

FEAST

Design Guidelines

DG

[www.feast2030.eu](http://www.feast2030.eu)

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The Design Guidelines (DG) manual summarises the components of the FEAST visual identity.

As basic elements, the DG determine the design, construction guidelines as well as the use of fonts and color applications of the brand/project communication.

The DG must therefore be a „living“ tool and used in all DEC applications.

The guidelines contained in this document are not intended to restrict creativity, but rather to be a guide that opens up new creative possibilities to communicate and adapt the content issues in a consistent way across the consortium.

The FEAST logo consists of the lettering FEAST and the logo emblem.  
FEAST is written in capital letters in APEX Medium and positioned to the left of the emblem.

The emblem itself is a representation of the three target group levels addressed by the project.  
Micro, Meso and Macro levels which are equally in focus and united here.

### LOGO ORIGINAL



### LOGO EMBLEM

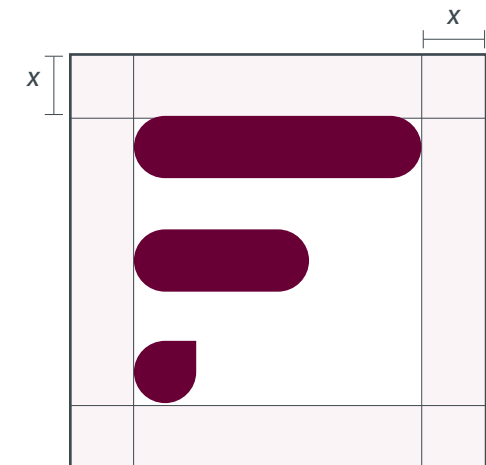




## PROTECTION AREA

The "x" value establishes the unit of measurement.

A protection area has been established around the logo. This area should be free of graphic elements that interfere with the perception and reading of the brand. The construction of this area is determined by the "x" measure; whenever possible, it is preferable to maximize this space by separating the logo from the rest of the elements (texts and images).



LOGO VARIATIONS

*inverted version*



*black and white*



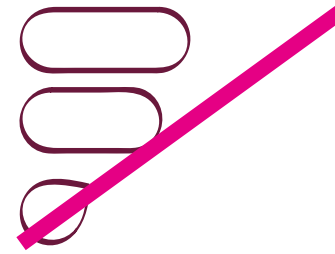
*gray scale*





## CASES OF INCORRECT USE

*we do not alter the logo out of proportion*



*the logo's color remains untouched*



*the logo remains free from decoration*





# LOGO AND TITLE POSITIONING



**Food systems that support transitions to healthy and sustainable diets**



**Food systems that support transitions to healthy and sustainable diets**



## LOGO TYPEFACE



### Apex New Medium

Apex New Medium complements the FEAST emblem as logo lettering and is an integral part of the FEAST logo. The typeface is not used further in communication.

Apex Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890@%&(.;,"'?!)

## SYSTEM FONT



### Calibri Regular, *Italic*, **Bold**

Calibri is our system font for communication and corporate display to provide uniformity.

Calibri, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890@%&(.;,"'?!)

*Calibri, Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890@%&(.;,"'?!)*

**Calibri, Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890@%&(.;,"'?!)**



## CORPORATE TYPOGRAPHY



### Roboto Regular, Medium, Bold

Roboto came to the market in 2011. The Google in-house designer, Christian Robertson, made Roboto as a replacement for Droid from Android. It is a neo-grotesque font and features round racetrack-shaped letters and straight-sided capitals. Roboto allows letters to give more space, which raises the reader's experience.

The corporate typographic family is „Roboto“. It is used in three font styles. Roboto Regular is used for body text, Roboto Medium for headlines, subtitles and highlighted text areas, and Roboto Bold for special emphasis. For use in all internal communication and external communication. This font was chosen for its modernity and good legibility.

