

# CGIAR RESEARCH PROGRAM ON WATER, LAND AND ECOSYSTEMS



RESEARCH  
PROGRAM ON  
Water, Land and  
Ecosystems



## COMMUNICATIONS GUIDELINES

IN PARTNERSHIP WITH:



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*Produced by:* Martina Mascarenhas and Michael Dougherty

*Cover Photo:* Neil Palmer/CIAT

# INTRODUCTION



RESEARCH  
PROGRAM ON  
Water, Land and  
Ecosystems



The communications guidelines of the CGIAR Research Program on Water, Land and Ecosystems (WLE) are for use by all those involved in developing or producing communication and other materials for the program.

WLE is a dynamic, multi-layered program that is constantly evolving, and these guidelines should guide the production of promotional materials.

While we want to maintain flexibility, consistent branding across all types of media will help WLE communicate its messages and goals to partners and users of WLE research.

Overall these guidelines attempt to explain how to apply WLE's messages and identity at three levels:

- WLE program: This is the overall coordinating body of WLE, which provides guidance and strategic direction. It includes the flagships and core themes as well as a focus on WLE global level outcomes.
- WLE focal regions: WLE is establishing strong linkages and partnerships in a number of regions. Branding will need to be consistent across these regions, but we will also allow for context-specific communications in each region.
- Partners: WLE is at its core comprised of 11 CGIAR partner centers and the Food and Agriculture Organization of the United Nations (FAO). It is important they are centrally recognized throughout WLE communications.

These guidelines will evolve over time along with the program. If you come across something that is confusing, does not answer your questions or apply to your particular situation, please contact us and we can develop a solution together.

This document and related files are available at: [wle.cgiar.org/resources/identity](http://wle.cgiar.org/resources/identity)

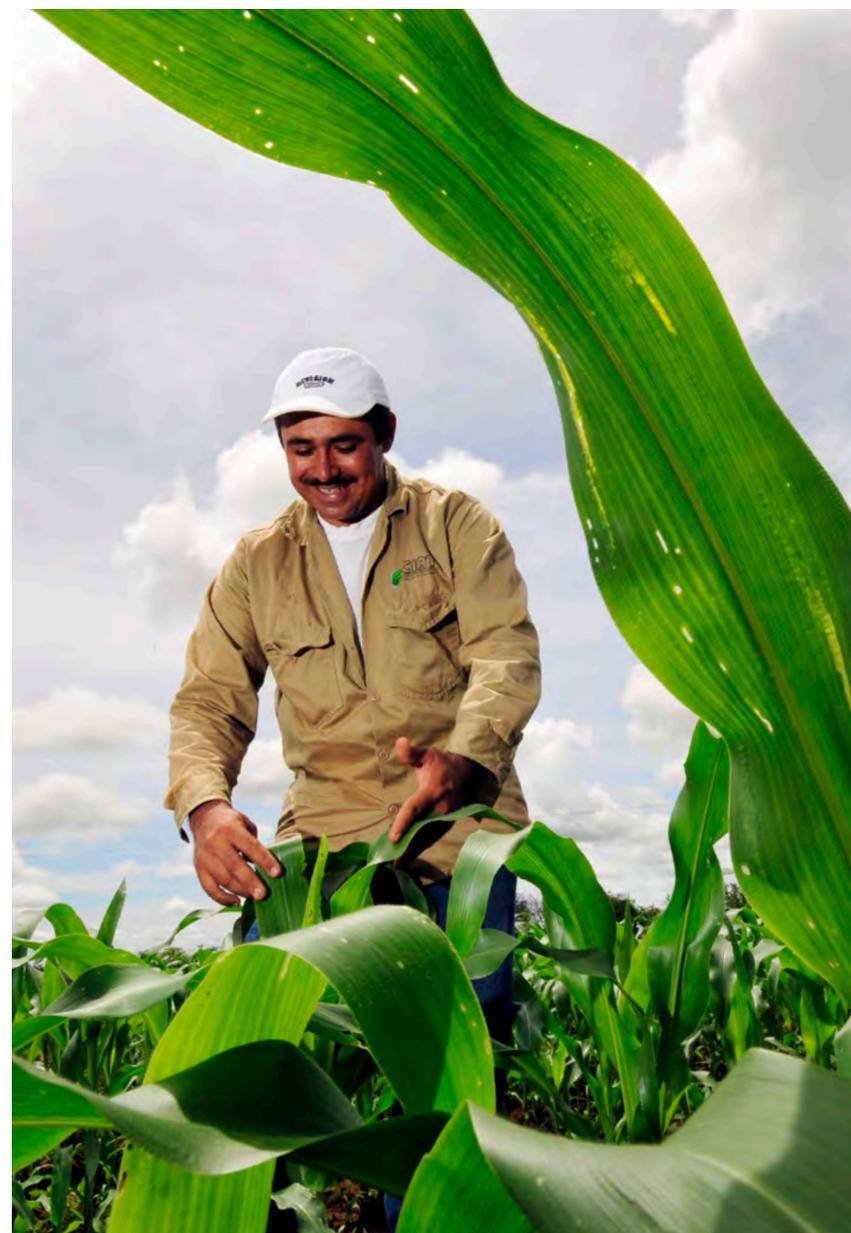


Photo: Neil Palmer/CIAT

# WLE PROGRAM DESCRIPTION

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## THE NAME OF WLE IS

Official name: “CGIAR Research Program on Water, Land and Ecosystems”

Operating name: WLE

Standard reference: the CGIAR Research Program on Water, Land and Ecosystems (WLE). This maybe shortened to “WLE” after the first full mention of the name.

## REFERRING TO WLE

- Only reduce “CGIAR Research Program” to the acronym “CRP” in external documents if the full name has been spelled out already.
- Do not use the program number (e.g., CRP 5)
- Ensure that the official program name is written in title case (capitalize the first letter of each word, except conjunctions).
- Use ‘and’, not an ampersand, in the official program name.
- A prominent reference to the official program name should feature in all relevant publications (featuring the component logo prominently will suffice).
- When describing WLE, do not reorder the words in the name. Its identity as a CGIAR Research Program should be made clear as in the following examples:

*WLE, the CGIAR Research Program on Water, Land and Ecosystems*

*Water, Land and Ecosystems (WLE), a CGIAR Research Program*

## REFERRING TO PARTNERS

The organizations that have formed WLE are called ‘partners’ of the program. It is important to be accurate and consistent and use the term ‘partners’ and not alternatives, such as ‘members.’

## TAGLINE

Uniting agriculture and nature for poverty reduction

## WHEN TO USE THE TAGLINE

Use the tagline for all communication materials such as publications, presentations, posters, etc. If in doubt, please contact the WLE communications team. The tagline can be typeset on a single line or on multiple lines. It should be in sentence case, as follows:

*“Uniting agriculture and nature for poverty reduction”*

**not** *“Uniting Agriculture and Nature for Poverty Reduction”*

## BOILERPLATE:

For use in publications, press releases, web pages, etc.

“ The CGIAR Research Program on Water, Land and Ecosystems (WLE) combines the resources of 11 CGIAR centers, the Food and Agriculture Organization of the United Nations (FAO) and numerous national, regional and international partners to provide an integrated approach to natural resource management research. WLE promotes a new approach to sustainable intensification in which a healthy functioning ecosystem is seen as a prerequisite to agricultural development, resilience of food systems and human well-being. This program is led by the International Water Management Institute (IWMI), a member of the CGIAR Consortium, and is supported by CGIAR, a global research partnership for a food-secure future. [wle.cgiar.org](http://wle.cgiar.org) ”

The boilerplate text provides a standard and consistent way to explain WLE.

It cannot be altered and should be used

- in press releases
- in website descriptions of WLE (e.g., in ‘About’ sections)
- when WLE is described in publications such as reports, flyers, briefs, etc.

## VISION

A world in which agriculture thrives within vibrant ecosystems, where communities have higher incomes, improved food security and the ability to continuously improve their lives.

## MISSION

WLE seeks to develop a body of evidence that ecosystem and resilience-based approaches are economically viable and sustainable on a wide-scale and propose options in achieving this.

