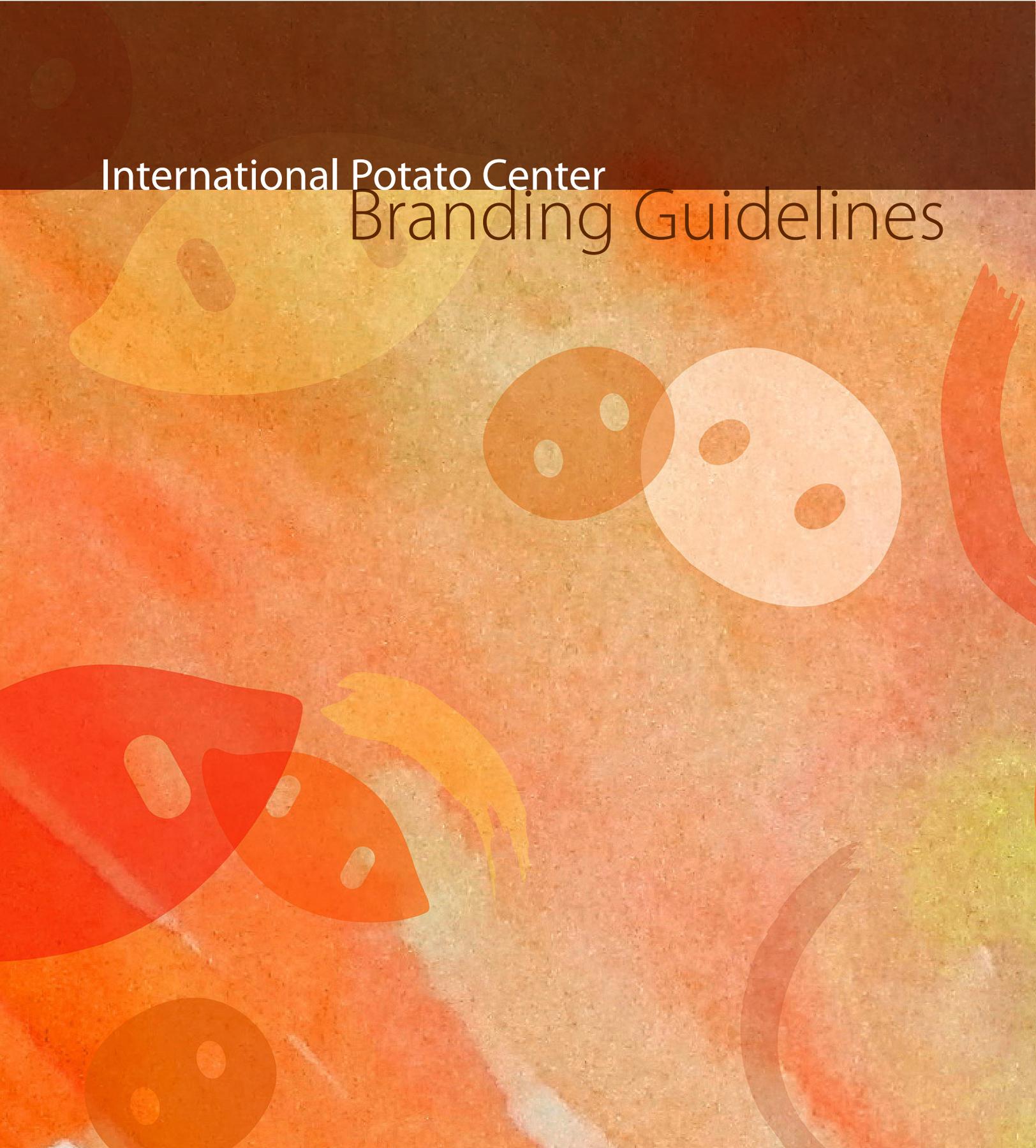




**CIP**  
INTERNATIONAL  
POTATO CENTER



# International Potato Center Branding Guidelines





# Contents

- 4 Introduction
- 6 CIP mission & vision
  
- 7 Logo
- 8 Logo variant
  
- 9 Logo guidelines in use
- 10 Correct usage
- 11 Minimum clear space
- 11 Minimum print size
- 12 Typography
- 13 Color palette
- 15 Modular grid
  
- 16 Correct logo placement
- 18 **Applications:**
- 18 Stationery
- 19 Posters
- 21 Power point presentations
- 23 Name tags
- 24 Email signature
- 25 Publications
- 27 Social media

# Introduction

Welcome to the International Potato Center (CIP) Branding and Style Guide. Here you will find information to help you properly apply elements of the International Potato Center brand. By following these standards, you can ensure the clarity and strength of the International Potato Center brand throughout all communications. These guidelines should be used in conjunction with any other partner organizations and their branding guidelines.

CIP is a more than 50 year-old organization that has pioneered major advances in agriculture research for development. It is a CGIAR Research Center. Unified branding throughout CIP will help elevate the name of the organization to the level it deserves. This is as an overarching global brand that expresses our shared vision and enables us to be seen as more than the sum of our parts.

The International Potato Center (CIP) was founded in 1971 as a research-for-development organization with a focus on potato, sweetpotato and andean roots and tubers. It delivers innovative science-based solutions to enhance access to affordable nutritious food, foster inclusive sustainable business and employment growth, and drive the climate resilience of root and tuber agri-food systems. Headquartered in Lima, Peru, CIP has a research presence in more than 20 countries in Africa, Asia and Latin America. [www.cipotato.org](http://www.cipotato.org)

CIP is a CGIAR research center, a global research partnership for a food-secure future. CGIAR science is dedicated to transforming food, land and water systems in a climate crisis. Its research is carried out by 13 CGIAR Centers/Alliances in close collaboration with hundreds of partners, including national and regional research institutes, civil society organizations, academia, development organizations and the private sector. [www.cgiar.org](http://www.cgiar.org)

# Our Vision

A healthy, inclusive and resilient world through root and tuber systems.

# Our Mission

CIP delivers innovative science-based solutions to enhance access to affordable nutritious food, foster inclusive sustainable business and employment growth, and drive climate resilience of root and tuber agri-food systems.

Logo

The CIP official logo is in English. It includes a graphic design depicting the importance of root and tuber crops.

The base color of the logo is orange and brown, to represent potato and sweetpotato.

