

IBP branding guidelines



Integrated Breeding Platform
Today's tools for tomorrow's crops

Introduction

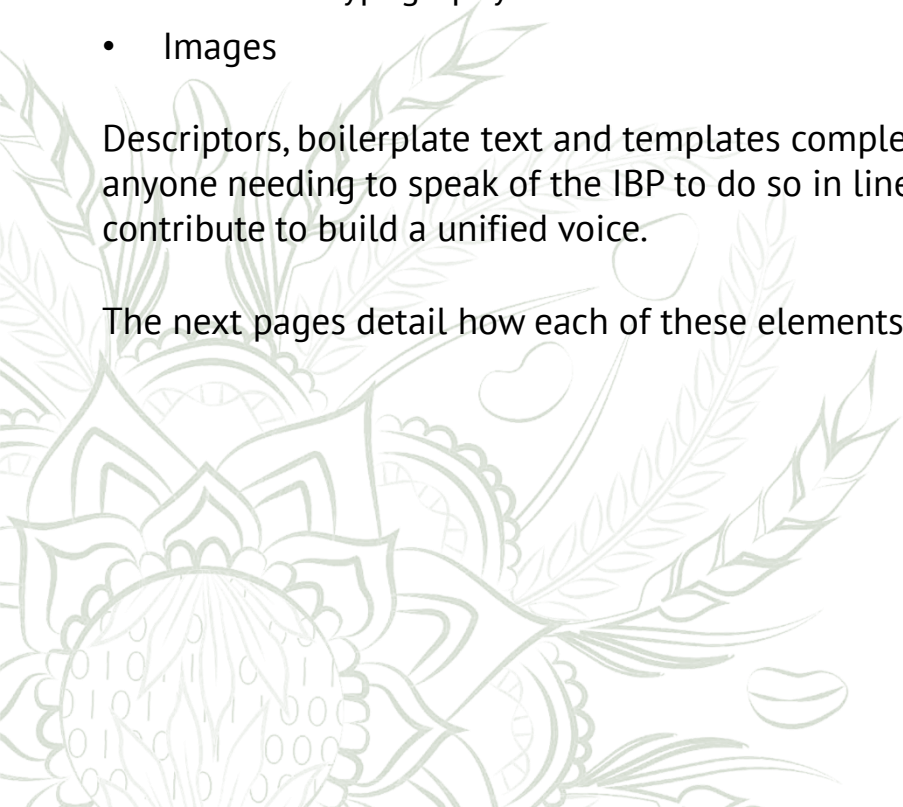
These branding guidelines have been established to help us present a consistent and unified image of the Integrated Breeding Platform (IBP) across all our channels and to all our audiences. They will ensure that our communications and marketing materials carry our brand consistently.

Our visual identity is made up of a number of elements:

- Logo
- Colour palette
- Fonts and typography
- Images

Descriptors, boilerplate text and templates complete the branding guidelines to help anyone needing to speak of the IBP to do so in line with standard concepts that will contribute to build a unified voice.

The next pages detail how each of these elements should be used.



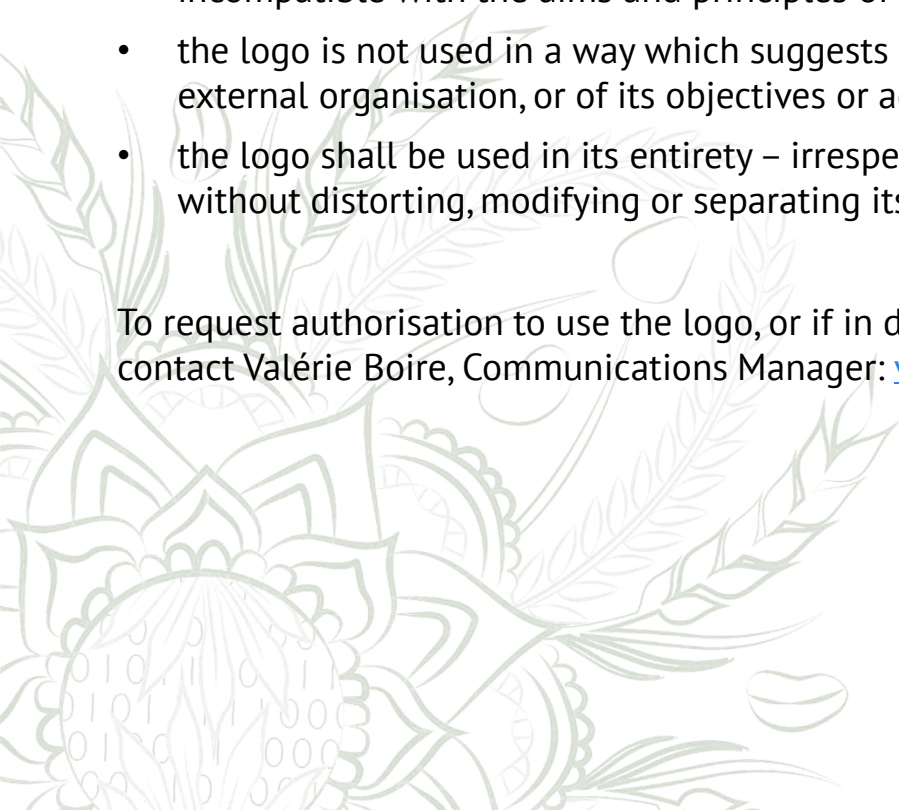
Logo

Terms and conditions of use

The logo of the Integrated Breeding Platform (IBP) may be used by third parties subject to the following terms and conditions:

- the logo is not used in a way which could mislead the public to believe that the goods or services are provided under the responsibility of the IBP;
- the logo is not used in connection with objectives or activities which are incompatible with the aims and principles of the IBP;
- the logo is not used in a way which suggests or implies endorsement of the external organisation, or of its objectives or activities, by the IBP.
- the logo shall be used in its entirety – irrespective of size, style and colour – without distorting, modifying or separating its component elements.

To request authorisation to use the logo, or if in doubt over a branding issue, please contact Valérie Boire, Communications Manager: v.boire@cgiar.org.



Logo

The logo of the Integrated Breeding Platform (IBP) must be visible in its entirety – irrespective of size, style and colour – and placed on a background which does not compromise its integrity. The logo is unalterable and inseparable in all its component elements. **Modifying the logo in any way is strictly prohibited.** For reasons of integrity and visibility, it should always be surrounded by a clear space, or “protected zone”, which no other element (text, image, drawing, figure, etc.) can infringe upon.

