



# BRAND MANUAL GUIDELINES

**Co-operative marketing of :**  
Momentum

**Address :**  
Leitrim Village, Co. Leitrim, Ireland



Co-funded by  
the European Union

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# Welcome to our Brand Identity for **smart4food**

This brand manual establishes the rules and guidelines to maintain a consistent and recognisable brand identity to be used throughout all dissemination.

A well managed brand is an important part of strengthening the **smart4food** visual identity and will help reach our broader goals of strengthening brand awareness and prominence. It will also help our target groups to easily identify **smart4food**.

# SECTION 01

## Our Brand



The logo for smart4food was developed with the core principles and objectives of the project in mind. The project strategically addresses the needs of family farms and smallholders. These are represented by using Green in the brand identity. The selection of various shades of Green, presented in different shapes reflects the diversity within this community, each small holding telling its own story.

Overlaying the project title in white is a strong highly visual statement and the leaf-like icon confirms our commitment to sustainability. Finally, the tagline clearly states our project purpose and target audience.

# SECTION 02

## Palette

The **smart4food** distinctive colour palette will help keep a global consistency. Tints can be used to achieve subtle background colours. Be mindful to keep contrast between background colours and text or logos.



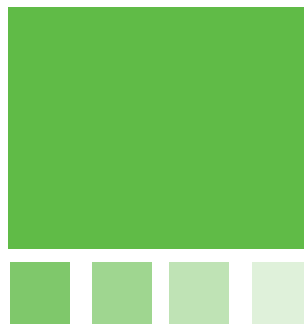
C = 87 Y = 36 M = 61 Y = 17  
R = 18 G = 114 B = 104  
HEX = 127268



C = 82 Y = 20 M = 69 Y = 4  
R = 32 G = 146 B = 112  
HEX = 209270



C = 77 Y = 13 M = 54 Y = 0  
R = 44 G = 164 B = 141  
HEX = 2CA48D



C = 66 Y = 0 M = 100 Y = 0  
R = 96 G = 187 B = 71  
HEX = 60BB47



C = 47 Y = 0 M = 66 Y = 0  
R = 142 G = 203 B = 129  
HEX = 8ECB81

## SECTION 03

### Logo Typeface

Fonts are a very powerful way of communicating. Design is how you look; type is how you sound.

The main typeface used in **smart4food** branding is **Loos Compressed Medium**. It is a typeface characterised by its condensed letterforms and bold weight. It is a narrow and modern typeface. The font used in the number 4 within the logo is **Le Havre Bold**.

The typeface used in the tagline is **Loos Compressed Regular**. It is a modern sans-serif font with a clean appearance.

## Fonts

### Loos Compressed 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

#### Figures

1 2 3 4 5 6 7 8 9 0

### Le Havre 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

#### Figures

1 2 3 4 5 6 7 8 9 0

### Loos Compressed 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

#### Figures

1 2 3 4 5 6 7 8 9 0

## Working font for Microsoft Suite

The working font of the project is **Calibri**. This font is user-friendly and complimentary to the one project brand. It is available in **Microsoft Suite** and should be used as the main font in Word and PowerPoint.





## Typegraphy - Sample Setting

Headers and sub headers are used to quickly communicate what a particular story is about to a reader. Headers should be a short phrase to grab the reader's attention. A sub header / intro then explains a little more about the article. See above to get an idea of what proportions the header, sub header and body text should be in.

# Lorem Ipsum Dolor Sit Amet

Soloreperciat la doloriatum a  
doluptate dolora exera ad ex  
earum, as aut odit, voluptis di.

*Otae. Axime vellabo ratiorr ovidunt  
explab iunto et harum consequam  
qui blabo. Nis mi, sit pa vel et repedi  
tem elitem ellandic tempori repro.*

Uptam ipsam repudi ommoles sincimi, secepta cor auteeribus  
destrum asped quam, ut vel ipieniment moditat aut volor reici te  
expedi antia sequi sanihil luptati rae mos ad quiati doles nobis.  
Ectinimil ist iumquati odicae et audantium vellorum fuga. Sed  
modipsunt aut letiumqueae. Itate vendis que eaquam quidene  
sendictus si to quis sit voluptiur?

**HEADLINE**  
Avenir Black Size: 60 pt.

**HEADLINE**  
Avenir Medium  
Size: 30 pt.

**HEADLINE**  
Avenir Book Oblique  
Size: 17 pt.

**HEADLINE**  
Avenir Book  
Size: 10 pt.

## SECTION 04

### Clear Space

Give the brand space. To preserve the integrity and visual **smart4food**, always maintain adequate clear space around it . It's an integral part of the design, and ensures the brand can be seen quickly, uncluttered by other symbols, artwork or text

Clear Space



## SECTION 05

### Logo Use & Misuse Rules

It is important to make sure that the **smart4food** logo is not altered. This will maintain consistency across all publications. Although it may be tempting to amend the brand to make it sit with your design, this could massively dilute the **smart4food** of the brand. Please refrain from doing any of the changes shown. Using the supplied logos will help avoid misuse of the brand.

Incorrect Use



DON'T STRETCH, CONDENSE  
OR CHANGE THE DIMENSIONS



DON'T ALTER THE PLACEMENT  
OR SCALE OF THE ELEMENTS



DON'T ADD COLORS TO  
INDIVIDUAL ELEMENTS



DON'T ALTER OR REPLACE THE  
TYPEFACES OF THE IDENTITY



DON'T ARRANGE THE PLACEMENT  
OF THE TYPE WITHIN THE IDENTITY



DON'T SKEW OR BEND  
THE IDENTITY IN ANY WAY

## SECTION 06

### Imagery

Photographs add depth to our educational content and marketing communications and are very useful in conveying meaning. They are also attractive to the eye and are easy to scan, breaking up the page in an interesting way.

Effective images communicate something clearly to the user. We have created a library of approved images – please add to this library as the project evolves. See Teams.





## SECTION 07

### Erasmus + Programme Logo & Disclaimer

The **smart4food** project needs to recognise the support from the European Commission.

The **Erasmus + logo and disclaimer** sentence must be included on all project outputs and promotion material.



## The Erasmus + Programme Logo And Disclaimer



## Co-funded by the European Union

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**Brand completed by:**

Momentum – [design@momentumconsulting.ie](mailto:design@momentumconsulting.ie)

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