

Branding and Acknowledgement Guidelines

CGIAR Research Program on Agriculture for Nutrition and Health (A4NH)

The CGIAR Research Program on Agriculture for Nutrition and Health (A4NH) presents its Branding and Acknowledgment Guidelines for Phase II.

Consistent branding across A4NH ensures a consistent voice from the program, and connects it to the larger CGIAR brand, including CGIAR centers, other Research Programs, and Platforms. This document outlines the correct use of the A4NH name and logo, and the correct way to acknowledge the program in research outputs and other communications activities. These guidelines are consistent with, and should be used together with, the CGIAR Research Program Branding.

Please note that this document offers general guidance and does not attempt to encompass all possible branding scenarios. If you encounter a situation not covered in this document, or have any questions about A4NH branding, please contact [Janet Hodur](#), A4NH Senior Communications Specialist.

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1. NAME

The official name of the program is the **CGIAR Research Program on Agriculture for Nutrition and Health, A Global Integrating Program**. This official name is only required to be used in legal documents, though it can be used elsewhere as preferred and appropriate.

In other materials, the Standard Reference, **CGIAR Research Program on Agriculture for Nutrition and Health**, is sufficient. It is important to ensure the CGIAR affiliation in the first use of the program name. Another option for doing so is **Agriculture for Nutrition and Health (A4NH), a CGIAR Research Program**.

The Operating Name, **A4NH**, may be used after the first Standard Reference in a document or output, e.g. "CGIAR Research Program on Agriculture for Nutrition and Health (A4NH)," and "A4NH" in subsequent references.

The terms "CRP" and "CRP4" are for internal use only and should not be used in any external documents or outreach materials.

IFPRI, the Lead Center, can be acknowledged with the phrase "Led by the International Food Policy Research Institute" or "Led by IFPRI" if that acknowledgement does not appear in the piece graphically as part of the logo.

2. LOGO AND CORRECT COLORS

A4NH requests partners and collaborators use the program's official logo to acknowledge A4NH's support and affiliation on materials including but not limited to publications, presentations, promotional materials, and websites.

Below are the various logo options available for use. Please do not alter or manipulate logos. For printing reference, the A4NH official colors are CMYK 89, 78, 1, 0 and RGB 57, 78, 163.

Original logo files can be obtained on the [A4NH TeamSpace](#) (Phase II Library → Communications and Outreach Products → Templates and Branding Materials) or on the [A4NH website](#). **Please note:** any other A4NH logos must be used in addition to, NOT in place of, these official logos. For assistance or with questions on variations or appropriate selections, please contact A4NH Senior Communications Specialist [Janet Hodur](#).

FULL-COLOR LOGO: For use in full-color publications, presentations, promotional materials, and online



BLUE LOGO (with transparent background):
Alternate for full-color publications, presentations, promotional materials, and online



BLACK LOGO (with transparent background):
Use in black and white publications.



HEADER: For use in documents such as letterhead, or in PowerPoint presentations. This document provides an example of graphics and usage, while a [PowerPoint template can be found here](#).

3. BOILERPLATE

The language below is a standard, consistent way of introducing or describing A4NH in joint publications or communication materials including but not limited to press releases, conference programs, policy briefs, brochures, and websites:

With an innovative perspective that focuses on consumption and demand, **The CGIAR Research Program on Agriculture for Nutrition and Health (A4NH)** seeks to realize the enormous potential of agricultural development to make significant contributions to improving the nutrition and health of people worldwide. The program is led by the International Food Policy Research Institute (IFPRI). www.a4nh.cgiar.org

The language below may be used in addition to **but NOT in place of** the A4NH boilerplate:

CGIAR is a global agriculture research partnership for a food secure future. Its research is carried out by 15 research centers that are members of the CGIAR Consortium in close collaboration with hundreds of partner organizations. www.cgiar.org

Research flagships may add the following language to the A4NH boilerplate:

The A4NH Research Flagship on (Name), is led by (Managing Partner(s) Name(s))

4. LINKING TO A4NH

All partners are requested to mention A4NH in relevant publications, social media, banners, or other communications materials, or in instances where the partner is mentioning their A4NH-related portfolio, such as on their website. Specifically:

A. WEBSITE:

- a. The A4NH website is www.a4nh.cgiar.org. To link to it, provide the direct link, or add a hyperlink to the program's name. For example:

"The policy process workshop was co-organized by the CGIAR Research Program on [Agriculture for Nutrition and Health \(A4NH\)](http://www.a4nh.cgiar.org) in Washington, DC."

- b. A4NH requests the A4NH logo and a link to the A4NH website appear in an appropriate place on the partner's website, such as alongside the related work.

B. SOCIAL MEDIA: A4NH uses Twitter handle **@A4NH_CGIAR** or the hashtag **#A4NHResearch**. Please use these when tweeting A4NH-related material to ensure connection, and to ensure the program sees the tweet and can retweet it.

C. PUBLICATIONS: All relevant publications (reports, brochures, flyers, briefs, etc.) should carry the A4NH logo prominently on the front page, or in other designated and equivalent spot should the front page not be appropriate in a particular situation. The boilerplate text can be used to provide additional program information and to link to the program website.

D. PRESS RELEASES: The appropriate A4NH logo and boilerplate should be used in press releases, as well as website/hyperlink whenever possible. The relationship between A4NH and CGIAR should also be made clear.

E. TEMPLATES AND PRESENTATIONS: A4NH header should be used whenever possible on relevant documents and slides, to establish the relationship of the material to the program. When this is not appropriate, please use the A4NH logo or program name instead.

