



RESEARCH  
PROGRAM ON  
Water, Land and  
Ecosystems

Led  
by:



## Branding Guidelines for the CGIAR Research Program on Water, Land and Ecosystems (WLE)

For WLE it is important to reflect the link with the CGIAR as well as the lead Centre and all the partners of the research program. These guidelines must be consistent with and build on the CGIAR branding guidelines.

### 1. The name of WLE should be:

“CGIAR Research Program on Water, Land and Ecosystems. This may be shortened to “WLE” after the first full mention of the name.

To be consistent and not to confuse the audience, it is important not to reorder the words in the name, i.e. it the Program should not be called Water Land and Ecosystems Research Program.” It can however, be referred to as Water, Land and Ecosystems (WLE), a CGIAR Research Program or WLE, the CGIAR Research Program on Water, Land and Ecosystems.

### 2. The organizations that have formed WLE are called ‘Partners’ of the Program.

It is important to be accurate and consistent and use the word ‘partners’ and not alternatives like, ‘members’.

### 3. Taglines: CRPs can use the CGIAR tagline or use their own

The CGIAR tagline is: Science for a food secure future

WLE tagline: Uniting agriculture and nature for poverty reduction

### 4. WLE Boilerplate text: the boilerplate text is a standard, consistent way of describing WLE and can be used in publications, press releases, web pages etc.

The CGIAR Research Program on Water, Land and Ecosystems combines the resources of 11 CGIAR Centers and numerous international, regional and national partners to provide an integrated approach to natural resource management research. This program is led by the International Water Management Institute (IWMI). [wle.cgiar.org](http://wle.cgiar.org)

### 5. Corporate color: the main corporate color is the blue used in the logo

#### *Main corporate colour*

The blue in the logo is the main corporate colour. This is:

- HEX 374ea2
- RGB 55,78,162
- CMYK 90,80,0,0



6. **The minimum branding on all WLE produced material (program and scientific) should include the WLE and lead organization logo. Where practical, all partner logos should be shown.**

The minimum branding is:



Other alternatives with all partner logos include:

(1)



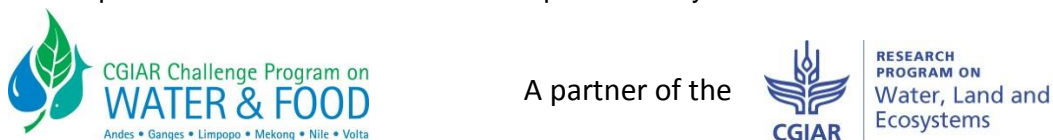
Led by



All logos can be found on the WLE website at <http://wle.cgiar.org/about/corporate-materials/>. It is the responsibility of the partners to provide WLE with the appropriate logos.

7. **Representation of WLE on partner publications, materials and on-line channels**

Where possible affiliation to WLE can be represented by:



Where possible the “Logo Strips” of partners could be used (see 6.1)

Alternatively, if space or other restrictions exist, this can be represented without the logo:  
*ICRAF is a member of the CGIAR consortium and a partner of the CGIAR Research Program on Water, Land and Ecosystems.*

8. **All WLE corporate/program material should show all the partners and follow the template given to represent partners.**

Where possible this should be in a prominent position (e.g. front cover, back cover or first inside page). Partners should always be represented through the use of templates already developed. These include CGIAR/WLE being represented as the umbrella brand, IWMI recognized as the lead organization and other partners listed in order of funds.

This should be applied to CRP brochures, end/beginning PowerPoint slide, website, social media sites, etc. through the use of WLE boilerplate text and partner logos (where possible).

9. **WLE scientific outputs/information should show the organizations that contributed.**

This includes WLE partner contributors as well as any other collaborators e.g. NARS. All of the WLE partners need not be shown. The relevant logos should be on the front cover.

10. **Publishing of WLE scientific material ...**

Any author/partner can publish the scientific results in their own series. Proper recognition to the program should be included, i.e. the minimum WLE program branding and any author affiliation logos as part of the co-branding. This information should also be shared with WLE Program Director and Communications Coordinator.

11. **Any outputs specifically presenting scientific results/information that was mapped to or funded by WLE, will also include recognition to WLE** (where at all possible).

**Research reports and other peer reviewed scientific publications** will be reviewed by the centers' own review process. Any publication or material that is produced should be sent to WLE Communications team, i.e. this includes the citation, electronic copy, etc.

**All promotional and corporate communications material** should be reviewed by the WLE Program Director and Communications team. For any questions or concerns contact the interim WLE Communications Coordinator.

12. **Authors and their affiliations will be recognized on scientific outputs.**

This includes listing authors, their affiliation organization and co-branding with WLE and the organizations who have undertaken the work.

**E.g.:** *The research was conducted for the CGIAR Research Program on Water, Land and Ecosystems (WLE) by a team of scientists based at the International Water Management Institute.*

**Any questions or uncertainties regarding branding, acknowledgement or logo use can be sent to** Martina Mascarenhas: [m.mascarenhas@cgiar.org](mailto:m.mascarenhas@cgiar.org)