



Switching European food systems for a just, healthy and sustainable dietary transition through knowledge and innovation

Deliverable

D8.2 - SWITCH Visual identity toolbox, incl. project website

March 2023

Table of Contents

Table of Contents	2
Disclaimer	3
Copyright message	3
Document History	4
Partners	5
Executive Summary	6
1. Introduction	6
2. Visual Identity	6
2.1. Logo and Brand Guide	6
2.2. Deliverable Template	9
2.3 Presentation Template	10
2.4. Brochure	13
3. Website	14
3.1. Content and Structure of the website	14
4. Social Media	19
5. Conclusion	19

Disclaimer

The content of this deliverable reflects the authors' views. The European Commission is not liable for any use that may be made of the information contained.

Copyright message

SWITCH is a Horizon Europe Project supported by the European Commission under contract No.101060483. All contents of this report are reserved by default and may not be disclosed to third parties without the written consent of the SWITCH partners, except as mandated by the European Commission contract, for reviewing and dissemination purposes. All trademarks and other rights on third party products mentioned in this document are acknowledged and owned by the respective holders.

The information contained in this document represents the views of SWITCH members as of the date they are published. The SWITCH consortium does not guarantee that any information contained herein is error-free, or up to date, nor makes warranties, express, implied, or statutory, by publishing this document.

Document History

Deliverable Title	D8.2 – SWITCH Visual identity toolbox, incl. project website
Description	Visual identity toolbox, including 1) the project logo, corporate materials and a co-designed brand usage guidelines to easily communicate the spirit of the project, appropriate templates, guidelines, communication manuals; 2) the website and social media to be set up and maintained also after the end of the project, to spread to all interested stakeholders information on project activities, documents and results, published materials (including training material, manuals, report and videos) and events regularly uploaded on the website.
Type of deliverable	DEC — Websites, patent filings, videos, etc
Dissemination level	PU
Work package	WP8 – Communication, Dissemination & Exploitation
Lead beneficiary	FFI Foundation
Author(s)	Camilla Carioli (FFI), Vishwa Patel (FFI)
Reviewer(s)	Reviewer 1 (CMCC)
Due date of delivery	31/03/2023

Date	Version	Description
17 March 2023	First version	Shared with reviewers CMCC
20 March 2023	Revised version 1	Revisions and suggestions provided by CMCC
21 March 2023	Second version	FFI approved revisions
28 March 2023	Final version	CMCC approved revisions and finalized the document

Partners



Antistatique

Executive Summary

This document summarizes the work carried out for the SWITCH Visual Design Toolkit as foreseen by WP8 activities and specifically by the Deliverable D8.2 – SWITCH Visual Design Toolkit.

The Visual Identity toolbox is structured as follows: Chapter 1 introduces the document structure. Chapter 2 presents the Logo and the visual identity toolbox, which comprehends the Deliverable Template, Presentation Template and a Brochure Template.

In chapter 3 it is explained the Website structure, pages and contents.

Chapter 4 includes social media. Finally, conclusions are included in Chapter 5.

1. Introduction

This document contains a comprehensive guide to implementing and managing the visual identity toolbox of the SWITCH project. This toolbox includes the project's logo and brand guide of the visual identity, which is the set of graphic and visual elements that represent the project, purpose, and message. Also, it includes the website and the social media channels.

2. Visual Identity

2.1. Logo and Brand Guide

The brand guide illustrates the core elements of the visual identity of the SWITCH project, from the logo design, to the color palette and fonts and icons.

The logo and brand identity design process was a co-design process between FFI, CMCC reviewers, and the consortium of partners. After a phase of studying the graphic brief and researching the theme, FFI developed several logo proposals representing the values of the project, identified as: Food, Innovation, Technology and Sustainability.

After the first round of feedback with CMCC reviewers, the three most representative proposals were submitted to the entire consortium to vote for the most representative logo.

Based on the result of the voting, the logo was chosen, which ultimately represents all the elements that the SWITCH project is developing.

