FoodSafety4EU

MULTI-STAKEHOLDER PLATFORM FOR FOOD SAFETY IN EUROPE

D7.2 FOODSAFETY4EU Communication Kit

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FOODSAFETY4EU Communication kit

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1 INTRODUCTION

This deliverable presents the main identity and the promotional kit produced for the FOODSAFETY4EU Project which will be used for formal communication, dissemination and promotional purposes.

The brand created aims to provide a cohesive visual identity of the FOODSAFETY4EU project. The brand will be used in the different materials produced under the frame of the project namely templates, website, posters, roll-up, banners, social cards, videos, etc.

The stationery includes:

- FOODSAFETY4EU logo in several versions and formats and the Brand Guidelines;
- FOODSAFETY4EU templates to support the communication and reporting of the project such as deliverable template, presentation template and agenda template;
- FOODSAFETY4EU letterhead paper for distribution at workshops and events;
- FOODSAFETY4EU backdrop to be used for online events or the online project meetings;
- FOODSAFETY4EU social media covers to be used to brand the official social accounts of the project;
- FOODSAFETY4EU email signature to be used in formal communications, surveys and consultations, etc.;

The logos, brand guideline and stationery material are available to all the partners in the project's collaborative workspace HumHub.

The communication kit has been designed to be adaptable and flexible to several dissemination and communication target during the project's life. It will be enlarged with additional communication materials that will support the project's implementation tasks and will be tailored to specific objectives (including factsheets that explain the project and present the results).

The communication kit has been developed by taking into consideration the following H2020 documents and guidelines:

- [Horizon 2020 Online Manual -Dissemination & Exploitation](#)
- [Horizon 2020 Online Manual –Communicating your project](#)
- [Horizon 2020 Online Manual -Acknowledgementof EU funding](#)
- **How to make full use of the results of your Horizon 2020 project (ref. ARES (2021) 2201924 – 30.03.2021**

2 BRAND IDENTITY

Brand identity is the noticeable elements of a brand (for instance - trademark colour, logo, name, symbol). It's what identifies and differentiates a brand in the target audience's mind.

The project logo is one of the key elements in the identity of the project. Its main goal is to effectively represent the core objectives of the project. The logo must capture the vision, mission and objectives of the FOODSAFETY4EU project.

Taking that into account, APRE and all the partners made great effort into creating the perfect brand identify for FOODSAFETY4EU. For the development of the logo several options were produced.

The design of both logos was inspired by some key concepts and by indications provided by the partners, gathered through a survey shared among all the consortium with the aim to make the process more inclusive as possible. Below, there is a list with the main indications from partners (each bullet correspond to a question of the survey)[1]:

- *Colors*: Green, Blue, Orange (White, Red, Yellow)
- *Shape*: Soft shapes
- *Adjectives to describe the project*: Collaboration (including synonimous), Innovative, Safe(ty)
- *Icons suggested*: Food, Knife/Fork/Spoon, Network
- *Messages*: Trust/Transparency & Safety, collaboration/network,

Below we present the two logo proposals and its concept which was presented to the partners:

OPTION 1 | CONCEPT LOGO

Fig. 1 – Logo option 1 and concept

- The fork represents the #FoodSafety
- The right semicircle represents sharing; this, in connection with the fork, represents the multi-stakeholders platform.
- The left semicircle represents the stakeholder network
- The shaded blue represents the Europe

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[1] All questions were designed to allow partners to provide an open reply, except for the second one (shape) where they had the possibility to choose between two options (hard or soft shapes).

- The colors yellow, green and gray represent the different types of stakeholders involved in the project

OPTION 2 | CONCEPT LOGO

Fig. 2 – Logo option 2 and concept

- The circular shape represents the sharing; the key concept of the project
- The fork represents the #FoodSafety
- The green portion of the circle and the yellow portion of the circle represent the connection of people
- The shaded blue represents the Europe
- The colors yellow and gree represent the different types of stakeholders involved in the project

Jointly with the brand identity and the mock-ups, the two options were circulated among partners before the kick-off meeting, in order to enable them to make a more conscious decision between the two proposals. Then, on the second day of the kick-off meeting, APRE presented the two logos explaining the concept before them and all people in the meeting were asked to choose between them, using the Webex poll tool. The 54% of participants expressed their preference for the Option 1, as presented below.

