

displayed on the website will be the USAID identity, visually reinforcing the agency's role and commitment to sustainable development. The logo will be strategically placed in headers, footers, and other relevant sections, ensuring the agency's involvement is immediately recognizable and associated with the program's achievements. The website will also serve as a repository for success stories and case studies illustrating the program's positive outcomes and real-world benefits. These stories will demonstrate the program's impact on individuals, communities, and regions, effectively showcasing its contribution to positive change.

Additionally, the website will provide a platform for stakeholders to access program-related resources, including reports, research findings, and relevant publications. Through intuitive navigation and comprehensive content, the website will foster engagement and dialogue among beneficiaries, partners, and the broader public. By visibly bearing the USAID identity, the website will serve as an informative tool and a testament to the agency's commitment to meaningful and sustainable development. Through its dynamic and interactive features, the website will play a vital role in enhancing program visibility, engaging stakeholders, and effectively communicating the program's achievements and objectives to a global audience.

(iii.) As an integral aspect of the grant or cooperative agreement, the recipient will orchestrate a compelling and impactful series of social media campaigns, which will prominently showcase the USAID identity. These campaigns will serve as dynamic tools for public communication, aiming to engage the audience, disseminate information, and celebrate the achievements of the USAID-supported initiative. The social media campaigns will encompass diverse content formats, including regular posts, videos, and success stories. These materials will be skillfully curated to resonate with the target audience and effectively convey the program's significance, objectives, and positive impact. Each post will be carefully crafted to provide bite-sized insights into the program's activities, milestones, and outcomes. Engaging visuals, including images and videos, will be seamlessly integrated to capture attention and facilitate better understanding. By incorporating the USAID identity into every post, the agency's commitment to the program's success will be consistently reinforced. The video content within the campaigns will further enhance engagement, providing a dynamic medium to share narratives of change, testimonies from beneficiaries, and snapshots of on-the-ground activities. The USAID identity will be thoughtfully incorporated into these videos, creating a visual connection between the agency's support and the stories being told. Moreover, the social media campaigns will spotlight success stories that exemplify the program's positive influence on individuals, communities, and regions. These stories will prove the program's effectiveness, showcasing its role in driving positive change and fostering sustainable development. Throughout the campaigns, the USAID identity will be strategically placed in post banners, video intros/outros, and profile images, ensuring that the agency's involvement remains highly visible and associated with the campaign's goals. By harnessing the power of social media, these campaigns will establish a direct and dynamic channel of communication with the audience. The consistent presence of the USAID identity will not only reinforce the agency's commitment but underscore the program's role in catalyzing transformative outcomes. These campaigns will increase program awareness, engage stakeholders, and highlight the USAID-supported initiative's positive contributions.

(iv.) As a fundamental component of the grant or cooperative agreement, the recipient will organize and conduct impactful public workshops featuring the USAID identity. These workshops will serve as interactive platforms to introduce the program and its associated benefits

to the target audience, fostering understanding, engagement, and support. The public workshops will be thoughtfully designed to give attendees a comprehensive overview of the program's objectives, activities, and intended outcomes. These in-person events will create opportunities for direct interaction, dialogue, and the exchange of information between program representatives and the participants. The USAID identity will play a significant role in these workshops, visualizing the agency's involvement and endorsement of the program. The logo will be prominently displayed on banners, materials, and presentation slides, ensuring the agency's support remains consistently visible throughout the event. Program materials, including brochures, pamphlets, and other informative documents, will be distributed during the workshops. These materials will further emphasize the program's goals, methodology, and the positive changes it aims to bring about. The USAID identity will be incorporated into these materials, reinforcing the agency's commitment and credibility.

Through engaging presentations, interactive discussions, and real-world examples, the workshops will illustrate the tangible benefits and value that the program offers to participants. The USAID identity's presence will symbolize authority, reliability, and a shared commitment to sustainable development. Attendees can engage with program representatives, ask questions, and better understand how the program aligns with their needs and interests. Integrating the USAID identity into the workshop's visual elements and materials will establish a clear connection between the agency's support and the program's objectives. In conclusion, these public workshops will be pivotal for fostering awareness, understanding, and buy-in for the USAID-supported initiative. The USAID identity's visible presence will reinforce the program's credibility and significance, ensuring that attendees leave with a clear understanding of the program's goals, benefits, and positive impact on communities and individuals. The recipient will host a series of impactful in-person public workshops to provide participants with a firsthand understanding of the program's objectives, activities, and positive outcomes. These workshops will be interactive forums for dialogue, learning, and collaboration. The USAID identity will be strategically integrated into banners, posters, presentation materials, and handouts, ensuring the agency's program endorsement is highly visible throughout the event. Participants will gain insights into the program's significance and the opportunities it presents for positive change.

