

Partnership for Inclusive Agricultural Transformation in Africa (PIATA)

THE PIATA BRANDING & MARKING GUIDELINES | VERSION 1.0

This document is highly confidential and for use only by PIATA partner institutions and their employees and nominated agencies. Please note, the imagery used in these guidelines is purely for illustration purposes only. All artwork is available from the AGRA Communications team.





INTRODUCTION

Positioning:

The “Partnership for Inclusive Agricultural Transformation in Africa” is a strategic partnership between the Alliance for a Green Revolution in Africa (AGRA), the Bill & Melinda Gates Foundation (BMGF), The Rockefeller Foundation, the UK Department for International Development (DFID) and the US Agency for International Development (USAID) - as part of the US Government Feed the Future initiative - that seeks to catalyze and sustain an inclusive agricultural transformation for at least 11 countries in Africa to increase incomes and improve the food security of 30 million smallholder farm households. The Federal Ministry of Economic Cooperation and Development of Germany (BMZ) is currently a non-voting member and a resource partner, fully aligned with the partnership in Burkina Faso and Ghana.

Program Name:

The program name is “Partnership for Inclusive Agricultural Transformation in Africa” and applies to all programs, activities, and public communications funded by the resource partners through PIATA-designated funds as defined in the technical and cost proposals. In all documents and materials produced by the program, the full name should be used. On subsequent references, this can be referred to as “PIATA.”

Translation of the Program Name:

The program name, “Partnership for Inclusive Agricultural Transformation in Africa” and any logo taglines, such as “From the American People” and “Growing Africa’s Agriculture” will be translated into select foreign languages for use by AGRA and resource partners when branding country-specific or regional (not global) program activities. English will be used for most products of a global nature, with English and French versions for select products.

Branding:

The program will use co-branding of AGRA, BMGF, DFID, The Rockefeller Foundation, USAID and of other member partners that will join the partnership, arranged alphabetically. It will be marketed widely as a flagship partnership through public mediums such as AGRA’s website, corporate strategy, country fact sheets, digital assets, success stories, reports, other knowledge products, pamphlets, videos, event flyers and announcements, and other collateral developed to implement the program. The PIATA Corporate Identity is accompanied by a library of collateral templates that can be used and/or referred to for production of specific elements. For convenience, links are provided that direct the user to the relevant library document.

Branding Philosophy:

These branding and marking guidelines define the branding philosophy and provide the rules that should be applied when using the PIATA Corporate Identity to be approved by the partners. Where conflict of philosophy emerges, a common parameter will need to be negotiated across the partners for standard application, subject to amended approvals agreed by partners on a case by case basis.

The PIATA branding and marking approach consists of **5 distinct treatments** depending on the audience and purpose:

- **Treatment A:** PIATA branding with all partners in common standing.
- **Treatment B:** PIATA branding with AGRA as an implementing partner and others as resource partners.
- **Treatment C:** AGRA co-branding identity with non-PIATA partners.
- **Treatment D:** AGRA standard brand identity for special initiatives and partnerships where AGRA serves as a secretariat including the African Green Revolution Forum (AGRF) and the Africa Food Prize.
- **Treatment E:** AGRA standard brand identity with no co-branding.

Contacts: For further information please contact Waiganjo Njoroge, AGRA Interim Head of Communications at WNjoroge@agra.org and Mark Irungu, AGRA Brand Lead at Mrungu@agra.org



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Section 1

PIATA Brand Identity System

What are the elements that make up our Brand Identity?

The words you choose. The type you use. The colors, graphics, and imagery you communicate with. The way you use the PIATA logos.

These are the key building blocks that help tell the PIATA story and shape people's perception of the initiative and participating partners.

BRAND IDENTITY - PRIMARY PIATA PARTNERS LOGOS



Please note: Only approved digital files of the Partners logos may be used. The logos shall not be recreated, regardless of the situation. To obtain a copy of the correct signature, please contact the AGRA Communications department.

Please refer to the colour palette for the correct colour specifications. Always use the correct specified colour to ensure visual consistency. No approximation or changes from these specifications are acceptable.



Colour Palette

Consistent colour application is vital to building the brand. In order to ensure this, it is important to always use the correct colour specifications.

Colour specifications

CMYK Print: The CMYK (Process colour) specifications are to be used for processes where spot colour is restricted, for example, magazines and press ads.

RGB: The RGB (monitor colour) equivalents are only for electronic use, for example, in television and audio-visual presentations.

Colour usage

We are proud of our primary colours. Our guidelines determine how our full range of colours are used and in what proportion.

We always use more of our primary colours, less of our secondary colours and very little of our tertiary colours. This colour palette ensures that our primary colours are always the most visible and dominant colours.



