



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



Branding and Acknowledgment Guidelines

June 2017

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



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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>

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.

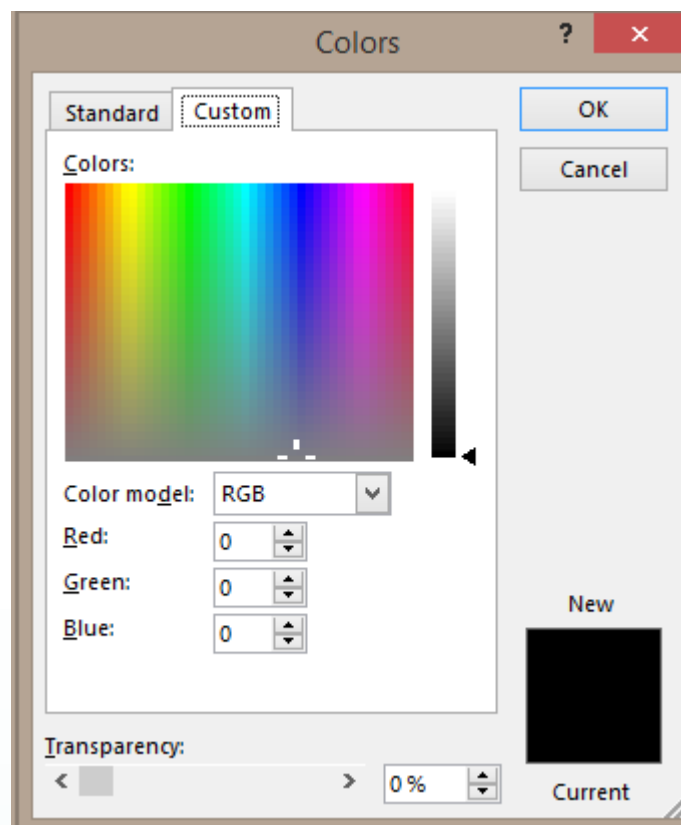
 **Pantone:** 116
RGB: 252 - 209 - 22
CMYK: 0 - 15 - 94 - 0

 **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 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 Fund Donors 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 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 socias. www.cgiar.org.

Reconocimiento y Exención de Responsabilidad:

Este trabajo ha sido desarrollado como parte del Programa de Investigación de 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 visite <https://ccafs.cgiar.org/es/donantes>. Las opiniones expresadas en este documento no pueden ser tomadas como opiniones oficiales de estas organizaciones.

In french:

Le Programme de Recherche sur les Changements Climatiques, l'Agriculture et la Sécurité Alimentaire (CCAFS) du CGIAR, dirigé par le Centre international d'agriculture tropicale (CIAT), rassemble certains des meilleurs chercheurs du monde en sciences agricoles, en recherche sur le développement, afin d'identifier et traiter des interactions, des synergies et des compromis les plus importants dans le cadre du changement climatique, de l'agriculture et de 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:

Ce qui suit est un avis de reconnaissance et une clause de non-responsabilité requis pour tous les produits de recherche financés par le CCAFS, y compris les articles de revues et les publications publiés par les centres, etc.

Ce travail a été réalisé dans le cadre du Programme de recherche sur le changement climatique, l'agriculture et la sécurité alimentaire (CCAFS) du CGIAR, réalisé avec l'appui des bailleurs de fonds du CGIAR et des accords de financement bilatéraux. Pour plus de détails, veuillez consulter <https://ccafs.cgiar.org/fr/les-bailleurs-de-fonds>.

Les vues exprimées dans ce document ne peuvent être considérées comme reflétant les opinions officielles de ces organisations.

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.

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)

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:

<http://bit.ly/2hQfUd7>

6. Co-author acknowledgement

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



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 Fund Donors 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:
<http://bit.ly/2iOSuXu>

Key contact

If you have any questions please contact us:

Anette Engelund Friis, Head of Partnerships & Outreach,
a.friis@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

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. <http://bit.ly/2hQfUd7>



Annex: Guidance on use of donor logos and acknowledgment

Product	Acknowledge institutions that led specific research	Donor acknowledgment	Lead Center CIAT / Strategic Partner Future Earth
Journal articles	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 Fund Donors 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.		
CCAFS Policy Briefs	Yes, logo(s) on front	Yes, logos of all current donors on back	Logos on back
CCAFS Reports	Yes, logo(s) on front	Yes, logos of all current donors on back	Logos on back
CCAFS Working Papers: detailing interim results of specific research activities	Yes, logo(s) on front	List all current donors in acknowledgments	Logos on back
CCAFS Info Notes: summarising interim results of specific research activities	Yes, logo(s) on back	Yes, logos of all current donors on back	Logos on back
1-page general information flyers about the CCAFS program	No	List all current donors	Logos on front
1-page informational flyers about CCAFS projects and activities (e.g. gender, climate info tools)	Yes	List all current donors	Logos on back
Generic, simple CCAFS roll-up banner to display at events	No	Not required	Include logos
Staff business cards	Include logo of employee's host institution	Not required	No
Annual Reports	List all CGIAR centers	Yes, logos of all donors from reporting year	Include logos
Booklet with popular CCAFS blog stories	Acknowledge each institution whose work is mentioned	Yes, logos of all current donors on back	Logos on back
Promotional postcards	Depending on the topic, include logos of institutions that led specific research	Not required	If project-based, no logos. If general information, include logos.
A5 size flyers promoting events (e.g. UNFCCC side events)	Include logos of official event co-hosts	Yes, logos of all current donors	Not required
Twitter homepage	No	Not required	Not required
Facebook homepage	No	link to donors' page under 'about'	Mention in 'about'
General CCAFS powerpoint presentation template	Depending on the topic, include logos of institutions that led specific research	Yes if space allows	If project-based, no logos. If general information, include logos.
Brief youtube videos featuring projects, voices from the field	Depending on the topic, include logos of institutions that led specific research	List all current donors in acknowledgments	If project-based, no logos. If general information, include logos.
Research in Action flyers	Acknowledge each institution whose work is mentioned	Yes, on the folder that packages all flyers	Logos on back
Press release	No logos need to be displayed	CCAFS programmatic donors, plus any relevant bilateral donors (for that project) should be listed in the notes to the editor	include standard "about CCAFS" text (see section 4 of branding guideline)
E-Newsletters	Global newsletters must have the Acknowledgment and Disclaimer text from section 4. Region/Flagship newsletters will have the same, plus an acknowledgment of the Flagship/Region's host institution, for example "The CCAFS East Africa Program is hosted by the International Livestock Research Institute (ILRI) in Nairobi, Kenya".		

CCAFS Program Management Unit

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