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HOLiFOOD Visual identity and communication package

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D7.1**Visual identity and communication package
(templates, initial website)**

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1 Executive summary

In the framework of the *Work Package 7 Communication, dissemination, education, exploitation* of the HOLiFOOD project, this deliverable provides an overview of the first communication package provided to partners (logo, brand identity manual and templates), as well as the initial steps in the creation of the project website.

So far, the foundations for communication and dissemination activities were posed, in order to allow project partners starting to share information about HOLiFOOD and its future activities and results. Considering this, In the first three months, EUFIC has designed the HOLiFOOD logo – involving in the creation process all the partners – and the related brand identity; all the templates to address the partners' needs; the first structure of the website, taking care of all the requirements needed and selecting a provider for developing it.

Next communication materials and activities will be developed during the upcoming months, in line with the Communication and Dissemination Plan (D7.2), in order to being sure that the activities will implement the objectives and the provisions there contained, addressing the identified target audiences and their needs.

2 Introduction

HOLiFOOD

The overall objective of HOLiFOOD is to improve the integrated food safety risk analysis (RA) framework in Europe to i) meet future challenges arising from Green Deal policy driven transitions in particular in relation to climate driven changes, ii) contribute to the UN's Sustainable Development Goals and iii) support the realization of a truly secure and sustainable food production. HOLiFOOD will apply a system approach, which take the whole environment into account in which food is being produced, including economic, environmental and social aspects. Three supply chains will be considered (i.e. cereals [maize], legumes [lentils] and poultry [chicken]). Artificial Intelligence (AI) and big data technologies will be used in the development of early warning and emerging risks prediction systems for known and unknown food safety hazards. In addition, tools, methods and approaches will be developed for hazard detection and will be targeted and non-targeted and new holistic risk assessment methods will be develop in which food safety risk will be embedded in a comprehensive cost-benefit analysis of the food system including positive and negative health, environment and economic dimensions. An effective impact pathway will be developed and implemented through integration of the HOLiFOOD outputs into the legal framework associated with the food risk analysis process. The impact pathway will be supported by an electronic data and knowledge sharing platform aiming at the full digitalization of food (safety) systems and supporting transparency and impact for all stakeholders. In order to align with stakeholder priorities, preferences and user requirements, the HOLiFOOD innovations will be designed and tested in a multi actor approach (i.e. Living Lab) involving all stakeholders (e.g. authorities, food producers and citizens).

Introduction to this document

In the framework of the *Work Package 7 Communication, dissemination, education, exploitation* of the HOLiFOOD project, this deliverable provides an overview of the first communication package provided to partners (logo, brand identity manual and templates), ad well as the initial steps in the creation of the project website. Finally, it presents the next steps to be implemented in line with the delivery of the Communication and Dissemination Plan (D7.2).

The document is divided in 6 chapters. After the Executive Summary and the Introduction, the document presents the three main communication activities carried out by EUFIC and project partners so far, in order to develop the HOLiFOOD visual identity. Chapter 3 is dedicated to the brand identity, composed by the logo and the brand guidelines; then, the templates developed are explained in detail, presenting the purpose of their use; a first structure of the website, together with more information on the provider selected, is presented in chapter 5. Finally, the last chapter is dedicated to the next steps.

3 Brand identity

Brand identity is based on the noticeable elements of a brand (for instance - trademark colour, logo, name, symbol). It allows the target audiences to identify and clearly recognise the project. The HOLiFOOD brand is composed by two main elements: the logo and the brand guidelines.

3.1 Logo

The logo is one of the key elements of the project's identity, whose main goal is to effectively represent the vision, mission, and core objectives of the HOLiFOOD project. Since the project adopts a co-creative and multi-stakeholder approach in all its activities, also the logo and its key element were developed by the whole consortium, in a process coordinated by EUFIC.

Before the kick-off of the project, EUFIC developed and shared a survey among the partners to gather their opinions on some elements that characterise the design of a logo (messages that it should deliver, preferred shape and colours, etc.)¹. Based on survey results, three options were developed and shared with partners during the Kick-off Meeting (KoM, November 2022), including the concept behind each logo and examples of mock-ups, showing how each proposal appears on communication materials. Partners were asked to vote and the option chosen is the following:



Figure 1 – Logo version chosen by partners and its presentation in different colours

As reported in the brand guidelines (next paragraph) the logo can be used in 4 different color versions, however, the first one – that will be the common one – is in orange.

