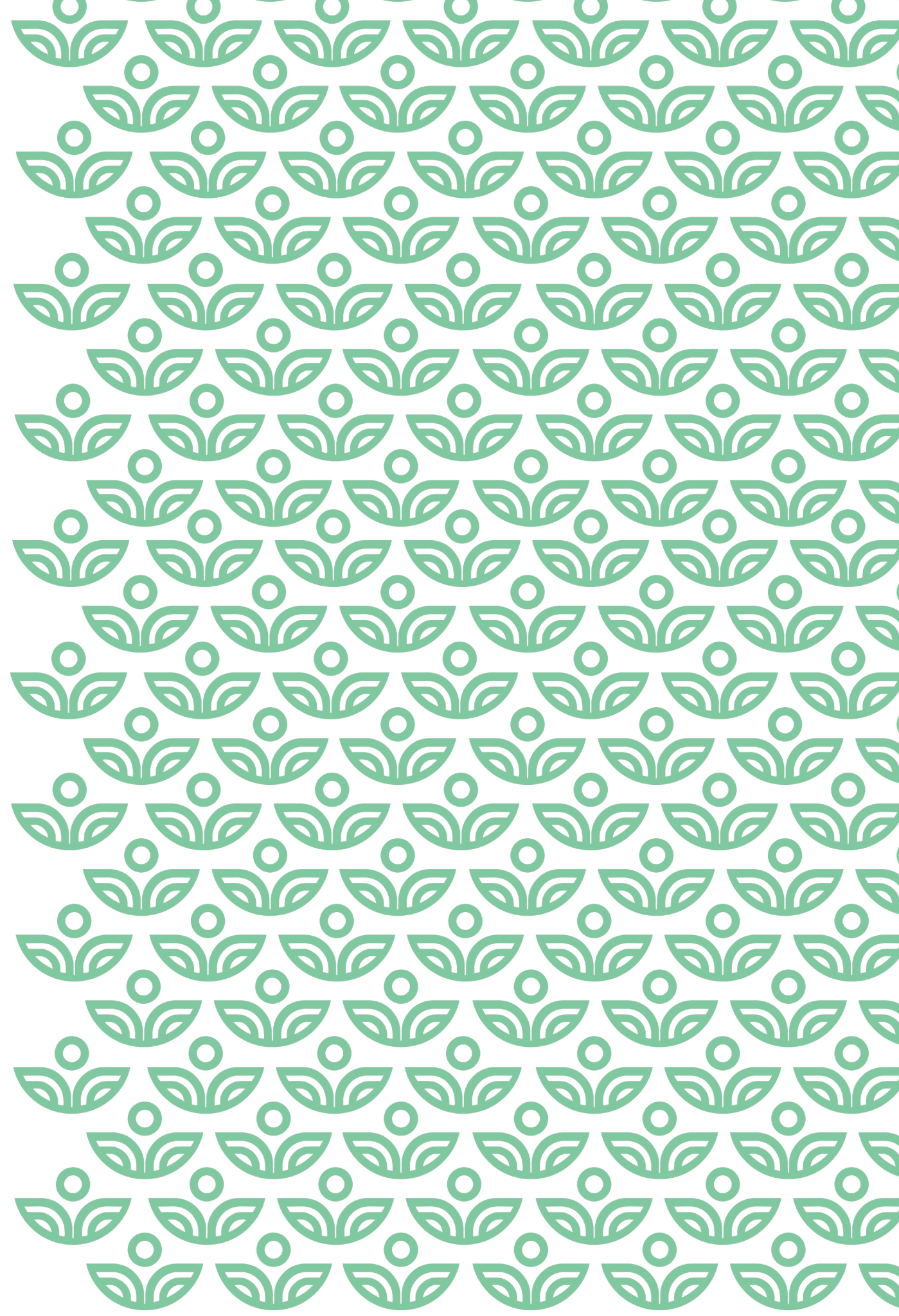




BRAND GUIDELINES



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Find out about the visual identity, visual elements, variations, and brand assets and how to apply it in a consistent way.

Logo Architecture

The visual logo plays a significant role in the brand identity of the Curriculum Development in Agroecology (CDAE) project.

The logo is a combination mark of a word type and a figurative mark. It is designed horizontally with two colors, blue and green.

The logo presented in this guidebook is the correct and only version and must not be recreated or translated in any circumstance. There are versions of the logo developed to meet the standards suitable for printing.

The CDAE logo must always be displayed completely, placed in a visible position in all communication materials. It must not be smaller than any other logo in the same material.

The logo can also be accompanied by the CDAE voice- “The Agroecology Way.”





Legibility

An exclusion zone around the logo has been created to protect its integrity and ensure its readability.

The height of the “o” of the logo is taken as a guide to define the clear space zone.



