

Publishing and designing ILRI's research products

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ILRI Komms Clinic
30 November 2012



ILRI
INTERNATIONAL
LIVESTOCK RESEARCH
INSTITUTE



The Komms Klinics approach

- Away from (just) tools, into communication processes
- Six broad communication areas
- Tools are still part of the picture
- Awareness raising and hands-on training sessions
- More trainers, more trainees

The Komms Klinics approach

Engaging audiences

- In your team?
- Multi-stakeholder processes?
- With partners?
- Social media?
- Advocacy/policy engagement?

Meetings and events

- Design?
- Facilitation?
- Documentation and reporting?
- Logistics?

Public awareness

- Press releases?
- Media outreach?
- Wide visibility?
- Exhibits?

Finding and managing information

- Search engines?
- RSS?
- Repositories?
- Mendeley?

Multi-media

- Radio?
- Video?
- Photographs?
- Photo-films?

Publishing and design

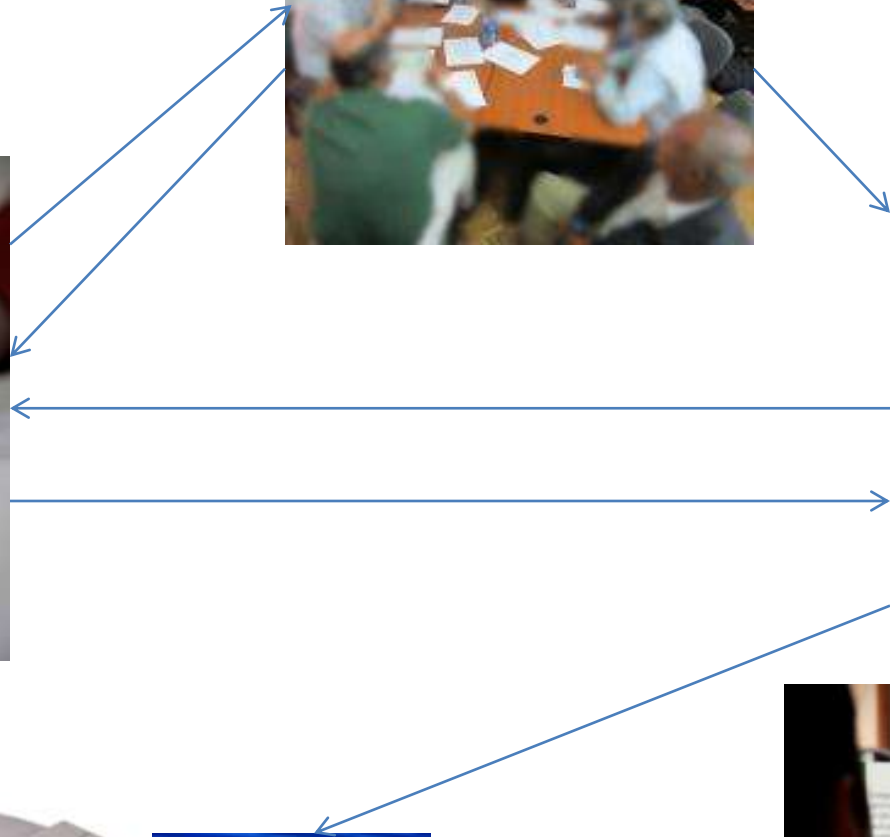
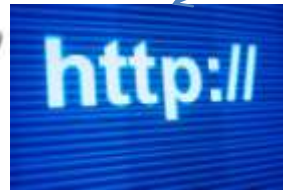
- Posters?
- Logos?
- Reports?
- Editing?

Communication tools

- Blogs?
- Wikis?
- Yammer?
- Websites?

Overview

'Publication' life cycle



Introduction

- ILRI produces a wide range of ‘publications’ in different **formats**



Getting ILRI knowledge out ...

- Institutional strategy – guidance
- Publishing committee – quality control
- Deliver services across ILRI – production, design, publishing ...



Institutional strategy

<http://mahider.ilri.org/handle/10568/17220>

ILRI aims to achieve:

- High scientific quality to address development challenges.
- Optimum editorial quality and style for the intended purpose.
- Maximum accessibility of our outputs to various audiences.
- Staff enabled to document and share their knowledge in various ways and forms.
- Clear and easy to follow processes and guidelines from knowledge creation to communication and use.
- Innovative use of emerging science communication tools and media that help us reach these and other institutional aims.