Standalone logo

When to use: if space is limited or subtler branding is required. Ex.: displaying multiple partner logos.

Protected zone: No other element is allowed within this protected zone. The width of this zone is of ½ an inch (1.27 cm)



Note: The standalone logo should be used with the IBP name written in full in the document's text body, or be accompanied of a sign-off line, in order to clearly associate the logo with the name. See the sections on '[Sign-off](#)' and '[Official names and initials](#)' for more information.

Full name logo

When to use: communication materials that represent IBP in its entirety (website, annual report); for a general audience. Use the version in French when addressing francophone communities.

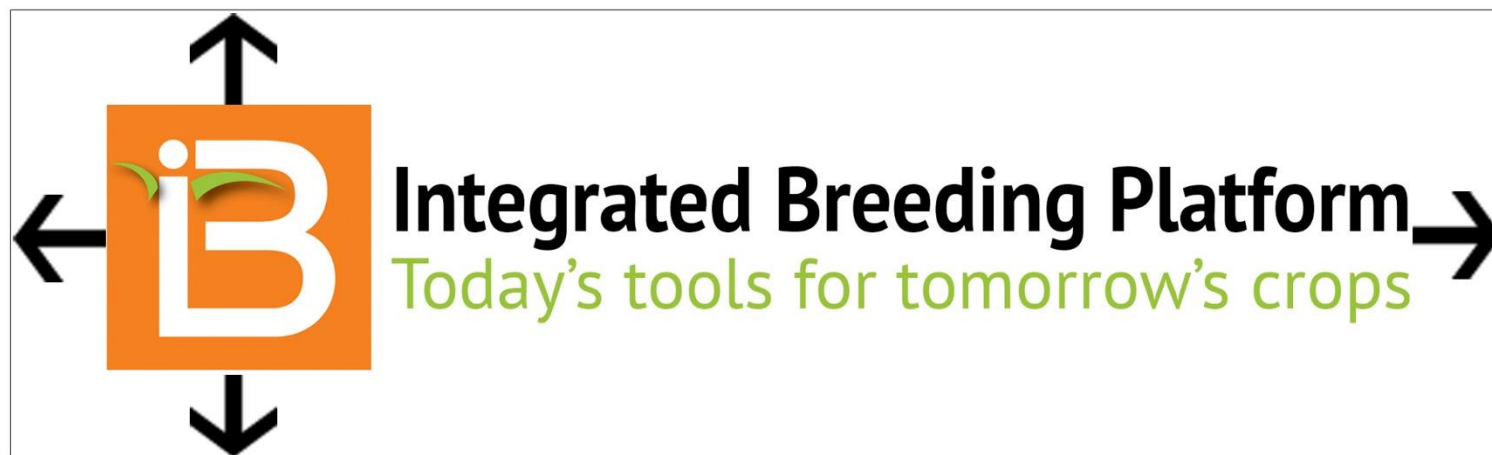
Protected zone: No other element is allowed within this protected zone. The width of this zone is of ½ an inch (1.27 cm). This distance is calculated from the edges of the block logo.



Logo with full name and tagline

When to use: interchangeable with the regular logo (see previous page). Use the version in French when addressing francophone communities.

Protected zone: No other element is allowed within this protected zone. The width of this zone is of ½ an inch (1.27 cm). This distance is calculated from the edges of the block logo.



Logo with URL

When to use: communication material for an initiated audience; material in which the IBP identity is already clearly explained or supposed in the main body; or in campaigning material aiming at attracting people to the website. Ex.: event poster; sponsorships; workshops.

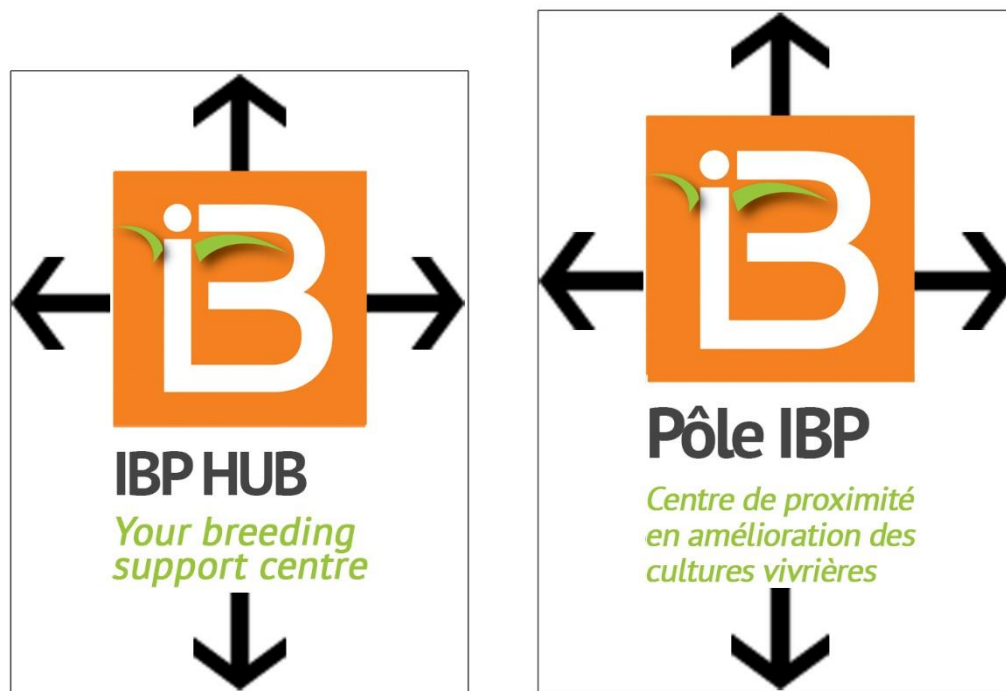
Protected zone: No other element is allowed within this protected zone. The width of this zone is of ½ an inch (1.27 cm). This distance is calculated from the edges of the block logo.



Hub logo

When to use: exclusively in material branded by IBP Hubs or to announce regional activities related to a hub. Use the version in French when addressing francophone communities.

Protected zone: No other element is allowed within this protected zone. The width of this zone is of ½ an inch (1.27 cm). This distance is calculated from the edges of the block logo.



