



# STYLE GUIDE

Version 1.5







The full logo with tagline is preferably used

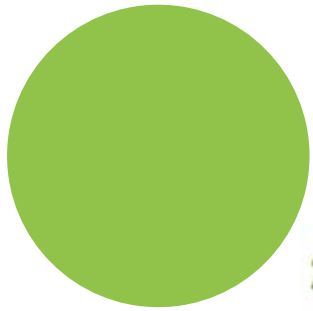


The logo without tagline is used for smaller display

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⚠ Do not disform, change color or use the logo without the "2020 dot". Do not use previous versions of the logo.

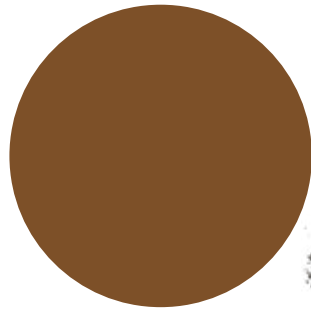




**VEGETABLE GREEN**

R 145      C 50  
G 195      M 0  
B 75      Y 85  
            K 0

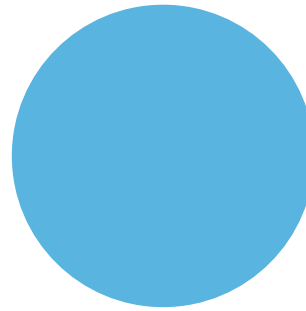
# 91c34b



**SOIL BROWN**

R 125      C 30  
G 80      M 60  
B 40      Y 80  
            K 45

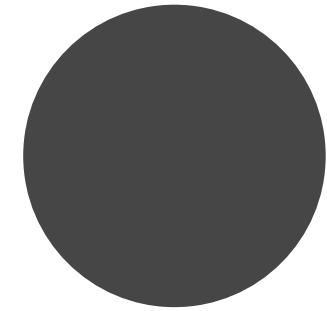
# 7d5028



**SKY / DAIRY BLUE**

R 90      C 60  
G 180      M 10  
B 225      Y 0  
            K 0

# 5ab4e1

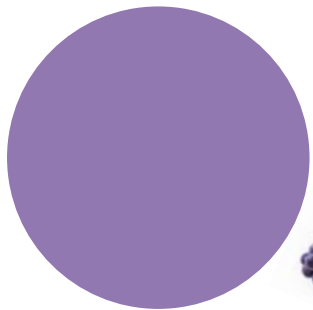


**MACHINE GREY**

R 70      C 0  
G 70      M 0  
B 70      Y 0  
            K 85

# 464646

Text color



**FRUIT PURPLE**

R 145      C 50  
G 120      M 60  
B 175      Y 0  
            K 0

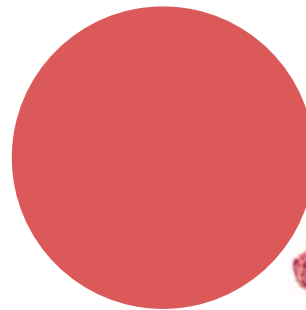
# 9178af



**ARABLE YELLOW**

R 245      C 0  
G 200      M 25  
B 80      Y 80  
            K 0

# f5c850



**MEAT RED**

R 220      C 0  
G 90      M 75  
B 90      Y 55  
            K 5

# dc5a5a



**TECH WHITE**

R 245      C 5  
G 245      M 0  
B 245      Y 0  
            K 5

# f5f5f5

## ICONS One for every trial

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**ARABLE**



**FRUITS**



**VEGETABLES**



**MEAT**



**DAIRY**

### HOW TO USE

Every trial has its distinct icon and color. When making a document for a certain trial, please use the corresponding color as the most dominant color. Always use subtle color accent.

## MONTSERRAT BOLD

For large headings and titles,  
always use UPPERCASE

**THE QUICK BROWN  
FOX JUMPS OVER  
THE LAZY DOG**

Open Sans Light

For body copy and small type

The quick brown fox  
jumps over the lazy dog

Use other styles when needed

**Open Sans Bold**

***Open Sans Bold Italic***

**Open Sans Semi-Bold**

***Open Sans Semi-Bold Italic***

Open Sans Regular

*Open Sans Regular Italic*

*Open Sans Light Italic*

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 Only where custom fonts are not available

## ARIAL BOLD

Alternative for large headings  
and titles, always use UPPERCASE

**THE QUICK BROWN  
FOX JUMPS OVER  
THE LAZY DOG**

Arial Regular

Alternative for body copy

The quick brown fox  
jumps over the lazy dog

Use other styles when needed

**Arial Bold**

***Arial Bold Italic***

*Arial Italic*

# PHOTOGRAPHY Real, subtle

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## YES:

Real situations  
Laid back colors



## NO:

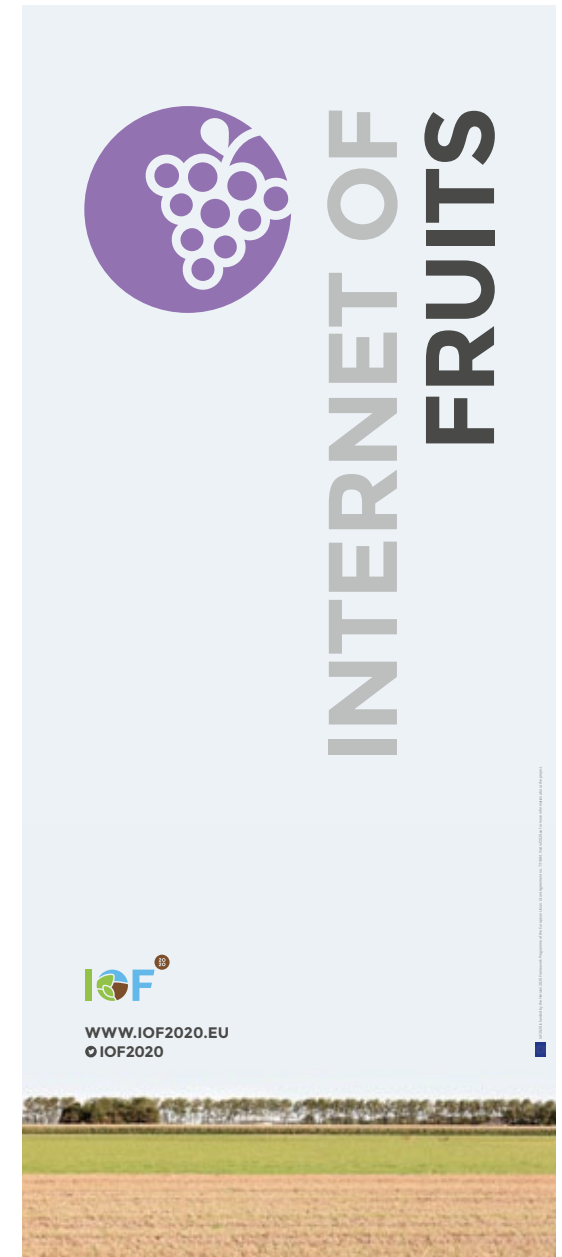
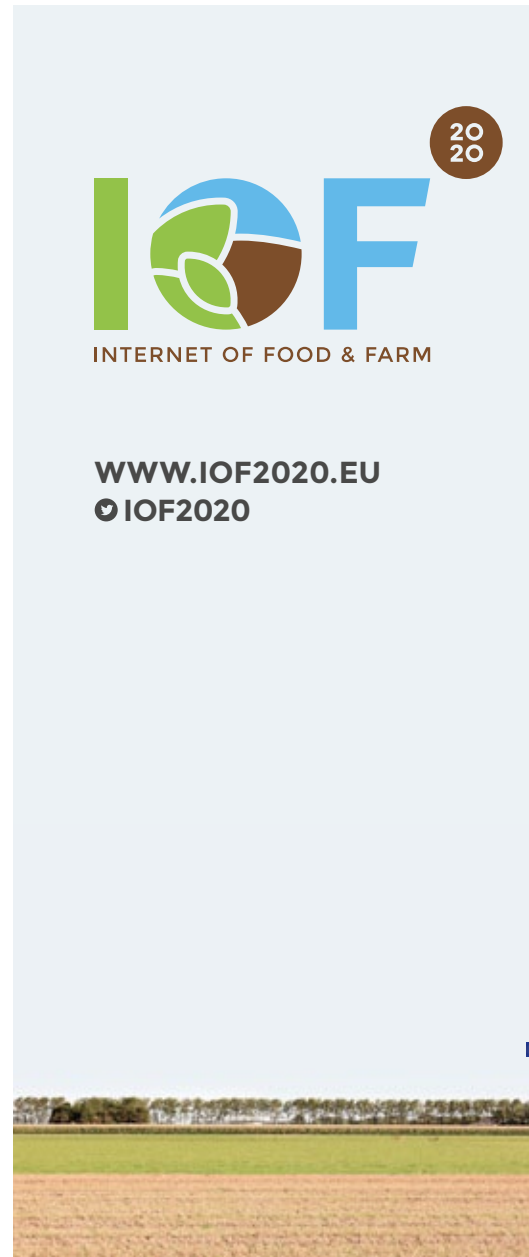
Overly posed or staged  
Saturated, harsh colors



