

More than European
Food and Drinks,
Savoring Stories.



CAMPAIGN VISUAL GUIDELINES



EUROPEAN UNION

ENJOY
IT'S FROM
EUROPE



SUMMARY

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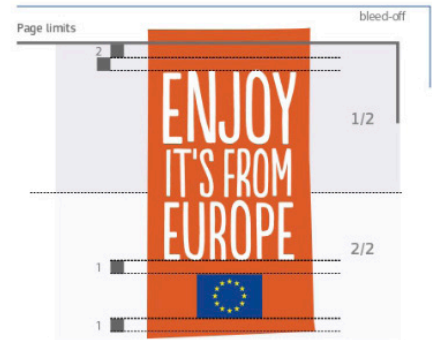
APPLICATION

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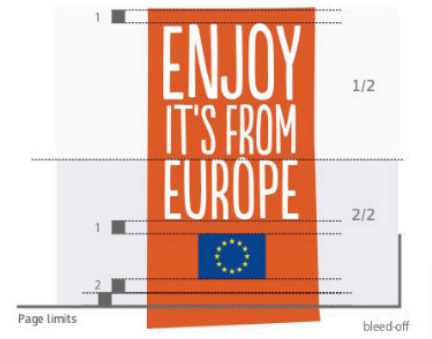
BASICS

'Enjoy it's from Europe' (EIFE) Logo and EU Emblem

'Enjoy it's from Europe' Logo is used on the top of the page



'Enjoy it's from Europe' Logo is used on the bottom of the page



Position and size of EU emblem and words "European Union" in comparison to the signature

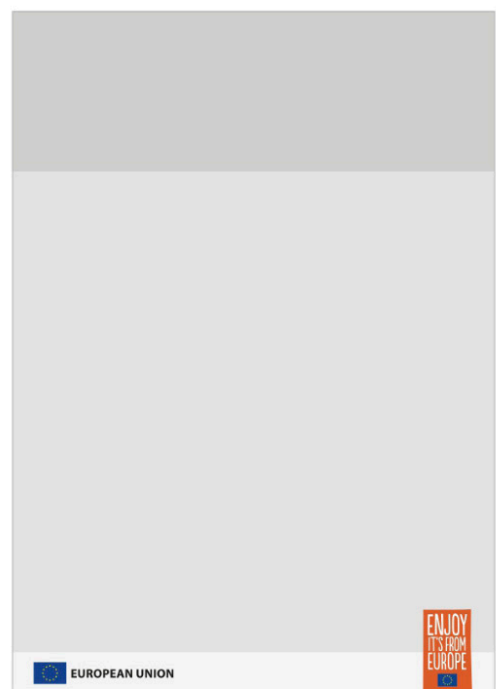
Position

The EU emblem should feature with the words "European Union" (in local language), and should be positioned at the bottom left hand side of the asset. It is one quarter of the height of the signature "Enjoy it's from Europe".

Size

The height of the flag is equal to one-quarter of the signature.

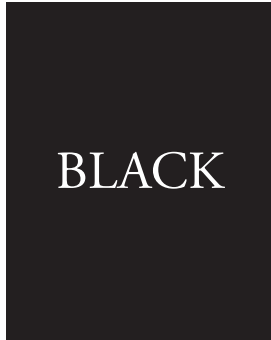
To find out more, please refer to the "Enjoy it's from Europe" guidelines and the REA Visual Guideline 2020



BASICS

Colour

Primary colors



Base colour of
Main photograph
x Main title white

Secondary colors



Base colour of
Main photograph
x Main title Black

C63 M16 Y100 K0
R0 G51 B153
Pantone Reflex Blue



Colour of EU flag

C8 M74 Y90 K0
R224 G90 B40
Pantone 7579 C



Colour of EIFE logo

C76 M11 Y97 K1
R63 G157 B61
Pantone 7738 C



Accent colour

Typography

Elevate design with the dynamic pairing of Adobe Garamond Pro and EC Square Sans Condensed fonts. This carefully curated duo seamlessly blends tradition and modernity, playing with the classic charm of serifs and the contemporary edge of sans-serif typography.

