

Brand Guidelines

INTERNATIONAL RICE RESEARCH INSTITUTE



IRRI

Brand Guidelines

These guidelines help ensure that every initiative and activity of the International Rice Research Institute presents one clear and consistent brand. By following them, IRRI staff and external partners strengthen IRRI's identity, enhance recognition, and convey a shared vision.

IRRI's brand is more than a logo. It includes typography, color, and design elements that create cohesive visuals. Applying these consistently supports a professional, unified image and strengthens our communication and public engagement efforts.

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About IRRI

Vision and Mission

The International Rice Research Institute is the world's premier research organization dedicated to reducing poverty and hunger through rice science. Its 10-year vision is to transform global rice-based agri-food systems through research innovations, demand-driven solutions, and strategic partnerships.

IRRI applies its expertise to improve nutrition, promote sustainable production, and enhance farmers' livelihoods without compromising the environment.

Its research-for-development approach is rooted in collaboration, forming alliances with advanced research institutes; working with governments and national agricultural research and extension systems; and partnering with the development sector while brokering innovative delivery channels through the private sector.

IRRI's work is supported by a diverse network of funders aligned with its shared goals.

Boilerplate

Use IRRI's standard boilerplate when describing IRRI in external communication to ensure consistency and accuracy:

IRRI aims to improve livelihoods and nutrition, alleviate poverty, hunger, and malnutrition among those who depend on rice-based agri-food systems. In doing so, IRRI's work protects the health of rice farmers and consumers, and the environmental sustainability of rice farming in a world challenged by climate change. IRRI's work promotes the empowerment of women and supports opportunities for youth in an equitable agri-food system.

IRRI is a member of CGIAR.

Graphic visual guide

Iconic brand identity

Logo

The IRRI logo represents a legacy shaped by decades of scientific leadership and global impact in rice research.

Its clean lines and enduring form symbolize stability, credibility, and the institute's long-standing commitment to reducing poverty and hunger through rice science.

This section provides detailed guidelines on the correct usage, placement, and variations of the logo to ensure consistent brand presentation across all materials.



Logo wordmark and lock up

There are two logo wordmarks that are used aside from the green block; the vertical and horizontal lockup. In print or digital file, either are used when the partner logo has text. In choosing the lockup, IRRI's logo should correspond to the partner's logo's orientation. (i.e., use the vertical lockup when the partner's logo is in vertical lockup and horizontal logo when partner's logo is in horizontal lockup).

Vertical lockup



Horizontal lockup



Logo Clearspace

The clear space around the logo should be at least 25% of the size of the logo. Resizing must be proportional and present no irregularities.

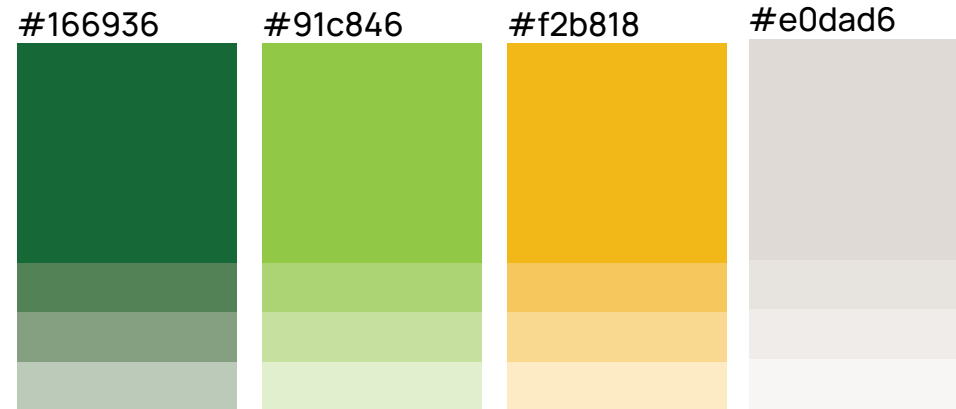


Color

This section specifies the colors to be used across all IRRl's media materials. It includes the primary color palette, secondary accent colors, and recommended gradients for collateral design applications.

Primary Color Palette

The following primary color palettes are designated for use in IRRl's publication materials, merchandise, and other visual designs. Ensure that only one-color palette is used per collateral to maintain visual coherence.



Accent Color Palette

The secondary color palettes provide a pool of accent colors to complement the primary palette in IRR's materials. These colors should be used selectively to enhance and highlight elements, while ensuring the primary color palette remains dominant.



CMYK guide for print applications

The CMYK color mode is specifically used for printing purposes only.

IRRI logo

C:87, M:35; Y:100, K:29

Primary color palette

#166936

C:88, M:34; Y:99, K:26

#91c846

C:48, M:0; Y:94, K:0

#f2b818

C:5; M:28; Y:100, K:0

#e0dad6

C:11, M:11; Y:12, K:0

Fonts

The prescribed typefaces and font usage are provided to ensure consistency and readability across all communication and branding efforts. Adhere to the specified typography hierarchy to maintain a cohesive design across all materials.

Primary Typeface

Manrope is the primary typeface for IRRI's digital and physical collateral.

Serif Option

Palatino is designated for use in more formal materials, such as letters, official documents, and legal agreements. This option ensures a professional and traditional appearance for these types of communication.

Alternative Typefaces

If Manrope is not available, Arial should be used as the next alternative. This ensures continuity in design across web platforms, digital applications, and print materials.

Dos and don'ts

Logo applications

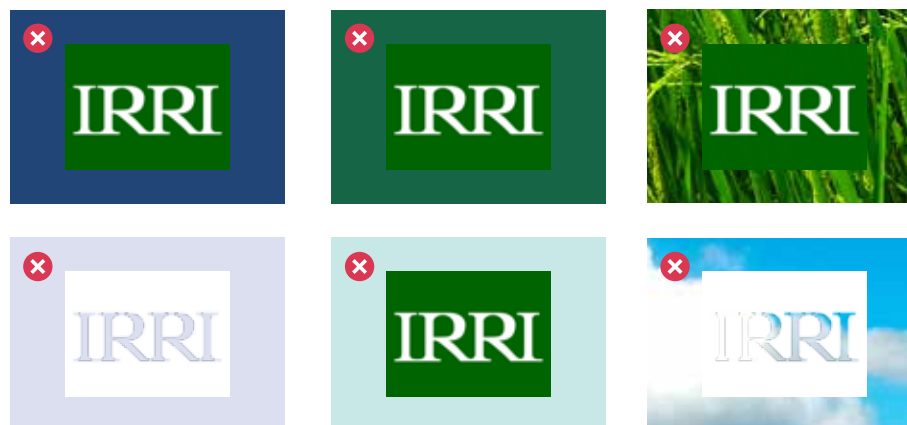
Correct Application

The following are examples of the correct usage of the green logo on light and neutral backgrounds, as well as the inverse logo on dark and complex backgrounds:



Incorrect Application

The following examples illustrate common mistakes and improper applications of the logo which compromise visibility and visual clarity. Avoid these applications to maintain a clean and professional appearance across all materials.



Logo Usage

Incorrect Usage

The IRRI logo must not be altered in ways that compromise its brand integrity and consistency. The following examples demonstrate prohibited modifications to ensure clarity and adherence to brand standards.



- Designing or creating a logo for a department or unit is not allowed. Only projects can have their representation or identifier.
- Only on social media can the logo can be in a circular form.
- IRRI logo has several types which are registered and protected, and they are the only forms that are allowed to be used on all platforms.

Any unauthorized use of the logo is prohibited without prior written consent.

Branded material and signage

Sample applications

- Merchandise, signages (buildings and fields), vehicles, uniforms, lab gowns, field jackets
- The use of IRRI logo on the abovementioned is not permitted without prior written authorization. All requests for logo use on merchandise/ uniforms must be submitted to Media, Campaigns, and Brand sub-unit of the Communication and Engagements Department at g.leceta@cgiar.org for review and approval before any production, distribution or sale.



Brand Imagery Guidelines

These imagery brand guidelines ensure that all visual content aligns with IRRI's core principles, and reflects our commitment to cultural sensitivity, inclusivity, and ethical considerations.

Imagery guidelines

The imagery IRRI uses to communicate will evolve to reflect both our 65-year legacy of research excellence and our forward-looking vision. It focuses on progressive imagery that highlights cutting-edge science, innovative approaches, and the positive impact of IRRI's work.

Visual representation (focal areas)

Innovation and Sustainability

Imagery should highlight IRRI's cutting-edge research and innovation in rice production, such as agricultural technology, sustainable practices, climate-smart farming, and the role of rice in global food security.





Rice and Its Global Impact

Images should reflect the centrality of rice in global agriculture, showing how rice cultivation sustains millions of people worldwide. These visuals show IRRI's context-specific solutions, considering the economic, environmental, and cultural impacts of rice farming.

Diversity of Rice Farming Environments

Ensure images reflect the diverse environments in which rice is cultivated, from smallholder farms to large-scale commercial operations. Represent the varied challenges and opportunities in different geographic locations while also showcasing IRRI's targeted interventions to address these diverse needs.



People-Centered and Empowering Imagery

- Highlight images that empower farmers and communities by showcasing their active role in agricultural development, including engagement in research, technology adoption, and environmental stewardship.
- Depict visuals of hands-on activities like fieldwork, workshops, and community-led initiatives, emphasizing collaboration between farmers, scientists, and local communities.

Showcasing Sustainable Practices

- Use imagery that highlights IRRI's commitment to sustainability, including water-saving technologies, climate-resilient rice varieties, and other environmental-friendly farming practices.
- Represent images that reflect IRRI's efforts to conserve natural resources, such as water, soil, and biodiversity, aligning with our commitment to improving agricultural practices in harmony with the environment.

Gender and Cultural Inclusivity and Representations

- Avoid reinforcing stereotypes by depicting individuals in traditional gender roles unless it is a conscious choice that supports the content's context.
- Where possible, aim for gender balance. Represent both genders equally, ensuring that men, women, and other genders are shown in leadership, scientific, and decision-making roles, not just in stereotypical occupations or settings.
- Ensure that people are not portrayed based on outdated or harmful gender stereotypes (e.g., women in caregiving roles).
- Ensure that images are selected and used in a way that accurately reflects the cultural and geographic contexts of the corresponding content.





Representation of children

Images featuring children should be used with caution and only when absolutely necessary e.g. if they are the direct beneficiaries of an IRRI-initiated or supported program. When depicting children, ensure that their portrayal is respectful, appropriate, and aligns with ethical standards. Children should not be shown in vulnerable or exploitative situations.

Color Grading and Tone

Consistently apply warm tones with subtle green and blue accents to images to evoke feelings of growth and sustainability. Enhance the natural hues of agricultural landscapes and people to reflect the warmth and vitality of IRRI's work.

- Use alongside the tones in the secondary color palette to incorporate other lively hues to represent environment, rice cultivation, sustainability, and the communities IRRI seek to serve. This approach will be applied consistently across all print and digital collateral.

IRRI Video Branding Guidelines

1. Purpose & Narrative Voice

IRRI's video content is a medium for truth and impact. It must reflect the Institute's role as a global authority in rice science.

2. Intro & Outro Standards (Available upon request)

To maintain brand consistency, all IRRI videos must begin and end with approved institutional assets.

- **Opening billboard and closing billboard:**
- Use the **official IRRI logo animation** that can be requested from the Media, Campaigns, and Branding team at d.saguin@cgiar.org
- No modifications allowed without approval

3. Audio

Sound should support clarity and emotional resonance.

- **Voiceover:** Use articulate, neutral-accented speakers with a calm and confident delivery
- **Music:** Select instrumental tracks that are subtle, reflective, and culturally respectful
- **Sound Effects:** Use sparingly to enhance clarity (e.g., data visualization, environmental cues)

4. Format & Resolution

Videos must be optimized for clarity and accessibility across platforms.

