

EU FOODPACT

Visual Identity Guidelines

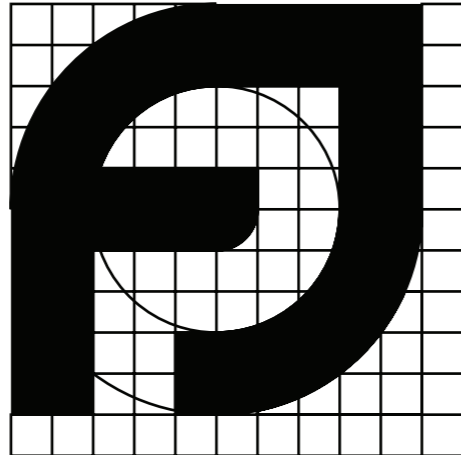
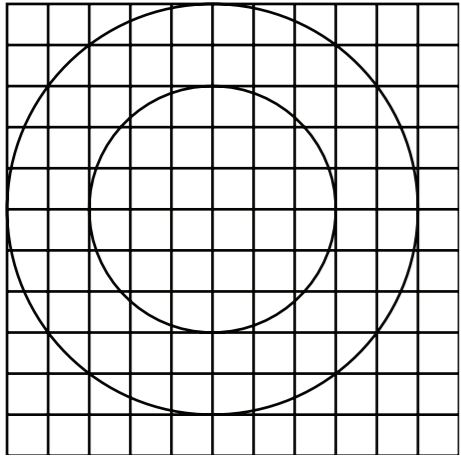


SAMPLE 5



foodpact

THE IDEA



This fifth design proposal focuses on compact, modern iconography and the intersection of policy and practice. It presents the project as a streamlined, professional brand that balances human-centric values with institutional strength.

The logo features a dual-leaf emblem above a lowercase wordmark, creating a clean and highly recognizable brand mark. The left leaf contains the letters "EU" and is topped with a circle, transforming the shape into a stylized human figure. This represents the individual at the center of the Community Food Education Hubs—the worker, the student, and the manager being upskilled through adult guidance. The right leaf acts as a container for an integrated "F" and "P" monogram. The way the letters are carved out of the leaf shape suggests that the "Food Pact" is an inherent part of nature and sustainability, reinforcing the project's alignment with the European Green Deal.

Using lowercase for "foodpact" makes the brand appear more accessible and modern. It reflects a project that is friendly to MSMEs and approachable for employees, while the bold weight maintains a sense of reliability and authority.

THE TYPOGRAPHY



The use of Zona Pro Bold in this design provides a contemporary and efficient feel:

EU foodpact

Geometric Precision: the rounded yet structured letters of Zona Pro mirror the curves of the leaves, creating a cohesive visual language.

Professionalism & Accessibility: the bold, lowercase letters suggest a "digital-first" mindset, aligning with the project's goal of increasing digital uptake and using skills intelligence. It communicates that the project is high-tech and forward-thinking, yet grounded in the reality of the agri-food sector.

COLOR PALETTE

#8DB836

RGB: 141/184/54

CMYK: 11/0/100/10

Dark Plum represents stability, "C-suite" leadership, and the rigorous standards of ISO and CSRD compliance.

#9E1F63

RGB: 158/31/99

CMYK: 35/100/35/10

Emerald Green symbolizes growth, environmental harmony, and the "green transition" specifically driven by the workforce.

The split color in the wordmark "foodpact" visually emphasizes the "Pact" itself, highlighting the collaborative alliance between the different sectors.

THE LOGO



foodpact

**USE OF LOGO
ON DARK
BACKGROUNDS**



LOGO
IN GRAYSCALE



**SOCIAL PROFILE
APP ICON & FAVICON**



Thank you

