

A map of Southern Africa, including Zambia, Zimbabwe, and parts of Botswana, Malawi, and South Africa. The map is overlaid with a teal color. Major cities like Lusaka, Kitwe, and Bulawayo are marked. Rivers such as the Zambezi, Save, and Limpopo are shown. Lakes like Bangweulu, Kariba, and Makgadikgadi are labeled. The title 'Brand Toolkit' is prominently displayed in the center.

# Brand Toolkit

2025 Update

Cooperation in International  
Waters in Africa (CIWA)



HOSTED BY  
WORLD BANK GROUP  
Water









## 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)



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**CIWA fosters  
international water  
cooperation to drive  
sustainable, climate-  
resilient growth  
across Africa's shared  
river basins.**



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# Brand Pillars



# Brand Pillars

## 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 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

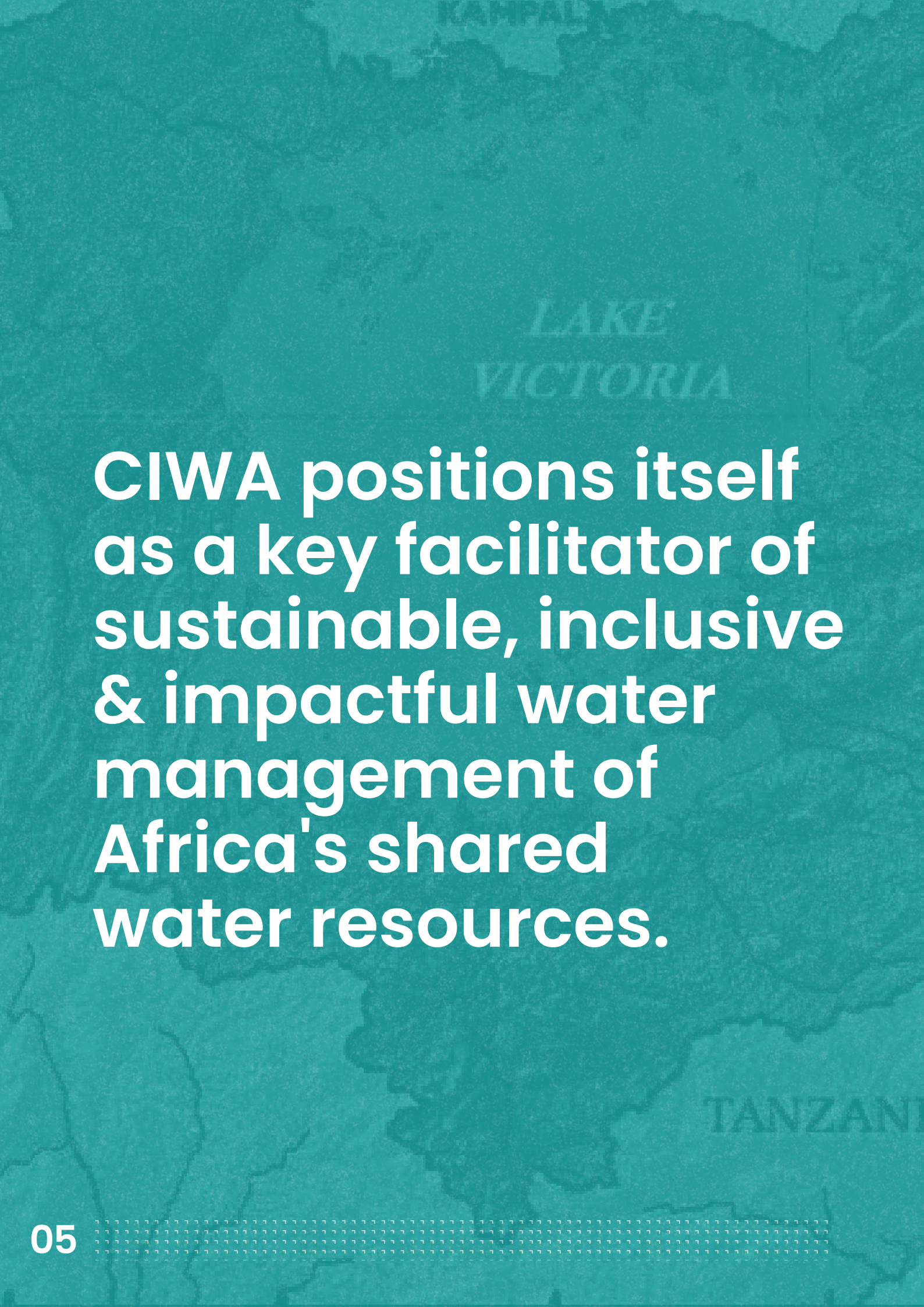
CIWA commits to sustainable practices, balancing economic, social, and environmental needs to protect water resources and biodiversity for future generations. By promoting long-term solutions and responsible water use, we ensure that our efforts contribute to the enduring health and prosperity of communities,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