The logo of SWITCH project is composed by a simple “switch” icon incorporating apple as food, a green fork in relation to the “Farm to Fork” strategy, and a green leaf for sustainable switching. The elements are arranged in a way to look like a power button indicating the conception of this project related to change.

Below an extract from the Brand Identity, the full version is available in **Annex I**.



Logotype

A simple switch icon incorporating apple as food, a green fork in relation to the "Farm to Fork" strategy, and a green leaf for sustainable switch. The elements are arranged in a way to look like a power button indicating the conception of this project related to change.



Switch Brand Identity

2

Font

Rubik Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy
z
1234567890

Header Font
30 pt

Subtitle Font
14 pt

Switch Brand Identity

Nunito Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy
z
1234567890

Body Font
12 pt or smaller Light

3

Eu Logo

In column



SWITCH - Project number: 101060483
Call: HORIZON-CL6-2021-FARM2FORK-01-15:
Transition to sustainable and healthy dietary behaviour

Nearby elements



SWITCH - Project number: 101060483
Call: HORIZON-CL6-2021-FARM2FORK-01-15:
Transition to sustainable and healthy dietary behaviour

Distant elements



SWITCH - Project number: 101060483
Call: HORIZON-CL6-2021-FARM2FORK-01-15: Transition to sustainable and healthy dietary behaviour

Switch Brand Identity

7

2.2. Deliverable Template

The deliverable template is designed according to the visual identity of the SWITCH project.

The elements that are part of the document are as follows:

- Cover page;
- History of the document;
- Index;
- Headings, subheadings, and plain text;
- Annexes;
- External references.

Each page displays the European logo and reference to the project number:

SWITCH - Project number: 101060483 Call: HORIZON-CL6-2021-FARM2FORK-01-15: Transition to sustainable and healthy dietary behavior.

Below is an extract of the Deliverable template, the full version is available in **Annex II**.



2.3 Presentation Template

The presentation template is designed according to the visual identity of the SWITCH project.

The elements that are part of the document are as follows:

- Cover slide: first slide with logo, title, and subtitle;
- Overview: slide to introduce the content of the presentation;
- Team: slide to present the team members, with picture frame and role;
- Quote page (two slides): page to highlight a significant quote;
- Content layout slides: easy to use layout with text and images, five slides with different layout, coherent with the visual identity;
- Data visualization slide: slide to show numbers and data;
- Table slide: slide with a chart useful to visualize tasks and next steps;
- Partners slide: slide with all partners logo;
- Thank you slide: slide to close the presentation.

The main slides displays the European logo and reference to the project number:

SWITCH - Project number: 101060483 Call: HORIZON-CL6-2021-FARM2FORK-01-15: Transition to sustainable and healthy dietary behavior.

Below is an extract of the Presentation template, the full version is available in **Annex III**.



Overview

01 Title
Lorem ipsum
dolor sit amet

02 Title
Lorem ipsum
dolor sit amet

03 Title
Lorem ipsum
dolor sit amet

04 Title
Lorem ipsum
dolor sit amet

05 Title
Lorem ipsum
dolor sit amet

06 Title
Lorem ipsum
dolor sit amet

Presentation Templates | Section

13

Team



Name Last Name
Designation/Role



Name Last Name
Designation/Role



Name Last Name
Designation/Role



Name Last Name
Designation/Role

Presentation Templates | Team

14

Insert Quote

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed.

- Name of person



15

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed.

Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed.

Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

Subtitle

Lorem ipsum dolor sit amet.



Funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



Logo

Logo

18

2.4. Brochure

A brochure that presents the SWITCH project, it highlights the goals, food hubs and project partners.

In detail, the brochure conveys the key elements of the project: the objectives, a food hubs map to show their locations, partners and contacts to know more about the project.