(v). A dedicated email communication channel will facilitate regular and direct stakeholder interaction. This channel will be reliable for information dissemination, updates, and engagement. The USAID identity will be prominently featured in the email template, reinforcing the agency's affiliation with the program. Recipients of these communications will be kept informed about the latest program developments, achievements, and upcoming events. This personalized approach will foster a sense of involvement and community among stakeholders.

The program materials, commodities, and resources will collectively contribute to a cohesive and impactful public communication strategy. By integrating the USAID identity across these platforms, the recipient will effectively convey the agency's commitment and support for the program's objectives. This approach will ensure stakeholders are informed, engaged, and inspired to participate in the program's journey toward meaningful and sustainable outcomes.

What is the main activity message?

Main Activity Message: "Unlock student reading potential! GQ will provide the skills, mentorship, and resources that guarantee quality education for all students to learn to succeed as a reader by the 4th grade."

Will the recipient announce and promote publicly this activity to the host country's citizens?

YES, Inc. will actively announce and promote this activity to host country citizens as part of our commitment to transparency and engagement. We recognize the importance of informing and involving the local community in our efforts to ensure the widest possible impact of the GQ Program. Our public announcements and promotional activities will effectively convey the program's objectives, benefits, and opportunities to the host country's citizens. We are dedicated to fostering awareness and engagement at the local level to maximize the program's positive influence within the community.

If yes, what press, and promotional activities are planned?

YES, Inc. has a comprehensive plan for press and promotional activities to announce and promote the GQ Program to the citizens of the host country. All promotions will have the USAID logo and the message, "USAID is from the American People." Our planned activities include:

1. Press Releases: YES, Inc. will issue press releases to local media outlets to announce the launch of the GQ program, key milestones, and significant achievements throughout its implementation.
2. Media Interviews: Our GQ program representatives will be available for interviews with local newspapers, radio stations, and television channels to provide in-depth insights into the program's goals, impact, and success stories.
3. Social Media Campaigns: YES, Inc. will utilize various social media platforms, including Facebook, WhatsApp, Instagram, YouTube, Twitter, and TikTok, to share program updates, success stories, and engaging content that resonates with our target audience.
4. Community Events: Hosting community events and workshops to directly engage with host country citizens, disseminate information about the program, and encourage participation.
5. Website Updates: Regular updates to our program's website with relevant news, success stories, and resources to keep host country citizens informed and engaged.
6. Collaboration with Local Influencers: Partnering with local influencers with a strong community following to endorse and amplify the GQ program's message.
7. Printed Materials: Distribution of printed materials such as brochures, flyers, and posters in local communities, schools, and libraries to raise awareness.

8. **Public Service Announcements:** YES, Inc. will seek to create and broadcast public service announcements, if available, on local radio and television channels to inform citizens about program opportunities.

9. **Partnership with Schools, businesses, and Libraries:** Collaboration with local schools, businesses, and libraries to organize events like "Readership Days" to promote literacy and education among students and the broader community.

10. **Acknowledgment of Host Country Government:** Acknowledging the support and collaboration of the host country government, MINERD, as a co-sponsor in all program materials and communications.

These planned press and promotional activities ensure that the GQ program is widely recognized and accessible to host country citizens, fostering buy-in, active engagement, and participation in the GQ program's initiatives.

Please provide any additional ideas about how to increase awareness that the American people support this activity.

Increasing awareness that Americans support the GQ Program is crucial for building trust and credibility. Here are four additional ideas to enhance this awareness:

1. **Interactive Workshops:** Conduct workshops or webinars led by American experts or trainers. These events can focus on specific skills, entrepreneurship, or leadership development and emphasize the American expertise contributing to the program.
2. **Video Testimonials:** Collect testimonials from American program supporters, participants, or volunteers sharing their experiences and commitment to the program's success.
3. **Video Blog:** Produce a series of video blogs highlighting the journey of program participants and the impact of American support on their lives and communities.
4. **Community Outreach:** Engage with local community leaders, influencers, and grassroots organizations to advocate for the program's importance and the positive role of American support.

