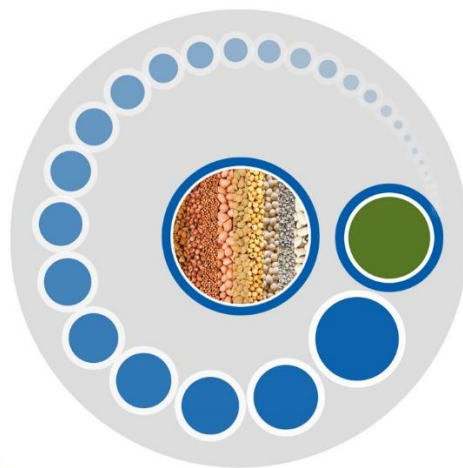


# CGIAR Research Program Grain Legumes and Dryland Cereals

## Branding and Acknowledgement Guidelines



RESEARCH  
PROGRAM ON  
Grain Legumes and  
Dryland Cereals

## **Branding and Acknowledgement Guidelines:**

### **CGIAR Research Program – Grain Legumes and Dryland Cereals**

*This document serves a guide to the correct use of the GLDC name, logo, design elements and the right way to acknowledge the Program in publications and communication products. These guidelines should be read in conjunction with the [CGIAR Branding Guidelines](#).*

#### **THE PROGRAM NAME**

*The full name of the Program is **CGIAR Research Program on Grain Legumes and Dryland Cereals (GLDC)**. Use the full name at first mention in any document. The Program acronym **GLDC** or the **Program** can be used during subsequent mentions.*

*Only reduce ‘CGIAR Research Program’ to the acronym ‘CRP’ in external documents if the full name has been spelt out already. However, the use of ‘CRP’ is recommended only for internal audiences and should be used sparingly.*

#### **LOGO AND ITS VARIANTS, COLOUR PALATE**

*GLDC partners and collaborators are encouraged to use the Program logo to acknowledge GLDC’s support in publications, posters and other communication materials. Find below the various logo options that can be used. Do not crop, manipulate, re-color, or distort the logo.*

##### **Main version in full color**



*This version is to be used in all full color publications and communication and branding material. The logo’s PDF, TIF, PNG, JPG and EPS versions can be downloaded from <http://gldc.cgiar.org/branding-guidelines/>*

**Green with transparent background**



*This version is to be used in color publications and branding materials printed with a limited palette or in full color publications and branding materials if required/preferred from a design perspective.*

*The logo's PDF, TIF, PNG, JPG and EPS versions can be downloaded from*

*<http://gldc.cgiar.org/branding-guidelines/>*

**Black with transparent background**



*This version is to be used in all black and white publications. The logo's PDF, TIF, PNG, JPG and EPS versions can be downloaded from <http://gldc.cgiar.org/branding-guidelines/>*

**Color palette**

*The official GLDC color is Corporate green. To obtain the color, apply the following CMYK and RGB properties:*

**Process (CMYK)**

C: 51

M: 0

Y: 91

K: 51



**RGB**

(Web use only)

R: 73

G: 116

B: 42

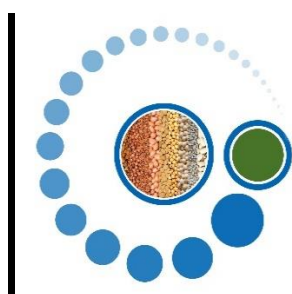
HEX: 49742a

### **Unique design element**

A unique design element has been added to the branding for GLDC. It depicts the 9 crops that the Program is working on and the circles denote the innovations spanning the whole value chain that respond to the needs of women, men and youth in GLDC-based livelihoods. The overall shape also reflects the letter G.

The design can be used in its entirety or partially, provided the nine crops are visible.

The design's PDF, JPG and PNG versions can be downloaded from <http://gldc.cgiar.org/branding-guidelines/>.



### **About GLDC Boilerplate**

The boilerplate text is the standard paragraph used to describe GLDC. It should be used in publications, reports, flyers and other communication materials such as web pages and media releases, and is to be used unaltered.

