



Food Systems in European Cities

Deliverable 7.1. FoodE Visual Identity and Stylebook

Project Acronym and Name	FoodE – Food Systems in European Cities
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Lead partner	HCA
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Project website	-
Project start date	01/02/2020
Duration	48 months
Version	1.0





Project Consortium

No.	Institution Short name	Institution Full name	Country
1	UNIBO	ALMA MATER STUDIORUM – UNIVERSITÀ DI BOLOGNA	IT
2	APT	INSTITUT DES SCIENCES ET INDUSTRIES DU VIVANT ET DE L'ENVIRONNEMENT - AGRO PARIS TECH	FR
3	RMN	COMMUNE DE ROMAINVILLE	FR
4	SWUAS	FACHHOCHSCHULE SUDWESTFALEN	DE
5	ILS	INSTITUT FÜR LANDES- UND STADTENTWICKLUNGSFORSCHUNG gGMBH	DE
6	FLY	FLYTECH SRL	IT
7	NOL	NOLDE ERWIN	DE
8	BOL	COMUNE DI BOLOGNA	IT
9	NAP	COMUNE DI NAPOLI	IT
10	UNINA	UNIVERSITA DEGLI STUDI DI NAPOLI FEDERICO II	IT
11	HCA	HAGUE CORPORATE AFFAIRS BV	NL
12	LAN	GEMEENTE LANSINGERLAND	NL
14	WR	STICHTING WAGENINGEN RESEARCH	NL
16	POL	POLAR PERMACULTURE SOLUTIONS AS	NO
17	TAS	TASEN MICROGREENS AS	NO
18	MBI	ASOCIATIA MAI BINE	RO
19	ARC	ARCTUR RACUNALNISKI INZENIRING DOO	SI
20	BEE	DRUSTVO URBANI CEBELAR	SI
21	SBD	AJUNTAMENT DE SABADELL	ES
22	ISL	ORGANIZACION DE PRODUCTORES DE TUNIDOS Y PESCA FRESCA DE LA ISTA DE TENERIFE	ES
23	ULL	UNIVERSIDAD DE LA LAGUNA	ES
24	UAB	UNIVERSITAT AUTONOMA DE BARCELONA	ES
25	METAINST	METABOLIC	NL
26	NBL AS	NABOLAGSHAGER AS	NO



Document Control Sheet

Version	Date	Summary of changes	Author(s)
0.1	24/03/2020	First draft	HCA
0.2	27/03/2020	Revised draft by the internal reviewer and circulated to partners	HCA - ARCTUR
1.0	31/03/2020	Final version including feedback from partners	HCA



Table of contents

1. Introduction

ANNEX: FoodE Visual Identity and Stylebook



1. Introduction

The following document provides FoodE partners with the visual identity of the project.

It describes:

- Key colors to use;
- The positioning and use of the logo;
- The use of the logo in presentations;
- The typographies partners should use and how to use these;
- Pictures and how to use these;
- Examples of infographics and use of colors and font;
- The use of the EU disclaimer and Grant Agreement number;
- Icons for use in the context of the project.

The different parts of the visual identity and style book are in annex of the present deliverable. Partners have access to the document via the repository system used to share and exchange documents in the project.



ANNEX: FoodE Visual Identity and Stylebook

Deliverable 7.1

FoodE Visual Identity and Stylebook



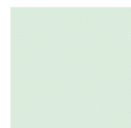
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 862663.

COLORS

Primary colors

**GREEN:**

C: 58 R: 118
M: 0 G: 190
Y: 60 B: 133
K: 0

**GREEN 2:**

C: 18 R: 219
M: 0 G: 236
Y: 18 B: 221
K: 0

**PETROL:**

C: 90 R: 0
M: 5 G: 141
Y: 45 B: 138
K: 15

**BLUE:**

C: 36 R: 178
M: 0 G: 224
Y: 0 B: 249
K: 0

Attention color

**RED:**

C: 0 R: 233
M: 85 G: 67
Y: 45 B: 98
K: 0



LOGO

Logo used big



Logo used small
(smaller than 1 cm)



USE OF LOGO





USE OF LOGO

Presentation



Presentation



USE OF LOGO

Professor X
33 Mainstreet
3572XX The Hague
The Netherlands

Dear All,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui.



TYPOGRAPHY

For reports

Roboto Black: 42 pt / 44 pt	Headlines
Roboto Light 40 pt / 42 pt	Headlines
Roboto Light: 20 pt / 25 pt	Subheading
Roboto Light: 12 pt/ 14 pt	Intermediate head
Roboto Light: 10 pt/ 18 pt	Intro text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.
Roboto Light: 8 pt/ 12 pt	Text text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

You can find the Roboto font in the 4PM Document Management System under 'Dissemination and communication -> 1_Templates'. Uncompress the zip-file and install the .ttf-files on your system.