## CONTACT

Key contacts to include on communication products:

CGIAR Research Program on Water, Land and Ecosystems  
127 Sunil Mawatha, Pelawatte, Battaramulla, Sri Lanka  
Tel: +94 11 2880000, 2784080; Fax: +94 11 2786854  
Email: [wle@cgiar.org](mailto:wle@cgiar.org)  
Website: [wle.cgiar.org](http://wle.cgiar.org)  
Agriculture and Ecosystems Blog: [wle.cgiar.org/blogs](http://wle.cgiar.org/blogs)

## WLE MESSAGES



Photo: Georgina Smith/CIAT

Global agriculture is one of humanity's great success stories. Never has the world produced so much food. But this success masks two uncomfortable truths:

- Agriculture has impacted our natural resource base more than any other sector or activity. More than one-third of the world's land area is already used for agriculture, and food demand is projected to grow by 60% from 2005 to 2050.
- For some of the poorest and most marginalized, securing enough nutritious food remains a constant struggle. Whether making a living on rural plots or subsisting on the urban margins, millions of people don't have access to a balanced diet.

If we continue down this path, our food systems face potential collapse. It doesn't have to be this way. A growing body of research demonstrates that if we approach agriculture differently, we can grow all the food we need, at a cost that all can afford, while improving natural systems. This is the aspiration of the CGIAR Research Program on Water Land and Ecosystems (WLE).

WLE's vision is for agriculture to thrive alongside and within the vibrant ecosystems that support it, while it delivers enduring prosperity for farming communities.

Smallholder farmers and the people who support them feed the world. This is why we need to ensure they live in good health, enjoy food and nutritional security, and have equitable access to the inputs and resources they need to continuously improve their livelihoods. To achieve these goals sustainably and equitably, we will need to ensure that the ability to withstand shocks and even bounce back – resilience – is embedded into community life.

WLE carries out more than 140 research projects focused on six thematic areas of research around the developing world, guided by the hypothesis that sustainable intensification not only can contribute to ecosystem health and a more equitable world, but also is both economically viable and possible on a large scale.

WLE combines a mix of new research and up scaling of existing initiatives to identify geographically relevant solutions and the necessary incentive frameworks for their sustainable adoption. We believe we can create an inclusive agenda for change, delivering sustainable growth and, at the same time, guaranteeing the wise use of our natural assets. In order to ensure sustainable intensification efforts are equitable and gender sensitive, WLE seeks to understand women's access to resources, strengthen their ability to influence decisions and enable them to reinvest profits from agriculture production back into their lives (i.e., in savings, schools, farming).

WLE's approach provides the basis for other commodity- and systems-based CGIAR Research Programs by emphasizing the multi-functionality of agricultural landscapes and exploring the trade-offs, costs and benefits of different pathways to sustainability. This is done at farm, landscape, national and regional levels and involves working with multiple sectors. We do this by examining how non-agriculture development agendas impact and influence the agricultural sector.

# WLE LOGO

## LOGO

The WLE logo has been developed by the CGIAR Consortium Office. The logo should be used on all public program outputs. It should not be altered or manipulated in any way.



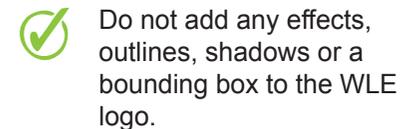
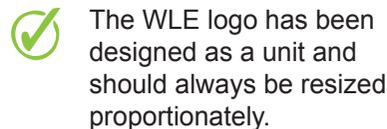
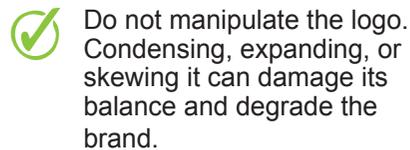
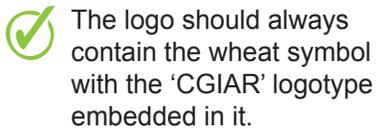
Available at: [wle.cgiar.org/identity](http://wle.cgiar.org/identity)  
File name: WLE logo

## EXCLUSION ZONE



Around the WLE logotype is an exclusion zone that must remain clear of typography, the edge of the page, and any other graphic device, including details within a photographic background. The formula shown above should be applied to all sizes of logotype reproduction.

## DO'S AND DON'TS



## MINIMUM SIZES



The text on the logo should always be large enough to be legible.

A general guideline is to not reduce its size to less than 2.5 cm wide for print and 275 X 100 pixels for digital applications.

## LOGO ON BACKGROUND



When used against a background, the logo should be reversed out of WLE blue or black or a tint of either not less than 50%.

The logo should not appear on complex photographic backgrounds, but may be used on a clear sky or area with simple detail.

# WLE PROGRAM BRANDING

## PROGRAM LEVEL: LOGO AND PLACEMENT

This section contains instructions for logo use and placement on all WLE program level communication and outreach materials. This includes all materials produced by the flagships and core themes. The main principles are that the WLE logo is accompanied by the IWMI logo and the partner strip shown below. The WLE logo should be placed on the front cover, while the partner strip can be used on the front or back cover to allow for flexible design. Our only requirement is that partners be recognized consistently.



File name: WLE IWMI logo



## CO-BRANDING AT PROGRAM LEVEL

IN PARTNERSHIP WITH:



File name: WLE Co-branding Program - single

IN PARTNERSHIP WITH:



File name: WLE Co-branding Program - double

Partners' logos are always arranged from left to right in alphabetical order as follows: Biodiversity International, CPWF, CIAT, CIP, FAO, ICARDA, ICRISAT, IITA, IFPRI, ILRI, ICRAF and WorldFish. Single and double line versions of the co-branding are available.

# WLE PARTNER BRANDING

## PARTNER LOGOS

WLE recognizes the need to have a contextualized identity that can be used by partners and the focal regions. At the partner level, WLE supports a contextual identity where partners and focal regions are highlighted/acknowledged. When producing WLE-related material where the research activity/project is led by a partner organization that is not the lead center (i.e., IWMI), the partner center's logo can be used alongside the WLE logo as shown in this example.



## RECOGNIZING OTHER PARTNERS

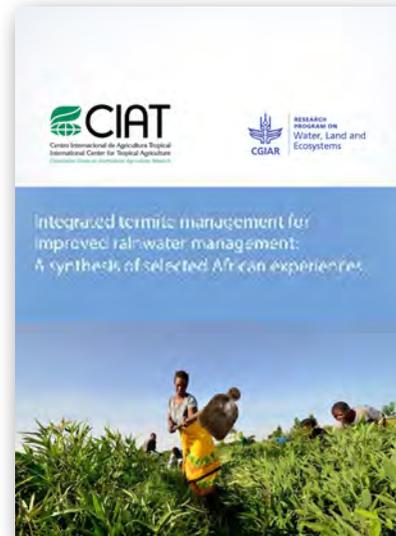
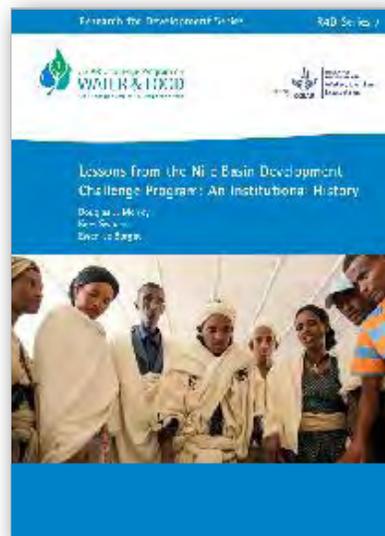
When partners or regions use their own logo next to the WLE logo, the following co-branding should be used. A two line version is also available.



Available at: [wle.cgiar.org/identity](http://wle.cgiar.org/identity) File name: WLE Co-branding Partners and Regions - single (or double)

## RECOGNIZING WLE

Affiliation to WLE can be represented by either using the WLE logo on the top right hand corner of the page (where possible) in its corporate color, or by using the WLE logo in white against the partner's corporate color.



