WorldFish Branding Guidelines
Produced by Communications and Marketing
December 2020
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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
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**

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

**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.
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.

<table>
<thead>
<tr>
<th>Minimum size</th>
<th>A5</th>
<th>A4, DL &amp; C4</th>
<th>A3</th>
<th>PowerPoint</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 mm</td>
<td>18 mm</td>
<td>23 mm</td>
<td>35 mm</td>
<td>100%</td>
</tr>
</tbody>
</table>
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.
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
1 2 3 4 5 6 7 8 9 0 $ % & ( , . ; : # ! ? )
```

**Bold Type**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 $ % & ( , . ; : # ! ? )
```

### 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 “é” cut.

**Regular Type**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 $ % & ( , . ; : # ! ? )
```

**Semi-Bold Type**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 $ % & ( , . ; : # ! ? )
```
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.

<table>
<thead>
<tr>
<th>Context</th>
<th>Font style &amp; size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover title 01</td>
<td>Myriad Pro Bold 25 pt</td>
</tr>
<tr>
<td>Chapter title</td>
<td>Myriad Pro condensed 25 pt</td>
</tr>
<tr>
<td>Section title</td>
<td>Myriad Pro Bold Condensed 16 pt</td>
</tr>
<tr>
<td></td>
<td>Myriad Pro Semibold Condensed 16 pt</td>
</tr>
<tr>
<td></td>
<td>Myriad Pro Condensed 16 pt</td>
</tr>
<tr>
<td></td>
<td>Myriad Pro Light Condensed 16 pt</td>
</tr>
<tr>
<td>Body copy</td>
<td>Myriad Pro Light 12 pt</td>
</tr>
<tr>
<td>Table title</td>
<td>Myriad Pro Light 12 pt</td>
</tr>
<tr>
<td>Figure title</td>
<td>Myriad Pro Light 12 pt</td>
</tr>
<tr>
<td>Photo Caption</td>
<td>Myriad Pro Light 12 pt</td>
</tr>
<tr>
<td>Photo Credit</td>
<td>Myriad Pro Light 5 pt</td>
</tr>
<tr>
<td>Page number</td>
<td>Myriad Pro light 9 pt</td>
</tr>
</tbody>
</table>
### 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.

<table>
<thead>
<tr>
<th>Primary</th>
<th>Accent</th>
</tr>
</thead>
<tbody>
<tr>
<td>C99 M81 Y20 K5 C0 M24 Y94 K0</td>
<td></td>
</tr>
<tr>
<td>R26 G73 B133 R255 G196 B37</td>
<td></td>
</tr>
<tr>
<td>HEX 1A4985 HEX FFC425</td>
<td></td>
</tr>
<tr>
<td>PANTONE 7687 C PANTONE 123 C</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>C70 M9 Y100 K0 C0 M63 Y91 K0</td>
<td></td>
</tr>
<tr>
<td>R88 G171 B71 R244 G125 B48</td>
<td></td>
</tr>
<tr>
<td>HEX 58AB47 HEX F47D30</td>
<td></td>
</tr>
<tr>
<td>PANTONE 7737 C PANTONE 1575 C</td>
<td></td>
</tr>
</tbody>
</table>

| | C53 M0 Y19 K0 C65 M90 Y0 K0 |
| | R110 G203 B210 R118 G63 B152 |
| | HEX 5B994E HEX 763F98 |
| | PANTONE 7ECBD2 PANTONE 7662 C |
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.
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.
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.
**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](https://example.com) our 2030 WorldFish Research and Innovation Strategy.

WorldFish
Aquatic foods for healthy people and planet

WorldFish is part of [CGIAR](https://cgiar.org), 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.
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.
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
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

