Branding and Publications Guidelines

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

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1. Referring to CGIAR, RTB and partners

Ref.: CGIAR Branding Guidelines and Toolkit 2012

1.1. Official name

CGIAR Research Program on Roots, Tubers and Bananas

1.2. Operating name

- RTB
- The correct usage is ‘RTB’ alone, without an article, to refer to the Program.
- “RTB” should refer to the Program only.
- “RTB crops” refers to roots, tubers and bananas.

Do not use:
  o ‘CRP-RTB’, or
  o the Program number.
1.3 **Standard reference** (can be used as an alternative to official name in communication pieces):

- RTB, the CGIAR Research Program on Roots, Tubers and Bananas
- Roots, Tubers and Bananas (RTB), a CGIAR Research Program

1.4 **Referring to partners and to CGIAR**

- When referring to CIP: CIP is the “lead center”.
- Bioversity International, CIAT, CIP, CIRAD and IITA are “participating centers”.
- Use ‘Cirad’ in French or ‘CIRAD’ in English.
- ‘CGIAR’ is the official name. It is no longer an acronym and should not be spelled out or translated.
- It no longer requires the definitive article: it is ‘CGIAR’, not ‘the CGIAR’.
- If ‘CG’ is acceptable in conversation, in writing it should always appear as ‘CGIAR’.

2. **RTB logos and color usage**

**English**
French

PROGRAMME DE RECHERCHE SUR LES racines, tubercules et bananes

Spanish

PROGRAMA DE INVESTIGACIÓN SOBRE Raíces, Tubérculos y Banano
PANTONE colors

PANTONE 364 C
PROCESS CMYK
C: 73 M:9 Y:94 K:39

RGB
R: 66 G:119 B:48

3. Centers’ logos

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Bioversity International

CIAT
Centro Internacional de Agricultura Tropical International Center for Tropical Agriculture Consultative Group on International Agricultural Research

CIP
A member of the CGIAR Consortium
4. Boilerplate text

4.1 English

The CGIAR Research Program on Roots, Tubers and Bananas (RTB) is a broad alliance of research-for-development stakeholders and partners. Our shared purpose is to tap the underutilized potential of root, tuber, and banana crops for improving nutrition and food security, increasing incomes and fostering greater gender equity – especially amongst the world’s poorest and most vulnerable populations.

CGIAR is a global agriculture research partnership for a food-secure future. Its science is carried out by the 15 research centers who are members of the CGIAR Consortium in collaboration with hundreds of partner organizations. www.cgiar.org

4.2 French

French: Le Programme de recherche du CGIAR sur les racines, tubercules et bananes est une alliance mondiale de partenaires de la recherche pour le développement. Notre objectif commun est de mettre en valeur le potentiel sous-utilisé de ces cultures afin d’améliorer la nutrition et la sécurité alimentaire, d’accroître les revenus et de promouvoir l’équité entre hommes et femmes, en particulier parmi les populations les plus pauvres et les plus vulnérables du monde.

Le CGIAR est un partenariat mondial de recherche agricole pour un futur sans faim. Cette recherche est menée par 15 centres, membres du Consortium du CGIAR, en étroite collaboration avec des centaines de partenaires, www.cgiar.org
4.3 Spanish

El Programa de Investigación de Raíces, Tubérculos y Bananas (RTB) del CGIAR es una alianza amplia conformada por partes interesadas y socios de la investigación para el desarrollo. Nuestro objetivo común es aprovechar el potencial subutilizado de estos cultivos para mejorar la nutrición y la seguridad alimentaria, aumentar los ingresos y fomentar una mayor equidad de género, especialmente entre las poblaciones más pobres y vulnerables del mundo.

CGIAR es una alianza mundial de investigación agrícola para un futuro sin hambre. Su labor científica la llevan a cabo los 15 centros de investigación que conforman el Consorcio CGIAR en colaboración con cientos de organizaciones socias. [www.cgiar.org](http://www.cgiar.org)

5. Publications

5.1 Author’s affiliation

CGIAR research programs are global alliances and they don’t have legal personality. Consequently, copyrights on publications will belong to the partners who are publishing the work. All RTB partners are requested, by virtue of their contractual relationship with the Lead Center and/or CGIAR centers, to follow the “[CGIAR Principles on the management of Intellectual Assets](#)”. Whenever they publish a paper or any other kind of publications based on the research associated with RTB, scientists should mention a double affiliation: CGIAR Center or Partner + RTB.

For example: Dominique Dufour\textsuperscript{a, b, c}

\textsuperscript{a) CIAT, CGIAR Research Program on Roots Tubers and Bananas, Cali AA6713, Colombia \\
\textsuperscript{b)} CIRAD, UMR QUALISUD, Cali, Colombia \\
\textsuperscript{c) CIRAD, UMR QUALISUD, F-34398 Montpellier, France}

5.2 Acknowledgements

If the research and/or publication received support by RTB, this should be mentioned in the document.

Example: Support from the CGIAR Research Program on Roots, Tubers and Bananas (RTB).
5.3 Legal page in RTB publications

In RTB and RTB-funded publications, the legal page should include the following:

a. Correct citation

Example:


b. Published by [name of publisher]

Example: Published by the CGIAR Research Program on Roots, Tubers and Bananas (RTB)

c. Boilerplate text (see above)

d. Contact details: [name of publishing institution and contact details]

Example: RTB Program Management Unit – International Potato Center – Avenida La Molina 1895, Lima 12, Peru; Email: rtb@cgiar.org

e. License: A Creative Commons or comparable license must be generated and affixed on the publication. RTB recommends the use of “Creative Commons - Attribution License”. Should the publisher choose to restrict any commercial use of the publication and/or its content, a “Creative Commons – Attribution – Non Commercial License” could also be used (http://creativecommons.org/licenses/by-nc/4.0/). The different licenses and a license generator tool are available at http://www.creativecommons.org

f. Disclaimer: The [type of publication – for example RTB Working Paper Series] is intended to disseminate research and practices about production and utilization of roots, tubers and bananas and to encourage debate and exchange of ideas. The views expressed in the papers are those of the author(s) and do not necessarily reflect the official position of RTB or the publishing institution.
5.4 Open Access

All CGIAR publications should be in accordance with the Open Access and Data Management Policy. All publications should be notified with indication of the relevant URL to rtb@cgiar.org for dissemination on the RTB website and other channels.

6. Templates

RTB templates are available for:

- PowerPoint Presentations
- Letterheads
- Workshop reports
- Working papers
- Posters

They are available on Google Drive for RTB staff: http://bit.ly/17X6e6f and by request to rtb@cgiar.org

RTB publications such as working papers and workshop reports should be submitted to rtb@cgiar.org for branding check.