



WorldFish Branding Guidelines

Produced by Communications and Marketing
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1.0 Introduction



1.0 Introduction



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

The WorldFish Messaging and Style Guides can be found on [Fishnet](#).

About WorldFish

[WorldFish](#) is a nonprofit research and innovation institution that creates, advances and translates scientific research on aquatic food systems into scalable solutions with transformational impact on human well-being and the environment. Our research data, evidence and insights shape better practices, policies and investment decisions for sustainable development in low- and middle-income countries.

We have a global presence across 20 countries in Asia, Africa and the Pacific with 460 staff of 30 nationalities deployed where the greatest sustainable development challenges can be addressed through holistic aquatic food systems solutions.

Our research and innovation work spans climate change, food security and nutrition, sustainable fisheries and aquaculture, the blue economy and ocean governance, One Health, genetics and AgriTech, and it integrates evidence and perspectives on gender, youth and social inclusion. Our approach empowers people for change over the long term: research excellence and engagement with national and international partners are at the heart of our efforts to set new agendas, build capacities and support better decision-making on the critical issues of our times.

WorldFish is part of One [CGIAR](#), the world's largest agricultural innovation network.

Vision

An inclusive world of healthy, well-nourished people and a sustainable blue planet, now and in the future.

Mission

To end hunger and advance sustainable development by 2030 through science and innovation to transform food, land and water systems with aquatic foods for healthier people and planet.

Values

Learning

Excellence

Accountability

Diversity



2.0 WorldFish

2.1 Logo

2.2 Typography

2.3 Color palette

2.4 Imagery

2.5 Templates

2.6 Language

2.7 Corporate gifts

2.1 Logo

WorldFish is an international, nonprofit research organization that harnesses the potential of fisheries and aquaculture to reduce hunger and poverty. In the developing world, more than 1 billion poor people obtain most of their animal protein from fish and 250 million depend on fishing and aquaculture for their livelihoods.

WorldFish is a member of CGIAR, a global agriculture research partnership for a food-secure future.

All references to the organization should be WorldFish, not the WorldFish Center. **WorldFish must not be abbreviated to WF, WFC or any other acronym.**

The WorldFish logo includes a design graphic to depict the importance of fish as an animal-source protein. The base color of the logo is blue, to represent the importance of water. The inclusion of green within the logo is to show that WorldFish provides solutions beyond fisheries and aquaculture.

In 2012, the evolution of the logo led to the removal of the word “Center”. This was to reflect the absence of the word “center” in the day-to-day reference to WorldFish. To ensure the new logo remained balanced, adjustments were made, including a smaller version of the fish symbol.



2.1 Logo Guidelines on use

Logo color

WorldFish Blue:	C99 M81 Y20 K5	R26 G73 B133	HEX 1A4985	7686 C
WorldFish Green:	C70 M9 Y100 K0	R88 G171 B71	HEX 58AB47	362 C
	Professional designers and printers	Desktop publishing software - Powerpoint	Website development	Pantone solid coated

Logo font

Arial Black. Kerning (spacing) on the logo has been adjusted. This means typing WorldFish in an Arial Black font will not accurately reproduce the logo and is therefore not permissible.

Logo use

The primary logo is full color.

The logo must not be placed on a background image or background text. The black logo can only be used when the color logo becomes lost in a background color. The white logo can only be used on a WorldFish blue background. If you need help on how to use the logo, please contact [Communications and Marketing](#).



Primary logo - Full color logo



Black logo



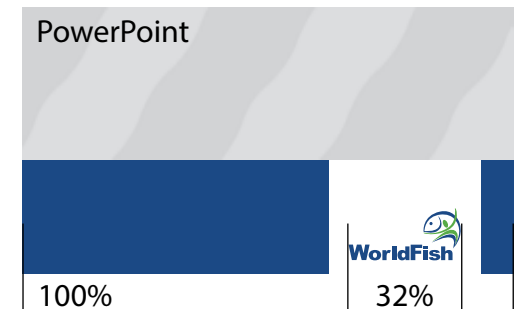
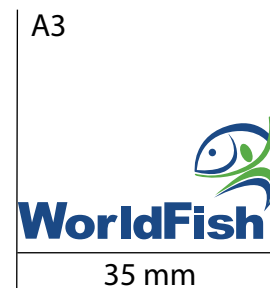
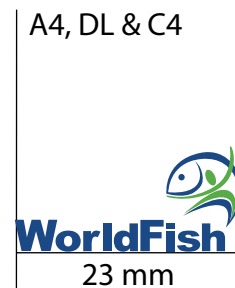
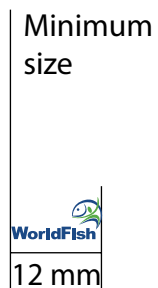
White logo

