CGIAR

Branding Guidelines
and Toolkit
2012

Contents

Introduction

CGIAR is a 40-year-old organization which has pioneered major advances in agriculture research for development, including key contributions to the Green Revolution. The members of the CGIAR Consortium (Centers) have established strong individual identities through branding. Unified branding across the CGIAR Consortium will help elevate the name of the organization to the level it deserves. All the components of CGIAR will benefit from an overarching global brand that expresses our shared vision and enables us to be seen as more than the sum of our parts.

CGIAR has been through a recent reform process that has refocused its strategy, and streamlined its operations, so as to avoid fragmentation and duplication. Research within the new Strategy and Results Framework is characterized by system-wide, integrated approaches, increased collaboration and new partnerships, embodied by the CGIAR Research Programs. With the launch of the Research Programs, CGIAR faces a unique opportunity to strongly position itself and its research portfolio. The reform process now needs to be supported by unified and consistent branding that will reflect this spirit of cooperation and cohesion.

As part of a wider communication strategy, this unified brand will help regain the confidence of the donor and development community, strengthen existing identities, raise awareness of complex global problems, and mobilize resources and partners.

These guidelines seek to clarify the linkages between the components of the CGIAR system and raise the profile of CGIAR and its members. They enable us to speak with a consistent voice, while retaining the established branding of the Centers. A coordinated set of logos and standardized

references to CGIAR are an important element of a unified CGIAR brand. Following these guidelines in all CGIAR communications will maintain the integrity of the brand, and enable visual recognition of CGIAR communication products as belonging to a unified whole. All CGIAR system components – the Consortium, the members of the CGIAR Consortium (Centers), the Fund, the Independent Science and Partnership Council (ISPC) and the Independent Evaluation Arrangement (IEA) – should use CGIAR branding consistently, as described.

The guidelines were developed through an extensive consultation process with CGIAR staff and stakeholders that ran from May 2011–May 2012. They offer general guidance and do not attempt to encompass all possible branding scenarios. If in doubt over a branding issue, consult with your communications office. As we learn through implementing the guidelines, they will be reviewed and updated periodically.

The core branding tenets are:

- CGIAR will speak with one voice.

- CGIAR is a name, not an acronym.

- CGIAR is a global research partnership for a food secure future.

- The CGIAR logo (wheat symbol) will be retained.

- All CGIAR organizations will use a coordinated set of logos and standardized references to CGIAR.

- Centers will retain their individual brands yet demonstrate their relationship to CGIAR through consistent use of CGIAR branding.

- CGIAR Research Programs will be recognized as programs of CGIAR through unified logos and titles.

- CGIAR partners will be recognized through co-branding.

The list of CGIAR Research Program names is valid at the time of writing. Any modification or confirmation subsequent to the date of release of this document will be discussed and agreed between the Lead Center and the Consortium.

The CGIAR brand: Universal guidelines

The name 'CGIAR'
'CGIAR' is the official name and will remain so for the foreseeable future. However, following recent institutional reforms, CGIAR ceased to be a consultative group. Therefore, 'CGIAR' is no longer an acronym that stands for the 'Consultative Group on International Agricultural Research'. Consequently, 'CGIAR' should never be spelled out or translated, but promoted as a recognizable name in itself. It no longer requires the definitive article: it is 'CGIAR' not 'the CGIAR'. 'CGIAR' should always be

uppercase. Period marks after each letter should not be used. The use of 'CGIAR' as a name may generate questions on its meaning. It is recommended that the descriptor text is used when necessary to describe CGIAR (see 'descriptor' section). The following text should be used when necessary to explain the name:

'CGIAR' was originally the acronym for the 'Consultative Group on International Agricultural Research'. In 2008, CGIAR redefined itself as a global partnership. To reflect this

transformation and yet retain its roots, 'CGIAR' was retained as a name. CGIAR is now a global research partnership for a food secure future.

Any abbreviation of the name is discouraged. While referring to CGIAR as "the CG" is acceptable in conversation, in writing it should always appear as 'CGIAR'.

'CGIAR' should feature in glossaries along with the descriptor text, never the old extended name (see p. 2 on Descriptor).

Logo
The existing CGIAR wheat symbol has been retained in the logo. It is familiar to staff, donors, research partners, and other stakeholders. It represents 40 years of innovation in agricultural research for development and references CGIAR's roots in the Green Revolution. As the WWF panda

represents all wildlife, so the wheat symbol represents the broader spectrum of CGIAR initiatives. A coordinated set of logos built around this symbol represents the CGIAR brand.

- The **basic logo** contains the wheat symbol with the 'CGIAR' logotype embedded in it.

- The **tagline logo** includes an embedded tagline.

- The **component logo** includes the name of the CGIAR system component (Fund, Consortium, ISPC, IEA, or CGIAR Research Program) along with the basic logo.

General rules for using the logo:

- The logo should always contain the wheat symbol with the 'CGIAR' logotype embedded in it. The symbol itself should *not* be used alone, except as a background graphic or watermark.

- Select the appropriate logo according to the guidelines for your CGIAR system component and follow the graphic guidelines in the final section of this document.

