



COOPERATION IN  
INTERNATIONAL  
WATERS IN AFRICA

# ***BRAND TOOLKIT***

**≈ 2026 UPDATE**



**WORLD BANK GROUP**



# ABOUT CIWA

The Cooperation in International Waters in Africa (CIWA) was established in 2011 and represents a partnership between the World Bank, its African partners, the European Commission, and the governments of Austria, Denmark, Norway, Sweden, the Netherlands, and the United Kingdom. CIWA supports riparian governments in Sub-Saharan Africa to unlock the potential for sustainable and inclusive growth, climate resilience, and poverty reduction by addressing constraints to cooperative management and development of international waters.

Please visit us at [www.ciwaprogram.org](http://www.ciwaprogram.org) and [www.ciwaprogram.org/fr](http://www.ciwaprogram.org/fr) or follow us on [@CIWAProgram](https://www.instagram.com/CIWAProgram)



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## FIND US



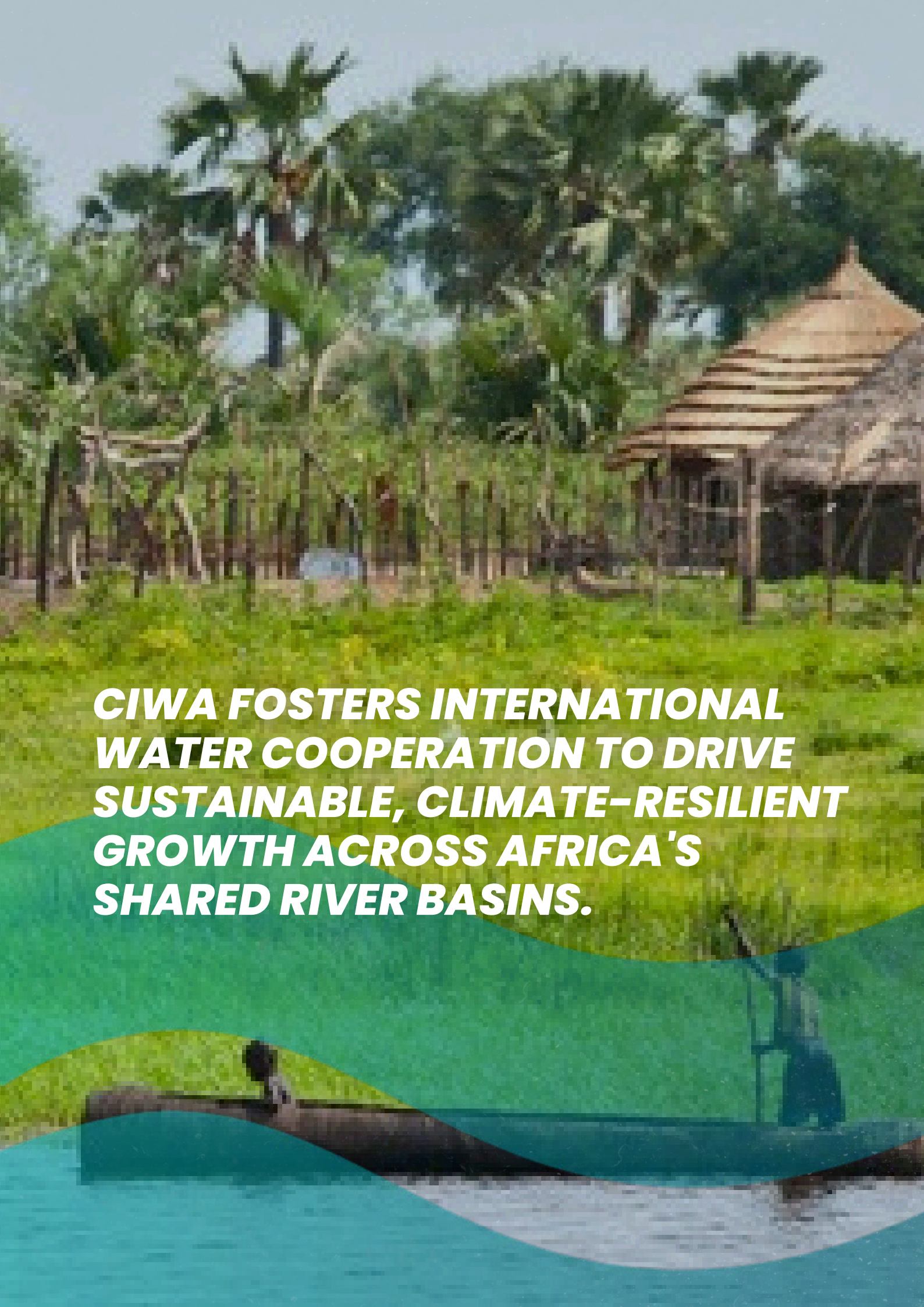
[ciwaprogram.org](http://ciwaprogram.org)



[@CIWAprogram](https://www.x.com/CIWAprogram)



[linkedin.com/company/cooperation-in-international-waters-in-africa](https://www.linkedin.com/company/cooperation-in-international-waters-in-africa)

The image shows a rural scene with a thatched-roof hut on the right, a wooden fence in the middle ground, and a well in the foreground. The background is filled with lush green trees. A large, stylized green wavy graphic is overlaid on the bottom half of the image, partially obscuring the well and the ground.

***CIWA FOSTERS INTERNATIONAL  
WATER COOPERATION TO DRIVE  
SUSTAINABLE, CLIMATE-RESILIENT  
GROWTH ACROSS AFRICA'S  
SHARED RIVER BASINS.***

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# BRAND UPDATE

## WHAT'S NEW IN 2026?

The 2026 brand update moves CIWA toward a cleaner, more editorial and more human-centered visual system. The direction is designed to connect the scale of transboundary water cooperation with the people, livelihoods, ecosystems and institutions it supports on the ground.

Across publications, campaigns, presentations and digital content, the system should feel confident, clear and optimistic. The core ingredients are bold photography, generous negative space, simple gradients, strong typography and the “flow” submark as a recurring visual thread.

This approach builds on CIWA’s existing identity while giving the program a more flexible campaign language for Annual Report 2026 and beyond.

≈ SHARED  
WATERS ≈  
≈ SHARED  
FUTURES ≈



COOPERATION IN  
INTERNATIONAL  
WATERS IN AFRICA



# ***BRAND PILLARS***

# BRAND PILLARS

## THE VALUES THAT INFLUENCE CIWA'S IDENTITY



### COOPERATION

CIWA fosters collaboration among African nations to effectively manage shared water resources, building trust and ensuring mutual benefits. By encouraging transparent communication, joint planning, and shared governance, we aim to resolve conflicts and promote harmonious relationships between riparian states. This cooperative approach is essential for tackling transboundary water challenges and achieving the sustainable development goals.



### RESILIENCE

CIWA enhances resilience by strengthening the capacity of nations to withstand and recover from water-related shocks and stresses. In the face of climate change, this includes developing adaptive strategies and resilient infrastructure to mitigate the impacts of extreme weather events, ensuring that communities remain secure and sustainable despite environmental challenges.



