# WorldFish Branding Guidelines

**WorldFish**

# Contents

# 1.0 Introduction

This is a guide to the basic elements that make up the WorldFish brand. Our brand is composed of our vision, mission, values, messaging, and visual elements, such as our logo, colors, typefaces and photography.

The WorldFish Messaging and Style Guides can be found on Fishnet.

## About WorldFish

WorldFish is an international, nonprofit research organization that harnesses the potential of fisheries and aquaculture to reduce hunger and poverty. Globally, more than one billion poor people obtain most of their animal protein from fish and 800 million depend on fisheries and aquaculture for their livelihoods. WorldFish is a member of CGIAR, a global research partnership for a food-secure future.

## Mission

To strengthen livelihoods and enhance food and nutrition security by improving fisheries and aquaculture.

## Vision

To be the research partner of choice for delivering fisheries and aquaculture solutions in developing countries.

## Values

**Integrity and trust** among our staff
**Fairness and equity** in our workplace
**Excellence and innovation** in our research and programs
**Teamwork** among our staff and our partners

## 2.0  WorldFish

WorldFish is an international, nonprofit research organization that harnesses the potential of fisheries and aquaculture to reduce hunger and poverty. In the developing world, more than 1 billion poor people obtain most of their animal protein from fish and 250 million depend on fishing and aquaculture for their livelihoods.

WorldFish is a member of CGIAR, a global agriculture research partnership for a food-secure future.

All references to the organization should be WorldFish, not the WorldFish Center. **WorldFish must not be abbreviated to WF, WFC or any other acronym.**

The WorldFish logo includes a design graphic to depict the importance of fish as an animal-source protein. The base color of the logo is blue, to represent the importance of water. The inclusion of green within the logo is to show that WorldFish provides solutions beyond fisheries and aquaculture.

In 2012, the evolution of the logo led to the removal of the word "Center". This was to reflect the absence of the word "center" in the day-to-day reference to WorldFish. To ensure the new logo remained balanced, adjustments were made, including a smaller version of the fish symbol.

**Logo color**

| | | | |
|---|---|---|---|
| WorldFish Blue: | C99 M81 Y20 K5 | R26 G73 B133 | HEX 1A4985 | 7686 C |
| WorldFish Green: | C70 M9 Y100 K0 | R88 G171 B71 | HEX 58AB47 | 362 C |
| | Professional designers and printers | Desktop publishing software - Powerpoint | Website development | Pantone solid coated |

**Logo font**
Arial Black. Kerning (spacing) on the logo has been adjusted. This means typing WorldFish in an Arial Black font will not accurately reproduce the logo and is therefore not permissible.

**Logo use**
**The primary logo is full color.**

**The logo must not be placed on a background image or background text.** The black logo can only be used when the color logo becomes lost in a background color. The white logo can only be used on a WorldFish blue background. If you need help on how to use the logo, please contact Communications and Marketing.

Primary logo - Full color logo                    Black logo                    White logo

Logo size consistency is important when producing a wide range of communication materials. There is also a minimum size to ensure the logo is at all times clearly visible. To avoid distortion, logos within any given format must not be resized in any way.

The curvature of the fish symbol means the logo has greater impact when positioned on the right hand side of communication pieces. **Whenever possible, the logo should be positioned on the right.** Exceptions to this rule include email signatures, website layouts and publications that are not the remit of WorldFish.

Publications and Word documents should use logo sizes in proportion to those outlined below. When using the logo in a PowerPoint page, it should be no more than 32 percent of the width of the page. This equates to 80 mm wide. Determining the logo size for signage, bunting and banners is dependent upon content, layout, sign dimensions and viewing distance. This is a complex equation. Contact Communications and Marketing if you require assistance.

Minimum size

12 mm

A5

18 mm

A4, DL & C4

23 mm

A3

35 mm

PowerPoint

100%

32%
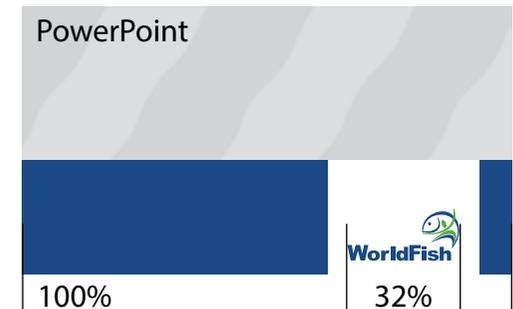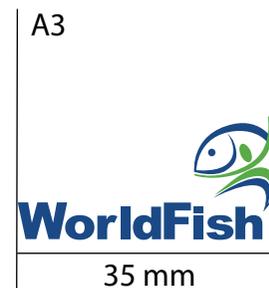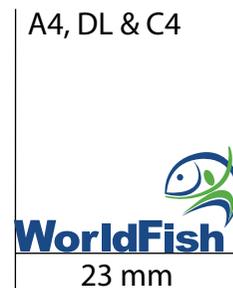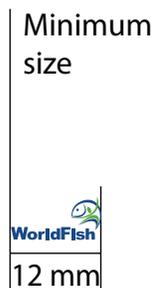
To maximize the impact of the logo, there must always be a minimum exclusion zone. This exclusion zone protects the image from being diluted by the surrounding text or pictures.

