



BRAND GUIDELINES

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

MAY | 2026

A man wearing a blue cap and a blue jacket with a red scarf is holding a large bunch of yellow flowers. He is standing in a field of similar flowers. The background is a blurred green field. The image is partially covered by a dark blue circular graphic on the left side.

Our vision

is a world where food and land systems sustain the planet, drive prosperity, and nourish people.

Our mission

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

Our core 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.



Curiosity

We are open-minded, eager to learn and committed to growing.



Entrepreneurship

We adapt quickly and tackle complex problems with creativity.



Empowerment

We create the space for people to thrive, succeed and reach their full potential.

Integrity

We act with honesty, respect, and responsibility.

The tone of Alliance communications

The tone of our communications is a direct expression of who we are as an organization. At the Alliance, our brand goes beyond a name or a visual system: it is the sum of how we think, how we collaborate, and how we engage with the world. In this context, tone is one of the most visible and consistent expressions of our identity.

Being mindful of tone is just as important as the content of our messages. Tone conveys intention, values, and attitude, and has a direct impact on the trust, connection, and credibility we build. It is not an accessory element: it is a strategic tool that brings together personality, language, and style, ensuring coherence across everything we communicate, in every channel and touchpoint.

The Alliance's tone reflects our essence: a purpose-driven scientific organization that works in partnership to transform food and land systems. For this reason, our language must be clear, human, and accessible, without losing the technical rigor that underpins our work. We communicate science—but above all, we communicate for people.

Our tone is:

1

Approachable and respectful

because we work with and for people, communities, and partners.

2

Clear and accessible

because we aim for knowledge to be understood and used.

3

Scientifically grounded

because our credibility is built on evidence.

4

Empathetic and impact-oriented

because our work responds to real and urgent challenges.

5

Collaborative and inclusive

because we believe in the power of partnerships and diverse voices.



Our 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 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 and land systems so that they sustain the planet, drive prosperity, and nourish people in a climate crisis.



COLOR



MONOCHROME



INVERT

SPANISH VERSION



COLOR



MONOCHROME



INVERT

COLORS

PRIMARY COLORS

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

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

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

SECONDARY COLORS

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

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

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

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

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

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

DEEP SOIL
CMYK 40 | 75 | 90 | 50
RGB 96 | 51 | 27
HEX 60331B

PRODUCTIVE LANDSCAPES
CMYK 65 | 45 | 100 | 25
RGB 90 | 102 | 47
HEX 5A662F

LIVING SOILS
CMYK 35 | 60 | 85 | 20
RGB 146 | 98 | 57
HEX 926239

FONT

The **Barlow** font was selected for its modern aesthetic, which reinforces the values of innovation, sustainability, and technological development.

Its sans-serif style, with clean forms and balanced proportions, offers excellent readability, creating a sense of accessibility and facilitating the communication of scientific concepts.

Its extensive type family allows for the creation of clear information hierarchies, which are essential for presenting data, research, and publications effectively.

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 WITH CGIAR ENGLISH AND FRENCH

The Alliance is part of CGIAR.

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

Use this logo for materials in English and French.

Where possible, the co-branding logo should be accompanied by a short descriptor:

English

“The Alliance is part of CGIAR, a global research partnership for a food-secure future dedicated to transforming food, land, and water systems in a climate crisis.”

Français

“L’Alliance fait partie du CGIAR, un partenariat mondial de recherche pour un avenir avec sécurité alimentaire, dédié à la transformation des systèmes alimentaires, terrestres et aquatiques dans un contexte de crise climatique.”

COLOR



MONOCHROME



INVERT



COBRANDING WITH CGIAR SPANISH

Use this logo for materials in Spanish.

Where possible, the co-branding logo should be accompanied by a short descriptor:

Spanish

La Alianza es parte de CGIAR, un consorcio global de investigación para un futuro sin hambre, dedicado a transformar los sistemas alimentarios, terrestres y acuáticos en medio de una crisis climática.

