LOGO

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.
LOGO USAGE

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.
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.
**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.
<table>
<thead>
<tr>
<th>Goat</th>
<th>Rice</th>
<th>Fish</th>
<th>Corn</th>
<th>Chicken</th>
<th>Cow</th>
<th>Cassava</th>
</tr>
</thead>
<tbody>
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<tr>
<td>Cereals</td>
<td>Solar Panels</td>
<td>Tractor</td>
<td>Radio tower</td>
<td>University</td>
<td>Money</td>
<td>Government/Administrative building</td>
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<td></td>
</tr>
<tr>
<td>Computers</td>
<td>Mobile/cell phone</td>
<td>Partnership</td>
<td>Equity</td>
<td>Man</td>
<td>Woman</td>
<td>Children</td>
</tr>
</tbody>
</table>
Identity Examples
Sample Name
1 Sample street
Sample Town
Sample City
AB1 2CD

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Rhys Bucknall-Williams
Global Communications and Knowledge Manager

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REPORT COVERS

Gender and Climate Change Policy Processes

Gender and Climate Change Policy Processes

Gender and Climate Change Policy Processes
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.
Climate-smart agriculture
Building the adaptive capacity and climate resilience of food systems and livelihoods while boosting productivity and reducing emissions