

CGIAR: Branding Guidelines

Refreshed March 2017

Introductory note on the updates for the 2017-2022 Portfolio of CGIAR Research Programs

These refreshed branding guidelines continue to serve as interim guidelines during the transition of the CGIAR governance structure. A more comprehensive branding and communications exercise is anticipated to be necessary after stakeholders have had some experience with the new elements, and the matters yet to be decided (as identified in the text below) have been clarified.

The development of these refreshed branding guidelines 13 March 2017 was undertaken in consultation with the Communications Community of Practice and CGIAR Research Center and Research Program representatives, and integrated with the CGIAR System Organization's Finance, Legal and Communications Teams.

Purpose

CGIAR branding enables us to speak with a consistent voice, while retaining the established branding of the CGIAR Research 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 System communications will maintain the integrity of the CGIAR brand, and enable visual recognition of CGIAR communication products as belonging to a unified whole. All CGIAR System elements should use CGIAR branding consistently, as described.

These Branding Guidelines offer general guidance and do not attempt to encompass all possible branding scenarios. If in doubt over a branding issue, consult with the CGIAR System Organization Communications Team. As we learn through implementation of the guidelines, they will be reviewed and updated. Comments are welcome, and can be sent to: s.stacey@cgiar.org.



Contents

- 1. Introduction..... 3
- 2. What is CGIAR?..... 4
- 3. Structure of the CGIAR System..... 5
- 4. The CGIAR brand: Universal guidelines 7
 - CGIAR System Council and CGIAR System Organization 12
 - CGIAR Research Centers 13
 - CGIAR Research Programs (CRPs) 19
 - Advisory Bodies 28
 - Partners 29
 - Funders: 30
- Useful document links..... 30
- Additional elements to take forward..... 31



1. Introduction

In 2009 a new framework of overarching principles was agreed as the basis for CGIAR, which focused its strategy, and streamlined operations.

In 2010, the Consortium of International Agricultural Research Centers (CGIAR Consortium) was established, and in 2016, the CGIAR System's Centers and Funders agreed to a new CGIAR System Framework that provides for a System Council, and a CGIAR System Organization, with the component parts of a System Management Board and System Management Office.

The CGIAR System Organization was established in accordance with a CGIAR System Charter that took effect on 1 July 2016. There is no new legal entity. Rather, the System Organization builds on the existing legal personality of the CGIAR Consortium.

The 15 CGIAR Research Centers have established strong individual identities through branding, and co-branding. Continued unified branding across the CGIAR System for the CGIAR Portfolio will help elevate further the CGIAR brand, and demonstrate a shared vision that enables the CGIAR System to be more than the sum of our parts.

As part of the wider CGIAR communication strategy, this unified brand will help bolster the confidence of the donor and development community, strengthen existing identities, raise awareness of complex global problems and mobilize resources and partners in the interests of CGIAR's three overarching strategic goals as set out in the 2016 – 2030 Strategy and Results Framework

2. What is CGIAR?

CGIAR is a global research partnership for a food-secure future. CGIAR science is dedicated to reducing poverty, enhancing food and nutrition security, and improving natural resources and ecosystem services. Its research is carried out by 15 CGIAR centers in close collaboration with hundreds of partners, including national and regional research institutes, civil society organizations, academia, development organizations and the private sector. www.cgiar.org

Vision

A world free of poverty, hunger and environmental degradation.

Mission

We work to advance agricultural science and innovation to enable poor people, especially women, to better nourish their families, and improve productivity and resilience so they can share in economic growth and manage natural resources in the face of climate change and other challenges.

Strategic Goals

CGIAR is guided by its 2016-2030 [Strategy and Results Framework \(SRF\)](#), aligned directly with global development targets, which provides overall strategic direction and a results framework for the 2nd generation of CGIAR Research Programs (CRPs):



3. Structure of the CGIAR System

CGIAR System means, when taken together as a collective whole, a reference to the Centers, the Funders, the System Council, the CGIAR System Organization, the advisory bodies, and CGIAR Research.

