



Logo Use and Branding Guidelines



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About Us

A ATF is driven by the vision of a prosperous and food secure Africa, where the livelihoods of smallholder farmers are transformed by innovation. Founded in 2003, AATF believes that the agricultural sector is the foundation of Africa's economic growth and development. It works towards an African continent where women, men and young farmers have rapid access to state-of-the-art agricultural technologies to help them achieve the desired agricultural transformation that promises food and nutrition security and increased income benefiting all.

The organisation works with its partners to clearly define the real needs of smallholder farmers in Africa, and to identify opportunities to address those needs through the transfer and use of new and existing technologies. It works with public and private agricultural research and development institutions to develop and adapt appropriate technologies for smallholder farmers and collaborates with private sector organisations in order to create sustainable markets.

AATF focuses on the most important crops for smallholder farmers, including maize, cowpea, banana, rice, potato and cassava, targeting these in order to improve food security at the household and national levels, and to drive improvements in incomes and livelihoods for farmer.

AATF currently has operations in 23 African countries conducted by a staff of 50 based at the organisation's headquarters in Nairobi, Kenya; country office in Abuja, Nigeria; and in field offices around the continent.

The Podborer Resistant (PBR) Cowpea Project

PBR Cowpea Project is a public-private partnership by AATF that is developing and disseminating cowpea with resistance to *Maruca* pod borer for increased productivity

- The PBR Cowpea Project has been operational for 11 years now and has recorded significant milestones including the first environmental release of the product in Nigeria
- The Cowpea, known as PBR Cowpea, will increase production through control of *Maruca* pod borer, which can destroy up to 80% of harvests.

The Need for PBR Cowpea

Cowpea production is affected by insect pests, especially *Maruca* pod borer, that causes the largest loss to cultivation, reducing grain yield by up to 80% and lowering quality of the grain.

- Cowpea, also known as beans, is an important food, feed and commercial crop for Sub-Saharan Africa where it is consumed by more than 200 million people and

serves as a key source of protein for many in rural and urban areas while its cultivation improves soil fertility and generates income for smallholder farmers.

- Most of the world cowpea (more than 90 percent) is produced in Africa with Nigeria being the largest producer of nearly 58 percent of the global production.
- However, Africa suffers the lowest average grain yields of cowpea at 150-200 kg per hectare compared to the yield potential of 2000kg per hectare due to various reasons including insect pests especially *Maruca* pod borer.
- To control the pest, farmers usually spray pesticides 6-8 times within a cowpea planting season, but the chemicals are expensive and not always effective because they cannot reach the pest larvae inside the plant tissues
- Many farmers cannot afford the approved pesticides and therefore have extremely low productivity

Solution/*Maruca* Control

For the benefit of African farmers, African scientists identified PBR Cowpea (Bt cowpea), with in-built protection against *Maruca* damage, as a solution for *Maruca* damage.

- PBR Cowpea will effectively control *Maruca*, provide better seed choices

and make it easier and cheaper for farmers to produce cowpeas in areas where this pest is a problem

- Trials being carried out in Nigeria, Burkina Faso and Ghana show that PBR Cowpea can control *Maruca*, resulting in reduced losses and better-quality grain which is projected to increase yield by at least 20% in areas where *Maruca* is a key problem.

Benefits of PBR Cowpea

PBR Cowpea benefits will include larger harvests, higher incomes and improved health through the reduced need for harmful treatments.

- PBR Cowpea will reduce pesticide use from 6-8 applications during a season to only two. This will reduce production costs for farmers and benefit both human and environmental health.
- A more reliable cowpea harvest will improve the livelihoods of smallholder farmers and help strengthen local communities. Farmers will be able to harvest enough to feed their families and have a surplus which they can sell to increase their incomes.
- A good harvest will also give farmers the confidence to invest in their farms and improve their farming practices.

Visual Identity



Visual Identity

The graphic identity is the visual representation of PBR Cowpea and it comprises of two elements:

- The Green Bold Initials of “Pod-borer Resistant Cowpea”
- The Green pod showing developed cowpea

Logo Objectives:

- The bold look is a symbol of strength, innovation and leadership that instills pride and faith amongst the farmers and shareholders
- The use of Green represents life; our firm belief in agriculture, the

abundance that comes with best farming practices and conservation of nature.

To ensure consistent use of and to maintain the integrity of the PBR Cowpea brand mark, the following trademark and graphic standards must be followed. Failure to comply with these graphic standards can result in permanent disallowance of valuable trademark rights and copyright protection.

For print media and advertising, there should be some “attribution” written in small print - **“PBR Cowpea** is a trademark of the African Agricultural Technology Foundation.

Colours

PBR Cowpea logo when printed in full colour has three main colours:



Green, Lemon Green and Dark Green

- These are PANTONE™ spot colours that can be used for all stationery, business cards and building signs.
- When the specific PANTONE® colour cannot be used, the logo may be printed in 4-colour CMYK process using the tint mixes listed below.
- For electronic communication or projections, the RGB tint mixes listed should be used.



