

Hungry EcoCities

S+T+ARTS Residencies

Deliverable 5.3 – Hungry EcoCities

Visual identity

Version 1.0

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Project coordinator: Brno University of Technology (BUoT)
WP leader: Lija Groenewoud van Vliet (In4Art)
Lead author: Lija Groenewoud van Vliet (In4Art)
Reviewer: Pavel Chaloupsky (Mendel University)

History of changes

Date	Version	Author	Comment
7-11-2022	1.0	Lija Groenewoud	Ready for Review
10-11-2022	1.0	Pavel Chaloupsky	Reviewed
21-11-2022	1.0	Lija Groenewoud	Comments from reviewer incorporated

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1. Abstract

This deliverable provides the chosen visual identity that will be used for the project Hungry EcoCities. The visual identity follows the guidelines for S+T+ARTS projects. It will serve as a reference for the communication within the project and will be further implemented in action through the communication and dissemination plan (D5.2).

2. Visual Identity Hungry EcoCities.

Hungry EcoCities is part of the S+T+ARTS projects. Therefore, all communication will adhere to the [S+T+ARTS brand guidelines](#) (version November 2020). The starts brand guideline serves as guidance on the use of the communication elements; logo, colors, typography and visuals. It is incorporated In the Hungry EcoCities powerpoint template (Annex 1).

The main logos in use are the ones of the EU Commission and S+T+ARTS. Additionally, Hungry EcoCities has developed a project icon, to use when we specifically communicate on the project. In this icon, the brand guidelines have been followed and the project is positioned as a S+T+ARTS residencies project.

Unifying the visual identity with the S+T+ARTS guidelines makes the project part of the S+T+ARTS family and goals. By using the S+T+ARTS elements in a consistent way, we can ensure the recognition of the Hungry EcoCities project as a S+T+ARTS residencies project. It makes it easier to use the shared communication channels and requires no further development of unique style and environments.

All partners in the project will be involved in producing materials as part of the Hungry EcoCities projects to make creative use of the visual identity while ensuring coherence and consistency in how this is applied. The integration of the visual identify with requirements and guidance on communication, will be covered in the communication and dissemination plan (D5.2), which will also include a guidelines communication toolkit.

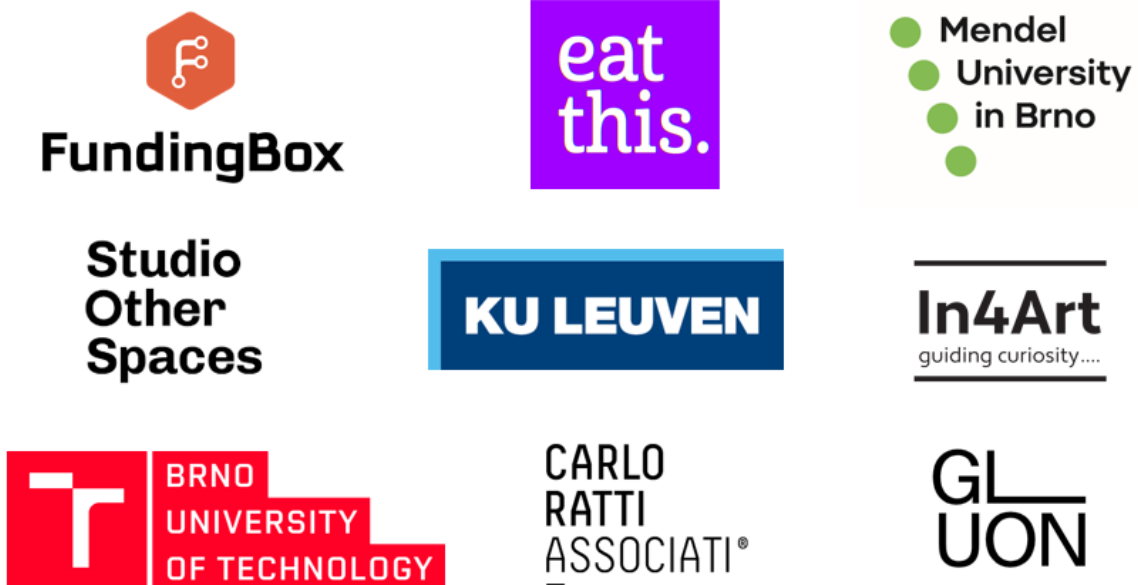
2.1 Hungry EcoCities Icon

The Hungry EcoCities Icon exists out of text, in which the project name is aligned with the corresponding S+T+ARTS activity. The partners can select the color of use. In the powerpoint template (see annex 1), the white version is chosen to not distract from the vivid bright colours of the starts brand guidelines.

HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT

Partners Hungry EcoCities



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Annexes

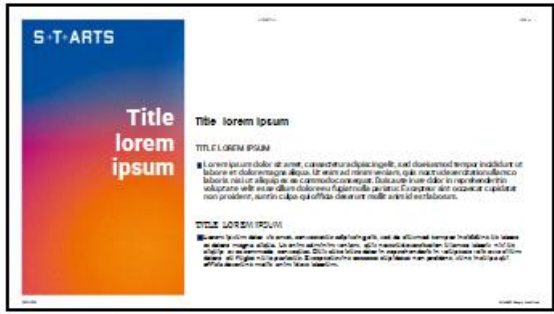
Annex 1: Powerpoint Template



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