

BBTWINS

Agri-Food Value Chain
Digitalisation for
Resource Efficiency

Visual Identity Guidelines

August 2021



Horizon 2020
European Union Funding
for Research & Innovation



Introduction

The BBTWINS 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 BBTWINS 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 BBTWINS Team.



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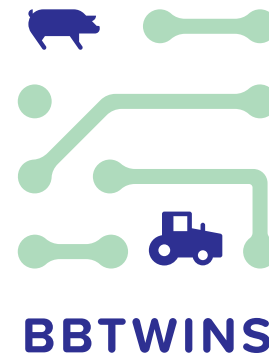
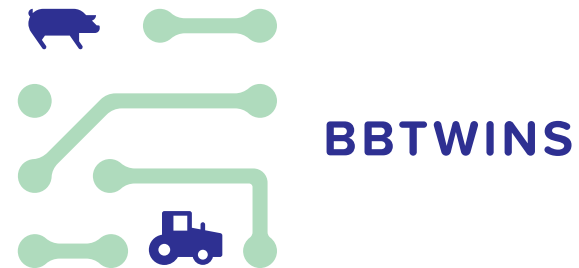
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The logo

About the logo and its meaning

Rationale

The BBTWINS logo shows an agricultural field in which the field rows have been replaced by the pathways of a circuit board. This logo summarises the purpose of the project: optimising the agrifood value chains through the creation of Digital Twins, data modelling, AI, and Internet of things.



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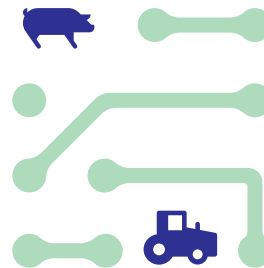
Visual Identity Guidelines

The logo

Logo with tagline

Tagline

Adding a tagline helps to state our mission, so potential supporters understand our purpose.



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Visual Identity Guidelines

The logo

Logo colour variations



Main logo

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



Monochrome black

This version of the logo is to be used on black and white layouts or documents, on light backgrounds.



Blue background

This version of the logo is only to be used on solid BBTWINS Blue background.



Monochrome white

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



Green background

This version of the logo is only to be used on solid BBTWINS Light Green background.

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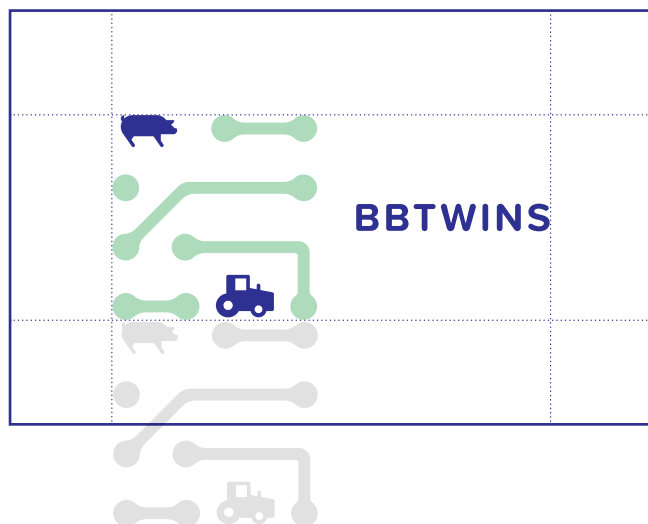
Visual Identity Guidelines

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 half the height of the icon.

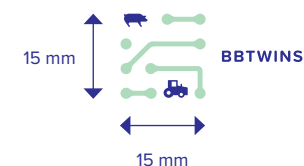


Minimum sizes

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.

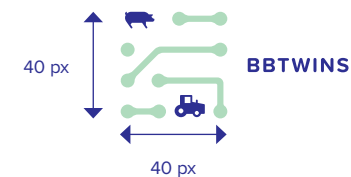
Printing

The sides of the icon should never be smaller than 15 mm.



Digital media

The sides of the icon should never be smaller than 40 px.