**DOWNLOAD Roboto:** <https://fonts.google.com/specimen/Roboto>

#### Roboto Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 @ \$ % & ( , ; ' " ? !)

#### Roboto Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 @ \$ % & ( , ; ' " ? !)

#### Roboto Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 @ \$ % & ( , ; ' " ? !)



## CORPORATE TYPOGRAPHY - EXAMPLES

TITLE GOES IN BOLD

**Title & Headline text**

TITLE GOES IN LIGHT

Title & Headline text

SUBTITLE GOES IN  
MEDIUM - ALL CAPS

**SUBTITLE TEXT GOES IN HERE**

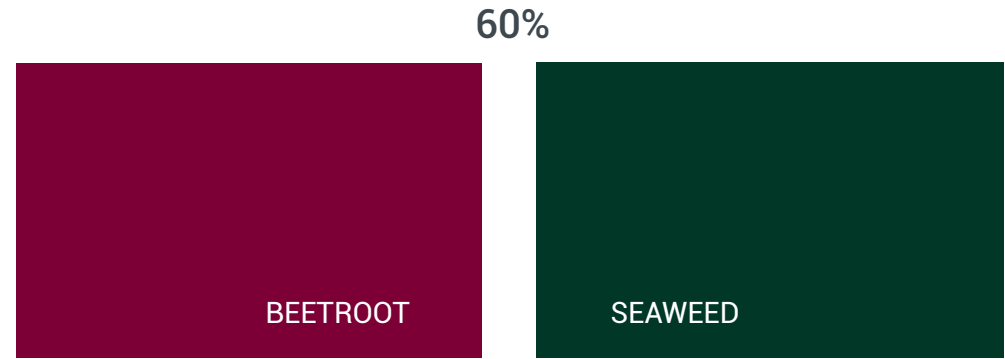
PARAGRAPH TEXT  
GOES IN REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

**PRIMARY COLORS**

Supporting the communication for the three main themes FOOD, HEALTH & SUSTAINABILITY, FEAST has two primary colors that are complementary to each other. The logo color is BEETROOT red which is supported by SEAWEED green, a dark green color.

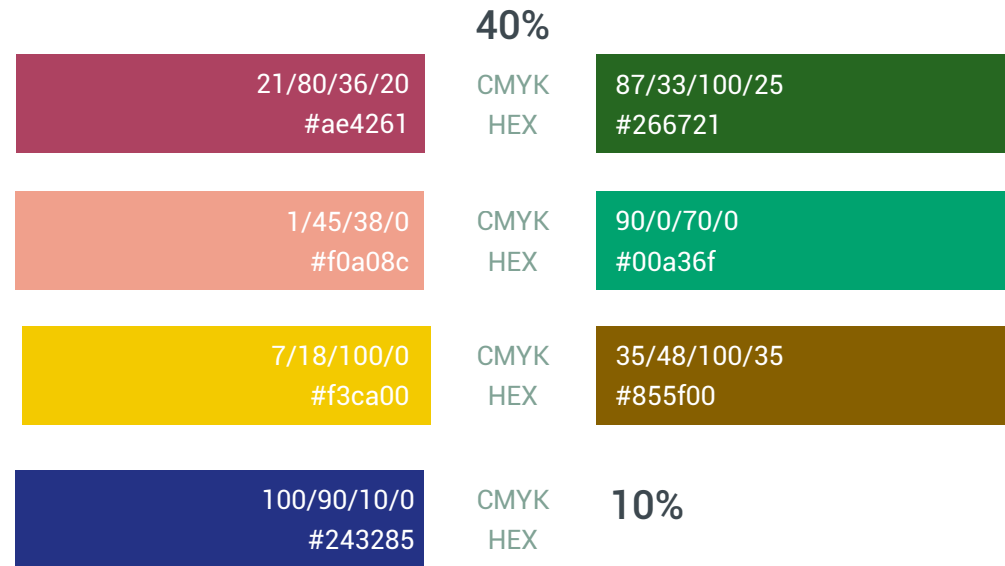
The decision is based on the theory that colors are more effective and meaningful when combined with their complementary partner, and supports the concept of the idea behind the project itself.



31/100/48/42	<b>CMYK</b>	100/41/75/59
106/0/54	<b>RGB</b>	0/58/44
#6a0036	<b>HEX</b>	#003a2c

**SECONDARY COLORS**

The secondary colors are six shades of the two basic colors red and green and come from the large palette of cool and warm colours which are part of the visual identity. They are contrasting enough to the primary colours and should rather be used specifically for visual demarcations in communication.



