

# **EU FOODPACT**

## Visual Identity Guidelines



# SAMPLE 3

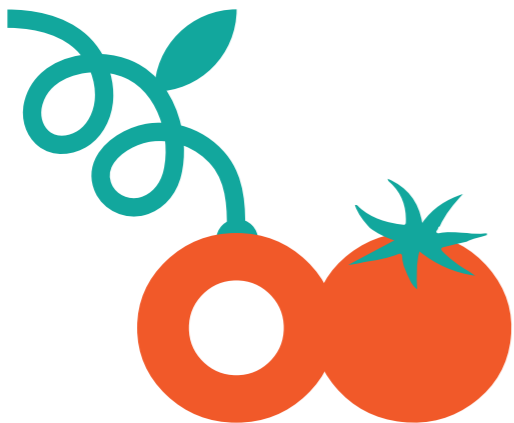


EU FOOD PACT

The logo features the text "EU FOOD PACT" in a stylized font. "EU" is in teal, "FOOD" is in orange, and "PACT" is in teal. The letter "O" in "FOOD" is replaced by a stylized orange tomato with a green stem and leaf. The letter "O" in "PACT" is replaced by a stylized teal vine with two leaves. The word "PACT" is positioned below "FOOD".

# THE IDEA

# FOOD



This third design proposal focuses on the concept of organic connectivity and the "Farm to Fork" journey, using a fluid, integrated graphic style to represent the transition from soil to sustainable systems.

The logo features a dynamic interaction between typography and a central agricultural icon.

One of the central "O"s in "FOOD" is replaced by a stylized tomato and the other "O" looks like a fruit. This choice grounds the project in the Mediterranean and European agricultural heritage, while the leafy stem reaching upward symbolizes growth and the "green transition".

Above the word "FOOD," a spiraling vine with a leaf represents systems thinking and regenerative leadership. The spiral is a natural metaphor for evolution and the continuous upskilling cycle—reinforcing the idea that sustainability is not a destination but a constant process of improvement.

Unlike the more structured first design, this logo overlaps the word "PACT" with the "D" of "FOOD," symbolizing the seamless integration of career guidance into the day-to-day operations of the agri-food sector.

# THE TYPOGRAPHY



Noir Pro regular and heavy is used for "EU" and "FOOD" and GB Blank Notebook for the word "PACT"

## EU **FOOD** PACT

The typography is used to balance professional standards with approachable guidance. The contrast between the "Regular" weight for "EU" and the "Heavy" weight for "FOOD" emphasizes the sector itself as the core focus. The clean, sans-serif geometry provides a high-end, professional look that aligns with ISO and CSRD certification standards.

By using this script font for "PACT" again, but this time tilted and overlapping, the design emphasizes mentoring and personal career management. It suggests a signature or a handwritten commitment, making the high-level policy of the Green Deal feel personal and attainable for individual workers.

# COLOR PALETTE

**#00A69C**

**RGB: 0/166/156**

**CMYK: 80/10/45/0**

Teal, a modern take on the "Green" theme. This color blends the trust of blue with the vitality of green, representing digital uptake, innovation hubs, and the "clean" aspect of climate neutrality by 2050.

**#F05A28**

**RGB: 240/90/40**

**CMYK: 0/80/95/0**

Coral Orange is used for the word "FOOD" and the tomato icon. This warm, energetic shade represents the human-centric nature of the project—the C-suite executives and employees driving the change.

The combination of Teal and Coral creates high visual energy, mirroring the project's goal to "accelerate" sustainability standards.

**THE LOGO**



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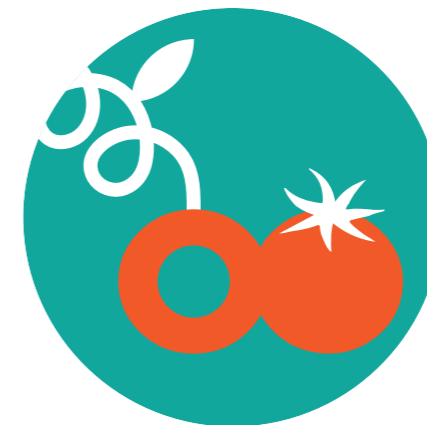
**USE OF LOGO  
ON DARK  
BACKGROUNDS**



LOGO  
IN GRAYSCALE



**SOCIAL PROFILE  
APP ICON & FAVICON**



Thank you