Note: The Hub logo should be used with the IBP name written in full in the document's text body, or be accompanied of a sign-off line, in order to clearly associate the logo with the name. See the sections on '[Sign-off](#)' and '[Official names and initials](#)' for more information.

Hub logo (continued)

Organisations acting as IBP Hubs already have their own strong branding (names, acronyms, logos and taglines) but can benefit from linking it to the IBP identity.

Hubs are encouraged to make consistent use of the IBP Regional Hub logo, and to reference to the IBP in text such as in (but not limited to): websites, publications, presentations, and co-funded or co-organised events and materials.

More on Hub communications:

- The section on '[Graphical placement](#)' provides guidelines on placing multiple logos.
- The section on '[Official names and initials](#)' provides options for translation.
- The section on '[Boilerplate descriptors](#)' provides template text to use when there is space allowing for a more exhaustive description of the IBP.

Note: The official Hub representatives are responsible for the use of the IBP name and logo by its own personnel as well as by any partners participating in Hub activities, and should ensure that such partners follow these branding guidelines.

Colour backgrounds

The logos can be used on various colour backgrounds, but will look best on a white background. An increase in intensity of the colour background requires the tagline text (and only the text) to change properties. The 'block B' always remains orange and white; it never takes the colour of the background as though it was transparent. Contact us if you need help with adjusting the colour gradients to ensure there is always enough contrast between the tagline text and the background.

Black and white logos can only be used on black and white material, when colour production is not possible, and where the background does not interfere with the legibility of the logo.

Monochrome printing: If you encounter colour printing limitations, retain the primary orange colour (#F47F2B) and mark the protected zone around the logo in white. You may also reverse the logo out in white and mark the protected zone in flat orange. You must always ensure that colour or any image or pattern on the background does not interfere with the logo's legibility.

Note: Placing the logo on a background which contains texture or graphical elements such as lines, shades, etc. can only be permitted if the visibility and integrity of the logo is not compromised and the protection area is respected. If the background would distort or interfere with the logo, the protected zone around the logo should be marked in white.

Graphical placement

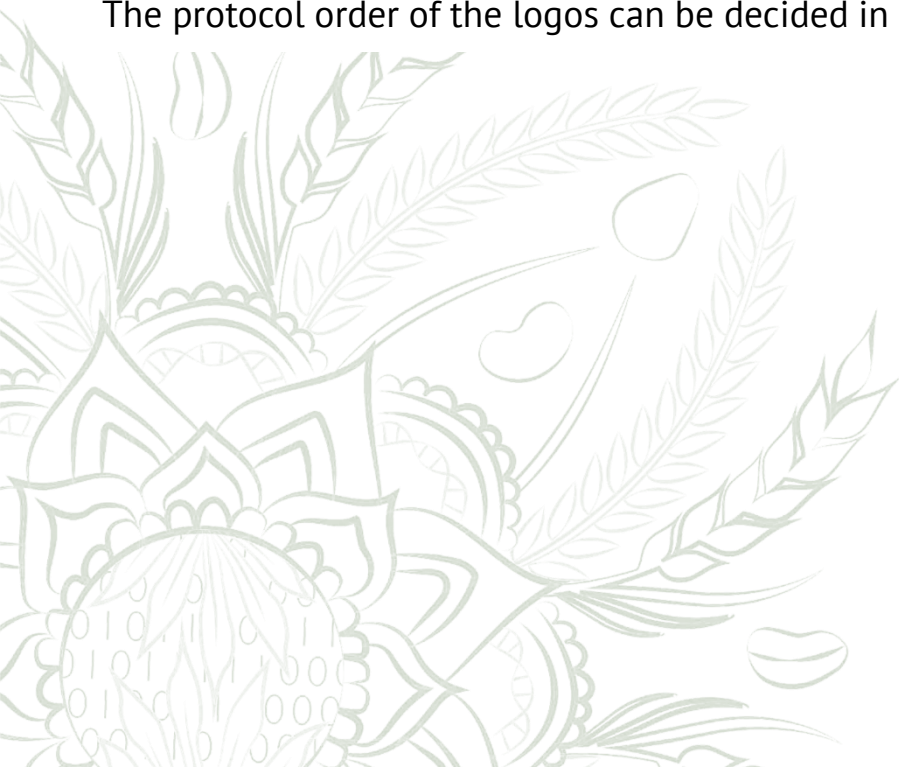
In IBP material, the logo should be placed either in the header or the footer space, and be perfectly aligned, or centred, with text margins and/or other visual elements. It should not float anywhere else in a page.

In relation with other logos:

Co-branding shall be used for products and activities in which the Integrated Breeding Platform (IBP) is involved as equal partner.

The IBP logo should be proportionately the same size as the size of the logos of other organisations. Make sure all logos have equal and balanced visual weight, that they are aligned with each other, and that they respect each logo's protected zone.

The protocol order of the logos can be decided in each case as appropriate.



Sign-off

Sign-off can be used for products and activities which the IBP supports but is not directly involved in, or when the IBP is involved as a minor partner (ex.: a study or report paid for by the IBP but written and published by an external organization).

In this case, the IBP logo shall appear together with a text line which explains the nature of the IBP's involvement, such as (but not limited to):

- 'Supported by'
- 'Co-funded by'
- 'An initiative of'
- 'In collaboration with'
- etc.

There is no exhaustive list of such text lines. If the sign-off is given along with the standalone block logo or with any of the regional versions of the logo, the text line should mention the IBP in full styling: '...by/of the Integrated Breeding Platform (IBP)', where the words 'Integrated' and 'Breeding' should be on the same line whenever possible.

In either case, it is not obligatory to use the "Arial" font for the text line, but is recommended. Sign-off text can be placed anywhere around the logo, while it does not infringe on the logo's protected zone.

**Supported by the
Integrated Breeding Platform (IBP)**



An initiative of:



Integrated Breeding Platform
Today's tools for tomorrow's crops

Forbidden applications

Alterations to the IBP logo are not permitted. It is important for consistency and recognition that you only use official versions of the IBP logo, and start with the original artwork files each time.

Do not alter the size or rearrange any of the elements.



Do not alter the font or change any of the text.



Do not remove or create your own taglines.



Do not change the colors.



Forbidden applications (continued)

Alterations to the IBP logo are not permitted. It is important for consistency and recognition that you use only official versions of the IBP logo, and start with the original artwork files each time.

Do not rotate.