## EXAMPLES How to use these elements

### EVENT BANNERS

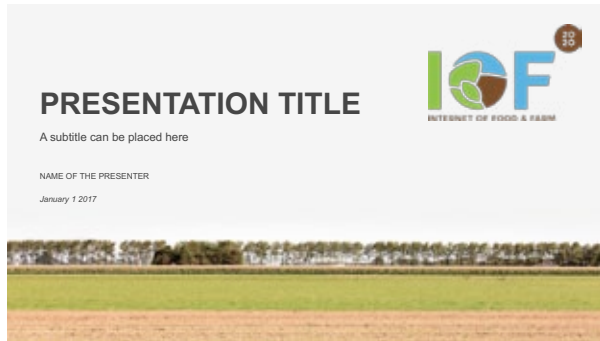
Use a subtle image to create a background. Big, colorful icon and bold text is the eyecatcher. Use subtle color elements.





# EXAMPLES




How to use these elements



**PRESENTATION TITLE**



A subtitle can be placed here

NAME OF THE PRESENTER  
January 1 2017




**HEADING VEGETABLE**

Examples of how it's done, a subheading.  
The picture can be changed to suit your needs




**TEXT SLIDE EXAMPLE**

- Donec ullamcorper nulla non metus auctor fringilla.
- Gaud elit non mi porta gravida at eget metus.
- Fusce dapibus, tellus ac cursus commodo.
- Tortor mauris condimentum nibh.
- An fermentum massa justo sit amet risus.




JANUARY 1 2017


**A TEAM OF EXPERTS**




**Team Member**  
Role of team member is  
lorum ipsum etiam porta  
sem malesuada.



**Team Member**  
Role of team member is  
lorum ipsum etiam porta  
sem malesuada.



**Team Member**  
Role of team member is  
lorum ipsum etiam porta  
sem malesuada.



JANUARY 1 2017

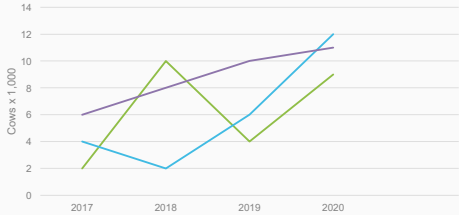
**TEXT AND IMAGE**

- Donec ullamcorper nulla non metus.
- Gaud elit non mi porta gravida at eget metus.
- Fusce dapibus, tellus ac cursus commodo.
- Tortor mauris condimentum nibh.




JANUARY 1 2017

**GRAPH SLIDE**



Year	Line A	Line B	Line C
2017	2	4	6
2018	10	2	8
2019	4	6	10
2020	9	12	11




JANUARY 1 2017

## PRESENTATION

Use the subtle image selected for your trial / UCs as to ensure the uniformity of the communication throughout the project duration. You can use your own subtle images for the following slides. Make sure to use clear text and imagery and subtle color elements.

**CONTACT INFORMATION**

<b>Contact A</b> info@iof2020.eu +31 012 345 67 89	<b>Contact B</b> info@iof2020.eu +31 012 345 67 89	<b>Contact C</b> info@iof2020.eu +31 012 345 67 89	<b>Contact D</b> info@iof2020.eu +31 012 345 67 89
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IOF2020 is funded by the Horizon 2020 Framework Programme of the European Union, Grant Agreement no. 731856. Visit [iof2020.eu](http://iof2020.eu) for more information about the project.

## EXAMPLES How to use these elements




**DOCUMENT TITLE GOES HERE**

WP X  
Maart 8, 2017

Subtitle of the document goes here. You are free to add some color to your document using one of the theme-colors.


MF2020 is funded by the Horizon 2020 Framework Programme of the European Union. Grant Agreement no. 731884. Visit [mf2020.eu](http://mf2020.eu) for more information about the project.



**DOCUMENT IDENTIFICATION**

Project Acronym	IoF2020
Project Full Title	Internet of Food and Farm 2020
Project Number	123 456
Starting Date	January 1, 2017
Duration	3 years
H2020 Call ID & Topic	H2020 IOT 2016
Date of the DoA	2020
File Name	IoF2020_Template_Word.docx
Date	Maart 8, 2017
Version	1.0
Status	Draft/Final


Document title goes here 2 / 4



**TABLE OF CONTENTS**

<b>1. HEADING LEVEL ONE</b>	<b>4</b>
1.1. HEADING LEVEL TWO	4
Heading Level Three	4

Document title goes here 3 / 4



**1. HEADING LEVEL ONE**

Maecenas sed diam eget risus varius blandit sit amet non magna. Nullam id dolor id nibh ultricies vehicula ut id elit. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Donec ullamcorper nulla non metus auctor fringilla. Nullam id dolor id nibh ultricies vehicula ut id elit.

