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1. Introduction

The CGIAR Research Program on Roots, Tubers and Bananas (RTB) is a partnership collaboration led by the International Potato Center implemented jointly with the Alliance of Bioversity International and the International Center for Tropical Agriculture (CIAT), the International Institute of Tropical Agriculture (IITA), and the Centre de Coopération Internationale en Recherche Agronomique pour le Développement (CIRAD), that includes a growing number of research and development partners.

These branding guidelines are intended to guide the development of all communication and promotional materials for the program. Consistent branding across RTB communication materials, including the correct use of logos, colors and templates, is important for maintaining our strong brand identity and unifying our voice.

In 2017, RTB underwent a rebranding process to refresh and update the program’s visual identity in Phase II. Most notably, this included a change in logo color from green to dark red, and the green logo has now been phased out. All program templates have been updated to reflect this change, and details about how to use the program logo, templates and color palette are described here in detail.

These guidelines offer general advice and do not attempt to cover all potential branding scenarios. Specific branding questions should be directed to the RTB Communication Specialist.

The RTB Branding Guidelines will be periodically reviewed and refreshed.

Publications and Acknowledgements

An area of growing importance for the program is ensuring that publications and communications materials acknowledge research or work that is a part of, funded, or supported by RTB. RTB tracks the number of publications that acknowledge the program, and this information is considered during annual performance evaluation and may influence decision-making regarding the allocation of funds. Likewise, CGIAR Research Programs are evaluated by CGIAR and donors partly by the number and caliber (impact factor) of publications produced. These evaluations in turn impact funding allocations for the program. Acknowledging RTB in publications is also essential for allowing the program to accurately track publications for monitoring and reporting purposes. Hence, the importance of consistent and correct acknowledgements of RTB in publications and communications material.

Please refer to the RTB Publications and Acknowledgments Guidelines for further instructions and information.
2. RTB Program Description

2.1 The program name

Official name: CGIAR Research Program on Roots, Tubers and Bananas

Operating name: RTB

- To refer to the program, the correct usage is ‘RTB’ alone, without an article
- ‘RTB’ should refer to the program only
- ‘RTB crops’ refers to root, tuber and banana crops

Standard reference: the CGIAR Research Program on Roots, Tubers and Bananas (RTB). This may be shortened to ‘RTB’ after the first full mention of the name.

2.2 Referring to RTB

- Only reduce ‘CGIAR Research Program’ to the acronym ‘CRP’ in external documents if the full name has been spelt out already. This is recommended only for inside audiences.
- Ensure that the full program name is written in title case (capitalize the first letter of each word except conjunctions)
- Use ‘and’ not an ampersand in ‘Roots, Tubers and Bananas’
- Short title is ‘RTB’ and never ‘CRP-RTB’

The following can be used as alternatives to the official name in communication pieces:

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

2.3 Referring to partners

To introduce RTB and explain who belongs to RTB, please use the following text:

The CGIAR Research Program on Roots, Tubers and Bananas (RTB) is a partnership collaboration led by the International Potato Center implemented jointly with the Alliance of Bioversity International and the International Center for Tropical Agriculture (CIAT), the International Institute of Tropical Agriculture (IITA), and the Centre de Coopération Internationale en Recherche Agronomique pour le Développement (CIRAD), that includes a growing number of research and development partners.

- When referring to CIP: CIP is the ‘lead center’.
- Bioversity, CIAT, CIP, CIRAD and IITA are ‘implementing partners’.
- Use ‘CIRAD’ in English, or ‘Cirad’ in French
- ‘CGIAR’ is no longer an acronym and should not be spelled out or translated.
- ‘CGIAR’ no longer requires the definitive article: i.e. use ‘CGIAR’, not ‘the CGIAR’.
- ‘CG’ is acceptable in conversation, in writing it should always appear as ‘CGIAR’.
2.4 Boilerplate

The boilerplate text, which is the standard paragraph used to describe the program, should be used in publications including reports, flyers and briefs and other communication materials such as press releases, web pages, etc. The boilerplate text cannot be altered without agreement of the RTB Program Management Unit (PMU)/RTB Communication Specialist. It is available here in English, and in Spanish and French upon request. For questions about the use of, or alterations to, the boilerplate text please contact the RTB Communications Specialist.

English
The English boilerplate text is for use on RTB publications in the English language only:

The CGIAR Research Program on Roots, Tubers and Bananas (RTB) is a partnership collaboration led by the International Potato Center implemented jointly with the Alliance of Bioversity International and the International Center for Tropical Agriculture (CIAT), the International Institute of Tropical Agriculture (IITA), and the Centre de Coopération Internationale en Recherche Agronomique pour le Développement (CIRAD), that includes a growing number of research and development partners. RTB brings together research on its mandate crops: bananas and plantains, cassava, potato, sweetpotato, yams, and minor roots and tubers, to improve nutrition and food security and foster greater gender equity especially among some of the world’s poorest and most vulnerable populations. www.rtb.cgiar.org/

3. RTB logo

3.1 Program logo

The RTB logo, developed by CGIAR, is the program’s main visual identifier and cannot be altered in any way. All applications of the logo must use the program’s standard dark red. In certain cases, a reversed white logo is permitted on dark backgrounds or on top of photographs (see 3.2). It is important that the following guidelines for logo usage are followed.