The logo for the International Potato Center is comprised of the following elements:

- **The Symbol:** A square with corner elements, containing the figure of the potato guardian Papa Arariwa, holding both a potato and a sweetpotato.
- **The Logotype:** is the text International Potato Center and the Spanish acronym CIP
- **The Tagline:** A CGIAR Research Center



## Logo variant



# Logo guidelines in use

CIP logo and name are registered trademarks in Peru and other countries. Furthermore, CIP's symbol is protected by copyright worldwide. Therefore any alteration, distortion, recreation, translation, or misuse is strictly prohibited.

A number of digital file formats are available for download at [www.cipotato.org/branding](http://www.cipotato.org/branding). Each of the files available is optimized for a variety of applications, for both print and on-screen communications, to ensure easy adherence to these guidelines. Do not re-create the logo under any circumstances.

## Correct usage

Here are some examples of proper logo use.



The official logo must always appear in full color.



The black logo can be used when necessary.



The logo can be used in white on top of any color.

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If you need advice or assistance on logo use, please contact the Communications Department [CIP-CPAD@cgiar.org](mailto:CIP-CPAD@cgiar.org)

## Minimum clear space

To maximize the impact of the logo there must always be a minimum amount of clear space surrounding the logo. This clear space protects the image from being obscured by nearby text or pictures. The minimum clear space required is the 'C' in International Potato Center.



## Minimum print size

A minimum print size has been established to ensure legibility.

Minimum height = 1.7 cm

Minimum width = 4 cm



# Typography

## CIP logo type

CIP has typography standards to ensure brand consistency across all printed materials. Typography is an extremely important design element not to be overlooked. The font family, Square and Myriad Pro, have been established as the CIP logo standard.



## Primary font for print

As a general rule, Square and Myriad Pro should be used for headlines. For subheads and body text Myriad Pro is recommended. If the Myriad Pro font family is not available Arial is an acceptable and commonly available substitute.

### Square BT

Square BT Roman	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
<b>Square BT Bold</b>	<b>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</b>

### Myriad Pro

Myriad Pro Light Condensed	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
Myriad Pro Condensed	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
Myriad Pro SemiboldCondensed	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
<b>Myriad Pro BoldCondensed</b>	<b>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</b>
<b>Myriad Pro BlackCondensed</b>	<b>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</b>
Myriad Pro Light	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
Myriad Pro Regular	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
Myriad Pro Semibold	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
<b>Myriad Pro Bold</b>	<b>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</b>
<b>Myriad Pro Black</b>	<b>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</b>

## Color palette

The CIP logo should be reproduced in full color. These colors serve as the source for our standard color palette. These colors should be employed throughout CIP communications and are equivalent to the PANTONE® numbers listed in the table below.

For **four-color process** printing refer to the CMYK values shown.

For **desktop publishing**, such as Word or PowerPoint®, refer to RGB (print/on-screen).

For **web applications**, refer to Hexadecimal Web values.

### Primary color palette

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#### PANTONE: 1505 C

C:00 | M:65 | Y:100 | K:00

R:238 | G:114 | B:3

HEX: #EE7203

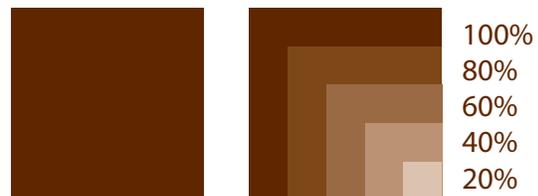


#### PANTONE: 1545 C

C:00 | M:65 | Y:100 | K:75

R:93 | G:46 | B:0

HEX: #5D2E00



## Secondary color palette

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Used for publications and other applications

