



europaana
food and drink

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Europeana Food and Drink

Promotional Pack and Brand Materials

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This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1 Introduction

This document outlines and describes the promotional pack and brand materials developed under Work Package 6 of the Europeana Food and Drink project. The primary aim of this work package is to improve the awareness of Europeana's scope and its potential for both developing creative and commercially viable applications by re-using digital cultural content relating to food and drink, and connecting with core audiences throughout Europe.

The present document and the respective materials are *foremost* directed at the *creative industry* partners with the aim of supporting them in the application of the Europeana Food and Drink brand identity within their commercial applications.

The core idea is to create a unique and recognizable label to be used with all media and promotional materials associated with commercial applications developed within or in collaboration with the Europeana Food and Drink project. The document will provide simplified guidelines on how to deal with the Europeana Food and Drink brand identity and how to handle the promotional pack.

Following these guidelines will ensure a consistent and clear identification of Europeana Food and Drink project as the central expert platform for the commercial re-use of digital heritage content and the development of commercially viable applications. However, the following guidelines will not interfere with the individual designs and branding of the specific commercial applications. The design and branding of each of these products will be developed individually during the product specification process and adapted according to the specific product / application needs and the respective target audience or market.

These guidelines and all the associated materials in electronic form will be distributed among the project partners and will be made available for download in the internal communication platform (Basecamp).

Please note: considering the planned changes in the Europeana branding, in particular the proposal to expand their logo suite with a "made with Europeana" icon, this document includes preliminary guidelines on how to use the logo accordingly.

2 Background

The overall aim of the Europeana Food and Drink project is to connect people and develop sustainable partnerships between cultural institutions and creative industries (or food and drink industries). This will be achieved by developing fresh ways to approach and open up new opportunities for business around food and drink heritage. The project will achieve this by demonstrating that digital content available through Europeana and relating to food and drink can provide the basis for innovative and commercially viable applications and services developed in partnership with creative industries. For this purpose eight business partnerships (clusters with representatives of both: cultural and creative institutions) will be established, each of which will focus on the creation and incubation of a commercial application or product using the content sourced through Europeana. All the applications must align with the cultural institution's social responsibility while also being sufficiently commercially viable to generate a real return on investment.

Ensuring the commercial viability of each of the commercial applications listed in the project's DoW will require different development approaches in terms of identifying of specific audiences, clients and markets, as well as appropriate business and revenue-sharing models. Research on target markets, customer segmentation, indispensable commercial or co-operation partnerships, and competitive analysis will significantly influence the creation process and branding of each individual application, and be crucial for their successful rollout. Therefore, all clusters should be flexible in the creation and design of each individual visual and brand, however they should always clearly refer to Europeana Food and Drink as the origin of development, by regarding and following guidelines specified in this document.

3 Promotional activities and brand materials

All partners involved in the Europeana Food and Drink project are requested to provide appropriate support in the promotion of the project through several communication and dissemination activities. For this purpose all partners have been provided with the Europeana Food and Drink branding guidelines (specified in *D6.2 Europeana Food and Drink Brand Identity & Guidelines*) and the associated document templates (available through Basecamp). Moreover, a set of branding materials (specified in *D6.9 Europeana Food and Drink Branding Pack*) has been developed in the course of the project in order to support the promotional activities and facilitate the face-to-face relationship building between cultural heritage institutions and potential co-operation partners (especially the creative or food and drink industries). In addition to this, the partners are requested to support the communication process by actively disseminating press releases, posts, blog articles and the Europeana Food and Drink newsletter through their own communication channels.

Partners involved in the development of the commercial applications are *additionally* requested to use the "Europeana Food and Drink Product" and "made with Europeana" logos (see below) to label all applications and products developed in frame of Europeana Food and Drink project.

4 Labelling the commercial applications

All commercial applications and products developed in the frame of Europeana Food and Drink **must** be visibly labeled with the “Europeana Food and Drink Product” and additional “made with Europeana” logos.