2.1 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.

The curvature of the fish symbol means the logo has greater impact when positioned on the right hand side of communication pieces. **Whenever possible, the logo should be positioned on the right.** Exceptions to this rule include email signatures, website layouts and publications that are not the remit of WorldFish.

Publications and Word documents should use logo sizes in proportion to those outlined below. When using the logo in a PowerPoint page, it should be no more than 32 percent of the width of the page. 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.



2.1 Logo Exclusion zone

To maximize the impact of the logo, there must always be a minimum exclusion zone. This exclusion zone protects the image from being diluted by the surrounding text or pictures.

The minimum exclusion zone is the “W” in WorldFish.



2.2 Typography Font selection

The fonts are an integral part of the visual identity. WorldFish uses two fonts. WorldFish 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. Myriad Pro is not automatically loaded on some computers. Computers without Myriad Pro have trouble displaying email, Word or PowerPoint documents that include this typeface.

Arial is the WorldFish 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\$%&(,.;:#!?)

2.2 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

2.3 Color palette

Core color palette

The colors on the left are taken from the WorldFish logo. The colors on the right have been selected to complement the WorldFish blue and green. To further expand color variance, tints can be used. These can be found overleaf.

Primary

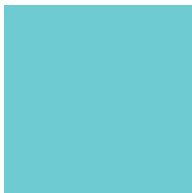


C99 M81 Y20 K5
R26 G73 B133
HEX 1A4985
PANTONE 7687 C

Secondary



C70 M9 Y100 K0
R88 G171 B71
HEX 58AB47
PANTONE 7737 C



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

Accent



C0 M24 Y94 K0
R255 G196 B37
HEX FFC425
PANTONE 123 C



C0 M63 Y91 K0
R244 G125 B48
HEX F47D30
PANTONE 1575 C



C0 M50 Y100 K30
R183 G110 B17
HEX B76E11
PANTONE 153 C



C65 M90 Y0 K0
R118 G63 B152
HEX 763F98
PANTONE 7662 C

2.3 Color palette

Core color palette

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

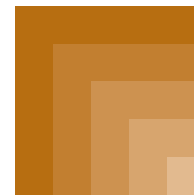
Accent



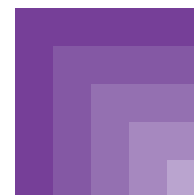
Full Tint
85% Tint
70% Tint
55% Tint
40% Tint



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

2.4 Imagery Image selection

Photography and video are core to our brand. Our images speak to our areas of focus: small-scale fishers; aquaculture; and farmers, fishers and herders who depend upon aquatic agricultural systems.

This is achieved by focusing on the following:

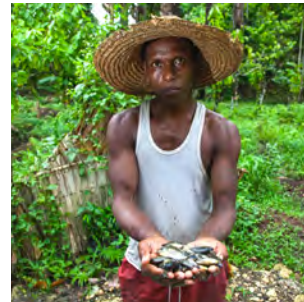
- Images of the fishers, farmers and community members with whom we work.
- Images of freshwater or coastal fishing and farming activities.
- Close-up imagery of the products fishers and farmers catch or produce.

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

Powerful photographs are created by balancing emotion, light, color, composition, movement and focal depth. Often raw images are color balanced, cropped and photoshopped to maximize their impact.