21/80/36/20 #ae4261	<b>CMYK</b>	87/33/100/25
	<b>HEX</b>	#266721
1/45/38/0 #f0a08c	<b>CMYK</b>	90/0/70/0
	<b>HEX</b>	#00a36f
7/18/100/0 #f3ca00	<b>CMYK</b>	35/48/100/35
	<b>HEX</b>	#855f00
100/90/10/0 #243285	<b>CMYK</b>	10%
	<b>HEX</b>	

**COMPLEMENTARY COLOR**

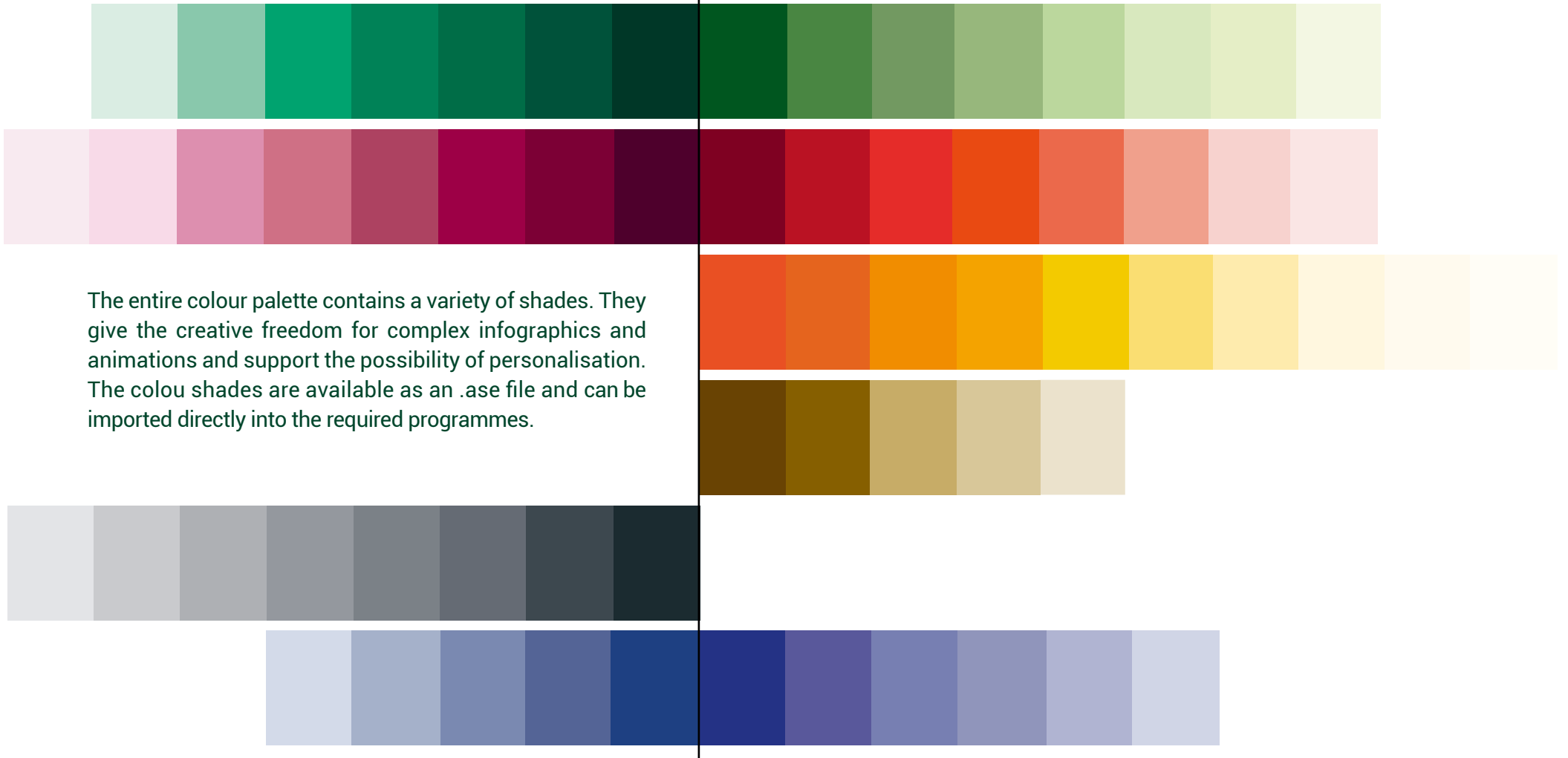


# COLOR PALETTE

## COLOR SHADES

*cold colors*

*warm colors*



The entire colour palette contains a variety of shades. They give the creative freedom for complex infographics and animations and support the possibility of personalisation. The colour shades are available as an .ase file and can be imported directly into the required programmes.