The “Europeana Food and Drink Product” logo has been developed with the aim to ensure a clear reference to the Europeana Food and Drink project as the central development platform of all products and commercial applications developed in the frame of the project. According to the planned changes in the Europeana branding, the additional “made with Europeana” logo is required to be combined with the “Europeana Food and Drink Product” logo. The Europeana Food and Drink Project is one of the first projects using this addition.

The following guidelines will give brief characteristics of the “Europeana Food and Drink Product” and “made with Europeana” logos and their usage. The guidelines for the “made with Europeana” have not been officially released, but these are recommendations from Europeana on the correct use.

4.1 “Europeana Food and Drink Product” logo

Two versions of the “Europeana Food and Drink Product” logo (shortened: “EFD Product” logo) have been designed in accordance with the *D6.2 Europeana Food and Drink Brand Identity & Guidelines*.

In the first instance, the basic “EFD Product” logo (see figures 1-3 below) should be used whenever possible, as it clearly indicates the connection with the Europeana Food and Drink Project. The basic logo (figure 1) should preferably be used on the top of a white background. The basic solid logo should be used on all other bright backgrounds (figure 2). If the background colour is dark, the basic transparent logo should be used (figure 3).



Figure 1: basic EFD Product logo



Figure 2: basic solid logo



Figure 3: basic transparent logo

The simplified version of the logo (see figures 4-6 below) should only be used for smaller objects, if the basic logo version does not fit, or when the logo is repeated.

This logo has been as well provided in basic, solid and transparent layout so it can be reproduced effectively and used easily on grayscale and coloured backgrounds.



Figure 4: simplified logo



Figure 5: solid logo to be used above bright backgrounds



Figure 6: transparent logo to be used above images or dark backgrounds

As the logo is a graphic, not a font, the only change that can be made is a proportionate scaling.

The suite of logos in different formats (GIF, JPEG, PNG, EPS and TIFF) for print (CMYK) and web and Microsoft office applications (RGB) will be made available through the project communication platform (Basecamp).

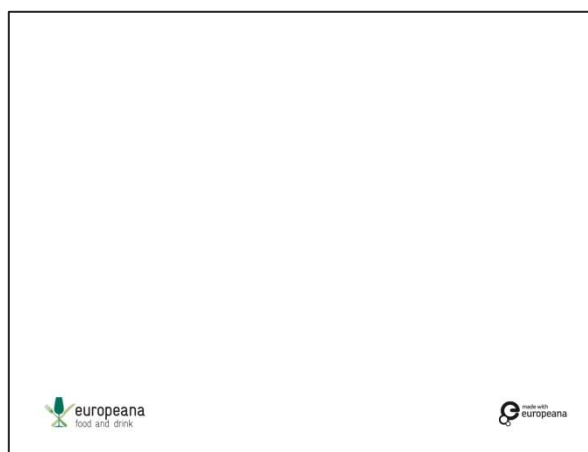
4.2 “made with Europeana” logo

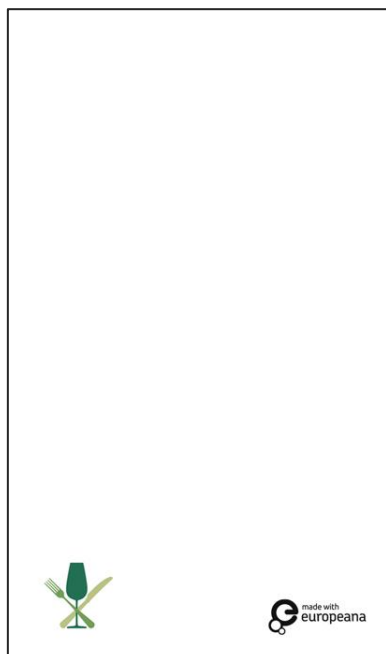


Figure 7: "made with Europeana" logo

4.3 Logo use

Whenever possible, the “Europeana Food and Drink Product” logos should be anchored to the bottom or the top left-hand corner, the additional “made with Europeana” logos to the bottom or the top right hand corner.





The partners are required to include the “Europeana Food and Drink Product” and “made with Europeana” logos in *all* the products and applications, *relevant* documents, promotional materials and media channels (esp. Websites, Presentations (PPT, Prezi etc.), Brochures, Manuals etc.).