### SUSTAINABILITY

CIWA commits to sustainable practices, balancing economic, social, and environmental needs to protect water resources and biodiversity for future generations. By promoting long-term solutions and responsible water use, we ensure that our efforts contribute to the enduring health and prosperity of communities, ecosystems, and biodiversity in Africa.



### INCLUSION

CIWA is committed to embedding inclusive approaches into its work in Africa's transboundary water sector, especially in terms of involving women in decision-making, are crucial for fostering cooperation and addressing the needs of all stakeholders, leading to fair and effective water management that benefits communities and ecosystems alike.



### INNOVATION

Innovation drives CIWA's approach, leveraging cutting-edge data tools, strategic analyses and strategies to better understand and sustainably address the complex transboundary water challenges facing Sub-Saharan Africa.



### IMPACT

CIWA focuses on delivering practical, measurable results that improve livelihoods, strengthen regional cooperation, and support long-term resilience. By linking analysis, dialogue, and investment support, CIWA helps turn transboundary water cooperation into tangible development outcomes for people, institutions, and ecosystems across Africa.



**CIWA POSITIONS ITSELF AS A KEY FACILITATOR OF SUSTAINABLE, INCLUSIVE & IMPACTFUL MANAGEMENT OF AFRICA'S SHARED WATER RESOURCES.**

# THE CIWA LOGO

## LOGO HISTORY

From the early 2014 mark to the refined 2019 and 2024 versions, the identity has become cleaner, clearer, and more adaptable.



## THE CIWA LEGACY LOGO



The CIWA legacy logo remains one of the primary marks for the program and should be used where a formal, recognisable institutional identifier is needed:

- Co-branding logo strips
- Events / event graphics
- Letterheads
- Official documents

The mark combines the map of Africa with a flowing water form, visually reinforcing CIWA's focus on shared water resources, cooperation across borders, and the wider African context of its work

## CIWA 'TAG' LOGO



The CIWA "tag" logo is a more compact and flexible brand lockup designed for use across:

- Report covers
- Social graphics
- Presentations
- Public-facing media
- Publication layouts

This version is especially useful for materials, where clear and consistent visual recognition are central to the design and where the acronym "CIWA" may not be instantly recognisable.

## TAGLINE

The 'Going Beyond Water' tagline emphasises the cross-cutting themes addressed by CIWA that go beyond just water management, pointing to the broader impact of CIWA's initiatives, which aim to address issues such as climate change adaptation, economic growth, and social equity across the African continent.

**GOING  
BEYOND  
WATER.**

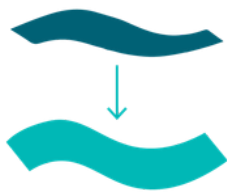
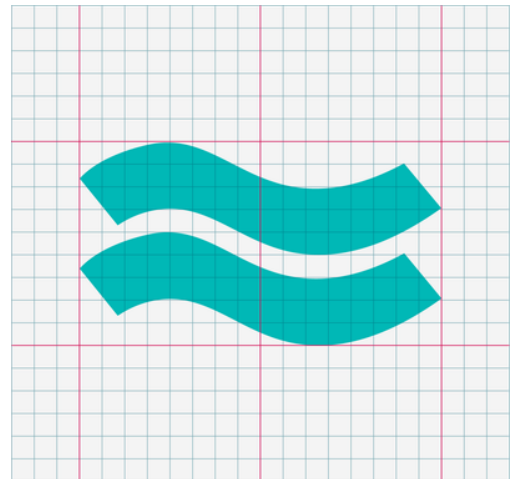
# THE “FLOW” SUBMARK

## DESIGN

The “flow” submark builds directly from the visual language of the CIWA logo, transforming its water motif into a flexible brand device for the CIWA Annual Report and wider communications. Its layered, wave-like form suggests rivers, lakes, aquifers, movement, connection, and the crossing of boundaries — all central to CIWA’s work in transboundary water cooperation.

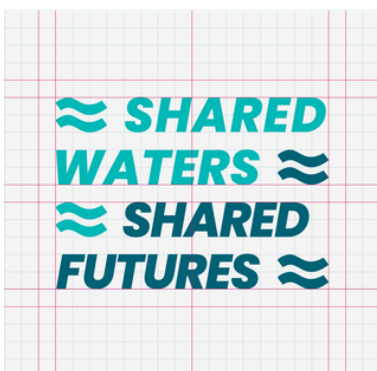
Used across covers, layouts, icons, and campaign materials, the flow creates a recognisable visual thread that ties the system together while reinforcing CIWA’s identity as a program built around shared waters and shared futures.

The “flow” is most effective when used boldly but simply: as a large framing device on covers, as a subtle supporting element in interior pages, or as the base structure for modular iconography linked to CIWA’s themes and pathways.



## LOGIC

The “flow” mark from the logo has been extracted and refined into a more usable, pattern-friendly and versatile shape for use in various designs.



## APPLICATION

The use of a distinct logomark lends itself well to CIWA’s design outputs as the program works across a breadth content types, sectors and focus areas.

The “flow” can be adapted into various icon systems from all of the CIWA cross-cutting themes by swapping out modular iconography to reinforce the brand identity.



# LOGO SPACING

## CIWA LOGO SPACING / CO-BRANDING

When the CIWA logo appears alongside the World Bank Group logo, the two marks should be treated as a formal, co-branded lockup. The spacing between them must be consistent, balanced, and generous enough to keep both identities clear and legible. Leave clear separation between the end of the CIWA word mark and the start of the World Bank globe icon that matches the width of the WBG Globe Icon. This spacing should feel intentional and should be at least equal to the height of the CIWA word mark.

Always maintain a protected clear space around the full lockup. Do not place text, icons, page numbers, borders, or imagery too close to either logo. On colored or photographic backgrounds, place the full white lockup in a clean area or within a solid color field to preserve contrast and legibility.



The red guides indicate the proportional spacing and alignment rules for the CIWA and World Bank Group lockup. Rather than setting a fixed pixel width or height, these guides show how the relationship between the two logos should scale depending on the format, size, and context.

The horizontal guide defines the minimum clear space between the CIWA mark and the World Bank Group globe, while the vertical guide helps maintain consistent visual height and alignment. This ensures the lockup can be resized for covers, slides, reports, and digital graphics while preserving the same proportions, spacing, and visual balance across all applications.



For co-branded events, shared publications, and partner materials, keep each logo visually distinct with consistent proportional spacing. The CIWA and World Bank Group lockup should remain the primary anchor, with partner logos added in sequence and aligned to a shared centre or baseline. Spacing should scale with the lockup using the main CIWA logomark as spacing guide keeping one logomark's width between each partner logo.



# LOGO CONTRAST

## CONTRAST GUIDELINES

To maintain clarity, visibility, and brand consistency, the CIWA and World Bank logos must always be placed on backgrounds that provide strong contrast. The logo should remain immediately legible at both large and small sizes, whether used in reports, presentations, social media graphics, covers, or event materials.

