



# SEEDing Successful young female entrepreneurs for a green world by regenerative agriculture – SEEDS

Project 101052106 - SEEDS

## D2.3 LOGO AND GRAFIC IDENTITY

Partner  
**#PAMEA**

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- Approval of Logo Version 1.0 content by Steering Group (SC) during KoM on 10/04/2022.

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## BACKGROUND

The present Communication Plan refers to:

- Erasmus+ Programme Guide
- Erasmus+ Programme Guide 2022 (version 2 of 26/01/2022)
- How to communicate YOUR PROJECT - A step-by-step guide on communicating projects and their results - developed by the European Commission (Directorate General for Education, Youth, Sport and Culture) in close cooperation with the European Education and Culture Executive Agency (EACEA)
- ERASMUS+ Communication Strategy
- ERASMUS+ Visual Guidelines
- SEEDS Communication and Dissemination Plan
- Grant Agreement - 101052106-SEEDS
- Cooperation Agreement for project 101052106-SEEDS

In line with ERASMUS+ Visual Guidelines, ERASMUS+ Communication Strategy, How to communicate YOUR PROJECT - A step-by-step guide on communicating projects and their results, Grant Agreement - 101052106-SEEDS and Cooperation Agreement for project 101052106-SEEDS, the **“SEEDing Successful young female entrepreneurs for a green world by regenerative agriculture - SEEDS”** project has to ensure transparency and inform the public of the actions of the project.

Thus, this guide aims to support partners in their communication activities by providing details on how SEEDS project will ensure that both objectives of transparency and informing the public are realized. In this regard, SEEDS project will go beyond the minimum requirements of making information available by putting effort into communication with and reaching out to stakeholders, beneficiaries and citizens, because effective communication does not only raise awareness about the project but it can also generate support from citizens as well as policy makers to ensure a lasting, positive impact of the project. By raising the quality of the implementation of the project and by helping to achieve its objectives, communication adds value to the project.

In line with the SEEDS Communication and Dissemination Plan (CDP), the SEEDS Logo and Visual Guidelines (LVG) provides a framework for the consortium necessary when creating the visuals, ensuring a fair balance in terms of gender, age, nationality and race must be assured for each individual. Individual and group visuals are equally relevant.

LVG offers the reference environment for development of SEEDS branding, contributing to achieve the maximum impact dissemination activities. LVG will be updated and adjusted as the project progresses, and the needed communication materials for the planned project activities. The partners decide jointly on the transnational materials (e.g. poster, roll-ups, website, e-newsletters, social media, etc.) and will adapt special materials developing templates for each type of them.

All the communication product should be co-branded. It means that the logos of the partners involved in the equal partnership (including the standard logo of the European Commission) should be placed next to each other in proportionately equal sizes on the communication product.



## 1. EU EMBLEM

All the communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.



Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of our obligations under Article 17.2 Visibility - European flag and funding statement from GRANT AGREEMENT, we may use the emblem without first obtaining approval from the granting authority. This does not, however, give us the right to exclusive use. Moreover, we may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

As self-development leads to higher employability, Erasmus+ gives us a chance of getting a better job. In addition to the rationale and emotional benefits, Erasmus+ boosts the feeling of being European, empowering participants to (re)connect with other Europeans, and strengthening the sense of European belonging.