Fig. 3 – FOODSAFETY4EU official logo

Fig. 4 – FOODSAFETY4EU brand boards

All partners in both their internal and external communication should adhere to the guidelines for maintaining a consistent brand identity in order to build awareness and brand.

More details about the use and characteristics of the brand are available at the Brand Guidelines enclosed in the Annex A zip folder.

3 TEMPLATES

The templates produced to support the communication of FOODSAFETY4EU project are:

- Deliverable template;
- Presentation template;
- Agenda template.

3.1 DELIVERABLE TEMPLATE

This template shall be used only for submitting official deliverables. The document includes specific formatting and instructions that shall be followed. The template presents the following structure:

- The front page of the deliverable includes:
    - A section for the official document title
    - The document identifier (i.e. number of deliverable)
    - The due date and delivery date of the deliverable
    - The dissemination level (i.e. public, restricted or confidential)
    - Authors
    - Information about the project (i.e. grant agreement nº, contract start date and duration)
- A section for tracking contributions and revisions which includes a list of contributors and reviewers of the deliverable, and the revision history (including a reference to the document´s version, date, author/organisation and modification).
- A section for the table of contents page developed with an automatic index actualization according to the different types of styles (appendix, sections, etc.).
- The rest of the sections of the document includes the respective title and subtitles, bullet points, tables and figures.
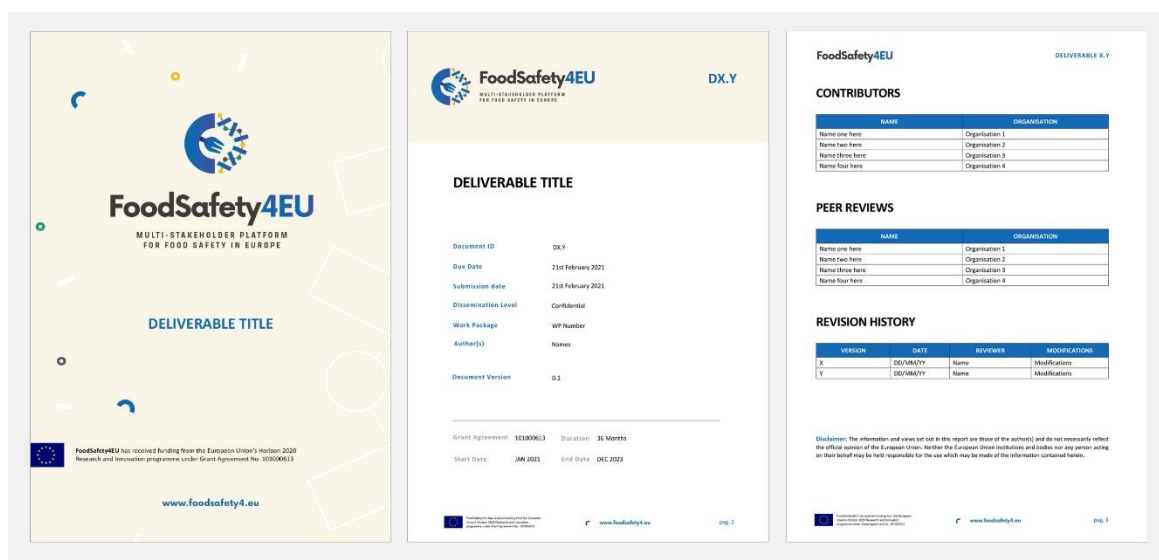

Fig. 5 - First three pages of the Deliverable template

3.2 PRESENTATION TEMPLATE

The PowerPoint template shall be used for internal purposes such as consortium meetings and for external purposes such as workshops and events.

The template follows the visual identity of the project and includes different slides to be used for different types of content (i.e. free text, bullet points, table, figures/images, etc.).