Do not distort or stretch out of shape.



Do not use the tagline without the block logo.

Integrated Breeding Platform
Today's tools for tomorrow's crops

Do not put on an overly complicated background where it becomes illegible.



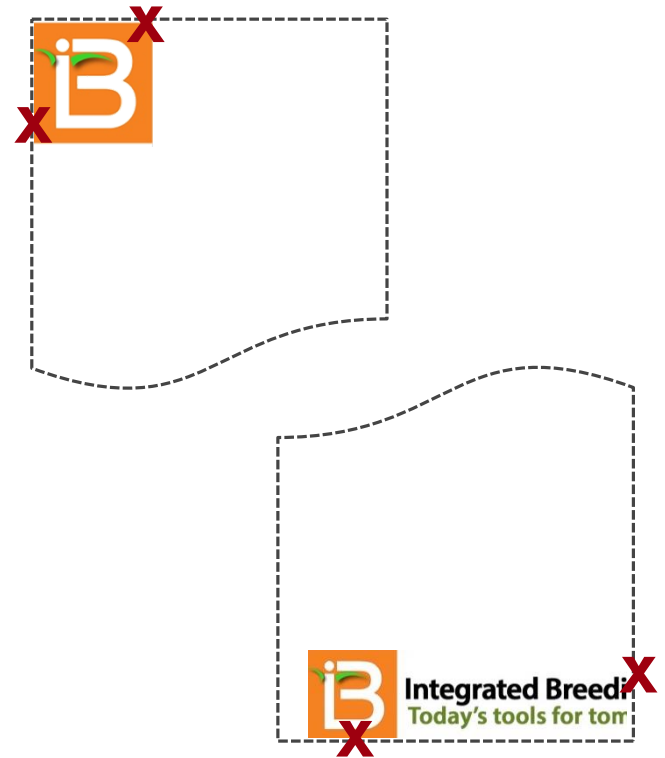
Forbidden applications (continued)

Alterations to the IBP logo are not permitted. It is important for consistency and recognition that you use only official versions of the IBP logo, and start with the original artwork files each time.

**Do not use in a sentence.
Logos are images, not words.**

 *provides tools and services to breeders...*

**Do not alter or interfere with the
protected zone.**



Colour palette

Primary colors



Pantone: 15-1157 TCX
Hex code: #F58121
RGB: 245-129-33
CMYK: 0-61-100-0



Pantone: 14-0452 TPG
Hex code: #99c439
RGB: 153-196-57
CMYK: 46-3-100-0

Use these primary colors predominantly (headlines, dominant art work, etc.) in IBP material.



Pantone: 2727C
Hex code: #2B80F4
RGB: 43-128-244
CMYK: 75-50-0-0



Pantone: 802U
Hex code: #43D23A
RGB: 67-210-58
CMYK: 66-0-100-0

Use these primary colors predominantly (headlines, dominant art work, etc.) in BMS Pro material.

Accent colors



Pantone: 2945 XGC
Hex code: #00508D
RGB: 0-80-141
CMYK: 100-75-18-3



Pantone: 7548 XGC
Hex code: #fac800
RGB: 250-200-000
CMYK: 2-20-100-0



Pantone: P 179-9 C
Hex code: #828282
RGB: 130-130-130
CMYK: 21-43-43-7v

Use these accent colors to complement design and/or to highlight sections (ex.: illustrations, charts, block text, quotes, titles, links, etc.).



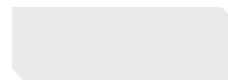
Pantone: 20-0075 TPM
Hex code: #9E000F
RGB: 158-0-15
CMYK: 24-100-100-22



Pantone: 190303 TPG
Hex code: #444444
RGB: 68-68-68
CMYK: 67-60-59-44



Pantone: P 145-9 C
Hex code: #BED6B2
RGB: 190-214-178
CMYK: 26-4-35-0



Pantone: 11-4800 TPG
Hex code: #EAEAEA
RGB: 234-234-234
CMYK: 7-5-5-0



Pantone: 2449 CP
Hex code: #552300
RGB: 85-35-0
CMYK: 41-79-93-60



Pantone: 2106 CP
Hex code: #B8C1CF
RGB: 184-193-207
CMYK: 27-18-11-0

Fonts

Primary typeface

PT Sans is the primary typeface for IBP documents. Consistent use of the primary typeface in designed materials will reinforce IBP brand identity. By using a combination of typographic weights, for example: PT Sans Bold or PT Sans Caption, you can enhance graphic interest and create hierarchies of information.

PT Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#\$%^&*()_+|}{“:?”

PT Sans italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#\$%^&()_+|}{“:?”*

PT Sans Caption

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#\$%^&*()_+|}{“:?”

PT Sans Narrow

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#\$%^&*()_+|}{“:?”

PT Sans bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#\$%^&*()_+|}{“:?”

Fonts (continued)

Alternate typeface

Fira Sans and Arial declinations, and/or variations within these families, can be used to enhance graphic interest in communications material, or as a replacement to PT Sans (primary typeface) when it is not readily available.

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#\$%^&*()_+|}{“:?”

Arial Narrow

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQ
qRrSsTtUuVvWwXxYyZz
1234567890 ~!@#\$%^&*()_+|}{“:?”

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#\$%^&*()_+|}{“:?”

Arial Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#\$%^&*()_+|}{“:?”

Fira Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#\$%^&*()_+|}{“:?”

Fira Sans Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#\$%^&*()_+|}{“:?”

Fira Sans Ultralight

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#\$%^&*()_+|}{“:?”

Fira Sans Extrabold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 ~!@#\$%^&*()_+|}{“:?”