Primary Colours



Dark Green
96C 34M 82Y 27K
0R 102G 71B
#006647



Yellow Green
38C 20M 100Y 1K
170R 173G 0B
#AAAD00



Green
16C 0M 74Y 57K
114R 122G 53B
#727A35

Secondary Colours



Purple | 65C 83M 3Y 0K
Pantone solid coated 2685c
116R 76G 154B
#774D9A



Yellow | 0C 23M 91Y 0K
Pantone solid coated 123c
255R 198G 39B
#FFC732



Orange | 0C 83M 100Y 0K
Pantone solid coated 021c
255R 80G 0B
#F15625



Green | 67C 12M 100Y 0K
Pantone solid coated 369c
99R 167G 10B
#63A744



Teal Blue | 100C 11M 38Y 0K
Pantone solid coated 320c
0R 153G 168B
#049DA7



Aqua Marine | 100C 62M 7Y 0K
Pantone solid coated 300c
0R 92G 185B
#0065A8



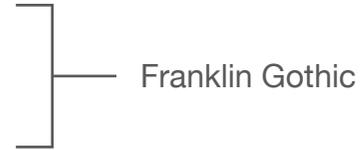
Cool Grey | 61C 53M 48Y 19K
Pantone solid coated 10c
100R 101G 105B
#808080



Typography

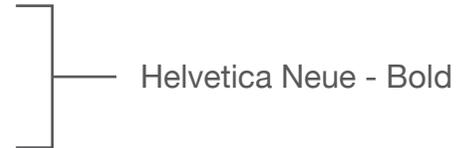
Franklin Gothic - Header

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz



Helvetica Neue Bold - Sub-Title

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz



Helvetica Neue Regular - Body Copy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz



Font family

The font families should have an ample range of respectable weights which enables it to express a diverse range of emotional tones — from subtle paragraphs to loud headlines.

Disciplined use of typographic standards ensures legibility and visual consistency of the PIATA brand.



Section 2

Design Application / Templates

So, how do you apply these brand elements in the real world of PIATA communications?

First, know your audience. Second, stay flexible. Third, be inspired. The following examples demonstrate the flexibility of how the PIATA Brand Identity System can accommodate dramatic shifts in tone, while still maintaining brand consistency across every consumer touchpoint.

In this section we provide you with a collection of templates that can be used and / or referred to for production of specific elements.

For convenience, these templates have been uploaded on a portal and download links provided on the respective pages within this document.



Visual Language

Shapes that define our look & content holders



**Partnership for
Inclusive Agricultural
Transformation in Africa
(PIATA)**



**Partnership for
Inclusive Agricultural
Transformation in Africa
(PIATA)**

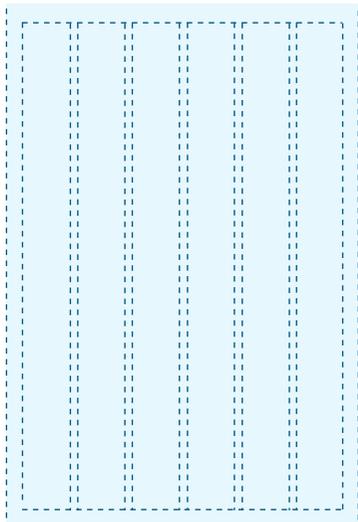


**Partnership for
Inclusive Agricultural
Transformation in Africa
(PIATA)**

Visual Identity 360°

The visual elements are shown below as they appear on a poster. All posters are constructed with distinct areas.

Portrait posters use a 6-column grid. Landscape posters use an 8-column grid.



Print Communication format

URL
Positioned top left aligning to left-hand margin respecting the exclusion zone

Headline option 01
Positioned inside the image area over the image in an area must be legible depending on image and contrast requirements.

Headline option 02
Positioned inside the colour area



Partners logos
Positioned alphabetically within the white trapezium

Content holder
It is positioned inside the poster. The size of the element is determined by the design of the layout.

