

Fooder

# Style guide

V.1.0 - August 2023

## Brand strategy board

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# What we do

Fooder is a network of universities, firms, and public entities based in Emilia Romagna that offer inter-university study programmes with an international focus, attracting Italian, European, and non-European students to the region Emilia Romagna and providing them with excellent training to tackle the intricate challenges of the agribusiness sector.

Furthermore, Fooder collaborates closely with leading industry enterprises and involves them in designing specific training programmes, thus ensuring the recruitment of qualified personnel upon course completion. It also supports new innovative firms, aiming to become an incubator for agricultural start-ups within the next five years.

# How we work

By networking with top-tier universities, businesses, and institutions, Fooder stands out as a crucial player in the agricultural education and research global scenario. As an educational platform, Fooder embodies collaborative efforts, nurturing the growth of international talents poised to steer future development and sustainable innovation within the agri-food industry.

# Reason why

Through its innovative training platform, which connects universities, businesses, and institutions, Fooder seeks to tackle the ever-evolving challenges faced by the modern agri-food industry. At the same time, Fooder envisions transforming the Emilia Romagna region into a vibrant global centre for education, exploration, and research in this field.

# Mission

Fooder's mission is to boost research and innovation by equipping individuals with the practical skills and knowledge required to tackle the most recent challenges in the agri-food sector.

We do it by providing hands-on learning experiences and a deep understanding of all aspects of food production and systems.

Besides supporting personal and professional development, our approach encourages dynamic interactions between students, teachers, researchers, and professionals.

Through these efforts, Fooder is building a strong partnership between universities and firms, all working together to drive sustainable innovation in the agri-food industry.

# Vision

Our vision is to nurture a fresh generation of international experts in nutrition and agriculture by implementing interactive and widely-embraced educational models across the universities of Emilia Romagna. These models rely, above all, on direct relationships between educators, students, and firms.

We aim to establish a collaboration model between universities and companies tasked with co-designing new paths for students and researchers, which should hopefully become an international best practice. As such, it involves bringing together project partner companies and sector leaders interested in pooling their resources.

Moreover, we are committed to positively influencing and guiding public and industrial policies, aiming to become a pivotal reference point in fields such as food, nutrition, health, and sustainability.

Furthermore, we envision creating a vertical incubator that fosters a strong connection between start-ups and our industrial partners, championing open, sustainable, and disruptive innovation.

# Vision statement

Our vision is to create global experts in nutrition and agriculture. Through interactive education models, we bridge academia and industry to foster innovation. We lead positive policy influence and aspire to be a reference in food, nutrition, health, and sustainability

# Values

## Creative

Fooder constantly crafts novel organisational, managerial, and educational approaches, infusing its students' learning experiences with an international, cross-cultural dimension.

## Inspirational

Fooder sparks its students' minds to embrace a divergent outlook when facing the challenges posed by the ongoing changes in the agri-food profession..

## Practical

Leveraging the rich heritage of Italian agri-food traditions, Fooder develops tools, skills, and experiences to mold professionals capable of steering future development and sustainable innovation within the agrifood sector.

## Collaborative and Innovative

By leveraging the rich heritage of Italian agricultural traditions, Fooder develops tools, skills, and experiences to mould professionals capable of steering future development and sustainable innovation within the agri-food sector.

## Trustworthy

Embodied by universities, businesses, and institutions, the ecosystem that Fooder represents endows its training platform with a sterling reputation for educational offerings, collaboration with the business world, and institutional support.

# Personality

By networking with universities, firms, and institutions from the region Emilia Romagna, Fooder gives birth to an educational platform that tickles the thirst for knowledge among all its stakeholders, thus nurturing their innate drive to foster innovation and development. Fooder enables innovative skills for the professionals it supports, recognising that this is the right path to address and overcome the challenges posed by the ongoing systemic change within the agri-food sector.

## Archetypes

Explorer (35%)  
Creator (30%)  
Caregiver (25%)  
Hero (10%)

# Voice

Fooder speaks with the passion and honesty of those who believe they can make a difference, backed by solid knowledge and expertise.

## Voice Principles

Fooder thrives on collaborative creativity. Sharing knowledge, ideas, and skills is the key to opening up new and unique opportunities.

Fooder loves to motivate and inspire. We give our students the push to think creatively and explore new roads.

Fooder is empowering and challenging. The skills we offer through our advanced training programmes are innovative and designed to meet industry demands. That's why we ask for dedication from those aiming to acquire them.



# Positioning statement

By bringing together universities, firms and institutions from the region Emilia Romagna, we seek to create an internationally renowned platform for education and innovation. We boost their innate drive to innovate and develop. We equip professionals with innovative skills, knowing this is how we can face and conquer the challenges posed by systemic changes in the agri-food sector.

