Branding Guidelines

AUGUST 2021

AICCRA

Accelerating the Impact of CGIAR Climate Research for Africa

Full colour logo

The full colour version is the primary logo and should be used for the majority of materials.

In circumstances where the CGIAR logo appears elsewhere on a publication, it is acceptable for the AICCRA logo to be used without the CGIAR lock-up.

Black logo

The black version of the logo is available for use on occasions where colour printing is not possible.

White logo

A white version of the logo is available to use on top of contrasting colours and images.

All logos are available in CMYK and RGB in a variety of formats, including vector EPS, JPEG and PNG.

To ensure the logo remains visible at all times, it should be surrounded by clear space and remain free from any other graphic elements. The clear space is equal to the height of the ‘A’ in AICCRA.

In order to ensure legibility, the logo should not be used smaller than a width of 80mm when using the logo with the strapline, and no smaller than 45mm wide without.

Minimum size with strapline 80mm

Minimum size
without strapline 45mm

The logo icon has been designed using overlapping concentric circles. The circles visually represent the connections and collaborations achieved through AICCRA. These overlapping circles form the outline of Africa, creating a visual that suggests an aerial view of farmland.

When separated, the concentric circles create a series of unique graphic devices which can be used in a variety of ways to reinforce the visual identity. The circles can be used in full or in their separated form. Please see pages 8-14 for examples of the graphic device in use.

The colour palette has been selected to give a vibrant look and feel to communications and collateral. The colours all appear within the AICCRA logo and can be used in any combination to create unique individual styles under one brand.

Colours should be matched accurately to ensure they produce consistently across printed and digital materials.

Sunset Orange
CMYK: 0 / 48 / 93 / 0
RGB: 243 / 150 / 25
HEX: #F39619

Sandy Yellow
CMYK: 0 / 21 / 88 / 0
RGB: 255 / 203 / 37
HEX: #FFCB25

Plant Green
CMYK: 53 / 0 / 96 / 0
RGB: 140 / 190 / 47
HEX: #8CBE2F

Organic Green
CMYK: 73 / 9 / 94 / 39
RGB: 53 / 117 / 45
HEX: #35752D

Mineral Turquoise
CMYK: 79 / 17 / 42 / 2
RGB: 6 / 152 / 153
HEX: #069899

Montserrat
Montserrat should be used for main headings and for small amounts of text.

Montserrat can be downloaded for free from Google Fonts.

Open Sans
Open Sans should be used for large blocks of text.

Open Sans can be downloaded for free from Google Fonts.

» Download Montserrat here
» Download Open Sans here

Verdana
If Montserrat or Open Sans are not available to use please substitute them for the system font Verdana.

MONTSERRAT

Light/LIGHT
Regular/REGULAR
Medium/MEDIUM
Bold/BOLD

OPEN SANS

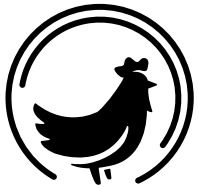
Light/LIGHT
Regular/REGULAR
Semibold/SEMIBOLD
Bold/BOLD

Goat

Rice

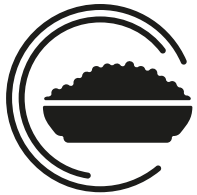
Fish

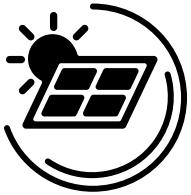
Corn


Chicken

Cow

Cassava


Cereals


Solar Panels

Tractor

Radio tower

University

Money

Government/Administrative building

Computers

Mobile/cell phone

Partnership

Equity

Man

Woman

Children

Identity Examples

CGIAR | AICCRA
Accelerating the Impact of CGIAR Climate Research for Africa

Sample Name
1 Sample street
Sample Town
Sample City
AB1 2CD

Dear Sir/Madam,

Eliquiassin conest, ulpa verem conem. Molo veliquae esti quia consed estempos estem

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Accelerating the Impact of CGIAR Climate Research for Africa (AICCRA)
aiccra.cgiar.org
aiccra@cgiar.org

Rhys Bucknall-Williams

Global Communications
and Knowledge Manager

AICCRA
Accelerating the Impact of CGIAR Climate Research for Africa

Wageningen University and Research (WUC)
Droevendaalsesteeg 3,
6708 PB Wageningen,
The Netherlands

