A special logo was designed to commemorate and promote CIAT’s 50th Anniversary. As a general rule, this special logo should only be used in 2017, and possibly by the end of 2016 and in early 2018 as relevant.

It should be noted that this commemorative logo is not meant to replace CIAT’s official logo.

The guidelines presented in this document are intended to facilitate the effective use and consistent presentation of CIAT throughout its 50th Anniversary. Please observe these guidelines if you would like to use the 50th Anniversary logo in printed materials, presentations, or online.

The logo can be downloaded in various formats from:


Should you have any questions regarding the use of the logo, please contact:

Stéfanie Neno
Communications Manager
s.neno@cgiar.org

CIAT’s 50th Anniversary logo consists of five distinct graphic elements:

- CIAT’s acronym on the left side
- A leaf on the right side
- The years of CIAT’s existence: 1967–2017, placed under its acronym
- The graphic treatment of the number “50”
- The symbol partially bled inside the number “0”

Neither one of these elements should be altered, separated or used individually.

Introduction

The logo

Primary Logo
Integral to the graphic identity is adherence to a standard color palette for the logo.

The primary version of the logo is the two-color version. This version should be used whenever possible, in four-color and full-color printed materials, presentations, and on the web.

In cases where the primary logo cannot be used, e.g., in one-color or black and white printing, a one-color version and a black version of the logo are also available.

The white version of the logo should be used on dark backgrounds or photos.

### Color

**Two-color version**

Use the Pantone formula guide for offset printing, and the CMYK for digital printing.

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Safety area and size

For all versions of the logo, an area of free space must be kept around it. The minimum clear space is one third of the logo’s height, as illustrated below.

Maintaining the clear space zone between the logo and other graphic elements, such as types, images, other logos, or the edge of pages, helps to ensure that the logo retains a strong presence wherever it appears. Where possible, allow even more space around the logo.

Minimum width
Minimum print size 30 mm (3 cm) wide
Minimum digital size 85,039 pixels wide

When the CIAT logo is used in a composition with other logos, the size of all logos should be equal so as not to emphasize any logo in particular.

Typeface

AILERON (Regular)
QqWwEeRrTtYyUuliOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
0123456789
For visibility, impact, and overall integrity, it is important to maintain a consistent use of the logo. The logo is an essential element of CIAT’s identity and should never be compromised.

Always use logo versions downloaded from the CIAT website and other official sources (e.g., CIATnet).

Protect the integrity of the 50th Anniversary identity by being aware of improper logo usage. Examples of misuses are illustrated on this page.

Do not distort the logo by stretching or condensing it.

Do not use a substitute typeface.

Do not change the color of the logo.

Do not reverse the order of the logo elements.

Do not change the logo to a vertical orientation.

Logo applications

Do not use a substitute typeface.

Do not change the color of the logo.

Do not reverse the order of the logo elements.