Open license for all products



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Publishing committee

Members from across ILRI

- Oversees ILRI's own scientific publishing activities
- Internal quality control / review process for our scientific publications
- Approves publications in science series
- Advises KMIS on policies and guidelines for publishing
- Reports to Management Committee

'Editorial and publishing' teams

- Organizes copy editing, design, layout, printing and distribution of different ILRI 'publications'
- Provides guidelines and templates and ensures that ILRI style guidelines are followed
- Communicates and disseminates ILRI products



A wide 'pool' of expertise

- Communication people across ILRI
 - Themes, PA, KMIS
- A 'pool' of external editorial resources

<http://ilri-comms.wikispaces.com/Editorial+resources>

The expertise

- Emaelaf – publishing process, scheduling, planning , ...
- Apollo – graphics and design, posters, printing , ...
- Muthoni – graphics, design, exhibits, printing , ...
- Meron – design, brochures, publications , ...
- Tesfaye – copy editing, ILRI style , ...
- Zerihun – design, multimedia, publications , ...
- Susan – media, public awareness , ...
- Peter – e-publishing, licenses, ...
- Tezira, Jane, Evelyn, Albert, Fanos, Ethel : ‘embedded’ multi-taskers in themes*

Printing and distribution

Getting the knowledge out ...

- E-publishing and indexing of reports via Mahider (Google as well; CGSpace if the project is bigger than ILRI)
- Multimedia published on specific platforms (slideshare, blip.tv, flickr, etc)
- Email alerts and blog announcements to stay updated
- Limited print distribution; we need a mailing list for any bulk distribution.
- InfoCentre distributes across ILRI



Mahider and CGSpace – the e-publishing platform

7
8
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titles

The screenshot shows the ILRI repository website. At the top, there is a dark red banner with the ILRI logo (International Livestock Research Institute, Better lives through livestock) on the left, the text "repository on livestock research" in the center, and the MAHIDER logo on the right. Below the banner, a navigation bar shows "CGSpace Home" and "International Livestock Research Institute (ILRI)".

The main content area is titled "International Livestock Research Institute (ILRI)". It contains a paragraph explaining that Mahider is the name of the ILRI research publications and products repository. It also provides links to "latest journal articles" and "latest publications and outputs". Below this, there is a section for "View outputs from:" with a list of categories such as "Biotechnology theme / Latest", "Markets, Gender and Livelihoods theme / Latest", etc.

On the right side, there is a "Search CGSpace" section with a search input field and a "Go" button. Below the search field are radio buttons for "Search CGSpace" and "This Collection", and a link for "Advanced Search".

Below the search section is a "Browse" section titled "All of CGSpace" with a list of browse options: "Communities & Collections", "Browse By Issue Date", "Browse By Authors", "Browse By Titles", "Browse By Keyword", "By ILRI Subject", "By CPWF Subject", "By CCAFS Subject", "By CIFOR Subject", "By IWMI Subject", "By Region", "By Country", "By Sub Region", "By CRP Subject", and "By River Basin".

Below the browse section is a "This Community" section with a list of browse options: "Browse By Issue Date", "Browse By Authors", "Browse By Titles", "Browse By Keyword", "By ILRI Subject", "By CPWF Subject", "By CCAFS Subject", "By CIFOR Subject", "By IWMI Subject", "By Region", "By Country", "By Sub Region", "By CRP Subject", and "By River Basin".

At the bottom right, there is a "My Account" section with links for "Login" and "Register".

At the bottom left, there is a "Sub-communities within this community" section with a list of sub-communities: "ILRI Organization - Themes, Groups, Teams, Units [3254]" and "ILRI Research and Development Issues [128]".

Below that is a "Collections in this community" section with a list of collections: "ILRI archive [251]", "ILRI articles in journals and newsletters [1206]", "ILRI board documents [29]", "ILRI brochures [1]", "ILRI chapters in books and reports [132]", "ILRI conference papers [426]", "ILRI corporate outputs [28]", "ILRI external books and reports [128]", "ILRI external review materials [5]", "ILRI factsheets [1]", and "ILRI impact studies [12]".

At the bottom center, there is a "Subscribe" section with an RSS icon for "Subscribe to RSS Feed" and an email icon for "Subscribe to email alerts". Below this is a form to "Enter your email address:" with a text input field and a "Subscribe" button.