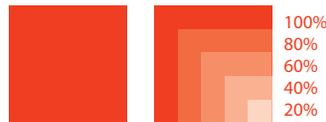
### PANTONE: 364 C

C:73 | M:09 | Y:94 | K:39  
R:52 | G:117 | B:45  
HEX: #34752D



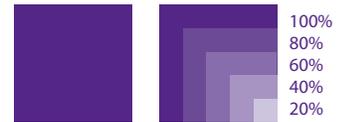
### PANTONE: 1795 C

C:00 | M:90 | Y:100 | K:00  
R:230 | G:51 | B:18  
HEX: #E53212



### PANTONE: 2607 C

C:80 | M:100 | Y:00 | K:10  
R:86 | G:33 | B:122  
HEX: #56217A



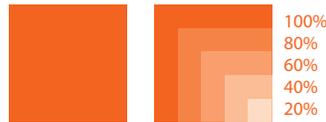
### PANTONE: 354 C

C:80 | M:00 | Y:100 | K:00  
R:19 | G:165 | B:56  
HEX: #12A537



### PANTONE: 1665 C

C:00 | M:75 | Y:100 | K:00  
R:234 | G:91 | B:12  
HEX: #EA5A0B



### PANTONE: 192 C

C:00 | M:100 | Y:70 | K:00  
R:228 | G:00 | B:58  
HEX: #E4003A



### PANTONE: 369 C

C:60 | M:00 | Y:100 | K:00  
R:118 | G:184 | B:42  
HEX: #76B82A



### PANTONE: 152 C

C:00 | M:50 | Y:100 | K:00  
R:243 | G:146 | B:00  
HEX: #F39200



### PANTONE: Pro Mag. C

C:00 | M:100 | Y:00 | K:00  
R:230 | G:00 | B:126  
HEX: #E6007E



### PANTONE: 376 C

C:40 | M:00 | Y:100 | K:00  
R:175 | G:202 | B:11  
HEX: #AFCA0A



### PANTONE: 137 C

C:00 | M:30 | Y:100 | K:00  
R:251 | G:186 | B:00  
HEX: #FBBA00



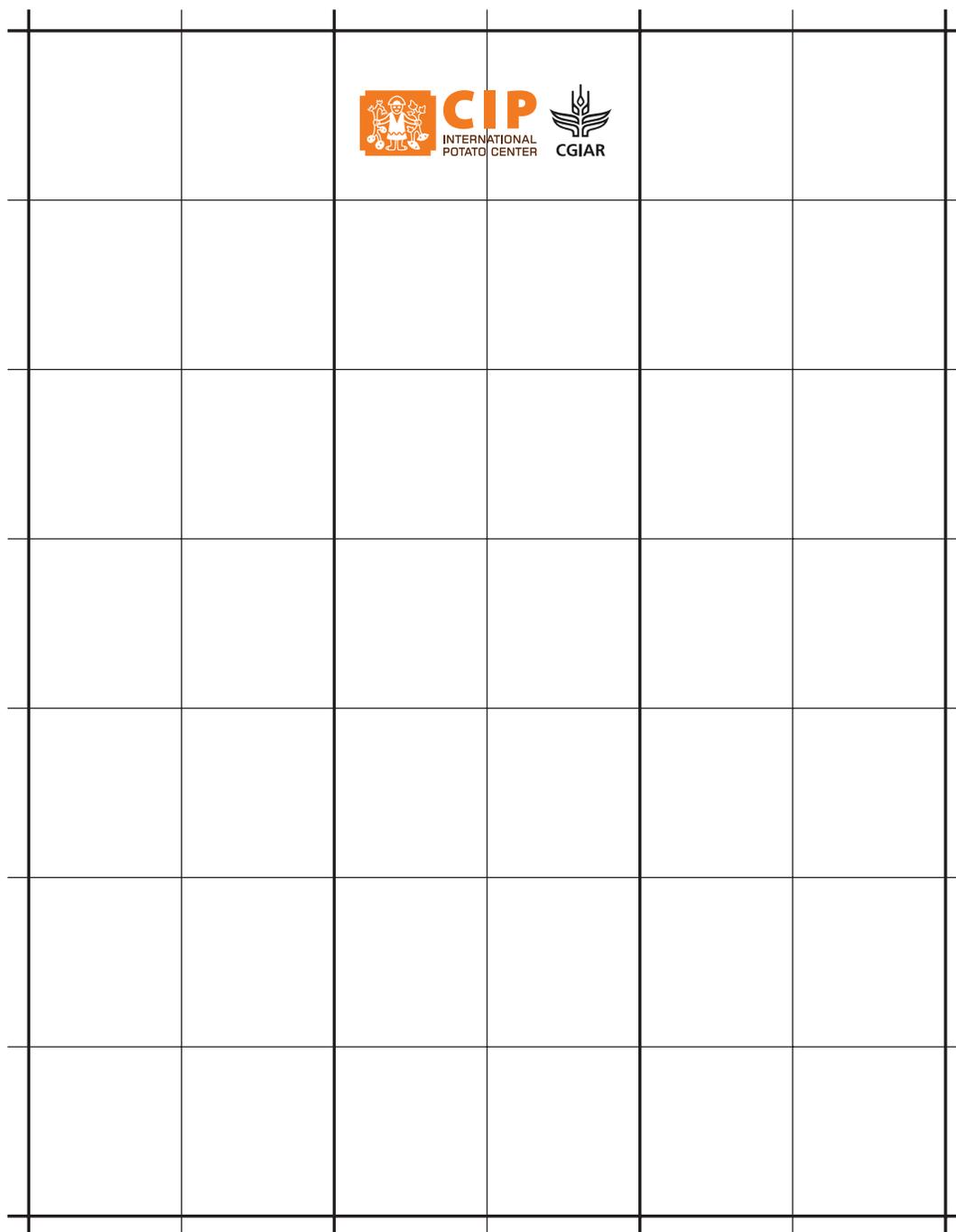
### PANTONE: Pro. Cyan C

C:100 | M:00 | Y:00 | K:00  
R:00 | G:159 | B:227  
HEX: #009FE3



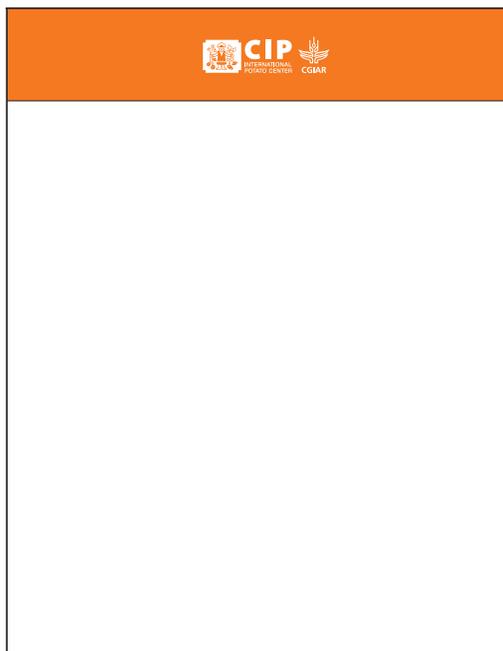
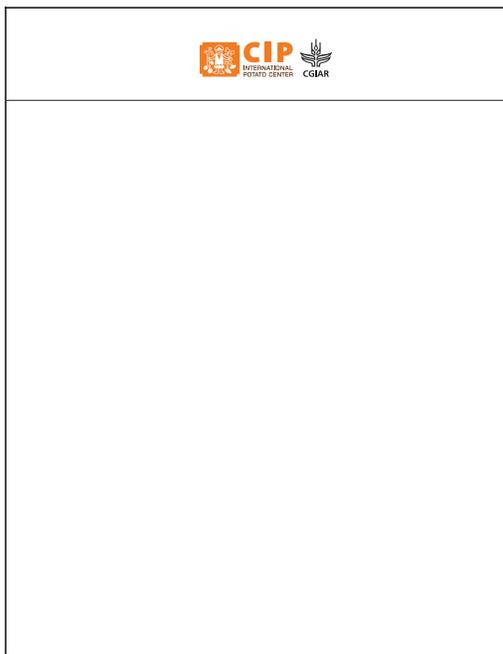
## Modular grid

The modular grid should be divided horizontally into seven rows and vertically into six columns further subdivided in three main columns.



Correct Logo  
placement

The CIP logo must be placed in the upper center, in a white, orange or brown field. It may also be placed in 10% of any color.