## Inclusion

In Africa's transboundary waters, inclusive approaches, 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.

## 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.



**CIWA positions itself  
as a key facilitator of  
sustainable, inclusive  
& impactful water  
management of  
Africa's shared  
water resources.**



# The CIWA logo

CIWA's current logo mark emphasises CIWA's transboundary work and the idea of cooperating across African borders.



## Tagline

The 'Going Beyond Water' tagline emphasises the cross-cutting themes addressed by CIWA that go beyond just water management

## Sub mark

The CIWA submark signifies the transcending of borders through development and progress

The image shows the CIWA tagline 'Going Beyond Water.' in a large, bold, teal, sans-serif font. A dotted arrow points from the text 'The CIWA tagline' to the tagline. A dashed line and a teal corner bracket are also present, indicating the tagline's placement within a larger design context.

Going Beyond Water.

The CIWA tagline





# Logo contrast

## Guidelines

To maintain brand integrity and visibility, use the appropriate CIWA logo for different background colors:

- **Dark Backgrounds:** Use only the white logo and white text on dark backgrounds (e.g., Nile Blue, CIWA Teal) to ensure visibility.
- **Light Backgrounds:** Use a combination of the CIWA Teal or Nile Blue CIWA logo and Nile Blue World Bank logo on light backgrounds (e.g., Perfect White and misty Blue) for clear contrast.
- **Colored Backgrounds:** Choose the logo color that offers high contrast. For example, use a white logo on deep blue or the Nile Blue dark logo on light backgrounds.
- **Gradient/Complex Backgrounds:** Simplify by placing the logo in a solid color box that contrasts with the background. CIWA does not use multi-color gradients on its visual material.

**Consistency:** In a single publication, presentation or visual product, apply the logo color consistently across pages / slides to maintain a cohesive visual identity.



# Logo contrast

## Typography and logo use / 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

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.



# 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 teal logo on white or light backgrounds and the white logo on darker, CIWA-themed backgrounds.

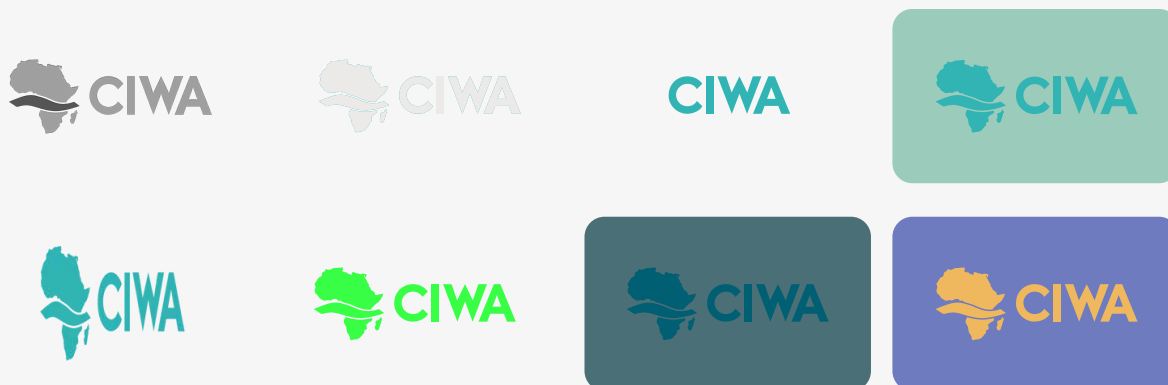
## Dont's

- **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 cases



## Examples of logo misuse







0 50 100 km

Niger

Diffa Komadugu-Yobe

Lake

NE

adejia

Alkali

Gubio

Maiduguri

SW

Ngada

Yedseram

# Color System





# 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 teal**' 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 teal**' in supporting elements such as subheadings, boxes and pullout text.

