

Branding and Acknowledgment Guidelines for the CGIAR Research Program on Policies, Institutions, and Markets (PIM)

This document outlines the correct use of the PIM name and logo, and the correct way to acknowledge the program in research outputs. These guidelines are consistent with, and should be used together with, the [CGIAR branding guidelines](#).

1. Name

The official name of the program is the **CGIAR Research Program on Policies, Institutions, and Markets**. It should be used in full when first mentioned in a document. Further into the text, the name may be shortened to **Policies, Institutions, and Markets**, or **PIM**.

Please use the serial comma after “Institutions, ...”

Please do not use the abbreviation “CRP” to refer to PIM.

2. Logo and correct colors

PIM partners are encouraged to use the program’s logo to acknowledge PIM’s funding or significant support in any other form on their publications, presentations, promotion materials, websites, etc.

Main version, full color:



To be used in all full color publications and branding materials.

Orange (with transparent background):



To be used in color publications and branding materials printed with a limited palette (two, three colors); or in full color publications and branding materials if required/preferred from a design perspective.

Black (with transparent background):



To be used in black and white publications.

In some cases, this version can also be inverted to white if placed on black or other dark color background (*please consult with the PIM Program Management Unit if you want to do so*).

Header // banner (can be used for documents, PowerPoint presentations)



Footer (to be used only with the header, **should not** be used separately)

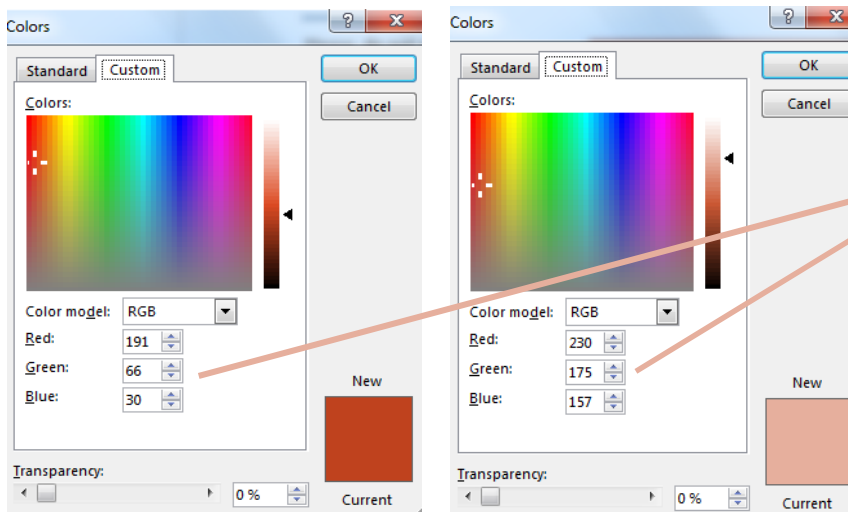


All versions of the PIM logo, as well as a PowerPoint presentation template, can be found [here](#).

Please **do not manipulate** the logo (skew, re-color, crop, etc.). If you need to expand or condense the logo, please make sure you maintain the **original proportions**.

RGB and CMYK color values for the PIM logo (backgrounds, graphical elements) are as follows:

Dark orange:
RGB - 191, 66, 30
CMYK - 25, 85, 100, 0
Light orange:
RGB - 230, 175, 157
CMYK - 9, 38, 35, 0



3. 'About PIM' text (boilerplate)

This text should be used to introduce PIM in any joint publications or communication materials, such as press releases, conference programs, policy briefs, brochures, project websites, etc.

The CGIAR Research Program on Policies, Institutions, and Markets (PIM) leads action-oriented research to equip decisionmakers with the evidence required to develop food and agricultural policies that better serve the interests of poor producers and consumers, both men and women. PIM combines the resources of CGIAR centers and numerous international, regional, and national partners. The program is led by the International Food Policy Research Institute (IFPRI). www.pim.cgiar.org

If space allows, you can also add the following:

CGIAR is a global agriculture research partnership for a food secure future. Its science is carried out by the 15 research centers that are members of the CGIAR Consortium in collaboration with hundreds of partner organizations. www.cgiar.org

4. Acknowledgment and disclaimer

All PIM-related research outputs must include an acknowledgment and a disclaimer.

