UNCLASSIFIED U.S. Department of State Case No. F-2014-20439 Doc No. C05777714 Date: 12/31/2015

RELEASE IN FULL

From:

Jiloty, Lauren C < JilotyLC@state.gov>

Sent:

Friday, January 21, 2011 11:10 AM

To:

Н

Subject:

RE: Branding

ok

----Original Message----

From: H [mailto:HDR22@clintonemail.com] Sent: Friday, January 21, 2011 11:02 AM

To: Jiloty, Lauren C Subject: Fw: Branding

Pls print.

---- Original Message -----

From: McHale, Judith A < McHaleJA@state.gov>
To: H; Mills, Cheryl D < MillsCD@state.gov>

Cc: Abedin, Huma < AbedinH@state.gov>; Macmanus, Joseph E < MacmanusJE@state.gov>

Sent: Fri Jan 21 09:53:29 2011

Subject: FW: Branding

FYI, as you can see from the attached pictures some progress but still a lot more to do.

jm

From: Douglas, Walter T

Sent: Friday, January 21, 2011 8:07 AM

To: McHale, Judith A Subject: RE: Branding

Dear Judith,

On branding, USAID began implementing the new branding policy as soon as the decision was made in December. I have attached a few photos I received from USAID. All of USAID's partners have been informed of the branding requirement. The total transition is paced with the printing of new materials. There are also issues of size and style of the brand, e.g. the flag, as USAID and its partners work out the aesthetics. What we don't have yet is the logo placed on things, like bridges, bags of food, etc. That branding is still being implemented, and somewhat limited by which projects actually have a thing to put the logo on.

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