

# Design manual to **SalFar** elements

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June 2018

Contact: Marie Veigaard, VIFU, [mv@vifu.net](mailto:mv@vifu.net), 0045 4117 1914

# Logo

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

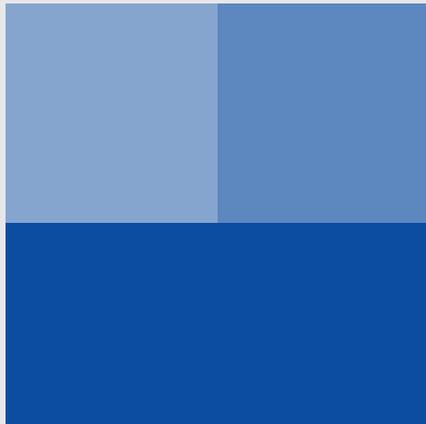
The partner logo is never to surpass the European Union Flag in total area.

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 SalFar 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.

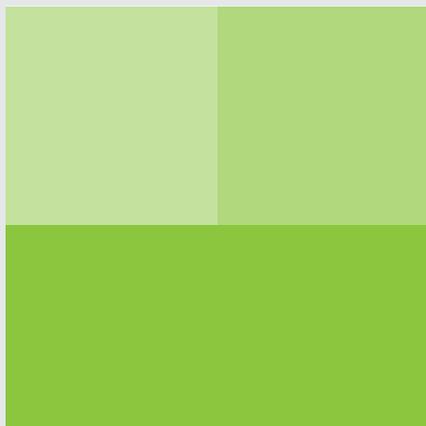


# Colour Palette



CMYK  
100 80 0 0

RGB  
22 65 148



CMYK  
50 0 100 0

RGB  
149 193 31

# 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

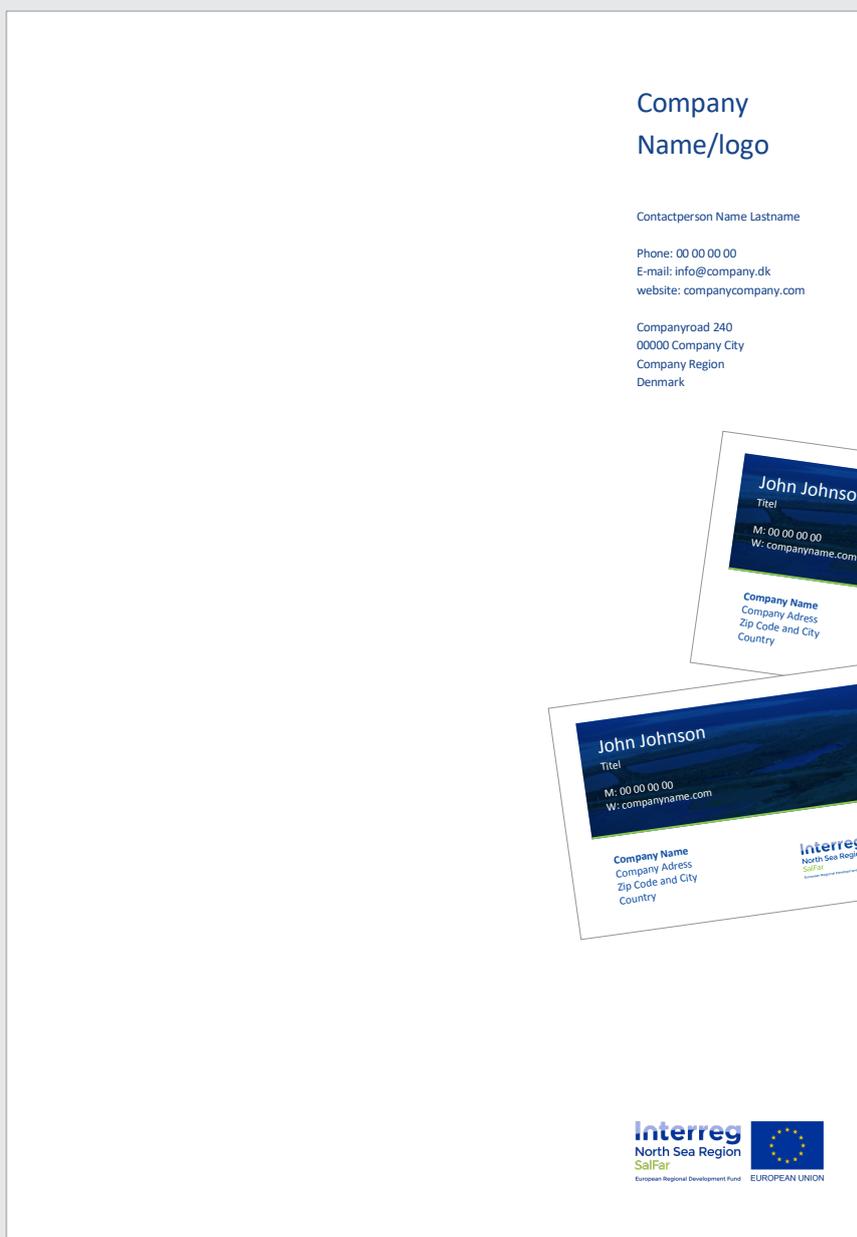


# Letterhead + Business Card

Below you can see an example of a letterhead.

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

Template for a single-sided business card comes as a pdf



# Leaflet A4 (M65)

**Interreg VB North Sea Region Programme Area 2014-2020**

■ Regions within the NSR programme area

|                                    |  |   |
|------------------------------------|--|---|
| 1<br><br>Province of Groningen     | 2<br><br>Foundation De Ziltmaat  | 3<br><br>SPNA AgroResearch  |
| 4<br><br>Salt Farm Foundation      | 5<br><br>Waddenacademie  | 6<br><br>VIFU   |
| 7<br><br>Taste of Denmark          | 8<br><br>Foundation OkoWerk Emden  | 9<br><br>University of Lincoln                                    |
| 10<br><br>University of Gothenburg | 11<br><br>Norwegian University of Life Science   | 12<br><br>Institute for Agricultural, Fisheries and Food Research |
| 13<br><br>Flemish Land Agency      | <p>For more information please visit our project website at <a href="http://northsearegion.eu/salfar/">northsearegion.eu/salfar/</a></p> <p>© All photos by Salt Farm Foundation Texel</p> |   |

**Interreg**  
North Sea Region  
SalFar  
European Regional Development Fund

**Saline Farming**

Innovative agriculture to protect the environment and stimulate economic growth

