BRAND GUIDELINES
Introduction

CIAT is the International Center for Tropical Agriculture, and a CGIAR Research Center.

CIAT develops technologies, methods, and knowledge that better enable farmers, mainly smallholders, to enhance eco-efficiency in agriculture. This means we make production more competitive and profitable as well as sustainable and resilient through economically and ecologically sound use of natural resources and purchased inputs.

Our core values are:

**Shared organizational ethic**
We respect each other, our partners, and the people who benefit from our work. We act with honesty, integrity, transparency, and environmental responsibility in all of our joint endeavors.

**Learning through partnerships**
We work efficiently and pragmatically together and with partners. Considering our diversity to be a key asset, we adapt readily to change and strive to improve our performance through continuous learning.

**Innovation for impact**
We develop innovative solutions to important challenges in tropical agriculture, resulting in major benefits for the people who support, participate in, and profit from our work.
Why do we need guidelines?

Our values should be evident wherever CIAT is presented, whether online or via printed material. If we follow these guidelines consistently, the brand will grow strong and be recognizable, encouraging others to view CIAT even more positively. These guidelines provide everything you need to create professional communication materials that will build the CIAT brand. Please use them to help ensure the continued success of CIAT.

These Brand Guidelines offer general guidance and do not attempt to encompass all possible branding scenarios. If in doubt over a branding issue, please contact us at CIAT-Comunicaciones@cgiar.org.
CIAT name

CIAT’s name is used in three official languages.

English:
International Center for Tropical Agriculture (CIAT)

Spanish:
Centro Internacional de Agricultura Tropical (CIAT)

French:
Centre International pour l’Agriculture Tropicale (CIAT)

CIAT’s acronym is based on its Spanish name. Avoid creating new acronyms based on other languages.

In cases where our name is required in a language other than one of the three official languages, please contact us at CIAT-Comunicaciones@cgiar.org for information and assistance with official translations.
Our brand values

CIAT’s brand builds on our core values, which are based on a set of shared ethical principles, leading us to work together in teams and with partners in a pragmatic and efficient way to conduct high-quality research that is innovative and impact oriented.

The main values defining our style are:

**Clear and accessible**
Our designs should be simple, easy to read and understand. Decoration (such as photos and drawings) is used only to illustrate and support important messages and information.

**Dynamic and innovative**
Our designs are fresh and modern, showing our drive to spur and embrace innovation. They should never be heavy, or use dark color schemes or excessively crowded compositions.

**People centered**
We want to show our commitment to partners and beneficiaries. Our designs give a lot of emphasis to people to demonstrate concrete impact whenever possible, playing down institutional aspects and processes.

**Environmental responsibility**
CIAT aims to enhance eco-efficiency in agriculture, and our designs and communications practices should therefore convey messages of positive interaction with the environment.
Logo

There are several versions of the CIAT logo, which can be used depending on specific needs and constraints, including space and consistency with other logos in a composition.

Tagline logo
The tagline logo includes the following tagline embedded with the logo and CIAT’s name: “Since 1967 / Science to cultivate change”. This is the main CIAT logo and should be preferred.
Logo

Basic logo
The CIAT basic logo includes the logotype and the globe and leaf symbol. This version can be used where space is limited or in contexts where the audience is familiar with CIAT (for example, for internal communications or within CGIAR initiatives).

Old versions of logo
Older versions of the logo that can be found online should no longer be used, including the special version of the logo developed on the occasion of CIAT’s 45th anniversary.
Visual specifications for logo use

Do not manipulate the logo. Condensing, expanding, or skewing it can damage its balance and degrade the brand. Do not change its color or add/remove any of its elements. The globe and leaf symbol should not be used alone, except on very specific occasions.

Usability matrix

Preferred use

Use on internal documents, including within CGIAR, or when space is limited.

Use if only grayscale is allowed.

Use on dark solid background

The symbol should not be used alone, except in specific cases, in which, for example, it is used as a watermark in a document or as an avatar on social media channels.
Visual specifications for logo use

Positioning
The CIAT logo can be used alone or in combination with other logos.

The preferred option is to place it in the upper left corner of a composition. Alternatively other positions are accepted for the balance of the composition, but restrain from positioning CIAT’s logo randomly.
The logo needs sufficient space around it to maintain its strong visual impact. This area should be retained whether the logo is used alone or with other logos.

Minimum size horizontal:

Minimum print size 40 mm (4 cm) wide.
Minimum digital size 255 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.
File format

Web, presentations and word processing software
Use low-resolution files of the logo, including .JPG and .PNG formats. The minimum size of the logo in electronic format is 130 KB.

