



AGRO4AGRI



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AGRO4AGRI identity purposes:

- Define and standardise AGRO4AGRI's project image
- Develop a manual of rules and standards to achieve a cohesive and uniform AGRO4AGRI signature and visual identity

FULL COLOUR

POSITIVE

HORIZONTAL



main version

NEGATIVE



VERTICAL

POSITIVE



AGRO4AGRI

NEGATIVE



MONOCHROME

POSITIVE



HORIZONTAL

AGRO4AGRI

NEGATIVE



AGRO4AGRI

POSITIVE



VERTICAL

AGRO4AGRI

NEGATIVE



AGRO4AGRI



The **AGRO4AGRI** project's logo must be prominently displayed in all documents, materials and equipment produced by the project, as a **requirement for EU funding**. This includes its presence in events that the project organises or participates in.

Use preferably the main version of the logo: horizontal and positive.

Use the alternative vertical and positive version if it offers a better display.

Choose the negative version when strictly necessary. For example, if:

- The printing material only allows one single colour (**see slide 5**).
- The logo must have a transparent background (for example, over a photograph – **see slide 5**).
- The logo is placed in a design with a different (and unmatching) visual identity.

Do not modify the logo and respect the bounded free space around it.

For printing purposes, the logo must not be reduced by less than 5 cm in width in the horizontal version and by 3 cm in the vertical version.

Always write the **project's acronym** in capital letters: **AGRO4AGRI**.

AGRO4AGRI LOGO & COLOURED BACKGROUNDS



AGRO4AGRI colour palette:

- The colour palette is an important element of AGRO4AGRI's visual identity and must therefore be reproduced as accurately as possible.
- Depending on the type of media to be printed, the **main colours in this manual must always be respected.**

