FAQs - PMI Branding & Communications

Why create separate branding for presidential initiatives like the U.S. President's Malaria Initiative (PMI)?

Per ADS 320.3.4.1, a special determination signed by the USAID Administrator, authorized the U.S. President's Malaria Initiative to issue its own branding and marketing guidance for use by USAID and its implementing partners. This guidance applies to USAID acquisition and assistance awards for which PMI funds constitute over 50% of the total estimated cost.

PMI is a multi-agency initiative, led by USAID and co-implemented with CDC, with support from and in collaboration with the White House and National Security Council, Department of Defense, National Institutes of Health, Peace Corps, and other U.S. government entities. Consistent branding for PMI helps elevate its status as a Presidential Initiative and strengthens its "whole-of-government" identity. By adhering to the branding requirements, you are better aligning your project and organization with the U.S. Government's worldwide mission.

Why do I have to brand?

Failure to brand violates U.S. law and USAID policy, regulations, and guidance, and creates audit vulnerability. Perhaps most importantly, failure to brand deprives beneficiaries of U.S. Government foreign aid programs from understanding the source of the assistance and deprives U.S. taxpayers and USAID from receiving credit for the important work that USAID performs across the globe. To brand is to further the U.S. Government's foreign assistance and public diplomacy goals.

When should I co-brand with PMI under assistance awards or acquisition instruments?

Branding follows funding, there are two types of USAID-funded programs and projects to be aware of, acquisitions and assistance. If a project receives 100% funding from PMI, it is not eligible to co-brand. Section 320.3.2 provides the detailed information related to acquisition.

Under assistance awards, the PMI logo lockup should be placed centered and above the partner logo(s). It is important to ensure all partner logos are of visually equal weight and nothing has more prominence than the PMI logo lockup. Minimum clear space on all sides of the PMI logo lockup and partner logos is equal to the width of the "M" in the PMI wordmark.

What is a branding and marking plan?

A branding and marking plan outlines how an organization receiving USAID funding to implement a project will name, communicate and promote the project as well as showcase the USAID (and/or Presidential Initiative) logo in project materials. The plan will also identify any proposed exceptions. Please see the USAID Branding website for a detailed overview of separate, and different, branding policies and marking requirements for acquisition and assistance awards.

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What if I have an approved branding and marking plan already?

The PMI branding guidelines apply to projects that are awarded after the PMI branding guidelines was launched in December 2021.

Should I consult the comms team when developing a marking and branding plan for new awards?

The PMI communications team has a dedicated branding point of contact on the team. AOR/CORs should consult the team prior to finalizing the branding and marking implementation plan and naming the project as well.

Does the PMI branding guidelines apply to bilateral projects?

The PMI branding guidelines apply to bilateral projects where PMI funds constitute over 50% of the total estimated cost. This includes non-PMI managed mechanisms as well.

Should I put USAID and PMI logos next to each other?

This guidance applies to USAID acquisition and assistance awards for which PMI funds constitute over 50% of the total estimated cost. In the case where PMI's funding is higher than another USAID-funded project, PMI branding takes precedence and the PMI logo lockup includes the USAID logo. You will not need to add the USAID logo in addition to the PMI logo lockup. For example, if you have an award that is 45% PMI funded and the rest of the funding was coming from other USAID projects, you would use the USAID logo.

What are the minimum size requirements for the PMI logo lockup?

A minimum print and on-screen size of the PMI logo lockup has been established to ensure legibility. For the primary usage of the PMI logo lockup, the minimum print width size is 69.85mm (2.75 inches). The minimum on-screen width size is 306 pixels (4.25 inches). For visual examples please refer to the PMI Branding Guidelines.

If alternative dimensions and/or format is needed for the PMI logo lockup, the banner logo lockup may be used. For the banner logo lockup, the minimum print width size is 217mm (5 inches). The minimum on-screen width size is 555 pixels (9.5 inches).

Are there instances where minimal branding can be used?

There are instances where a partner might need to minimize the level of PMI branding that is featured in their materials. For example if branding and marking leads to incurring unreasonable cost or offends the local culture or social norms, it needs to be taken into consideration. Please consult with your AOR/COR and the PMI Communications team as needed to determine whether any minimizing of the PMI brand on your materials is appropriate.

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Are there instances where minimal branding can be used?

There are instances where a partner might need exceptions to PMI branding in their materials. Please consult with your AOR/COR and the PMI Communications at pmicommunications@usaid.gov to determine whether any exceptions to the PMI branding guidelines may be appropriate.

Can implementing partners develop a project logo?

Per USAID's branding guidelines, see section 3.2, under acquisition instruments, creating a program logo is not allowed. Creating a program logo competes with PMI's identity and causes confusion. Do not develop or use separate project logos.

What are the naming guidelines for a PMI project?

The project name is important to PMI branding. A concise, descriptive project name will make the project purpose clear to external audiences. Please consult with your AOR/COR when developing a project name.

- Project names should be simple and descriptive of the main goal or core areas of expertise of a project.
- The takeaway for general audiences should be centered around PMI and U.S. Government support.
- Do not use jargon or acronyms.
- Do not reference implementing partners or internal organizational structures.
- Begin with "PMI." Do not also preface with "USAID's" (PMI is the U.S. Government's initiative, not only USAID).
- Use the local language as a project name if it resonates with the country audience.

I still need help. Who should I contact?

Please reach out to your AOR/COR and PMI Communications at pmicommunications@usaid.gov for additional help.