By implementing these ideas, YES, Inc. can raise awareness and foster a deeper appreciation among the local population for the support provided by the American people, strengthening the program's impact and community involvement.

Public Promotion: The GQ Program will be announced and promoted through press releases, social media campaigns, and local community events. Increasing awareness of the GQ Program involves a multifaceted approach involving collaboration with local influencers, engaging with schools and libraries, sharing success stories on social media platforms, and sponsoring a book program. Here's how each of these areas will contribute to raising awareness:

1. **Collaborate with Local Influencers:** YES, Inc. will seek to leverage within the local reach by partnering with local influencers, which increases our access to their existing follower base, allowing for a broader reach within the community that will increase our credibility and trust within the community: Influencers often have a trusted reputation among their followers. Their

endorsement of the GQ program will add credibility and authenticity to the message. Influencers can also create engaging content highlighting the program's objectives and benefits, making it more relatable to their audience.

2. Host "Readership Days" with Local Schools and Libraries: Collaborating with schools and libraries fosters community engagement and demonstrates the GQ's program's educational commitment. Interactive Learning: "Readership Days" provide opportunities for interactive learning, encouraging students to participate in reading-related activities actively. These events can involve parents and caregivers, further expanding the reach and impact of the program.

3. Share Success Stories on Social Media Platforms: Showcase Impact: Sharing success stories of program beneficiaries on various social media platforms humanizes the program's impact and showcases the impact of the GQ program, making it relatable and inspiring. Utilizing multiple social media platforms allows for reaching diverse audiences of all ages and demographics. Engagement: Engaging storytelling through posts, videos, and live sessions can encourage social media users to interact, share, and comment on success stories.

4. Sponsor a Book Program: YES, Inc. will seek to push and elevate literacy promotion for the GQ program by sponsoring a book program that directly promotes literacy and education within the community, aligning with the program's objectives. Providing books to schools and libraries creates a tangible and visible impact, generating positive word-of-mouth and community support. Partnering with schools and libraries for book distribution enhances the program's reputation as a community-focused initiative.

Incorporating these strategies into the program's communication plan will increase awareness and create a sense of community involvement and support. It's essential to tailor the messaging and activities to resonate with the local culture and preferences, ensuring that the GQ program's objectives are effectively communicated to the target audience.

3) Acknowledgements:

Will there be any direct involvement from a host country's government ministry? There will be direct involvement with the host country's government ministry. YES, Inc. will establish direct contact and active engagement with the Host Country Government Ministry, specifically MINERD.

If yes, please indicate which one or ones. Will the recipient acknowledge the ministry as an additional co-sponsor? YES, Inc. will acknowledge MINERD as an additional co-sponsor in all program materials USAID has approved. This acknowledgment will include the prominent display of YES, Inc. and USAID logos, underscoring our collaborative endeavors in advancing effective reading skills development for all students before the fourth grade to guarantee quality education for all (GQ).

YES, Inc./USAID MARKING PLAN

AWARD TITLE: Guaranteed Quality (GQ) Education for All

AWARD NUMBER: TBD

DATE OF PLAN: 9/6/2023

1) Requirement:

A description of the public communications, commodities, and program materials that the recipient will produce as a part of the grant or cooperative agreement, and which will visibly bear the USAID identity. These include: (i) program, project, or activity sites funded by USAID, including visible infrastructure projects or other programs, projects, or activities that are physical in nature; (ii) technical assistance, studies, reports, papers, publications, audiovisual productions, public service announcements, websites/Internet activities, and other promotional, informational, media, or communication products funded by USAID; (iii) events financed by USAID, such as training courses, conferences, seminars, exhibitions, fairs, workshops, press conferences, and other public activities; and (iv) all commodities or equipment provided under humanitarian assistance or disaster relief programs, and all other equipment, supplies and other materials funded by USAID, and their export packaging.

The following program components will visibly bear the USAID identity:

(i) Physical Program Sites: Signage with the USAID/YES, Inc. identity at program training centers. YES, Inc. will produce and display signage at the physical program sites, representing the collaborative efforts between USAID and YES, Inc. in implementing the GQ program. These signs will be thoughtfully designed, strategically placed, and maintained to ensure that the USAID identity is visible and prominent per USAID's branding guidelines. As part of the grant or cooperative agreement with USAID, YES, Inc. is committed to producing a range of public communications, commodities, and program materials that will bear the USAID identity and enhance the visibility, marketing, and branding of the joint efforts in implementing the GQ Program. Specifically, for the "Physical Program Sites," YES, Inc. will focus on creating signage that prominently features the USAID/YES, Inc. identity promoting GQ at program training centers.