Print

For printed material, use high-resolution files including: .TIFF, .AI, or .EPS formats.

Refer to the usability matrix to know what version to use. All versions of the logo in different formats and languages can be downloaded from the CIAT website at: ciat.cgiar.org/ciat-logo-kit

Improper use of logo

Do not scale the logo to increase or reduce its size by manipulating the green squares, because this may distort the original proportions. To increase or reduce the logo size, it is recommended to manipulate the squares in the corners. That way the logo will keep its original proportions.
Do not change the typeface or the colors, and do not manipulate the logo or rearrange its layout.

Do not change the tagline typeface

CIAT

International Center for Tropical Agriculture
Since 1967 Science to cultivate change

Do not change the color of any element

CIAT

International Center for Tropical Agriculture
Since 1967 Science to cultivate change

Do not manipulate the tagline

CIAT

International Center for Tropical Agriculture

Do not rearrange the layout

CIAT

International Center for Tropical Agriculture
Since 1967 Science to cultivate change
Corporate colors and supporting color palette

**Corporate colors**

Colors are vital parts of CIAT’s visual identity and must be used in all CIAT products, whether online or in print. CIAT’s corporate colors were carefully selected. Please refrain from using other colors.

<table>
<thead>
<tr>
<th>Pantone 7599</th>
<th>Pantone 355</th>
<th>Pantone 446</th>
<th>Pantone Cool Gray 10</th>
<th>Pantone 422</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 C</td>
<td>99 C</td>
<td>90 K</td>
<td>75 K</td>
<td>45 K</td>
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<tr>
<td>91 M</td>
<td>12 M</td>
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<tr>
<td>100 Y</td>
<td>100 Y</td>
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<tr>
<td>9 K</td>
<td>2 K</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

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

In MS Office, use the RGB color model.

<table>
<thead>
<tr>
<th>204 R</th>
<th>0 R</th>
<th>51 R</th>
<th>102 R</th>
<th>153 R</th>
</tr>
</thead>
<tbody>
<tr>
<td>51 G</td>
<td>153 G</td>
<td>51 G</td>
<td>102 G</td>
<td>153 G</td>
</tr>
<tr>
<td>51 B</td>
<td>51 B</td>
<td>51 B</td>
<td>102 B</td>
<td>153 B</td>
</tr>
</tbody>
</table>

The hexadecimal model is also provided for use on the web.

#CC3333 #009933 #333333 #666666 #999999
Corporate colors and supporting color palette

**Supporting color palette**
The colors in our supporting palette were chosen to complement our corporate colors, providing an additional range to the brand experience. Please keep in mind that supporting colors are a secondary choice and should not be used alone. Combinations of supporting colors without corporate colors are not allowed.

<table>
<thead>
<tr>
<th>Pantone 1495</th>
<th>Pantone 2592</th>
<th>Pantone 375</th>
<th>Pantone 285</th>
<th>Pantone 2592</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 C</td>
<td>4 C</td>
<td>45 C</td>
<td>90 C</td>
<td>50 C</td>
</tr>
<tr>
<td>55 M</td>
<td>11 M</td>
<td>0 M</td>
<td>55 M</td>
<td>90 M</td>
</tr>
<tr>
<td>90 Y</td>
<td>87 Y</td>
<td>95 Y</td>
<td>0 Y</td>
<td>0 Y</td>
</tr>
<tr>
<td>0 K</td>
<td>0 K</td>
<td>0 K</td>
<td>0 K</td>
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</tr>
</tbody>
</table>

In MS Office, use the RGB color model.

<table>
<thead>
<tr>
<th>In MS Office, use the RGB color model:</th>
</tr>
</thead>
<tbody>
<tr>
<td>248 R</td>
</tr>
<tr>
<td>152 G</td>
</tr>
<tr>
<td>56 B</td>
</tr>
</tbody>
</table>

The hexadecimal model is also provided for use on the web.

<table>
<thead>
<tr>
<th>The hexadecimal model is also provided for use on the web:</th>
</tr>
</thead>
<tbody>
<tr>
<td>#F89838</td>
</tr>
<tr>
<td>#FFCD33</td>
</tr>
<tr>
<td>#99CA3C</td>
</tr>
<tr>
<td>#336699</td>
</tr>
<tr>
<td>#993399</td>
</tr>
</tbody>
</table>
Typography

The following styles should be applied on all publications and information materials for consistency across CIA T’s products.

