

Brand toolkit



Cooperation in International Waters in Africa

Updated: July 2024

Going
beyond
water.



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



CIWA Comms Lead cdurand@worldbankgroup.org

CIWA Comms Specialist jbrunton@worldbankgroup.org



ciwaprogram.org



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





What is CIWA?

With **90 percent of the water in Africa** falling within **63 river basin catchments** crossed by multiple borders, political, technical, and institutional barriers lead to inefficient water use, environmental degradation, and conflicts over water rights. Additionally, climate change exacerbates water scarcity and variability, threatening the livelihoods of millions and increasing the vulnerability of marginalized and fragile communities. Without coordinated efforts and innovative solutions, the potential for sustainable growth, poverty reduction, and climate resilience in the region remains largely untapped.

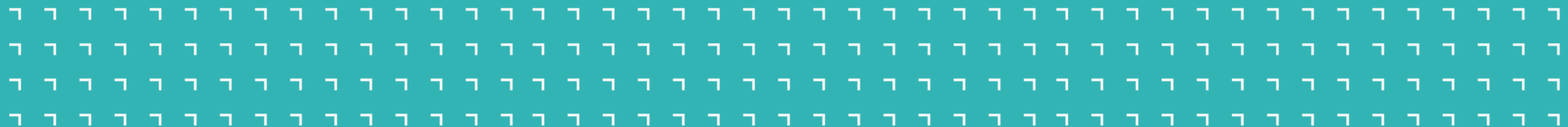
CIWA addresses these problems by **fostering cooperation among riparian nations**, building institutional capacity, promoting equitable water management, and supporting sustainable water infrastructure development.



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



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 and impactful water management in Africa's transboundary waters.



Logo



The CIWA logo

CIWA's current logo mark emphasis 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



Logo mark

Word mark

Sub mark

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

Going Beyond Water

The CIWA tagline



Download all CIWA logo variations here



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.



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. Taciti primis adipiscing lacinia sagittis orci purus mollis felis. Eu nibh fermentum potenti, arcu litora sem ut. Cras id mi aptent, eleifend quam interdum eget.



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. Taciti primis adipiscing lacinia sagittis orci purus mollis felis. Eu nibh fermentum potenti, arcu litora sem ut. Cras id mi aptent, eleifend quam interdum eget.



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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.

Don'ts

- **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.

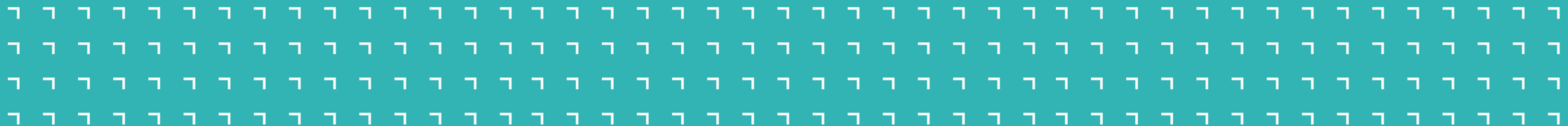
Correct logo use cases



Examples of logo misuse



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.

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



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

Body text

HEX: #000000
RGB: 0, 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.

Secondary neutral

Misty blue

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

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

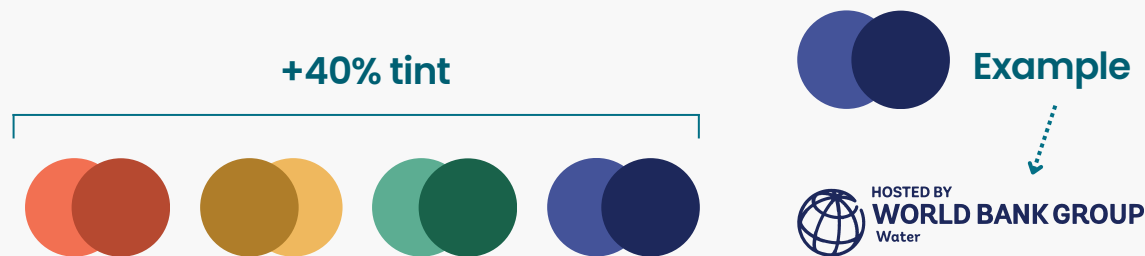
On dark backgrounds of all color, the CIWA and WB logos shall remain white at all times.

