EU4Business

EUROCHAMBRES

EU4BUSINESS: CONNECTING COMPANIES

VISUAL IDENTITY GUIDE

Updated in November 2023

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Funded by the European Union

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1. INTRODUCTION

EU4Business: Connecting Companies (**EU4BCC**) is a project managed by Eurochambres and financed by the EU under the EU4Business initiative, an umbrella initiative encompassing all EU support to small and medium-sized businesses (SMEs) in the Eastern Partnership countries — Armenia, Azerbaijan, Georgia, Moldova, and Ukraine[1].

EU4BCC 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 Eastern neighbours.

The project was launched in December 2019 with the aim 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 project was organised on a sectoral basis allowing for a more strategic approach, targeting the specific needs and opportunities of each sector, and allowing for the creation of alliances between EU and EaP businesses on a sectoral – and therefore more specific – basis. The selected target sectors were the following:

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

The project was due to end in December 2022, however, after two two-year extensions, the project new end date is December 2024.

EU4BCC Visual Identity Guide was created in 2020 following the guidelines of the EU4Business umbrella initiative which role is to monitor and analyse the impact of EU's private-sector support actions in the EaP and maximise its visibility.

The document has been revised and republished in November 2023 following the new communication guidelines distributed by EU4Business and applicable for EU-funded programmes under the EU4Business Initiative.

This revised version shall be taken into account by all the subcontractors that will be implementing activities in 2024 when developing promotional materials as publications and social media posts shall have uniformity in language and identity.

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[1] In line with the Council Conclusions of 12 October 2020 and in light of Belarus' involvement in the Russian military aggression against Ukraine, recognised in the European Council Conclusions of February 2022, the EU has stopped engaging with representatives of Belarus public bodies and state-owned enterprises. Should there be a change of the context, this may be reconsidered. In the meantime, the EU continues to engage with and, where possible, has stepped up support to non-state, local and regional actors, including within the framework of this project.

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2. VISUAL BRANDING

Visual branding encompasses a comprehensive spectrum of visual components that collectively contribute to the overall identity and perception of an entity. This includes but is not limited to logos, colour schemes, typography, imagery, and the consistent application of these elements across various platforms and materials. Effective visual branding goes beyond aesthetic appeal; it serves as a powerful tool for conveying the values, personality, and message of a business or project to its target audience.

EU4BCC Visual Identity Guide is the first touchpoint with partners and beneficiaries in Europe and in the EaP countries. This is why the visual aspects need to be consistent and completely aligned along the different partners within the project.

The **EU4BCC** Visual Identity works as a systematic framework, where every element works like a puzzle coming together to form a larger picture of the project. The primary goal is to catch the attention of the **EU4BCC** audience while building trust and recognition.

3. TYPOGRAPHY

Based on the new guidelines, service providers shall use the fonts below for all communication materials produced in the framework of the project.

FONT FOR PRINTED MATERIALS

Main

For designer layouts. Use for print (signage, posters, leaflets, website, etc.)

Quicksand BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz '
?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*
1234567890

Quicksand REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz '
?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*
1234567890

Additional

For non-designer layouts. Use for digital design (onscreen, HTML, PPT)

Tahoma BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*
1234567890

Tahoma REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*
1234567890

Given language peculiarities, you can use Sylfaen font or other fonts at your own discretion, but make sure they read well

Sylfaen REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz '
?'"!"(%)[#][@}/&\<-+×=>®©$€£¥¢:;,.*
1234567890

Download the template here.

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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:

✦ Main

	REFLEX BLUE EU CMYK 100 80 0 00 RGB 0 51 158 #003399		YELLOW EU CMYK 0 0 100 0 RGB 255 204 0 #FFCC00		**Main colours** should necessarily be used in all design materials. The use of additional colours is optional

✦ Additional

	ORANGE CMYK 0 50 90 0 RGB 247 148 51 #F79433		TEAL CMYK 64 0 41 0 RGB 81 192 172 #50c0AB		PURPLE CMYK 72 97 2 0 RGB 93 47 122 #5D2F7A		BLUE CMYK 0 75 23 0 RGB 0 158 224 #009ee0

0   20   100   0

✦ Neutral

	GREY LIGHT CMYK 0 0 0 10 RGB 230 231 232 #e6e7e8		GREY CMYK 0 0 0 40 RGB 167 169 172 #a7a9ab

Additionally, and in order to keep consistency with the previous colour palette, the following colour may also be used:

	LIGHT YELLOW CMYK 10 00 53 00 RGB 234 236 148 #eaec94

The updated EU4Business guidelines propose to use the following additional colours, however, it is strongly advised to prioritise the original colours of the EU4BCC project: blue, yellow and grey.

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REFLEX BLUE EU CMYK 100 80 0 00 RGB 0 51 158 #003399	**YELLOW EU** CMYK 0 0 100 0 RGB 255 204 0 #FFCC00	**ORANGE** CMYK 0 50 90 0 RGB 247 148 51 #F79433	**TEAL** CMYK 64 0 41 0 RGB 81 192 172 #50c0AB	**PURPLE** CMYK 72 97 0 0 RGB 107 50 147 #6A3192	**BLUE** CMYK 75 23 0 0 RGB 19 156 216 #129CD8
REFLEX BLUE CMYK 100 67 0 40 RGB 0 60 118 #003C76	**YELLOW** CMYK 0 20 100 0 RGB 255 203 5 #FFCB05	**ORANGE light** CMYK 2 33 79 0 RGB 246 178 79 #F5b24F	**TEAL light** CMYK 32 0 19 0 RGB 172 220 212 #ABDCD4	**PURPLE light** CMYK 20 35 0 0 RGB 199 169 208 #C7A9d0	**BLUE light** CMYK 50 0 5 0 RGB 113 207 235 #71CEEA
REFLEX BLUE dark CMYK 100 89 6 50 RGB 10 28 88 #091B58	**YELLOW dark** CMYK 43 62 100 39 RGB 106 75 22 #6B4A1d	**ORANGE dark** CMYK 0 80 100 30 RGB 179 66 21 #B34215	**TEAL dark** CMYK 86 27 60 8 RGB 0 133 117 #008475	**PURPLE dark** CMYK 80 100 0 60 RGB 64 0 75 #2C004A	**REFLEX BLUE light** CMYK 90 57 0 0 RGB 2 108 182 #026BB5
REFLEX BLUE Gradient	**YELLOW** Gradient	**ORANGE** Gradient	**TEAL** Gradient	**PURPLE** Gradient	**BLUE** Gradient

5. DESIGN AND LAYOUT OF PUBLICATION

Any publication prepared in the framework of **EU4BCC** shall follow the instructions and guidelines included in this document.

Download the report template here.

6. VISUAL ELEMENTS

LOGOTYPES

All the communication materials must prominently feature the following statement: '**EU4Business: Connecting Companies**' is managed by Eurochambres and financed by the EU under the EU4Business initiative.

All the communication materials must prominently feature the logotypes of EU4Business, the European Commission, and Eurochambres:

EU4Business   Funded by the European Union   EUROCHAMBRES

Download the EU4Business logos here.

The logotypes shall be placed taking into account the following instructions:

→ The light blue border surrounding the logotypes designates the "protection area", indicating the recommended distance to be maintained between each core element and other items.

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Horizontal
Funded by
the European Union

Vertical
Funded by
the European Union

→ They are always used together. The EU4Business logo goes first, the "Funded by the EU" logo goes second

EU4Business   Funded by the European Union

Leave significant space between the two logos

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Do

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Protection area

If several logos are placed together, the distance between them should be at least as wide as the protection area or more.

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The minimum height of the EU emblem must be 1 cm.

For specific items the emblem can be reproduced in a smaller size.

Do not

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Transform

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Change colors

Communication materials produced in the **EU4BCC** Project will emphasize the role that the Project plays within the framework of the EU4Business initiative (by making use of the combined logotype) and in the context of the Eastern Partnership as a whole.

PHOTOS

It is recommended the use of light and modern pictures highlighting the human angle. In case of need there are pictures available in this image library.

GRAPHICS

When displaying flags of the EaP countries you may use the examples below:

When using flags of the EaP countries, please ensure they are: in circles, in alphabet order (priority is given to the English alphabet), with the same distance between them, equal in size

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You may increase the flag size of the country for local layouts.

Download the flags here.

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For bullet point the following example will be used:

The symbol of the EU is transformed into a unique graphic element.

It can be used in different directions.

