Visual Identity Guidelines
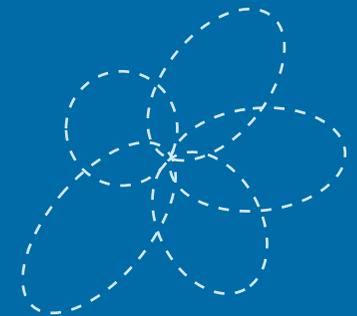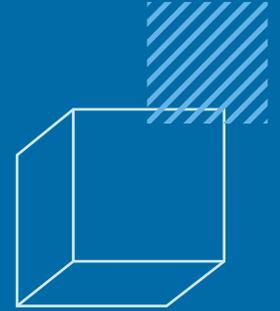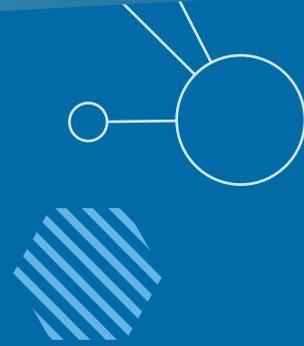
Table of Contents

A. Visual Basics

B. Visual System

C. Graphic Imagery

The Logo

The logo

The logo is composed of the Enterprise Europe Network logo and the EU emblem, always in this order. "Enterprise Europe Network" must always be in English and not be translated into other languages. The unified logo creates a compact, strong, distinctive visual presence with a European identity.

Network partners must refer to the Enterprise Europe Network, or **"The Network"** for short; do not use the acronym "EEN". The logo must be used without the official slogan (Business Support on Your Doorstep). Both versions (with and without the slogan) are available in horizontal and vertical compositions.

The logo with the slogan

The version including the slogan may be used only in cases where the logo can be shown in a large enough format (e.g. video end screens). The slogan has been translated into the official languages of the European Union and only these official translations may be used. The logo is available in horizontal and vertical compositions.

Safe area

The safe area around the logo is defined by the negative space between the word "network" and the EU flag. Do not place anything around the logo within the safe area. Keep the space clear to ensure the logo is distinguishable and appears properly. The same principle applies to all logo variations (vertical, horizontal, positive, negative, etc.).

Logo colours

Digital version (RGB)

The colours of the logo are **Yellow and Blue**. Yellow for the stars and blue for the lettering and EU flag. For all RGB applications, the yellow is the same for all stars of the logo. For print material, the yellow used in the EU emblem stars will be "print yellow". "Print yellow" is too bright to be applied against a white background, in which case the main yellow should be maintained for the stars of the Network, while "print yellow" must be used for the EU emblem stars. Always use black for the slogan.

Yellow
C0 M20 Y100 K0
R255 G204 B0
#FFCC00

Print yellow
C0 M0 Y100 K0

Blue
C100 M80 Y0 K0
R0 G51 B153
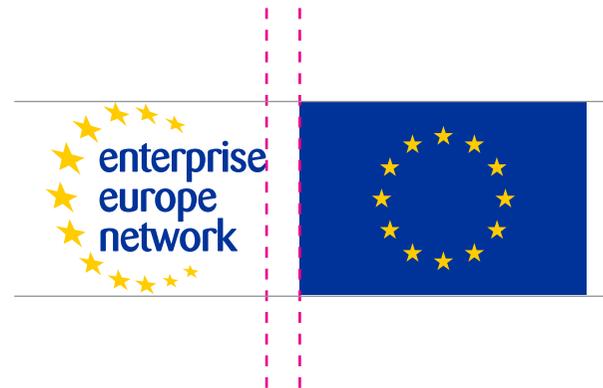#003399

Black
C0 M0 Y0 K100
R0 G0 B0
#000000

Print version (CMYK)

Logo positioning

Horizontal

Vertical

In horizontal positioning, the Network logo and EU emblem should be the same height and centre-aligned horizontally. Always place the Network logo on the left of the EU emblem. Never change the order.

