



RESEARCH
PROGRAM ON
Fish

Led by WorldFish



FISH Branding Guidelines

Produced by Communications and Marketing
July 2020

Contents



1.0 Introduction	3
2.0 Boilerplate and naming conventions	5
3.0 CGIAR Research Program on Fish Agri-Food Systems (FISH)	8
3.1 Brand strategy	9
3.2 Logo	10
3.3 Typography	16
3.4 Color palette	18
3.5 Imagery	20
3.6 Template	21
4.0 Guide on funding and support acknowledgments	23
4.1 Guide on funding and support acknowledgments for FISH publications and other research, knowledge and communication outputs	24
5.0 Co-branding	28
5.1 Opportunities	29
5.2 Publication examples	30



1.0 Introduction



1.0 Introduction

This is a guide to the basic elements that make up the FISH brand. Our brand is composed of our messaging and visual elements, such as logo, colors, typefaces and photography.

Why use the Brand Guidelines?

- Ensures consistency
- Contributes to a unified FISH brand

For further assistance, please contact [Communications and Marketing](#).



2.0 Boilerplate and naming conventions

Name

Official name	Operating name	Standard reference
CGIAR Research Program on Fish Agri-Food Systems	FISH	CGIAR Research Program on Fish

When to use the 'Official Name'

- 'Official Names' are only required to be used in legal documents.
- Use of the 'Official Name' is at the discretion of the Program for use in websites, publications and other Program documents.
- Featuring the CRP logo prominently and using the 'Standard Reference' will suffice for most documents.
- "Operating name" can be used as tags on blogs, in social media, for publications stored on repositories and as metadata.
- Please do not use the abbreviation "CRP" to refer to FISH.

‘About FISH’ text (boilerplate)

This text should be used to introduce FISH in any joint publications or communication materials, such as press releases, conference programs, policy briefs, brochures, project websites, etc.

CGIAR Research Program on Fish Agri-Food Systems (FISH)

The [CGIAR Research Program on Fish Agri-Food Systems \(FISH\)](#) is a multidisciplinary research program. Designed in collaboration with research partners, beneficiaries and stakeholders, FISH develops and implements research innovations that optimize the individual and joint contributions of aquaculture and small-scale fisheries to reducing poverty, improving food and nutrition security and sustaining the underlying natural resources and ecosystems services upon which both depend. The program is led by [WorldFish](#), a member of the CGIAR Consortium. [CGIAR](#) is a global research partnership for a food secure future.

Vision

Resilient fish agri-food systems that deliver sustainable increases in socially and gender-inclusive production and equitable distribution of nutritious fish to those most in need.

Mission

To deliver evidence-based solutions that address the complex challenges and opportunities in fish agri-food systems in the developing world.



3.0 CGIAR Research Program on Fish Agri-Food Systems (FISH)

3.1 Brand strategy

3.2 Logo

3.3 Typography

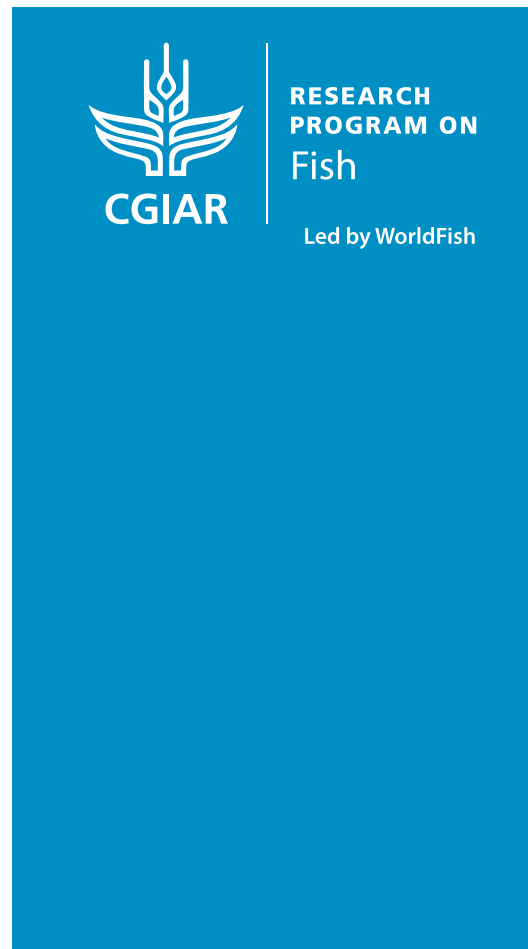
3.4 Color palette

3.5 Imagery

3.6 Template

3.1 Brand strategy

The FISH logo and primary color are predetermined by CGIAR. To create an association with WorldFish, FISH communications products leverage the WorldFish design in terms of layout, fonts and structure. This creates a unique FISH brand that corresponds to CGIAR branding but with a WorldFish lineage.