- Use the electronic version of the logo provided by the Consortium Office.

- Do not manipulate the logo. Condensing, expanding, or skewing it can damage its balance and degrade the brand. If changes are needed, check with the Consortium Office.

- Use the logo on all official communication materials.

- Ensure that partners, collaborators, and funders do not use the logo without permission (see page 16 for more details). Ensure that partners, collaborators, and funders have access to both the logo and these guidelines for correct usage (see page 16 for more details).

The basic logo contains the wheat symbol with the 'CGIAR' logotype embedded in it
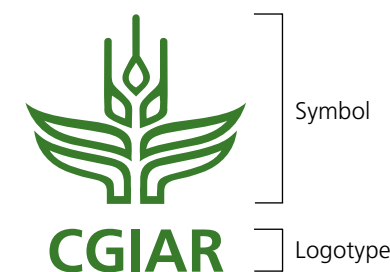
The tagline logo includes an embedded tagline

The component logo includes the component name along with the basic logo.

Symbol

Logotype

Science for a food secure future

Consortium

Descriptor

To those unfamiliar with it, the name 'CGIAR' does not convey what the organization is or does. Now that 'CGIAR' is a name (and no longer an acronym), a short descriptive phrase can be used in standard text to encapsulate what CGIAR is. The descriptor should not be confused with the tagline, which is used to evoke CGIAR's essential mission.

The phrase to be used to describe CGIAR is:

CGIAR is a global research partnership for a food secure future.

When the descriptor is used in a text where the adjacent text would make the sentence awkward or redundant, this can be shortened to:

CGIAR is a global agriculture research partnership.

The descriptor can also appear in a text band located at the top, bottom or running down the side of the publication, as shown below.

Tagline

CGIAR's tagline expresses the organization's global vision. By means of an extensive consultation process, the tagline "*Science for a food secure future*" was chosen. The tagline should be used as often as possible to reinforce the brand, both through the **tagline logo** (logo with embedded tagline) and as separate text (used independently of the logo).

When the tagline is used independently of the logo:

• The tagline should be set in italics, and can be typeset on a single line or on multiple lines. It should be in sentence case, e.g., "*Science for a food secure future*" (**not** "*Science for a Food Secure Future*").

• The phrase 'food secure' should not be hyphenated in the tagline or boilerplate text.

• When the tagline is used, language in adjacent text should be adjusted to prevent redundancy in key words and phrasings.

Boilerplate text

The boilerplate text provides a standard and consistent way to explain both the nature and the remit of CGIAR. It should be used:

• in press releases from the CGIAR Consortium, the CGIAR Fund, the ISPC, the IEA, and CGIAR Research Programs

• in press releases from members of the CGIAR Consortium (Centers)

• in website descriptions of CGIAR (e.g. in 'About' sections)

• when CGIAR is described in publications such as reports, flyers, briefs, etc.

Where space is limited, the short version of the boiler plate text can be used:

CGIAR is a global agriculture research partnership for a food secure future. Its science is carried out by the 15 research centers who are members of the CGIAR Consortium in collaboration with hundreds of partner organizations. www.cgiar.org

The full boilerplate text is:

CGIAR *is a global partnership that unites organizations engaged in research for a food secure future. CGIAR research is dedicated to reducing rural poverty, increasing food security, improving human health and nutrition, and ensuring more sustainable management of natural resources. It is carried out by the 15 centers who are members of the CGIAR Consortium in close collaboration with hundreds of partner organizations, including national and regional research institutes, civil society organizations, academia, and the private sector. www.cgiar.org*

Vertical band

CGIAR is a global research partnership for a food secure future

Within a field

CGIAR is a global research partnership for a food secure future

Single line

CGIAR is a global research partnership for a food secure future

Double line

CGIAR is a global research partnership for a food secure future

Specific guidelines for CGIAR system components

This section outlines the specific branding guidelines for each of the following CGIAR system components:

- The Consortium

- The Fund, including the Independent Science and Partnership Council (ISPC) and the Independent Evaluation Arrangement (IEA)

- CGIAR Research Programs

- Members of the CGIAR Consortium (Centers)

- CGIAR partners.

The following sections contain CGIAR branding guidelines for each CGIAR system component.

The Consortium and the Fund

The CGIAR Consortium is an international organization made up of 15 Centers engaged in research for a food secure future, whose main role is to oversee the implementation of the CGIAR's Strategy and Results Framework, including the CGIAR Research Programs. The CGIAR Consortium can be referred to with its full name '' CGIAR Consortium of International Agriculture Research Centers".

Note: Rules that apply to the Fund also apply to the Independent Science and Partnership Council (ISPC) and the Independent Evaluation Arrangement (IEA).

Referring to CGIAR
- 'CGIAR' should be used as a name; it is not an acronym and should not be translated.

- 'CGIAR' should always be uppercase. Period marks after each letter should not be used.

- 'CGIAR' no longer requires the definitive article: it is 'CGIAR' not 'the CGIAR'.

- When explaining the nature of CGIAR, use the standard phrase "*A global research partnership for a food secure future*".