5. PARTNERS AND BRANDING

- A. MANAGING PARTNERS: A4NH benefits from the guidance of seven Managing Partners, including two from outside the CGIAR. All Managing Partners are requested to ensure appropriate A4NH branding appears on all materials pertaining to the program, and that A4NH Senior Communications Specialist Janet Hodur is notified, in order to ensure publications and outreach materials are tracked for the program.

- B. OTHER PARTNERS: A4NH is grateful for the knowledge, resources, and expertise its many partners bring to the program's research, and for those partners' interest in ensuring A4NH is represented in research outputs and communications products.

To ensure consistent program branding, Flagship leaders and others are requested to consult with A4NH Program Director John McDermott or Senior Communications Specialist Janet Hodur for approval on use of the A4NH logo and other materials in non-CGIAR publications. In turn, partners from outside the CGIAR can be represented on CGIAR publications where appropriate with logo and wording such as, "In close partnership with...". Please consult Janet Hodur with questions.

6. DONORS AND BRANDING

Some donors have chosen to specifically support A4NH through W2/W3/bilateral funding. In those instances, the donor should be thanked in all relevant materials for their contributions, unless otherwise specified in donation agreement. Guidelines for doing so appear in the chart at the end of this document.

In addition to mention of A4NH, partners are requested to abide by [the CGIAR guidelines for donor acknowledgement](#). That policy is: all CGIAR Research Program communications products, whether online or in hard copy, including but not limited to publications, press releases, blogs, and posters, MUST acknowledge support received from CGIAR Fund Donors. The preferred acknowledgment is:

- We would like to thank all donors who supported this (work, research, etc.) through their contributions to the CGIAR Fund.

If space constraints require a shorter acknowledgment, the following options are possible:

- This research is supported by CGIAR Fund Donors;
- This work is supported by CGIAR Fund Donors; or

All statements should either be hyperlinked to the CGIAR Fund Donors web page or include that URL: <https://www.cgiar.org/funders/>

7. ACKNOWLEDGMENTS AND DISCLAIMERS

All A4NH-related research outputs should include an acknowledgement statement. For publications in peer-reviewed journals, please include the following standard acknowledgement statement:

This work was undertaken as part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). The opinions expressed here belong to the authors, and do not necessarily reflect those of A4NH or CGIAR.

For all other types of publications and outputs, the table below can help to determine the appropriate wording depending on the level of support and nature of publication.

	Reviewed by IFPRI's Publications Review Committee (PRC)	Reviewed by other CGIAR Center's Publications Review Committee (PRC)	Not peer-reviewed, or peer-reviewed through non-CGIAR process
100% funded by W1/W2 funds through A4NH	<i>This work was undertaken as part of, and funded by, the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). This [paper, book, publication] has gone through the standard peer-review procedure of A4NH's Lead Center, IFPRI. The opinions expressed here belong to the authors, and do not necessarily reflect those of A4NH or CGIAR.</i>	<i>This work was undertaken as part of, and funded by, the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). This [paper, book, publication] has gone through the standard peer-review procedure of [name of Center that completed peer-review process]. The opinions expressed here belong to the authors, and do not necessarily reflect those of A4NH or CGIAR.</i>	<i>This work was undertaken as part of, and funded by, the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). This [paper, book, publication] has not gone through the standard peer-review procedure of A4NH's Lead Center, IFPRI. The opinions expressed here belong to the authors, and do not necessarily reflect those of A4NH or CGIAR.</i>
Funded by A4NH and other donors	<i>This work was undertaken as part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). Funding support for this study was provided by [names of all funders in alphabetical order, including the CGIAR Research Program on Agriculture for Nutrition and Health]. This [paper, book, publication] has gone through the standard peer-review procedure of A4NH's Lead Center, IFPRI. The opinions</i>	<i>This work was undertaken as part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). Funding support for this study was provided by [names of all funders in alphabetical order, including the CGIAR Research Program on Agriculture for Nutrition and Health]. This [paper, book, publication] has gone through the standard peer-review procedure of [name of</i>	<i>This work was undertaken as part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). Funding support for this study was provided by [names of all funders in alphabetical order, including the CGIAR Research Program on Agriculture for Nutrition and Health]. This [paper, book, publication] has not gone through the standard peer-review procedure of A4NH's Lead Center,</i>

	<i>expressed here belong to the authors, and do not necessarily reflect those of A4NH or CGIAR.</i>	<i>Center that completed peer-review process]. The opinions expressed here belong to the authors, and do not necessarily reflect those of A4NH or CGIAR.</i>	<i>IFPRI. The opinions expressed here belong to the authors, and do not necessarily reflect those of A4NH or CGIAR.</i>
Mapped to A4NH¹, with no A4NH funding	<i>This work was undertaken as part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). This [paper, book, publication] has gone through the standard peer-review procedure of A4NH's Lead Center, IFPRI. The opinions expressed here belong to the authors, and do not necessarily reflect those of A4NH or CGIAR.</i>	<i>This work was undertaken as part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). This [paper, book, publication] has gone through the standard peer-review procedure of [name of Center that completed peer-review process]. The opinions expressed here belong to the authors, and do not necessarily reflect those of A4NH or CGIAR.</i>	<i>This work was undertaken as part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). This [paper, book, publication] has not gone through the standard peer-review procedure of A4NH's Lead Center, IFPRI. The opinions expressed here belong to the authors, and do not necessarily reflect those of A4NH or CGIAR.</i>

¹ There is a set of agreed-upon bilateral grants (or projects) from the A4NH Managing Partners that are mapped to A4NH. Being mapped to A4NH implies that the grant is programmatically and financially part of A4NH and its outputs can be reported as part of A4NH's work. Outputs from bilateral grants (or projects) that are not mapped to A4NH should be reported as part of A4NH. If in doubt, please consult with the A4NH Program Management Unit.