The Centers are independent and autonomous organizations with their own governance structures, which focus on effective conduct, delivery and impact of the CGIAR research for development when working with CGIAR System Partners within the CGIAR Strategy and Results Framework. The Centers deliver innovative research outcomes within the CGIAR Strategy and Results Framework based on resources provided by the Funders, within the institutional architecture for international development including the Sustainable Development Goals.

The Funders provide guidance and financial resources for CGIAR Research and for agreed operations of the System Organization.

Representatives of Funders and developing countries meet as a **System Council**, governed by the *CGIAR System Framework*, to keep under review the strategy, mission, impact and continued relevancy of the CGIAR System in a rapidly changing landscape of agricultural research for development.

The governing and administrative bodies of the **CGIAR System Organization** (System Organization) are the **System Management Board** and the **System Management Office**, respectively. The System Organization is governed by the *CGIAR System Charter* and facilitates and oversees effective and efficient development and implementation of the CGIAR Strategy and Results Framework. The System Organization enters into agreements with the trustee of the CGIAR Trust Fund, Funders, Centers and other relevant entities for funding CGIAR Research activities and other activities of the CGIAR System funded through the CGIAR Trust Fund.

CGIAR Research means the research carried out by the Centers and the CGIAR System Partners in support of the CGIAR Strategy and Results Framework.

CGIAR System Partners means all organizations external to the CGIAR System that contribute to, or support the delivery of, the CGIAR Strategy and Results Framework. They include national agricultural research and extension systems, universities and advanced research institutes, policy bodies, global and regional fora, intergovernmental organizations, non-government organizations, private-sector companies, farmers/producers and consumers.

The System Organization, the System Council, Centers and Funders benefit from the advice of the following advisory bodies:

(i) **Independent Science and Partnership Council (ISPC)**

The Independent Science and Partnership Council is standing panel of experts appointed by the System Council to serve as an independent advisor to the System Council on science and research matters, including strategies for effective partnerships along the research for development continuum. ISPC is functionally independent from the System Organization and the organization hosting the ISPC Secretariat. For more information, please visit:

- The Independent Science and Partnership Council (ISPC) ispc.cgiar.org
- Standing Panel on Impact Assessment (SPIA) impact.cgiar.org

(ii) **Independent Evaluation Arrangement (IEA)**

The Independent Evaluation Arrangement (IEA) of CGIAR was established in 2012 as an independent unit to support the pursuit of CGIAR objectives. In this role, the IEA manages and supports evaluations which aim to improve the quality and effectiveness of agricultural research for development outcomes.

For more information, visit:

- iea.cgiar.org
- iea.cgiar.org/publications

(iii) **Internal Audit Function** means the arrangements agreed between the System Council and the System Management Board to provide independent and objective assurance and advisory services to the System Council and the System Management Board. *(This element is to be defined in collaboration between the System Council and System Management Board during the period July – December 2016).*

4. The CGIAR brand: Universal guidelines

The core branding tenets

- 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 and should be visible on all relevant Center and CGIAR Research Programs (CRPs) communication outputs.
- All CGIAR components will use a coordinated set of logos and standardized references to CGIAR
- Centers will retain their individual brands, while clearly demonstrating their relationship to CGIAR through consistent use of CGIAR branding
- CGIAR Research Programs (CRPs) will be recognized as CGIAR programs through unified logos and titles
- CGIAR partners will be recognized through co-branding at Centers' discretion

The name 'CGIAR'

'CGIAR' (pronounced 'C-G-I-A-R' not 'see-gar') is the continuing official name of the CGIAR System. ,

'CGIAR' is not an acronym, and neither the 'Consultative Group on International Agricultural Research' nor 'Consortium of International Agricultural Research Centers' are current.

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.

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.

