



D7.2

Image handbook



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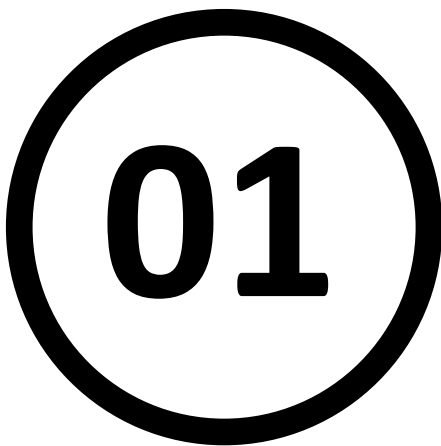
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Summary

The COCOREADO image handbook describes the project's visual identity. It includes the project logo, a flyer/fact sheet, a poster/roll-up, a PowerPoint presentation and other promotional materials designed for specific audiences and events.



1. Logo

1.1 Conceptual description of the logo: concept, messages and values

The creation of the corporate image of the COCOREADO project is based on the following concepts:

Collaboration

The prefix formed by the letters “CO” fosters the idea of “collaboration”, “cooperation”, “teamwork”. Because of the initial repetition of this group of letters in the project name, it was decided to highlight them as a prefix with the same meaning.

In addition, the letter “O” graphically integrates a group of actors that are related to each other (multi-actor approach), identified with different colours representing different areas of activity: producers, prescribers, sales people, etc.

Connection and interaction

The chromatic exchange created by mixing the different coloured elements graphically shows connection and interaction.

The connection idea is even stronger present in the complete logo (the logo including the claim) through the icon of a circle attached to a line which technically symbolises a "connection point".

Youth, dynamism, and strength

The use of bright colours, shapes that intercross, and the chromatic variety of the logo make it fresh, dynamic, juvenile and thus attractive to youth, the target audience of the project.



1.2 Project typography

Logo typography

ITC Avant Garde Gothic is the font selected to represent the logo.

It is a round typography, easy to read in any of its variants, and quite known (a good number of devices will include it as a source of the system).

The font is of the type "Sans Serif", i.e. without trimming or decoration in its extremes, which favours a proper reading of a name like "COCOREADO" that has a certain phonic peculiarity.

- **For documents and presentations of internal communication**, the use of the font is limited to the logo, not being recommended for texts (it is a precautionary measure despite being a source that many devices have).

- There are no limitations on its use in parts of communication **to the general public and created by professional designers**.

Recommended fonts

To facilitate communication in general among the partners, and more specific for documents and presentations (Word, PowerPoint, etc) intended to be seen online on a screen, the universal fonts Calibri and Arial are preferred.

This measure is also recommended in offline communication documents, given that the partners will have at their disposal editable templates for flyer, roll-up, etc. in original Adobe Illustrator files and Adobe Indesign.

ITC AVANT GARDE GOTHIC DEMI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC AVANT GARDE GOTHIC BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALIBRÍ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



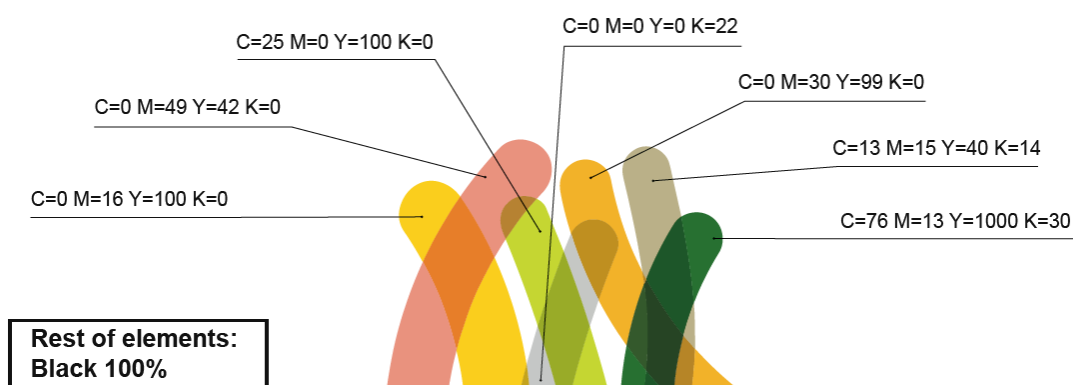
1.3 Corporate colours

In addition to the pure black used for the characters of the logo - and also for the "connection" icon - 6 main colours are used for the logo. Through the application of a digital fusion effect on the 6 main colours, a total of 23 different colours is created.