# Brand idea

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By bringing together universities, firms and institutions in the Emilia Romagna region, we seek to create an internationally renowned platform for education and innovation. We boost their innate drive to innovate and develop. We equip professionals with innovative skills, knowing this is how we can face and rise to the challenges posed by systemic changes in the agroindustrial sector.

Keywords: **NOURISH, GROW, SPROUT, CULTIVATE, GRAFT, NOURISH, ENTRUST**

# Grafting as a Growth Process

Our brand draws inspiration from the ancient practice of grafting. In agriculture, the primary goal of grafting is to merge the desired traits of two different plants to achieve specific benefits, such as disease resistance, soil tolerance, or yield.

More abstractly speaking, "grafting" stands for:

**Unity and fusion**  
**Growth and regeneration**  
**Adaptability and resilience**  
**Transformation and change**  
**Interconnection and relationships**  
**Generosity and sharing**

Fooder is a cutting-edge training platform, a co-designed collaboration among universities, firms, and public entities. It connects and empowers, enabling individuals to excel and succeed with greater effectiveness in their work.



Design

## Wordmark

Our wordmark is minimal, bold and conceptual.  
When using our brand name in copy we capitalise  
only the first letter: Fooder.

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# Fooder



## Wordmark

### Color Variations

Our trademark is also available in black and off-white, to be used when the brick red color of the trademark is not appropriate.

Fooder



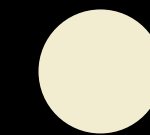
C.16,07 M.67,74 Y.81,8 K.4,7  
R.204 G.103 B.55