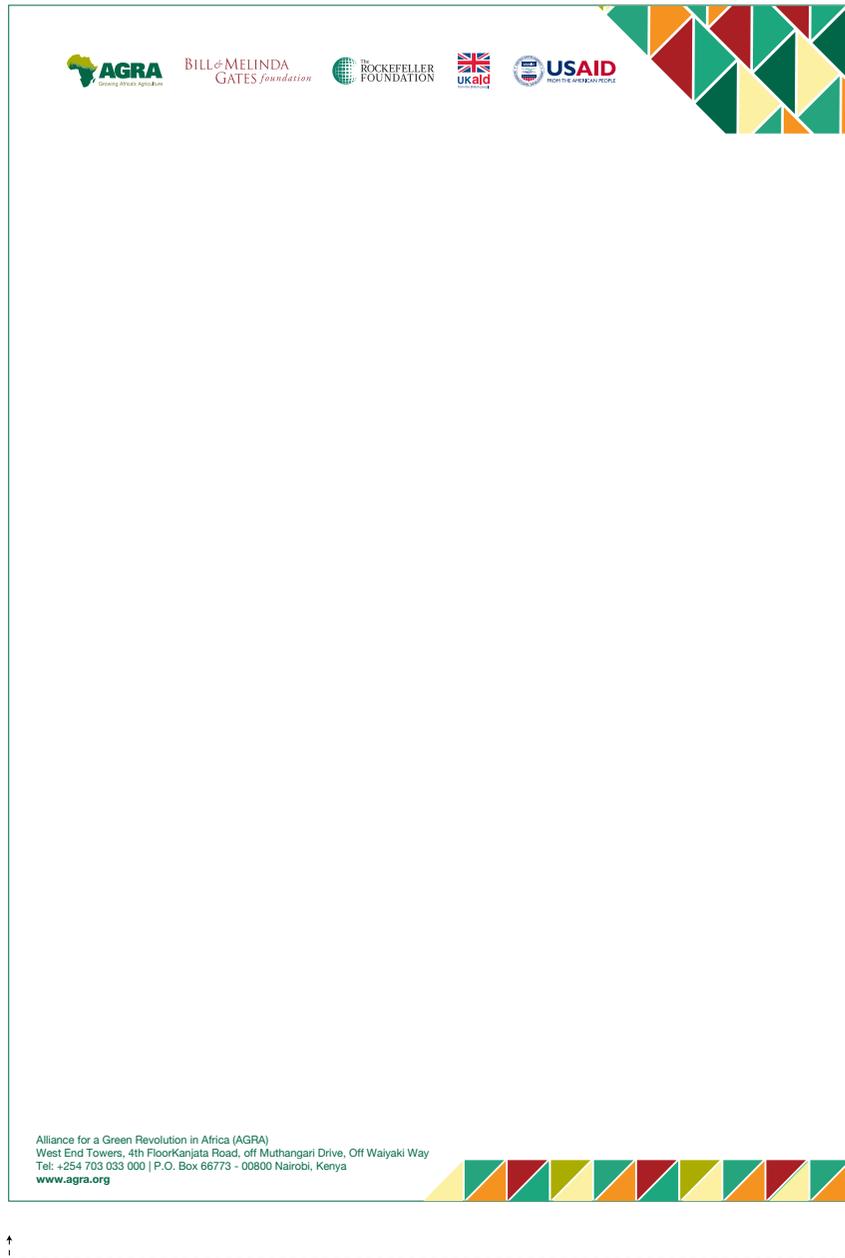
To be filled with a colour as specified from the colour pallet section

TREATMENT A: PIATA branding with all partners in common standing.

Template 01: Letterhead

29.7 cm

Legal Company Address



Logos + visual language

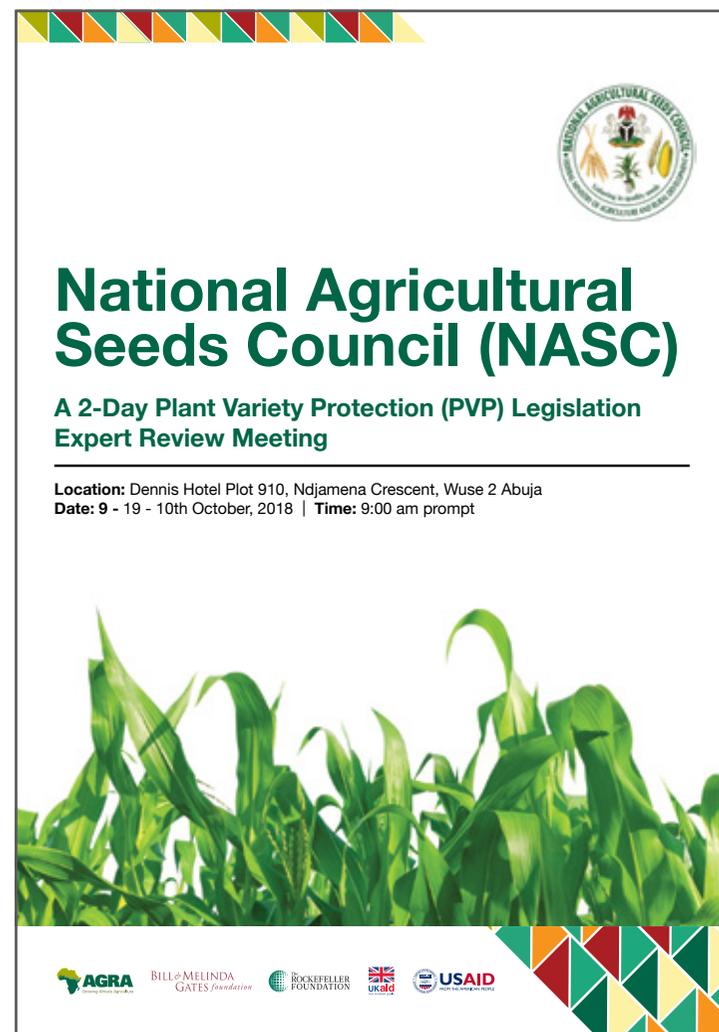
Our visual language

21 cm

TREATMENT A
Template 02: Project Posters



Landscape layout



Portrait layout

*Project signage, posters and banners will carry logos of country implementing partners.

