



RESEARCH
PROGRAMON
Dryland Systems

March 2015

Dryland Systems Branding Guidelines

Written and visual guidance



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Photo: Bioversity International



1. Introduction

1.1 Program overview

The overall objective of this document is to articulate and establish a unique visual identity and style guidelines for the CGIAR Research Program on Dryland Systems that will be applied to all printed and digital communications. The consistent usage of messaging, vocabulary, and visuals across all Dryland Systems communication activities – campaigns and products (print, online, and multimedia) will help build a strong brand for Dryland Systems with a positive image and buy-in from its stakeholders. The program’s perception is critical to its overall success – in terms of on-ground implementation and in mobilizing resources as the program progresses.

To this end (solidifying recognition of the Dryland Systems brand), the new visual design will provide a clear, comprehensive, and unified visual language for the organization when communicating externally.

These guidelines are published and shared to ensure consistent use of visuals and vocabulary across all program partners and to reinforce Dryland Systems as a global partnership program with a unified focus and mission.

1.2 Accessing material

Logos and templates for PowerPoint presentations, report covers, letterheads, and business cards can be downloaded from the Dryland Systems website:

drylandsystems.cgiar.org/content/communication-materials

For questions on the use of templates, logo, and other branding elements, please contact:

Tana Lala-Pritchard at T.Lala-Pritchard@cgiar.org
Communications Program Coordinator
CGIAR Research Program on Dryland Systems

2. Written identity

Dryland Systems is a global agricultural research partnership. Its aim is to improve rural livelihoods in dry areas where natural resources are scarce.

It speaks with the voice of leadership in drylands agriculture and embodies a participatory approach in implementing its research activities.

Dryland Systems works with regions, countries, and communities to identify challenges and develop and validate integrated solutions for holistic impacts – more productive and resilient livelihoods for farmers and conservation of natural resources in the world’s dry areas.

Dryland Systems integrates gender issues into all its research activities to ensure equitable outcomes. Dryland Systems also invests in and promotes youth in agriculture.

Our partners are diverse – researchers, local and international development organizations, rural communities, extension workers, policy-makers, and the private sector.

2.1 Differentiation factors

- Dryland Systems uses an integrated systems approach – the right mix of technologies, innovative partnerships, market options and enabling policies to bring lasting change
- As opposed to focusing on several aspects of farming individually, Dryland Systems targets various types of dryland agricultural systems as a whole, addressing crops, livestock, rangeland, trees, soils, water and socioeconomic issues as linked components of a livelihood system
- The research outcomes of Dryland Systems are scalable for large-scale impacts
- The scale of the Dryland Systems program and its impacts has vast implications – implemented in five flagship regions, Dryland Systems aims to improve the lives of 1.6 billion people and mitigate land and resource degradation in 3 billion hectares covering the world’s dry areas.

2.2 Standard text

2.2.1 Program vision

The standard program vision is as follows:

A food secure future, equitable and sustainable natural resource management, and better livelihoods for the world’s rural dryland communities.

A longer, alternative version is as follows:

We envision prosperous communities with higher incomes, better access to food, improved nutrition and health, and increased capacity to innovate and manage natural resources in an equitable and sustainable way in the rural dry areas of the developing world.



Photo: IWM/H.J. Appleby



2.2.2 Program mission

To improve the lives of 1.6 billion rural people and mitigate land and resource degradation in 3 billion hectares covering the world's dry areas through integrated agricultural systems research.

Dryland Systems fulfills its mission by:

- Partnering with all actors in agricultural production systems, including scientists, extension workers, farming communities, policy-makers, regional and international organizations, development agencies, and the private sector
- Fostering innovation platforms to address challenges collectively, and deliver sustainable and inclusive benefits for all
- Testing and validating integrated solutions of a technological, institutional, governance, and policy nature that are specifically tailored to various agro-ecosystems in the dry areas
- Mainstreaming gender in all its research activities
- Investing in and promoting youth in agricultural development
- Building capacity both within the program and of stakeholders across all research activities.

2.2.3 Program descriptor

The Dryland Systems program descriptor is for use along with the Dryland Systems logo on organizational products such as business cards and letterheads. It can also be used on promotional products and materials, where the focus is more on technical and scientific aspects of the program.

A global agricultural research partnership to realize the potential of rural dryland communities.

2.2.4 Program tagline

The Dryland Systems tagline is for use on promotional and advocacy materials targeted toward global audiences. Use of the tagline will align the program with the larger thematic goals of sustainable development.

Food security and better livelihoods for rural dryland communities.

