

EU FOODPACT

Visual Identity Guidelines



SAMPLE 4



EU
FOOD
PACT

THE IDEA



This fourth design proposal is the abstract and symbolic, focusing on the "Green, Digital, and Social" transitions through a unified, iconographic mark that blends the project's initials with human representation.

The logo features a sophisticated vertical emblem that acts as the visual "soul" of the project.

The green icon cleverly integrates the letters 'F' (Food) and 'P' (Pact) into a single, continuous line. This represents the "cross-sectoral alliance" and the unbreakable link between food security and the collaborative pact needed to achieve it. By adding a circle above the 'P' and a leaf branching off the 'F,' the icon transforms into a stylized human figure. This figure represents the agri-food worker or manager, literally "growing" out of the project's initials. It perfectly captures the project's goal of enhancing professional development and career management.

The vertical orientation of the icon suggests acceleration and progress, reflecting the drive toward the 2050 climate neutrality goal.

THE TYPOGRAPHY



The choice of Zona Pro provides a highly geometric and clean aesthetic, which is ideal for a project emphasizing "digital innovation" and "data-driven strategies".

EU **FOOD** PACT

Black & Bold: Used for "EU" and "FOOD" to create a powerful, authoritative presence. The heavy weight of Zona Pro suggests the strength of the alliance and the scale of the agri-food sector.

Light: Used for "PACT," this weight adds a touch of modern elegance and "breathing room" to the design. The contrast between the heavy "FOOD" and the light "PACT" creates a visual balance, suggesting that while the industry is massive, the "Pact" is the refined, intelligent solution that guides it.

COLOR PALETTE

#8DB836

RGB: 141/184/54

CMYK: 11/0/100/10

Lime Green represents vitality, regenerative business practices, and the "Green Transition." It highlights the "living" part of the project.

#9E1F63

RGB: 158/31/99

CMYK: 35/100/35/10

Plum conveys leadership, high-level certification (ISO/CSRD), and the "Social Transition" aspect of the project. It is a bold, modern choice that stands out from traditional agricultural branding.

#305848

RGB: 48/88/72

CMYK: 80/45/70/35

Deep Forest Green provides a grounded, stable base, representing the environmental standards and the "Farm to Fork" foundation.

THE LOGO



EU
FOOD
PACT

**USE OF LOGO
ON DARK
BACKGROUNGS**



LOGO
IN GRAYSCALE



**SOCIAL PROFILE
APP ICON & FAVICON**

EU
FOOD
PACT



Thank you

