



Transform Dairy Net



Visual identity guidelines

October 2024



Funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor REA can be held responsible for them.

Introduction

The TransformDairyNet 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 TransformDairyNet team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please contact the Communication leads.

Contents

The logo / About the logo and its meaning	4
The logo / Logo colour variations.....	5
The logo / Minimum sizes & safe area.....	6
Colours	7
Messages / Tagline and golden paragraph	8
Typography / Main typeface	9
Typography / Secondary typeface.....	10
Additional branding	11
Contact	12

The logo

About the logo and its meaning

Rationale

The TransformDairyNet project aims to upscale cow calf contact (CCC) in dairy production and beyond. Keeping cows and calves together for months rather than the usual hours/days promotes health, growth and normal, pleasurable behaviour, and is the most consumer accepted ethical practice for increasing the sustainability of dairy systems in line with the Green Deal.

The logo combines silhouettes of a dairy cow and her calf, showing the calf nestling against its mother. With the calf in negative space, the two silhouettes are combined in a single shape, symbolizing the project's goal of promoting extended cow-calf contact. This harmonious representation emphasizes the bond between mother and calf, reflecting the commitment to keeping them together for enhanced health and well-being.

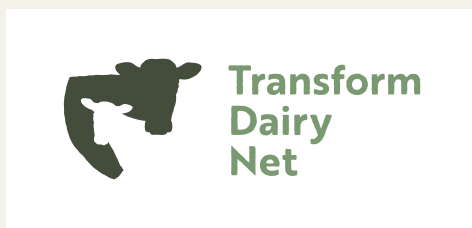
The color palette includes earthy tones of green, reflecting the project's focus on sustainability and the natural environment.

The typeface chosen, Brother 1816, is a very flexible, multifaceted and solid typeface. It is easy to read, legible in small sizes. The typeface comes in two versions: normal and "printed". The "printed" versions mimic the imperfections of older printing techniques, swapping the clean lines and sharp corners for a rougher and more textured look, giving it a more natural feel.



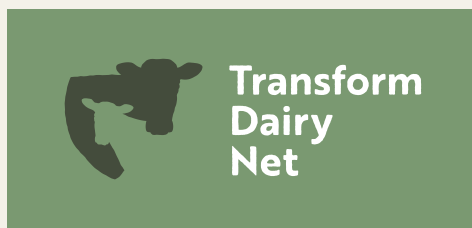
The logo

Logo colour variations



Fullcolour

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



Dark green + White

For use on lighter coloured backgrounds and photographs. Be careful that the logo needs to stand out against the background.



Light green + White

For use on darker coloured backgrounds and photographs. Be careful that the logo needs to stand out against the background.



Dark green

For use on monochrome layouts or documents, **on light backgrounds**, or when the colour versions of the logo do not sufficiently stand out against the background..



White

For use on monochrome layouts or documents, **on dark backgrounds**, or when the colour versions of the logo do not sufficiently stand out against the background..

The logo

Minimum size and safe area

Minimum sizes

The minimum size is indicated by the width of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility.

The width of the inline logo should never be smaller than 25 mm in print or 75 px in digital media.

The width of the stacked logo should never be smaller than 15 mm in print or 40 px in digital media.



Safe area

Keep all other graphic elements, logos or margins at a minimum distance as defined by the "Safe area" line. The minimum safe area is equal to twice the cap height of the text in the logo.



Colours

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



Off black

CMYK: 65 / 50 / 70 / 75
RGB: 35 / 43 / 30
HEX: #232B1E



Dark green

CMYK: 65 / 50 / 70 / 45
RGB: 68 / 76 / 61
HEX: #444C3D



Light green

CMYK: 55 / 25 / 65 / 5
RGB: 122 / 153 / 113
HEX: #7A9971



Greenish grey

CMYK: 40 / 25 / 40 / 0
RGB: 160 / 171 / 155
HEX: A0AB9B



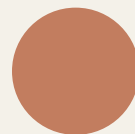
Off white

CMYK: 2 / 2 / 6 / 1
RGB: 244 / 241 / 233
HEX: #F4F1E9



Pinkish Grey

CMYK: 25 / 35 / 35 / 0
RGB: 194 / 164 / 155
HEX: #C2A49B



Terracotta

CMYK: 20 / 55 / 65 / 5
RGB: 194 / 126 / 94
HEX: #C27E5E



Sand yellow

CMYK: 3 / 20 / 65 / 0
RGB: 246 / 203 / 114
HEX: #F6CB72



Muted lime

CMYK: 20 / 15 / 65 / 0
RGB: 209 / 199 / 119
HEX: #D1C777

Messages

Tagline and golden paragraph to describe the project

Tagline

Working together to upscale
Cow-Calf-Contact dairy systems

Golden paragraph

TransformDairyNet aims to promote systems where calves stay with their mothers for months, rather than being separated shortly after birth, as is common in traditional dairy farming. Cow-calf contact (CCC) has the potential to improve animal welfare and health. The project involves 26 partners across Europe, including farmers, researchers, and industry experts. It will establish 11 national hubs to share knowledge about CCC practices, develop innovative solutions to CCC challenges and guides for farmers, and create a network for exchanging information on sustainable dairy farming. By 2027, TransformDairyNet aims to increase the adoption of CCC systems in European dairy farms, towards more ethical and sustainable dairy production.

Typography

The typefaces used for TransformDairyNet communications are Brother 1816 Printed (main titles) and Brother 1816 (body texts and smaller subtitles)

TransformDairyNet

Working together to upscale Cow-Calf-Contact dairy systems

TransformDairyNet aims to promote systems where calves stay with their mothers for months, rather than being separated shortly after birth, as is common in traditional dairy farming. Cow-calf contact (CCC) has the potential to improve animal welfare and health.

The project involves 26 partners across Europe, including farmers, researchers, and industry experts. It will establish 11 national hubs to share knowledge about CCC practices, develop innovative solutions to CCC challenges and guides for farmers, and create a network for exchanging information on sustainable dairy farming.

By 2027, TransformDairyNet aims to increase the adoption of CCC systems in European dairy farms, towards more ethical and sustainable dairy production.

Brother 1816 Printed Bold

Brother 1816 Printed Medium

Brother 1816 Medium
Minimum font size for body text: 9pt

Brother 1816 Regular
Minimum font size for body text: 9pt

Brother 1816 Light
Minimum font size for body text: 9pt

Typography

When the recommended typeface is not available, TransformDairyNet communications are to use the system font Arial

TransformDairyNet

Working together to upscale Cow-Calf-Contact dairy systems

TransformDairyNet aims to promote systems where calves stay with their mothers for months, rather than being separated shortly after birth, as is common in traditional dairy farming. Cow-calf contact (CCC) has the potential to improve animal welfare and health. The project involves 26 partners across Europe, including farmers, researchers, and industry experts. It will establish 11 national hubs to share knowledge about CCC practices, develop innovative solutions to CCC challenges and guides for farmers, and create a network for exchanging information on sustainable dairy farming. By 2027, TransformDairyNet aims to increase the adoption of CCC systems in European dairy farms, towards more ethical and sustainable dairy production.

Arial Bold

Arial Regular
Minimum font size for body text: 9pt

Additional branding

Other logos and mentions to include in TransformDairyNet communications

As a Horizon Europe funded project, TransformDairyNet communication activities and products must also include the EU flag and following disclaimer:



**Funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor REA can be held responsible for them.

Contact

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

Contact person

Dorottya Kalo

Communication Coordinator, REVOLVE

dorottya@revolve.media



Follow our project

TransformDairyNet.eu



**Funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor REA can be held responsible for them.