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***Report on project identity***

**Project acronym:** NU-AGE  
**Project full title:** New dietary strategies addressing the specific needs of elderly population for an healthy ageing in Europe  
**Grant agreement no:** KBBE-266486  
**Project web site:** [www.nu-age.eu](http://www.nu-age.eu)



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<b>Lead Beneficiary: EUFIC</b>	<b>Revision: 1</b>

<b>Nature: R</b>	<b>Dissemination level: PU</b>
R = Report P = Prototype D = Demonstrator O = Other	PU = Public PP = Restricted to other programme participants (including the Commission Services) RE = Restricted to a group specified by the consortium (including the Commission Services) CO = Confidential, only for members of the consortium (including the Commission Services)

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Figure 2. Winner NU-AGE logo and the two other entries submitted to the designer.

#### 2.1.4 Working with a graphic designer

The concepts that were developed by the EUFIC interns were forwarded to a graphic designer. For the NU-AGE project EUFIC had selected to work with Alligence Communications, a Belgian communications agency serving major European institutions, national authorities and corporate clients in various sectors. The selection was done after a tendering process covering the logo and website development for the NU-AGE project.

The designers received from EUFIC not only the logo concept proposals that had been developed internally at EUFIC, but they also got to take part of the brief that had been developed. Members of EUFIC's NU-AGE team provided some initial comments on the concepts that were submitted to provide further guidelines to the designer.

In the initial reaction from the graphic designer was to eliminate one of the concepts, i.e. the third from the right in Figure 2 because of its limited potential to taken any further. The other two were taken into the process in which the designer and EUFIC worked closely together.

#### 2.1.5 Selecting the concept

After a several rounds of discussion internally and with Alligence, who provided new version of the logos based on the feedback given it was decided that the building block-based logo should be taken to the final stage of the development. There were several reasons for this decision:

- It aspire a healthy and active life to a larger extent than the couple on the bench.
- The level of detail is appropriate and will come out also in a smaller format, while the illustration of the other was not entirely suitable for a logo, mainly due to its very high level of detail.
- The balance between the text and the image in the building block-logo came out to be very good.

#### 2.1.6 Working out a colour scheme

The graphic designer suggested several colour schemes for the logo. The colour of the initial concept was considered too bright with a too strong reference to children and/or youth. One green-, one blue- and one brown scale colour scheme were initially presented. The ones taken further were the blue and brown schemes in which the right nuances were searched for to promote visibility and reflect health and ageing.

The final decision on the colour scheme was made by the project Coordinator.

#### 2.1.7 Feedback from the Coordinator

Towards the end of the logo development process three logo proposals were sent to the project Coordination Team at University of Bologna for their input. From the proposals, presented in figure 3, the members of the Coordination Team were asked to select the following elements:

1. Colour scheme
2. Logo font
3. Dot or hyphen
4. Pear on own, or pear plus fish

The darker blue colour scheme and the font of the proposal in the middle were selected. The Coordinator further preferred the hyphen and the combination of a pear and a fish.



Figure 3. Draft logos shared with the project coordinators for their input

The coordinator's selection together with additional comments and suggestions were forwarded to the designer. Of the two final design proposals (see Figure 4) that were presented to the Coordinator the following was selected to become the logo of the NU-AGE project.

## 2.2 NU-AGE project logo

Figure 4 presents the logo that was selected for the NU-AGE project.



Figure 4. NU-AGE logo

### 2.2.1 The symbols of the NU-AGE logo

Three symbols have been selected to represent the basic elements of the NU-AGE project.

- "65+" refers to the age group which NU-AGE is targeting. It is also the retirement age in many European countries.
- The **apple** is indeed a well-established symbol for healthful eating. The NU-AGE logo design benefits from this to reflect the wide concept of healthful diet that will be applied in the project.
- As for the apple, the **heart** is a recognised symbol for health, which in the context of the NU-AGE logo is a tool to condense the many aspects of health covered in the project.

### 2.2.2 The colour scheme of the NU-AGE logo

A blue colour scheme was selected for the NU-AGE logo. The darker colours were chosen to make the logo come out in small formats and on white background. The nuance of yellow is warm and the blue and green colours used are matt to be soft to the eye and make associations to older age and harmony. However, the colours selected are fresh and signal activity.

### 2.2.3 The application of the NU-AGE logo

The NU-AGE project logo will provide the basis of the design of other communications materials in the NU-AGE project, such as the website and project leaflets. The project logo should be presented together with the FP7 logo and the EU flag on all communication materials that are being developed

### 3 ANNEX I



## HEADING 1

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# NU-AGE



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