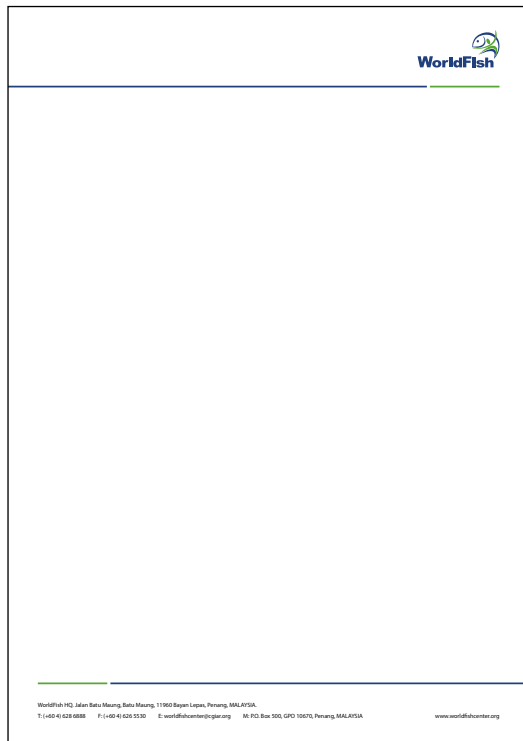
Only high-resolution images (300 dpi for printed material, and 72 dpi and above for digital) should be used. These can be found at www.flickr.com/theworldfishcenter. This image bank is constantly updated by Communications and Marketing. **Photos used must be appropriately captioned and credited.**

The WorldFish Photography and Video Handbook can be found on [Fishnet](#).

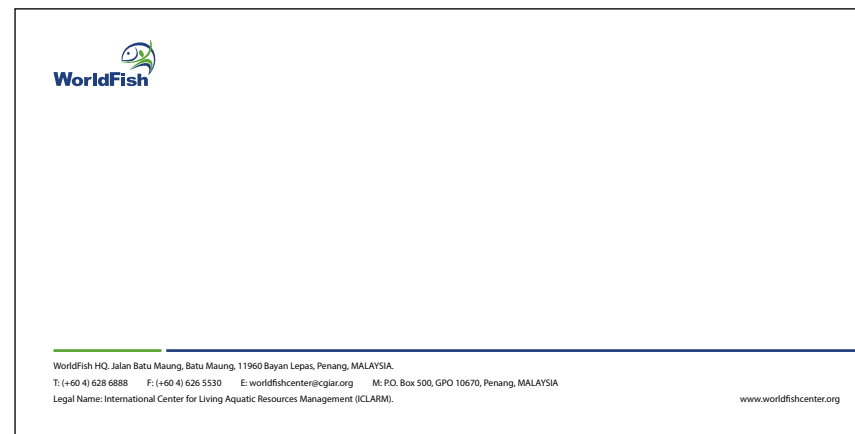


2.5 Template Stationery

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

2.5 Template Business cards

The new business card design segments “front of card” and “back of card” information into two distinct roles.

- The front of the card leverages the new corporate identity to promote the WorldFish brand. It also has a layout that closely associates the cardholder with WorldFish. To acknowledge WorldFish as a member of the CGIAR, a small white version of the CGIAR logo is also included.
- The back of the card is more functional. It provides all the necessary contact information. Information is sectioned to allow clear display and easy reading.

The Business Card Request Form is available on [Fishnet](#).



Front of card



Back of card

2.5 Template Email signatures

All@cgiar.org email signatures must adopt the same WorldFish format. To ensure everybody uses the same format, the default mail settings should be set to HTML. Information on how to set email signatures and formats can be found on [Fishnet](#), and by contacting either [Communications and Marketing](#) or the MIS Unit.

<First LAST NAME>
<Designation> | <Department>

WorldFish

Address: <Address>

Office: <Phone> | Mobile: <Mobile Optional>

Email: <Email>

Follow us: [Website](#) | [Twitter](#) | [Facebook](#) | [LinkedIn](#) | [Flickr](#) | [YouTube](#)

Please [download here](#) our 2030 WorldFish Research and Innovation Strategy.



Aquatic foods for healthy people and planet

WorldFish is part of [CGIAR](#), the world's largest global agricultural innovation network

The content of this email may be privileged or confidential. If you are not the intended recipient, please notify the sender immediately and do not copy, distribute or take action based on this email. Please consider the environment before printing this email.