# Applications:

## Stationery

### Letterhead



**CIP**  
INTERNATIONAL  
POTATO CENTER



**CGIAR**

CIP is supported by the Consultative Group on International Agricultural Research  
El CIP es apoyado por el Grupo Consultivo para la Investigación Agrícola Internacional

**Street Address/Dirección:**  
Av. La Molina 1895, La Molina, Lima, Perú

Lima 24 de Enero de 2016

Sr. Donec quam felis

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Atentamente

Lorem ipsum dolor sit amet

### Business card



**CIP**  
INTERNATIONAL  
POTATO CENTER



**CGIAR**

**Joel Ranck**  
Head, Communications Department

j.ranck@cgiar.org • www.cipotato.org

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**Mailing Address:** Apartado 1558, Lima 12, Perú  
**Tel:** +51 1 349 6017 ext 3011 • **Direct:** +51 1 317 5334  
**Fax:** +51 1 317 5348

**Street Address:** Av. La Molina 1895, La Molina, Lima, Perú

### Envelope



**CIP**  
INTERNATIONAL  
POTATO CENTER



**CGIAR**

CIP is supported by the Consultative Group on International Agricultural Research  
El CIP es apoyado por el Grupo Consultivo para la Investigación Agrícola Internacional

**Street Address/Dirección:**  
Av. La Molina 1895, La Molina, Lima, Perú

# Posters

CIP Poster (36x48 inches)



## Respuesta de tres variedades de papa en un sistema Aeropónico novedoso para la producción

Carlos Chuquillanqui<sup>1</sup> • Ian Barker<sup>1</sup>

<sup>1</sup> International Potato Center (CIP), Germplasm Enhancement and Crop Improvement-Crop Management Division • Av. La Molina 1895, La Molina, Lima 12, Peru

### Background

WRKY proteins are a superfamily of transcription factors involved in various physiological processes in plants, including pathogen defence. WRKY transcription factors have been shown to act as both negative and positive regulators of defence, suggesting that they may operate through different regulatory complexes. The different roles can be partly determined by the topological features of the proteins.

The WRKY domain is defined by the conserved amino acid sequence WRKYGQK at the N-terminal end followed by a zinc-finger-like motif. WRKY proteins are classified based on the number of WRKY domains and the structure of the zinc-finger-like motif.

The data presented here is the first step towards unveiling the role of WRKY transcription factors in regulating pathogen defence responses in CIP's potato germplasm.

The evolutionary history was inferred using the Neighbor-Joining method [2]. The bootstrap consensus tree inferred from 1000 replicates [3] is taken to represent the evolutionary history of the taxa analyzed [3]. Branches corresponding to partitions reproduced in less than 50% bootstrap replicates are collapsed. The percentage of replicate trees in which the associated taxa clustered together in the bootstrap test (1000 replicates) are shown next to the branches [3]. The evolutionary distances were computed using the Poisson correction method [4] and are in the units of the number of amino acid substitutions per site. All positions containing gaps and missing data were eliminated from the dataset (Complete deletion option). There were a total of 61 positions in the final dataset. Phylogenetic analyses were conducted in MEGA4 [5]. Sequence alignment of each group with each groups characteristic motifs are shown on the right.

### Methods

WRKY Pfam profile PF03106 consisting of the alignment of 34 WRKY type sequences was used to mine the PGSC DM peptides with HMMER algorithm and 135 sequences were obtained. After alignment the proteins lacking either the WRKY motif or part of the zinc finger motif were removed. WRKY domains (75 amino acids) of 96 proteins were subjected to phylogenetic analysis by MEGA4 and NJ consensus tree was computed (Figure 1). Potential leucine zippers, leucine repeats and coiled coil domains were predicted in full length WRKY proteins using ZZIP server at <http://Zzip.molgen.mpg.de/>.

### Potato WRKY protein Phylogeny

The groups previously classified in Arabidopsis [1] were identified: Group 1 proteins contain 2 WRKY domains and based on the C-terminal WRKY domain alone do not form a clearly supported group in phylogenetic tree. Part of the group 2b proteins cluster together with group 2a proteins. However, these groups can be differentiated on the N-terminal region of the protein before the WRKY domain. Only group 2a proteins were found to contain a predicted leucine zipper (LZ) whereas some of the group 2b proteins contain a coiled coil (CC) domain.

Groups 2d and 2e each form well supported phylogenetic groups. Group 4 is new as compared to Arabidopsis and is clearly distinguished by a different type of zinc finger motif with the C-X4-C motif typical to Group 2 but with a H-X-C motif typical for group 3. Groups 2d and 2e each form well supported phylogenetic groups. Group 4 is new as compared to Arabidopsis and is clearly distinguished by a different type of zinc finger motif with the C-X4-C motif typical to Group 2 but with a H-X-C motif typical for group 3. Groups 2d and 2e each form well supported phylogenetic groups. Group 4 is new as compared to Arabidopsis and is clearly distinguished by a different type of zinc finger motif with the C-X4-C motif typical to Group 2 but with a H-X-C motif typical for group 3.

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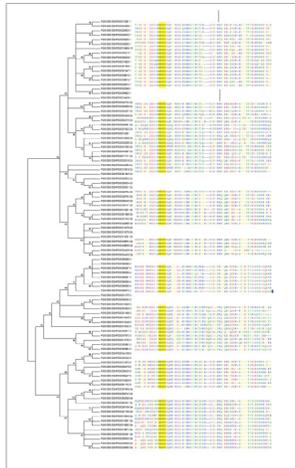


Figure 1. Evolutionary relationships of 96 WRKY proteins.

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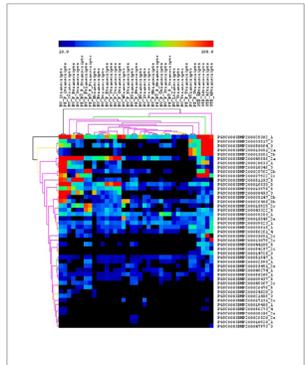


Figure 2. Comparison of transcript accumulation in different tissues and in response to abiotic and biotic stimuli. Expression in DM is determined by FPKM (Fragments Per Kilobase of exon per Million fragments mapped) values (PGSC).

### Transcript profiles

For 77 of the WRKY peptides transcripts were detected among the RNA sequence libraries. Most of the transcripts had a low abundance suggesting low level of expression, but there are also transcripts that accumulate in large amounts in certain tissues or after biotic or abiotic stimuli (Figure 2). For example, the first transcript in Figure 2 has a relatively high expression across all treatments, with the highest expression in biotic stress treated leaves. This transcript corresponds to a WRKY protein from Group 1 that is highly similar (99%) to a double WRKY protein PPS8 of *S. tuberosum*, which is a candidate substrate for MAPKs that play pivotal roles in induced defence responses [6].

WRKY transcription factors are part of complex co-regulatory mechanisms and more detailed expression studies are required to identify their role defence response regulation.