In vertical positioning, the Network logo and EU emblem should be the same width and centre-aligned vertically. Always place the Network logo above the EU emblem. Never change the order.
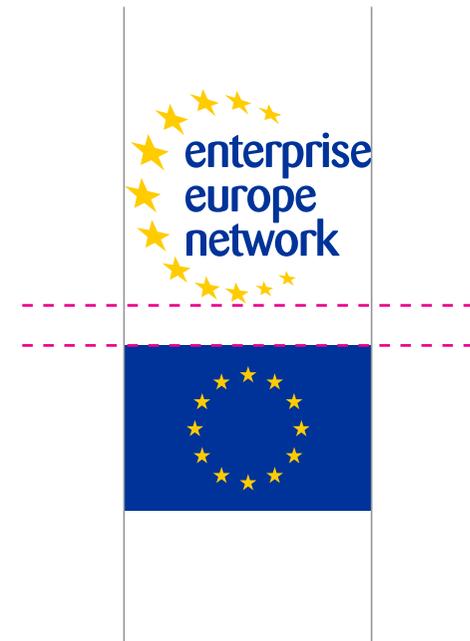
Logo variations

The default use of the logo is the positive version. The negative version can be used for placement on the Network's blue curve. In exceptional circumstances (e.g. when using one-colour printing or when printing quality is limited), the black version may be used.

The positive version of the logo can be applied over visuals and photos as long as these are bright enough to ensure contrast and visibility of the logo (see visual example on page 20). In the case of visually busy backgrounds with photography, use the solid white version of the EU emblem so that the logo will stand out. This version should also be used when placing the logos in videos, either at the top right or bottom right screen corners.

Positive version

Negative version

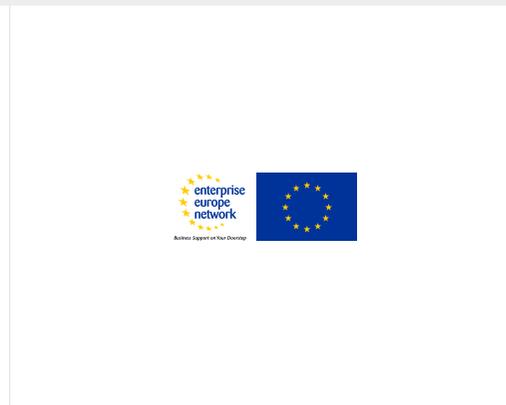
Black version

Solid white version

Logo misuse

Please respect all guidelines indicated in this document and do not modify the logo in any way that is not included in this document. For further instructions and advice, please contact:
EISMEA-EEN-COMMUNICATION@ec.europa.eu

Do not change the order

Ensure slogan readability (if used)

Do not modify the logo
(dimensions, rotation, colour)

Respect the negative space and safe area

Do not add any effects

Use the logo variations appropriately
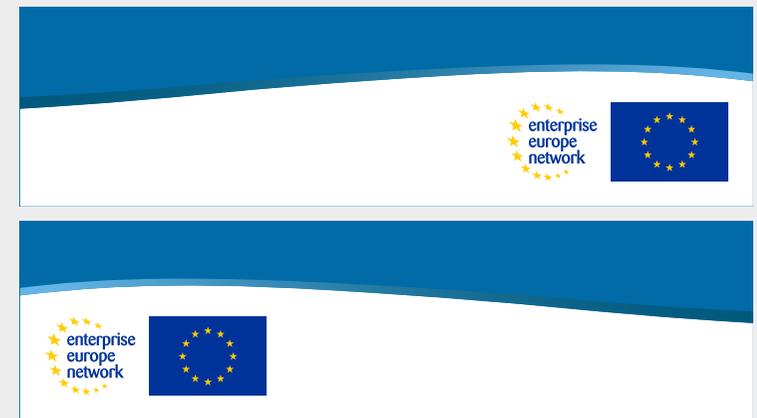
The Curve