'**Lake blue**' is the logo and submark accent, to stand out and enhance brand recognition, while '**Peace**' provides subtle highlights for backgrounds, pullouts, and quotes. This palette, based on color theory, evokes balance and trust, ensuring CIWA communications are visually cohesive, accessible, and aligned with the organization's mission.

### Main color

**CIWA teal**

HEX: #33B4B4  
RGB: 51, 180, 180  
CMYK: 72, 0, 0, 29

### Secondary color

**Nile blue**

HEX: #005F73  
RGB: 0, 95, 114  
CMYK: 100, 17, 0, 55

### Logo accent

**Lake blue**

HEX: #82D4D4  
RGB: 130, 212, 212  
CMYK: 39, 0, 0, 17

### Secondary accent

**Peace**

HEX: #E3EDED  
RGB: 227, 237, 237  
CMYK: 4, 0, 0, 7

# 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.
- **Optimist Yellow** 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.

Fragility, Conflict & Violence	Climate Resilience	Biodiversity & Conservation	Gender & Social Inclusion
<b>Fireglow red</b> HEX: #F27052 RGB: 242, 112, 82 CMYK: 0, 54, 66, 5	<b>Optimist yellow</b> HEX: #33B4B4 RGB: 239, 184, 94 CMYK: 0, 23, 61, 6	<b>Wetland green</b> HEX: #33B4B4 RGB: 51, 180, 180 CMYK: 72, 0, 0, 29	<b>Integrity blue</b> HEX: #445399 RGB: 68, 83, 153 CMYK: 56, 46, 0, 40
HEX: #F4A694 RGB: 244, 166, 148 CMYK: 0, 32, 39, 4	HEX: #F2D19B RGB: 242, 209, 155 CMYK: 0, 14, 36, 5	HEX: #9ACBBB RGB: 154, 203, 187 CMYK: 24, 0, 8, 20	HEX: #8C95BF RGB: 229, 27, 65 CMYK: 27, 22, 0, 25
Tint: 30%	Tint: 30%	Tint: 30%	Tint: 30%
Tint: 15%	Tint: 15%	Tint: 15%	Tint: 15%



# 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.

"Misty Blue" 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.

### Primary neutral

## Perfect white

HEX: #F0EEEE  
RGB: 240, 238, 238  
CMYK: 0, 1, 1, 6

### Secondary neutral

## Misty blue

HEX: #E6EDED  
RGB: 230, 237, 237  
CMYK: 3, 0, 0, 7

### Body text

HEX: #000000  
RGB: 0, 0, 0  
CMYK: 100, 100, 100, 100

Tint: 60%

### Digital

Tint: 30%

### Mountain

### Text coloring

Black is used for main body text on all published documents in line with World Bank guidelines.

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.

### Subheading

HEX: #005F72  
RGB: 0, 95, 114  
CMYK: 100, 17, 0, 55

Tint: 60%

### Lakeshore

Tint: 30%

### Ripple

### Heading

HEX: #33B4B4  
RGB: 51, 180, 180  
CMYK: 72, 0, 0, 29

### Title coloring

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

# Focus area colors

## Logo and typography

The CIWA logo should always be adapted to publications and products that fall under the four CIWA focus areas and the logo color should reflect this. Body text shall remain black.