*“The CGIAR Research Program on Grain Legumes and Dryland Cereals (GLDC) brings together research on six legumes (chickpea, cowpea, pigeonpea, groundnut, lentil and soybean) and three cereals (pearl millet, finger millet and sorghum) to deliver improved livelihoods and nutrition by prioritizing demand driven innovations to increase production and market opportunities along value chains.”*

<http://gldc.cgiar.org/>

### **Use in Press Releases**

All GLDC press releases will carry the following boilerplates: About GLDC, About the CGIAR, and About ICRISAT.

**About GLDC:** *The CGIAR Research Program on Grain Legumes and Dryland Cereals (GLDC) brings together research on six legumes (chickpea, cowpea, pigeonpea, groundnut, lentil and soybean) and three cereals (pearl millet, finger millet and sorghum) to deliver improved livelihoods and nutrition by prioritizing demand driven innovations to increase production and market opportunities along value chains.*

Website: <http://gldc.cgiar.org/>

Get connected:

<https://twitter.com/CRPGLDC>

<https://www.facebook.com/crpgldc/>

<https://www.flickr.com/photos/159530264@N05/albums>

**About the CGIAR:** CGIAR is a global research partnership for a food-secure future. CGIAR science is dedicated to reducing poverty, enhancing food and nutrition security, and improving natural resources and ecosystem services. Fifteen CGIAR Centers in close collaboration with hundreds of partners, including national and regional research institutes, civil society organizations, academia, development organizations, and the private sector carry out its research.

Website: <http://www.cgiar.org/>

**About ICRISAT:** The International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) leads GLDC. It is a non-profit, non-political organization that conducts agricultural research for development in Asia and sub-Saharan Africa with a wide array of partners throughout the world. Covering 6.5 million square kilometers of land in 55 countries, the semi-arid tropics have over 2 billion people, and 644 million of these are the poorest of the poor. ICRISAT innovations help the dryland poor move from poverty to prosperity by harnessing markets while managing risks – a strategy called Inclusive Market-Oriented Development (IMOD). ICRISAT is headquartered in Hyderabad, Telangana, India, with two regional hubs and six country offices in sub-Saharan Africa. It is a member of the CGIAR System Organization.

Website: [www.icrisat.org](http://www.icrisat.org)

For ICRISAT's scientific information: <http://EXPLOREit.icrisat.org>

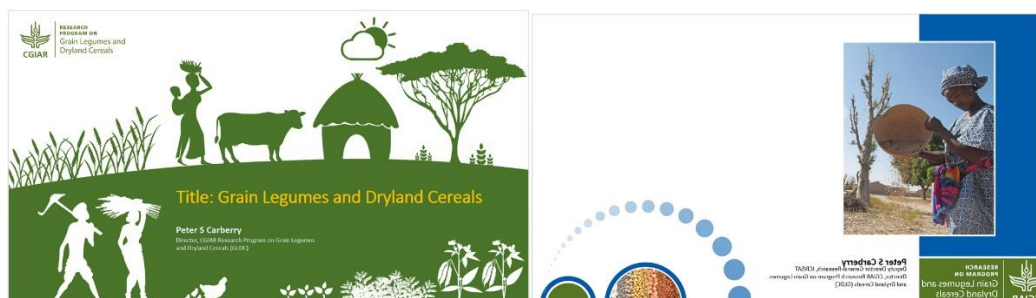
### **Short description**

Add the following if space permits:

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

## PowerPoint Templates

There are two PowerPoint templates available for use at <http://gldc.cgiar.org/branding/>