Fooder



C.6,79 M.4,87 Y.22,78 K.0  
R.242 G.236 B.209

Fooder

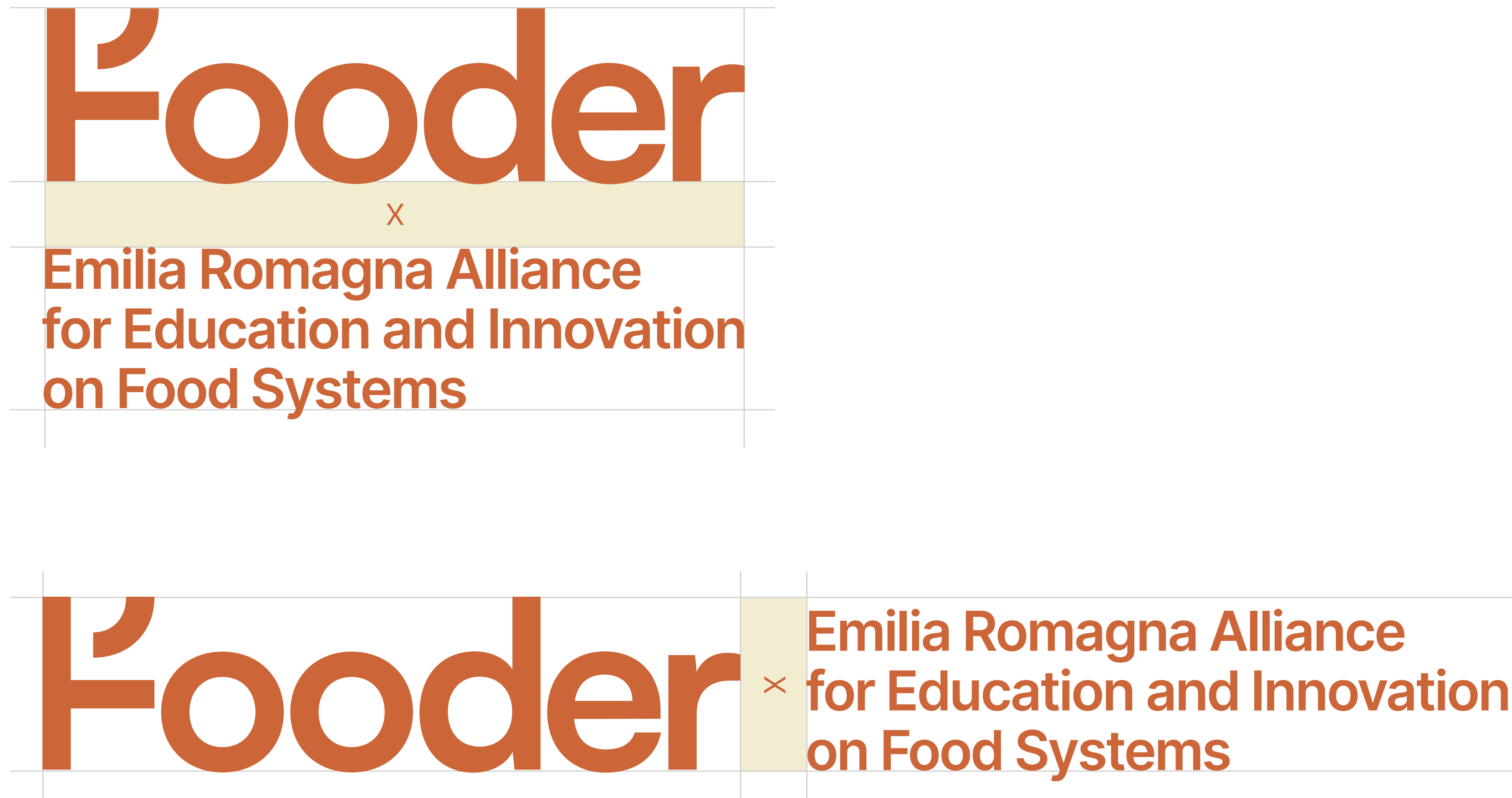


C.6,79 M.4,87 Y.22,78 K.0  
R.242 G.236 B.209

## Wordmark

## Payoff usage

The Fooder brand name can also be used with the payoff.  
Two usage solutions are shown here, one vertical and one horizontal.



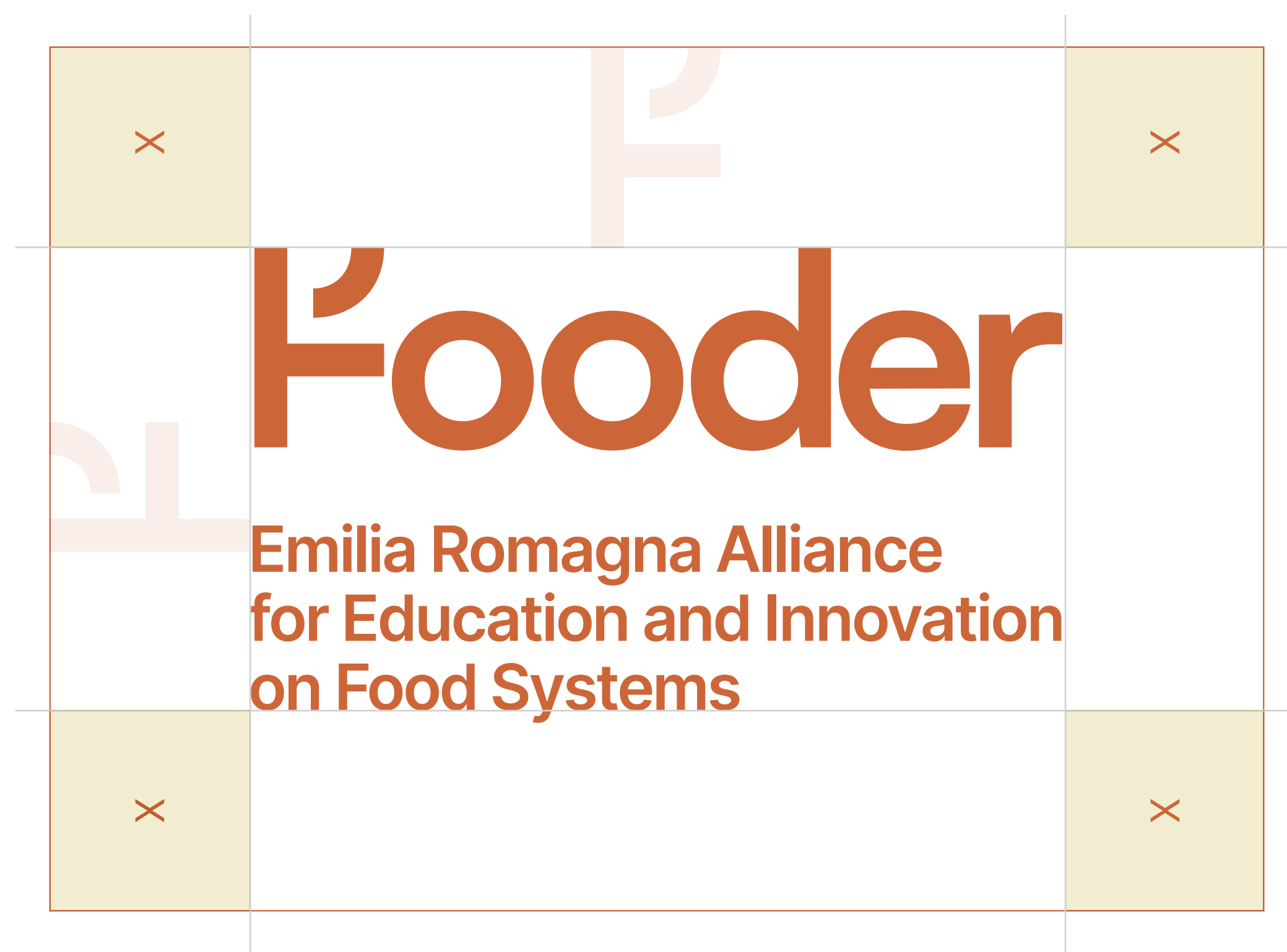
## Wordmark

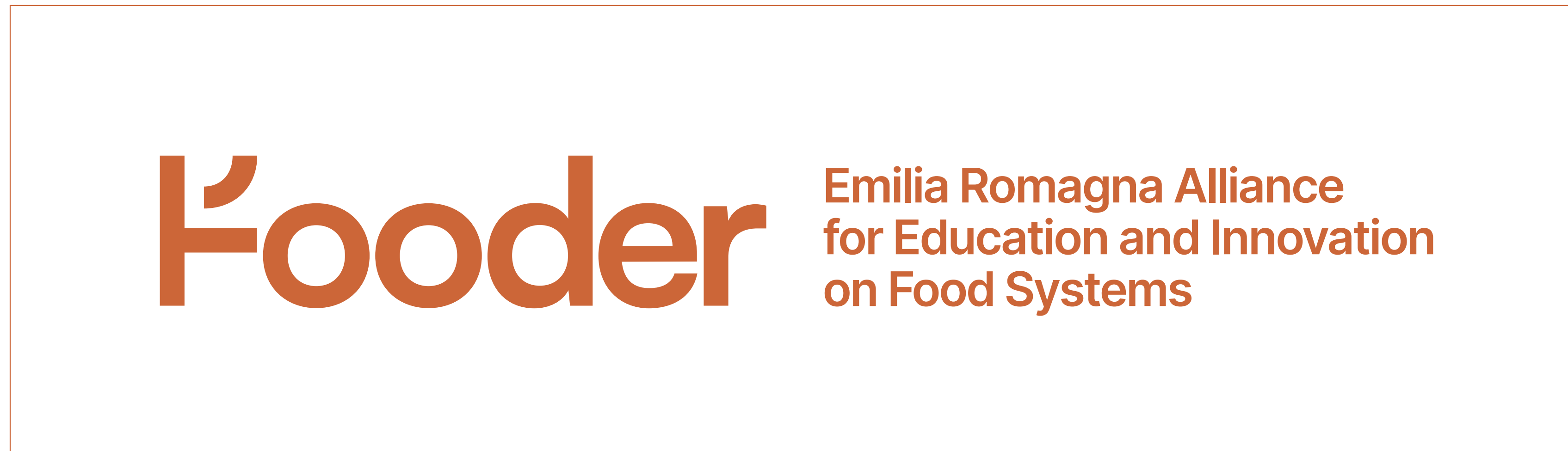
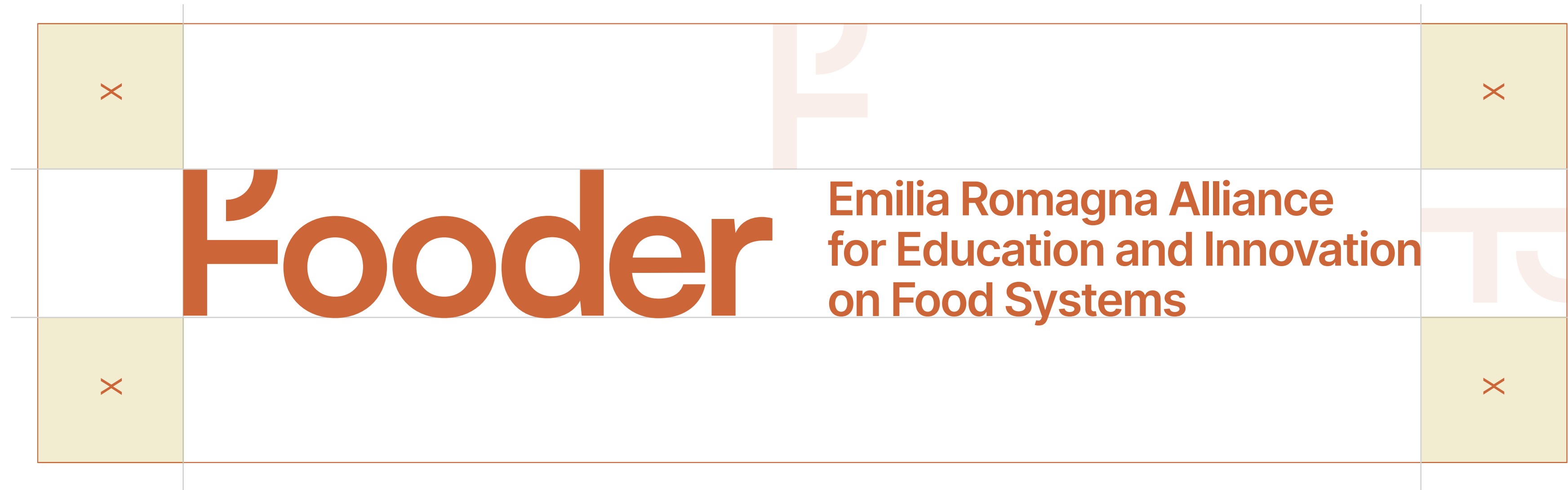
### Usage

When positioning the wordmark, ensure it has room to breathe and never appears any smaller than the minimum width.

Our wordmark has been designed to work well at small sizes.

When creating an app icon or avatar, you should aim to fill approximately 55% of the available height.





**Colour**  
**Primary palette**

**COLOUR 1**

**COLOUR 2**

C.16,07 M.67,74 Y.81,8 K.4,7  
R.204 G.103 B.55  
#cc6638

C.6,79 M.4,87 Y.22,78 K.0  
R.242 G.236 B.209  
#f2edd1



**Colour**  
**Secondary palette**

COLOUR 1

COLOUR 2

COLOUR 3

C.26,09 M.35,6 Y.58,55 K.13,22  
R.182 G.151 B.108  
#b5966b

C.15,52 M.24,37 Y.70,94 K.2,91  
R.220 G.185 B.94  
#dbba5e

C.65,25 M.25,91 Y.25,91 K.8,66  
R.99 G.144 B.98  
#638f61



# Tipography

## Primary Typeface

Inter tight is a This is a specialized version of Inter with tighter spacing, for display usage. Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text

**OVER TITLE**  
IBM Plex Mono (OTF)  
regular

About

**TITLE**  
Inter Tight  
medium

# Advancing Education and Innovation for Sustainable Food Systems

**SUMMARY**  
Inter Tight  
medium

Fooder is the network of universities, businesses, and public institutions in Emilia-Romagna (Italy) committed to promoting sustainable development and innovation in the agri-food sector.

**PARAGRAPH**  
Inter Tight  
regular

We accomplish this by leveraging Emilia Romagna's abundant tradition of studying, researching, and excelling in the agri-food industry, while also cultivating new skills. We equip students with skills, empower entrepreneurs, foster research collaborations, and facilitate the exchange of expertise.

**SMALL PARAGRAPH**  
IBM Plex Mono (OTF)  
regular

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INTER TIGHT

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0123

Emilia Romagna Alliance  
for *Education and Innovation*  
on Food Systems

IBM PLEX MONO

abcd

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0123456789(!@£\$%^&\*)[]\?

0123

Emilia Romagna Alliance  
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## Typography Colours

Depending on the color background we use the typography will need to be used with the most appropriate color to ensure readability and contrast.

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Basic writing backgrounds will be the color off-white. With this background, typography can be handled with multiple colors.

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# Typography

## Colours

In cases of using other color backgrounds, it is recommended to use only one type of typographic color: black/grey

### Advancing Education and Innovation for Sustainable Food Systems

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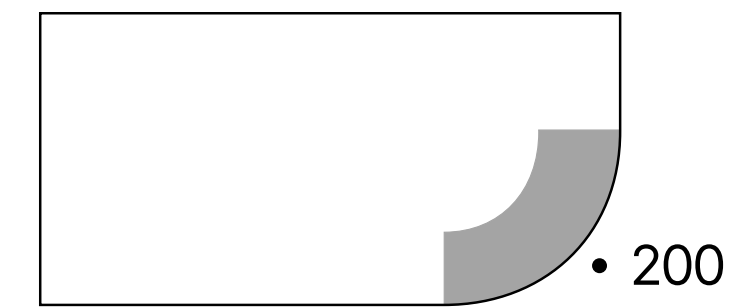


# Graphic Motif

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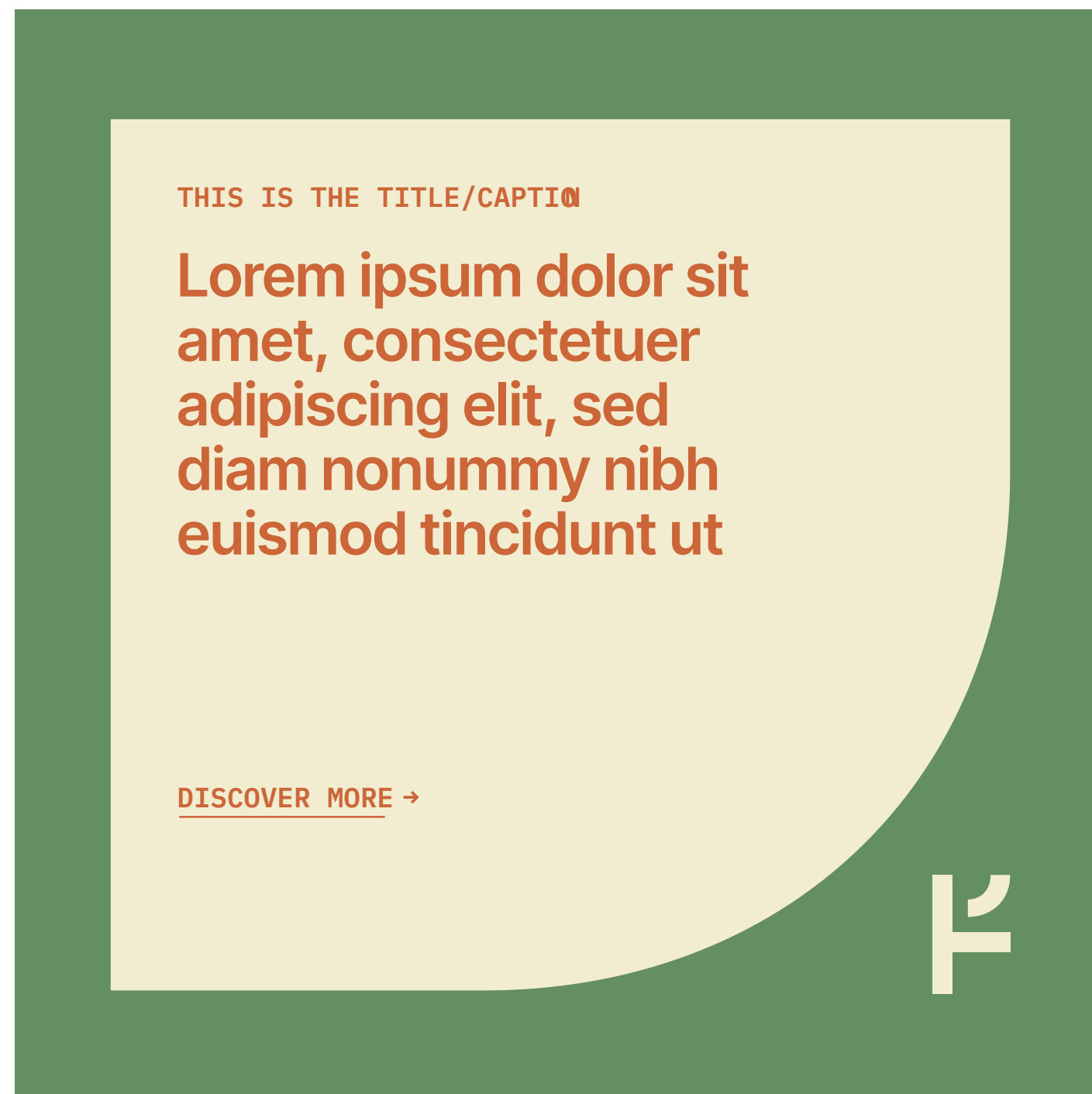
Fooder's identifying graphic sign is the F with the upper crossbar with a beveled angle

The smoothed angle can be applied to photographs and color backgrounds. It is recommended to use an angle of 200pixel



# Graphic Motif

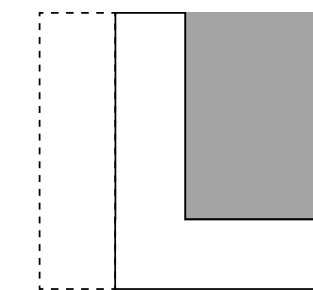
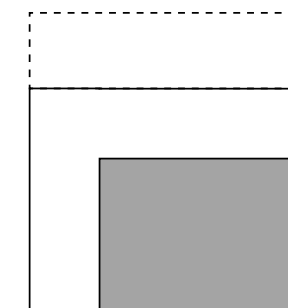
How to use this pattern in practice



# Graphic Motif

Fooder's identifying graphic sign is the F with the upper crossbar with a beveled angle

The remaining parts of the letter F can be used to create orthogonal frames. Within the frames it will be possible to insert text. In addition, photos or backgrounds can be integrated.



# Graphic Motif

How to use this pattern in practice

**Emilia Romagna Alliance for Education and Innovation on Food Systems**

We are the network of universities, businesses, and public institutions in Emilia-Romagna (Italy) committed to promoting sustainable development and innovation in the agri-food sector.



**Fooder**

**Emilia Romagna Alliance for Education and Innovation on Food Systems**

We are the network of universities, businesses, and public institutions in Emilia-Romagna (Italy) committed to promoting sustainable development and innovation in the agri-food sector.



**F**

**Emilia Romagna Alliance for Education and Innovation on Food Systems**

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**Fooder**

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**Fooder**



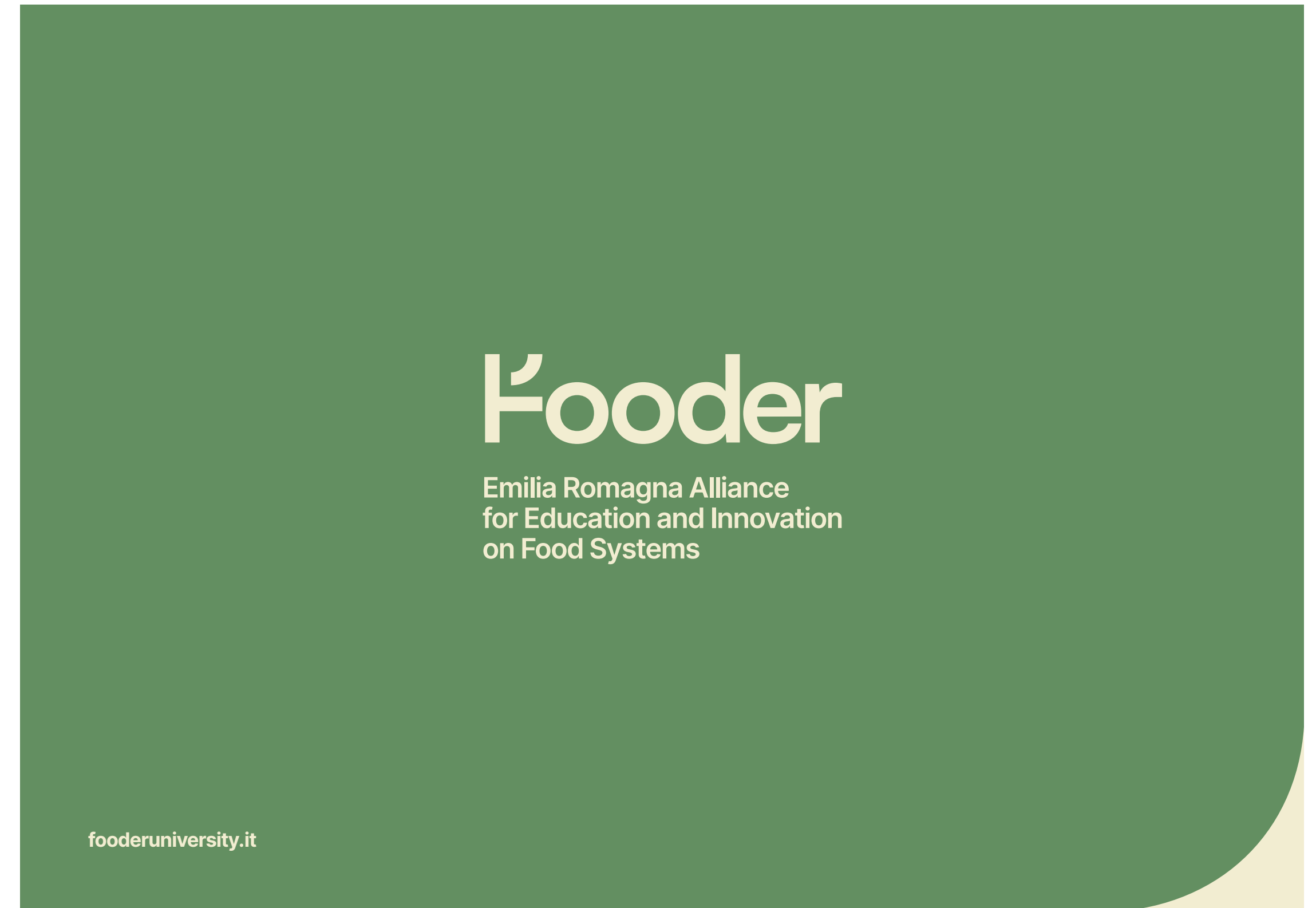
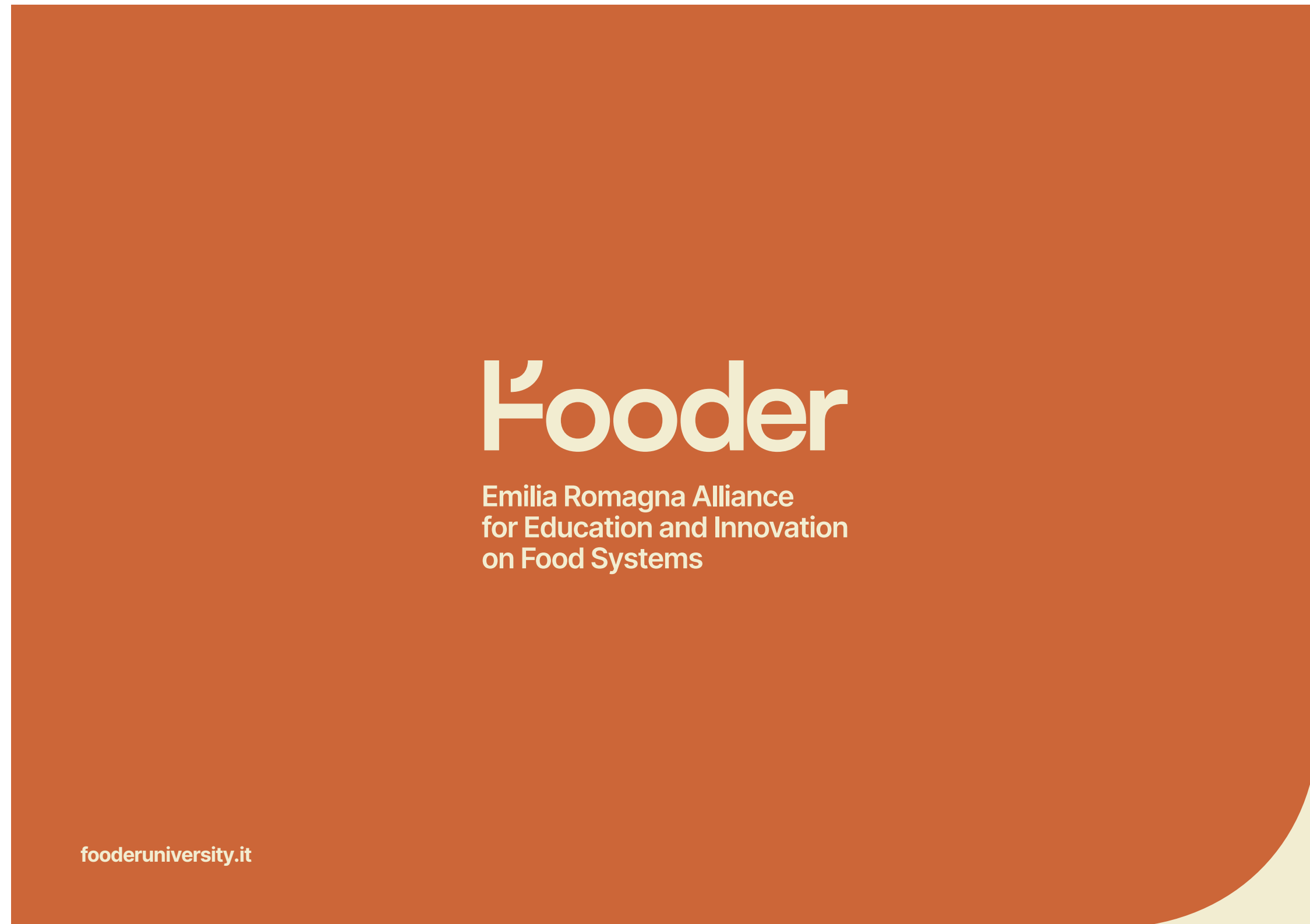
# Graphic Templates and Visual Materials

# PowerPoint Templates

V.1.0 - August 2023

A professional and consistent presentation template for Fooder' institutional communications.

Cover



# PowerPoint Templates

Create a professional and consistent presentation template for Fooder' institutional communications.

Internal page layouts

**Fooder**

space to write

**Fooder**

## Report 2023 Nurture the future

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Different kinds of page header

**Fooder**

**Fooder**

Internal page

space to write

**Fooder**

### Report 2023 Nurture the future

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**Fooder**

Different kinds of page footers

**Fooder**

**Fooder**



# Branded Word Templates

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Create Word document templates that adhere to OnFoods' visual identity to ensure consistency in written communications.