2.2.5 Program Name

The full name of the program is 'CGIAR Research Program on Dryland Systems'. This may be shortened to 'Dryland Systems' after the first full mention of the name.

To ensure consistency and to avoid audience confusion, it is important not to reorder the words in the full name. The program should not be called Dryland Systems Research Program, it can however be referred to as Dryland Systems, a CGIAR Research Program.

2.3 Boilerplate text

The boilerplate text is used to describe Dryland Systems to external audiences. The content must be used verbatim by all partners representing the Dryland Systems program to their own and the program's stakeholders.

Suggested use:

- Short version – for media and promotional products, and when accompanied by other programs in communication
- Long version – in reports and documents generated as program outcomes.

2.3.1 Short version

The CGIAR Research Program on Dryland Systems brings together eight CGIAR Centers and numerous international, regional and national partners to engage in integrated agricultural systems research and unique partnership platforms to ensure improved food security, equitable and sustainable natural resource management and better livelihoods in the world's dry areas. The program is led by the International Center for Agricultural Research in the Dry Areas (ICARDA), a member of the CGIAR Consortium. CGIAR is a global agriculture research partnership for a food secure future.

2.3.2 Long version

The CGIAR Research Program on Dryland Systems aims to improve the lives of 1.6 billion people and mitigate land and resource degradation in 3 billion hectares covering the world's dry areas.

Dryland Systems engages in integrated agricultural systems research to address key socioeconomic and biophysical constraints that affect food security, equitable and sustainable land and natural resource management, and the livelihoods of poor and marginalized dryland communities. The program unifies eight CGIAR Centers and uses unique partnership platforms to bind together scientific research results with the skills and capacities of national agricultural research systems (NARS), advanced research institutes (ARIs), non-governmental and civil society organizations, the private sector, and other actors to test and develop practical innovative solutions for rural dryland communities.

The program is led by the International Center for Agricultural Research in the Dry Areas (ICARDA), a member of the CGIAR Consortium. CGIAR is a global agriculture research partnership for a food secure future.

2.4 Acronyms, abbreviations and phrases

Note: This section is work in progress and will reflect the evolving needs of the program.

Points to keep in mind are:

- Restrict use of DS as an abbreviation for Dryland Systems **to internal and organizational communications only**. In all promotional materials and publications for external audiences, we must use 'Dryland Systems'
- Always spell out a name the first time it is used in a document (with the acronym or the abbreviation in parentheses), unless otherwise indicated in the table below
- For organizations and institutions, use their accepted abbreviation. If an organization or institution does not use an acronym, do not give it one, e.g., HarvestPlus Challenge Program is HarvestPlus and not HP or CP HP.





Photo: IWMI/N. Palmer

2.4.1 Acronyms and abbreviations

Usage	Dryland Systems vocabulary
General terms	
ALS	Agricultural livelihood systems
ARI	Advanced research institute
CBO	Community-based organization
CGIAR Co	CGIAR Consortium
CoP	Community of practice
CD	Capacity development
IAR4D	Integrated agricultural research for development
R4D	Research for development
IP	Innovation platform
General acronyms	
GIS	Geographic information system
IT	Information technology
M&E	Monitoring and evaluation
NARS	National agricultural research system
NGO	Non-governmental organization
CGIAR Centers and Research Programs	
CGIAR, CIAT, CIP, ICARDA, ICRISAT, FARA, ILRI, IWMI	To be used as acronyms Note: Full names may appear in the acronyms list and/or boilerplate text at the front or back in the document – if space and format permits. Spell out all or none.
CRP	CGIAR Research Program
CCAFS	CGIAR Research Program on Climate Change, Agriculture and Food Security
Bioversity	Bioversity International
Dryland Systems	CGIAR Research Program on Dryland Systems
Genebanks	CGIAR Research Program on Genebanks
Humidtropics	CGIAR Research Program on Humidtropics
MAIZE	CGIAR Research Program on Maize
WHEAT	CGIAR Research Program on Wheat
WLE	CGIAR Research Program on Water, Land and Ecosystems
Livestock & Fish	CGIAR Research Program on Livestock and Fish
Dryland Systems Flagship Regions	
CA	Central Asia
ESA	East and Southern Africa
NAWA	North Africa and West Asia
SA	South Asia
WAS&DS	West African Sahel and Dry Savannas
Other geographic regions	
CAC	Central Asia and Caucasus
CWANA	Central and West Asia, and North Africa
SSA	Sub-Saharan Africa

2.4.2 Phrases

- **Agriculture livelihood system** – a principal agricultural production/farming system, the individuals, households and communities involved in the system, and their interaction with external systems in securing a livelihood
- **Innovation system** – the constellation of actors (institutions and individuals) and their knowledge and interactions, that generates and tests options to improve livelihood systems
- **Innovation platform** – a space for mutual learning and change where individuals from different backgrounds and interests – farmers, traders, food processors, researchers, government officials, etc. – come together to diagnose problems, identify opportunities, and find ways to drive sustainable and equitable benefits for a community
- **Scaling out** – disseminating outputs from the action site outwards to other sites and regions
- **Scaling up** – spreading adoption within the action site.