## Saline Farming

### Project focus

Climate change is a global challenge that will have a major impact on the North Sea Region, affecting coastal areas in a variety of ways. The SalFar project focuses on the degradation of farmland due to salinization. The main driver for increased salinization in the North Sea Region is the continuous rise in sea level. Sea level rise leads to increased seepage of seawater, a higher risk of flooding, pushes seawater further inland and in time will lead to ever increasing salinization of farmland in the North Sea Region as well as in other parts of the world. Without adequate countermeasures this will lead to loss of food production capability and severe damage to coastal economies.

Through close collaboration within a multidisciplinary partnership consisting of climate experts, researchers, educators, farmers, entrepreneurs and policy makers, the SalFar project aims to contribute to the mitigation of the effects of salinization. SalFar will accomplish this by setting up open field labs around the North Sea, doing scientific research on the salt tolerance of various crops, demonstrating alternative methods of farming under saline conditions and creating new business opportunities for farmers, food producers, and entrepreneurs.

## Objectives

- Setting up 10 open field labs on saline agriculture across the North Sea Region
- Gathering scientific data on the salt tolerance of various crop varieties
- Developing new and eco-innovative saline products
- Designing a brand for saline products from the North Sea Region
- Broad transnational knowledge exchange on saline agriculture

## Aims

- Mitigation of the effects of salinization on coastal agriculture in the North Sea Region
- Demonstrating innovative agricultural practices on saline soils
- Strengthening the rural coastal economy of the North Sea Region by creating new business strategies and opportunities for farmers, food producers and entrepreneurs
- Collecting and analysing baseline information on salinization in the North Sea Region
- Rethinking environmental and agricultural policies and water management in coastal areas