The dimension version was developed 16x9.

The official template is included in the Annex A zip folder.
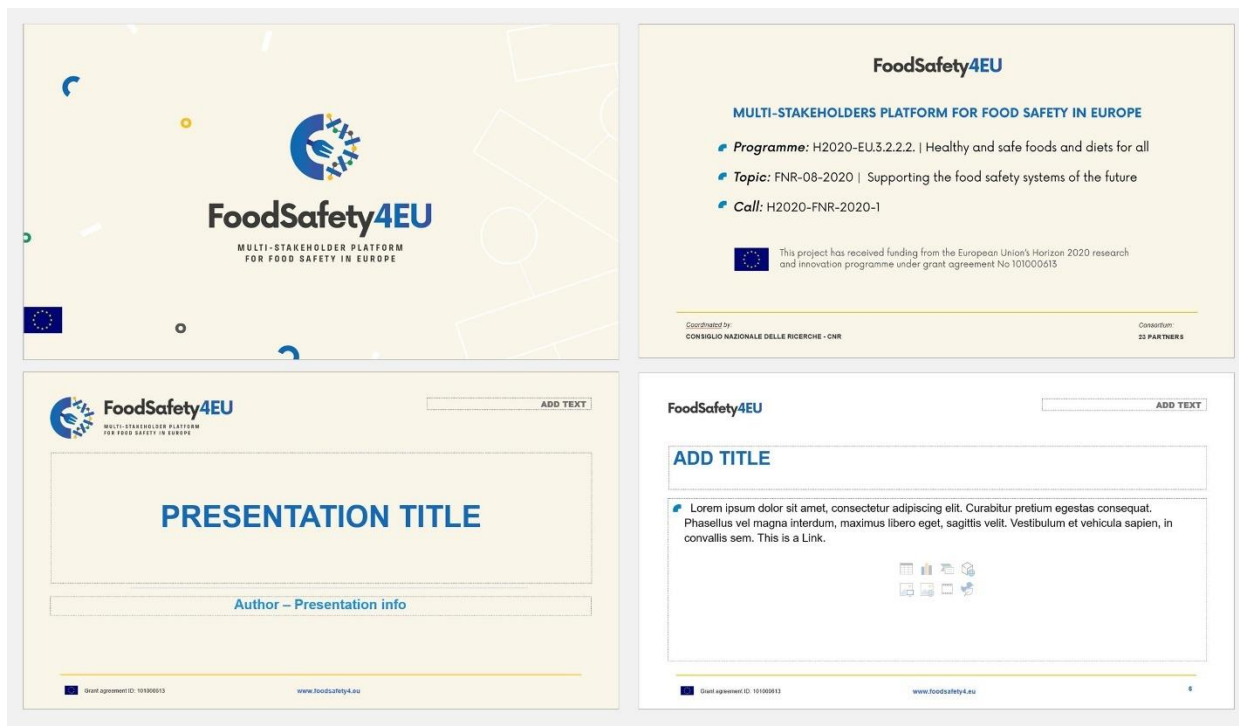
Fig. 6 - First four slides of the Presentation template

3.3 AGENDA TEMPLATE

The Agenda template shall be used for internal purposes such as consortium meetings and for external purposes such as FSOLabs meetings, workshops and events.

The template follows the visual identity of the project.

The template presents the following structure:

- The front page of the agenda includes:
    - A section for the title and subtitle of the event;
    - The venue, the date and the hour of the event;

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- o A table with the main information of the event (organisation, main challenge, collaboration, target participants and objectives).
- The rest of the document includes all the useful sections to present the structure of the event.

The dimension version was developed in A4 format.

The official template is included in the Annex A zip folder.

Fig. 7 – First two pages of the Agenda template

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4 LETTERHEAD PAPER

Furthermore, a FOODSAFETY4EU letterhead paper has been also produced for taking notes in meetings and events. The document follows the visual identity of the project (logo, official colours, etc.)

This shall be included in the project folder and distributed among partners.