2.4.3 Dos and don'ts

Dos	Don'ts
Program name	
Dryland Systems	CRP Dryland Systems
CGIAR's global research program, Dryland Systems	Dryland Systems CRP Drylands
Dryland Systems, CGIAR's global research program	DS
Flagship regions	
NAWA (North Africa and West Asia)	WANA (West Asia and North Africa)
ESA	E&SA (East and Southern Africa)
WAS&DS	WAS & DS (West African Sahel & Dry Savannas)
General terms	
rainfed system	rain-fed system
agroecosystem	agro-ecosystem
drylands	dry lands
raised bed irrigation	raisedbed irrigation
agropastoral	agro-pastoral

2.5 Acknowledgement and disclaimer

All Dryland Systems-related research outputs must be appropriately branded and include an acknowledgment and a disclaimer, including the acknowledgement and authorization of the author when dealing with any material, including photos.

Scientists should follow the publication procedures and style guidelines of their home CGIAR Centers. The use of Open Access Licenses in the publication of any material should be observed, when possible.

Please see Tables A, B and C below to determine the appropriate wording to use to acknowledge Dryland Systems, depending on the nature of the funding link between the publication and the program, and on the peer-review process used.



DRYLAND SYSTEMS BRANDING GUIDELINES



Photo: Dryland Systems

The examples shown below use ICARDA as the CGIAR Center reviewing research outputs for publication. Please substitute as appropriate when the review is done through another partner center of Dryland Systems.

List of Tables:

- Table A – research is 100% funded by Dryland Systems
- Table B – research is funded by Dryland Systems and other donor(s)
- Table C – research is funded by other donors and mapped to Dryland Systems.

Table A – research is 100% funded by Dryland Systems

Peer-review process	Reviewed by partner CGIAR Center's publications	Reviewed through another process (other center, journal, etc.)	Not peer-reviewed
100% funded by Dryland Systems	<p>This work was undertaken as part of, and funded by, the CGIAR Research Program on Dryland Systems led by the International Center for Agricultural Research in the Dry Areas (ICARDA). Dryland Systems is supported by these donors [hyperlink donors].</p> <p>This [paper, book, publication] has gone through ICARDA's standard peer-review procedure.</p> <p>The opinions expressed here belong to the authors, and do not necessarily reflect those of Dryland Systems, ICARDA, or CGIAR.</p>	<p>This work was undertaken as part of, and funded by, the CGIAR Research Program on Dryland Systems led by the International Center for Agricultural Research in the Dry Areas (ICARDA). Dryland Systems is supported by these donors [hyperlink donors].</p> <p>This [paper, book, publication] has gone through the standard peer-review procedure of [name of the center].</p> <p><i>NOTE: If this is a publication in a journal, no statement about the peer-review procedure is necessary since it will have been reviewed through the journal's review process.</i></p> <p>The opinions expressed here belong to the authors, and do not necessarily reflect those of Dryland Systems, ICARDA, or CGIAR.</p>	<p>This work was undertaken as part of, and funded by, the CGIAR Research Program on Dryland Systems led by the International Center for Agricultural Research in the Dry Areas (ICARDA). Dryland Systems is supported by these donors [hyperlink donors].</p> <p>This [paper, book, publication] has <i>not</i> gone through ICARDA's standard peer-review procedure.</p> <p>The opinions expressed here belong to the authors, and do not necessarily reflect those of Dryland Systems, ICARDA, or CGIAR.</p>

Table B – research is funded by Dryland Systems and other donor(s)

