ICARDA

Science for resilient livelihoods in dry areas

ICARDA brand identity

25 February 2018

ICARDA
Science for resilient livelihoods in dry areas

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About these guidelines

ICARDA has grown enormously since its establishment in 1977, and is working currently in more than 50 countries. It works with national agricultural research programs and a range of other partners worldwide in Central Asia, South Asia, West Asia, North Africa, and sub-Saharan Africa.

With decentralization in 2013, ICARDA's research programs spread across Egypt, Ethiopia, Jordan, Lebanon, Morocco, Tunisia, and Turkey; this is in addition to the Center's regional and country programs.

For operations across such a vast geographic region, consistent messaging and visual identity are paramount, as ICARDA strives to build a 'stand-out' brand that is instantly recognized by stakeholders globally – donors, scientists, policy-makers, and the development community.

While ICARDA's extensive experience and research outputs are its strengths, building the ICARDA brand is important in securing recognition, sustaining our research, and carving out our reputation in a competitive world.

The objective of the brand guidelines is to articulate and establish consistent messages and visual identity across all our communications – print, online, oral (presentations), promotional products, corporate materials, and research outputs – that reflect our new thinking and business model.

Our new logo

The three segments of ICARDA's new logo reflect the three agro-ecological zones of the non-tropical drylands, namely irrigated, rain-fed, and marginal.

These drylands support one-third of the global population, 44% of the world's crops, and half of the world's livestock. Yet many people here live in chronic poverty and suffer from hunger, malnutrition, and the effects of climate change and conflict. Our mission is to fight poverty, achieve food and nutrition security, and sustainably manage natural resources in the dry areas, thereby making essential contributions to the UN Sustainable Development Goals.

Drawn from our branding palette, the orange and yellow of the new logo also indicate the dry conditions in which we work; the green represents the productivity we are able to achieve in such conditions.

The bright colors representing these dry conditions also signify positivity and our capacity – using unique scientific expertise and decentralized operational models – to help our donors and partners transform agriculture and build resilient communities in the dry areas.

Accessing logos and templates

Logos and templates for PowerPoint presentations, reports, report covers, letterheads, and business cards are available on the ICARDA Intranet. Go to: OSCAR > Research Support > Communications > Branding 2018. This is a go-to resource for all your communications needs as scientists.

For more information and specific questions concerning the use of the logo, colors, typography or any other element of ICARDA's visual identity, please consult the communications team.

Contact:
ICARDA-Comms@cgiar.org

Positioning the ICARDA brand

The refreshed ICARDA brand makes clear that the Center's strategic business model for 2017–2026 considers evolving circumstances. The new model ensures that ICARDA will be competitive, nimble, and responsive to change – the previous model has served its purpose. As we move to a decentralized organizational structure; bear the associated increased cost of doing business; and manage security challenges, and the volatility and instability of funding sources, our new business model will ensure efficiency, effectiveness, and results for impact.

Delivering the ICARDA Strategic Plan 2017–2026 will mean positioning the organization to:

- Play a crucial role in promoting the conservation and use of agrobiodiversity through our genebanks and small ruminant breeding programs, and develop new germplasm and breeds adapted to the 4°C increased temperature scenario that will prevail in many parts of non-tropical dry areas
- Become a global leader in integrated, rain-fed farming systems for the dry areas, using the diversity of crops and livestock to build profitable and sustainable farming enterprises
- Develop functional and demand-driven value chains, markets, and supporting institutions for the dry areas in the mandated crops and livestock of ICARDA
- Develop innovative approaches in water, land, and soil resource management that address water scarcity, enhance soil health and productivity, and contribute to land degradation neutrality.

This will require our brand to convey that our new business model builds on our reputation for delivering impact and change in drylands through scientific rigor and excellence in research, strategic partnerships, and capacity development.

Narrative identity

Our brand narrative is fundamental to our organizational identity. It shapes how we interact with our stakeholders.

Vision

ICARDA works to improve the sustainable wellbeing of people in non-tropical dry areas. We envision thriving and resilient livelihoods in the dry areas of the developing world – with adequate incomes, secure access to food, markets, and nutrition, and the capacity to manage natural resources in equitable, sustainable, and innovative ways.

Mission

Our mission is to reduce poverty and enhance food, water, and nutritional security, and environmental health in the face of global challenges, including climate change.

Tagline

Science for resilient livelihoods in dry areas

The tagline should always be included in the oblong version of ICARDA's logo, and can also be used separately as a slogan.

Descriptors

In a nutshell

The International Center for Agricultural Research in the Dry Areas (ICARDA) is a global agricultural research organization that supports the agricultural transformation so desperately needed in the dry areas. Our research addresses the challenges of climate change, water scarcity, fragile natural resources, food and nutritional security, and shifting socio-economics. ICARDA:

- Delivers science for impact
- Has strong partnerships
- Works in environments where development is difficult
- Holds genetic resources in trust
- Is an innovative and adaptable organization.