1. **Signage Design:** The design will visually represent the collaborative partnership between USAID and YES, Inc. It will incorporate the USAID identity, including the USAID logo and any specified branding elements, alongside the YES, Inc. logo. The design will adhere to USAID's branding guidelines and aim to create a cohesive and impactful visual presence.

2. **Placement and Visibility:** The signage will be strategically placed at key locations within the physical program sites, notably at the entrances, reception areas, and other highly visible

locations. Doing so ensures that anyone entering the program training centers will immediately recognize the association between the GQ program and USAID and YES, Inc.

3. **Materials and Durability:** The signage materials will be high quality, durable, and suitable for indoor and outdoor use, ensuring the branding remains intact and visible even in varying weather conditions. Materials might include vinyl, metal, or other appropriate substrates.

4. **Compliance with Size and Prominence Requirements:** YES, Inc. will ensure that the USAID identity is presented on the signage with the required size and prominence specified in USAID's branding guidelines. The USAID logo will be given equal billing with the YES, Inc. logo, maintaining a precise balance between identities.

5. **Information Content.** In addition to branding elements, the signage will convey essential information about the GQ Program. Essential information may include program names, key messages, and contact details, briefly introducing the program's purpose and objectives.

6. **Maintenance and Updates:** YES, Inc. is committed to maintaining the signage to ensure it remains in good condition and continues representing the partnership throughout the GQ program. If there are any updates or changes to the signage design or content, these will be promptly addressed to maintain accuracy and relevance.

(ii) Technical Assistance: Reports and training materials will feature the USAID/YES, Inc. logo. YES, Inc. will produce reports and training materials that prominently display the USAID/YES, Inc. logo as part of its technical assistance efforts within the GQ Program. These materials will adhere to USAID's branding guidelines, ensuring consistency and clear co-branding while delivering technical support and capacity-building initiatives to program participants and stakeholders. As part of the grant or cooperative agreement with USAID, YES, Inc. is committed to producing a variety of public communications, commodities, and program materials that will bear the USAID identity while delivering technical assistance through the GQ Program. Specifically, for "Technical Assistance," YES, Inc. will focus on creating reports and training materials featuring the USAID/YES, Inc. logo.

1. **Reports Design:** Reports produced by YES, Inc. will follow a design template incorporating the USAID and YES, Inc. identities. The USAID logo and any specified branding elements will be included alongside the YES, Inc. logo. The design will adhere to USAID's branding guidelines, ensuring a consistent and unified visual presentation.

2. **Training Materials:** Training materials, including presentations, handouts, and digital resources, will also prominently feature the USAID/YES, Inc. logo. These materials are essential for delivering the technical assistance components of the GQ program, such as training sessions, workshops, and capacity-building initiatives.

3. **Compliance with Branding Guidelines:** YES, Inc. will ensure that the USAID identity is displayed on reports and training materials per USAID's branding guidelines. The USAID logo will be presented with the required size, prominence, and alignment relative to the YES, Inc. logo to meet the co-branding requirements.

4. Consistent Messaging: Incorporating the USAID identity into reports and training materials reinforces the partnership's message and reflects the joint commitment to the program's success. Reports may also contain a disclaimer indicating the funding source and the content's responsibility.

5. Distribution and Accessibility: These materials will be available to program beneficiaries, stakeholders, and relevant parties. Digital versions may be hosted on the program's website for easy access and download, while physical copies will be distributed as needed during training sessions and presentations.

6. Periodic Updates: As the GQ Program progresses, YES, Inc. may need to update reports and training materials to reflect program achievements, evolving goals, or changes in the USAID identity or branding requirements. Updates will be made as necessary to ensure accuracy and relevance.

Website and social media: The USAID/YES, Inc. logo will be prominently on the website and social media profiles. YES, Inc. will maintain a robust online presence through the GQ Program's website and social media profiles. These digital platforms will prominently display the USAID/YES, Inc. logo, adhering to USAID's branding guidelines, and serve as dynamic channels for engaging with the program's audience while effectively conveying the collaborative nature of the partnership. As a part of the grant or cooperative agreement with USAID, YES, Inc. is committed to producing public communications and program materials that will bear the USAID identity while effectively promoting the GQ Program through digital channels. Specifically, for "Website and Social Media," YES, Inc. will ensure that the USAID/YES, Inc. logo is prominently featured on the program's website and social media profiles.