## MAIN ICONS

### KEY TOPICS

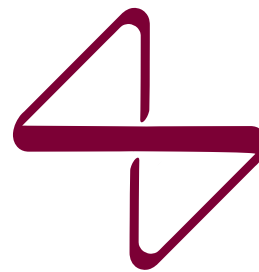
The three summarising themes that FEAST is about are FOOD, SUSTAINABILITY and HEALTH. Icons have been created for these three topics in order to create an association between the project output, and content produced and the reader.

They should be used wherever it is possible to associate them with FEAST. The icons can be called up individually in the three color schemes available, scaled and used in the crop.

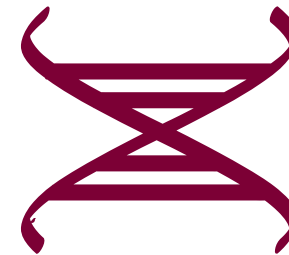
### COLOR 01 – BEETROOT



FOOD



SUSTAINABILITY



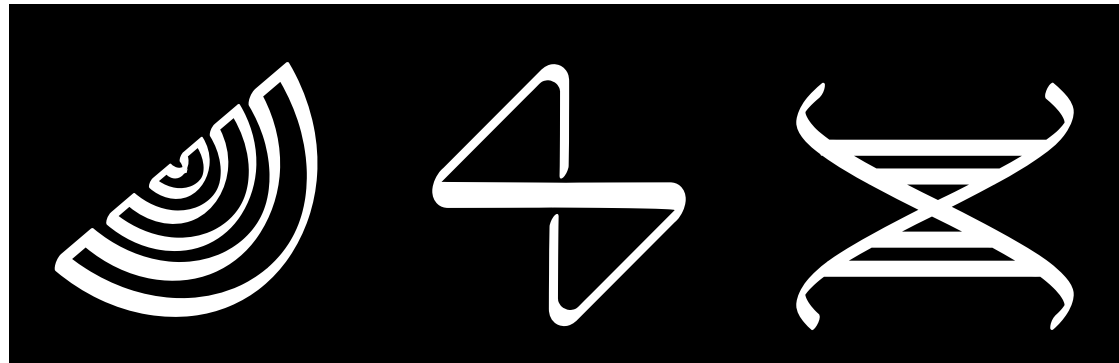
HEALTH

 MAIN ICONS - VARIATIONS

COLOR 02 – SEAWEED



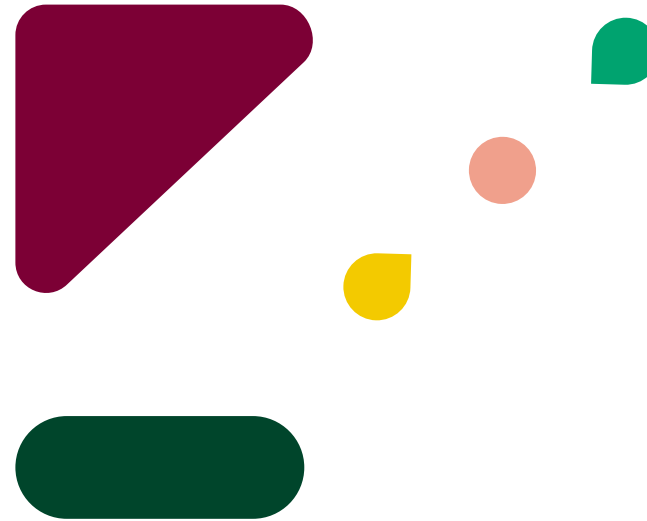
COLOR 03 – WHITE



# GRAPHIC ELEMENTS

The graphic elements can be used in any FEAST color, scaled in layout and reduced in transparency as needed. It is also possible to use them as a contour shape.