It can be used in different sizes. For example:
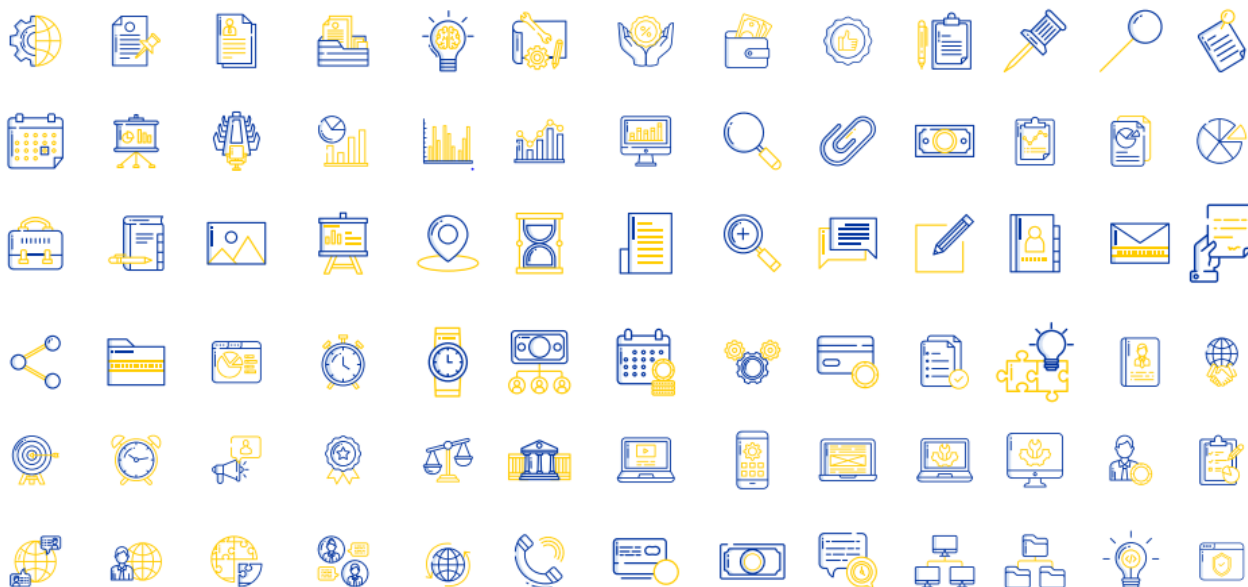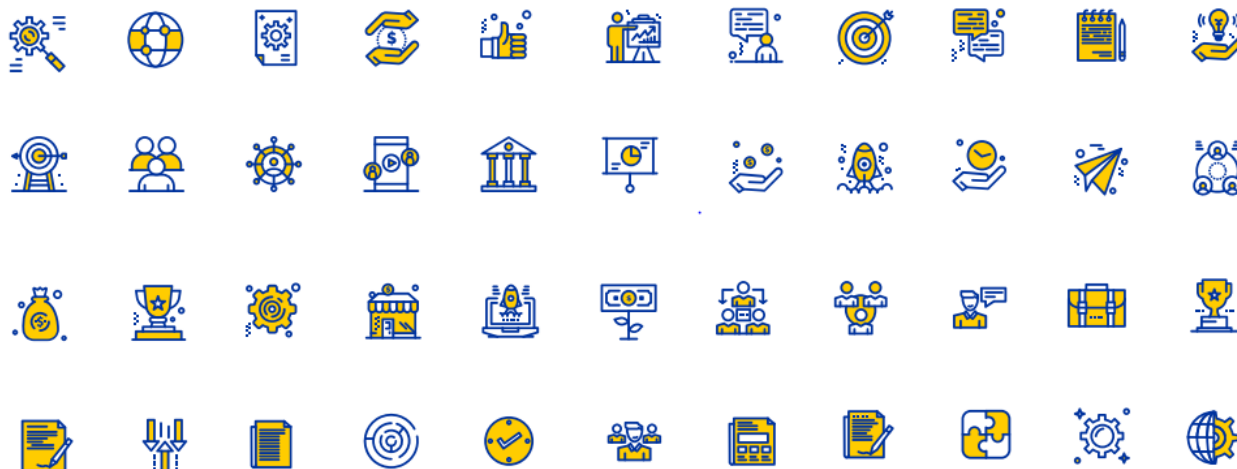
Small for marking bullet points in the list

- Line 1
- Line 2

Medium for marking columns

Column 1   Column 2   Column 3

Download the graphic elements here.

