



*Transforming African Agriculture*

# Branding Guidelines

AUGUST 2025



### Full color logo

The full color version is the primary logo and should be used for the majority of materials.



The IITA logo must be used with the CGIAR lock-up in all materials, including project and partner. In circumstances where the CGIAR logo appears elsewhere on a material, it is acceptable for the IITA logo to be used without the CGIAR lock-up.



### Black logo

The black version of the logo is available for use on occasions where color printing is not possible.

### White logo

A white version of the logo is available to use on top of contrasting colors and images.

All logos are available in CMYK and RGB in a variety of formats, including vector EPS, JPEG and PNG.



*Black version on white or any contrasting color*



*Reverse on black background*



*Black version with the CGIAR lock-up*



Reverse on burnt sienna (Orange) background



#### Logo specifics

- The line (visual identity) is graduating up at an angle and not horizontally straight.
- The tagline size should be relative to the main logo as shown.



Reverse on contrasting colors

The logo should be free of any other visual elements and surrounded by open space to guarantee that it is always visible. The clear space around it should be equal to 50% of the height of the IITA logo size in use.

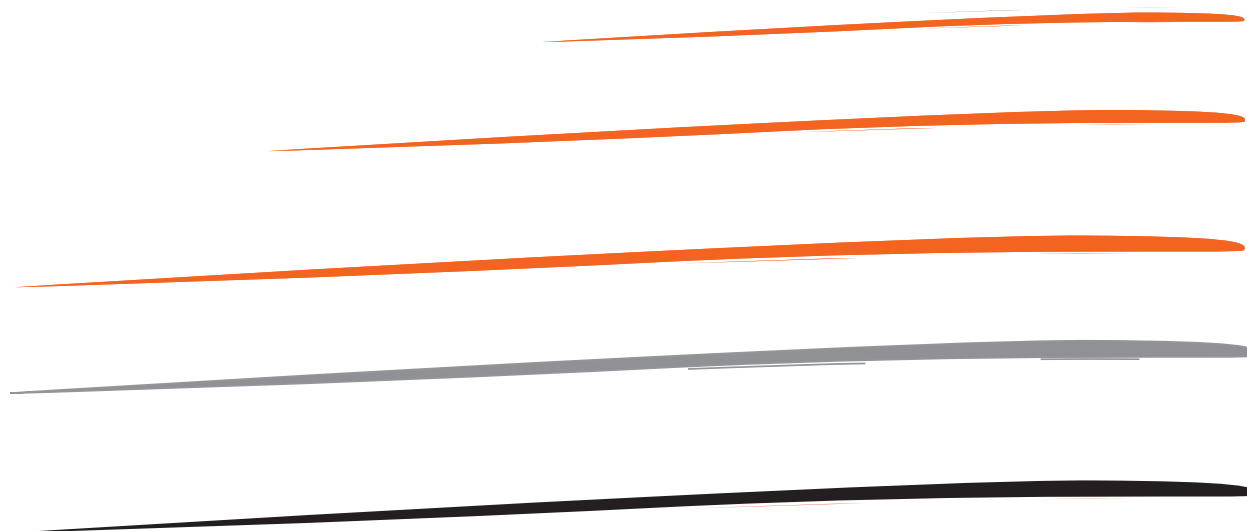
When using the logo with the CGIAR lock-up, it should not be less than 80 mm in length; when not utilizing the CGIAR lock-up, it should not be less than 45 mm. This is to ensure legibility.



The logo icon has been designed using the brush stroke of the logo. The ascending brush stroke visually represents successful agricultural innovations developed to meet Africa's most pressing challenges, working with various partners across sub-Saharan Africa. Also, the ascending brush stroke creates a visual appeal of continuous progress in agricultural research.

When separated, the brush stroke creates a unique graphic representation which can be used in a variety of ways to reinforce the visual identity. The brush stroke can be used in the separated form.

The IITA visual identity can be deployed to black and white materials in 50% gray or 100% black.



The logo should not be distorted in any way:

1. Do not longmark (stretched).
2. Do not change the typeface of the tagline.
3. Do not compress the logo.
4. Do not vary the brand color.





- To denote IITA's relationship to CGIAR System Organization, the CGIAR logo should consistently be used.
- When explaining the nature of IITA, use the standard phrase "Africa's lead research partner facilitating agricultural solutions for hunger and poverty".
- To convey the mission of IITA, use the tagline "Transforming African Agriculture."
- When branding corporate materials or communication products, the logo should always be placed top left equidistant to trim margin and binding groove.
- Partner(s)' logo(s) should be placed on the top righthand side. When the logos are more than three, they should be placed below on a straight line centered.
- Sponsor(s)' logo(s) should not be used in any corporate material especially if it is not a precondition requirement covered in the memo of agreement.
- Donor(s)' logo(s) will only be used as required if this is covered in the memo of agreement.