The 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 45 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 (Research Centre, ISPC, IEA or CGIAR Research Program or Platform) 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 and follow the graphic guidelines in the final section of this document
- Use the electronic version of the logo provided on cgiar.org/branding
- 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 System Management Office
- Use the logo on all relevant official communication materials
- Ensure that partners, collaborators and funders do not use the logo without permission. Ensure that partners, collaborators and funders have access to both the logo and these guidelines for correct usage (see p. 5 for more details)

Descriptor

To those unfamiliar with it, the name 'CGIAR' does not convey what the organization is or does. Given 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.

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

Single line:

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

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 CGIAR, the ISPC, the IEA and CGIAR Research Programs
- In press releases from CGIAR Research Centers



- In website descriptions of CGIAR (e.g. in 'About' sections of Center and CRP sites)
- When CGIAR is described in publications such as reports, flyers, briefs, etc.

CGIAR is a global research partnership for a food-secure future. CGIAR science is dedicated to reducing poverty, enhancing food and nutrition security, and improving natural resources and ecosystem services. Its research is carried out by 15 CGIAR Centers in close collaboration with hundreds of partners, including national and regional research institutes, civil society organizations, academia, development organizations and the private sector.

www.cgiar.org

- Where space is limited, the short version of the boilerplate text can be used:

CGIAR is a global research partnership for a food-secure future. Its science is carried out by 15 Research Centers in close collaboration with hundreds of partners across the globe. www.cgiar.org

Language

It is recognized that a mixed use of US and UK English is used within CGIAR. CGIAR follows U.S. English, but Research Centers and CRPs can adapt descriptive text to fit house style in communications (however, note the word 'Program' in 'CGIAR Research Program'). A global CGIAR Style guide to standardize and recommend language terms and use is in draft stages.

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. 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). For online or screen 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.

CGIAR Research Programs can reproduce the CGIAR logo in their chosen CRP colors (see Research Programs section)



**Preferred use
CGIAR Signature
PMS 364 –
Corporate Green**



**CGIAR Signature
White on solid
background**



**CGIAR Signature
Black**



**The logo can sit on other
backgrounds, for example
a photograph or an
image.**



**Corporate
Green**

Coated stock:
PMS 364 C

Uncoated stock
PMS 364 U

Process (CMYK)
C: 73
M: 9
Y: 94
K: 39

RGB
(Web use only)
R: 66
G: 119
B: 48

HEX: 427730

Leaf green

Coated stock:
PMS 376 C

Uncoated stock
PMS 376 U

Process (CMYK)
C: 53
M: 0
Y: 96
K: 0

RGB
(Web use only)
R: 122
G: 184
B: 0

HEX: 7AB800

**Darker Leaf
green**

Coated stock:
PMS 377 C

Uncoated stock
PMS 377 U

Process (CMYK)
C: 51
M: 5
Y: 98
K: 23

RGB
(Web use only)
R: 115
G: 150
B: 0

HEX: 739600

Bright Blue

Coated stock:
PMS 300 C

Uncoated stock
PMS 300 U

Process (CMYK)
C: 100
M: 42
Y: 0
K: 0

RGB
(Web use only)
R: 0
G: 101
B: 189

HEX: 0065BD

Medium Blue

Coated stock:
PMS 286 C

Uncoated stock
PMS 286 U

Process (CMYK)
C: 100
M: 72
Y: 0
K: 0

RGB
(Web use only)
R: 0
G: 57
B: 166

HEX: 0039A6

Yellow

Coated stock:
PMS 123 C

Uncoated stock
PMS 115 U

Process (CMYK)
C: 0
M: 21
Y: 88
K: 0

RGB
(Web use only)
R: 253
G: 200
B: 47

HEX: FDC82F

Orange

Coated stock:
PMS 158 C

Uncoated stock
PMS 152 U

Process (CMYK)
C: 0
M: 64
Y: 95
K: 0

RGB
(Web use only)
R: 227
G: 114
B: 34

HEX: E37222

Background graphics

The wheat symbol alone can be used as a 'watermark' background image. When using the symbol as a watermark, the symbol must bleed off the bottom and sides of the page.