### Dark backgrounds

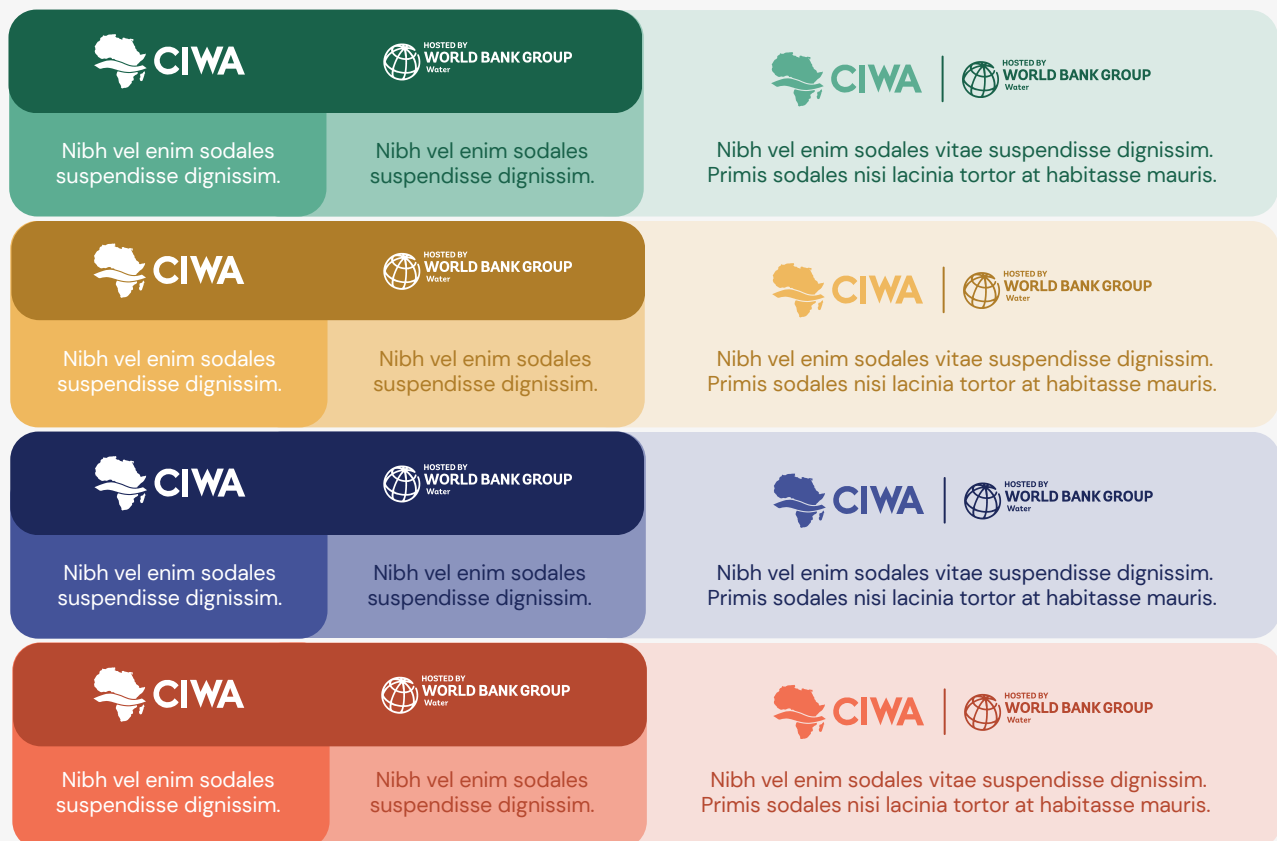
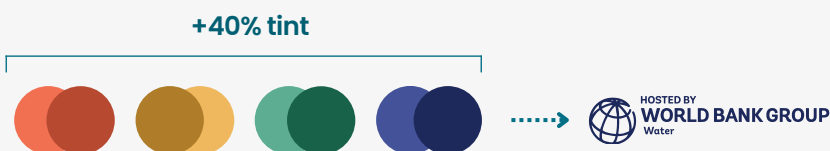
On dark backgrounds of all color, the CIWA and WB logos shall remain white at all times.