1. Website Design: The GQ Program's official website will be designed to prominently showcase the collaborative partnership between USAID and YES, Inc. This design will include the USAID logo and any specified branding elements in a visible and prominent position on the website.

2. Social Media Profiles: All official social media profiles associated with the GQ Program will feature the USAID/YES, Inc. logo as the profile picture or banner image. This strategy ensures that the co-branded identity is consistently displayed across various social media platforms.

3. Compliance with Branding Guidelines: YES, Inc. will ensure that the placement of the USAID identity on the website and social media profiles aligns with USAID's branding guidelines. Guidelines include adhering to logo size, placement, and co-branding prominence requirements.

4. Content Integration: Besides logo placement, the content shared on the website and social media will reflect the program's collaborative nature. Collaboration may include acknowledging USAID's support in mission statements, about pages, and content descriptions.

5. Engaging Content: The website and social media platforms will be dynamic tools for engaging with the program's target audience. Content will include updates, success stories, photos, videos, event promotions, and other engaging materials that effectively convey the program's impact and progress.

6. Responsiveness and Accessibility: The website will be designed to be responsive, ensuring accessibility on various devices, including mobile phones and tablets. Social media profiles will actively engage with followers, respond to inquiries, and encourage user participation.

7. Periodic Updates: YES, Inc. will update the website and social media content to reflect these developments as the GQ Program evolves and achieves milestones. Periodic updates will keep the online presence current and aligned with the program's goals and achievements.

(iii) Events: Banners and materials at workshops and events will include the USAID/YES, Inc. identity. YES, Inc. will produce banners, workshop materials, and event signage featuring the USAID/YES, Inc. identity during events and workshops. These materials will adhere to USAID's branding guidelines and serve as powerful tools for conveying the collaborative nature of the partnership, engaging with event participants, and effectively delivering the GQ program's content and objectives. As part of the grant or cooperative agreement with USAID, YES, Inc. is dedicated to producing public communications, commodities, and program materials that will bear the USAID identity while enhancing the visibility and branding of the GQ Program during events, workshops, and public activities. Specifically, for "Events," YES, Inc. will focus on creating banners and materials that prominently feature the USAID/YES, Inc. identity.

1. Event Banners: Event banners will showcase the collaborative partnership between USAID and YES, Inc. These banners will incorporate the USAID logo, along with any specified branding elements, in a clear and eye-catching manner. The design will adhere to USAID's branding guidelines, ensuring a consistent and impactful visual presentation.

2. Workshop Materials: Materials used during workshops and events, such as presentation slides, handouts, and training resources, will prominently feature the USAID/YES, Inc. identity. These materials are vital in delivering program content and engaging with participants effectively.

3. Compliance with Branding Guidelines: YES, Inc. will ensure that the placement of the USAID identity on event banners and workshop materials aligns with USAID's branding guidelines, including meeting requirements related to logo size, placement, and co-branding prominence.

4. Content Integration: Besides logo placement, the content presented during events and workshops will reflect the program's collaborative nature. Presenters and facilitators may acknowledge USAID's support in opening remarks, introductory slides, and program introductions.

5. Engaging Event Content: Events and workshops will feature engaging and informative content related to the YES Program's objectives and activities. Activities include keynote speeches, panel discussions, interactive sessions, and hands-on activities that align with the program's goals.

6. Event Signage: Besides banners, event signage will guide attendees and participants, prominently displaying the USAID/YES, Inc. identity. Directional signs, entrance signage, and booth displays will reinforce the branding and enhance event navigation.

7. Responsiveness and Interactivity: YES, Inc. representatives will actively engage with attendees, respond to inquiries, and encourage interaction during events. This engagement fosters a sense of partnership and collaboration between program participants and the GQ Program.

8. Periodic Updates: As the GQ Program progresses and reaches milestones, event banners, workshop materials, and signage will be updated to reflect these achievements, ensuring the program's branding remains current and aligned with its goals.

