviated.

In formal situations and instances when credit to the funding organization is necessary and appropriate, the long version of the program's name, Feed the Future Innovation Lab for Horticulture. Using this version is especially important, when communicating both in written and verbal methods to the public, media and press.

### **Describing the program and its collaborative nature**

In explanatory sentences, the program will be described as:

*"...the Feed the Future Innovation Lab for Horticulture, funded by the U.S. Agency for International Development, and led by the University of California, Davis."*

USAID and UC Davis can be used as abbreviations for the agency and university, respectively, according to those institutions' standards. Again, Feed the Future cannot be abbreviated.

Wherever appropriate, the program's "elevator pitch" statement should be used as explanatory text: "Our global research network works with and promotes local leadership to advance horticulture and social innovations, empowering smallholder farmers to earn more income while better nourishing their communities."

Actual program work, research, impacts, solutions, findings and accomplishments will take priority in storytelling. It is important to acknowledge primary actors, funding and leadership, but these acknowledgements should be offered in support of the work actually being highlighted. Emphasis in explaining the program should be placed on international teams working together for collaborative research. Other messaging about the Horticulture Innovation Lab and its values will be on-message with the cross-cutting themes described in the attached Technical Application.

All project names will follow the format set forth by Feed the Future: (including "Feed the Future," the country/region, the description, and the word "project," "program," or "activity"). Project names should be simple and describe the activities or the goal of the research. Do not preface Feed the Future with "USAID's."

## Logos

To emphasize the collaborative nature of the Horticulture Innovation Lab program, the program will be using—and asking partners to use—a “logo block” that incorporates the USAID Identity, the program wordmark, the UC Davis logo, and their institution’s and partner institutions’ logos as well. The logo block begins with:



The intention is for this logo block to further codify the collaborative nature of the Horticulture Innovation Lab, while making it easier for partners to comply with multiple brand/logo standards and requirements.

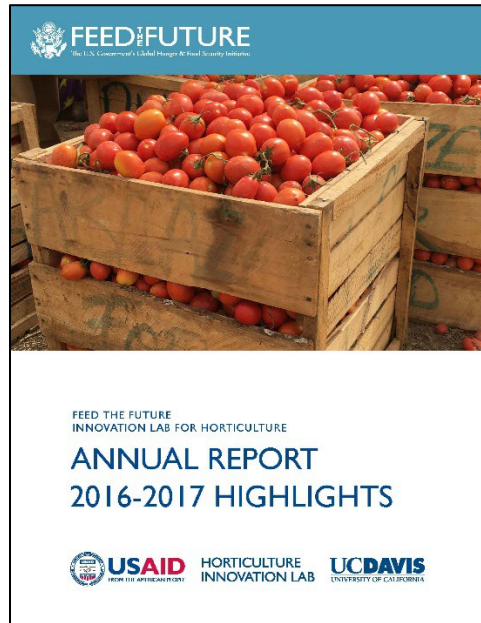
The logo block is on a white background, with the USAID Identity on left, followed by the Horticulture Innovation Lab wordmark to the right, followed next by the UC Davis logo, and additional logos to the right or below. All logos added to the logo block should be sized similarly to, or slightly smaller than, the USAID Identity, with appropriate white space surrounding each. The Horticulture Innovation Lab wordmark is not intended to be broken apart to be used individually.

The Horticulture Innovation Lab logo block will be made available to partners via the program website, [horticulture.ucdavis.edu](http://horticulture.ucdavis.edu). The use of the multi-part Horticulture Innovation Lab logo block will flow down to sub-recipients.

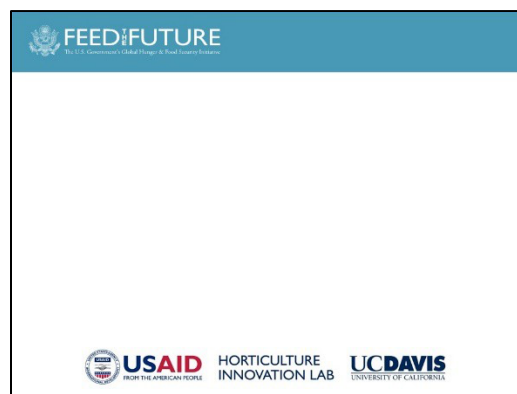
The Feed the Future Banner will be placed at the top or along the sides of all media (websites, signage, Powerpoints, fact sheets, manuals, etc...) following color palette guidelines and without compromising the logo. The Feed the Future Logo itself will be in the top left corner if the banner is at the top of the media material. Content will follow Feed the Future standards for headings, fonts, color palette, and overall format. Tagline for the Feed the Future Logo will be translated into the local language where media material (manuals, fact sheets, etc...) is distributed. Feed the Future Logo will adhere to the width, spacing, and color variations established in the Feed the Future Branding guidelines and downloadable logos found here: [feedthefuture.gov/branding/](http://feedthefuture.gov/branding/).