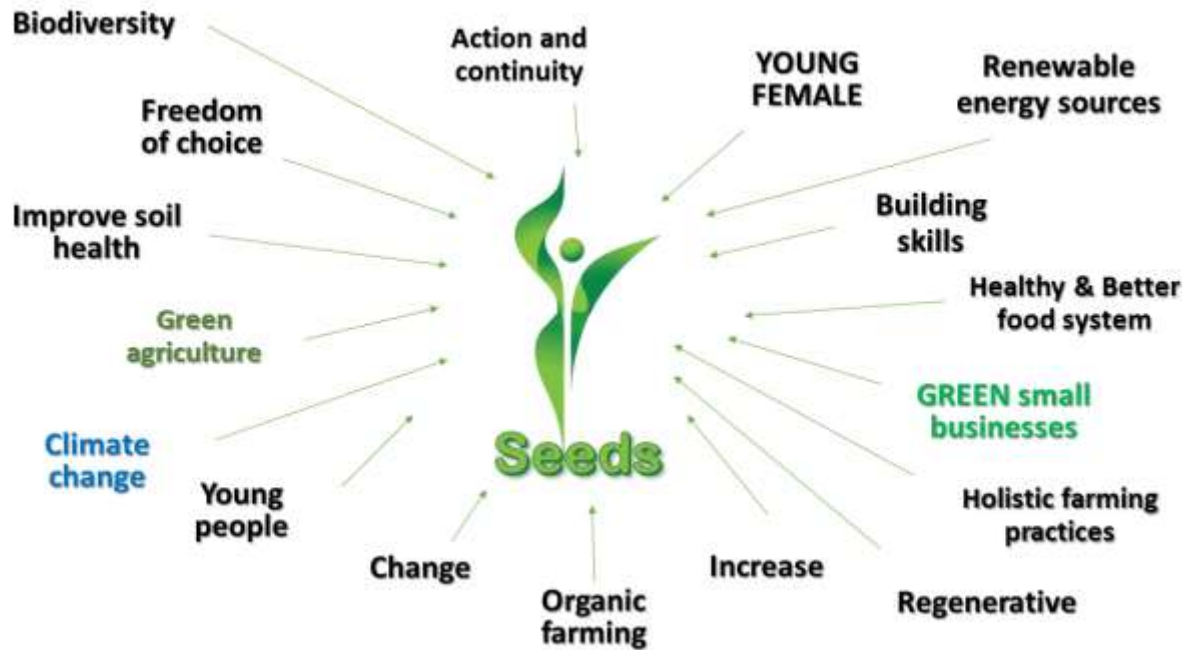


The strategic and creative development process considered the existing Erasmus+ tagline, 'Enriching lives, opening minds', which neatly sums up the Erasmus+ experience. It is an important element of the Erasmus+ identity that can ensure consistency across offline and online communications.



## 2. SEEDS LOGO

The SEEDS logo was chosen in the manner presented below because it represents a woman which is growing seeds and from seeds. Both words, woman and seeds, represent action and continuity, regenerative, increase, freedom of choice, health, etc.



Green colour represents first YOUTH, but in the same manner nature - biodiversity, renewable energy sources, green an regenerative agriculture, etc.

Having them together represents the main objective of the project “SEEDS will form people, targeting mostly in female youth with fever opportunities as to increase their level of competencies and foster their active participation in the society”.

## 1. VISUAL COMPOSITION

Each key visual showcases a specific sector that is part of Erasmus+. The sector at hand is highlighted in the list at the bottom of the page.

The visual composition consists of two juxtaposed pictures. The photos are arranged to be visually in line with each other. While the circle highlights an Erasmus+ situation in the future, the background picture depicts the person’s present or past before starting the programme.

As guidance on choosing images, when creating the visuals, a fair balance in terms of gender, age, nationality and race. Individual and group visuals are equally relevant depending on the sector that is highlighted.

While the photography used is meant to reflect the multiple facets of Erasmus+, the style of the photography needs to stay the same across all visuals. The photos should feel as natural and real as possible.



We have to ensure ourselves that we have all of the necessary rights / permissions / licenses to use the chosen images and apply the required attribution if needed.



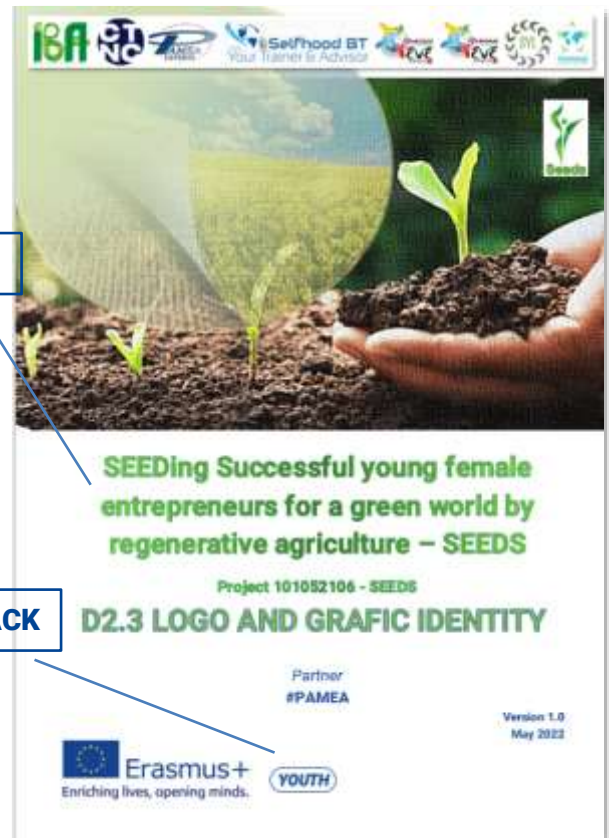
## 2. TYPOGRAPHY

It was commonly agreed that the only layout to be used for SEEDS project visual identity materials will consists of the layout which doesn't follow the charter of the European Commission, so it is mandatory to use of Roboto font family (light, regular, medium, bold and black, normal or italic).