3.2 Logo

The FISH logo has been developed by the CGIAR System Organization. The logo should not be manipulated in any way. It can be sourced from [Fishnet](#).

Standalone FISH logo will use the below format which includes the “Led by WorldFish” text. For more details on how the logo should be used, contact [Communications and Marketing](#).



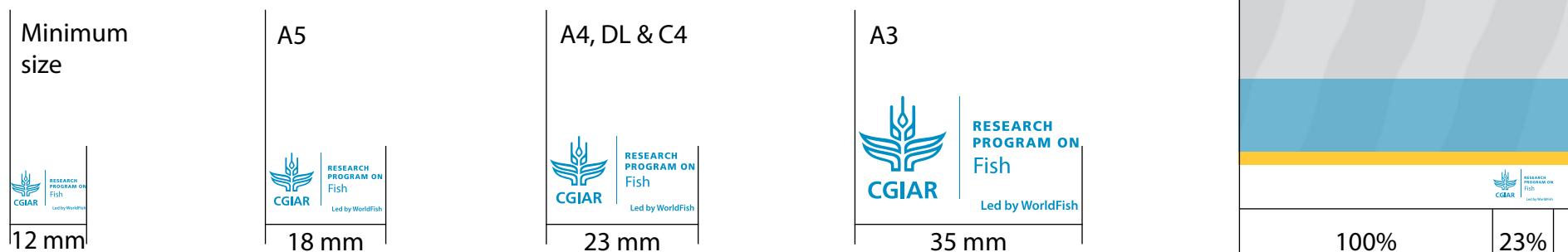
3.2 Logo Size and positioning

Logo size consistency is important when producing a wide range of communication materials. There is also a minimum size to ensure the logo is at all times clearly visible. **To avoid distortion, logos within any given format must not be resized in any way.**

Whenever possible, the logo should be positioned on the right. Exceptions to this rule include email signatures, website layouts and non-WorldFish/FISH publications. Please consult [Communications and Marketing](#) for use of logo in partner publications.

Word documents should use logo sizes in proportion to those outlined below. The PowerPoint template uses the standard format, in which the logo is 68 percent of the page width. This equates to 80 mm wide.

Determining the logo size for signage, bunting and banners is dependent upon content, layout, sign dimensions and viewing distance. This is a complex equation. Contact [Communications and Marketing](#) if you require assistance.



3.2 Logo

Visual examples with specific partner centers

FISH must be represented as the umbrella brand, while WorldFish is recognized as the lead organization.

In situations where FISH logo is positioned alongside WorldFish logo, the “Led by WorldFish” text will not be included in FISH logo itself.

To indicate WorldFish as the lead center (only):

Horizontal



Led by



Vertical



Led by



3.2 Logo

Visual examples with specific partner centers

To indicate a WorldFish-led activity with managing partners: International Water Management Institute, Australian Research Council Centre of Excellence in Coral Reef Studies at James Cook University, Australia, Natural Resources Institute at the University of Greenwich, England, and Aquaculture and Fisheries Group at Wageningen University, Netherlands.

Horizontal



Led by



In partnership with



Vertical



Led by



In partnership with



3.2 Logo

Visual examples with specific partner centers

To indicate a WorldFish-led activity with managing partner centers and other collaborators.

Horizontal

Example 1

Led by  In partnership with     In collaboration with 

Example 2

Led by  In partnership with     In collaboration with  Food and Agriculture Organization of the United Nations

3.2 Logo

Visual examples with specific partner centers

To indicate a WorldFish-led activity with managing partner centers and other collaborators.

Vertical

Example 1



Led by



In partnership with



In collaboration with



Example 2



Led by



In partnership with



In collaboration with



3.3 Typography Font selection

FISH typography mirrors that of the WorldFish brand.

The fonts are an integral part of the visual identity. FISH uses two fonts. FISH publications use a design-centric font called Myriad Pro. This typeface has a strong font family providing professionals with light, regular, semi-bold and bold variants.

Arial is the FISH font for digital interfaces (e.g., email, website) and desktop publishing (such as Microsoft Office). This is a simple and very widely available typeface that minimizes the font load issues that can arise with Myriad Pro.

Arial is to be used for all documents and emails that appear in the public domain. Myriad Pro is to be used for all designed publications and products.

Arial

Arial is a widely available sans-serif typeface and computer font packaged with Microsoft Windows, other Microsoft applications, Apple Mac OS and many PostScript computer printers.

Regular Type

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(,.;:#!?)

Bold Type

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(,.;:#!?)

Myriad Pro

Myriad is a humanist sans-serif typeface designed by Robert Slimbach and Carol Twombly. It is easily distinguished from other sans-serif fonts due to its special “y” descender (tail) and slanting “e” cut.

Regular Type

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(,.;:#!?)

Semi-Bold Type

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&(,.;:#!?)