Style Guide for Editors and Writers

Style Guide

- Spelling and terminology - British English and usage
- Acronyms and abbreviations - dry matter (DM), tonnes (t)
- Units - cm, mm, g, ha
- Time - 0830 hours 1200 hours
- Etc

<http://ilri-comms.wikispaces.com/publishing>

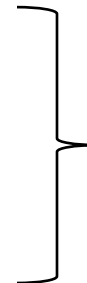
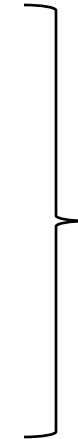
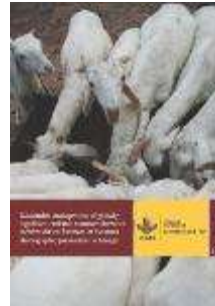
“You can't judge a book by it's cover but you can sure sell a bunch of books if you have a good one.”

Jayce O'Neal

Design and Layout

We Produce

- Research Reports
- Discussion Papers
- Project Reports

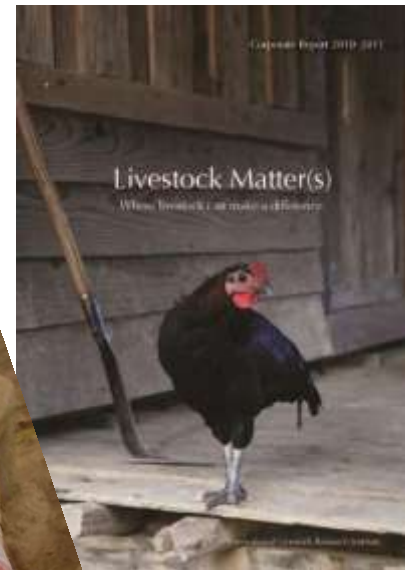


Corporate publications

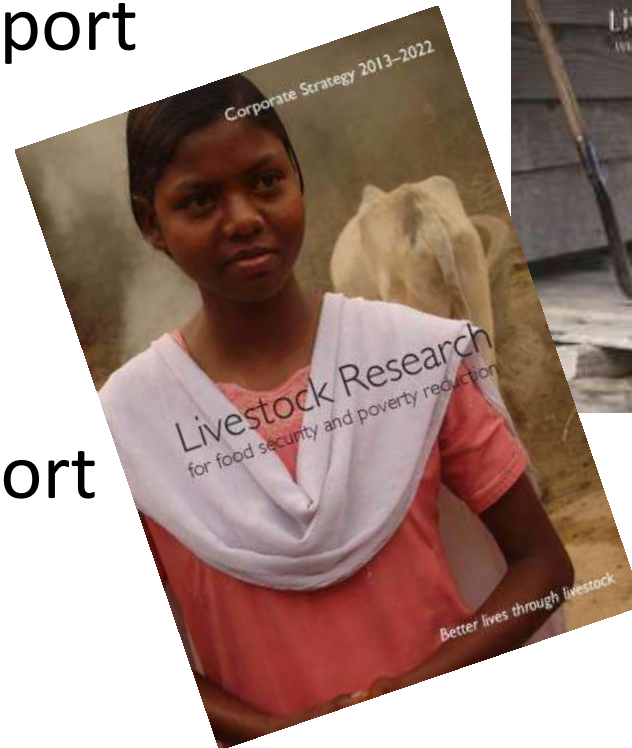
Calendar



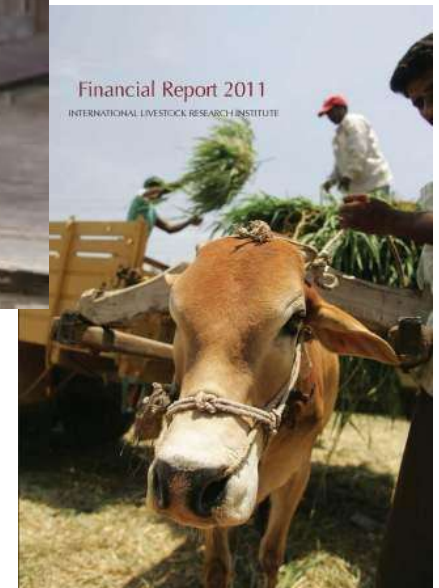
Corporate report



Strategy



Financial report



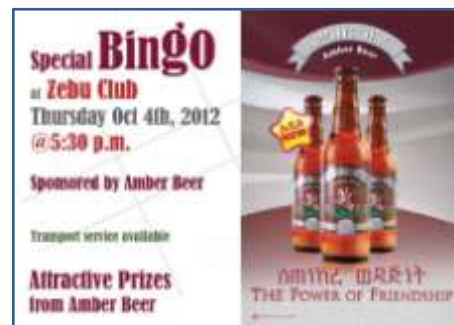
Documents.....