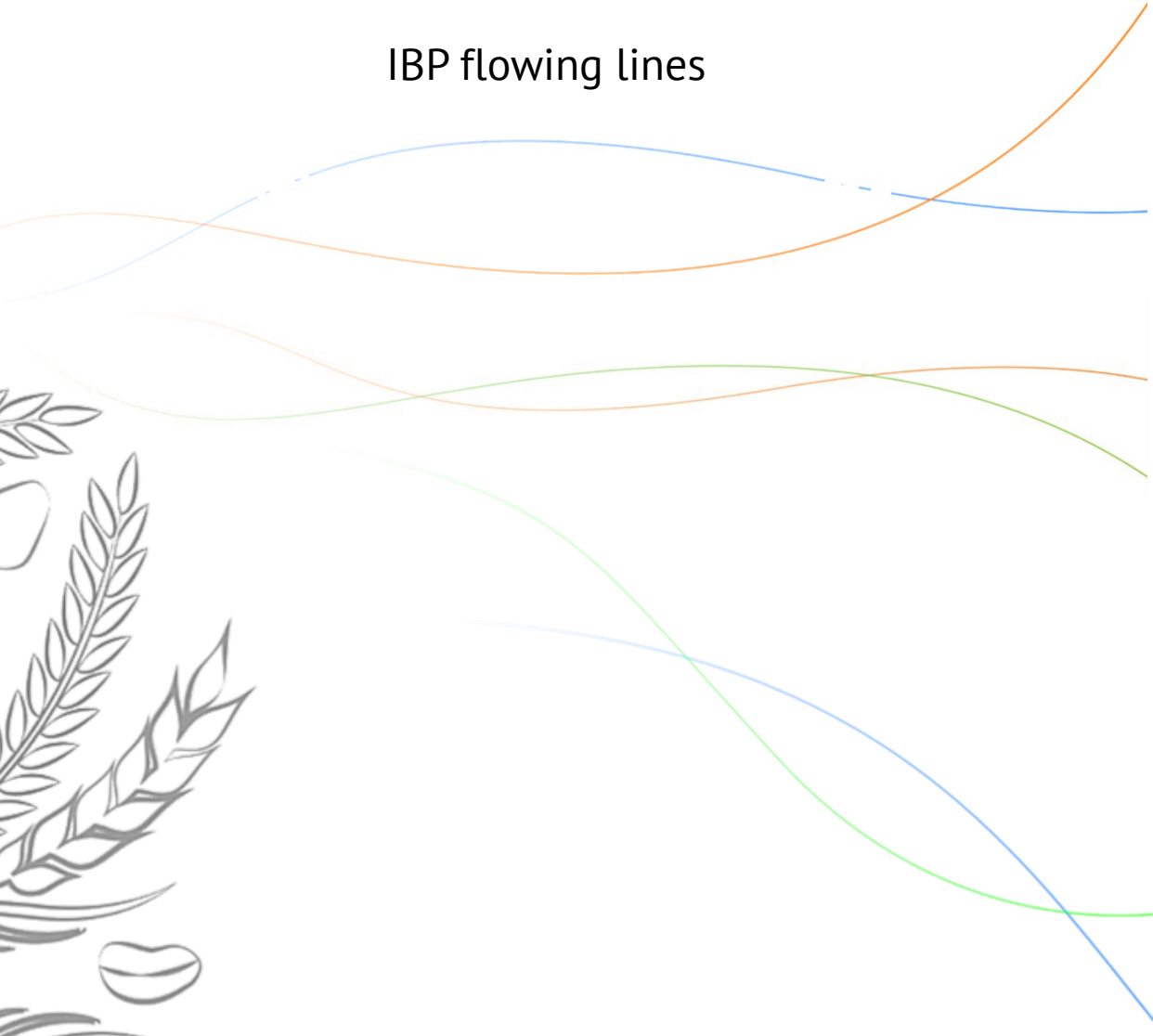
Iconography

Used effectively, patterns and icons can really help to set our brand apart. The IBP owns and uses two sets of exclusive visual elements. These are just as distinctive and exclusive to the IBP as its logo, and thus cannot be used without formal approval from the IBP:

IBP mandala of crops



IBP flowing lines

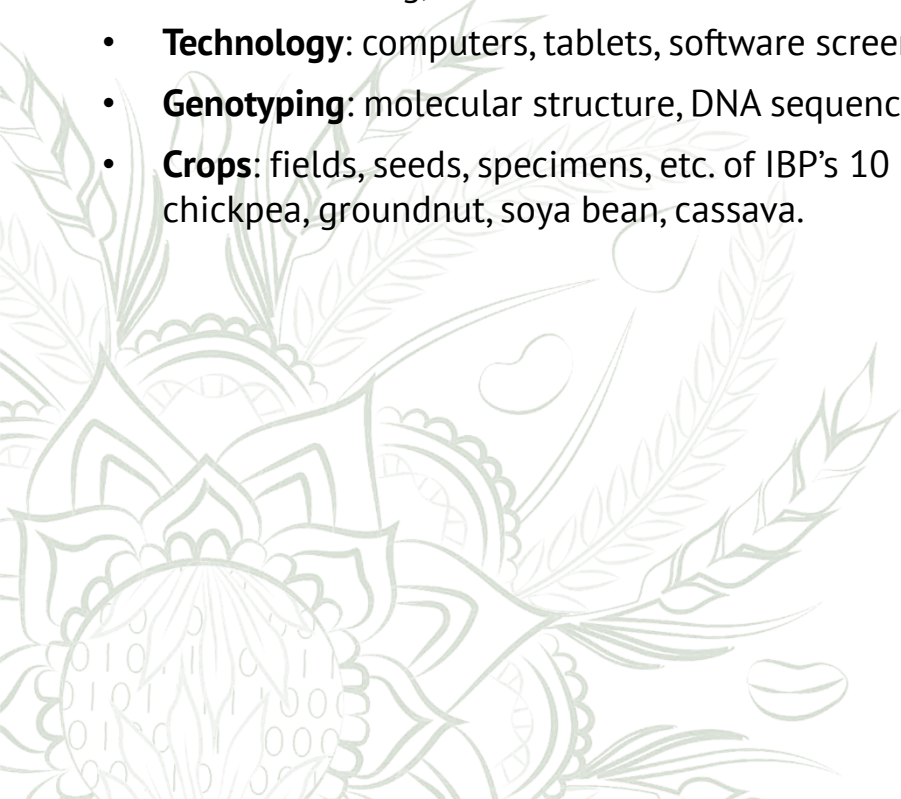


Photos

The core offer of the IBP is composed of **technological** and **web** solutions; **genotyping** products; and support and knowledge resources for **routine breeding activities**, in the spirit of bringing a new level of **service** to the agricultural sector, more specifically to **crop** breeders.

