

‘Climate Resilient Products from  
Saline Farmland’.



# Brand Book



‘People buy from brands whose values  
and beliefs they share’



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



# Table of Contents



01	Table of Contents
02	Why Another Brand?
03	Brand Proposition - Why?
04	The Brand Proposition
05	The Logo Design
06	Use of the Logo
07	Visual References
08	Design Elements
09	Criteria for Use
10	Sample Applications
11	Addenda

Only 3% of the world's water is fresh water, and two-thirds of that is tucked away in frozen glaciers or otherwise unavailable for our use. As a result, some 1.1 billion people worldwide lack access to water, and a total of 2.7 billion find water scarce for at least one month of the year.

Agriculture consumes more water than any other source and wastes much of that through inefficiencies.

Climate change is altering patterns of weather and water around the world, causing shortages and droughts in some areas and floods in others.

There is a need for action.

Source: WWF



# Why Another Brand?



**Crops grown in saline affected soils may have particular qualities and attributes that need to be recognised.**

For the last three years the Interreg funded project Salfar has been working to understand the effects of increasing salinisation of soils and the implications this will have for agriculture both now and in the future. The economic impacts of salinisation exceeds half a billion euros a year in Europe alone. The costs are projected to rise with the tides. Crop varieties have been identified which are salt tolerant. Some we are familiar with, others are new and interesting additions to our diet. Their cultivation and use is being explored and recipes are being developed. novel techniques are being tried-out particularly for water conservation. The work is continuing and much still needs to be done. A lot of this work is being carried out by small innovative and entrepreneurial organisations. They are all working on -

***solving tomorrow's problems today.***

***for everyone's benefit.***

The SalFar project has developed a brand label for food producers in the North Sea Region. This label specifically identifies foods and products which have been produced sustainably from saline-affected areas.

This label can be added to their products to verify to the customer that by buying them they are contributing positively to mitigating the effects of climate change along the coastlines of the North Sea Region.





# Brand Proposition - Why?



**Climate change is happening. Worldwide, average temperatures are increasing.**

**Glaciers are melting.**

Storms, floods and droughts are becoming more common. Sea levels are rising and the soils in low-lying coastal areas are affected - they are becoming more saline as is the water used for irrigation.

This is not an immediately pressing problem in the North Sea Region now. In the near future it will be. If nothing is done, when increased salinity in soils does become a major problem, it will be too late. This will have an impact on food supplies, lives and livelihoods. Climate change is having, and will continue to have, a growing impact on all of us. We need to start growing different things. We need to learn what can and what cannot grow in these changing conditions and promote and develop the species and varieties that flourish.

Unless these crops can be identified and developed this land will become unusable for food production.

A number of countries in the North Sea Region are already letting the sea flood some farmland. Many have identified significant areas they will not protect from inundation.



# The Brand Proposition



## ‘You can Make a Difference’

People want to be able to make a difference. They are often frustrated by not knowing how. This branding makes a promise to the consumer and user that by buying the food or food product to which this branding is applied they are:

- supporting existing employment and helping to create new jobs.
- assisting with water conservation.
- helping to mitigate the effects of climate change.
- assisting in the development of sustainable agricultural methods.
- helping to ensure that farmland, affected by climate change, will remain in production.
- helping to provide practical solutions for real problems.
- assisting in creating food security for the future.
- supporting food producers in the North Sea Region.