The chosen **logo aims to represent the following ideas** of the project:

- Developing new, validated methods and devices for the identification and characterisation of existing and (re-)emerging hazards in 3 supply chains: cereals, legumes and poultry
- Improving the integrated food safety risk analysis (RA) framework in Europe
- Strive towards secure, efficient and truly sustainable food production

¹ The survey and the whole process is presented in Annex I

- Apply a system approach, with a holistic^{2*} overview that takes the whole environment into account in which food is being produced, including economic, environmental, and social aspects.

Those aims and values are represented in different ways through **a logo that is designed to be contemporary and dynamic, yet showcasing integrity.**

- The arrow represents the strong push towards the future
- The endpoints of the arrow symbolise the three supply chains: cereals, legumes, and poultry. The arrow brings them together and takes a holistic overview of the food production process
- The almost completely connected words are separated by a gap that symbolises the project's aim of improving the "gaps" in the established system
- The rectangular shape that the letters and icon make up, display integrity and stability
- The colours are cleverly chosen to represent: the cereals (yellow), green (legumes) and pink (poultry) that support the main orange colour, which stands for the assurance for a positive future and good health
- This design solution portrays HOLiFOOD as a holistic, innovative, and multidisciplinary project, that makes an instant impression



Figure 2 - HOLiFOOD logo

EUFIC has uploaded the logo in the Teams channel of the HOLiFOOD project, that represents the intranet and repository for the whole consortium. In particular, EUFIC created a folder containing different resolutions of the logo (for printing or for using it online) and in different formats (.png, .jpeg, .eps), in order to let partners to use it for different purposes.

3.2 Brand guidelines

After the finalisation of the logo, EUFIC created a brand manual to guide partners and external users (i.e., web developers) in the correct use of the logo and its elements. The document is

² Relating to the whole of something or to the total system instead of just to its parts (Cambridge Dictionary).

available to all partners on the internal project Teams channel, and it shows the different versions of the logo to be used, the specific font, colours and dimensions, as well as examples of logo applications on various materials. In addition, it reports the acknowledgement of the European funding, in line with the guidelines provided by the European Commission (EC)³. The full version of the document is [available here](#).

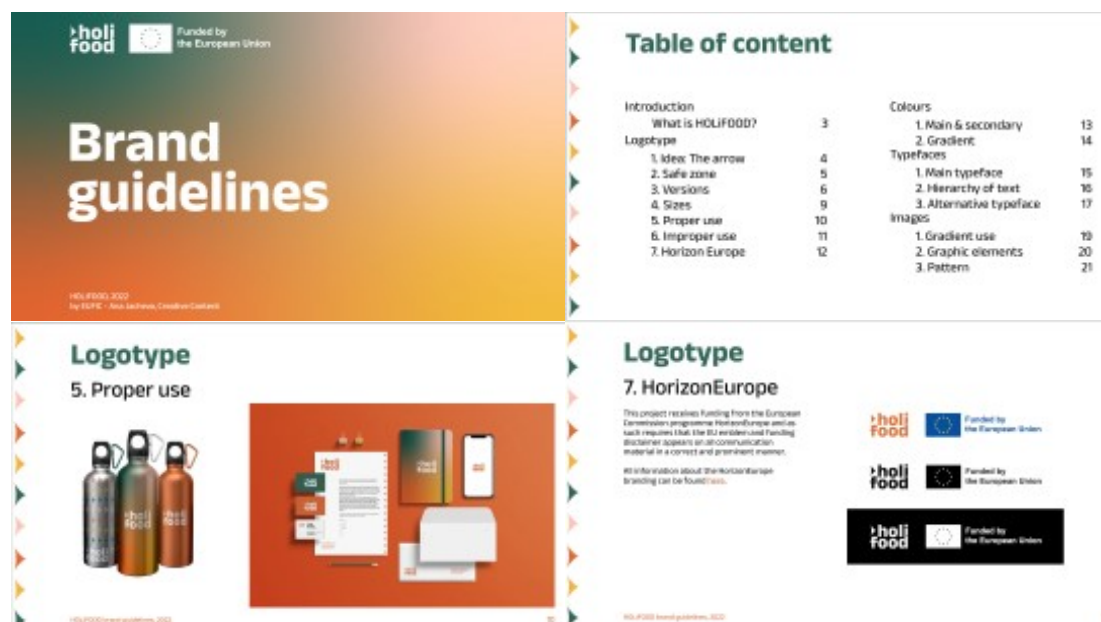


Figure 3 – Examples of some pages of the brand guidelines document

³ Guidelines also available here: https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en

4 Templates

After the finalisation of the logo and brand guidelines, EUFIC creates standard templates to be used by partners for different purposes, such as presenting the project to stakeholders, report activities to the European Commission, etc.