### MID-TONE COLOR BACKGROUNDS

On CIWA blue or other mid-tone color fields, use the white version of the logo suite. When using the CIWA “tag” logo, ensure the white tag container, icon, and text remain clear and do not blend into the surrounding color.

Avoid using pale blue logo versions directly on mid-tone backgrounds, as this can reduce legibility.



### DARK COLOR BACKGROUNDS

On dark backgrounds, including Nile Blue, use the white version of the CIWA logo, white World Bank Group logo and blue CIWA “tag” with the white workmark to ensure maximum readability and creates a clean, professional lockup. Avoid using full-color, or low-contrast versions of the legacy on dark backgrounds, as the mark may lose definition and clarity.



### LIGHT-COLOR TO WHITE BACKGROUNDS

On white, Perfect White, Mist, or other pale backgrounds, use the approved color version of the CIWA logo alongside the appropriate World Bank Group logo.

The logo should retain clear contrast, with the Africa mark, water motif, word mark, and supporting text remaining fully legible. Avoid placing white logos on light backgrounds or using pale logo treatments that blend into the page.



### PHOTO AND COMPLEX BACKGROUNDS

On image-based or complex backgrounds, place logos in a quieter area of the image where there is enough visual contrast. If the image contains busy detail, mixed tones, or important subjects, use the CIWA “tag” logo or a protected logo field to preserve visibility. The logo should never sit directly over faces, key subjects, high-detail textures, or areas where the image makes the mark difficult to read. In most cases, white logos work best over darker photographic areas, while the tag logo can provide additional structure and consistency.



# LOGO CONTRAST

## TYPOGRAPHY AND LOGO CONTRAST

### MAIN TITLE

#### Secondary title

Ex pharetra lacinia torquent cubilia, dictum varius mollis ex? Eleifend nunc curabitur semper tincidunt purus tempus eu. Luctus risus tincidunt semper blandit himenaeos.

Nibh vel enim sodales vitae suspendisse dignissim quis. Primis sodales nisi lacinia tortor at habitasse mauris. Dolor suspendisse per neque et aenean nostra massa tempus.



### MAIN TITLE

#### Secondary title

Ex pharetra lacinia torquent cubilia, dictum varius mollis ex? Eleifend nunc curabitur semper tincidunt purus tempus eu. Luctus risus tincidunt semper blandit himenaeos.

Nibh vel enim sodales vitae suspendisse dignissim quis. Primis sodales nisi lacinia tortor at habitasse mauris. Dolor suspendisse per neque et aenean nostra massa tempus.



### MAIN TITLE

#### Secondary title

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Nibh vel enim sodales vitae suspendisse dignissim quis. Primis sodales nisi lacinia tortor at habitasse mauris. Dolor suspendisse per neque et aenean nostra massa tempus.



# LOGO USE / MISUSE

## DO'S

- **Correct Backgrounds:** Always place the CIWA logo on backgrounds that provide sufficient contrast to ensure it remains clear and legible. Light-colored logos work well on dark backgrounds, and dark-colored logos are ideal for light backgrounds.
- **Consistent Branding:** Use the logo in its standard colors on appropriate backgrounds to maintain CIWA's brand integrity. Examples include using the blue logo on white or light backgrounds and the white logo on darker, CIWA-themed backgrounds.

## DONT'S

- **Incorrect Backgrounds:** Avoid placing the logo on backgrounds that clash with or overwhelm the logo's colors, such as bright or clashing tones (e.g., orange backgrounds).
- **Altered Colors:** Do not change the logo's colors to non-brand-approved colors. This diminishes the brand's consistency and can make the logo hard to read.
- **Low Contrast:** Refrain from placing the logo on backgrounds with similar tones that cause the logo to blend in, making it difficult to see, such as dark blue on navy or light cyan on white.

## CORRECT LOGO USE



## EXAMPLES OF LOGO MISUSE



# ***COLOR SYSTEM***

# COLOR PALETTE INSPIRATION

## CIWA'S COLOR PALETTE

The 2026 colour system is inspired by the landscapes and contexts that shape CIWA's work: from rivers, lakes, aquifers and biodiversity-rich wetlands to floodplains, drylands, vegetation and working rural environments. The palette draws from the teal-blue tones of rivers, lakes, and aquifers; the deep blues of the Nile river basin and institutional trust; the greens of wetlands, riparian vegetation, and ecosystem restoration; and the warm golds and clay tones of floodplains, drylands, agriculture, and the sun.



# COLOR SYSTEM

## PRIMARY COLORS

CIWA's primary color system reflects its connection to water and its mission of cooperation with blue shades often projecting an image of trust, stability and clarity.

'**CIWA blue**' is linked to balance and harmony, renewal and growth and it is used to represent the clarity of CIWA's missions in bridging borders. As a result, it is used as CIWA's main color for headings, backgrounds, boxes, design elements and social media content for a look distinctive of the program.

'**Nile blue**', inspired by CIWA's roots in facilitating transboundary cooperation the Nile Basin region, analogously complements and contrasts '**CIWA blue**' in supporting elements such as subheadings, boxes and pullout text.

'**Aquifer Blue**' is used as the primary accent colour for World Bank Group branding within the CIWA system. Its deep, grounded tone provides strong contrast against CIWA blue while still feeling connected to water, depth, groundwater, and basin systems. It works well for WBG logo applications, supporting bands, dividers, technical accents, and moments where a more institutional colour anchor is needed.

<p><i>Main color</i></p> <p><b>CIWA BLUE</b></p> <p>HEX: #33B4B4 RGB: 51, 180, 180 CMYK: 72, 0, 0, 29</p>	<p><i>Secondary color</i></p> <p><b>NILE BLUE</b></p> <p>HEX: #005F73 RGB: 0, 95, 114 CMYK: 100, 17, 0, 55</p>
<div style="background-color: #33B4B4; color: white; border-radius: 10px; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">80</div> <div style="background-color: #33B4B4; color: white; border-radius: 10px; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">60</div> <div style="background-color: #33B4B4; color: white; border-radius: 10px; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">40</div> <div style="background-color: #33B4B4; color: white; border-radius: 10px; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">20</div>	<div style="background-color: #005F73; color: white; border-radius: 10px; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">80</div> <div style="background-color: #005F73; color: white; border-radius: 10px; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">60</div> <div style="background-color: #005F73; color: white; border-radius: 10px; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">40</div> <div style="background-color: #005F73; color: white; border-radius: 10px; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">20</div>
<p><i>Accent color (WBG)</i></p> <p><b>AQUIFER BLUE</b></p> <p>HEX: #82D4D4 RGB: 130, 212, 212 CMYK: 39, 0, 0, 17</p>	
<div style="background-color: #82D4D4; color: white; border-radius: 10px; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">80</div> <div style="background-color: #82D4D4; color: white; border-radius: 10px; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">60</div> <div style="background-color: #82D4D4; color: white; border-radius: 10px; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">40</div> <div style="background-color: #82D4D4; color: white; border-radius: 10px; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">20</div>	

# COLOR SYSTEM

## SECONDARY COLORS

The colors selected for CIWA's focus areas are designed to enhance visual distinction of CIWA's different work areas and individual project themes and show alignment with the organization's mission.