Background graphics:

The wheat symbol alone can be used as a 'watermark' background image. When using the symbol as a watermark, the symbol should bleed off the bottom and sides of the page.

CGIAR System Council and CGIAR System Organization

The following rules apply when 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 p. 9)

Using the CGIAR logo:

In the new CGIAR System, there will not be special logos for the System Council, System Organization or either of its constituent parts. When producing communication materials (e.g. the website cgiar.org or the CGIAR Annual Report) a CGIAR logo with its tagline 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
- Use the electronic version of the logo provided by the System Management 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 System Management 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.21 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 cgiar.org



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

Publications

- All relevant publications (reports, brochures, flyers, briefs, etc.) should carry the 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

Correspondence:

- CGIAR System Organization staff should use the @cgiar.org address in official correspondence
- The system component should be displayed in brackets after the staff member's name
- CGIAR System Organization email blocks are mandatory for all staff
- Official communications of the CGIAR System Council and the CGIAR System Management Board should generally comply with these provisions absent an express reason to deviate

Other communications materials

- The 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 logo should be used on letterheads, compliment slips, and business cards
- The CGIAR PowerPoint template provided by the System Management Office should be used/adapted for presentations and contain the logo

CGIAR Research Centers

"Centers" means those independent research organizations that are recognized as CGIAR Research Centers contributing knowledge, technical expertise, and resources in support of the CGIAR Strategy and Results Framework. As of the date of agreement of this document, the

following 15 research organizations are recognized as CGIAR Research Centers: AfricaRice, Bioversity International, Center for International Forestry Research (CIFOR), International Center for Agricultural Research in the Dry Areas (ICARDA), International Center for Tropical Agriculture (CIAT), International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), International Food Policy Research Institute (IFPRI), International Institute of Tropical Agriculture (IITA), International Livestock Research Institute (ILRI), International Maize and Wheat Improvement Center (CIMMYT), International Potato Center (CIP), International Rice Research Institute (IRRI), International Water Management Institute (IWMI), World Agroforestry Centre (ICRAF) and WorldFish.

CGIAR Research Center logos



Africa Rice Center (AfricaRice)
www.AfricaRice.org



Bioversity International
www.bioversityinternational.org



International Center for Tropical Agriculture (CIAT)
www.ciat.cgiar.org



Center for International Forestry Research (CIFOR)
www.cifor.org



International Maize and Wheat Improvement Center (CIMMYT)
www.cimmyt.org



International Potato Center (CIP)
www.cipotato.org



International Center for Agricultural Research in the Dry Areas (ICARDA)
www.icarda.org



International Crops Research Institute for the Semi- Arid Tropics (ICRISAT)
www.icrisat.org



International Food Policy Research Institute (IFPRI)
www.ifpri.org



International Institute of Tropical Agriculture (IITA)
www.iita.org



International Livestock Research Institute (ILRI)
www.ilri.org



International Rice Research Institute (IRRI)
www.irri.org



International Water Management Institute (IWMI)
www.iwmi.org



World Agroforestry Centre (ICRAF)
www.worldagroforestry.org



WorldFish
www.worldfishcenter.org

CGIAR Research 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 CGIAR Research Programs, Centers should follow the guidelines in the previous section. Centers should incorporate CGIAR branding into their own Center and CRP branding guidelines.

Centers should clearly demonstrate their link to CGIAR by adding the phrase “A CGIAR Research Center” to their communication materials. This should be accompanied by a logo and a link to cgiar.org

Examples of places where Centers should reference their relationship to CGIAR include:

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

Referring to CGIAR

- Centers should use the phrase “A CGIAR Research Center” 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

- Use only approved Program names listed in the *CGIAR Research Program Names and References* table on page 21
- 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.
- When describing a Program, its identity as a CGIAR Research Program should be made clear, as in the following examples:

CGIAR Research Program on Roots, Tubers and Bananas (RTB), or

FTA, the CGIAR Research Program on Forests, Trees and Agroforestry, or

Climate Change, Agriculture and Food Security (CCAFS), 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, and should include a descriptor of the Research Program cluster, such as Agri-Food Systems, Global Integrating Programs or Platforms, as detailed on page 19
- Only reduce ‘CGIAR Research Program’ to the acronym ‘CRP’ in external documents if the full name has been spelt out already.

The use of ‘CRP’ is recommended only for internal audiences and should be used sparingly.

- Referring to Agri-Food Systems, Global Integrating Programs and Platforms

CGIAR Research Program on Roots, Tubers and Bananas Agri-Food Systems

CGIAR Research Program on Agriculture for Nutrition and Health, a Global Integrating Program

CGIAR Excellence in Breeding Platform

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, footer, or on publications.
- The way partners are acknowledged in branding is left to the discretion of the Lead Center, but should follow these guidelines.
- 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 System Management 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 System Management 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

Recruitment ads

- Recruitment ads are highly visible and thus should include a reference to the connection with CGIAR. At a minimum, this should include “A CGIAR Research Center”

Websites

- The website home page should include “A CGIAR Research Center” and a link to cgiar.org
- The Center’s relationship with CGIAR should feature in the ‘About’ section of its website and link to www.cgiar.org (using standard boilerplate)
- Centers are invited and encouraged 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 CGIAR

Publications

- All publications should acknowledge the Center’s relationship with CGIAR as “A CGIAR Research Center”
- ‘CGIAR’ should feature in glossaries along with the descriptor text, never the old extended name

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 CGIAR Research Center”
- The CGIAR logo and a link to cgiar.org should be included, where possible

Emails

- Staff of CGIAR Research Center s 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 CGIAR Research Center”

Other communications materials

- Stationery (including business cards) should feature the phrase “A CGIAR Research Center”
- The CGIAR logo should appear in the final or acknowledgement slide of PowerPoint presentations.

CGIAR Research Programs (CRPs)

The branding guidelines for CGIAR Research Programs are designed to reflect CGIAR's system wide, cross-cutting approach, and therefore should be strongly associated with each other and with CGIAR. The branding guidelines also aim to ensure that partners are suitably acknowledged.

CGIAR Research Programs will share a unified branding centered on their official name. However, CGIAR Research Programs will be able to develop their own variations on this theme by selecting their own operating and standard names, taglines, and color schemes.

The official and operating names of the 15 programs are given below. They are visually differentiated by color. Each CGIAR Research Program can choose its color from the palette provided, but once chosen this needs to be used consistently.

When to use the 'Official Name'

- To avoid confusion and misuse of the Program's 'Official Name' and 'Standard Reference', 'Official Names' are only required to be used in legal documents.
- Use of the 'Official Name' is at the discretion of the Program for use in websites, publications and other Program documents. Featuring the CRP logo prominently and using the 'Standard Reference' will suffice for most documents.

Updates to CGIAR Research Program Boilerplate text

To make the connection between the CGIAR Research Programs and Platforms to their relevant cluster, CRPs and Platforms must add the following standard text to the end of their boilerplate text. This update to boilerplate text is to be used on websites, press releases, publications and other places the standard boilerplate text appears.

Agri-Food Systems (AFS):

[Operating name] is one of eight challenge-led Agri-Food Systems (AFS) CGIAR Research Programs that adopt an integrated, agricultural systems approach to advancing productivity, sustainability, nutrition and resilience outcomes at scale.

Global Integrating Programs (GIP):

[Operating name] is one of four cross-cutting Global Integrating Programs (GIP) framed to work closely with the eight Agri-Food Systems (AFS) CGIAR Research Programs within relevant agro-ecological systems, and will consider the influence of rapid urbanization and other drivers of change to ensure that research results deliver solutions at the national level that can be scaled up and out to other countries and regions.

Platforms:



[Operating name] is one of three research support platforms that underpin the research of the eight Agri-Food Systems (AFS) and four Global Integrating Programs (GIP) CGIAR Research Programs.

Example:

The CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS), led by the International Center for Tropical Agriculture (CIAT), brings together some of the world's best researchers in agricultural science, development research, climate science and Earth System science, to identify and address the most important interactions, synergies and tradeoffs between climate change, agriculture and food security.

CCAFS is one of four cross-cutting Global Integrating Programs (GIP) framed to work closely with the eight Agri-Food Systems (AFS) CGIAR Research Programs within relevant agro-ecological systems, and will consider the influence of rapid urbanization and other drivers of change to ensure that research results deliver solutions at the national level that can be scaled up and out to other countries and regions. www.ccafs.cgiar.org

CGIAR Research Program names and references

Official name	Operating name*	Standard reference
CGIAR Research Program on Fish Agri-Food Systems	FISH	CGIAR Research Program on Fish
CGIAR Research Program on Forests, Trees and Agroforestry Agri-Food Systems	FTA	CGIAR Research Program on Forests, Trees and Agroforestry
CGIAR Research Program on Livestock Agri-Food Systems	LIVESTOCK	CGIAR Research Program on Livestock
CGIAR Research Program on Maize Agri-Food Systems	MAIZE	CGIAR Research Program on Maize
CGIAR Research Program on Rice Agri-Food Systems	RICE	CGIAR Research Program on Rice
CGIAR Research Program on Roots, Tubers and Bananas Agri-Food Systems	RTB	CGIAR Research Program on Roots, Tubers and Bananas
CGIAR Research Program on Wheat Agri-Food Systems	WHEAT	CGIAR Research Program on Wheat
CGIAR Research Program on Agriculture for Nutrition and Health, a Global Integrating Program	A4NH	CGIAR Research Program on Agriculture for Nutrition and Health
CGIAR Research Program on Climate Change, Agriculture and Food Security, a Global Integrating Program	CCAFS	CGIAR Research Program on Climate Change, Agriculture and Food Security
CGIAR Research Program on Policies, Institutions, and Markets, a Global Integrating Program	PIM	CGIAR Research Program on Policies, Institutions, and Markets
CGIAR Research Program on Water, Land and Ecosystems, a Global Integrating Program	WLE	CGIAR Research Program on Water, Land and Ecosystems
CGIAR Platform for Big Data in Agriculture	BIG DATA	CGIAR Platform for Big Data in Agriculture
CGIAR Excellence in Breeding Platform	EiB	CGIAR Excellence in Breeding Platform
CGIAR Genebank Platform	GENEBANK	CGIAR Genebank Platform

** Also to be used as tags on blogs, in social media, for publications stored on repositories and as metadata. Use of CRP numbers is not permitted.*

CGIAR Research Program logos

Innovation in Agri-Food Systems



RESEARCH PROGRAM ON
Fish



RESEARCH PROGRAM ON
Forests, Trees and
Agroforestry



RESEARCH PROGRAM ON
Livestock



RESEARCH PROGRAM ON
Maize



RESEARCH PROGRAM ON
Rice



RESEARCH PROGRAM ON
Roots, Tubers
and Bananas



RESEARCH PROGRAM ON
Wheat

Global Integrating Programs



RESEARCH PROGRAM ON
Agriculture for
Nutrition
and Health



RESEARCH PROGRAM ON
Climate Change,
Agriculture and
Food Security



RESEARCH PROGRAM ON
Policies,
Institutions,
and Markets



RESEARCH PROGRAM ON
Water, Land and
Ecosystems

Platforms



Platform for
Big Data
in Agriculture



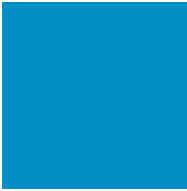
Excellence in
Breeding
Platform



Genebank
Platform

CGIAR Research Program color palette

FISH



CMYK: 100, 0, 0, 22
RGB: 0, 143, 197
Hex: 008fc5

FTA



CMYK: 55, 0, 85, 0
RGB: 111, 192, 85
Hex: 6fc055

LIVESTOCK



CMYK: 25, 85, 100, 0
RGB: 194, 77, 46
Hex: c24d2e

MAIZE



CMYK: 98, 73, 19, 4
RGB: 10, 82, 139
Hex: 0a528b

RICE



CMYK: 41, 9, 0, 62
RGB: 58, 89, 98
Hex: 3a5962

RTB



CMYK: 24, 98, 96, 9
RGB: 178, 40, 42
Hex: b2282a

WHEAT



CMYK: 16, 49, 98, 1
RGB: 210, 139, 43
Hex: d28b2b

A4NH



CMYK: 89, 78, 1, 0
RGB: 57, 78, 163
Hex: 394ea3

CCAFS



CMYK: 0, 15, 94, 0
RGB: 252, 209, 22
Hex: fcd116

PIM



CMYK: 16, 82, 95, 5
RGB: 194, 77, 45
Hex: c24d2d

WLE



CMYK: 92, 66, 1, 0
RGB: 0, 93, 172
Hex: 005dac

BIG DATA



CMYK: 0, 50, 100, 0
RGB: 247, 148, 29
Hex: f7941d

EiB



CMYK: 85, 0, 55, 50
RGB: 0, 107, 89
Hex: 006b59

GENEBANK



CMYK: 69, 39, 42, 24
RGB: 78, 112, 18
Hex: 4e7076

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

Referring to CGIAR Research Programs

- Use only approved Program names listed in the *CGIAR Research Program Names and References* table on page 21
- 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.
- When describing a Program, its identity as a CGIAR Research Program should be made clear, as in the following examples:
*CGIAR Research Program on Roots, Tubers and Bananas (RTB), or
FTA, the CGIAR Research Program on Forests, Trees and Agroforestry, or
Climate Change, Agriculture and Food Security (CAAFS), 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, and should include a descriptor of the Research Program cluster, such as Agri-Food Systems, Global Integrating Programs or Platforms, as detailed on page 19
- Only reduce 'CGIAR Research Program' to the acronym 'CRP' in external documents if the full name has been spelt out already.

The use of 'CRP' is recommended only for internal audiences and should be used sparingly.

- Referring to Agri-Food Systems, Global Integrating Programs and Platforms
 - CGIAR Research Program on Roots, Tubers and Bananas Agri-Food Systems
 - CGIAR Research Program on Agriculture for Nutrition and Health, a Global Integrating Program
 - CGIAR Excellence in Breeding Platform

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, footer, or on publications.
- The way partners are acknowledged in branding is left to the discretion of the Lead Center, but should follow these guidelines.
- 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

Each of the CGIAR Research Programs should use the relevant logo (see examples on p. 17). When space is limited (less than ½" height), or subtler branding is required (e.g. when displaying multiple partner logos), the basic CGIAR 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
- Use the electronic version of the logo provided by the System Management 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 System Management Office
- Follow the graphic guidelines in this document
- Use the logo consistently on all relevant communication materials

- Programs may wish to acknowledge the role of the Centers and other partners with co-branding

Online – Websites, social media and other locations

- The appropriate CRP logo should be used prominently in the banner of CRP websites.
- 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. <http://ccafs.cgiar.org> or <http://rtb.cgiar.org> (with 'www' being optional).
- The website home page should include a link to CGIAR.org.
- The 'About' section of the CGIAR Research Program website should include the standard boilerplate text and link to CGIAR.org. Links to the wider CGIAR should be made clear.
- Social media profile names should include the standard operating name with or without the 'CGIAR Research Program on....'.
- On social media, use the format '@(acronym/name)- CGIAR', for example '@RTB-CGIAR' for @mentions. When hyphens are not allowed (e.g. in Twitter handles), please use underscore "_" instead, for example '@ WLE_ CGIAR'
- In the descriptor for social media accounts, please use the standard reference which spells out the CRP name in the descriptor, for example "The CGIAR Research Program on Roots, Tubers and Bananas (RTB)".
- Text based on the CGIAR boilerplate should be included in the 'About' section of these media sites
- The white CGIAR logo with the CRP brand color background is recommended to be used as social media profile photos.
- The 'About' section of social media profiles should include the standard boilerplate text and link to the Program website, where possible. Links to the wider CGIAR should be made clear.