The following templates were created:

- **Powerpoint template** (.potx format) – to be used by partners to prepare presentations of the project to external stakeholders or during internal meeting. It contains also examples of how slides could be prepared to be in line with the HOLiFOOD brand identity. It can be mainly saved as .pptx or .pdf.
- **Deliverable template** (.dotx format) – to be used by partners to prepare official documents to be submitted to the EC through the Funding & Tender Portal. It contains a graphic cover page and another one presenting all the technical details required by deliverable (number, title of the deliverable, work package, authors, contributors, revision history, etc.). The template is available in two versions, one to be used electronically and one to be printed (with higher resolutions images), even if the first version is the ones that will be used more. It will be used mainly in the .docx version by partners, then submitted to the EC in a .pdf format.
- **Word template** (.dotx format) – this template is similar to the deliverable one, except for the cover page with technical information (number and name of the deliverable, contributors, etc.), since it has the scope to share information with external stakeholders. Indeed, it can be used to present an extract of project results coming from deliverables, information and instructions for stakeholders participating in the Living Labs, short factsheets to be distributed in conferences, etc. The template is available in two versions, one to be used electronically and one to be printed (with higher resolutions images). It will be mainly distributed in .pdf format.
- **Press release template** (.dotx) – this is the template to be used for the press releases to be produced by the project. It has no cover pages, but title and subtitle of the press release, the date and the content, including contact details. It will be mainly used by EUFIC and distributed digitally in .pdf format.

In addition to the presented ones, additional templates could be created in the future in order to address specific communication and dissemination needs, also in line with the provisions of the Communication and Dissemination Plan (D7.2, to be delivered by March 2023).

5 Website

In this chapter, the initial structure of the website and the first steps for its implementation are presented. Moreover, more detailed information – as well as its graphical design – will be presented in the Communication and Dissemination Plan (D7.2, March 2023).

The HOLiFOOD website will be the **entry point and the primary information source of the project**, informing about its scopes, activities, partners, news, events, results training opportunities, and it will be connected to the project's channels and media (i.e. the SFSN and social media). **EUFIC will coordinate the website creation process, taking care of the WP leaders' needs and requirements** (i.e. Living Labs organisation and management, promotion of the citizen science activities, etc.), **and be responsible for the technicalities**, including the selection of a supplier for the website technical development.

As a first step, EUFIC, after consulting DIALOGIK (responsible for dissemination activities), defined a first structure for the website, intending to collect quotations from potential suppliers. In November and December 2022, quotes were asked to 5 companies and, on the 21st December, Food Hub srl was chosen as the HOLiFOOD website provider, taking into account the economic offer, the technical offer and their experience in delivering a digital platform for online training courses and MOOCs (not included in the price, but potentially developable upon partners' request). **The website is expected to be launched by end of March/beginning of April 2023**, using the domain <https://holifoodproject.eu/>, bought by EUFIC.

According to the contract, the website will be developed using WordPress as CMS (Content Management Systems), preferred to the customised ones because of its open-source nature. The **HOLiFOOD website will be hosted on the EUFIC servers, that are based in the EU**. According to the contract signed, the website will be **maintained alive for 3 years after the end of the project** (till September 2029): during this period, the company will update the installed plug-ins, monitor the security and maintain the Secure Sockets Layer (SSL) certificate, thus allowing to users to browse the website without any issue.

Website content will be prepared with the contribution of all partners, meanwhile, EUFIC will be responsible for the last fine-tuning of the texts provided and for their uploading on the website.

Even if the design and framework of the website will be finalised after the publication of this document, in the next paragraphs the website structure is described, acknowledging that it could be slightly changed due to the delivery of the Communication and Dissemination Plan (D7.2) and new ideas developed during the next stages of the website design (also taking into account suggestions coming from developers for increasing the users' experience). Except for the "homepage", the paragraphs presented corresponds to pages to be included in the top navigation bar of the website, that, in case of subpages, can have menu lists to be shown to users when they are selected.

5.1 Homepage

It represents the entry point of the website, containing simple and attractive messages for the identified target audiences to engage them in the project activities. Designed to guarantee users' accessibility and in line with the visibility standards, it will:

- connect the users to the other website resources, tools and sections

- show in brief the latest news and next events
- re-address the users to other project's channels (the SFSN and the twitter account)
- give the possibility to subscribe for receiving news and information on HOLiFOOD results and activities
- show HOLiFOOD main contacts (coordinators, EUFIC team involved in dissemination and communication activities, HOLiFOOD generic email)
- inform the user about the cookies policy (giving it the possibility to choose the options in compliance with the current legislation) and know more about the policy privacy policy (prepared by UNIVIE)
- acknowledge the EC funding.

