Branding and communication guidelines for Africa RISING

December 2013

The main aim of these guidelines is to contribute towards a coherent identity for the Africa RISING program across all project countries and to increase its visibility among its beneficiaries, research partners, and other stakeholders.

All research partners under Africa RISING are expected to adhere to these guidelines for consistency and shall proactively work towards promoting the visibility of the project. The guidelines are also in line with USAID guidelines.

These guidelines are part of all sub-agreements issued by the lead centers ILRI and IITA. Sub-grantees who subcontract additional partners shall make these guidelines part of those sub-agreements.

Name

The full name is ‘Africa Research in Sustainable Intensification for the Next Generation.’ It is usually abbreviated to Africa RISING. ‘RISING’ is always capitalized. It should not be abbreviated into AR except in informal and unofficial communications such as emails among partners.

Logo

The program has one general logo that should be displayed prominently on all communication products.
Banners

Africa RISING products should also acknowledge three overall ‘sponsors’ of the program: CGIAR, USAID, and Feed the Future. A standard banner (below) should be used for this.

Program products also acknowledge the three organizations leading major program components: IFPRI, IITA, and ILRI. A standard banner (below) should be used for this.

Outputs of each project may acknowledge the specific set of partners in that project and/or a specific CGIAR research program if applicable. Standard partner banners are available.

High resolution versions of all logos and banners are available from the wiki: http://africa-rising.wikispaces.com/comms_tools

Signage

Where the program wishes to represent itself on a building, field plot or other physical asset, the banner below should be used. This is available in different sizes from the wiki: http://africa-rising.wikispaces.com/comms_tools

Document template

A word template has been prepared for use in all documents, program and project. This is available in English and French versions.

Powerpoint templates are also available for program and project use. The templates can be downloaded from the wiki: http://africa-rising.wikispaces.com/comms_tools

Use of logos
All publications and multimedia materials produced under the Africa RISING program (including studies, reports, papers, publications, presentations, websites/Internet activities, audiovisual productions, and any other promotional, informational, media, or communication products) must use the standard templates and banners provided. These contain all the required logos and banners for program and project use. All final products shall be sent to a member of the program communication team (below) to be checked for consistency.

**Output repository**

Final versions of all documents, reports, video etc should be recorded and indexed in the program repository: [https://cgspace.cgiar.org/handle/10568/16498](https://cgspace.cgiar.org/handle/10568/16498)

Communication staff member assigned to the project all have necessary permissions to do this. Special formats are normally published online in specialized tools: posters and presentations (slideshare); video and photofilms (youtube); photos (flickr). These should always tag the product as an output of Africa RISING.

**Tagline**

‘Transforming African agriculture through sustainable intensification’

**Standard descriptive text**

The Africa Research in Sustainable Intensification for the Next Generation (Africa RISING) program comprises three research-for-development projects supported by the United States Agency for International Development as part of the U.S. government’s Feed the Future initiative.

Through action research and development partnerships, Africa RISING will create opportunities for smallholder farm households to move out of hunger and poverty through sustainably intensified farming systems that improve food, nutrition, and income security, particularly for women and children, and conserve or enhance the natural resource base.

The three regional projects are led by the International Institute of Tropical Agriculture (in West Africa and East and Southern Africa) and the International Livestock Research Institute (in the Ethiopian Highlands). The International Food Policy Research Institute leads the program’s monitoring, evaluation and impact assessment. [http://africa-rising.net/](http://africa-rising.net/)

**Project assets**

Any equipment, machines, and vehicles bought with Africa RISING funds may be branded with the Africa RISING, CGIAR, USAID, and Feed the Future signage (see above).

**Events**
All events financed by Africa RISING (including training courses, conferences, seminars, meetings, learning events, exhibitions, fairs, workshops, press conferences, and other public activities) should carry appropriate signage (see above).
Press and media

All public awareness and media work or campaigns should be undertaken together with the project coordinators and communication officers. Reports, documents and other products should be checked and approved (as necessary) with project coordinators and communication officers.

Intellectual property

All products should be released under a creative commons license. The text below should appear on the back of the title page of all documents and on the last slide of all powerpoints, and where suitable on other products. This text is already contained in the various templates.

This product is licensed for use under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 Unported License

Documents should also contain the following disclaimer:
“[This [specific product] was made possible with support from the American people delivered through the United States Agency for International Development (USAID) as part of the US Government’s Feed the Future Initiative. The contents are the responsibility of the producing organization and do not necessarily reflect the opinion of USAID or the U.S. Government.”

Key contacts

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