

Visual Identity Guidelines

October 2021



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 101000395.

Introduction

The PATHWAYS visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, font and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a specific situation, please contact the PATHWAYS Team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the PATHWAYS Team.

Contents

The logo / About the logo and its meaning	4
The logo / Logo colour variations	5
The logo / Safe area and minimum sizes	6
Colours	7
Typography / Main typefaces	8
Typography / Secondary Typeface	9
Graphic elements	10
Additional branding	11
Contact	12

The logo

PATHWAYS is about identifying and increasing sustainable practices along the supply and production chains of the European livestock sector. The PATHWAYS logo illustrates some of the livestock sectors targeted by the project in a very simplistic icon with, at its core, a line (path) running across the three livestock sectors.

Main logo



Vertical logo



The logo with tagline

The tagline helps stating the project's mission and clarify its purpose.



The logo

Logo colour variations



Main logo

This is the default version of the logo, to be used on white or light backgrounds.



Soft Cyan

Not to be used on strongly saturated colour backgrounds unless it's the brand's orange.



Orange Red

Not to be used on strongly saturated colour backgrounds unless it's the brand's cyan. If used on a coloured background, make sure there is enough contrast for the logo to stand out.



White

This version of the logo is to be used on black or dark backgrounds.

PATHWAYS

Visual Identity Guidelines

The logo

Safe area and minimum sizes

Safe area

Keep all other graphic elements, logos or margins at a minimum distance as defined by the "Safe area" line. The minimum space around the logo should be equivalent to twice the height of the capital "P".



Minimum sizes

The minimum size is indicated by the length of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.

Printing

The length of the logo should never be smaller than 25 mm.



Digital media

The length of the logo should never be smaller than 80 px.



Colours

The project has an extended colour palette to meet all communication needs.

Main colours:



ORANGE RED
CMYK: **0 / 78 / 74 / 0**
RGB: **255 / 95 / 69**
HEX: **# FF5F45**



SOFT CYAN
CMYK: **32 / 0 / 16 / 0**
RGB: **165 / 230 / 223**
HEX: **# A5E6DF**



DARK BLUE
CMYK: **93 / 63 / 42 / 26**
RGB: **24 / 77 / 100**
HEX: **# 184D64**



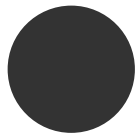
BROWN
CMYK: **26 / 85 / 100 / 22**
RGB: **155 / 61 / 32**
HEX: **# 9B3D20**



ORANGE
CMYK: **3 / 42 / 86 / 0**
RGB: **242 / 160 / 62**
HEX: **# F2A03E**



YELLOW
CMYK: **4 / 18 / 74 / 0**
RGB: **245 / 204 / 93**
HEX: **# F5CC5D**



ANTHRACITE
CMYK: **69 / 63 / 62 / 58**
RGB: **51 / 51 / 51**
HEX: **# 333333**



PINE
CMYK: **78 / 24 / 51 / 4**
RGB: **51 / 144 / 134**
HEX: **# 339086**



GREEN
CMYK: **61 / 4 / 58 / 0**
RGB: **102 / 185 / 140**
HEX: **# 66B98C**

PATHWAYS

Visual Identity Guidelines

Typography

The typeface used for PATHWAYS communications is **Agenda**.

PATHWAYS solutions

Pathways to sustainable food

With the aim of reducing environmental impacts while addressing societal demands for safe, nutritious and affordable meat and dairy products, PATHWAYS is about identifying and increasing sustainable practices along the supply and production chains of the European livestock sector.

Coordinated by the Swedish University of Agricultural Sciences (SLU) and comprising 28 partners from 12 countries, this 5-year (2021-2026) €9 million Horizon 2020 project contributes to the EU Farm-to-Fork Strategy which is at the heart of the EU Green Deal.

Title: Agenda Bold

Subtitle: Agenda Semibold

Body text: Agenda Regular
Minimum font size for body text: 9pt

Body text: Agenda Light
Minimum font size for body text: 9pt

Typography

When the recommended typefaces are not available, PATHWAYS communications are to use the system font **Corbel** for titles and **Calibri** for body text.

