Visual identity design guidelines
GLOBAL LEVEL AND BASIN ICONS
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This brand manual has been written to help you implement the Challenge Program on Water & Food logo and visual identity. Inside you will find design guidelines and specifications which will not only ensure consistency across all applications but will also help maintain a high standard of design and production at all levels. No alterations should be made to these specifications.
GLOBAL LEVEL
About CPWF

The Challenge Program on Water and Food was launched in 2002 as a reform initiative of the CGIAR, the Consultative Group on International Agricultural Research. CPWF aims to increase the resilience of social and ecological systems through better water management for food production (crops, fisheries and livestock). CPWF does this through an innovative research and development approach that brings together a broad range of scientists, development specialists, policy makers and communities to address the challenges of food security, poverty and water scarcity. CPWF is currently working in six river basins globally: Andes, Ganges, Limpopo, Mekong, Nile and Volta.

Mailing address:

CGIAR Challenge Program on Water and Food
P.O. Box 2075
127 Sunil Mawatha Pelawatta, Battaramulla
Tel +94 11 288 0143   Fax +94 11 278 4083
Email: cpwfsecretariat@cgiar.org
Learn more about CPWF at: www.waterandfood.org
The Visual Identity Elements

The main identification elements of the visual identity are the organization name and the symbol. The logo also includes the names of the six river basins where CPWF has projects.

The relative proportion between the organization name and the symbol needs to remain consistent. As illustrated on the following page, in specific applications, the symbol can be used independently from the organization name.
03 The symbol

Using the Symbol Independently from the Organization Name

In specific applications, the symbol can be used independently from the organization name. While the symbol can be used without the organization name, the latter can never be used without the symbol.
04 The colors

The Pantone, CMYK and RGB Colors

A palette of three basic colors has been chosen for consistent usage in most applications. The colors should preferably be printed with specific Pantone color. When no Pantone color can be used for print (e.g., Advertising), the CMYK breakdown can be used. The RGB specification should be used only for digital applications.

Print applications
Pantone 3005
CMYK C100 M34 Y0 K2

Digital applications
RGB R0 G129 B198

Print applications
Pantone 355
CMYK C94 M0 Y100 K0

Digital applications
RGB R0 G169 B79

Print applications
Pantone 7467
CMYK C100 M0 Y50 K0

Digital applications
RGB R0 G174 B197
05 The colors

Extended Color Palette

A secondary color palette can be used as alternative or complementary backgrounds.

Print applications
CMYK C59 M0 Y6 K0

Digital applications
RGB R80 G200 B232

Print applications
CMYK C38 M0 Y36 K0

Digital applications
RGB R160 G213 B181

Print applications
CMYK C50 M0 Y25 K0

Digital applications
RGB R122 G204 B200
06 The exclusion zone around the logo

The Minimum Space Around the Logo

To enable the logo to appear prominently and without interference from other written or illustrative material, a minimum area of clear space has been defined around it. The organization name helps to define the zone. Where possible, this minimum exclusion zone area should be increased to strengthen the impact of the logo. The shade symbols help you to define the exclusion zone. They should not appear in any logo applications.
07  The logo minimum size

Whether using the logo's positive versions or its reversals, the minimum size is 25mm across the logo. When using the minimum size, basin locations should not be listed. When the logo includes the basin locations, the minimum size is 35mm.
Rotis is the chosen typeface for all printed material and Arial for the digital applications. Two weights have been selected for Rotis: light and bold. Also, two weights have been selected for Arial: Arial regular and Arial bold. No other typefaces can be used.

<table>
<thead>
<tr>
<th>Print</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotis Sans Serif 45 Light</td>
<td>Arial Regular</td>
</tr>
<tr>
<td>ABCDEFGKLMNOPQR</td>
<td>ABCDEFGKLMNOPQ</td>
</tr>
<tr>
<td>STU VWXYZ</td>
<td>RSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
<tr>
<td>Rotis Sans Serif 65 Bold</td>
<td>Arial Bold</td>
</tr>
<tr>
<td>ABCDEFGKLMNOPQR</td>
<td>ABCDEFGKLMNOPQ</td>
</tr>
<tr>
<td>STU VWXYZ</td>
<td>RSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>uvwxyz</td>
<td>uvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
08  The stationery

Letterhead shown at 70% of its original size
Andes • Ganges • Limpopo • Mekong • Nile • Volta

CGIAR Challenge Program on Water and Food

P.O. Box 2075
127 Sunil Mawatha Pelawatta, Battaramulla
T +94 11 288 0143  M+94 11 278 4083
www.waterandfood.org

Type first line of address
on the eighth return
Third line
Fourth line
Fifth line

Two returns after the last address line, type reference number
On the following return after the reference, type date

Type name on the Tenth return

Start letter on the Thirteenth return. Type is Arial regular 10pt, leading 12.5pt justified left in a 154mm wide box. Type name in Arial bold 10pt.