COLOR



MONOCHROME



INVERT



CGIAR LOGO APPLICATIONS

The Alliance logo, co-branded with CGIAR, will be used on the back covers of publications, in the footers of web pages, in social media pieces where space allows, and where there is no other CGIAR logo or logo of a CGIAR Science Program or Initiative in the same block, so that it is not repeated.

On the covers or headers of publications or digital platforms or websites, prefer to use only the Alliance logo.

COVER OF PUBLICATIONS



OUR WORK IN COLOMBIA

Driving science and innovation for sustainable food systems

Through cutting-edge research and joint work with local, national and international partners, we generate evidence and incorporate innovations to harness the country's agricultural biodiversity.

Colombia, with its wealth of natural resources and vast human talent, has great potential to achieve sustainable agricultural development and strengthen the country's food security. The International Center for Tropical Agriculture (CIAT), with a solid track record in research and technological innovation, has supported Colombia in addressing these challenges.

More than 55 years of history in the country

Since its founding in 1967, CIAT has collaborated closely with Colombia with a shared conviction that agricultural research is an important tool for generating new technologies, methods and knowledge that contribute to smallholder farmers' ability to achieve more eco-efficient production (competitive, profitable, sustainable and resilient). In addition to being CIAT's host since its inception, Colombia has provided us with a solid platform and offered us excellent human talent to project our work to the rest of Latin America, the Caribbean and the world.

IMPACTS

- In crop breeding, generating knowledge and agricultural technologies to help improve productivity and address the problem of malnutrition.
- In strengthening the capacities of smallholder farmers to adapt to climate change and variability.
- In the forging partnerships to create sustainable value chains based on inclusive business models.
- In the design of collaborative production systems that are environmentally, socially, and economically sustainable.
- On the use of Big Data as a tool to close performance gaps and foster innovation to modernize the national technical assistance system in agriculture.

1. As of January 1, 2020, CIAT and Bioversity International, two CGIAR Centers, through a Partnership Agreement, formed an Alliance known as the Alliance of Bioversity International and CGIAR, having one CEO, and a common research strategy and governance as part of their new operating structure.

BACK COVER OF PUBLICATIONS



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The Alliance of Bioversity International and CGIAR is part of CGIAR, a global research partnership for a food-secure future dedicated to transforming food, land and water systems in a climate crisis.

allianceofbioversityandcgiar.org cgiar.org July 2025

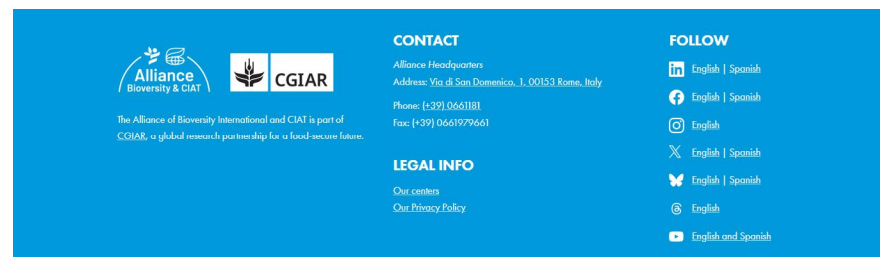
WEBSITE HEADER



Alliance Bioversity & CIAT

HOME WHO WE ARE OUR WORK

WEBSITE FOOTER



Alliance Bioversity & CIAT

The Alliance of Bioversity International and CIAT is part of CGIAR, a global research partnership for a food-secure future.