### Light / white backgrounds

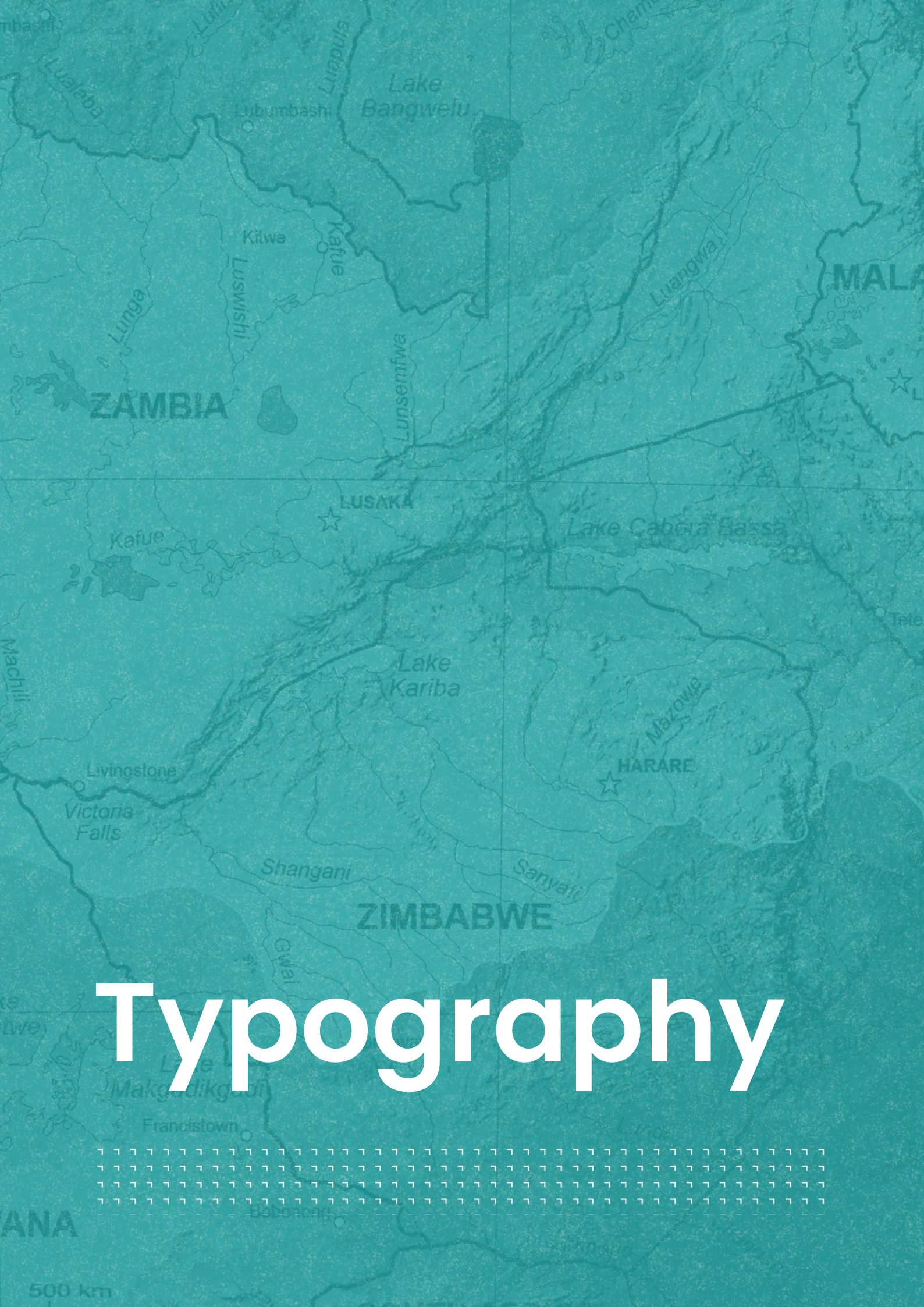
On light and white backgrounds, the CIWA logo will reflect the primary 100% version of each focus area color (e.g. Wetland Green, Optimist Yellow etc).