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 (see below)



Fragility, Conflict & Violence

CIWA | HOSTED BY WORLD BANK GROUP Water

CIWA | HOSTED BY WORLD BANK GROUP Water

Nibh vel enim sodales vitae suspendisse dignissim quis. Primis sodales nisi lacinia tortor at habitasse mauris.

Climate Resilience

CIWA | HOSTED BY WORLD BANK GROUP Water

CIWA | HOSTED BY WORLD BANK GROUP Water

Nibh vel enim sodales vitae suspendisse dignissim quis. Primis sodales nisi lacinia tortor at habitasse mauris.

Biodiversity & Conservation

CIWA | HOSTED BY WORLD BANK GROUP Water

CIWA | HOSTED BY WORLD BANK GROUP Water

Nibh vel enim sodales vitae suspendisse dignissim quis. Primis sodales nisi lacinia tortor at habitasse mauris.

Gender & Social Inclusion

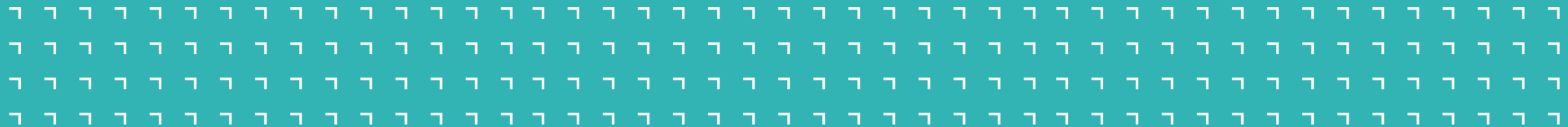
CIWA | HOSTED BY WORLD BANK GROUP Water

CIWA | HOSTED BY WORLD BANK GROUP Water

Nibh vel enim sodales vitae suspendisse dignissim quis. Primis sodales nisi lacinia tortor at habitasse mauris.



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

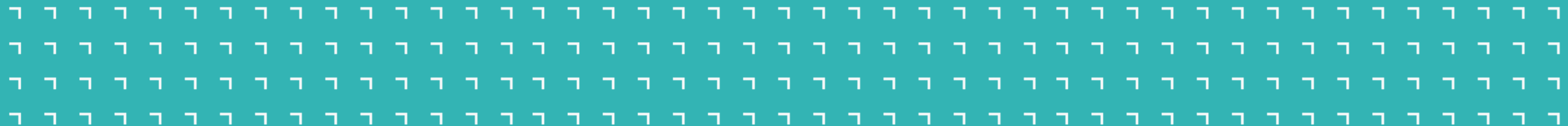
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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:



Groundwater extraction



Nature-based livelihoods

FCV contexts



Transboundary water bodies

Women in Water



Livelihoods



Imagery

✘ What not to use

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



Images of children



Women carrying water

Hands and taps



Culturally / regionally specific imagery

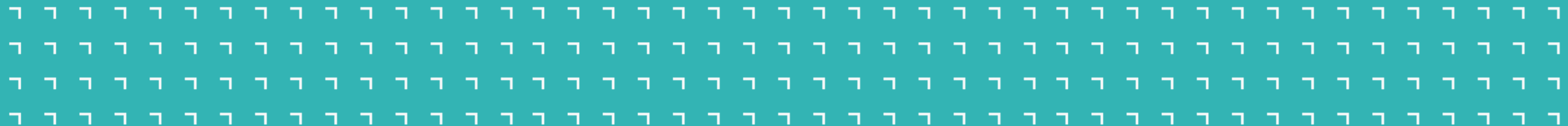
Terrestrial imagery



Maritime imagery



Brand guidelines

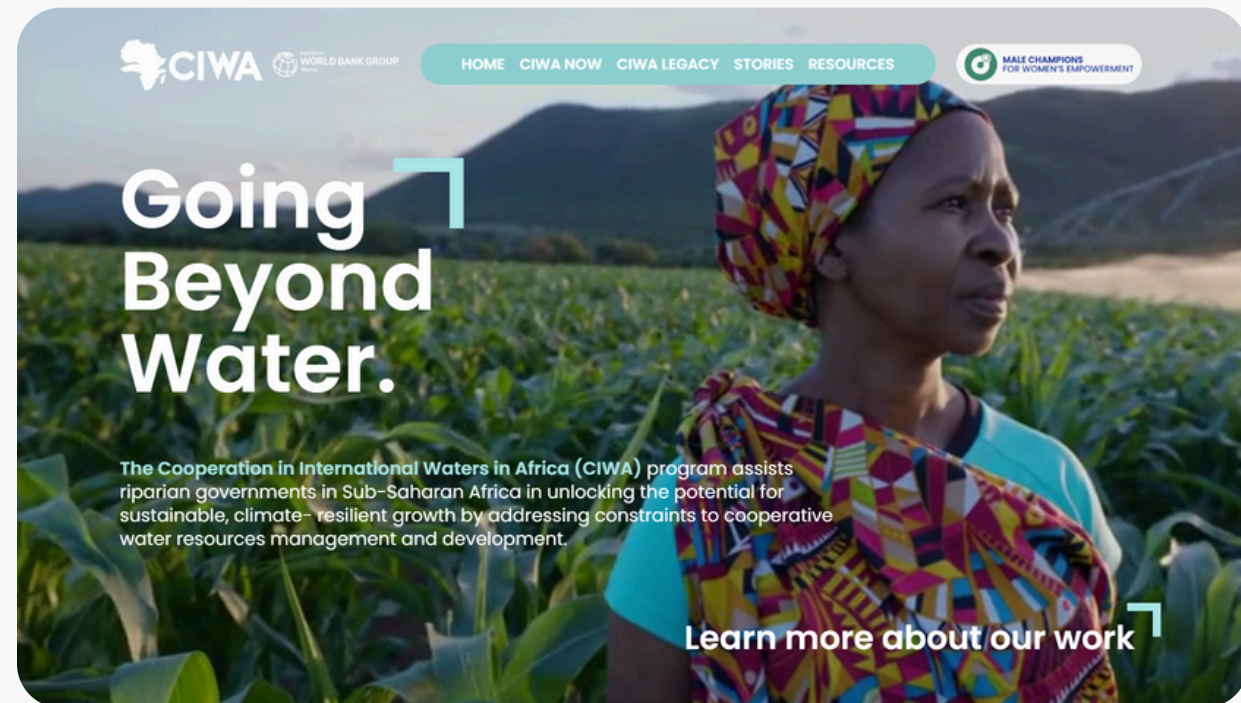


Typography use cases

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)

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. Portitor 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

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

[Read 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

Fragility, Conflict, and Violence Framework: Enhancing CIWA's effectiveness in fragile areas in Sub-Saharan Africa

Enhancing CIWA's engagement in FCV-affected areas

Introduction:

This note describes the Cooperation in International Waters in Africa (CIWA) program's Fragility, Conflict, and Violence (FCV) Framework. The objective of the CIWA FCV Framework is to provide World Bank Task Teams step-by-step guidance to enhance effectiveness of CIWA-funded activities in FCV-affected areas. It provides background information on CIWA's engagements in water cooperation, resources, and references for building a relevant project narrative and a methodology for systematically applying conflict sensitivity to project design. Figure 1 illustrates the CIWA FCV Framework's three-step process. CIWA Task Teams will use the CIWA FCV Framework Template (Annex 1) to capture the information relevant to the intersection between FCV and the development objectives of CIWA's operations.

The challenging landscape for water resources management and development (WRM/D) in SSA is exponentially greater in countries experiencing FCV.¹ CIWA works in many FCV-affected countries in SSA included in the World Bank's FY24 List of Fragile and Conflict-affected Situations (See Annex 2). The World Bank Group Strategy for Fragility, Conflict, and Violence 2020-2025 and the Bank Policy on Development Cooperation and Fragility, Conflict, and Violence are the key documents that guide the World Bank's engagement in FCV.

