**aN Eu Curriculum
for chef gasTro-engineering
in primAry food caRe**

NECTAR
Identity Handbook

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1 INTRODUCTION

SI4Life, in agreement with RSCN (WP7 Leader) prepared this document with the purpose to support partners in using the project brand.

All the dissemination materials will be produced in line with this visual identity. In this document we are providing all the information regarding:

- Colours details concerning logo, written texts (sentences, titles heading)
- Eu requirements
- Templates

2 LOGO

The NECTAR logo function is to act as the identifier of the project, i.e. the pivotal role of Chef Gastro Engineer in primary food care and his/her important role in the improvement of EU citizens quality of life. The concept has been represented by incorporating a Chef's hat, representing the preparation of nutritional meals, with a Smiling Face, representing a person's contentment. Colours were selected to provide a bright airy feeling.

NECTAR logo must be used in all project-related communication. To this end, we provide the logo in four different versions.

Figure 1 shows the NECTAR logo and the black and white version.

Figure 1 The images provide the two version of the NECTAR logo

The logo is provided in different colour format RGB, CMYK, but also in the monochromatic version to support contrast requirement in case the media does not provide the white background (see Figure 2).

Figure 2 The image provide the information about the monochromatic version of the logo.

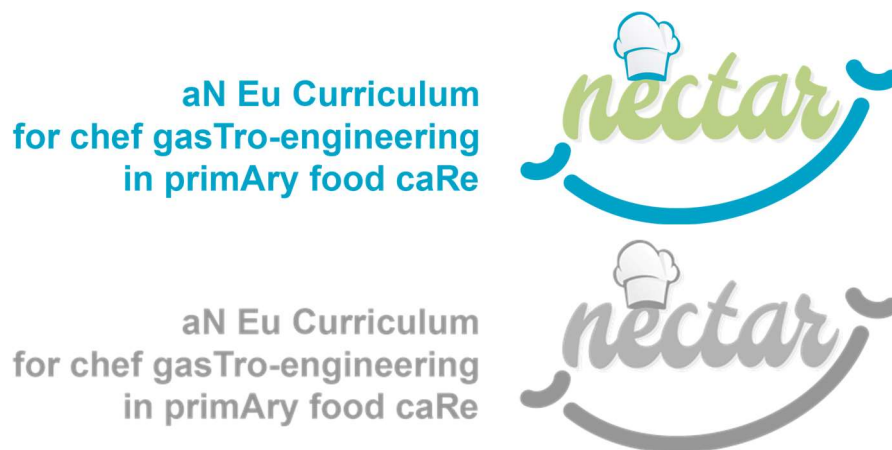Figure 3 provides the logo with the strapline to denote the full name of the project.

Figure 3 The two images represent the logo with strapline in the colour version and in black and white

3 COLOUR SCHEMA

In this section details of the Logo's colours with respect to the colour format are provided.

3.1 CMYK

C: 35%
M: 5%
Y: 55%
K: 0%

C: 90%
M: 5%
Y: 0%
K: 0%

C: 10%
M: 5%
Y: 5%
K: 0%

3.2 RGB

R: 170
G: 210
B: 110

R: 30
G: 160
B: 170

R: 229
G: 229
B: 229

3.3 PANTONE

2284 C

2235 C

663 C

4 LOGO DIMENSION

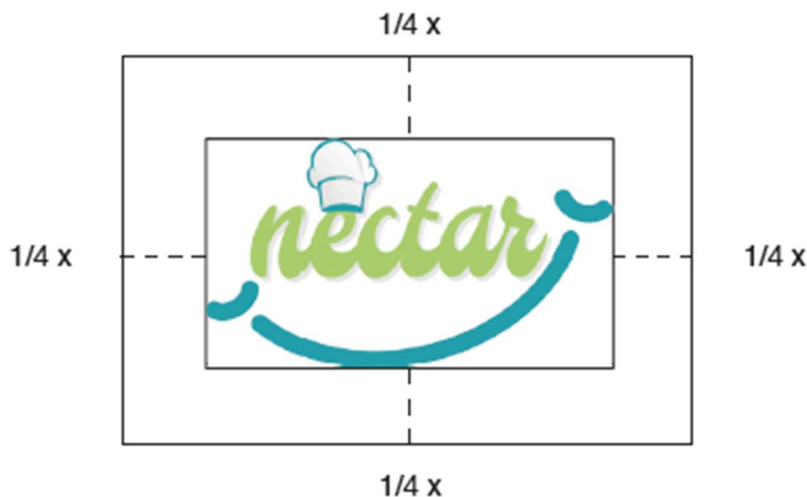## 4.1 MINIMUN AND MAXIMUN

The proportion between the weight and height of the logo must be kept fixed to avoid logo deformation. The minimum dimension of the weight is fixed to 12 mm to guarantee readability. No limitation is necessary for the maximum dimension.

4.2 PROTECTION ZONE

We kindly suggest keeping a protection zone around the logo that should be set to a minimum of ¼ of the logo dimension.

5 MANDATORY COMPONENTS

NECTAR project is an ERAMUS plus project funded by the European Commission, thus we are obliged to include in all the publication the acknowledgement of EC **in accordance with Article II.8 of the grant agreement.**

All communication and promotional materials related to the project (including those in electronic format) must acknowledge EC funding as follows:

- Display the EU Emblem (flag) – note that when displayed with another logo, the EU emblem must have appropriate prominence.
- Include the text: "Co-funded by the Erasmus+ programme of the European Union" or "With the support of the Erasmus+ programme of the European Union".
- The following disclaimer shall be added (ONLY) to the inner pages of the publications and studies written by external independent bodies with support from the European Commission:

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The logos and guidelines can be downloaded here: https://eacea.ec.europa.eu/about-eacea/visual-identity_en

6 TEMPLATE

To support partners in respecting the branding rules for the NECTAR project communication, templates have been designed for the main document categories.

Within the framework of Task 7.2, templates have been developed for:

- the project deliverables
- project documents, such as agenda, minutes, etc
- presentations
- website partners' description
- website articles
- project news

Additional templates or updated versions of the existing ones will be provided during the project lifetime according to the emerging needs.

The updated templates are available to any project partner and these are located in the "WP7 - Task 7.2 -Template folder". In the same folder, there is an excel file providing the template name and version of the most updated version. Partners are required to check the excel file before using any stored template.