Peer-review process	Reviewed by partner CGIAR Center’s publications	Reviewed through another process (other center, journal, etc.)	Not peer-reviewed
<p>Funded by Dryland Systems and other donors</p>	<p>This work was undertaken as part of, and funded by, the CGIAR Research Program on Dryland Systems led by the International Center for Agricultural Research in the Dry Areas (ICARDA). Dryland Systems is supported by these donors [hyperlink donors].</p> <p>Funding support for this work was provided by [names of all funders in alphabetical order, including the CGIAR Research Program on Dryland Systems].</p> <p>This [paper, book, publication] has gone through ICARDA’s standard peer-review procedure.</p> <p>The opinions expressed here belong to the authors, and do not necessarily reflect those of Dryland Systems, ICARDA, or CGIAR.</p>	<p>This work was undertaken as part of, and funded by, the CGIAR Research Program on Dryland Systems led by the International Center for Agricultural Research in the Dry Areas (ICARDA). Dryland Systems is supported by these donors [hyperlink donors].</p> <p>Funding support for this work was provided by [names of all funders in alphabetical order, including the CGIAR Research Program on Dryland Systems].</p> <p>This [paper, book, publication] has gone through the standard peer-review procedure of [name the reviewing center].</p> <p><i>NOTE: for journal publications see note above.</i></p> <p>The opinions expressed here belong to the authors, and do not necessarily reflect those of Dryland Systems, ICARDA, or CGIAR.</p>	<p>This work was undertaken as part of, and funded by, the CGIAR Research Program on Dryland Systems led by the International Center for Agricultural Research in the Dry Areas (ICARDA).</p> <p>Funding support for this work was provided by [names of all funders in alphabetical order, including the CGIAR Research Program on Dryland Systems].</p> <p>This [paper, book, publication] has <i>not</i> gone through ICARDA’s standard peer-review procedure.</p> <p>The opinions expressed here belong to the authors, and do not necessarily reflect those of Dryland Systems, ICARDA, or CGIAR.</p>





Table C – research is funded by other donors and mapped to Dryland Systems

Peer-review process	Reviewed by partner CGIAR Center’s publications	Reviewed through another process (other center, journal, etc.)	Not peer-reviewed
<p>Mapped to Dryland Systems, with no Dryland Systems funding</p>	<p>This work was undertaken as part of, and funded by, the CGIAR Research Program on Dryland Systems led by the International Center for Agricultural Research in the Dry Areas (ICARDA).</p> <p>Funding support for this work was provided by [names of all funders in alphabetical order, including the CGIAR Research Program on Dryland Systems].</p> <p>This [paper, book, publication] has gone through ICARDA’s standard peer-review procedure.</p> <p>The opinions expressed here belong to the authors, and do not necessarily reflect those of Dryland Systems, ICARDA, or CGIAR.</p>	<p>This work was undertaken as part of, and funded by, the CGIAR Research Program on Dryland Systems led by the International Center for Agricultural Research in the Dry Areas (ICARDA).</p> <p>Funding support for this work was provided by [names of all funders in alphabetical order, including the CGIAR Research Program on Dryland Systems].</p> <p>This [paper, book, publication] has gone through the standard peer-review procedure of [name the reviewing center].</p> <p><i>NOTE: for journal publications see note above.</i></p> <p>The opinions expressed here belong to the authors, and do not necessarily reflect those of Dryland Systems, ICARDA, or CGIAR.</p>	<p>This work was undertaken as part of, and funded by, the CGIAR Research Program on Dryland Systems led by the International Center for Agricultural Research in the Dry Areas (ICARDA).</p> <p>Funding support for this work was provided by [names of all funders in alphabetical order, including the CGIAR Research Program on Dryland Systems].</p> <p>This [paper, book, publication] has <i>not</i> gone through ICARDA’s standard peer-review procedure.</p> <p>The opinions expressed here belong to the authors, and do not necessarily reflect those of Dryland Systems, ICARDA, or CGIAR.</p>

3. Visual identity

Branding concepts are designed to give the Dryland Systems program a distinctive identifier while also conveying the ‘what and where’ of the program succinctly.

3.1 Program logo

3.1.1 Overview of logo

A strong identity will increase awareness of the Dryland Systems brand and help continue to build both credibility and trust. The refreshed logo is the primary visual identifier of Dryland Systems across all products and languages.



The Dryland Systems logo is an integrated unit. Elements of the logotype and logomark should not be separated or altered in any way. Since the Dryland Systems logo is the most powerful visual identifier within the Dryland Systems brand, it must always be treated with respect.

If you would like to add the Dryland Systems logo to a publication or product you must first ensure that the material has been fully reviewed and cleared by Dryland Systems Communications.

3.1.2 Logo size

The print minimum size is 50 x 19 mm. The pixel minimum size is 143 px x 54 px.

3.1.3 Logo positioning

Where possible, the logo should appear in the top left-hand side of products.

3.1.4 Logo color variations

The Dryland Systems logo should only appear in the Dryland Systems brand brown, Pantone 463 C, see page 14. However, in some cases, it is permitted to use the logo in black and white when printing internal documents in black and white.

The color version of the logo must always go on a white background.