## USE OF DONOR LOGOS AND ACKNOWLEDGEMENT

<b>Product</b>	<b>Acknowledge institution that led the research with logo</b>	<b>Donor acknowledgement</b>	<b>Lead center (ICRISAT)/ Strategic partner</b>
Poster (Generic)	No logo (as no specific research is shown)	All donors (Windows 1, 2 and 3)	Logo at the bottom
Poster (Project/Flagship-based)	Yes, logos on top		
Flyers / Info briefs/ Reports on GLDC projects	Logo in front	All donors (Windows 1, 2 and 3)	Logo at the back
Flyers/info briefs/reports on GLDC program	No logos	All donors (Windows 1, 2 and 3)	Logo at the back
PowerPoint Template (Generic)	No logo	Last slide, All donors (Windows 1, 2 and 3)	Logos at the back
PowerPoint Template (Research specific)	Logo of who led the research	Last slide, all donors (Windows 1, 2 and 3)	Logo, last slide
Annual reports	All partners	All donors (Windows 1, 2 and 3)	
Flagship reports	Logo of who led the research	All donors (Windows 1, 2 and 3)	Logo at the back
YouTube Videos	Institute (CGIAR and partners) whose work is mentioned	All donors at the end (Windows 1, 2 and 3)	Logo at the end
Media release	GLDC and appropriate logos if specific research work is being presented	GLDC donors, plus any relevant bilateral donors (for specific project) to be listed in the notes to the editor	Include: About GLDC, About CGIAR, About relevant research partners
Blog or any article	Institute whose work is mentioned	All donors (Windows 1, 2 and 3)	
Donor E-newsletter	No logo	All donors (Windows 1, 2 and 3)	Logo at the end

## PUBLICATIONS ACKNOWLEDGEMENT WORDING

The following wording should be used and where possible the GLDC logo included.

<b>Funding type</b>	<b>Wording</b>
<b>100% funded by GLDC (Windows 1&amp;2)</b>	<i>This work was undertaken as part of, and funded by the CGIAR Research Program on Grain Legumes and Dryland Cereals (GLDC) and supported by CGIAR Fund Donors. Use the URL <a href="https://www.cgiar.org/funders/">https://www.cgiar.org/funders/</a> in printed documents.</i>
<b>Funded jointly by GLDC Windows 1&amp;2 and other donors</b>	<i>This work was undertaken as part of, and funded by the CGIAR Research Program on Grain Legumes and Dryland Cereals (GLDC) and supported by CGIAR Fund Donors. Funding support for this study was provided by (list of funders).</i>
<b>Windows 3 and bilaterally funded projects</b>	<i>This work was undertaken as part of, and funded by the CGIAR Research Program on Grain Legumes and Dryland Cereals (GLDC). Funding support for this study was provided by (list of funders).</i>

## CGIAR Funding Windows

**Windows 1&2** funds are provided by CGIAR to GLDC for allocation across the agreed product portfolio. Window 1 funds are allocated by the CGIAR System Council to different CRPs, while Window 2 funds are designated by donors specifically to GLDC.

**Windows 3** funds are allocated directly to CGIAR Centers by donors and are mapped into GLDC when they are consistent with the GLDC product portfolio.

**Bilateral funds** are funding agreements directly signed between a GLDC Program participant and a donor and mapped into GLDC.

## REFERENCE TO GLDC WEBSITE

All GLDC partners who mention the CGIAR Research Program on Grain Legumes and Dryland Cereals in their publications and other communication materials are requested to add a link to the Program's website:

Either provide the direct link <http://gldc.cgiar.org/> or add a hyperlink to the Program's name.

### **INCLUDING GLDC PUBLICATIONS IN INSTITUTIONAL REPOSITORIES**

*While entering a GLDC-related publication into an institutional repository, it is requested that a field is added for identifying the CRP. In this field, spell out the program's full name and include the acronym in parentheses to facilitate the exchange of outputs in the CGIAR and other repositories and reporting of outputs.*

**CGIAR Research Program on Grain Legumes and Dryland Cereals (GLDC)**

### **CONTACT**

For any queries, contact Smitha Sitaraman @ [S.Sitaraman@cgiar.org](mailto:S.Sitaraman@cgiar.org)

For any queries on mapping of projects, contact the GLDC Program Manager, Neena Jacob @ [N.Jacob@cgiar.org](mailto:N.Jacob@cgiar.org)