Photos used to illustrate IBP communications material should convey this core offer as much as possible:

- **People in breeding work:** breeders, researchers, field and lab activities, greenhouse, trials/nurseries, labelling, planting, leaf sampling, etc.
- **Service:** gestures of assistance, support, teaching, consulting, brainstorming, explaining, teamwork, decision making, etc.
- **Technology:** computers, tablets, software screenshots, networks, diagrams, data, etc.
- **Genotyping:** molecular structure, DNA sequence, laboratory, cylinders, scales, extraction, etc.
- **Crops:** fields, seeds, specimens, etc. of IBP's 10 main crops – maize, wheat, sorghum, rice, beans, cowpea, chickpea, groundnut, soya bean, cassava.



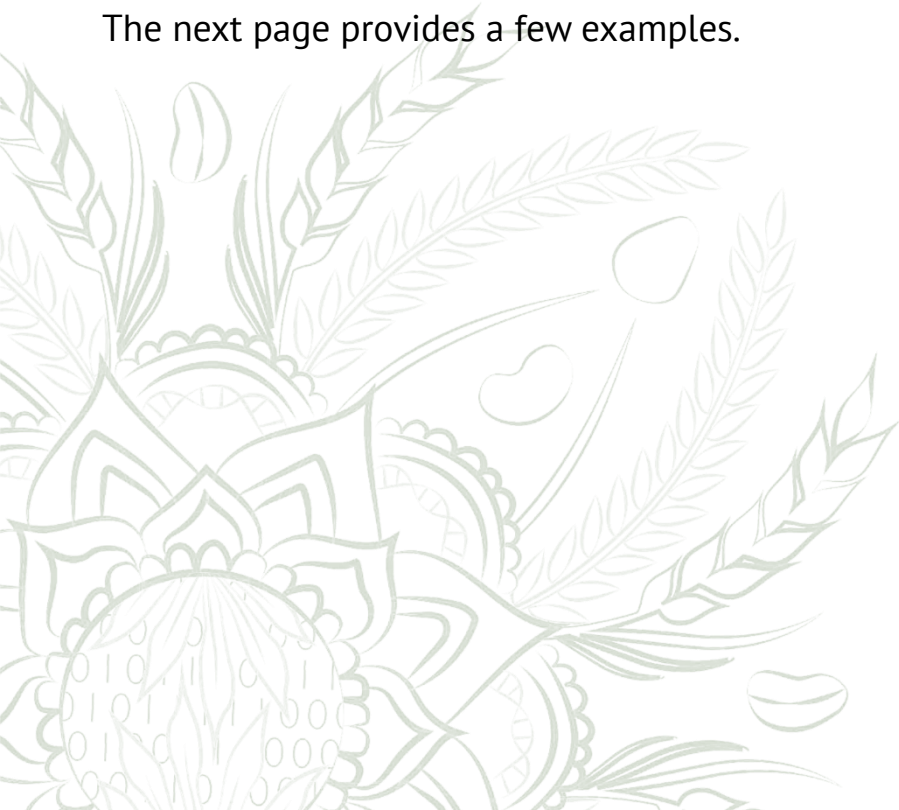
Photos (continued)

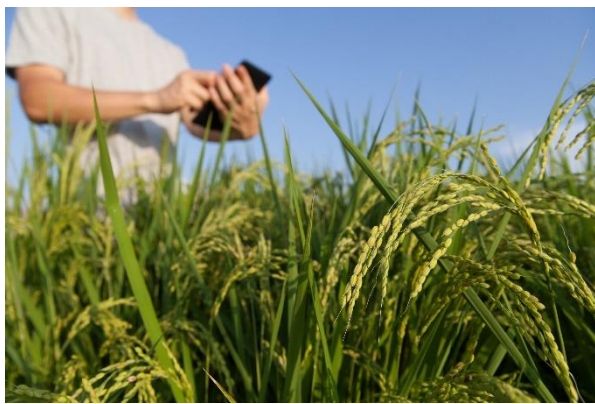
The following considerations should also be taken into account in choosing photos and images:

- balance between genders;
- local/regional relevance;
- cultural diversity;
- closeness to the IBP colour palette (particularly, with greens, oranges, blues and earthy colors).

Proper credit should always be given and clearly visible for all photos and images.

The next page provides a few examples.





Official names and initials

Full names

'IBP' should always be written in full on first appearance, all words capitalised, followed by the initials in parenthesis:

- ...the Integrated Breeding Platform (IBP)

'BMS Pro' is the IBP's core product. The name should stand on its own, but if a description is needed, 'Breeding Management System' can be added in full, together with the acronym. The mention 'Pro' is an integral part of the product's name and, therefore, should always be included:

- ...BMS Pro (Breeding Management System)
- ...the Breeding Management System (BMS Pro)

Initials

Where *acronyms* are made of initials that can be pronounced as a word (such as UNESCO, ICRISAT or SIMAC), 'IBP' is an *initialism*, where initials are pronounced individually.

Consequently, it requires the definitive article in a sentence: it is 'the IBP', as it refers to 'a Platform'; 'a team'. The only usage that omits the definite article is in a headline: "IBP confirms new Regional Hub." Period marks after each letter should not be used.

BMS Pro as a brand name should not use the definite article: "BMS Pro can be used in institutions of all sizes." The only usage that would require an article is when 'BMS' is used as an adjective: "The BMS Support Team is available to help."

Official names and initials (continued)

Second reference

After the first mention, in order to avoid spattering the page by repeating the abbreviation too often, alternatives could be to write:

- 'the initiative', 'the team', or 'the Platform' (with a capital 'P'), rather than 'the IBP';
- 'the software suite', 'breeding software' or similar expressions, can be used instead to refer to 'BMS Pro'.

About IBP Regional Hubs

When referring to IBP Regional Hubs, use the following formulas:

- [institution's name], an IBP Hub based in [country], ...
- or: the IBP Hub in [country], hosted by [institution's name], ...
- If the article is mainly about the IBP, secondary references should be mentioned as 'the IBP Hub'.

Official names and initials (continued)

Translations

Please use the following terms in French, Spanish and Simplified Chinese:

English	French	Spanish	Chinese
Integrated Breeding Platform	IBP, une plateforme d'amélioration génétique intégrée	IBP, una plataforma de mejoramiento integrado	集成育种平台 (IBP)
Breeding Management System	BMS, une suite logicielle de gestion pour l'amélioration des plantes	BMS, un sistema de gestión del mejoramiento	育种管理系统 (BMS)
IBP Regional Hub	Pôle Regional IBP	Centro Regional IBP	区域中心

To have these terms translated in languages other than those provided here, or to have your own version approved, contact Valérie Boire, Communications Manager, at v.boire@cgiar.org.