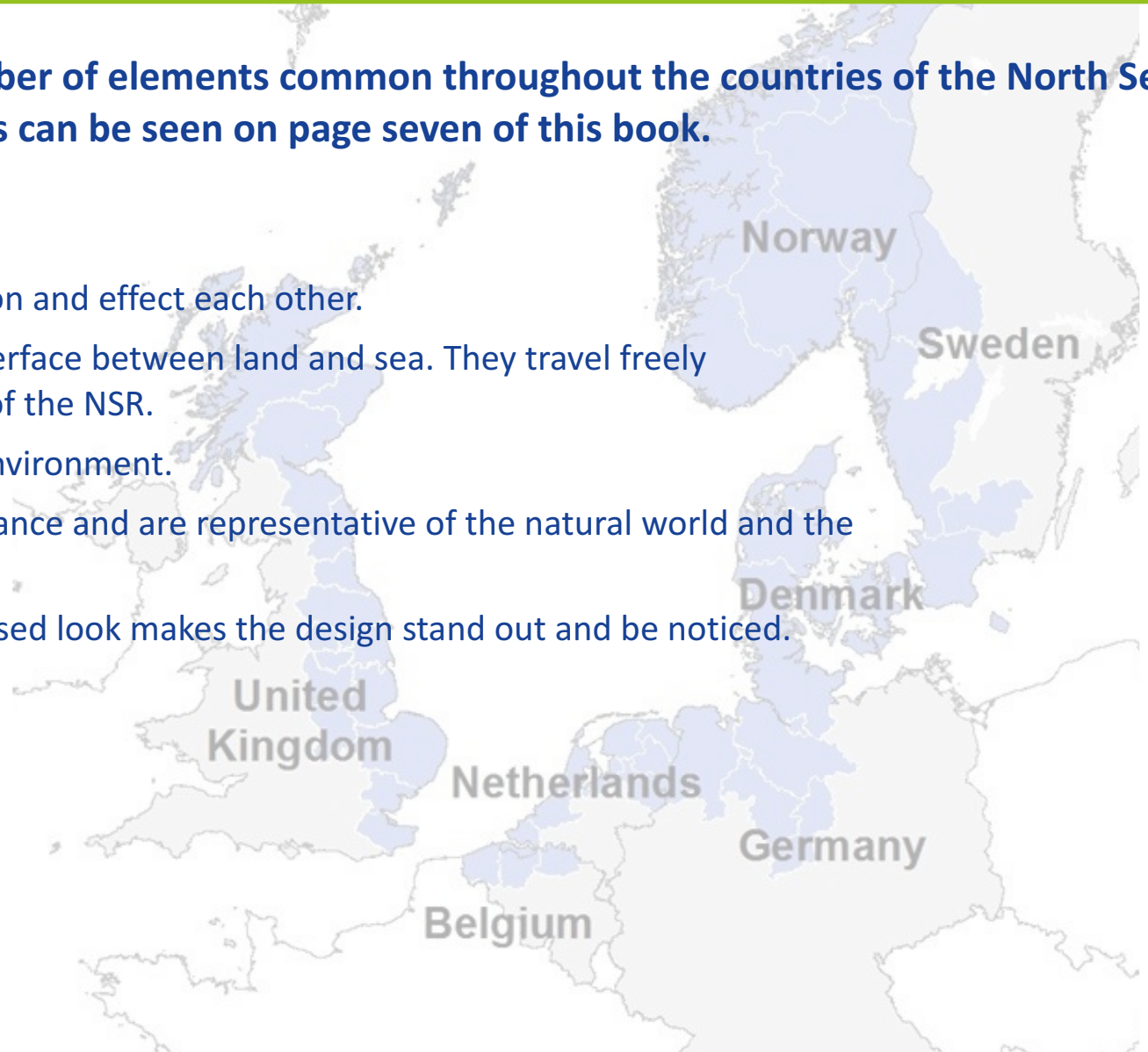
# The Logo Design



The logo contains and builds on a number of elements common throughout the countries of the North Sea Region (NSR). Some of these influences can be seen on page seven of this book.

They include:

- sea and land which both define the region and effect each other.
- the birds, Oystercatchers, live on the interface between land and sea. They travel freely between and connect all the countries of the NSR.
- a stylised plant, flourishing, in a saline environment.
- the colours. They implicitly offer reassurance and are representative of the natural world and the NSR - sea, sky and sunshine.
- the use of deeper colours and an embossed look makes the design stand out and be noticed.



