



BRAND IDENTITY GUIDELINES VER.1.0

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INTRODUCTION

COREnet is a project that aims at connecting advisors from different sectors of the short food supply chain, generating an exchange of best practices that can support the development of an European Network on this area of expertise.

This project is deeply connected to the SKIN project, which shares the thematic network on short food supply chain to which most of the COREnet partners belong.

This connection - and continuation - is made evident in the visual identity, deriving elements from SKIN's visual identity to highlight the projects' parentage but also adding new and original elements to align with COREnet unique traits.



CONCEPT

Derived from the “chain” icon of the SKIN project visual identity, this concept reinterprets the original idea and adapts it to a new purpose.

The circles and dots create a focus point that extends vertically while the typography intersects the central circle horizontally, giving an idea of expansion in all directions.

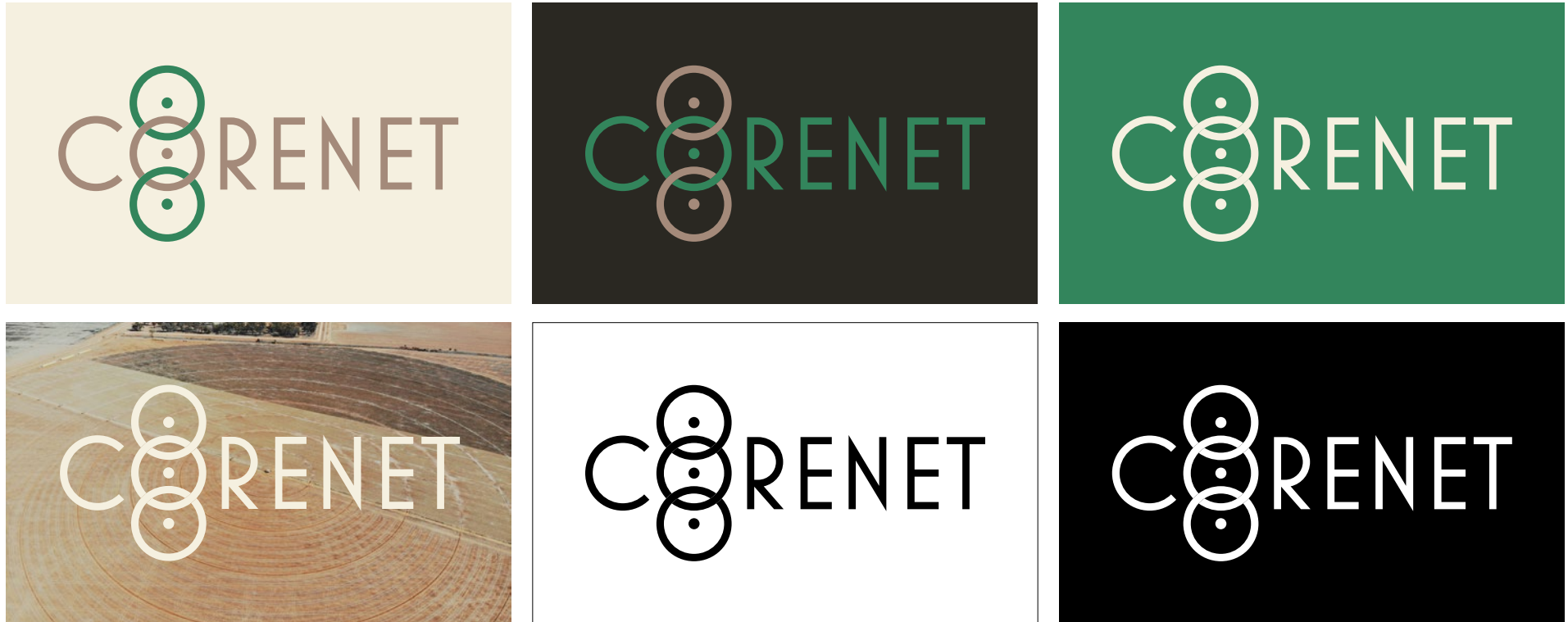


MAIN LOGO



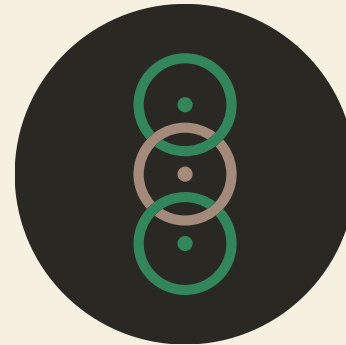
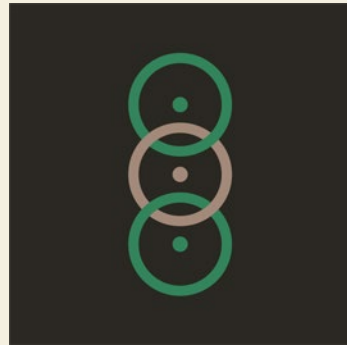
SAFE AREA

COLOR VARIANTS & BACKGROUNDS



Note: Black/white variant to be used only when technically mandatory.