USE OF FONTS

Headline light	Headline for this article
Intro text	Text text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, laboris nisi ut aliquip ex ea commodo consequat.
Text	Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Text text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Intermediate head Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Text text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Text text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute
	column white

You can find the pictures in the 4PM Document Management System under 'Dissemination and communication -> 2_Photos'. The filename is below the photo.

PHOTOGRAPHY

We have made a selection of photos for you free to use



Name: **Field.jpg**



Name: **Greenhouse_1.jpg**



Name: **Greenhouse_2.jpg**



Name: **growing.jpg**

PHOTOGRAPHY

Free of use



Name: **Food_1.jpg**



Name: **Fruit_1.jpg**



Name: **Fruit_3.jpg**



Name: **Gloves.jpg**

PHOTOGRAPHY

Free to use



Name: **Rooftop.jpg**



Name: **Fruit_5.jpg**



Name: **Fruit_2.jpg**



Name: **Food_5.jpg**

PHOTOGRAPHY

Free to use



Name: **research_2.jpg**



Name: **Plate.jpg**



Name: **research.jpg**



Name: **Supa_crema.jpg**

PHOTOGRAPHY

Free to use



Name: **Tomato.jpg**



Name: **Wageningen_glastuingebouw.jpg**



Name: **Food_6.jpg**



Name: **Food_5.jpg**

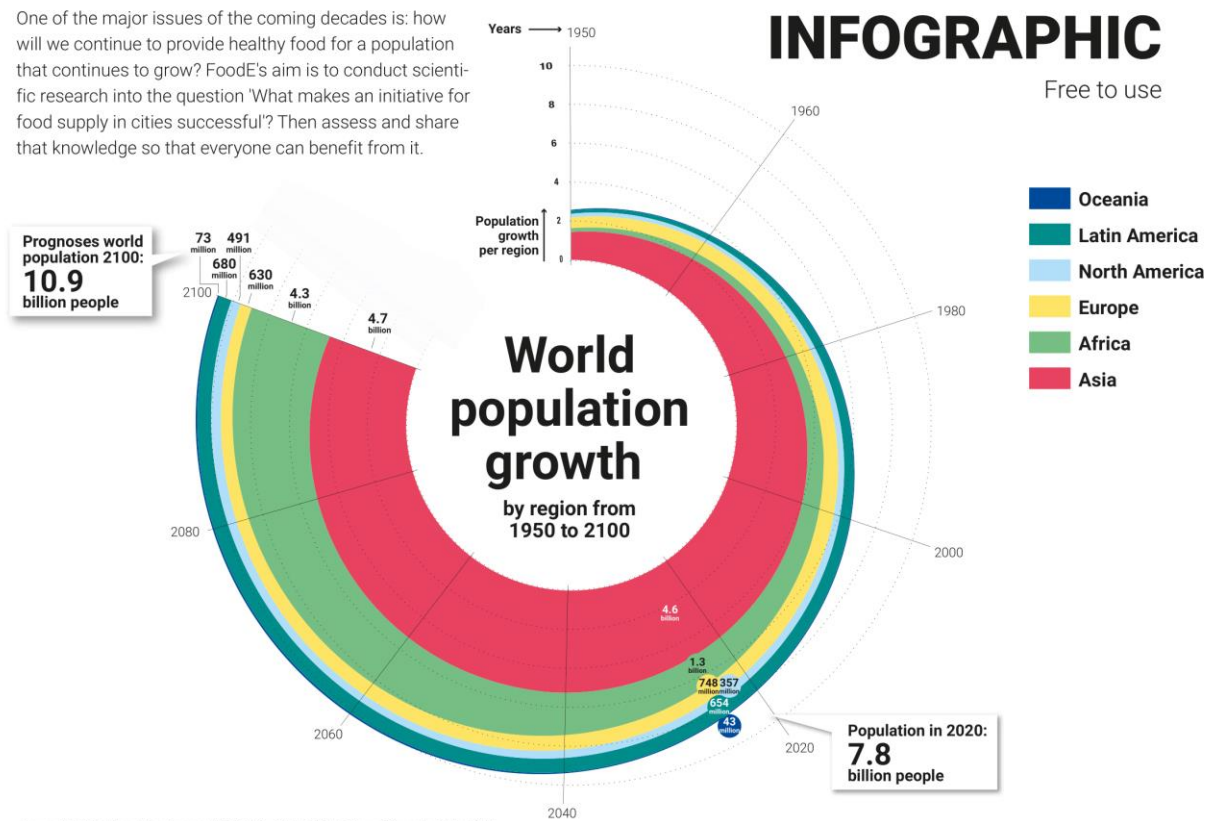
PHOTOGRAPHY

Free to use



Name: **Bleiswijk1_Wageningen.jpg**

One of the major issues of the coming decades is: how will we continue to provide healthy food for a population that continues to grow? FoodE's aim is to conduct scientific research into the question 'What makes an initiative for food supply in cities successful?' Then assess and share that knowledge so that everyone can benefit from it.