- To convey the mission of CGIAR, use the tagline "*Science for a food secure future*".

- For a more detailed explanation of the nature and remit of CGIAR use the standard boilerplate text (see page 3).

Using the CGIAR logo
Each of these CGIAR system components should use the relevant component logo (see examples on p. 7). However, when producing communication materials that represent CGIAR in its entirety (e.g. the website www.cgiar.org or the CGIAR Annual report) the **tagline logo** should be used. When space is limited (less than ½" available height), or subtler branding is required (e.g. when displaying multiple partner logos), the **basic logo** can be used. As stated in the universal guidelines, the rules for using the logo are as follows:

- The logo should always contain the wheat symbol with the 'CGIAR' logotype embedded in it. The symbol itself should not be used alone, except as a background graphic.

- Select the appropriate logo and follow the graphic guidelines in the final section.

- Use the electronic version of the logo provided by the Consortium Office.

- Do not manipulate the logo. Condensing, expanding, or skewing it can damage its balance and degrade the brand. If changes are needed, check with the Consortium Office.

- Use the logo consistently on all communication materials.

- Ensure that partners, collaborators, and funders have access to both the logo and these guidelines for correct usage (see p.16 for more details).

Websites
- The relevant logo should feature in the website banner.

- The website home page should feature the logo prominently and link to www.cgiar.org.

- The 'About' section should feature an explanation of CGIAR (using the boilerplate text) and link to www.cgiar.org.

Publications
- All publications (reports, brochures, flyers, briefs, etc.) should carry the relevant logo prominently on the front page.

- Where the nature of CGIAR is to be explained in publications, the standard boilerplate text should be used.

Press releases
- The CGIAR logo should feature in all press releases.

- The standard boilerplate text should be used in the notes for editors.

Emails
- CGIAR Consortium staff should use their @cgiar.org address in official correspondence.

- The system component should be displayed in brackets after the staff member's name, e.g. Name (Consortium), Name (Fund), Name (ISPC), Name (IEA).

- Email signatures should include a reference to the relevant CGIAR system component and a link to www.cgiar.org.

Other communications materials
- The relevant logo should be used on official social media sites such as Facebook and Twitter.

- Text based on the CGIAR boilerplate should be included in the 'About' section of these media sites.

- The relevant logo should be used on letterheads, compliments slips, and business cards.

- The CGIAR PowerPoint template provided by the Consortium Office should be used for presentations.

Component logos

Consortium

Fund

Independent Evaluation Arrangement

Independent Science and Partnership Council

CGIAR Research Programs

Branding guidelines for CGIAR Research Programs are designed to reflect CGIAR's system wide, crosscutting approach, and thus be strongly associated with each other and with CGIAR. The guidelines also aim to ensure that partners are suitably acknowledged. CGIAR Research Programs will share a unified branding centered on their official name (CGIAR Research Program on …), which is embedded in the **component logos**. However, CGIAR Research Programs will be able to develop their own variations on this theme by using their own operating names, taglines, and color schemes. The official and operating names of the 15 programs are below. They are visually differentiated by color. Each CGIAR Research Program can choose their color from the palette provided, but once chosen this needs to be used consistently.

CGIAR Challenge Programs have a finite lifespan as independent programs. For the remainder of their operation, CGIAR Challenge Programs will follow the same guidelines as the members of the CGIAR Consortium (Centers). Challenge Programs should incorporate the phrase '*A CGIAR Challenge Program*' in their communication materials (reports, flyers, briefs, etc.) and add the CGIAR boilerplate to the 'About' section of their websites.

Official name (for logo)	Operating name	Standard reference
CGIAR Research Program on Aquatic Agricultural Systems	AAS	AAS, the CGIAR Research Program on Aquatic Agricultural Systems
CGIAR Research Program on Climate Change, Agriculture and Food Security	CCAFS	CCAFS, the CGIAR Research Program on Climate Change, Agriculture and Food Security, or Climate Change, Agriculture and Food Security (CCAFS), a CGIAR Research Program
CGIAR Research Program on Integrated Systems for the Humid Tropics	Humidtropics	CGIAR Research Program on Humidtropics or Humidtropics, a CGIAR Research Program
CGIAR Research Program on Dryland Cereals	Dryland Cereals	CGIAR Research Program on Dryland Cereals or, Dryland Cereals, a CGIAR Research Program
CGIAR Research Program on Grain Legumes	Grain Legumes	CGIAR Research Program on Grain Legumes or, Grain Legumes, a CGIAR Research Program
CGIAR Research Program on Livestock and Fish	Livestock and Fish	CGIAR Research Program on Livestock and Fish or, Livestock and Fish, a CGIAR Research Program
CGIAR Research Program on Rice	GRiSP	The Global Rice Science Partnership (GRiSP), is the CGIAR Research Program on Rice, or The CGIAR Research Program on Rice, known as the Global Rice Science Partnership (GRiSP)
CGIAR Research Program on Forests, Trees and Agroforestry	TBC	
CGIAR Research Program on Agriculture for Nutrition and Health	A4NH	A4NH, the CGIAR Research Program on Agriculture for Nutrition and Health or, Agriculture for Nutrition and Health (A4NH), a CGIAR Research Program
CGIAR Research Program on Policies, Institutions and Markets	Policies, Institutions and Markets	CGIAR Research Program on Policies, Institutions and Markets, or Policies, Institutions and Markets, a CGIAR Research Program
CGIAR Research Program on Dryland Systems	Dryland Systems	CGIAR Research Program on Dryland Systems Dryland Systems, a CGIAR Research Program
CGIAR Research Program on Roots, Tubers and Bananas	RTB	RTB, the CGIAR Research Program on Roots, Tubers and Bananas or, Roots, Tubers and Bananas (RTB), a CGIAR Research Program
CGIAR Research Program on Water, Land and Ecosystems	WLE	WLE, the CGIAR Research Program on Water, Land and Ecosystems
CGIAR Research Program on Maize	MAIZE	MAIZE, the CGIAR Research Program on Maize
CGIAR Research Program on Wheat	WHEAT	WHEAT, the CGIAR Research Program on Wheat

