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EUROPEAN PORK

Excellence from Farm to Fork

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INTRODUCTION

This document aims to provide a visual guideline for the development of all campaign visuals. Consistency in all the visuals will improve the way the campaign messages are delivered to both professionals and consumers.

It is also imperative to observe the EU's rules with respect to the use of the EU emblem, the Enjoy it's from Europe stamp, the disclaimer and how all these elements interact with the creative part of the campaign.

The visual identity proposed has a very strong EU image, with a logo with an EU theme; blue and gold as colour theme; and an enormous display for the main Union message. We strongly believe in the genuine features of European pork and as such, we simply want to communicate about them to enhance the perception of our products in both professionals and consumers.

Key messages and visuals are relatively simple, trying to achieve a high impact and build up a brand identity for EU pork based on food safety, quality and tastiness. We want target audiences to associate immediately EU pork with these features, hence the use of these words constantly throughout the campaign.

This is a work in progress. Please use this document as a general reference for how the campaign visuals will be developed in their final form, but these are not included yet as there is a specific photo shooting to be done by the end of the month. Once the video and photo session are completed, final materials will be produced following this guideline.

A campaign as ambitious as this in terms of time (three years) and objectives, will surely require adaptations and improvements along the way. All significant changes will be checked with CHAFEA, but in any case, they will certainly maintain the spirit of the content of this guideline.

KEY CAMPAIGN MESSAGES

MAIN UNION MESSAGE

English: “European Pork. Excellence from Farm to Fork”

Chinese: “欧洲猪肉. 从农场到餐桌的卓越品质”

The concept of “from farm to fork” implies a series of values for EU agricultural products¹, such as food safety, traceability and quality processes that guarantee quality products (among others). In a time when the African Swine Fever sweeps the target country and food safety is at top of mind for consumers and professionals alike, this option is equally powerful to represent EU pork in China.

EU pork rates excellent in quality, taste, diversity, food safety, traceability, authenticity, nutritional and health aspects, animal welfare and the respect for the environment and sustainability. We want to express with “Excellence” all these features, linking it to the “Farm to Fork” concept.

Also, the sonority of the message is outstanding. This main union message will not be translated into Chinese. The main message will not generally be displayed in Chinese, as we want to keep the sonority in English and the “Farm to Fork” concept.

SECONDARY MESSAGES

Secondary messages will be used exclusively in Chinese, along with the main Union message in English, they communicate the values that we want to promote in China (food safety and high quality). Combining messages in English and Chinese is quite common.

English: “Quality pork from Spain and Portugal”

Chinese: “来自西班牙和葡萄牙的优质猪肉”

This is a secondary message that can be used both for professionals and consumers. Its objective, used always in combination with the main Union message, is to highlight that our pork it is not only safe, reliable, and all the features associated to the “Farm to Fork” initiative, but also high quality, as in it is worth to pay a premium for such product.

English: “Get a taste of Spain and Portugal”

Chinese: “品味西班牙和葡萄牙”

This is a direct call to action for consumers. It is easy to understand and with an appropriate length to be combined with Spain and Portugal. It communicates the idea of tasting the product, linked to the origin, which results in a call for action for consumers to look for the origin of the pork they consume.

¹ https://ec.europa.eu/food/sites/food/files/safety/docs/fs_infograph_from-farm-to-fork_en.pdf

VISUALS

SIGNATURE

EU EMBLEM

Full guideline of use can be accessed here: <http://publications.europa.eu/code/en/en-5000100.htm>

Source files can be downloaded here: https://europa.eu/european-union/about-eu/symbols/flag_en

The EU emblem will be followed by text: “Campaign financed with aid from the European Union”.

ENJOY IT'S FROM EUROPE

Full guideline of use can be accessed here:

https://ec.europa.eu/chafea/agri/sites/chafea/files/graphic-charter-guidelines_en_0.pdf

Source files can be downloaded here:

<https://ec.europa.eu/chafea/agri/en/funding-opportunities/instructions-on-the-use-of-the-signature-enjoy-it-s-from-europe>

BENEFICIARIES' LOGOS FOR CHINA

Logos for China of both beneficiaries will be displayed next to the ‘Enjoy it's from Europe’ signature.