Minimum Sizing



**AGRO
ECOLOGY**



**AGRO
ECOLOGY**

Grayscale, Black and White

The black and white and grayscale are specifically designed to meet specific printing requirements in printing CDAE promotional and Information, Education, and Communication materials. It should not be used in other circumstances.

Changing the logo into any color



Changing typeface and its spaces



Don'ts

The CDAE consortium is strict in the proper usage of the logo. Specifically, the logo must not be altered in structure, color, proportions, elements, or direction of the logo, and no additional graphics should be added to the project identity.

All specified improper logo usage of the colored version also applies to the logo's black and white and grayscale version.

No additional details should be added or removed in the logo. The elements should not be moved nor it will be rearranged.



Don'ts

The CDAE consortium is strict in the proper usage of the logo. Specifically, the logo must not be altered in structure, color, proportions, elements, or direction of the logo, and no additional graphics should be added to the project identity.

All specified improper logo usage of the colored version also applies to the logo's black and white and grayscale version.

Outlining the text or the logo itself or changing, adding strokes



Adding unnecessary shadows



Don'ts

The CDAE consortium is strict in the proper usage of the logo. Specifically, the logo must not be altered in structure, color, proportions, elements, or direction of the logo, and no additional graphics should be added to the project identity.

All specified improper logo usage of the colored version also applies to the logo's black and white and grayscale version.

Changing or reversing the color palette

**Don'ts**

The CDAE consortium is strict in the proper usage of the logo. Specifically, the logo must not be altered in structure, color, proportions, elements, or direction of the logo, and no additional graphics should be added to the project identity.

All specified improper logo usage of the colored version also applies to the logo's black and white and grayscale version.

The logo must not be used in the similarly-colored background. Choose a color palette that is appropriate for the background.



Don'ts

The CDAE consortium is strict in the proper usage of the logo. Specifically, the logo must not be altered in structure, color, proportions, elements, or direction of the logo, and no additional graphics should be added to the project identity.

All specified improper logo usage of the colored version also applies to the logo's black and white and grayscale version.

The logo must not be stretched, skewed, and distorted. The logo can be resized but must retain all its proportions.



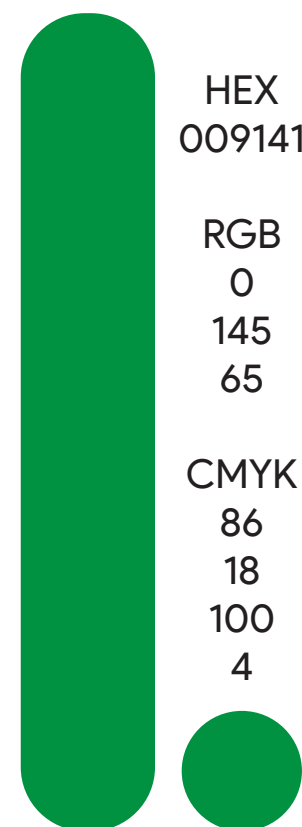


AGRO ECOLOGY

Color Palette

A two-color palette -green and blue are used for the brand identity of the CDAE project.

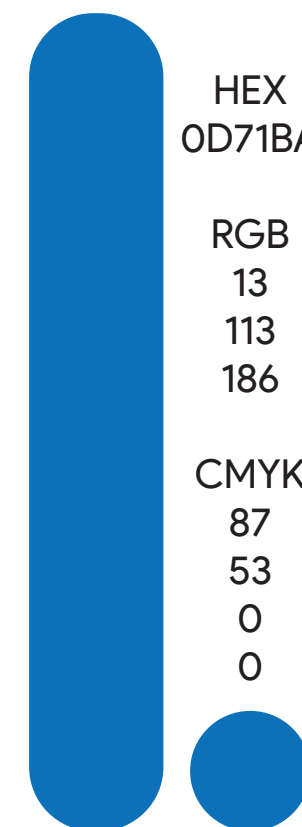
The color green signifies the growth of all the shapes and colors of biodiversity. The blue represents water, aquatic life, and its resources.



HEX
009141

RGB
0
145
65

CMYK
86
18
100
4



HEX
0D71BA

RGB
13
113
186

CMYK
87
53
0
0

Typography

The Neutraface Text Greek is the chosen brand typeface. Its cleanliness and sophisticated style make it distinct from the agroecology identity and message.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



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of the European Union

Funding Agency Emblem and Disclaimer

The CDAE project chose the Beneficiary logo on the right, one of the preferred captions in using the EU emblem written in the text on the right and the EU flag on the left. This will be displayed to all communication and promotional materials.

Similarly, the CDAE project will use the disclaimer of the funding agency stated below to all promotional materials.

“The European Commission’s support for the production of this publication/communication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”




“The Agroecology Way”

Brand Message

Our message comes from the approach towards sustainable development, which is simple, straightforward, and easy to understand.

The CDAE Project voice considers the ten elements of Agroecology, which are: diversity, synergies; resilience; recycling; co-creation and sharing of knowledge; human and social values; culture and food traditions; responsible governance; circular and solidarity economy.