### World Bank Group logo

The World Bank Group logo should always be in a +40% tinted version of the focus area primary color







# 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

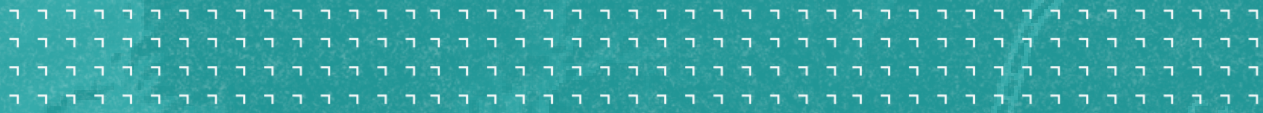


Terrestrial imagery





# 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

## Welcome to our Quarterly Bulletin.

lorem ipsum odor amet, consectetur adipiscing elit. Magnis feugiat ac consectetur vel interdum vivamus pulvinar. Convallis feugiat fusce vivamus nibh ipsum sem? Leo habitant ultrices, metus sollicitudin scelerisque tempor aptent. Vivamus phasellus habitasse nisi fames donec.

Conditum suscipit luctus phasellus viverra efficitur posuere. Dictumst efficitur tortor cursus quam pretium mi curae euismod proin. Lacinia at per amet velit quisque habitasse justo primis hac.

Bibendum nostra magna fermentum non turpis himenaeos laoreet parturient. Mollis odio ornare habitant suspendisse molestie dolor mauris. Ut scelerisque ante ullamcorper elementum natoque morbi. Enim aenean mattis ullamcorper luctus volutpat.

Aenean dictum purus ridiculus praesent laoreet. Partitur posuere rutrum suspendisse ac ornare ut. Imperdiet natoque donec metus conubia parturient nunc lobortis ligula interdum. Tempus tempor dignissim arcu varius ornare; ex iaculis morbi.

Bibendum nostra magna fermentum non turpis himenaeos laoreet parturient. Mollis odio ornare habitant suspendisse molestie dolor mauris. Ut scelerisque ante ullamcorper elementum natoque morbi. Enim aenean mattis ullamcorper luctus volutpat.

Conditum suscipit luctus phasellus viverra efficitur posuere.

Anders Jägerskog & Ai-Ju Huang  
CIWA Program Managers

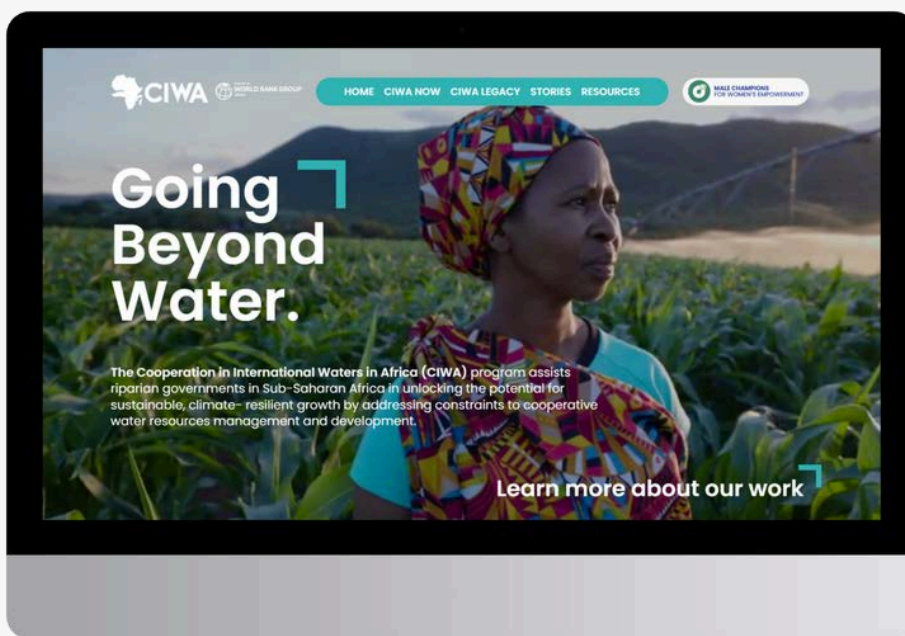
Stay in touch:

[ciwaprogram.org](https://ciwaprogram.org)  
[@ciwaprogram](https://twitter.com/ciwaprogram)

[Read More](#)

