



# IBP branding guidelines

On the appropriate use of the IBP name, descriptors, logo, colour palette and typography

# Introduction

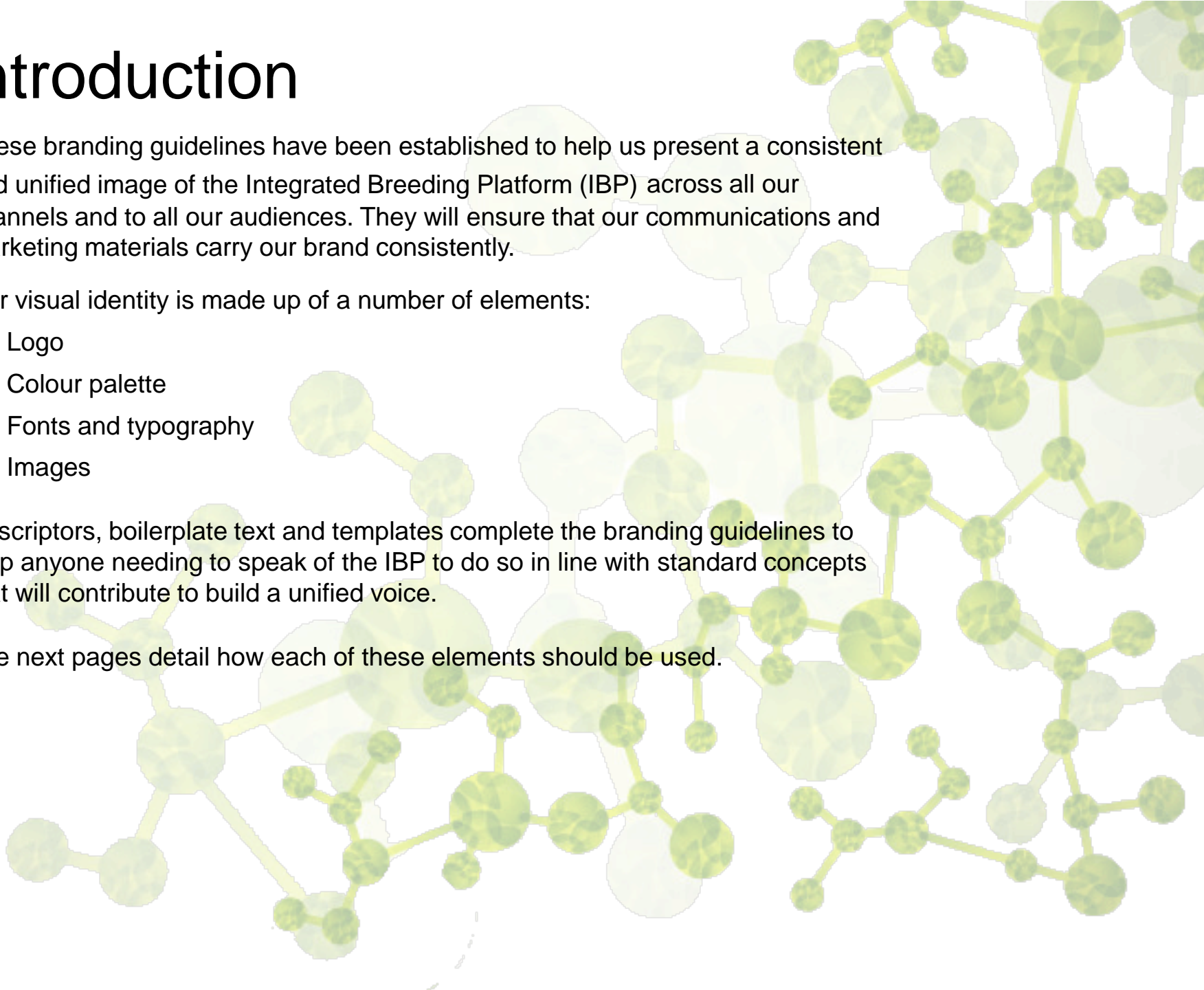
These branding guidelines have been established to help us present a consistent and unified image of the Integrated Breeding Platform (IBP) across all our channels and to all our audiences. They will ensure that our communications and marketing materials carry our brand consistently.