Download the curve HERE

Our curve

The Network retains its distinctive curve conveying dynamism, movement and growth. The long curve is the main curve for all applications of the visual identity. The curve is now white, in order to feature the logo with its colours and the blue version becomes the negative one to ensure continuity with previous materials.
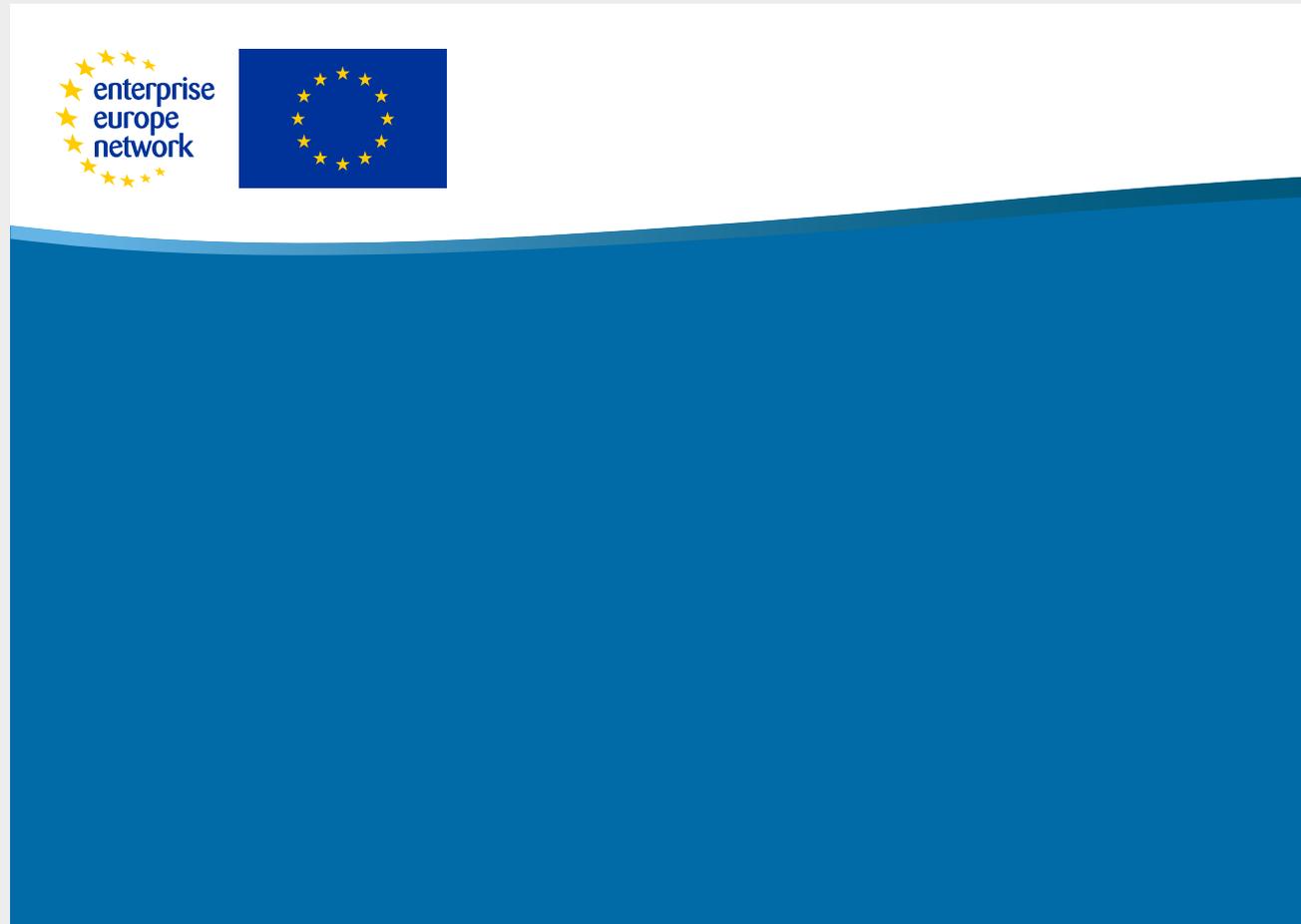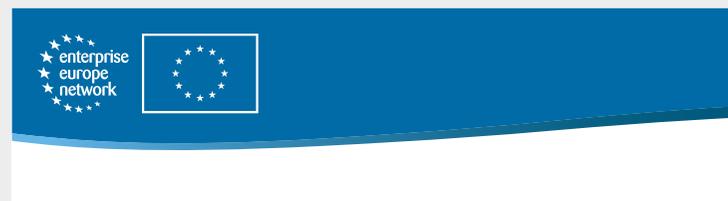
Using our curve

Positive and negative versions are available for the placement at the top and bottom sides of the layout. The gradient colour of the curve border line remains the same for consistency. The use of either version depends on the colour of the layout in question.
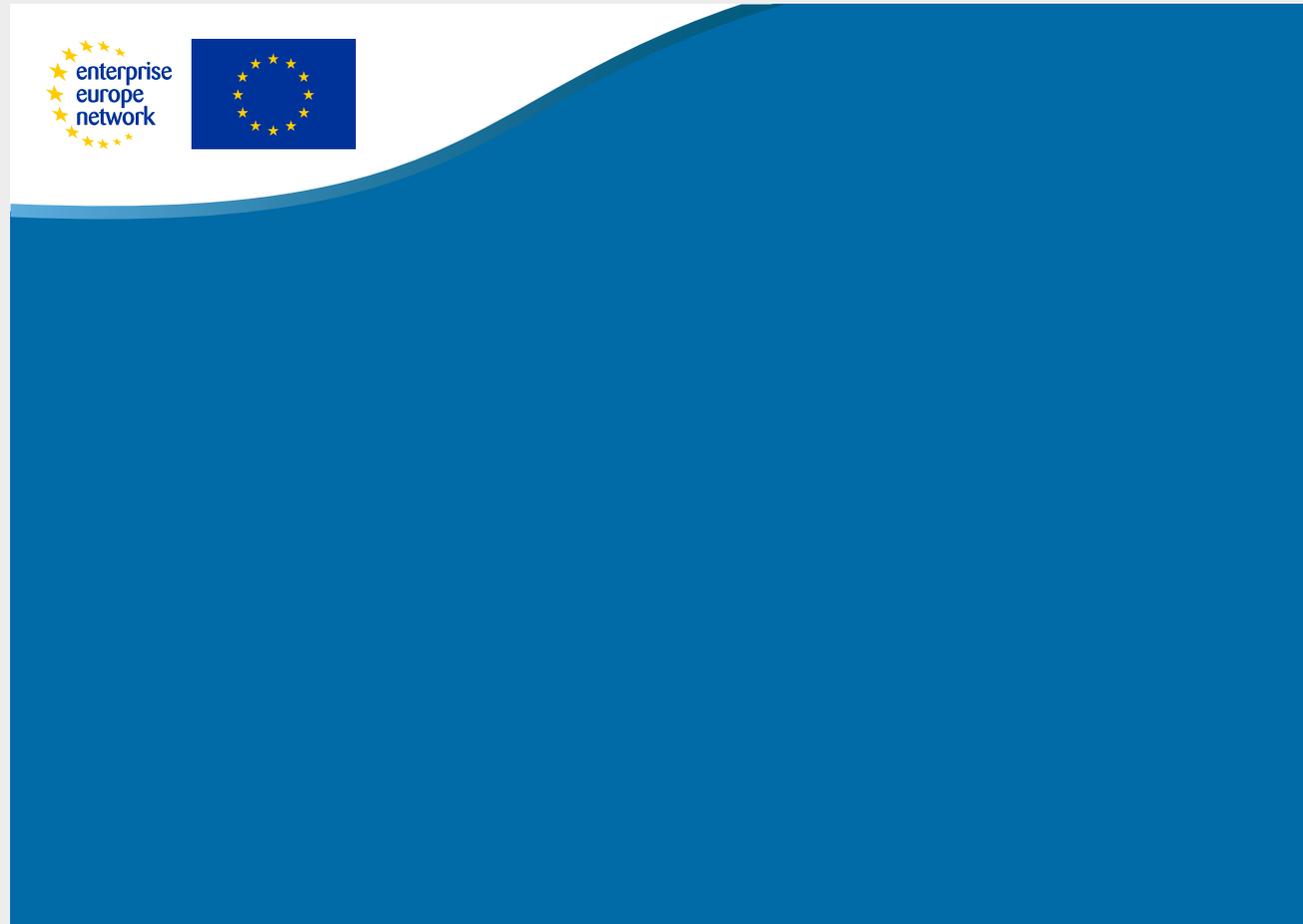
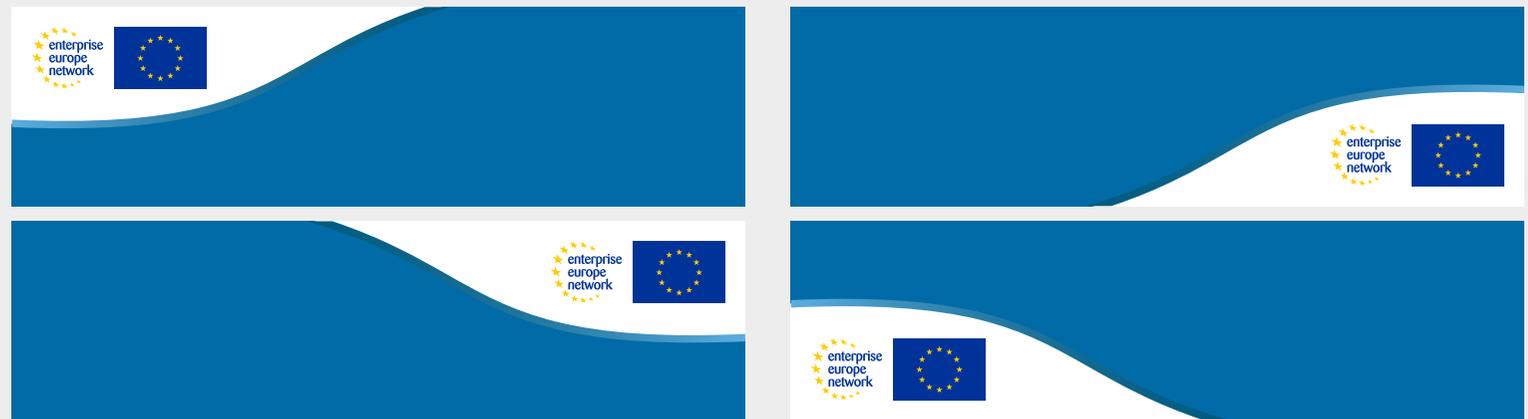## Positive version

