

# WLE Publishing, Open Access and Branding Guidelines

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## Introduction

This document lays out WLE policies and processes for publishing information in print and on the web.

This includes guidance on the following topics:

- 1 Publishing policies and procedures within WLE
- 2 WLE's Open Access Policy
- 3 Acknowledgements, branding and templates

This document is meant for use by WLE project leaders, researchers, and knowledge management/communication professionals.

For further inquiries and questions, please contact WLE's Knowledge Management and Communications team.

Key Contacts:

Marianne Gadeberg, Interim WLE KMC Coordinator, [m.gadeberg@cgiar.org](mailto:m.gadeberg@cgiar.org)

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## 1. Publication Policies

The WLE publications policy covers general principles, types of outputs and publishing processes. These guidelines are in-line with IWMI publication policies, as well as other CGIAR Research Program Policies. They will be updated and revised based on feedback and experience.

There are two types of publications: those produced externally by centers and partners, and those produced by WLE. All publications will be co-branded with the authors' institutions, with an acknowledgement of WLE, and will be jointly disseminated through online outlets, in person at events, and by mail if necessary. A summary of the processes is shown in Annex 1.

### 1.1 Externally produced materials

All products should be reviewed using the partner organization's normal review procedures. Reports, publications, and multi-media materials may be published under a partner institution's existing series. When possible, the publication should be reviewed by the WLE Flagship leader that oversees the project. If there are additional questions about the process or the content, the publication should be shared with the WLE KMC Coordinator.

All products and publications should clearly acknowledge WLE, as well as other donors/funders, and be branded according to the WLE branding guidelines (sections 2 and 4).

### 1.2 WLE specific materials

Although WLE primarily publishes through its partners, some WLE specific online and physical outlets have been developed, through which partners are welcome to publish.

All WLE publications go through review processes under supervision of the Director:

- (a) [WLE R4D Learning series](#) - Papers in this series present new ideas, insights and perspectives that have come out of WLE research, with a focus on the development implications. Research and data may be incomplete at the time of publication.
- (b) **Towards Sustainable Intensification: Insights and Solutions** – These briefs are an emerging flagship product of WLE. They synthesize research findings and solutions generated across the program, with each brief focusing on a topic of strategic relevance to sustainable intensification of agriculture. They provide analysis of and recommendations on how to place sustainability at the heart of agri-food systems.
- (c) **WLE Research and workshop reports** - A simple template has been developed to assist researchers and partners who would like to produce these reports in a consistent format. All publications using this format should be approved by the Flagship leaders. [Download the template.](#)
- (d) [WLE briefing note series](#) - WLE has produced a number of policy and technical briefs in Phase 1. These provided targeted messages and action oriented write-ups of research results and should be reviewed by Flagship Leaders. [Read the guidelines.](#)
- (e) **WLE communications products** - WLE will produce a number of products such as flyers, posters, brochures, videos, photo-films, etc. Any person wishing to produce or access such materials should contact the WLE Communications team
- (f) **WLE Thrive Blog** - The WLE Thrive blog is a recognized space for discussion and debate on issues related to sustainable intensification. [Read the Thrive guidelines.](#)
- (g) **Editorials other platforms** - WLE KMC can also help you reach audiences on other online platforms and media outlets. If you have new research findings and/or an idea for a topically relevant opinion piece based on WLE research, contact WLE KMC to see what outlets might be interested in publishing your work.
- (h) **WLE website:** -The WLE website offers options for digitally publishing promoting your content. Content types include research highlights, [outcome stories](#) and the emerging [solutions platform](#). If you have a story or solution to propose, please contact WLE KMC.

### 1.3 Standards and styles

WLE has adopted the style guide for writers and editors developed by the International Water Management Institute (IWMI). This style guide asks writers to use consistent forms of grammar, capitalization, punctuation, spelling, documentation, and language in all written WLE outputs. Co- branded work published under another Center’s series will conform to the center’s own standards. [Read the style guide.](#)

## 2. WLE Open Access Policy

WLE 's open access policy is laid out in the [IWMI and WLE Open Access/Open Data Implementation Plan](#) submitted to the Consortium Office in June 2015, as well as in its [Open Access and Data Management strategy](#).

This OA/OD Implementation Plan is based on the CGIAR Open Access and Data Management Policy (adopted in 2013), and the CGIAR Open Access and Data Management Implementation Guidelines (adopted in 2014).