Lithographic or digital printing

Primary font: KORINA BT
This font is also used for internal signage.

QqWwEeRrTtYyUuIiOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
0123456789

Secondary font: AILERON
This font family is used for text boxes.

QqWwEeRrTtYyUuIiOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
0123456789

MS Office use

CALIBRI
This font is used to work in Word, PowerPoint, and multimedia.

QqWwEeRrTtYyUuIiOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
0123456789

Web use

LUCIDA Sans
This is the font used on CIAT’s website and blog, and in our electronic bulletins.

QqWwEeRrTtYyUuIiOoPp
AaSsDdFfGgHhJjKkLl
ZzXxCcVvBbNnMm
0123456789
Typography

For printed corporate publications, whether with digital or lithographic printing, Korinna Bold typeface should be used for main headings. The headings should preferably be either in corporate green, red, or in black using a percentage lower than 100%.

There is no standard size for headings. This depends on how many lines are required and their hierarchy within the text.

The same criteria apply to subtitles, but the color to be used is black at 90%. In exceptional cases, subtitles are used in red. It all depends on the shade distribution within the page.

For text in printed publications, the same corporate typeface is used in black at 90%.

The use of black at 100% for type should be avoided if possible.

Font size for publications should range from 9 to 10 points, with 4-point line spacing. For example, 9/13 or 10/14.

Paragraphs should be left justified. Full justification is not recommended.

Use raised capital letters, as needed.

Highlight text or quotations should be in ALEO Light Italic typeface.

Text boxes should be in AILERON, and the best suitable supporting color can be used as a background color.

These fonts can be downloaded from CIATNet.
Photographs

Strong photographs are core elements of CIAT’s identity. However, they must be chosen with care, in accordance with the subject matter, and must convey a message that is in line with CIAT’s brand values.

For example, the use of photos depicting children should be limited to cases where they illustrate a project targeting children specifically (for example, in schools) or where a photo of a family is used to represent, for example, the impact of a particular initiative on households.

You should not edit photographs for which you do not have authorship. Please also be careful not to distort their proportions.

Photographs should also preferably highlight positive interaction with the environment.

A caption must be provided whenever possible as well as the name of the photographer and/or organization, either on/below the photograph itself or in the credits section of publications and other products.

CIAT photographs available on the Flickr platform can be downloaded in different sizes and are generally under the Creative Common license: Attribution-NonCommercial-ShareAlike.

Example

Hedgegrow grass prevents soil erosion. Photo: Georgina Smith / CIAT
The International Center for Tropical Agriculture (CIAT) – a CGIAR Research Center – develops technologies, innovative methods, and new knowledge that better enable farmers, especially smallholders, to make agriculture eco-efficient – that is, competitive and profitable as well as sustainable and resilient. Eco-efficient agriculture reduces hunger and poverty, improves human nutrition, and offers solutions to environmental degradation and climate change in the tropics. Headquartered near Cali, Colombia, CIAT conducts research for development in tropical regions of Latin America, Africa, and Asia.

www.ciat.cgiar.org

The International Center for Tropical Agriculture (CIAT) – a CGIAR Research Center – develops technologies, tools, and new knowledge that better enable farmers, especially smallholders, to make agriculture eco-efficient – that is, competitive and profitable as well as sustainable and resilient. Headquartered near Cali, Colombia, CIAT conducts research for development in tropical regions of Latin America, Africa, and Asia.

www.ciat.cgiar.org
Acknowledging partners and donors

When acknowledging CIAT donors, please use the following format:
The International Center for Tropical Agriculture (CIAT) is supported by (insert relevant donor here).

When acknowledging CIAT partners, please use the following format:
(Insert relevant partner here) is an official partner of the International Center for Tropical Agriculture (CIAT).
Acknowledgments and disclaimers

The following is a required acknowledgment and disclaimer for all CIAT-funded research outputs, including peer-reviewed journal articles and publications:

This work was undertaken by the International Center for Tropical Agriculture (CIAT), which is a CGIAR Research Center. The views expressed in this document cannot be taken to reflect the official opinions of CGIAR.
Social media are potentially powerful tools, which should be managed properly to help ensure beneficial and consistent use across CIAT’s communications. Below are some basic considerations for using social media.

**Language and tone:** Social media are about connecting with people, which lends itself to a conversational style. Be friendly, approachable, and responsive. Use inclusive language (us, we, you). Be brief and clear, use short, simple sentences and vocabulary, and use the active voice. Avoid excessive use of abbreviations and jargon. Make sure the audience understands you!

