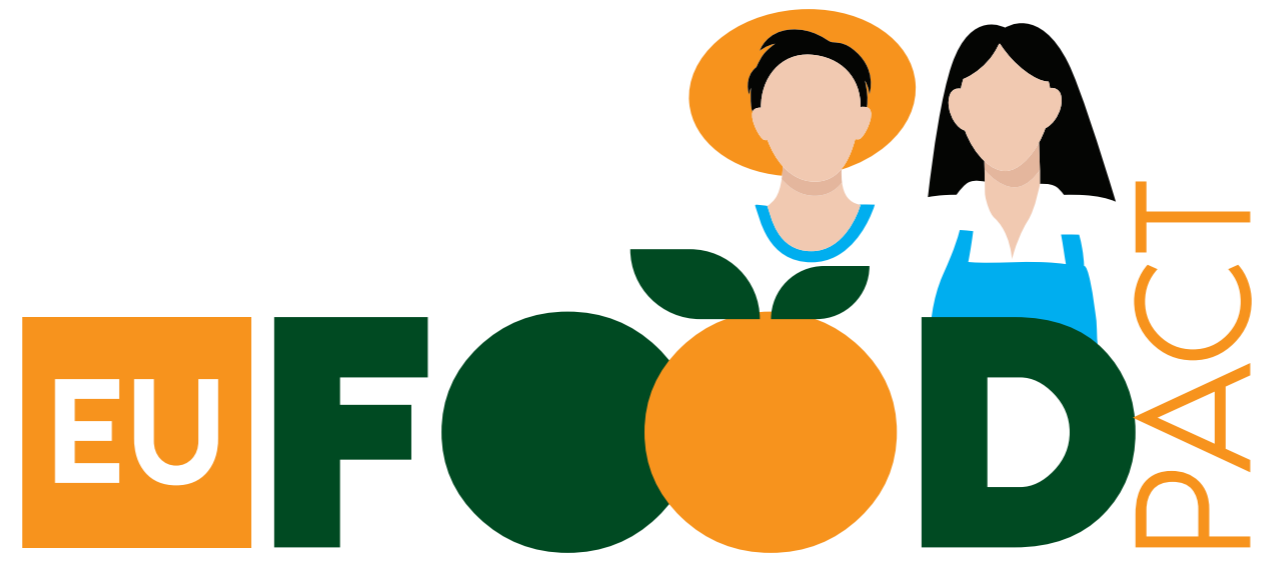


EU FOODPACT

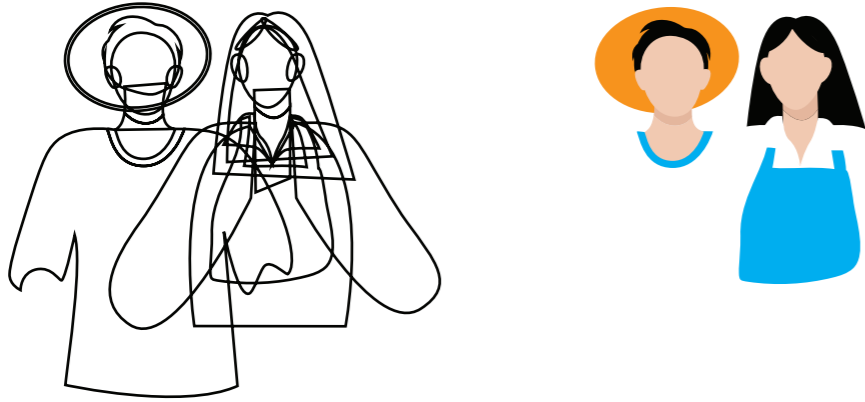
Visual Identity Guidelines



SAMPLE 1



THE IDEA



FOOD



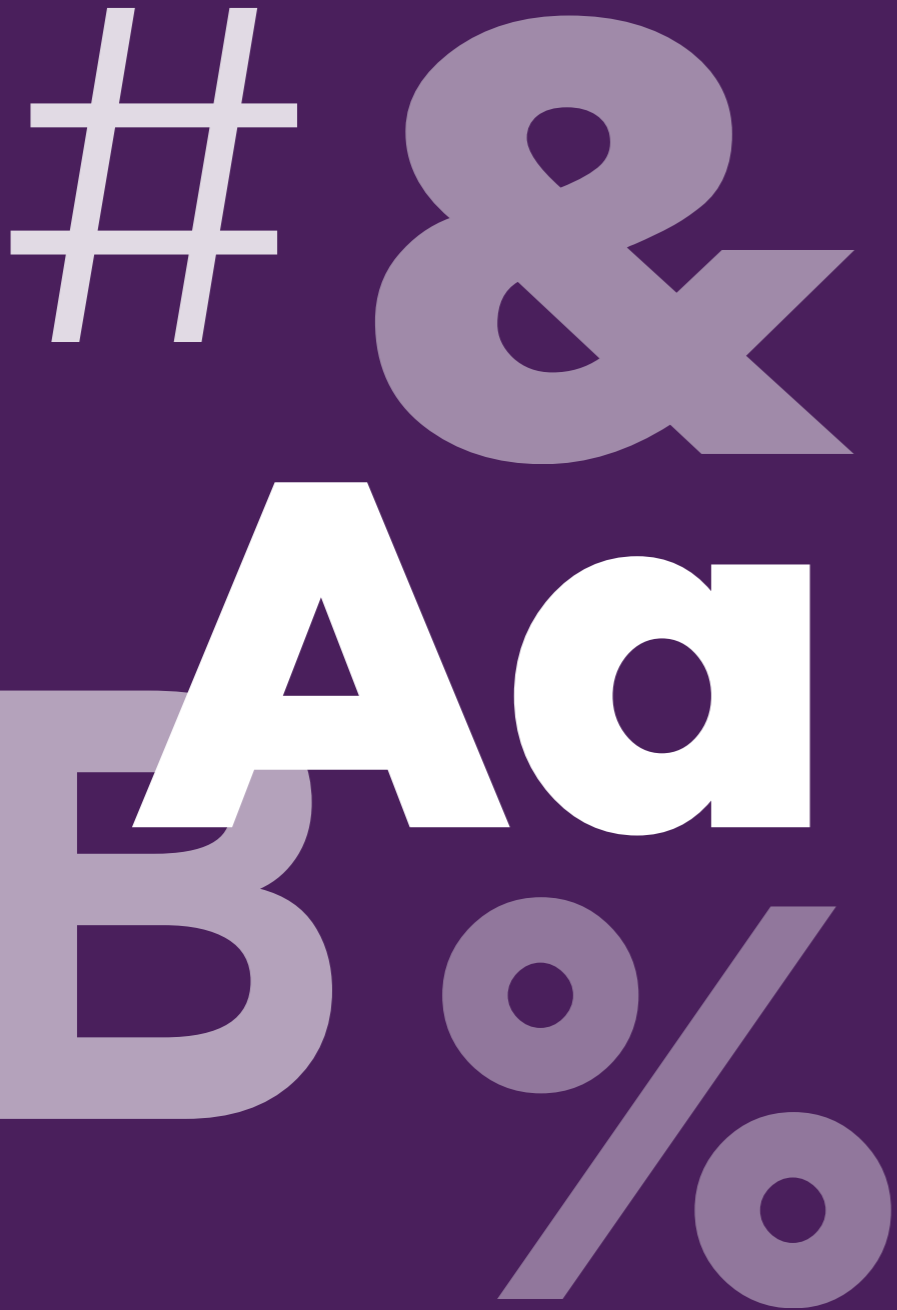
This logo design centers on the human and environmental synergy at the heart of the agri-food transition. It uses bold typography and illustrative elements to represent the project's mission of bridging the gap between workers, sustainability, and industrial growth.

The logo features a horizontal layout where the project name is integrated with representative icons. The two "O"s in "FOOD" are the focal point. The first "O" is a solid green circle, while the second is an orange fruit with green leaves. This emphasizes the project's focus on the circular economy and the "cycles of growth" mentioned in your vision. It represents the transition from raw agricultural products to sustainable, environmentally harmonious systems.

Positioned above the word "FOOD" are two figures—a man in a wide-brimmed hat and a woman in an apron. This highlights the Community Food Education Hubs and the project's focus on adult guidance, C-suite executives, and the frontline workforce.

The word "PACT" is rotated vertically, acting as a "pillar" that holds the alliance together, signifying the structural commitment of the various stakeholders (chambers of commerce, MSMEs, and public authorities).

THE TYPOGRAPHY