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.

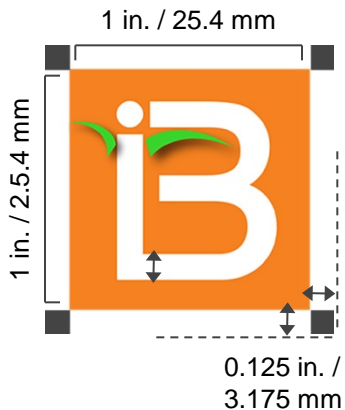
To request authorisation to use the logo, or if in doubt over a branding issue, please contact Valérie Boire, Communications Officer: [v.boire@cgiar.org](mailto:v.boire@cgiar.org).

# 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.

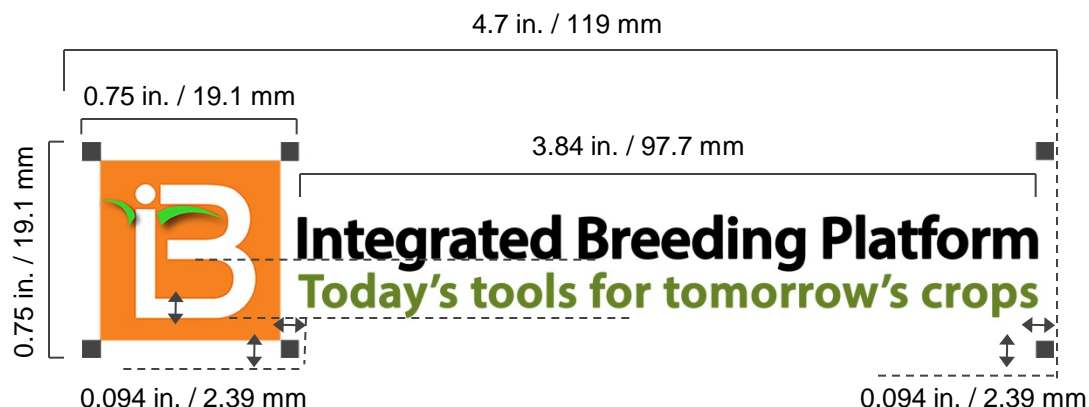


- **Colour description**  
Letter B in white (#FFFFFF), with bright green leaf (#43D23A), on orange square block (#F47F2B).
- **Minimum dimensions**  
1 x 1 in. (25.4 x 25.4 mm). Scaling down the size of a logo is restricted, but you are free to use it as large as you need.
- **Protected zone**  
No other element is allowed within this protected zone. The width of this zone is equal to  $\frac{1}{8}$  of the block's side length (in this example: 0.125 in. (3.175 mm)). This represents the width of the letter B (in white).

**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.

## Logo with regular name and tagline

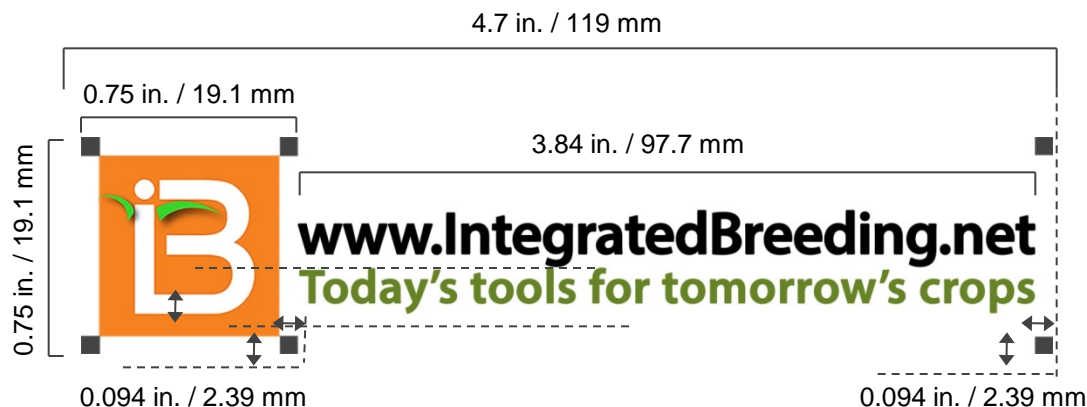
**When to use:** communication materials that represent IBP in its entirety (website, annual report); for a general audience.