## 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

### Heading

### Subheading

### Body

### Body

30pt Main title

18pt Heading

11pt Subheading

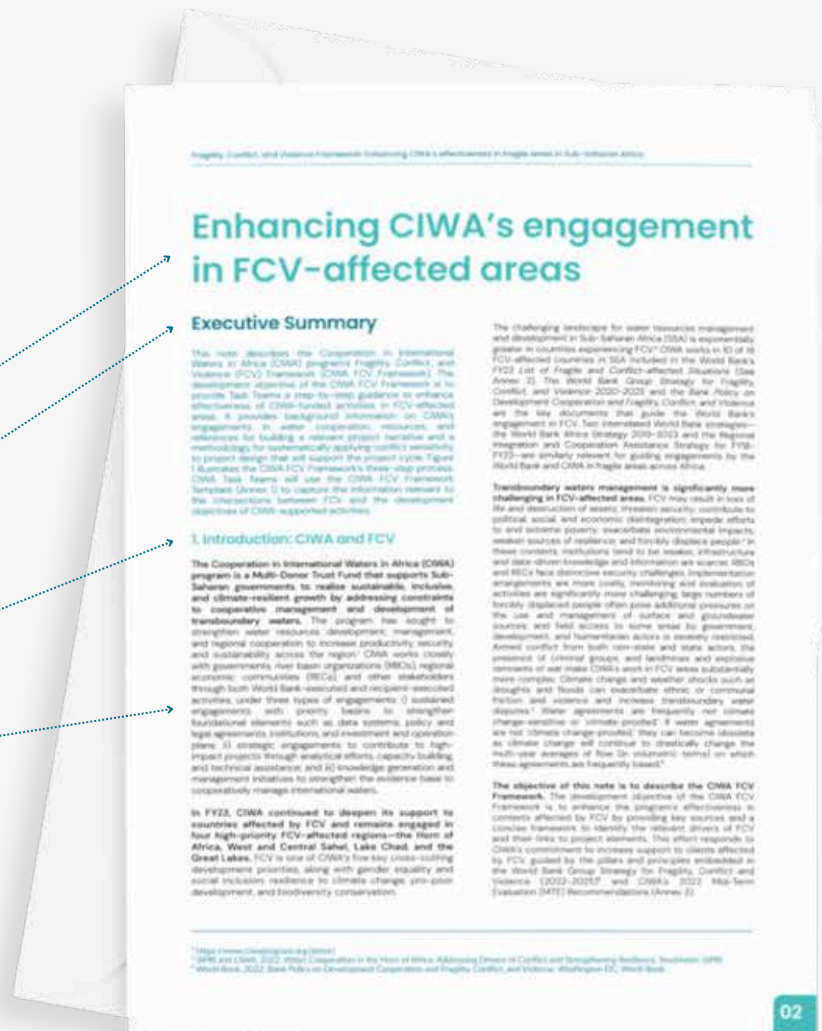
9pt Body

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.

**Wetland green**

HEX: #19624A

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%

**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** ← ●

**Tertiary**

**Primary**

**Secondary**  
(Tint: 60%)

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

# 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)





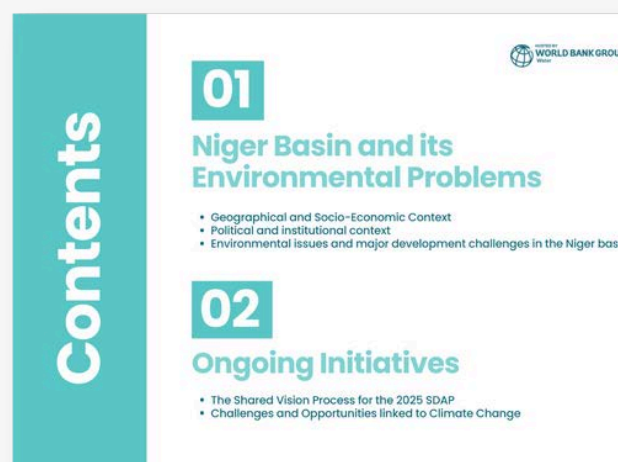
# Presentations

## 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**

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

**Infrastructure**

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

	Installed capacity (MW)	Electricity generated annually (GWh/year)	Grid Emissions Factor (tCO <sub>2</sub> /kWh)	Mitigated CO <sub>2</sub> per year (tCO <sub>2</sub> /year)
<b>Mobilized</b>				
Kariba Rehab	2,130	10,035,000	0.995	8,992,853
Rusumo Falls	80	448,000	0.767	343,616
Kandooj	130	660,000	0.578	381,480

**Institutions**

- Major influences on core Water Charters, technical capacity inclusion, strategic planning and resource mobilization in every region: IGAD, NEB, NEI, OKACOM, SADC-OMI, 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.