Transboundary waters management is significantly more challenging in FCV-affected areas. FCV may result in loss of life and destruction of assets; threaten security; contribute to political, social, and economic disintegration; impede efforts to end extreme poverty; exacerbate environmental impacts; weaken sources of resilience; and forcibly displace people.² FCV has a different impact on women, men, girls, and boys with women and girls tending to be impacted more negatively. FCV tends to exacerbate gender disparities in education, health, economic participation, voice, and agency. It can also result in higher levels of gender-based violence against women and girls both in conflict and post-conflict situations. In these contexts, institutions tend to be infrastructure- and data-driven knowledge and information are scarcer; RBOs and RECs face distinctive security challenges; implementation arrangements are more costly; monitoring and evaluation of activities are significantly more challenging; large numbers of forcibly displaced people often pose additional pressures on the use and management of surface and groundwater sources, and field access to some areas by government, development, and humanitarian actors is severely restricted. Armed conflict from both non-state and state actors, the presence of criminal groups, and landmines and explosive remnants of war make CIWA's work in FCV areas substantially more complex. Climate change and weather shocks such as droughts and floods can exacerbate ethnic or communal friction and violence and increase transboundary water disputes.³ Water agreements are frequently not climate change-sensitive or 'climate-proofed'. If water agreements are not climate-proofed, they can become obsolete as climate change will continue to drastically change the multi-year averages of flow (in volumetric terms) on which these agreements are frequently based.

1. CIWA and FCV

CIWA is a Multi-Donor Trust Fund that supports Sub-Saharan Africa's (SSA) governments to realize sustainable, inclusive, and climate-resilient growth by addressing constraints to cooperative management and development of transboundary waters. The program strengthens water resources development, management, and regional cooperation to increase productivity, security, and sustainability across the region.⁴ CIWA works closely with governments, river basin organizations (RBOs), regional economic communities (RECs), and other stakeholders through both World Bank-executed and recipient-executed activities, under three types of engagements: i) sustained engagements with priority basins to strengthen foundational elements such as data systems, policy and legal agreements, institutions, and investment and operation plans; ii) strategic engagements to contribute to high-impact projects through analytical efforts, capacity building, and technical assistance; and iii) knowledge generation and management initiatives to strengthen the evidence base to cooperatively manage international waters.

CIWA continued to deepen its support to countries affected by FCV and remains engaged in four high-priority FCV-affected regions—the Horn of Africa, West and Central Sahel, Lake Chad, and the Great Lakes. FCV is one of CIWA's key cross-cutting development priorities, along with gender equality and social inclusion, resilience to climate change and biodiversity conservation. There is direct but complex interplay between FCV, GESI, climate change, and biodiversity that requires uniloed approaches to development, and transboundary WRM/D exists at the intersection of these. In particular, GESI is a central platform of CIWA's work. This Framework therefore recognizes that women and other vulnerable populations tend to be more negatively affected in FCV contexts and are often underutilized change agents in FCV.

The objective of CIWA's FCV Framework is to enhance the program's effectiveness in contexts affected by FCV by providing key resources and a concise framework to identify the relevant drivers of FCV and their links to project elements, manage and minimize risks throughout operations lifetime, and do no harm. This effort responds to CIWA's commitment to increase support to clients affected by FCV, guided by the pillars and principles embedded in the World Bank Group Strategy for Fragility, Conflict and Violence (2020-2025).⁵

¹ <https://www.ciwaprogram.org/about/>

² SIPRI and CIWA 2022. Water Cooperation in the Horn of Africa: Addressing Drivers of Conflict and Strengthening Resilience. Stockholm: SIPRI.

³ World Bank 2022. Bank Policy on Development Cooperation and Fragility, Conflict, and Violence. Washington DC: World Bank International Crisis.

⁴ International Crisis Group, 2022. Investing in Climate Adaptation and Resilience as a Bulwark Against Conflict. New York, ICG.