# WLE REGIONAL BRANDING

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## FOCAL REGION LEVEL

Guidelines are being developed for each region. Logos in regional branding will emphasize the regional partners.

Any organization, group or institution that receives funding from the WLE focal region programs shall submit a high-quality electronic copy of their logo in PNG and .ai formats. Partner logos will be used on outreach materials, publications and online media as appropriate.



RESEARCH  
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Ecosystems



Greater  
MEKONG

WLE MEKONG

## DONORS

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### WITH DONORS

WLE recognizes that donors may have their specific branding and identity requirements. For WLE-related materials, donor guidelines should also be acknowledged. Please contact the WLE communication team and we will help you develop a specific set of guidelines that meet everyone's requirements. Where requested, donor support of WLE-related activities and programs should be acknowledged. The correct logos should also be requested from the donors.

### EXAMPLE

The Australian government supports several WLE Greater Mekong projects and must be acknowledged. From the Australian government's branding guidelines for implementing partners:



*"The updated Australian Aid Identifier should be used to identify all Australian Government funded development programs or projects overseas, and material associated with the projects, including signage, food bags, water tanks and buildings."*

In cases where there is no space for the logo, a text-based acknowledgement may be used as in the examples below:

*This is an initiative of the CGIAR Research Program on Water, Land and Ecosystems (WLE) in the Greater Mekong, funded in part by the Australian Government.*

Or

*The CGIAR Research Program on Water, Land and Ecosystems (WLE) is supported by (Please insert the relevant donor name here).*

# ACKNOWLEDGEMENTS

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When acknowledging support of a bilateral donor and WLE for research carried out by a research center, a disclaimer is not required but can be added based on center and donor requirements (if any); an example is provided below:

*This research is part of project X and funded by donor Y. The project is also supported by the CGIAR Research Program on Water, Land and Ecosystems (WLE) and CGIAR Fund Donors.*

All statements should either be hyperlinked to the CGIAR Fund Donors webpage or include this url on print copies: <http://www.cgiar.org/who-we-are/cgiar-fund/fund-donors-2/>

## CGIAR FUND ACKNOWLEDGMENTS

All CRP communication products, whether online or in hard copy form (e.g. publications, press releases, newsletters, website stories, blogs, posters, etc.) must acknowledge support received by donors via the CGIAR Fund. It is recommended that one of the following statements be used:

*This research is supported by CGIAR Fund Donors*

Or

*This work is supported by CGIAR Fund Donors*

Or

*We would like to thank all donors who supported this work/research [choose one] through their contribution to the CGIAR Fund.*

All statements should either be hyperlinked to the CGIAR Fund Donors webpage or include this url: <http://www.cgiar.org/who-we-are/cgiar-fund/fund-donors-2/>

## ACKNOWLEDGING THE CPWF

When referencing work carried out under the CGIAR Challenge Program on Water and Food (CPWF), a partner of WLE which was concluded in 2013, include the following acknowledgement:

*This article is based on data collected for the project (Insert name of CPWF project here)—a part of the (insert program/initiative name here) CGIAR Challenge Program on Water and Food, a partner and funded by the CGIAR Research Program on Water, Land and Ecosystems.*

## WLE-FUNDED RESEARCH OUTPUTS

WLE has identified four types of project acknowledgements which require different approaches.

FUNDING TYPE	WHICH PROJECTS FALL INTO THIS	TYPE OF PRODUCTS	SUGGESTED ACKNOWLEDGEMENT TEXT
Fully funded WLE initiated project	Focal Regions + Innovation fund + Gender and ESR Core theme activities	Acknowledgement in reports, publications, communication materials and websites	<p>This project is part of the CGIAR Research Program on Water, Land and Ecosystems (WLE) and supported by CGIAR Fund Donors.</p> <p>All statements should either be hyperlinked to the CGIAR Fund Donors webpage or include this url on print copies: <a href="http://www.cgiar.org/who-we-are/cgiar-fund/fund-donors-2/">http://www.cgiar.org/who-we-are/cgiar-fund/fund-donors-2/</a></p>
Windows 1+ 2 funded projects with no other contributions	Projects which are fully funded through WLE	Acknowledgement in partner-published materials such as reports, publications, communication materials and websites. This includes listing authors, their affiliation organization and co-branding with WLE and the organizations who have undertaken the work.	<p>This project is part of the CGIAR Research Program on Water, Land and Ecosystems (WLE) and supported by CGIAR Fund Donors. The research was conducted by a team of scientists based at the Center X and partner Y.</p> <p>All statements should either be hyperlinked to the CGIAR Fund Donors webpage or include this url on print copies: <a href="http://www.cgiar.org/who-we-are/cgiar-fund/fund-donors-2/">http://www.cgiar.org/who-we-are/cgiar-fund/fund-donors-2/</a></p>
Windows 1+2 funded projects with other contributions	Projects which have support from other donors	Acknowledgement in partner-published materials such as reports, publications, communication materials and websites.	<p>This project is part of the CGIAR Research Program on Water, Land and Ecosystems (WLE) and supported by XX donors and CGIAR Fund Donors. The research was conducted by a team of scientists based at Center X and partner Y.</p> <p>All statements should either be hyperlinked to the CGIAR Fund Donors webpage or include this url on print copies: <a href="http://www.cgiar.org/who-we-are/cgiar-fund/fund-donors-2/">http://www.cgiar.org/who-we-are/cgiar-fund/fund-donors-2/</a></p>
Windows 3 and Bilaterally funded projects	Projects that are fully funded by other donors but get some institutional funding from WLE	Acknowledgement in reports, publications, communication materials and websites	<p>This research is part of project X and funded by donor Y. The project is also supported by the CGIAR Research Program on Water, Land and Ecosystems (WLE) and CGIAR Fund Donors.</p> <p>All statements should either be hyperlinked to the CGIAR Fund Donors webpage or include this url on print copies: <a href="http://www.cgiar.org/who-we-are/cgiar-fund/fund-donors-2/">http://www.cgiar.org/who-we-are/cgiar-fund/fund-donors-2/</a></p>

# COLOR PALETTE

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## CORE COLOR PALETTE



**PRIMARY COLOR**  
WLE Blue is the primary color used throughout WLE's communication material.

Pantone: 104-8 C  
104-8 U  
RGB: R:0 G:93 B:172  
CMYK: C:100 M:68 Y:0 K:0



**COMPLEMENTARY COLOR**  
WLE Green is used to complement the primary color.

Pantone: 157-8 C  
157-8 U  
RGB: R:148 G:200 B:62  
CMYK: C:48 M:0 Y:100 K:0

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## TERTIARY COLOR

Tertiary colors and their shades can be used in instances where a wider variety of design options are desirable.



RGB: R:147 G:52 B:136  
CMYK: C:50 M:95 Y:10 K:0



RGB: R:173 G:34 B:89  
CMYK: C:30 M:100 Y:50 K:5



RGB: R:111 G:34 B:40  
CMYK: C:34 M:91 Y:75 K:44



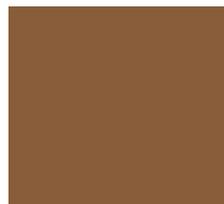
RGB: R:218 G:71 B:31  
CMYK: C:0 M:85 Y:100 K:10



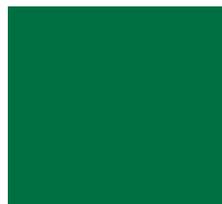
RGB: R:247 G:148 B:30  
CMYK: C:0 M:50 Y:100 K:0



RGB: R:253 G:185 B:19  
CMYK: C:0 M:30 Y:100 K:0



RGB: R:137 G:93 B:57  
CMYK: C:32 M:58 Y:80 K:29



RGB: R:0 G:111 B:65  
CMYK: C:100 M:40 Y:100 K:10



RGB: R:126 G:181 B:73  
CMYK: C:50 M:0 Y:90 K:10



RGB: R:0 G:155 B:144  
CMYK: C:100 M:0 Y:50 K:10



RGB: R:0 G:147 B:208  
CMYK: C:100 M:10 Y:0 K:10



RGB: R:210 G:233 B:230  
CMYK: C:20 M:0 Y:10 K:0

# TYPOGRAPHY

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## FONTS

Typography is used to differentiate sections of information such as headlines, text or captions. The Arial typeface has been selected for use in WLE's visual identity for its clean look and ubiquity in most computer software.

### ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%^&\*()\_+

ARIAL Bold is the typeface used for headlines, main titles and key communication messages/statements in all WLE communications.

Headings should always be in capital letters. Never apply type effects such as shadows and outlines, to the typeface.

The secondary typeface of the WLE identity system is Arial, which should always be used for subheads, body copy and captions.

Other forms of the Arial typeface, such as Arial black or Arial narrow, should not be used.

## STYLES

TEXT STYLE	DESCRIPTION
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TITLE:	<b>ARIAL, 20 PT, BOLD, BLUE</b>
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SUB TITLE:	Arial, 14 Pt, Gray
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AUTHOR(S):	Arial, 12 Pt, Black
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HEADING 1:	<b>ARIAL, 16 PT, BLUE</b>
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HEADING 2:	<b>ARIAL, 14 PT, BLUE</b>
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HEADING 3:	<b>ARIAL BOLD, 11 PT, BLUE</b>
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HEADING 4:	<b>ARIAL BOLD, 11 PT, BLACK</b>
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BODY TEXT:	Arial, 11 Pt, Justified, Black
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LIST:	Arial, 11 Pt, Justified, Black, Bullets: bright blue square
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HYPERLINK:	Normal, Underline, Black e.g. <a href="http://wle.cgjar.org">http://wle.cgjar.org</a>
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CAPTIONS:	Arial 8 Pt, Justified, Black
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REFERENCES:	Arial 8 pt, Justified, Black
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# GRAPHIC ELEMENTS

## LINES AND BLOCKS

Lines and blocks of color can be used in a wide variety of ways to create a distinct visual presence across print, outdoor or online communication. They can be many different sizes, widths, and styles, used vertically or horizontally, and in different shades of colors from the WLE color palette.

CGIAR RESEARCH PROGRAM ON WATER, LAND AND ECOSYSTEMS

## UNITING AGRICULTURE AND NATURE FOR POVERTY REDUCTION

**OUR VISION** A world in which agriculture thrives within vibrant ecosystems and where communities have higher incomes, improved food security and the ability to continuously improve their lives.



PHOTO: MELISSA HERRICK/CGIAR

“Our use of land, water and ecosystems is not sustainable. WLE is a unique global network linking disparate areas of environmental management, agriculture and poverty reduction together to meet development needs by identifying innovative and sustainable solutions to complex problems.”

PROFESSOR JOHAN ROCKSTRÖM, CHAIR, WLE STEERING COMMITTEE

### ISSUES WE ADDRESS

WLE addresses the issues listed below by conducting ecosystem and landscape analysis and synthesis to identify innovative options that are sustainable, financially viable and equitable. We address problems from multiple angles and assist decision makers to understand trade-offs and synergies of different solutions.

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#### REGENERATING DEGRADED LANDS

Land degradation adversely affects the ecological integrity and productivity of about two billion hectares, or 23%, of landscapes under human use.

Up to 40% of the world's agricultural land is seriously degraded.

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#### INCREASING LAND AND WATER PRODUCTIVITY USING AN ECOSYSTEMS-BASED APPROACH

Almost 90% of all agriculture depends on rain, but only 4% of the rainwater in Africa is used for agricultural production.

Groundwater reserves in Africa are about one hundred times greater than the amount of surface water.

Only 5% of arable land in Africa is irrigated, compared with 37% in Asia.

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#### MANAGING VARIABILITY

In 2011, extreme climate events resulted in an estimated \$200 billion of damage.

Every dollar spent on pre-disaster water infrastructure can save up to \$10 in disaster relief. Yet, 90% of aid is only delivered after a flood or drought has occurred.

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#### RECOVERING AND REUSING RESOURCES

By 2030, the world's urban population is expected to reach five billion.

Every dollar invested in recovering and reusing resources saves \$4.90 in health costs.

20 million hectares of arable land worldwide are reportedly irrigated with wastewater.

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#### EQUITY AND INEQUALITY

Only 5% of the resources provided through extension services in Africa are available to women.

If women had the same access to resources as men, farm yields could increase 20–30% and reduce hunger by 12–17% in developing countries.

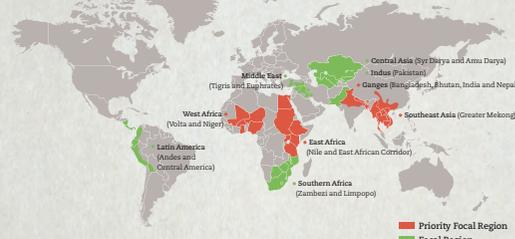
2 CGIAR RESEARCH PROGRAM ON WATER, LAND AND ECOSYSTEMS

### WHERE WE WORK

WLE is a global program that works in eight regions where different research components and crosscutting themes are integrated to achieve maximum impact. The map depicts WLE's current investments in some of the world's poorest regions with pressing land- and water-related problems.

At the regional level, WLE works in South Asia (Ganges basin), Southeast Asia (Greater Mekong), East Africa (Nile and East Africa corridor) and West Africa (Volta and Niger basins). WLE also has a significant portfolio of activities in Latin America, Southern Africa, the Indus Basin and Middle East and Northern Africa.

WLE's focal regions are an important part of its research-for-development approach and commitment to generating positive change in specific geographical locations. The focal regions prioritize opportunities to address large- and small-scale water and land development sustainability challenges.



■ Priority Focal Region

■ Focal Region

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#### ARE WOMEN BETTER STEWARDS OF THE ENVIRONMENT THAN MEN?

Understanding gender perspectives is key to improving sustainable intensification and poverty alleviation efforts. WLE seeks to ensure that women have decision-making power over, and increased benefits from, agriculture and natural resources – a central component of WLE's vision of sustainable agricultural intensification.

WLE will conduct strategic gender research, mainstream gender into all its research, and forge relationships that promote gender work in its focal regions.

WLE has supported partners to examine the innovative use of gender-related data in hydrological modeling that quantifies the impacts of land management practices to improve watershed management. In Gondar, Ethiopia, for example, the International Center for Agricultural Research in the Dry Areas (ICARDA) used findings to introduce more fuel-efficient cooking stoves in an effort to reduce the time women spend collecting fuel and to combat land degradation.