- The Institute's URL: [www.iita.org](http://www.iita.org) must be placed at the bottom righthand corner of any material.
- The Institute should clearly demonstrate link to CGIAR by adding the phrase "A member of the CGIAR System" in all communication materials. Examples of places where this phrase could be used include: Website banners, Website footers, stationery, inside covers of publications, press releases or public documents, Email signatures, and PowerPoint presentations. This should be placed bottom left opposite the Institute's URL in the same level.
- Templates of all communication products/materials must always be used or maintained as they are.
- Colors, proportions, titles, photos, and text area must be considered in relation to templates while maintaining negative.
- Creation of project(s) logo(s) is discouraged. It is only considered if the project donor(s) demand(s) that.
- Boilerplate
  - For a more detailed explanation about IITA, use the standard boilerplate text.
  - Use the IITA boilerplate text:
    - In press releases
    - In press releases from members of the CGIAR System
    - Organization (Centers)
    - In website descriptions of IITA (e.g., in 'About' sections)
    - when IITA is described in publications such as reports, flyers, briefs, etc.

The “IITA” is a freehand brush stroke style and unique lettering to IITA. It is not a typeface found elsewhere.

The tagline typeface is Caliban and its typefaces are shown below.



Font name: Caliban  
Version: OTF 1.0;PS 001.000;Core 1.0.22  
OpenType Layout, PostScript Outlines

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,; ' " (!?) + - \* / =

12 *The quick brown fox jumps over the lazy dog. 1234567890*

18 *The quick brown fox jumps over the lazy dog. 1234567890*

24 *The quick brown fox jumps over the lazy dog. 1234567890*

36 *The quick brown fox jumps over the lazy dog. 1234567890*

48 *The quick brown fox jumps over the lazy dog. 1234567890*

60 *The quick brown fox jumps over the lazy dog. 1234567890*

72 *The quick brown fox jumps over the lazy dog. 1234*

The following typefaces are the official choices for IITA materials. Engage what works for you each time.

#### **Aptos**

Aptos should be used for main headings and for small amounts of text.

#### **Montserrat**

Montserrat should be used for large blocks of text and headlines.

#### **Arial**

If Aptos or Montserrat are not available to use, please substitute them for the system font Arial.

#### APTOS

*Light/Light Italic/Italic*

**Regular/SemiBold**

**Bold/ExtraBold/Black**

#### MONTSERRAT

*Thin/Light Italic/Italic*

**Regular/SemiBold**

**Bold/ExtraBold/Black**

#### ARIAL

*Thin/Light Italic*

**Regular/SemiBold**

***Bold Italic/Black***

The color scheme was chosen to provide communication materials and collaterals a lively appearance and feel. It may be combined in any way to create distinctive individual styles under the brand.

To guarantee that colors appear consistently in both printed and digital products, they should be precisely matched.



Corporate/House color: Burnt sienna (Orange in local terms)  
Offset/Process configuration (CYMK)  
C: 0  
M: 75  
Y: 100  
K: 0  
  
