

EU4BUSINESS: CONNECTING COMPANIES

VISUAL IDENTITY GUIDE

MARCH 2020

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1. INTRODUCTION

EU4Business: Connecting Companies (EU4BCC) is a project managed by EUROCHAMBRES and funded under the EU4Business initiative of the European Union. The **EU4Business: Connecting Companies** project is due to end in December 2022.

The **EU4Business: Connecting Companies** project is being developed in the framework of the Eastern Partnership (EaP), which was launched in 2009 in order to deepen and strengthen relations between the European Union (EU), its Member States and its six Eastern neighbours (Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine). EU4Business is an umbrella initiative that covers all EU activities supporting small and medium-sized enterprises (SMEs) in the EaP countries.

The EU4BCC project aims to support sustainable economic development and job creation in the EaP countries by helping SMEs to grow - especially by promoting increased trade, encouraging inward investment and fostering business links with companies in the EU.

The new project will be essentially organised on a sectoral basis. This will allow a more strategic approach, targeting the specific needs and opportunities of each sector, and allow for the creation of alliances between EU and EaP businesses on a sectoral – and therefore more specific – basis.

The selected sectors are the following:

- Bio- / organic food
- Creative Industries
- Textile
- Tourism
- Wine

5 Sectorial Consortia will be selected through call for proposals, including minimum 2 EU Chambers (maximum 4 EU Chambers per sector), that have the area of expertise in one of the selected sectors and aim at piloting the implementation of the long term strategy and the policy recommendations developed by Board of Experts towards improving the competitiveness of the sector covered. Each consortium will then issue her own calls in order to assign the implementation of the activities (B2B matching, twinning, study visits) to the partnerships applying for a sub-grant.

Due to the large number of links within the consortium, including Chambers of Commerce, B2B, twinnings, etc., it is essential that all project materials, publications, actions in social media have the same language and the same identity. This will only be possible through a Visual Identity Guide applied by all partners involved in the **EU4Business: Connecting Companies**. This visual identity guide will help partners develop their project related materials.

2. VISUAL BRANDING

Visual branding encompasses a wide range of things and is the essence of business or project. **EU4Business: Connecting Companies** Visual Identity Guide is the first touchpoint with partners in Europe and in EAP countries. The visual aspect of your brand needs to be consistent with who you want to serve and the type of work you want to do. If you're visuals aren't aligned with your target market, then you are losing their interest and trust.

The **EU4Business: Connecting Companies** Visual Identity works as a system. Every piece works together like a puzzle to create a larger picture of the project. The visuals represent our project through graphics, colours and images. The main objective is to catch the attention of the **EU4Business: Connecting Companies** audience while building trust and recognition.

The design will reflect the fact that the EU4BCC project is part of the 'EU4Business' initiative of the European Union.

3. TYPOGRAPHY

The **EU4Business: Connecting Companies** established Calibri as its font for printed materials and Nexa as font for web publications and materials. The fonts below must be used for the communication materials produced in the framework of the project.

FONT FOR PRINTED MATERIALS

Calibri

CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CALIBRI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CALIBRI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CALIBRI BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONT FOR ARMENIAN AND GEORGIAN

Sylfaen

Sylfaen regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sylfaen italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sylfaen bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sylfaen bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONT FOR WEB AND DIGITAL

Nexa

FONT SIZE

Size	Example
Title in the cover page: 30	TITLE OF COVER PAGE
Table of Content: 20	TABLE OF CONTENT
Title: 16	TITLE
Sub-title: 14	SUB-TITLES
Headlines: 14	HEADLINES
Text: 12	TEXT
Footer: 9	footer

4. COLOUR PALETTE

The following colours may be used:

C	M	Y	K	Pantone PMS	R	G	B	Web #
								

FROM EU FLAG

EUROPEAN BLUE

	100	80	0	0	Reflex Blue	0	51	153	003399
---	-----	----	---	---	-------------	---	----	-----	--------

EUROPEAN YELLOW

	0	20	100	0	Yellow	255	204	0	FFCC00
---	---	----	-----	---	--------	-----	-----	---	--------

RECOMMENDED COLOURS FOR EU4BUSINESS


EU4BUSINESS DARK BLUE

	100	60	0	30	654	22	66	125	16427d
---	-----	----	---	----	-----	----	----	-----	--------

EU4BUSINESS MAIN BLUE

	100	50	0	0	660	6	105	178	0669b2
---	-----	----	---	---	-----	---	-----	-----	--------

EU4BUSINESS CYAN

	100	0	0	0	2995	0	168	236	00a8ec
---	-----	---	---	---	------	---	-----	-----	--------