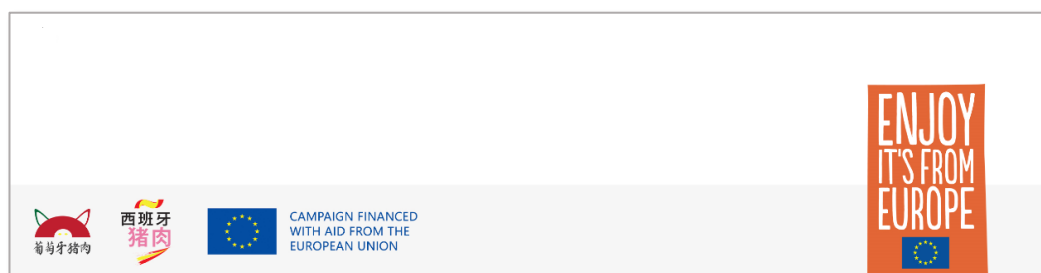
	Visual identity	Description
Spain		This logo is the Chinese version of the ‘Spanish Pork’ logo used by INTERPORC worldwide. ‘西班牙猪肉’ is the literal translation of Spanish pork.
Portugal		Portuguese pork has never used a brand so it will adopt a new one for the Chinese market. ‘葡萄牙猪肉’ means Portuguese Pork

COMBINED USE


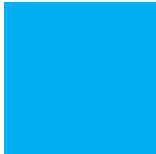


According to the guidelines for the use of the “Enjoy it's from Europe” signature, the combined use of the logos, EU Emblem and stamp will be the following:



In this campaign's case:



COLOURS

	Description	RGB
	Dark Blue	R: 47 G: 84 B: 150
	Sky Blue	R: 0 G: 176 B: 240
	EIFE Orange	R: 222 G: 93 B: 40
	Gold	R: 255 G: 192 B: 0

FONTS

English fonts used in the campaign will be

- The “Segoe UI” family:
 - Segoe UI Light: European Pork follows very stringent food safety standards...
 - Segoe UI Semilight: European Pork follows very stringent food safety standards...
 - Segoe UI: European Pork follows very stringent food safety standards...
 - Segoe UI Semibold: European Pork follows very stringent food safety standards...
 - Segoe UI Bold: European Pork follows very stringent food safety standards...
 - Segoe UI Black: European Pork follows very stringent food safety standards...
- Trajan Pro: European Pork follows very stringent food safety standards...
- Cambria: European Pork follows very stringent food safety standards...

Chinese fonts used in the campaign will be the Dengxian family:

Dengxian Lite: 欧洲猪肉最好的猪肉！

Dengxian: 欧洲猪肉最好的猪肉！

CAMPAIGN LOGO

The logo proposed has several important elements:



- The logo has a similar shape to a winner ribbon. The idea behind that shape is to evoke, in a very subtle way, the association “European pork” and “excellency”.
- A banner with the text: 欧洲猪肉 (European Pork).
- A main figure, a pig in gold composed of geometric forms, in line with how pork is consumed in China: many cuts and many different shapes. It has a realistic, yet innovative, approach that appeals both to consumers and professionals (not too sketchy or cartoonish). Gold colour has a very positive perception in China, associated with value and prosperity.
- A circle of stars that evokes the flag of the EU.

GIFs

Animated images are a great tool to communicate in today's online landscape. Using GIFs in social media allow us to show several messages in a very attractive way. Several GIFs will be developed for the campaign, and will have a similar structure to this one²:



<https://youtu.be/rjf3Hg6RyrQ>

² Uploaded to YouTube for reference purposes. Please note that the quality of the video is low since this is meant to be a GIF, with a 400px square resolution, used in social media in mobile devices. The actual GIF has a 400*400px size.

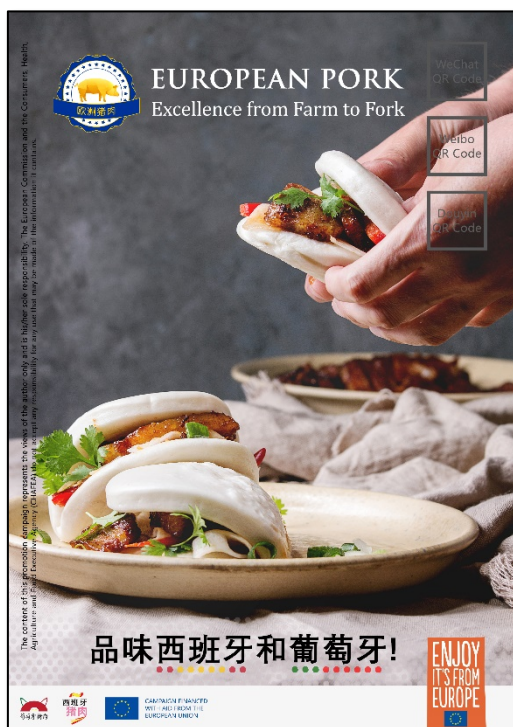
MATERIALS

POSTERS

The campaign general advertisement could look something like the images displayed on the following page. It should feature:

- EU pork raw and/or prepared in different shapes and forms (cubes, rolls, steak, slices, etc)
- EU and Chinese cuisine dishes
- Different cuts according to the action strategy
- Clean, attractive design, easy to localise to Chinese.
- The requirements (EU emblem, Enjoy it's from Europe signature, EU disclaimer)

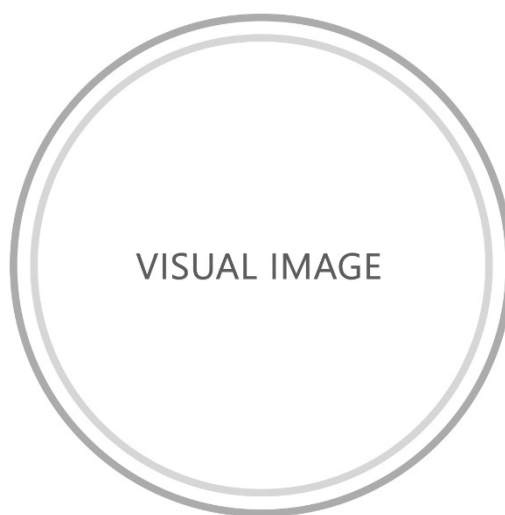
Specific photo and video shooting will be done after the approval of this concept. The images below are for reference.



Disclaimer in English: The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the Consumers, Health, Agriculture and Food Executive Agency (CHAFAEA) do not accept any responsibility for any use that may be made of the information it contains.

Disclaimer in Chinese: 本活动的内容仅代表作者个人的观点，并且仅由他/她承担责任。欧盟委员会以及消费者，卫生，农业和食品执行局（CHAFAEA）对其中所含信息的任何使用不承担任何责任。

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WeChat
QR Code

Weibo
QR Code

Douyin
QR Code



CAMPAIGN FINANCED
WITH AID FROM THE
EUROPEAN UNION



ROLL-UPS

A set of roll-up banners will be developed for displaying at events. They will all have the main Union message in the key position (eye level) and secondary messages in other parts of the banner depending on the background picture. QR codes for social media will be included.