Referring to CGIAR

- 'CGIAR' should be used as a name; it is not an acronym and should not be translated.

- 'CGIAR' should always be uppercase. Period marks after each letter should not be used.

- 'CGIAR' no longer requires the definitive article, i.e. it is 'CGIAR' not 'the CGIAR'.

- When explaining the nature of CGIAR, use the standard phrase "*A global research partnership for a food secure future*".

- To convey the mission of CGIAR, use the tagline "*Science for a food secure future*".

- For a more detailed explanation of the nature and remit of CGIAR, use the standard boilerplate text (see page 3).

Referring to CGIAR Research Programs

- Never reduce 'CGIAR Research Program' to the acronym 'CRP' in external documents.

- Do not use the Program number.

- Use only approved Program names (either the official name or the operating name or acronym, as listed above).

- Ensure that official Program names are written in title case (capitalize the first letter of each word except conjunctions).

- Use 'and', not an ampersand, in the official Program names.

- A prominent reference to the official Program name should feature in all publications (featuring the component logo prominently will suffice).

- When describing a Program, its identity as a CGIAR Research Program should be made clear, as in the following examples:

AAS, the CGIAR Research Program on Aquatic Agricultural Systems or,

Aquatic Agricultural Systems (AAS), a CGIAR Research Program.

- Programs can use the CGIAR tagline "*Science for a food secure future*". Alternatively, Programs can develop their own tagline, at the discretion of the Lead Center.

- CGIAR Research Programs can develop their own boilerplate text, using the CGIAR boilerplate text as its basis.

Referring to partners

CGIAR Research Programs have a crosscutting, collaborative approach and should acknowledge the role of their partners:

- The Lead Center can be acknowledged by the phrase 'Led by', followed by its name or logo. This can appear in situations such as the website banner or on publications (see example on p 13).

- The manner in which partners are acknowledged in branding is left to the discretion of the Lead Center, but should comply with these guidelines (see example on p 17).

- The Lead Center of a CGIAR Research Program is responsible for the use of the CGIAR brand, name and logo, by its own personnel and any partners participating in the CGIAR Research Programs, and should ensure that such partners comply with the branding requirements.

Using the CGIAR logo

Each of the CGIAR Research Programs should use the relevant component logo (see examples on p. 11). When space is limited (less than ½" height), or subtler branding is required (e.g. when displaying multiple partner logos), the basic logo can be used. As stated in the universal guidelines, the rules for using the logo are as follows:

- The logo should always contain the wheat symbol with the 'CGIAR' logotype embedded in it. The symbol itself should not be used alone, except as a background graphic.

- Select the appropriate version of the logo and follow the graphic guidelines in the final section.

- Use the electronic version of the logo provided by the Consortium Office.

- Do not manipulate the logo. Condensing, expanding, or skewing it can damage its balance and degrade the brand. If changes are needed, check with the Consortium Office.

- Follow the graphic guidelines in the final section.

- Use the logo consistently on all communication materials.

- Programs may wish to acknowledge the role of the Centers and other partners with co-branding (see p. 16).

Websites

- The appropriate component logo should be used prominently in the website banner (see suggestions on p. 13).

- The website should use branding elements based on the selected color scheme.

- Programs should develop URLs that feature the official program name, the operating name or a suitable acronym, followed by '.cgiar.org', e.g. www.humidtropics.cgiar.org or www.aas.cgiar.org (where 'www' is optional).

- The website home page should include a link to www.cgiar.org.

- The 'About' section of the CGIAR Research Program website should include the standard boilerplate text and link to www.cgiar.org.

Publications
- All Program publications (reports, brochures, flyers, briefs, etc.) should carry the component logo prominently on the front page.

- Where the nature of CGIAR is to be explained in publications, the boilerplate text provided should be used.

Press releases
- The appropriate component logo should feature in all press releases.

- CGIAR should feature in the body text of all press releases.

- A link to www.cgiar.org should be included.

- If the Lead Center is named it should be followed by "…., a member of the CGIAR Consortium".

- The agreed boilerplate text should be used in the notes for editors.

- The relationship between the Program and CGIAR should be described. For example, in a press release of the CGIAR Research Program on Maize, the text should specify "The CGIAR Research Program on Maize is led by CIMMYT, a member of the CGIAR Consortium." In the Program boilerplate text, it should say "The CGIAR Research Program on Maize is supported by CGIAR, a global research partnership for a food secure future."

Emails
- Personnel who are operating on behalf of, or are representing, a CGIAR Research Program should have an @cgiar.org address. Lead Centers can determine who, outside of the CGIAR Consortium, can be assigned a @cgiar.org address.

- Personnel who are exclusively employed on a particular Program (e.g. Program directors and management staff) should have the Program name or acronym and their Center in brackets after their name e.g. Name (CCAFS-CIAT); other staff should just include their host center, e.g. Name (CIAT).

- Personnel working exclusively on a particular Program should refer to the Program in their email signature, with a link to www.cgiar.org.

Other communications materials
- The relevant logo should be used on official social media sites such as Facebook and Twitter.

- Text based on the CGIAR boilerplate should be included in the 'About' section of these media sites.

- Personnel working exclusively on a CGIAR Research Program (e.g. Program directors and management staff) should use the component logo on their letterheads, compliments slips, and business cards. Other staff should use the logo that is most relevant to the majority of their work.

- Programs are invited to use the CGIAR PowerPoint template provided by the Consortium Office or a customized version based on the selected color scheme.

CGIAR Research Program logos

RESEARCH PROGRAM ON **Agriculture for Nutrition and Health**

RESEARCH PROGRAM ON **Aquatic Agricultural Systems**

RESEARCH PROGRAM ON **Climate Change, Agriculture and Food Security**

RESEARCH PROGRAM ON **Dryland Cereals**

RESEARCH PROGRAM ON **Dryland Systems**

RESEARCH PROGRAM ON **Forests, Trees and Agroforestry**

RESEARCH PROGRAM ON **Grain Legumes**

RESEARCH PROGRAM ON **Integrated Systems for the Humid Tropics**

RESEARCH PROGRAM ON **Livestock and Fish**

RESEARCH PROGRAM ON **Maize**

RESEARCH PROGRAM ON **Policies, Institutions and Markets**

RESEARCH PROGRAM ON **Rice**

RESEARCH PROGRAM ON **Roots, Tubers and Bananas**

RESEARCH PROGRAM ON **Water, Land and Ecosystems**

RESEARCH PROGRAM ON **Wheat**

CGIAR Research Program color palette

Process (CMYK)
C: 64
M:79
Y: 18
K: 0

RGB
(Web use only)
R: 119
G: 83
B: 142

HEX
77538e

Process (CMYK)
C: 71
M: 0
Y: 17
K: 0

RGB
(Web use only)
R: 0
G: 190
B: 212

HEX
00bed4

Process (CMYK)
C: 51
M: 0
Y: 91
K: 51

RGB
(Web use only)
R: 73
G: 116
B: 42

HEX
49742a

Process (CMYK)
C: 32
M: 0
Y: 21
K: 10

RGB
(Web use only)
R: 157
G: 201
B: 191

HEX
9dc9bf

Process (CMYK)
C: 10
M:20
Y: 55
K: 10

RGB
(Web use only)
R: 208
G: 181
B: 121

HEX
d0b579

Process (CMYK)
C: 100
M:15
Y: 65
K: 30

RGB
(Web use only)
R: 0
G: 115
B: 96

HEX
007360

Process (CMYK)
C: 40
M:100
Y: 65
K: 0

RGB
(Web use only)
R: 166
G: 42
B: 82

HEX
a62a52

Process (CMYK)
C: 75
M:10
Y: 70
K: 0

RGB
(Web use only)
R: 58
G: 168
B: 119

HEX
3aa877

Process (CMYK)
C: 25
M:85
Y: 100
K: 0

RGB
(Web use only)
R: 194
G: 77
B: 46

HEX
c24d2e

Process (CMYK)
C: 0
M:50
Y: 50
K: 0

RGB
(Web use only)
R: 246
G: 150
B: 121

HEX
f69679

Process (CMYK)
C: 90
M:80
Y: 0
K: 0

RGB
(Web use only)
R: 55
G: 78
B: 162

HEX
374ea2

Process (CMYK)
C: 55
M: 0
Y: 85
K: 0

RGB
(Web use only)
R: 125
G: 195
B: 92

HEX
7dc35c

Process (CMYK)
C: 25
M:40
Y: 90
K: 15

RGB
(Web use only)
R: 171
G: 133
B: 54

HEX
ab8536

Process (CMYK)
C: 30
M: 5
Y: 80
K: 0

RGB
(Web use only)
R: 188
G: 206
B: 93

HEX
bcce5d

Process (CMYK)
C: 0
M:50
Y: 100
K: 0

RGB
(Web use only)
R: 247
G: 148
B: 29

HEX
f7941d

Suggestions for CGIAR Research Program web banners

RESEARCH
PROGRAM ON
Aquatic
Agricultural
Systems

CGIAR

LED BY
WorldFish
CENTER

RESEARCH
PROGRAM ON
Rice

CGIAR

LED BY
IRRI
INTERNATIONAL RICE RESEARCH INSTITUTE

RESEARCH
PROGRAM ON
Climate Change,
Agriculture and
Food Security

CGIAR

LED BY
CIAT

Suggestion for website footer including all relevant CGIAR partner logos

CIFOR

World Agroforestry Centre
TRANSFORMING LIVES AND LANDSCAPES

Bioversity
International

CIAT

Members of the CGIAR Consortium (Centers)