3.1.5 Reverse logo use

A reverse logo use can be used on Dryland Systems prime color (Pantone 463 C) solid color backgrounds. Do not use the reverse logo on white or any other background color except the Dryland Systems prime color.





Photo: ILRI

3.1.6 Logo exclusion zones

The logo requires space around it in order to maximize its presence. This space should be equivalent to or greater than the height of the Dryland Systems letterform.



3.1.7 Logo misuse

The examples shown here illustrate common misuses of the logo that must be avoided in order to ensure the integrity of the Dryland Systems brand. If you have any questions on logo use, please consult Dryland Systems Communications (see section 5).

Do not:

- Rotate the logo
- Create patterns with the logo
- Replace colors
- Crop the logotype
- Use the logo or any part of it as a watermark. Always use the full logo
- Recreate, rearrange, or add any elements (e.g., country name or office name)
- Stretch or distort the logo in any way.



3.2 Agricultural livelihood systems icons

3.2.1 Overview of icons

The Dryland Systems research is organized around five agricultural livelihood systems (ALS) that are predominant in all or most of the five flagship regions targeted by the Dryland Systems: Pastoral, Agropastoral, Rainfed, Tree-based and Irrigated systems.

3.2.2 Icon size

- Standard height of 25 mm, but can be a minimum of 19 mm to match minimum Dryland Systems logo
- The ALS icon should never be bigger than the Dryland Systems logo.

3.2.3 Icon positioning

On covers, two or more icons should appear as a linked block (see below) and always below the program logo.

On contents pages, only the icons that correspond to the relevant ALS within the document should be included.

On inside pages, individual icons should appear to the left of specific sections that correspond to the relevant ALS.

3.2.4 Using all five ALS icons together (the linked block)

The five ALS icons should always be the same size and never bigger than the size of the Dryland Systems logo. When used together they should always have the linking text (Drylands Agricultural Livelihood Systems) underneath them in the Dryland Systems prime color.



3.2.5 Using a single ALS icon

On colored backgrounds, the following icons should be used, but only on a background of the icon's color.





Photo: Bioversity International/B. Vinceti

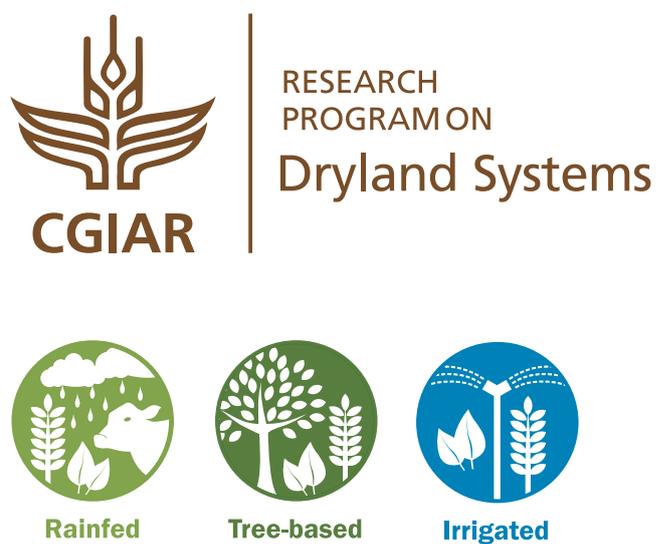
3.2.6 Using the program logo and ALS icons together

The Dryland Systems logo should always appear above the block of ALS icons; ALS icons should never be bigger than the logo.



3.2.7 Using the program logo and selected ALS icons

The icons should always be placed below the program logo; ALS icons should never be bigger than the logo.



3.3 Typography

Where possible, the typeface Franklin Gothic should be used for a clean, modern look. For communications created by Dryland Systems staff on computers without the Franklin Gothic installed, it is suggested to use Arial as an alternative sans serif typeface.

Remember, keep it simple, and use only a few sizes and weights. For example:

- Bold for header styles
- Standard for body text
- Italics for quotes.

3.4 Colors

Color provides a basis for a consistent visual language, aiding in brand differentiation and recognition. The brand colors selected for Dryland Systems represent the typical and diverse characteristics the dry areas where we work. They are:

- Earthy brown as the distinctive feature of dryland, and soft brown, yellow, greens and blue to capture diversity within dryland systems
- Distinctive of the program’s mission and target area of intervention.

