



LIFE17 GIE/IT/000579

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LIFE FOSTER LOGO & VISUAL IDENTITY

LIFE FOSTER

LOGO & VISUAL IDENTITY

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Introduction

Visual Identity Guidelines provide LIFE FOSTER partners with support and guidance on the use of the project and LIFE programme logos.

A coordinated image communicates the core values of the project. It helps us build trust with our project's target groups and stakeholders. It increases engagement, facilitates outputs, and improves the audiences perception of the LIFE FOSTER goals.

Additionally, a series of templates and materials are provided:

- Word template
- PowerPoint template
- Newsletter guideline
- Bloc notes
- LIFE FOSTER folder
- Promotional materials

The overall idea behind the templates is to reinforce the visual identity, which creates strong brand identification for the LIFE FOSTER project.



Concept logo

A specific project logo has been developed for project identity.

The circularity of the logo refers to the circular economy and constantly evolving role of food.

Circularity emphasizes the importance of contributing to a sustainable consumption perspective and environmental impacts along the life cycle of food.

The image of the logo has been chosen to recall food waste, more specifically an orange peel that turns and gradually develops into something different, whose colors are reminiscent of those of the Sustainable Development Goals (SDGs).

This underlines the idea of considering the whole supply chain and the prolonged use of products. The food waste generated should be valued in another segment of the life cycle.

Vertical version

The proportions must never be altered.





Horizontal version

In the horizontal version the writing "FOSTER" must never be altered.



Minimal blank space

The FOSTER logo must have a minimal blank space around it, within which no other elements can be positioned, of at least 0.5 cm.



Colours

The main institutional colors are blue and orange.

ORANGE

It refers to the orange peel as logo image and a food waste symbol.

BLUE

As LIFE FOSTER is a European and transnational project, the blue means:

- Through cooperation between Member States and stakeholders we can prevent food waste and strengthen sustainability of the food system.

- LIFE FOSTER project is part of a European strategy and its impacts will generate benefits to citizens of the European Union.

- The support of the European Union and the LIFE programme.



ORANGE

CMYK:
0C 48M 88Y 0K

Pantone® 1375 C

RGB:
244R 151G 42B

BLU

CMYK:
100C 40M 0Y 53K

Pantone® 7693 C

RGB:
0R 69G 113B



Payoff

“love food reduce waste”

LOVE FOOD: it refers to a positive and ethic approach with food. Preventing and reducing food waste is an act of love towards food. Love, as well as the LIFE FOSTER approach, produce behaviors aimed at sustainability.

REDUCE WASTE: the environmental impact that the LIFE FOSTER project wants to achieve through strong actions of awareness raising and training.

“RETHINK REUSE REDUCE”

The LIFE FOSTER process that follow an ambitious waste hierarchy and encourage cyclical use of resources in order to achieve a more sustainable future and meet the environmental European strategy. The payoff graphic recall an inverted pyramid, emphasizing preventive practices.

RETHINK: LIFE FOSTER project through training can develop more sustainable behaviour based on the adaption of innovative methods and practice on food waste prevention in food service.

REDUCE: the environmental impact that the LIFE FOSTER project wants to achieve through strong actions of awareness raising and training.

REUSE: LIFE FOSTER project bases its actions on the circular economy concept. Reuse is the key to Circular Economy.

RETHINK

REDUCE

REUSE



Gray scale version

For b/w forms, b/w prints, etc.



GREY

CMYK:
0C 0M 0Y 50K

RGB:
155R 155G 155B



Line version

For fax, monochromatic line prints, reliefs, stamps etc.





Negative version

For fax, monochromatic line prints, reliefs, stamps etc.



Typography

BEBAS NEUE® REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Cocogoose Pro® Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIFE LOGO

The logo shall be used in its entirety without distorting, modifying or separating its component elements.

Graphical placement of the LIFE logo

The logo of the LIFE must be visible in its entirety and placed on a background which does not compromise its integrity. The logo is unalterable and inseparable in all its component elements. Modifying the logo in any way is strictly prohibited. For reasons of integrity and visibility, it should always be surrounded by a clear space, or “protection area”, which no other element (text, image, drawing, figure...) can infringe upon.

The production of publicity material

Communication materials must clearly reference LIFE financial support and include the LIFE logo. For audio-visual material, the credits at the beginning or at the end shall include an explicit and readable mention of the LIFE support (e.g. “With the contribution of the LIFE financial instrument of the European Community”). This logo may not be referred to as a certified quality label or eco-label. The use of the LIFE logo shall be restricted to dissemination activities.

Downloading the LIFE logo

Third parties can download, copy and store the LIFE logo in all its formats and versions from the Visual Identity Resource page of the European Commission's website.
(URL: <http://ec.europa.eu/environment/life/toolkit/comtools/resources/logos.htm>)

Disclaimer LIFE logo

All European projects shall use the European emblem (flag) to acknowledge the support received under EU programmes.

The LIFE Programme logo shall be associated to a sentence. The most standard is: This project has been co-funded with the support of the LIFE financial instrument of the European Union.

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Resources

https://ec.europa.eu/info/sites/info/files/charter_en_0.pdf
<https://ec.europa.eu/easme/en/communication-toolkit>
<http://ec.europa.eu/environment/life/toolkit/comtools/index.htm>
<http://ec.europa.eu/environment/life/toolkit/comtools/resources/logos.htm>