



Partner organisation logos



Logo usage

Do not change the font or place it on a coloured background



Minimum size



Mono

The mono font is to be used when colour printing is not available



Reversed

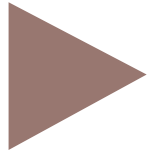
When using this logo make sure it is not on a fussy background



Primary colour palette



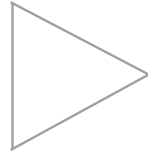
C58 M0 Y22 K0
R108 G196 B205
HEX #6CC4CD



C30 M46 Y43 K20
R163 G127 B118
HEX #A37F76



C0 M0 Y0 K90
R60 G60 B59
HEX #3C3C3B



C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

Secondary colour palette for charts and diagrams (use sparingly)



C47 M0 Y66 K0
R154 G200 B119
HEX #9AC877



C33 M25 Y26 K5
R177 G177 B177
HEX #B1B1B1



C8 M47 Y75 K0
R229 G151 B77
HEX #E5974D

Note: Use RGB settings when using Word or PowerPoint

Typefaces

Our font is Lato which is a Google font. When Lato is not available use Arial.

To download Lato:

<https://fonts.google.com/specimen/Lato?selection.family=Lato>

Lato

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

Arial

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ



Example of leaflet design. Cover and inside spread

What is AVANTI?

AVANTI - Advancing Knowledge for Agricultural Impact is an initiative that aims at strengthening participants' ability to report against the Sustainable Development Goals (SDGs) through monitoring, evaluation, reporting and learning; adopting a Management for Development Results (MDR) approach.

AVANTI's objective is to facilitate better government decision making for rural policies and strategies by **improving monitoring and evaluation (M&E) systems'** ability to capture SDG progress through improvements in areas like leadership, planning, statistics and sharing of good practices.

A global initiative

By 2021, up to 20 countries will have taken part in AVANTI, across all IFAD regions.



AVANTI partners

AVANTI is steered by the participating country teams in collaboration with:

IFAD The International Fund for Agricultural Development (IFAD) is an International Financial Institution and specialized UN agency that works on reducing poverty and food insecurity by investing in rural people for agricultural and rural development.

HELVETAS Swiss Intercooperation A learning-oriented INGO focused on poverty reduction of Disadvantaged Groups through project implementation, capacity development and advocacy.

Itad Monitoring and evaluation specialists who provide insight and ideas to drive more effective use of resources in international development. Itad measures what works, where and why.

How AVANTI works

AVANTI adapts a tried and tested self-assessment methodology of governments' capacities in managing for development results (CAP-Scan) to the Agriculture sector: resulting in its new product **AG-Scan**. The methodology is customized to each individual country context before adoption.

Through this initiative, government ministries working in rural development collaborate in assessing their own capacities and coming up with joint locally-driven solutions. This participatory process enhances buy-in and ownership by country players.

Key elements of AVANTI

Country Ownership
Each participating ministry and institution owns the process. The AVANTI country team supports them in assessing their M&E systems and capacities, and facilitates the adoption of locally-owned action plans.

Knowledge
AVANTI enables its participants to learn and create knowledge products, connect with each other and share their work with a global audience, contributing to wider understanding of sustainable agricultural development.



Photography

Photographs can be used and should show empowerment, ownership, gender diversity and inclusion.

Approved photos are available in Pamoja (for the implementing team) and further photos from IFAD can be acquired through liaison officer.

<https://pamoja.helvetas.org/display/agscan>

