The objective of branding and marking is to ensure that recipients know the commodities they receive have been provided by the American people.

Branding displays at the distribution (and feeding) centers require banners, posters, or similar media that contain the following information:

* Names and ration quantities of commodities being distributed at that time
* “Provided through the friendship of the American people” (This can also be conveyed verbally, expressing that the food comes from the American people.)
* “Not to be sold or exchanged”
* The USAID logo (and if applicable, the Awardee logo)

See the USAID mission’s current Branding Strategy and Marking Plan (BS/MP) and the BS/MP attached to your operational plan for additional requirements or waivers.

Each year, the AOR will revisit the BS/MP and will consider changes in the country program operating environment. If changes have occurred, the AOR may need to work with the Awardee to update the BS/MP during the PREP review process.

**Additional Information**

**USAID ADS Chapter 320, Branding and Marking** contains instructions on how to prepare a BS/MP. The document can be found in the Commodity Management Toolkit RESOURCES section or at <https://www.usaid.gov/sites/default/files/documents/1868/320.pdf>

USAID logo files, templates and additional resources can be accesses at: <https://www.usaid.gov/branding/>

**USAID Graphics Standards Manual and Partner Co Branding Guide** can be accessed at: <https://www.usaid.gov/sites/default/files/documents/1869/USAID%20Graphics%20Standards%20Manual%20and%20Partner%20Co%20Branding%20Guide%20February%202016.pdf>