A high-resolution version of the logo is available for download from the RTB website.

Spanish and French logos are available on request

Black logo
A black version of the program logo may be used for instances where products will only be printed in black and white or grayscale. For printing in color, the standard red RTB logo must be used.
3.2 Reverse logo

A white RTB logo may be used on the solid RTB dark red, on dark colors that allow for high contrast only and on photographs or images where the standard red logo would not be visible.

3.3 Logo size

The logo text must always be large enough to read. The minimum size for printed materials is: 35 x 14mm

3.4 Logo exclusion zone

An exclusion zone must be respected around the logo at all sizes and in all manners of usage. This area should be free from graphic elements or typography. The exclusion zone also dictates the distance of the logo from the edge of a page.
3.5 Logo misuse

Do not:

- Crop the logo
- Change the logo color
- Rotate the logo
- Stretch or distort the logo in any way
- Add any effects such as a border or shadow around the logo
- Recreate or add to the logo, such as a country name

4. Partner logos

Publications and communication materials produced at the program level must include the RTB logo and the program’s five implementing partner logos. All partner center logos must be displayed as the same size.

The RTB logo should be placed on the front cover of the document. The five partner logos should also appear on the front cover. However, where this is not possible partner logos may appear on the back cover.

The strip of partner logos can appear either as a single horizontal or vertical line, such as the example below. Horizontal and vertical partner logo strips are available for download from the RTB website. When the full partner strip is used, this should include the modified CIP logo containing ‘LED BY’.

**Single horizontal line**

For projects and initiatives that do not require the full partner strip, individual participating partner center logos can be downloaded from the RTB website.

For any questions about co-branding, please contact the RTB Communication Specialist.
5. Color palette

The following colors make up the RTB color palette and should be used in the design of program materials. The primary color is the RTB dark red for the program logo. The complementary colors are the two most frequently used colors, and the remaining tertiary colors are used for accents. The large selection allows for flexibility in the design of program materials. All programs, including Microsoft Office programs, allow for the user to select custom colors.

### Primary color

- **C24 | M98 | Y96 | K9**  
  - R178 | G40 | B42  
  - HEX: #62282A

- **100% 80% 60% 40%**

  - PANTONE: 364 C

### Complementary colors

- **C00 | M54 | Y100 | K00**  
  - R247 | G141 | B30  
  - HEX: #F68C1E

- **100% 80% 60% 40%**

  - PANTONE: 1495 C

- **C30 | M00 | Y97 | K00**  
  - R191 | G215 | B54  
  - HEX: #8E635

- **100% 80% 60% 40%**

  - PANTONE: 382 C

### Tertiary colors

- **C34 | M72 | Y98 | K37**  
  - R122 | G67 | B29  
  - HEX: #7A431C

- **100% 80% 60% 40%**

  - PANTONE: 731 C

- **C00 | M23 | Y100 | K00**  
  - R255 | G198 | B11  
  - HEX: #FFC50A

- **100% 80% 60% 40%**

  - PANTONE: 7548 C

- **C78 | M0 | Y98 | K16**  
  - R28 | G155 | B67  
  - HEX: #C9B42

- **100% 80% 60% 40%**

  - PANTONE: 7739 C

- **C19 | M25 | Y54 | K00**  
  - R209 | G184 | B132  
  - HEX: #C1B784

- **100% 80% 60% 40%**

  - PANTONE: 7502 C

- **C61 | M0 | Y96 | K0**  
  - R110 | G190 | B74  
  - HEX: #6EBE49

- **100% 80% 60% 40%**

  - PANTONE: 360 C

- **C00 | M37 | Y65 | K31**  
  - R183 | G128 | B77  
  - HEX: #87B80D

- **100% 80% 60% 40%**

  - PANTONE: 729 C

- **C7 | M81 | Y100 | K0**  
  - R226 | G87 | B38  
  - HEX: #E25626

- **100% 80% 60% 40%**

  - PANTONE: 7579 C

- **C13 | M100 | Y25 | K00**  
  - R212 | G23 | B115  
  - HEX: #D31673

- **100% 80% 60% 40%**

  - PANTONE: 226 C
6. Templates

The following templates allow for co-branding with partner logos.

The preset colors, fonts and font sizes in the templates must not be changed.

RTB staff can access the templates through the RTB website.

• Poster

• PowerPoint Presentation

• Name tags
7. Contact

For questions or support, please contact:

RTB Communication Specialist • Sarah Fernandes • s.fernandes@cgiar.org
The CGIAR Research Program on Roots, Tubers and Bananas (RTB) is a partnership collaboration led by the International Potato Center implemented jointly with the Alliance of Bioversity International and the International Center for Tropical Agriculture (CIAT), the International Institute of Tropical Agriculture (IITA), and the Centre de Coopération Internationale en Recherche Agronomique pour le Développement (CIRAD), that includes a growing number of research and development partners. RTB brings together research on its mandate crops: bananas and plantains, cassava, potato, sweetpotato, yams, and minor roots and tubers, to improve nutrition and food security and foster greater gender equity especially among some of the world’s poorest and most vulnerable populations.

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