Negative version

Short curve

The Network curve retains its dynamism and movement alluding to the Network's growth. The short version of the curve ensures more space is available for the design of communication materials. The new size of the curve always works in combination with the logo to create a unified and distinctive element.

Short curve variations (horizontal)

Positive and negative versions are available for placement at all corners of the layout. The gradient colour of the curve border line remains the same in all variations to ensure consistency. The use of each version depends on the colour of the layout in question.

Positive version

Negative version

Short curve variations (vertical)

In order to make the implementation of our visual identity more flexible, the short versions of the curve are also available in vertical format. The vertical variations are available for all corners of the layout, in positive and negative versions. The same principles apply to both the horizontal and vertical variations of the curve.

Positive version

Negative version

Curve misuse

Please respect all guidelines indicated in this document and do not modify the curve in any way that is not included herein. For further instructions and advice, please contact:
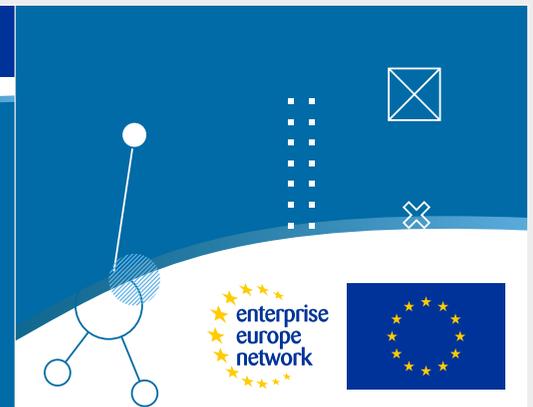EISMEA-EEN-COMMUNICATION@ec.europa.eu