See [Table A](#) to determine what wording to use to acknowledge PIM, depending on the nature of the link between the publication and the program, and on the peer-review process used.

Table A: Wording to be used for PIM acknowledgment

Peer-review process	Reviewed by IFPRI's Publications Review Committee (PRC)	Reviewed through another process (other center, journal, etc.)	Not peer reviewed
Link between publication and PIM			
100% funded by PIM	<p><i>This work was undertaken as part of, and funded by, the CGIAR Research Program on Policies, Institutions, and Markets (PIM) led by the International Food Policy Research Institute (IFPRI). PIM is in turn supported by these donors.* This [paper, book, publication] has gone through IFPRI's standard peer-review procedure. The opinions expressed here belong to the authors, and do not necessarily reflect those of PIM, IFPRI, or CGIAR.</i></p>	<p><i>This work was undertaken as part of, and funded by, the CGIAR Research Program on Policies, Institutions, and Markets (PIM) led by the International Food Policy Research Institute (IFPRI). PIM is in turn supported by these donors.* [This [paper, book, publication] has gone through the standard peer-review procedure of [name the reviewing center]].</i></p> <p>NOTE: If this is a publication in a journal, no statement about the peer-review procedure is necessary since it will have been reviewed through the journal's review process.</p> <p><i>The opinions expressed here belong to the authors, and do not necessarily reflect those of PIM, IFPRI, or CGIAR.</i></p>	<p><i>This work was undertaken as part of, and funded by, the CGIAR Research Program on Policies, Institutions, and Markets (PIM) led by the International Food Policy Research Institute (IFPRI). PIM is in turn supported by these donors.* This [paper, book, publication] has not gone through IFPRI's standard peer-review procedure. The opinions expressed here belong to the authors, and do not necessarily reflect those of PIM, IFPRI, or CGIAR.</i></p>
<p><i>* Please make sure that you link "these donors" to http://www.pim.cgiar.org/donors/. For printed versions, please use instead: "PIM is in turn supported by the CGIAR Fund Donors"</i></p>			
Funded by PIM and other donors	<p><i>This work was undertaken as part of the CGIAR Research Program on Policies, Institutions, and Markets (PIM) led by the International Food Policy Research Institute (IFPRI). Funding support for this study was provided by [names of all funders in alphabetical order, including the CGIAR Research Program on Policies, Institutions, and Markets]. This [paper, book, publication] has gone through IFPRI's standard peer-review procedure. The opinions expressed here belong to the authors, and do not necessarily reflect those of PIM, IFPRI, or CGIAR.</i></p>	<p><i>This work was undertaken as part of the CGIAR Research Program on Policies, Institutions, and Markets (PIM) led by the International Food Policy Research Institute (IFPRI). Funding support for this study was provided by [names of all funders in alphabetical order, including the CGIAR Research Program on Policies, Institutions, and Markets]. [This [paper, book, publication] has gone through the standard peer-review procedure of [name the reviewing center]].</i></p> <p>(For journal publications see Note above)</p> <p><i>The opinions expressed here belong to the authors, and do not necessarily reflect those of PIM, IFPRI, or CGIAR.</i></p>	<p><i>This work was undertaken as part of the CGIAR Research Program on Policies, Institutions, and Markets (PIM) led by the International Food Policy Research Institute (IFPRI). Funding support for this study was provided by [names of all funders in alphabetical order, including the CGIAR Research Program on Policies, Institutions, and Markets]. This [paper, book, publication] has not gone through IFPRI's standard peer-review procedure. The opinions expressed here belong to the authors, and do not necessarily reflect those of PIM, IFPRI, or CGIAR.</i></p>

