Branding and Acknowledgment Guidelines

September 2020
Introduction

This document outlines the correct use of the CCAFS name, colours and logo, as well as the correct way to acknowledge the program in research outputs. This guide should be used together with the CGIAR branding guidelines, which outlines the correct approach to using the CGIAR name and logo.

1. The correct name

**English:** The CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS)

**French:** Programme de recherche du CGIAR sur le changement climatique, l’agriculture et la sécurité alimentaire (CCAFS)

**Spanish:** Programa de Investigación de CGIAR en Cambio Climático, Agricultura y Seguridad Alimentaria (CCAFS)

The CCAFS acronym is based on its English name. Avoid creating new acronyms based on translations.

In cases where our name is required in a language other than one of the three official languages, please contact us at ccafs@cgiar.org for information and assistance with official translations.

The Check-List

Are the following correct?

1. CCAFS Name
2. CCAFS Logo
3. CCAFS Colours
4. CCAFS Acknowledgment
5. Donor Acknowledgment
6. Co-author Acknowledgment
7. CGIAR Acknowledgment

2. The correct logo

The correct CCAFS logo is a composite logo that includes the CGIAR logo:

**Using the logo on Printed Material:**

- **Minimum size:** 50 x 15 mm
- **File types:** use high-resolution files including TIF, .PDF, .AI or .EPS format.

**Using the logo on screen:**

- **Minimum size:** 250 x 75 px
- **File types:** use low-resolution files including JPG and PNG formats. They can be used with Microsoft and online.

You can access logo files in all formats and languages through the CCAFS website: [http://ccafs.cgiar.org/resources/branding-publishing-guides](http://ccafs.cgiar.org/resources/branding-publishing-guides)
3. The correct colours

The CCAFS colours are a vital part of our brand identity and must be used on all CCAFS outputs, both online and printed. It is important to give the below Pantone® codes to printers you are working with, and to use the below RGB codes when working in Microsoft.

- **Pantone: 116**
  - RGB: 252 - 209 - 22
  - CMYK: 0 - 15 - 94 - 0

- **Pantone: 575**
  - RGB: 84 - 119 - 48
  - CMYK: 51 - 0 - 91 - 51

- **Pantone: 1545**
  - RGB: 71 - 34 - 0
  - CMYK: 0 - 51 - 100 - 83

**Using RGB Colours in Microsoft:**

1. When you are picking the colour of a Font, a Fill or an Outline, please use the correct CCAFS colours, as above.
2. Select the More Colours option.
3. Click on the Custom tab (see right).
4. Input the RGB codes as shown.
5. The colour will then appear saved in your recent colours.
4. About CCAFS text

The following is a standard introduction to CCAFS, which can be used when producing joint communication outputs, such as conference programs, press releases, project websites, brochures, policy briefs, etc:

The CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS), led by the Alliance of Bioversity International and 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. www.ccafs.cgiar.org.

[add the following line if space allows]

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

Acknowledgment and Disclaimer:

The following is a required acknowledgment and disclaimer for all CCAFS-funded research outputs, including peer-reviewed journal articles and publications issued by Centers, etc:

This work was implemented as part of the CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS), which is carried out with support from CGIAR Trust Fund and through bilateral funding agreements. For details please visit https://ccafs.cgiar.org/donors. The views expressed in this document cannot be taken to reflect the official opinions of these organisations.

In Spanish:

El Programa de Investigación de CGIAR en Cambio Climático, Agricultura y Seguridad Alimentaria (CCAFS), liderado por la Alianza de Bioversity Internacional y el Centro Internacional de Agricultura Tropical (CIAT), reúne algunos de los mejores investigadores del mundo en la ciencia agrícola, investigación para el desarrollo, las ciencias del clima y de la tierra, para identificar y abordar las interacciones más importantes, las sinergias y disyuntivas entre el cambio climático, la agricultura y la seguridad alimentaria. www.ccafs.cgiar.org.

CGIAR es una alianza mundial de investigación para un futuro sin hambre. Su labor científica es llevada a cabo por 15 centros CGIAR en cercana colaboración con cientos de organizaciones sociales. www.cgiar.org.