Each color represents a specific focus area:

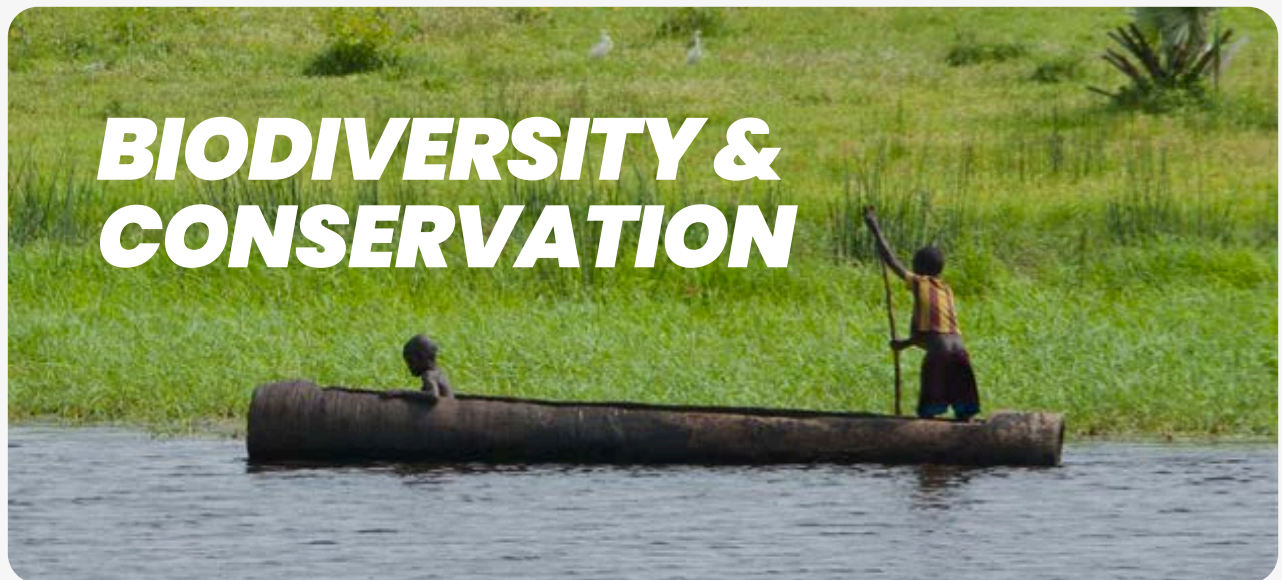
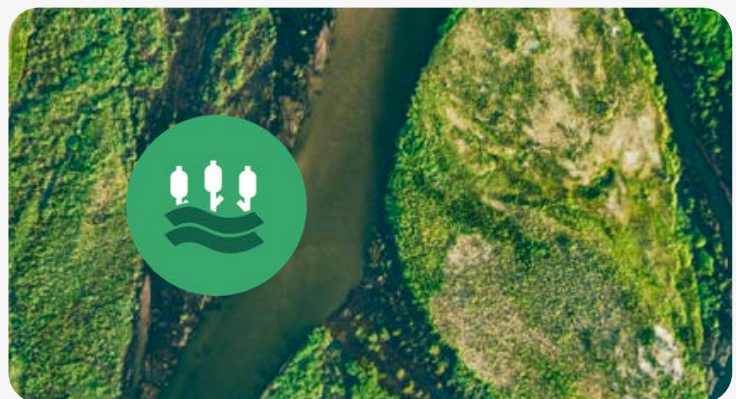
- **Fireglow Red** for Fragility, Conflict, and Violence: This vibrant red symbolizes urgency and the critical nature of addressing issues of conflict, fragility and vulnerability.
- **Resilience Gold** for Climate Resilience: This bright yellow reflects optimism and the proactive measures needed for climate resilience.
- **Wetland Green** for Biodiversity and Conservation: This green represents nature and the importance of preserving biodiversity.
- **Integrity Blue** for Gender and Social Inclusion: This deep blue signifies trust, integrity, and the importance of integrating gender equality and social inclusion in CIWA's work.

<p>Fragility, Conflict &amp; Violence</p> <p><b>FIREGLOW RED</b></p> <p>HEX: #FF5A3D                  RGB: 255,90,61                  CMYK: 0, 64.71, 76.08, 0</p>	<p>Climate Resilience</p> <p><b>RESILIENCE GOLD</b></p> <p>HEX: #F79C32                  RGB: 247, 156, 50                  CMYK: 36.8, 79.76, 3.14</p>	<p>Biodiversity &amp; Conservation</p> <p><b>WETLAND GREEN</b></p> <p>HEX: #3AA76D                  RGB: 58, 167, 109                  CMYK: 65.27, 0, 34.73, 34.51</p>	<p>Gender &amp; Social Inclusion</p> <p><b>INTEGRITY BLUE</b></p> <p>HEX: #445399                  RGB: 68, 83, 153                  CMYK: 66.02, 61.17, 0, 19.22</p>
Tint: 60%	Tint: 60%	Tint: 60%	Tint: 60%
Tint: 30%	Tint: 30%	Tint: 30%	Tint: 30%
Tint: 15%	Tint: 15%	Tint: 15%	Tint: 15%

# BIODIVERSITY & CONSERVATION

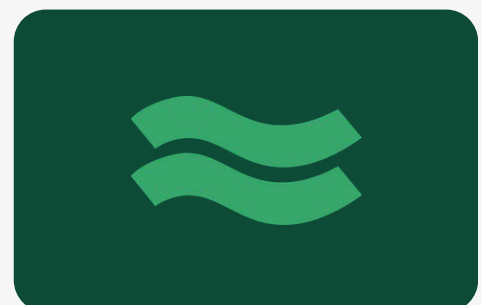
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# CLIMATE RESILIENCE

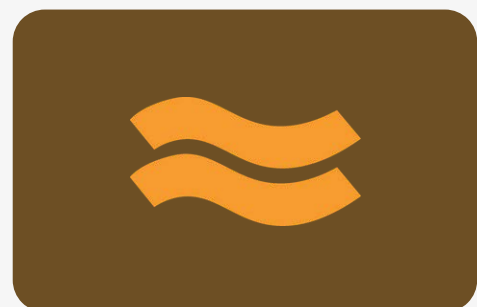
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# FRAGILITY, CONFLICT & VIOLENCE

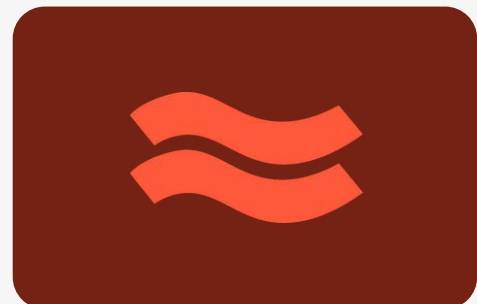
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# GENDER EQUALITY & SOCIAL INCLUSION

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## GENDER EQUALITY & SOCIAL INCLUSION



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# COLOR SYSTEM

## NEUTRAL COLORS

This slide outlines the neutral color system for CIWA. Black and its tint variations are used for body text and navy 'Nile' blue and its variations are used for headings and subheadings to ensure readability and contrast.

