FOX – Innovative down-scaled food processing in a box

Project identity and website

D9.2

EUFIC

Project Acronym	FOX
Project Full Title	Innovative down-scaled FOod processing in a boX
Project ID	817683
Starting Date	01.06.2019
Duration	54 months
H2020 Call ID & Topic	SFS-16-2018 – Towards healthier and sustainable food
Project Website	http://www.fox-foodprocessinginabox.eu/
Project Coordinator	German Institute of Food Technologies (DIL)

Work Package No. & Title	WP 9 - Dissemination and Communication
Work Package Leader	European Food Information Council (EUFIC)
Deliverable No. & Title	D 9.2 - Project identity and website (M3)
Relevant Task	Task 9.2 - Development of FOX project identity and website
Type	Other
Dissemination Level	Public
Responsible Partner	EUFIC
Authors	Virginie Maenhout
Version (date)	V1 (21.10.2019) Final (30.11.2019)
Status	Final

Table of Contents

EXECUTIVE SUMMARY REPORT

Deliverable D9.2 refers to task 9.2: Development of FOX project identity and website – M1-M3.

Project identity | The development of the project's corporate identity and graphic charter, including the logo and communication templates will ensure a common graphic/visual line to be easily recognised among external stakeholders.

Website | The public-facing website will be a portal for information about the project targeted to all potential stakeholders. It will be updated continuously throughout the project lifetime with input from all partners and will be maintained for 3 years after the project has ended. To facilitate efficient internal communication among project partners, Wageningen Research (WR) hosted and set up a private area on the intranet 'SharePoint'.

Due date

Month 3 – August 2019

While the logo, visual identity and website were shared with the partners in September 2019, the reporting has a slight delay due to website content updates and development of ad-hoc dissemination material for conferences.

FOX logo & visual identity

FOX logo

Figure 1: FOX Primary logo

The FOX project logo (Figure 1) was developed based on the following key concepts of the project:

- o Freshness
- o Change
- o Organic
- o Modern

Logo variations

Figure 2: FOX Secondary logo

Figure 3: FOX Tertiary logo

Two logo size variations have been made available for use in smaller formats in order to maintain cohesion with the brand without losing the message:

- o When the logo needs to be placed in a reduced space
- o When placed with other logos

Figure 4 shows the black and white versions for printing and on coloured backgrounds.

Figure 4: FOX logo black and white versions

Colour Palette

Figure 5 shows the four main colours used in the logo.

Light green
RGB: 174|214|140
CMYK: 34|0|59|0
#aed68c

Deep green
RGB: 58|120|70
CMYK: 79|31|88|18
#3a7846

Mustard
RGB: 246|208|84
CMYK: 4|16|79|0
#f6d054

Orange
RGB: 218|119|62
CMYK: 11|63|85|1
#da773e

Figure 5: FOX colour palette

Trail & Error

Figure 6: Previous version of the FOX logo

Upon briefing the graphic designer, four initial logo proposals were prepared. Figure 6 shows some of the further adaptation and non-selected versions.

Following an iterative process with several rounds of feedback with the internal FOX communication working group (consisting of partners from DIL, EFFoST, KULeuven, Fraunhofer and Wageningen Research). The final logo Figure 1 was selected as the most representative for the project's concept.

The project logo was shared with the FOX consortium on the 3rd of September 2019.

All logo formats both in .png and .eps can be found on Share Point, the consortium partners' internal platform.

Visual identity

The graphic charter and logo were the point of reference for designing the communication templates (Word and PowerPoint). The templates aim to achieve a consistent project identity within the consortium as well as spread awareness and recognition among external stakeholders.

The project logo, EU flag and Grant Agreement ID are displayed on all templates.

Word template

The word template gives the option to use two columns which improves the readability of the document.

Figure 7: Word template

PowerPoint template

The PowerPoint template will be used to present in the project in internal and external meetings.

The templates can be found on the Share Point, accessible to all partners.

Figure 8: PowerPoint template

Icons

Accompanying the logo, easily recognisable icons were developed in three colours – yellow, orange, white – to be used in all communication material. The icons are available on SharePoint in .png formats.
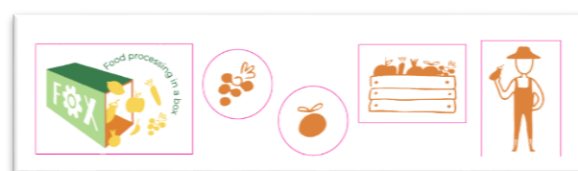

Figure 9: FOX icons - yellow

Stickers

Figure 10: FOX stickers sample

Project stickers with the logo and icons were developed. The stickers can increase the visibility of the project. They will be distributed among project partners and can also be used at external conference and events.

Roll-up banner

The roll-up banner will be used at conferences and events where FOX is presented. The bright colours make the

roll-up stand out next to dissemination material of other projects.