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**Julián Mateus<sup>1</sup> • Stef de Haan<sup>2</sup>  
Carlos Chuquillanqui<sup>2</sup>  
Ian Barker<sup>2</sup> • Alfredo Rodriguez<sup>3</sup>**

<sup>1</sup> Corporación Colombiana de Investigación Agropecuaria (CORPOICA), Centro de Investigación Tibaitalá • Km 14 vía Bogotá – Mosquera, Colombia

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<sup>3</sup> Universidad Nacional Agraria La Molina, Centro de Investigación de Hidroponía y Nutrición Mineral Departamento de Biología • Av. La Molina s/n, La Molina, Lima 12, Perú

## Respuesta de tres variedades de papa en un sistema Aeropónico novedoso para la producción

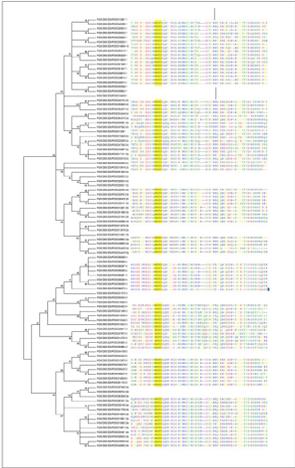
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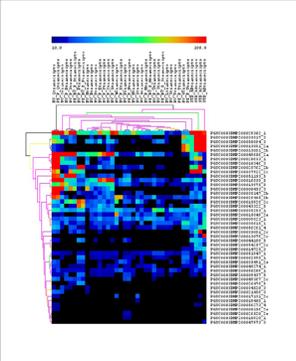
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**Figure 2.** Comparison of transcript accumulation in different tissues and in response to abiotic and biotic stimuli. Expression in DM is determined by FPKM (Fragments Per Kilobase of exon per Million fragments mapped) values (PGSC).

### Transcript profiles

For 77 of the WRKY peptides transcripts were detected among the RNA sequence libraries. Most of the transcripts had a low abundance suggesting low level of expression, but there are also transcripts that accumulate in large amounts in certain tissues or after biotic or abiotic stimuli (Figure 2). For example, the first transcript in Figure 2 has a relatively high expression across all treatments, with the highest expression in biotic stress treated leaves. This transcript corresponds to a WRKY protein from Group 1 that is highly similar (99%) to a double WRKY protein PPS8 of *S. tuberosum*, which is a candidate substrate for MAPKs that play pivotal roles in induced WRKY transcription factors are part of complex co-regulatory mechanisms and more detailed expression studies are required to identify their role defence response regulation.



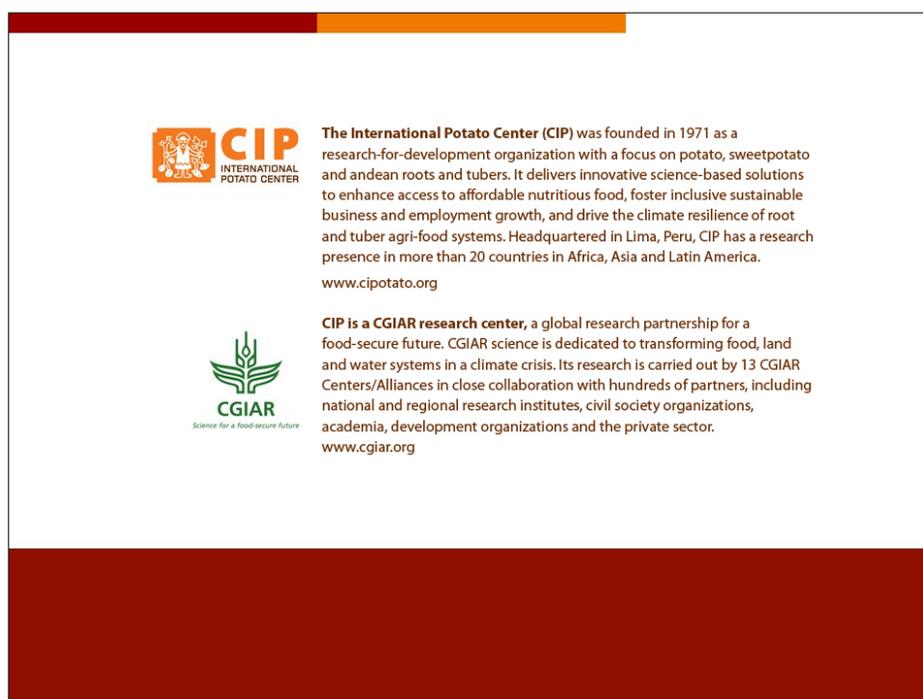
RESEARCH PROGRAM ON  
**Roots, Tubers and Bananas**





Corporación Colombiana de Investigación Agropecuaria

## Power point presentations (on screen-show)



## Power point presentations

Genetic Resources Conservation and Report Characterization Division

AUGUST 15, 2016

C I P P R O G R A M C O M M I T T E E

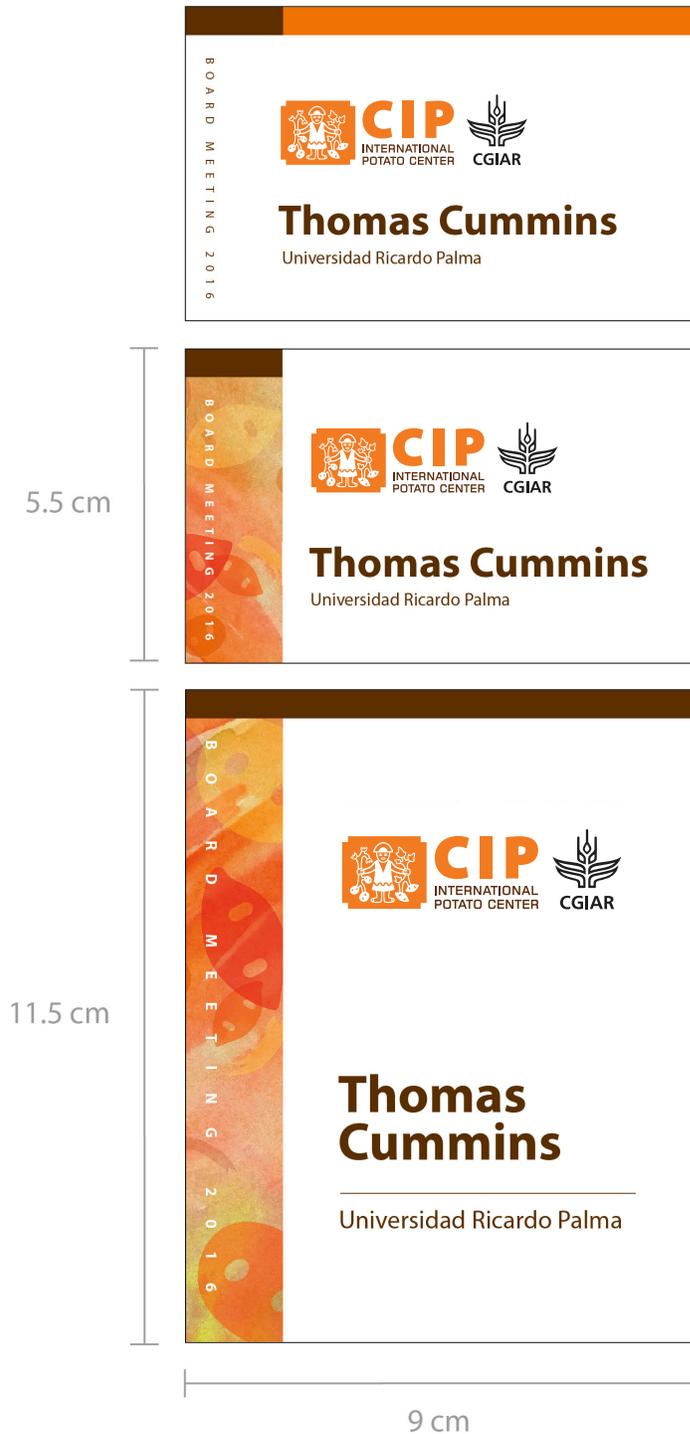
 **CIP**  
INTERNATIONAL  
POTATO CENTER