HEX  
#FF4000



Process (CYMK)  
C: 90  
M: 80  
Y: 0  
K: 0  
  
RGB  
(Web use only)  
R: 55  
G: 78  
B: 162  
  
Hex  
374ea2



Process (CYMK)  
C: 55  
M: 0  
Y: 85  
K: 0  
  
RGB  
(Web use only)  
R: 125  
G: 195  
B: 92  
  
Hex  
7dc35c



Process (CYMK)  
C: 25  
M: 40  
Y: 90  
K: 15  
  
RGB  
(Web use only)  
R: 171  
G: 133  
B: 54  
  
Hex  
ab8536



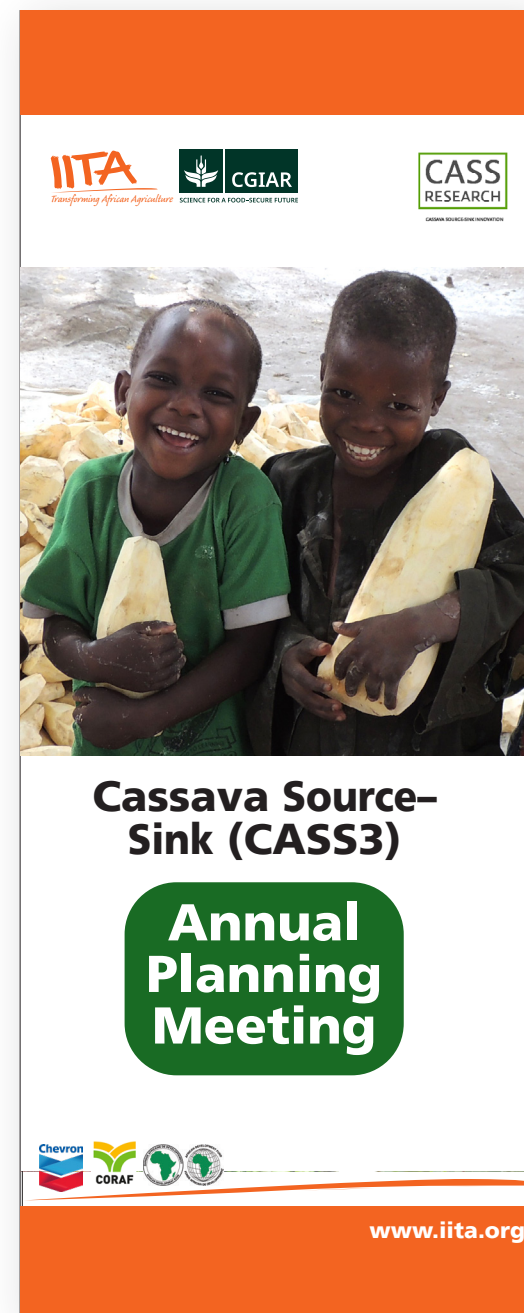
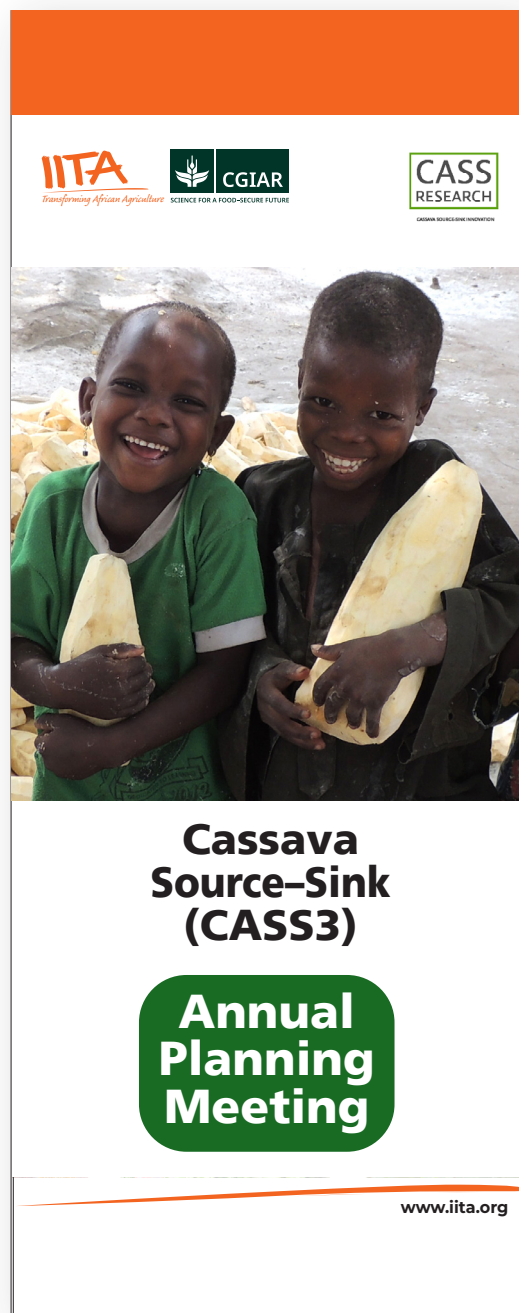
Process (CYMK)  
C: 30  
M: 5  
Y: 80  
K: 0  
  
RGB  
(Web use only)  
R: 188  
G: 206  
B: 93  
  
Hex  
bcce5d



Process (CYMK)  
C: 0  
M: 50  
Y: 100  
K: 0  
  
RGB  
(Web use only)  
R: 247  
G: 148  
B: 29  
  
Hex  
f7941d



The logo must always be at the top left of the material, while the web address ([www.iita.org](http://www.iita.org)) must be at the bottom right. When adding a partner's or project's logo, it should be placed at the top right. When there are more than one, they should be placed lined up at the bottom as listed by the project donor(s).






**International mailing address**  
IITA Ltd, Suite 32  
5th floor, AMP House  
Dingwall Road  
Croydon  
CR0 2LX, UK

**Headquarters**  
PMB 5320, Oyo Road, Idi-Oshe  
Ibadan, Nigeria  
Tel.: +1 201 6336094  
+234 700 800 4482  
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International Institute of Tropical Agriculture (IITA)    A member of the CGIAR System    [www.iita.org](http://www.iita.org) | [www.cgiar.org](http://www.cgiar.org)





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+234 700 800 4482  
**M:** +234 803 978 4276, +234 816 623 1074  
**E:** [ju.taiwo@cgiar.org](mailto:ju.taiwo@cgiar.org) **Ex:** 2977  
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**IITA Offices**

|                 |                                    |
|-----------------|------------------------------------|
| Nigeria-Abuja   | (+234) 803 700 1497                |
| Nigeria-HQ      | (+234) 700 800 4482                |
| Nigeria-Kano    | (+234) 806 052 2204                |
| Nigeria-Lagos   | (+234) 803 402 3913 / 805 322 8103 |
| Nigeria-Onne    | (+234) 803 978 4010                |
| Benin           | (+229) 64 18 13 13 / 64 18 14 14   |
| Burundi         | (+257) 77 734 708 / 76 194 193     |
| Cameroon        | (+237) 222 22 74 37 / 699 31 97 47 |
| DRC-Kinshasa    | (+243) 990 212 603                 |
| DRC-Kalambo     | (+243) 999 78 8278/994 45 3271     |
| Ghana-Accra     | (+233) 303 931 023                 |
| Ghana-Tamale    | (+233) 264 573328 / 244 573328     |
| Kenya           | (+254) 20 422 3350/422 3000        |
| Malawi          | (+265) 0 1 707014/0 1 707022       |
| Mozambique      | (+258) 20031477                    |
| Rwanda          | (+250) 788 380 555                 |
| Sierra Leone    | (+232) 76614813 / 77003074         |
| Tanzania-Dar    | (+255) 22 2700092 / 22 2775021     |
| Tanzania-Arusha | (+255) 272 553 051                 |
| Uganda          | (+256) 0414285060 /4/ 0757 787880  |
| Zambia          | (+260) 211840365                   |

**Headquarters**  
PMB 5320, Oyo Road, Idi-Oshe,  
Ibadan, Nigeria



Alukwe-Mwenesi Leunidah  
Director, People and Culture

Staff signature

International Institute of Tropical Agriculture | [www.iita.org](http://www.iita.org)



Report of the Director General  
to IITA's Board of Trustees  
**87<sup>th</sup> IITA Board Meeting**

**Strengthening  
IITA and CGIAR  
in Africa**

Simeon Ehui  
IITA, Ibadan  
November 2023





# How soon is now?

## Tackling Africa's recurrent aflatoxin crises through integrated, multi-sectoral management strategies

March 2025

Alejandro Ortega-Beltran, Ranajit Bandyopadhyay, and Simeon Ehui  
International Institute of Tropical Agriculture (IITA), Ibadan, Nigeria

### Summary

Aflatoxin contamination of staple crops remains a pressing threat to public health, food security and safety, and economic stability in many African countries. The poorest populations are most at risk. Opportunities for trade and investment are severely limited due to the pervasive presence of aflatoxins.

As the harmful effects of aflatoxins continue to impact producers, consumers, and societies, the need for immediate and coordinated action has never been more crucial. Despite ongoing efforts, responses have been fragmented and inconsistent, falling short of providing sustainable solutions to mitigate the aflatoxin challenge. Addressing this crisis requires a coordinated, converged, multi-sectoral approach involving farmers, governments, international organizations, the private sector, and research institutions.

Implementing integrated management strategies that are gender sensitive and socially inclusive is essential to effectively combat aflatoxin contamination across local, regional, and continental levels, thereby improving health outcomes, connecting smallholder farmers to organized markets, and increasing income.

In this policy brief, we emphasize the urgency of dealing with the aflatoxin crises through the integrated approach of Food Convergence Innovation (FCI), which combine biocontrol solutions, such as Aflasafe™, improved agricultural practices, post-harvest technologies, and robust policy interventions backed by awareness, effective marketing linkages, digital tools, and traceability systems. To address the far-reaching consequences of aflatoxin contamination, now is the time for united action to protect public health, enhance food safety, and boost economic development across Africa.



Aflatoxin is a highly toxic substance produced by *Aspergillus* fungi that contaminates many food crops, including maize, groundnut, sorghum, and chilies.

IITA is a not-for-profit international research center that generates agricultural innovations to meet Africa's pressing challenges of hunger, malnutrition, poverty, and natural resource degradation. Working with partners across Africa, we improve livelihoods, enhance food and nutrition security, increase employment, and preserve natural resource integrity. IITA is a member of CGIAR, a global agricultural research partnership for a food-secure future.



[www.ita.org](http://www.ita.org)



# RTB Breeding Quality Workshop

 25-26 March 2024
   
 GRC Conference Room
   
 IITA, Ibadan



WWW.IITA.ORG



# RTB Breeding Quality Workshop

 25-26 March 2024
   
 GRC Conference Room
   
 IITA, Ibadan



WWW.IITA.ORG



## West Africa & Sahel Hubs (WASH)

# Retreat

 Alisa Hotels
   
 21 Dr. Issert Road, North Ridge Accra, Ghana
   
 17-21 March 2025



www.iita.org

The IITA corporate branding for vehicles



Vehicle branding with collaborators/donors





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