UNITING AGRICULTURE AND NATURE FOR POVERTY REDUCTION 5

# GRAPHIC ELEMENTS

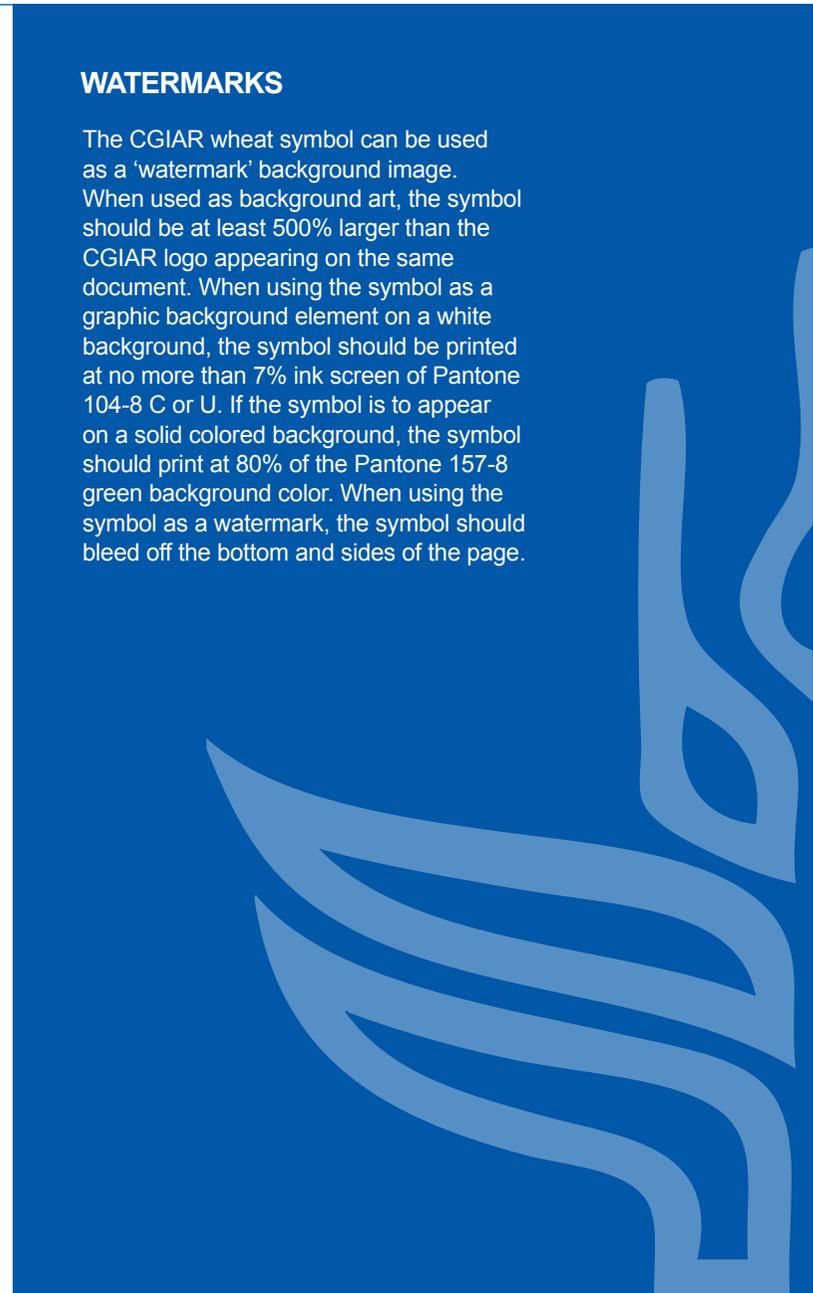
## CIRCLES

The 'circle' element is another graphic device that acts as a frame for information or text highlights. When used in color, this helps add a creative element to all WLE communication materials.



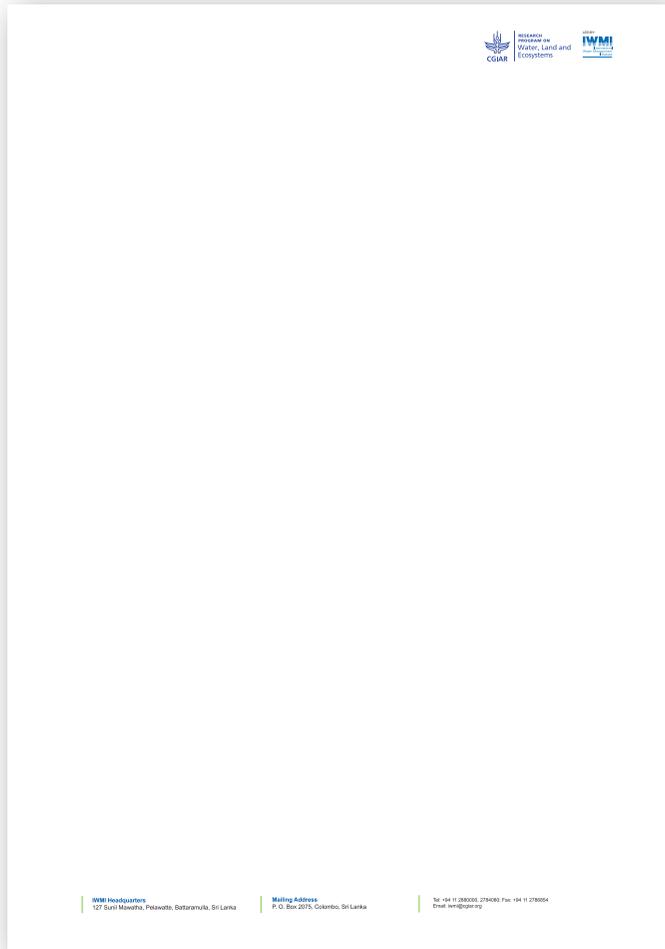
## WATERMARKS

The CGIAR wheat symbol can be used as a 'watermark' background image. When used as background art, the symbol should be at least 500% larger than the CGIAR logo appearing on the same document. When using the symbol as a graphic background element on a white background, the symbol should be printed at no more than 7% ink screen of Pantone 104-8 C or U. If the symbol is to appear on a solid colored background, the symbol should print at 80% of the Pantone 157-8 green background color. When using the symbol as a watermark, the symbol should bleed off the bottom and sides of the page.



# TEMPLATES

## STATIONERY



Letterhead template  
File name: [WLE Letterhead A4](#)



Envelope template  
File name: [WLE Envelope](#)

# TEMPLATES

## VISITING CARD



Visiting card template for WLE staff  
File name: [WLE Visiting Card](#)



Visiting card template for WLE partner staff



## EMAIL SIGNATURE

The WLE email signature should contain the following elements:

- Title: Arial, Font size 10.5, bold, blue (RGB: R:0 G:93 B:172)
- Official name of WLE: CGIAR Research Program on Water, Land and Ecosystems
- WLE led by IWMI logo
- URL to wle website: [wle.cgiar.org](http://wle.cgiar.org)
- URL to cgiar website: [www.cgiar.org](http://www.cgiar.org) (this is a requirement of the CGIAR Consortium Office as defined in the 2014 branding guidelines for CGIAR document)

Other elements (optional)

- Telephone/mobile
- Skype
- Social media links

Staff who are exclusively employed by WLE (e.g., program director, management staff, etc.) should have the program name or acronym and their center in brackets after their name e.g., Name (WLE-IWMI); other staff should just include their host center, e.g., Name (IWMI).

The html version of the signature can be found here: [wle.cgiar.org/identity](http://wle.cgiar.org/identity)

**Title**  
CGIAR Research Program on Water, Land and Ecosystems  
Tel :  
Skype:  
Twitter: [WLE\\_CGIAR](#)  
WLE website: <http://wle.cgiar.org>



[www.cgiar.org](http://www.cgiar.org)

Follow us on:



# TEMPLATES

## PRESENTATION TEMPLATE



WLE presentation template

File name: [WLE Presentation Template](#)

The WLE presentation templates provide program-branded, easy-to-use templates accommodating a range of slide format options.

The overall WLE powerpoint template (option 1) includes a composite WLE-IWMI logo (given that IWMI is the lead center) on the top right hand corner of the title slide, with the partner logo strip on the bottom. This can be used in situations where the lead center has to be given prominence, as in the case of internal center meetings such as annual research meetings.



WLE partner presentation template

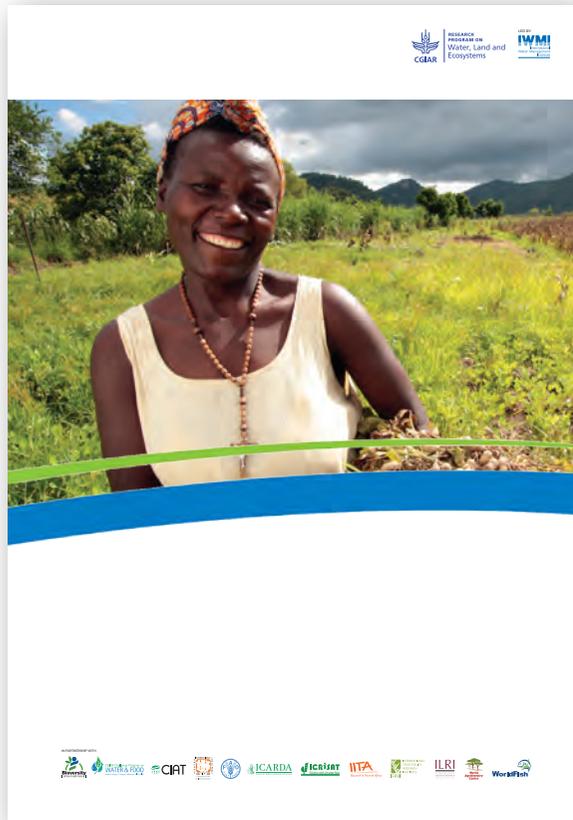
File name: [WLE Partner Presentation Template](#)

A second template has been developed in an effort to ensure the collaborative nature of the work done across WLE. Option 2 uses a singular WLE logo on the top right hand corner of the title slide with an overall partner logo strip that includes the lead center. This provides a means of showing all contributors and their affiliations. In this case, partners can use their logos alongside the WLE logo on the top right hand corner to ensure that their individual contribution is recognized.