They can be used in print media, infographics as well as in digital applications (website etc.).



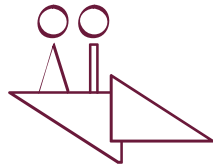


# WORKPACKAGE ICONS

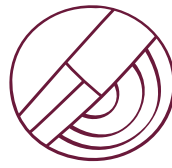
## WP ICONS

Icons for the work packages are used in presentations, posters and on the website.

*original  
BEETROOT*



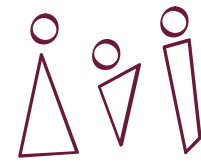
**WP1**  
*Project Management &  
Ethics requirements*



**WP2**  
*Mapping and monitoring  
dietary patterns*



**WP3**  
*Mapping and Monitoring factors  
that shape food environments*



**WP4**  
*Co-developed community-  
based solutions*

*Inverted/  
White*



*Colored*



*SEAWEED*

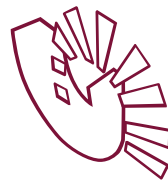




original  
BEETROOT



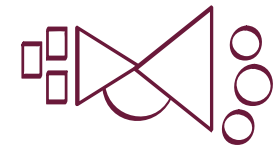
**WP5**  
*Co-developed tech-based solutions*



**WP6**  
*Understanding and measuring the impacts*

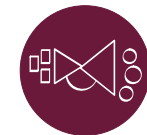


**WP7**  
*Policy Dialogues to inform food system governance*



**WP8**  
*Dissemination, Exploitation & Communication*

Inverted/  
White



Colored



SEAWEED



### FEAST SYTEM (PATTERN)

The pattern reflects the systematic method of the core of FEAST.

The colors from the FEAST color scheme and are slightly covered by a layer with 66% of BEETROOT (Effect: Multiplied). This reduces the richness of the coloring and gives it a depth and calmness to be used as a background.



*original*





## IN USE

The FEAST system will be used in parts as background for all communication media. (DIN normed backgrounds are available for use. A poster with an overview is in the Tools and Materials folder.)

As many documents will be produced during the project, different backgrounds are a good guideline and helpful to create a differentiation and still show the context visually.



## PHOTOS

There is a selection of photos that can be used in the FEAST communication media. Continuous updates of these materials will be released.

When selecting own images the following things should be considered.

The photo should be authentic and not too „over-perfect styled“. They should give the reader the impression of a real scenario in which one feels comfortable and invited.

Photos should transport following messages: SHARING / HEALTHY / FRESH FOOD



Share\_01: Photo by Dan DeAlmeida on Unsplash



Share\_02: Photo by MOein Niroumand on Unsplash



Share\_03: Photo by Wasa Crispbread on Unsplash



Share\_04: Photo by Elaine Casap on Unsplash



Table\_setting\_01: Photo by Maddi Bazzocco on Unsplash



Meal\_01: Photo by Monika Grabkowska on Unsplash



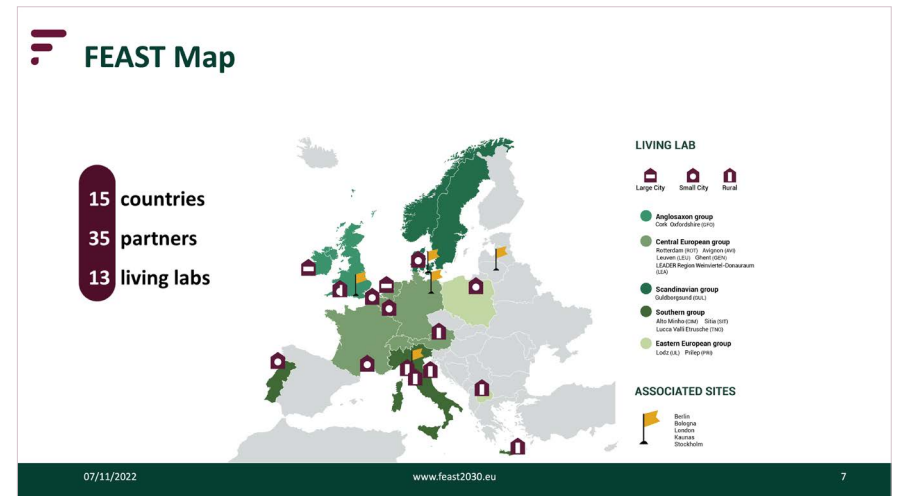
Meal\_02: Photo by Edgar Castrejon on Unsplash

**IMPORTANT:**  
Use only photos with free licensing.

The image source should be known and documented.