3.4.2 Prime color

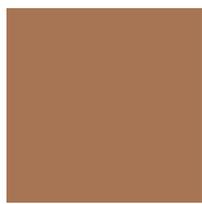


CMYK
 C 38 | M 64 | Y 90 | K 34

RGB
 R 120 | G 70 | B 40

 Pantone 463 C

3.4.3 Secondary colors



CMYK
 C 30 | M 55 | Y 70 | K 10

RGB
 R 168 | G 117 | B 85

 HEX #231F20



CMYK
 C 22 | M 33 | Y 100 | K 0

RGB
 R 205 | G 166 | B 45

 HEX #CDA62D

3.4.4 Accent colors



CMYK
 C 55 | M 20 | Y 90 | K 2

RGB
 R 129 | G 162 | B 76

 HEX #81A24C



CMYK
 C 74 | M 40 | Y 100 | K 4

RGB
 R 89 | G 125 | B 63

 HEX #597D3F



CMYK
 C 100 | M 26 | Y 7 | K 10

RGB
 R 0 | G 129 | B 183

 HEX #0081B7



Photo: IWMI/H.J. Appleby

3.5 Photography

Appropriate brand images reflect the core values of Dryland Systems. These images are respectful and reinforce our key messages and brand characteristics. The images should connect emotionally with our audience, draw in readers to the content, and be related to the context in which they are used.

The following are messaging options for Dryland Systems brand images:

- Cutting-edge science
- Happiness
- Hardship (when used in the right context)
- Optimism
- Contemplation
- Productivity.

The image style should be photojournalistic (from the observer), and never forced or staged. The photo palette is saturated (bright) or warm, complementing the Dryland Systems color palette. Dryland Systems brand images are never:

- Sad
- Depressing
- Dark
- Dated
- Patronizing.

The following are style guidelines for photos:

- Do not use borders around the photos
- Avoid using dates and captions overlaying the photo
- Use only high resolution images (size > 400 KB)
- Place credits at the bottom of the photo
- Use a regular font, not bold or italics
- Use the suggested caption font in publications: Franklin Gothic, size 9.

Below is a selection of appropriate brand images for Dryland Systems. Anyone producing outreach materials should check with Dryland Systems Communications that the images used are in sync with programmatic messaging.

Photos credits must be included where appropriate, for example photos from a particular CGIAR Center should credit that Center.





Photo: IWMI/H.J. Appleby



Photo: IWMI/F. Shams



Photo: IWMI/N. Palmer



Photo: Dryland Systems



Photo: Bioversity International



Photo: Dryland Systems

3.6 Representation of Dryland Systems and partner centers in research outputs and communications materials

The organizations that have formed Dryland Systems are called ‘partner centers’ of the program. It is important to be accurate and consistent and use the word ‘partners’ and not alternatives such as ‘members’.

All Dryland Systems documents, including research outputs and corporate communication materials, must show all the partner centers according to the templates provided in these guidelines.

Dryland Systems must be represented as the umbrella brand, while ICARDA is recognized as the lead organization, ICRISAT is recognized as the second major organization, and the remaining partners centers are recognized in alphabetical order where possible, ending with IWMI.



All Dryland Systems documents, including research outputs and communication/corporate materials should show the organizations that contributed. When specific Dryland Systems activities are conducted by one or more specific partner centers and/or other collaborators (NARS, ARI, development agency, or another CRP), it is not necessary that all Dryland Systems partner centers are shown. In such cases, affiliation to Dryland Systems can be represented as in the following examples:

Visual examples with specific partner centers

To indicate ICARDA as the lead center (only):



To indicate an ICARDA-led activity in a specific flagship region, with ICRISAT and IWMI as partners:



To indicate an ILRI-led activity in a specific flagship region, with ICRAF and Bioversity as partners:



Visual examples with partner centers and other collaborators



The Dryland Systems logo must be featured in a prominent position, preferably in the top-left side of a product, with partner center logos following or featured at the bottom of the same page or back cover. Where possible, the ‘logo strips’ of all Dryland Systems partners centers should be used.

All partner center logos must be of same size – lead center and partner centers. The placement of logos should reflect the relative contribution of partner centers to Dryland System, if needed.

Alternatively, if space or other publication restrictions exist, partners can be represented without the logo using the following text:

- ICARDA is a member of the CGIAR Consortium and the lead center of the CGIAR Research Program on Dryland Systems
- ICRISAT is a member of the CGIAR Consortium and a partner center of the CGIAR Research Program on Dryland Systems.

All logos and ALS icons can be found on the Dryland Systems website at drylandsystems.cgiar.org/content/communication-materials. It is the responsibility of the partner centers to provide Dryland Systems with the appropriate logos, please send updated logos to Tana Lala-Pritchard at t.lala-pritchard@cgiar.org

4. Applications

The components of communications for Dryland Systems come together to form a consistent visual approach that is efficient and flexible.