**The International Potato Center (CIP)** was founded in 1971 as a research-for-development organization with a focus on potato, sweetpotato and andean roots and tubers. It delivers innovative science-based solutions to enhance access to affordable nutritious food, foster inclusive sustainable business and employment growth, and drive the climate resilience of root and tuber agri-food systems. Headquartered in Lima, Peru, CIP has a research presence in more than 20 countries in Africa, Asia and Latin America.  
[www.cipotato.org](http://www.cipotato.org)

 **CGIAR**  
Science for a food-secure future

**CIP is a CGIAR research center**, a global research partnership for a food-secure future. CGIAR science is dedicated to transforming food, land and water systems in a climate crisis. Its research is carried out by 13 CGIAR Centers/Alliances in close collaboration with hundreds of partners, including national and regional research institutes, civil society organizations, academia, development organizations and the private sector.  
[www.cgiar.org](http://www.cgiar.org)

## Name tags



## Email signature

### James Stapleton (CIP)

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**To:** Viviana Infantas  
**Subject:** Board meeting 2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In tempor ligula turpis. Pellentesque sem lectus, venenatis eget neque eu, sagittis scelerisque tortor. Fusce non justo nisi. Mauris suscipit vel velit eget efficitur. Etiam faucibus ornare ipsum, vitae elementum urna pretium eu. Integer non leo sit amet mi hendrerit scelerisque. Etiam id tortor sed arcu porttitor eleifend. Mauris viverra dignissim est, vel eleifend nibh ultrices molestie. Morbi ultricies condimentum neque non viverra. Pellentesque vitae fringilla nisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Curabitur et aliquet tortor. In pretium, urna id condimentum congue, urna tortor luctus lacus, sit amet placerat mauris risus sed magna. Phasellus rutrum, eros ut viverra dignissim, sem arcu hendrerit justo, id hendrerit dolor massa et ex. Morbi nulla risus, blandit ut cursus eu, eleifend ac nulla.

Mauris blandit urna quis convallis posuere. Fusce ut scelerisque nunc, eu mollis libero. Donec ultricies ex nec finibus sodales. Sed pulvinar leo sed mi gravida auctor eu nec nunc. Ut ornare, dui eu ullamcorper vehicula, ex velit condimentum justo, id suscipit nulla tellus vel lectus. Quisque sit amet felis velit. Maecenas mattis nec turpis a posuere. Morbi sollicitudin eu nisi vel rutrum. Vestibulum lobortis laoreet congue. Pellentesque faucibus, lacus elementum aliquet dapibus, leo augue ullamcorper augue, id vestibulum elit ligula sed dolor. Integer quis nisi in elit vehicula commodo a tincidunt est. Maecenas iaculis bibendum orci vitae sollicitudin. Nunc non cursus lorem. Aliquam eget lectus sed mi iaculis elementum. Praesent egestas eros sed eros vestibulum maximus. Aenean nec risus ultricies purus porta iaculis eu a tellus.