EU DISCLAIMER



This project has received funding from the European Union's Horizon 2020 research and innovation programme under **grant agreement No 862663**.



POWERPOINT PRESENTATION

A few tips for your PPT-presentation

- **Keep your text short.** Don't put your entire text in the presentation, use short sentences or bulletpoints.
- **Less is more!** Really! Trying to cram too many ideas on one slide can only work to your detriment.
- **One theme per slide.** Whether it's an image, statistic, quote. This will make sure your audience stays focused.
- **Use visuals!** Pictures, icons, infographics, charts. And again, keep it simple!
- **Always remember that your audience is sitting far away.**
So ensure that the font size is large enough to be seen from a distance.
- **Use only two or three colors for your entire presentation.** A primary and some secondary colors.
- **Make sure that there is enough white space throughout your presentation.**
This will give your content room to breathe. Less is definitely more in this case.

TYPOGRAPHY POWERPOINT

Roboto Black ——— **Headlines**

Roboto Thin ——— Headlines

Roboto Light ——— Subheading

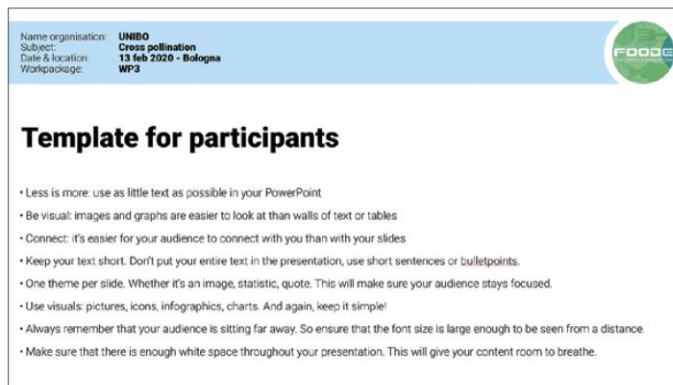
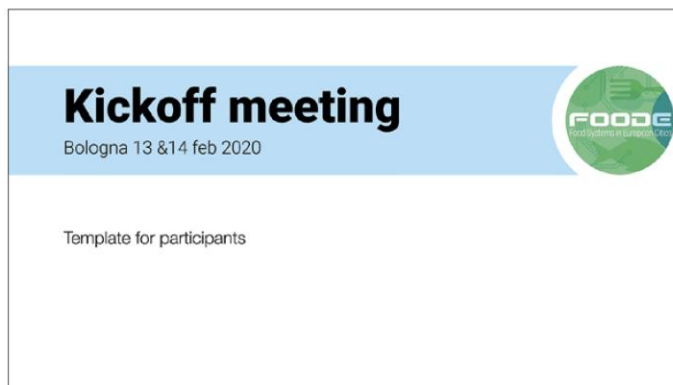
Roboto Light ——— • Bullet-text

Roboto Light ——— Text lorem ipsum dolor sit amet



POWERPOINT

Examples



POWERPOINT

Examples



Horizon2020 EU

The FoodE project, funded under the Horizon2020 EU research and innovation programme, is spreading good practices and developing new innovative solutions to the question of securing sustainable food systems in European cities. It builds a multi-stakeholder approach, bringing together local technological and social innovation.



POWERPOINT

Examples



POWERPOINT

Examples





POWERPOINT

Examples



POWERPOINT

Examples





ICONS

Free to use

Food



Sustainability



People



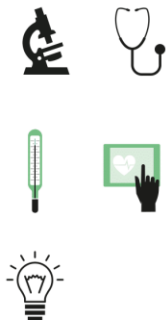
ICONS

Free to use

Measurements
drones, sensors



Instruments



Industry



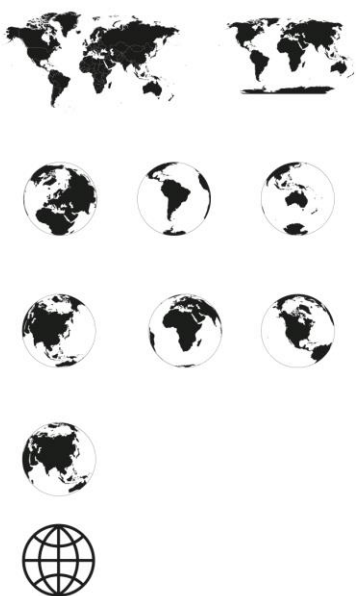
Miscellaneous





ICONS

World / maps



EU

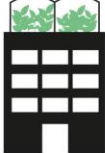


Farming

Fishing cooperatives



Urban rooftop farm



Fishfarms



Vertical farming



Community gardens



Periurban farming



Beekeeping