The official template is included in the Annex A zip folder.
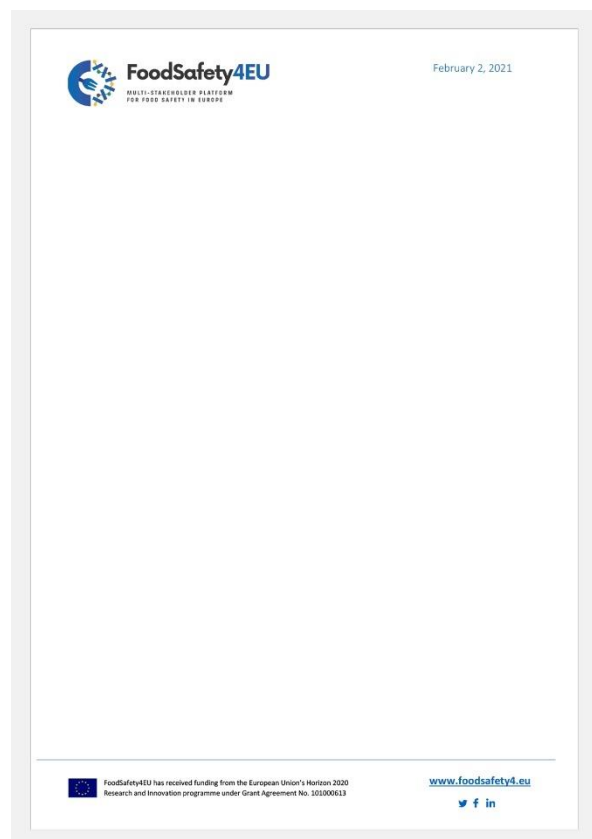

Fig. 8 – FOODSAFETY4EU letterhead template

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5 BACKDROP

The FOODSAFETY backdrop was created to brand the online project events or online project meeting. The backdrop, being a self-standing communication tool, can be used by each partners as personal background screen

The backdrop is designed respecting the brand identity of the project (official colours, logo, shapes, font, etc.). The dimension version was developed 16x9.

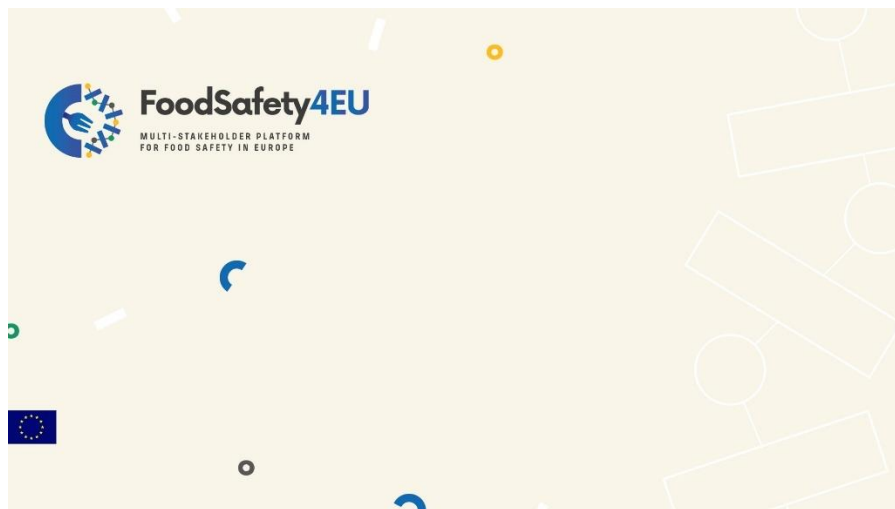The official template is included in the Annex A zip folder.

