



AGRICORD 

BRANDBOOK
Version 1.0 - January 2026

This graphic charter defines AgriCord's visual identity and establishes the rules for using our graphic elements. It is intended for all our teams, partners and service providers involved in creating communication materials for the alliance.

Since 2002, AgriCord has brought together agri-agencies mandated by farmers' organizations from around the world. Our visual identity must reflect our values of solidarity, professionalism and commitment to farmers' organizations across multiple countries.

This charter is a living tool that ensures consistency and recognition of our alliance across all our communication materials.

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AGRICORD
LOGOTYPE

**AGRICORD
LOGOTYPE**

THE AGRICORD LOGOTYPE



This is the AgriCord logo.

The logo is built on a precise grid ensuring its visual balance and reproducibility at all scales.

Never attempt to reconstruct the logotype: its proportions are fixed and immutable.

Digital files enabling its proper use are available from the Communications Department.

THE DIFFERENT LOGO CONFIGURATIONS



ORIGINAL COLOR VERSION



GRAYSCALE VERSION



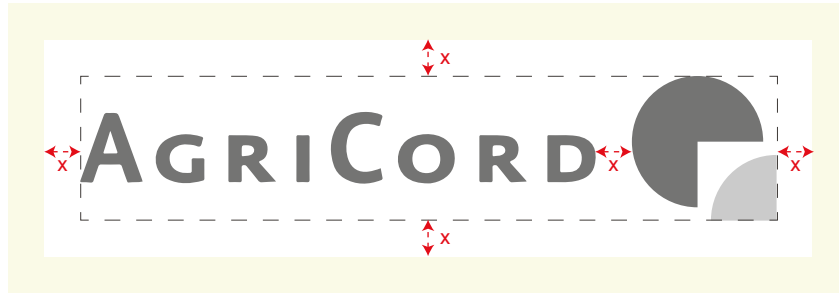
MONOCHROME VERSION



NEGATIVE VERSION



THE EXCLUSION ZONE



An exclusion zone measuring "X" (X=space between the pictogram and the text) must be respected around the logo to ensure its visibility is not compromised by surrounding texts or images.

AGRICORD 

> 30 mm



< 30 mm

When the logo needs to be reproduced in a small size, it should not be less than 30 mm wide. Below this size, the text disappears and only the pictogram remains.

PERMITTED AND PROHIBITED USES



Dark or Moderately Busy Backgrounds Use the reversed (white) version of the logo.

Light Backgrounds Use the original color version of the logo.

Heavily Patterned or Colorful Backgrounds Use the original logo placed within a white box that incorporates the clear space zone.

PROHIBITED USES



Prohibition of Adding an Outline



Do not cast a shadow



Do Not Distort



Prohibition on Giving an Angle



Prohibition on Changing / Mixing Colors



Prohibition against failing to respect the safety zone

The logo must maintain its proportions and shapes and cannot be altered in any way.

Likewise, the color cannot be changed, and no embellishments are allowed in the filling.

WRITING OUR NAME

When referencing AgriCord in all written documentation, always write:

AgriCord

- Capital "A"
- Capital "C"
- All other letters in lowercase

This spelling applies to all contexts: reports, presentations, emails, social media posts, press releases, and any official communication.

EXCEPTIONS

- All capitals may be used in specific design contexts where full capitalization is required (e.g., acronym lists, legal documents requiring full caps)
- In URLs and email addresses: agricord.org / info@agricord.org (lowercase for technical reasons)

CORRECT USAGE

- AgriCord
- AgriCord alliance
- AgriCord members

INCORRECT USAGE

- ~~Agricord~~
- ~~agricord~~
- ~~AgriCORD~~
- ~~AGRICORD~~
- ~~Agri-Cord~~
- ~~Agri-Cord~~

TALKING ABOUT AGRICORD 1/2

Corporate Definition (140 words)

Founded in 2002, AgriCord brings together a unique network working towards a common goal: strong farmers' organisations delivering lasting livelihoods, environmental and climate outcomes for farmers and agri-food systems at scale.