The CGIAR Consortium is an international organization made up of 15 Centers engaged in research for a food secure future, whose main role is to oversee the implementation of CGIAR's Strategy and Results Framework, including the CGIAR Research Programs.

The Centers have their own strong and well-recognized branding – specifically, names, acronyms, logos and taglines. These highly valuable, individual brands should be retained, and are mutually strengthened by clearly linking them to the CGIAR brand and vice versa. This is done through consistent use of CGIAR branding and standardized references to CGIAR within supporting text or boilerplate descriptions. For activities related to Research Programs, Centers should follow the guidelines in the previous section.

Centers should clearly demonstrate their link to CGIAR by adding the phrase "*A member of the CGIAR Consortium*" to their communication materials (this replaces the existing "Supported by the CGIAR"). Examples of places where this phrase could be used include:

- Website banners
- Website footers
- Stationery
- Inside covers of publications
- Press releases or public documents
- Email signatures
- PowerPoint presentations.

Referring to the CGIAR
- Centers should use the phrase "*A member of the CGIAR Consortium*" in their communication materials.
- 'CGIAR' should be used as a name; it is not an acronym and should not be translated.
- 'CGIAR' should always be uppercase. Period marks after each letter should not be used.
- 'CGIAR' no longer requires the definitive article: it is 'CGIAR' not 'the CGIAR'.
- When explaining the nature of CGIAR, use the standard phrase "*A global research partnership for a food secure future*".
- To convey the mission of CGIAR, use the tagline "*Science for a food secure future*".

- For a more detailed explanation of the nature and remit of CGIAR, the standard boilerplate text should be used. If placed adjacent to Center boilerplate text, the short version can be used.

Referring to CGIAR Research Programs
- Never reduce 'CGIAR Research Program' to the acronym 'CRP' in external documents.
- Do not use the Program number.
- Use only approved Program names (either the official name or the operating name or acronym, as listed above).
- Ensure that official Program names are written in title case (capitalize the first letter of each word except conjunctions).
- Use 'and', not an ampersand, in the official Program names.
- A prominent reference to the official Program name should feature in all publications (featuring the component logo prominently will suffice).
- When describing a Program, its identity as a CGIAR Research Program should be made clear, as in the following examples:

  AAS, the CGIAR Research Program on Aquatic Agricultural Systems **or**,

  Aquatic Agricultural Systems (AAS), a CGIAR Research Program.

- Programs can use the CGIAR tagline "*Science for a food secure future*". Alternatively, Programs can develop their own tagline, at the discretion of the Lead Center.
- CGIAR Research Programs can develop their own boilerplate text, using the CGIAR boilerplate text as its basis.

Referring to CGIAR Research Program Partners
CGIAR Research Programs have a crosscutting, collaborative approach and should acknowledge the role of their partners:

- The Lead Center can be acknowledged by the phrase 'Led by', followed by its name or logo. This can appear in situations such as the website banner or on publications.

- The manner in which partners are acknowledged in branding is left to the discretion of the Lead Center, but should follow these guidelines see example on p 17.
- The Lead Center of a CGIAR Research Program is responsible for the use of the CGIAR brand, name and logo, by its own personnel and any partners participating in the CGIAR Research Programs, and should ensure that such partners follow the branding guidelines.

Using the CGIAR logo
The Centers should use the **tagline logo**. When space is limited (less than ½" height), or when subtler branding is required (e.g. when displaying multiple partner logos), the **basic logo** can be used. As stated in the universal guidelines, the rules for using the logo are as follows:

- The logo should always contain the wheat symbol with the 'CGIAR' logotype embedded in it. The symbol itself should not be used alone, except as a background graphic.
- Select the appropriate version of the logo and follow the graphic guidelines in the final section.
- Use the electronic version of the logo provided by the Consortium Office.
- Do not manipulate the logo. Condensing, expanding, or skewing it can damage its balance and degrade the brand. If changes are needed, check with the Consortium Office.
- Follow the graphic guidelines in the final section.
- Use the logo consistently on all communication materials.
- Ensure that partners, collaborators, and funders have access to both the logo and these guidelines for correct usage (see p.16 for more details).

Websites
- The website home page should include "*A member of the CGIAR Consortium*" and a link to www.cgiar.org.
- The Center's relationship with CGIAR should feature in the 'About' section of their website and link to www.cgiar.org (using standard boilerplate).
- Centers are invited to consider using the following www.centername.cgiar.org, or www.centeracronym.cgiar.org. This is an effective way to co-brand the Centers and the CGIAR, but is not obligatory.