PBR Cowpea Green

- Coated stock: Pantone 354C
- CMYK: C-90.43, M-0, Y-95.15, K-0
- RGB: R-0, G-174, B-66



PBR Cowpea Lemon Green

- Coated stock: Pantone 376C
- CMYK: C-57.28, M-0, Y-100, K-0
- RGB: R-128, G-188, B-0



PBR Cowpea Dark Green

- Coated stock: Pantone 356C
- CMYK: C-95.44, M-23.94, Y-100, K-11.57
- RGB: R-0, G-121, B-52

Reverse Full Colour Logo

Use the full-colour reverse version of the logo if your background colour is dark. Print the reverse logo on paper that is white or natural shades of off-white.



One Colour and Reverse Logo

When you are required to use only one colour in print/branding, use the black & white version which has shades of grey on the Cowpea pod to show depth.

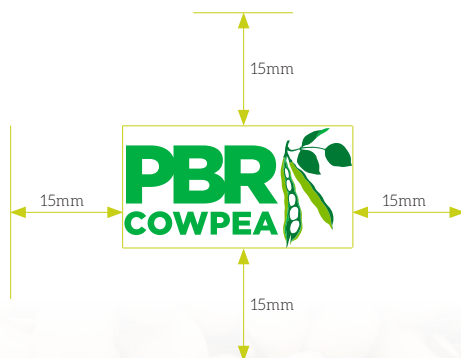
- Only print the reverse logo on paper that is white or natural shades of off-white.
- In electronic or video applications, the reverse logo should always appear Black with shades of grey on the pod.



Use of Logo in Multi-Applications

The PBR Cowpea logo may be used in AATF-owned products, trait or service communication, such as web sites, posters, and PowerPoint presentations.

- For most applications, the preferred location of the PBR Cowpea logo is at the back of the seed packaging.
- There should be a minimum Clear space of 15mm around the PBR Cowpea logo.
- For applications where a dual-logo effect is desired, the PBR Cowpea logo should preferably be placed to the right of any product, trait, or service brand marks and at the back of the seed packaging bag.





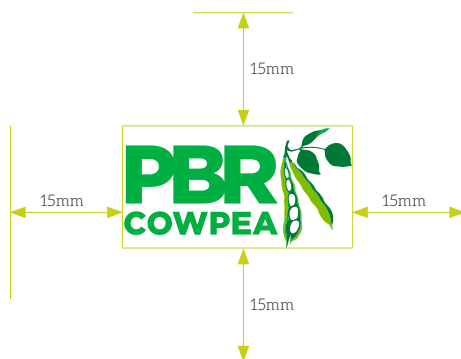
- The heights of the PBR Cowpea logo and the other logo(s) should match.
- Clear space of 15mm should be placed around the full grouping, with 15mm or more between each logo.
- Colour: It is permissible to use the PBR Cowpea logo on communication that uses the colour family of one of our brands. To maximize readability with brand colour families:
On white or light backgrounds:
 - Use the full-colour PBR Cowpea logo when the piece has full-spectrum colours (i.e. includes photos, etc).
 - Use the one-colour (black) logo if the piece has restrictive colour palette.
- On dark backgrounds:
 - Use either the full-colour reverse or one-colour reverse (white) logo.
- On warm-colour (red or orange) backgrounds:
 - Use the one-colour (black) or one-colour reverse (white) logo.



The PBR Cowpea logo may only be displayed with logos owned by other companies (such as for sponsorship recognition) with permission of the logo team and when clear space requirements are met. Do not place the PBR Cowpea logo in-line with another company's logo in a way that implies PBR Cowpea ownership of that mark, product or service.

Logo Clear Space

Keeping a specific amount of clear space around the logo helps it stand out from other type and graphic elements. Include 25mm of clear space on all four sides of the logo, even when the design considerations make this difficult.



Use of PBR Cowpea logo on packaging

- PBR Cowpea logo should appear at the back of the package. Additional use on sides, back, top are allowed
- In case one is using PBR Cowpea logo as an associate logo, ensure that they are of the same size and placed side by side.
- Ensure that the PBR Cowpea is not smaller than two centimetre in width which must be proportionate to the height
- For visibility purposes, ensure that PBR Cowpea logo is not smaller than 10% of the surface area of the front or back of the packet.



Improper use of PBR Cowpea logo



Shown alongside is the preferred full-colour version of the PBR Cowpea logo. The logo has 2 distinctive elements: the bold green initials & name; and the graphic representation of an open cowpea pod.

- Do not separate, rearrange, resize, crop, stretch or delete elements of the logo.
- Do not attempt to redraw or recreate the PBR Cowpea logo.
- Do not add or link elements to the logo.
- Do not rotate or use at an angle other than that provided.
- Do not add punctuation to the logo.
- Do not use the logo on a field of colour or a pattern where it blends in, resulting in poor readability.
- Do not add drop shadows or halo effects to increase readability; instead use the provided reverse-colour logo or choose a background with better readability.
- Do not use the logo within a headline or body copy.
- Do not use the PBR Cowpea logo on items that may depict PBR Cowpea products, customers, or the PBR Cowpea Project in an unsafe, irresponsible or negative manner.
- Ensure that the PBR Cowpea is not smaller than two centimetre in width which must be proportionate to the height.