Food Hubs

The local food systems investigated in each SWITCH Hubs represent City Region Food Systems (CRFS) intended as geographical regions that include one or more urban centres and their surroundings, peri-urban and rural hinterland, across which people, food, goods, resources and ecosystem services flow, and encompasses all food system actors and activities over which the local/regional government have planning and intervention powers (FAQ, 2021).

Goals

- Dietary habits**
To operationalize a science-based definition of just, healthy and sustainable dietary patterns across the EU, which integrates social, environmental and health aspects and valorizes the EU regional social, cultural, economic, environmental and agronomic diversity.
- Healthy and sustainable diets**
To increase the knowledge on factors that can enhance or limit large scale adoption of healthy and sustainable diets by different target groups by analyzing drivers, barriers and constraints at all the levels of the food system.
- Food solution**
To demonstrate innovative and effective solutions and approaches to increase knowledge transfer, accessibility and facilitation to support citizens' engagement on healthy and sustainable diets and thriving sustainable and healthy food businesses.
- Digital innovations for sustainable and healthy diets**
Digital innovations for sustainable and healthy diets. To promote a digital ecosystem of technological innovations and tools to support systemic transitions to more sustainable and healthy diets across multi-actors of the food system.
- Sustainable dietary guidelines for policymakers**
To support national authorities and policymakers in developing guidelines on sustainable dietary behavior and lifestyle which take into account current and future IPCC climate scenarios and the EU climate policy targets.
- Communication to change**
To implement a Plan for the Communication, Dissemination and Exploitation of results to facilitate the transition towards healthy and sustainable dietary behavior.

Food Hubs:

- Västra Götaland County and Gothenburg area
Responsible partner: RISE
- Berlin and Federal State of Brandenburg
Responsible partner: BAUMHAUS
- San Sebastian & Basque Region
Responsible partners: BC3, KUTXA, BCC
- Montpellier-Occitanie
Responsible partner: INRAE
- Cagliari and Sardinia region
Responsible partner: LAORE
- Rome and Lazio region
Responsible partner: AGROCAM

3. Website

3.1. Content and Structure of the website

The website for the SWITCH project has been set up with a direct, simple and easy to remember URL, which is connected with the aim of the project: www.switchdiet.eu.

The website will contribute to increasing SWITCH visibility and network.

The main sections and their subsections that are available to each user are listed here:

- Home: it shows an overview of the entire project, such as introduction to the goals of the project, overview of the food hubs involved, the partners involved, and newsletter sign up bottom;
- About us: what the project is about, goals and purpose of the project;
- Food Hubs - Rome and Lazio region - Västra Götaland County and Gothenburg area - San Sebastian & Basque Region - Cagliari and Sardinia Region - Berlin and Federal State of Brandenburg - Montpellier - Occitanie: There is a page introducing the six Food Hubs, and one page for each of the Food Hubs, with their goals, partners involved and photo gallery;
- Partner: a page dedicated to the partners of the consortium, with links to each partner's website;

-
- Tools: in this page will be shared all relevant documents such as research developments, glossary and results;
 - News & Events: in this page it will be possible to read blog articles about the project development, and the events calendar of SWITCH;
 - Contacts: here it is possible to contact the project managers of SWITCH, are displayed the social media links and the form to subscribe to the newsletter.

Below are reported the screenshots of the Home, Food Hub description page and the About us page.

SWITCH

HOME ABOUT US CONTACT US

Switching European food systems for a just, healthy and sustainable dietary transition through knowledge and innovation

Our goal

The SWITCH project will develop a comprehensive and integrated framework for a just, healthy and sustainable dietary transition through knowledge and innovation. The project will focus on the development of a just, healthy and sustainable dietary transition through knowledge and innovation. The project will focus on the development of a just, healthy and sustainable dietary transition through knowledge and innovation.

Why do we need this now?

The current food system is facing several challenges, including climate change, environmental degradation, and the need for a more sustainable and healthy diet. The SWITCH project aims to address these challenges by developing a just, healthy and sustainable dietary transition through knowledge and innovation.