This Roboto font can be downloaded on Google font website.

(<https://fonts.google.com/specimen/Roboto>).







- Roboto light
- Roboto Italic*
- Roboto Regular
- Roboto Italic*
- Roboto Medium**
- Roboto Medium Italic***
- Roboto Bold**
- Roboto Bold Italic***
- Roboto Black**
- Roboto Black Italic***



For the **Headline** and the **Sector represented in the visual**

### 3. COLOURS

The colours to be used for the EU and Erasmus emblems are:

EMBLEM	Colour	C	M	Y	K	R	G	B	HEX
EU emblem blue 		100	80	0	0	0	68	148	#004494
EU emblem yellow 		0	0	100	0	255	237	0	#FFED00
ERASMUS+ blue 		100	31	0	0	0	127	200	#007fc7

As long as was decided by EACEA not to attribute a colour to each sector, the categorisation will go through the list. So, the colour may vary in accordance with the SEEDS topic, in order to intensify it. Following this decision, the defined colours pallet to be used for SEEDS project are depicted in the table below.





	C	M	Y	K	R	G	B	HEX
	83	1	0	0	0	173	233	#00ade9
	100	27	10	56	0	75	108	#004a6c
	80	80	0	0	100	52	200	#6434c8
	62	0	30	0	94	191	190	#5dbfbe
	3	68	47	0	232	111	111	#e86f6f
	65	16	96	2	104	159	56	#689f38
	0	45	87	0	245	158	45	#ff59d2d
	83	51	0	38	27	78	159	#1B4E9F
	95	0	45	47	7	135	74	#07874A
	36	0	65	24	125	194	68	#7DC244
	0	15	60	0	255	217	102	#FFD966
	0	4	80	3	248	237	50	#F8ED32
	0	82	86	46	137	24	19	#891813

## 4. GRADIENT

Gradient will be used for background of all representative printed dissemination materials. A template will be developed respecting all condition stipulated in the LVG and agreed commonly by the SEDDS partnership

### Gradient composition

Start point 15%

Mix point 65 %

End point 100%



## 5. GRID POSTER

For all posters that follow the DIN standard (A4, A3, A2, A1 and A0), the layout proportions are the same. The EU emblem is 1/14 the width of the document (X). The height is generated automatically, being the (Y) dimension on vertical.



Co-funded by the European Union



X=  
1/14

1	2	3	4	5	6	7	8	9	10	11	12	13	14
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## SEEDing Successful young female entrepreneurs for a green world by regenerative agriculture – SEEDS

Project 101052106 - SEEDS

### D2.3 LOGO AND GRAFIC IDENTITY

8Y

X=  
1/14

hashtag partner

#PARTNER

Y

Y

Y

Erasmus+  
Enriching lives, opening minds.

YOUTH

Y

The dimensions on vertical to be respected are one (Y) from the bottom, one (Y) between the Erasmus+ emblem and the Partner hashtag.