Slogan

Adobe Garamond pro Regular

Accent Text

EC square sans cond Medium

Accent Text

Adobe Garamond pro Regular

Body text:

EC square sans cond Regular



HASHTAG: **EC square sans cond Medium**
Call to action: **EC square sans cond Regular**

BASICS

Typography

Slogan / Accent Text

Adobe Garamond pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Accent Text

EC square sans cond Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Body text:

EC square sans cond Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BASICS

Moodboard

More than Food campaign images



Product focus images



EU landscape / agriculture



APPLICATION

The visual will consist of two parts: background photography to showcase European products and landscapes, and the foreground typography and text frame to make a statement, add explanation, as well as adding a call to action.

Use of frame corner

This graphic element adds a focus to the composition in an elegant manner. It allows to display copy.



Choice of Pictures

Pictures should mainly be chosen from the REA image library. Any new photos from a stock library should align with the style of the existing REA image library. Black and white-based photos can be mixed to leverage contrast in the publication, social media posts, or even stands.



Black or white background

White based composition rhythmically contrast with black based photo. Black background symbolises quality and excellence while white background symbolises natural, healthy, sustainable aspects. Both backgrounds highlight the raw product while reflecting audiences concerns for gourmet and authentic products.

APPLICATION

Layout composition

Plain page pictures on black or white background (see previous page) can be complimented by layout displaying picture of the landscape, raw products in their context or adding black or white space to display the copy. These different compositions allow for dynamism and flexibility.

Choice of picture

Pictures of European agricultural landscapes can also be used to show diversity of lands and fields. It showcases the origins of the products.



Graphical Element

The European Union map with an orange pin can help locate the product's origins. PDO, PGI, Organic logo can be effectively used as the explanation text which describe origin, in order to enhance authenticity of the product.

APPLICATION

Poster



More than European Food and Drinks, Savoring Stories.

It's European Quality.

#EuropeanFoodStories
Read more on our website

EUROPEAN UNION

ENJOY IT'S FROM EUROPE



More than European Food and Drinks, Savoring Stories.

It's European Authenticity.

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More than European Food and Drinks, Savoring Stories.

It's European Safety.

Organic Red radish GERMANY

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APPLICATION

ROLLUP

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More than European Food and Drinks, Savoring Stories.

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It's European Quality.

Over 1000 varieties of cheese

EUROPEAN UNION

ENJOY IT'S FROM EUROPE

#EuropeanFoodStories

WELCOME!

Come discover More than European Food and Drinks, Savoring Stories.

Learn more on our website

DISCOVER EUROPE

The European Union is comprised of **27** member states

Austria	1	Ireland	14
Belgium	2	Italy	15
Bulgaria	3	Latvia	16
Croatia	4	Lithuania	17
Cyprus	5	Luxembourg	18
Czechia	6	Malta	19
Denmark	7	Netherlands	20
Estonia	8	Poland	21
Finland	9	Portugal	22
France	10	Romania	23
Germany	11	Slovakia	24
Greece	12	Slovenia	25
Hungary	13	Spain	26
		Sweden	27

The European Union produces over **70%** of the world's olive oil

Europe is the birthplace of the world's wine industry : **57%** of global wine consumption

There are over **1,000** European cheeses, each with different textures and tastes.

APPLICATION

PRINT AD



APPLICATION

B2B advertorial



“ Organic farming is at the heart of EU agriculture, providing numerous benefits to both consumers and the environment.

By cultivating crops and raising livestock using organic methods, we produce food that is delicious, wholesome and sustainable.

Farmer XXX



EUROPEAN UNION

**ENJOY
IT'S FROM
EUROPE**



Write your own EU food story at

the StarChefs -Rising Star Awards



More than European Food and Drink, Savoring Stories.

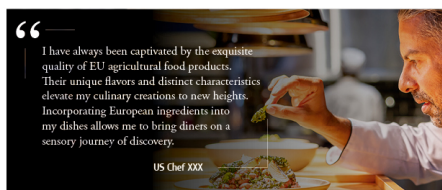
Europe is renowned for its rich culinary heritage, where centuries-old traditions meet modern innovation to create a tapestry of flavors. The European Union (EU) is proud to present some of its finest agricultural food products and showcase the authenticity, quality, and safety that make them truly exceptional. We invite you to embark on a journey to discover the stories behind these remarkable products at the StarChefs - Rising Star Awards, coming to Philadelphia, Los Angeles, Boston, and Chicago in 2024.

A History of Authenticity, Quality, and Safety

EU agricultural food products are deeply rooted in the cultural heritage and traditions of their regions. From the rolling hills of Tuscany to the lush meadows of Normandy, each product carries a unique story, narrated through its flavors and aromas. With a strong focus on sustainable farming practices, EU farmers prioritize quality and safety, ensuring that their products reach consumers in their purest form.