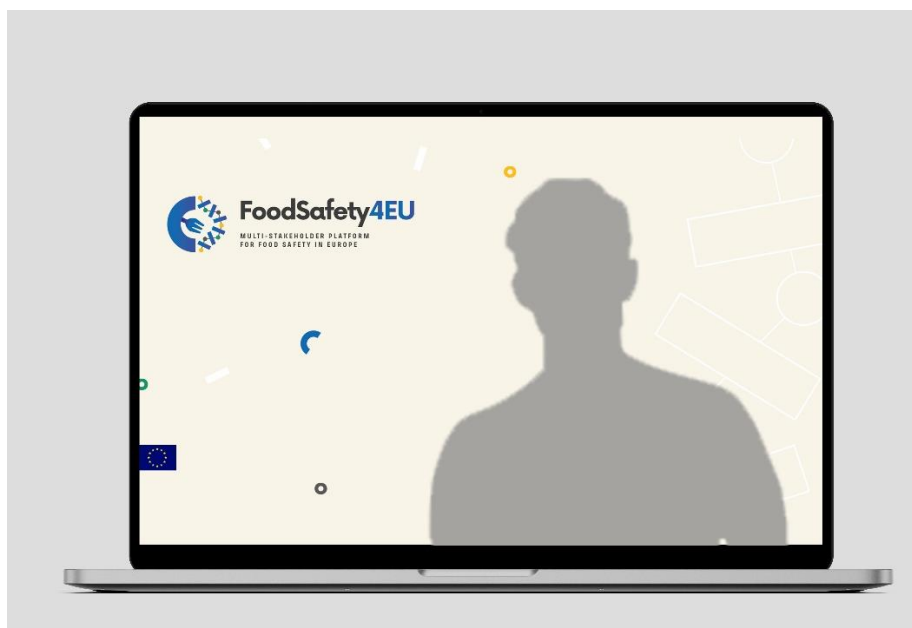*Fig. 9 – FOODSAFETY4EU official backdrop*

Fig. 10 – Application of the FOODSAFETY4EU official backdrop

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6 SOCIAL MEDIA COVERS

The Social media cover is a photo placed at the top section a social media profile page, it is a simple tool that can be used to communicate with your audience, the audience can't neglect it because it is the first thing they see when they visit project profile page.

For this reason, the FOODSAFETY4EU social media covers were designed to promote the brand and make the key message of the project immediately recognizable.

Fig. 11 – Facebook cover page

Fig. 12 – Linkedin cover page

Fig. 13 – Twitter cover page

Fig. 14 – Instagram cover page

7 EMAIL SIGNATURE

The email signature was created for official communications of the project, for example, the distribution of a survey, announcements, etc. The signature identifies the person and organisation, as well as the contact information of the project including the website and social media accounts.

The official email signature template is included in the Annex A zip folder.

Fig. 15 – Email Signature

8 SOCIAL MEDIA CARDS

A group of dedicated cards has been produced for enriching the social media posts and give value to the content of the message. The layout cards has been designed by using FOODSAFETY identity and the graphic elements of the brand.

These cards will be used only for the social media communication and editorial strategy.

Fig. 16 – A selection of the FOODSAFETY4EU social media cards

9 WEBSITE LAYOUT

The FOODSAFETY4EU website is the main communication and dissemination tool for the project. For this reason, a great emphasis was put on its development as it has been created with a dynamic and user-oriented approach. The purpose of the website will be to become the main reference point for information regarding FOODSAFETY4EU at the European level, both within and outside the network of the project.

The website, developed and implemented by PMT, was created in accordance with the brand identity of the FOODSAFETY4EU project. For this reason, a series of meetings were organised involving PMT, APRE, CNR and ENEA to discuss about the website architecture and layout, as well as to share the work and provide the graphical support to the website developers.