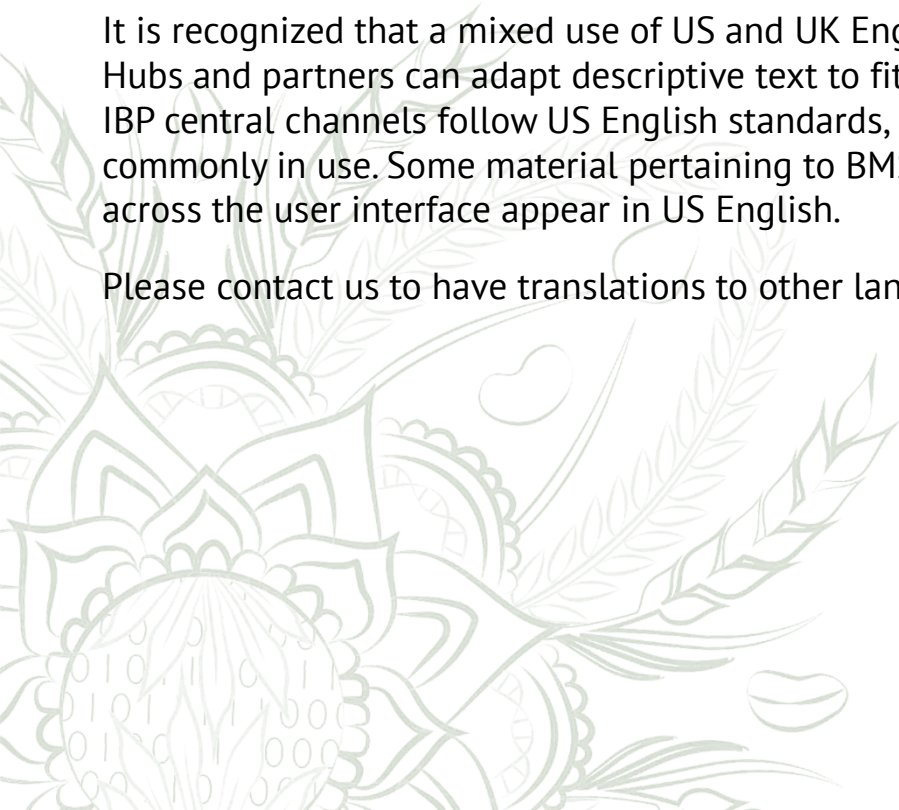
Boilerplate descriptors

The boilerplate text provides a standard and consistent way to explain the nature and mission of the IBP. It should be used:

- In press releases from the IBP Central Team
- In press releases from Regional Hubs
- In website descriptions of the IBP (e.g. in 'About' sections of Hub sites)
- When the IBP or its core product, BMS Pro, are described in publications such as reports, flyers, briefs, etc.

It is recognized that a mixed use of US and UK English is used across IBP activities. While IBP Regional Hubs and partners can adapt descriptive text to fit their house style, all communications emanating from IBP central channels follow US English standards, unless directed at audiences where UK English is more commonly in use. Some material pertaining to BMS Pro may stand as an exception, as all the terms used across the user interface appear in US English.

Please contact us to have translations to other languages approved.



Boilerplate descriptors (continued)

Tagline

The tagline can be used to reinforce the brand, both through the tagline logo and as separate text. When the tagline is used in text, independently of the logo, it should be typeset in an IBP font, in italics, on a single line and in sentence case (only the first word, 'Today's', is capitalised):

Today's tools for tomorrow's crops

Sentence descriptors provided in the next pages should not be confused with this tagline, which is used to evoke the IBP's essential mission.



Boilerplate descriptors (continued)

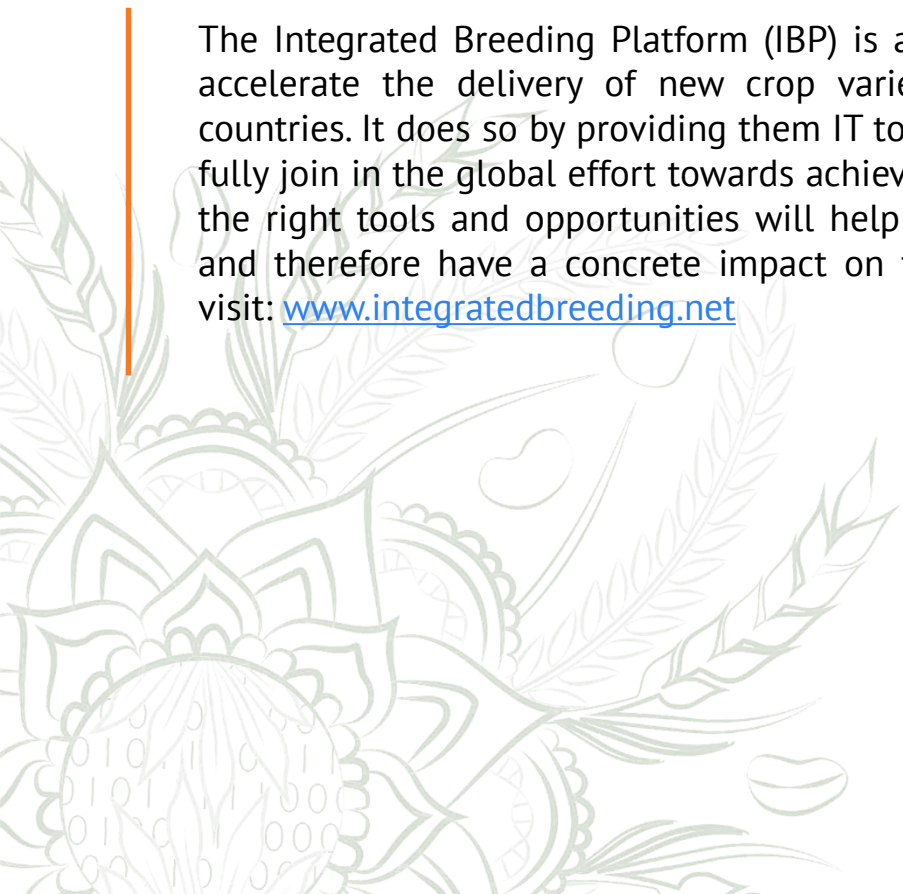
About the Integrated Breeding Platform (IBP)

Sentence descriptor

When naming the IBP for the first time in a text, the short descriptor “**the/your partner for modern breeding**” may be added in the sentence to clarify its nature. A reference to the websire should also be mentioned when possible (www.integratedbreeding.net).

Full descriptor

The Integrated Breeding Platform (IBP) is a not-for-profit entity with the mission to help breeders accelerate the delivery of new crop varieties to smallholder farmers, especially in developing countries. It does so by providing them IT tools, crop breeding services and training, so that they may fully join in the global effort towards achieving food security. The IBP’s strong belief is that access to the right tools and opportunities will help breeders achieve more efficiency in crop improvement, and therefore have a concrete impact on their specific local environments. For more information visit: www.integratedbreeding.net



Boilerplate descriptors (continued)

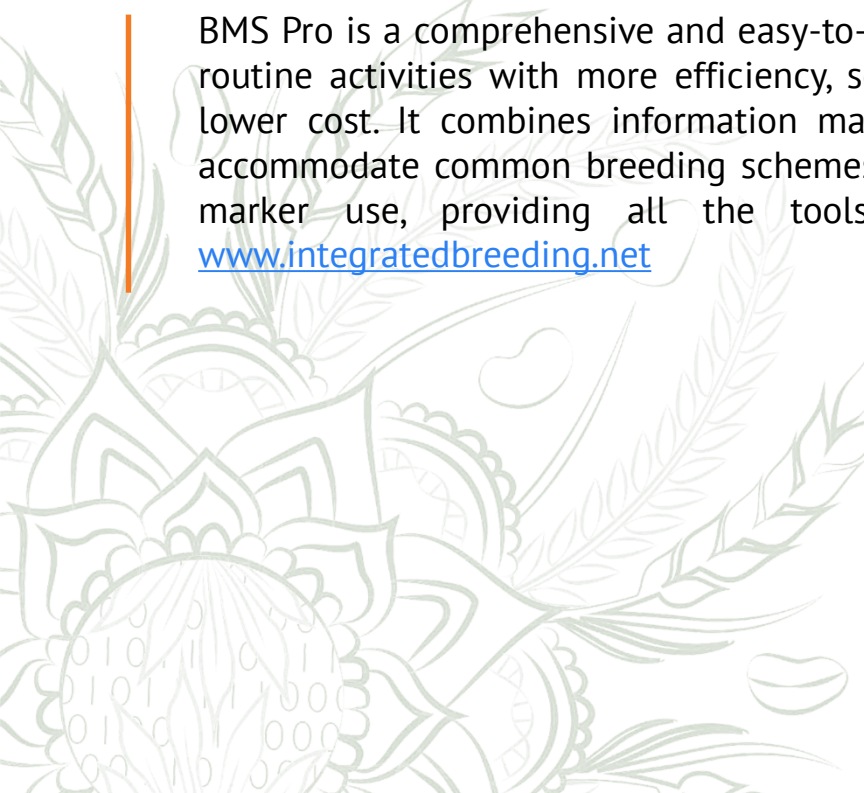
About BMS Pro

Sentence descriptor

When naming BMS Pro for the first time in a text, the short descriptor “**a complete software suite for crop breeding**” may be added in the sentence to clarify its nature. A reference to the website should also be mentioned when possible (www.integratedbreeding.net, or www.bmspro.io when the text is commercial in nature).

Full descriptor

BMS Pro is a comprehensive and easy-to-use software suite designed to help breeders conduct their routine activities with more efficiency, so that they may develop improved cultivars faster and at lower cost. It combines information management, data analysis and decision-support tools that accommodate common breeding schemes, from conventional breeding through increasing levels of marker use, providing all the tools they need in just one place. **Get a free trial:** www.integratedbreeding.net



Boilerplate descriptors (continued)

About IBP Regional Hubs

Sentence descriptor

When naming an IBP Regional Hub for the first time in a text, the short descriptor “**local center for IBP tools and services**” may be added in the sentence to clarify its nature. Ex.:

- “The IBP Hub in Nigeria, your local center for IBP tools and services hosted by IITA, invites you to a workshop...”
- “As an IBP Hub, AfricaRice is one of the official local centers for IBP tools and services in West Africa, ...”

A reference to the Hub’s website should also be mentioned when possible, ideally landing on a page where their relationship to the IBP is showcased.

Full descriptor:

Regional Hubs are privileged partners of the IBP, working together as part of dynamic regional networks. Their role is to champion IBP tools and services, and to interface directly with BMS Pro users and facilitate its adoption by new users, having themselves integrated these tools in their day-to-day activities. They serve as dedicated breeding support centers for the IBP community in their respective regions, mainly providing capacity building, technical support and crop-specific expertise. For more information: www.integratedbreeding.net / or page on the Hub’s website

Checklist

- I am using the appropriate logo for the context and my targeted audience:
 - standalone logo: IBP is clearly mentioned in the text, or I used a sign-off line
 - tagline logo:
 - color on clear background (name in black)
 - color on busy background (protected zone marked in white)
 - black&white **because of colour printing limitations only**
 - 1-colour (orange and white) **because of colour printing limitations only**
 - IBP Hub logo:
 - used in the context of a regional activity
 - IBP is clearly mentioned in the text, or I used a sign-off line
- The logo is perfectly visible:
 - not smaller than the minimum sized allowed
 - intact in dimensions and colors (no distortions or modifications)
 - protected zone is respected
 - the background does not interfere with visibility
 - it is aligned with text margins or centered; either in the header or the footer space (not floating in the page)
 - it is of equal weight and aligned in proportion to logos of other organisations

Checklist (continued)

- I am using official IBP colors (minimally with some orange)
- I am using official IBP fonts (Arial family and/or Fira Sans)
- Photos and images convey the IBP's core offers (technology, breeders, crops, service, genotyping)
- Photos respect equity and integrity factors:
 - Gender balance
 - Cultural diversity
 - Regional relevance
 - IBP visual identity (colors)
- Names
 - have been written in full at least once, with initials in parenthesis
 - Initialism is preceded of the definite article ("the IBP")
 - initials are not seperated by period marks
 - If in another language than English, I use the official translation or have obtained approval for my translated version
- If using the tagline, it is typeset appropriately (IBP font, italics, on a single line, only the first word is capitalised):
- I am using the appropriate boilerplate descriptors
- I am using US English standards when producing material from/for the IBP Central Office / unless UK English is more commonly in use within the audience I am targeting.