**Contents:** Content is king in social media. Use social media to share research results and outputs but also interesting progress and developments, new projects, and partnerships. Always substantiate posts with background information, publications, and other information products. Use visuals, including quality infographics, photographs, and multimedia. The message and content should ALWAYS be sound and consistent, and reflect CIAT’s research, values, and principles. This will give our content credibility.

**Updating:** Social media accounts require constant updating. Inactive social media accounts appear unprofessional. Update your accounts often, and be sure you are responsive and engaged with your followers on a regular basis to ensure that they return. Plan your posts ahead of time to ensure balance and consistency.

**Engagement:** Find opportunities to naturally build engagement hooks into your posts, and build curiosity to lead people to look for more information on the website and in publications, blog articles, and other information products. Manage your content, reply to messages, and engage in relevant conversations on other accounts.

**Terms of use:** Adhere to the terms of service and existing guidelines outlined by each individual social media channel, such as Facebook, Twitter, and YouTube.

**Corporate identity** Social media should strengthen CIAT’s corporate identity and, as such, must include our logo and the complete name of the organization together with its
Some considerations for social media

acronym (avoid using the acronym alone). This will ensure that users easily recognize CIAT’s official channels. You can also provide CIAT’s boilerplate when possible.

Avatar: Given the small dimensions allowed for avatars on social media, CIAT’s symbol (globe and leaf) can be used alone without the acronym and name. This is the only case when the use of CIAT’s symbol is recommended on its own.

Tagging: Hashtags and tags are an important consideration for Twitter, Flickr, YouTube, and blogs, to name a few. CIAT has an established list of tags that should be used in priority (but not exclusively) in order to ensure consistency and cross-referencing of contents, including information products. The list is available in annex.

Link to website: Do not forget to link back to CIAT website on all social media accounts, and as much as possible in every post.

Intellectual property: As for any other communication channels, it is important to respect property rights on social media, including authorship and industrial property. When sharing content posted by third parties, always check if all rights are reserved or if it can be used under a Creative Commons license.
Presentations

Presentations are an important element of CIAT’s efforts to communicate science. You will find in this section some basic recommendations to keep in mind when designing your presentations.

Style: Whenever preparing a presentation, always adhere to CIAT’s brand values, typography, and color palette. We generally prefer a white background with dark text, which works well even with ambient lights. We recommend for you to use the PowerPoint templates available in CIATNet.

Contents: Keep all of your slides simple, get rid of the superfluous, and don’t be afraid of “white space” or “negative space.” Each element on a slide should be there to contribute to better understanding. A powerful slide has no more than one message.

Transitions: Use slide transitions and animations with restraint, giving preference to the most subtle and professional ones. Bullet points, for example, should not be animated on every slide. Also, do not place transition effects between all slides.

Visuals and multimedia: Use high-quality graphics, including photographs. Again, be cautious about copyright issues. Do not hesitate to insert video and audio within the presentation when appropriate. This will change the pace of your presentation and increase the interest of your audience.

Text notes and voice over: A good presentation does not make sense without its presenter. If you intend to share your presentation (on SlideShare, for example), you may want to include notes or a voice over.
Get inspired

Corporate publications examples
Scaling out Decision-Support for Climate-Smart Agriculture

Climate-smart agriculture (CSA) aims to achieve sustainable increases in productivity and resilience, while mitigating greenhouse gas emissions where possible. As global support for this approach grows, decision-makers need technical guidance to identify best practices for investment portfolios. CIAT, in cooperation with CCAFS, has developed a series of CSA decision-support tools and frameworks. Working closely with stakeholders from multiple sectors around the world, researchers are identifying entry points to scale out CSA investments for a more food-secure future.

Get inspired
Brochures and briefs
Get inspired

Infographics
Annex

CIAT’s principal tags

Agroforestry
Animal nutrition
Beans
Biodiversity
Biofortification
Biofuels
Brachiaria
Cassava
Climate change
Climate change adaptation
Climate change mitigation
Crop wild relatives
Deforestation
Drought tolerance
Eco-efficiency
Economic growth
Ecosystem services
Farming systems
Food crisis
Food prices
Food security
Gender and equity
Genetic resources
Germplasm
Greenhouse gas emissions
Hunger
Impact assessment
Knowledge management
Land use

Legumes
Livelihoods
Livestock
Markets
Monitoring and reporting
Nutrition
Participatory research
Pests and diseases
Plant breeding
Policy
Poverty
Resilience
Rice
Seed systems
Soils
Soil health
Soil information
Soil landscapes
Tropical forages
Tropical fruits
Water