3.3 Typography Font style guide

All titles, headings, footnotes and copy must be in either a black or a white font. White fonts should be used on dark backgrounds. Color fonts are reserved for diagrams and charts to highlight important text. **Below is the style guide for professionally produced publications.**

Context	Font style & size
Cover title 01	Myriad Pro Bold 25 pt
Chapter title	Myriad Pro condensed 25 pt
Section title	Myriad Pro Bold Condensed 16 pt Myriad Pro Semibold Condensed 16 pt Myriad Pro Condensed 16 pt Myriad Pro Light Condensed 16 pt
Body copy	Myriad Pro Light 12 pt
Table title	Myriad Pro Light 12 pt
Figure title	Myriad Pro Light 12 pt
Photo Caption	Myriad Pro Light 12 pt
Photo Credit	Myriad Pro Light 5 pt
Page number	Myriad Pro light 9 pt

3.4 Color palette

Core color palette

The colors on the right have been selected to complement the FISH primary colours. To further expand color variance, tints can be used. These can be found overleaf.

Primary



C100 M0 Y0 K22
R0 G143 B197
HEX 008FC5
PANTONE 313 C

Secondary



C53 M0 Y19 K0
R110 G203 B210
HEX 6ECBD2
PANTONE 630 C



C53 M0 Y96 K0
R133 G196 B70
HEX 85C446
PANTONE 360 C

Accent



C0 M21 Y88 K0
R255 G202 B56
HEX FFCA38
PANTONE 1225 C



C0 M64 Y94 K0
R244 G123 B43
HEX F47B2B
PANTONE 158 C



C0 M100 Y68 K0
R237 G24 B73
HEX ED1849
PANTONE 1788 C



C50 M70 Y0 K0
R141 G100 B170
HEX 8D64AA
PANTONE 7661 C

3.4 Color palette Color tint variants

When using color, attention should be paid to maximizing depth. Minimal color usage is often the most effective. If you need help in creating color charts or diagrams please contact [Communications and Marketing](#).

Primary



Full Tint
85% Tint
70% Tint
55% Tint
40% Tint

Secondary



Full Tint
85% Tint
70% Tint
55% Tint
40% Tint



Full Tint
85% Tint
70% Tint
55% Tint
40% Tint

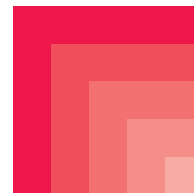
Accent



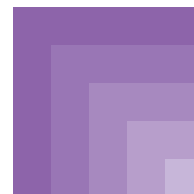
Full Tint
85% Tint
70% Tint
55% Tint
40% Tint



Full Tint
85% Tint
70% Tint
55% Tint
40% Tint



Full Tint
85% Tint
70% Tint
55% Tint
40% Tint



Full Tint
85% Tint
70% Tint
55% Tint
40% Tint

3.5 Imagery

Photography and video are core to our brand. Our images speak to our areas of focus: small-scale fisheries; aquaculture; and the consumers, farmers and fishers who depend upon fish agri-food systems.

This is achieved by focusing on the following:

- images of the fishers, farmers and community members with whom we work
- images of freshwater or coastal fishing and farming activities
- close-up imagery of the products fishers and farmers catch or produce.
- images of fish as a valuable source of nutrition
- images that show different aspects of the fish value chain

These images should be used to portray an objective and nuanced image of the millions of fishers and farmers living in poor countries, and the rich textures and colors of their environments and their livelihoods.



3.6 Template PowerPoint

The PowerPoint template must be used for all presentations given on behalf of the FISH program. The template is available on [Fishnet](#).

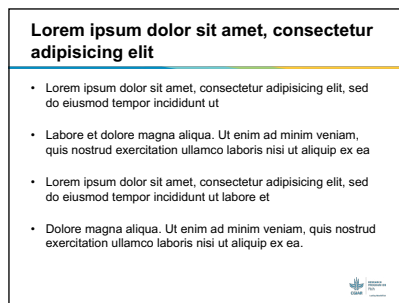
Each page within the template is designed with specific Arial font styles and sizes. Font sizes should not be reduced. The minimum body copy font size is 22 pt. When creating charts, the colors outlined on pages 14-15 should be used. To prevent presentations from becoming excessively large, the file size of imported pictures should be optimized.

Partner logos should appear on the title slide blue strip. If there are many logos their size may become too small. In these instances, the names of the partners can be highlighted on a separate slide.

These are examples of FISH PowerPoint slides with partner recognition.