AgriCord alliance works with farmers' organisations at local, national, regional, continental and global levels through technical assistance in:

- agricultural and agroforestry extension,
- climate change adaptation and mitigation,
- organisational development and inclusive governance,
- entrepreneurship, market development and access to finance,
- policy engagement and advocacy,
- knowledge management and farmer-led research and innovation.



Our approach is farmer-centric and facilitates farmer-to-farmer exchanges, learnings and capacity building. We collect and systemize knowledge from farmer-led practices in climate resilience and nature-based solutions. In collaboration with partners, we co-design programmes and mobilise resources to scale farmers' organisation service delivery. By effective matchmaking and bringing together our networks, we align efforts, reduce costs and drive lasting impact.

TALKING ABOUT AGRICORD 2/2

Standard Definition (51 words)

AgriCord is the global alliance mandated by farmers' organisations to strengthen smallholder farmers organisations as key actors in resilient, inclusive and sustainable supply chains worldwide. Our alliance partners with smallholder farmers' organisation to achieve their strategic ambitions and deliver lasting livelihoods, environmental and climate outcomes for farmers and agri-food systems at scale.

USAGE GUIDELINES

Standard Definition: Use for brief introductions, social media bios, event programmes, newsletter headers, email signatures

Corporate Definition: Use for comprehensive presentations, funding applications, annual reports, strategic documents, partnership proposals

TRANSLATIONS

Both definitions are available in:

- English (original)
- French
- Spanish

Contact the Communications Department for official translations.

TYPOGRAPHY

Proxima Nova - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Proxima Nova - Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

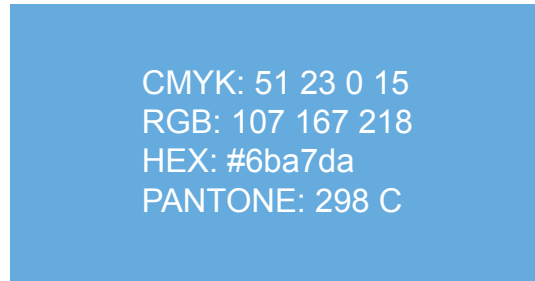
Proxima Nova, in its various weights, is used for all pre-printed materials. It is a standard font available in design tools such as Canva. Arial is the default office font available on PC.

COLORIMETRY

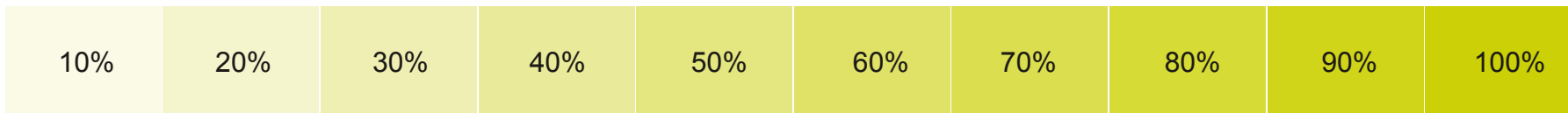
Primary colors



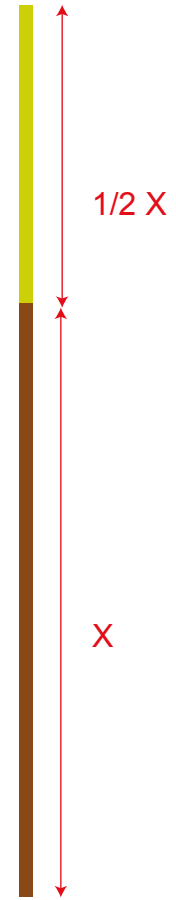
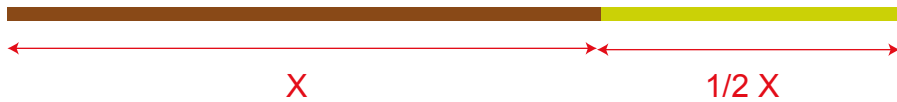
Secondary colors



It is possible to use color gradients.



THE TWO-TONED STRIP - USAGE RULES



The bicolor band is made up of two stripes: Brown and Lime green, arranged successively.
The two stripes are equal in width.
The bicolor band can be used horizontally or vertically.