- Policy Briefs (4 pages)
- Research Briefs (4 pages)
- Project Profiles (2 pages)
- Project Brochures (4 pages)
- Institutional Flyers (2 pages)



Communication materials ...

- Kampus kalendars
- Yearplanner
- 'Daily Tail'
- Calendar
- Institutional Flyers
- 'Advertizing'



Multimedia

Posters – scientific

Posters - general

Photos

CDROM/DVD

Films

Video



Who's who @ the Addis campus

ILRI The International Livestock Research Institute (ILRI) is a global research organization, a joint effort of CGIAR and the Government of Ethiopia. It is a global research organization, a joint effort of CGIAR and the Government of Ethiopia.

Headquarters in Addis Ababa, Ethiopia, and offices in several other parts of Africa and Asia. ILRI's research programs focus on the health and productivity of livestock and the livelihoods of the people who depend on them. ILRI's research programs focus on the health and productivity of livestock and the livelihoods of the people who depend on them.

CGIAR The CGIAR is a global partnership for a more prosperous world. It is a global partnership for a more prosperous world. It is a global partnership for a more prosperous world.

ILRI-MELINDO GATEWAY to the world of health and nutrition. The ILRI-MELINDO Gateway is a global partnership for a more prosperous world. It is a global partnership for a more prosperous world.

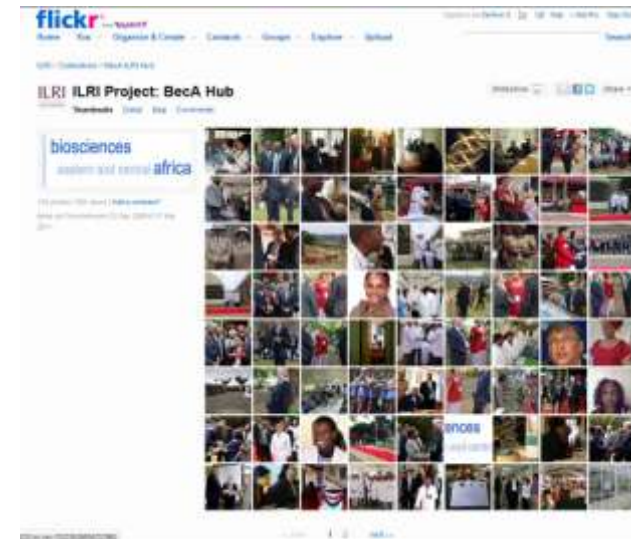
ICARDA Established in 1972, the International Center for Agricultural Research in the Dry Areas (ICARDA) is a global partnership for a more prosperous world. It is a global partnership for a more prosperous world.

icipe The International Centre for Insect Physiology and Ecology (ICPE) is a global partnership for a more prosperous world. It is a global partnership for a more prosperous world.

ICIFOR The Centre for International Forestry Research (ICIFOR) is a global partnership for a more prosperous world. It is a global partnership for a more prosperous world.

ICARDA Established in 1972, the International Center for Agricultural Research in the Dry Areas (ICARDA) is a global partnership for a more prosperous world. It is a global partnership for a more prosperous world.

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Designs – logo's ...



Designs – banners, stationery ...



The certificate features logos at the top for the Australian Government, Australian Centre for International Agricultural Research, and ILRI. The text is as follows:

Certificate

This is to certify that

Gezahegn Kebede

Successfully contributed to the project on "fodder and feed in livestock value chains in Ethiopia" and completed training on the following participatory livestock feed assessment research tools:

FEAST, Techfit and Value Chain Assessment

held in Addis Ababa, Ethiopia
on 12–16 March 2012 followed by field application of the tools

Alan Durrant
On behalf of:
Jane Wanjau (FEAST trainer)
Esthera Legesse (Value Chain Assessment expert)
Adugna Tekleweldemariam



