



BRAND MANUAL GUIDELINES

Co-operative marketing of :
Momentum

Address :
Leitrim Village, Co. Leitrim, Ireland



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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



innovative microlearning for farmers

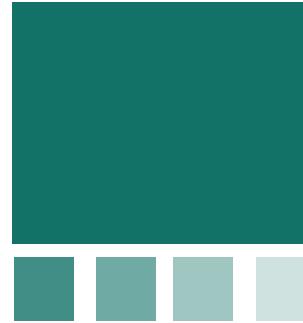
The logo for smart4food was developed with the core principles and objectives of the project in mind. The project strategically addresses the needs of family farms and smallholders. These are represented by using Green in the brand identity. The selection of various shades of Green, presented in different 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.



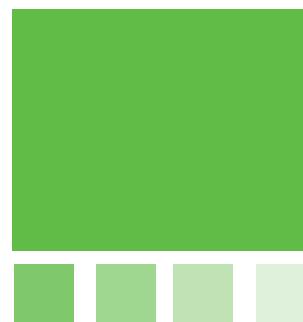
C = 87 Y = 36 M = 61 Y = 17
R = 18 G = 114 B = 104
HEX = 127268



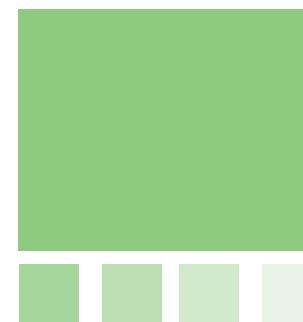
C = 82 Y = 20 M = 69 Y = 4
R = 32 G = 146 B = 112
HEX = 209270



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.



Typeography - 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, volupis 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.

Uptum ipsum repudi omnoles sincimi, recepta cor auteribus
destrum asped quam, ut vel ipiemunt moditat aut volo reici te
expedi ante sequi senihil luptati rae mos ad quieti dolos.
Ectinimil ist iunquati odicæ et audantium vellorum fuga. Sed
modipus aut latiqueste, Itare vendis que eaquam quidene
sendipus si to quis sit voluntate?

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.



Brand manual for smart4food

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



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Brand completed by:

Momentum – design@momentumconsulting.ie

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