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Visual Identity Guidelines

Colours

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

Main colours:



BLUE

CMYK: **100 / 100 / 0 / 0**
RGB: **46 / 49 / 146**
HEX: **# 2E3092**



LIGHT GREEN

CMYK: **32 / 0 / 32 / 0**
RGB: **175 / 219 / 189**
HEX: **# AEDABC**



LIGHT BLUE

CMYK: **30 / 25 / 0 / 0**
RGB: **175 / 180 / 219**
HEX: **# AFB4DA**



GREEN

CMYK: **90 / 40 / 70 / 80**
RGB: **0 / 84 / 70**
HEX: **# 005446**



BURGUNDY

CMYK: **30 / 100 / 50 / 20**
RGB: **152 / 26 / 77**
HEX: **# 97194D**



FUCHSIA

CMYK: **10 / 92 / 25 / 0**
RGB: **218 / 56 / 121**
HEX: **# DA3879**



PINK

CMYK: **0 / 25 / 02 / 0**
RGB: **250 / 203 / 218**
HEX: **# F9CAD9**



OCHRE

CMYK: **15 / 55 / 100 / 10**
RGB: **191 / 121 / 37**
HEX: **# C37824**



LIGHT OCHRE

CMYK: **2 / 15 / 30 / 0**
RGB: **247 / 217 / 180**
HEX: **# F7D8B4**

Typography

The typefaces used for BBTWINS communications are **Proxima Soft** (titles) and **Proxima Nova** (body text).

BBTWINS: Agri-Food Value Chain Digitalisation for Resource Efficiency

Digital Twin Technology for the Agri-Food Sector

The EU is the largest producer of food and drink in the world. Yet as the demand for food increases – and the need for EU food security grows – the agri-food sector is under increasing pressure. Food production systems need to become more efficient and productive, delivering nutritional, healthy food in greater quantities while at the same time addressing growing public demand to minimise any environmental impacts.

Title: Proxima Soft Bold

Subtitle: Proxima Soft Bold

Body text: Proxima Nova Regular
Minimum font size for body text: 9pt

Typography

When the recommended typefaces are not available, BBTWINS communications are to use the system font **Calibri**.

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Title: Calibri Bold

Subtitle: Calibri Bold

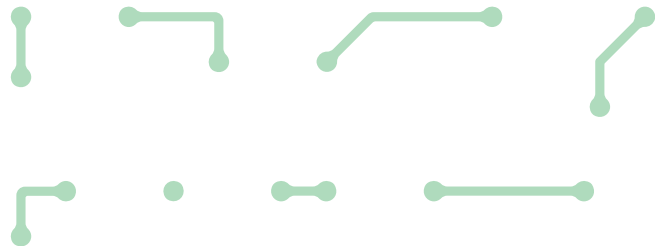
Body text: Calibri Regular
Minimum font size for body text: 9pt

Graphic elements

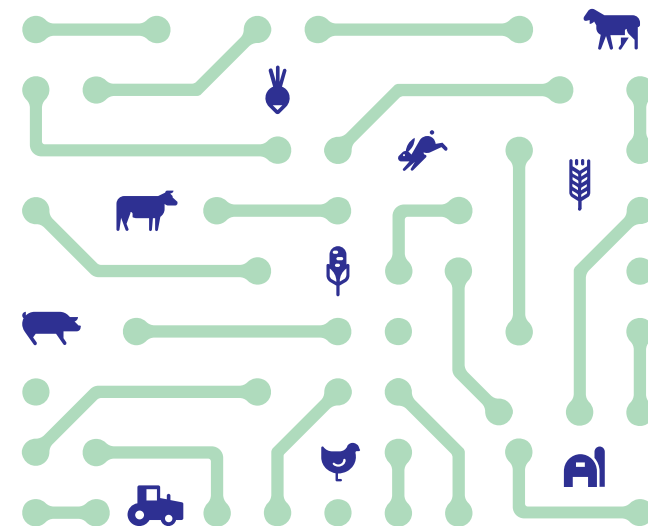
Graphic elements that are part of the brand identity



Icons can be used on their own or as part of the mosaic visual.



Circuit board pathways to be used as part of the mosaic visual, or as decorative elements in layouts, text boxes, etc.



Mosaic visual combining icons with circuit board pathways.

Additional branding

Other logos and mentions to include in BBTWINS communications.

As a BBI JU project, BBTWINS communication activities and products must also include:

- The Bio-Based Industries Joint Undertaking (BBI JU) logo should be the most prominent logo among this additional branding
- The Bio-based Industries Consortium (BIC) logo
- EU flag with reference to Horizon 2020 funding





Contact

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

Contact persons

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