If the logo is used in any on-line media (websites, on-line platforms, social media channels etc.) it should always appear at least in the footer of the respective website and be visible throughout the complete website navigation. Furthermore, the “Europeana Food and Drink Product” logo **must always** be linked with the Europeana Food and Drink project website (www.foodanddrinkeurope.eu).

If the specific application will result in a physical product (e.g. Book, CD etc.) the “Europeana Food and Drink Product” and “made with Europeana” logos must be visible on the cover/first page or at least the package of the respective product.

Additionally the product / application website / platform should include a short explanation on the origin and development of the respective application / product (placed in the “about”, “imprint” or other adequate menu or submenu) clearly referring to the Europeana Food and Drink project:

“This publication / application / platform was made possible through the Europeana Food and Drink project, which is funded by the European Commission under the ICT Policy Support Programme as part of the Competiveness and Innovation Framework Programme.”

4.3.1 Examples of correct use

Powerpoint Presentation (e.g.Learning Resources)



Book and E-Book

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Word Document (eLearning Resources)

μουσείο κυπριακών τροφίμων και διατροφής



 KYΠ.ΔΙΑ.ΤΡΟ
 CyFoodMuseum




σχέδιο μαθήματος α


Παράρτημα β

Φύλλα Εργασίας

This eLearning Resource has been developed by the Cyprus Food and Nutrition Museum within the Europeana Food and Drink Project, demonstrating the value and potential of food and drink-related content sourced through Europeana.

The project is funded by the European Commission under the ICT Policy Support Programme part of the Competitiveness and Innovation Framework Programme.

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Παράρτημα β

Ενότητα γ, στάδιο 1

Διαβάστε προσεκτικά τις ερωτήσεις και επιλέξτε τη σωστή απάντηση:

Ερώτηση 1
 Στα προβιομηχανικά χρόνια, σε μια τυπική οικογένεια της υπαίθρου, από πού προμηθεύονταν οι νοικοκυρές το ψωμί της οικογένειας;


A. Από την υπεραγορά
 B. Από τον μανάβη
 Γ. Το ζύμιοναν
 Δ. Από το φούρνο

Ερώτηση 2
 Για να φτιάξουν το ψωμί οι νοικοκυρές χρησιμοποιούσαν ως βασικό συστατικό:

A. Γάλα
 B. Ζάχαρη
 Γ. Παπατάλευρο
 Δ. Αλεύρι

Ερώτηση 3
 Για να παραχθεί το αλεύρι που χρησιμοποιούσαν οι Κύπριες νοικοκυρές για τα ζυμωμάτα τους άλεθαν:

A. Σπύρι
 B. Πατάτα
 Γ. Καλαμπόκι

2


4.4 Colours, fonts and design

The partners are free to choose the design, fonts and colours **for the promotional purposes** of the specific commercial applications. The use of project specific colours and fonts (specified in *D6.2 Europeana Food and Drink Brand Identity & Guidelines*, 2.4) is preferred, however is not obligatory in the applications' design and branding.

The partners are free to use the basic design which is incorporated in project's promotional materials (specified in the *D6.9 Europeana Food and Drink Branding Pack (Culture Sector)*) and implement it for medias (documents, brochures, websites, packages etc.) associated with the commercial applications.

5 Summary

The “Europeana Food and Drink Product” Logo (short “EFD Product” logo) has been created as unique and recognizable label to be used with all media and promotional materials associated with commercial applications developed within or in collaboration with the Europeana Food and Drink project.

According to the planned changes in the Europeana branding, the additional “made with Europeana” logo is required to be combined with the “EFD Product” logo.

The partners are required to include the “EFD Product” and “made with Europeana” logos in *all* the products and applications, *relevant* documents, promotional materials and media channels. If used online, the “EFD Product” logo must be linked with the Europeana Food and Drink project website.

Further, a short explanation on origin and development, clearly referring to the Europeana Food and Drink project, must be included.

Please note: for all documents directly associated with *project work* (deliverables, factsheets, milestones, white papers etc.) all partners must continuously use templates as per *D6.2*, which can be found on Basecamp.