COLOUR 1

C70 M 42 Y100 K 38
RGB 72 91 32
HTML #485b20
PANTONE P 159-16 C



COLOUR 2

C48 M 17 Y100 K 3
RGB 152 170 3
HTML #98aa03
PANTONE 375 C



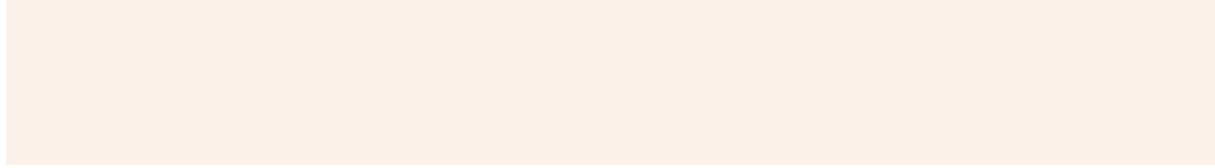
COLOUR 3

C23 M 0 Y70 K 0
RGB 214 223 104 HTML
#d6df68 PANTONE P
160-8 C



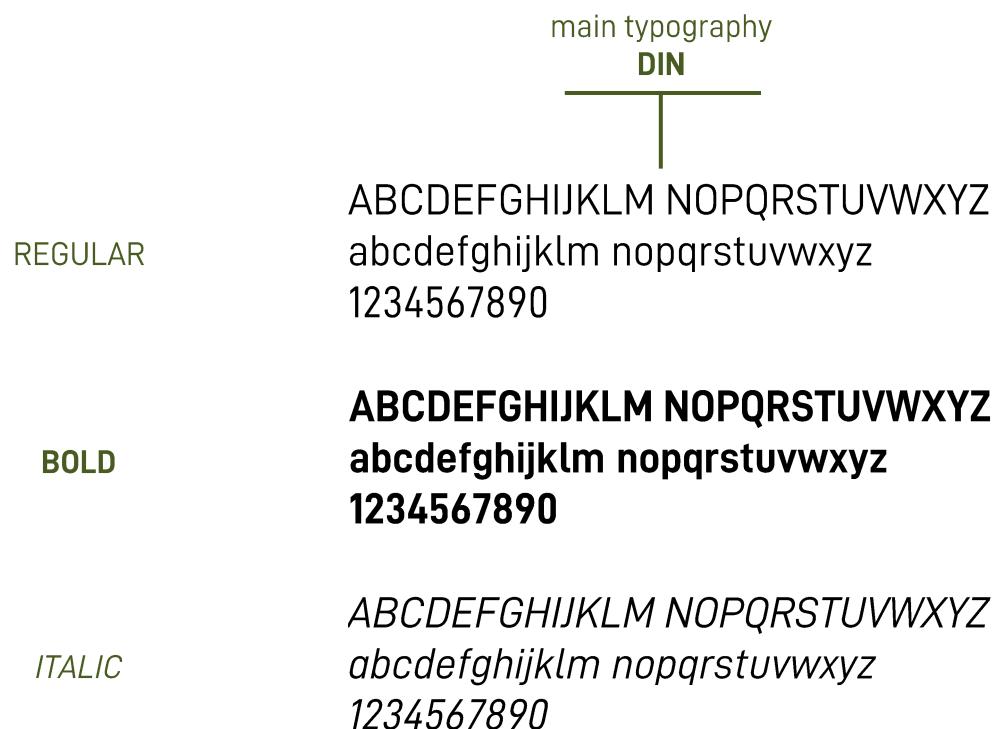
COLOUR 4

C1 M 7 Y10 K 0
RGB 253 242 233
HTML #fdf2e9
PANTONE P 51-1 C

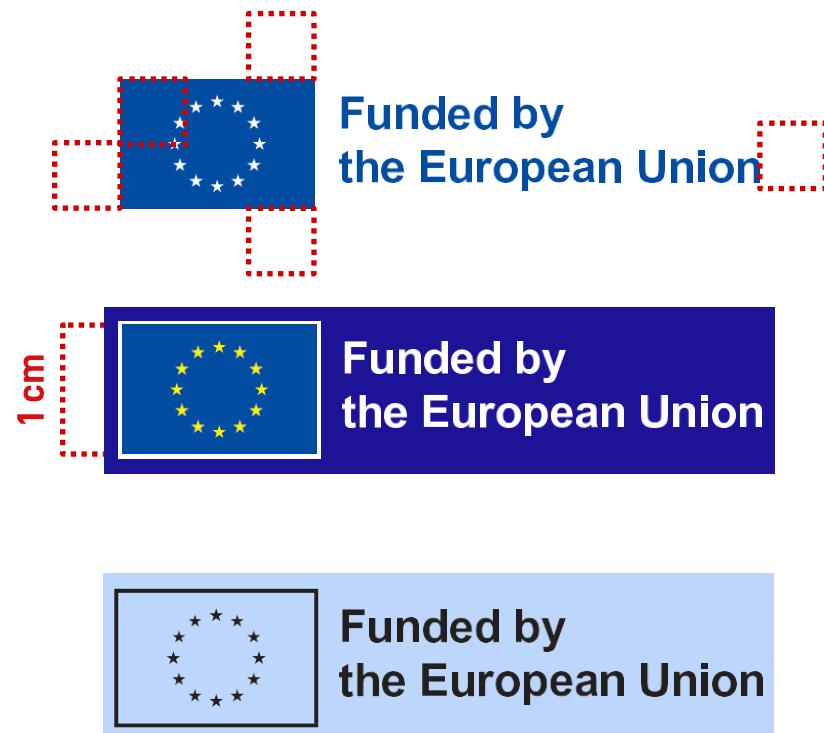


AGRO4AGRI typography:

- Typography is an essential element that characterizes identity.
- To standardise internal and external communication pieces, the **DIN standard font** was determined to produce materials and documents in all available typographic weights for a greater degree of typographic hierarchy.



The font size and colour must be adapted to the context, using exclusively the **brand colours** and **black/white**.



The **EU emblem** is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. No other visual identity or logo may be used to highlight EU support.

All **communication activities** related to the project (including media relations, conferences, seminars and information material such as brochures, leaflets, posters, presentations, etc. in electronic form via traditional or social media), as well as **any infrastructure, equipment, vehicles, supplies or major result** funded by the grant, must acknowledge EU support and display the **European flag (emblem)** and **funding statement** (translated into local languages, where appropriate).

The emblem must be in '**prominent display**', at least **1 cm** high and the **bounded free space** around it must be respected. It shall **not be modified or merged** with any other graphic element.

The logo is the brand's most distinctive element in all its communication actions. Whenever possible, **it should appear on a white background with the main color**. When this is not possible, the following transformation must be respected for application on a coloured background.

The following disclaimer must also be included in any public document or material of the project (such as publications, website, brochures, videos, equipment...):

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This disclaimer must appear next to the EU emblem and funding statement, written in a standard, easy-to-read font, **preferably "Arial"**.



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More information at: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

It is not necessary to include all partners' logos in every project document or material. It is only mandatory to include the project's logo, together with the EU emblem and funding statement, as stated previously. Nevertheless, it is recommended that the partners' logos are present in relevant materials (the project's website, brochure, etc.)



PARTNER 1	PARTNER 4	PARTNER 7	PARTNER 10	PARTNER 13
PARTNER 2	PARTNER 5	PARTNER 8	PARTNER 11	
PARTNER 3	PARTNER 6	PARTNER 9	PARTNER 12	



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In case you need to include the logos of all partners that take part in the project, they must be smaller in size than the project's logo, following this example

The EU emblem must be displayed at least the same size as the biggest logo



If the project's logo is to be displayed together with the logo of another organisation or project, they must be both in the same size.

It is important to follow these **basic principles to communicate about EU-funded projects**, to ensure we showcase our work through **positive, inspiring and challenging communication** which is values-driven and impact focused:

- **Tone of voice.** It must be decisive, communicate positive progress and inspire action. Use a language and tone that are professional yet human, complete yet concise, and sincere yet positive. Avoid using terms with negative or aggressive connotations.
- **Content.** Identify your target audience and focus on creating content that is adapted to the specific audience you are addressing, ensuring it is tailored to connect with and engage particular profiles.
- **Citations and references.** All citations and references must be correctly indicated, clearly acknowledging the original author(s) who expressed the opinion and/or the source(s) .
- **Clarity and Accessibility.** Ensure messages are clear, inclusive, and accessible to diverse audiences. Avoid jargon where possible and explain technical terms when necessary.
- **Consistency.** Apply a consistent style and format across all communications to reinforce trust, recognition, and alignment with EU values and visibility guidelines.



AGRO4AGRI

**Thank you for
your commitment**

For more information, please contact:

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