Short version

Established in 1977, the International Center for Agricultural Research in the Dry Areas (ICARDA) is a non-profit, CGIAR Research Center that focusses on delivering innovative solutions for sustainable agricultural development in the non-tropical dry areas of the developing world.

We provide innovative, science-based solutions to improve the livelihoods and resilience of resource-poor smallholder farmers. We do this through strategic partnerships, linking research to development, and capacity development, and by taking into account gender equality and the role of youth in transforming the non-tropical dry areas.

Long version

Established in 1977, the International Center for Agricultural Research in the Dry Areas (ICARDA) is one of the 15 centers supported by CGIAR. ICARDA's mission is to improve the livelihoods of the resource-poor in dry areas through research and partnerships dedicated to achieving sustainable increases in agricultural productivity and income, while ensuring efficient and more equitable use and conservation of natural resources.

ICARDA has a global mandate for the improvement of barley, lentil, and faba bean, and serves the non-tropical dry areas for the improvement of on-farm water use efficiency, rangeland, and small ruminant production. In Central Asia, West Asia, South Asia, North Africa, and sub-Saharan Africa, ICARDA contributes to the improvement of bread and durum wheats, kabuli chickpea, pasture and forage legumes, and associated farming systems. Using a systems approach, it integrates improved crop varieties with improved land and water management, diversification of production systems, and value-added crop and livestock products. ICARDA backs agricultural research with social, economic, and policy research to better target poverty and enhance the uptake of improved technologies and practices. Finally, national capacity building is the foundation stone of all ICARDA's partnerships with countries to ensure sustained agricultural development of dryland communities.

Language

ICARDA uses US English. Consult the ICARDA Style Guide for more information.

Accessibility: is the degree to which information is available to as many people as possible. Accessible language allows everyone, including people with disabilities, to perceive, understand, navigate, and interact with a communication. Designing accessible products is not just a good thing to do – it's the law. See: *UN Convention on the Rights of Persons with Disabilities.*

Plain language: means a person can understand at first reading or hearing. Plain language does not involve a loss in complexity. It helps all readers understand and retain information. Plain language helps people concentrate and make good decisions. It is a huge help to those working in a second language.

Visual identity

A coordinated visual identity supports the ICARDA brand and enables visual recognition of ICARDA communication products as belonging to a unified whole.

ICARDA's visual identity comprises:

- Logo
- Primary green color, and five secondary colors (two of which are included in the logo)
- Typography
- Icons
- Watermark of ICARDA's logo icon (restricted use only on certain corporate products)
- Brand images.

Logo

There are two main versions of the ICARDA logo:

- The oblong version of the logo (including tagline) should be used on the majority of communication materials



- The square version of the logo (without tagline) can be used in social media (or any other formats that restrict the logo to a square space).



Grayscale versions can also be used where required:





Logo exclusion zone





Minimum size





Misuse of the logo

Do not distort the logo



Do not rotate the logo



Do not change the colors of the logo



Do not swap around the colors in the logo icon



Always use the full logo, not just a part of it



Typography

Logo fonts



Fonts for use by designers (e.g. in Adobe Creative Suite)

Lato_Bold

Lato Regular

Fonts for use on ICARDA's website

Lato Semi_Bold

Lato Regular

Lato Italic

Alternative fonts (for use in e.g. Microsoft Word and PowerPoint)

Calibri

Arabic fonts

Adelle Sans ARA Light

على غرار الكلمات والجمل، تتميز أشكال الأحرف بنبرة ولون وأسلوب.

Adelle Sans ARA Regular

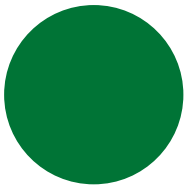
على غرار الكلمات والجمل، تتميز أشكال الأحرف بنبرة ولون وأسلوب.

Colors

The refreshed brand includes the traditional green together with a bold complementary color palette for use in communication materials. The orange and yellow from the logo icon are included, together with three additional colors, representing dry areas, water, and productivity and growth.

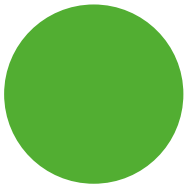
The primary green should always be included as the main color in communication materials; other secondary colors may be used alongside it.