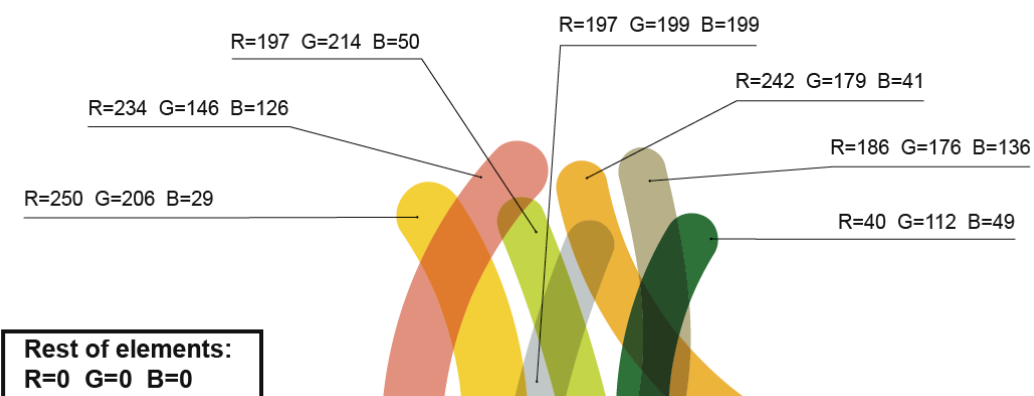
The 6 main colours, applied individually to each of the graphic elements, are taken as a reference. The complete palette of colours can be created through the fusion command "multiply" available in any professional design application.

Remark: Any of these 6 colours can be used in the design of our documents as a graphic resource: backgrounds, headlines or highlighted texts, bullets, tables, etc.

CMYK Combination



RGB Combination





1.4 Proportions and logo elements

Proportions between the elements of the logo

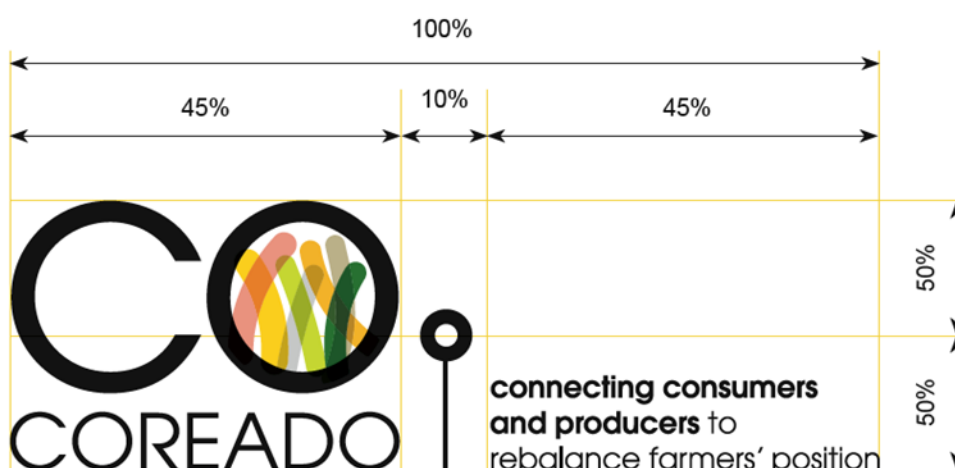
The complete logo is divided into three parts: name (left), link (centre) and description (right), which occupy horizontally balanced proportions of 45% - 10% - 45%.

The nexus is an icon symbolising the connection, where the circle occupies the exact centre of the logo area (horizontal axis 50% and vertical axis 50%).

Ideal size and minimum size of reproduction in different scenarios

For a page header in a standard Word document (DIN A4), or for a PowerPoint header, a logo width of 50-60mm is considered ideal.

In general, it is recommended that in documents the logo is printed in a width not less than 50mm, or 190 pixels in the digital format.



▼ Recommended size



▼ Minimum recommended size





1.5 Variants of the logo

Positive version

The positive version is the default version on the condition it is used on a white background (or another light coloured even background).