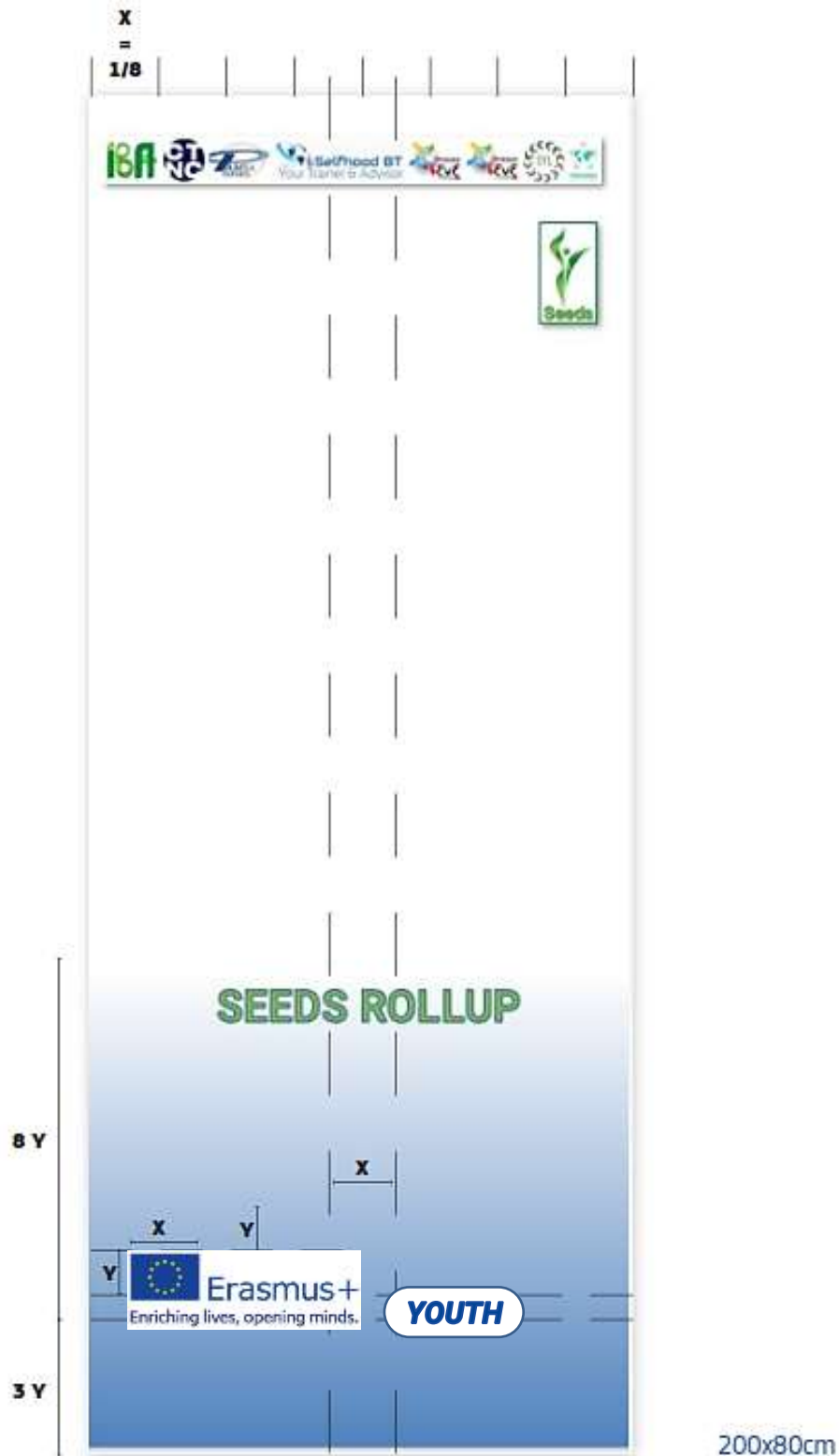


Co-funded by the European Union



## 6. GRID ROLL UP

Rollup dimensions to be used are 200\*80 cm.





## 7. GRID SOCIAL MEDIA

To be used on post, animated and static social media.