Publications

- All relevant Program publications (reports, brochures, flyers, briefs, etc.) should carry the CRP 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 cgiar.org should be included
- If the Lead Center is named it should be followed by “...,a CGIAR Research Center”
- The agreed boilerplate text should be used in the notes for editors
- The relationship between the Program and CGIAR should be clearly 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 CGIAR Research Center.” 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 CGIAR, 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 cgiar.org

Other communications materials

- Personnel working exclusively on a CGIAR Research Program (e.g. Program directors and management staff) should use the component logo on their letterheads, compliment 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 System Management Office or a customized version based on the selected color scheme
- On social media, use the format ‘(acronym/name)- CGIAR’, for example ‘RTB-CGIAR’. In the descriptor for social media accounts, please use the standard reference which spells out the CRP name in the descriptor, for example “RTB, the CGIAR Research Program on Roots, Tubers and Bananas”. When hyphens are not allowed (e.g. in Twitter handles), please use underscore “_” instead, for example ‘@ WLE_CGIAR’

Advisory Bodies

Independent Science and Partnership Council (ISPC)

Referring to ISPC:

Use the official ISPC logo

Use full name in first instance: CGIAR Independent Science and Partnership Council; thereafter use ISPC

Link to ispc.cgiar.org for more information

Independent Evaluation Arrangement (IEA)

Referring to IEA:

Use the official IEA logo

Use full name in first instance: Independent Evaluation Arrangement of CGIAR; thereafter use IEA

Link to iea.cgiar.org for more information



Partners

Referring to CGIAR Partners:

CGIAR Research Centers and CGIAR Research Programs (CRPs) 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, or in other ways at the discretion of the Research Centers.

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.

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.

Funders:

*** Donor attribution requirements and resources – 1 July 2016 addition to bring in requirements from the CRP extension agreements ***

The Guidelines:

- Were developed by the Donor Relations & Communications Working Group of the CGIAR Communications Community of Practice, shared with the Heads of Communications for review, and subsequently endorsed by the Fund Council and donors;
- Provide a uniform and practical means of acknowledging donors, and are publicly available on the CGIAR website.

To facilitate the process of donor acknowledgement, the System Management Office will maintain and regularly update a list of all Funders, including separate lists for all three funding Windows, with Window 2 donors listed by the CRPs to which they have contributed.

Acknowledgement of donors. **All CRP communications products, whether online or in hard copy form (e.g., publications, press releases, newsletters, website stories, blogs, posters, etc.), must acknowledge support received by donors from the CGIAR Fund,** including through the following statements:

- This research is supported by CGIAR Trust Fund Donors
- This work is supported by CGIAR Trust Fund Donors
- We would like to thank all donors who supported this work/research [choose one] through their contributions to the CGIAR Fund.

All statements should either be hyperlinked to the CGIAR Fund Donors webpage or include this URL: <https://www.cgiar.org/funders/>

Useful document links

[CGIAR System Framework](#)



[CGIAR System Charter](#)

[SRF Overview](#)

[Full SRF](#)

[Why CGIAR leaflet](#)

Additional elements to take forward

It is recognized that CGIAR works in some of the most complex of settings, giving rise to reputational risks for the CGIAR System as a whole, and its component parts.

Noting the absence of both, and in collaboration across the CGIAR System, new working groups will be formed to finalize drafts of a proposed CGIAR System Crisis Communications Strategy; and a proposed CGIAR System Style Guide. Both will be broadly consulted with Centers. The input of Funders will also be sought as relevant to material under development.