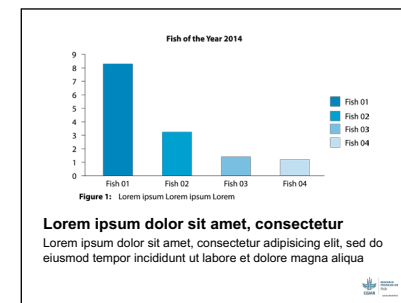
Title slide



Content slide 1



Content slide 2



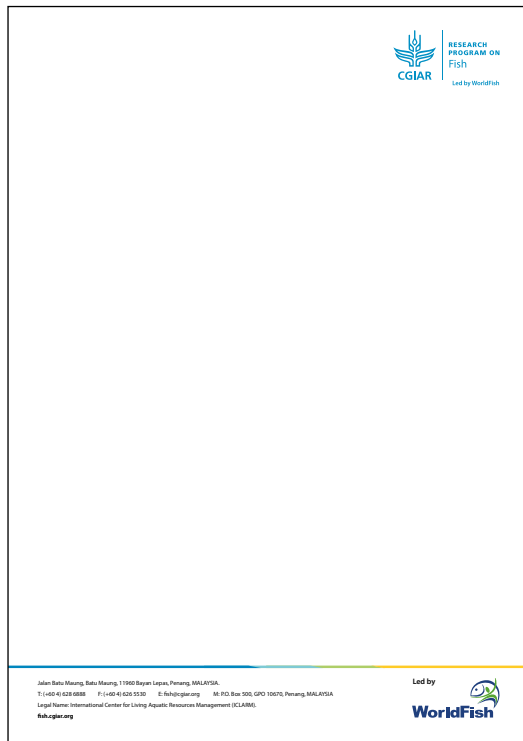
Content slide 3



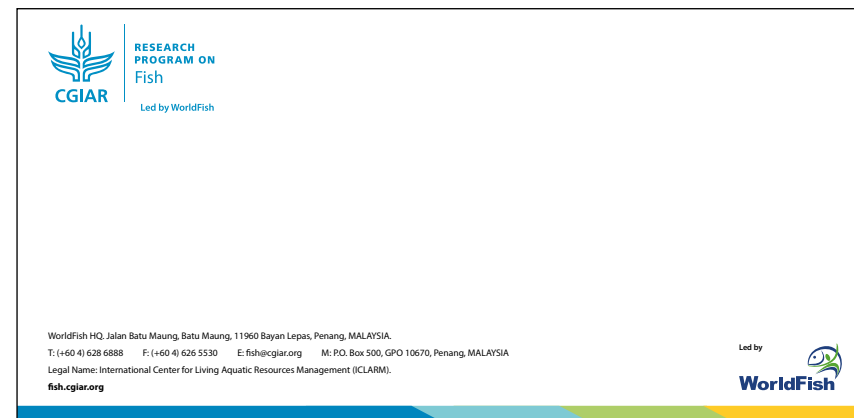
Last slide

3.6 Template Stationery

Printed stationery is available in A4 letterhead and DL, C5, C4 and C3 envelopes. All stationery is ordered by the Admin and Operations Unit or via country offices. Design templates for HQ and country offices are the remit of [Communications and Marketing](#). Templates can be downloaded from [Fishnet](#).



A4 letterhead
210 mm x 297 mm



DL envelope front
220 mm x 110 mm



4.0 Guide on funding and support acknowledgments

4.1 Guide on funding and support acknowledgments for FISH publications and other research, knowledge and communication outputs

4.1 Guide on funding and support acknowledgments for FISH publications and other research, knowledge and communication outputs

It is an institutional and CGIAR requirement to acknowledge funding contributions for research work from FISH, the CGIAR Trust Fund and other bilateral donors. The correct attribution of research outputs to FISH and appropriate acknowledgement of funders and partners is particularly important given the increasingly competitive funding environment in which our organization operates.

Aside from being a mandated CGIAR Trust Fund donor requirement, doing so enables WorldFish as lead center of FISH and its partners to secure appropriate recognition for our research work and achievements, to maintain good donor relations and the need to build the case of support for future research projects and funding of new research initiatives based on past accomplishments.

With these things in mind, we have developed this simple **Guide on Funding and Support Acknowledgments** to clarify the different instances of acknowledgment (summarized in **Table 1**) based on the nature of funding and support by or to FISH, and provide researchers and project leaders with support and specific language to use in order to appropriately acknowledge FISH, its lead center WorldFish, as well as partners and donors.

This guide has been developed in accordance with the wider CGIAR acknowledgment guidelines and the experience and best practices of other CGIAR Research Programs. When implementing this guide, we encourage you to consider the following:

1. Be mindful of how your project is funded and what partner organizations are included in the research project or collaboration agreement as this determines how you should acknowledge the program, the project, the donors and the partners.
2. Acknowledge FISH when publishing products related to research that FISH has either directly funded or contributed to. This means including the FISH logo and a written acknowledgement of the CGIAR Trust Fund.
3. Acknowledgment applies to all research outputs and FISH knowledge and research communication products, whether online or hard copy (e.g., publications, press releases, newsletters, website stories, blogs, posters, etc.).
4. For partner websites, request to include FISH in the partners section.
5. Please note that some bilateral donors have very specific branding and acknowledgement requirements governed by specific rules defined in the grant agreement or the start-up phase.

