



# USAID | WEST BANK/GAZA

January 12, 2005  
REF: 2005-WBG-03

TO: All USAID/West Bank and Gaza Contractors, Grantees and Recipients

SUBJECT:: **USAID Branding Standards**

Dear Implementing Partners

USAID/West Bank and Gaza **Contractors** are advised that new branding standards have been established by the Agency for immediate use in complying with contractual provisions regarding marking (AIDAR 752.7009) and acknowledgement of funding (AIDAR 752.7034). These standards are available at [www.usaid.gov/branding](http://www.usaid.gov/branding) in the *Graphics Standards Manual*. Contractors are reminded of their responsibility to apply these brand standards to all USAID-funded programs, projects, activities and public communications.

While existing standard provisions address the requirement to recognize USAID funding in public materials, USAID/West Bank and Gaza **Grantees and Recipients** should take note of the Agency's intent to similarly apply these branding standards to grants and cooperative agreements. Notification of USAID's intent to do so was published in the Federal Register on December 20, 2004. Interested parties may comment on this proposed requirement as provided under the notification no later than February 3, 2005.

Sincerely,

Leonel T. Pizarro  
Contracting Officer  
USAID/West Bank and Gaza