"Perfect White" is primarily used for backgrounds, slides, and documents, offering a clean and modern look. It is also used in text pullouts, quote cards, and highlight sections.

"Mist" complements as a secondary neutral, used for pullouts, quotes, and highlight sections, adding elegance.

The tints of both colors (60% and 30%) are applied to maintain visual consistency and hierarchy. This system ensures a cohesive and professional appearance across all CIWA materials.

<p><b>Primary neutral</b></p> <h2>CHALK</h2> <p>HEX: #F0E0EE          RGB: 240, 238, 238          CMYK: 0, 1, 1, 6</p>	<p><b>Secondary neutral</b></p> <h2>MIST</h2> <p>HEX: #E6E0ED          RGB: 230, 237, 237          CMYK: 3, 0, 0, 7</p>		
<p><b>Body text</b></p> <p>HEX: #000000          RGB: 0, 0, 0, 0          CMYK: 100, 100, 100, 100</p>	<p><b>Text coloring</b></p> <p>Black is used for main body text on all published documents in line with World Bank guidelines.</p> <p>Grey is used for subtitles, captions, footnotes, annotations and subtext, charts, axis labels and legends, legal disclaimers and terms as well as acknowledgement information and credits.</p>		
<p>Tint: 60%</p> <p><b>DIGITAL</b></p>		<p><b>Subheading</b></p> <p>HEX: #005F72          RGB: 0, 95, 114          CMYK: 100, 17, 0, 55</p>	<p><b>Heading</b></p> <p>HEX: #33B4B4          RGB: 51, 180, 180          CMYK: 72, 0, 0, 29</p>
<p>Tint: 30%</p> <p><b>MOUNTAIN</b></p>		<p>Tint: 60%</p> <p><b>LAKESHORE</b></p>	<p>Tint: 30%</p> <p><b>RIPPLE</b></p>

**Title coloring**

The lighter 'CIWA blue' is used for headings to stand out and the darker 'Nile' blue is used for subheadings to blend fluidly into the thinner body text.

# ***TYPOGRAPHY***

# TYPOGRAPHY SYSTEM

## PRIMARY TYPEFACE

We are transitioning from Oswald to Poppins as our primary brand font for titles and quotes to enhance readability, versatility, and modern appeal. Poppins' geometric design ensures clarity and impact, offers a wide range of styles for cohesive branding, and improves accessibility with clear character distinction. It is optimized for visual impairment, dyslexia and digital performance, ensuring faster load times and better user engagement. This change supports our commitment to a contemporary, professional, and accessible brand identity.

# Our primary typeface is Poppins

### Poppins regular character set

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### Poppins bold character set

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

# TYPOGRAPHY SYSTEM

## SECONDARY TYPEFACE

We are transitioning from Lato to DM Sans for our main body text to enhance readability, legibility, and accessibility, aligning with World Bank guidelines. Lato's intricate design can hinder readability and accessibility, while DM Sans offers a clean, modern aesthetic with clear character distinction, improving the reading experience for all users. This switch supports better web performance, a cohesive typographic hierarchy, and signifies our commitment to innovation, accessibility and contemporary publishing standards.

# Our secondary typeface is DM Sans

### DM Sans regular character set

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### DM Sans bold character set

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

# ***IMAGERY***

# IMAGERY

## ✓ WHAT TO USE

CIWA uses imagery that focuses on its four areas of work within the transboundary water context in Africa. Below are some examples:



**NATURE-BASED LIVELIHOODS**



**WOMEN IN WATER**



**LIVELIHOODS**



**GROUNDWATER EXTRACTION**



**FCV CONTEXTS**



**TRANSBOUNDARY WATER BODIES**

# IMAGERY

## ✘ WHAT TO AVOID

CIWA has a number of imagery themes which it avoids such as anything with a humanitarian or cultural focus and maritime imagery.



**HANDS AND TAPS**



**WOMEN CARRYING WATER**



**MARITIME IMAGERY**



**IMAGES OF CHILDREN**



**CULTURALLY / REGIONALLY SPECIFIC IMAGERY**



**OVERLY TERRESTRIAL IMAGERY**

# ***BRAND GUIDELINES***

# TYPOGRAPHY USE CASES

## GUIDELINES

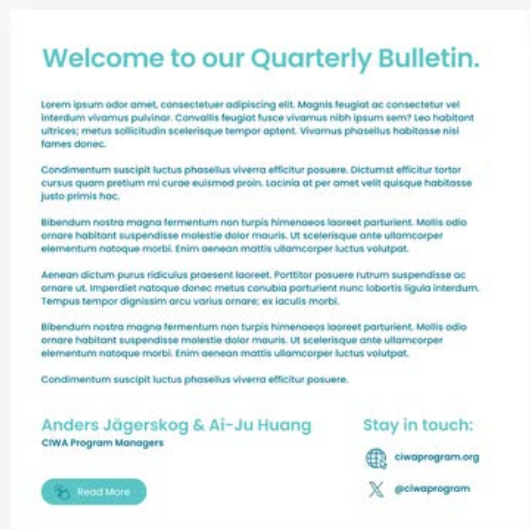
CIWA uses consistent typography in reports and frameworks for a consistent, professional look, in presentations to guide key points, in digital content, infographics, data visualization, social media graphics and web copy. This branding should be consistent across all platforms including digital, web and print.

All visual typography should use CIWA teal as the main color, Nile Blue as secondary and Lake Blue as the tertiary color



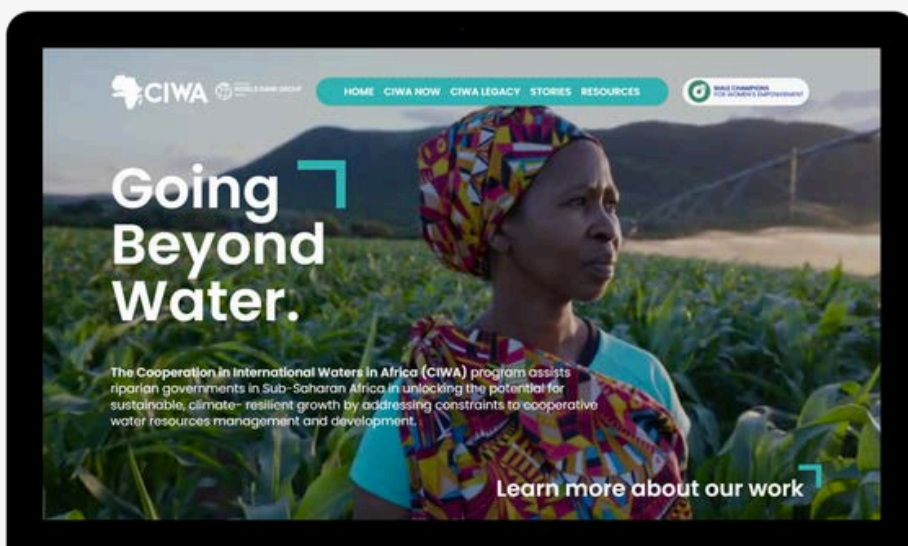
### Publications

CIWA publications use the primary CIWA color scheme with Poppins as the main typeface for titles and subtitles and DM Sans for body text and captions (see page 28 for more)



### Bulletin / Newsletter

For the Bulletin example, follow the same rules as with CIWA publications: Main title: 30pt, headings and names: 18pt, body text, job titles and contact details: 9pt



# PUBLICATION TYPOGRAPHY

## THE RULE OF 30 / 18 / 9

In CIWA publications, font sizes are standardized to ensure clarity and balance. Main titles are set at 30 points, subheadings at 18 points, and body text at 9 points. This hierarchy is guided by the principles of the golden ratio, creating a visually harmonious layout.