STATIONERY

STATIONERY

STATIONERY - VISITING CARD - 85 MM / 54 MM

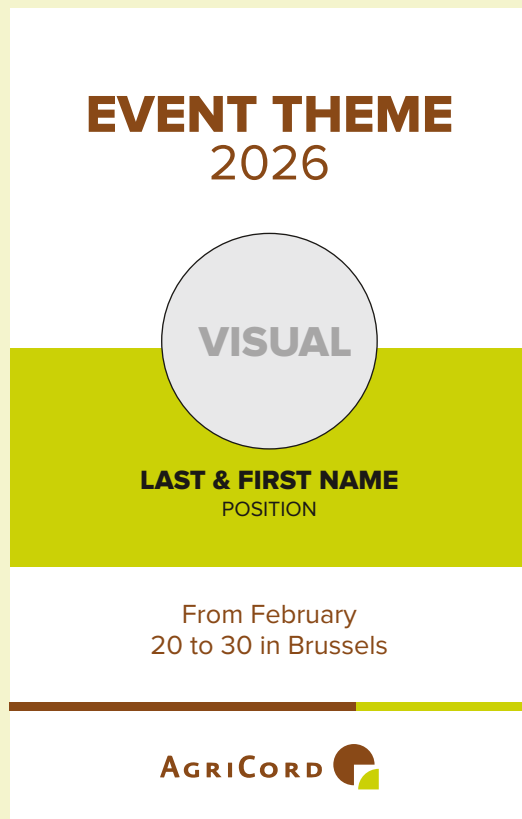


The business card is double-sided.

On the front, the information is in English.

On the back, the information is in French or Spanish.

STATIONERY - BADGES - 54 MM / 85 MM

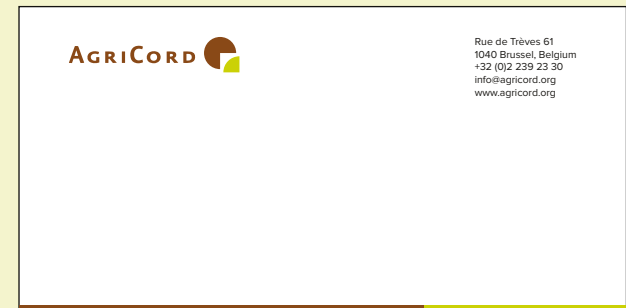
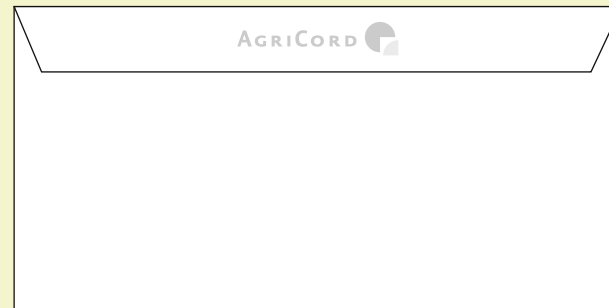


The Badges card is double-sided.

On the front, the information is in English.

On the back, the information is in French or Spanish.

STATIONERY



The letterhead provided can be used for consultancy contracts, press releases, terms of reference, etc.
Envelopes (large and small formats) simply use the same layout template

PRINT AND DIGITAL
PRINT AND DIGITAL

PRINT AND DIGITAL - LAYOUT

WEBINAIRE

À peine entre-t-on dans la ville

C'était un jour de dimanche, il y a quatre ans de cela, M. de Rênal, revenant de l'église, vit de loin le vieux Sorel, entouré de ses trois fils e Rênal, revenant de l'église, vit de loin le vieux Sorel, entouré

04 JAN 2026 20H GMT (ONLINE) [webinaire.agricord.com](https://www.agricord.com/webinaire)

<https://www.agricord.org/en> **AGRICORD**

WEBINAIRE

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<https://www.agricord.org/en> **AGRICORD**

These visual mock-up proposals are to be adapted according to circumstances. They will serve as communication materials for various events, such as webinars, among others.




PRINT AND DIGITAL - LAYOUT



Two versions: with and without partner logos.
Adapt according to the number of logos.

