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Alliance for Innovative Learning Environment in Advanced Agriculture through Technology and Management Project 101187399 - AGRITECH

D6.2 PROJECT CORPORATE IDENTITY

Partner
#PAMEA

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INNOVATION

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INTRODUCTION

The present PROJECT CORPORATE IDENTITY refers to:

- Erasmus+ Programme Guide
- How to communicate YOUR PROJECT - A step-by-step guide on communicating projects and their results - developed by the European Commission (Directorate General for Education, Youth, Sport and Culture) in close cooperation with the European Education and Culture Executive Agency (EACEA)
- ERASMUS+ Communication Strategy
- ErasmusPlus_2021_27-visual_guidelines_2023
- AGRITECH D6.1 COMMUNICATION PLAN
- Grant Agreement - 101187399-AGRITECH
- Consortium Agreement for project 101187399-AGRITECH

In line with all mentioned above documents, AGRITECH project has to ensure transparency and inform the public of the actions of the project. Thus, this document aims to support partners in their communication activities by providing details on how AGRITECH project will ensure that both objectives of transparency and informing the public are realized. In this regard, AGRITECH project will go beyond the minimum requirements of making information available by putting effort into communication with and reaching out to stakeholders, beneficiaries and citizens, because effective communication does not only raise awareness about the project but it can also generate support from citizens as well as policy makers to ensure a lasting, positive impact of the project. By raising the quality of the implementation of the project and by helping to achieve its objectives, communication adds value to the project.

AGRITECH project represents a pioneering initiative within the framework of the Erasmus+ Programme, strategically positioned at the intersection of education, innovation, and digital transformation in agriculture. As part of the ERASMUS-EDU-2024-PI-ALL-INNO call, this initiative aims to bridge the existing skill gaps in the agricultural sector by integrating advanced Deep Tech (DT) technologies such as artificial intelligence (AI), blockchain, and quantum computing into education and training environments. The project is founded upon an interdisciplinary approach that fosters collaboration between academic institutions, enterprises, and governmental bodies, ensuring that future professionals are equipped with both technical expertise and managerial acumen essential for modern agricultural practices.

AGRITECH corporate identity is meticulously designed to establish a cohesive and professional visual language that aligns with the project's multidisciplinary nature, spanning engineering, digital technology, and sustainable agricultural practices. This document provides a structured framework that show the appropriate use of branding elements, ensuring clarity, uniformity, and technical precision across all project deliverables, creating a distinguished and recognizable identity, fostering engagement within the scientific, academic, and industrial communities.

The AGRITECH corporate identity is defined by its commitment to sustainability, innovation, and excellence in education, and by creation of multidisciplinary learning environments, the project seeks to enhance competency-based education, adaptive learning methodologies, and AI-driven personalized training. By leveraging digital badges and gamification, AGRITECH introduces novel assessment

techniques that align with European digital and green skill agendas, ensuring that students and professionals are prepared for the rapidly evolving landscape of agritech industries.

At the core of AGRITECH lies the development of the AgriTech Manager profile, a new professional role designed to orchestrate technology-driven agricultural innovation, fostering entrepreneurial mindsets and problem-solving capabilities. The project facilitates this transformation through enterprise-incubated educational frameworks, enabling students and stakeholders to engage in real-world projects that merge academic knowledge with practical expertise. In doing so, AGRITECH not only enhances employability and competitiveness but also reinforces the social responsibility and sustainable development goals (SDGs) of the agricultural sector.

The partnership network underlying AGRITECH is composed of leading European universities, research institutions, enterprises, and governmental agencies, collaboratively working to develop, implement, and disseminate innovative learning practices. The project's corporate identity is further strengthened by rigorous quality assurance measures, stakeholder engagement strategies, and digital dissemination channels, ensuring the widespread impact and scalability of its educational models across Europe.

This document serves as a definitive guide to the corporate identity of AGRITECH, delineating its mission, vision, and strategic framework. It provides a comprehensive overview of the project's educational models, technological integration, and partnership dynamics, offering stakeholders a clear roadmap for the realization of a digitally transformed and innovation-driven agricultural ecosystem.

IMPORTANCE OF A STRONG CORPORATE IDENTITY

A **unified and professional corporate identity** is essential for establishing AGRITECH as a recognizable, credible, and influential entity in the fields of education, technology, and sustainable agriculture. In an era characterized by rapid technological advancements and evolving industry demands, a well-defined corporate identity serves as a strategic asset, enabling AGRITECH to distinguish itself in a competitive landscape while reinforcing its commitment to innovation and excellence.

Visibility and Recognition are fundamental benefits of a strong corporate identity. By maintaining consistent branding, messaging, and visual representation, AGRITECH ensures that its mission-to integrate Deep Tech solutions into sustainable agriculture-is clearly conveyed to academic institutions, industry leaders, policymakers, and the broader public. This consistency fosters trust and familiarity, making the initiative more accessible and appealing to potential collaborators, investors, and students. Beyond recognition, corporate identity enhances credibility and authority.

As AGRITECH bridges the gap between education, research, and enterprise, a cohesive identity reinforces its role as a leading platform for knowledge exchange, skills development, and technological innovation. Stakeholders-including universities, research organizations, agricultural enterprises, and policymakers-are more likely to engage with and support a project that exemplifies professionalism, coherence, and strategic vision.

Furthermore, a compelling corporate identity fosters engagement by aligning stakeholders around a shared purpose.

AGRITECH's role in advancing digital transformation, AI-driven learning, and sustainable agricultural practices requires active collaboration, so a clear, well-structured identity facilitates effective communication, enabling seamless interaction among partners, educators, students, and industry professionals.

Ultimately, a **strong corporate identity** is not just about branding-it is a reflection of AGRITECH's values, mission, and impact, but ensures that the initiative remains memorable, trusted, and influential, solidifying its position as a catalyst for innovation in the agricultural sector.

BRAND STRATEGY

A **strong brand strategy** is essential for AGRITECH to establish a distinct, consistent, and impactful presence across academic, industrial, and technological sectors. It defines how the project is perceived, communicated, and positioned, ensuring alignment with its mission of integrating Deep Tech into sustainable agriculture.

The core of AGRITECH's brand strategy lies in clarity, consistency, and engagement. A clear value proposition differentiates AGRITECH from conventional agricultural initiatives, emphasizing its role in bridging education, innovation, and industry. This ensures that stakeholders - universities, enterprises, policymakers, and technology developers-recognize its significance in shaping the future of agritech.

Consistency is maintained through unified messaging, visual identity, and communication standards. A cohesive approach reinforces credibility and trust, making AGRITECH instantly recognizable in the digital landscape, research community, and business ecosystem.

Strategic engagement strengthens AGRITECH's influence by fostering collaboration and stakeholder participation. Through targeted communication channels, including digital platforms, academic publications, industry partnerships, and policy dialogues, AGRITECH ensures maximum outreach and impact.

By integrating Deep Tech narratives, sustainability principles, and education-driven innovation, the brand strategy positions AGRITECH as a leader in agricultural transformation. It aligns all efforts-from project dissemination to stakeholder interaction-under a clear, scalable, and future-focused identity.

• PROJECT VISION AND MISSION

AGRITECH envisions a future-ready agricultural sector where Deep Tech innovations - AI, blockchain, and quantum computing - offering a new approach for education, industry, and sustainability. The project aspires to create a knowledge-driven ecosystem where technological advancements enhance productivity, efficiency, and environmental responsibility in modern farming. By fostering a collaborative learning environment, AGRITECH aims to position Europe as a global leader in smart agriculture, equipping professionals with the skills and expertise necessary to drive digital transformation in the sector.

In this regard, AGRITECH's mission is to reshape agricultural education by integrating cutting-edge technologies into curricula, training programs, and industry collaborations, developing a holistic educational framework that merges technical proficiency with entrepreneurial acumen, ensuring that students and professionals gain hands-on experience in real-world agritech applications.

Through adaptive learning, digital credentials, and enterprise-driven incubators, AGRITECH prepares a highly skilled workforce capable of leveraging Deep Tech for precision agriculture, supply chain optimization, and sustainable food production.

By strengthening collaboration between academia, VET, industry, and policy, AGRITECH fosters an innovative, interdisciplinary, and impact-driven approach to learning and professional development. The initiative champions collaborative growth, equipping future agricultural leaders with the tools and knowledge needed to navigate and shape the evolving agritech landscape.

CORE VALUES

INNOVATION - AGRITECH is committed to harnessing Deep Tech advancements such as AI, blockchain, and quantum computing to drive precision agriculture, smart resource management, and automation. By integrating emerging technologies into education and industry, the project fosters a culture of continuous improvement and technological adaptation, ensuring that the agricultural sector remains efficient, competitive, and resilient.

SUSTAINABILITY - At the heart of AGRITECH is the commitment to eco-friendly and resource-efficient farming practices. The project promotes data-driven decision-making, regenerative agriculture, and carbon-smart farming techniques to minimize environmental impact while maximizing productivity. Through sustainable innovation, AGRITECH aligns with the European Green Deal and UN Sustainable Development Goals (SDGs) to shape a future where agriculture and environmental responsibility coexist.

COLLABORATION - AGRITECH thrives on strategic partnerships between academia, industry, and research institutions. By fostering a multi-stakeholder ecosystem, the project bridges educational institutions, agribusinesses, policymakers, and tech developers, ensuring that agricultural education remains relevant, industry-driven, and forward-thinking. This collaborative approach accelerates knowledge transfer, co-innovation, and real-world applications.

EXCELLENCE - AGRITECH is dedicated to shaping the next generation of AgriTech leaders by delivering high-quality education, hands-on training, and cutting-edge research opportunities. The project emphasizes rigorous academic standards, industry-aligned curricula, and continuous upskilling, ensuring that professionals are equipped with the expertise needed to lead the digital transformation of agriculture.

INCLUSION - AGRITECH ensures equitable access to education, technology, and opportunities, breaking down barriers to participation in the digital agriculture revolution. By promoting gender diversity, cross-border collaboration, and accessibility, the project empowers students, researchers, farmers, and entrepreneurs of all backgrounds to engage in agrifood innovation and contribute to the sustainable evolution of the sector.

LOGO AND BRANDING ELEMENTS

• EU EMBLEM

All the communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

EU emblem Full-colour version

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

EU emblem monochrom version

For the purposes of our obligations under Article 17.2 Visibility - European flag and funding statement from GRANT AGREEMENT, can be used the emblem without first obtaining approval from the granting authority. This does not, however, give us the right to exclusive use. Moreover, we may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

As self-development leads to higher employability, Erasmus+ gives us a chance of getting a better job. In addition to the rationale and emotional benefits, Erasmus+ boosts the feeling of being European, empowering participants to (re)connect with other Europeans, and strengthening the sense of European belonging.

The strategic and creative development process considered the existing Erasmus+ tagline, 'Enriching lives, opening minds', which neatly sums up the Erasmus+ experience. It is an important element of the Erasmus+ identity that can ensure consistency across offline and online communications.

AGRITECH LOGO

AGRITECH logo is available in different versions to accommodate various applications. The full-color version serves as the primary representation, incorporating the brand's official colors to create a striking and recognizable identity. For black-and-white print materials or minimalistic designs, a monochrome version is available, maintaining clarity without the use of color. Additionally, a responsive version is designed for digital platforms, ensuring visibility and legibility on smaller screens, including mobile applications and social media icons.

To maintain the integrity of the logo, specific guidelines are in place regarding its placement and sizing. A clear space must always be maintained around the logo, free from any surrounding text or graphic elements, to preserve its visual impact. The logo should never be distorted, altered, or rotated, and minimum size specifications must be adhered to, ensuring its readability in both digital and print formats.

AGRITECH logo is a harmonious blend of technology and nature, visually representing the project's core mission-merging advanced digital solutions with sustainable agricultural practices. Every element of the design tells a story, making it more than just a symbol-it's a vision for the future of agriculture.

AGRITECH Full-Color Version: The standard version used for most applications, incorporating AGRITECH's brand colors for high visibility and impact

AGRITECH logo carries deep symbolic meaning, reflecting the project's core values and mission. The design integrates natural and geometric elements, signifying the harmonious blend of traditional agricultural practices with cutting-edge technological advancements. The color palette emphasizes sustainability, representing the project's commitment to green technology and eco-friendly innovation. Additionally, the logo's design elements highlight AGRITECH's international reach, reinforcing its role in fostering global collaboration between educational institutions and enterprises in the agricultural sector. More specific:

1. The Circular Structure: A Blueprint of Connection & Innovation

At first glance, the logo is enclosed in a circular frame, symbolizing continuity, unity, and collaboration. This reflects the AGRITECH project's commitment to building an interconnected ecosystem where academia, industry, and technology work together for the evolution of agriculture.

2. The Gear-Like Elements: The Power of Deep Tech

The segmented gear-like structure within the circle represents technology, progress, and automation. This element highlights the project's emphasis on Deep Tech integration-AI, blockchain, quantum computing, and IoT-into the agricultural landscape. It signifies the mechanization, precision, and smart farming techniques that drive innovation.

3. The Central Leaf: Nature at the Heart of Technology

At the core of the logo lies a stylized leaf, a universal symbol of growth, sustainability, and life. The dual-tone green gradient represents the balance between nature and technology, embodying AGRITECH's goal of nurturing the environment while harnessing technological advancements.

AGRITECH Monochrome Version: A single-color variant suitable for black-and-white print materials or minimalistic design applications

4. The Digital Circuit Design: The Future of Smart Farming

Encircling the gear and leaf, the subtle digital circuit-like lines depict the fusion of data-driven agriculture with modern connectivity solutions. It represents precision farming, smart sensors, and AI-powered analytics, all working together to enhance productivity and sustainability.

5. The Color Palette: Trust, Growth, and Innovation

- Green Shades: Represent nature, sustainability, and agricultural growth. The gradient signifies continuous improvement and dynamic transformation.
- Blue Tones: Convey trust, technology, and the digital world, reinforcing AGRITECH's mission to integrate cutting-edge solutions into farming.