4.1 Guide on funding and support acknowledgments for FISH publications and other research, knowledge and communication outputs

6. In other limited cases, some donors such as **private foundations** like the **Bill & Melinda Gates Foundation** or the **Oak Foundation** for example, **do not require acknowledgment** and **do not** actively encourage the use of their name or logo. They might however grant special permission to use their name and/or logo on a case-by case basis in a very limited number of circumstances. In such cases, the special permission has to be cleared with the respective Director of Communications between WorldFish and the donor organization following a special donor-specified procedure and timeline.
7. The WorldFish [Communications and Marketing Department](#) maintains and updates on a regular basis a list of specific donors requirements on branding and acknowledgment, and can provide assistance and support in any clarifying donor-related questions to ensure appropriate compliance on our part.
8. We encourage you to get in touch first with the WorldFish [Communications and Marketing Team](#) in order to clarify questions regarding donor branding and acknowledgment before making any agreements with donors and partners.

For further guidance and support on the use and application of the **Guide on Funding and Support Acknowledgment**, as well as the related **FISH Branding Guidelines**, please contact:

Florine Lim, Creative Services and Operations Senior Manager
Communications and Marketing, WorldFish Headquarters
Email: f.lim@cgiar.org
Phone: +604 628 6871 GMT +8

Funding type	Case description	Product type	Acknowledgment, peer-review clause and disclaimer texts	Logos/branding
<p>CASE 1: Research is 100% funded by FISH</p>	<p>Research output is produced with FISH W1 and/or W2 funds.</p>	<p>All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites.</p>	<p>Acknowledgment This work was undertaken as part of, and funded by, the CGIAR Research Program on Fish Agri-Food Systems (FISH) led by WorldFish. The program is supported by contributors to the CGIAR Trust Fund.</p> <p>Peer-review clause This [paper, book, publication] has gone through the standard [select WorldFish or IWMI] science-review procedure. or This [paper, book, publication] has not gone through the standard [select WorldFish or IWMI] science-review procedure.</p> <p>Disclaimer The opinions expressed here belong to the authors, and do not necessarily reflect those of the CGIAR Research Program on Fish Agri-Food Systems, WorldFish or CGIAR.</p> <p>Note: All digital statements should be hyperlinked to the FISH website (fish.cgiar.org) and CGIAR Funders page (www.cgiar.org/funders). The URLs should also be included in all printed materials.</p>	<p>Apply FISH logo and branding guidelines.</p>
<p>CASE 2: Research is partly funded by FISH and partly funded by other donors</p>	<p>Research output is produced with FISH W1 and/or W2 funds, and additional support from other bilateral donors.</p>	<p>All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites.</p>	<p>Acknowledgment This work was undertaken as part of the CGIAR Research Program on Fish Agri-Food Systems (FISH) led by WorldFish. The program is supported by contributors to the CGIAR Trust Fund. Additional funding support for this work was provided by [add names of all funders in alphabetical order].</p> <p>Peer-review clause This [paper, book, publication] has gone through the standard [select WorldFish or IWMI] science-review procedure. or This [paper, book, publication] has not gone through the standard [select WorldFish or IWMI] science-review procedure.</p> <p>Disclaimer The opinions expressed here belong to the authors, and do not necessarily reflect those of the CGIAR Research Program on Fish Agri-Food Systems, [add names of all funders in alphabetical order], WorldFish or CGIAR.</p> <p>Note: All digital statements should be hyperlinked to the FISH website (fish.cgiar.org) and CGIAR Funders page (www.cgiar.org/funders). The URLs should also be included in all printed material.</p>	<p>Co-branding with FISH, WorldFish and bilateral partners and donors logos depending on specific donor requirements.</p>

Table 1. Guide to acknowledging FISH, lead center, partners and donors.