<table>
<thead>
<tr>
<th>Funding type</th>
<th>Case description</th>
<th>Product type</th>
<th>Acknowledgment, peer-review clause and disclaimer texts</th>
<th>Logos/ branding</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASE 1: Research is 100% funded by FISH</td>
<td>Research output is produced with FISH W1 and/or W2 funds.</td>
<td>All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites.</td>
<td><strong>Acknowledgment</strong>&lt;br&gt;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.&lt;br&gt;&lt;br&gt;<strong>Peer-review clause</strong>&lt;br&gt;This [paper, book, publication] has gone through the standard [select WorldFish or IWMI] science-review procedure.&lt;br&gt;or&lt;br&gt;This [paper, book, publication] has not gone through the standard [select WorldFish or IWMI] science-review procedure.&lt;br&gt;&lt;br&gt;<strong>Disclaimer</strong>&lt;br&gt;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.&lt;br&gt;&lt;br&gt;Note: All digital statements should be hyperlinked to the FISH website (fish.cgiar.org) and CGIAR Funders page (<a href="http://www.cgiar.org/funders">www.cgiar.org/funders</a>). The URLs should also be included in all printed materials.</td>
<td>Apply FISH logo and branding guidelines.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Funding type</th>
<th>Case description</th>
<th>Product type</th>
<th>Acknowledgment, peer-review clause and disclaimer texts</th>
<th>Logos/branding</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASE 2: Research is partly funded by FISH and partly funded by other donors</td>
<td>Research output is produced with FISH W1 and/or W2 funds, and additional support from other bilateral donors.</td>
<td>All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites.</td>
<td><strong>Acknowledgment</strong>&lt;br&gt;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].&lt;br&gt;&lt;br&gt;<strong>Peer-review clause</strong>&lt;br&gt;This [paper, book, publication] has gone through the standard [select WorldFish or IWMI] science-review procedure.&lt;br&gt;or&lt;br&gt;This [paper, book, publication] <strong>has not</strong> gone through the standard [select WorldFish or IWMI] science-review procedure.&lt;br&gt;&lt;br&gt;<strong>Disclaimer</strong>&lt;br&gt;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.&lt;br&gt;&lt;br&gt;<strong>Note:</strong> All digital statements should be hyperlinked to the FISH website (fish.cgiar.org) and CGIAR Funders page (<a href="http://www.cgiar.org/funders">www.cgiar.org/funders</a>). The URLs should also be included in all printed material.</td>
<td>Co-branding with WorldFish, FISH and bilateral partners and donors logos depending on specific donor requirements.</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Funding type</th>
<th>Case description</th>
<th>Product type</th>
<th>Acknowledgment, peer-review clause and disclaimer texts</th>
<th>Logos/ branding</th>
</tr>
</thead>
</table>
| **CASE 3:** Research is funded by FISH and other CGIAR Research Programs | Research output is produced with W1 and/or W2 funds from FISH and other CGIAR Research Programs. | All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites. | **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].  

**Peer-review clause**
This [paper, book, publication] has gone through the standard [select WorldFish or CG center] science-review procedure.
or
This [paper, book, publication] has not gone through the standard [select WorldFish or CG center] science-review procedure.

**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.

**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. | Co-branding with WorldFish, FISH and bilateral partners and donors logos depending on specific donor requirements. |

**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

<table>
<thead>
<tr>
<th>Funding type</th>
<th>Case description</th>
<th>Product type</th>
<th>Acknowledgment, peer-review clause and disclaimer texts</th>
<th>Logos/ branding</th>
</tr>
</thead>
</table>
| **CASE 4:** Research is fully funded through a bilateral project mapped to FISH | Research output is produced with bilateral by other donors but mapped to FISH (refer to OCS for mapping). | All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites. | **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.  
Funding support for this work was provided by [add names of all funders in alphabetical order] in the framework of [add bilateral project name]. | Co-branding with WorldFish, FISH and bilateral partners and donors logos depending on specific donor requirements. |
| **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. | **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.  
**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. |

**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

<table>
<thead>
<tr>
<th><strong>Funding type</strong></th>
<th><strong>Case description</strong></th>
<th><strong>Product type</strong></th>
<th><strong>Acknowledgment, peer-review clause and disclaimer texts</strong></th>
<th><strong>Logos/branding</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CASE 5:</strong> Research is fully funded through a bilateral project and is not mapped to FISH</td>
<td>Research output is produced with bilateral by other donors and is not mapped to FISH (refer to OCS for mapping).</td>
<td>All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites.</td>
<td><strong>Acknowledgment</strong>&lt;br&gt;This work was undertaken in the framework of [add bilateral project name]. Funding support for this work was provided by [add names of all funders in alphabetical order including WorldFish]. WorldFish is supported by contributors to the CGIAR Trust Fund.&lt;br&gt;&lt;br&gt;<strong>Peer-review clause</strong>&lt;br&gt;This [paper, book, publication] has gone through the standard WorldFish science-review procedure.&lt;br&gt;or&lt;br&gt;This [paper, book, publication] has not gone through the standard WorldFish science-review procedure.&lt;br&gt;&lt;br&gt;<strong>Disclaimer</strong>&lt;br&gt;The opinions expressed here belong to the authors, and do not necessarily reflect those of [add names of all funders in alphabetical order], WorldFish or CGIAR.</td>
<td>Co-branding with WorldFish and bilateral partners and donors logos depending on specific donor requirements.</td>
</tr>
</tbody>
</table>

**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.

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

4.1 Opportunities

4.2 Publication examples
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.

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**4.1 Opportunities**

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, evidence and insights shape better practices, policies and investment decisions to improve food security, livelihoods and sustainability in countries.