Geographical Indications: Preserving Tradition

The EU takes great pride in its Geographical Indications (GIs), which safeguard the origins and traditional production methods of specific products. These designations provide legal protection to products such as Parrigiano-Reggiano, Champagne, and Greek Feta cheese, ensuring that only products made in their respective regions can bear these esteemed names. Through its GIs, the EU guarantees that you experience the true essence of iconic European products, while protecting producers' traditional production methods.



“ I have always been captivated by the exquisite quality of EU agricultural food products. Their unique flavors and distinct characteristics elevate my culinary creations to new heights. Incorporating European ingredients into my dishes allows me to bring diners on a sensory journey of discovery.

US Chef XXX

Discover Your Own EU Food Story at the StarChefs - Rising Star Awards

Join us at the StarChefs - Rising Star Awards, where culinary excellence meets European food and drinks tradition. In each city, you will have the opportunity to enjoy the European Market Cart, a showcase of premium EU agricultural food products. Experience the flavors and stories behind each authentic European product, and explore the potential of these high-quality products for your business.

Indulge yourself in the exquisite tastes of EU food and drinks while fostering new business connections in an atmosphere of celebration and discovery. Mark your calendars for the upcoming StarChefs - Rising Star Awards in Philadelphia (February 2024), Los Angeles (May 2024), Boston (July 2024), and Chicago (September 2024). Let the EU agricultural food products captivate your palate and become a part of your own unique culinary story.

Time to create your [@EuropeanFoodStories](#)
and follow us on  
[morethanfood.us](https://www.morethanfood.us)



“ Organic farming is at the heart of EU agriculture, providing numerous benefits to both consumers and the environment.

By cultivating crops and raising livestock using organic methods, we produce food that is delicious, wholesome and sustainable.

Farmer XXX

APPLICATION

SOCIAL MEDIA POST

EU FOOD AND DRINKS GLOSSARY More than a definition, a real statement

Concept: This content aims to clarify keywords and specific terms related to European food and drink by adopting a glossary format. Each entry will offer not only a concise definition of a particular EU F&B term but also a concrete example to contextualize its significance within the campaign. This approach allows us to emphasize the most important terms in a structured, straightforward, and memorable way, ensuring clarity and resonance with our audience.
Format : Organic static posts on Instagram and LinkedIn



ORGANIC LOGO

adjective /ɔːˈɡæn.lɒk/

The EU Organic logo is a symbol of quality and reliability. The products bearing it are made with at least 95% organic ingredients, free from genetically modified organisms (GMOs), and are produced according to strict environmental and animal welfare standards.

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TRACEABILITY

noun [U] /ˈtreɪsəˈbɪləti/

All food & drink products from the EU are traceable from farm to fork, thanks to high-quality control and certification standards. For example, every meat product can be traced back to its origin, ensuring a transparent journey from the farm to your plate. This way, any product posing a potential risk to consumers can be quickly identified and removed before reaching shop shelves.

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🌱🌍 Discover the true meaning of #Organic in the EU! 🌿

Did you know that the EU has strict regulations for organic products? 🍏🍅 Get ready to learn what makes them so special! 📖👀

🔍 #EUOrganicLabel guarantees:

- 1 No synthetic chemicals 🚫🧪
- 2 GMO-free 🚫🧬
- 3 Sustainable farming practices 🌱📅
- 4 Animal welfare 🐾🐣❤️
- 5 Regular inspections 📋👨🔬

Support local farmers and our planet 🌍 by choosing products with the EU Organic Label! 🌱📖 Share the knowledge and spread the love for organic food! 🏠❤️

#OrganicLiving #SustainableChoices #EatClean #HealthyLifestyle 🌱📖🌍

APPLICATION

SOCIAL MEDIA POST

EU FOOD AND DRINKS PORTRAITS

More than a story, a real passion

Concept: This type of content will aim at presenting testimonials, quotes, point of view of different campaign storytellers. Going beyond the Chefs or the Farmer, we suggest other type of profiles such as Quality Controller or B2B Retailer. Each of them would be a part of the "Farm to Fork" supply chain, to showcase the vast community of F&B actors in the EU acting for quality, safety and authenticity of food production.

Format : Stories/Reels

#EuropeanFoodStories

More than European Food and Drinks, Savoring Stories.