Two specific design features, the program wave and the ALS icons, should be limited to the following applications:

- Program wave – to be used only on the website header, business card and technical report covers, as an accent and not a main design feature
- ALS icons – to be used only on communications products such as posters, flyers and brochures, in order to explain difficult/complex scientific information.

4.1 Internal documents

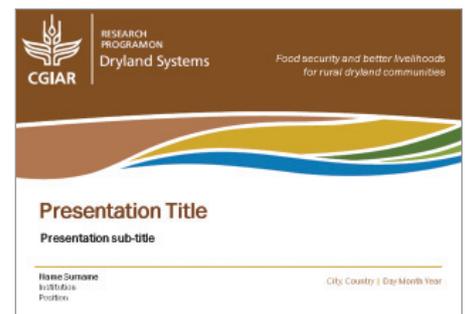
Internal documents should follow clean and simple templates that have the program logo and, where appropriate, the program colors as an accent. All internal documents should be created using the templates provided when these are available – see page 1 for information on where to find templates.



Meeting minutes



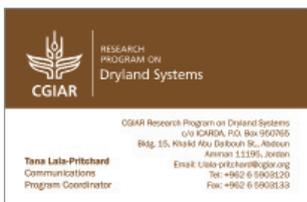
Meeting agenda



PowerPoint presentation

4.2 Stationery

Stationery should follow a similar format to internal documents, to ensure cohesion among all business templates. Templates for stationery are available – see page 1 for information on where to find templates.



Business card



Letterhead

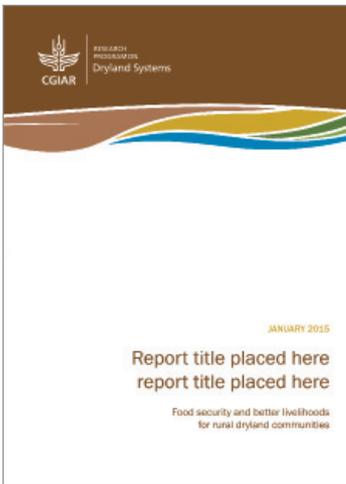


Training certificate



4.3 External documents

External documents should always include the program logo and partner logos, and designers must follow the visual identity guidelines in this document. However, they should be creative within the templates when creating external documents to ensure that they are modern and visually appealing.



Report



Newsletter

4.4 Promotional material

Promotional material should be eye-catching and convey key messages about the work of Dryland Systems. Material should be highly visual, containing large photos and high-quality graphics. All materials should adhere to the visual identity guidelines in this document.



Poster



Flyer



Brochure

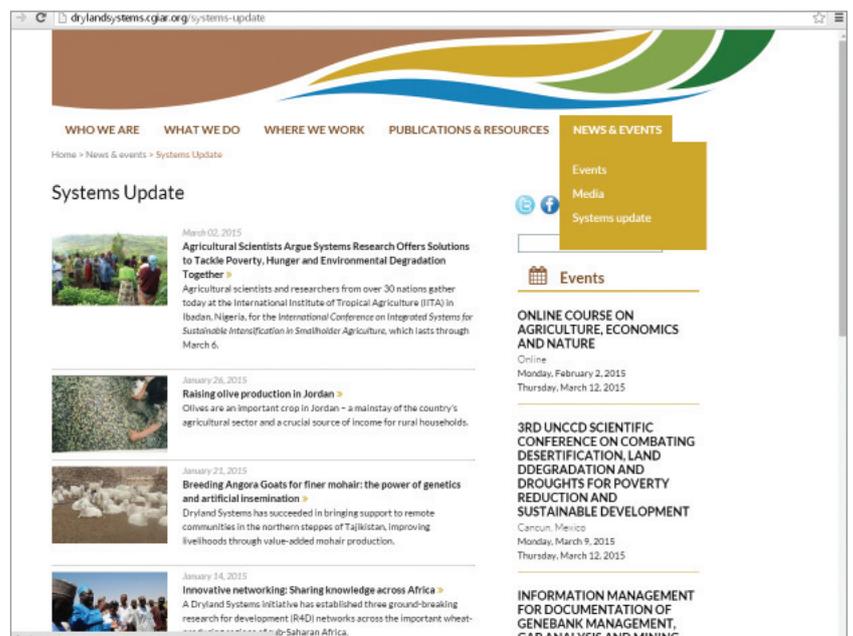
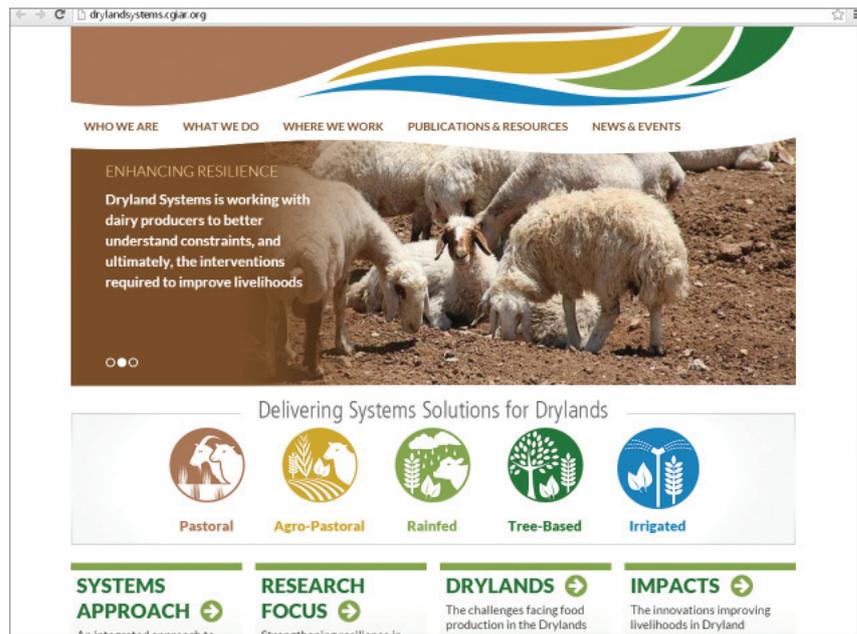