Funding type	Case description	Product type	Acknowledgment, peer-review clause and disclaimer texts	Logos/branding
<p>CASE 3: Research is funded by FISH and other CGIAR Research Programs</p>	<p>Research output is produced with W1 and/or W2 funds from FISH and other CGIAR Research Programs.</p>	<p>All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites.</p>	<p>Acknowledgment This work was undertaken as part of the CGIAR Research Program on Fish Agri-Food Systems (FISH) led by WorldFish and [add names of other CGIAR Research Programs and lead centers in alphabetical order]. The program is supported by contributors to the CGIAR Trust Fund. Additional funding support for this work was provided by [add names of all funders in alphabetical order].</p> <p>Peer-review clause This [paper, book, publication] has gone through the standard [select WorldFish or other CG center] science-review procedure. or This [paper, book, publication] has not gone through the standard [select WorldFish or CG center] science-review procedure.</p> <p>Disclaimer The opinions expressed here belong to the authors, and do not necessarily reflect those of the CGIAR Research Program on Fish Agri-Food Systems, [add names of other CGIAR Research Programs and lead centers in alphabetical order], WorldFish or CGIAR.</p> <p>Note: All digital statements should be hyperlinked to the FISH website (fish.cgiar.org) and CGIAR Funders page (www.cgiar.org/funders). The URLs should also be included in all printed material.</p>	<p>Co-branding with FISH, WorldFish and bilateral partners and donors logos depending on specific donor requirements.</p>
<p>CASE 4: Research is fully funded through a bilateral project mapped to FISH</p>	<p>Research output is produced with bilateral by other donors but mapped to FISH (refer to OCS for mapping).</p>	<p>All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites.</p>	<p>Acknowledgment This work was undertaken as part of the CGIAR Research Program on Fish Agri-Food Systems (FISH) led by WorldFish. The program is supported by contributors to the CGIAR Trust Fund.</p> <p>Funding support for this work was provided by [add names of all funders in alphabetical order] in the framework of [add bilateral project name].</p> <p>Peer-review clause This [paper, book, publication] has gone through the standard WorldFish science-review procedure. or This [paper, book, publication] has not gone through the standard WorldFish science-review procedure.</p> <p>Disclaimer The opinions expressed here belong to the authors, and do not necessarily reflect those of the CGIAR Research Program on Fish Agri-Food Systems, [add names of all funders in alphabetical order], WorldFish or CGIAR.</p> <p>Note: All digital statements should be hyperlinked to the FISH website (fish.cgiar.org) and CGIAR Funders page (www.cgiar.org/funders). The URLs should also be included in all printed material.</p>	<p>Co-branding with FISH, WorldFish and bilateral partners and donors logos depending on specific donor requirements.</p>

Table 1. Guide to acknowledging FISH, lead center, partners and donors.