- **Colour description**  
Letter B in white (#FFFFFF), with bright green leaf (#43D23A), on orange square block (#F47F2B).  
Tagline: First row in black (#000000); second row in moss green (#668425).
- **Tagline fonts and styling**  
Myriad Pro Semibold. Top row: size at 30pts, tracking at -35. All words capitalised. Bottom row: size at 24pts, tracking at -5. Only the first word, 'Today's', is capitalised.
- **Minimum dimensions**  
Block logo: 0.75 x 0.75 in. (19.1 x 19.1 mm). Tagline: 0.57 x 3.84 in. (14.5 x 97.7 mm). Distance between block logo and tagline: 0.094 in. (2.39 mm), the width of the letter B (in white).  
Total (without protected zone): 0.75 x 4.7 in. (19.1 x 119 mm). Scaling down the size of a logo is restricted, but you are free to use it as large as you need.
- **Protected zone**  
No other element is allowed within this protected zone. The width of this zone is equal to  $\frac{1}{8}$  of the block's side length (in this example: 0.094 in. (2.39 mm)). This distance is calculated from the edges of the block logo. This also represents the width of the letter B.

## Logo with URL name and tagline

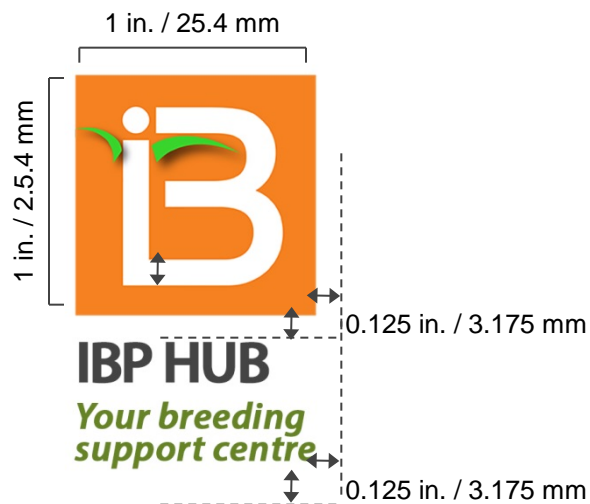
**When to use:** communication material for an initiated audience; material in which the IBP identity is already clearly explained or supposed in the main body. Ex.: event poster; sponsorships; trainings.



- **Colour description**  
Letter B in white (#FFFFFF), with bright green leaf (#43D23A), on orange square block (#F47F2B).  
Tagline: First row in black (#000000); second row in moss green (#668425).
- **Tagline fonts and styling**  
Myriad Pro Semibold. Top row: size at 30pts, tracking at -40. The handles 'www.' and '.net' in lower case (no capitalisation); the words 'Integrated' and 'Breeding' capitalised. Bottom row: size at 24pts, tracking at -7. Only the first word, 'Today's', is capitalised.
- **Minimum dimensions**  
Block logo: 0.75 x 0.75 in. (19.1 x 19.1 mm). Tagline: 0.57 x 3.84 in. (14.5 x 97.7 mm). Distance between block logo and tagline: 0.094 in. (2.39 mm), the width of the letter B (in white).  
Total (without protected zone): 0.75 x 4.7 in. (19.1 x 119 mm). Scaling down the size of a logo is restricted, but you are free to use it as large as you need.
- **Protected zone**  
No other element is allowed within this protected zone. The width of this zone is equal to  $\frac{1}{8}$  of the block's side length (in this example: 0.094 in. (2.39 mm)). This distance is calculated from the edges of the block logo. This also represents the width of the letter B.