TREATMENT A

Template 03: Project outdoor signage



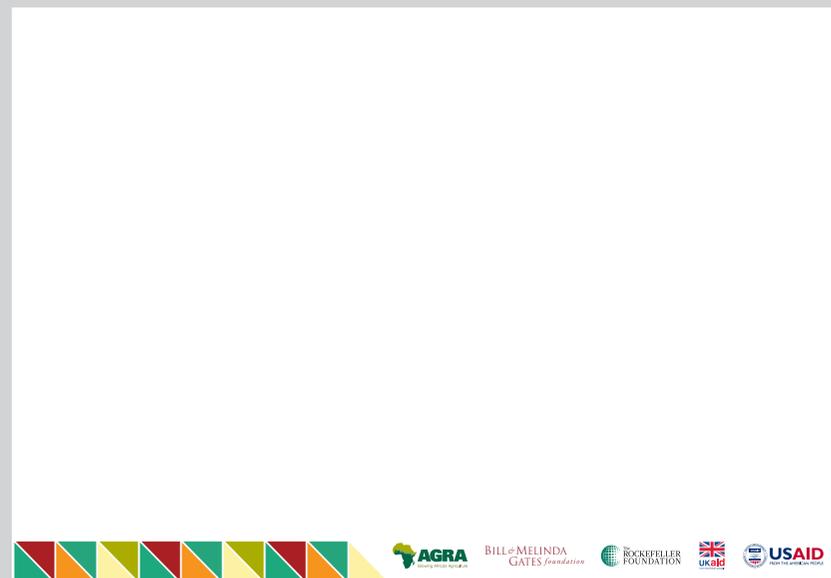
*Project signage, posters and banners will carry logos of country implementing partners.

TREATMENT A

Template 04: Powerpoint presentations



Title slide



Content slide



Thank You slide

TREATMENT A

Template 05: Pull-up banners



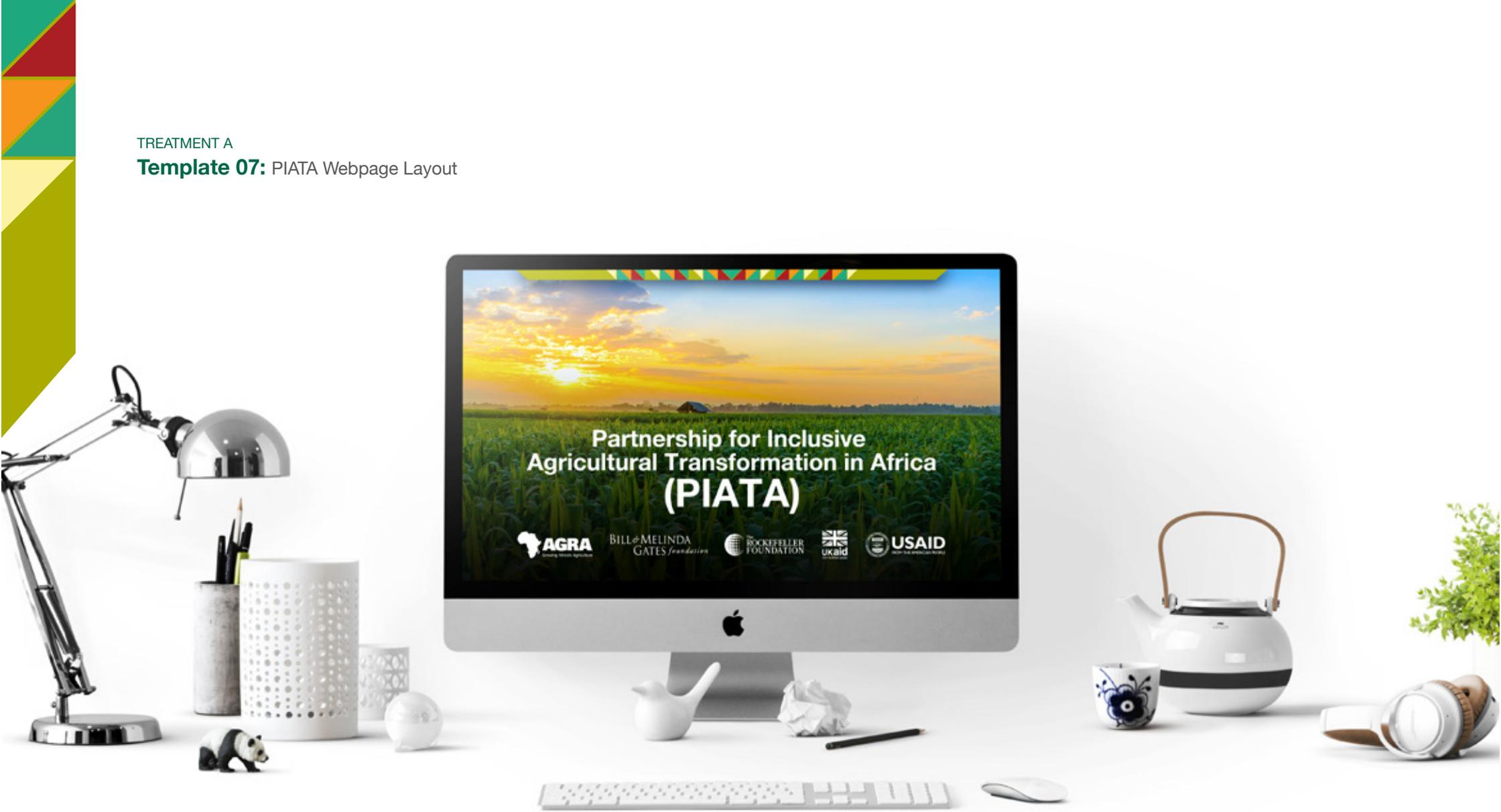
*Project signage, posters and banners will carry logos of country implementing partners.