EU4BUSINESS LIGHT BLUE

	60	0	0	0	297	110	198	241	6ec6f1
---	----	---	---	---	-----	-----	-----	-----	--------


EU4BUSINESS GREY

	0	0	0	50	Cool Gray 7	149	149	149	959595
---	---	---	---	----	-------------	-----	-----	-----	--------

EU4BUSINESS LIGHT GREY

	0	0	0	20	Cool Gray 1	215	215	215	d7d7d7
---	---	---	---	----	-------------	-----	-----	-----	--------

Additionally, the following colour may also be used:

	10	00	53	00	586	234	236	148	eaec94
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5. DESIGN AND LAYOUT OF PUBLICATION

The 'EU4Business: Connecting Companies' Project will respect the "Practical Tips on how to design Communication Products, published by the European Commission.

EXAMPLE OF USING THE GLOBE GRAPHIC ELEMENT

EXAMPLE OF THE GLOBE GRAPHIC ELEMENT ON A VERTICAL DIN A FORMAT



IMPORTANT!
Proportions are based on the **height** of the document.

- ◀ Margins=1/20
- ◀ Flag with EU4Business=2/14
- ◀ Title=4/20
- ◀ Fade to white=2/20
- ◀ Colour or gradient colour=10/20
- ◀ Blue=3/20

IMPORTANT!
Start by positioning the globe between the left and right margins and make sure it is centred.

6. VISUAL ELEMENTS

All the communication materials must prominently feature the following statement: **'EU4Business: Connecting Companies'** is managed by EUROCHAMBRES and funded under the EU4Business initiative of the European Union.

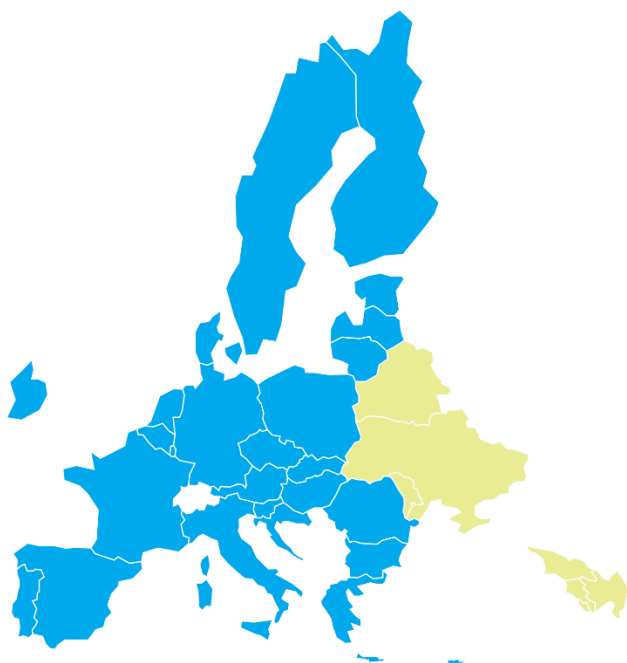
All the communication materials must prominently feature the logos of EU4Business and EUROCHAMBRES.



EU4Business

Communication materials produced in the he **'EU4Business: Connecting Companies'** Project will emphasize the role that the Project plays within the framework of the EU4Business initiative (by making use of the EU4Business logo) and also in the context of the Eastern Partnership as a whole.

One effective way of showing the geographical scope of the Project is by using a map that shows all countries participating in the Eastern Partnership (based on the example below). A PNG version of the map will be available for the consortia.



7. TEMPLATES FOR SOCIAL MEDIA

The **EU4Business: Connecting Companies** developed a series of template to support consortia in your overall actions on social media. The template will help consortia disseminate information and to achieve the following:

- Give the same identity to all partners
- Improve all your social media profiles
- Develop a thoughtful content strategy and set a publishing schedule

Template for general information about the project's actions



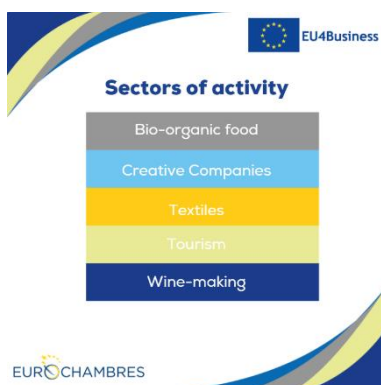
Template for events related to the EU4Business: Connecting Companies project



Templates for EU4Business: Connecting Companies quotes



Templates for EU4Business: Connecting Companies general information



8. GRAPHICS FOR SOCIAL MEDIA

The '**EU4Business: Connecting Companies**' Project is promoted on social media with graphics that make use of the EU4Business logo and colour palette.