The design utilizes the Noir Pro font family across its different weights to create a clear visual hierarchy:

EU **FOOD** PACT

Heavy/Bold: Used for "FOOD" to provide a strong, stable foundation, emphasizing food security as the project's core domain.

Medium: Used for "EU" and "PACT," providing a professional and modern look that suggests efficiency and cross-sectoral collaboration.

Light: The geometric nature of Noir Pro complements the circular motifs in the logo, ensuring that even with heavy symbolism, the text remains highly readable and aligned with a contemporary, "innovation-led" aesthetic.

COLOR PALETTE

#004B23

RGB: 0/75/35

CMYK: 100/26/100/56

Forest Green represents the Green Deal, regenerative business practices, and environmental harmony. It is the literal "grounding" of the agri-food sector.

#F6921E

RGB: 246/146/30

CMYK: 0/50/100/0

Orange symbolizes energy, the harvest, and digital innovation. It reflects the "acceleration" of sustainability standards and MSME growth.

#00ADEE

RGB: 0/173/238

CMYK: 100/0/0/0

Sky Blue is associated with the European Skills Agenda. It represents trust, professional guidance, and the digital tools used in the Education Hubs.

#000000

RGB: 0/0/0

CMYK: 0/0/0/100

Black is used for the hair and certain outlines. It signifies structural integrity, authority (ISO/CSRD standards), and the definitive nature of the "Pact" itself.

#EFC7AF

RGB: 239/199/175

CMYK: 0/20/25/5

Skin Tone is associated with the European Skills Agenda. It represents trust, professional guidance, and the digital tools used in the Education Hubs.

#FFFFFF

RGB: 255/255/255

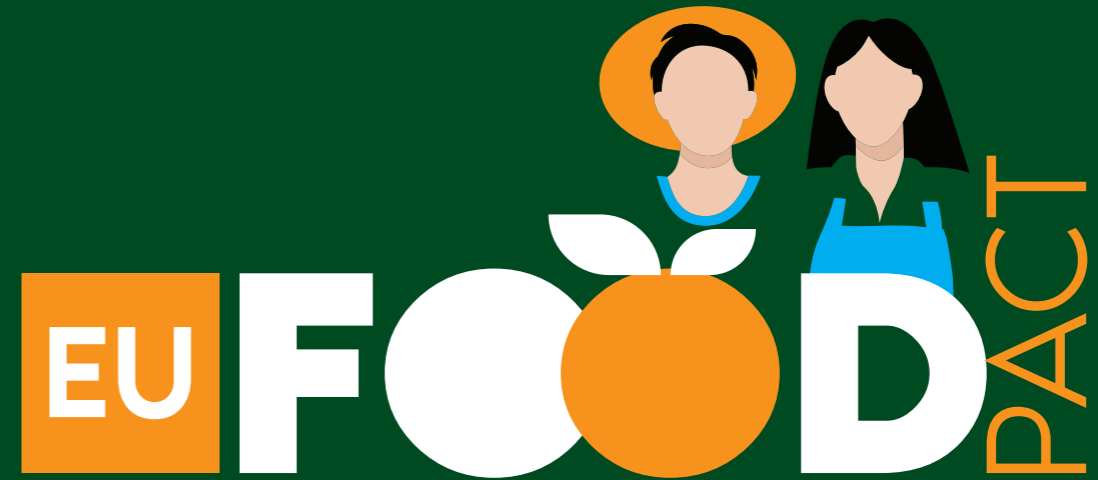
CMYK: 0/0/0/0

White is representing transparency and clarity in reporting, data-driven strategies, and ESG compliance.

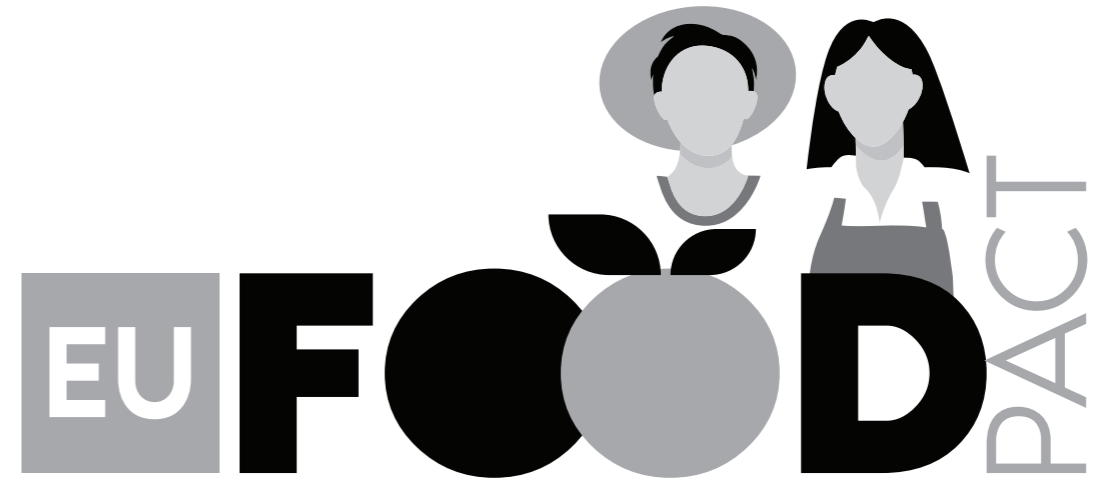
THE LOGO



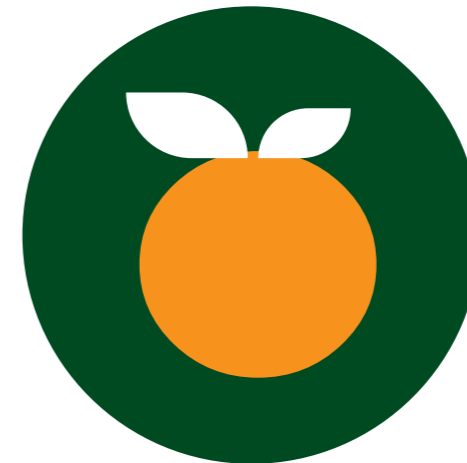
**USE OF LOGO
ON DARK
BACKGROUNDS**



LOGO
IN GRAYSCALE



**SOCIAL PROFILE
APP ICON & FAVICON**



Thank you