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LEGAL INFO
Our cookies
Our Privacy Policy

FOLLOW

- English | Spanish
- English | Spanish
- English
- English | Spanish
- English | Spanish
- English
- English and Spanish

LOGO WITH RESEARCH AREAS



Crops for
Nutrition
and Health

MONOCHROME / AREA



Crops for
Nutrition
and Health



MONOCHROME / AREA / CGIAR



Crops for Nutrition
and Health
BIOTECHNOLOGY

MONOCHROME / SUBTEAM



Crops for Nutrition
and Health
BIOTECHNOLOGY



MONOCHROME / SUBTEAM / CGIAR



INVERT



INVERT



INVERT



INVERT

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



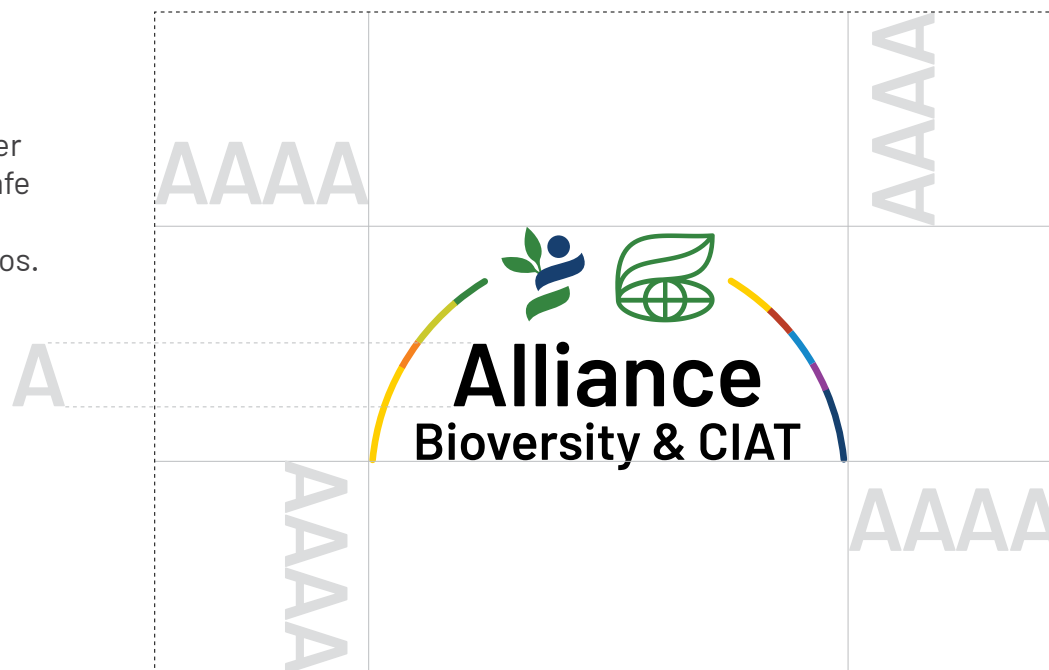
BLUE FOR ENGLISH



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.



EXAMPLE:



AAAA



CGIAR
CLIMATE
ACTION

CGIAR
SCALING FOR
IMPACT

AAAA



MINIMUM SIZE



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

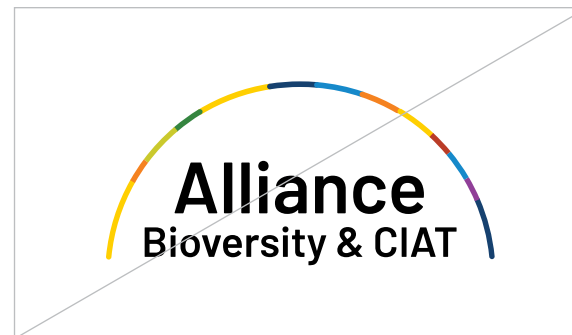
DO NOT



Do not change the shape



Do not use other colors



Do not erase or add elements



Do not reorganise elements



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



Do not change order or colors

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

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

Shorter versions

Alliance of Bioversity International and CIAT

Alliance Bioversity & CIAT

Alliance

SPANISH

Full name

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

Shorter versions

Alianza de Bioversity International y el CIAT

Alianza Bioversity & CIAT

Alianza

FRENCH

Full name

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

Shorter versions

Alliance de Bioversity International et le CIAT

Alliance Bioversity & CIAT

Alliance