2.5 Template PowerPoint

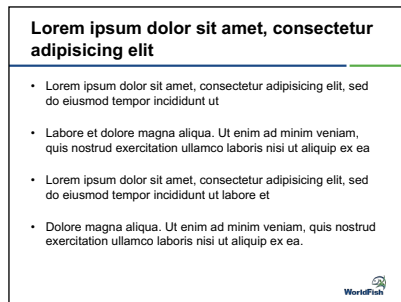
The PowerPoint template must be used for all presentations given on behalf of WorldFish. The template can be downloaded from [Fishnet](#) or requested from [Communications and Marketing](#).

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 13–14 should be used. To prevent presentations from becoming excessively large, the file size of imported pictures should be optimized. To do this via Microsoft Office Picture Manager, click on “Edit Pictures,” then click on “Resize” and then select the size from the “Predefined width x height” drop-down menu. A more detailed description of how to optimize images via Microsoft Office Picture Manager can be found on [Fishnet](#).

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.



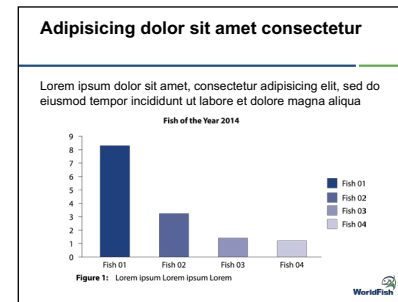
Title slide



Content slide 1



Content slide 2



Content slide 3



Last slide

All organizational copy for both corporate and individual programs should use U.S. English.

WorldFish has produced a style guide to help staff, writers and editors to follow a consistent and simple style within our publications. We aim to write in clear, concise language, free from jargon and scientific rhetoric. As a scientific organization, we aim to make scientific concepts understandable. We encourage the use of plain English.

The WorldFish Style Guide is a list of the preferred spelling, punctuation, terminology and formatting to be used for the various information products by WorldFish; it has three advantages:

- It ensures consistency.
- It contributes to a corporate image of WorldFish.
- It simplifies and improves the efficiency of the writing and editing process.

The WorldFish Style Guide can be found on [Fishnet](#). This style guide will be regularly updated. We welcome feedback and aim to incorporate contributions from all of our staff, writers and editors on an ongoing basis.

2.7 Corporate gifts

In designing corporate gifts and other corporate material, the WorldFish logo should be prominently displayed. Colors should follow the color palette (pages 13-14).

Designs for T-shirts, caps and mugs are available from Communications and Marketing. Other ideas for corporate material should be discussed with Communications and Marketing to ensure brand integrity.



3.0 Guide on funding and support acknowledgments

3.1 Guide on funding and support acknowledgments for WorldFish publications and other research, knowledge and communication outputs

3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

It is an institutional and CGIAR requirement to acknowledge funding contributions for research work from WorldFish, the CGIAR Research Program on Fish Agri-Food Systems (FISH), the CGIAR Trust Fund and other bilateral donors. The correct attribution of research outputs to WorldFish and FISH as well as 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, and provide researchers and project leaders with support and specific language to use in order to appropriately acknowledge the project, the donors and the partners.

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 knowledge as well as 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 WorldFish in the partners section.

3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

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.
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 **WorldFish Branding Guidelines**, please contact:

Florine Lim, Team Leader, Communications and Marketing
Communications and Marketing, WorldFish Headquarters
Email: f.lim@cgiar.org
Phone: +604 628 6871 GMT +8

3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

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 [<i>paper, book, publication</i>] has gone through the standard [<i>select WorldFish or IWMI</i>] science-review procedure. or This [<i>paper, book, publication</i>] has not gone through the standard [<i>select WorldFish or IWMI</i>] 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>