We have a global presence in 20 countries across Asia, Africa and the Pacific, work with a staff of 400 to advance evidence-based solutions for aquatic food systems challenges across sectors to improve outcomes for people and nature.

Our research and innovation work spans climate change and food security, sustainable fisheries and aquaculture, blue technologies, social development, gender and health, and fisheries economics and governance. It is supported by an international network of 300 partners, led by international and national governments, research institutions, universities, private sector organizations, and non-governmental organizations.

WorldFish is part of One CGIAR, the world’s largest agricultural innovation network.
These are examples of WorldFish publications.

**Fact Sheet**

**Project components**

- Description of project components
- Details of project activities
- Impact and outcomes of the project

**Introduction**

- Background information
- Project goals
- Expected outcomes

**Background**

- Historical context
- Current situation
- Needs and challenges

**Project goals**

- Specific objectives
- Expected outcomes
- Measurable indicators

**Background**

- Historical context
- Current situation
- Needs and challenges

**Acknowledgments**

- Acknowledgements to contributors
- Funding sources
- Collaborative partners

**Conclusion**

- Summary of project findings
- Lessons learned
- Recommendations

**Program Brief (2 pages)**

**Reading 1**

- Description of project objectives
- Project activities
- Impact and outcomes

**Conclusion**

- Summary of project findings
- Lessons learned
- Recommendations

**Data and use constraints**

- Data availability
- Data quality
- Data privacy and security

**Program brief title**

- Title of the program brief
- Date of publication
- Project lead

**Subheading 2**

- Description of project objectives
- Project activities
- Impact and outcomes

**Acknowledgments**

- Acknowledgements to contributors
- Funding sources
- Collaborative partners

**Contact**

- Name and contact information
- How to access the full program brief

**Photo credit:** Name/Organization
Program Brief (Multiple pages)

1. Heading 1

1.1. Program introduction for aquatic systems

1.1.1. Program introduction for aquatic systems

1.2. Program introduction for aquatic systems

2. Program implementation

3. Closing remarks

4. Acknowledgments

Photo credit: <Name>/<Organization>
WorldFish is part of One CGIAR, the world's largest agricultural innovation network. Our vision is to ensure food security and promote well-being in aquatic food systems by enabling decision makers to make sustainable development decisions for sustainable development in low- and middle-income countries.

Our research data, evidence and insights shape better practices, policies and investment for a better future. We are a nonprofit research and innovation institution that creates, advances and translates scientific knowledge to deliver transformative change. We achieve this through the power of people and our partnerships.

We were created in 1995 as a joint venture between the International Center for Living Aquatic Resource Management (ICLARM) and the WorldFish Center, which has its roots in the Asian Fish Science Trust (AFST). With headquarters in the Philippines, we have offices in Cambodia, Malaysia, Myanmar, Senegal, Tanzania, Vietnam and the United States. We are headquartered in the Philippines and registered as a non-profit organisation in the United States.

We are governed by three core bodies: the Board of Directors, the Governance Council and the Membership Council. Our work is implemented by a global team of highly skilled professionals and supported by an international network of partners. We are committed to safeguarding the health and safety of our staff, partners and stakeholders.

We are committed to providing access to our research, evidence and insights, as well as our data and information. We believe that everyone should have access to these resources, regardless of their location or circumstances.
4.2 Publication examples

Outcomes

900% Reduction between 2009 and 2018

18 M US$ decrease in food insecurity and malnutrition

94.6 M US$ increase in household income

Regional context

In many developing countries, small-scale fishers and aquaculture farmers are among the most vulnerable to food insecurity and malnutrition. These livelihoods are threatened by environmental degradation, climate change, and competition for natural resources. WorldFish's research aims to support the transition to sustainable and inclusive aquaculture and fisheries, enhancing food security and livelihoods in low-income countries.

Policy

WorldFish's policy objectives include advocating for sustainable and equitable policies that support small-scale fishers and aquaculture farmers. This includes promoting the integration of gender perspectives and social inclusion in aquaculture and fisheries policies, and supporting the development of policies that address climate change impacts on food systems.

Data

WorldFish uses a variety of data sources, including national and regional fishery statistics, household surveys, and participatory research methods. These data are used to inform research and policy recommendations, and to support the development of evidence-based interventions to address food insecurity and malnutrition.
4.2 Publication examples

Poster

Landscape
4.2 Publication examples
4.2 Publication examples

Website

E-Newsletter

Digital Annual Report