RFA- AID-SOL-OAA-00005 Universidad del Valle de Guatemala

Branding Strategy and Marking Plan  (BS/MP)

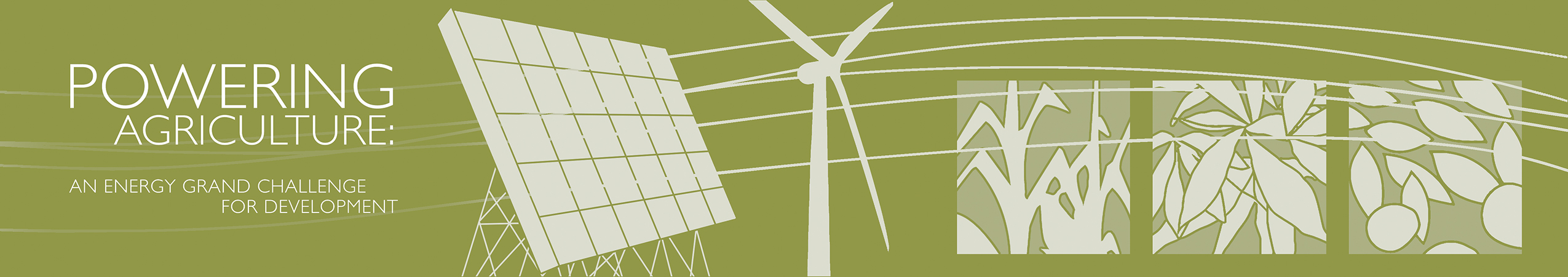
Universidad del Valle (UVG) has consistently complied with Donor requirements for marking and branding commodities.  UVG shall comply with current “Powering Agriculture: An Energy Grand Challenge for Development (PAEGC)” branding and marking guidelines, as well as USAID guidelines set in ADS Chapter 320 Branding and Marking, observing the following requirements:

* We shall mark all commodities and equipment funded by PAEGC with the Powering Agriculture identity of a size and prominence equivalent to the UVG logo. Any commodity or equipment funded will be marked appropriately by UVG with the “Powering Agriculture Identity” consisting of the following elements: (i) The Powering Agriculture logos, (ii) The United States Agency for International Development (USAID) logo, (iii) the Swedish Government logo, (iv) the German Federal Ministry for Economic Cooperation and Development (BMZ) logo, (v) the Duke Energy logo, (v) and the Overseas Private Investment Corporation (OPIC) logo.
* The Powering Agriculture Identity will be used on all project or activity sites; public communications including, but not limited to studies, reports, audio visual productions, and other informational products, forms, press releases, banners and promotional material; events organized under the program such as training courses, workshops, exhibitions, conferences and other public activities.
* When appropriate, the following “Powering Agriculture Disclaimer” will be used on project deliverables as well: “This product is made possible through the support of the Powering Agriculture: An Energy Grand Challenge for Development Partners: the United States Agency for International Development (USAID), the Swedish Government, the German Federal Ministry for Economic Cooperation and Development (BMZ), Duke Energy, and the Overseas Private Investment Corporation (OPIC). Further information about Powering Agriculture can be found at [www.PoweringAg.org](http://www.PoweringAg.org).”
* Branding and Marking will observe the Powering Agriculture Identity colors (CMYK: C=45 M=25 Y=94 K=3, RGB: R=152 G=158 B=73, PMS: 7495) and partner order ( (i) The United States Agency for International Development (USAID) logo, (ii) the Swedish Government logo, (iii) the German Federal Ministry for Economic Cooperation and Development (BMZ) logo, (v) the Duke Energy logo, (v) and the Overseas Private Investment Corporation (OPIC) logo).

 In order to increase awareness of this program, as well as the support provided by USAID and the American people, the following plan will be followed:

**Positioning:**

The project will be named “Community Solar Grids for Agriculture” or “Generadores Solares Comunitarios para la Agricultura.”  The project logo will include the Powering Agriculture identity.  We provide examples of the proposed logos.



**Community Solar Grids for Agriculture**



**Community Solar Grids for Agriculture**



**Communication and Publicity:**

The target audience of local project publicity will be local communities, local leaders, small holder farmers, agricultural technicians, and the Highlands and South Coast UVG Campus students and professors. Internationally, impact investors will be targeted in order to raise capital for the demonstration units.

The main program messages will be:

1. Locally operated solar grids benefit the entire community
2. Renewable energies contribute environmental and economic sustainability
3. Community operated solar grids are sound and sustainable impact investments

***Social and electronic media***

 The program will be promoted publicly through the dissemination of information in different media. The award will be published on UVG website announcements, Facebook fanpage, and through e-newsletters.  All posts that refer to the project will contain the Powering Agriculture identity. Most publications released by UVG will be published in both English and Spanish. An appropriate translation of the Powering Agriculture Disclaimer will be used when necessary. The branding Identity will also be included on the website of the Sub-Awardee (Development Ventures, and all of their promotional material that relates to or references this project), and of all of the material relating to the local utility companies established as a result.

***Printed media***

Promotional material will be developed to maximize the outreach to access impact / private-sector investment. All investment related promotional material will prominently carry the ‘powering agriculture identity'. Agricultural extension work will be disseminated via UVG printed publications. Any handbook or manual funded by PAEGC will carry the Powering Agriculture identity. All printed material will also be available electronically.

***Events and public activities***

A launch event, breaking ground event, inauguration of each accelerator, and closing event will be held and will include recognition of Powering Agriculture support. USAID and Founding Partner Embassy representatives in Guatemala will be invited to these events. An announcement and press release regarding the purpose, importance and the long-lasting benefits of the project will be provided to local media, published on the UVG website, and in the UVG e-newsletter. These events, along with all project training events, will feature the Powering Agriculture identity and approves project logo.

***Final Community Operated Grid and Accelerator branding***

The final branding of the Community Accelerators will be developed in collaboration with the target communities, but the “Powering agriculture identity” will appear prominently in the design. This branding will be used by the Community Accelerators beyond project duration.