PRESENTATIONS – MICROSOFT POWERPOINT

The FEAST PowerPoint template contains a selection of mastersheet layouts.





## DOCUMENTS – MICROSOFT WORD

The Word template is used for the FEAST deliverables and documents.

It contains the FEAST color range, typography and configured blocks for tables.

**FEAST**

GHG	Greenhouse gas
-----	----------------

**1 Chapter 1 - General Text**

Standard text looks like this:  
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

**1.1 Table and Figures**

**1.1.1 How to integrate Tables**

*Table 2 Table heading – FEAST levels of research, from micro to macro (Table format 1)*

Micro Level	Meso Level	Macro Level

*Table 3 Table heading – FEAST levels of research, from micro to macro (Table format 2)*

Micro Level	Meso Level	Macro Level
Please tell me what the challenges at the Micro level are?	Please tell me what the challenges at the Meso level are?	Please tell me what the challenges at the Mecco level are?

**1.1.2 How to integrate Figures**

**FEAST**

*Figure 1 Figure title, FEAST logo symbolising the three levels of the research project*

4 out of 7

**FEAST**

**FOREWORD**

**BOX Nr. 1**  
**Note:** In case you need a foreword for your document, you have here the possibility to write a foreword.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.

**METHODOLOGY**

**BOX Nr. 2**  
**Note:** In case you need a methodology section for your document, you have the possibility to write something about the methodology you applied for your research.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.

**ACKNOWLEDGEMENTS**

**BOX Nr. 3**  
**Note:** In case you need an acknowledgments section for your document, you have here the possibility to write something for acknowledgments, like who contributed to the research, highlight external support to your research etc..

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.

**ACRONYMS AND ABBREVIATIONS**

**BOX Nr. 4**  
**Note:** Acronyms and abbreviations are essential for the understanding of a document. In case your document includes many acronyms and abbreviations, it is recommended to include this section in your document.

*Table 1 List of acronyms and abbreviations*

FAO	Food and Agriculture Organization of the United Nations
GDP	Gross domestic product