# Hub logo

**When to use:** in material branded by IBP Hubs; on local material and to announce regional activities.



- **Colour description**  
Letter B in white (#FFFFFF), with bright green leaf (#43D23A), on orange square block (#F47F2B). Tagline: First row in dark grey (#444444); second row in moss green (#668425).
- **Tagline fonts and styling**  
Myriad Pro Semibold. Top row: all words all in capital letters; font size: 22 pts; tracking: -60. Middle and bottom rows: only the first word "Your" is capitalised; font size: 14px; no tracking.
- **Minimum dimensions**  
Block logo: 1 x 1 in. (25.4 x 25.4 mm). Tagline: 0.75 x 1 in. (19.1 x 25.4 mm). Distance between block logo and tagline: 0.125 in. (3.175 mm), the width of the letter B (in white). Total (without protected zone): 1.88 x 1 in. (47.63 x 25.4 mm). Scaling down the size of a logo is restricted, but you are free to use it as large as you need.
- **Protected zone**  
No other element is allowed within this protected zone. The width of this zone is equal to  $\frac{1}{8}$  of the block's side length (in this example: 0.125 in. (3.175 mm)). This distance is calculated from the edges of the block logo. This also represents the width of the letter B. The protected zone around the Hub logo should always be marked in white.

**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. Use the following colour gradients to ensure there is always enough contrast between the tagline text and the background:

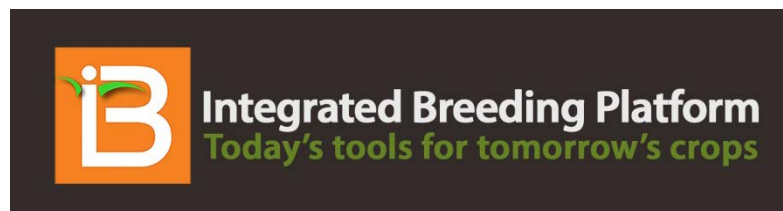
### On white to 50% intensity background:

Use tagline in black and moss green (#668425).



### On 51% to 100% intensity background:

Use tagline in light grey (#EAEAEA) and moss green (#668425).



**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.

*The dotted lines are not a component element of the logo; they are used to give an indication of the protected zone.*

## Black & white logo

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.

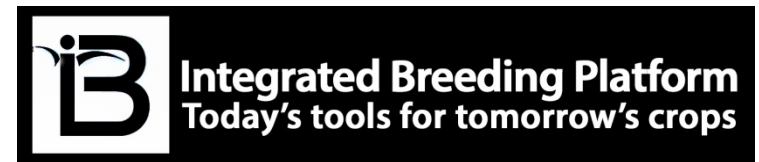
### On white to 50% intensity background:

Use the positive logo (black font).



### On 51% to 100% intensity background:

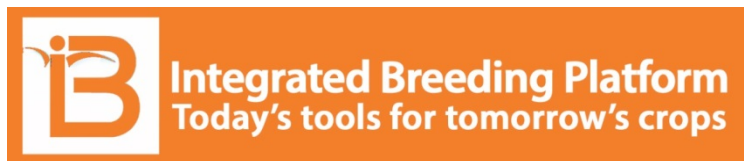
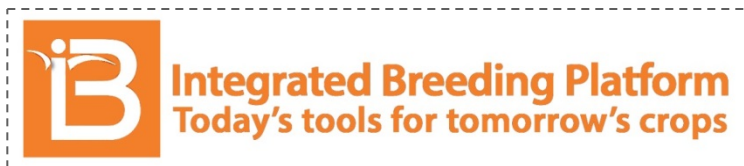
Use the negative logo (white font).



*The dotted lines are not a component element of the logo; they are used to give an indication of the protected zone.*

## One-colour 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.



*The dotted lines are not a component element of the logo; they are used to give an indication of the protected zone.*

## 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 should be decided in each case as appropriate.

### **Example:**



## Sign-off

Sign-off shall 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 organisation).