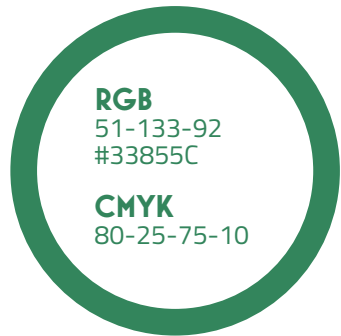
SOCIAL BADGES



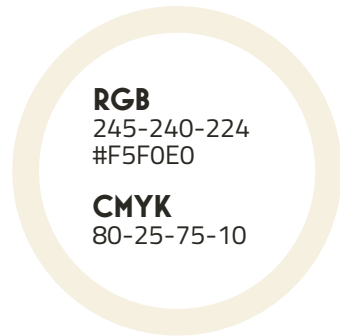
Note: Use these social badges only if the project's name is clearly stated and associated to the icon in textual form.

COLOURS

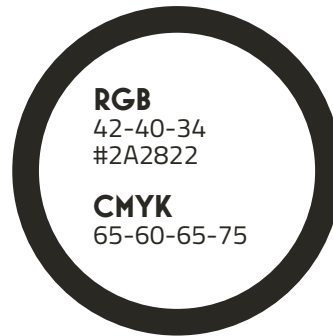
PRIMARY PALETTE



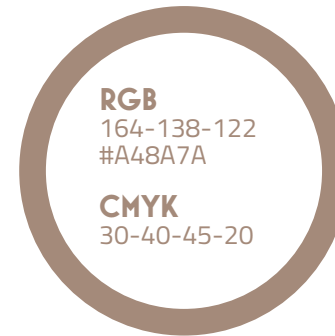
FOREST GREEN



NATURAL IVORY



SOIL BROWN

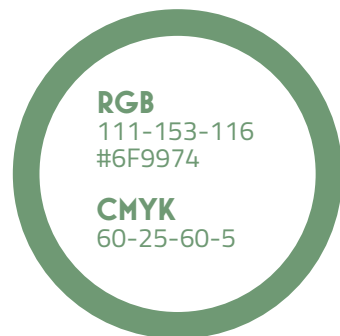


BARK BROWN

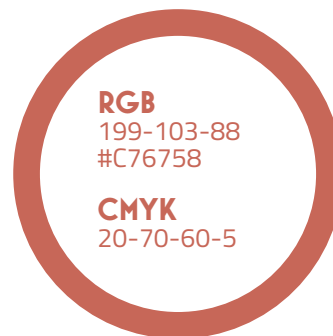
SECONDARY PALETTE



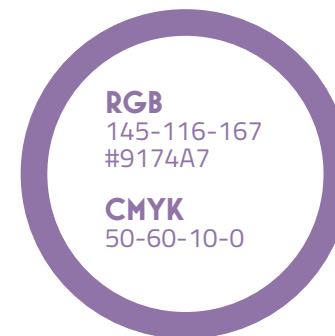
POND BLUE



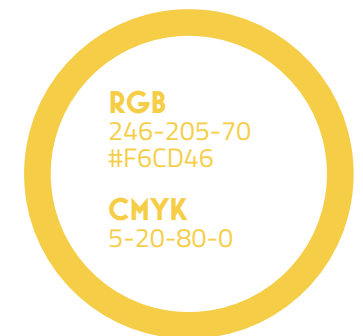
PEA GREEN



FRUITY RED



VIVID PURPLE



BRIGHT YELLOW

TYPOGRAPHY



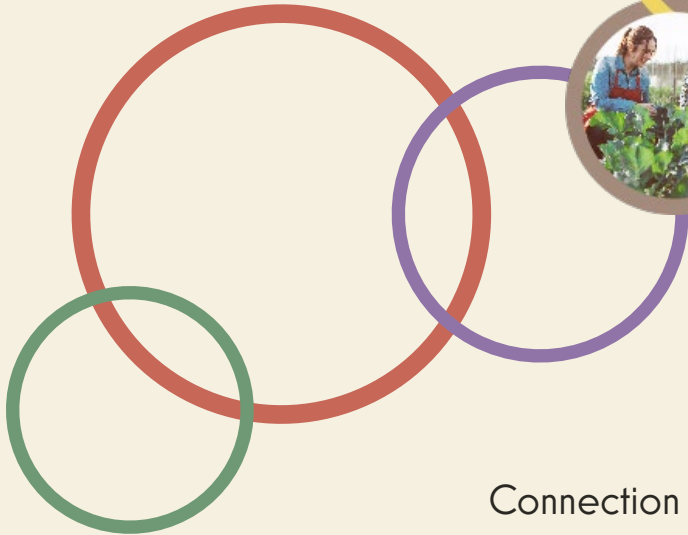
MOSTRA NUOVA REGULAR



MOSTRA NUOVA BOLD

Note: Whenever these font families are not available (i.e. Microsoft Office applications), use the **Tw Cen MT font family** as a fallback solution.

IMAGERY



Connection and cooperation
Agricultural production sites
Circular shapes and outlines



The rules specified in this document are to be considered guidelines to better understand the project and to look at when designing something new, evolving its identity, or even when breaking the rules. For further information please contact:

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