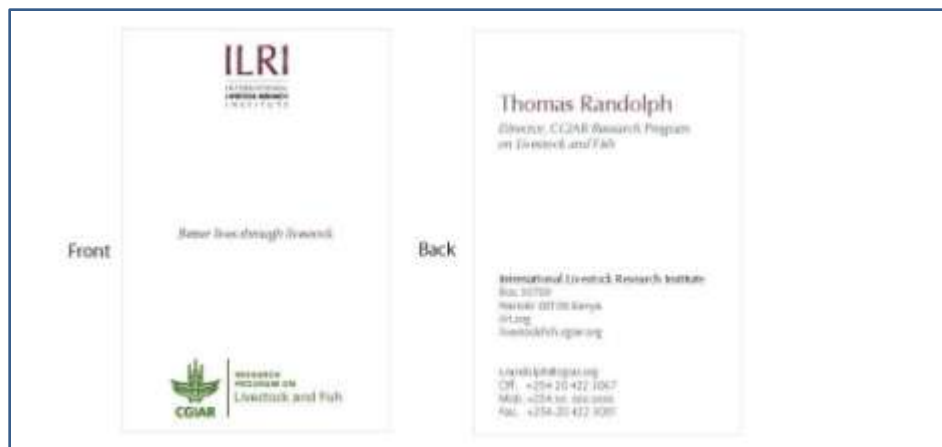
The banner has a yellow background with a white diagonal line. It features the CGIAR logo and the following text:

RESEARCH PROGRAM ON Livestock and Fish

More meat, milk and fish, by and for the poor



Transforming smallholder pig value chains in Vietnam



The image shows the front and back of a business card. The front side features the ILRI logo and the slogan "Better lives through livestock". The back side features the name Thomas Randolph, his title "Director, CGIAR Research Program on Livestock and Fish", and contact information for the International Livestock Research Institute.

Front

ILRI
INTERNATIONAL LIVESTOCK RESEARCH INSTITUTE

Better lives through livestock

CGIAR
RESEARCH PROGRAM ON Livestock and Fish

Back

Thomas Randolph
Director, CGIAR Research Program on Livestock and Fish

International Livestock Research Institute
Box 30709
Nairobi 00100 Kenya
011254
livestock@cgiar.org

livestock@cgiar.org
Tel: +254 20 422 1067
Mob: +254 99 466 0000
Fax: +254 20 422 9000

Resources

Online:

Wiki: <http://ilri-comms.wikispaces.com/publishing>

Website: <http://www.ilri.org/Publishing>

Mahider: <http://mahider.ilri.org/handle/10568/1>

FAQ: <http://ilri-comms.wikispaces.com/Communications+support>

House Style

Undergoing a revamp ...

Updated typeface

Refreshed publication designs

Updated guidelines and templates and blurbs

ILRI and CGIAR

January 2013 ready to go

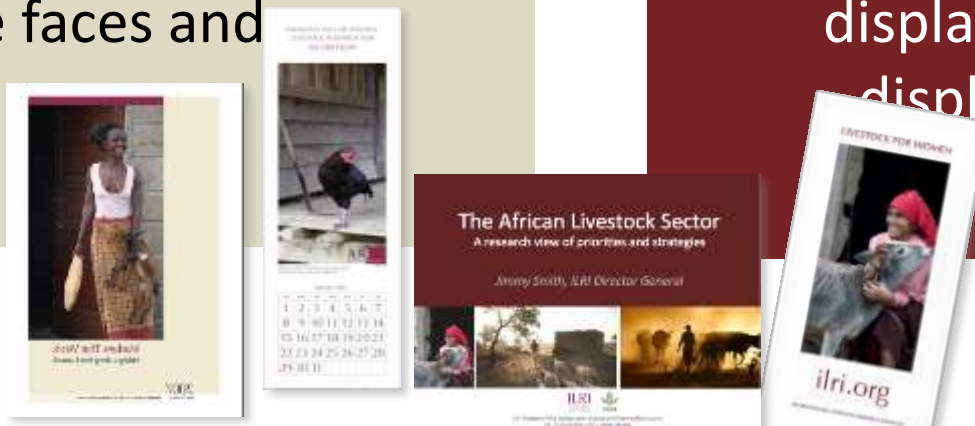
ILRI house style

ILRI's logo and branding is used to portray the institution's identity, aims and objectives.