**Sub mark**

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

**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 Teal and boxes in Misty Blue 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 \$165m; extended to 2026
- Supported by Denmark, EU, Netherlands, Norway, Sweden, and UK

**Modalities**

- Recipient-executed (75-80%) and World Bank executed grants; Implemented by RBOs, RECs, CSOs, or Countries...
- Large sustained engagement in '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 teal 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

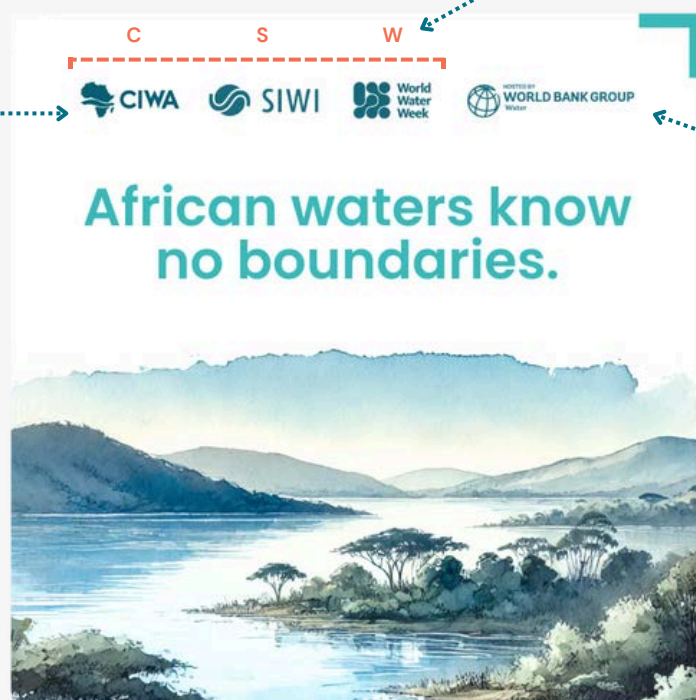
Co-branding is vital for CIWA because its mission is deeply collaborative, involving numerous River Basin Organizations (RBOs), institutions, governments, and organizations across multiple countries and sectors. Given this cooperative approach, co-branding visibly represents the collective effort behind 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

### Submark unity

Inclusion of the CIWA submark to tie all of the stakeholders together under the 'Going Beyond Water' ethos

## 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



### Mfundo Macanda: Developing climate- smart agriculture in the Eastern Cape

Posted in: Blog on 15 May 2024



# 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:

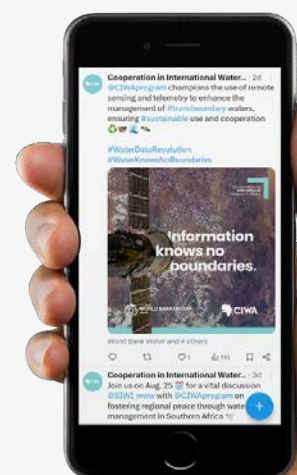
- #BiodiversityKnowsNoBoundaries
- #EqualityKnowsNoBoundaries
- #ClimateKnowsNoBoundaries
- #PeaceKnowsNoBoundaries

### Graphic text

The text on CIWA's X graphics is always white. Sometimes with key words highlighted in an underlayer of CIWA Teal or Lake Blue

### Logos

When adding logos onto social media graphics, always use white when overlaying on photos and darker colors and full colour 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 2024



[Link](#)

CIWA Bulletin / Newsletter



[Link](#)

CIWA Theory of Change



[Link](#)

## CIWA Frameworks

CIWA GESI Framework



[Link](#)

CIWA FCV Framework



[Link](#)

CIWA Biodiversity Framework



[Link](#)

CIWA GESI Framework



[Link](#)









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



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