

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

Coolvetica

4. STAPLES template font

Arial

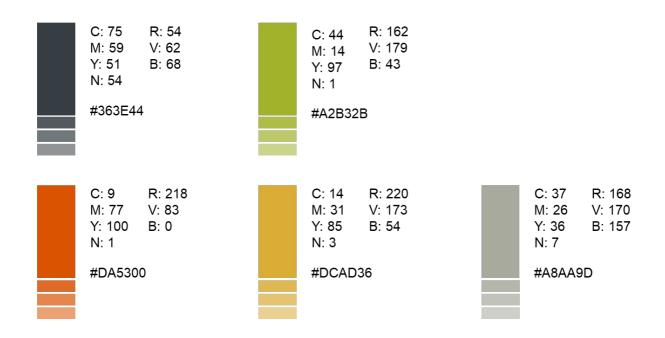
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ Aa abcdefghijklmnopqrstuvwxyz

123456789£\$?!<>{}[]#¢™®



5. Color palette



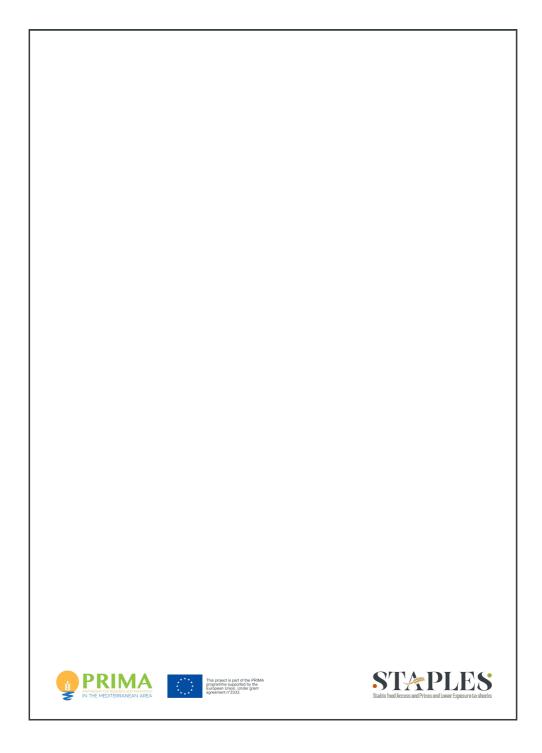
6. Promotional image DOWNLOAD HERE



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

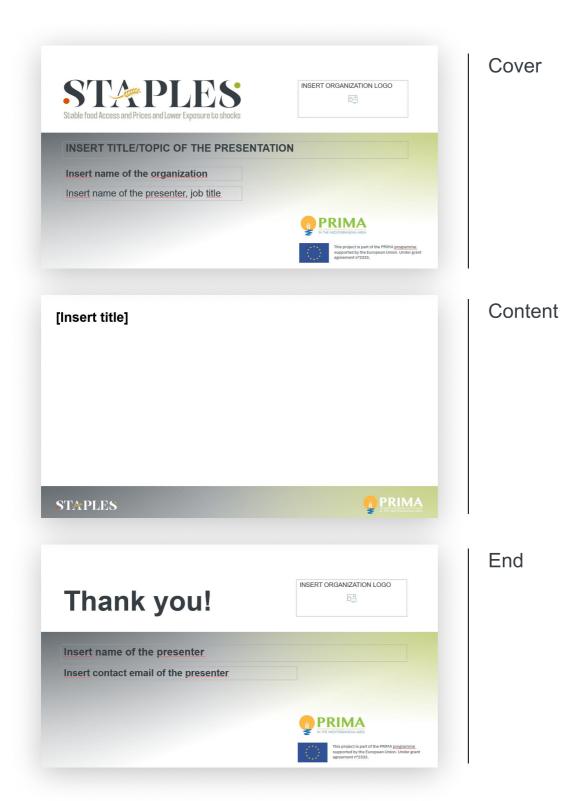


7. Simple word template





8. Power Point template





9. Deliverable template





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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Contact

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