In case of an animation, you can use the list

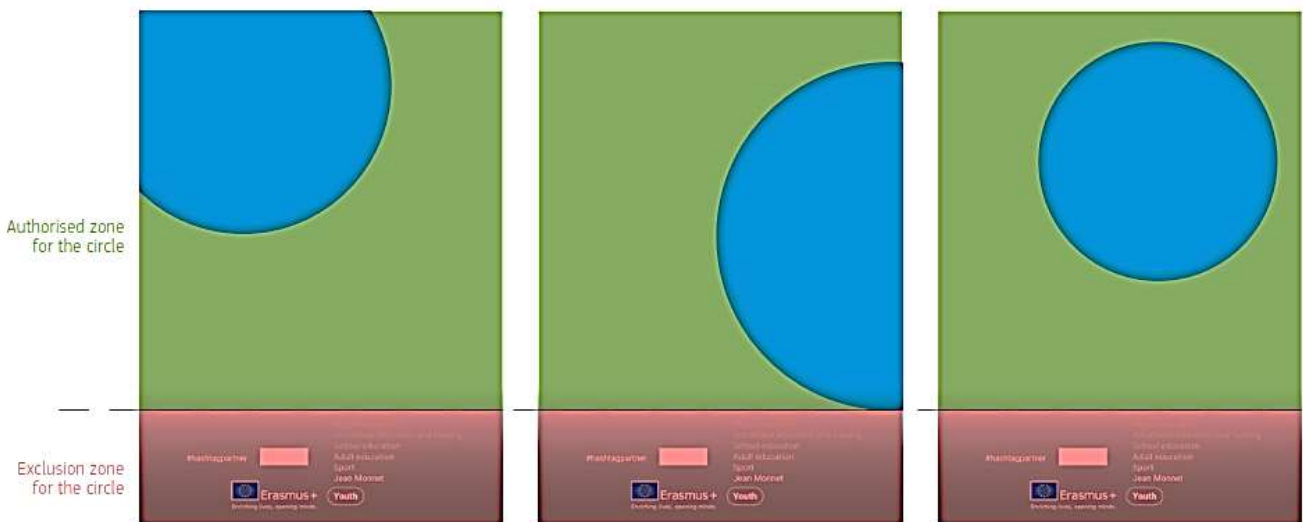


In case of a static post, please use the signature without the list

## 8. CIRCLE VISUAL

The circle visual doesn't have a fixed size, but has a limited zone where it can be positioned. The green zone is the part where the circle visual can be placed.