TREATMENT A
Template 06: Media Wall



TREATMENT A

Template 07: PIATA Webpage Layout



TREATMENT A

Template 08: Sample Expo booth



TREATMENT A

Template 09: Report Cover



TREATMENT A

Template 10: Regular Document Layout



Partnership for Inclusive Agricultural Transformation in Africa (PIATA)

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FOR EXAMPLE:

An infographic titled 'FOR EXAMPLE:' is located in the bottom right corner of the document. It features four options, each with a unique icon and a text box. Option A has a lightbulb icon, Option B has a bar chart icon, Option C has a gear icon, and Option D has a shopping cart icon. The text boxes contain placeholder text.

TREATMENT A

Template 11: Video Documentary / Interview Layout



TREATMENT A

Template 12: Agroshop branding layout



S U P P O R T E D B Y :

**Partnership for Inclusive Agricultural
Transformation in Africa
(PIATA)**



BILL & MELINDA
GATES foundation



TREATMENT B:

PIATA branding with AGRA as an implementing partner and others as resource partners.

Template 01: Pull-up banners

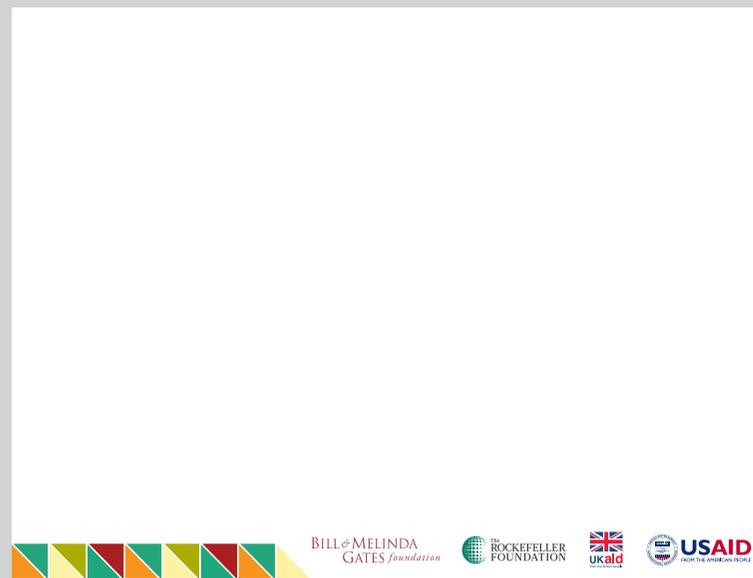


TREATMENT B

Template 02: Powerpoint presentations



Title slide



Content slide



Thank You slide

TREATMENT B
Template 03: Report Cover



TREATMENT C:

AGRA co-branding identity with non-PIATA partners.

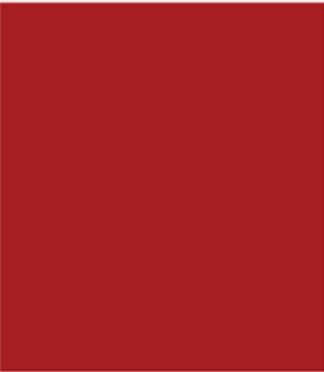
Template 01: Co-Branded Document



This is your title space for this document

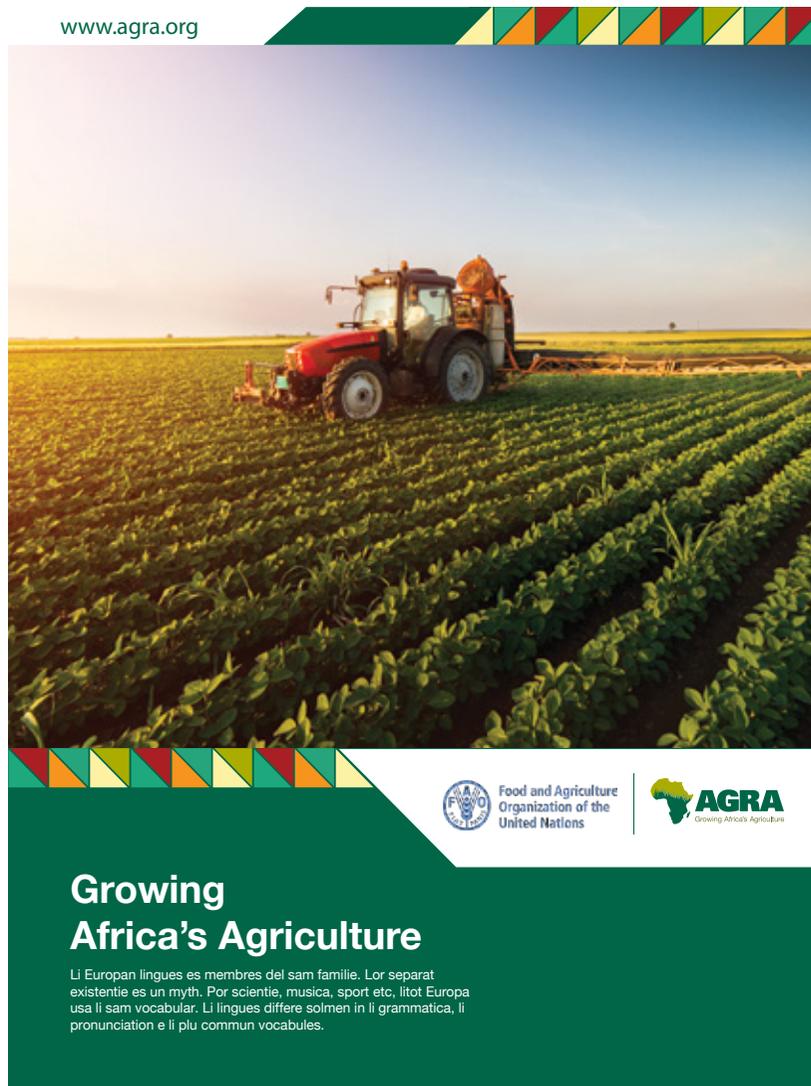
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