PATHWAYS solutions

Pathways to sustainable food

With the aim of reducing environmental impacts while addressing societal demands for safe, nutritious and affordable meat and dairy products, PATHWAYS is about identifying and increasing sustainable practices along the supply and production chains of the European livestock sector. Coordinated by the Swedish University of Agricultural Sciences (SLU) and comprising 28 partners from 12 countries, this 5-year (2021-2026) €9 million Horizon 2020 project contributes to the EU Farm-to-Fork Strategy which is at the heart of the EU Green Deal.

Title: Corbel Bold

Subtitle: Corbel Bold

Body text: Calibri

Minimum font size for body text: 11pt

Graphic elements

Graphic elements that are part of the brand identity



Icon

The icon can be used without the wordmark, as a branding element. It does not replace the full logo, which should always be present on all communication material.

Icon without crown

The icon can be used simplified further by removing the chicken's crown. This is intended for more decorative uses.

Additional branding

As a H2020 funded project, PATHWAYS communication activities and products must also include the EU flag and following disclaimer:



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 101000395.



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 101000395.

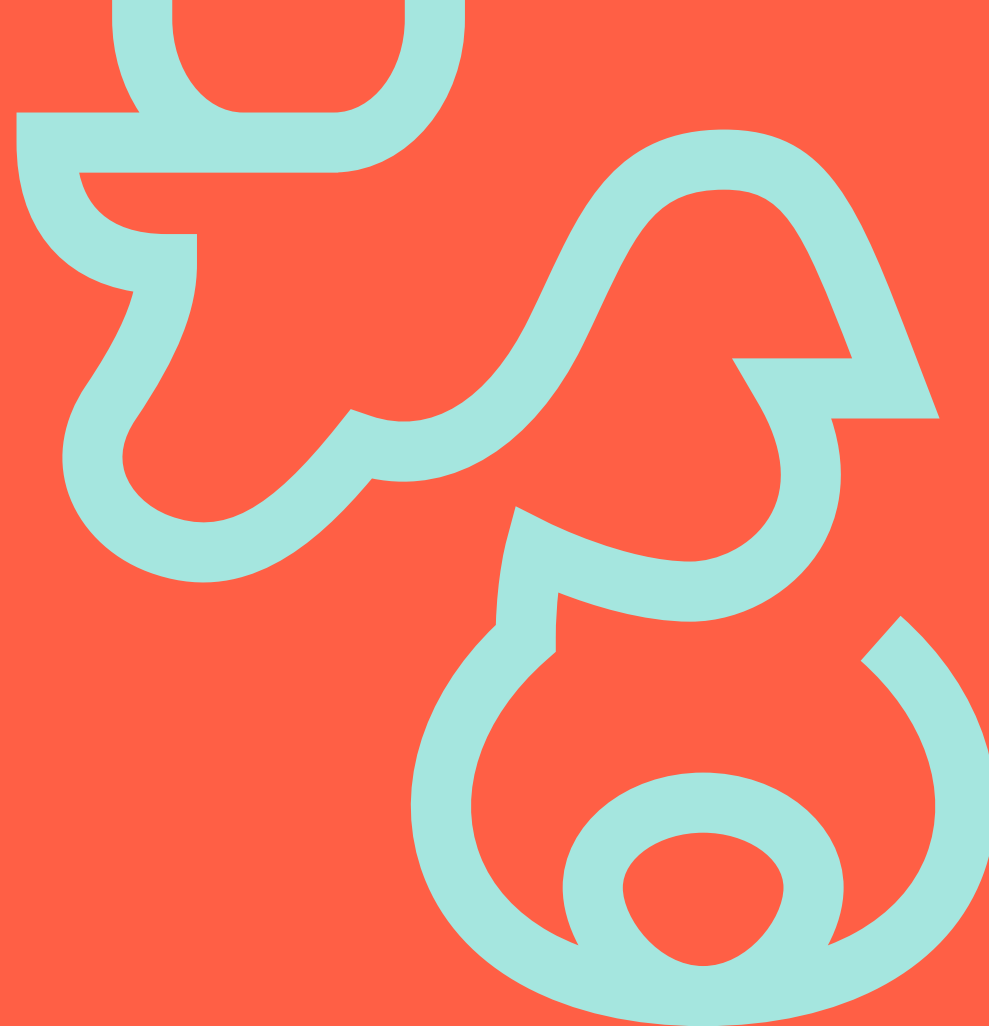
Contact

For any questions regarding these guidelines, please contact the communication partner:

Danielle Kutka

Project Manager, REVOLVE

danielle@revolve.media



The PATHWAYS visual identity was developed by REVOLVE.