Publications
- All publications should acknowledge the Center's relationship with CGIAR "A member of the CGIAR Consortium"
- 'CGIAR' should feature in glossaries along with the descriptor text, never the old extended name (see p. 2 on Descriptor).

Press releases
- The standard (or shortened) boilerplate text or text derived from it should be used in the notes for editors.
- In the body text, the name of a Center should be followed at least once by "…, a member of the CGIAR Consortium".
- The CGIAR logo and a link to cgiar.org should be included, where possible.

Emails
- Staff of the members of the CGIAR Consortium should use their @cgiar.org address.
- The Center name should appear in brackets after the staff member's name, e.g. (IFPRI).
- Email signatures should include the Center name followed by "*…is a member of the CGIAR Consortium*".

Other communications materials
- Stationery (including business cards) should feature the phrase "A member of the CGIAR Consortium"
- The CGIAR logo should appear in the final or acknowledgement slide of PowerPoint presentations.

CGIAR Partners

Members of the CGIAR Consortium (Centers) and CGIAR Research Programs work with a wide variety of organizations in various partnership arrangements. These partners should be recognized through the use of their logos in CGIAR materials.

Partners in the CGIAR Research Programs

The lead Center of a CGIAR Research Program shall be responsible for approving the use of the CGIAR brand, name and logo, by its own staff, or other personnel operating on its behalf and any partners participating in the CGIAR Research Programs and shall ensure that such partners follow the branding guidelines.

Partners outside of the CGIAR Research Programs

Individual Centers, the Consortium and the Fund shall be responsible for the use of the CGIAR brand, name and logo, by their own staff, or other personnel operating on its behalf and by any partners contracted within pursuance of their activities, and shall ensure that such partners comply with the branding requirements of third parties.

Use of partner logos in CGIAR publications

- Other logos should not be incorporated with that of CGIAR into a combined graphic.

- Partner logos can be preceded by the phrase "In close partnership with …"

Use of CGIAR branding elements by partners

Partners are permitted to use the CGIAR logo only in approved publications, at the discretion of the CGIAR system component. CGIAR components should make their partners aware of this rule and apply it appropriately to their specific circumstances.

Suggestions for partner logo placement and co-branding

Visual specifications for logo use

Color usage

The CGIAR identity colors have been carefully selected. For all corporate applications, use Pantone 364 green only – the approved identity color – or reversed out of a solid background color to all white. The logo is never to appear with any portion screened back to any ink percentage less than 100%. For other promotional applications, use any of the supporting color palette colors. The symbol and logotype must always appear in the same color for each component. If Pantone Matching System (PMS) colors are not available, use the equivalent process color (CMYK) equivalent. For Internet application, use the RGB or HEX equivalent.

The supporting colors provided below complement the CGIAR identity color. These supporting colors are to be used separately or in conjunction with the CGIAR corporate color.

The black and white version of the logo can only be used in black and white publications.

**CGIAR Signature
PMS 364 – Corporate Green**

**CGIAR Signature
White on solid background**

**CGIAR Signature
Black**

	Corporate Green	Leaf green	Darker Leaf green	Bright Blue	Medium Blue	Yellow	Orange
Coated stock:	PMS 364 C	PMS 376 C	PMS 377 C	PMS 300 C	PMS 286 C	PMS 123 C	PMS 158 C
Uncoated stock	PMS 364 U	PMS 376 U	PMS 377 U	PMS 3005 U	PMS 286 U	PMS 115 U	PMS 152 U
Process (CMYK)	C: 73 M: 9 Y: 94 K: 39	C: 53 M: 0 Y: 96 K: 0	C: 51 M: 5 Y: 98 K: 23	C: 100 M: 42 Y: 0 K: 0	C: 100 M: 72 Y: 0 K: 0	C: 0 M: 21 Y: 88 K: 0	C: 0 M: 64 Y: 95 K: 0
RGB (Web use only)	R: 66 G: 119 B: 48	R: 122 G: 184 B: 0	R: 115 G: 150 B: 0	R: 0 G: 101 B: 189	R: 0 G: 57 B: 166	R: 253 G: 200 B: 47	R: 227 G: 114 B: 34
HEX	427730	7AB800	739600	0065BD	0039A6	FDC82F	E37222

Typography

Frutiger is the primary typeface for CGIAR logos and graphic elements. Consistent use of the primary typeface in designed materials will reinforce CGIAR brand identity. By using a combination of typographic weights, for example: Frutiger Light and Frutiger Bold, you can enhance graphic interest and create hierarchies of information. Where Frutiger is not available, the use of Arial is recommended.

Primary Typeface Frutiger Family

Frutiger Light
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#$%^&*()_+|}{":?

Frutiger Light Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#$%^&()_+|}{":?*

Frutiger Roman
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#$%^&*()_+|}{":?

Frutiger Roman Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#$%^&()_+|}{":?*

Frutiger Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#$%^&*()_+|}{":?