*"Cras mattis consectetur purus sit amet fermentum. Aenean lacinia bibendum nulla sed consectetur."*

Maecenas sed diam eget risus varius blandit sit amet non magna. Nullam id dolor id nibh ultricies vehicula ut id elit. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Donec ullamcorper nulla non metus auctor fringilla. Nullam id dolor id nibh ultricies vehicula ut id elit.

**1.1. HEADING LEVEL TWO**

Maecenas sed diam Nadrug eget risus varius blandit sit amet non magna. Nullam id dolor id nibh ultricies vehicula ut id elit. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Donec ullamcorper nulla non metus auctor fringilla. Nullam id dolor id nibh ultricies vehicula ut id elit.

- List one nulla vitae elit libero, a pharetra augue. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.
- List two morbi leo risus, porta ac consectetur ac vestibulum sit eros. Donec id elit non mi.
- List three nulla vitae elit libero, a pharetra augue. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

**Heading Level Three**

Maecenas sed dis get risus varius blandit sit amet non magna. Nullam id dolor id nibh ultricies vehicula ut id elit. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Donec ullamcorper nulla non metus auctor fringilla. Nullam id dolor id nibh ultricies vehicula ut id elit.

Table	Lorum ipsum
Lorum ipsum	Fuise dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.
Lorum ipsum	Tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.
Lorum ipsum	Curabitur blandit tempus portitor.

Document title goes here 4 / 4

## DOCUMENT

A clean and simple text document.  
For easy reading and adaptable to your needs.

### THEME COLORS

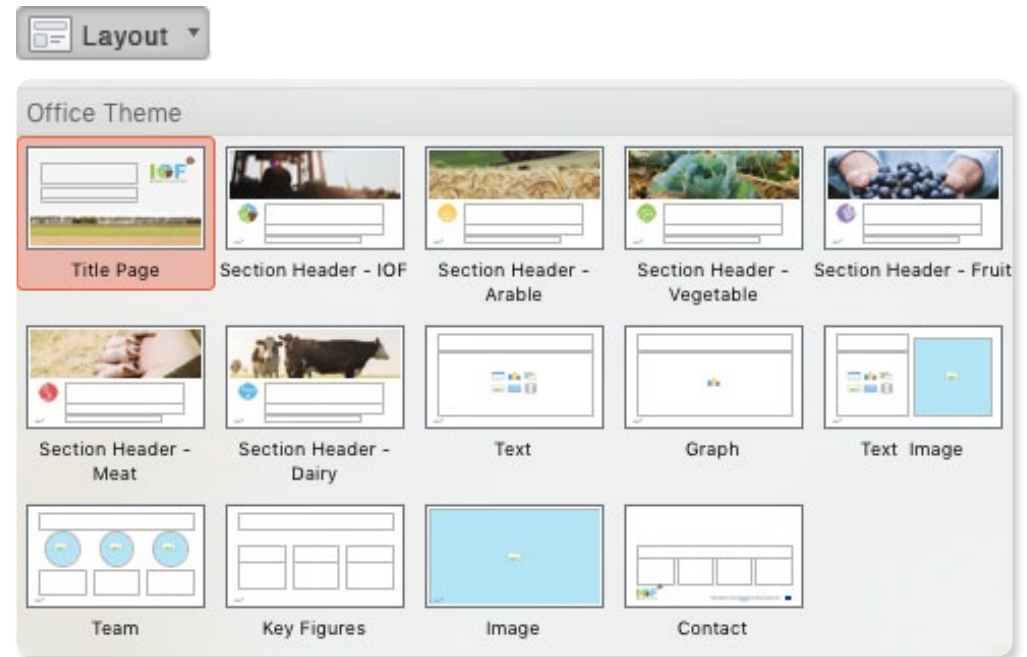
The PowerPoint and Word templates include Theme Colors. Please use only these colors where a subtle color accent is needed. i.e. for headings, figures, highlights, etc.

Make sure that the color corresponding to the Trial (*see page 4 & 5*) is the leading color.



### SLIDE LAYOUTS

The PowerPoint template has pre-defined slide layouts. Use these layouts to build your presentation. To ensure the uniformity of the presentations throughout the project duration, use the IoF2020 general slide as a first slide. When your presentation is about a use case or a trial, include the relevant slide layout (meat, arable farming, dairy, vegetables and fruit) as a second slide.



## TEMPLATES

How to use the Word and PowerPoint templates

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### STYLES

The Word template includes styles for quick formatting your texts. Please use only these styles when creating a document. Also, when applying a 'Title' style the new section will automatically be included in the table of contents.





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