Who

The SWITCH project is a consortium of leading European research institutions and stakeholders. The project is coordinated by the University of Copenhagen and involves partners from across Europe, including the University of Wageningen, the University of Bristol, and the University of Edinburgh.

Let the food be the medicine and the medicine be the food

— Hippocrates

Our partners

SWITCH is supported by the European Union under the Horizon Europe programme.

Follow us

SWITCH

SWITCH is funded by the European Union under the Horizon Europe programme.

SWITCH ABOUT FOOD HUBS PARTNERS TOOLS AND RESOURCES CONTACT US

About us

Switching European food systems for a just, healthy and sustainable dietary transition through knowledge and innovation

The transition towards sustainable, safe, healthy, and inclusive food systems, from farm to fork, has become a key priority for EU... (text continues)

Our goals


- Dietary habits**
To operationalise a science-based definition of just, healthy and sustainable dietary patterns across the EU, which integrates social, environmental, and health aspects and caters for the EU, regional, social, cultural, economic, environmental, and agronomic diversity.
- Healthy and sustainable diets**
To increase the knowledge on factors that can enhance or limit large-scale adoption of healthy and sustainable diets by different target groups by engaging drivers, barriers and constraints at all the levels of the food system.
- Communication to change**
To implement a Plan for the Communication, Dissemination and Exploitation of results in facilities for transition towards healthy and sustainable dietary behaviour.
- Food solutions**
To demonstrate novel and/or effective technological approaches for increased knowledge transfer, accessibility and adaptation to support targeted engagement on healthy and sustainable diets and thriving sustainable and healthy food businesses.
- Sustainable dietary guidelines for policymakers**
To support national authorities and policymakers in developing guidelines on sustainable dietary behaviour and lifestyle which take into account current and future IPCC climate scenarios and the EU climate policy targets.
- Digital innovations for sustainable and healthy diets**
To promote a digital ecosystem of technological innovations and tools to support systemic transitions to more sustainable and healthy diets across all the actors of the food system.

Follow us

SWITCH

Funded by the European Union

Project number: 101060483
Call: HORIZON-CL6-2021-FARM2FORK-01-15
Transition to sustainable and healthy dietary behaviour

 SWITCH
ABOUT
FOOD HUBS
PARTNERS
TOOL AND RESOURCES
CONTACT US

Rome and Lazio region (Responsible partner: AGROCAM)


AGROCAM, the Special Agency of the Rome Chamber of Commerce, promotes the agri-food system in the Municipality of Rome, which houses over 100,000 farms and offers more than 400 types of traditional food. It manages the Service Center for Typical and Traditional Products, which showcases local products and hosts various entertainment activities. The Agro Camera network engages around 40,000 citizens in Rome.




Our challenges:


Change purchasing habits by favoring fresh products of local origin

Convince citizens about the benefits associated with a diet richer in fruit and vegetables


Increase the levels of vegetable protein consumption through the rediscovery of traditional recipes and innovative recipes proposed by Roman chefs















Partners



Follow us



Funded by
the European Union

SWITCH - Project number: 101060483
Call: HORIZON-CL6-2021-FARM2FORK-01-15:
Transition to sustainable and healthy dietary behaviour

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

4. Social Media

Social media channels, as described in the “D8.1 SWITCH Communication Plan” are a communication tool to convey the project developments, and therefore all communication will be in accordance with the developed brand identity.

The account of SWITCH have been updated with the visual identity:

- [Linkedin](#)
- [Twitter](#)
- [Facebook](#)
- [Instagram](#)
- [Tiktok](#)
- [Youtube](#)

An example of post graphics for social media are shown below:



5. Conclusion

The visual identity toolbox of the SWITCH project consists of several elements that are all fundamental to the effective communication of a project. A well-defined project visual identity not only makes the project recognizable and memorable, but also helps to convey its values and mission in a consistent and uniform manner.

In particular, the brand identity of the SWITCH project was designed with the goal of creating a modern and innovative image that reflects the mission of switching European food systems for a just, healthy and sustainable dietary transition.