Branding Cheat-sheet: CGIAR Research Program on Water, Land and Ecosystems (WLE) *(updated: Feb 7 2020)*

Acknowledgment

All materials supported by WLE must acknowledge WLE through: **long, short or partner** versions, depending on funding source / publisher (see table below).

- **Long version - (WLE funded: WLE, Partner publications. Sida added 2020)**

This work was carried out under the CGIAR Research Program on Water, Land and Ecosystems (WLE) and supported by Funders contributing to the CGIAR Trust Fund, including Australian Centre for International Agricultural Research (ACIAR), United Kingdom: Department for International Development (DFID), The Netherlands: Directorate-General for International Cooperation (DGIS), Swiss Agency for Development Cooperation (SDC), Swedish International Development Cooperation Agency (Sida) and other partners found at wle.cgiar.org/donors. WLE is led by the International Water Management Institute (IWMI) with 12 other partners. Content may not reflect official opinions of these organizations.

(NOTE: Preference for ACIAR, DFID, DGIS, SDC, Sida logos, in lieu of names above)

- **Short version - (WLE funded: for posters, postcards etc)**

This work was carried out under the CGIAR Research Program on Water, Land and Ecosystems (WLE), supported by: wle.cgiar.org/donors

- **Partner version – (shared funding/external/collaborative publications)**

This work received support from the CGIAR Research Program on Water, Land and Ecosystems (WLE), supported by the CGIAR Trust Fund: wle.cgiar.org/donors

Logo and templates

Logos: WLE, WLE/IWMI, partner strip, and various templates are on WLE website and dropbox: PPT template; report template; memo template; letterhead.

WLE publication series - current series include:

- WLE R4D Learning series: research findings for practitioners
- WLE briefing note series: policy or technical briefs
- WLE research and workshop reports (template)
- Towards Sustainable Intensification: program level synthesis

About WLE – boilerplate text

The CGIAR Research Program on Water, Land and Ecosystems (WLE) is a global research-for-development program connecting partners to deliver sustainable agriculture solutions that enhance our natural resources – and the lives of people that rely on them. WLE brings together 11 CGIAR centers, the Food and Agriculture Organization of the United Nations (FAO), the RUAF Global Partnership, and national, regional and international partners to deliver solutions that change agriculture from a driver of environmental degradation to part of the solution. WLE is led by the International Water Management Institute (IWMI) and partners as part of CGIAR, a global research partnership for a food-secure future.

Publishing and sharing

WLE publishes content on the WLE website; blog posts on Thrive blog and externally; photos on Flickr; presentations on Slideshare; videos on Youtube. WLE promotes via Facebook, Twitter and LinkedIn. Contact WLE to discuss promotional support through blogs, media, website, social media, events etc..

WLE uses CG Space as its open access repository for publications. CGIAR centers using CG Space are asked to tag WLE-supported products with WLE and relevant Flagship to ensure they are mapped to WLE's collection. CGIAR researchers must add publications, grey literature and more on MARLO. Partners and publishers may contact a.hunt@cgiar.org to add materials to WLE's collection.

Open access policy

CGIAR and WLE have an open access policy for researchers to ensure publications and data are available through open access licenses. Work produced under WLE and published by a CGIAR center or partner have a Creative Commons 4.0 license to encourage re-use as long as WLE is attributed.

Contact - send us your publications!

WLE Communications Lead, Adam Hunt: a.hunt@cgiar.org , wle@cgiar.org
Please notify us of your WLE-supported publications, datasets, communications and other material so we can help make them accessible, track and promote.

		CGIAR W1 and/or W2	CGIAR W1 and...
P U B L I S H E R	**WLE**	- **FORMAT:** WLE publication series using WLE template - **ACKNOWLEDGEMENT:** Long version of acknowledgment, WLE/IWMI logo, strip of partner logos, four main donor logos - **REVIEW/APPROVAL:** WLE flagship lead and WLE communications lead - **PUBLICATION:** WLE CG Space and website, partner websites, research lead add to MARLO	- **FORMAT:** WLE pub... template, including... partner logos - **ACKNOWLEDGEME...** acknowledgment, \... logos, four main do... additional funder a... funder's logo - **REVIEW/APPROVA...** communications le... - **PUBLICATION:** WLE... websites, research...
	WLE program partner (e.g. IWMI, CIAT, IFPRI, FAO)	- **FORMAT:** Publish in partner's publication series or use partner's templates, under partner's branding - **ACKNOWLEDGEMENT:** WLE logo, long version of acknowledgment. Four main donor logos preferred - **REVIEW/APPROVAL:** Partner process - **PUBLICATION:** Partner process, research lead add to MARLO, email link to WLE, mapped/added to WLE CG Space and website	- **FORMAT:** Publish in... use partners' temp... - **ACKNOWLEDGEME...** acknowledgment. \... additional funder a... required - **REVIEW/APPROVA...** - **PUBLICATION:** Part... to MARLO, email lir... WLE CG Space and...
	Third party (e.g., IUCN, IWRA, World Bank)	- **FORMAT:** Publish in third party's format, e.g., book, publication series, journal - **ACKNOWLEDGEMENT:** Short version of acknowledgment, WLE/IWMI logo - **REVIEW/APPROVAL:** Third party process - **PUBLICATION:** Third party process, email link to WLE, mapped/added to WLE CG Space and website	- **FORMAT:** Publish in... book, publication s... - **ACKNOWLEDGEME...** acknowledgment. \... - **REVIEW/APPROVA...** - **PUBLICATION:** Thir... WLE, mapped/adde... website