Listen to our podcast series to discover them all

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ENJOY IT'S FROM EUROPE

Isabella Moretti

42 years old, Organic Winemaker at Terra Pura Vineyards in Tuscany, Italy

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“ Our wines are a testament to the vitality of the land, imbued with a distinct character that can only be achieved through a deep respect for our planet. It is our belief that the purity of the earth is reflected in every sip, offering an unparalleled experience for the discerning palate.

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“ We embrace the harmony of nature and tradition in every step of our winemaking process. By utilizing sustainable methods such as biodynamic farming, natural pest control, and minimal intervention, we preserve the environment and cultivate a thriving ecosystem.

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From EU farm to US fork, the stories behind our food and drink are richer than you think.

Listen to our podcast series to discover them all

#EuropeanFoodStories

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APPLICATION

SOCIAL MEDIA POST

EU FOOD AND DRINKS FACTS

More than a food or drink, a unique history

More than a landscape, a distinctive land

Concept: This content will focus on introducing Geographical Indications (GI) and product categories through engaging data visualizations that reveal key information. The objective is to present entertaining, surprising, and unique facts about EU food and beverage products, offering lively anecdotes that emphasize their distinctiveness. In each instance, we will also highlight the product's origin by incorporating a graphical map to visually represent its provenance, complementing the textual information provided.

Format : GIFs, Carousels, Static posts, Data factsheet

1 Have you heard
European Olive Oil?

2 more than **70%**
of the world's olive oil.

The European Union is responsible for producing...

There are over **1,000**
different olive varieties grown across the European Union.

3 The olive tree is native to the Mediterranean basin and archeological evidence shows that it was cultivated as early as
4000 BC

4 Fewer than **24 hours**
from harvest to processing produces the highest-grade oils.

5 Term: **Cold pressed**
means that the oil was not heated over a certain temperature (27 °C) during processing (this retaining more nutrients).

More than **European Food and Drinks**
Savouring Stories

#EuropeanFoodStories

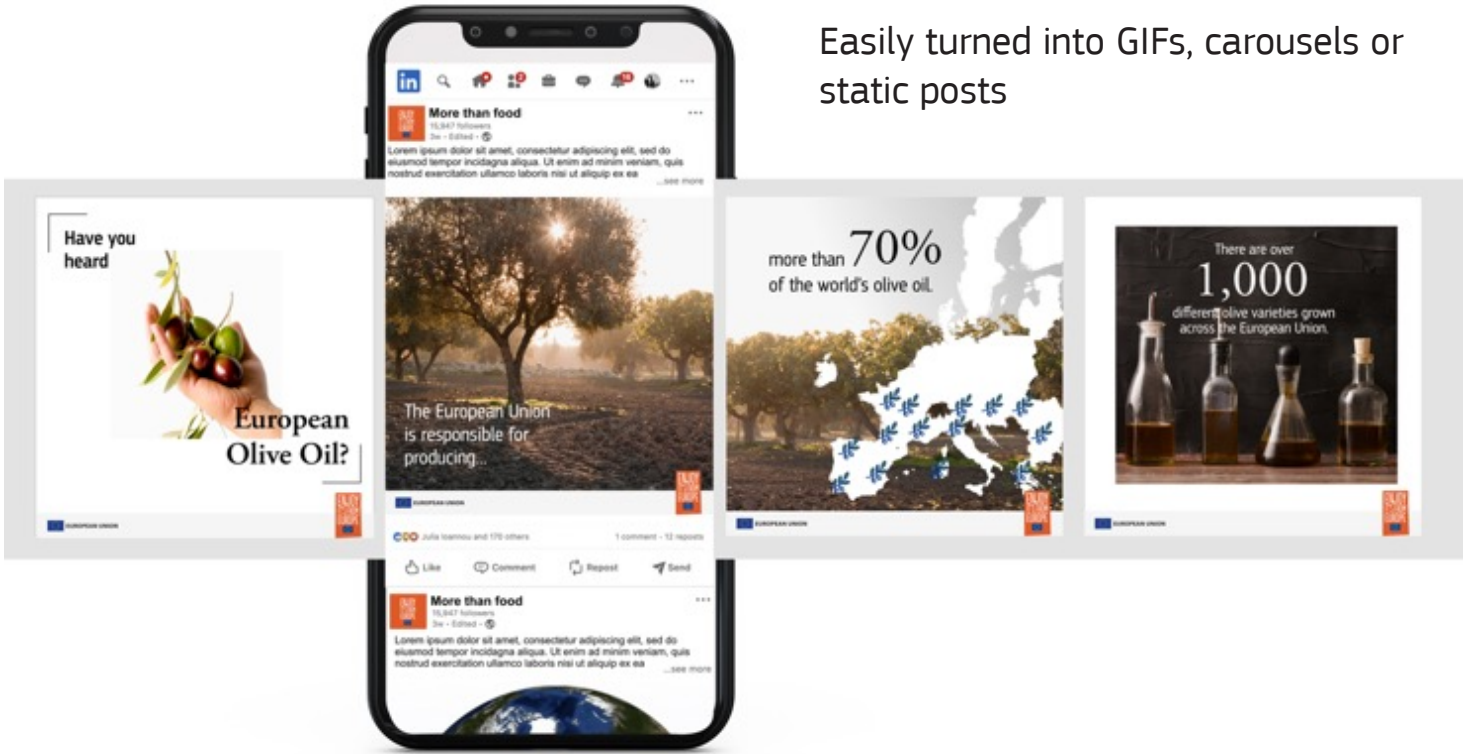
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APPLICATION