### 2.1 Open Access Principles

[The CGIAR has moved to an open access policy](#), which encourages researchers to ensure all publications and international public goods are publicly available. WLE adheres to the [“Triple A” approach to open access](#): making all its knowledge openly **accessible**, easily **available** through different repositories, and in the **appropriate** format for targeted materials.

In order to make publications openly accessible, WLE encourages researchers to use a **Gold open access** route for books and or journal articles. This ensures that journal articles or book chapters are immediately available, free of charge, on the publisher's or journal's website. Gold routes to open access include: publishing in an open access journal, which is likely to charge an article processing fee; or through an 'author pays' (or 'hybrid') model, which enables authors to publish articles in traditional subscription journals on an immediate open access basis following payment of a fee. This cost can be negotiated with the publishers, depending on the period of time that the publication will be made openly available. Many publishers will allow pre-prints to be disseminated or used after 18 months for journal articles or 9 months for books.

ISI journals are preferred as a means of ensuring quality control. Avoid non-peer-reviewed journals. If you have any doubts about a journal's quality, please contact the WLE Communications team or your center's library.

### 2.2 Creative commons License

**All WLE publications**, including research reports, films, pictures, working papers and policy briefs, as well as research outputs, will have a [Creative Commons 4.0](#) license that encourages re-use with attribution. Additional, WLE-funded work published by CGIAR centers and partners should be published using the same license to facilitate co-publishing and wide accessibility.

### 2.3 WLE's Open Repositories

WLE aims to ensure that all of its knowledge products are openly available and accessible through the following repositories:

Output	Repository
Reports, journal articles, posters, communication materials	<a href="#">WLE CGSpace</a>
Grey literature, research reports	<a href="#">MARLO</a>
Photos	<a href="#">WLE Flickr</a>
Presentations	<a href="#">WLE Slideshare</a>
Videos	<a href="#">WLE YouTube</a>
Blog posts and other promotional materials	Regional website and global <a href="#">website/blog</a>

WLE uses the CGIAR recognized document repository “CGspace” to organize most of its written outputs. WLE KMC works with partner libraries to ensure that publications produced as part of WLE by partners are identified and added to this repository. As the WLE on-line reporting system (Managing Agricultural Results for Learning and Outcomes – MARLO) evolves, most reports and interim publications will be captured on this platform.

If you would like to add your photos, presentations or films to WLE repositories, please contact WLE KMC.

### 3. Acknowledgements

Correctly acknowledging funders and partners as well as attributing outputs can be complex, but with increasing funding competition, it is of utmost importance to ensure good donor relations. Following recommendations to WLE to more clearly attribute outputs acknowledge our partners, as we enter Phase 2, it is essential that we improve our practices.

This guide is intended to give a simple overview to help researchers and project leaders better understand how to acknowledge the WLE program, as well as its funders and partners.

#### 3.1 What you need to know

1. **Remember to acknowledge** any organization that is funding or supporting your project. While complying with brand guidelines and adding logos can seem onerous, it is essential practice to ensure continued funding and maintenance of good relations.
2. **Be mindful of how your project is funded** as this determines how you should acknowledge the program, its funders and partners. See section 3.2 for an overview of how different projects should acknowledge and brand their documents.
3. **Check other donor requirements** when publishing products based on research that has received support from bilateral donors. Please find out if the bilateral donors have specific acknowledgement requirements and implement them.
4. **Acknowledge WLE** when publishing products related to research that WLE has funded or contributed to. This means including the WLE logo and a written acknowledgement of

CGIAR Fund Donors. For project and partner websites, remember to include WLE in the partner section.

5. **Involve the WLE Knowledge Management and Communications team** if you have questions. We are happy to help.

Find an overview of all [WLE funders](#) and [download logos](#) from our communications resources page.

### 3.2 Acknowledging funding partners

Donors and the CGIAR System Management Office have recently advised that everything funded under WLE must acknowledge the funding partners. This should include all CRP communications products and knowledge products, whether online or hard copy (e.g., publications, press releases, newsletters, website stories, blogs, posters, etc.). Please use the following options:

**Full acknowledgements (useful for reports, books, etc):** This includes all Windows 1 and Windows 2 partners, with a specific mention of Windows 2 donors, which have targeted funds to WLE.