<p>Mapped to PIM¹, with no PIM funding</p>	<p><i>This work was undertaken as part of the CGIAR Research Program on Policies, Institutions, and Markets (PIM) led by the International Food Policy Research Institute (IFPRI). Funding support for this study was provided by [names of all funders in alphabetical order]. This [paper, book, publication] has gone through IFPRI's standard peer-review procedure. The opinions expressed here belong to the authors, and do not necessarily reflect those of PIM, IFPRI, or CGIAR.</i></p>	<p><i>This work was undertaken as part of the CGIAR Research Program on Policies, Institutions, and Markets (PIM) led by the International Food Policy Research Institute (IFPRI). Funding support for this study was provided by [names of all funders in alphabetical order].</i></p> <p><i>[This [paper, book, publication] has gone through the standard peer-review procedure of [name the reviewing center]].</i></p> <p><i>(For journal publications see Note above)</i></p> <p><i>The opinions expressed here belong to the authors, and do not necessarily reflect those of PIM, IFPRI, or CGIAR.</i></p>	<p><i>This work was undertaken as part of the CGIAR Research Program on Policies, Institutions, and Markets (PIM) led by the International Food Policy Research Institute (IFPRI). Funding support for this study was provided by [names of all funders in alphabetical order]. This [paper, book, publication] has not gone through IFPRI's standard peer-review procedure. The opinions expressed here belong to the authors, and do not necessarily reflect those of PIM, IFPRI, or CGIAR.</i></p>
--	---	--	---

If the work presented in the publication was undertaken **jointly with another/other CGIAR Research Program/-s**, please **choose one of the basic versions from the table above and change the first sentence** as in the following example:

*This work was undertaken as part of the CGIAR Research Programs on Policies, Institutions, and Markets (PIM) **and** Agriculture for Nutrition and Health (A4NH).*

If the research was conducted by a **group of scientists from different CGIAR Centers**, please **choose one of the basic versions from the table above and change the first sentence** as in the following example:

This work was undertaken as part of the CGIAR Research Program on Policies, Institutions, and Markets (PIM) by a team of scientists from the International Food Policy Research Institute (IFPRI) and Bioversity International.

¹ A publication is considered mapped to PIM when the activity that it originated from is part of the PIM portfolio (“Masterlist” of activities). If in doubt about PIM mapping, please consult with the PIM Management Unit.

Specific case: acknowledging PIM on websites of projects within the PIM portfolio

Several of the programs, projects, and activities within the PIM portfolio (activities included in the PIM Masterlist, or “mapped” to PIM²) have their websites or webpages.

Similarly to publications, these websites must acknowledge the fact that the project, program, or initiative they represent is mapped to/funded by PIM. Please use the wording provided in [Table A](#).

This should be done in the ‘About’ section of the website. PIM funding can also be acknowledged on the ‘Donors’ page if such a page exists.

Websites of projects under PIM, as well as websites representing tools/maps/models/data that were generated as part of the PIM portfolio, should also include the program’s logo on the home page. This is mandatory if PIM provided funding, and suggested if the project is mapped to PIM but PIM provided no or minimal funding.

5. Reference to PIM website

We kindly ask all partners mentioning the CGIAR Research Program on Policies, Institutions, and Markets in their publications or other communication materials to add a link to the program’s website: www.pim.cgiar.org. This can be done by providing the **direct link** (www.pim.cgiar.org), or by adding a **hyperlink to the program’s name**. For example:

“The CGIAR Research Programs on [Climate Change, Agriculture and Food Security \(CCAFS\)](#) and [Policies, Institutions, and Markets \(PIM\)](#) brought together experts from across the CGIAR research partnership at the [International Food Policy Research Institute \(IFPRI\)](#) in Washington, DC, 20-22 January.”

6. Entering PIM-related publications into institutional repositories

When entering a PIM-related publication into an institutional repository, spell out the program’s full name and include the acronym in parentheses:

CGIAR Research Program on Policies, Institutions, and Markets (PIM)

This will allow CGIAR and other repositories to exchange records, reduce duplication, and make the reporting of outputs more efficient.

If you have any questions, please contact PIM’s Communications Specialist [Evgeniya Anisimova](#).

Thank you for following these guidelines!

² If in doubt about PIM mapping, please consult with the PIM Management Unit.