⁵ Bouquet, Franck and Sara, Jennifer, 2020. Breaking the vicious circle of fragility and water insecurity. Washington DC: World Bank.

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.

Main title

Main title

Heading

Main title

Subheading

Subheading

Body

Subheading

Body

30pt Main title

18pt Heading

11pt Subheading

9pt Body

Fragility, Conflict, and Violence Framework: Enhancing CIWA's effectiveness in fragile areas in Sub-Saharan Africa

Enhancing CIWA's engagement in FCV-affected areas

Introduction:

This note describes the Cooperation in International Waters in Africa (CIWA) program's Fragility, Conflict, and Violence (FCV) Framework. The objective of the CIWA FCV Framework is to provide World Bank Task Teams step-by-step guidance to enhance effectiveness of CIWA-funded activities in FCV-affected areas. It provides background information on CIWA's engagements in water cooperation, resources, and references for building a relevant project narrative and a methodology for systematically applying conflict sensitivity to project design. Figure 1 illustrates the CIWA FCV Framework's three-step process. CIWA Task Teams will use the CIWA FCV Framework Template (Annex 1) to capture the information relevant to the intersection between FCV and the development objectives of CIWA's operations.

The challenging landscape for water resources management and development (WRM/D) in SSA is exponentially greater in countries experiencing FCV.¹ CIWA works in many FCV-affected countries in SSA included in the World Bank's FY24 List of Fragile and Conflict-affected Situations (See Annex 2). The World Bank Group Strategy for Fragility, Conflict, and Violence 2020-2025 and the Bank Policy on Development Cooperation and Fragility, Conflict, and Violence are the key documents that guide the World Bank's engagement in FCV.

Transboundary waters management is significantly more challenging in FCV-affected areas. FCV may result in loss of life and destruction of assets; threaten security; contribute to political, social, and economic disintegration; impede efforts to end extreme poverty; exacerbate environmental impacts; weaken sources of resilience; and forcibly displace people.² FCV has a different impact on women, men, girls, and boys with women and girls tending to be impacted more negatively. FCV tends to exacerbate gender disparities in education, health, economic participation, voice, and agency. It can also result in higher levels of gender-based violence against women and girls both in conflict and post-conflict situations. In these contexts, institutions tend to be infrastructure and data-driven knowledge and information are scarcer; RBOs and RECs face distinctive security challenges; implementation arrangements are more costly; monitoring and evaluation of activities are significantly more challenging; large numbers of forcibly displaced people often pose additional pressures on the use and management of surface and groundwater sources, and field access to some areas by government, development, and humanitarian actors is severely restricted. Armed conflict from both non-state and state actors, the presence of criminal groups, and landmines and explosive remnants of war make CIWA's work in FCV areas substantially more complex. Climate change and weather shocks such as droughts and floods can exacerbate ethnic or communal friction and violence and increase transboundary water disputes.⁴ Water agreements are frequently not climate change-sensitive or 'climate-proofed.' If water agreements are not climate-proofed, they can become obsolete as climate change will continue to drastically change the multi-use waters of

1. CIWA and FCV

CIWA is a Multi-Donor Trust Fund that supports Sub-Saharan Africa's (SSA) governments to realize sustainable, inclusive, and climate-resilient growth by addressing constraints to cooperative management and development of transboundary waters. The program strengthens water resources development, management, and regional cooperation to increase productivity, security, and sustainability across the region.⁵ CIWA works closely with governments, river basin organizations (RBOs), regional economic communities (RECs), and other stakeholders through both World Bank-executed and recipient-executed activities, under three types of engagements: i) sustained engagements with priority basins to strengthen foundational elements such as data systems, policy and legal agreements, institutions, and investment and operation plans; ii) strategic engagements to contribute to high-impact projects through analytical efforts, capacity building, and technical assistance; and iii) knowledge generation and management initiatives to strengthen the evidence base to cooperatively manage international waters.