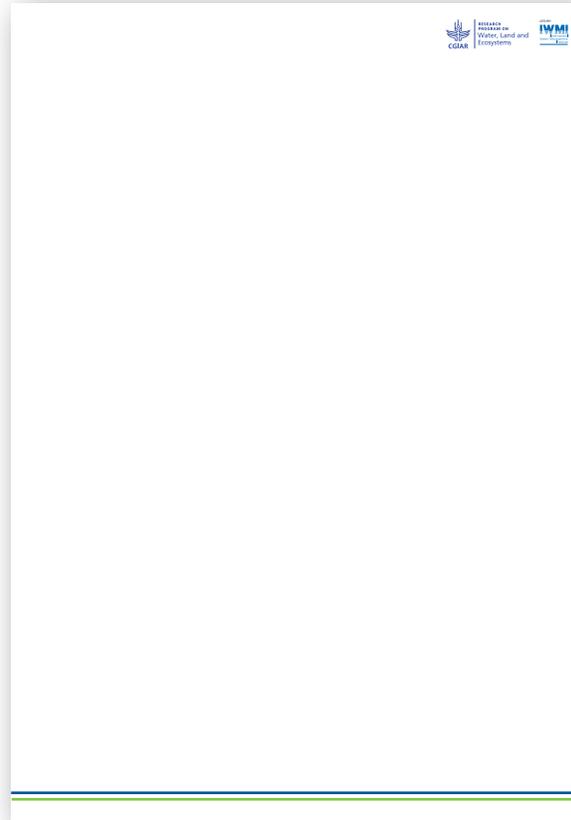
# TEMPLATES

## DOCUMENT TEMPLATES

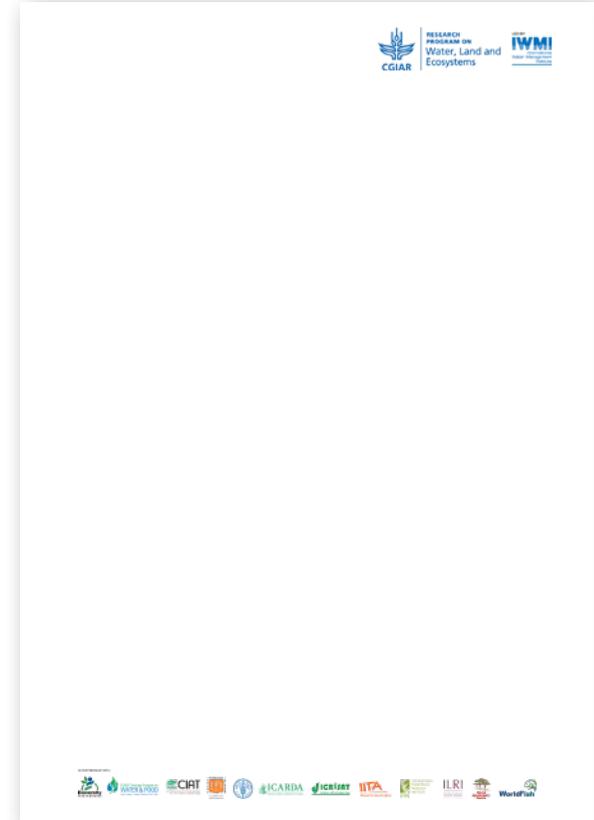
The WLE report template is program branded and includes styles for text, tables, colors and other document elements. A simpler memo version is also available.



WLE report cover  
File name: WLE Report Template



WLE report page

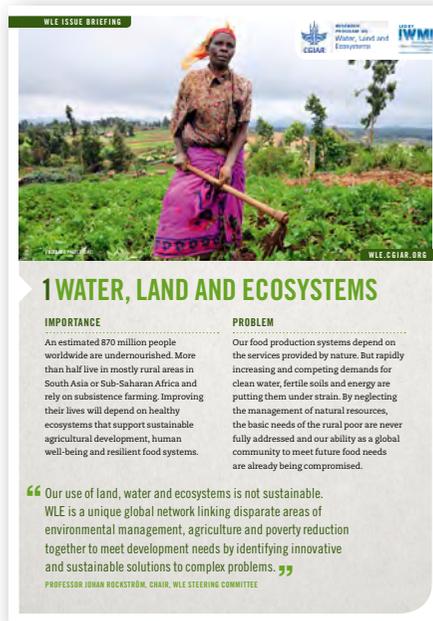


WLE report back cover

# TEMPLATES

## FLYER

File name: WLE Flyer



**WLE ISSUE BRIEFING**

WLE CCIAR.ORG

### 1 WATER, LAND AND ECOSYSTEMS

**IMPORTANCE**  
An estimated 870 million people worldwide are undernourished. More than half live in mostly rural areas in South Asia or Sub-Saharan Africa and rely on subsistence farming. Improving their lives will depend on healthy ecosystems that support sustainable agricultural development, human well-being and resilient food systems.

**PROBLEM**  
Our food production systems depend on the services provided by nature. But rapidly increasing and competing demands for clean water, fertile soils and energy are putting them under strain. By neglecting the management of natural resources, the basic needs of the rural poor are never fully addressed and our ability as a global community to meet future food needs are already being compromised.

“Our use of land, water and ecosystems is not sustainable. WLE is a unique global network linking disparate areas of environmental management, agriculture and poverty reduction together to meet development needs by identifying innovative and sustainable solutions to complex problems.”

PROFESSOR JORDAN ROCKSTRÖM, CHAIR, WLE STEERING COMMITTEE



**WLE AREAS OF RESEARCH**

- Integrating ecosystem solutions into policies and investments
- Revolatilizing Degraded Agricultural Ecosystems
- Increasing land and water productivity
- Strengthening decision analysis
- Managing resource variability and competing uses
- Recovering and reusing resources

**CORE THEME: Ecosystem services and resilience**

**CORE THEME: Gender, poverty and institutions**

**WHAT WLE IS DOING**

WLE seeks to support policy-makers, private sector organizations, donors and NGOs to incorporate sustainable and socially inclusive practices into their investments and decision-making processes. While WLE research has a global reach, it also has established concentrated work in four regions: the Ganges, Mekong, Nile-East Africa and Volta-Niger regions.

Sustainable intensification within WLE recognizes the competing demands on land and water arising from urbanization, population growth, demographic changes and climate change. For instance, WLE looks at reducing the negative urban footprint on ecosystems and human health through market driven incentives such as developing promising business models for the safe reuse of human waste based on 200 case studies across Asia, Africa and Latin America.

**Expected Outcomes**

- Established regional programs focused on influencing large-scale investments while working with influential partners and clients.
- Tested/piloted a number of decision-making tools to assess the trade-offs, costs and benefits of natural resource based investments at different scales.
- Influenced a number of global level processes to shift how agriculture is viewed in relation to ecosystems services including the Ramсар Convention and the Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES).
- Doubled incomes of at least 1 million smallholder farmers in South Asia and sub-Saharan Africa based on at least USD 50 million of new investments informed by WLE research around improved agricultural water management.

