



FISH Brand Book

Produced by Communications and Marketing

Version 1

June 2017



RESEARCH
PROGRAM ON
Fish

Contents



1.0 Introduction	4
2.0 Boilerplate and naming conventions	6
3.0 CGIAR Research Program on Fish Agri-Food Systems (FISH)	8
3.1 Brand strategy	9
3.2 Logo	10
3.3 Typography	12
3.4 Color palette	14
3.5 Imagery	16
3.6 Template	17
4.0 FISH acknowledgments	19
5.0 Co-branding	20
5.1 Opportunities	21
5.2 Publication examples	23



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 Book?

- 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)

Improving the productivity of aquaculture and fisheries to reduce poverty and improve food and nutrition security

Pursuing a research agenda through a network of multistakeholder partners, the CGIAR Research Program on Fish Agri-Food Systems (FISH) enhances the contributions of aquaculture and fisheries to reducing poverty and improving food security and nutrition. FISH will harness emerging science in aquaculture and fisheries to deliver development outcomes at scale. FISH is led by WorldFish, together with the Australian Research Council Centre of Excellence in Coral Reef Studies at James Cook University, Australia; the International Water Management Institute; the Natural Resources Institute at the University of Greenwich, England and Wageningen University, Netherlands. In regional contexts, the program partners closely with governments, NGOs, the private sector and research organizations to influence national, regional and global policy and development practice.



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

3.1 Brand strategy

3.2 Logo

3.3 Typography

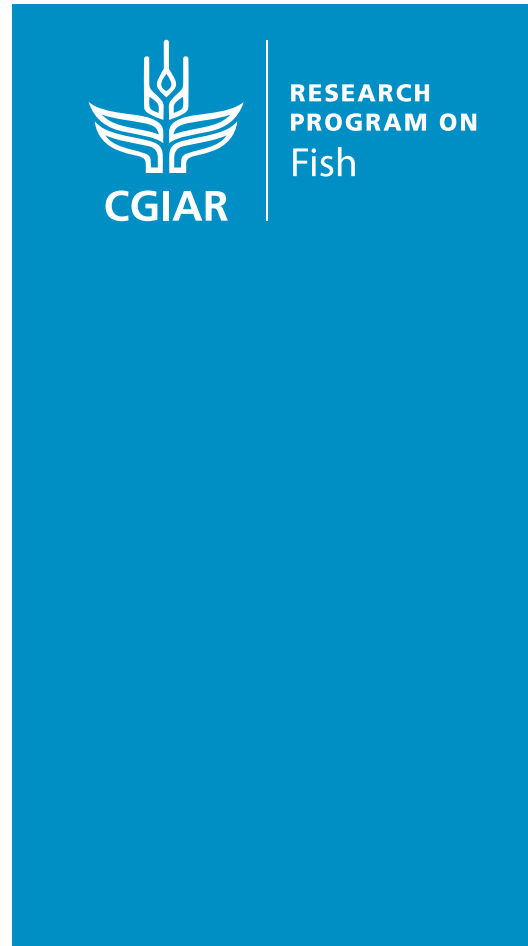
3.4 Color palette

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](#).

WorldFish is responsible for approving the use of the FISH brand and logo. For more details on how the logo should be used, contact [Communications and Marketing](#).



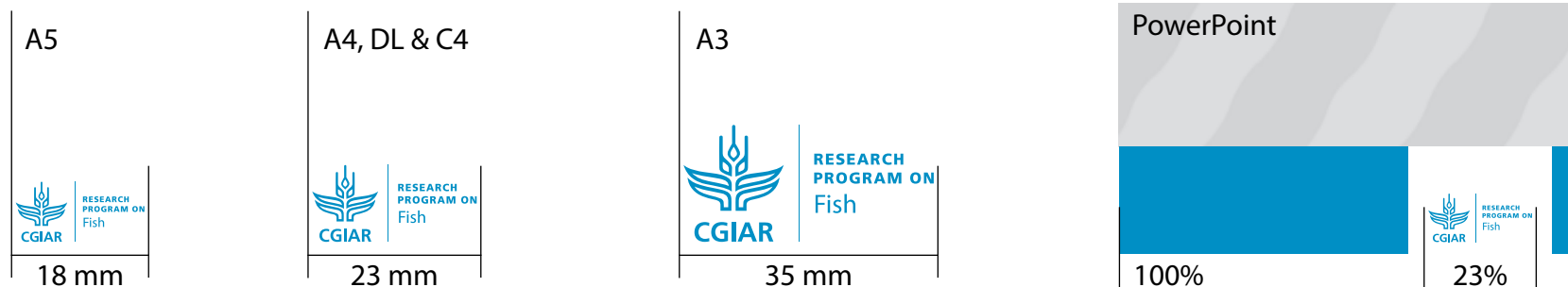
3.2 Logo Size and positioning

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 23 percent of the page width.

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.



3.3 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	Myriad Pro Bold 20 pt
Chapter title	<u>Myriad Pro condensed 25 pt (Underline)</u>
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

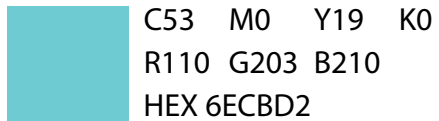
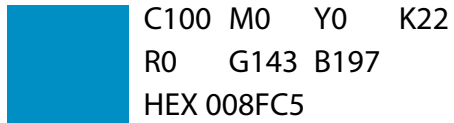
3.4 Color palette

Core color palette

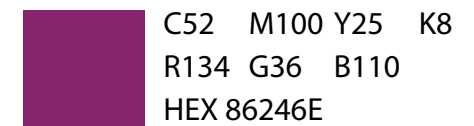
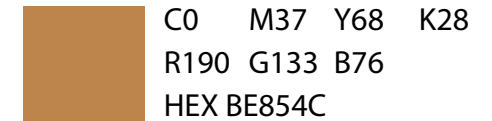
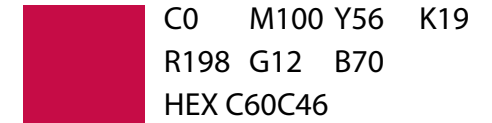
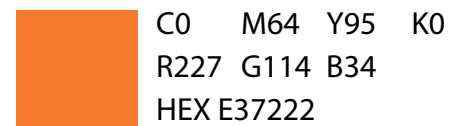
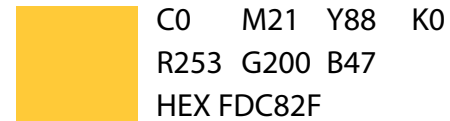
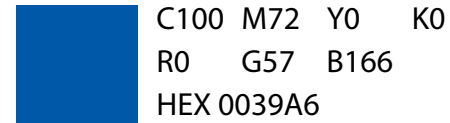
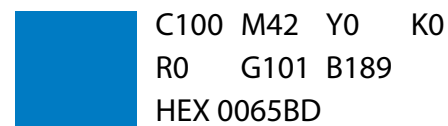
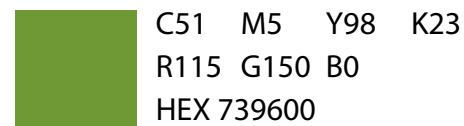
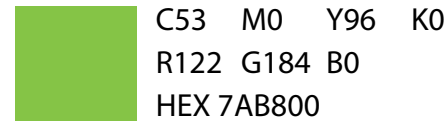
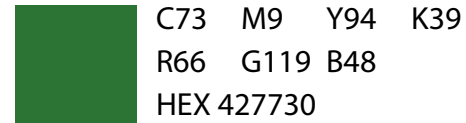
There are two types of blue that form the primary colours used for the FISH brand.

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



Complementary



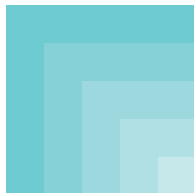
3.4 Color palette Color tint variants

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



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

Complementary



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



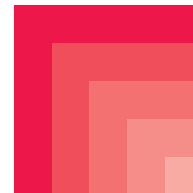
Full Tint
85% Tint
70% Tint
55% Tint
40% Tint



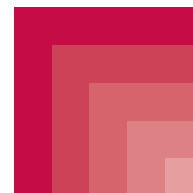
Full Tint
85% Tint
70% Tint
55% Tint
40% Tint



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



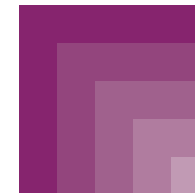
Full Tint
85% Tint
70% Tint
55% Tint
40% Tint



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.

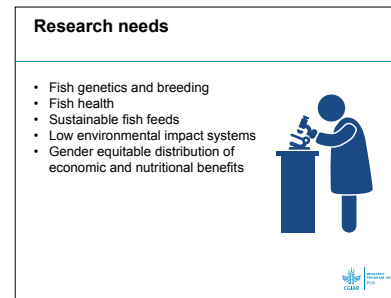
These are examples of FISH PowerPoint slides with partner recognition.



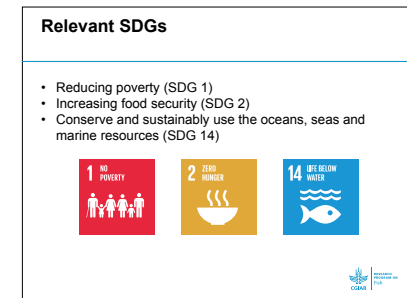
Title slide



Content slide 1



Content slide 2



Content slide 3



4.0 FISH acknowledgments

4.0 FISH acknowledgments

The below sample texts are provided for inclusion in the acknowledgments section of FISH publications, depending on the level of W1/W2 funding.

Funding by FISH and other funders

This work was undertaken as part of the CGIAR Research Program on Fish Agri-Food Systems (FISH). Funding support for this study was provided by [names of all funders in alphabetical order, including the CGIAR Research Program on Fish Agri-Food Systems].

Mapped to FISH but funded by other funders

This work was undertaken as part of the CGIAR Research Program on Fish Agri-Food Systems (FISH). Funding support for this study was provided by [names of all funders in alphabetical order].



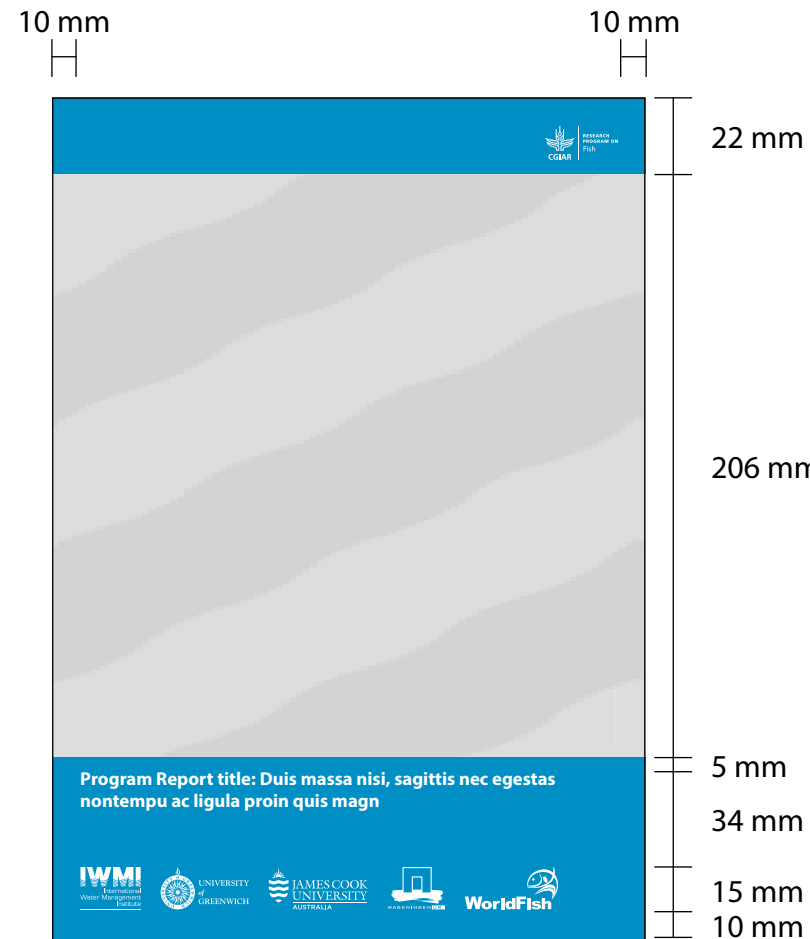
5.0 Co-branding

5.1 Opportunities

5.2 Publication examples

5.1 Co-branding Opportunities

Partners can be acknowledged on the front or back covers by adding their logos. In publications of more than 12 pages, partner logos and/or names can be included on the inside back cover. Partner logo prominence is determined by the partner contribution, number of partners and the size of their logo.



5.1 Co-branding Opportunities

The arrangement must ensure all logos are readable.



5.2 Co-branding Publication examples

These are examples of FISH publications with partner recognition.

Program Report



Front

Back

Program Brief (Multiple pages)



Front

Back

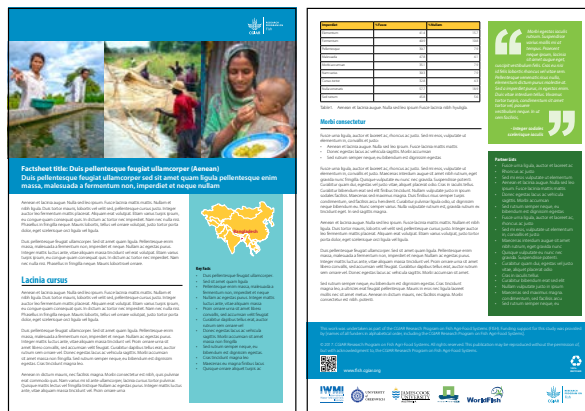
Program Brief (2 pages)



Front

Back

Factsheet



Front

Back

Booklet



Front

Back



This publication should be cited as: WorldFish. CGIAR Research Program on Fish Agri-Food Systems. 2017. FISH Brand Book Version 1. Penang, Malaysia: CGIAR Research Program on Fish Agri-Food Systems. Handbook: FISH-2017-01.

Photo Credits: Front Cover, Md Masudur Rahaman/WorldFish, David Mills/WorldFish; Page 2, Md Masudur Rahaman/WorldFish; Page 3, David Mills/WorldFish; Page 5, Stevie Mann/WorldFish; Page 8, Georgina Smith/WorldFish; Page 18, Finn Thilsted/WorldFish; Page 20, Heba Al Begawi/WorldFish; Back cover, Clayton Smith/WorldFish.

© 2017. CGIAR Research Program on Fish Agri-Food Systems. All rights reserved. This publication may be reproduced without the permission of, but with acknowledgment to, the CGIAR Research Program on Fish Agri-Food Systems.



Contact Details:
CGIAR Research Program on Fish Agri-Food Systems (FISH)
Jalan Batu Maung, Batu Maung, 11960 Bayan Lepas, Penang, Malaysia
www.fish.cgiar.org