### James Stapleton | Head of Communications Department

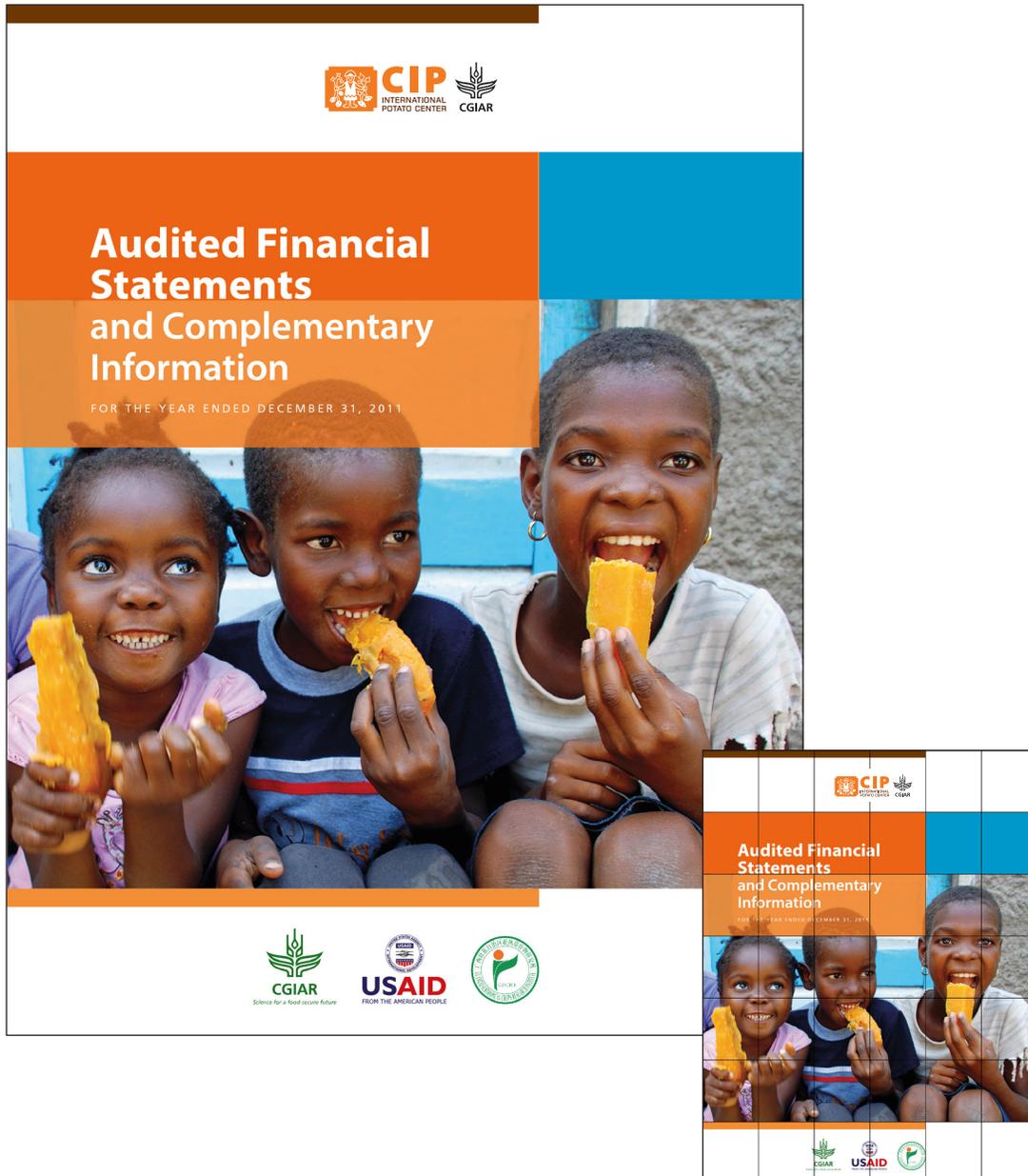
Apartado 1558, Lima 12, Perú  
Tel: +51 1 349 6017 ext 3011 / +51 1 317 5303  
j.ranck@cgiar.org • www.cipotato.org



## Publications

### Cover

All publications—including reports, studies, papers etc. must follow these branding standards. The CIP logo always appears in the upper center in a white field. Other logos must be placed at the bottom of the cover.



## Back Cover

The CIP Mission and Vision must always appear on the backcover along with the CIP and CGIAR logos.

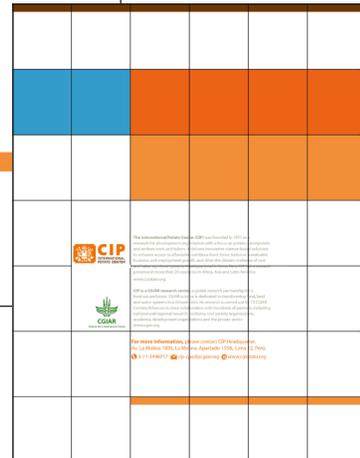


The International Potato Center (known by its Spanish acronym CIP) is a research-for-development organization with a focus on potato, sweetpotato, and Andean roots and tubers. CIP is dedicated to delivering sustainable science-based solutions to the pressing world issues of hunger, poverty, gender equity, climate change and the preservation of our Earth's fragile biodiversity and natural resources.  
[www.cipotato.org](http://www.cipotato.org)



CIP is a member of CGIAR.  
 CGIAR is a global agriculture research partnership for a food-secure future. Its science is carried out by the 15 research centers who are members of the CGIAR Consortium in collaboration with hundreds of partner organizations.  
[www.cgiar.org](http://www.cgiar.org)

**For more information, please contact CIP Headquarter.**  
 Av. La Molina 1895, La Molina, Apartado 1558, Lima 12, Perú.  
 ☎ 5-11-3496017 ✉ [cip-cpad@cgiar.org](mailto:cip-cpad@cgiar.org) 🌐 [www.cipotato.org](http://www.cipotato.org)



# Social media

## Facebook

The screenshot shows the Facebook profile of the International Potato Center (@cipotato). The profile picture is a stylized white logo of a person holding potatoes on an orange background. The cover photo is a vibrant, abstract illustration of various potato slices in shades of orange, red, and yellow. The page includes a navigation menu on the left with options like 'Inicio', 'Información', 'Opiniones', 'Me gusta', 'Fotos', 'Videos', and 'Publicaciones'. A central post from August 30, 2014, at 9:40 AM, discusses the use of sweet potatoes for vitamin A. The right sidebar shows the organization's location in Lima, a 4.5-star rating, and a search bar for posts on the page.

International Potato Center  
@cipotato

Inicio

Información  
Opiniones  
Me gusta  
Fotos  
Videos  
Publicaciones

Crear una página

Te gusta Más

Contactarnos

International Potato Center  
30 de agosto a las 9:40

"We used to get vitamin A from medicine or from eggs or fish, which are all very expensive to buy. But now we no longer sell our things in order to buy those expensive items as we can now eat the orange-fleshed sweet potato to get the vitamin A we need for us and our children." <http://bit.ly/2bMr6W>  
#FarmersofEarth #ofsp @oursweetpotato

Ver traducción

Organización - Lima  
4.5 ★★★★★

Busca publicaciones en esta página

A 7562 personas les gusta esto  
Sonia Santivañez y 16 amigos más

17 personas estuvieron aquí

Invitar a amigos a que indiquen que les gusta la página

4.5 de 5 estrellas - 11 opiniones

## Twitter

The screenshot shows the Twitter profile of the International Potato Center (@Cipotato). The profile picture is the same stylized logo as on Facebook. The header features the organization's name and a bio: 'International Potato Center #CIP #Agriculture #nutrition research for development. @CGIAR Consortium #Roots & #Tubers improving the lives of the poor.' It also lists the location as 'Global' and the website as 'cipotato.org'. The profile statistics show 5,988 tweets, 936 people being followed, 6,505 followers, 1,148 likes, and 3 lists. A recent tweet from 14 minutes ago announces a hiring for a Plant Breeder in Kampala, Uganda. The right sidebar includes a '¿Eres nuevo en Twitter?' registration prompt and a 'También te puede gustar' section with recommendations for related accounts like @RTB\_CGIAR, @CIAT\_, @ITA\_CGIAR, @HarvestPlus, and @ILRI\_Communications.

