STREAMING

Driving EU-African Trade by
Food Chain Innovations

BRAND GUIDE



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Introduction

Africa, a continent with the fastest-growing and predominantly young population, faces the challenges of youth unemployment and limited opportunities in the formal sector. The project was initiated as a response to these challenges, aiming to develop fair, healthy, and environmentally sustainable food systems.

By linking research with practice, the STREAMING project encourages and supports innovation and entrepreneurship among women, students, researchers, and farmers. Through networks, training sessions, innovation hubs, and policy analysis, the project strengthens the connection between science and industry, promotes sustainable practices, and contributes to the improvement of trade policies between Africa and Europe.

This brand book is designed to ensure a consistent and recognizable visual representation of the project. Clearly defined visual elements – logo, colors, typography, and other graphic components – form the foundation of the project's identity and help strengthen its message and public presence.



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Logo



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The basic version of the logo is shown above. The logo consists of the shape of the African continent, an African grain (millet), and specific colors that blend into one another from orange, representing food, to green, symbolizing growth and freshness.

The transition between the two colors is wave-shaped, resembling a radio signal, which symbolizes communication.

The merged letters E+A represent the collaboration between Europe and Africa.



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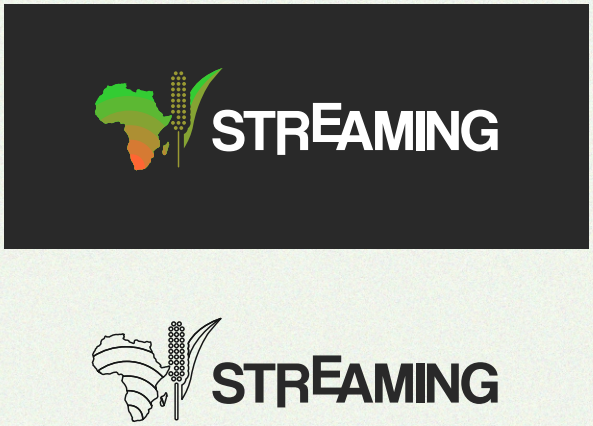
Logo



Primary logo on different backgrounds. For dark backgrounds, the logo text switches to white.



Monochrome version of the logo. It is used when the original logo cannot be applied due to background constraints or other graphic design requirements.



Secondary logo and its monochrome version – intended for use on small-format applications such as pens, badges, documents, and similar items.

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Lorem Ipsum
STREAMING
Driving EU-African Trade by Food Chain Innovations
BRAND GUIDE
Example Notebook Title
Example Subtitle
PRESENTATION TITLE
Dr Marija Aleksandrović • Zgjuš Šaćirović

Color palette

The color palette consists of a pair of primary colors listed below.

#Ff6633
Primary orange

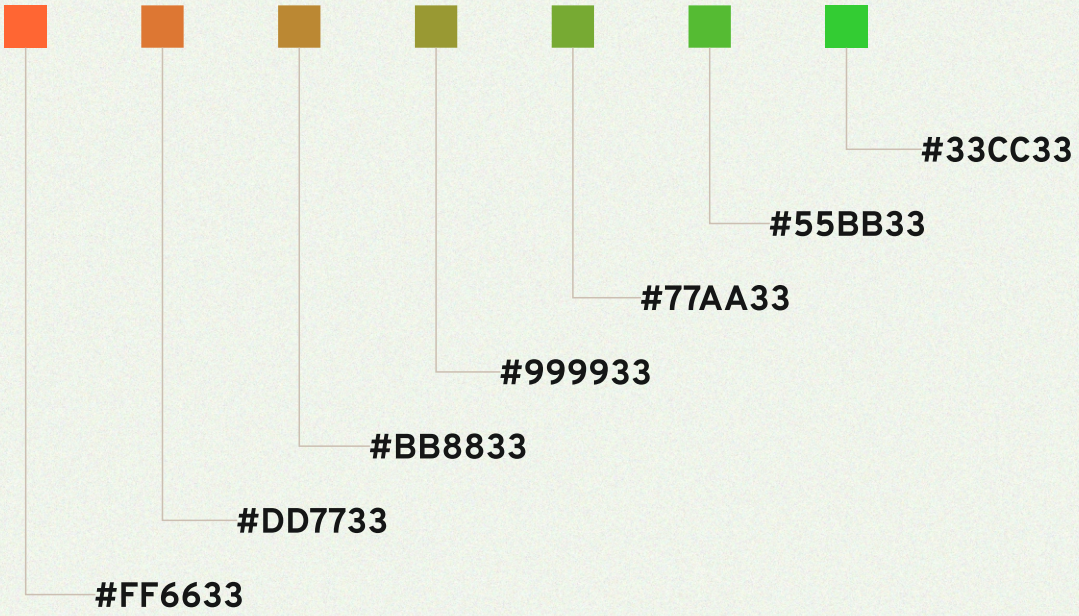
#F1F7EC
Background color - light

#33CC33
Primary green

#ACB0A9
Text light

#292929
Text/dark background

In addition to the primary colors, the following colors—positioned between blue and orange—can also be used. These listed colors represent only a subset of all possible shades between the two.



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Typography

Primary font - Coolvetica Rg

It is used for headings, main titles, etc. It is recommended to use only the regular weight of the font.

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z

Secondary font - Overpass

It is used for text, and all font weight variations are allowed.

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

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STREAMING
Driving EU-Africa Trade by Food Chain Innovation
INTERSECTORAL COMMUNITY SERVICE MODEL FOR TACKLING EARLY SCHOOL LEAVING IN THE REPUBLIC OF SERBIA
Kana o Vajo fulavel pe bal, delpe kuna e čar
Kada se Vaja češlja, talasa se trava
Dr Marija Aleksandrović • Zijuš Šačirović
Vršac, 2017.
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