SOCIAL MEDIA POST

Easily turned into GIFs, carousels or static posts



APPLICATION

SOCIAL MEDIA POST

EU FOOD AND DRINKS EVENTS REPORT

More than event, a unique experience

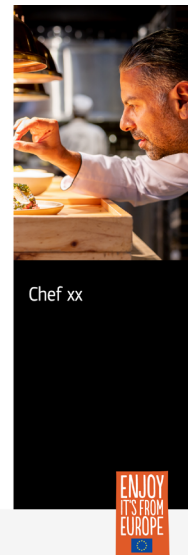
Concept: This type of content will take advantages of event activities to develop content and showcase the campaign. It will present pictures of stands presence , event activations, participants testimonials, speakers' quotes.... It will bring the campaign to life , showcasing the physical activations to maximize their impact and generate online content.

Format : Static posts



“ —

The diverse array of EU food and drinks truly showcases the remarkable craftsmanship of artisanal producers, and I'm delighted to have learn about their stories of authentic, safe, qualitative and sustainable production process. We embark on a gastronomic journey that transcends borders, connecting us through our shared love for exceptional food and drink.



🌟 Get ready to embark on a European culinary adventure! 🌟

We're thrilled to announce that you can now explore an exquisite range of authentic European products at Di Bruno shops and online! 🛒🌐

From mouth-watering cheeses 🧀 and flavorful olive oils 🫒 to delectable charcuterie 🍖 and delightful chocolates 🍫, there's something for every food lover to enjoy.

Don't miss this opportunity to indulge in the rich tastes and traditions of Europe, right at your doorstep. 🏠



#DiscoverEUProducts #DiBrunoShops #EuropeanCuisine #CulinaryAdventure #FoodiesUnite

APPLICATION

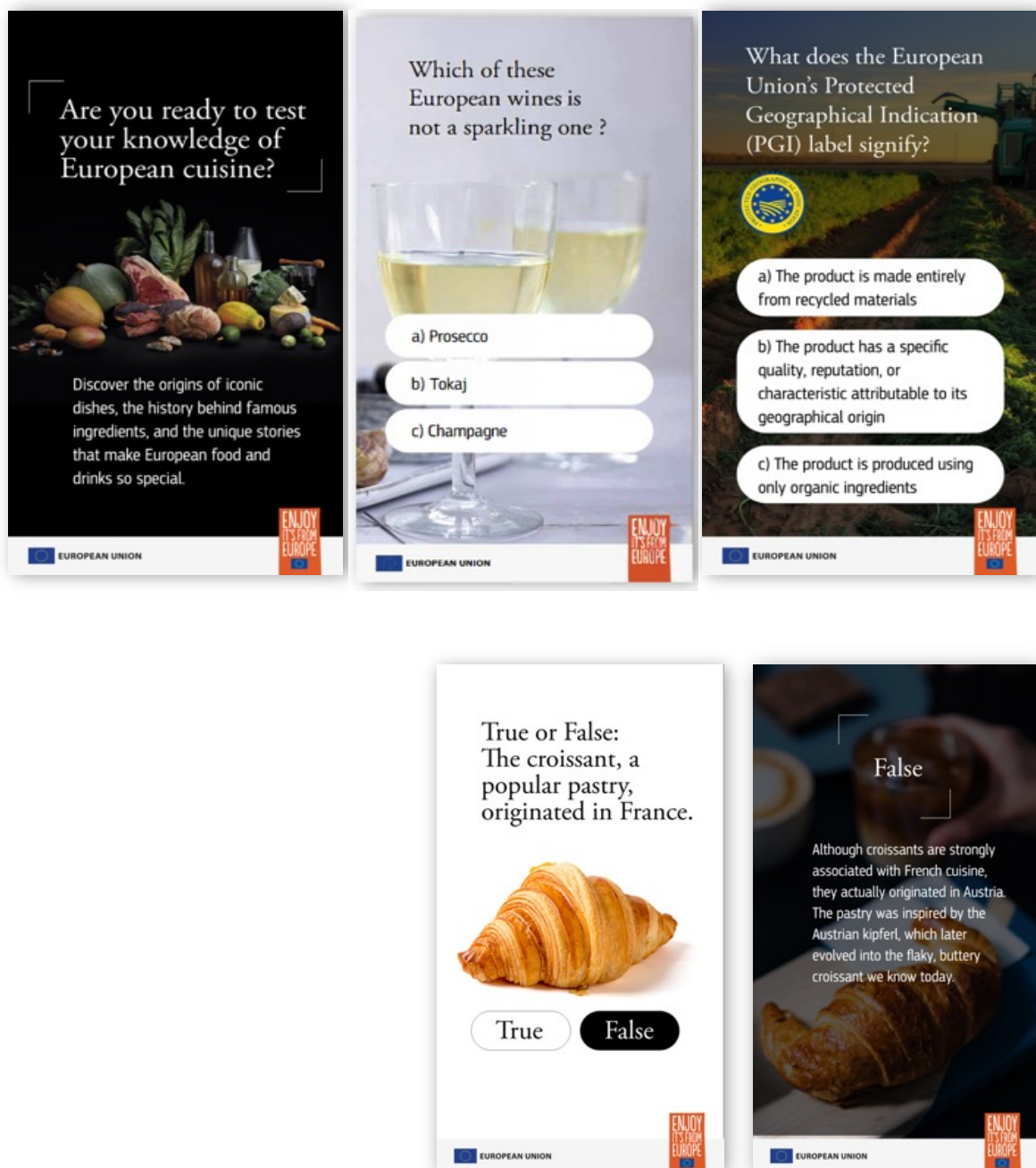
SOCIAL MEDIA POST

EU FOOD AND DRINKS GIVEAWAYS

More than a story, learning bites

Concept: This series of content will aim at encouraging engagement and interaction with audiences. It will consist in games such as quizzes, true or false or open questions with polls or reactions to share. Part of this content will also aim at promoting contest participation and concepts.

