

Deliverable achievement report

D7.1.1. The project graphic identity is defined

Description of completion

The aim was to create a new logo for MountainHER, incorporating elements related to cereals and emphasizing the empowerment of women. The logo was chosen out of the 4 that the graphic design studio produced for us after discussing, the scope of the project and the values that we wanted to promote through that project.

Initial Logo Options:

Four logo options and a color palette were presented.



Feedback received expressed a preference for the first and forth logo options, with the provided color palette deemed acceptable. A suggestion was made to incorporate a spike, similar to the third option, to represent cereals.

Revised Logo Designs:

The second logo was amended to avoid any unintended interpretation of the woman's posture as submissive.

A range of new font and color palette options were provided for both the first and third logo designs. The logo was modified by removing some spikes and incorporating bread as an alternative cereal element. The final MountainHer logo is below



Final Deliverables:

Updated logo designs: Changes made to the logo included adjusting the woman's posture and providing a range of font and color palette options.

Conclusion:

The chosen logo design was selected from the initial four options provided by the graphic design studio.

The design aligns with the project's scope and values, emphasizing the promotion of women's empowerment.

Justification of delay

No delay

Supporting documents

https://mel.cgiar.org/reporting/report/id/14396/del_id/33695



**MOUNTAIN
HER**

Empowering women in mountain
farming communities