Reconocimiento y Exención de Responsabilidad:

Este trabajo ha sido desarrollado como parte del Programa de Investigación del CGIAR en Cambio Climático, Agricultura y Seguridad Alimentaria (CCAFS), el cual es llevado a cabo con apoyo de los donantes del Fondo CGIAR y a través de acuerdos bilaterales de financiación. Para detalles por favor visitar https://ccafs.cgiar.org/donors. Las opiniones expresadas en este documento no pueden ser tomadas como opiniones oficiales de estas organizaciones.

In french:

Le Programme de recherche du CGIAR sur le Changement Climatique, l’Agriculture et la Sécurité Alimentaire (CCAFS), dirigé par l’Alliance de Bioversity International et le Centre international d'agriculture tropicale (CIAT), rassemble certains des meilleurs chercheurs du monde dans le domaine des sciences agricoles, de la recherche pour le développement, de la science du climat et de la science du système terrestre dans l'objectif d'identifier et de traiter les interactions, des synergies et des compromis les plus importants entrant dans le cadre du changement climatique, de l'agriculture et la sécurité alimentaire. www.ccafs.cgiar.org.

Le CGIAR est un partenariat mondial de recherche agricole pour un avenir sûr. Ses recherches sont menées par 15 centres du CGIAR en étroite collaboration avec des centaines d'organisations partenaires. www.cgiar.org.

Reconnaissance et clause de non-responsabilité:

Cet ouvrage a été mis en chantier dans le cadre du Programme de recherche CGIAR sur le changement climatique, l'agriculture et la sécurité alimentaire (CCAFS) réalisé avec le soutien du Fond fiduciaire CGIAR et de financements bilatéraux. Pour de plus amples informations, veuillez visiter https://ccafs.cgiar.org/donors. Les opinions exprimées dans cet ouvrage ne peuvent être interprétées comme reflétant l'opinion officielle des organisations impliquées.
5. Donor acknowledgement

For publications issued by the CCAFS Coordinating Unit, Flagships & Regions

The full list of donor names and/or logos must be included on all CCAFS publications which are issued by the Coordinating Unit.

Co-branded publications issued by a Partner organisation

CCAFS requires that publications issued by partners or CGIAR Centers to acknowledge CCAFS and its donors with the acknowledgement and disclaimer paragraph shown in section 4.

Please see Annex 1 for detailed guidance on use of donor logos and acknowledgment on outputs

Guidance on use of donor logos and acknowledgment can be found in the next page.

The current list of CCAFS donors is always on the website: https://ccafs.cgiar.org/donors

Donor logos can be found here: https://bit.ly/2RgRqy0

6. Co-author acknowledgement

All publications issued by the CCAFS coordinating unit will acknowledge co-authors and the institutional affiliation of those co-authors.

Any CCAFS Flagship that benefits from EU/IFAD funding must acknowledge CCAFS and EU/IFAD in all journal articles and publications issued by partners (e.g., FAO)
7. Acknowledgement

CGIAR Centers

Joint Acknowledgment of CCAFS and CGIAR:

All centers that contributed to a particular initiative should be clearly acknowledged. The following is an example of how to jointly acknowledge CCAFS and members of CGIAR in communications and outreach (replace the underlined green text):

Example: This work was implemented as part of the International Center for Tropical Agriculture (CIAT) and the CGIAR Research Program on Climate Change, Agriculture and Food Security (CCAFS), which is carried out with support from CGIAR Trust Fund and through bilateral funding agreements. For details please visit https://ccafs.cgiar.org/donors. The views expressed in this document cannot be taken to reflect the official opinions of these organisations.”

Please ensure to download and also refer to the CGIAR branding guidelines and toolkit: https://bit.ly/2QEPXkK

Useful links

The CCAFS branding and publishing web-page: Here you will find links to the CGIAR branding guideline, CCAFS logos in French and English, as well as guides to formatting and style guidelines.

http://ccafs.cgiar.org/resources/branding-publishing-guides

High-resolution versions of all logos

Here you will find high and low-res version of all CCAFS, Partner and Donor logos. https://bit.ly/2RgRqy0

Key contact

If you have any questions please contact us:

CCAFS Program Management Unit
ccafs@cgiar.org

CGIAR is a name not an acronym: Since the reform, CGIAR is no longer a ‘consultative group’, and ‘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. CGIAR does not require the definitive article ‘the’ CGIAR