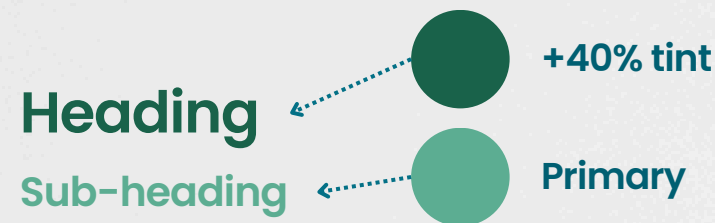
CIWA continued to deepen its support to countries affected by FCV and remains engaged in four high-priority FCV-affected regions—the Horn of Africa,

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.



Pull-out box heading

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

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%

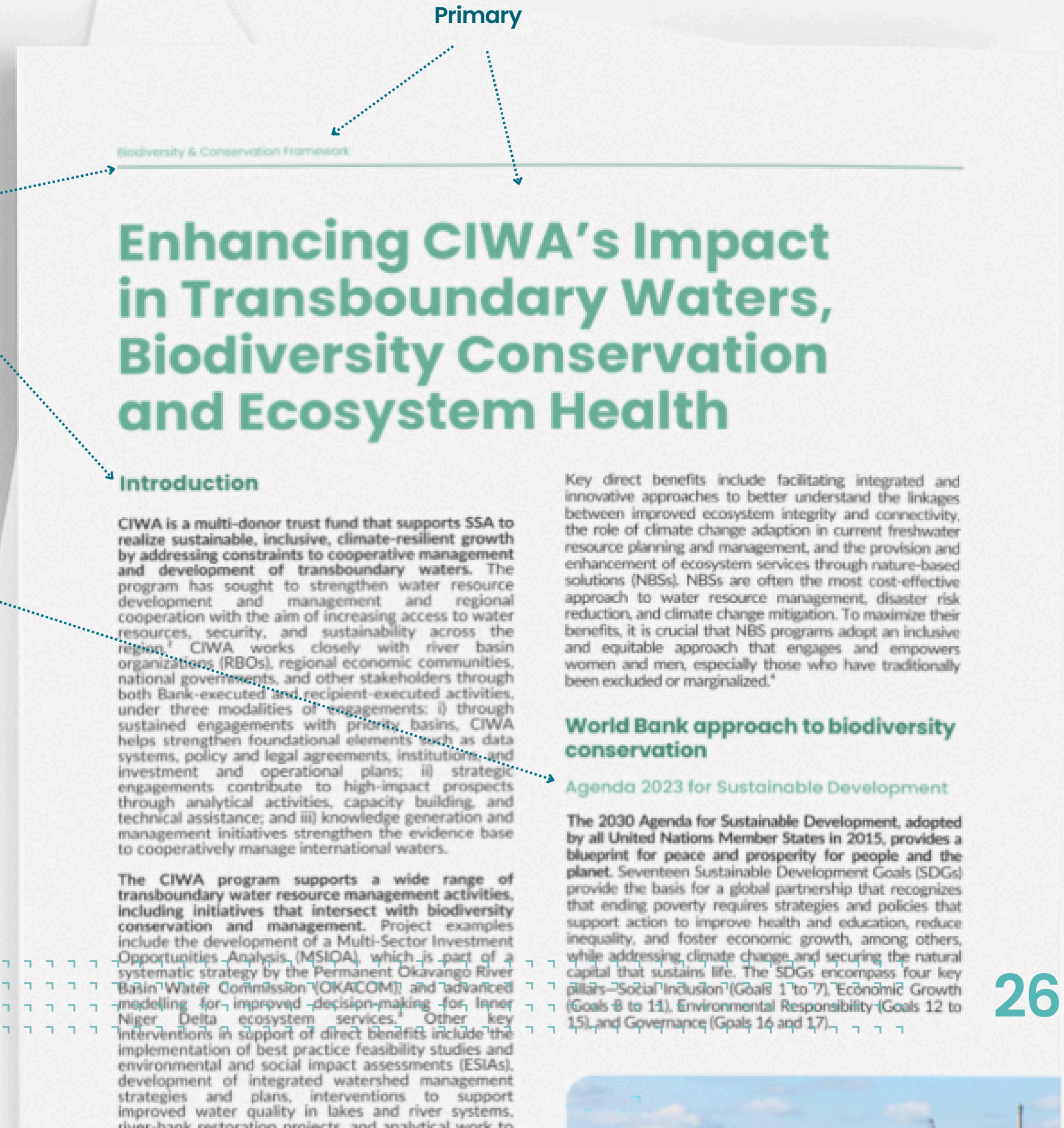
Tint: 15%

Tertiary

Primary

Secondary

Tint 15% is 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.