+00 0000 0000 0000
R.Bucknall@cgiar.org
www.aiccra.org

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Annet Abenakyo Mulema
Laura Cramer, Sophia Huyer
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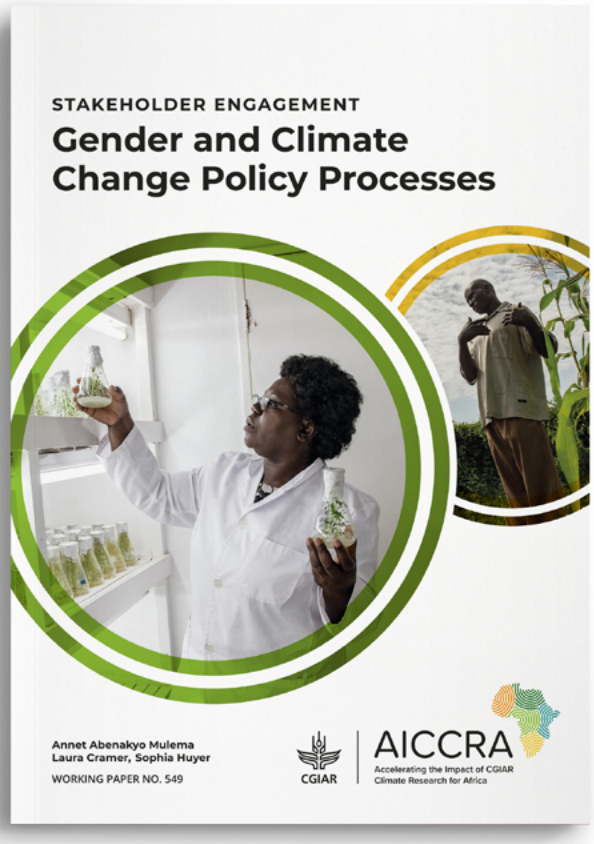
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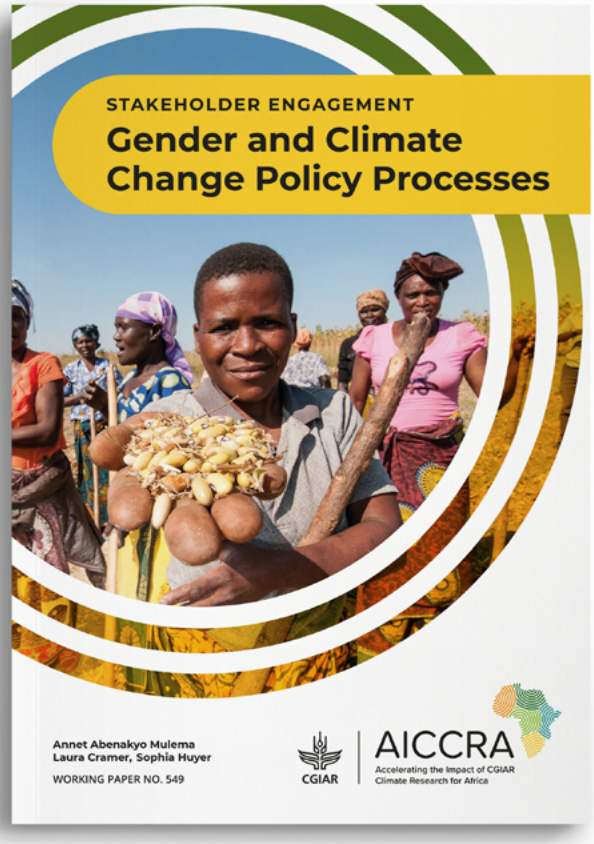
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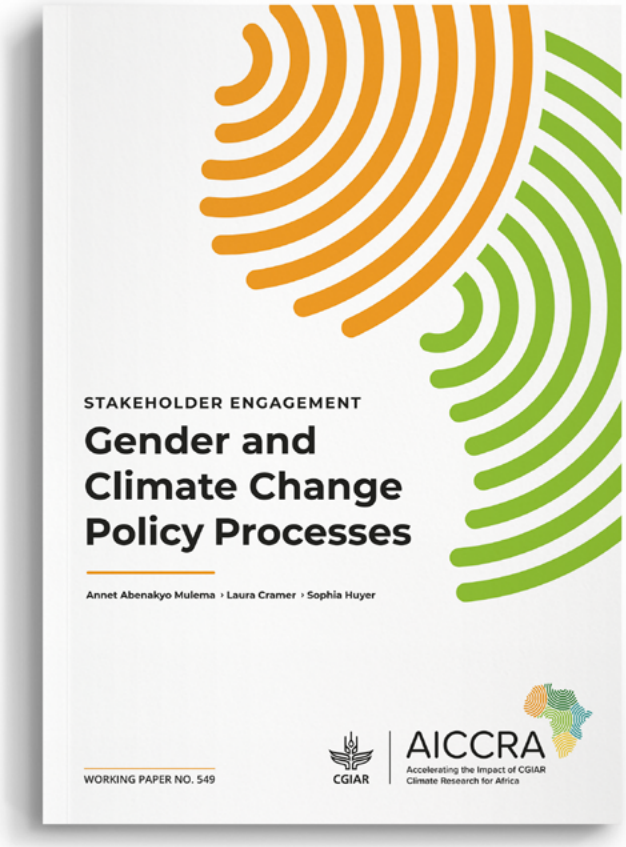
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2 Climate-smart agriculture

PHOTO CREDIT: CCAFS/SEBLE SAMUEL

Climate-smart agriculture builds the adaptive capacity and climate resilience of food systems and livelihoods while boosting productivity and reducing emissions when possible. Explore the opportunities for climate-smart agriculture in Ethiopia.