This original version exactly reflects the corporate colours.



Black monochrome version

In the black monochrome version, the effectiveness of the colour fusion effect is lost and makes it difficult to read the project name. Therefore, this graphic element has been eliminated.

This version will be used in monochrome documents with a white or light background.



Gray-scale version

The colour match applied for the grey-scale version is:

- Yellow = 20% Black
- Pink = 15% Black
- Warm green = 30% Black
- Grey = 22% Black
- Orange = 40% Black
- Beige = 50% Black
- Dark green = 60% Black

This version will be used if the logo is applied to monochrome documents with a white or light background.



White monochrome version

As with the black monochrome version - and for the same reason - the graphic element has been eliminated in the white monochrome version.

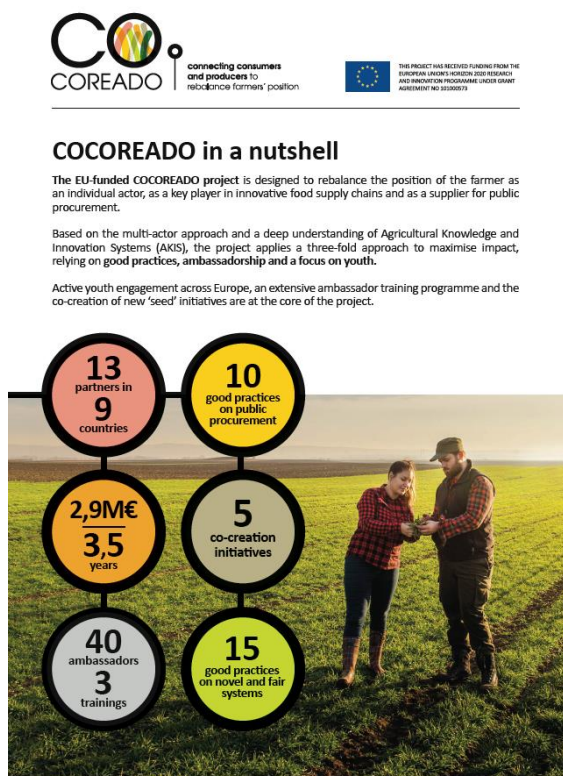
This version will be used if the logo is applied to monochrome documents with a dark background.



02

2. Flyer

A project flyer (A5 postcard size) has been designed to present general information about the project in a visual attractive way. It will support the dissemination and promotion activities linked to ambassadors but it also allows partners to promote the project at events, workshops, etc.



Further information on:
Website www.cocoreado.eu | Twitter [@cocoreado](https://twitter.com/cocoreado) | Facebook [/Cocoreado](https://www.facebook.com/cocoreado) | LinkedIn [/cocoreado](https://www.linkedin.com/company/cocoreado)

COCOREADO PARTNERS



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3. Roll-up

A roll-up template to promote the project at events, external conferences and workshops has been created since the outset of the project. The template can be localised in local languages and tailored to the partners' communication goals. The production of the roll-ups will be done locally by the partners.



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4. PowerPoint presentation

A PowerPoint presentation has been produced for partners to present the project within their organisations and at external meetings, events, conferences, ...



Connecting Consumers and producers to Rebalance farmers' position through Ambassador training



Farmers are key players in innovative food supply chains and as suppliers for public procurement. The EU-funded COCOREADO project will apply a multi-actor method and a deep understanding of agricultural knowledge and innovation systems (AKIS) based on ambassadorship, good practices and training.

The project will encourage young people in rural areas to co-create innovative solutions that overcome obstacles for farmers, address consumer needs and improve the

conditions for the sustainable public procurement of local and seasonal food.

The COCOREADO Ambassador Training Program will connect young farmers, students and three EU-level youth movements, aiming to enhance the position of farmers and improve their connection with consumers. A wide range of academic and farming-related partners will be engaged in the project, taking into consideration the regional particularities.



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02

The project objectives

Connecting Consumers and producers to Rebalance farmers' position through Ambassador training



COCOREADO is a project designed to rebalance the position of the farmer as an individual actor, as a key player in innovative food supply chains and as a supplier for public procurement.