*This research was/is carried out under the CGIAR Research Program on Water, Land and Ecosystems with support from [CGIAR Fund Donors](http://www.cgiar.org/about-us/our-funders/) (http://www.cgiar.org/about-us/our-funders/) including: the Australian Center for International Agricultural Research (ACIAR); Bill and Melinda Gates Foundation; Netherlands Directorate-General for International Cooperation (DGIS); Swedish International Development Cooperation Agency (Sida); Swiss Agency for Development Cooperation (SDC); and the UK Department of International Development (DIFD).*

**A shorter acknowledgement is also possible:**

*We would like to thank all donors who supported this research through their contributions to the [CGIAR Fund](http://www.cgiar.org/about-us/our-funders/)(http://www.cgiar.org/about-us/our-funders/).*

## 4. WLE branding, logos and templates

WLE is a dynamic, multi-layered program that is constantly evolving. While we want to maintain flexibility, consistent branding across all types of media will help WLE communicate its messages and goals more coherently to partners and users of WLE research.

It is important to show the program's link with the CGIAR as well as with IWMI, our lead Center, and other partners involved in the program. These guidelines are consistent with and build on the CGIAR branding guidelines.

### 4.1 Branding Elements

**Name:**

Official name: *CGIAR Research Program on Water, Land and Ecosystems*

Operating name: *WLE*

**Standard reference:**

*The CGIAR Research Program on Water, Land and Ecosystems (WLE)*

This may be shortened to *WLE* after the first full mention of the name.

**Referring to WLE:**

- Only use the acronym “CRP” to mean “CGIAR Research Program” if the full term has already been used
- Do not use the program number (i.e. CRP 5)
- Ensure that the official program name is written in title case (capitalize the first letter of each word, except conjunctions)
- Use ‘and’, not an ampersand (&), in the official program name
- A prominent reference to the official program name should feature in all relevant publications (featuring the component logo prominently will suffice)
- When describing WLE, do not reorder the words in the name

**Referring to partners:**

The organizations that form and have formed WLE are referred to as ‘partners’. It is important to be accurate and consistent and use the term ‘partners’ and not alternatives, such as ‘members.’

**Tagline:**

*Uniting agriculture and nature for poverty reduction*

Use the tagline for all communication materials such as publications, presentations, posters, etc. If in doubt, please contact the WLE communications team. The tagline can be typeset on a single line or on multiple lines. It should be in sentence case, with only the first word being capitalized.

**Boilerplate text**

For use in publications, press releases, web pages, about sections, etc:

*The CGIAR Research Program on Water, Land and Ecosystems (WLE) combines the resources of 11 CGIAR centers, the Food and Agriculture Organization of the United Nations (FAO), the RUA Foundation, and numerous national, regional and international partners to provide an integrated approach to natural resource management research. WLE promotes a new approach to sustainable intensification in which a healthy functioning ecosystem is seen as a prerequisite to agricultural development, resilience of food systems and human well-being. This program is led by the International Water Management Institute (IWMI) and is supported by CGIAR, a global research partnership for a food-secure future.*

**Vision:**

*WLE’s vision is for a world in which agriculture thrives within the vibrant ecosystems that support it while delivering enduring prosperity for farming communities.*

**Mission:**

WLE’s mission is to provide the evidence base and solutions to help decision makers scale up sustainable water, land and ecosystem management innovations and investments in agricultural landscapes that reduce risks and increase the resilience of women and men in developing countries. It achieves this through a focus on increasing productivity and identifying synergies and managing trade-offs among sectors. WLE supports implementation of multiple Sustainable Development Goals (SDGs).

**Contact:**

Key contact information to include on communication products:

CGIAR Research Program on Water, Land and Ecosystems

127 Sunil Mawatha, Pelawatte, Battaramulla, Sri Lanka

Tel: +94 11 2880000, 2784080; Fax: +94 11 2786854


Email: [wle@cgiar.org](mailto:wle@cgiar.org)

Website: [wle.cgiar.org](http://wle.cgiar.org)

Thrive Blog: [wle.cgiar.org/thrive](http://wle.cgiar.org/thrive)

**4.2 Use of WLE Logo**

**Corporate color:**

<p><i>Main corporate color</i></p> <p>The blue in the logo is the main corporate color. This is:</p> <ul style="list-style-type: none"> <li>• HEX 374ea2</li> <li>• RGB 55,78,162</li> <li>• CMYK 90,80,0,0</li> </ul>	
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The minimum branding on all WLE produced material (program and scientific) should include the WLE and lead organization logo. Where practical, all partner logos should be shown.

The minimum branding is:

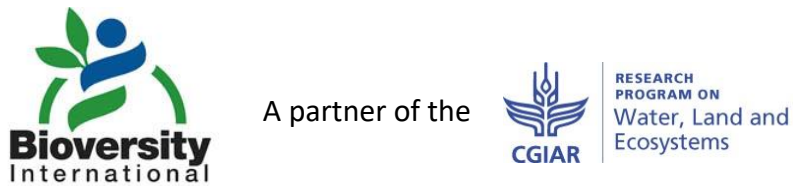


Other alternatives with all partner logos include:





Download the [WLE led by IWMI logo files](#) and the [partner logo strip](#). It is the responsibility of the partners to provide WLE with the appropriate logos. Partner affiliation to WLE on partner publications, materials and online channels can be represented in the following way:



Alternatively, if there are space or design restrictions, affiliation can be represented without the logo:

*Bioversity is supported by the CGIAR Systems Office and is a partner of the CGIAR Research Program on Water, Land and Ecosystems.*







### 4.3 WLE Templates

#### PowerPoint



[Download the PPT template.](#)

## Report

  	  
<p>1</p> <p>Insert cover image here. Scale to fit and send to back. Delete this box</p>	
<p><b>Title</b> SUBTITLE Author</p>  <p></p> <p>2</p>	

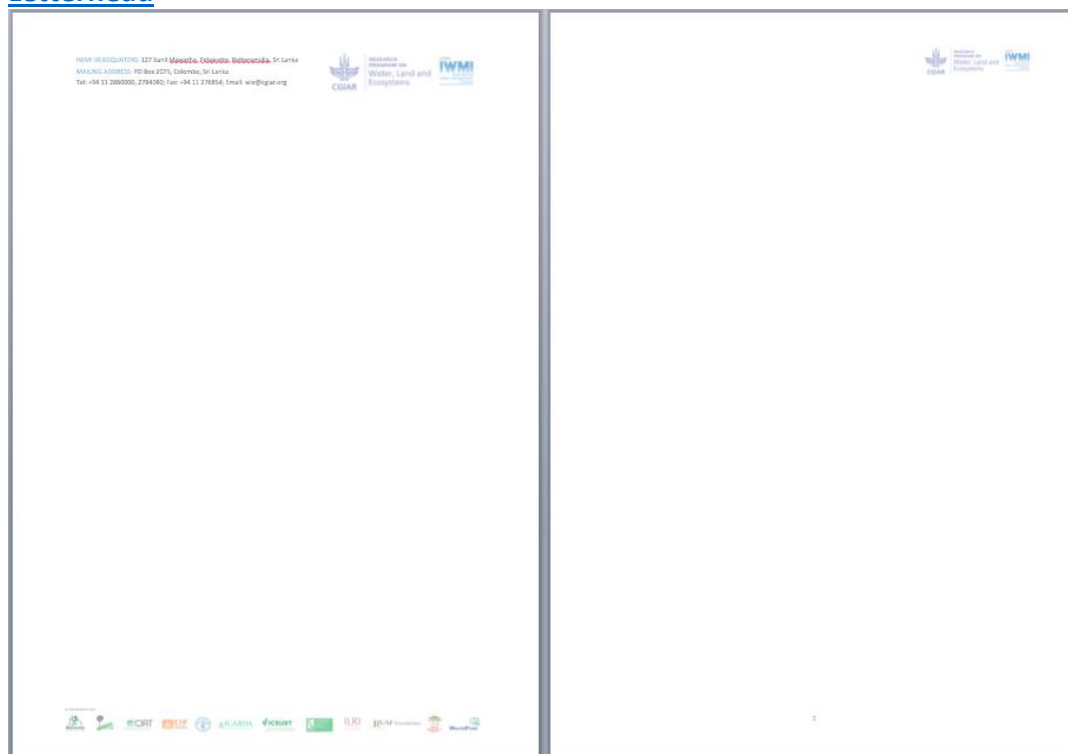
[Download the report template.](#)

## Memo

  	  
<p><b>Title</b> SUBTITLE Author</p>	
<p></p> <p>2</p>	

[Download the Memo template.](#)

## Letterhead



[Download the letterhead.](#)