5.2 About

This section provides the main information on the project, showing:

- fundamental information about HOLiFOOD (project overview, goals and approach), including the work areas of the project and external links dedicated to 3 supply chains covered by HOLiFOOD

5.3 People

- members of the consortium, with a logo and brief description of each partner (including their role in the project) and other information (i.e. partner website, contacts, etc.)
- Advisory board members, including short bio, their entity and any other information they would agree to share (i.e., picture)

5.4 News and Events

In this section, all the news and upcoming events interesting for all the defined target audiences are shown in detail, including information on both the past and upcoming events. This page is connected to the preview available on the HOLiFOOD homepage.

5.5 Resources

- Collection and references to the scientific publications delivered by the project
- Collection of the project results, public deliverables, factsheets, infographics, communication materials, and any other resource produced by HOLiFOOD to be shared with target audiences. Each resource available could be downloaded by users.

5.6 Engagement

This section will be dedicated to the activities in which external stakeholders will be engaged, belonging to the target audiences defined by the Communication and Dissemination Plan. In this page, a general description of the purpose of the engagement will be provided, as well as the three main activities (presented below): each activity is introduced by a short text and, after clicking, the user will be readdressed to another page with more information about them. The engagement activities are the following:

- **Training:** it will contains information on the HOLiFOOD training opportunities (explaining who are the main target audiences, the benefits for them and how they can access to the

programme), materials and training modules (including MOOCs). This part will be developed more in detail according to the activities and decisions taken under the T7.3

- **Living Lab:** it presents the Living Labs to be created by the HOLiFOOD project, highlighting their scopes, the stakeholders involved in and information about pilots conducted by each of them and the results obtained. It will be developed in collaboration with the WP4 and in line with their needs.
- **Citizen Science:** it will present the main actions carried out by the project on citizen science, explaining why and how citizens can contribute to HOLiFOOD activities. It will be designed in collaboration with the WP5, taking into account partners' needs and expectations.

5.7 Other website elements

The website will show the cookies preferences to the users making the first access. Moreover, it will use widget and benners to connect users to the [@SciFoodHealth](#) Twitter account (to be used by HOLiFOOD as communication channel on social media), to the [Sustainable Food Systems Network](#); other widget and tools (i.e. the LinkedIn social bar, subscription options for receiving the latest news from the project, etc.) will be installed by website developers in accordance with the strategy defined in the Communication and Dissemination Plan (D7.2). Finally, EUFIC will use Matomo as an analytic tool to track the traffic on the website (in line with the GDPR prescriptions), to calculate the outreach.

6 Conclusions and next steps

So far, the foundations for communication and dissemination activities were posed, in order to allow project partners starting to share information about HOLiFOOD and its future activities and results. Considering this, In the first three months, EUFIC has designed the HOLiFOOD logo – involving in the creation process all the partners – and the related brand identity; all the templates to address the partners' needs; the first structure of the website, taking care of all the requirements needed and selecting a provider for developing it.

Next communication materials and activities will be developed during the upcoming months, in line with the Communication and Dissemination Plan (D7.2), in order to being sure that the activities will implement the objectives and the provisions there contained, addressing the identified target audiences and their needs.

Annex I – Logo co-creation process

HOLiFOOD project is inspired by the principle of involving all actors in its activities, to deliver outputs that are the consequence of the integration of various expertise, knowledge and perspective of all partners. This principle inspired also the logo definition.

Before the kick-off of the project, EUFIC developed and shared a survey among the partners to gather their opinions on some elements that characterise the design of a logo. The survey had the following questions:

- Three adjectives to describe HOLiFOOD [open question]
- HOLiFOOD color is... [open question]
- HOLiFOOD shape is [options: soft/geometric]
- HOLiFOOD logo has [options: recognisable objectives/abstract icons]
- HOLiFOOD message is [open question]
- Would you like to share other suggestions? [open question]
- Your entity
- Your name

Replies collected were collected and used by the EUFIC graphic designer to create three logo proposals presented to partners during the Kick-off Meeting (3-4 November), asking them to vote for the preferred version:



Figure 4 – The three logo proposals presented during the HOLiFOOD Kick-off Meeting

The majority of people participating in the Kick-off Meeting chose the first option.

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