Based on the multi-actor approach and a deep understanding of agricultural knowledge and innovation systems (AKIS), the project applies a three-fold approach to maximize impact, relying on ambassadorship, good practices, and a focus on youth. COCOREADO will foster opportunities for young people in rural areas to co-create innovative solutions that overcome current hurdles for farmers and respond to consumer needs, while simultaneously improving the conditions for sustainable public procurement of local and seasonal food.

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Connecting Consumers and producers to Rebalance farmers' position through Ambassador training



The consortium connects key youth actors including young farmers, college youth, youth movements in an environment that offers support and encouragement to undertake action.

A key tool for creating such environment is the COCOREADO Ambassador Training Program. Furthermore, the project involves both academic and close-to-farmers partners across Europe, recognising regional differences and barriers in terms of replicability of good practices and regional opportunities in terms of solutions. Active youth engagement in co-creating solutions remains at the core of the well balanced consortium including three EU-level youth organisations, and is embedded within COCOREADO's methodologies, thus ensuring that innovative supply chains remain future-proof.

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Connecting Consumers and producers to Rebalance farmers' position through Ambassador training



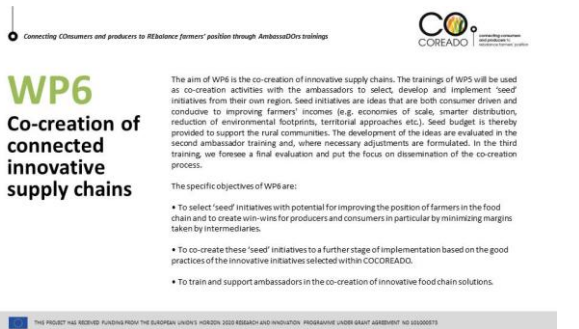
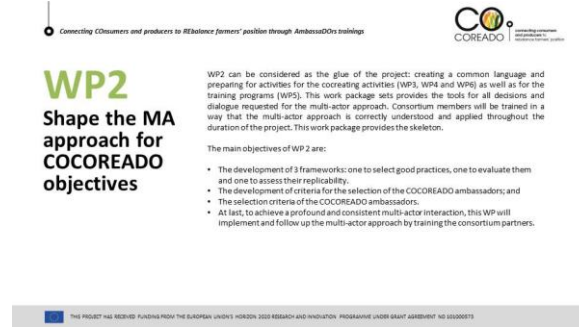
COCOREADO starts with the collection of innovative initiatives that enhance the position of the farmers and improve their connection with consumers.

Good practices will be assessed for their replicability and translated into educational materials. Furthermore, user-friendly decision support tools with high potential will be made accessible. Communication and dissemination of good practices and tools will focus on farmers, rural communities, policy makers, actors in the food chain such as chefs and local food processors.

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List of partners





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Connecting Consumers and producers to Rebalance farmers' position through Ambassadorial trainings



WP7 Communication and dissemination

The objectives of WP7 are to:

- Ensure an effective external communication and transfer of COCOREADO outcomes and findings in order to ensure their use and replicability.
- Engage with farmers and consumers so that the good practices and co-creation initiatives identified and developed in COCOREADO address their real needs and concerns.
- Convey the project outputs to stakeholders and encourage their use for generating the expected impacts and strengthen the position of farmers in the food system.

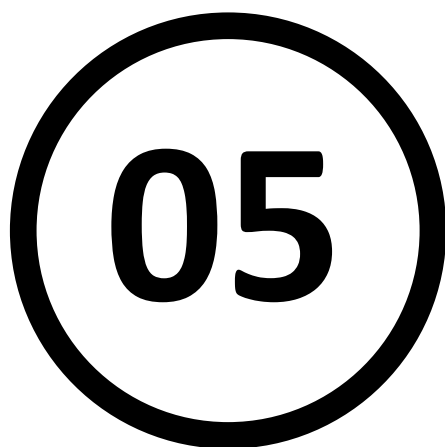
Connecting Consumers and producers to Rebalance farmers' position through Ambassadorial trainings



WP8 Ethics requirements

The objective is to ensure compliance with the 'ethics requirements' set out in this work package.





5. Email signature

A signature for email messages was designed allowing partners to set-up a personal project branded email signature in Outlook (or any other email system). The email signature links automatically to the project website and the social media channels.





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6. Other printed materials

Additional materials will be created and produced on demand when required. At all times partners will be encouraged to make use of digital means to disseminate project information in order to minimise the printing of materials.



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