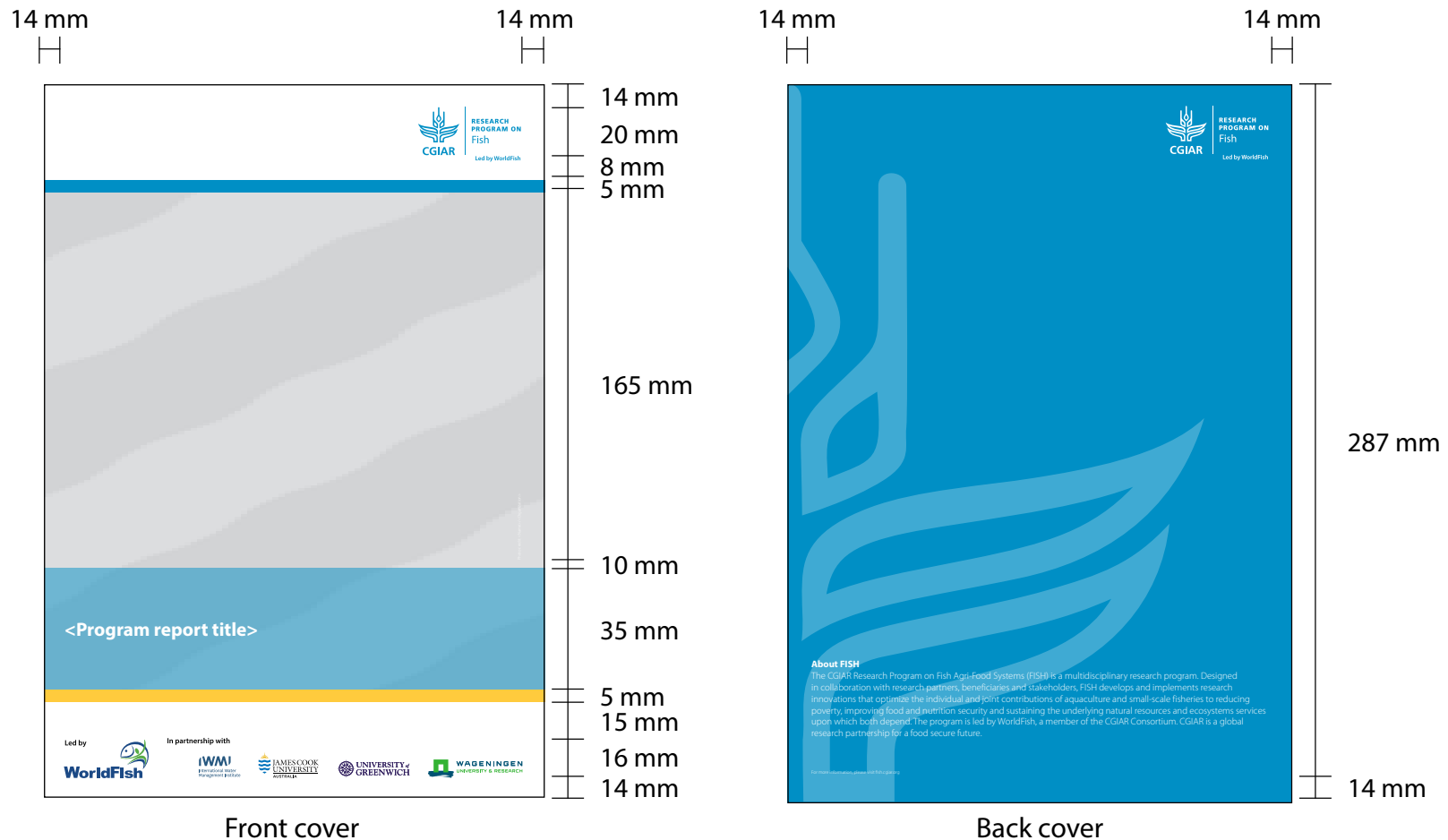
5.0 Co-branding

5.1 Opportunities

5.2 Publication examples

5.1 Opportunities

Donors and partners can be acknowledged on the front cover by adding their logos. In publications of more than 12 pages, partner logos and/or names can be included on the inside front cover. Partner logo prominence is determined by the partner contribution, number of partners and the size of their logo. The arrangement must ensure all logos are readable.



5.2 Publication examples

These are examples of FISH publications with partner recognition.

Fact Sheet



RESEARCH PROGRAM ON FISH
Led by WorldFish



FACT SHEET
<Title>

Introduction

Fusce una ligula, auctor et laoreet ac, rhoncus ac justo. Sed mi eros, vulpate ut elem entum in, convallet et justo. Maecenas interdum augue sit amet nibh rutrum, eget gravida nunc fringilla. Quisque volutate eu nunc, nec gravida. Suspendisse potenti. Cura bitor quam du, egetas vel justo vitae, aliquam placent sodis. Cui in secula tellus. Curabitur lobortism erat sed ele frimbu trici dunt. Nullam vulpate justo in ipsum sodales facilis. Maec eros sed maxims magna. Duis frimbu nius semper turpis condimentum.



Expected impacts by <Year>

- Rhoncus uno ligula, auctor et laoreet ac, rhoncus ac justo.
- Sed mi eros, vulpate ut elem entum in, convallet et justo.
- Nibh rutrum, eget gravida nunc fringilla, Quisque.

Project goals

Aenean et laei nia augue. Nulla sed leo ipsum. Fusce lacinia mattis mattis. Nullam et nibh ligula. Duis tortor mauris, lobor is vel velit sed, pellentesque cursus justo. Integer auctor leo feer mentum nait trisplace rat. Aliquam erat volutpat. Etiam varius volut pat, justo tor tor porta dolbor, eget scite risque orci ligula vel ligula. Aen eni et lacina augue. Nulla sed leo ipsum. Fusce laci nia mattis mattis. Nullam et nibh ligula. Duis tortor mauris, lobor is vel velit.

Donor

- Tortor porta dolbor, eget scite risque orci ligula vel ligula. Aen eni et lac.

Partners

- Aliquam erat volutpat porta dolbor
- Etiam varius volutpat, justo tortor
- Eget scite risque orci ligula vel

Timeline

<Start date> - <End date>

Front

Project components

Sed rutrum tempor neque, ne blandum est dignissim egetas. Cui trincidunt magna leo, a ultricies erat feugiat pellentesque. Mauris in eros nec ligula laoreet mollis nec sit amet metus. Aenean in dictum mauris, nec facilisis magna. Morbi consetetur est nibh. potenti.

Duis pellentesque feugiat ullamcorper. Sed sit amet quam ligula. Pellentesque enim massa, malesuada a fermentum non, imperdiet et nequefeugiat ullamcorper. Sed sit amet quam.

Nullam ac egestas purus. Integer mattis luctus ante, vitae aliquam massa trincidunt vel. Phoin ornare uma sit amet libero convallet, sed accumsan vellet feugiat. Curabitur dapibus tellus erat, auctor rutrum sem ornare vel. Donec egestas lacus ac vehicula sagittis. Morbi accumsan sit amet.

Ullamcorper. Sed sit amet quam ligula. Pellentesque enim massa, malesuada a fermentum non, imperdiet et.

Integer mattis luctus ante, vitae aliquam massa trincidunt vel. Phoin ornare uma sit amet libero convallet, sed accumsan vellet feugiat. Curabitur dapibus tellus erat, auctor rutrum sem ornare vel. Donec egestas lacus ac vehicula sagittis. Morbi accumsan sit amet, una sit amet libero convallet, sed accumsan vellet feugiat. Curabitur dapibus tellus erat, auctor rutrum sem ornare vel. Donec egestas feugiat. Curabitur dapibus tellus erat, auctor rutrum sem ornare vel.

