

Design manual to **Reframe** elements

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Logo

All material produced for distribution in whatever media must clearly state that the project is EU funded. Use the Interreg North Sea Region Reframe logo.

The logo should always be placed on a white or a very pale background.

A minimum separation distance to the logo has been defined. This ensures that the logo always appears clear and in an appropriate distance to other graphical elements. The minimum separation distance corresponds to the European Union flag in the logo. Please note that on the right side, the distance is no greater than shown in the illustration.



Logo + Partner Logo

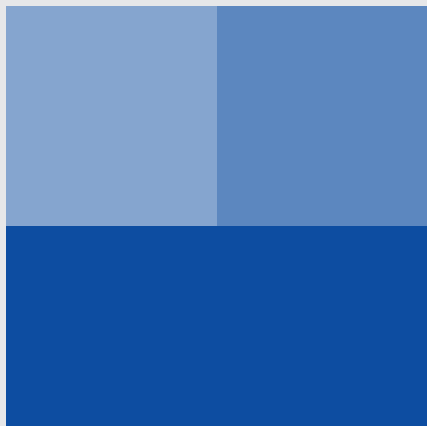
The partner logo is never to surpass the European Union Flag in total area.

Below is an illustration of what you can do and what you cannot do.

The partner logos must be smaller than the European Union flag in the Reframe logo. The partner logos must be either narrower or lower than the European Union flag. This means that if the partner logos are narrower than the European Union flag, they are allowed to be higher - and vice versa. But they can under no circumstances be both higher and wider than the EU flag.

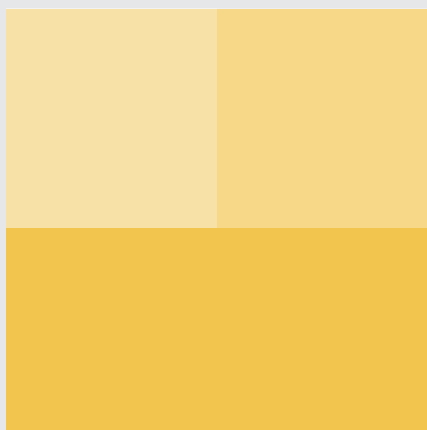


Colour Palette



CMYK
100 80 0 0

RGB
22 65 148



CMYK
5 22 80 0

RGB
245 199 69

Fonts

We always use Calibri. Calibri is used for both digital and printed material.

Italic type is not to be used.

The primary font is Calibri Regular.

If you need to highlight a heading you are free to use Calibri Light.

Calibri Bold can be used for signposting.

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Email Signature

Calibri Regular is always used in the email signature.

Font size: Choose between 10, 11 or 12 pt.

Remember that the company logo must not surpass the European Union Flag.

Best regards

John Johnson

Title

M: 00 00 00 00

W: companyname.com

Company Name/or logo

Company Address

Zip Code and City

Country



Letterhead

Below you can see an example of a letterhead.

It is possible to adjust both header and footer in the word document.

Company
Name/logo

Contactperson Name Lastname

Phone: 00 00 00 00

E-mail: info@company.dk

website: companycompany.com

Companyroad 240
00000 Company City
Company Region
Denmark

Leaflet A4 (M65)

Interreg North Sea Region
Programme Area
2014-2020

Regions within the NSRF programme area

1 Gemeente Groningen Municipality of Groningen	2 WV Westerveld Waterleiding Maatschappij Regional Cooperative of Westerkwartier	3 Economische Raad Economic Council of East Flanders
4 vives Vives University College	5 pcc Vegetable Research Centre	6 inagro Centre for research and advice in agriculture and horticulture in West Flanders
7 Wesermarsch Rural District Wesermarsch	8 grünland NIEDERSACHSEN BREMEN Grassland Centre Lower Saxony/Bremen	9 Diakonische Ziekteverzekering Diakonische Church of Ev-Luth. Church of Oldenburg
10 Taste of Denmark	11 Spektakel Small Islands Food Network	12 vifu Knowledge Centre for Food Innovation
13 AGROVAST Agrowest Food	14 SYMBIOSE Natural Resource Management	15 Uutendacle Locally Produced in West

For more information please visit our project website at www.northsearegion.eu/reframe/

Interreg
North Sea Region
REFRAME
European Regional Development Fund EUROPEAN UNION

Reframe

Towards a Regional Food Frame

Reframe

Project focus

The objectives of the REFRAME project are to develop/re-establish local infrastructures of food production, food processing, food consumption and profiling of rural communities. In the project, we refer to this as RFF's (Regional Food Frames). The potential benefits are many, among which can be mentioned:

- Increase in rural communities of economic value added in the many steps from field to fork
- Increase in local occupation and in-migration of highly qualified individuals
- Diversification of food qualities based on production adapted to local conditions and traditions
- Development of principles of more sustainable food production

The partners of the project establish regional living laboratories to demonstrate the economical feasibility of the REFRAME approach in regional communities. We develop methods to solve bottlenecks and principles to stimulate establishment of these local infrastructures. In addition, we will present and communicate the regional benefits and principles developed to stimulate this approach of regional development to the rest of the world.