Table 1. Guide to acknowledging WorldFish, FISH, partners and donors

3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

Funding type	Case description	Product type	Acknowledgment, peer-review clause and disclaimer texts	Logos/ branding
<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 <i>[add names of all funders in alphabetical order]</i>.</p> <p>Peer-review clause This <i>[paper, book, publication]</i> has gone through the standard <i>[select WorldFish or IWMI]</i> science-review procedure. or This <i>[paper, book, publication]</i> has not gone through the standard <i>[select WorldFish or IWMI]</i> 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, <i>[add names of all funders in alphabetical order]</i>, 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 WorldFish, FISH and bilateral partners and donors logos depending on specific donor requirements.</p>

Table 1. Guide to acknowledging WorldFish, FISH, partners and donors

3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

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 <i>[add names of other CGIAR Research Programs and lead centers in alphabetical order]</i>. The program is supported by contributors to the CGIAR Trust Fund. Additional funding support for this work was provided by <i>[add names of all funders in alphabetical order]</i>.</p> <p>Peer-review clause This <i>[paper, book, publication]</i> has gone through the standard <i>[select WorldFish or CG center]</i> science-review procedure. or This <i>[paper, book, publication]</i> has not gone through the standard <i>[select WorldFish or CG center]</i> 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, <i>[add names of other CGIAR Research Programs and lead centers in alphabetical order]</i>, 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 WorldFish, FISH and bilateral partners and donors logos depending on specific donor requirements.</p>

Table 1. Guide to acknowledging WorldFish, FISH, partners and donors

3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

Funding type	Case description	Product type	Acknowledgment, peer-review clause and disclaimer texts	Logos/ branding
<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 WorldFish, FISH and bilateral partners and donors logos depending on specific donor requirements.</p>

Table 1. Guide to acknowledging WorldFish, FISH, partners and donors

3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

Funding type	Case description	Product type	Acknowledgment, peer-review clause and disclaimer texts	Logos/ branding
<p>CASE 5: Research is fully funded through a bilateral project and is not mapped to FISH</p>	<p>Research output is produced with bilateral by other donors and is not 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 in the framework of <i>[add bilateral project name]</i>. Funding support for this work was provided by <i>[add names of all funders in alphabetical order including WorldFish]</i>. WorldFish is supported by contributors to the CGIAR Trust Fund.</p> <p>Peer-review clause This <i>[paper, book, publication]</i> has gone through the standard WorldFish science-review procedure. or This <i>[paper, book, publication]</i> 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 <i>[add names of all funders in alphabetical order]</i>, WorldFish or CGIAR.</p> <p>Note: All digital statements should be hyperlinked to the WorldFis website (www.worldfishcenter.org) and CGIAR Funders page (www.cgiar.org/funders). The URLs should also be included in all printed material.</p>	<p>Co-branding with WorldFish and bilateral partners and donors logos depending on specific donor requirements.</p>