CONTACT: Andrew Noble, WLE Program Director, [wle@cgiar.org](mailto:wle@cgiar.org)

## EVENT BANNER

File name: WLE Event Banner (portrait and landscape)



WLE CCIAR.ORG

# EVENT TITLE

LOCATION, DATE



WLE CCIAR.ORG

## POSTCARD

File name: WLE Postcard



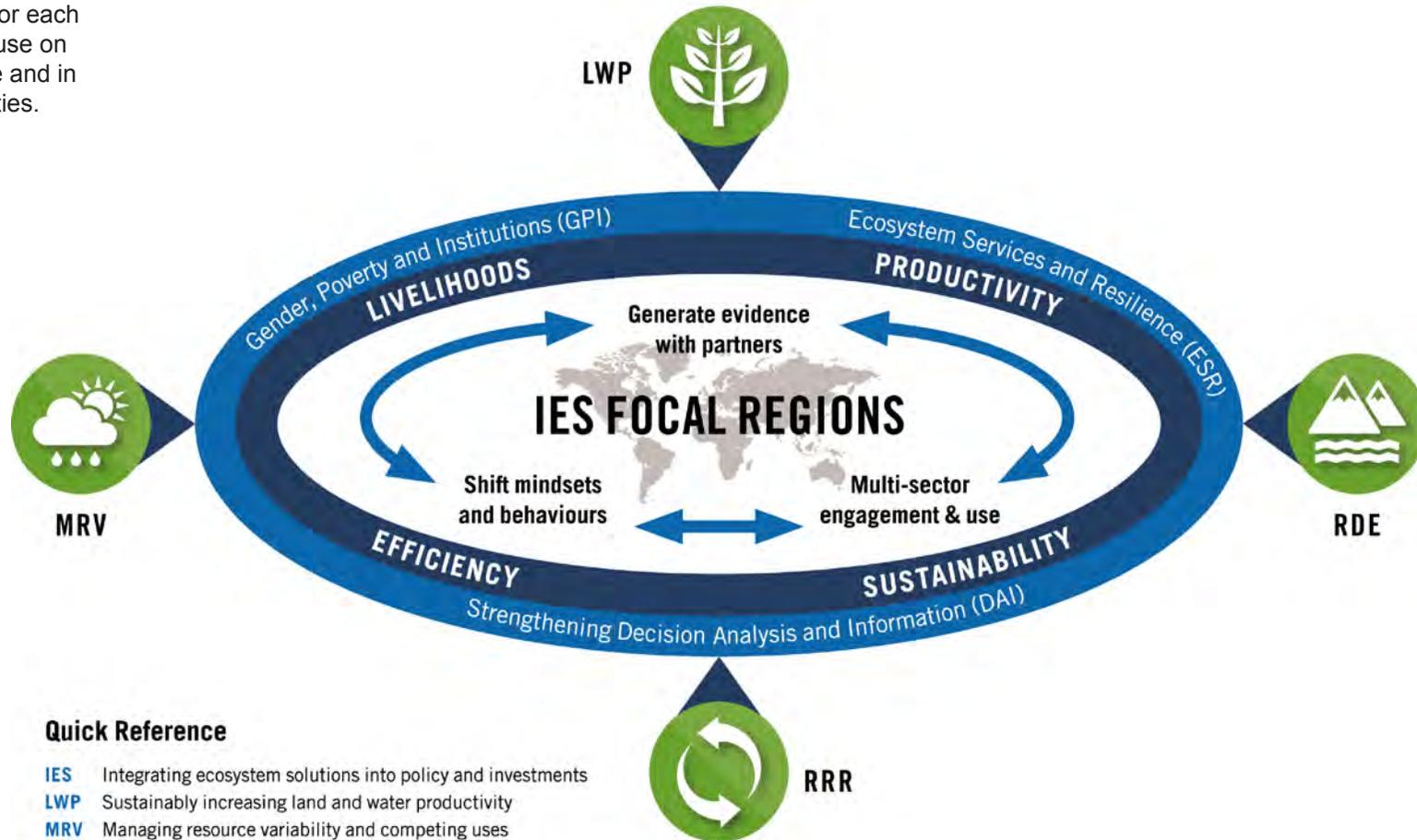
**ARE WOMEN BETTER STEWARDS? TELL US WHAT YOU THINK!**

EXPLORE THIS FURTHER AT OUR WORKSHOP ON ACCESS, POVERTY AND THE POST-2015 DEVELOPMENT AGENDA  
THURSDAY, SEPTEMBER 6, 09:00-15:30, ROOM 10

# TEMPLATES

## ICONS

The WLE program icons provide a simple graphic identifier for each program area for use on documents, online and in promotional activities.



### Quick Reference

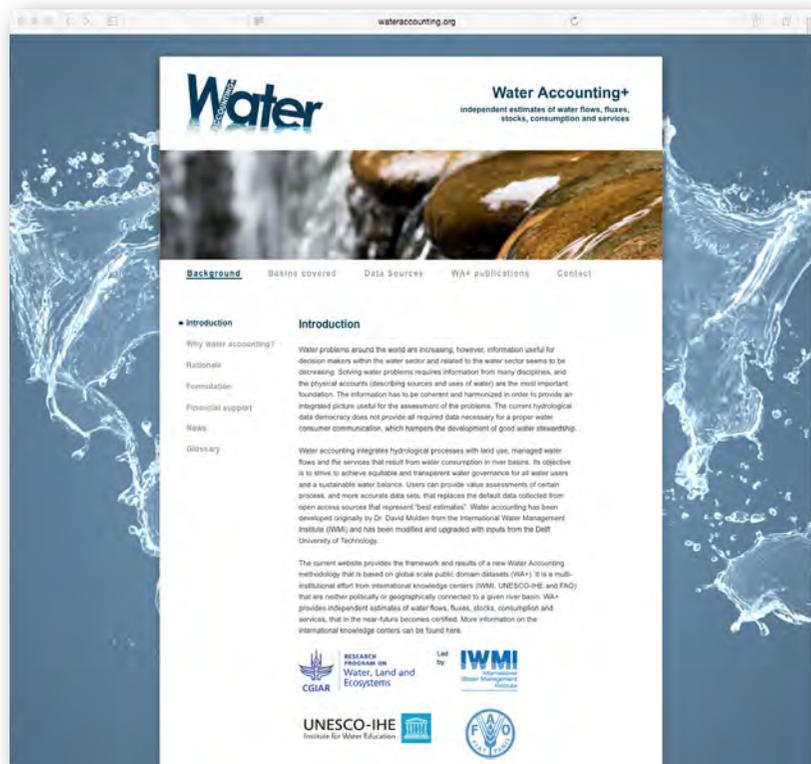
- IES** Integrating ecosystem solutions into policy and investments
- LWP** Sustainably increasing land and water productivity
- MRV** Managing resource variability and competing uses
- RDE** Regenerating degraded agricultural ecosystems
- RRR** Recovering and reusing resources in urbanized ecosystems

# WEBSITES

WLE communication staff can support you in:

1. Thinking through your website – providing ideas on strategic development, branding and promotion;
2. Providing space on the WLE website; and
3. Providing options on how to link and ensure the website is reaching its target audiences. When WLE is a major supporter, the logo should be on the front page.

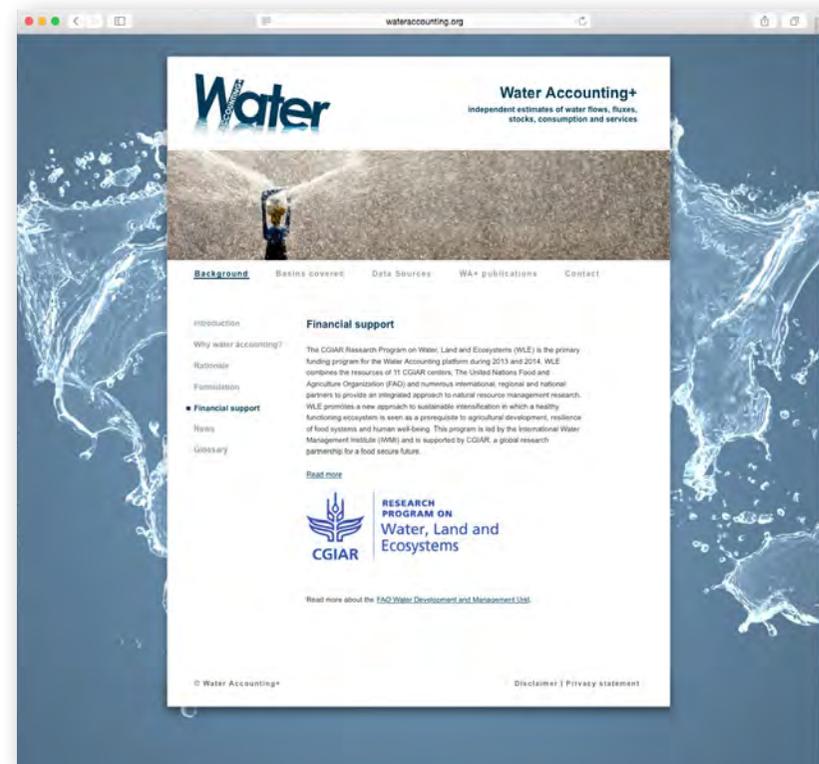
## EXAMPLE



WLE logo on the www.wateraccounting.org home page

## USE OF LOGO ON PARTNER WEBSITES

When the site is based on WLE support through a partner, WLE should be acknowledged as one of the sponsors on the About page of the website.