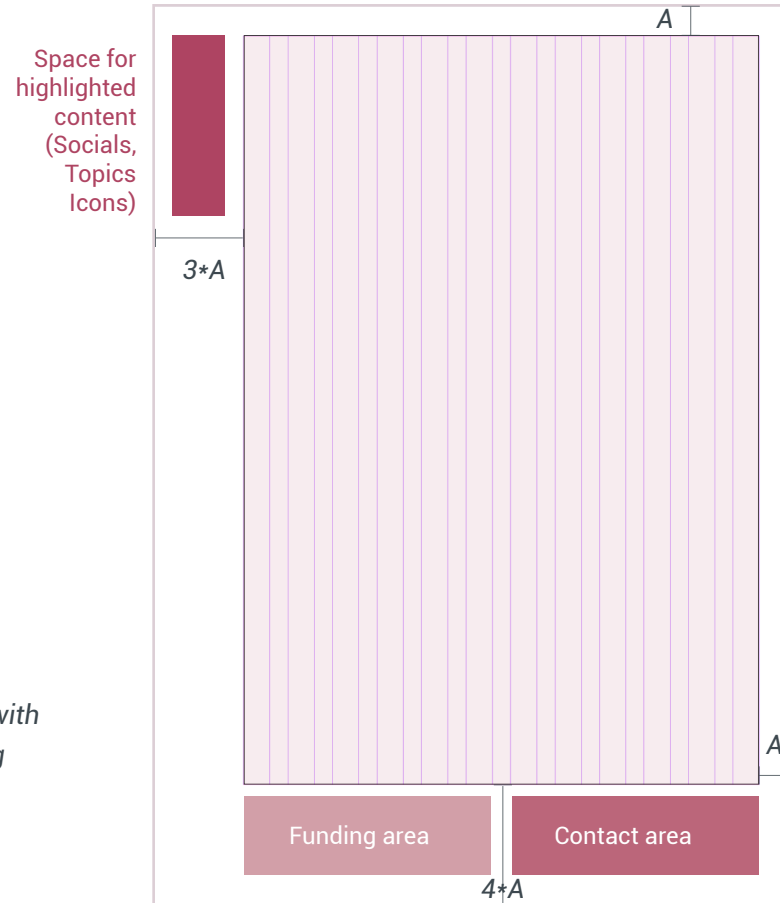
3 out of 7



POSTER, ONEPAGER,

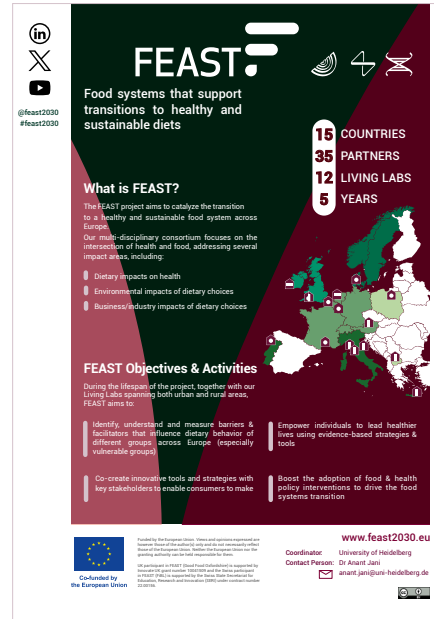


12 columns with  
6mm spacing

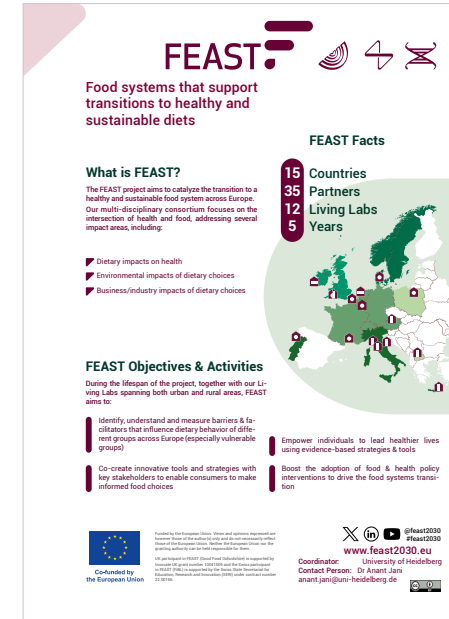


*One-pager - DIN A4*

The FEAST one-pager is a poster that summarises the most important facts of the project. Due to its small format (DIN A4 & DIN A3) it is easy to produce and can be used with great flexibility even in confined spaces.



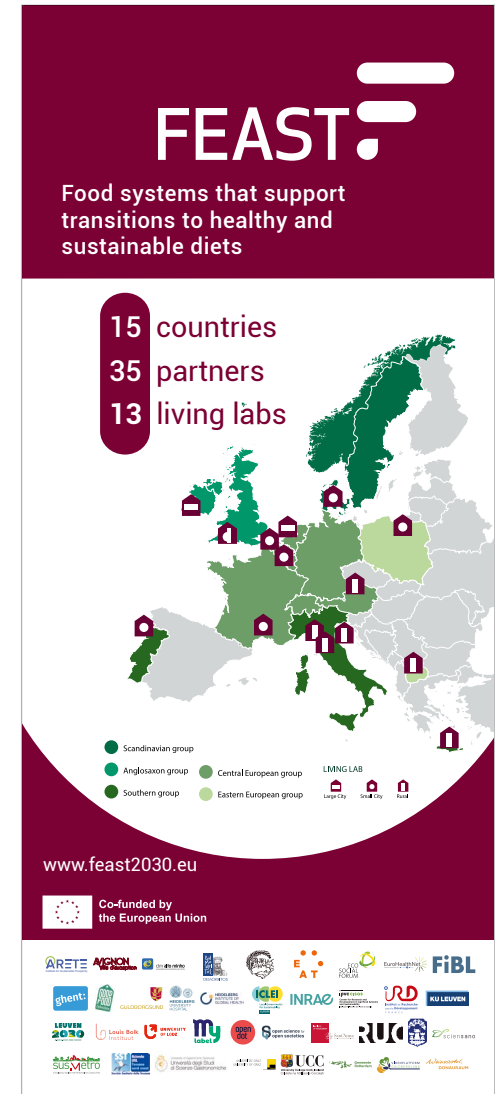
dark



light

EVENT COMMUNICATION

A communication package has been provided for events. This consists of a set of roll up banners, name badges and event posters.