Primary green

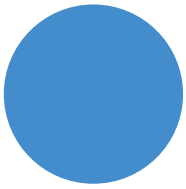


CMYK
96, 26, 100, 15
RGB
0, 116, 54

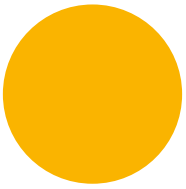
Secondary colors



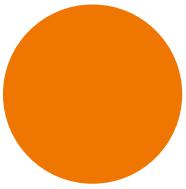
CMYK
70, 0, 100, 0
RGB
82, 174, 50



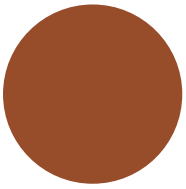
CMYK
73, 35, 0, 0
RGB
67, 141, 204



CMYK
0, 33, 99, 0
RGB
250, 180, 0



CMYK
0, 63, 100, 0
RGB
238, 118, 1



CMYK
9, 66, 100, 42
RGB
151, 77, 5

Regional colors

The regional color palette can be applied to communication materials covering the specific regions in which we work, as well as to shade maps of these regions.

West Africa and North Africa

CMYK
33, 73, 0, 0
RGB
181, 95, 161

Sub-Saharan Africa and the Nile Basin

CMYK
79, 4, 49, 5
RGB
0, 162, 145

South Asia and China

CMYK
36, 8, 100, 39
RGB
129, 139, 9

Additional colors

The following colors may be used following consultation with the ICARDA communications team.

CMYK
63, 61, 0, 0
RGB
117, 107, 175

CMYK
37, 0, 100, 2
RGB
180, 202, 1

CMYK
5, 57, 100, 23
RGB
192, 109, 0

CMYK
61, 0, 0, 0
RGB
87, 196, 242

CMYK
1, 15, 86, 0
RGB
255, 213, 43

Icons

Icons are available to indicate the following goals:

CGIAR System Level Outcomes



Reduce poverty



Improve food and nutrition security



Improve natural resources and ecosystem services

ICARDA strategic research priorities



Collect, conserve and use biodiversity



Develop climate-adapted crops and livestock



Build climate-resilient, integrated crop–livestock farming systems



Promote sustainable value chains, supportive policies and viable off-farm activities



Support the sustainable use and management of scarce water and land resources

ICARDA cross-cutting themes



Scaling up proven technological packages



Gender equality and youth engagement



Capacity development



Big data and ICT

Watermark

A watermark of the logo icon may be used following consultation with the ICARDA communications team.

A graphic composed of elements of the logo icon may also be used on certain products (see side of this page).

Photos/images

Appropriate photographs are important carriers of ICARDA's image and brand identity. The best images will connect emotionally with our audience, draw readers in to the content, and be related to the context in which they are used. They should reflect the mission and core values of ICARDA, reinforcing key messages of:

- Better livelihoods
- A sustainable environment
- Partnerships
- Increased productivity
- A systems approach.

Tips for taking and selecting photos

- Use photojournalistic style (as an observer), never forced or staged
- Colors are saturated (bright) or warm, and colors in the imagery complement ICARDA's color palette
- Close-ups of people are better than long shots of groups of people
- Smiling and happy farmers, women and children best convey project impacts
- Hardship photos can be used to show challenges.

Style points for images

- Use only high-resolution images (size >1 MB)
- Do not include borders around photos
- Captions and dates should not overlay the photo (but be placed under or to the side of the photo)
- Use regular (not bold, italic) font for captions (suggested font: Calibri, 11pt)
- Do not cut out photos, make rounded edges, or overlap photos
- Do not place photos bordering each other; add a think white space to make them distinct.

Examples of appropriate brand images for ICARDA











Co-branding: CGIAR and partner logos

ICARDA should clearly demonstrate its link to CGIAR by adding the phrase “A CGIAR Research Center” to communication materials. This should be accompanied by a logo and a link to cgiar.org.

Examples of places where ICARDA should reference its relationship to CGIAR include:

- Website banners
- Website footers
- Stationery
- Inside covers of publications
- Press releases or public documents
- Email signatures
- PowerPoint presentations
- Recruitment ads.

Referring to CGIAR:

- ICARDA should use the phrase “A CGIAR Research Center” in its communication materials
- ‘CGIAR’ should be used as a name; it is not an acronym and should not be translated
- ‘CGIAR’ should always be uppercase. Period marks after each letter should not be used
- ‘CGIAR’ no longer requires the definitive article: it is ‘CGIAR’ not ‘the CGIAR’
- When explaining the nature of CGIAR, use the standard phrase “A global research partnership for a food-secure future”
- To convey the mission of CGIAR, use the tagline “Science for a food-secure future”
- For a more detailed explanation of the nature and remit of CGIAR, the standard boilerplate text should be used. If placed adjacent to Center boilerplate text, the short version can be used
- CGIAR branding guidelines provide comprehensive information on how to use the CGIAR logo.

CGIAR co-branding guidelines

CGIAR centers should use the tagline logo. When space is limited (less than half an inch height), or when subtler branding is required (e.g. when displaying multiple partner logos), the basic logo can be used.