Thanks to this, web graphic materials have been developed to make the site attractive and in line with the brand identity:

- a kit of vector shapes (.svg format) with the official colors of the project (blue, yellow, green and grey);
- a net of stylised forms that can work with very small size too and that reminds the right portion of the FOODSAFETY4EU logo;
- graphics inspired by the logo and in line with the brand guidelines, used to customize the homepage banner, the contact form and the "work in progress" page.
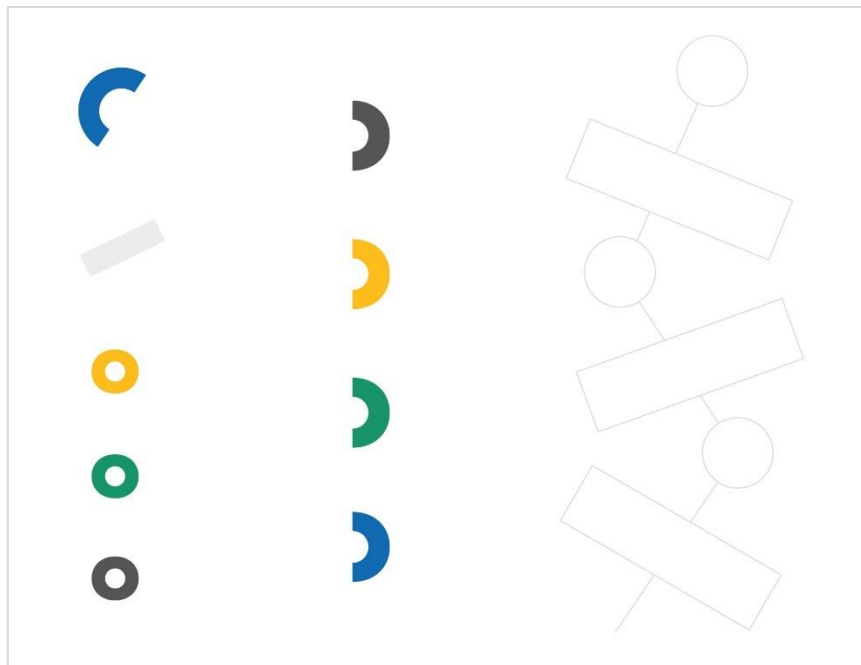

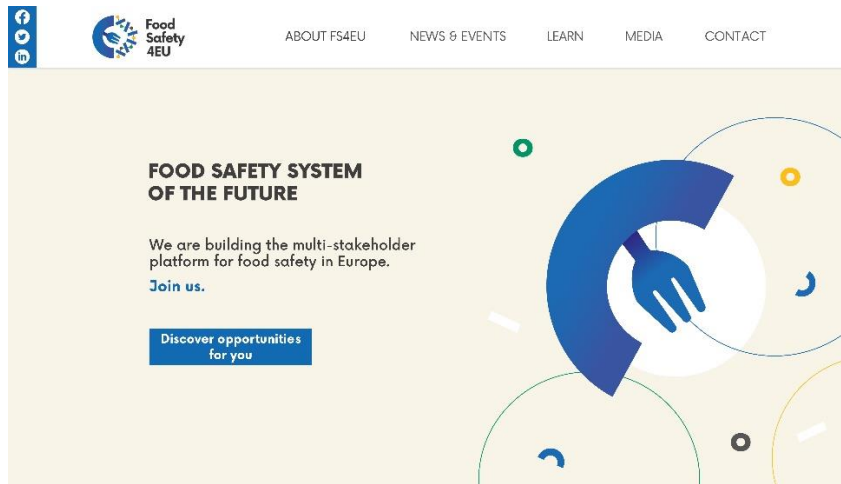*Fig. 17 – Website graphic elements: shapes and net*
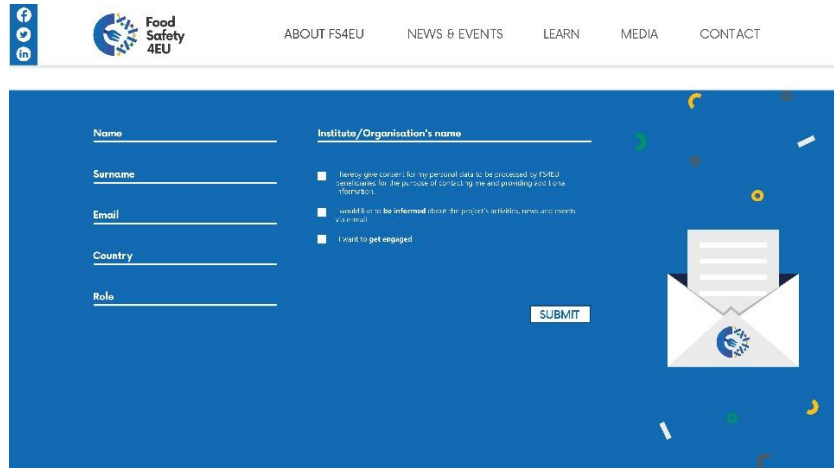
Fig. 18 – Home page: detail of the graphic element