This rule is also applied to text spacing wherein the spacing between different text is measured using font size as distance e.g. the distance between the Main Title and Heading is a full line 30pt text and so on.

### Text Spacing

Main title

Main title

Heading

Main title

Subheading

Body

Subheading

Body

30pt Main title

18pt Heading

11pt Subheading

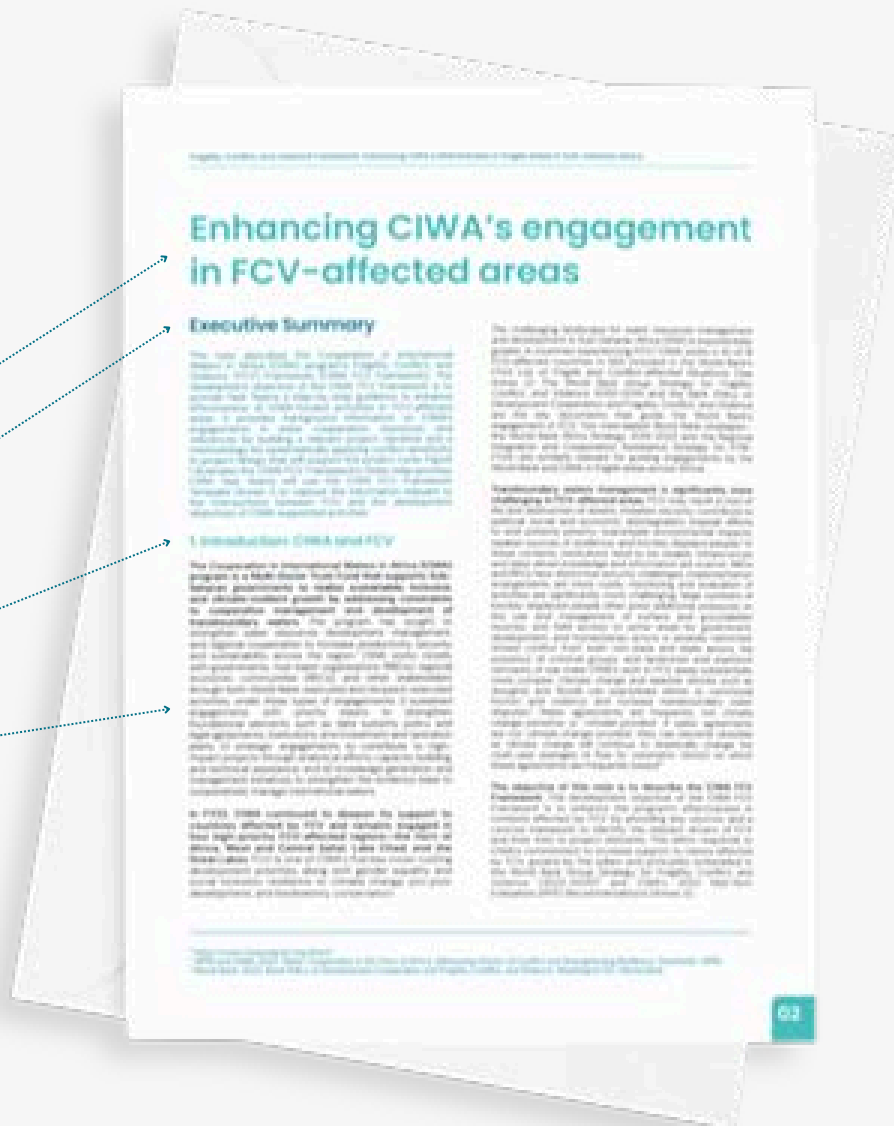
9pt Body

Heading Primary

Sub-heading Accent

Highlight body Secondary

Body



# FOCUS AREA PUBLICATION COLORS

## THE RULE OF 30 / 18 / 9

In CIWA publications that fall within one of the four focus areas, typography colors are adapted according to the color system (see pages 12 and 18). Here we use the example of the Biodiversity and Conservation focus area, however, the rules apply across the four focus colors.

All font sizes and spacing rules still apply.

HEX: #19624A

**Wetland green**

HEX: #5CAD92  
RGB: 51, 180, 180  
CMYK: 72, 0, 0, 29

HEX: #9ACBBB  
RGB: 51, 180, 180  
CMYK: 72, 0, 0, 29

Tint: 30%

Tint: 15%

Tertiary

Primary

Secondary  
(Tint: 60%)

15% and 30% tint are used as part of diagrams and for the page number box in page corners.

**Pull-out box heading**

All pull-out text should be in +40% tint of the primary color.

Heading ← ● +40% tint

Sub-heading ← ● Primary

Body ← ●

Body ← ●



Primary

# CIWA PUBLICATION INFORMATION

## CIWA ABOUT / CONTACT

In every CIWA publication, it is important to include information about CIWA and what we do. This is important for consistency and to maintain clarity as to our mission and work. This must be formatted in the same way in every product unless updated, in which case the standard copy will also be updated.

### About CIWA

The Cooperation in International Waters in Africa (CIWA) was established in 2011 and represents a partnership between the World Bank, its African partners, the European Commission, and the governments of Austria, Denmark, Norway, Sweden, the Netherlands, and the United Kingdom. CIWA supports riparian governments in Sub-Saharan Africa to unlock the potential for sustainable and inclusive growth, climate resilience, and poverty reduction by addressing constraints to cooperative management and development of international waters.

Please visit us at [www.ciwaprogram.org](http://www.ciwaprogram.org) and [www.ciwaprogram.org/fr](http://www.ciwaprogram.org/fr) or follow us on [@CIWAProgram](https://twitter.com/CIWAProgram)

### Contact details

All CIWA publications and digital products



[ciwaprogram.org](http://ciwaprogram.org)



[@CIWAProgram](https://twitter.com/CIWAProgram)



# PRESENTATIONS

## PRESENTATION STYLE

When creating presentations for CIWA, it's essential to maintain a consistent and professional style that aligns with the organization's brand identity and messaging. Here are the key guidelines to follow based on recent CIWA presentations:

### Slide Layout and Structure:

- Use a clean, structured layout that is easy to follow. Slides should be organized with clear headings and subheadings to guide the audience through the content logically.
- Limit the amount of text on each slide, focusing on key points and supporting them with visuals or bullet points. For example, in this "Niger Basin Presentation," slides effectively use bullet points and concise text to highlight key challenges and initiatives following the 46, 29, 18 rule (see overleaf).