Contact details

All CIWA publications and digital products



ciwaprogram.org



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

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



Presentations

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

Presentation style

Contents

01 Niger Basin and its Environmental Problems

- Geographical and Socio-Economic Context
- Political and institutional context
- Environmental issues and major development challenges in the Niger basin

02 Ongoing Initiatives

- The Shared Vision Process for the 2025 SDAP
- Challenges and Opportunities linked to Climate Change

01 Niger Basin and its Environmental Problems

- Geographical and Socio-Economic Context
- Political and institutional context
- Environmental issues and major development challenges in the Niger basin

CIWA original positioning

Objective: Assist riparian governments in Sub-Saharan Africa to unlock the potential for sustainable 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

Modalities:

- Recipient-executed (75-80%) and World Bank-executed (20-25%) grants; Implemented by RBOs, RECs, CBOs
- Large sustained engagement in 'priority' countries
- Catalytic investments
- Regional ASA to influence policies and programs



Presentations

Guidelines

- **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.

Full color or monochrome contrasting icons

Footer strip

- 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.

46pt Heading
A Decade of cooperation on climate

Resilient Development



Infrastructure

- Add summary from Mohamad



Institutions

- Major influences on core Water Charters, technical capacity, inclusion, strategic planning, and resource mobilization in every region: **IGAD, NBD, NBI, OKACOM, SADC-GMI, 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**.

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)

18pt Heading



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

- Place the CIWA and WB logos on every slide, typically in the corner, to maintain brand visibility throughout the presentation. When co-branding with partners, ensure their logos are also included in alphabetical order.

Sub mark

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

Pull-out boxes

- Ensure consistency in font sizes and body text is always in Nile Blue, Headings in CIWA Teal and background box in Misty Blue or Peace

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

Focus areas

Presentation rules

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 rules apply across the four focus colors.

All font sizes and spacing rules still apply.

Primary

Tertiary

Tint 30%

Imagery with rounded corners (20pt)

Primary

Primary

Tertiary

Primary

Secondary

Tints

Tint: 30%

Tint: 15%

Primary

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%

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.

HOSTED BY
WORLD BANK GROUP
Water

CIWA



Co-branding

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.

Guidelines

When CIWA produces a graphic or visual, it is important to harmonise the color of the logos as much as possible in this case, 'Nile Blue' has been used

Order

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

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.

C S W

CIWA SIWI World Water Week HOSTED BY WORLD BANK GROUP Water

World Water Week session:

Transboundary Water Cooperation: A Pathway to Peace

Aug 25 – 09:00 – 10:30 CEST

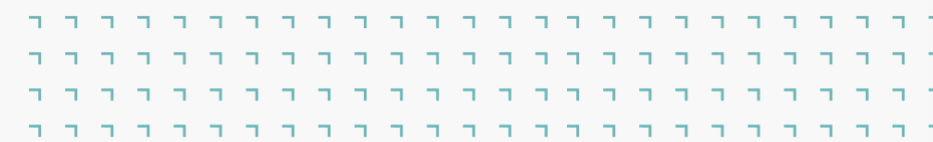
CI, Level 2 – (On-site & Online) – Stockholm City Conference Centre

Submark unity

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

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



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 agriculture in the Eastern Cape

Posted in : [Blog](#) on 15 May 2024



Social media

Guidelines – voice and tone

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.

Tone guidance

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.

72pt Graphic text

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

Logos

All logos including all co-branding logos of partners are in white



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



@ciwaprogram



Click here



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



Pending

CIWA Frameworks

CIWA GESI Framework



[Link](#)

CIWA FCV Framework



[Link](#)

CIWA Biodiversity Framework



Pending