WLE logo on the www.wateraccounting.org Financial Support page

## SOCIAL MEDIA

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Facebook: <https://www.facebook.com/waterlandeco/>



Twitter: @WLE\_CGIAR



Slideshare: [http://www.slideshare.net/wle\\_cgiar\\_media](http://www.slideshare.net/wle_cgiar_media)



Youtube: <https://www.youtube.com/channel/UCJjNSe5gMbJgdqSjzTRCpdw/feed>



Flickr: <https://www.flickr.com/photos/waterlandeco/>

# TEMPLATES

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## FILM INTRO AND EXTRO

Animated logo and tagline used for the beginning and end of videos and multimedia products.



File name: WLE Film Intro-Extro

# PHOTO GUIDELINES

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The WLE Flickr collection can be found here: <https://www.flickr.com/photos/waterlandeco/>

The WLE Flickr account is managed by the WLE communications team. Contact Michael Victor ([m.victor@cgiar.org](mailto:m.victor@cgiar.org)) to submit photos.

WLE is looking for images that depict the interconnections between water, land and ecosystems. We want images that display a modern face to ecosystems and agriculture (but we would like to move away from the typical imagery used, such as farmers with watering cans, hoses, buckets, etc.).

Note: In general, WLE prefers to avoid the use of photos depicting children, except in cases where a photo of a family is taken to perhaps represent the impact of a particular initiative on the household.

## PHOTO SUBMISSION:

Submit high-resolution photos (minimum 300 dpi) to Michael Victor ([m.victor@cgiar.org](mailto:m.victor@cgiar.org)) via email. Submit the original files and do not embed the photos within a word document or powerpoint presentation.

The photo(s) submitted should contain the following:

1. Title



Accepted title: Hedgegrow grass prevents soil erosion

Note: the title used must reflect what the image is about and not simply describe the obvious (e.g., not accepted: man holds grass. What type of grass is it? Why is the grass important?)

Do not use underscores or hyphens in the title.

2. Caption: a further explanation of the photo that contains the following:
  - a. Event name/project title
  - b. Name of the person(s) in the photo (if possible)
  - c. The month and the year the photo was taken
  - d. The name of the city/country where the photo was taken
  - e. The name of the photographer in the following format: Photo credit: cc: Georgina Smith/CIAT
3. Tags:
  - a. Subject tag: e.g., soil erosion
  - b. Region/country tag: Vietnam, South East Asia, Mekong
  - c. Organization tag if relevant, e.g., CIAT; WLE-related photos that are uploaded on partner Flickr sets should contain the WLE tag
4. All photos on Flickr should be assigned to a set
  - a. Identify the name of the set where possible. E.g., Global Landscapes Forum
5. License: the default Flickr license is 'Attribution, Noncommercial, Share Alike' and 'Anyone can see this photo'. Inform the WLE team if there are any issues and if the photographer is not comfortable using this license.

# PUBLICATION GUIDELINES

These guidelines are in line with IWMI publication policies as well as other emerging CGIAR research program policies. They will be updated and revised based on feedback and experience. If you have any questions, please contact Michael Victor, [m.victor@cgiar.org](mailto:m.victor@cgiar.org)

## OPEN ACCESS

CGIAR and thus WLE have adopted an open access policy that encourages researchers to ensure all publications and international public goods are available through open access licenses. WLE encourages publishing of peer-reviewed articles in open access journals. When you publish in closed journals, please secure proper rights to the publications and intellectual property.

All WLE materials and publications should be published under a Creative Commons license that encourages reuse with attribution.

## INFORMING WLE ABOUT PRODUCTS PRODUCED

Please make sure to inform the communications team of all outputs. If you have outputs that you are interested in disseminating widely the team can help you with this. All outputs produced are subject to WLE open access guidelines and should be shared through WLE repositories.

The process for informing will include:

1. Inform the WLE communications team of new outputs and work with them from the outset (where possible) to ensure products are relevant, of quality and appropriate for the intended target audience. Such consultations will ensure you get a better product and are not about compliance.
2. Authors wishing to produce materials should submit a simple proposal to the communications coordinator ([m.victor@cgiar.org](mailto:m.victor@cgiar.org)) in advance and include draft title, authors, key messages, type of publication, key audiences and dissemination plan.
3. The WLE communications team will work with the authors and communication staff at the authors' home institutions to identify communication and dissemination opportunities and jointly disseminate the publication with partner centers.

OUTPUT	WHERE HELD	COMMENTS
Reports, journal articles, posters	WLE CG Space	Send to WLE communications team
Photos	WLE Flickr	Send to communications contact person
Presentations	WLE Slide-share	Send to communications contact person
Videos	WLE Youtube	Send to communications contact person
Internal reports, meeting notes	Wiki/Sharepoint - This is up to the relevant groups to decide	Inform communications contact as to where it should be maintained

## DONOR ACKNOWLEDGEMENT

WLE often receives specific funding from a donor who will require that their own branding and visual identity guidelines be applied. Where requested, donor support of WLE-related activities and programs should be acknowledged. The correct logos should also be requested from the donors. Please contact the WLE communications team to help develop a specific set of guidelines that meet everyone's requirements.

In cases where there is no space for the logo, a text-based acknowledgement may be used as in the examples below:

*This is an initiative of the CGIAR Research Program on Water, Land and Ecosystems (WLE) in the Greater Mekong, funded in part by the Australian Government.*

Or

*The CGIAR Research Program on Water, Land and Ecosystems (WLE) is supported by (Please insert the relevant donor name here).*

# PUBLICATION GUIDELINES

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## CGIAR FUND ACKNOWLEDGMENTS

All CRP communication products, whether online or in hard copy form (e.g. publications, press releases, newsletters, website stories, blogs, posters, etc.) must acknowledge support received by donors via the CGIAR Fund. It is recommended that one of the following statements be used:

*This research is supported by CGIAR Fund Donors*

Or

*This work is supported by CGIAR Fund Donors*

Or

*We would like to thank all donors who supported this work/research [choose one] through their contribution to the CGIAR Fund.*

All statements should either be hyperlinked to the CGIAR Fund Donors webpage or include this url: <http://www.cgiar.org/who-we-are/cgiar-fund/fund-donors-2/>

Note: refer to table on page 10 for more on donor, CGIAR Fund and WLE related project acknowledgements.

## STANDARDS AND STYLES

WLE has adopted the [style guide for writers and editors](#) developed by the International Water Management Institute (IWMI). These standards should apply to all written outputs published under WLE.



RESEARCH  
PROGRAM ON  
Water, Land and  
Ecosystems



## CGIAR Research Program on Water, Land and Ecosystems

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Tel: +94 11 2880000, 2784080; Fax: +94 11 2786854

Email: [wle@cgiar.org](mailto:wle@cgiar.org)

Website: [wle.cgiar.org](http://wle.cgiar.org)

Agriculture and Ecosystems Blog: [wle.cgiar.org/blogs](http://wle.cgiar.org/blogs)

IN PARTNERSHIP WITH:

