Brand guidelines

Asia–Africa BlueTech Superhighway (AABS)

Delivering a triple win for nature, people and climate

UK International Development
Partnership | Progress | Prosperity

WorldFish

CGIAR

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About this document

These brand guidelines explain how to apply visual and narrative elements to establish a clear, consistent and easily recognizable identity for Asia–Africa BlueTech Superhighway (AABS). They include information on using AABS and partner logos, and standard text to describe AABS and acknowledge partners in all communications materials.

This document incorporates guidelines from the donor, UK International Development. The full guidelines can be found here for further review and compliance: Branding guidance for Official Development Assistance (ODA) funded programmes of the UK government.

For any questions on the brand guidelines, please contact Sarah Fernandes: s.fernandes@cgiar.org

Logos and co-branding

The UK International Development logo, and WorldFish and CGIAR logos should be included on all materials produced by AABS (e.g. presentations, brochures, briefs, factsheets, videos and freezer equipment). Any partner logos should be included at a consistent size and in alignment with the core logos on the front or back cover. These logos should not be used on every day stationery such as business cards, office signage and equipment, vehicles not exclusively used for AABS and staff clothing.

Any partners must check the use of AABS logos on any new product to ensure compliance with the AABS Communications Lead, Sarah Fernandes: s.fernandes@cgiar.org

Example logo placement

Funded by

Implemented by

In partnership with

Please note that no sub-branding is allowed: partners should not create a sub-identity for their share of activities under AABS. If there is a need to create a branded campaign or initiative funded under AABS, please contact Sarah Fernandes: s.fernandes@cgiar.org

UK International Development logo

The UK International Development logo should always have a border of clear space to ensure it stands out. This is also known as the exclusion zone; its width is determined by the width of the letter 'D'. Nothing, including the edge of a page, should fall within the exclusion zone. The logo should ideally be placed on a white background.

WorldFish and CGIAR logos

The WorldFish and CGIAR logos should always be placed together on materials, either in full color or white. The logos must not be placed on a background image or background text. The white logos can only be used on a WorldFish blue background. You can download the logos here.

Fonts

The fonts are an integral part of the visual identity. AABS uses two fonts from WorldFish branding. Publications use a design-centric font called Myriad Pro. This typeface has a strong font family providing professionals with light, regular, semi-bold and bold variants. Please note, Myriad Pro is not automatically loaded on some devices. Devices without Myriad Pro have trouble displaying email, Word or PowerPoint documents that include this typeface.

Arial is the AABS font for digital interfaces (e.g. email, website) and desktop publishing (such as Microsoft Office). This is a simple and widely available typeface that minimizes the font load issues that can arise with Myriad Pro.

Arial is to be used for all documents and emails that appear in the public domain. Myriad Pro is to be used for all designed publications and products.

Colors

The primary, secondary and accent colors for AABS come from WorldFish branding. The exact color codes noted below should be used to generate colors on all materials. The primary dark blue can be used for headings, the secondary blue or green for subheadings, and the accent yellow and purple for graphic elements. The accent yellow should not be used for text as the contrast is too low. If additional colors are needed (e.g. for illustrations, charts), please refer to the full WorldFish brand guidelines.

Primary

C99 M81 Y20 K5
R26 G73 B133
HEX 1A4985
PANTONE 7687 C

Secondary

C53 M0 Y19 K0
R110 G203 B210
HEX 6ECBD2
PANTONE 630 C

C70 M9 Y100 K0
R88 G171 B71
HEX 58AB47
PANTONE 7737 C

Accent

C0 M24 Y94 K0
R255 G196 B37
HEX FFC425
PANTONE 123 C

C65 M90 Y0 K0
R118 G63 B152
HEX 763F98
PANTONE 7662 C

Visual assets

Imagery

Photography and imagery are core to the WorldFish and AABS brands. Images should represent small-scale aquatic food systems, seawater farming and coastal fisheries, with a focus on data, technology, management and sustainability. Any images used should have been taken in one of the AABS project countries: Bangladesh, Ghana, Indonesia, Kenya, Mozambique, Nigeria, the Philippines, Solomon Islands, Tanzania or Vietnam. Imagery should represent subjects positively, highlight solutions and knowledge sharing, as well as community empowerment, especially for women and youth.

Images could show:

- Dynamic images of the fishworkers and community partners with whom AABS works
- Images of freshwater or coastal fishing and farming projects
- Images of research in action
- Close-up imagery of technologies, people and products fishworkers catch or farm
- Participant engagement at capacity development and knowledge exchange workshops (avoid posed group photos)

Images of human subjects should be close-ups rather than long shots. Images can be cropped and adjusted for color, light or focus to increase their impact.

Only high-resolution images (300 dpi for printed material, and 72 dpi and above for digital) should be used.

Photos used must be appropriately captioned and credited, noting the location and the people in them. All photos taken must be with the consent of the subject(s) in the photo.

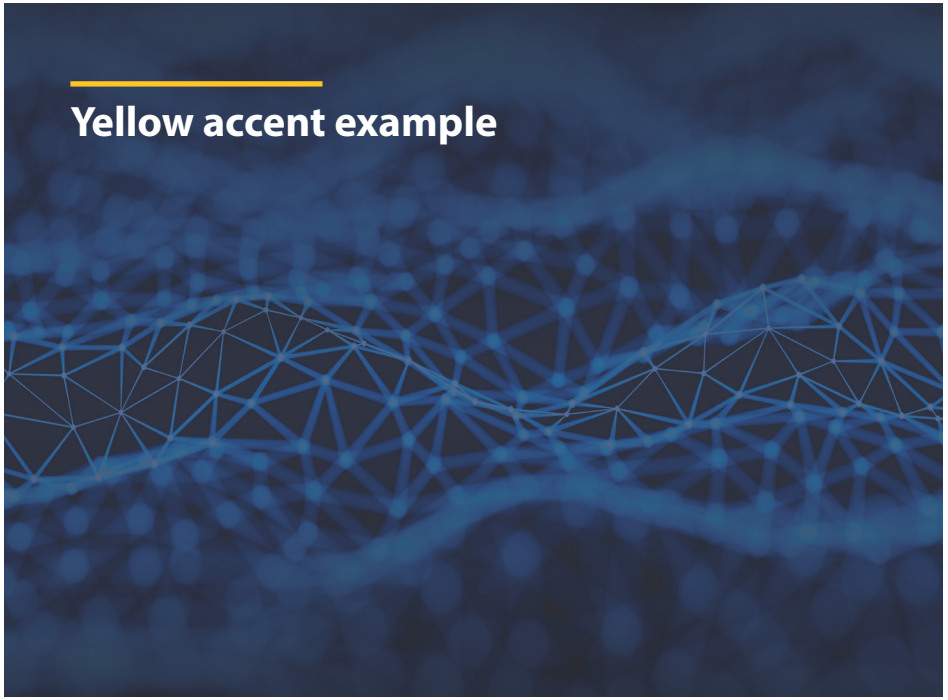
See WorldFish Flickr for examples at www.flickr.com/theworldfishcenter

Photos will be curated in the AABS photo library on Flickr. For sharing photos and more information, contact: Sam Shng Shng at s.sam@cgiar.org

Example images

Nodes network graphic and yellow accent

The following nodes network wallpapers can be used on AABS branded materials, for example, where a dark background is needed to place text over the top or where a photograph would not be appropriate. All AABS branded materials must include a yellow accent of some kind, either as a straight or diagonal line or text.



Diagonal shape

To provide a distinct identity to AABS products, AABS uses a diagonal shape cutout for photos with a one-sided yellow edge to frame the photo. This style for imagery can be used in AABS posters, banners, presentations, briefs and other materials. The diagonal shape cutout for photos uses rounded corners, not pointed corners. You can find the identity assets to use here.

Narrative identity

AABS tagline

Delivering a triple win for nature, people and climate

Longer tagline

Leveraging South–South collaboration to deliver a triple win for nature, people and climate

AABS boilerplate text

Long version

Asia–Africa BlueTech Superhighway (AABS) harnesses South–South collaboration to assess, adapt and scale evidence-based innovations and models for delivering nature-positive impact through aquatic food systems. Implemented by WorldFish in collaboration with a host of partners, AABS aims to transform the livelihoods of coastal communities across Asian and African countries, particularly for women and youth, and help restore marine and coastal ecosystems by developing sustainable and resilient aquatic food systems. Funded by UK International Development under the Blue Planet Fund, AABS is being implemented in two phases over the course of seven years (2023–2030).

Short version

Asia–Africa BlueTech Superhighway (AABS) is a seven-year project (2023–2030) implemented by WorldFish with a host of partners to transform aquatic food systems in Asia and Africa. Funded by UK International Development under the Blue Planet Fund, AABS aims to leverage South–South collaboration to deliver a triple win for nature, people and climate.

Language

Use US English spelling (no serial comma) across all AABS materials, following the WorldFish style guide. The style guide helps staff, writers and editors follow a consistent and straightforward style across all AABS publications. WorldFish aims to write in clear, concise language, free from jargon and scientific rhetoric. As a scientific organization, it aims to make scientific concepts understandable and encourages the use of plain English.

Use of project name

Please follow the guidelines below when referring to AABS in all communications materials:

- Spell out the full project name with the acronym in brackets the first time the project is mentioned: Asia–Africa BlueTech Superhighway (AABS)
- Use an 'en' dash to separate Asia and Africa in the full name: "Asia–Africa" not "Asia-Africa"
- Use the AABS acronym after the first mention of the project name in full
- When using the project acronym, refer to the project as "AABS" and not "the AABS" or "the AABS project"

Correct use:
"AABS is being implemented in Tanzania to …"

Incorrect use:
"AABS project is being implemented in Tanzania to …"
"The AABS project is being implemented in Tanzania to …"

Donor and partner acknowledgments

All published materials, including peer-reviewed and non-peer-reviewed publications, reports, journal articles, working papers, briefs and other communications materials and website pages should display one of the following acknowledgements and disclaimer at a minimum.

Funding statement and disclaimer

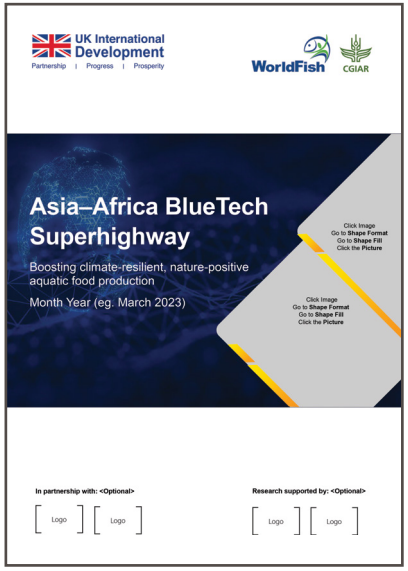
This funding statement should be used as an acknowledgment in all reports, publications and other communications materials.

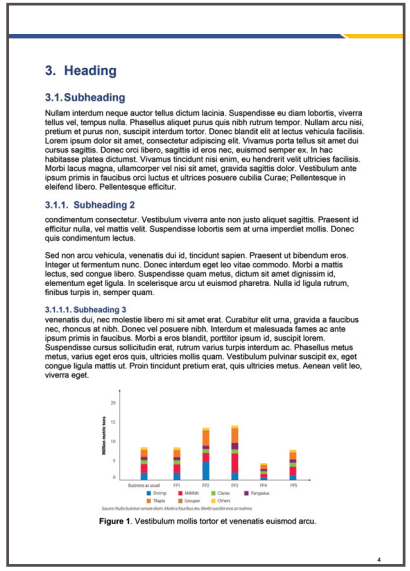
Implementation	Statement
Implemented by WorldFish and supported by collaborating partners	This work was undertaken as part of Asia–Africa BlueTech Superhighway (AABS) led by WorldFish in collaboration with partners *[list contributing organizations in alphabetical order]*. Funding support for this project was provided by UK International Development from the UK government; however, the views expressed do not necessarily reflect the UK government's official policies.
Implemented by WorldFish but led by a partner, with additional support from collaborating partners	This work was undertaken as part of Asia–Africa BlueTech Superhighway (AABS) led by WorldFish and implemented by *[name implementing organization]*. Additional support was provided by *[add names of other partners in in alphabetical order]*. Funding support for this project was provided by UK International Development from the UK government; however, the views expressed do not necessarily reflect the UK government's official policies.

Templates

You can download the templates here.

Report





Brief

UK International Development
Partnership | Progress | Prosperity

WorldFish CGIAR

Asia–Africa BlueTech Superhighway

Leveraging South–South collaboration to deliver a triple win for nature, people and climate

The challenge

Aquatic food systems are essential to providing a growing global population with sustainable and climate-resilient sources of food, nutrition and livelihoods. Aquatic foods supply nutrition to over 3.2 billion people and support the livelihoods of over 600 million people, the majority of whom work in small-scale systems. However, the coastal communities and habitats at the heart of these food systems are under serious threat. Climate change is undermining the productivity and sustainability of aquatic food systems in various ways, including ocean warming and acidification, rising sea levels and saline incursion. The ocean is also under assault from over exploitation and pollution, causing a loss in marine biodiversity. Amid these challenges, countries are keen to unlock their blue economy as a rapid growth path. Enabling the development of sustainable and resilient aquatic food systems is, therefore, critical to ensure a food- and nutrition-secure future for coastal communities and to equitably improve livelihoods, while restoring our marine resources.

Project overview

Asia–Africa BlueTech Superhighway (AABS) harnesses South–South collaboration to assess, adapt and scale evidence-based innovations and models for delivering nature-positive impact through aquatic food systems. Implemented by WorldFish in collaboration with a host of partners, AABS aims to transform the livelihoods of coastal communities across Asian and African countries, particularly for women and youth, and help restore marine and coastal ecosystems by developing sustainable and resilient aquatic food systems. Funded by UK International Development under the Blue Planet Fund, AABS is being implemented in two phases over seven years (2023–2030). Phase 1 will be implemented over four years in Bangladesh, Kenya, Mozambique, Nigeria and Tanzania, aiming to reach over 300,000 primary beneficiaries, at least 50% of them women and youth, and over 400,000 secondary beneficiaries.

Project aims:
The overall goal of AABS is to test innovations, generate evidence and scale technologies, tools and approaches to:

- Improve food and nutrition security
- Create increased employment and income opportunities using nature-based solutions
- Restore and sustainably manage marine and coastal resources to mitigate and help coastal communities adapt to climate change

Expected outcomes by 2030

- An increase in aquatic food production of up to 500,000 metric tons in target countries, sustainably increasing incomes of 300,000 people by 2030
- At least 150,000 women and youth benefiting from increased income by 2030
- Up to 1.4 million hectares of the coastal zone brought under sustainable management

Phase 1 (2023–2027): Bangladesh, Kenya, Mozambique, Nigeria and Tanzania

Donor: UK International Development as a program under the UK's Climate and Ocean Adaptation and Sustainable Transition (COAST) program of the Blue Planet Fund

Front cover example

AABS is framed around four synergistic Work Packages (WPs).

- Digital Coasts.
- Integrated Multi-Trophic Aquaculture.
- Climate-Smart Technologies for Reducing Aquatic Food Loss and Waste.
- Incentives for Coastal Conservation and Fisheries Management.

South–South collaboration on the four work packages is underpinned by a country-to-country knowledge exchange network — a forum to convene experts, implementers, and decision-makers from across the target countries to share challenges and solutions and learn from each other in an interactive and participatory way. The exchange among countries will provide stakeholders access to practical 'how-to' knowledge. of implementing technologies, offering a unique space to connect with peers in other countries. It will also enable the co-creation of actionable knowledge products and spawn new ideas and innovations in a country-led environment, which can transcend beyond the project scope for greater cross-cutting returns.

Work packages overview

WP1: Digital Coasts

Co-creating and scaling contextualized digital information systems for small-scale fisheries

Countries: Kenya, Mozambique and Tanzania

Lead: Alexander Tilley, WorldFish

Vision: All fisheries stakeholders have access to and the capacity to use data to make informed, nature-positive decisions for a sustainable, resilient and equitable future.

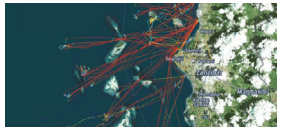
Objectives:

- Improve aquatic food systems management of at least 20% of the coastal zone across Kenya, Tanzania and Mozambique.
- Strengthen institutional frameworks and regulatory mechanisms of marine resources through data-driven fisheries management policies developed at local, county and national levels.
- Create evidence on the impact of data and digital services on behavior change in fisheries management and marine conservation.
- Co-create new knowledge on the utility of oceanographic modelling and artificial intelligence in marine resource management.
- Mainstream small-scale fisheries data from local to national databases for policymaking to unleash the full potential of aquatic foods for sustainable oceans, food and nutrition security.

Strategy:
To establish sustainable and inclusive digital fisheries information systems for small-scale fisheries in focal countries, the project will initiate a series of participatory workshops with fishing community representatives, government stakeholders and others, to co-design digital solutions that address specific needs and challenges, while building on existing knowledge systems and processes. Leveraging novel data science approaches, customized oceanographic models and machine learning, the project will create a platform that visualizes fisheries trends and provides near real-time decision-making guidance that adapts to outcomes over time. In the co-development of systems and research, Digital Coasts will build local capacity for data-driven management toward sustainable fishing practices and maximizing the well-being of coastal communities. Throughout the project, continuous feedback will be sought through planning committees and community consultations to ensure the platform remains responsive to the evolving needs of small-scale fishing communities and fisheries managers.

Partnerships:

- Wildlife Conservation Society
- Kenya Marine and Fisheries Research Institute
- Western Indian Ocean Marine Science Association
- Zanzibar Fisheries and Marine Resources Research Institute
- The Norwegian Technical University
- National Fisheries Administration, Mozambique



WP2: Integrated Multi-Trophic Aquaculture

Adapting and implementing Integrated Multi-Trophic Aquaculture (IMTA) tailored to local contexts in Asia and Africa

Countries: Kenya, Nigeria and Bangladesh

Lead: Leila Basti, WorldFish

Vision: All coastal and marine resources are used sustainably with improved food and nutrition security facilitated by the development and scaling of IMTA systems.

Objectives:

- Demonstrate context-specific profitable and sustainable IMTA systems fit for scaling.
- Empower local institutions through partnerships and co-leadership of project activities.
- Strengthen capacities of national staff, farmers groups and market aggregators for scaling IMTA.

Inside example

Strategy:
The project will begin by mapping and assessing past and current use of incentives in conservation and fisheries management across the target countries, building knowledge on opportunities, challenges and best practices. It will also work with government and other partners to identify needs and support the strengthening of institutional, legal and policy frameworks on incentives for conservation and fisheries management, and to develop financing strategies. In parallel, the project will assess and strengthen incentive-based approaches at a site level, including through impact evaluation and improvements in governance and equity of conservation and fisheries management. It will also design and test incentives where appropriate.

Partnership:
International Institute for Environment and Development

References

FAO, n.d. Gender in fisheries and aquaculture. bit.ly/3XQCy4s

FAO. 2020a. The State of World Fisheries and Aquaculture 2020. Sustainability in action. Rome. doi.org/10.4060/ca9229en

FAO. 2020b. Countries recognize vital role of small-scale fishers. bit.ly/3Bx702Z

FAO. 2022. The State of World Fisheries and Aquaculture. 2022. bit.ly/3TUyKEQ

FAO. 2024. The State of World Fisheries and Aquaculture 2024. Aquaculture Production. bit.ly/3TUyKEQ

Nordhagen et al. 2020. Nutrient Composition of Demersal, Pelagic, and Mesopelagic Fish Species Sampled Off the Coast of Bangladesh and Their Potential Contribution to Food and Nutrition Security—The EAF-Nansen Programme. Foods, 9(6), 730. doi.org/10.3390/foods9060730

Oceana. 2023. Wild seafood has lower carbon footprint than red meat, cheese and chicken, according to latest data. bit.ly/3ZXe3t0

World Bank. 2024. Blue Economy. bit.ly/4qP8NtW

Scan for more information

Why invest in aquatic foods

Aquatic food systems have a large and distinct sphere of impact

Provides **food, nutrition and livelihoods**

3.3 billion people receiving their micronutrients from aquatic foods globally (FAO, 2020a)

600 million people dependent on fisheries and aquaculture for their livelihoods (World Bank, 2024)

90% of small-scale fish workers living in low- and middle-income countries (FAO, 2020b)

1 in every 2 workers being a woman in fisheries and the aquaculture sector (FAO, 2020a)

Is an engine for **economic growth**

200% increase in production trade value since international standards for fisheries, set in 1995 (FAO, 2022)

22% estimated increase in aquaculture production by 2030, from 2020 levels (FAO, 2024)

Lowers carbon footprint for producing healthy, nutrient-dense foods compared to land-produced crops and livestock (Nordhagen et al. 2020)

Lower environmental stressors from small fish and bivalve aquaculture than chicken, the most efficient major terrestrial animal-source food (Oceana, 2023)

About WorldFish

WorldFish is a leading international research organization working to transform aquatic food systems to reduce hunger, malnutrition and poverty. Collaborating with global, regional and national partners, WorldFish delivers scientific innovations, evidence to inform policy, and knowledge to enable equitable and sustainable impact for millions who depend on fish for their livelihoods. As a member of CGIAR, WorldFish contributes to building a food- and nutrition-secure future and restoring natural resources. Headquartered in Penang, Malaysia, with country offices across Africa, Asia and the Pacific, WorldFish strives to create resilient and inclusive food systems for shared prosperity.

Citation

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For more information, please visit www.worldfishcenter.org

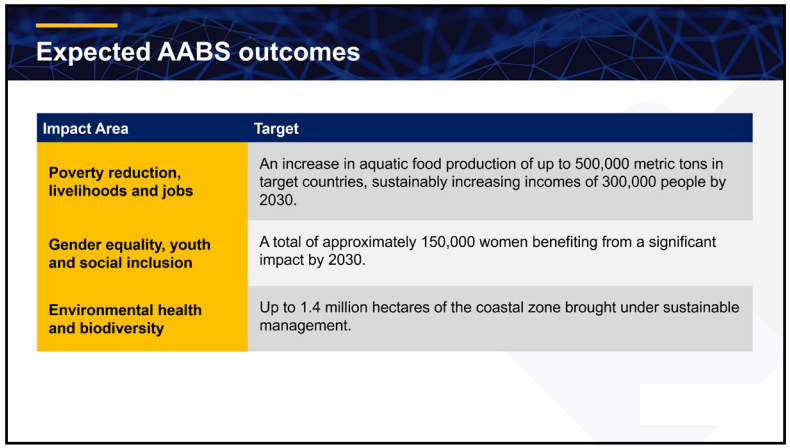
WorldFish CGIAR

Reverse example

PowerPoint

Asia–Africa BlueTech Superhighway
Leveraging South–South collaboration to deliver a triple win for nature, people and climate
Speaker Name
Date of presentation
UK International Development
Partnership | Progress | Prosperity
WorldFish
CGIAR

Delivering a triple win for nature, people and climate
AABS aims to:
Improve food and nutrition security.
Create increased employment and income opportunities using nature-based solutions.
Restore and sustainably manage marine and coastal resources to mitigate and help coastal communities adapt to climate change.


Expected AABS outcomes
Impact Area
Target
Poverty reduction, livelihoods and jobs
An increase in aquatic food production of up to 500,000 metric tons in target countries, sustainably increasing incomes of 300,000 people by 2030.
Gender equality, youth and social inclusion
A total of approximately 150,000 women benefiting from a significant impact by 2030.
Environmental health and biodiversity
Up to 1.4 million hectares of the coastal zone brought under sustainable management.

WP3: Climate-Smart Technologies for Reducing Food Loss and Waste
Scaling affordable and accessible climate-smart food preservation, processing and storage technologies to reduce aquatic food loss and waste
Target countries
Kenya, Mozambique and Tanzania
Lead
Aditya Parmar, WorldFish

Citation
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