Brand Assets ► Document Template (Header and Footer)



		 Co-funded by the Erasmus+ Programme of the European Union		 CDAE - Curriculum Development in Agroecology 610228-EPP-1-2019-1-VN-EPPKA2-CBHE-IP	
		Document Control Sheet			
Work Package Number		WP6			
Work Package Title		610228-EPP-1-2019-1-VN-EPPKA2-CBHE-IP			
Task Title					
Deliverable Title					
File Name					
Number of Pages					
Dissemination Level					
Main Author					
Contributors					
Versioning and Contribution History					
Version	Date	Author/Editor	Contributors	Comments	
Document last saved on					
Document Name-Version 1		Page 2 10			

Document Template

Document Template (Header and Footer)

This is the CDAE project document header template. Notice the use of the CDAE logo, project number, and the EU funding emblem.

The document template header and footer are helpful in making all project documents in a standard format and keeping it orderly.

 Co-funded by the Erasmus+ Programme of the European Union	 CDAE - Curriculum Development in Agroecology 610228-EPP-1-2019-1-VN-EPPKA2-CBHE-IP
Document Name-Version 1 Page 2 10	

Document Header

Document Footer

Official Project Presentation



Empty Project Presentation



Presentation Template

The presentation templates will be used to disseminate information about the project, the consortium, and its results. Both templates can be used internally and externally.

Email Signature

Email signatures are an excellent branding tool for the CDAE project, which adds to its professional look.

The signature provides the project number and the contact information of the project coordinator.

In addition, three icons are included to promote the project results. Specifically, newsletter, Facebook page, and website, all with an attached link directed to the deliverable.



Curriculum Development in Agroecology

Project Number

610228-EPP-1-2019-1-VN-EPPKA2-CBHE-JP

Project Coordinator

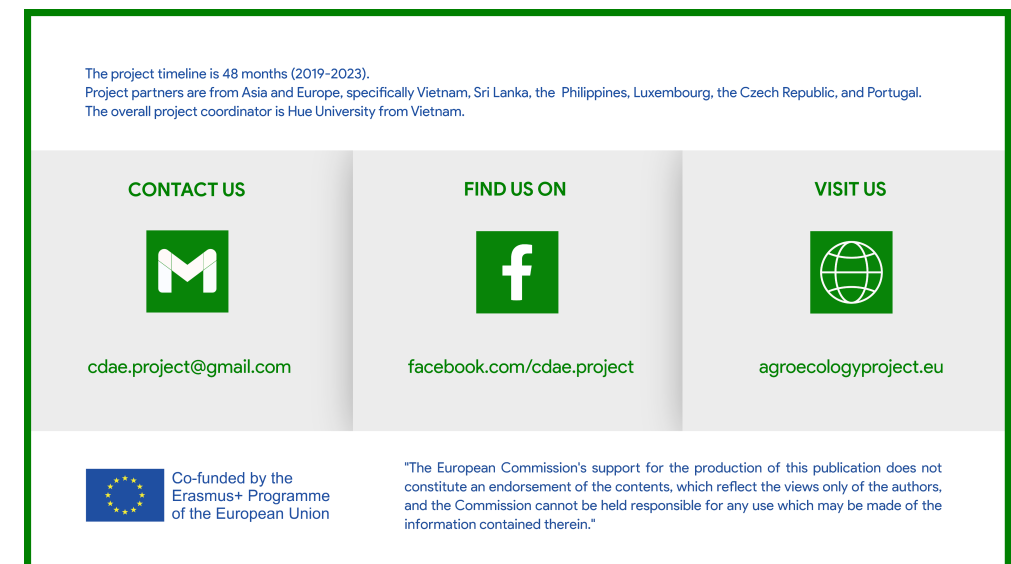
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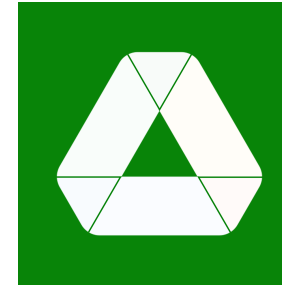
More Information

Project Card

The basic details in the business card include the logo, email, Facebook page, project website, and a piece of information about the project.

The card can be used anywhere. It can be handed out in any event where the potential, target, or interested stakeholders are present. This will be used as a contact reference only.



*Google Drive Icon**Website Icon**Facebook Icon**Email Icon**E-newsletter Icon*

Project Icons

The icons developed will aid in maintaining the brand identity of the project. When project icons are appropriate in a particular platform or materials, it should be pulled out from our website, as they are on-brand with the rest of the visual identity.



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The commercial use of any information contained in this document may require permission from the CDAE Consortium.

For queries and concerns regarding the brand guidelines of the CDAE project, do not hesitate to message us at cdae.project@gmail.com.