International Potato Center  
International Potato Center #CIP  
#Agriculture #nutrition research for development. @CGIAR Consortium  
#Roots & #Tubers improving the lives of the poor.  
Global  
cipotato.org  
Se unió en diciembre de 2010  
1.183 fotos y videos

TWEETS 5.988  
SIGUIENDO 936  
SEGUIDORES 6.505  
ME GUSTA 1.148  
LISTAS 3

Seguir

¿Eres nuevo en Twitter?  
¡Regístrate ahora para obtener tu propia cronología personalizada!

Regístrate

También te puede gustar Actualizar

RootsTubersBananas @RTB\_CGIAR  
CIAT @CIAT\_  
ITA @ITA\_CGIAR  
HarvestPlus @HarvestPlus  
ILRI ILRI Communications @ILRI

Tweets Tweets y respuestas Multimedia

CIP - Potato Center @Cipotato · 14 min  
CIP is hiring! Plant Breeder Associated in Kampala, Uganda [ow.ly/WPQ3303QNM8](http://ow.ly/WPQ3303QNM8)

CIP INTERNATIONAL POTATO CENTER  
A CGIAR RESEARCH CENTER

CIP - Potato Center @Cipotato · 3 h  
KOTEMU Cooperative: Sweet economics:

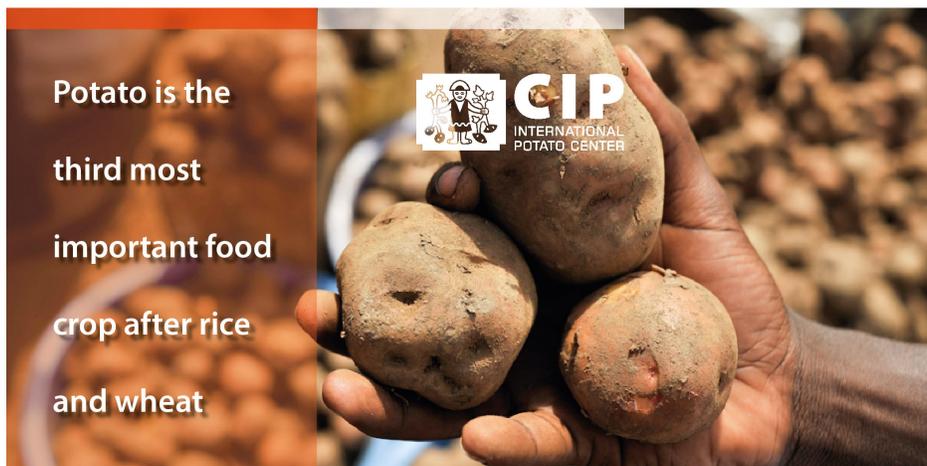
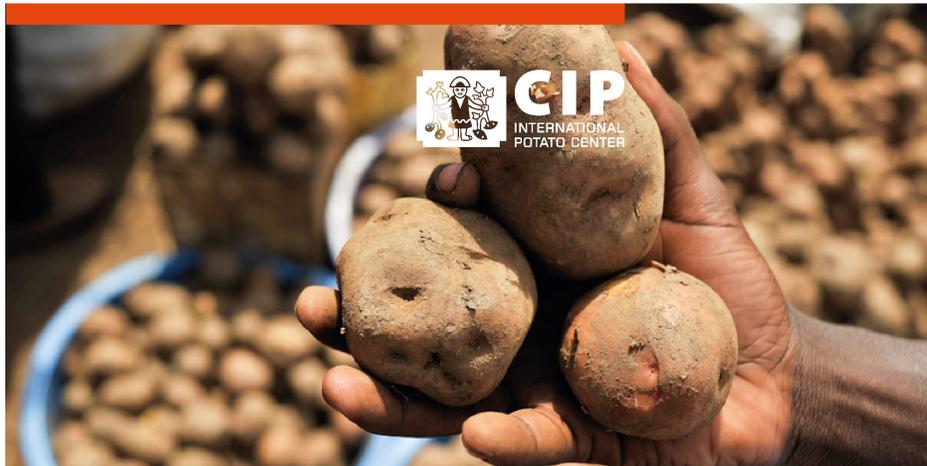
## Blog

The screenshot shows the CIP (International Potato Center) blog page. The browser address bar displays <https://cipotato.org/blog/>. The page features the CIP logo and the CGIAR logo. A navigation menu includes links for English, Services, Contact, Jobs, KM-Hub, CIP Ethics, and social media icons (Facebook, Twitter, Instagram, YouTube, LinkedIn). A 'SUBSCRIBE' button is also present. Below the navigation, there are links for ABOUT, RESEARCH, WHERE WE WORK, WHY OUR CROPS, RESOURCES, OUTCOMES, and NEWS. The main heading is 'BLOGS'. There are three filter dropdowns: 'CIP Crop', 'CIP Region', and 'Objective'. A text link reads 'Press inquiries: Viviana Infantas (Administrative and Events Specialist)'. Three images are displayed: a woman in a white shirt holding potatoes, a woman in an orange shirt kneeling in a field, and two women holding large potatoes.

## LinkedIn

The screenshot shows the LinkedIn profile page for the International Potato Center. The top navigation bar includes 'Inicio', 'Perfil', 'Mi red', 'Empleos', 'Intereses', 'Servicios comerciales', and 'Prueba una cuenta Premium gratis'. The search bar contains the text 'Buscar gente, empleos, empresas y demás'. The profile header features the CIP logo and the name 'International Potato Center'. A 'Seguir' button is visible. A notification bubble says 'Ahora, puedes compartir esta página con tus contactos a través de las redes sociales.' Below the header, there is a large image with a potato-themed background and a description: 'tuber research-for-development institution delivering sustainable solutions to the pressing world problems of hunger, poverty, and the degradation of natural resources. CIP is truly a global center, with'. A 'Ver más' link is present. The 'Empleo' section includes the text '¿Te interesa International Potato Center (CIP)?' and 'Prueba una cuenta Premium gratis'. The 'Cómo estás conectado' section shows four profile pictures. The 'Anuncios que podrían interesarte' section features an advertisement for 'BA in English Writing' at CU Denver.

## Other applications in social media



[www.cipotato.org/branding](http://www.cipotato.org/branding)