Fig. 19 – Contact form: detail of the graphic element
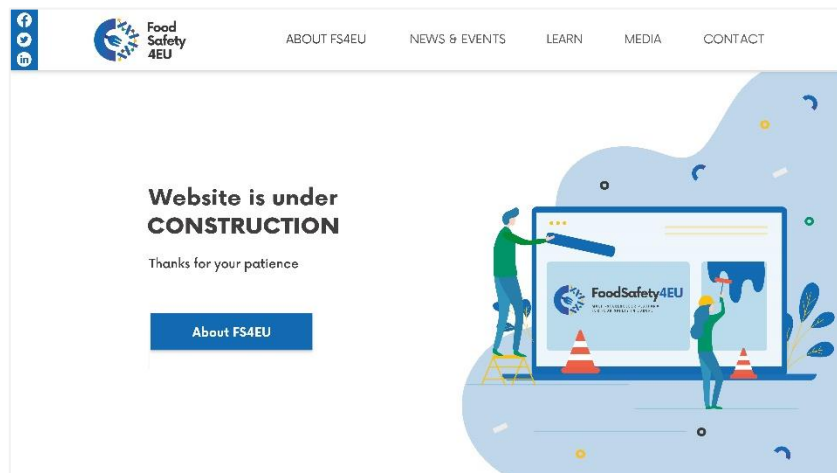

Fig. 20 – Page under construction: detail of the graphic element

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10 CONCLUSIONS AND NEXT STEPS

The FOODSAFETY4EU brand has been created to ensure a cohesive identity of the project which focuses to design, develop and release a multi-stakeholder platform for the future European Food Safety System (FSS), by structuring a participatory process, which sustains a responsive and adaptive community of FSS actors.

The stationery aims to support partners in their formal and informal communications, such as in the reporting process (i.e. deliverables template), presentations in meetings and events (i.e. PPT template and Agenda Template), participation in events (i.e. letter head paper) and mass mailing announcements or communications (i.e. email signature).

Currently (April 2021), the FoodSafety4EU Communication Kit includes brand guidelines, templates (presesentation, deliverable and agenda), letterhead, backdrop, social media covers and email signature. All materials produced are available to all partners in the HumHub platform, in two different spaces (in order to make them more findable). In particular, they are in the:

- Template space (FS4EU General section), within the "Files" section
- WP7 Communication, Dissemination and Exploitation space (Work Packages sections), within the "Files" section (Task 7.2).

Additional graphic materials will be elaborated during the life of the project according to the project goals and the dissemination and communication strategy. The communication kit will be enriched soon with:

- Brochures, in order to promote FOODSAFETY4EU project. The design will be in line with the project brand identity, the text informative, clear and written in easy-to-read font.
- Posters and/or roll ups to promote the project during on-site conferences, events, etc. The layout will be designed by using FOODSAFETY identity.
- Factsheets to explain main projects results. They will be developed using images and visual elements, enriched by short and clear text.

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11 ANNEX A

FoodSafety4EU Communication kit

The FoodSafety4EU Communication Kit was prepared as a zip folder containing all the communication materials with the following documents:

- 1. Folder with logos;
- 2. Brand Manual
- 3. Deliverable template;
- 4. PPT template (16x9);
- 5. Agenda template
- 6. Letterhead paper;
- 7. Backdrop;
- 8. Social media covers
- 9. Email signature

In order to allow the consultation of the materials to an external reviewer, the FoodSafety4EU Communication Kit is available in the following online folder: https://bit.ly/3n032Ex

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