Ensure precise alignment, consistent spacing
and the use of high-resolution images

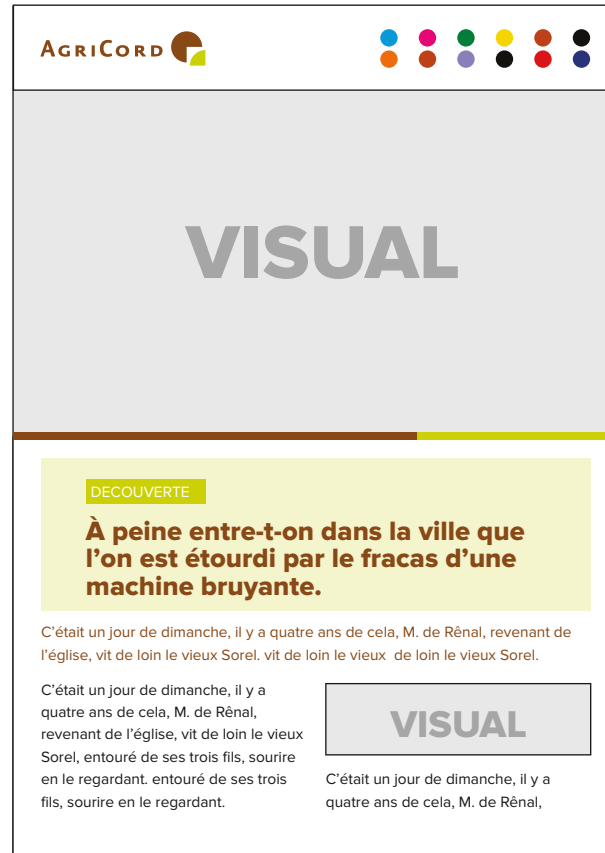
PRINT AND DIGITAL - LAYOUT

<p>Pandente itaque viam fatorum sorte tristissima 2 Pandente itaque viam</p> <p>La possibilité de faire fortune avec Fouqué donnait une certaine facilité aux raisonnements de Julien ; ils n'étaient plus aussi souvent gâtés par l'irritation, et le sentiment vif de sa pauvreté et de sa bassesse aux yeux du monde. Placé comme sur un promontoire élevé, il pouvait juger, et dominait pour ainsi dire l'extrême pauvreté et l'aisance qu'il appelait encore richesse.</p> <p>C'était un jour de dimanche, il y a quatre ans de cela, M. de Rênal, revenant de l'église, vit de loin le vieux Sorel, entouré de ses trois fils, sourire en le regardant. Ce sourire a porté un jour fatal dans l'âme de M. le maire, il pense depuis lors qu'il eût pu obtenir l'échange à meilleur marché.</p> <div style="background-color: #f0f0f0; padding: 10px; margin: 10px 0;"><p>C'était un jour de dimanche, il y a quatre ans de cela, M. de Rênal, revenant de l'église, vit de loin le vieux Sorel, entouré de ses trois fils, sourire en le regardant. Ce sourire a porté un jour fatal dans l'âme de M. le maire, il pense depuis lors qu'il eût pu obtenir l'échange à meilleur marché.</p><p>C'était un jour de dimanche, il y a quatre ans de cela, M. de Rênal, revenant de l'église, vit de loin le vieux Sorel, entouré de ses trois fils, sourire en le regardant. Ce sourire a porté un jour fatal dans l'âme de M. le maire, il pense depuis lors qu'il eût pu obtenir l'échange à meilleur marché.</p></div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"><div data-bbox="257 1026 411 1146"><p>Growth, performance, impact, economic viability, results</p></div><div data-bbox="440 1026 590 1146"><p>Growth, performance, impact, economic viability, results</p></div><div data-bbox="616 1026 768 1146"><p>Agroecology, sustainability, environment, sustainable practices</p></div></div>	<p>Pandente itaque viam fatorum sorte tristissima 3 Pandente itaque viam</p> <div style="background-color: #f0f0f0; padding: 10px; margin: 10px 0;"><p>CHAPITRE 1 :</p><p>À peine entre-t-on dans la ville que l'on est étourdi par le fracas d'une machine bruyante.</p></div> <p>C'était un jour de dimanche, il y a quatre ans de cela, M. de Rênal, revenant de l'église, vit de loin le vieux Sorel, entouré de ses trois fils, sourire en le regardant. Ce sourire a porté un jour fatal dans l'âme de M. le maire, il pense depuis lors qu'il eût pu obtenir l'échange à meilleur marché.</p> <div style="background-color: #cccccc; padding: 20px; margin: 10px 0; text-align: center;"><h2>VISUAL</h2></div> <p>C'était un jour de dimanche, il y a quatre ans de cela, M. de Rênal, revenant de l'église, vit de loin le vieux Sorel, entouré de ses trois fils, sourire en le regardant. Ce sourire a porté un jour fatal dans l'âme de M. le maire, il pense depuis lors qu'il eût pu obtenir l'échange à meilleur marché.</p>
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Standard template for reports, notes and other documents.

