

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





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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

change.

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



Switch Brand Identity



Font

Rubik Normal

ABCDEFGHIJKLMNOPQRSTUVWX YZabcdefghijklmnopqrstuvwxyz 1234567890

Header Font 30 pt

Subtitle Font 14 pt

Switch Brand Identity

Nunito Sans Light

ABCDEFGHIJKLMNOPQRSTUVW XYZabcdefghijklmnopqrstuvwxyz 1234567890

Body Font 12 pt or smaller Light



Eu Logo

In column

Funded by the European Union

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

Nearby elements

Funded by the European Union SWITCH - Project number: 101060483 Call: HORIZON-CL6-2021-FARMZFORK-01-15:

Distant elements

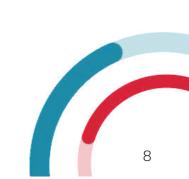
Funded by the European Union SWITCH - Project number: 101060483

Call: HCR00N-CLE-2021 FARM2FORK-01-15 Tox ration to statewhole and healthy dietary behavior

Switch Brand Identity

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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



Title

Lorem ipsum dolor sit amet



Title

Lorem ipsum dolor sit amet



Title

Lorem ipsum dolor sit amet



Title

Lorem ipsum dolor sit amet



Title

Lorem ipsum dolor sit amet



Title

Lorem ipsum dolor sit amet



Presentation Templates | Section

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

- Name of person



15

Title

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

Subtitle

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

Subtitle

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

Subtitle

Lorem ipsum dolor sit amet.





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Logo



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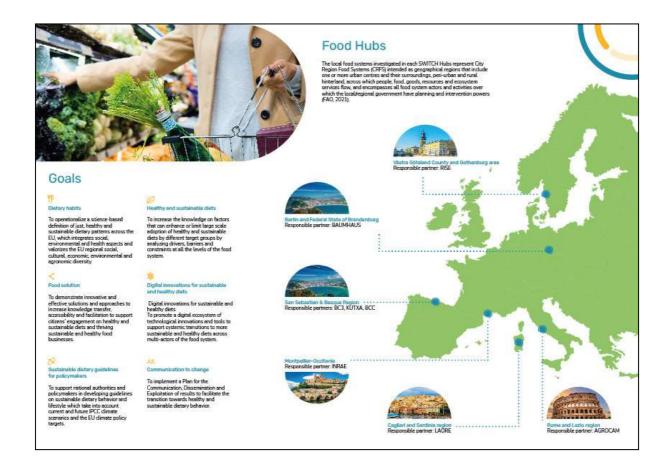


2.4. Brochure

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.





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.



Home page



About Page





Food Hub Page











Partners





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:

- <u>Linkedin</u>
- Twitter
- Facebook
- <u>Instagram</u>
- 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.