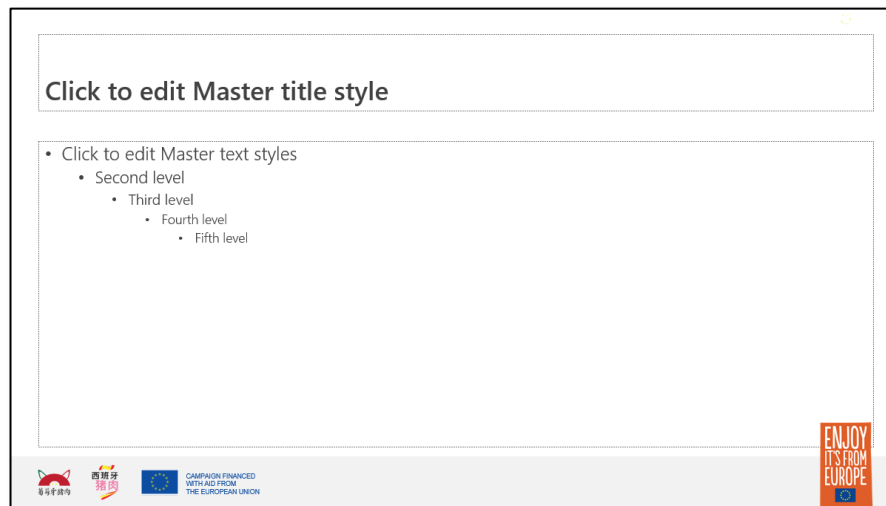
The size for all the roll-up banners is 80cm*200cm (width*height).



TEMPLATES

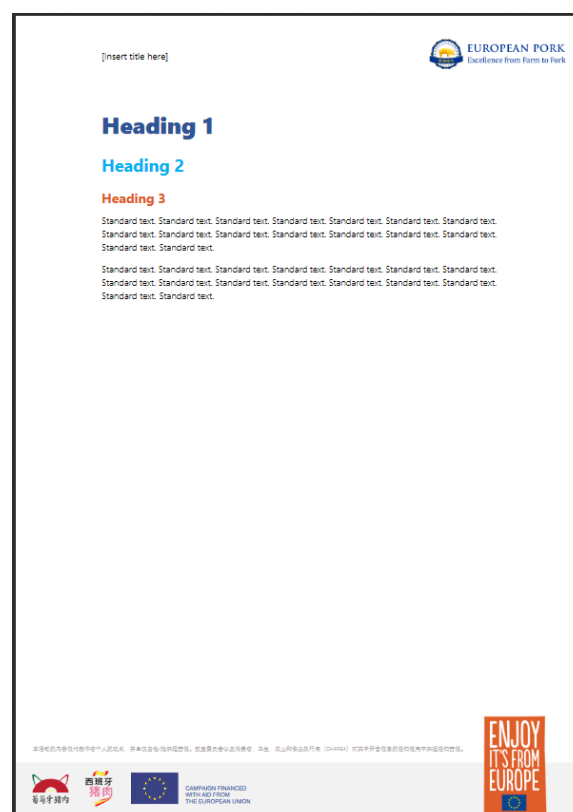
POWERPOINT PRESENTATION

These files will be used in most of the events to introduce the campaign and the content.



WORD DOCUMENT

This type of files will be used for supporting purposes at events (e.g. informing attendees that they must prepare the QR code in their ticket to show to staff for registration).