## Examples

The combination of the logo block and the Feed the Future banner, as an example, will appear like this on reports and other media:

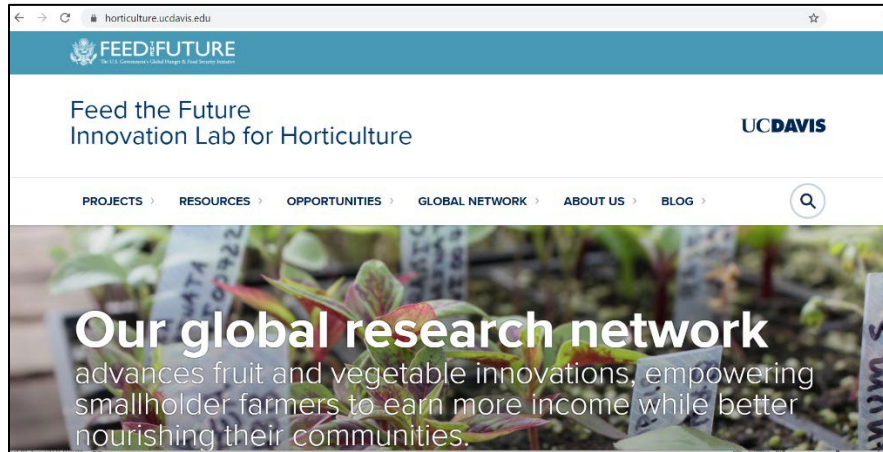


Example of Report Cover Page



Example of PowerPoint Slide Layout

**Webpages or digital media** (with the exception of social media platforms such as Twitter and Facebook) will also adhere to Feed the Future branding and marking guidelines, retaining the Feed the Future banner either at the side or the top of the webpage. For example:



For further guidance, refer to the Feed the Future Graphic and Naming Standards Manual which can be downloaded from this site: [feedthefuture.gov/branding/](https://feedthefuture.gov/branding/).

### **From the American people**

Use of the USAID and Feed the Future Identity must comply with standards found at: [usaid.gov/branding](https://usaid.gov/branding) and [feedthefuture.gov/branding-guidelines/](https://feedthefuture.gov/branding-guidelines/). Any public communications funded by Feed the Future and USAID, in which the content has not been approved by USAID, will contain the following disclaimer:

*“This [specify: study/report/video/event, etc.] is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of the Feed the Future Innovation Lab for Horticulture [insert project name or subrecipient name if appropriate] and do not necessarily reflect the views of USAID or the United States Government.”*

The program will make every effort to acknowledge USAID and the support of the American people in public communications. Whenever possible, press releases and other public notices will include a statement substantially as follows: *“... funded by the U.S. Agency for International Development, as part of the U.S. Government’s Feed the Future global hunger and food security initiative ...”*

Copies of notices and announcements that provide the public notice of awards and of the program’s accomplishments will be provided to the AOR and to USAID's Office of Legislative and Public Affairs in advance of release, as practicable.

### **Universities and other partners**

Use of the UC Davis logo (“Extended Wordmark”) must comply with standards found at: [communicationsguide.ucdavis.edu/brand-guide/logos](https://communicationsguide.ucdavis.edu/brand-guide/logos).

When using other organization logos and institution logos, all efforts will be made to comply with logo standards supplied by the partner institutions. Including additional logos is intended to acknowledge that institution's participation in the Horticulture Innovation Lab, so respect should be paid to that institution's preferred logo use and branding.

## **Marking**

UC Davis will incorporate the Feed the Future Identity and USAID identity, of a size and prominence equivalent to or greater than any other identity or logo displayed—generally via the Horticulture Innovation Lab logo block—to mark the following:

1. Programs, projects, activities, public communications, and commodities partially or fully funded by Feed the Future;
2. Program, project, or activity sites funded by Feed the Future, including visible infrastructure projects or other physical sites;
3. Technical assistance, studies, reports, papers, publications, audio-visual productions, public service announcements, Websites/Internet activities, promotional, informational, media, or communications products funded by Feed the Future;
4. Laboratory equipment, field equipment, computers, projectors, cameras, vehicles, and other appropriate items, with a cost of greater than \$500, most of which will be marked with a suitable Feed the Future and USAID logo, usually on adhesive labels; and
5. Events financed by Feed the Future, such as training courses, conferences, seminars, exhibitions, fairs, workshops, press conferences and other public activities. If the Feed the Future and USAID Identity cannot be displayed, the program will otherwise acknowledge Feed the Future, USAID and the support of the American people.

The program will submit a waiver request of the marking requirements of this provision through its AOR should it deem that marking with Feed the Future requirements would:

1. Compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials;
2. Diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent;
3. Undercut host-country government "ownership" of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, public service announcements, or other communications;
4. Impair the functionality of an item;
5. Incur substantial costs or be impractical;
6. Offend local cultural or social norms, or be considered inappropriate; or
7. Conflict with international law.

Such a waiver would flow down to subagreements unless otherwise specified.

Marking requirements will flow down to subrecipients. In addition to other branding guidance, the following marking provision will be included in any subagreements entered into under this award:

*“As a condition of receipt of this subaward, marking with the USAID Identity of a size and prominence equivalent to or greater than the recipient’s, subrecipient’s, other donor’s, or third party’s is required. In the event the recipient chooses not to require marking with its own identity.”*

### **Conflict of Interest Pre-Award Term**

Personal: No actual or potential personal conflicts of interests known. If any develop during the pre-award phase, we will alert USAID.

Organizational: No actual or potential conflicts of interest. We will notify USAID if anything new develops during the pre-award phase.