Platform	Frames per second	Aspect Ratio	Resolution	Suggested Max Length
YouTube	30	16:9	1920x1080	6mins
Instagram Reels	30	4:5	1080x1350	~1min
Facebook Videos or Reels	30	16:9 or 4:5	1920x1080 or 1080x1350	6mins or ~1min
LinkedIn	30	16:9 or 4:5	1920x1080 or 1080x1350	6mins or ~1min

5. Accessibility & Inclusivity

IRRI's commitment to equity must be reflected in every video.

- **Captions:** Captioning is beneficial for better understandability; use English or bilingual captions when appropriate
 - Font
 - Face: Manrope Regular
 - Size: 48
 - Background
 - Color: #166534
 - Opacity: 83%
 - Size: 13.4
- **Text Contrast:** Ensure high contrast between on-screen text and background for readability
- **Language:** Avoid jargon unless necessary; define technical terms clearly

6. Media Licensing & Attribution

All externally sourced media must be properly licensed and documented.

- **Licensing Requirement:**

- All images, video clips, music, and sound effects downloaded from the internet must include a valid license for use
- Acceptable licenses include Creative Commons (with attribution), royalty-free commercial licenses, or direct purchase agreements
- Avoid using media labeled “Editorial Use Only” unless the context is journalistic and approved by IRRI Communication and Engagements Department.

- **Documentation:**

- Please provide all material licenses of use for any media downloaded from the internet
- Include source URL, license type, and proof of permission in the production folder
- Maintain a media log for each project, listing all third-party assets and their usage rights

- **Attribution:**

- Credit creators when required by license terms
- Include attribution in video description or end credits when applicable

7. Licensing of IRRI-Produced Videos

All videos produced by IRRI are released under the **Creative Commons Attribution-ShareAlike-NonCommercial (CC BY-SA-NC)** license.

- This license allows others to remix, adapt, and build upon IRRI's work for **non-commercial purposes**, as long as they credit IRRI and license their new creations under identical terms
- The CC BY-SA-NC license reinforces IRRI's commitment to open knowledge, transparency, and nonprofit collaboration

Review and Finalization: The Media, Campaigns and Branding sub-unit will review and, if necessary, modify the proposed titles and thumbnails before publishing on YouTube. This ensures alignment with current platform trends, audience behavior, and IRRI's strategic messaging.

These practices aim to enhance discoverability, click-through rates, and overall reach while maintaining IRRI's professional tone and mission-driven messaging.

Video Release form

[Video Release form.docx](#)

Why Use the IRRI Video Release Form

- **Legal Authorization**
 - It grants IRRI the formal right to use video footage featuring individuals for educational, promotional, or research purposes.
- **Informed Consent**
 - Participants know exactly how their image, voice, or likeness will be used, ensuring transparency and respect for personal rights.
- **Ethical Responsibility**
 - Especially when working with farmers, communities, or vulnerable groups, the form ensures IRRI upholds ethical standards in media use.
- **Documentation**
 - It creates a clear record of permissions, which is useful for audits, reporting, and future references.
- **Compliance with Global Privacy Laws**
 - Helps IRRI meet international regulations like GDPR, which require explicit consent for personal data use—including video content.

Governance

Brand steward

Implementation of branding is done by the Media, Campaigns, and Branding sub-unit of the Communication and Engagements Department. The team makes sure that all communication materials are aligned with IRRI's branding.

Resources provided

To achieve alignment in branding, refer to this branding guideline or use the official IRRI templates in IRRISpace.

Approval process

Partners or external parties intending to use the IRRI name, logo, or other brand elements must first notify and obtain approval from the IRRI Media, Campaigns, and Branding Team. Notifications should be sent to Grant Leceta (g.leceta@cgiar.org) before publication or distribution. IRRI reserves the right to request removal of any brand elements used without approval.



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