Favour HD visuals and a sober, consistent colour palette

PRINT AND DIGITAL - LAYOUT



Preview of opening pages (e.g. capitalisation notes). The interior remains aligned with the design presented on page 20

Partner logos in the AgriCord layout The partner's logo must be placed according to the position of the AgriCord logo.

The preferred position is at the top edge and at a good distance from the AgriCord logo.

The placement depends on the type of partnership.

The colored circles are placeholders for the different partner logos.

PRINT AND DIGITAL - LAYOUT



Proposed design for roll-up.

Minimum font size: 20 pts for all large format printed media.
Use only high-resolution images

PRINT AND DIGITAL - LAYOUT

AGRICORD 

TITRE DE LA PRÉSENTATION
SOUS-TITRE DE LA PRÉSENTATION

JANVIER 2026

TITRE DE DIAPO
SOUS-TITRE DE LA PRÉSENTATION

C'était un jour de dimanche, il y a quatre ans de cela, M. de Rénal.

Rrevenant de l'église, vit de loin le vieux Sorel, entouré de ses trois

Gfils, sourire en le regardant. entouré de ses trois fils, sourire en le regardant. xxx
Rrevenant de l'église, vit de loin le vieux Sorel, entouré de ses trois

Gfils, sourire en le regardant. entouré de ses trois fils, sourire en le regardant.

TITRE DE DIAPO
SOUS-TITRE DE LA PRÉSENTATION

C'était un jour de dimanche, il y a quatre ans de cela, M. de Rénal,

Rrevenant de l'église, vit de loin le vieux Sorel, entouré de ses trois

VISUAL

TITRE DE DIAPO
SOUS-TITRE DE LA PRÉSENTATION



ICONOGRAPHY



Cooperation, alliance, peer-to-peer approach, strategic partnerships



Peasant organizations, communities, cooperatives, members



Agriculture, production, agricultural sector, cereals



International coverage, 31 countries, global alliance, connections



Training, workshops, capacity building, exchange of experiences



Growth, performance, impact, economic viability, results



Agroecology, sustainability, environment, sustainable practices



Value chains, marketing, markets, economic connections



Innovation, research, new ideas, solutions



Equity, justice, inclusion, gender equality, democratic governance



Social Media

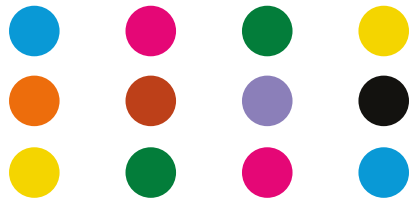
The proposed iconography is flexible and may be used according to the communication context and medium. Icon colors may vary depending on usage, provided they remain consistent with the color specifications defined in this graphic charter.

EMAIL SIGNATURE

AGRICORD



ONE ALLIANCE
13 AGRI-AGENCIES



LOREMLOREM IPUSM
Program & Partnership Officer

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1040 Brussels, Belgium

www.agricord.org



← Proxima Nova 15Pt

← Proxima Nova 12Pt

← Proxima Nova 8Pt

MISUNDERSTANDING

In case of misunderstanding of certain parts of the charter, it is strongly discouraged to produce tools based on intuition. Refer to the organisation for clarification.

DIFFICULT CONDITIONS

Sometimes the environment or the producers do not provide the necessary conditions for respecting the charter; it is advisable to contact the organisation to find a solution.

SUGGESTION

It is encouraged that people handling the charter make suggestions to the organisation in order to improve it or adapt it to certain conditions that have not been taken into account.