ICONS

In regards of icons to use, the EU4business team has developed the following icons:

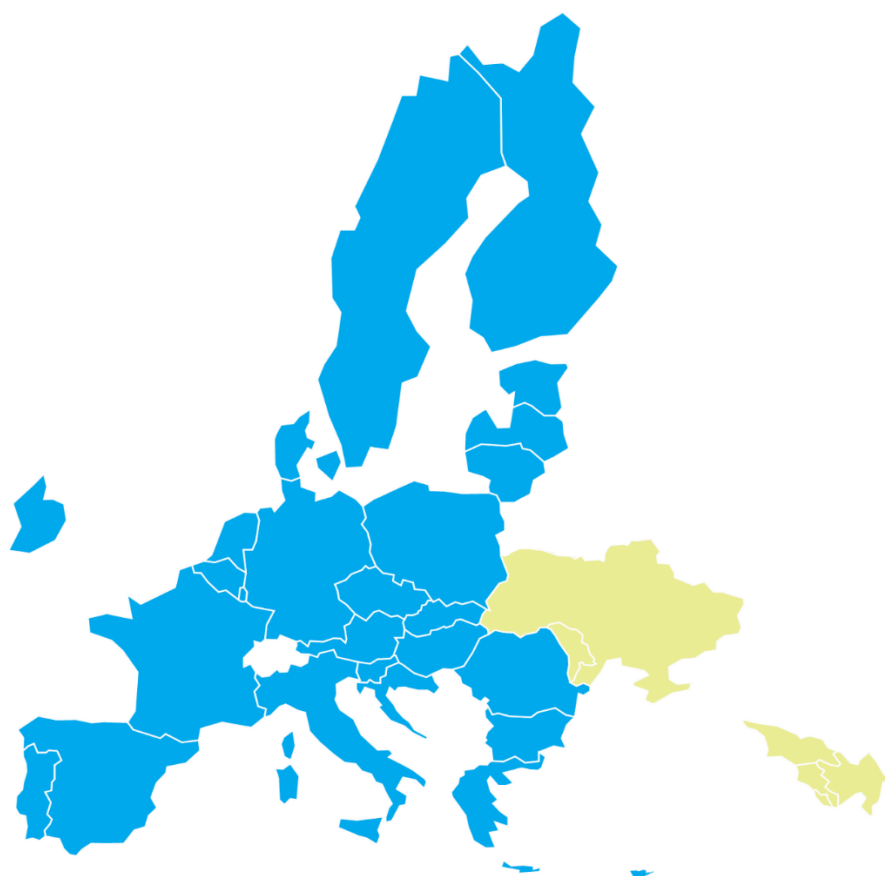
Download here.

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[Download here.](#)

One effective way of showing the geographical scope of the Project is by using a map that shows all the countries participating in the Eastern Partnership (based on the example below).


Download the map in PNG version [here](#).

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7. TEMPLATES FOR SOCIAL MEDIA

The EU4BCC project developed a series of template to support partners and subcontractors in the overall actions on social media. The template will help disseminate information and to achieve the following:

- Give the same identity to all partners
- Improve all the social media profiles
- Develop a thoughtful content strategy and set a publishing schedule
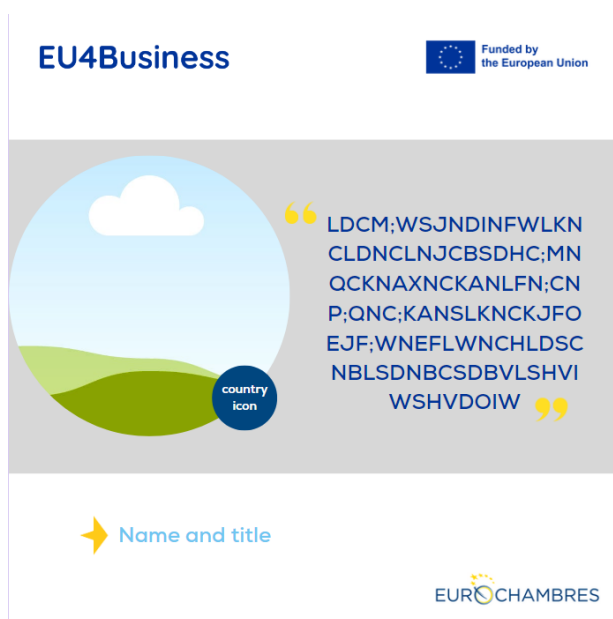
Download this template here.

Download the template here.

Download the template here.

GRAPHICS FOR SOCIAL MEDIA

The **EU4BCC** Project shall be promoted on social media using graphics that make use of the EU4Business logotypes and colour palette.

Download the image library here.

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