(iv) **Commodities:** All equipment and materials provided under the program will have visible USAID/YES, Inc. labels. YES, Inc. will label all equipment, materials, and resources provided under the EYES Program with visible USAID/YES, Inc. labels. This labeling practice aligns with USAID's branding guidelines. It serves as a tangible representation of the collaborative partnership, reinforcing accountability, transparency, and program promotion throughout the GQ program's duration. As an integral part of the grant or cooperative agreement with USAID, YES, Inc. is committed to producing public communications, commodities, and program materials that will bear the USAID identity while ensuring the clear visibility of the collaborative partnership for the GQ Program. Specifically, for "Commodities," YES, Inc. will ensure that all equipment and materials provided under the program will feature visible USAID/YES, Inc. labels.

1. Equipment Labeling: All equipment procured and provided in the GQ program will feature visible USAID/YES, Inc. labels. These labels will identify the origin and support of the equipment and materials, reinforcing the partnership between USAID and YES, Inc.

2. Materials Labeling: In addition to equipment, any GQ program-related materials, supplies, and resources distributed to program participants and beneficiaries will also bear visible USAID/YES, Inc. labels, ensuring that even smaller commodities convey the co-branded identity.

3. Compliance with Branding Guidelines: YES, Inc. will adhere to USAID's branding guidelines regarding the size, placement, and design of the labels. The labels will be applied to align with the specific requirements set forth by USAID.

4. Accountability and Transparency: Labeling equipment and materials serves the dual purpose of accountability and transparency. It indicates the source of the commodities and reassures beneficiaries of the support received from USAID.

5. Coordinated Labeling: The labeling process will ensure that all equipment and materials, regardless of their type or purpose, consistently carry the USAID/YES, Inc. labels. This coordinated approach maintains branding uniformity.

6. Program Promotion: The presence of USAID/YES, Inc. labels on commodities also acts as a promotional tool. It raises awareness about the program and its objectives whenever GQ program participants and stakeholders utilize or see program-related materials or equipment.

7. Periodic Audits: To maintain accuracy and compliance, YES, Inc. may conduct periodic audits to ensure that equipment and materials are labeled adequately throughout the program's implementation.

2) Table of Supplies and Equipment to be used in a visible manner to fulfill the goals of the “Leap Activity” and indicate how and where they will be tagged with the USAID identity.

YES, Inc. will strategically utilize the items listed in the Table of Supplies and Equipment below to fulfill the "Leap Activity" goals within the GQ Program. Each item will also be tagged with the USAID identity per the co-branding requirements. The table below details how YES, Inc. plans to use these supplies and equipment and where the USAID identity will be placed:

By strategically using these supplies and equipment in the "Leap Activity" and tagging them with the USAID identity, YES, Inc. aims to achieve the following: 1. To create a professional and cohesive visual presence for the program. 2. To ensure all materials used during the activity are co-branded, emphasizing the collaborative effort between USAID and YES, Inc. 3. To increase awareness among program participants, stakeholders, and beneficiaries about USAID's support for the "Leap Activity." This approach not only facilitates the smooth execution of program activities but also strengthens the program's overall branding and messaging, which is essential for fostering a positive impact on program participants and the community.

Supply/Equipment	Type of Marking	Where Marking Placed
Computers	USAID/YES, Inc. Identifying Label	Front of Monitor
Printers	USAID/YES, Inc. Identifying Label	Top of Printer
Field backpacks	USAID/YES, Inc. Identifying Label	Outside of Backpack
Programs	USAID/YES, Inc. Identifying Logo	Front of program/within all pages
Banners	USAID/YES, Inc. Identifying Label	Top and Sides
Brochures	USAID/YES, Inc. Printed Identity	Front Cover
Posters	USAID/YES, Inc.	Prominent Position

	Identifying Logo	
Flyers	USAID/YES, Inc. Printed Identity	Prominent Position
Business Cards	USAID/YES, Inc. Printed Identity/logo	Front Side
Event Backdrops	USAID/YES, Inc. Identifying Logo	Background
T-shirts	USAID/YES, Inc. Identifying Logo	Front or Back
Name Tags	USAID/YES, Inc. Printed Identity	Visible Position
Audiovisual Equipment	USAID/YES, Inc. Identifying Logo	Front or Top
Projectors and Screens	USAID/YES, Inc. Identifying Logo	Visible Position
Cameras and Tripods	USAID/YES, Inc. Identifying Logo	Visible Position
Tablets/Smartphones	USAID/YES, Inc. Identifying Label	Back or Case
Event Signage	USAID/YES, Inc. Identifying Logo	Prominent Position

