

# STAPLES

Stable food Access and Prices and Lower Exposure to shocks

## Brandbook

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# 1. Vision and logo

## Vision

Ensure stable access to essential food items while mitigating price fluctuations and reducing vulnerability to external shocks. We strive to create a resilient food system that empowers communities, promotes food security, and fosters economic stability, ultimately improving the well-being of individuals and families worldwide.

## Logo



### LOGO

The two dots from red to green represent from high exposure to lower exposure and the wheat on the A for access and represents the focus of this project goal food stability.

### LETTERING

The acronym STAPLES stands for “Stable food Access and Prices and Lower Exposure to shock”.



### ICON

It recalls the main goal of the project, which is to ensure accessibility and stability of the food chain.

## 2. Logo variants

Full logo Acronyme and the full name, Acronymes only and emblem only



### 3. STAPLES logo font

Arsenica Variable Trial

Aa

Coolvetica

Aa

### 4. STAPLES template font

Aa

Aa

**Arial**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Aa abcdefghijklmnopqrstuvwxyz

123456789£\$?!<>{}[]#¢™®

## 5. Color palette



C: 75 R: 54  
M: 59 V: 62  
Y: 51 B: 68  
N: 54

#363E44



C: 44 R: 162  
M: 14 V: 179  
Y: 97 B: 43  
N: 1

#A2B32B



C: 9 R: 218  
M: 77 V: 83  
Y: 100 B: 0  
N: 1

#DA5300



C: 14 R: 220  
M: 31 V: 173  
Y: 85 B: 54  
N: 3

#DCAD36



C: 37 R: 168  
M: 26 V: 170  
Y: 36 B: 157  
N: 7

#A8AA9D

## 6. Promotional image [DOWNLOAD HERE](#)



**Project hashtag to be used for publication on social media channels:** #staplesproject #resilience #MENA #foodsecurity #GVC #cereals #stability

## 7. Simple word template

## 8. Power Point template

**STAPLES**  
Stable food Access and Prices and Lower Exposure to shocks

INSERT ORGANIZATION LOGO

INSERT TITLE/TOPIC OF THE PRESENTATION

Insert name of the organization

Insert name of the presenter, job title


 **PRIMA**  
IN THE MEDITERRANEAN AREA

 This project is part of the PRIMA programme supported by the European Union. Under grant agreement n°2333.

Cover

[Insert title]

**STAPLES**

 **PRIMA**  
IN THE MEDITERRANEAN AREA


Content


**Thank you!**

INSERT ORGANIZATION LOGO

Insert name of the presenter

Insert contact email of the presenter

 **PRIMA**  
IN THE MEDITERRANEAN AREA

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End



# 9. Deliverable template



## STAPLES Deliverable XX [Insert Deliverable Title]

START DATE: May 2024  
DURATION: 36 months

Grant agreement number	Project Title
2333	Stable food Access and Prices and Lower Exposure to Shocks





### Deliverable details

Document title:	
WP	
Version	
Contractual delivery date	
Actual delivery date	
Dissemination level	
Lead partner	
Contributing partners	
Reviewers	

### History of changes

Version	Date	Action made by
0.1	xx/xx/xxxx	Organization acronym
0.2	xx/xx/xxxx	Organization acronym
0.3	xx/xx/xxxx	Organization acronym
0.4	xx/xx/xxxx	Organization acronym
0.5	xx/xx/xxxx	Organization acronym
1.0	xx/xx/xxxx	Organization acronym

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[Deliverable number and name]  
STAPLES - GA No. 2333

[Deliverable number and name]  
STAPLES - GA No. 2333

3  
[Dissemination level]

## 10. Visibility of EU and PRIMA logo and contractual obligations

Partners must follow general guidelines for communication and dissemination, acknowledging EU funding in all materials. This includes using the correct wording, logos, and disclaimers as per the Grant Agreement. The PRIMA and EU logos should appear on websites and documents, and a disclaimer acknowledging EU support must be visible on the main project page.



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