ROLL-UP



## EVENT BADGE



front

There is space on the back for content to be shared (agenda, ...).

back

Sustainability should run through the entire project. To this end, we offer alternatives to be used for single-use products. In this way, we want to avoid unnecessary plastic and costly unnecessary production.

The creativity to rethink the existing should be encouraged here in the FEAST consortium and beyond.



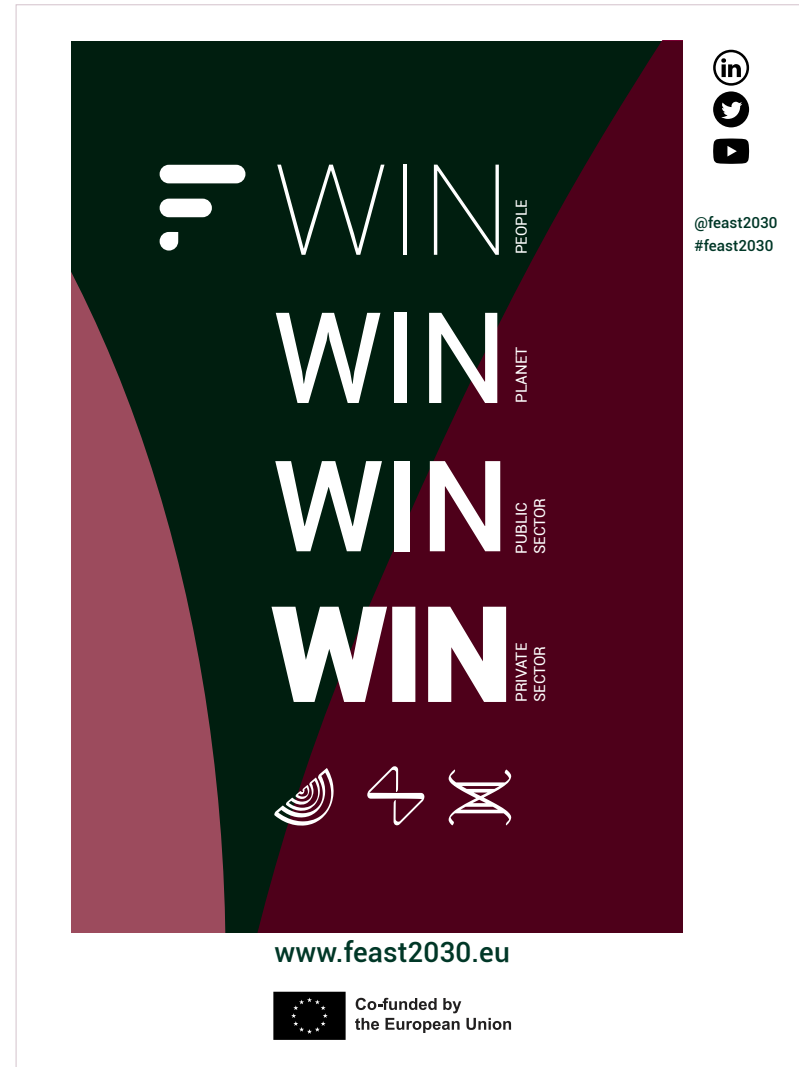
### Production suggestions:

Size: 105 mm x 148 mm (w x h)  
 Paper: min. 200g/qm paper  
 Ribbon: unbleached cotton ribbon

### WIN-WIN-WIN-WIN

*„FEAST aims to catalyse Europe's just transition to a 'Win-Win-Win-Win' food system that sees major gains for people, the planet, and the public and private sectors.“*

The core message of FEAST is implemented as a clear typographic design that can be adopted in different environments/channels (social media, online, print, etc.) and through simplicity always sets the focus clearly without distraction.



[www.feast2030.eu](http://www.feast2030.eu)



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the European Union**

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