Pens and Notepads	USAID/YES, Inc. Printed Identity	Cover of Notepad
Promotional Materials/SWAG	USAID/YES, Inc. Printed Identity	Visible Position
USB Drives	USAID/YES, Inc. Printed Identity	Exterior Surface
Tablecloths	USAID/YES, Inc. Identifying Logo	Table Front and Sides
Curriculum Materials	USAID/YES, Inc. Identifying Logo	Most predominant location i.e. Inside jacket area. Front and back of materials.
Backdrops	USAID/YES, Inc. Identifying Logo	Prominent Visible area
Table Tents	USAID/YES, Inc. Identifying Logo and Messages	Front and Back
Event Badges/ name tags	USAID/YES, Inc. Identifying Logo	Front/Top of Badge

3) Table of Deliverables expected to be produced in the conduct of this program: All deliverables will be marked visibly with the USAID identity; YES, Inc. will strategically use the items listed in the Table of Deliverables below to fulfill the goals of the "Leap Activity" within the GQ Program. Each deliverable will be marked visibly with the USAID identity, as the chart specifies. By marking all deliverables this way, YES, Inc. aims to achieve several important

goals: 1. To maintain consistency and compliance with USAID's branding guidelines. 2. To highlight the collaborative effort between USAID and YES, Inc. in producing these deliverables. 3. To communicate the source of funding and support for the program to a broad audience, including beneficiaries and stakeholders. This approach ensures that all program materials are co-branded effectively and reinforces the program's credibility and shared commitment to its goals. Below is an indication of what type of marking will be used and where the USAID identity will be placed on the deliverable.

Deliverable	Type of Marking	Where Marking Placed
Program Brochures	USAID/YES, Inc. Printed Identity	Front Cover
Workshop Materials	USAID/YES, Inc. Printed Identity	Cover/Page Header
Program Reports	USAID/YES, Inc. Printed Identity	Front Cover
Event Posters	USAID/YES, Inc. Identifying Logo	Prominent Position
Event Programs	USAID/YES, Inc. Identifying Logo	Prominent Position
Promotional Videos	USAID/YES, Inc. Identifying Logo	Beginning/End of Video
Social Media Posts	USAID/YES, Inc. Identifying Logo	Within Visual Content
Website Landing Page	USAID/YES, Inc. Web	Header/Footer

	Identity	
Press Releases	USAID/YES, Inc. Printed Identity	Top/Header
Infographics	USAID/YES, Inc. Identifying Logo	Throughout Content
Workshop Completion Certificates	USAID/YES, Inc. Printed Identity	Bottom/Corner of Certificate
Program Completion Certificates	USAID/YES, Inc. Printed Identity	Bottom/Corner of Certificate
Email Signatures	USAID/YES, Inc. Printed Identity	End of Email Signature
Case Studies	USAID/YES, Inc. Printed Identity	Front Cover
Program Evaluation Reports	USAID/YES, Inc. Printed Identity	Front Cover
Newsletters	USAID/YES, Inc. Printed Identity	Header
Website Blog Posts	USAID/YES, Inc. Web Identity	Blog Header
Webinar Presentations	USAID/YES, Inc. Identifying Logo	Title Slide/Throughout Presentation

Event Live Streams	USAID/YES, Inc. Identifying Logo and Messages	Broadcast Overlay
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Please note that the actual deliverables and their marking may vary based on the program's specific activities, goals, and target audience. The above table provides a comprehensive list of potential deliverables we will consider when implementing the marketing plan for the GQ Program.

4) Sub-recipient: YES, Inc. has no sub-recipients as part of its engagement in the GQ program associated with the Basic Education Recovery activity cooperative agreement.

5) Public Communications Disclaimer: YES, Inc. will use the following disclaimer in any “public communications,” as defined in 2 CFR 700.16, funded by USAID, in which the content has been approved by USAID: “This study/report/audio-visual/other information/media product (specify) 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 [insert recipient’s name] and do not necessarily reflect the views of USAID or the United States Government.”

6) Submission of Materials: YES, Inc. will provide the Agreement Officer’s Representative (AOR) with two copies of all program and communications materials. Additionally, final documents will be submitted to USAID’s Development Experience Clearinghouse. By following this branding strategy and marking plan, YES, Inc. aims to create a strong brand identity for the GQ Program while adhering to USAID's requirements for co-branding and co-marking.