Our corporate identity is manifested by a distinct look and feel that enhances our work, inputs and shared values.

ILRI's corporate identity includes a logo, branding application, color palette, page layouts, type faces and templates.

The identity is used in our logo, letterhead, business cards, science posters, science PPTs, display posters, corporate displays, folders, inserts, envelopes, etc.



ILRI Logo

ILRI has two logo variations, the ILRI logo and the ILRI design element.

- ILRI logo:

- Used to aid and promote instant public recognition on material that involves or produced by ILRI.
- It is familiar to staff, donors, research partners, and other stakeholders. File formats can be downloaded on the ILRI comms wiki <http://ilri-comms.wikispaces.com/ILRILogo>



- ILRI design element :

Solely produced and developed by ILRI designers to aid and promote instant public recognition. Very limited use!



ILRI Logo usage

Versions are available in full colour, black and reversed (white). Below are illustrations for easy reference.



How to use



Correct



Wrong



Wrong

ILRI typefaces

ILRI's three typefaces

Optima

Used by ILRI graphic designers for ILRI corporate materials

financial report, annual report, institutional posters, calendars etc

the quick brown fox
jumps over the lazy dog.
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.

Gill Sans

Used in general material for researcher and scientists at ILRI


Example: Project profiles, publication series, scientific posters etc

the quick brown fox
jumps over the lazy dog.
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG.

Calibri

Used in all online materials

Example: PowerPoint presentations

The Quick Brown
Fox Jumps Over
The Lazy Dog. 

abcdefghijklmnopqrstuvwxyz0123456789 [] () { } / \ < > ?

ILRI colour palette

The corporate color is burgundy, which is enhanced by the use of grey, black, white and cream.

Burgundy

Pantone 505

White

Light gray

20% black

Black

Dark Gray

50%black

Pantone

Cool gray 11

Cream

Pantone XX

CGIAR Branding



Fresh milk for sale in 1L and 1.5 liter packages from mandatory units.

Contact details:
 Karen Marshall or Isabella Bakenweck/ILRI
 PO Box 35709/00100
 Nairobi, Kenya
 Email: k.marshall@cgiar.org
 i.bakenweck@cgiar.org
 http://makibury.wordpress.com/
 http://iswstockfish.cgiar.org

Contact
 Peter Thomson
 ILRI, Ethiopia
 p.thomson@cgiar.org
 http://ethiopia.cgiar.org



EVERYTHING needs to show a CGIAR or a CRP logo

<http://www.cgiar.org/resources/>



ILRI
 Better lives through livestock
 ILRI is a member of the CGIAR Consortium
 Box 35709, Nairobi 00100, Kenya
 Phone: +254 20 422 3000
 Fax: +254 20 422 3801
 Email: ILRI-Kenya@cgiar.org
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 Phone: +251 11 617 2000
 Fax: +251 11 617 3001
 Email: ILRI-Ethiopia@cgiar.org

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 Fax: +251 11 617 3001
 Email: ILRI-Ethiopia@cgiar.org

ILRI standard 'blurbs'

Long and short [new with new strategy]

On all publications

In our email signatures

Tagline 'better lives through livestock'

Coming soon!

January 2013

Guidelines, templates, new designs, style guide

Exhibits and Events

- ILRI takes part in a number of workshops and events annually. We support these event by showcasing ILRI work at exhibits and stands.
- It is an excellent way to engage with our stakeholders.
- We assist in producing scientific posters and promotional material in our graphics units in Nairobi and Addis campuses.
- Exhibit support is available upon request to staff.



Who to contact ...

- Emaelaf – publishing process, scheduling, planning , ...
- Apollo – graphics and design, posters, printing , ...
- Muthoni – graphics, design, exhibits, printing , ...
- Meron – design, brochures, publications , ...
- Tesfaye – copy editing, ILRI style , ...
- Zerihun – design, multimedia, publications , ...
- Susan – media, public awareness , ...
- Peter – e-publishing, licenses, ...
- Tezira, Jane, Evelyn, Albert, Fanos, Ethel : ‘embedded’ multi-taskers in themes*

better lives through livestock

ilri.org

ilri.org

better lives through livestock

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Botswana • Burkina Faso • China
Costa Rica • Ethiopia • India
Kenya • Laos • Mozambique
Nigeria • Senegal • Sri Lanka
Uganda • Vietnam • Zimbabwe



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