

# **EU FOODPACT**

## Visual Identity Guidelines



# SAMPLE 2



# THE IDEA



This logo design shifts the focus toward the tangible output of the agri-food sector, utilizing a "harvest" motif to represent the project as a container for growth, diversity, and collective action.

The logo is centered around a wooden harvest crate, overflowing with various vegetables (carrots, leeks, lettuce, eggplant). This imagery directly supports the Farm to Fork Strategy and the project's goal of food security.

The Crate as a "Hub": the crate serves as a visual metaphor for the Community Food Education Hubs. Just as a crate gathers different produce, the project gathers diverse stakeholders—MSMEs, innovation hubs, and authorities—into a single collaborative "pact."

The variety of vegetables represents the cross-sectoral alliance and the different areas of expertise (digital, green, and social) being integrated into the sector.

By placing "PACT" in a handwritten style at the bottom, the design adds a human touch, suggesting a personal commitment or a "signed agreement" between the workforce and the planet.

# THE TYPOGRAPHY



This design creates a compelling contrast between corporate structure and human agency through its font choices.

## **EU FOOD** PACT

Noir Pro (Bold & Heavy): Used for "EU" and "FOOD," these weights provide a sense of stability and institutional strength. The thick, geometric letters anchor the design, signaling that the project is a robust, data-driven initiative aligned with EU climate goals.

GB Blank Notebook (PACT): This handwritten, script-style font for the word "PACT" introduces an element of informal education and adult guidance. It suggests the note-taking and personalized mentoring involved in the career guidance/skills assessment tools. It makes the "Pact" feel like a living, breathing promise rather than a rigid set of rules.

# COLOR PALETTE

**#F37920**

**RGB: 143/121/32**

**CMYK: 0/65/100/0**

Orange adds a pop of energy, signifying "Skills Intelligence" and the freshness of the innovative guidance models being tested.

**#4B205D**

**RGB: 75/32/93**

**CMYK: 80/100/30/25**

Deep Purple represents authority, wisdom, and the high-level policy standards (CSRD, ISO) the project aims to implement.

**#005D3D**

**RGB: 0/93/61**

**CMYK: 100/10/80/50**

Forest Green along with various shades of green symbolize different stages of sustainability and regenerative practices, moving from traditional farming to modern "green" transitions.

**#DEB18A**

**RGB: 222/177/138**

**CMYK: 0/24/40/13**

Light Earthly Brown represents the "grounding" of the project—the practical, real-world application of skills in the field and the MSME factory floor.

**THE LOGO**



**USE OF LOGO  
ON DARK  
BACKGROUNGS**



LOGO  
IN GRAYSCALE



**SOCIAL PROFILE  
APP ICON & FAVICON**



Thank you

