



BRAND GUIDELINES

The Alliance of Bioversity International and the International Center for Tropical Agriculture

NOV | 2022

Vision

Food systems and landscapes that sustain the planet, drive prosperity, and nourish people.

Mission

We deliver research-based solutions that harness agricultural biodiversity and sustainably transform food systems to improve people's lives in a climate crisis.



Our institutional values

The Alliance of Bioversity International and CIAT, as well as CGIAR, recognizes that operating according to the highest ethical standards is a prerequisite to being able to deliver on our mission.

We adhere to the core ethical values of Integrity, Sustainability, Partnership, Excellence and Innovation, and Diversity and Inclusion.





Our new, simplified logo retains elements from both individual Center logos (Bioversity International and CIAT), thus honoring our history and combined track record of more than 100 years, but now presenting the Alliance as one single organization.

The semicircle lines using vibrant colors represent the diversity of life and resources on our planet. With novel partnerships, the Alliance continues to generate evidence and mainstream innovations to transform food systems and landscapes so that they sustain the planet, drive prosperity, and nourish people in a climate crisis.



COLOR



MONOCHROME



WHITE

SPANISH VERSION



COLOR



MONOCHROME



WHITE

COLORS



PRIMARY COLORS

 CMYK 0 | 0 | 0 | 100
RGB 35 | 31 | 32
HEX 231F20

 CMYK 81 | 25 | 100 | 11
RGB 53 | 133 | 64
HEX 358540

 CMYK 100 | 82 | 30 | 17
RGB 23 | 63 | 111
HEX 173F6F

SECONDARY COLORS

 CMYK 0 | 18 | 100 | 0
RGB 255 | 207 | 1
HEX FFCF01

 CMYK 0 | 60 | 100 | 0
RGB 245 | 130 | 32
HEX F58220

 CMYK 25 | 10 | 100 | 0
RGB 202 | 201 | 45
HEX CAC92D

 CMYK 20 | 90 | 100 | 9
RGB 186 | 60 | 39
HEX BA3C27

 CMYK 80 | 36 | 0 | 0
RGB 22 | 137 | 202
HEX 1689CA

 CMYK 50 | 90 | 0 | 0
RGB 144 | 63 | 152
HEX 903F98

FONT

Title ----- • Bold

Lorem ipsum dolor sit amet, ----- • Regular
consectetur adipiscing elit. Fusce
at turpis eget leo semper dignissim
vel vel leo. Cras in blandit justo.
Maecenas mollis feugiat sagittis. In
vestibulum dapibus ligula, sit amet
dapibus mauris interdum non.

Barlow Family consist of over 12 different fonts ----- • Condensed
ranging from thin, regular, condensed, and black.
Here are examples of the common fonts from this
family that we recommend for professionally
laid-out communications materials.

PRIMARY FONT

Barlow Family

Regular

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Fusce at turpis eget leo
semper dignissim vel vel leo.

Italic

*Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Fusce at turpis eget leo semper
dignissim vel vel leo.*

Bold

**Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Fusce at turpis eget leo
semper dignissim vel vel leo.**

Condensed

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Fusce at turpis eget leo semper dignissim vel vel leo.

SECONDARY FONT

Calibri Family

Fonts from the Calibri family may be used in MS Office
(except ppts) and institutional emails.

COBRANDING
ENGLISH

The Alliance is part of CGIAR.

The use of our logo in cobranding with CGIAR shows our affiliation and shared goals.



COLOR



MONOCHROME



WHITE

COBRANDING
SPANISH



COLOR



MONOCHROME



WHITE

DIGITAL VERSION

These versions will be used where the size of the application is very small and makes it difficult to view it optimally, such as the profile on social networks.



COLOR



BLUE FOR ENGLISH



GREEN FOR SPANISH

CLEARANCE AREA

The logo needs a safe area around it in order to maintain its strong visual impact. The safe area must be retained both when using the logo alone and when using it with other logos.



MINIMUM SIZE



Minimum print size **40 mm** (4 cm) wide.
Minimum digital size 255 pixels wide.

DO NOT



Do not change the shape



Do not use other colors



Do not erase or add elements



Do not reorganise the logo



Do not use other colors in dark backgrounds



Do not change the fonts



Do not change the order



Do not change the distance or the size of the logo elements

OUR BRAND NAME

After the full name of our organization has been spelled out the first time it is mentioned, the following shorter versions can be used:

ENGLISH

Full name

The Alliance of Bioversity International and the International Center for Tropical Agriculture (CIAT)

Shorter versions

The Alliance of Bioversity International and CIAT
The Alliance Bioversity & CIAT
The Alliance

SPANISH

Full name

La Alianza de Bioversity International y el Centro Internacional de Agricultura Tropical (CIAT)

Shorter versions

La Alianza de Bioversity International y el CIAT
La Alianza Bioversity & CIAT
La Alianza

FRENCH

Full name

L'Alliance de Bioversity International et le Centre International pour l'Agriculture Tropicale (CIAT)

Shorter versions

L'Alliance de Bioversity International et le CIAT
L'Alliance Bioversity & CIAT
L'Alliance

Note: When the name of the Alliance is mentioned in the middle of a sentence, the article "The", "La", "L" is written in lowercase: "the," "la," "l".

PHOTOGRAPHS

Photographs must appeal to audiences and raise interest in the message we want to communicate; reflect our work and the impact we achieve on the planet; foster diversity in resources, races, and gender; and capture the spirit of our organization.

The main themes will be landscapes, people in action and details of the elements. Photographs must have optimal quality in terms of composition and size in pixels.

We do not recommend the use of photos of minors, without having a written prior parental consent.

CREDITS

All our publications must give proper photo credits to the corresponding organization, followed by a slash, the initial letter of the photographer's name and full surname, either close to the photo or on the legal page.



📷 CIAT/J. Marín



📷 Bioversity International/N. Pudasani



📷 CIAT/G. Smith

POP PRODUCTS

The application of our logo on advertising material will adhere to the instructions described above for the different logo versions, taking into account the background color.

In case additional text is needed, such as the name of an area or program, it will use the Barlow Condensed Bold font and will be kept separate from the logo.



For white backgrounds,
use the colored or
the black logo version



For light backgrounds,
use the black version



For dark backgrounds,
use the white version



Code of the document: GU-63-COMMS

Version: 00

Prepared by: Lucelly Anaconas, Graphic Designer, and Victoria Rengifo, Coordinator-Publications, Branding and Graphic Design

Approved by: Javier Mateo-Vega, Global Director for Partnerships and Communications

Date of approval: 27 October 2022



THE ALLIANCE NEW LOGO AND BRAND RESOURCES CAN BE DOWNLOADED [HERE](#)
THEY ARE ALSO AVAILABLE AT REQUEST VIA EMAIL. PLEASE CONTACT V.RENGIFO@CGIAR.ORG