Table 1. Guide to acknowledging WorldFish, FISH, partners and donors



4.0 Branding

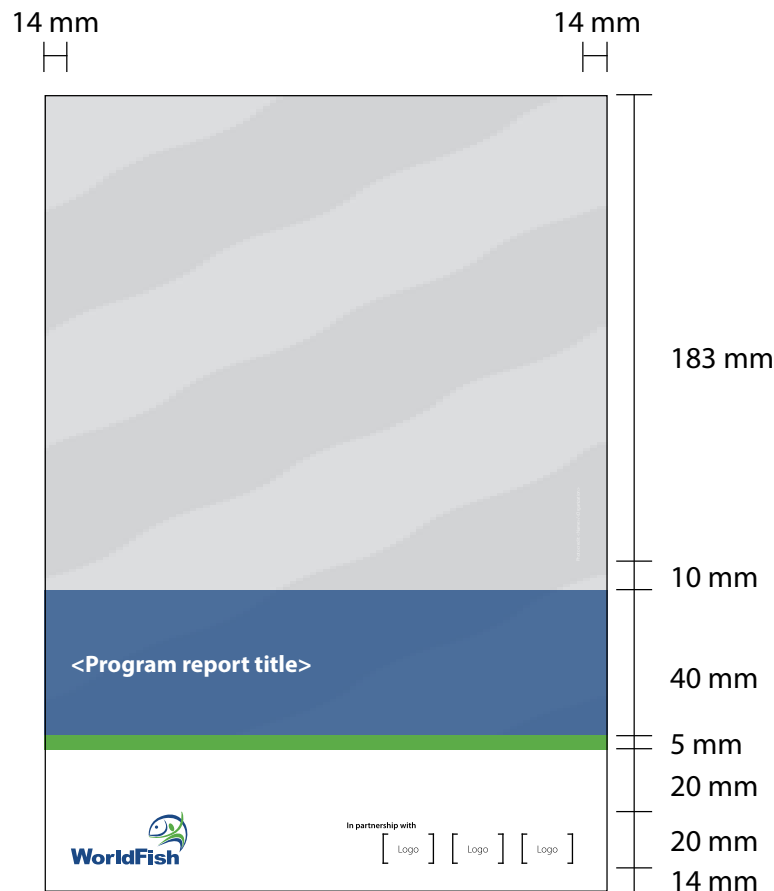
4.1 Opportunities

4.2 Publication examples

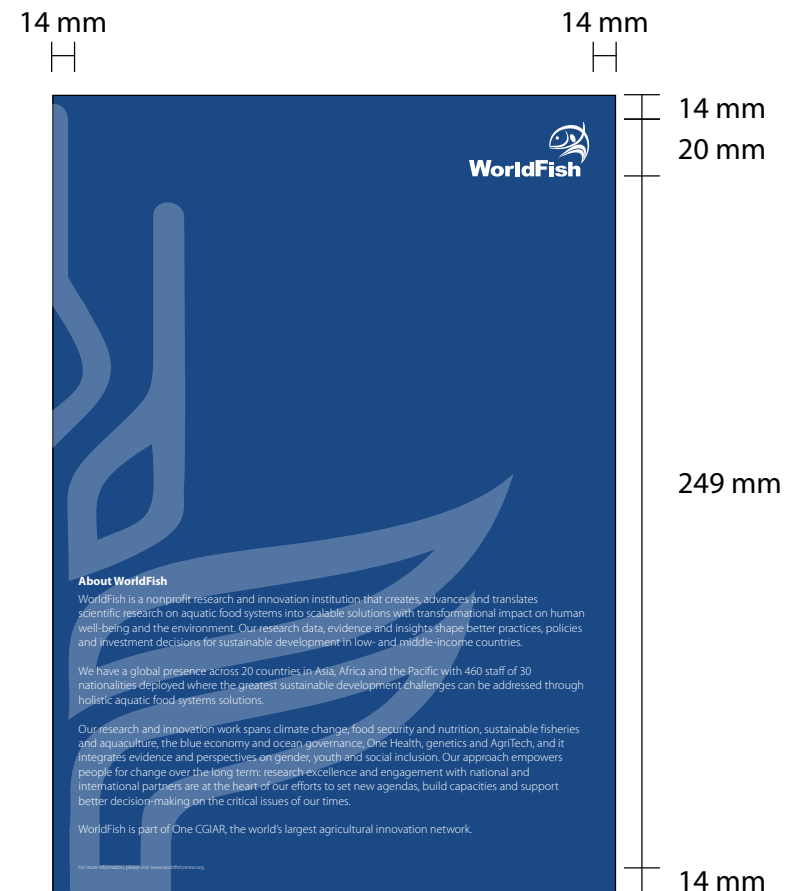


4.1 Opportunities

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. **Partner logos must fit within the white area.** The arrangement must ensure all logos are legible.



Front cover



Back cover

4.2 Publication examples

These are examples of WorldFish publications.

Fact Sheet

FACT SHEET
<Title>

WorldFish

Introduction
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Project goals
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Partners
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Timeframe
• Start date - End date

WorldFish

Front

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

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In partnership with

Back

Program Brief (2 pages)

<Program brief title>

WorldFish

Summary
Dolor sit amet, consetetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, qui nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute iure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Heading 1
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Front

Heading 2
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Conclusion
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Back