Frutiger Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#$%^&*()_+|}{":?

Frutiger Black
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#$%^&*()_+|}{":?

Frutiger Black Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#$%^&*()_+|}{":?

Secondary Typeface Arial Family

Arial
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#$%^&*()_+|}{":?

Arial Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#$%^&()_+|}{":?*

Arial Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#$%^&*()_+|}{":?

Arial Bold Italic
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#$%^&*()_+|}{":?

Arial Black
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#$%^&*()_+|}{":?

Background graphics

The wheat symbol alone can be used as a 'watermark' background image. When using as background art, the symbol must be at least 500% larger than the CGIAR logo appearing on the same document. When using the symbol as a graphic background element on a white background, the symbol should be printed at no more than 7% ink screen of Pantone 364. If the symbol is appearing on a solid color background, the symbol should print at 80% of the PMS 364 green background color. When using the symbol as a watermark, the symbol must bleed off the bottom and sides of the page.

7% Pantone 364 Green on White Background   **80% Pantone 364 Green on Solid Background**

Symbol must touch the bottom of the page

Boilerplate text

Le CGIAR est un partenariat mondial de recherche agricole pour un futur sans faim. Cette recherche est menée par 15 centres, membres du Consortium du CGIAR, en étroite collaboration avec des centaines de partenaires, ***www.cgiar.org***

Le CGIAR est un partenariat mondial de recherche agricole pour un futur sans faim. Grâce à sa recherche, le CGIAR œuvre à réduire la pauvreté rurale, à améliorer la sécurité alimentaire, la santé humaine et la nutrition, et à encourager une gestion plus durable des ressources naturelles. Les recherches sont menées par les 15 centres membres du Consortium du CGIAR et qui collaborent étroitement avec des centaines d'organisations partenaires, y compris des instituts nationaux et régionaux de recherche, des organisations de la société civile, des établissements universitaires et le secteur privé. ***www.cgiar.org***

Official CGIAR Research Program Names

Programme de recherche du CGIAR sur l'agriculture pour l'amélioration de la nutrition et de la santé

Programme de recherche du CGIAR sur les systèmes d'agriculture aquatique

Programme de recherche du CGIAR sur les céréales en zones arides

Programme de recherche du CGIAR sur les systèmes des zones arides

Programme de recherche du CGIAR sur les forêts, les arbres et l'agroforesterie

Programme de recherche du CGIAR sur les légumineuses à grains

Programme de recherche du CGIAR sur les systèmes intégrés pour les régions tropicales humides

Programme de recherche du CGIAR sur les animaux d'élevage et les poissons

Programme de recherche du CGIAR sur le maïs

Programme de recherche du CGIAR sur les politiques, les institutions et les marchés

Programme de recherche du CGIAR sur le riz

Programme de recherche du CGIAR sur les racines, tubercules et bananes

Programme de recherche du CGIAR sur l'eau, le sol et les écosystèmes

Programme de recherche du CGIAR sur le blé

Programme de recherche du CGIAR sur le changement climatique, l'agriculture et la sécurité alimentaire

Spanish Translations

Boilerplate text

CGIAR es una alianza mundial de investigación agrícola para un futuro sin hambre. Su labor científica la llevan a cabo los 15 centros de investigación que conforman el Consorcio CGIAR en colaboración con cientos de organizaciones socias. **www.cgiar.org**

CGIAR es una alianza mundial de investigación que reúne a organizaciones comprometidas con la investigación para un futuro sin hambre. La labor científica de CGIAR busca reducir la pobreza rural, aumentar la seguridad alimentaria, mejorar la salud y la nutrición humana, y asegurar un manejo más sostenible de los recursos naturales. Esta labor la llevan a cabo los 15 centros que integran el Consorcio CGIAR en cercana colaboración con cientos de organizaciones socias, incluidos institutos de investigación nacionales y regionales, la sociedad civil, y el sector académico y privado. **www.cgiar.org**

Official CGIAR Research Program Names

Programa de Investigación de CGIAR sobre Agricultura para una Mejor Salud y Nutrición

Programa de Investigación de CGIAR sobre Sistemas Agrícolas Acuáticos

Programa de Investigación de CGIAR sobre Cereales de Secano

Programa de Investigación de CGIAR sobre Sistemas de Secano

Programa de Investigación de CGIAR sobre Bosques, Árboles y Agroforestería

Programa de Investigación de CGIAR sobre Leguminosas de Grano

Programa de Investigación de CGIAR sobre Sistemas de los Trópicos Húmedos

Programa de Investigación de CGIAR sobre Ganadería y Pesca

Programa de Investigación de CGIAR sobre Maíz

Programa de Investigación de CGIAR sobre Políticas, Instituciones y Mercados

Programa de Investigación de CGIAR sobre Arroz

Programa de Investigación de CGIAR sobre Raíces, Tubérculos y Banano

Programa de Investigación de CGIAR sobre Agua, Tierras y Ecosistemas

Programa de Investigación de CGIAR sobre Trigo

Programa de Investigación de CGIAR sobre Cambio Climático, Agricultura y Seguridad Alimentaria