The minimum exclusion zone is the "W" in WorldFish.

The fonts are an integral part of the visual identity. WorldFish uses two fonts. WorldFish publications use a design-centric font called Myriad Pro. This typeface has a strong font family providing professionals with light, regular, semi-bold and bold variants. Myriad Pro is not automatically loaded on some computers. Computers without Myriad Pro have trouble displaying email, Word or PowerPoint documents that include this typeface.

Arial is the WorldFish font for digital interfaces (e.g., email, website) and desktop publishing (such as Microsoft Office). This is a simple and very widely available typeface that minimizes the font load issues that can arise with Myriad Pro.

**Arial is to be used for all documents and emails that appear in the public domain. Myriad Pro is to be used for all designed publications and products.**

# Arial

Arial is a widely available sans-serif typeface and computer font packaged with Microsoft Windows, other Microsoft applications, Apple Mac OS and many PostScript computer printers.

Regular Type
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 $ % & ( , . ; : # ! ? )

**Bold Type**
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 $ % & ( , . ; : # ! ? )**

# Myriad Pro

Myriad is a humanist sans-serif typeface designed by Robert Slimbach and Carol Twombly. It is easily distinguished from other sans-serif fonts due to its special "y" descender (tail) and slanting "e" cut.

Regular Type
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 $ % & ( , . ; : # ! ? )

**Semi-Bold Type**
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 $ % & ( , . ; : # ! ? )**

10

**All titles, headings, footnotes and copy must be in either a black or a white font.** White fonts should be used on dark backgrounds. Color fonts are reserved for diagrams and charts to highlight important text. **Below is the style guide for professionally produced publications.**

| Context | Font style & size |
|---------|-------------------|
| Cover title 01 | **Myriad Pro Bold 25 pt** |
| Cover title 02 | **Myriad Pro Bold 20 pt** |
| Cover title 03 | Myriad Pro regular 16 pt |
| Chapter title | Myriad Pro condensed 25 pt |
| Section title | **Myriad Pro Bold Condensed 16 pt**<br>Myriad Pro Semibold Condensed 16 pt<br>Myriad Pro Condensed 16 pt<br>Myriad Pro Light Condensed 16 pt |
| Body copy | Myriad Pro Light 12 pt |
| Table title | Myriad Pro Light 12 pt |
| Figure title | Myriad Pro Light 12 pt |
| Photo Caption | Myriad Pro Light 12 pt |
| Photo Credit | Myriad Pro Light 5 pt |
| Page number | Myriad Pro light 9 pt |

The colors on the left are taken from the WorldFish logo. The colors on the right have been selected to complement the WorldFish blue and green. To further expand color variance, tints can be used. These can be found overleaf.

Primary

C99    M81    Y20    K5
R26    G73    B133
HEX 1A4985
PANTONE 7687 C

Secondary

C70    M9     Y100   K0
R88    G171   B71
HEX 58AB47
PANTONE 7737 C
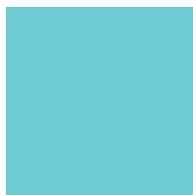
C53    M0     Y19    K0
R110   G203   B210
HEX 6ECBD2
PANTONE 630 C

Accent

C0     M24    Y94    K0
R255   G196   B37
HEX FFC425
PANTONE 123 C

C0     M63    Y91    K0
R244   G125   B48
HEX F47D30
PANTONE 1575 C

C0     M50    Y100   K30
R183   G110   B17
HEX B76E11
PANTONE 153 C
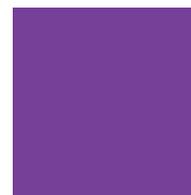
C65    M90    Y0     K0
R118   G63    B152
HEX 763F98
PANTONE 7662 C

When using color, attention should be paid to maximizing depth. Minimal color usage is often the most effective. If you need help in creating color charts or diagrams please contact Communications and Marketing.

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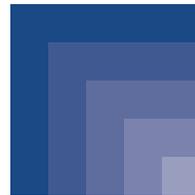
Full Tint
85% Tint
70% Tint
55% Tint
40% Tint

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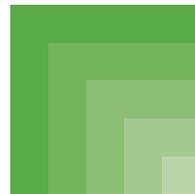
Full Tint
85% Tint
70% Tint
55% Tint
40% Tint

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

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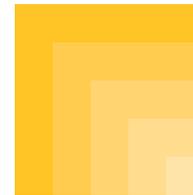
Full Tint
85% Tint
70% Tint
55% Tint
40% Tint
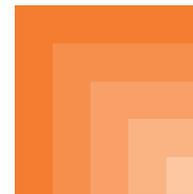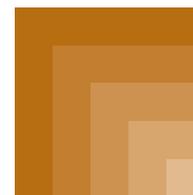
Full Tint
85% Tint
70% Tint
55% Tint
40% Tint
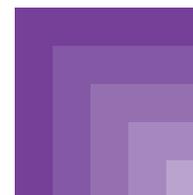
Full Tint
85% Tint
70% Tint
55% Tint
40% Tint

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

Photography and video are core to our brand. Our images speak to our areas of focus: small-scale fishers; aquaculture; and farmers, fishers and herders who depend upon aquatic agricultural systems.

This is achieved by focusing on the following:
- Images of the fishers, farmers and community members with whom we work.
- Images of freshwater or coastal fishing and farming activities.
- Close-up imagery of the products fishers and farmers catch or produce.

These images should be used to portray a positive image of the millions of fishers and farmers living in poor countries, and the rich textures and colors of their environments and their livelihoods.

Powerful photographs are created by balancing emotion, light, color, composition, movement and focal depth. Often raw images are color balanced, cropped and photoshopped to maximize their impact.

**Only high-resolution images (300 dpi for printed material, and 72 dpi and above for digital) should be used.** These can be found at www.flickr.com/theworldfishcenter. This image bank is constantly updated by Communications and Marketing. **Photos used must be appropriately captioned and credited.**

The WorldFish Photography and Video Handbook can be found on Fishnet.

Printed stationery is available in A4 letterhead and DL, C5, C4 and C3 envelopes. All stationery is ordered by the Admin and Operations Unit or via country offices. Design templates for HQ and country offices are the remit of Communications and Marketing. Templates can be downloaded from Fishnet.

A4 letterhead
210 mm x 297 mm
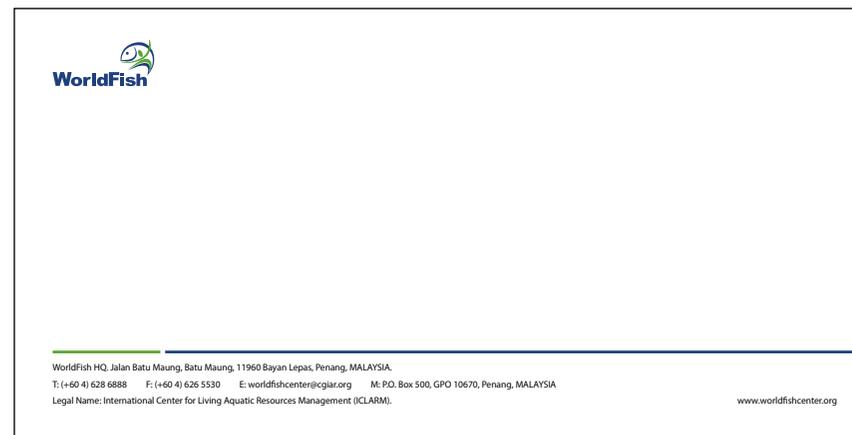
DL envelope front
220 mm x 110 mm

The new business card design segments "front of card" and "back of card" information into two distinct roles.

- The front of the card leverages the new corporate identity to promote the WorldFish brand. It also has a layout that closely associates the cardholder with WorldFish. To acknowledge WorldFish as a member of the CGIAR, a small white version of the CGIAR logo is also included.
- The back of the card is more functional. It provides all the necessary contact information. Information is sectioned to allow clear display and easy reading.

The Business Card Request Form is available on Fishnet.

CGIAR

**\<Name\>**
\<Designation\>

WorldFish

Front of card

\<Email\>
\<Direct Line (GMT)\>
\<Skype\>

\<Address 1\>

\<Address 2\>
\<Phone number\>
\<Fax number\>
www.worldfishcenter.org

Back of card

**All@cgiar.org email signatures must adopt the same WorldFish format.** To ensure everybody uses the same format, the default mail settings should be set to HTML. Information on how to set email signatures and formats can be found on Fishnet, and by contacting either Communications and Marketing or the MIS Unit.

**<Name>**
<Designation>

<Address>

<Phone>

<Mobile optional>

<Skype>

**WorldFish**
www.worldfishcenter.org

**The PowerPoint template must be used for all presentations given on behalf of WorldFish**. The template can be downloaded from Fishnet or requested from Communications and Marketing.

Each page within the template is designed with specific Arial font styles and sizes. Font sizes should not be reduced. The minimum body copy font size is 22 pt. When creating charts, the colors outlined on pages 13–14 should be used. To prevent presentations from becoming excessively large, the file size of imported pictures should be optimized. To do this via Microsoft Office Picture Manager, click on "Edit Pictures," then click on "Resize" and then select the size from the "Predefined width x height" drop-down menu. A more detailed description of how to optimize images via Microsoft Office Picture Manager can be found on Fishnet.

Partner logos should appear on the title slide blue strip. If there are many logos, their size may become too small. In these instances, the names of the partners can be highlighted on a separate slide.

Title slide
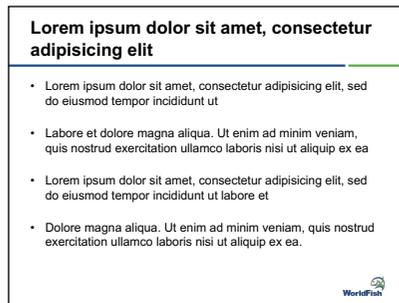
Content slide 1

Content slide 2
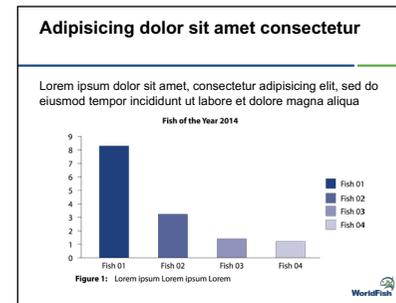
Content slide 3

Last slide

All organizational copy for both corporate and individual programs should use U.S. English.

WorldFish has produced a style guide to help staff, writers and editors to follow a consistent and simple style within our publications. We aim to write in clear, concise language, free from jargon and scientific rhetoric. As a scientific organization, we aim to make scientific concepts understandable. We encourage the use of plain English.

The WorldFish Style Guide is a list of the preferred spelling, punctuation, terminology and formatting to be used for the various information products by WorldFish; it has three advantages:

- It ensures consistency.
- It contributes to a corporate image of WorldFish.
- It simplifies and improves the efficiency of the writing and editing process.

The WorldFish Style Guide can be found on Fishnet. This style guide will be regularly updated. We welcome feedback and aim to incorporate contributions from all of our staff, writers and editors on an ongoing basis.

In designing corporate gifts and other corporate material, the WorldFish logo should be prominently displayed. Colors should follow the color palette (pages 13-14).

Designs for T-shirts, caps and mugs are available from Communications and Marketing. Other ideas for corporate material should be discussed with Communications and Marketing to ensure brand integrity.

## 3.0 Guide on funding and support acknowledgments

### 3.1 Guide on funding and support acknowledgments for WorldFish publications and other research, knowledge and communication outputs

## 3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

It is an institutional and CGIAR requirement to acknowledge funding contributions for research work from WorldFish, the CGIAR Research Program on Fish Agri-Food Systems (FISH), the CGIAR Trust Fund and other bilateral donors. The correct attribution of research outputs to WorldFish and FISH as well as appropriate acknowledgement of funders and partners is particularly important given the increasingly competitive funding environment in which our organization operates.

Aside from being a mandated CGIAR Trust Fund donor requirement, doing so enables WorldFish as lead center of FISH and its partners to secure appropriate recognition for our research work and achievements, to maintain good donor relations and the need to build the case of support for future research projects and funding of new research initiatives based on past accomplishments.

With these things in mind, we have developed this simple **Guide on Funding and Support Acknowledgments** to clarify the different instances of acknowledgment (summarized in **Table 1**) based on the nature of funding and support, and provide researchers and project leaders with support and specific language to use in order to appropriately acknowledge the project, the donors and the partners.

This guide has been developed in accordance with the wider CGIAR acknowledgment guidelines and the experience and best practices of other CGIAR Research Programs. When implementing this guide, we encourage you to consider the following:

1. Be mindful of how your project is funded and what partner organizations are included in the research project or collaboration agreement as this determines how you should acknowledge the program, the project, the donors and the partners.

2. Acknowledge FISH when publishing products related to research that FISH has either directly funded or contributed to. This means including the FISH logo and a written acknowledgement of the CGIAR Trust Fund.

3. Acknowledgment applies to all research outputs and knowledge as well as research communication products, whether online or hard copy (e.g., publications, press releases, newsletters, website stories, blogs, posters, etc.).

4. For partner websites, request to include WorldFish in the partners section.

## 3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

5.  Please note that some bilateral donors have very specific branding and acknowledgement requirements governed by specific rules defined in the grant agreement or the start-up phase.

6.  In other limited cases, some donors such as **private foundations** like the **Bill & Melinda Gates Foundation** or the **Oak Foundation** for example, <u>**do not require acknowledgment**</u> and <u>**do not**</u> actively encourage the use of their name or logo. They might however grant special permission to use their name and/or logo on a case-by case basis in a very limited number of circumstances. In such cases, the special permission has to be cleared with the respective Director of Communications between WorldFish and the donor organization following a special donor-specified procedure and timeline.

7.  The WorldFish Communications and Marketing Department maintains and updates on a regular basis a list of specific donors requirements on branding and acknowledgment, and can provide assistance and support in any clarifying donor-related questions to ensure appropriate compliance on our part.

8.  We encourage you to get in touch first with the WorldFish Communications and Marketing Team in order to clarify questions regarding donor branding and acknowledgment before making any agreements with donors and partners.

For further guidance and support on the use and application of the **Guide on Funding and Support Acknowledgment**, as well as the related **WorldFish Branding Guidelines**, please contact:
Florine Lim, Creative Services and Operations Senior Manager
Communications and Marketing, WorldFish Headquarters
Email: f.lim@cgiar.org
Phone: +604 628 6871 GMT +8

## 3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

| Funding type | Case description | Product type | Acknowledgment, peer-review clause and disclaimer texts | Logos/ branding |
|---|---|---|---|---|
| **CASE 1: Research is 100% funded by FISH** | Research output is produced with FISH W1 and/or W2 funds. | All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites. | **Acknowledgment**<br>This work was undertaken as part of, and funded by, the CGIAR Research Program on Fish Agri-Food Systems (FISH) led by WorldFish. The program is supported by contributors to the CGIAR Trust Fund.<br><br>**Peer-review clause**<br>This [*paper, book, publication*] has gone through the standard [*select WorldFish or IWMI*] science-review procedure.<br>or<br>This [*paper, book, publication*] **has not** gone through the standard [*select WorldFish or IWMI*] science-review procedure.<br><br>**Disclaimer**<br>The opinions expressed here belong to the authors, and do not necessarily reflect those of the CGIAR Research Program on Fish Agri-Food Systems, WorldFish or CGIAR.<br><br>**Note**: All digital statements should be hyperlinked to the FISH website (fish.cgiar.org) and CGIAR Funders page (www.cgiar.org/funders). The URLs should also be included in all printed materials. | Apply FISH logo and branding guidelines. |

**Table 1**. Guide to acknowledging WorldFish, FISH, partners and donors

## 3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

| Funding type | Case description | Product type | Acknowledgment, peer-review clause and disclaimer texts | Logos/ branding |
|---|---|---|---|---|
| **CASE 2: Research is partly funded by FISH and partly funded by other donors** | Research output is produced with FISH W1 and/or W2 funds, and additional support from other bilateral donors. | All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites. | **Acknowledgment**<br>This work was undertaken as part of the CGIAR Research Program on Fish Agri-Food Systems (FISH) led by WorldFish. The program is supported by contributors to the CGIAR Trust Fund. Additional funding support for this work was provided by [*add names of all funders in alphabetical order*].<br><br>**Peer-review clause**<br>This [*paper, book, publication*] has gone through the standard [*select WorldFish or IWMI*] science-review procedure.<br>or<br>This [*paper, book, publication*] **has not** gone through the standard [*select WorldFish or IWMI*] science-review procedure.<br><br>**Disclaimer**<br>The opinions expressed here belong to the authors, and do not necessarily reflect those of the CGIAR Research Program on Fish Agri-Food Systems, [*add names of all funders in alphabetical order*], WorldFish or CGIAR.<br><br>**Note**: All digital statements should be hyperlinked to the FISH website (fish.cgiar.org) and CGIAR Funders page (www.cgiar.org/funders). The URLs should also be included in all printed material. | Co-branding with WorldFish, FISH and bilateral partners and donors logos depending on specific donor requirements. |

**Table 1**. Guide to acknowledging WorldFish, FISH, partners and donors

## 3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

| Funding type | Case description | Product type | Acknowledgment, peer-review clause and disclaimer texts | Logos/ branding |
|---|---|---|---|---|
| **CASE 3: Research is funded by FISH and other CGIAR Research Programs** | Research output is produced with W1 and/or W2 funds from FISH and other CGIAR Research Programs. | All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites. | **Acknowledgment**<br>This work was undertaken as part of the CGIAR Research Program on Fish Agri-Food Systems (FISH) led by WorldFish and [*add names of other CGIAR Research Programs and lead centers in alphabetical order*]. The program is supported by contributors to the CGIAR Trust Fund. Additional funding support for this work was provided by [*add names of all funders in alphabetical order*].<br><br>**Peer-review clause**<br>This [*paper, book, publication*] has gone through the standard [*select WorldFish or CG center*] science-review procedure.<br>or<br>This [*paper, book, publication*] **has not** gone through the standard [*select WorldFish or CG center*] science-review procedure.<br><br>**Disclaimer**<br>The opinions expressed here belong to the authors, and do not necessarily reflect those of the CGIAR Research Program on Fish Agri-Food Systems, [*add names of other CGIAR Research Programs and lead centers in alphabetical order*], WorldFish or CGIAR.<br><br>**Note**: All digital statements should be hyperlinked to the FISH website (fish.cgiar.org) and CGIAR Funders page (www.cgiar.org/funders). The URLs should also be included in all printed material. | Co-branding with WorldFish, FISH and bilateral partners and donors logos depending on specific donor requirements. |

**Table 1**. Guide to acknowledging WorldFish, FISH, partners and donors

## 3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

| Funding type | Case description | Product type | Acknowledgment, peer-review clause and disclaimer texts | Logos/ branding |
|---|---|---|---|---|
| **CASE 4: Research is fully funded through a bilateral project mapped to FISH** | Research output is produced with bilateral by other donors but mapped to FISH (refer to OCS for mapping). | All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites. | **Acknowledgment**<br>This work was undertaken as part of the CGIAR Research Program on Fish Agri-Food Systems (FISH) led by WorldFish. The program is supported by contributors to the CGIAR Trust Fund.<br><br>Funding support for this work was provided by [add names of all funders in alphabetical order] in the framework of [*add bilateral project name*].<br><br>**Peer-review clause**<br>This [*paper, book, publication*] has gone through the standard WorldFish science-review procedure.<br>or<br>This [*paper, book, publication*] **has not** gone through the standard WorldFish science-review procedure.<br><br>**Disclaimer**<br>The opinions expressed here belong to the authors, and do not necessarily reflect those of the CGIAR Research Program on Fish Agri-Food Systems, [*add names of all funders in alphabetical order*], WorldFish or CGIAR.<br><br>**Note**: All digital statements should be hyperlinked to the FISH website (fish.cgiar.org) and CGIAR Funders page (www.cgiar.org/funders). The URLs should also be included in all printed material. | Co-branding with WorldFish, FISH and bilateral partners and donors logos depending on specific donor requirements. |

**Table 1**. Guide to acknowledging WorldFish, FISH, partners and donors

## 3.1 Guide on funding and support acknowledgments for Worldfish publications and other research, knowledge and communication outputs

| Funding type | Case description | Product type | Acknowledgment, peer-review clause and disclaimer texts | Logos/ branding |
|---|---|---|---|---|
| **CASE 5: Research is fully funded through a bilateral project and <u>is not mapped</u> to FISH** | Research output is produced with bilateral by other donors and is not mapped to FISH (refer to OCS for mapping). | All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and websites. | **Acknowledgment** <br> This work was undertaken in the framework of [*add bilateral project name*]. Funding support for this work was provided by [*add names of all funders in alphabetical order including WorldFish*]. WorldFish is supported by contributors to the CGIAR Trust Fund. <br><br> **Peer-review clause** <br> This [*paper, book, publication*] has gone through the standard WorldFish science-review procedure. <br> or <br> This [*paper, book, publication*] **has not** gone through the standard WorldFish science-review procedure. <br><br> **Disclaimer** <br> The opinions expressed here belong to the authors, and do not necessarily reflect those of [*add names of all funders in alphabetical order*], WorldFish or CGIAR. <br><br> **Note**: All digital statements should be hyperlinked to the WorldFis website (www. worldfishcenter.org) and CGIAR Funders page (www.cgiar.org/funders). The URLs should also be included in all printed material. | Co-branding with WorldFish and bilateral partners and donors logos depending on specific donor requirements. |

**Table 1**. Guide to acknowledging WorldFish, FISH, partners and donors

## 4.0  Branding

29

Donors and partners can be acknowledged on the front cover by adding their logos. In publications of more than 12 pages, partner logos and/or names can be included on the inside front cover. Partner logo prominence is determined by the partner contribution, number of partners and the size of their logo. **Partner logos must fit within the white area.** The arrangement must ensure all logos are legible.

10 mm      10 mm      10 mm      10 mm

**Program Report title: Duis massa nisi sagittis nec egestas nontempu ac ligula proin quis magn**

**Nontempu ac ligula proin quis**
Duis massa nisi sagittis ligula proin

In partnership with
[ Logo ]  [ Logo ]  [ Logo ]

186.5 mm

3.5 mm

50 mm

5 mm

23 mm

20 mm

10 mm

**WorldFish**

10 mm
20 mm

257 mm

**Citation**
This publication should be cited as: <Author>. <Year>. <Title>. Penang, Malaysia: WorldFish. <Publication No>.

© 2019. WorldFish. All rights reserved. This publication may be reproduced without the permission of, but with acknowledgment to, WorldFish.

For more information, please visit www.worldfishcenter.org

FSC

10 mm

Front cover          Back cover

These are examples of WorldFish publications.

## Fact Sheet



Front



Back

## Program Brief (2 pages)



Front



Back

## Program Brief (Multiple pages)



**Program Brief title: Duis massa nisi sagittis nec egestas nontempu ac ligula proin quis magn**

**Nontempu ac ligula proin quis**
Duis massa nisi sagittis ligula proin

In partnership with

[ Logo ]  [ Logo ]  [ Logo ]

Front cover

---

**Heading 1**

**Nullam interdum neque auctor tellus dictum**
Nullam interdum neque auctor tellus dictum lacinia. Suspendisse eu diam lobortis, viverra tellus vel, tempus nulla. Phasellus aliquet purus quis nibh rutrum tempor. Nullam arcu nisi, pretium et purus non, suscipit interdum tortor. Donec blandit elit at lectus vehicula facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus porta tellus sit amet dui cursus sagittis. Donec orci libero, sagittis id eros nec, euismod semper ex. In hac habitasse platea dictumst. Vivamus tincidunt nisi enim, eu hendrerit velit ultricies facilisis. Morbi lacus magna, ullamcorper vel nisi sit amet, gravida sagittis dolor. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Pellentesque in eleifend libero. Pellentesque efficitur.

Nam vehicula lectus vel purus condimentum consectetur. Vestibulum viverra ante non justo aliquet sagittis. Praesent id efficitur nulla, vel mattis velit. Suspendisse lobortis sem at urna imperdiet mollis. Donec quis condimentum lectus. Curabitur a fringilla augue. Nunc id auctor sapien. Donec vel ex sit amet purus faucibus mollis quis nec justo.

Sed non arcu vehicula, venenatis dui id, tincidunt sapien. Praesent ut bibendum eros. Integer ut fermentum nunc. Donec interdum eget leo vitae commodo. Morbi a mattis lectus, sed congue libero. Suspendisse quam metus, dictum sit amet dignissim id, elementum eget ligula. In scelerisque arcu ut euismod pharetra. Nulla id ligula rutrum, finibus turpis in, semper quam.

**Etiam tempus, purus luctus maximus eleifend**
venenatis dui, nec molestie libero mi sit amet erat. Curabitur elit urna, gravida a faucibus nec, rhoncus at nibh. Donec vel posuere nibh. Interdum et malesuada fames ac ante ipsum primis in faucibus. Morbi a eros blandit, porttitor ipsum id, suscipit lorem. Suspendisse cursus sollicitudin erat, rutrum varius turpis interdum ac. Phasellus metus metus, varius eget eros quis, ultricies mollis quam. Vestibulum pulvinar suscipit ex, eget congue ligula mattis ut. Proin tincidunt pretium erat, quis ultricies metus. Aenean velit leo, viverra eget.

**Pellentesque sed mollis sem suspendisse ut**
Fusce nec dui aliquam, auctor dui nec, consequat nisl. Nullam quis magna sollicitudin lacus lacinia blandit. Praesent semper hendrerit odio in scelerisque. Curabitur ac tortor tristique, cursus augue eget,

varius lorem. Sed luctus ex id purus scelerisque, quis scelerisque enim efficitur. Aenean egestas, turpis in tristique sagittis, libero nisi congue felis, ut sollicitudin ipsum eros id libero. Mauris et ex aliquam, blandit leo id, tincidunt felis. Nullam sagittis ultrices odio, eu pretium ante gravida sed.

Vivamus elementum facilisis dui quis egestas. Vestibulum sodales tellus id elit venenatis semper. Donec porta tristique sem, lacinia gravida neque tincidunt a. Vivamus dapibus pretium sem ut pretium. Aenean imperdiet nulla cursus, tristique felis ut, ullamcorper est. Quisque quis sagittis mauris. Ut id dignissim tortor.

**Suspendisse eu diam lobortis, viverra tellus vel,**
Nulla. Phasellus aliquet purus quis nibh rutrum tempor. Nullam arcu nisi, pretium et purus non, suscipit interdum tortor. Donec blandit elit at lectus vehicula facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus porta tellus sit amet dui cursus sagittis. Donec orci libero, sagittis id eros nec, euismod semper ex. In hac habitasse platea dictumst. Vivamus tincidunt nisi enim, eu hendrerit velit ultricies facilisis. Morbi lacus magna, ullamcorper vel nisi sit amet, gravida sagittis dolor. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Pellentesque in eleifend libero. Pellentesque efficitur.

Nam vehicula lectus vel purus condimentum consectetur. Vestibulum viverra ante non justo aliquet sagittis. Praesent id efficitur nulla, vel mattis velit. Suspendisse lobortis sem at urna imperdiet mollis. Donec quis condimentum lectus. Curabitur a fringilla augue. Nunc id auctor sapien. Donec vel ex sit amet purus faucibus mollis quis nec justo. Nam non gravida enim, quis auctor arcu. Curabitur tempus nibh id elit vestibulum, ut viverra ex blandit. Vivamus in pharetra risus. Nam velit eros, porta ac est non, lobortis facilisis.

Sed non arcu vehicula, venenatis dui id, tincidunt sapien. Praesent ut bibendum eros. Integer ut fermentum nunc. Donec interdum eget leo vitae commodo. Morbi a mattis lectus, sed congue libero. Suspendisse quam metus, dictum sit amet dignissim id, elementum eget ligula. In scelerisque arcu ut euismod pharetra. Nulla id ligula rutrum, finibus turpis in, semper quam. Vivamus in auctor magna. Praesent lobortis hendrerit malesuada. Etiam tempus, purus luctus maximus eleifend, mi tellus venenatis dui, nec molestie libero mi sit amet erat. Curabitur elit

9

Inside page

---

semper ex. In hac habitasse platea dictumst. Vivamus tincidunt nisi enim, eu hendrerit velit ultricies facilisis. Morbi lacus magna, ullamcorper vel nisi sit amet, gravida sagittis dolor. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia.

Nam vehicula lectus vel purus condimentum consectetur. Vestibulum viverra ante non justo aliquet sagittis. Praesent id efficitur nulla, vel mattis velit. Suspendisse lobortis sem at urna imperdiet mollis. Donec quis condimentum lectus. Curabitur a fringilla augue. Nunc id auctor sapien. Donec vel ex sit amet purus faucibus mollis quis nec justo. Nam non gravida enim, quis auctor arcu. Curabitur tempus nibh id elit vestibulum, ut viverra ex blandit.

Sed non arcu vehicula, venenatis dui id, tincidunt sapien. Praesent ut bibendum eros. Integer ut fermentum nunc. Donec interdum eget leo vitae commodo. Morbi a mattis lectus, sed congue libero. Suspendisse quam metus, dictum sit amet dignissim id, elementum eget ligula. In scelerisque arcu ut euismod pharetra. Nulla id ligula rutrum, finibus turpis in, semper quam. Vivamus in auctor magna.

Vivamus elementum facilisis dui quis egestas. Vestibulum sodales tellus id elit venenatis semper. Donec porta tristique sem, lacinia gravida neque tincidunt a. Vivamus dapibus pretium sem ut pretium. Aenean imperdiet nulla cursus, tristique felis ut, ullamcorper est. Quisque quis sagittis mauris.

Suspendisse eu diam lobortis, viverra tellus vel, tempus nulla. Phasellus aliquet purus quis nibh rutrum tempor. Nullam arcu nisi, pretium et purus non, suscipit interdum tortor. Donec blandit elit at lectus vehicula facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus porta tellus sit amet dui cursus sagittis. Donec orci libero, sagittis id eros nec, euismod semper ex. In hac habitasse platea dictumst. Vivamus tincidunt nisi enim, eu hendrerit velit ultricies facilisis. Morbi lacus magna, ullamcorper vel nisi sit amet, gravida sagittis dolor. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Pellentesque in eleifend libero. Pellentesque efficitur.

**A Closer Look**
To read stories about Suspendisse eu diam lobortis viverra tellus vel tempus nulla. http://worldfishcenter. org/content/saving-mangroves-solomon-islands



Pellentesque sed mollis sem. Suspendisse ut scelerisque nisi. Fusce nec dui aliquam, auctor dui nec, consequat.

15

Inside page

---

Back cover

## Program Report



**Front cover**



**Inside page**



**Inside page**



**Back cover**

## Booklet



**Booklet title: Duis massa nisi sagittis nec egestas nontempu ac ligula proin quis magn**

**Nontempu ac ligula proin quis**
Duis massa nisi sagittis ligula proin

In partnership with
[ Logo ] [ Logo ] [ Logo ]

Front cover



*Cras ultrices fermentum facilisis. Pellentesque et sapien tempor, malesuada nulla ut, varius nibh. Duis quis pharetra ex. Morbi eget iaculis enim, accumsan turpis. Sed vel lacus duis risus tristique laoreet. Praesent quis*
**- Nunc ante magna, facilisis ut, Pellentesque**

Pellentesque sed mollis sem. Suspendisse ut scelerisque nisi. Fusce nec dui aliquam, auctor dui nec, consequat.
4

Inside page

**Curabitur congue non orci et lobortis. Suspendisse elit**
Suspendisse nec diam at ante scelerisque vulputate at vitae eros. Curabitur dapibus eleifend fringilla morbi

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eu sem sapien. Vestibulum eu mollis nulla. Morbi eu luctus mi. Nullam nisl elit, hendrerit id ullamcorper vulputate, eleifend sit amet odio. Vestibulum commodo odio in leo sagittis mollis. Proin a fermentum nibh. Aenean semper nisl orci, vel ultrices enim sodales nec. Quisque ultrices iaculis arcu id eleifend. Fusce vitae fermentum ipsum, eu rhoncus.

Curabitur euismod, ex sagittis venenatis ornare, ex sapien luctus urna, at sollicitudin diam dui in nibh. Donec sit amet tristique lacus, at eleifend urna. Aliquam erat volutpat.

Ut a libero lectus. Maecenas ultrices quam vitae lectus auctor commodo. Vestibulum id arcu quis mi venenatis imperdiet in sed metus. Morbi rhoncus orci massa, vel ornare nisl iaculis ac. Phasellus faucibus metus eu hendrerit pellentesque.

Maecenas semper nunc eu vestibulum egestas. Ut vitae tellus at justo rhoncus hendrerit. Nullam maximus, dolor non finibus imperdiet, lorem urna tempor nunc, nec mattis risus erat id nulla. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Nam tempor consequat mauris, id consequat enim congue laoreet. Nam eget tristique ex. Nam dictum

purus ante, condimentum consequat enim lacinia non. Vestibulum cursus mattis arcu eu mattis.Ut tempus lectus enim, quis mattis arcu rhoncus vel. Etiam eu nisl bibendum justo placerat rutrum. Morbi tempus lacinia libero, nec mattis sem. Integer iaculis dictum arcu at mattis. Sed mattis, ipsum vel varius sagittis, magna.

Nam feugiat efficitur neque, sit amet tincidunt justo mollis ac. Etiam tempor ligula eu purus ultrices, nec commodo est efficitur. Curabitur molestie sit amet lobortis tristique. Vivamus venenatis lorem ut ex Duis placerat erat vitae porttitor gravida. Cras facilisis eu. In et est ultricies, placerat nisi a, posuere justo.

Curabitur eleifend volutpat vestibulum. Class aptent mauris vitae volutpat. Mauris ultricies ornare iaculis. Sed interdum purus nec tristique euismod. Donec vulputate nulla non sollicitudin maximus. Sed vulputate, ex sed laoreet porta, leo felis tempus ligula.

**Outcomes**

| 900% | Nullam maximus, dolor non finibus imperdiet, lorem urna tempor nunc |
| 18M | Maecenas semper nunc eu vestibulum egestas. Ut vitae tellus at justo rhoncus |

**The Facts**
Project: Curabitur eleifend volutpat vestibulum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Morbi lacinia
Donor: Curabitur euismod
Partners: Curabitur euismod, ex sagittis venenatis ornare, ex sapien luctus urna, at sollicitudin diam dui in nibh. Donec sit amet tristique lacus, at eleifend
5

Inside page

**WorldFish**

**Citation**
This publication should be cited as: <Authors>. <Year>. <Title>. Penang, Malaysia: WorldFish. <Publication No>.

© 2019. WorldFish. All rights reserved. This publication may be reproduced without the permission of, but with acknowledgment to WorldFish.

For more information, please visit www.worldfishcenter.org

Back cover

Poster



Portrait



Landscape

Banner



Sustainable Aquaculture
**Aquaculture**



Delivering Impact Through Partnership
**Partnership**



**WorldFish**

**www.worldfishcenter.org**



**WorldFish**

**www.worldfishcenter.org**

## Website



## E-Newsletter



## Digital Annual Report

**Citation**
This publication should be cited as: WorldFish. 2019. WorldFish Branding Guidelines. Penang, Malaysia: WorldFish. Handbook: 2019-01.

Photo Credits: Front Cover, Balaram Mahalder; Page 2, Holly Holmes; Page 3, Md Masudur Rahaman; Page 5, David Mills; Page 21, Page 29 Adelia Ribier.

For more information, please visit www.worldfishcenter.org