NEWSLETTER

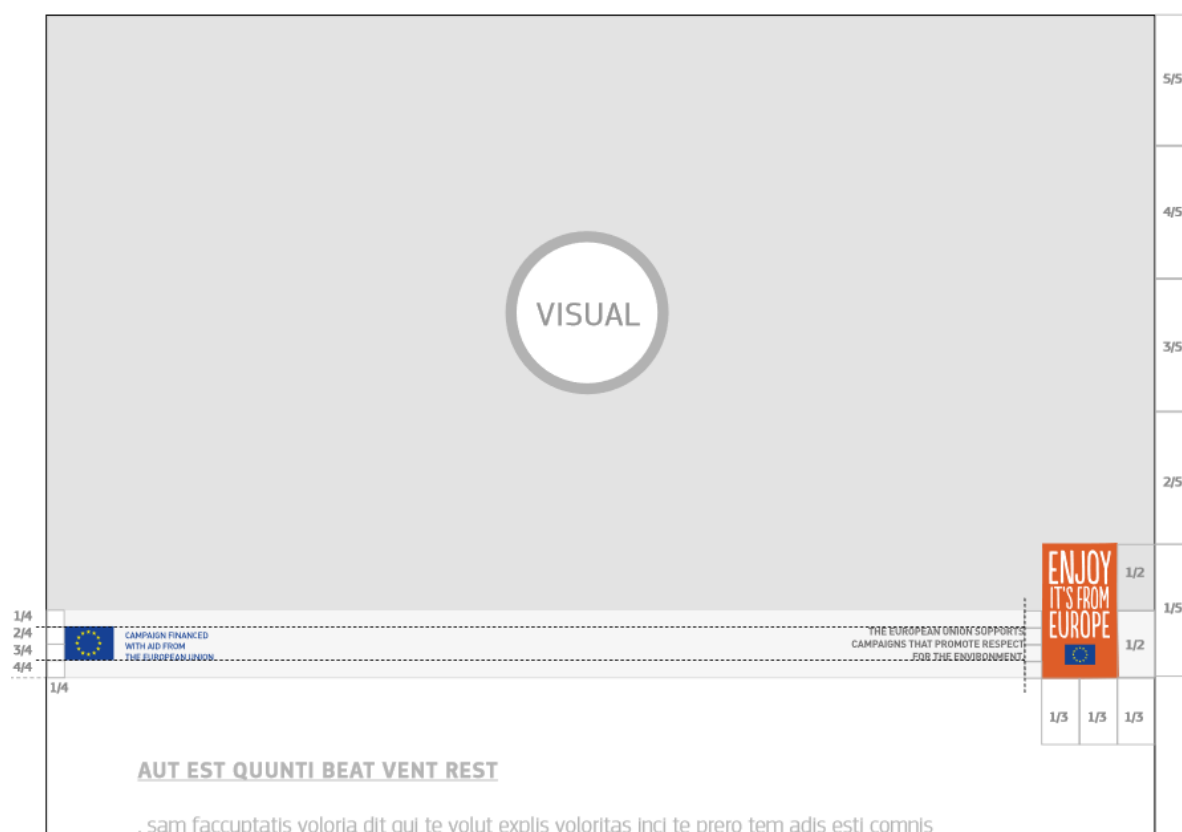
Newsletters are a fantastic way to keep in touch with EU pork companies and keep them in the loop about the market and the activities taking place. The objective is not to have “an independent” campaign at an industry level; but to have companies participating as well (e.g. inviting their clients to attend the campaign events).

A newsletter will be sent out every quarter to all the EU companies that sign up. It will contain the following information:

- Summary of the activities done in the last quarter
- News about the Chinese market
- Upcoming events

The newsletter will link with the campaign’s website or, in the case of news, with reputable sources. The e-mail service used will be [Mailchimp](#).

The design of the newsletter will be done according to the guidelines provided.



EVENT PAGE

Great events are the result of many little details. One of them is the software to manage all aspects of the event (e.g. invitations, registrations, check-in, thank you notes). We will use cutting-edge software that will allow us to have beautifully designed event pages and automate the entire process.

The software used will be [Eventbank](#). Template designs can be created on the platform. To be done once the general visual identity is approved.

ONLINE IDENTITY

DOMAIN

For website and email we will use eupork.com. It's a premium domain, with only 6 characters and a clear identification of EU + product. It guarantees great visibility. It's short, very easy to remember and matches perfectly with the campaign.

The objective of the name is to get people to remember it and go to the website. We have to think that a domain is like having a shop in a main street or an alley, the domain will get us visibility on this main street or in a shady alley.

Once people it's inside all they will see is the From Farm to Fork theme and the key messages and visuals of the campaign. But to get there, the easier the better, so this domain is just perfect.

SOCIAL MEDIA

For social media, we will work on the adaptation of the same concept. We must check possibilities of names not registered and will update this section soon.