Do not rotate or crop the curve

Do not change the size of the curve or the ratio with the logo

Do not place anything above or on top of the curve

Use the curve variations appropriately
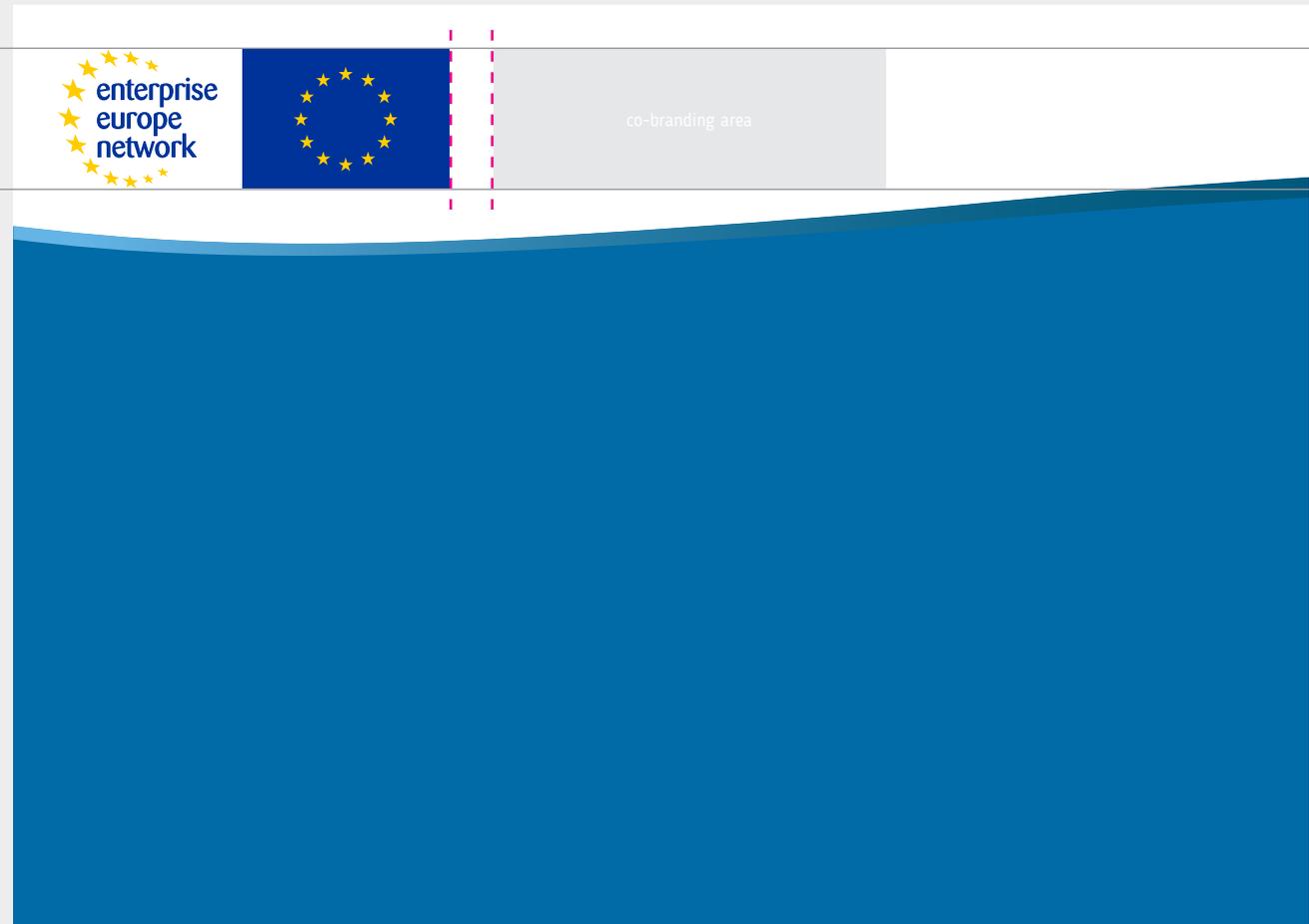
Do not add any effects

Do not change the colour

Co-branding

The Host Organisations' logos can be integrated alongside those of the Network and the EU emblem, outside the safe area of the logo. They need to be placed in the dedicated space within the curve in its full width, at the same height as the Network logo and EU emblem and centre-aligned verrtically.

co-branding area

Co-branding

The curve featuring the Host Organisations' logos can be placed both at the top and at the bottom of the layout. When using the negative version of the curve, all logos should be used in their negative version with a transparent background. The gradient and direction of the curve follow the placement of the logo. The following examples show co-branding options in A4 horizontal and vertical formats.
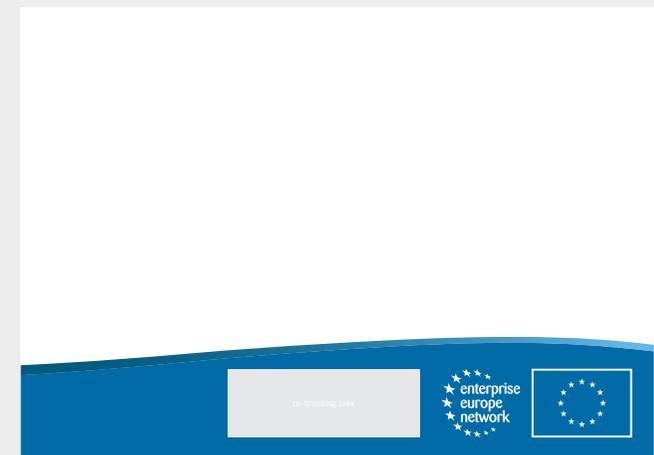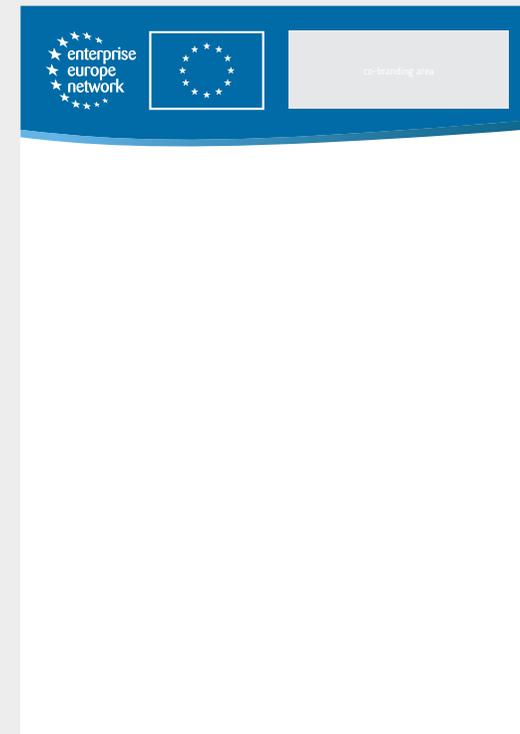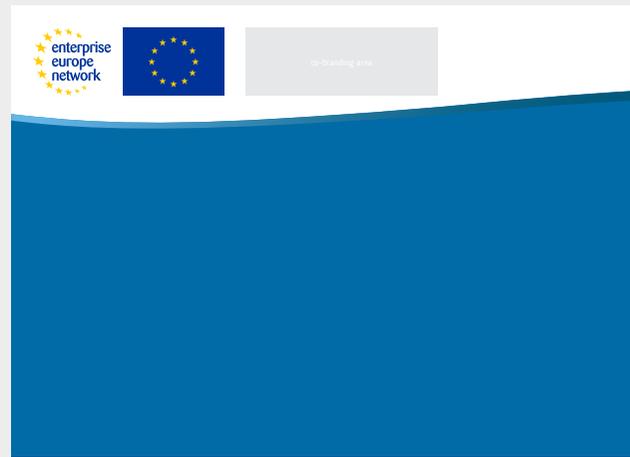
Monochrome curve