Maximum of lines: 35. Type name in Arial bold on the fifth return after the letter.
08 The stationery

Envelopes shown at 70% of their original size

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T Rotis sans serif 45 light 8pt, leading 9pt, Pantone 3005
T Rotis sans serif 65 bold 8pt, leading 9pt, Pantone 3005
08  The stationery

Business cards shown at actual size
Press Release
Press Release

Title of Press Release

Use of decision support systems to improve planning and operations of large dams in Africa

Matthew McCartney
Jackie King

www.waterandfood.org
Aerobic Rice – responding to water scarcity
An impact assessment of the ‘STAR in Asia’ project
Deborah Templeton
Ruvicyn Bayot
After one return set the names in Rotis serif 45 light 13.5pt, leading 18pt, Black
10  PowerPoint templates

Option 1
10 PowerPoint templates

Option 2
BASIN ICONS
Basin descriptions

Andes system of basins — to increase water productivity and reduce water-related conflict in selected basins through the development of more equitable benefit-sharing mechanisms.

Ganges basin — to reduce poverty, improve food security and strengthen livelihood resilience in coastal areas through improved water governance, management, and more productive and diversified farming systems

Limpopo river basin — to improve integrated management of rainwater to improve smallholder productivity and livelihoods and reduce risk.

Mekong river basin — to reduce poverty and foster development through management of water for multiple uses in large and small reservoirs.

Nile river basin — to strengthen rural livelihoods and their resilience through a landscape approach to rainwater management.

Volta river basin — to strengthen integrated management of rainwater and small reservoirs so that they can be used equitably for multiple uses.
Each basin project will have its own identifying icon to be used on basin-specific collateral. These icons represent an element wildlife and, in some cases, scenery that is associated with the basin location. The icons for each include the name of the basin.
A palette of distinct colors has been chosen for the basin icons. The colors should be printed using the specific Pantone color. When no Pantone color is available for printing, the CMYK breakdown can be used. The RGB specification should be used only for digital applications.

<table>
<thead>
<tr>
<th>Basin</th>
<th>Print applications</th>
<th>Digital applications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Andes</strong></td>
<td>Pantone 2603 CMYK C80 M100 Y0 K5</td>
<td>RGB R110 G37 B133</td>
</tr>
<tr>
<td><strong>Ganges</strong></td>
<td>Pantone 582 CMYK C15 M0 Y100 K50</td>
<td>RGB R135 G136 B0</td>
</tr>
<tr>
<td><strong>Limpopo</strong></td>
<td>Pantone 724 CMYK C0 M70 Y100 K45</td>
<td>RGB R149 G74 B9</td>
</tr>
<tr>
<td><strong>Mekong</strong></td>
<td>Pantone 152 CMYK C0 M75 Y100 K0</td>
<td>RGB R225 G112 B0</td>
</tr>
<tr>
<td><strong>Nile</strong></td>
<td>Pantone 1945 CMYK C5 M100 Y60 K30</td>
<td>RGB R165 G17 B64</td>
</tr>
<tr>
<td><strong>Volta</strong></td>
<td>Pantone 5405 CMYK C70 M30 Y15 K30</td>
<td>RGB R59 G110 B143</td>
</tr>
</tbody>
</table>
When necessary, the icons can be reversed out using their respective colours. The square shapes around the logos indicate samples of solid backgrounds only. The logos should never be defined by a square or other shapes.
16 The exclusion zone around the icons

The Minimum Space Around the Icons

To enable the icon to appear prominently and without interference from other written or illustrative material, a minimum area of clear space has been defined around it. The organization name helps to define the zone. Where possible, this minimum exclusion zone area should be increased to strengthen the impact of the icon. The shade symbols help you to define the exclusion zone. They should not appear in any icon applications.
The stationery

Business cards shown at actual size
17 The stationery

Business cards shown at actual size

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Rotis sans serif 65 bold 8pt, leading 9pt, Pantone 3005

T

Rotis sans serif 65 bold 9.5pt, leading 10pt, Pantone 3005

T

Rotis sans serif 45 light 8pt, Pantone 355

T

Rotis sans serif 45 light 8pt, leading 9pt, Pantone 3005

T
17 The stationery

Letterhead shown at 70% of its original size
Type first line of address on the eighth return
Third line
Fourth line
Fifth line

Two returns after the last address line, type reference number
On the following return after the reference, type date

Type name on the Tenth return

Start letter on the Thirteenth return. Type is Arial regular 10pt, leading 12.5pt justified left in a 154mm wide box. Type name in Arial bold 10pt.

Maximum of lines: 32. Type name in Arial bold on the fifth return after the letter.
17 The stationery

Envelopes shown at 70% of their original size

Actural size
Press Releases shown at 70% of its original size

Press Release

Naga House
House 87, Unit 7, Mixay Village
Chantabouly District
Vientiane Capital, Lao PDR
T +856-20-7789-6253
F xxxxxx
www.mekong.waterandfood.org
Press Releases

Title of Press Release

How to fold the letterhead

First fold the bottom third of the letterhead to the printed folding mark (1) then fold the top third to the crease.
18 PowerPoint Templates

Option 1