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 the'
- 'Co-funded by the'
- 'An initiative of the'
- 'In collaboration with the'

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 the**



**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 use only 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 colours.**



## 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.**



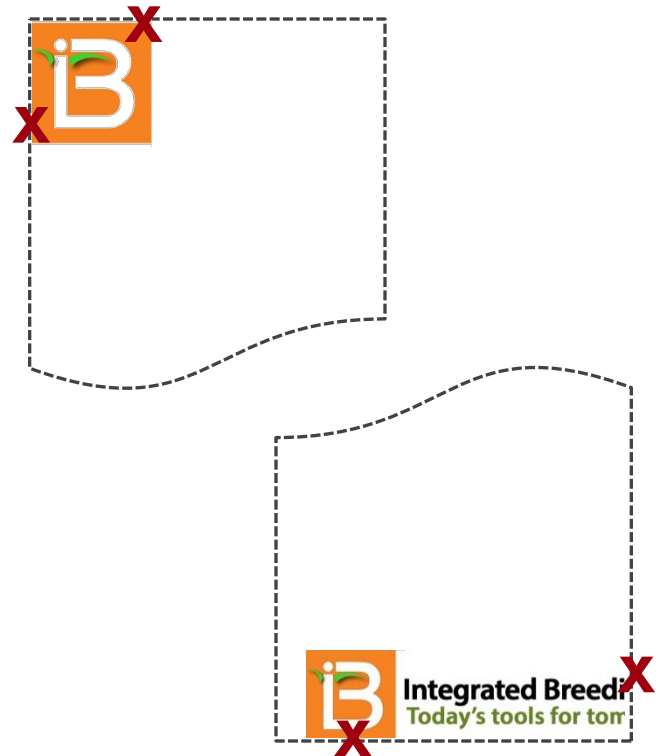
## Forbidden applications (continued)

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 colours



Pantone: 158C  
Hex code: #F47F2B  
RGB: 244-127-43  
CMYK: 1-62-95-0



Pantone: 446C  
Hex code: #444444  
RGB: 68-68-68  
CMYK: 67-60-59-44



Pantone: 301C  
Hex code: #00508D  
RGB: 0-80-141  
CMYK: 100-75-18-3



Pantone: 370C  
Hex code: #668425  
RGB: 102-132-37  
CMYK: 64-30-100-12

Use these primary colours predominantly (headlines, dominant art work, etc.).

The IBP orange is mandatory in all promotional material.

## Secondary colours



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



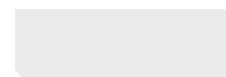
Pantone: 537C  
Hex code: #B8C1CF  
RGB: 184-193-207  
CMYK: 27-18-11-0



Pantone: cool gray 8C  
Hex code: #828282  
RGB: 130-130-130  
CMYK: 21-43-43-7v



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



Pantone: 663C  
Hex code: #EAEAEA  
RGB: 234-234-234  
CMYK: 7-5-5-0



Pantone: 580C  
Hex code: #BED6B2  
RGB: 190-214-178  
CMYK: 26-4-35-0

Use the secondary colours to complement design and/or to highlight sections (ex.: illustrations, charts, block text, quotes, titles, links, etc.).

# Colour palette

## Accent colours



Pantone: 7621C  
Hex code: #9E000F  
RGB: 158-0-15  
CMYK: 24-100-100-22



Pantone: 7665C  
Hex code: #5b3374  
RGB: 91-51-116  
CMYK: 77-94-23-9

Use with parcimony, when needed to complement the rest of the palette.



Pantone: 4625C  
Hex code: #552300  
RGB: 85-35-0  
CMYK: 41-79-93-60



Pantone: 7473C  
Hex code: #36a596  
RGB: 54-165-150  
CMYK: 74-13-48-1

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# Fonts

## Primary typeface

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

### Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890 ~!@#\$%^&\*()\_+|}{“:?”

### Arial Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890 ~!@#\$%^&\*()\_+|}{“:?”

### Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890 ~!@#\$%^&\*()\_+|}{“:?”

### Arial Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

1234567890 ~!@#\$%^&\*()\_+|}{“:?”

### Arial Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890 ~!@#\$%^&\*()\_+|}{“:?”

# Fonts (continued)

## Secondary typeface

Myriad Pro is used for IBP taglines and logos. You may use this secondary typeface, and/or variations on the Arial font family, to enhance graphic interest in communications material.