When the curve is applied to a visually busy layout or background, especially with colourful photography, an additional option is provided: the colour of the curve border line may be switched to solid blue (P307) or solid white (positive and negative respectively). Included here are examples of solid-colour curve lines in A4 horizontal and vertical layouts with photography.

Curve without logo

In exceptional cases (e.g. on a website or social media cover banner), the long curve may be used without the logo. In such instances, the logo must always appear somewhere close to the curve.

This variation of the curve complements the main curve's visual system to cover all possible use cases. The curve border line maintains its width, gradient and thickness and the curve must be used in its blue version. It is designed to extend on top of the layout. The height of the blue area can be extended to include content (e.g. back cover) or may be shorter and remain empty.

Website cover banner

Publication back cover
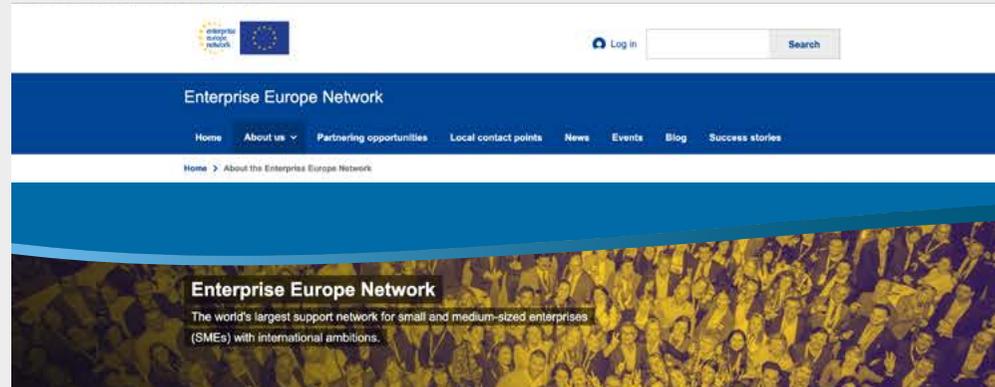
Visual example positive

