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.

We are honest, tell the truth, keep promises, admit mistakes, earn trust and always act professionally by being accountable and transparent.

We plan responsibly for the long term, and are committed to environmental, social and economic food security, safety and global prosperity.

We value the diverse voices of our internal and external stakeholders, and seek all forms of engagement, collaboration and teamwork.

We strive for excellence by maintaining high standards of scientific rigor, actively encouraging innovation and creativity, and pursuing our interest for learning and discovery.

We value and embrace diversity and inclusion through proactive dialogue and inclusive behaviors, promote equity and fairness, avoiding all forms of discrimination, and promote human rights, including in the form of safe and respectful workplaces.
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.
## Colors

### Primary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>0 0 0 100</td>
<td>35 31 32</td>
<td>231F20</td>
</tr>
<tr>
<td>Green</td>
<td>81 25 100 11</td>
<td>53 133 64</td>
<td>358540</td>
</tr>
<tr>
<td>Blue</td>
<td>100 82 30 17</td>
<td>23 63 111</td>
<td>173F6F</td>
</tr>
</tbody>
</table>

### Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>0 18 100 0</td>
<td>255 207 1</td>
<td>FFCF01</td>
</tr>
<tr>
<td>Red</td>
<td>20 90 100 9</td>
<td>186 60 39</td>
<td>BA3C27</td>
</tr>
<tr>
<td>Orange</td>
<td>0 60 100 0</td>
<td>245 130 32</td>
<td>F58220</td>
</tr>
<tr>
<td>Blue</td>
<td>80 36 0 0</td>
<td>22 137 202</td>
<td>1689CA</td>
</tr>
<tr>
<td>Green</td>
<td>50 90 0 0</td>
<td>144 63 152</td>
<td>903F98</td>
</tr>
</tbody>
</table>

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[Alliance Biodiversity & CIAT logo]

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**Primary colors**
- Black: CMYK 0 0 0 100, RGB 35 31 32, HEX 231F20
- Green: CMYK 81 25 100 11, RGB 53 133 64, HEX 358540
- Blue: CMYK 100 82 30 17, RGB 23 63 111, HEX 173F6F

**Secondary colors**
- Yellow: CMYK 0 18 100 0, RGB 255 207 1, HEX FFCF01
- Red: CMYK 20 90 100 9, RGB 186 60 39, HEX BA3C27
- Orange: CMYK 0 60 100 0, RGB 245 130 32, HEX F58220
- Blue: CMYK 80 36 0 0, RGB 22 137 202, HEX 1689CA
- Green: CMYK 50 90 0 0, RGB 144 63 152, HEX 903F98
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.

Calibri Family

Fonts from the Calibri family may be used in MS Office (except ppts) and institutional emails.
The Alliance is part of CGIAR.

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

**CLEARANCE AREA**

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

**MINIMUM SIZE**
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
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.
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
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