## Annex 1: Publication types and processes for WLE Publications

Type/Description	Approval of technical content	Editing	Branding	Layout	Open Access/ Storage	Dissemination
<b>External and Partner publications and materials</b>						
Books	Partner process	Up to publisher	WLE Branding/ Publishing Guides	Center publisher – Comms provide advice	Request open access CG-space link	WLE Comms can support
Journal Articles	Partner process	-	WLE mentioned in acknowledgments	-	Request open access CG-space Link	WLE Blog can support promotion
Center Research /Working Papers/ Materials	Partner process	-	WLE Branding/ Publishing Guides	-	Request open access CG-space Link	WLE Blog can support promotion
<b>WLE related materials</b>						
Briefing series on Towards Sustainable Intensification: Insights and Solutions	WLE Program Director	WLE comms	WLE Template	WLE	CG-space	WLE
WLE Reports (research, workshop, grey- literature)	Relevant WLE Flagship Leader	WLE Can support	WLE Branding/ Publishing Guides	Use WLE template or send to WLE comms	CG-space upload File on SharePoint	WLE Comms supports
WLE R4D learning Series	Relevant WLE Management Committee member 2 external reviewers	WLE comms	WLE Template	WLE comms	CG-space upload	WLE Comms supports
Briefing notes/success stories/Outcomes stories (WLE)	Relevant WLE Flagship Leader	WLE comms	WLE Template	Use WLE template or send to WLE comms	CG-space	WLE Comms supports
WLE Strategies, management documents and annual reports	WLE Program Director	WLE comms	WLE Template	WLE Template	CG-space	WLE Comms supports
WLE Flyers, Banners, infographics, etc.	WLE Comms	-	WLE Template	WLE Template	CG-space	WLE Comms supports

Videos	Relevant WLE Management Committee member /Focal Region Coordinator/WLE Comms	-	Use WLE Intro-extro	WLE Comms can support and provide advice	WLE Youtube	WLE Comms supports
PPTs	Relevant WLE Management Committee member /Focal Region Coordinator/WLE Comms	WLE Comms	WLE Template	WLE Template	Slide share	

## Annex 2: Guide to acknowledging WLE

WLE Branding Guidelines can be found here: <https://wle.cgiar.org/communications-resources>

Type of Funding	Which projects	Type of Products	Suggested Acknowledgement Text	Logos/Branding
<b>Fully funded WLE initiated project</b>	WLE publications, Windows 1 or 2 related funding	Acknowledgement in reports, publications, communication materials and websites	This project is part of the CGIAR Research Program on Water, Land and Ecosystems (WLE) and supported by CGIAR Fund Donors. All statements should either be hyperlinked to the CGIAR Fund Donors webpage or include this url on print copies: <a href="http://www.cgiar.org/about-us/our-funders/">http://www.cgiar.org/about-us/our-funders/</a>	Please apply WLE Logo and branding guidelines in all communication materials, websites
<b>Windows 1+ 2 funded projects with no other contributions</b>	Projects which are fully funded through WLE	Acknowledgement in partner-published materials such as reports, publications, communication materials and websites. This includes listing authors, their affiliation organization and co-branding with WLE and the organizations who have undertaken the work.	This project is part of the CGIAR Research Program on Water, Land and Ecosystems (WLE) and supported by CGIAR Fund Donors. All statements should either be hyperlinked to the CGIAR Fund Donors webpage or include this url on print copies: <a href="http://www.cgiar.org/about-us/our-funders/">http://www.cgiar.org/about-us/our-funders/</a>	Please apply WLE Logo and branding guidelines in all communication materials, websites
<b>Windows 1+2 funded projects with other contributions</b>	Projects which have support from other donors	Acknowledgement in partner-published materials such as reports, publications, communication materials and websites.	This project is part of the CGIAR Research Program on Water, Land and Ecosystems (WLE) and supported by CGIAR Fund Donors. All statements should either be hyperlinked to the CGIAR Fund Donors webpage or include this url on print copies: <a href="http://www.cgiar.org/about-us/our-funders/">http://www.cgiar.org/about-us/our-funders/</a>	Please apply WLE Logo and branding guidelines in all communication materials, websites
<b>Windows 3 and Bilaterally funded projects</b>	Projects fully funded by other donors but get some institutional funding from WLE	Acknowledgement in reports, publications, communication materials and websites	This research is part of project X and funded by donor Y. The project is also supported by the CGIAR Research Program on Water, Land and Ecosystems (WLE) and CGIAR Fund Donors.	Please at least acknowledge WLE in written text