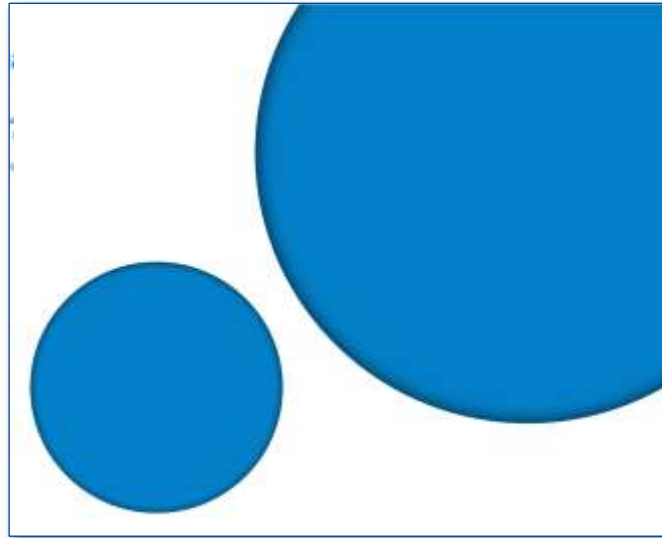
### Position





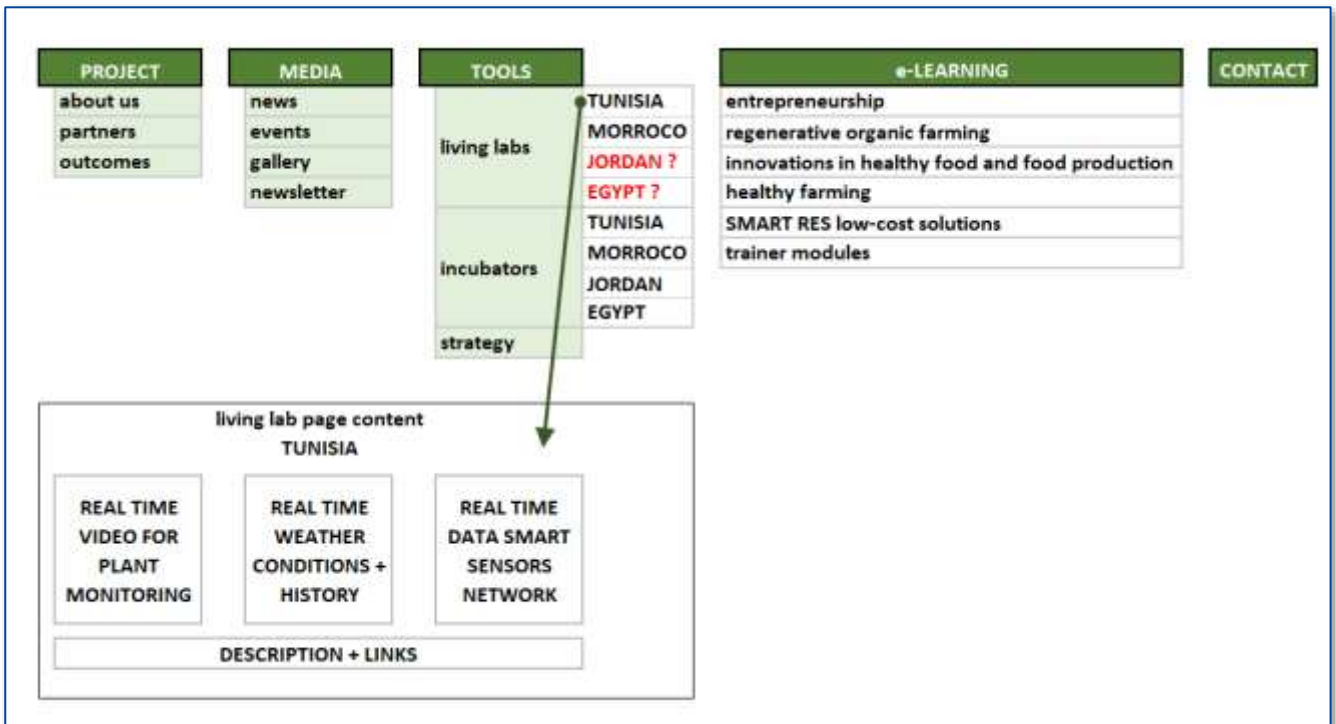
## Treatment

The circle is treated with an internal shadow. This shadow is composed of black 100% opacity in product and no shift. The circle's size may vary according to the picture inside.



## 9. WEBSITE

The agreed menu for the website was discussed at the KoM and finalized after according to all partnership members recommendations, having the structure highlighted in the picture.





The SEEDS website begins by presenting the project (including project summary, coordinator contact details, list of participants, European flag and funding statement and project results) on the website. The following principles will be followed to ensure a coherent, user-centered online experience.

**Users first:** Showing an understanding of user needs will help gain user approval. We will ensure that all functionalities and interactions are simple and clear, so users can navigate easily and understand what to do to find what they came for.

**Evidence over opinion:** we will always start with research before initiating any design hypothesis and previous we will investigate users' needs. We will also ensure that design decisions are informed by analytics and user data and we will confirm our design hypothesis with real-world user testing.

**Prioritise task completion:** We will make it easy for users to do what they came for, ensuring that they can immediately view and use the content they've requested, free from distraction. Meanwhile, we will ensure that they can complete their main task on the first attempt by using progressive disclosure patterns to reveal content, presenting the minimum content required for the task at hand and only revealing more upon request or as a suggestion.

**Being inclusive:** Digital content and interactions will be accessible to people with disabilities and welcoming to as many users as possible and we will provide a good design works for people of different backgrounds, skills, circumstances and subject knowledge. The design and content will be as simple as it can be, so it can be used by as many people as possible.

**Design for multiculturalism:** Website will be design for a multicultural audience includes content and design considerations that go beyond language, such as colours, symbols and cultural values. All participating countries languages used for website translation will be as consistent and complete as possible, allowing for different alphabets. The longer line lengths content in some languages creates and, where appropriate, right-to-left reading.

**Design effectively:** We will consider to be respectful of a user's time, having the design predictable and use reusable solutions to solve similar problems. We will anticipate the needs to help people work better, smarter and faster and use of standardised, reusable solutions will contribute to the cost-effectiveness of the European Commission's communication effort.

**Provide no more than needed:** Website will focus on content that only the European Commission can provide, reducing complexity by constraining choices. Remove 'noise' wherever possible: for any redundant element – a link, a button, an image – we will focus to be present it as a source of distraction.

**Promote SEEDS brand approach:** The web design will use a common design language that supports the corporate image of the European Union and/or the European Commission. The modular components from the Europa Component Library to create consistent, accessible and adaptive/responsive sites, tools and pages to enhance usability will be regularly used.

Link to follow - <https://wikis.ec.europa.eu/display/WEBGUIDE/Europa+Web+Guide>



## References:

1. Erasmus+ Programme Guide
2. Erasmus+ Programme Guide 2022 (version 2 of 26/01/2022)
3. Grant Agreement - 101052106-SEEDS
4. Cooperation Agreement for project 101052106-SEEDS
5. Communication package for Erasmus+ 2021-2027, [Communication package for Erasmus+ 2021-2027 | Erasmus+ \(europa.eu\)](#)
6. Erasmus+ Communication Strategy - [erasmus-communication-strategy-2021-27\\_en.pdf \(europa.eu\)](#)
7. Erasmus+ Visual guidelines - [erasmus\\_2021\\_27-visual\\_guidelines-en.pdf \(europa.eu\)](#)
8. Communication and visibility rules European Union funding programmes 2021-27 Guidance for Member States
9. How to communicate YOUR PROJECT - December 2021, ISBN 978-92-76-43095-7, European Commission (Directorate General for Education, Youth, Sport and Culture) in close cooperation with the European Education and Culture Executive Agency (EACEA).
10. COMMUNICATION NETWORK INDICATORS - European Commission, ec\_common\_set\_indicators.pdf (europa.eu)