Format : engaging stories and posts



APPLICATION

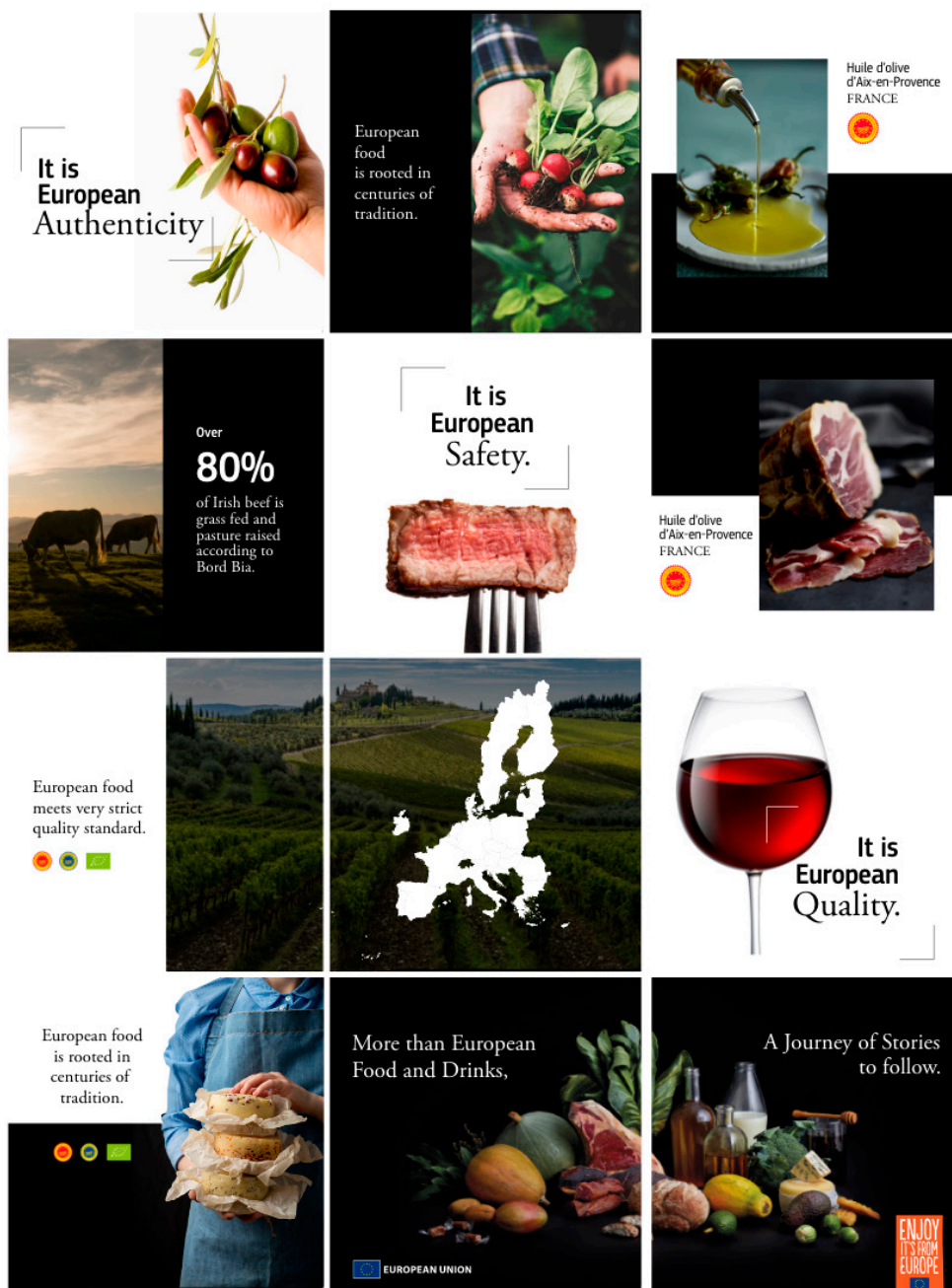
SOCIAL MEDIA Post

Instagram Grid concept

By arranging photos and images in a 3x3 grid format using the Instagram profile page, the visual grid serves as a digital showcase of the campaign's visual identity.

A well-curated Instagram visual grid can not only attract potential customers but also strengthen the campaign's identity and increase audience engagement.

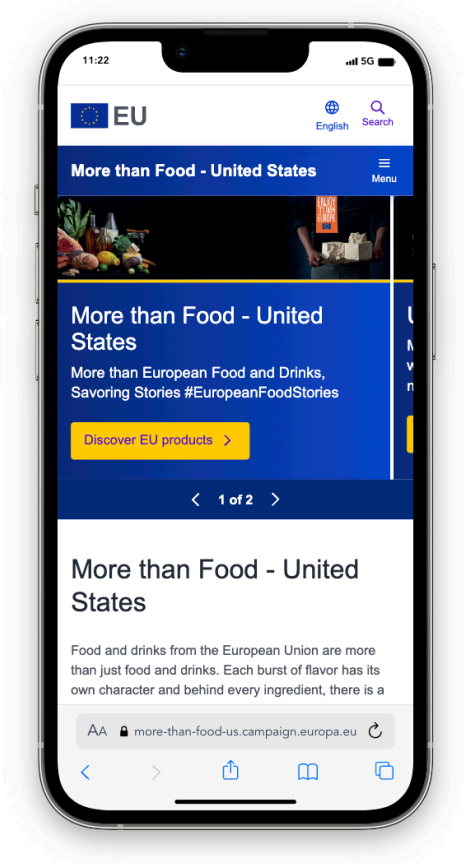
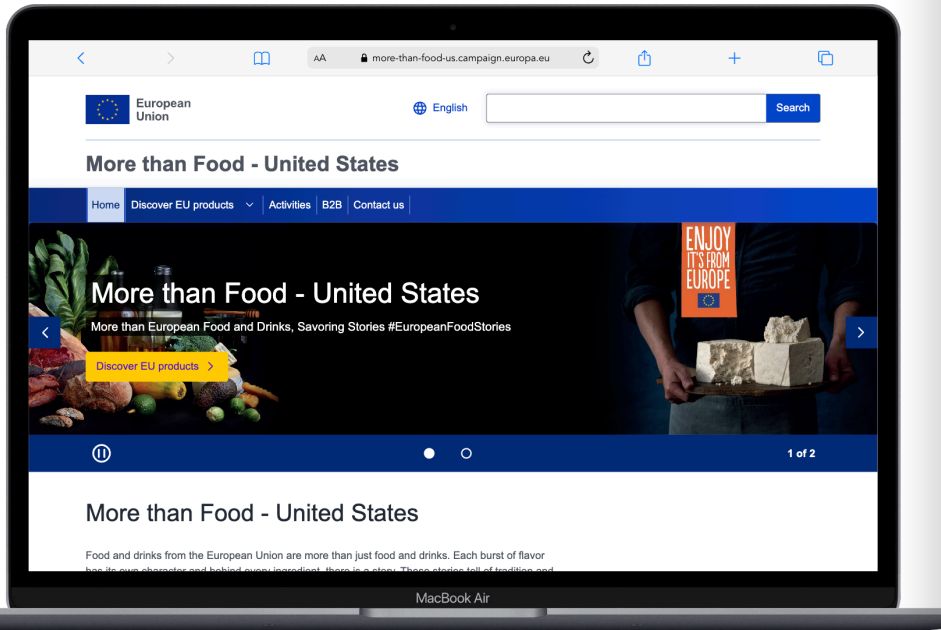
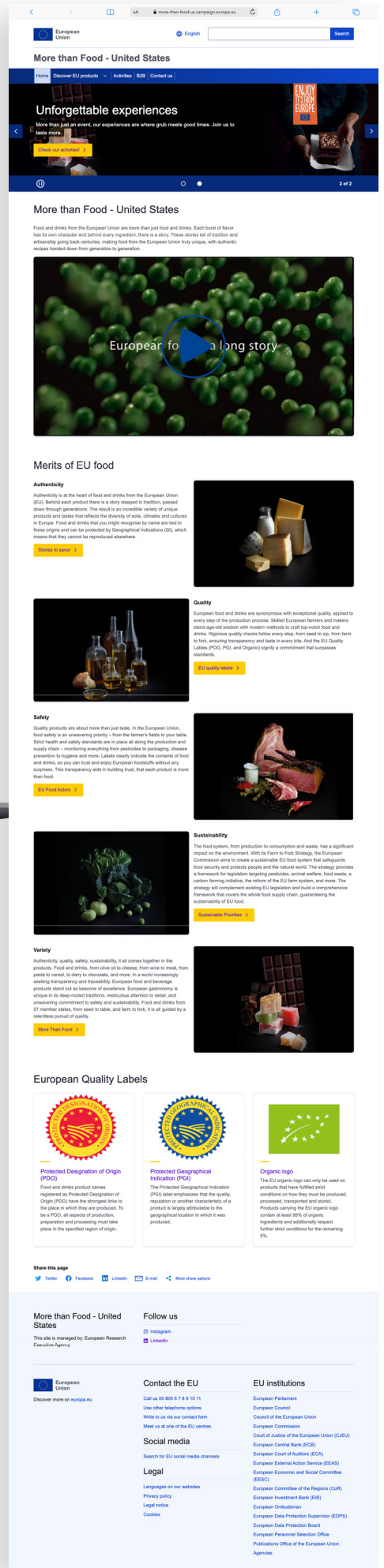
By focusing on visually pleasing and cohesive content, we can effectively showcase the campaign's narratives and storytelling, connect with our audience, and ultimately enhance our online presence and influence.



APPLICATION

Website

https://more-than-food-us.campaign.europa.eu/index_en



APPLICATION

Promotional Materials



Tote Bag with campaign slogan and URL



Napkin with campaign slogan



Apron with EU logo and EIFE logo



Apron with EU logo and EIFE logo

APPLICATION

Information tag

No icon



When the product name is self-explanatory the protected GI name suffice. 1 protected name shall be enough. To assess with the project officer if their protected translation shall be added, like in this example: Feta/ Φέτα



In the case of wine information tags, if the GI label (Designation of Origin or Geographical Indication) is on the actual wine label we include it.



When the product name is not self-explanatory add the explanation in brackets as in above example.

With product icon