# Use of the Logo

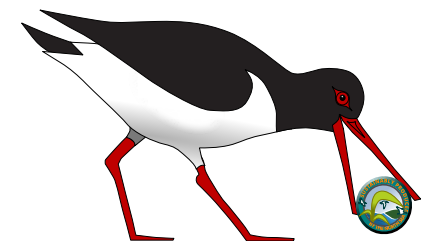


The logo does not and should not stand alone:

- The SalFar brand is a label which supports and reinforces existing brands and the brand values of food producers throughout the North Sea region.
- Its purpose is to inform users and consumers of the provenance of the products and the sustainability of the production methods used.
- It can be used alone or alongside other labelling. e.g:

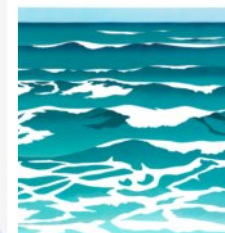
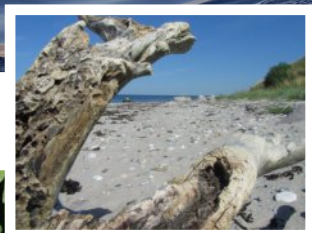
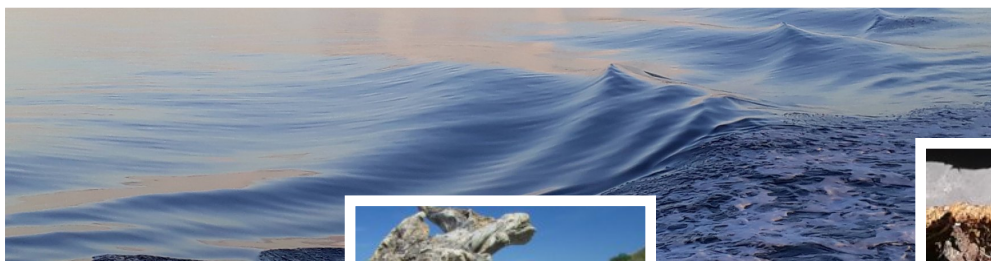


As an addition, the amusement of the Oystercatcher holding the logo, when used appropriately, assists in raising awareness of the brand and enhances the profile of the logo. It is available both left & right facing.





# Visual References





# Design Elements



ITEM		R	G	B
BACKGROUND		0%	50%	50%
SKY, LIGHT		100%	100%	100%
SKY, BLUE		63%	73%	84%
SEA, LIGHT		20%	56%	81%
SEA, DARK		9%	37%	56%
SEA, STRIPES		7.5%	30%	56%
INNER RING		30%	30%	30%



ITEM		R	G	B
FIELD, GREEN		17.5%	37%	
LEAF, GREEN LIGHT		69%	31%	18%
LEAF, GREEN DARK		43%	51%	18%
LEAF, GREEN LINE		50%	50%	4%
BIRDS, LINE		0%	50%	0%
BIRDS; FILL		100%	100%	50%
LETTERING		100%	51%	100%
BIRD LEG		75%	0%	0%

0%

**Typface: Open Sans Extrabold**

# Criteria for Use



**In this context we define sustainable production as enabling or maintaining food production in areas that are otherwise unsuitable for growing food due to increased soil salinity and without using additional fresh water or causing further environmental damage.**

To use this brand label on food products they must be grown or produced in the North Sea Region and one or more of the following criteria must also be met:

- the crops have been irrigated with brackish water.
- the crops have been produced in saline affected soil.
- the crops have been produced using saline-grown feed for animal production (feed or pasture).
- the crops have been fertilised with seaweed.
- the products have been produced from ingredients conforming to the above criteria.







# Addenda

The logotype and the Oystercatcher in left & right facing versions are available in three different sizes as png files.

These files can be obtained from this URL:

[northsearegion.eu/salfar/online-resource-centre/](http://northsearegion.eu/salfar/online-resource-centre/)

Thank you to everyone within and without Salfar who have contributed their thoughts and ideas - they all helped.

**The Salfar Brand Book**  
**Louise Krogh Johnson & Stephen Valentine**  
**at the**  
**Food & Bio Cluster Denmark**  
**2021**

All photographs by Stephen Valentine