Figure 11: FOX roll-up banner

Internal platform
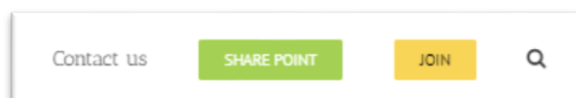
Figure 12: Quick access button to Share Point on FOX website

Via a button on the external FOX website, Share Point, the internal platform can be accessed by partners.

Each partner received the SharePoint log in details provided by Wageningen Research, hosts of the internal platform.
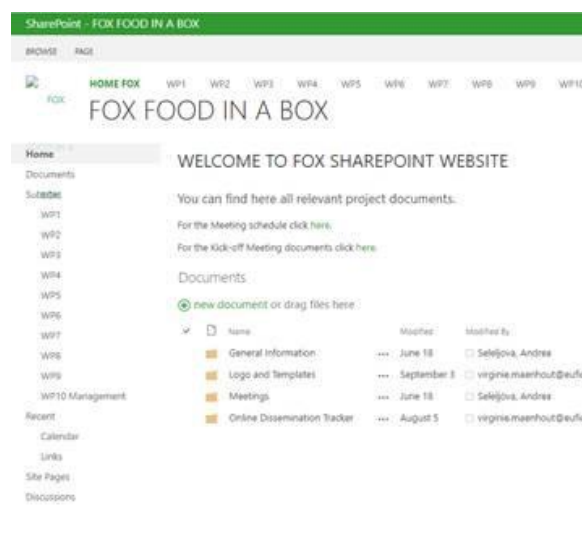

Figure 13: Screenshot of the FOX internal platform: Share Point

External website

The external FOX website is accessible by everyone. It is the main information resource of the project (describing project objectives, research areas, outcomes and partners and so on).

The FOX public website has been registered at:

http://fox-foodprocessinginabox.eu

The website opens with video material on mobile food processing container units. A page thanks external companies for providing video material. In the initial stages of the project when no material from consortium partners is available yet this gives a visual representation of the FOX project. The innovative technologies that will be provided by the project are not visible, but when results are out the technical details will be mentioned on the website.

In order to ensure an online presence from the beginning of the project, the website was developed right after finalising the development of the graphic identity for FOX.

The website is available in both desktop and mobile version.

A permanent website was developed incorporating the FOX graphic identity and additional content and functionality, such as social media buttons, newsletter sign-up and European Interest Group sign-up form. The website went live in August 2019 and was officially shared with the consortium on 30 October 2019.
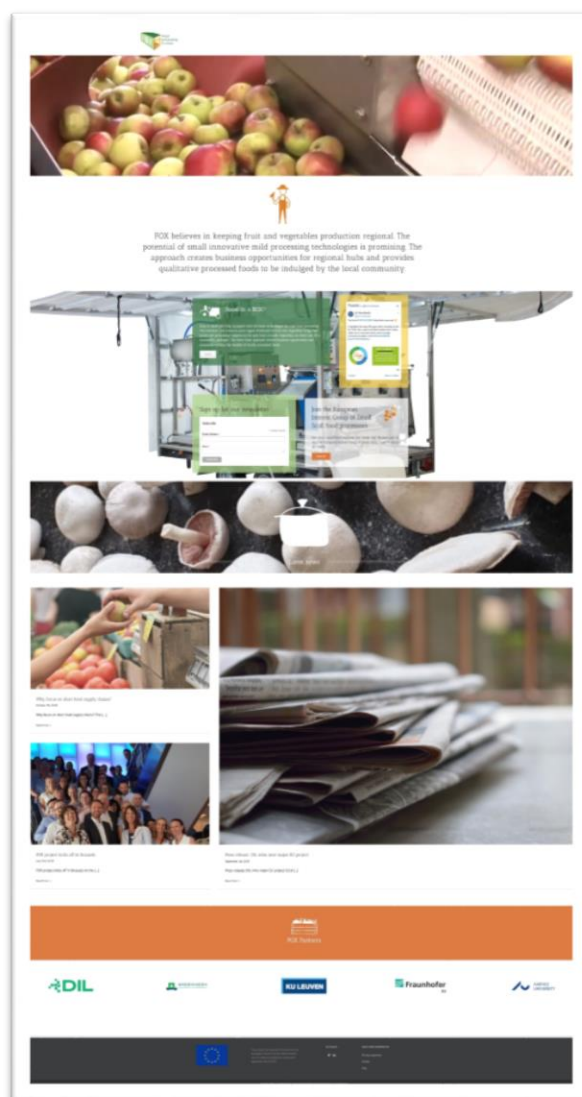

Figure 14: FOX website homepage – 11/10/2019

The website's main tabs are:

- o Home (fig.14)
- o About FOX (fig. 15)
- o Partners (fig. 16)
- o Research (fig. 17)
- o News & Events (fig. 18)
- o Contact us (fig. 19)
- o SharePoint (fig. 13)
- o Join (fig. 21)

The website also includes a privacy statement in line with the GDPR requirements.
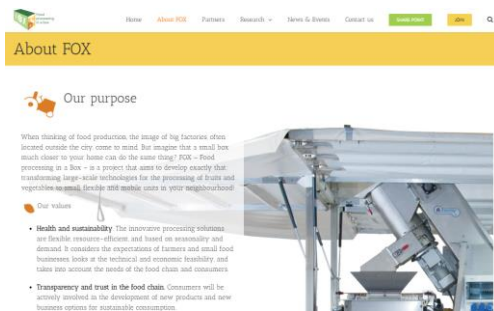
Figure 15: Website - About page

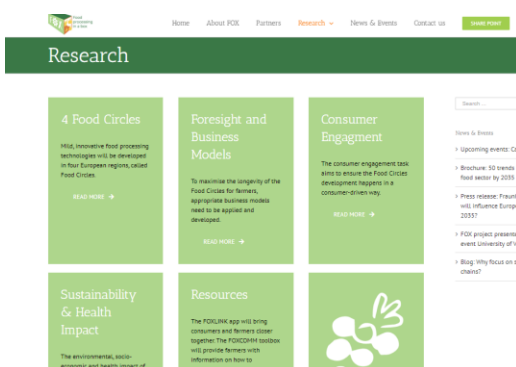Figure 16: FOX website partners page

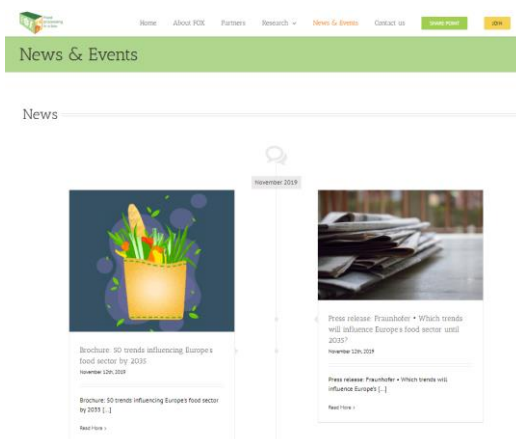Figure 17: FOX website - research page
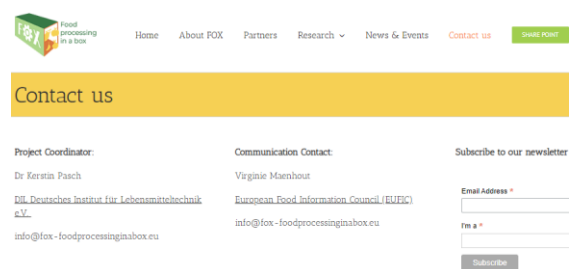

Figure 18: FOX website - News & events page

Figure 19: FOX website - contact page

Together with the website a project email address was also created: *info@fox-foodprocessinginabox.eu* Contact details can be found on the contact us page figure 19.

In the upcoming months, the website will also become available in 6 languages (Dutch, German, Spanish, French, Polish, Czech).

Over the duration of the project, the website and especially the news & events pages will be updated regularly, based on input by the consortium partners.

The website will be hosted for the duration of the project and will be online until three years after completion of the project. The website will be coordinated by EUFIC. Additional content such as news items, upcoming events, and technology insights will be updated regularly on the website with the input of all partners.

Newsletter sign up

The website has also a newsletter sign-in button, to make it easy for project enthusiasts to sign up to the bi-annual newsletter.
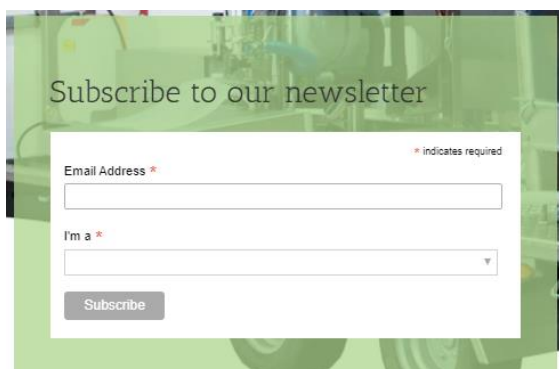
10

Figure 20: FOX website - newsletter sign up

European Interest Group

The FOX website hosts a sign-up form for the European Interest Group, a WP8 task to form a network of people interested in small-scale food processing.

Figure 21: FOX website - European Interest Group sign up page

Conclusion

FOX project identity is clearly set up with a recognisable logo, in different formats and bright colours.

The templates, roll-up banner and stickers will make sure the FOX brand stands out and is easily recognisable.

The FOX website is the public-facing front of the project and aims to provide project relevant information to relevant stakeholders. Besides it also engages different actors closely working with short food supply chains and innovative food processing technologies for fruit and vegetables to stay updated on the project latest developments.

The website links to an internal Share Point group, aiming to increase communication among consortium partners. Newsletter subscribers can find a website plugin on the homepage. The 'Join' tab leads to the European Interest Group sign up page.

The website integrates the graphic identity of the project; the logo, the colours, the icons. The research and news & events pages will be updated regularly based on input by the consortium partners.

11