



USAID
FROM THE AMERICAN PEOPLE



HEARTS OF EUROPE GLOBAL GRANTS

BRANDING AND MARKING GUIDELINES

Introduction

USAID has partnered with Rotary to co-invest in communities across Europe and Eurasia through the new *Hearts of Europe* partnership. Grant activities implemented during this three-year program aim to foster collaboration, networking, and friendship among Rotary clubs in Eastern European countries and the United States.

Objective

The goal of branding and marking is to positively promote the projects that are being implemented and to ensure audiences realize that projects are jointly supported by USAID and Rotary. We encourage you to create at least one type of external communication – newspaper, social media, interview, event, etc – for each grant received.

Acknowledgment and Positioning

USAID and Rotary have specific requirements to acknowledge the work that the two organizations undertake together through this partnership. Both organizations need to comply with these requirements when creating documents, videos, signage, or other printed or digital materials that promote USAID-Rotary *Hearts of Europe* partnership.

In all materials produced for these projects:

- acknowledgement should be made of the title of the partnership, *Hearts of Europe*
- the Rotary and USAID logos must be equal in size when used together, as shown below

The USAID logo should appear on the left. The Rotary logo, of equal size, should appear on the right.



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DOWNLOAD

Approved USAID-Rotary logo pairing, in formats for both print and web usage

Logo Placement Examples

The following examples indicate the most appropriate placement of the USAID-Rotary partnership logo for various media and promotional pieces. In printed materials, the logo must be at least 0.5" (13mm) tall. There is no maximum height.

Additional consideration is needed for project signs. In addition to the USAID-Rotary logos, please include the names of any Rotary clubs or districts involved in the project. Please see the project sign template image below.

Branding and Marking Plan

Item	Recommended Placement Partnership Logos and General Notes	Requires Rotary and USAID Approval
Printed Materials: such as training and program manuals, flyers, event invites	Logos In the header or footer of the document and no smaller than 0.5"	Yes
Signs or Plaques	Logos prominent and large enough to be read easily; list any Rotary clubs or districts involved in the project. See example below.	No
Online Materials: such as training materials and program manuals, event invites	Logos in the header or footer of the webpage, where it describes the partnership	Yes
Public Communications: media articles, interviews, newspaper	Use logos where possible. Please send draft to Rotary for review.	Yes
Purchased Project Items to be Distributed	Logos placed at the top or bottom of the item and no smaller than 0.5"	No
Social Media	Use logos when possible. Please tag the social media handles for Rotary and USAID in posts. See "social media" for more information.	No
Videos	At the end of video - USAID and Rotary logos	Yes
Other	If something is not covered above, please ask.	

If for some reason the content of a public communication (except social media) has not been approved by USAID, it must then include the following acknowledgement and disclaimer:

"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 name] and do not necessarily reflect the views of USAID or the United States Government."

Project Sign Template

Pictured below is the suggested language for project signs and/or the project plaque upon completion. It must include the partnership logo, a mention of *Hearts of Europe*, the name of the project, and all Rotary clubs involved with the project.


USAID-ROTARY HEARTS OF EUROPE
Project name or type
Name of Rotary host sponsor
Name of Rotary international sponsor
Support for this project was provided by USAID and The Rotary Foundation

Social Media

Projects and activities are encouraged to be showcased via social media. This content does not need to be approved by Rotary or USAID, but we do ask the following:

- Use both the logos when possible
- FACEBOOK: Tag @Rotary, @USAID
INSTAGRAM: Tag @RotaryInternational, @USAID
TWITTER: Tag @Rotary, @USAIDEurope

Ideas or Questions?

Please reach out to with any communications questions or ideas such as:

- Opportunities to amplify your messaging
- Information on planned project events
- Opportunities for public outreach, digital, and media engagement
- Proper usage of the logos

When documents require Rotary and USAID approval, please send your communication documents and we will share them with USAID for their review and approval.

Contact: Partner Relations Manager Amanda Ottman Amanda.Ottman@Rotary.org