FOR EXAMPLE:



TREATMENT C

Template 02: Co-branded Report Cover



www.agra.org



Growing Africa's Agriculture

Li Europan lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, litot Europa usa li sam vocabular. Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules.

TREATMENT C

Template 03: Co-branded Roll-Up Banner



TREATMENT D:

AGRA standard brand identity for special initiatives and partnerships that AGRA provides a secretariat for including African Green Revolution Forum (AGRF) and the Africa Food Prize (AFP).

Templates: AGRA standard brand identity for special initiatives and partnerships



AGRF Sample Document



AFP Sample Document

TREATMENT E:

AGRA standard brand identity with no co-branding.

Template 01: Business Card





TREATMENT E
Template 02: Letterhead

29.7 cm



Logo

Our Visual Language



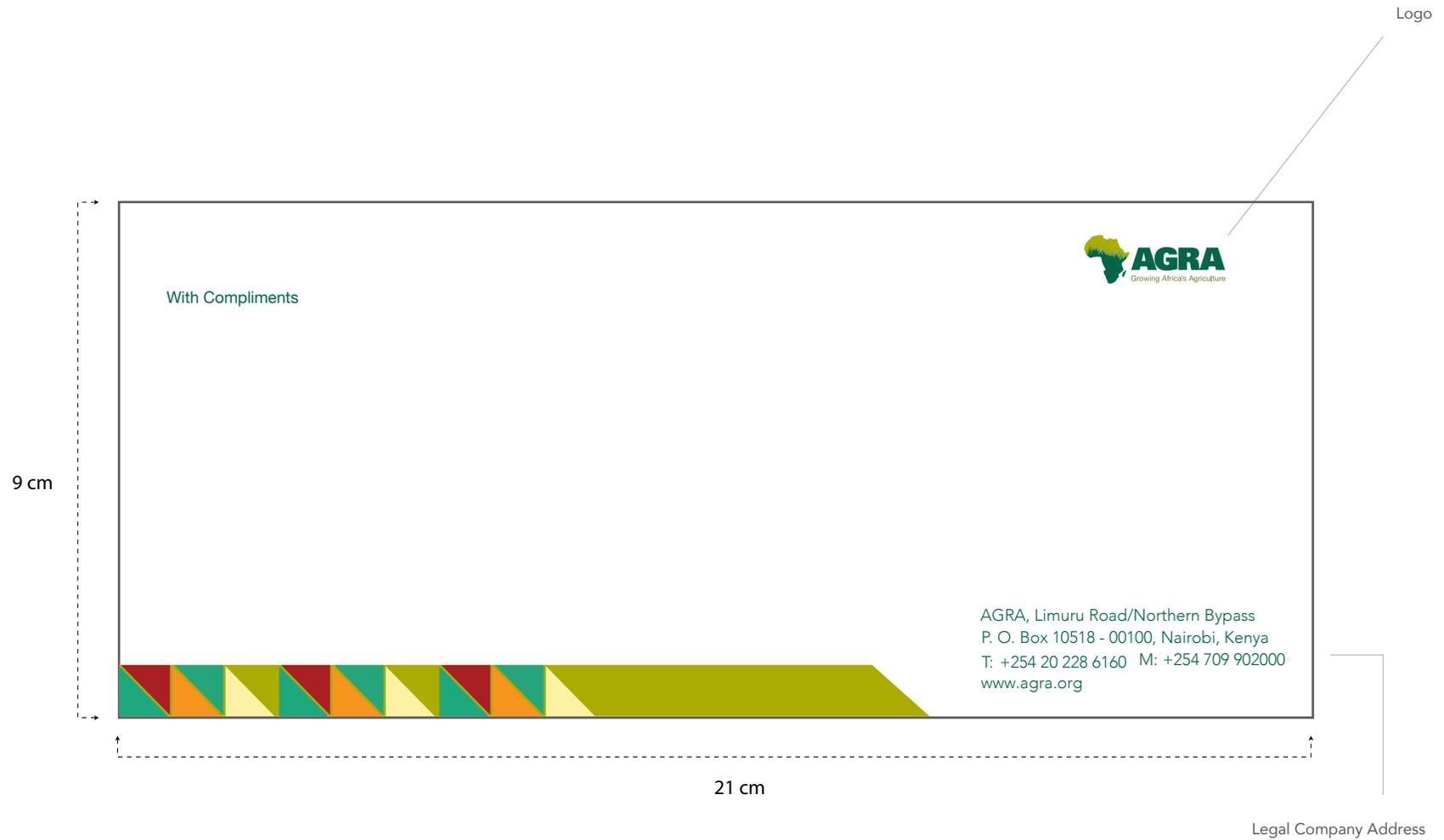
AGRA, Limuru Road/Northern Bypass
P.O. Box 10518 - 00100, Nairobi, Kenya
T: +254 20 228 6160 M: +254 709 902000
www.agra.org

Legal Company Address

21 cm

TREATMENT E

Template 03: Complimentary Slip



Powerpoint format



Title slide



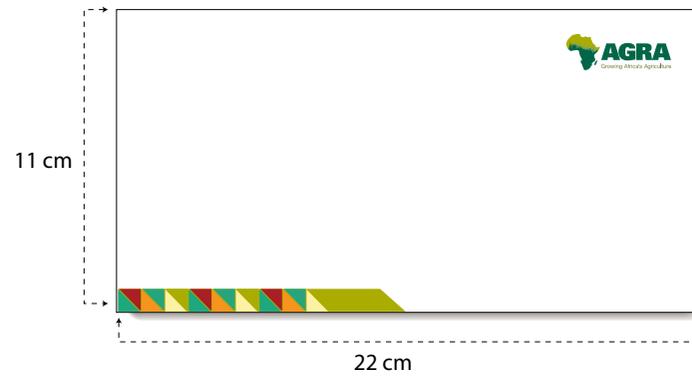
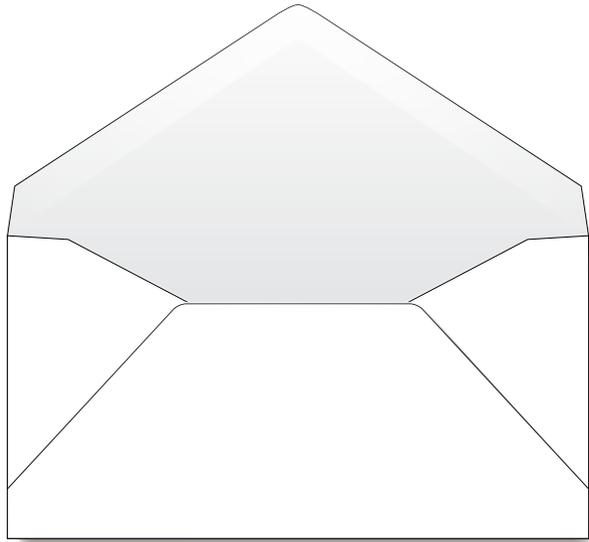
Content slide



Thank You slide

Fold envelopes format

The fold envelopes layout should be designed to the size shown below.



TREATMENT E

Template 06: Digital

Digital

To emphasize a more energetic AGRA experience, dial up the hero area with active imagery, animated graphics, and vibrant color to instill more excitement and personality.



Growing Africa's
Agriculture



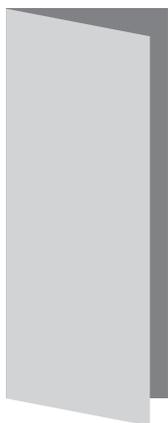
[Click For More](#)

TREATMENT E

Template 07: Brochure

Sample brochure creative

All print communication follows the same principle
The image area contains the AGRA logo, service descriptors
(if necessary) and content holder.



Two fold



Tri fold







Section 3

Photography & Imagery

Our imagery shows who we are, which is why we always use images that are natural, genuine, fresh, human and inviting.

We connect with our audiences, so always consider who will be viewing the imagery when making your selections. While the tone of the your imagery will shift slightly to reflect audience, the overall style will stay absolutely PIATA.



Imagery Categories

Full-bleed photo

These images have a clear subject matter and focal point. They can be cropped in layouts, leaving white space for the logo and text. Alternatively, knock out the logo in spaces where the image is low-contrast.



Bleeded photo

with light background
These images feel open and uncluttered. The image fades to white or near-white, leaving space for information to be placed directly on the photograph.



Silhouetted photo

on flat background These images are eye-catching and vibrant. The subject is silhouetted and placed on white or a background from the AGRA color palette. The solid background makes it easy to place information. This image category terms of layouts is the most flexible of the three in terms of layouts.

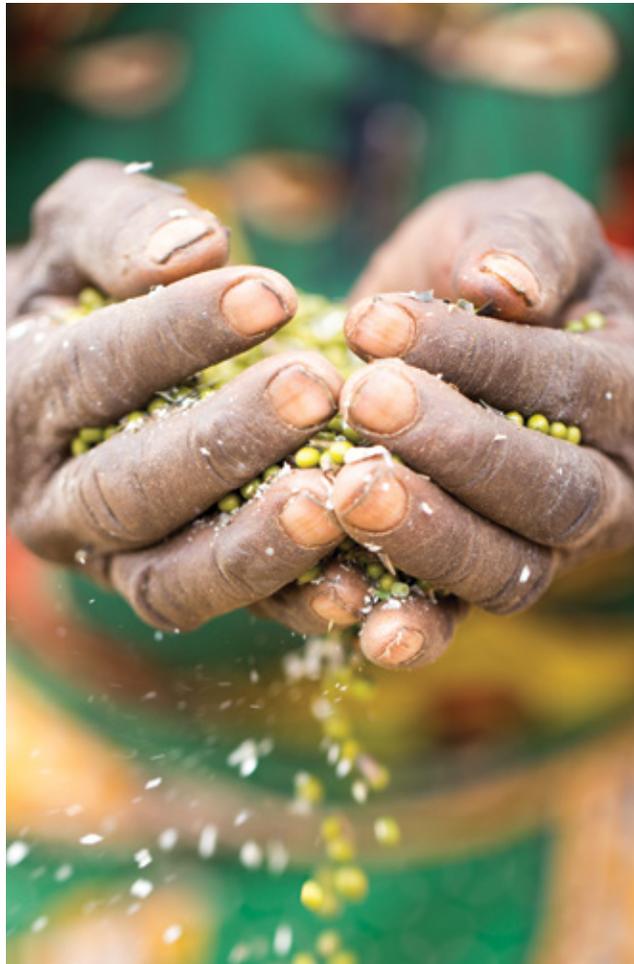


Imagery Selection

Our aim is to convey a photojournalistic approach, create a true sense of place, and depict real-life interaction between people and the brand.

STILL / MOTION

To extend our brand identity into still photography, video, and motion graphics, consistency is key. By maintaining the same approach to color, lighting, mood, and realistic subject matter, we can support the PIATA brand and create an immediately recognizable look for PIATA lifestyle imagery.





Photography & Logo Mark Usage

Flat colour backgrounds

When using flat colour in combination with the PIATA Partners logos, always use the single colour white version. When the PIATA Partners logos need to be used in combination with a white background, use the full colour version of the PIATA Partners logos.

Photographic backgrounds

When combining the PIATA Partners logos with photographic backgrounds, the choice of logo depends on the tone of the photograph. To ensure maximum legibility of all the logo elements, we only use the single colour white logo for dark tone photographs.



Annex 1:

Below is a complete table that shows all the types of materials that will be produced as per these branding and marking guidelines.

TREATMENT	TYPE OF MARKING
Treatment A: PIATA branding with all partners in common standing	<ul style="list-style-type: none">• Promotional/marketing material including banners, flyers, event signs, posters, exhibition booths and media advertisement• Reports, studies and analyses commissioned under the partnership from other parties• PowerPoint templates/presentations• Audio-visual products• PIATA microsite
Treatment B: PIATA branding with AGRA as an implementing partner and others as resource partner	<ul style="list-style-type: none">• Program deliverables including work plans, reports, performance plans, and financial reports.• Program outcome products including success stories, models, case studies, analyses, best practices, fact sheets, and lessons learned.
Treatment C: AGRA co-branding identity with non-PIATA partners.	<ul style="list-style-type: none">• Program deliverables including work plans, reports, performance plans, and financial reports• Promotional/marketing material including banners, flyers, event signs, posters, exhibition booths• Program outcome products developed by AGRA including success stories, models, case studies, analyses, best practices, fact sheets, and lessons learned.• Audio-visual products• Program web page
Treatment D: AGRA standard brand identity for special initiatives and partnerships where AGRA serves as a secretariat including the African Green Revolution Forum (AGRF) and the Africa Food Prize (AFP).	<ul style="list-style-type: none">• Event promotional material• Event programme/agenda• Reports• Media advertisement• Audio-visual products
Treatment E: AGRA standard brand identity with no co-branding	<ul style="list-style-type: none">• Institutional annual report• Office stationery• Business cards• Office signs• AGRA website• Branded collateral

Annex 2:

Exceptions to Marking and Branding Requirements:

There are instances when Marking and Branding using these guidelines is not necessary or appropriate. These exceptions apply if marking and branding would:

1. Compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is an inherent aspect of the program and materials. This includes, but is not limited to, the following:
 - Election monitoring or ballots, and voter information literature;
 - Political party support or public policy advocacy or reform;
 - Independent media, such as television and radio broadcasts, and newspaper articles and editorials; and
 - PSAs or public opinion polls and surveys.
2. Diminish the credibility of audits, reports, analyses, studies, or policy recommendations whose data or findings must be seen as independent.
3. Undercut host-country government ownership of constitutions, laws, regulations, policies, studies, assessments, reports, publications, surveys or audits, PSAs, or other communications better positioned as by or from a cooperating country ministry, organization, or government official.
4. Impair the functionality of an item, such as sterilized equipment or spare parts.
5. Incur substantial costs or be impractical, such as items too small or otherwise unsuited for individual marking, such as food in bulk.
6. Offend local cultural or social norms, or be considered inappropriate on such items as condoms, toilets, bed pans, or similar commodities.
7. Conflict with international law, such as the international recognized neutrality of the International Red Cross (IRC) or other organizations.
8. Deter achievement of program goals, such as cooperating with other donors or ensuring repayment of loans.

If you need clarification on these exceptions, please contact **Mark Irungu, AGRA Brand Lead** at Mrungu@agra.org



Thank You