4.2 Publication examples



Front cover



Inside page

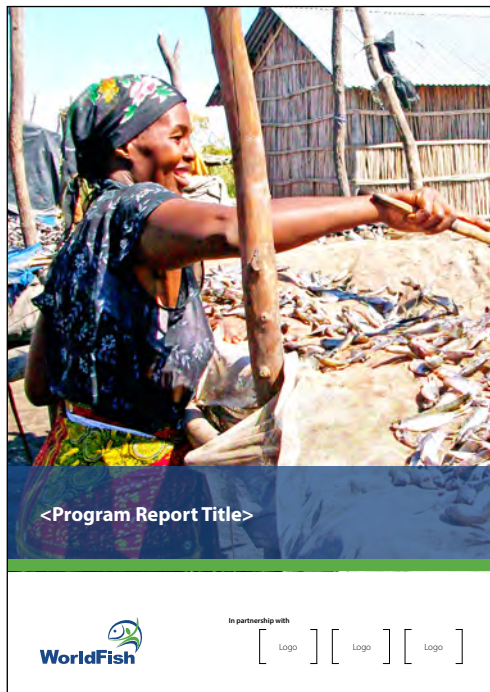


Inside page



Back cover

4.2 Publication examples



Front cover



Inside page



Inside page



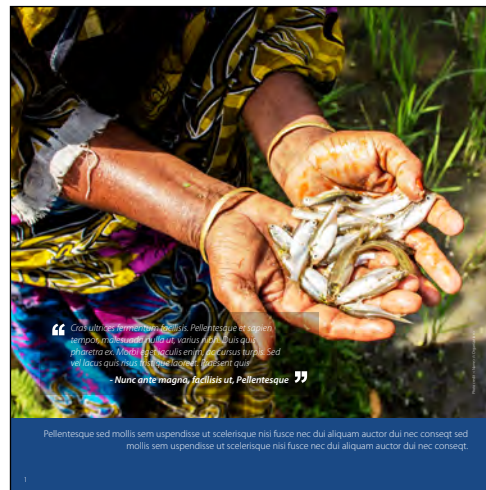
Back cover

4.2 Publication examples

Booklet



Front cover



Inside page



Inside page



Back cover

4.2 Publication examples

Poster

Pellentesque a sodales enim Curabitur sed ipsum nibh Quisque id tincidunt nisl viverra etiam ultrices metus id pharetra elementum donec (210 words)

Abstract (90 words)

Results (270 words)

Objectives (90 words)

Materials and Methods (360 words)

Conclusions (200 words)

References (80 words)

Contacts

WorldFish

Portrait

Pellentesque a sodales enim Curabitur sed ipsum nibh Quisque id tincidunt nisl viverra etiam ultrices metus id pharetra elementum donec (20 words)

Abstract (90 words)

Materials and Methods (360 words)

Results (270 words)

Conclusions (200 words)

References (80 words)

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Landscape

4.2 Publication examples

Banner



4.2 Publication examples

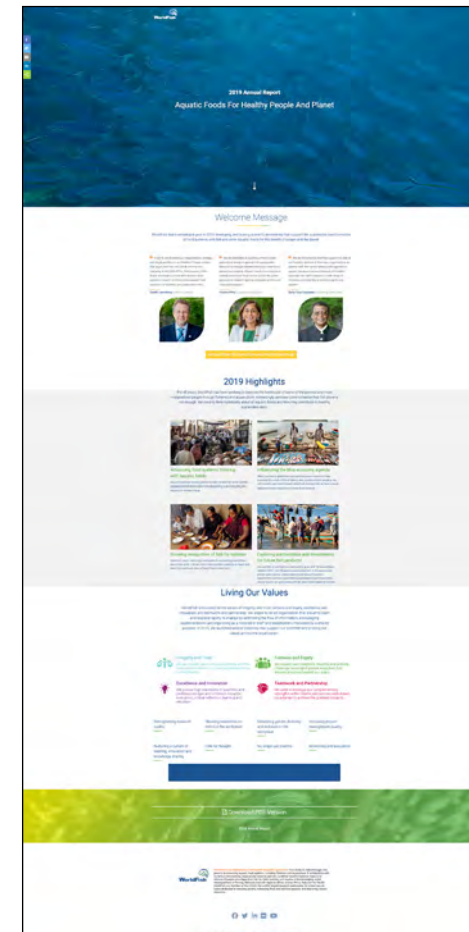
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