Roller banner

4.5 Website

The program website should feature the appropriate Dryland Systems Logo and branding elements based on the selected color scheme. The program logo should be used prominently in the website banner with the strip of partner centers logos depicted at the bottom of the website pages.

Partner centers should feature in their websites a page on Dryland Systems, using the Drylands Systems boilerplate text and links to Dryland Systems website. Links of Dryland Systems research outputs and related communications materials should be made clear and functional.



5. Contact details

The components of communications for Dryland Systems come together to form a consistent visual approach that is efficient and flexible.

5.1 Details listed on products

Unless otherwise specified, the contact details below should be used on all communication products:

CGIAR Research Program on Dryland Systems
c/o ICARDA, P.O. Box 950765
Bldg. 15, Khalid Abu Dalbough St., Abdoun
Amman 11195, Jordan
Tel: +962 6 5903120
Fax: +962 6 5903133
Email: DrylandSystems@cgiar.org
Website: drylandsystems.cgiar.org

The Dryland Systems website should always be displayed as: drylandsystems.cgiar.org

The Dryland Systems website should never be displayed as <http://drylandsystems.cgiar.org>
or www.drylandsystems.cgiar.org

5.2 Internal team details

The Dryland Systems Communications Program Coordinator is responsible for communicating and coordinating with partners on the proper use of all branding elements of Dryland Systems.

All promotional, informative and knowledge dissemination products for external audiences must be approved by Dryland Systems Communications.

For more information concerning the use of the logo, colors, or typography, or any other element of the visual identity and style guide, please contact:

Tana Lala-Pritchard at T.Lala-Pritchard@cgiar.org
Communications Program Coordinator
CGIAR Research Program on Dryland Systems



The CGIAR Research Program on Dryland Systems is a global research partnership to realize the potential of rural dryland communities. The program unifies eight CGIAR Centres and uses unique partnership platforms to bind together scientific research results with the skills and capacities of national agricultural research systems (NARS), advanced research institutes (ARIs), non-governmental and civil society organizations, the private sector, and other actors to test and develop practical innovative solutions for rural dryland communities. The program is led by the International Centre for Agricultural Research in the Dry Areas (ICARDA), a member of the CGIAR Consortium. CGIAR is a global agriculture research partnership for a food secure future.

For more information please visit:

drylandsystems.cgiar.org

2014 Dryland Systems

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RESEARCH
PROGRAM ON
Dryland Systems

The CGIAR Research Program on Dryland Systems aims to improve the lives of 1.6 billion people and mitigate land and resource degradation in 3 billion hectares covering the world's dry areas.

Dryland Systems engages in integrated agricultural systems research to address key socioeconomic and biophysical constraints that affect food security, equitable and sustainable land and natural resource management, and the livelihoods of poor and marginalized dryland communities. The program unifies eight CGIAR Centers and uses unique partnership platforms to bind together scientific research results with the skills and capacities of national agricultural research systems (NARS), advanced research institutes (ARIs), non-governmental and civil society organizations, the private sector, and other actors to test and develop practical innovative solutions for rural dryland communities.

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In partnership with:

