Australian Government

Australian Centre for International Agricultural Research

Branding Guidelines

Version 5.0 November 2023

ACIAR | Australian Aid

Our brand

Branding is a key mechanism for enhancing the visibility of the activities
and initiatives of the Australian Centre for International Agricultural Research
(ACIAR). Correct branding maximises recognition of the role of the Australian
Government, through ACIAR, in agricultural research for development,
and increases the accountability and transparency of Australia's aid program.

These guidelines have been developed to support ACIAR staff
and stakeholders and ensure the ACIAR brand is applied consistently
across all official communications materials and documents.

Contents

Brand

Our purpose

To contribute to reducing poverty and improving the livelihoods of many in the Indo-Pacific region through more productive and sustainable agriculture emerging from collaborative international research.

What we do

ACIAR works with public and private research institutions to improve the productivity and sustainability of agricultural systems in partner countries and Australia.

ACIAR partnerships result in improved technologies and practices addressing the shared challenges of farmers in the Indo-Pacific region, including Australia.

The work of ACIAR aligns with Australia's development assistance programs, supporting research collaboration while emphasising individual and institutional capacity building alongside private sector-led development.

ACIAR is committed to improving research in food and farming sustainability, resilience and ethical practice across key agricultural sectors (crops, livestock, fisheries and forestry), the science which sustains the resource base (soil and land management, and water and climate), as well as disciplines that generate economic and social benefits including agribusiness and social sciences.

Research programs operate in more than 30 countries in four key regions:

- Papua New Guinea and the Pacific
- East and South-East Asia
- South Asia
- Eastern and Southern Africa.

6 high-level strategic objectives guide our partnerships, programs and projects. These objectives are consistent with the purpose stated in our enabling legislation and reflect the policy imperatives of the Australian Government.

Tone of voice

Informative

Accessible

Diplomatic

Inclusive

ACIAR communications use an authoritative tone of voice, designed to educate and inform.

Short sentences written in plain English improve comprehension within multi-lingual populations and those who do not speak English as a first language.

The wording is to be tactful and diplomatic at all times, with an active voice recommended to maintain audience attention.

Brand Logos

Brand logos

ACIAR branding consists of:

- Australian Government logo
- ACIAR hexagon
- Australian Aid Identifier.

Australian Government logo

The Australian Government logo is the primary logo to be used on all short and long format ACIAR publications and communications. This logo is also the primary ACIAR logo to be used on co-produced or partner products.

Generally, this logo is applied to the top left corner of the outside cover of publications and to the top left corner of the first page (cover page) of brochures and fact sheets.

- The primary ACIAR logo can be inline (horizontal) or stacked (vertical)
- The primary ACIAR logo can be black or green
- The coat of arms must be at least 20 mm wide in all applications.
- For online use and other digital applications the minimum size is represented as Npx (pixels). 'N' is to be sized at: 32 px, 48 px or 64 px wide.

For more information about Australian Government Branding Guidelines and the use of the Australian Government logo, visit the Department of the Prime Minister and Cabinet website, **pmc.gov.au**

Australian Government Branding Guidelines accessed November 2023 https://www.pmc.gov.au/resource-centre/government/australian-government-branding-guidelines

Australian Government

Australian Centre for International Agricultural Research

Npx

X

20 mm min.

Minimum size and clearspace apply to all variations of the Australian Government logo.

Brand logos

Australian Government logo

- Inline
- Strip
- Stacked
- Stacked strip.

Inline and Stacked are the preferred formats.

Select the most appropriate variation for each specific case.

White, black, and green are the only colours allowed in the depiction of the Australian Government logo / crest.

Variations

Australian Government
Australian Centre for
International Agricultural Research

Australian Government logo inline

Australian Government
Australian Centre for International Agricultural Research

Australian Government logo strip

Australian Government
Australian Centre for
International Agricultural Research

Australian Government stacked

Australian Government
Australian Centre for International Agricultural Research

Australian Government stacked strip

Australian Government
Australian Centre for
International Agricultural Research

White

Australian Government
Australian Centre for
International Agricultural Research

Black

Australian Government
Australian Centre for
International Agricultural Research

Green

Brand logos

Australian Government logo
Do's and don'ts

✔ Do

✔ Do use the recommended clearspace around the logo

✔ Do use on a background from the ACIAR colour palette

✔ Do use on an simple photographic background

✖ Don't

✖ Do not use on a low contrast colour background

✖ Do not scale logo disproportionately

✖ Do not re-colour the logo

✖ Do not rearrange the logo components

✖ Do not add graphic effects to the logo

✖ Do not rotate the logo

✖ Do not redraw any element of the logo

✖ Do not use on a complex photographic background

✖ Do not use smaller than recommended minimum size

Brand logos

ACIAR hexagon

The ACIAR hexagon is the secondary ACIAR logo. The hexagon can be used in addition to the official Australian Government logo, but it must be less prominent.

- The secondary ACIAR logo can be black or green.
- The hexagon must be at least 20 mm wide in all applications.

The secondary ACIAR logo is mainly for use on promotional material or merchandise made specifically for international audiences. It is widely recognised internationally and positively associated with the work of ACIAR since being established in 1982.

Adhere to the minimum size requirements whenever possible. On items such as name badges and identity cards where space might be limited, you may alter the size of the identifier, but it must remain recognisable.

20 mm

Minimum size and clearspace apply to all variations of the hexagon

Brand logos

ACIAR hexagon

- Inline
- Inline extended
- Stacked
- Stacked extended.

Inline is the preferred format.

Use the Extended versions in instances where an audience might be unfamiliar with the ACIAR acronym.

Select the most appropriate variation for each specific use.

White, black, and green are the only colours allowed in the depiction of the ACIAR hexagon/brand identifier.
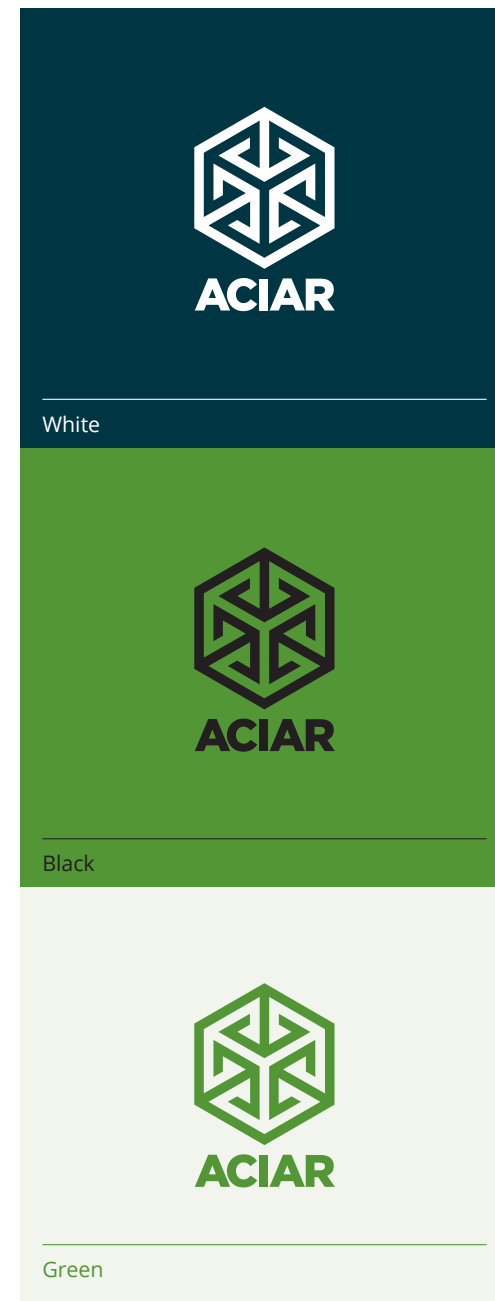
Variations

ACIAR hexagon

Hexagon Inline

Hexagon Inline extended

Hexagon Stacked

Hexagon Stacked extended

White

Black

Green

Brand logos

Australian Aid Identifier

The Australian Aid identifier is used to badge Australian aid programs, projects and products, and must be used on all aid-related products and activities funded by the Australian Government overseas.

When communicating about ACIAR, you may only use the Australian Aid identifier within the Australian Aid Indentifier lock-up.

A specialised version of the Australian Aid identifier has been created for use in Papua New Guinea (PNG). Contact the ACIAR PNG country Office for further information regarding the use of this logo.

35 mm min.

Minimum size and clearspace apply to all applications of this logo

Brand logos

Australian Aid Identifier

- Black
- Blue and red
- White
- White and red
- White and red on blue.

Select the colour the best suits the specific scenario but, do not alter the Australian Aid logo.

Colours

Black

Blue and red

White

White and red

White and red on blue

Brand logos

Australian Aid Identifier lock-up

The lock-up identifier or logo (i.e. the ACIAR hex and the Australian Aid logo) is on items that are created for international audiences and forums. It may be use with or without the Australian Government logo, pending on the audience.

- The lock-up identifier must be less prominent than the Australian Government logo, if the Australian Government logo is being used.
- The lock-up identifier can be all white, all black or coloured (green for ACIAR, blue and red for Australian Aid), but never in another colour.

Incorrect colour

40 mm min.

Minimum size and clearspace apply to all applications of the variations of the Australian Aid Identifier lock-up

Brand logos

Australian Aid Identifier lock-up

- Identifier lock-up
- Identifier lock-up extended.
- Use the extended version in instances where an audience might be unfamiliar with the ACIAR acronym.
- When used in colour, the Australian Aid component of the logo can only be reproduced in blue and red; never in another colour.
- For ACIAR corporate and scientific publications, place the lock-up identifier on the outside back cover.
- The extended lock-up identifier is used on items that are created for international audiences and forums, such as brochures, posters, banners and reports.
- The **Implementing Partner lock-up** is configured in reverse order, different from the Australian Aid Identifier lock-up, to denote ACIAR is implementing or managing a research project on behalf of a funder.

Implementing Partner lock-up extended

Variations

Australian Aid Identifier lock-up

Australian Aid Identifier lock-up extended

Australian Aid Identifier lock-up extended, blue and red

White

Colour
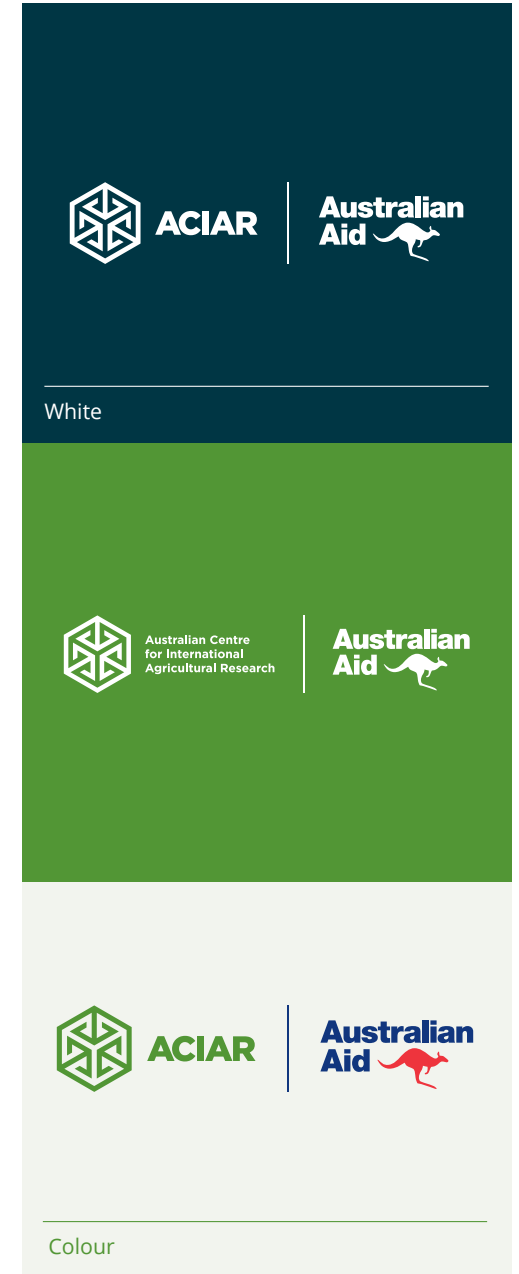
Brand logos
File formats and usage

- Bitmap
  — JPEG
  — PNG
  — TIFF

- Vector
  — AI (Adobe Illustrator)
  — EPS

A suite of logo files is available for download from the ACIAR website.

No other component should be used without written permission from Outreach, Australian Centre for International Agricultural Research.

Direct enquiries about this document to
Phone +61 2 6217 0500 or
Email aciar@aciar.gov.au

Branding Guide
https://www.aciar.gov.au/branding-and-logos

	CMYK print	Spot colour print	Large format print	Digital	Microsoft Office
Bitmap file formats					
JPEG				✔	✔
PNG				✔	✔
TIFF	✔				
Vector file formats					
AI	✔	✔	✔		
EPS	✔	✔	✔		

Brand usage

Using the logos

ACIAR has established a strong relationship with partner countries
in the pursuit of shared agricultural research for development goals.

Due to the wide-ranging nature of work and global context of ACIAR,
there are various ways in which the logos within the ACIAR brand can be used.

The most relevant and appropriate visual branding elements for each
context have been selected for various purposes in the following pages.

ACIAR created communications—Logo application

ACIAR statutory/corporate

For internal procedural and administrative communications. These are generally business as usual activities. For example:

- ACIAR legal agreements
- Official documentation and government reporting requirements.

Logo hierarchy level 1

- Most prominent on item.

ACIAR domestic and international

For all consumer facing communications representing ACIAR to Australian-centric audiences in both domestic and international settings. For example:

- Pull-up banners
- Stationery (business cards, letterheads, envelopes)
- Fact sheets, and
- Other business as usual communication.

Logo hierarchy level 1

- Most prominent on item
- Preferably top left corner.

Logo hierarchy level 2

- Less prominent than level 1 (physical size and order, from top to bottom and left to right)
- Lower on page than level 1
- If level 1 appears on the front page then level 2 can appear on the back page.
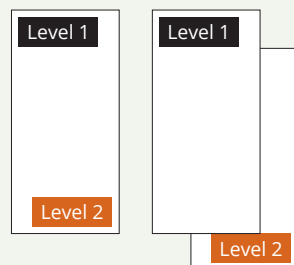
Front and back pages

ACIAR international only

For all international consumer facing communications when ACIAR is the lead agency. For example:

- On-ground signage at events
- Products made specifically for international audiences.

Logo hierarchy level 1

- Most prominent on item
- Preferably top left corner.

ACIAR merchandise

For example:

- T-shirts
- Hats
- Bags
- Pens.

Logo hierarchy level 1

- Most prominent on item
- Preferably top left corner.

ACIAR co-branded

When ACIAR is an equal partner in a project, but ACIAR is leading communications. For example:

- An activity contractually managed by ACIAR, but with funding from a third party.
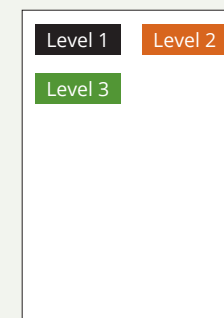
Logo hierarchy level 1

- Most prominent on item

Logo hierarchy level 2

- Less prominent than level 1 (physical size and order, from top to bottom and left to right)
- Can appear in line though separate from level 1 (do not create logo lock-ups)

Logo hierarchy level 3

- Less prominent than levels 1 and 2 (as defined by physical size, order from top to bottom and left to right)
- Separate from levels 1 and 2

Brand usage
ACIAR created communications—Logo usage

Communication category	Logo hierarchy level 1	Logo hierarchy level 2	Logo hierarchy level 3
ACIAR statutory/corporate	Australian Government logo stacked		
ACIAR domestic and international	Australian Government logo stacked	Australian Aid Identifier lock-up	
ACIAR international only	Australian Aid Identifier lock-up extended		
ACIAR merchandise	ACIAR hexagon		
ACIAR co-branding	Australian Aid Identifier lock-up extended	Partner logo	Other donors

Brand usage

Partner created communications—Logo application

ACIAR is the majority supporter/funder

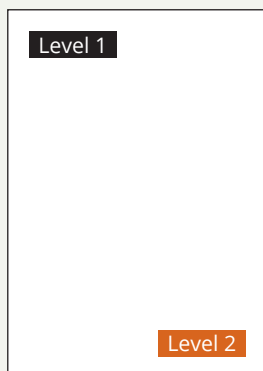ACIAR lock-up identifier extended given prominence over other contributors. For example:

- ACIAR project meetings.

Logo hierarchy level 1

- Most prominent on item.

Logo hierarchy level 2

- Less prominent than level 1 (as defined by physical size, order from top to bottom and left to right)
- Preferably lower on page than level 1.

Funded/partnered by multiple organisations including ACIAR

If there are multiple donors, the ACIAR lock-up identifier extended must be at least as prominently displayed as other financial partners. For example:

- Sponsorships.

Logo hierarchy level 1

- All logos are of equal prominence with specific positioning determined in agreement with partners.

Australian Government is a majority funder and ACIAR is the implementing partner

If ACIAR is implementing or managing a research project on behalf of a funder. For example:

- The Australian Government is funding and ACIAR is implementing

Logo hierarchy level 1

- Implementing Partner lock-up extended

Logo hierarchy level 2

- Less prominent than level 1 (as defined by physical size, order from top to bottom and left to right)
- Preferably lower on page than level 1.

ACIAR partner co-branding

If there is equal support, but ACIAR is not leading the communication, project or event. For example:

- Funding is contracted on an equal basis, such as production of a publication.

Logo hierarchy level 1

- Partner Logo in accordance with partner branding guidelines.

Logo hierarchy level 2

- **Australian Aid Identifier lock-up extended**
- Less prominent than level 1 (as defined by physical size, order from top to bottom and left to right)
- Preferably lower on page than level 1
- If level 1 is on front page then level 2 can be on back page.

Level 1
Level 2

Level 1	Level 1

Level 1
Level 2

Level 1
Level 2
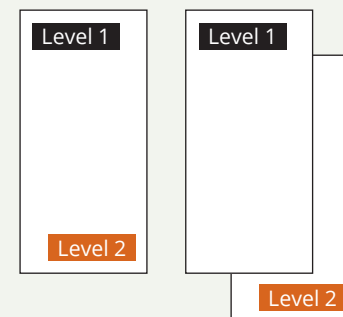
Level 1
Level 2

Front and back pages

Brand usage
Partner created communications—Logo usage

Communication category	Logo hierarchy level 1	Logo hierarchy level 2
ACIAR is the majority supporter/funder	Australian Centre for International Agricultural Research | Australian Aid *Australian Aid Identifier lock-up extended*	Partner logo
Funded/partnered by multiple organisations including ACIAR	Australian Centre for International Agricultural Research | Australian Aid Partner Logo *Australian Aid Identifier lock-up extended*	
Australian Government is a majority funder and ACIAR is the implementing partner	Australian Aid | Australian Centre for International Agricultural Research *Implementing Partner lock-up extended*	Partner logo
ACIAR partner co-branding	Partner logo	Australian Centre for International Agricultural Research | Australian Aid *Australian Aid Identifier lock-up extended*

Brand usage

Verbal and written acknowledgment

On occasions when a logo is not used, a verbal or text based acknowledgment may be included. These include, media releases, interviews, conference presentations, online content, project promotions and social media channels.

General acknowledgment

You can adapt any of the following four sentences for use in **any communication product**.

In [Financial Year], [Organisation] was supported by the Australian Centre for International Agricultural Research.

[Organisation] is supported by the Australian Centre for International Agricultural Research.

[Organisation] receives support from the Australian Centre for International Agricultural Research.

[Organisation] acknowledges the support of the Australian Centre for International Agricultural Research.

Specific circumstance acknowledgements

For initiatives when **ACIAR funds a project overseas which is implemented by partner via a contractual arrangement**:

[project or initiative name] is supported by the Australian Centre for International Agricultural Research and implemented by [insert implementing partner].

For projects **partly funded by ACIAR and where another agency, business or government is the major funder**:

[ACIAR crest logo] is supported by the Australian Centre for International Agricultural Research

If the **reference is online**, the Australian Centre for International Agricultural Research should link to the (http://aciar.gov.au) homepage, noting that this may be superseded by a link to a specific project page within the ACIAR website.

Similarly, **verbal acknowledgment** must go to ACIAR. For example, in a **speech or interview**, the spokesperson should say the activity is:

'supported by the Australian Centre for International Agricultural Research [insert specific project name as applicable]'.

Brand usage

Disclaimers

Disclaimers for reports and publications, funded by ACIAR but not written by ACIAR (choose the most appropriate)

Short form

Disclaimer

This publication has been funded by the Australian Government through the Australian Centre for International Agricultural Research. The views expressed in this publication are the author's alone and are not necessarily the views of the Australian Government.

Long form

Disclaimer

This publication has been funded by the Australian Government through the Australian Centre for International Agricultural Research. The views expressed in this publication are the author's alone and are not necessarily the views of the Australian Government. The Australian Government neither endorses the views in this publication, nor vouches for the accuracy or completeness of the information contained within the publication. The Australian Government, its officers, employees and agents, accept no liability for any loss, damage or expense arising out of, or in connection with, any reliance on any omissions or inaccuracies in the material contained in this publication.

This publication is intended to provide general information only and before entering into any particular transaction users should: rely on their own enquiries, skill and care in using the information; check with primary sources; and seek independent advice.

Brand elements

The colour palette is an integral part of the ACIAR visual identity. Vivid earthy tones are used to reflect the environmental nature of the organisation and add energy to the brand's look and feel.

The colours of ACIAR should remain true to these specifications and the following colour charts are to be used as a guide when reproducing ACIAR colours across different mediums.

Primary colour palette

Comprising of two colours, with green being the key brand colour.
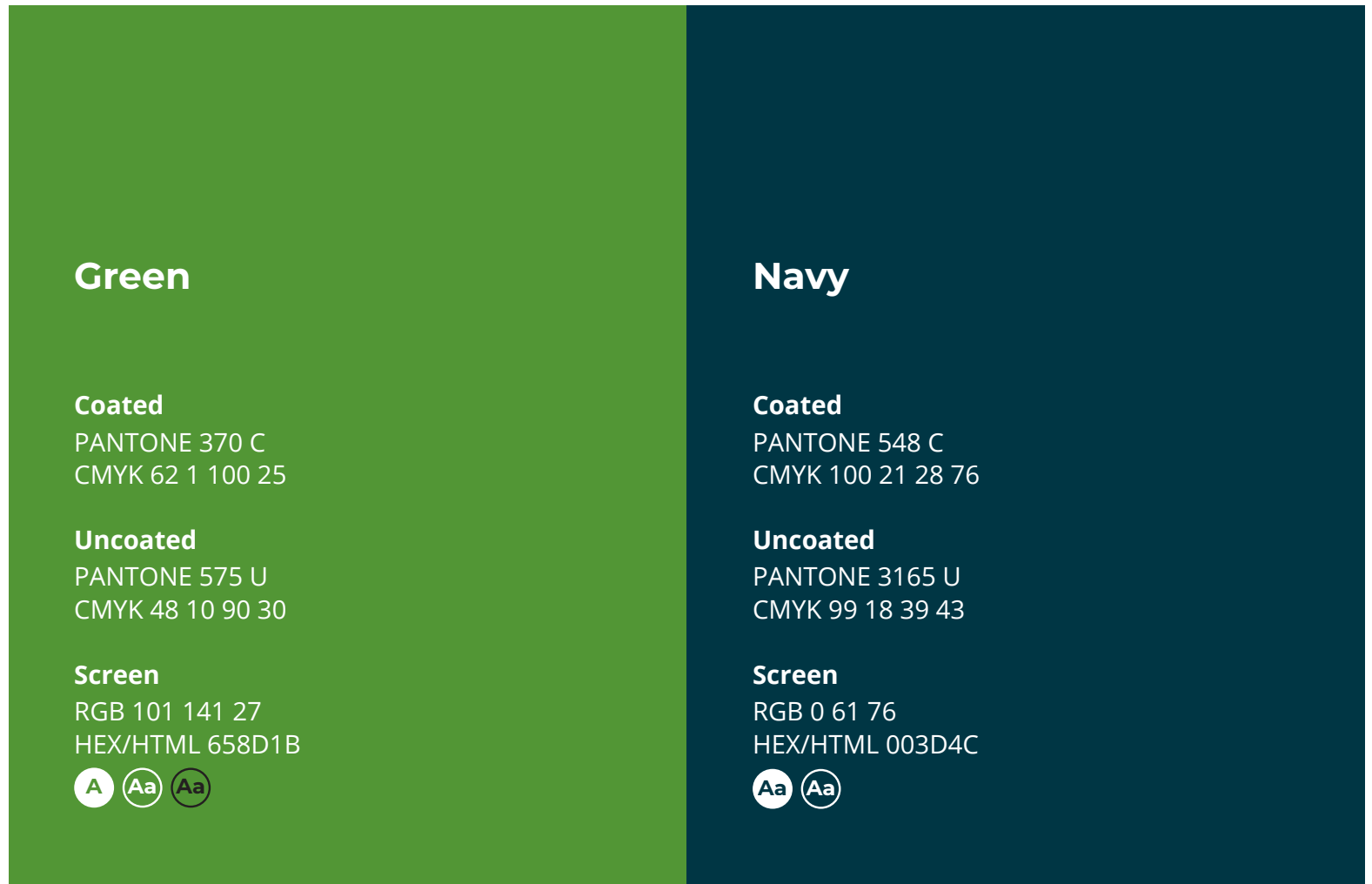
This colour palette is for print, digital, and other collateral.

WCAG 2.1 AA compliance

(Aa) Colour compliance is depicted by this circular icon.

The following symbols denote text point size compliance:

A = Large text ≥18pt compliant
a = Small text <18pt compliant

Green

Coated
PANTONE 370 C
CMYK 62 1 100 25

Uncoated
PANTONE 575 U
CMYK 48 10 90 30

Screen
RGB 101 141 27
HEX/HTML 658D1B

(A) (Aa) (Aa)

Navy

Coated
PANTONE 548 C
CMYK 100 21 28 76

Uncoated
PANTONE 3165 U
CMYK 99 18 39 43

Screen
RGB 0 61 76
HEX/HTML 003D4C

(Aa) (Aa)

Coated

| PANTONE 370 | CMYK 62 1 100 25 |

Uncoated

| PANTONE 575 | CMYK 48 10 90 30 |

Coated

| PANTONE 548 | CMYK 100 21 28 76 |

Uncoated

| PANTONE 3165 | CMYK 99 18 39 43 |

Secondary colour palette

Comprising of 14 colours, this colour palette is for secondary elements in online contexts such as websites and interactive applications.

WCAG 2.1 AA compliance

(Aa) Colour compliance is depicted by this circular icon.

The following symbols denote text point size compliance:

A = Large text ≥18pt compliant
a = Small text <18pt compliant

Burgundy

PANTONE 3523
CMYK 24 84 64 49
RGB 118 48 46
HEX/HTML 76302E

(Aa) (Aa)

Scarlet

PANTONE 492 C
CMYK 11 85 60 48
RGB 143 50 55
HEX/HTML 8F3237

(Aa) (Aa)

Red

PANTONE 7627 C
CMYK 5 94 88 22
RGB 178 55 48
HEX/HTML B23730

(Aa) (Aa) (A)

Orange

PANTONE 7583 C
CMYK 0 69 98 12
RGB 196 98 45
HEX/HTML C4622D

(A) (A) (Aa)

Ochre

PANTONE 470 C
CMYK 7 70 99 38
RGB 164 90 42
HEX/HTML A45A2A

(Aa) (Aa) (A)

Brown

PANTONE 1615 C
CMYK 10 72 100 46
RGB 139 71 32
HEX/HTML 8B4720

(Aa) (Aa) (A)

Lichen

PANTONE 5803 C
CMYK 12 2 24 9
RGB 203 208 179
HEX/HTML CBD0B3

(Aa)

Mist

PANTONE 454 C
CMYK 8.5 6 15 0
RGB 232 229 215
HEX/HTML E7E5D6

(Aa)

Apple

PANTONE 2411 C
CMYK 62 0 98 35
RGB 78 128 31
HEX/HTML 4E801F

(Aa) (Aa) (A)

Forest

PANTONE 2411 C
CMYK 72 2 100 76
RGB 28 66 32
HEX/HTML 1C4220

(Aa) (Aa)

Marine

PANTONE 3165 C
CMYK 100 16 33 66
RGB 0 79 89
HEX/HTML 004F59

(Aa) (Aa)

Sky

PANTONE 628 C
CMYK 20 0 7 0
RGB 200 227 226
HEX/HTML C8E3E2

(Aa)

Midnight

PANTONE 547 C
CMYK 100 35 32 82
RGB 0 49 60
HEX/HTML 00313C

(Aa) (Aa)

Black

Black
CMYK 0 0 0 100
RGB 0 0 0
HEX/HTML 000000

(Aa) (Aa)

Montserrat

- For headlines and headings
- For use on all print and digital communications.

Open Sans

- For subheadings and body copy
- Use on all print and digital communications.

Calibri

Alternative typeface

- Use Calibri as an alternative if Montserrat and Open Sans are unavailable.

Both preferred typefaces are available for download and embedding from Google Fonts.

Montserrat

https://fonts.google.com/specimen/Montserrat

Open Sans

https://fonts.google.com/specimen/Open+Sans

12a**b**

Montserrat
For headlines and headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

123ab**c**

Open Sans
For subheadings and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Typographic styles listed here are a guide based on an A4 professionally produced publication.

Use these styles on professionally produced material, for print and digital output.

HEADLINE

Montserrat Bold 20pt text/24pt leading Navy

HEADING LEVEL 1

Montserrat Bold 12pt text/16pt leading Green

HEADING LEVEL 2

Montserrat Regular 12pt text/16pt leading Navy

HEADING LEVEL 3

Montserrat Bold 9pt text/12pt leading Green

HEADING LEVEL 4

Montserrat Regular 9pt text/12pt leading Navy

Body copy. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Vestibulum id ligula porta felis euismod semper. Maecenas sed diam eget risus varius blandit sit amet non magna. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Aenean lacinia bibendum nulla sed consectetur.

Open Sans Regular 9pt text/12pt leading Black

Bulleted list:

Open Sans Regular 9pt text/12pt leading Black

- List item
  — List item
- List item
- List item

Graphic elements

Graphic elements
Icons and illustrations

Icons are grouped under:

- ACIAR strategic objectives
- ACIAR research programs
- ACIAR thematic areas.

Icons may be used in any ACIAR communications where appropriate, and may be reproduced in any of the colours from the ACIAR colour palettes, or in white on a colour background.

- Ensure you use the correct icon when illustrating the specific area it references.
- Maintain sufficient contrast for legibility in application.

ACIAR Strategic objectives

	Food security and poverty reduction
	Natural resources and climate change
	Human health and nutrition
	Gender equity and women's empowerment
	Inclusive value chains
	Capacity building

ACIAR Research programs

	Agribusiness
	Climate change
	Crops
	Fisheries
	Forestry
	Horticulture
	Livestock
	Social sciences
	Soil and land management
	Water

ACIAR Thematic areas

	Climate change
	Global partnerships
	Gender
	Nutrition sensitive agriculture
	One health
	Evaluating our impact
	Innovation
	Farming systems analysis
	Economic & policy
	Capacity building
	Portfolio Planning and Impact Evaluation

Graphic elements

Hexagons

The hexagon is a key part of the graphic language for the ACIAR brand. It can be used in a number ways, for example:

- As container for images or text
- As a 2-dimensional pattern.

Use flat or transparent colour to create patterns using the hexagons. However, please do not apply 3D effects to the final pattern.

Container for images or illustration

Pattern style 1

Donec id elit non mi porta gravida at eget metus

Fusce dapibus, tellus ac cursus.
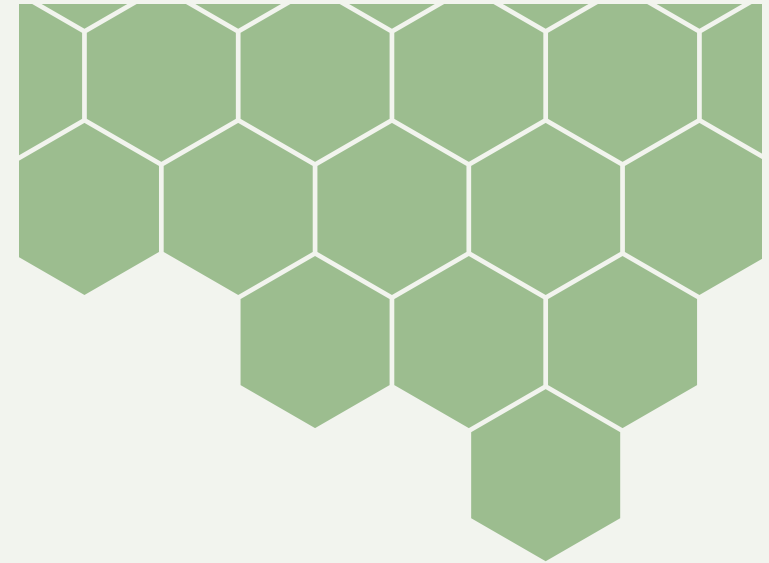
Container for text

Pattern style 2

Imagery

Imagery
Types of imagery

Three main types of imagery make up the ACIAR photographic style, 'hero', 'descriptive' and 'portrait'. The most compelling communications use a combination of styles and can include people in research situations, using equipment, facilities or products.

Hero shots

A hero shot is designed to be the dominant image, which catches your eye above all else, and usually takes up the most space. The 'hero', or subject, is the focus of the photo.

Descriptive shots

It is useful to have a range of photos available for various materials. In cases where a singular hero, still-life or landscape photograph is not used, the photographic style should be descriptive, maintaining a high standard in production quality and a clear, thought-provoking point of view.

Portrait shots

These can contain more than one person, but the human element should remain the focus. Images should be uplifting and empowering in composition.

Hero shot

— singular subject

— clear focus of interest

— striking composition

— a high standard of photographic production

Descriptive shot

— shows/depicts a scene or setting

— multiple areas of interest in image

— thought provoking

— compelling composition

— a high standard of photographic production
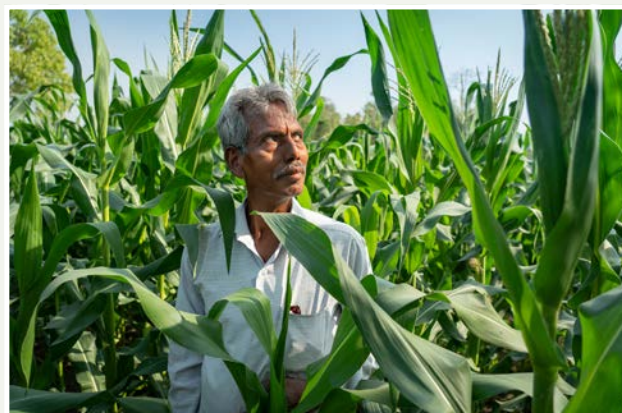
Portrait shot

— human focus, but can be more than one person

— clear focal point

— a high standard of photographic production

Imagery
Examples

When sourcing imagery (from a photo shoot, approved image library or clients) to promote the ACIAR portfolio, use the following criteria as a guideline.

Desired imagery:

- **Purposeful:** Dynamic and active. Agricultural, forestry or fisheries focused
- **Real People:** Relevant real-life situations which are relevant to ACIAR and stakeholders
- **Business:** Real people, products, and services
- **Conceptual:** Creative and thought provoking composition
- **People focused:** Showing hardworking and humble people who also appear accomplished and satisfied

Images to avoid:

- **Icons and landmarks:** Must not dominate images—e.g. statues, structures or culturally significant locations
- **Contrived:** People's actions and expressions must not appear forced
- **Post-produced:** do not use visual effects.
- **Cliched:** Photos that are over-used, obviously unoriginal or overdone. e.g. photos of people jumping
- **Low-quality:** Avoid anything with a file size less than 300KB

Desired imagery ✔

Imagery to avoid ✘

Collateral

Brand Guidelines

Collateral
Business cards

Please seek to maintain integrity of the ACIAR identity by complying, as much as practical, with the standard branding requirements for collateral and publications.

From time to time, stock prices may vary and therefore, the following specifications may need to be adjusted. Keep to these specifications as best as possible.
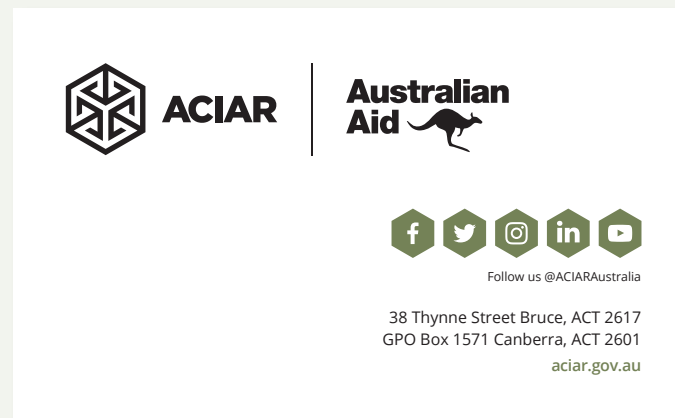
Size

90 mm x 55 mm

Paper stock

- Stock: Mohawk Superfine Eggshell Ultra White (or similar)
- Weight: 324 GSM
- Finished Size: 55 mm x 90 mm
- Ink Colours (Spot): Black and Pantone 575 U TWO SIDES
- Ink Colours (Full Colour/ Digital): Black and Pantone 575 (CMYK)
- Finishing: Trim to size

NB: If printing business cards in full colour, digital or offset, the colour will shift (see page 25) and the final printed colour will appear brighter than the example specified here.

Australian Government

Australian Centre for International Agricultural Research

Firstname Lastname
POSITION | TEAM OR LINE AREA

T +61 2 62XX XXXX
M +61 4XX XXX XXX
E firstname.lastname@aciar.gov.au

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38 Thynne Street Bruce, ACT 2617
GPO Box 1571 Canberra, ACT 2601
aciar.gov.au

Collateral

Letterhead

Size

A4

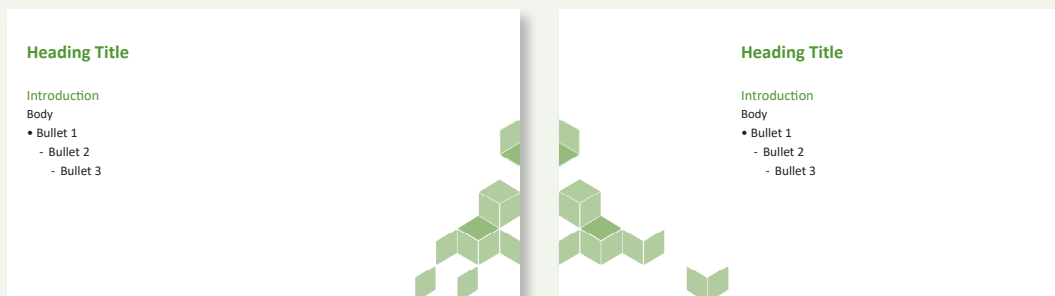This document is available as a Microsoft Word template.

Collateral

PowerPoint presentation

Size

Wide-screen

This document is provided as a Microsoft PowerPoint template.
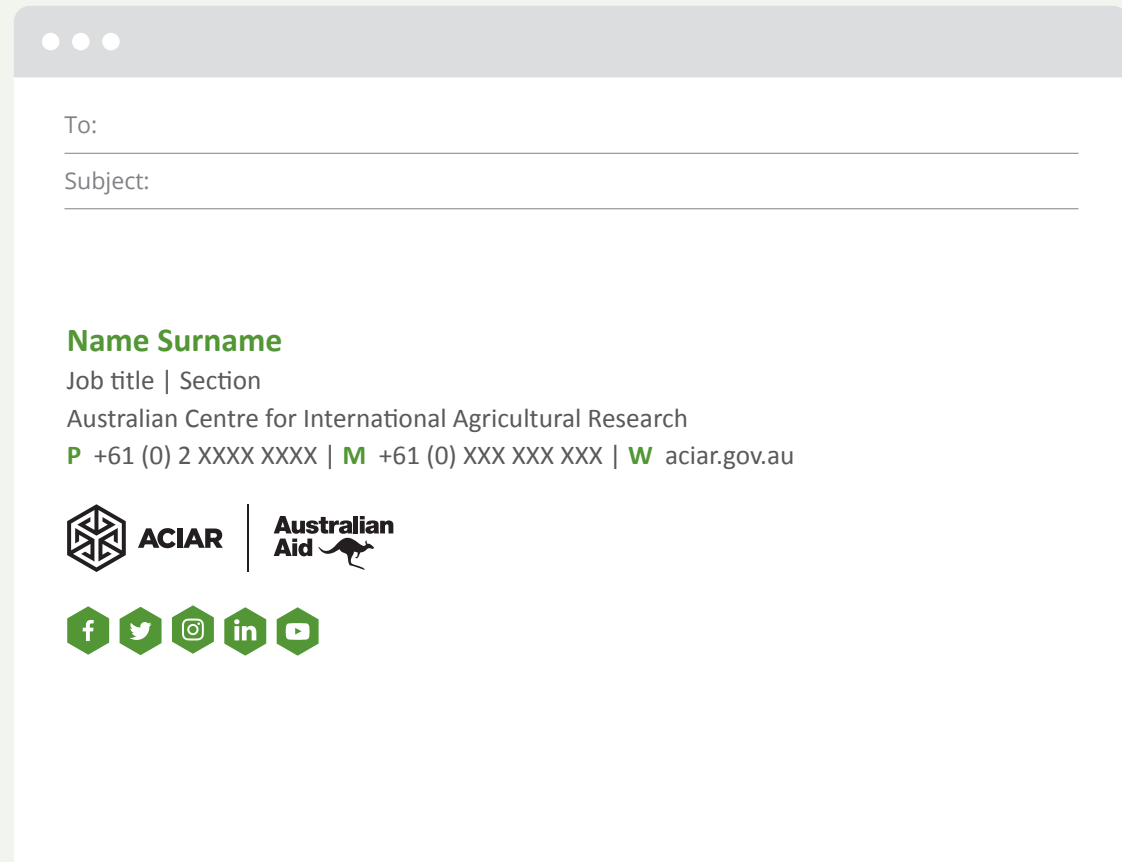
Collateral
Email signature

Email signature templates and instructions for updating it in Outlook can be obtained from the Outreach team.

Consult your IT officer for proper implementation.

Name Surname
Job title | Section
Australian Centre for International Agricultural Research
P +61 (0) 2 XXXX XXXX | **M** +61 (0) XXX XXX XXX | **W** aciar.gov.au

Collateral

Fact sheet

Size

A4

Templates for fact sheets are available in Adobe InDesign.

Australian Government
Australian Centre for International Agricultural Research

Agribusiness

Integrating gender and social inclusion into agricultural value chain research in Myanmar and Vietnam

OVERVIEW

Farming systems and agricultural supply chains throughout southeast Asia are undergoing rapid change, including increased levels of commercialisation and market integration, feminisation of agriculture, and migration of youth in response to non-farm work opportunities.

These processes are not only shaping rural landscapes, communities and value chains, but are challenging traditional gender roles and relationships. They are also impacting differently on the many ethnic minority communities living in these regions.

In response, this project sought to understand the underlying social processes in order to develop technical and policy innovations that are equitable for women and men and contribute to the empowerment of women. This includes the development of more productive, sustainable and profitable farming systems and agricultural value chains.

KEY FACTS

ACIAR Project No. AGB/2017/008
Duration: 12 June 2017 to 31 December 2018
Target areas: Myanmar and Vietnam
Budget: AU $250,000

Commissioned Organisation:
Ms Nozomi Kawarazuki, International Potato Center

Key partners
• Institute for Social Development Studies (ISDS)
• CARE International Vietnam
• Oxfam Vietnam

ACIAR Research Program Manager
Dr Rodd Dyer

RESEARCH/OBJECTIVE

The project aimed to support a more informed integration of gender analysis and social inclusion concepts into agricultural value chain research by:

• integrating research on gendered social relations across a range of selected agricultural value chains, ethnic and cultural, and geographic contexts in Vietnam in existing projects (a gender transformative research approach);
• developing the capacity of researchers to collaborate with social scientists to deliver transdisciplinary gender-transformative agricultural research and interventions (a gender awareness approach); and
• establishing a vibrant, active gender network and knowledge hub in Vietnam and southeast Asia.

OUTPUTS

• Strengthened knowledge and skills of researchers to conduct transdisciplinary research with social scientists to integrate gender and social inclusion research methods and approaches into agricultural household and value chain research.
• Created a vibrant, supportive and innovative gender network and knowledge hub in Vietnam linked to Myanmar and reaching out to other southeast Asian countries in active collaboration with DFAT and ACIAR.
• Developed publications on gender-integrated approaches in agriculture and value-chain in the context of southeast Asia.

OUTCOMES

Gender research: A strategic gender research study was conducted in a Hmong village in the Dien Bien province. Findings provide practical recommendations to ACIAR for socially-inclusive research for agricultural development. A gender-integrated research study was conducted in collaboration with FST/2016/152, which contributed to improving intervention strategies for supporting Hmong women's significant involvement in agroforestry management. A guide for gender- integrated participatory research approaches was published, which can be used in other ACIAR projects.

Capacity development: 58 people from local ACIAR partners participated in the gender trainings in Vietnam, and 43 people attended the gender workshop in Myanmar. After the trainings and the workshop, five projects in Vietnam, and two projects in Myanmar, they reviewed their project frameworks and developed gender-responsive research or intervention designs. These collaboration cases provide model cases as to how gender can be integrated into specific scientific topics, such as livestock, vegetable crops, and agroforestry.

Networking: The gender and agriculture platform has been formed. Information and experiences are shared through monthly gender seminars and the project website. Gender researchers who met in this platform plan to develop a special issue in a journal with a focus on gender and agriculture in Vietnam.
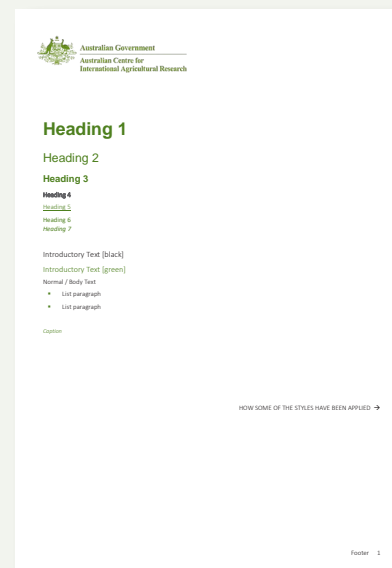
ACIAR | Australian Aid

Collateral

Word templates

Some Microsoft Word templates are available to staff on the ACIAR Intranet site.

- A4 Branded Document (with cover or simple)
- Project final report.
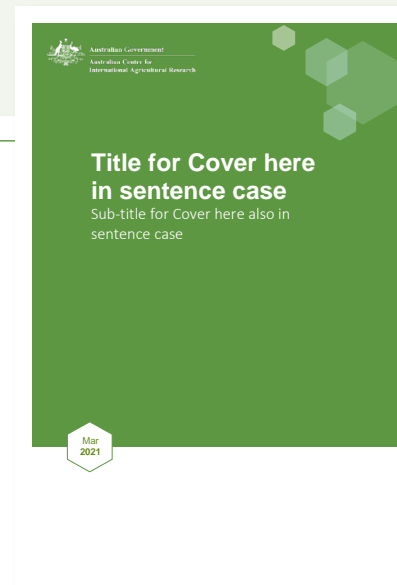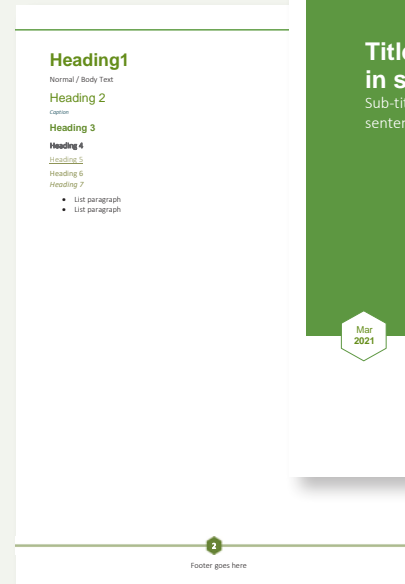
A4 Branded Document with cover

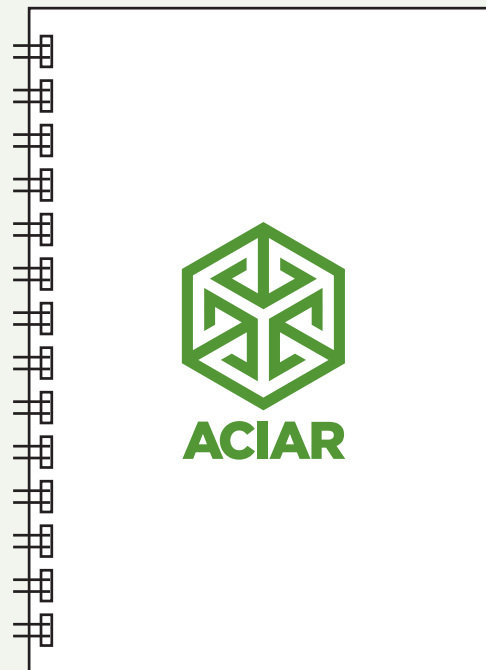A4 Branded Document simple

Project final report

Collateral

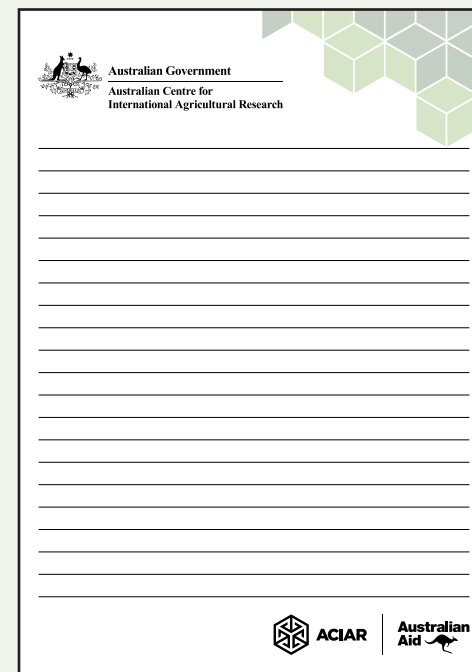## Notebook, notepad and pen

Notebook and notepad size

A5

Size

Care is to be taken to ensure the logos are selected and used correctly following the guidelines as stated in this document.

Notebook

Notepad

Pen

Video production

Video production
Overview

Please keep these guidelines front of mind throughout the video planning, shooting, and editing process.

- All video content must align with the ACIAR mission, vision, values and strategic objectives.
- Although videos can vary in length and purpose, it is important to produce videos that appear consistent in tone of voice and on-brand across all channels.
- Diversity is an important element in ACIAR communications. Aim to show footage that represents a diverse and inclusive range of genders and ages.
- Videos may focus solely on ACIAR or they may include partner organisations.
- Do not feature logos or branding that are unrelated to the topic of the video. However, we appreciate that sometimes, it may not be practical or possible to ensure third party logos don't incidentally appear on subject clothing (hats, t-shirts, etc), on products such as pens, notebooks, drink bottles, or as wall hangings (in posters, signs, prints) in the background.
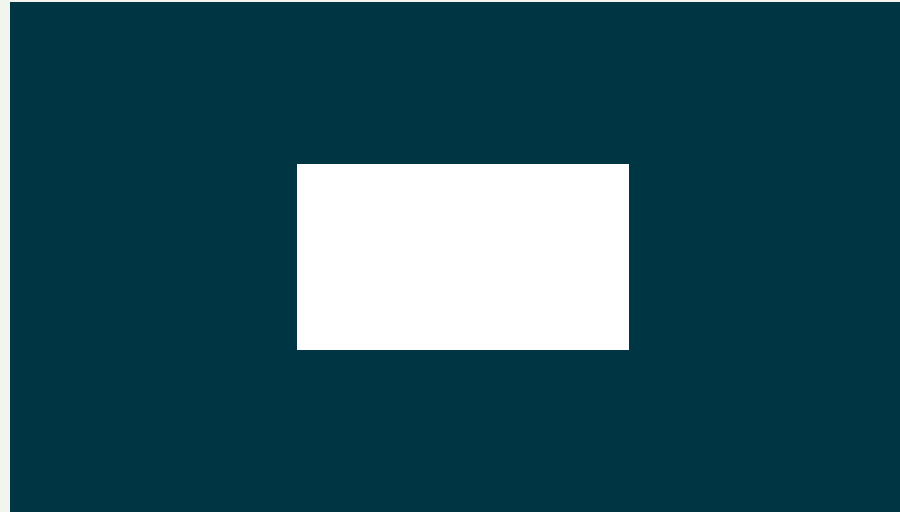
Video production
On-screen graphics

Please download the following approved graphic assets to include in any ACIAR funded public videos being produced.

- high resolution vector logos
- colour codes
- font styles
- Australian Government stinger
- Australian Aid Identifier lock-up extended

End screen graphics - Australian Government stacked

End screen graphics - Australian Aid Identifier lock-up extended

Further information and resources

Further information and resources

ACIAR editorial style guide 2022

A guide for ACIAR staff writing and reviewing articles, communication products, online content, corporate publications, for authors, editors, proofreaders and designers working with ACIAR to produce corporate and scientific publications. This editorial style guide sets out the preferred editorial style for all forms of written communication about ACIAR and provides some general advice about clear writing.

Please request a copy of this document from Outreach.

Social media guidelines

Guidance on correctly referencing and accrediting ACIAR in your social media posts. Please request a copy of this document from Outreach.

Branding Guide

https://www.aciar.gov.au/branding-and-logos

Please direct enquiries about this document to Outreach
Australian Centre for International
Agricultural Research
Phone +61 2 6217 0500 or
Email aciar@aciar.gov.au