

RELEASE IN FULL

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**From:** McHale, Judith A <McHaleJA@state.gov>  
**Sent:** Friday, January 21, 2011 9:53 AM  
**To:** H; Mills, Cheryl D  
**Cc:** Abedin, Huma; Macmanus, Joseph E  
**Subject:** FW: Branding  
**Attachments:** card.jpg; Harrighal and Arja Inaugurations 3 Dec 2010 032.jpg; Backdrop.jpg; card.jpg; Harrighal and Arja Inaugurations 3 Dec 2010 032.jpg; Backdrop.jpg

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

jm

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**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.

Regards. Walter.

This email is UNCLASSIFIED.

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**From:** McHale, Judith A  
**Sent:** Thursday, January 20, 2011 8:58 PM  
**To:** Douglas, Walter T  
**Subject:** Branding

Walter:

Hope all is well in Islamabad. Corley is incredibly excited about the possibility of going out there to help you guys. Hope it all works out. If it does, you will have to tell the Ambassador that he owes me big time since I will have given him 3 of my top people!!!

Just wanted to check with you to see if the Ambassador has begun to implement the new approach towards branding that we discussed last year. If so I'd like to know how it is going so I can assess if it provides a good model for other parts of the world and other programs.

Thanks.

Best to you and Mark. We miss you!

jm