### Myriad Pro

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

### *Myriad Pro Italic*

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

### **Myriad Pro Bold**

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

### ***Myriad Pro Bold Italic***

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

### Arial Narrow

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

### *Arial Narrow Italic*

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

### **Arial Narrow Bold**

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

### ***Arial Narrow Bold Italic***

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

# 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.

A photo bank is available to IBP staff:

- in the IBP Intranet: <https://ibplatform.atlassian.net/wiki/pages/viewpage.action?pageId=5177478>
- from the IBP Flickr page: <https://www.flickr.com/photos/124130007@N02/>

Finally, proper credit should always be given and clearly visible for all photos and images.

The next page provides a few examples.



*IBP stock photo*



*Credit: CIMMYT*



*Credit: Neil Palmer/CIAT*



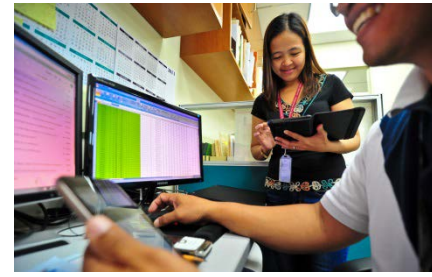
*Credit: Neil Palmer/CIAT*



*Credit: FreeDigitalPhotos.net*



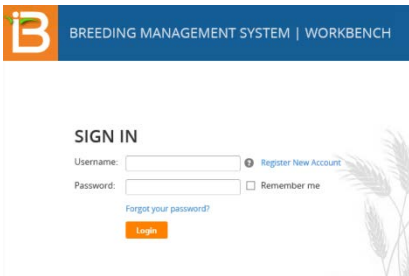
*Credit: Arlet Portugal/IBP*



*Credit: Isagani Serrano/IRRI*



*Credit: Ramzi Belkhodja/IAMZ*



*BMS login screen. Credit: IBP*



*IBP stock photo*



*IBP stock photo*



*Credit: FreeDigitalPhotos.net*



*Credit: CIMMYT*



*Credit: Cris Quintana/IRRI*



*Credit: University of California Riverside, Cowpea Team, 2014*



*Credit: CIMMYT*

# Official names and initials

## Full names

‘IBP’ and ‘BMS’ should always be written in full on first appearance, all words capitalised, followed by their initials in parenthesis:

- ...the Integrated Breeding Platform (IBP)
- ...the IBP Breeding Management System (BMS).
  - *Note: it should be mentioned at least once that the BMS is an IBP core product, if not in the text body at least in the name, to distinguish it from other options in the market.*

## Initials

Where *acronyms* are made of initials that can be pronounced as a word (such as UNESCO, ICRISAT or SIMAC), ‘IBP’ and ‘BMS’ are *initialisms*, where initials are pronounced individually.

Consequently, they require the definitive article: it is ‘the IBP’, and ‘the BMS’. 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.

# Official names and initials (continued)

## Second reference

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

- 'the initiative', 'the team', or 'the Platform' (with a capital 'P'), rather than 'the IBP';
- 'the software suite', 'package' or 'solution', rather than 'the BMS'. The descriptor should reflect the idea that the product as a whole is made up of components that complement each other and all work together.

## 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
<b>Integrated Breeding Platform</b>	IBP, une plateforme d'amélioration génétique intégrée	IBP, una plataforma de mejoramiento integrado	集成育种平台 (IBP)
<b>Breeding Management System</b>	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)
<b>IBP Regional Hub</b>	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 Officer, at [v.boire@cgiar.org](mailto: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, the BMS, are described in publications such as reports, flyers, briefs, etc.

It is recognised 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 should follow UK English standards. Some material pertaining to the Breeding Management System may stand as an exception, as all the terms used across the user interface currently appear in US English.

For descriptors in other languages, contact Valérie Boire, Communications Officer: [v.boire@cgiar.org](mailto:v.boire@cgiar.org).

# 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 reference for best practices in plant breeding**” may be added in the sentence to clarify its nature. A reference to the web portal address should also be mentioned when possible ([www.integratedbreeding.net](http://www.integratedbreeding.net)).