The rules for using the logo are as follows:

- The logo should always contain the wheat symbol with the 'CGIAR' logotype embedded in it. The symbol itself should not be used alone, except as a background graphic
- Select the appropriate version of the logo and follow the graphic guidelines in the final section of the CGIAR branding guidelines
- Use the electronic version of the logo provided by the System Management Office
- Do not manipulate the logo. Condensing, expanding, or skewing it can damage its balance and degrade the brand. If changes are needed, check with the System Management Office
- Follow the graphic guidelines in the final section of the CGIAR branding guidelines
- Use the logo consistently on all communication materials
- Ensure that partners, collaborators, and funders have access to both the logo and the CGIAR branding guidelines for correct usage.

Partner co-branding guidelines

ICARDA's research activities are implemented in partnership with other organizations and are funded by one or more donors. This means that multiple logos should be placed on reports and products to give due recognition to all organizations.

When placing multiple logos on communication reports and products:

- All logos must be of the same size
- Keep a minimum clearing space between logos
- Do not place a black and white ICARDA logo next to other color logos
- To reflect the different roles of organizations if needed, add text such as "Led by" or "Implemented by" and "In partnership with" next to the logos
- Place logos of implementing organizations on a separate line from donor logos.

Example of placing multiple logos:



Applications

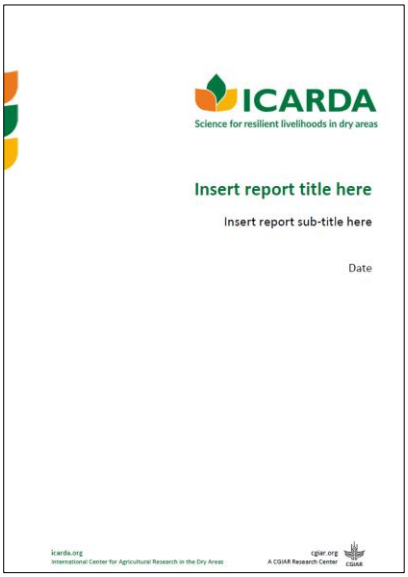
Stationery



Letterhead[1]



Business card

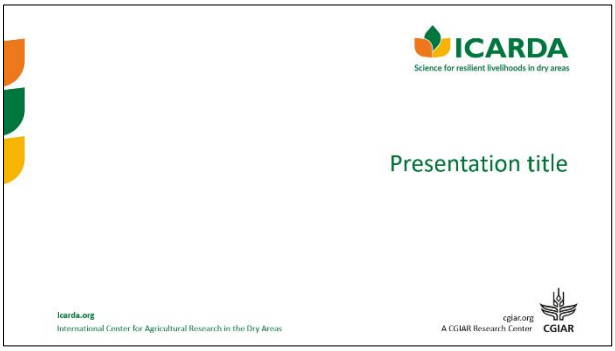




Word report template (cover and inside page)

[1] Note that the address should be modified to that of the relevant regional or country office

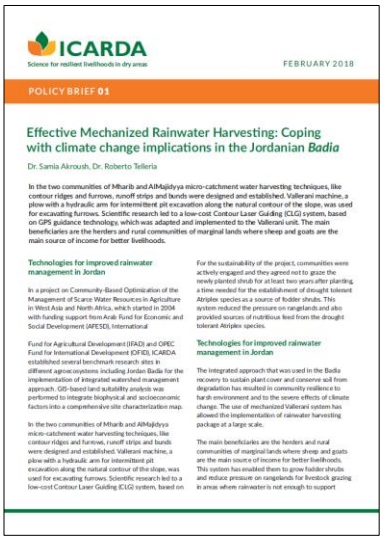
PowerPoint presentation



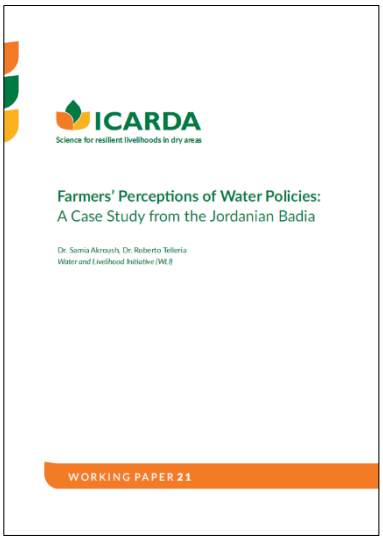


PowerPoint slides

Information products







Research brief / Policy brief

Impact story / Factsheet

Working paper / Technical report / Tools and guidelines / Discussion paper

The secondary color in each information product (orange in this case) is used to indicate a specific series. Please consult the ICARDA communications team for the color to use for each series.