**Example presentation**

To see an example presentation or any other content, please contact:

[ciwaprogram@worldbank.org](mailto:ciwaprogram@worldbank.org)

# PRESENTATIONS

## LAYOUT GUIDE

When creating presentations for CIWA, it's essential to maintain a consistent and professional style that aligns with the organization's brand identity and messaging. Here are the key guidelines to follow based on recent CIWA presentations:

### Slide Layout:

- Use a clean and organized structure with clear headings and bullet points. Keep text concise, focusing on key messages supported by visuals.

### Font and Typography:

- Ensure consistency in font sizes, with headings around 46 points, subheadings at 18 points, and body text at 9 points. Choose professional, easy-to-read fonts.

**46pt Heading**    **29pt Subheading**    **18pt Body**

### Sub mark

- The CIWA submark can be used to unite the various logos together and make it clear that this is a CIWA presentation.

**A Decade of cooperation on climate resilient development**

**Infrastructure**

- 26 million tCO<sub>2</sub>e can potentially be mitigated per year through the six hydropower investments influenced by CIWA (Potential & Mobilized).

	Installed capacity (MW)	Electricity generated annually (MWh/year)	Grid Emissions Factor (tCO <sub>2</sub> e/MWh)	Mitigated CO <sub>2</sub> e per year (tCO <sub>2</sub> e/year)
Kariba (Zimbabwe)	2,050	10,020,000	0.995	9,992,853
Buakuma Falls (DRC)	80	448,000	0.787	343,816
Kandouji (DRC)	130	660,000	0.578	381,480

**Mobilized**

**Institutions**

- Major influences on core Water Charters, technical capacity inclusion strategic planning and resource mobilization in every region: IGAD, NSID, NBI, OKACOM, SADC-QM, NigerBA, VBA, LIMCOM, two transfrontier conservation area management boards, OMVS, Lake Chad BC, LVBC, and others.

**Information**

- CIWA has been a core funder of the production and use of regional African river basin modeling and hydromet data utilization, groundwater information systems, and other public data tools. Analytical products have directly influenced regional investment plans (Niger CRIP, NELIP, OKACOM's MSOIA, Fomi Dam, etc) and over \$4B in WB IDA funded projects.

**Through 2012 to 2023**

- **Mobilized investments:** 19 million people benefit from CIWA influenced investments; Over US\$6B value of investments.
- **Potential investments:** 34 million people can benefit from CIWA influenced potential investments; worth over US\$11B.
- **20 Regional Institutions** supported with grants, technical assistance, and capacity building by CIWA.
- **Over 130 strategic analyses** and knowledge products used to illustrate the evidence base for cooperation and used to inform operations.

### Logos

- WB and CIWA logos are typically placed in the corner to maintain brand visibility. When co-branding with partners, ensure their logos are also included in alphabetical order.

### Pull-out boxes

- Ensure consistency in font sizes and body text is always in Nile Blue, Headings in CIWA blue and boxes in Mist or Peace

### Monochrome contrasting icons

### Footer strip

**CIWA original positioning**

**Objective:** Assist riparian governments in Sub-Saharan Africa to unlock the potential for sustainable, climate resilient growth by addressing constraints to cooperative water resources management and development

**Vision:**

- 10 year program - targeting \$200m

**Resources**

- Currently \$150m, extended to 2026
- Supported by Denmark, EU, Netherlands, Norway, Sweden, and UK

**Modalities**

- Recipient-executed (75-80%) and World Bank executed grants; Implemented by RIGs, RECs, CSOs, or Countmeins...
- Large sustained engagement on 'priority basins'
- Catalytic investments
- Regional ASA to influence policies and underpin programming

- Footer strips are included on each slide for brand recognition and are always in CIWA blue or the primary color of the corresponding focus area in the color system.

### Data Visualization:

- All data, charts and maps should use the primary CIWA colors with the four focus areas used as secondary colors if needed (see example where Fireglow Red is used as a border of the IGAD region in the map adjacent)

# PRESENTATIONS: FOCUS AREAS

## GUIDELINES

In CIWA presentations that fall within one of the **four focus areas**, typography colors are adapted according to the color system (see pages 12, 18 and 29). Here, we use the example of the **Biodiversity and Conservation** focus area, however, the same rules apply across the four focus colors with regards to tint and the use of primary, secondary and tertiary colors.

All font sizes and spacing rules still apply.

**Primary**    **Secondary**    **Tertiary**    **Tint 30%**

**Introduction & Background**  
FY23

- In **FY23**, CIWA conducted an **assessment of its biodiversity work**, which concluded that CIWA operations already supported a range of **biodiversity-related activities in SSA**.
- The **CIWA program**, through its projects and initiatives, already supports a range of **biodiversity-related activities in Sub-Saharan Africa**.
- The CIWA Program also provides a **platform or mechanism for transboundary water resource management**.
- Based on **progress made with the implementation of the CIWA Program to date**, there is an opportunity to develop an **integrated approach to embed biodiversity conservation considerations** in a more structured way into the design and implementation of activities and initiatives.
- The development of a **Biodiversity Framework** should be carried out to guide actions in this regard.

**Wetland green**

HEX: #19624A    **Tertiary**

HEX: #5CAD92  
RGB: 51, 180, 180  
CMYK: 72, 0, 0, 29    **Primary**

HEX: #9ACBBB  
RGB: 51, 180, 180  
CMYK: 72, 0, 0, 29    **Secondary (Tint: 60%)**

Tint: 30%    **Tints**

Tint: 15%

**Monochrome contrasting icons (primary)**    **Tint 15%**    **Rounded images**

**Purpose of the CIWA Biodiversity Framework**

CIWA is exploring ways to better align its **transboundary water cooperation efforts with biodiversity conservation goals**.

- Identifying opportunities** at the intersection of transboundary water management and freshwater biodiversity conservation.
- Catalyzing finance** to invest in natural capital and nature-based solutions to protect, sustainably manage, and restore natural or modified ecosystems that address challenges faced by men, women, and other vulnerable populations.
- This framework provides **central task teams tools** to enhance projects and monitor performance.

**Framework objective**

- The **objective of this Framework** is to align CIWA's transboundary water cooperation efforts with biodiversity conservation goals, including identifying opportunities at the intersection of transboundary water management and freshwater biodiversity conservation.