### Short version (where space is limited)

The **Integrated Breeding Platform (IBP)** improves the capacity of plant breeders for innovation, primarily in developing countries, by providing them complete software solutions, breeding services, genetic materials and related crop information, making it the most comprehensive source for best practices in plant breeding. IBP professionals are also available to provide training and technical support. **Register today:** [www.integratedbreeding.net](http://www.integratedbreeding.net).

### Long version (full boilerplate text)

Plant breeders are at the forefront of the next food revolution. The Integrated Breeding Platform (IBP) provides the tools and knowledge they need to rise to a new level of breeding innovation, primarily in developing countries.

It offers a suite of integrated software solutions (the IBP Breeding Management System); several breeding services such as genotyping; and breeding materials and related information for a broad range of crops, including germplasm, trait dictionaries and predictive markers. Furthermore, the IBP empowers plant breeders through training, funding opportunities, dedicated support and community spaces, making it the most comprehensive source for best practices in plant breeding.

**Register today:** [www.integratedbreeding.net](http://www.integratedbreeding.net).

# Boilerplate descriptors (continued)

## About the Breeding Management System (BMS)

### Sentence descriptor

When naming the BMS 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 web portal address should also be mentioned when possible ([www.integratedbreeding.net](http://www.integratedbreeding.net)).

### Short version (where space is limited)

The **IBP Breeding Management System (BMS)** is a complete software suite designed to boost plant breeding efficiency. It combines crop information management, data analysis and decision-support tools to conduct most routine breeding activities, including the integration of different levels of marker use. **Download today:** [www.integratedbreeding.net](http://www.integratedbreeding.net)

### Long version (full boilerplate text)

The **IBP's Breeding Management System (BMS)** 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. **Download today:** [www.integratedbreeding.net](http://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 “**a local service center for IBP solutions**” may be added in the sentence to clarify its nature. Ex.:

- “The IBP Hub in Kenya, your local service center for breeding solutions, invites you to a workshop...”
- “As a certified IBP Hub, BecA is the official local service center for IBP solutions in East Africa, ...”

A reference to the web portal address should also be mentioned when possible ([www.integratedbreeding.net](http://www.integratedbreeding.net)).

### Short version (where space is limited)

Institutions or programmes hosting **IBP Regional Hubs** are key members of the **Integrated Breeding Platform (IBP)**. They provide local technical support for the roll-out of the IBP Breeding Management System (BMS), as well as personalised training across their region and crop expertise. **Register today:** [www.integratedbreeding.net](http://www.integratedbreeding.net).

### Long version (full boilerplate text)

Institutions hosting IBP Hubs are key members of the Integrated Breeding Platform (IBP). They work together as part of dynamic regional networks to promote the use of IBP tools and services. Their role is to strengthen breeding capacity by providing local technical support and personalised training for breeders across their regions and crop expertise, having themselves integrated IBP methods to their day-to-day activities. IBP Hubs also play a pivotal role in interacting directly with local users to inform them of the development of new BMS functionality and usability features consistent with their expressed needs. **Register today:** [www.integratedbreeding.net](http://www.integratedbreeding.net).

# Templates

Various templates are available to IBP staff and Hub representatives in the IBP Intranet:

- Letterheads
- Word templates for reports and other documentation
- Powerpoint presentations
- Training certificates
- Fact sheets (MS Publisher)
- Videos: intro and outro slides and music

<https://ibplatform.atlassian.net/wiki/display/CT/Templates+for+promotion>

# 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 (regular or URL):
    - ☐ color on clear background (name in black)
    - ☐ color on dark background (name in white)
    - ☐ 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 colours (minimally with some orange)
- ☐ I am using official IBP fonts (Arial family and/or Myriad Pro)
- ☐ 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 (colours)
- ☐ Names
  - ☐ have been written in full at least once, with their initials in parenthesis
  - ☐ the IBP is mentioned at least once in the full BMS name ('the IBP Breeding Management System')
  - ☐ all initialisms are preceded of the definite article ('the IBP'; 'the BMS')
  - ☐ initials are not separated 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 (minimally a sentence descriptor; short version in limited space or the full long version)
- ☐ I am using UK English standards when producing material from/for the IBP Central Office