The contrast between green and blue reflects the symbiotic relationship between ecological responsibility and technological advancement.

Final Interpretation: A New Era for Agriculture

The AGRITECH logo is more than just a visual identity-it is a symbol of a new era in agriculture, where innovation meets sustainability, and technology empowers the future. It embodies the project's goal of cultivating knowledge, fostering collaboration, and revolutionizing agricultural education and practice.

• LOGO PLACEMENT AND SIZING GUIDELINES

To protect the visual integrity of the brand, the specific usage guidelines must be followed. The official logo files should always be used in their original format, ensuring proper contrast when placed on

different backgrounds for maximum legibility. It is essential to maintain the logo's aspect ratio and only use the approved color variations. Altering the logo in any way, such as modifying its colors, stretching its proportions, applying filters or effects, or placing it on complex backgrounds that hinder visibility, is strictly prohibited. Outdated or unofficial versions should not be used under any circumstances.

Thus, the placement and sizing of the AGRITECH logo are crucial to maintaining a consistent and professional brand identity. The logo must always be positioned with sufficient clear space around it to prevent visual clutter and ensure legibility. This clear space should be at least equal to the height of the logo's main symbol or an "X" unit, where "X" represents the height of the primary letter in the wordmark. No text, images, or graphic elements should encroach upon this protected area.

When placing the logo, it should always be aligned strategically for maximum visibility. In printed materials, it is recommended to position the logo in the top left or bottom right corner, depending on the layout and design hierarchy. On digital platforms, such as websites and presentations, the logo should appear prominently in the header or footer while maintaining ample contrast with the background.

The minimum size of the logo is set to maintain clarity and readability. For digital applications, the logo must be no smaller than 50 pixels in height to ensure visibility on screens. For printed materials, the logo should not be reduced below 15 mm in height to retain sharpness and detail.

When resizing, the proportions of the logo must always remain intact, avoiding any distortion, stretching, or compression.

For large-scale applications such as banners, posters, and signage, the logo ccan be scaled proportionally to maintain its impact and it should always contrast well against the background, ensuring clear recognition. If placed on an image or patterned background, a solid color or subtle overlay should be used to enhance visibility.

- **Logo Usage Do's and Don'ts**

Maintaining consistency in how the AGRITECH logo is used across different platforms is essential for a strong and professional brand identity. To ensure that the logo retains its impact, the following best practices and restrictions must be adhered to.

Proper Logo Usage (Do's)

- **Use Official Logo Files**: Always use the original, high-resolution logo files provided in vector formats such as SVG or EPS for scalable applications, and PNG or JPEG for digital use. This ensures that the logo maintains its clarity and sharpness in all formats.
- **Ensure Proper Contrast**: The logo should always be placed on backgrounds that offer sufficient contrast to maintain readability. When using the logo on light backgrounds, the full-color version should be used. For dark backgrounds, a white or monochrome version should be applied to ensure visibility.
- **Scale Proportionally**: When resizing the logo, always maintain its original aspect ratio to avoid any distortion. It should never be stretched, compressed, or skewed. Scaling must be done proportionally to ensure a balanced and professional appearance.
- **Follow Minimum Size Guidelines**: The logo must be large enough to remain legible in all applications. The minimum recommended sizes are:
  - *Digital use:* At least 50 pixels in height
  - *Print materials:* No smaller than 15 mm in height

- **Use Approved Colour Variations**: Only the official color versions of the logo should be used, whether it is full-color, monochrome, or the responsive version. This ensures consistency and brand recognition.
- **Ensure Proper Alignment**: The logo should be placed in strategic positions where it is most visible and does not compete with other elements. Recommended placements include the top left, top right, or bottom right corners of documents and digital interfaces.
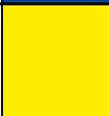
Improper Logo Usage (Don'ts)

- **Do Not Modify the Logo**: The logo must not be altered in any way, including changing its colors, typography, or proportions. Any unauthorized modifications distort the brand identity and weaken its recognition.
- **Do Not Stretch or Distort**: The logo should always retain its original aspect ratio. It must never be stretched, squished, rotated, or warped, as this compromises its professional appearance.
- **Do Not Apply Filters or Effects**: The logo should not be modified with drop shadows, gradients, bevels, glows, or other visual effects that alter its original look. It must always appear in its clean, unaltered form.
- **Do Not Use Unapproved Colors**: The logo must always appear in official brand colors. It should not be converted to random color schemes, neon shades, or patterns that are inconsistent with the AGRITECH brand.
- **Do Not Place on Busy Backgrounds**: The logo should never be placed on cluttered, high-contrast, or overly textured backgrounds that make it difficult to read. If necessary, use a solid color background or an overlay to improve legibility.
- **Do Not Crop or Partially Display the Logo**: The logo must always be displayed in its entirety. It should never be cut off, masked, or cropped in a way that removes any part of its design.
- **Do Not Add Additional Elements**: No extra text, icons, or symbols should be added to the logo. It must remain separate from taglines or decorative elements that are not part of the original design.

By adhering to these placement and sizing guidelines, AGRITECH ensures that its logo remains a strong and recognizable element across all communication materials.
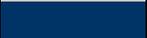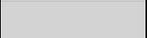
COLOR PALETTE

The colours to be used for the EU and Erasmus emblems are:

EMBLEM	Colour	C	M	Y	K	R	G	B	HEX
EU emblem blue		100	80	0	0	0	68	148	#004494
EU emblem yellow		0	0	100	0	255	237	0	#FFED00
ERASMUS+ blue		100	31	0	0	0	127	200	#007fc7

As long as was decided by EACEA not to attribute a colour to each sector, the categorisation will go through the list. So, the colour may vary in accordance with the AGRITECH topic, in order to intensify it. Following this decision, the defined colours pallet to be used for AGRITECH project are depictured in the table below.

	C	M	Y	K	R	G	B	HEX
ERASMUS COLOURS								
	83	1	0	0	0	173	233	#00ADE9
	100	27	10	56	0	75	108	#004A6C
	80	80	0	0	100	52	200	#6434C8
	62	0	30	0	94	191	190	#5DBFBE
	3	68	47	0	232	111	111	#E86F6F
	65	16	96	2	104	159	56	#689F38
	0	45	87	0	245	158	45	#F59D2D
AGRITECH LOGO COLOURS								
	76	0	55	55	26	115	51	#0077B6
	64	0	70	0	76	175	80	#4CAF50
	100	45	0	29	0	119	182	#0077B6
	100	50	0	80	0	51	102	#003366
	0	0	0	17	211	211	211	#D3D3D3

TYPOGRAPHY

It was commonly agreed that the only layout to be used for AGRITECH project visual identity materials will consists of the layout which doesn't follow the charter of the European Commission, so it is mandatory to use of Roboto font family (light, regular, medium, bold and black, normal or italic).
This Roboto font can be downloaded on Google font website.
(https://fonts.google.com/specimen/Roboto).

Roboto light
Roboto Italic
Roboto Regular
Roboto Italic
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic

VISUAL COMPOSITION

Each key visual showcases a specific sector that is part of Erasmus+. The sector at hand is highlighted in the list at the bottom of the page.

The visual composition consists of two juxtaposed pictures. The photos are arranged to be visually in line with each other. While the circle highlights an Erasmus+ situation in the future, the background picture depicts the person's present or past before starting the programme.

As guidance on choosing images, when creating the visuals, a fair balance in terms of gender, age, nationality and race. Individual and group visuals are equally relevant depending on the sector that is highlighted.

While the photography used is meant to reflect the multiple facets of Erasmus+, the style of the photography needs to stay the same across all visuals. The photos should feel as natural and real as possible.

We have to ensure ourselves that we have all of the necessary rights / permissions / licenses to use the chosen images and apply the required attribution if needed.
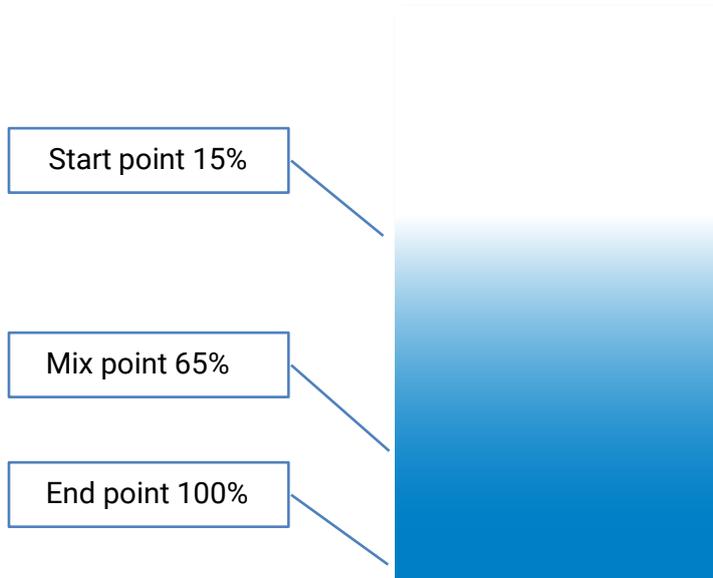
# TEMPLATES AND ASSETS

- **GRADIENT**

Gradient will be used for background of all representative printed dissemination materials. A template will be developed respecting all condition stipulated in the LVG and agreed commonly by the AGRITECH partnership.

Start point 15%

Mix point 65%

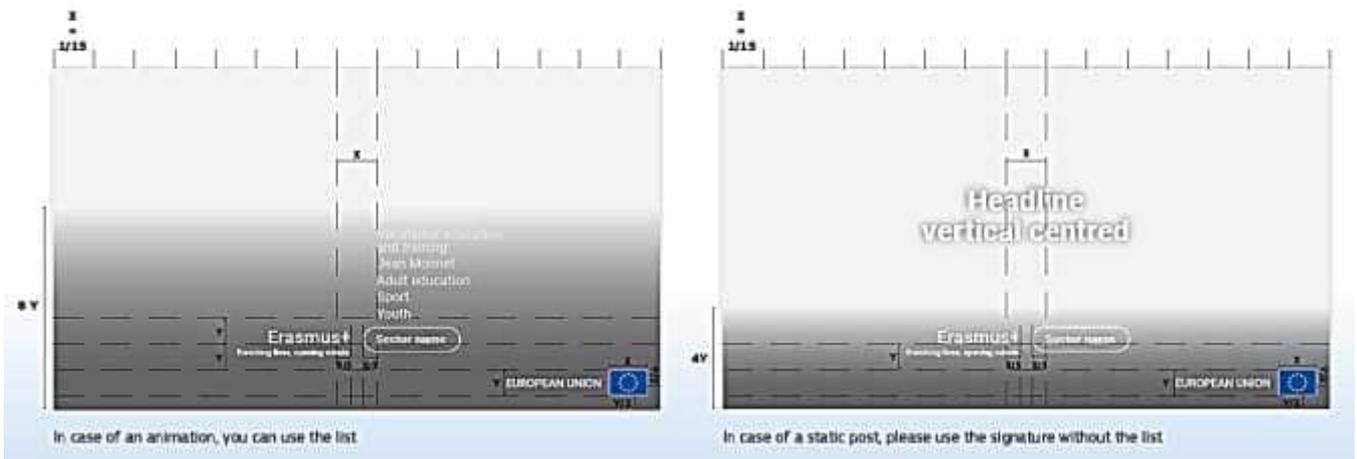End point 100%

- **GRID POSTERS**

For all posters that follow the DIN standard (A4, A3, A2, A1 and A0), the layout proportions are the same. The EU emblem is 1/14 the width of the document (X). The hight is generated automatically, being the (Y) dimension on vertical.
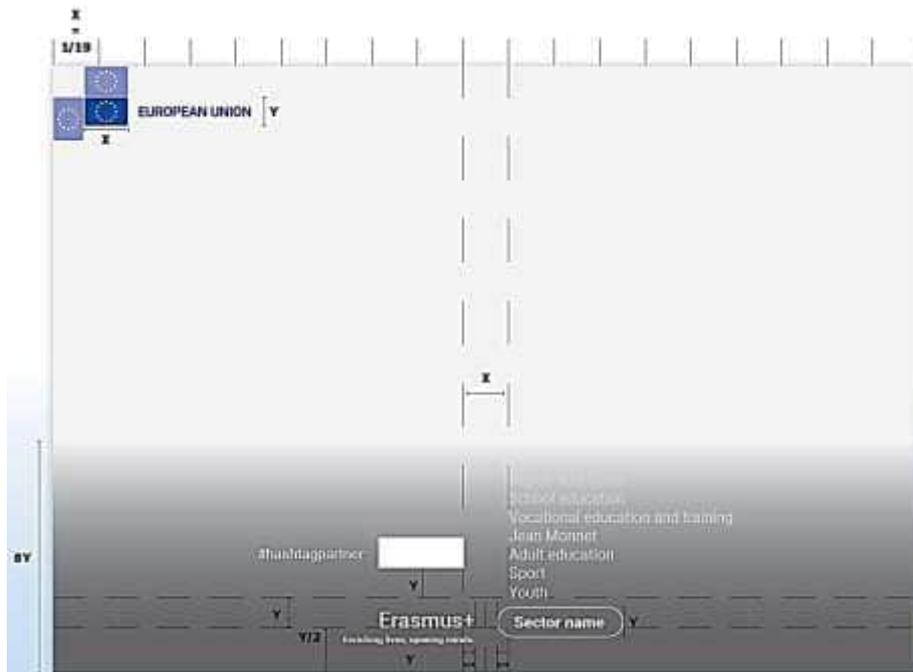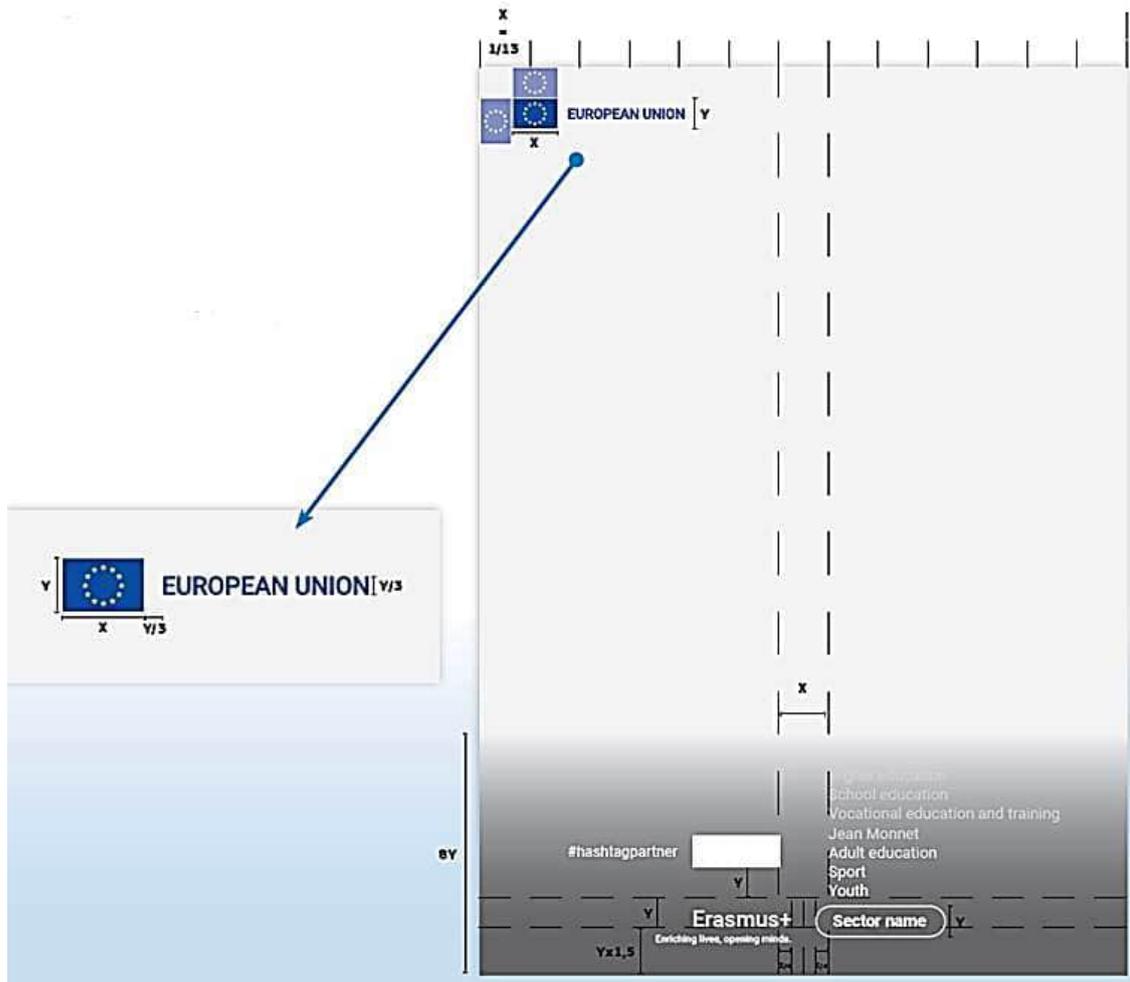
The dimensions on vertical to be respected are one (Y) from the bottom, one (Y) between the Erasmus+ emblem and the Partner hashtag. MEDIA
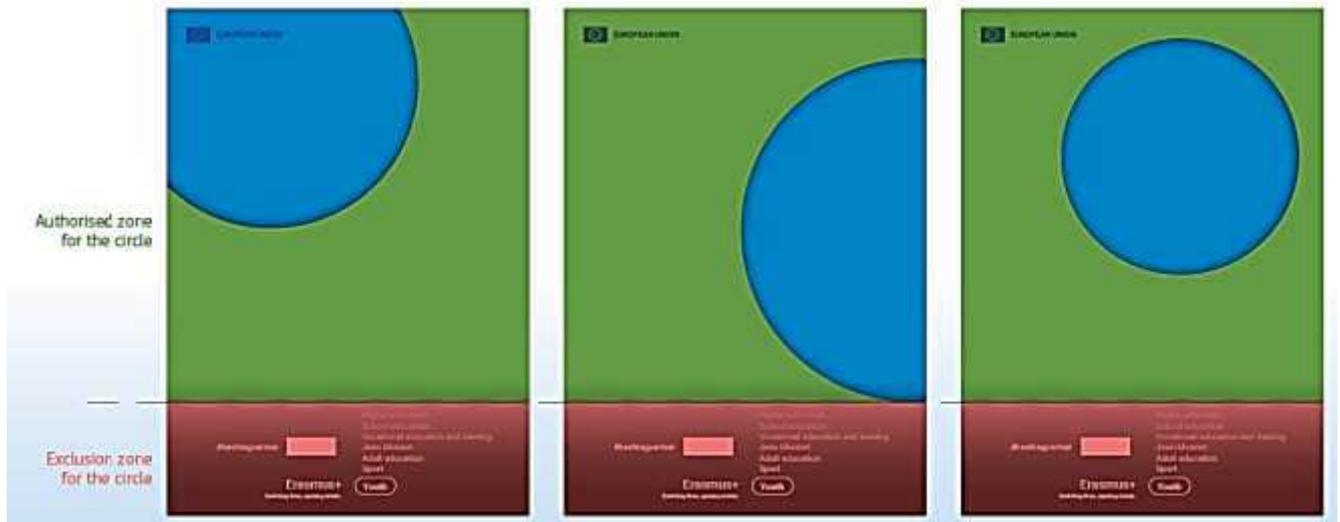

Used on video and post.

In case of an animation, you can use the list

In case of a static post, please use the signature without the list

• CIRCLE VISUAL

The circle visual doesn't have a fixed size, but has a limited zone where it can be positioned. The green zone is the part where the circle visual can be placed.

• TREATMENT

The circle is treated with an internal shadow. This shadow is composed of black 100% opacity in product and no shift. The circle's size may vary according to the picture inside.
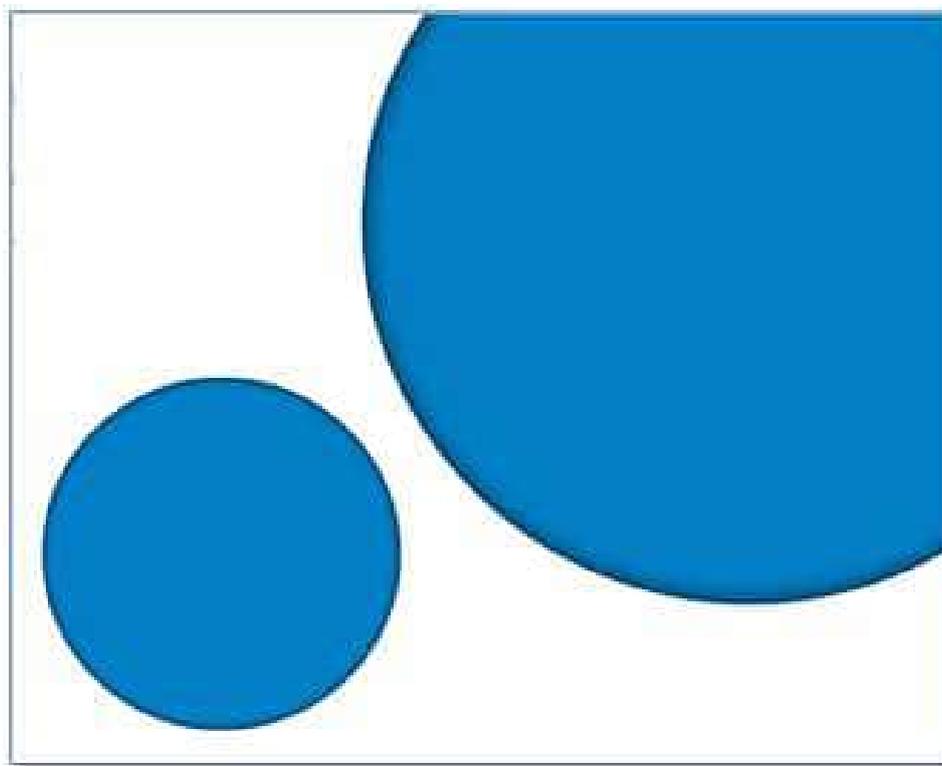
STATIC POST AND STORIES

ANIMATED POST

• SOCIAL MEDIA EXAMPLES

EU EMBLEM, ERASMUS+ on Social media

Erasmus+ without tagline
The name of the programme is aligned on the left.
The tagline disappears. The sector stays.
The focus is on the DiscoverEU content.
The EU emblem is placed on the top of the visual at the opposite side of Erasmus+.

Erasmus+ and co-branding
The name of the programme is centered.
The tagline stays. The sectors disappear.
The EU emblem is placed at a legible place in a balanced way with other logos.

Erasmus+ general call, all sectors concerned.
The text is centered.
The EU emblem is placed at a legible place inside the visual.

SUMMARY BOX
Different options for social media

• WEB APPLICATIONS EXAMPLES

The name of the programme with the EU emblem/European Union or without the EU emblem;/European Union, with the Erasmus+ tagline or without the tagline varies depending on the structure and the height available on the web page. The use of the blue gradient or a customized gradient or a plain background or a transparent background may correspond to the website look and feel.
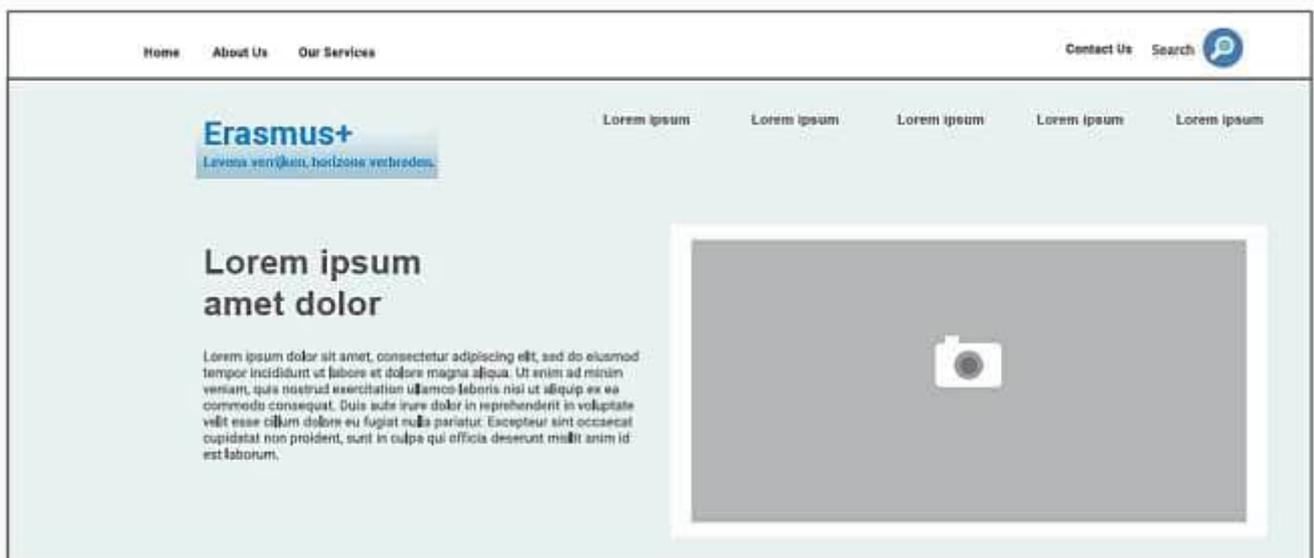
The name of the programme displayed as large as text in the top banner far from the third party logo is possible. The name of the programme and EU emblem/European Union may be in a horizontal image

banner as long as they are not too close. The use of the blue gradient or a customised gradient or a plain background or a transparent background may correspond to the website look and feel.

The funding statement for managing authorities and implementing partners is displayed in the footer of the pages related to Erasmus+ programme.

The ready-to-use EU emblem including the funding statement can be downloaded in all EU language. https://ec.europa.eu/regional_policy/en/information/logos_ downloadcenter
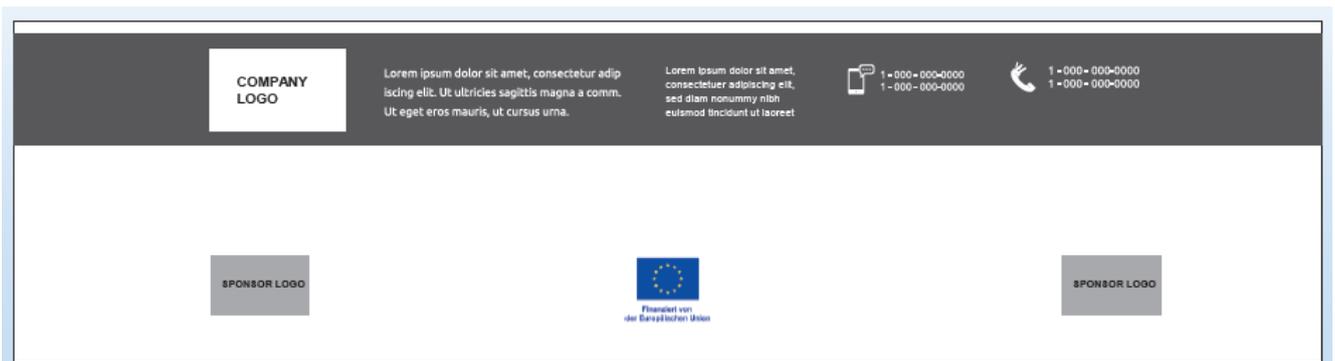
Variations depend on the structure and the height available on the web page
The website look and feel:
The name of the programme with the EU emblem/EU or without the EU emblem/EU; with the Erasmus+ tagline or without the tagline, with the blue gradient or a customized gradient or with a plain background or a transparent background.
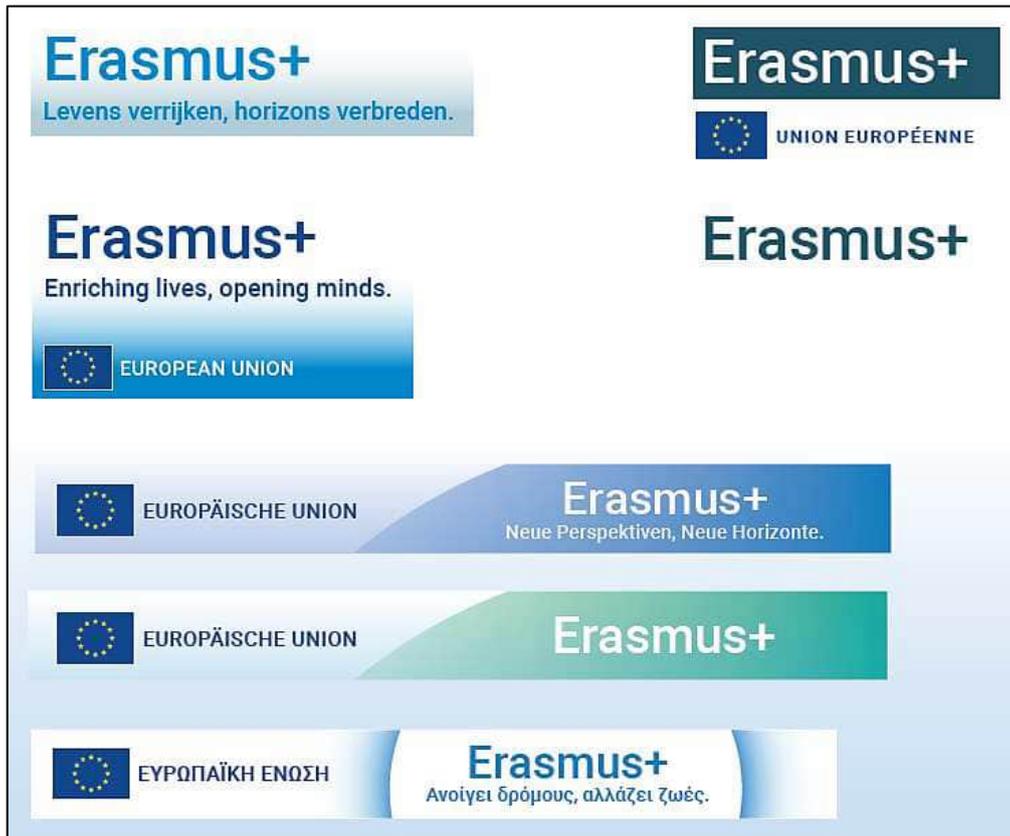
- **CERTIFICATES**

- **VIDEO**

- **VIDEO**

COMMUNICATION TONE AND MESSAGING

Writing Style and Language Guidelines

The writing style and language used in AGRITECH communications must reflect the project's values of innovation, sustainability, and professionalism. These guidelines ensure consistency across all written materials, including reports, proposals, marketing content, and digital communications.

- **Tone and Voice**

AGRITECH's writing style should be professional, clear, and engaging, maintaining a balance between technical accuracy and accessibility. The tone should be informative and authoritative, yet approachable and inclusive to cater to a diverse audience, including academic institutions, agricultural professionals, policymakers, and the general public. Thus, the voice should be:

- **Confident and Knowledgeable** - AGRITECH is at the forefront of agricultural technology and education. The language should reflect expertise without being overly complex.
- **Innovative and Forward-Thinking** - Writing should convey the project's commitment to future-oriented solutions in agricultural education and enterprise partnerships.
- **Inclusive and Collaborative** - Given AGRITECH's international reach, the language should be inclusive, avoiding jargon that might alienate non-expert readers while still maintaining technical integrity.

- **Clarity and Precision**

All written content should be concise, structured, and free from ambiguity.

- Sentences should be short to medium in length, avoiding overly complex sentence structures that may hinder comprehension.
- Avoid excessive use of technical jargon unless necessary. When using specialized terms, provide clear explanations or definitions.
- Avoid redundancy and filler words - each sentence should serve a purpose, conveying information effectively.

- **Formality and Readability**

The language should be formal but approachable, ensuring that complex ideas are presented in an understandable way.

- Active voice is preferred over passive voice to make writing more engaging and direct (e.g., "AGRITECH develops solutions" instead of "Solutions are developed by AGRITECH").
- Use third-person perspective in reports, proposals, and formal documentation to maintain an objective and authoritative tone. However, for marketing or outreach materials, a second-person perspective ("you") can be used to engage the audience.
- The readability level should be accessible to a broad audience, approximately B2 to C1 level on the Common European Framework of Reference for Languages (CEFR).

- **Consistency in Terminology and Branding**

Consistency in terminology is key to reinforcing AGRITECH's identity and messaging.

- Use approved project-specific terms consistently (e.g., "AGRITECH Manager," "Deep Tech Agriculture," "Green Skills").
- Maintain uniform spelling conventions:
- British English should be used unless a specific audience requires American English (e.g., "optimise" instead of "optimize").
- Acronyms should be spelled out on first use, followed by the abbreviation in parentheses (e.g., "Artificial Intelligence (AI)").

- **Grammar, Punctuation, and Formatting**

- Use proper grammar and punctuation to ensure clarity and professionalism.
- Oxford commas should be used to prevent ambiguity (e.g., "AGRITECH focuses on AI, blockchain, and quantum computing").
- Headings and subheadings should be clear and structured hierarchically for easy navigation in longer documents.
- Use bold for emphasis on key terms and italics for foreign words or emphasis sparingly.

- **Inclusive and Gender-Neutral Language**

AGRITECH promotes diversity and inclusion, which should be reflected in its writing.
- Use gender-neutral terms whenever possible (e.g., "they" instead of "he/she" or "chairperson" instead of "chairman").
- Avoid assumptions about the reader's background and use culturally sensitive language.
- Use inclusive phrasing that represents all stakeholders in agricultural education and technology.

- **Adaptation for Different Formats**

The writing style should be adjusted based on the platform or format:
- **Reports and Proposals** - Highly structured, formal, and data-driven with clear sections and citations.
- **Website Content and Blogs** - Engaging, informative, and optimized for readability, with shorter paragraphs and subheadings.
- **Social Media and Marketing Materials** - Concise, compelling, and action-oriented, using a conversational yet professional tone.
- **Technical Documentation** - Precise, structured, and instructional, ensuring clarity for industry professionals and students alike.

Complying to these Writing Style and Language Guidelines, AGRITECH ensures consistency, clarity, and professionalism across all communications, effectively engaging stakeholders while maintaining its reputation as a leader in agricultural innovation.

Key Messages and Taglines

As mentioned in the D1.1 Communication Plan too, the following key messages encapsulate the project's core mission, highlighting its role in modernizing agricultural education, fostering industry-academia collaboration, promoting green skills, and developing future AgriTech leaders.

These messages are crafted to resonate with students, educators, policymakers, industry stakeholders, and the wider public, ensuring clarity, engagement, and long-term impact, and through strategic dissemination.

- **"MODERNIZING AGRICULTURAL EDUCATION: BRIDGING TRADITION WITH INNOVATION"**

AGRITECH is changing the way of agricultural education by integrating AI, blockchain, IoT, and smart farming into the learning system, the project contributing to the education of students, educators, and professionals to ensure that the future agricultural leaders are technologically oriented, flexible, and environmentally friendly.

This message is targeted at higher education institutions, vocational training institutions, and students to promote AGRITECH as a game changer in agri-tech education, seeking to achieve this through engaging workshops, digital platforms, and practical training to nurture the generation to come to their innovation and technology as a means of progress.

- **"FROM CLASS TO FIELDS: DRIVING CO-INNOVATION IN AGRICULTURE"**

AGRITECH links universities, research centres and companies to create effective solutions for the agricultural sector and through collaborative research, business-academia relationships and tech-based incubation programmes, the project guarantees that educational institutions' teaching is in line with industry demands.

This message will be of interest to agribusiness, policymakers, and professional communities and organizations and, therefore, encourages them to participate in the sharing of knowledge, to invest in the training of the workforce and to define the future of digital agriculture through enterprise learning.

- **"GREEN SKILLS FOR A SUSTAINABLE FUTURE"**

AGRITECH incorporates environmentally friendly practices into its learning platform to promote climate smart agriculture.

This message is to farmers, agriculture advisors, cooperatives, NGOs, and regulatory bodies and is calling for the adoption of environmentally friendly farming practices that reduce waste, conserve resources, and increase climate change resilience.

- **"SHAPING AGRITECH LEADERS: THE FUTURE IS NOW"**

AGRITECH is developing the **AgriTech Manager**, a new professional profile designed to lead innovation, sustainability, and digital transformation in agriculture.

The message is tailored for students, young professionals, and industry stakeholders, positioning the AgriTech Manager as the driving force behind precision farming, automation, and AI-driven agriculture. AGRITECH guarantees that the next generation of agricultural leaders has the skills needed to address the challenges of the sector and make it more efficient, resilient and sustainable through certification programs, digital badges, and skill-building initiatives.

The Slogans of AGRITECH

- **"BUILDING SMART AGRICULTURE FOR A SMARTER FUTURE."**
- **"INNOVATE, EDUCATE, CULTIVATE."**
- **"BRIDGING KNOWLEDGE AND INNOVATION FOR A SUSTAINABLE TOMORROW."**
- **"GROWING THE FUTURE WITH DEEP-TECH AND SUSTAINABILITY."**
- **"EMPOWERING AGRITECH LEADERS FOR A DIGITAL AND GREEN REVOLUTION."**

IMPLEMENTATION AND COMPLIANCE

In order to maintain the AGRITECH's **strong and consistent brand identity**, all stakeholders must adhere to established guidelines. The implementation strategy ensures that branding elements are applied correctly across all platforms and materials. This includes structured training programs, continuous monitoring of brand consistency, and dedicated support for branding-related inquiries.

- **Internal and External Training**

Proper brand implementation begins with training sessions for internal teams and external partners to ensure a unified understanding of AGRITECH's branding principles.

- **Internal Training**: AGRITECH staff, project coordinators, marketing teams, and design professionals receive comprehensive training on logo usage, typography, color schemes, messaging tone, and visual identity. This includes hands-on workshops, digital resources, and reference materials to reinforce proper application. Training is conducted at project initiation and updated periodically to accommodate evolving brand strategies.
- **External Training**: Partners, collaborators, and third-party vendors involved in AGRITECH's outreach and promotional activities are also trained to align with brand guidelines. This ensures that external content, such as co-branded publications, conference materials, and digital assets, adhere to the same high-quality visual and linguistic standards.

The training sessions will be led by PAMEA, leader of WP6, which is responsible for branding, communication, and dissemination. Experts in brand management and visual identity from PAMEA will deliver tailored sessions for both internal teams and external collaborators.

The first official training session will be conducted during the Kick-off Meeting in Thessaloniki, introducing all project partners to AGRITECH's branding guidelines, ensuring that they understand how to use logos, colour schemes, typography, and communication standards in their respective project activities.

Additional training sessions will be scheduled throughout the project's duration, including online refresher sessions every six months to address updates and answer branding-related questions and in-person workshops at annual consortium meetings to reinforce best practices and ensure compliance across all partners.

The Training Content and focus areas will cover correct use of logos, typography, and colour schemes, guidelines for official documents, presentations, and reports, branding requirements for web and social media content, consistency in messaging, tone, and writing style, common branding mistakes and how to avoid them and approval processes for branding-related materials.

- **Monitoring Brand Consistency**

To maintain a professional and cohesive image, ongoing brand monitoring is essential. AGRITECH follows a proactive review process to ensure compliance with branding standards across all materials.

- **Review and Approval Process**: All marketing and communication materials, including websites, social media posts, printed publications, and event branding, undergo internal approval before distribution. This prevents inconsistencies, unauthorized modifications, or misrepresentations of AGRITECH's visual identity and messaging.

- **Digital and Print Audits**: Regular audits of both online and offline materials help identify deviations from branding guidelines. Websites, newsletters, presentations, and reports are reviewed to confirm alignment with official design specifications.
- **Feedback Mechanism**: A structured reporting system allows team members and external partners to flag potential branding inconsistencies for correction. This ensures real-time improvements and strengthens brand adherence.

- **Contact Information for Branding Support**

For branding-related questions, assistance, or approval requests, stakeholders can reach out to PAMEA, responsible for branding oversight.

- **Branding Support Contact**: *pamea.experts@gmail.com*

By integrating structured training, rigorous monitoring, and dedicated support, AGRITECH ensures brand consistency, professionalism, and compliance across all communication and visual materials.

References

PROJECT DOCUMENTS AND OFFICIAL SOURCES

1. **AGRITECH Grant Agreement (GAP-101187399)** - Outlining project scope, deliverables, and dissemination requirements.
2. **AGRITECH Proposal and Work Package 6 (WP6) Structure** - Providing strategic guidelines for communication, dissemination, and exploitation activities.
3. **D6.1 Communication Plan Deliverable** - Core document defining the communication strategy, target audiences, and key dissemination channels.
4. **ErasmusPlus 2021-27 visual guidelines2 023**
5. **EU Erasmus+ Guidelines for Dissemination and Exploitation (EACEA)** - Ensuring compliance with European Commission visibility and dissemination requirements.

EXTERNAL REFERENCES AND BEST PRACTICES

6. **European Commission's Communication and Visibility Guidelines** - Standards for branding, dissemination, and public engagement in EU-funded projects.
7. **European Commission's** THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027
6. **Horizon Europe Dissemination and Exploitation Guidelines** - Providing frameworks for research and innovation impact communication.
7. **How to communicate YOUR PROJECT - A step-by-step guide on communicating projects and their results** - developed by the European Commission (Directorate General for Education, Youth, Sport and Culture) in close cooperation with the European Education and Culture Executive Agency (EACEA)
8. **Digital Marketing Strategies for EU Projects** - Referencing SEO, website analytics, and social media engagement best practices.