# Invitation A4

**Interreg**  
North Sea Region  
SalFar  
European Regional Development Fund



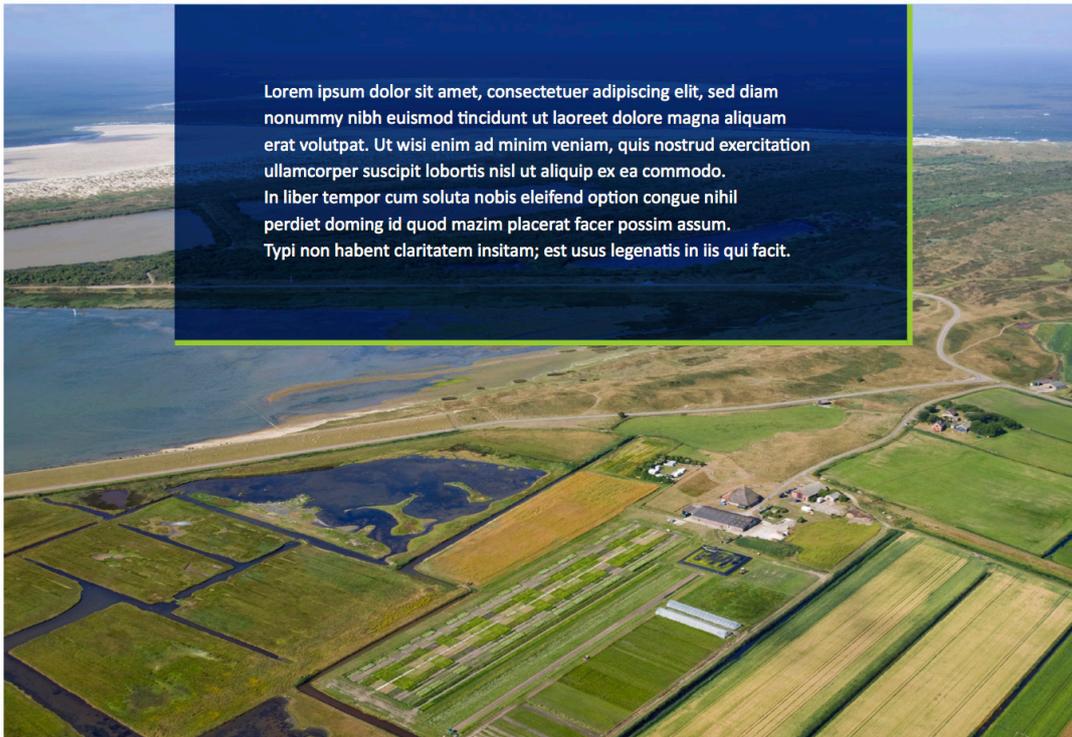
EUROPEAN UNION

## Invitation

Visit my Farm

Monday July 5th 2018

3.00 - 5.00 pm.



**VIFU**

Marie Veigaard, +45 4117 1914  
Nupark 45, 7500 Holstebro, Danmark



# Poster A4 + A3

**Interreg**  
North Sea Region  
SalFar  
European Regional Development Fund



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# Saline Farming

Innovative agriculture to protect the environment  
and stimulate economic growth

Climate change is a global challenge that will have a major impact on the North Sea Region, affecting coastal areas in a variety of ways. The SalFar project focuses on the degradation of farmland due to salinization. The main driver for increased salinization in the North Sea Region is the continuous rise in sea level. Sea level rise leads to increased seepage of seawater, a higher risk of flooding, pushes seawater further inland and in time will lead to ever increasing salinization of farmland in the North Sea Region as well as in other parts of the world. Without adequate countermeasures this will lead to loss of food production capability and severe damage to coastal economies.

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For more information please visit our project website at [northsearegion.eu/salfar/](http://northsearegion.eu/salfar/)

Total budget 6.147.375 €,  
ERDF contribution 2.760.635 €  
Norwegian contribution 313.054 €

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# Powerpoint



**Saline Farming**

interreg  
North Sea Region  
2014-2020

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Your company name  
or logo here

interreg  
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2014-2020

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Your company name  
or logo here

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North Sea Region  
2014-2020

# Contact & Info

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



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