Permission

The logo and the term as described and portrayed herein is a registered trademark of the African Agricultural Technology Foundation (AATF). Except as expressly stated below, the logo may not be used in any way, including advertising or publicity pertaining to the distribution of materials. Any person or organization that has not received permission to use the logo must request and receive written permission prior to such use.

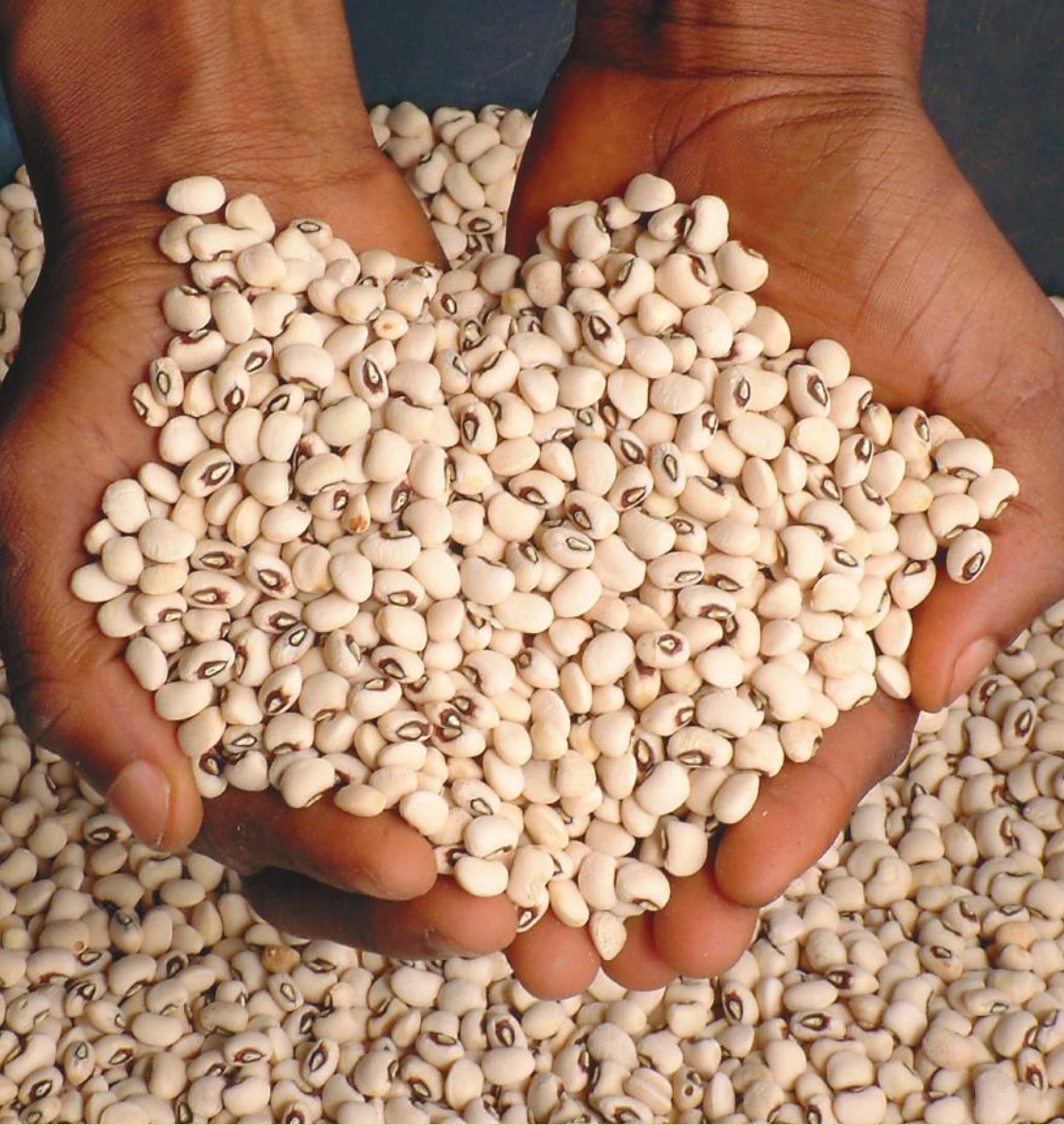
- In general, partners that are working under contract with PBR Cowpea to produce advertising and promotional materials are granted permission to download

and use the logo images as part of that work.

- The logo cannot be used in another company's promotional or marketing materials, regardless of format (e.g., wearables, on-line materials, packaging) if AATF is not directly involved; if PBR Cowpea is involved in said promotion or marketing, permission must be requested and will be granted, or not, based on review.
- In no case shall permission be granted for use of the logo that is meant to misrepresent, defame or in any way harm PBR Cowpea or the logo.

Additional information

Additional information on the brand guidelines can be accessed through https://www.aatf-africa.org/aatf_projects/cowpea/



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