**Tint 30%**    **Primary**    **Primary**

# CO-BRANDING

## GUIDELINES

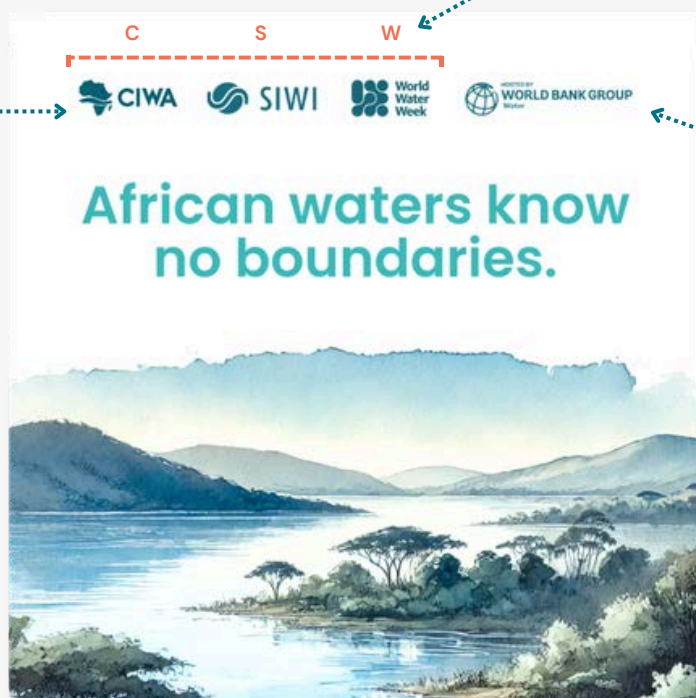
Co-branding is vital for CIWA because its mission is deeply collaborative, involving numerous River Basin Organizations (RBOs), institutions, governments, and organizations across multiple countries and sectors. Given this cooperative approach, co-branding visibly represents the collective effort behind CIWA's initiatives, reinforcing the importance of working together to manage Africa's shared water resources.

### Logo color

When CIWA produces a graphic or visual, where possible, harmonize the color of all logos. In this case, 'Nile Blue' has been used. If this is not possible, use full color across the board.

### Logo order

It is important to order the partners / stakeholders in alphabetical order so as to maintain non-partisanship.



### WBG representation

It is important to always indicate that the CIWA program is hosted by World Bank Water by use of the WB water logo

## THE IMPORTANCE OF CO-BRANDING IN CIWA'S VISUAL COMMUNICATIONS

CIWA often engages in multi-stakeholder and multilateral events, where careful design of the mix of partner logos is crucial. Displaying these logos together highlights unity and shared responsibility, ensuring all contributions are recognized. This approach builds trust, fosters partnerships, and reinforces CIWA's role in cooperative efforts for sustainable water management across Africa.

# BLOG-WRITING GUIDELINES

## FOCUS AND THEMES

CIWA's blog content should focus on key themes in Sub-Saharan Africa, including cooperative transboundary water management, gender equality, social inclusion, data initiatives, biodiversity, FCV, and economic development for public goods, climate resilience, and conflict prevention. Blogs can use reports from meetings or conferences to explore these topics, especially highlighting the importance of cooperative water management.

## AUDIENCE ENGAGEMENT

Readers should not be assumed to be subject matter experts. The blogs should include practical insights or anecdotes that resonate with readers, avoiding a heavy focus on technical points or principles. The goal is to engage readers through relatable and accessible content.

## STRUCTURE AND LENGTH

Subheadings should be added every two or three paragraphs to break up the text and guide readers through the main messages. The word count should be kept between 800 and 1,000 words to ensure the content remains concise and engaging, as longer pieces risk losing reader interest before the conclusion.

## STYLE AND TONE

Blogs should be written in a conversational and personal style, adhering to the brand's tone as outlined in the CIWA brand guide. The language should be plain (American) English, and jargon should be avoided. As many readers are not native English speakers, clarity is key. Abbreviations and acronyms can be used, but they should be fully spelled out at least twice in the blog, especially at the first mention.

## VISUAL AND MULTIMEDIA CONTENT

To enhance the narrative, quotes, graphics, charts, or photos can be used to complement the text. Any quotes should be approved by the person being quoted, and graphics and photos should be properly sourced, captioned, and credited. CIWA's private Flickr account is available for sourcing images, and new visuals are continuously being uploaded as field projects progress.



HOME CIWA NOW CIWA LEGACY STORIES RESOURCES



EN FR

### Dr. Fafatou Fofana: Hydrologist and advocate for data tools for regional cooperation

Posted in: [Blog](#) on 10 March 2025



# SOCIAL MEDIA

## GUIDELINES

CIWA’s blog content should focus on key themes in Sub-Saharan Africa, including cooperative transboundary water management, gender equality, social inclusion, data initiatives, biodiversity, FCV, and economic development for public goods, climate resilience, and conflict prevention. Blogs can use reports from meetings or conferences to explore these topics, especially highlighting the importance of cooperative water management.

### Emoji

CIWA uses emoji’s in each post to convey approachability and as a general visual aid

### Tagging

In addition to keywords, CIWA uses various campaign hashtags and it is important to sort content using these tags.

The evergreen tags for CIWA’s thematic content are:

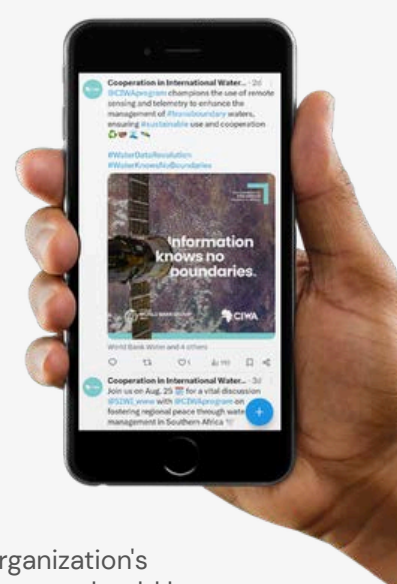
- #BiodiversityKnowsNoBoundaries
- #EqualityKnowsNoBoundaries
- #ClimateKnowsNoBoundaries
- #PeaceKnowsNoBoundaries

### Graphic text

The text on CIWA’s X graphics is always white. Sometimes with key words highlighted in an underlayer of CIWA blue or Aquifer Blue

### Logos

When adding logos onto social media graphics, always use white when overlaying on photos and darker colors and full color on light or white backgrounds.



### CIWA’s social media voice

CIWA’s social media voice should be authoritative yet approachable, reflecting the organization’s expertise and commitment to addressing critical water management challenges. The tone should be informative, emphasizing the importance of CIWA’s work while conveying a sense of urgency and responsibility. Posts should be engaging, using clear language and relevant hashtags to connect with a broad audience. Whenever appropriate, incorporate visual elements like emojis to enhance relatability and capture attention. Overall, the content should inspire action and collaboration, aligning with CIWA’s mission to foster sustainable water management across Africa.

# CIWA RESOURCES

## LIST OF SOURCES OF CIWA PRODUCTS FOR EXAMPLES OF VISUAL IDENTITY

CIWA Annual Report 2025



CIWA Bulletin / Newsletter



CIWA 2.0



## CIWA FRAMEWORKS

CIWA GESI Framework



CIWA FCV Framework



CIWA Biodiversity Framework



CIWA Climate Assessment



Water Data Revolution





# FIND US



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