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FIGURE 1: Climate-smart agriculture pillars: outcomes of trade-offs and synergies

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http://cgiar.org/aiccra
London, UK
Joined May 2021
196 Following
3,189 Followers
Tweets
Tweets & replies
Media
Likes
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The AICCRA project helps African countries strengthen the resilience of their agricultural sectors to the threat posed by climate change.
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#ClimateChange
2.4K Tweets
2·Trending
#AgriScience
1.8K Tweets
3·Trending
#Climate-smart
1.57K Tweets

Climate-smart agriculture
Building the adaptive capacity and climate resilience of food systems and livelihoods while boosting productivity and reducing emissions
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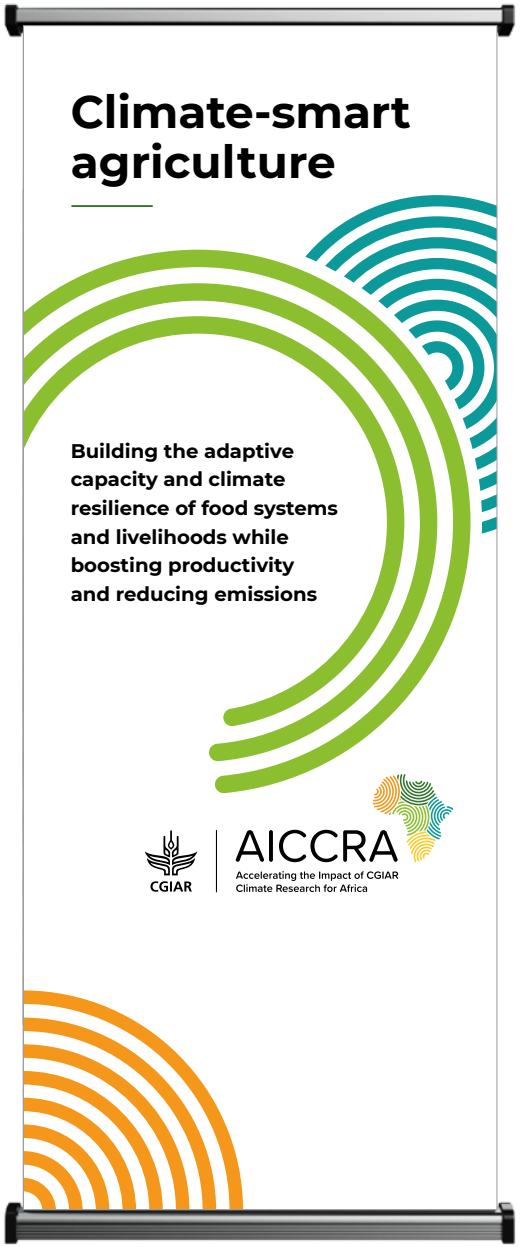
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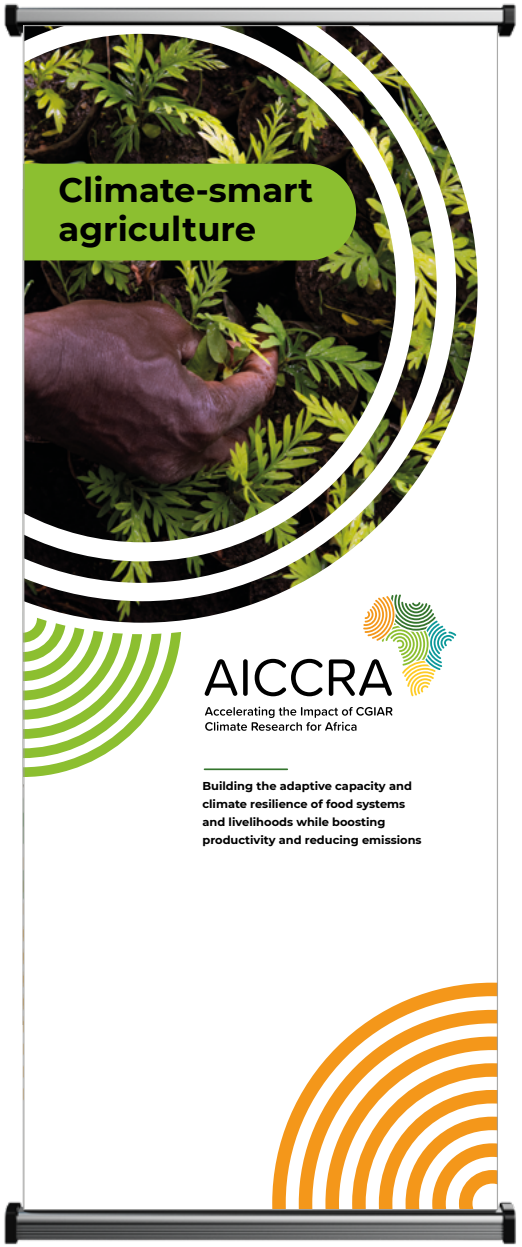
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Wageningen University and Research
Droevendaalsesteeg 3, 6708 PB Wageningen,
The Netherlands

aiccra.cgiar.org aiccra@cgiar.org

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