Acknowledgments

This work was undertaken as part of the CGIAR Research Program on Fish, Agri-Food Systems (FISH) led by WorldFish. The program is supported by contributions to the CGIAR Trust Fund. Funding support for this work was provided by [add names of all funders in alphabetical order] in the framework of [add bilateral project name].

Disclaimer

The opinions expressed here belong to the authors, and do not necessarily reflect those of the CGIAR Research Program on Fish Agri-Food Systems, [add names of all funders in alphabetical order], WorldFish or CGIAR.

Contact

Contacts
<Name>, <Title>
<Email>: <Email>

Citation


This publication should be cited as: <Author>, <Year>, <Title>. Penang, Malaysia: CGIAR Research Program on Fish Agri-Food Systems, <Publication No>.

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For more information, please visit fish.org

Lead by



In partnership with

Back

Program Brief (2 pages)



RESEARCH PROGRAM ON FISH
Led by WorldFish



<Program Brief title>

Summary

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Recommendations

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Conclusion

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Acknowledgments

This work was undertaken as part of the CGIAR Research Program on Fish Agri-Food Systems (FISH) led by WorldFish. The program is supported by contributions to the CGIAR Trust Fund. Funding support for this work was provided by [add names of all funders in alphabetical order] in the framework of [add bilateral project name].

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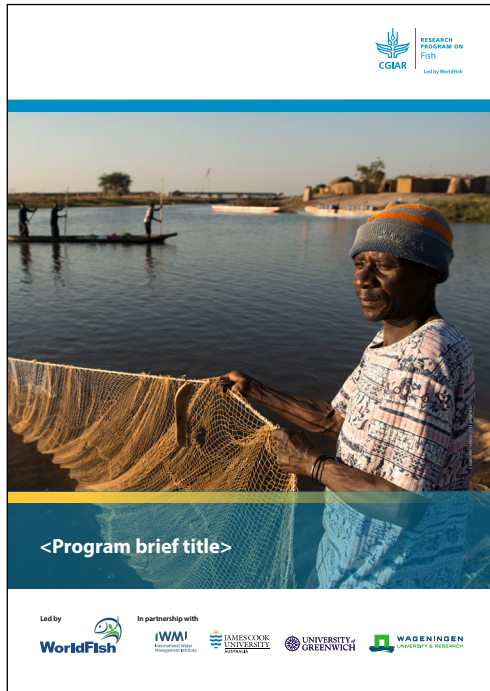
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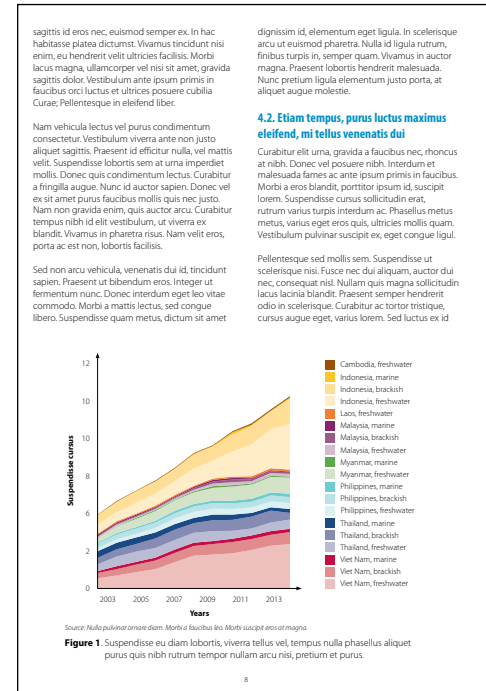
5.2 Publication examples



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5.2 Publication examples



Front cover



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5.2 Publication examples

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Inside page



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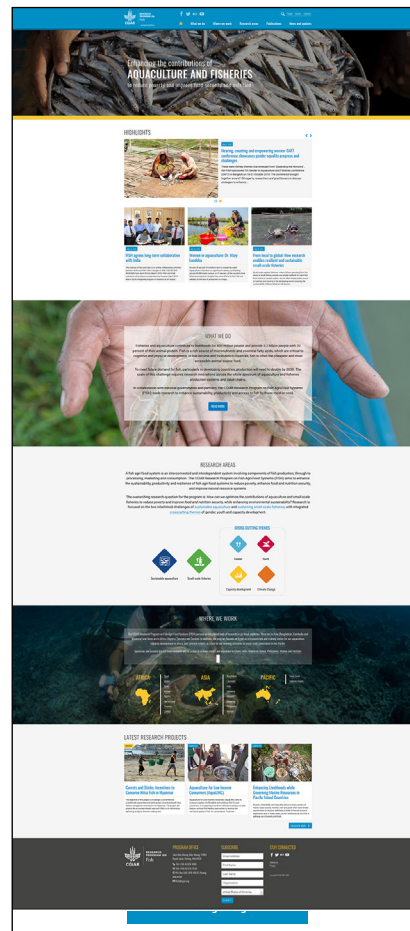
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