Objectives

- Set up a living lab consisting of 5 regional pilots
- Demonstrate the Regional Food Frame as an effective set of measures to scale up and accommodate urban food demands and regional supplies
- Collect data that will reveal the regions' own strengths and resources to match food demand and supply
- Provide a support infrastructure for food related SMEs to develop and implement their smart specialization strategies in food chains in the urban-rural axis
- Set up a transnational learning lab in support of skill development and training of all stakeholders
- Pool the know-how needed to set up the RFFs in a transnational network of experts



Progress

Since the project was initiated in 2014 great progress has been made. Here are a few examples:

- REFRAME has succeeded in influencing several large-scale consumers to commit to adopting a more regional food frame, including a large supermarket chain and a municipality.
- In Sweden 300 registered SMEs can be seen as a form of "Regional Supply Proposition". Through a joint platform the 300 regional SMEs are marketed via a website, at mini fairs, inspirational activities, in sales binders etc.
- In both Flanders and Sweden REFRAME has succeeded in stimulating large-scale distributors to include more regional suppliers.
- Regional networks have been established among food related SMEs, where new smart specialization strategies are shared as well as best practices. This has so far resulted in the development of 14 smart specialisations and support measures for food related SMEs.



Invitation A4

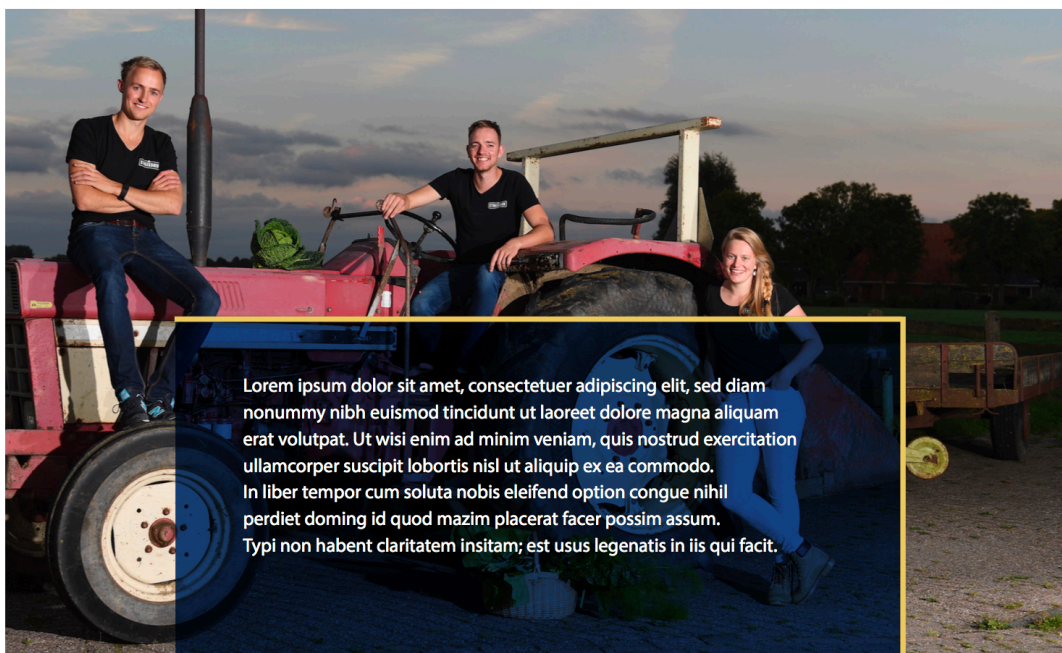
Interreg
North Sea Region
REFRAME
European Regional Development Fund



EUROPEAN UNION

Invitation

Visit my Farm
Monday July 5th 2018
3.00 - 5.00 pm.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo. In liber tempor cum soluta nobis eleifend option congue nihil perdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit.

VIFU

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Contact & Info

If you have any questions concerning the design manual or if you would like to have some extra help, please contact:



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