Visual example negative
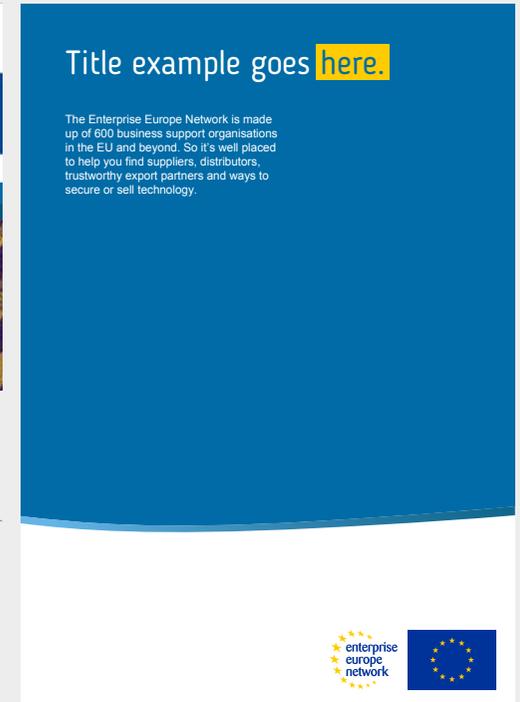
Country customisation
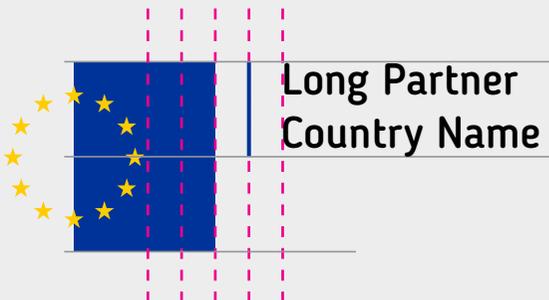
The country name should always follow the EU emblem (on both horizontal and vertical versions of the logo). This is also possible on both long and short variations of the curve. The same font is used for country names across the visual identity: Blogger in solid black or white colour. The font size follows the font size of the word "enterprise". Partners can choose to write the country name in their own language or in English (e.g. Italia or Italy).

The line separating the EU emblem and the country name extends for half the height of the EU emblem. In horizontal occurrences, when the country name is on one line, it is centre-aligned in height with the line. When the country name extends on two lines, it takes the full height of the line. In vertical occurrences, the country name is always left-aligned.

Main curve

enterprise europe network

Country Name

Short curve

enterprise europe network

Country Name

Long Partner Country Name

Country customisation variations

The country name should always follow the EU emblem. As a result, in horizontal occurrences, the country name should always appear on the right side of the EU emblem and only the top and bottom left corner variations of the curve should be used. Likewise, in vertical occurrences, the country name should always appear below the EU emblem and only the top left corner of the layout variation of the curve should be used.

Positive version

Negative version
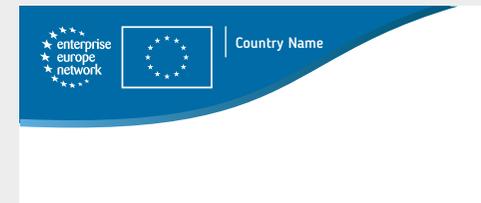
Colour palette

Colour palette

Blue is the main colour of the Network, making our identity recognisable and consistent. Yellow is used as an accent colour to highlight content (see next page). The following shades along with yellow make up the Network colour palette. The gradient that is used in the curve consists of P308 and P2915 in linear direction.

Accent yellow

C0 M20 Y100 K0

R255 G204 B0

#FFCC00

Curve gradient

P308

C100 M18 Y8 K50

R0 G88 B124

#00587C

P307

C100 M22 Y2 K18

R0 G107 B166

#006BA6

P2915

C60 M10 Y0 K0

R100 G180 B230

#64B4E6

Accent yellow

"Accent yellow" is used to highlight the main parts of a text (e.g. a word in the title of a presentation). It imbues longer texts with dynamism, helps catch the reader's attention and enhances the branding of the Network. The use of "accent yellow" should be limited to important parts and keywords and should not replace the main colour of the text. It can be used only in the background of the text, not as font colour, to ensure readability.

This is a positive ==example== of "accent yellow" use.

Body text follows here.

This is a negative ==example== of "accent yellow" use.

Body text follows here.

Typography

Fonts

Blogger Sans Regular
lends the brand a fresh and human touch. Contains Roman, Cyrillic and Greek scripts, thus covering all the characters used in the 24 languages of the European Union. It is also available for Web. It has been designed for use in headlines.

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWYZ
abcdefghijklmnopqrstuvwyz 0123456789 (!@#$%&.,?:;)

Arial
is used for body text.

Calibri
may be used as an alternative font to Blogger in exceptional circumstances where the use of Blogger is not possible. This includes internal documents produced using Microsoft Office applications.

CALIBRI
ABCDEFGHIJKLMNOPQRSTUVWYZ
abcdefghijklmnopqrstuvwyz
0123456789
(!@#$%&.,?:;)

Arial
ABCDEFGHIJKLMNOPQRSTUVWYZ
abcdefghijklmnopqrstuvwyz
0123456789
(!@#$%&.,?:;)

Typography example

Blogger Sans Regular
is used for headlines.
A4 Size: 40/48pt

Arial
is used for body text.
A4 Size: 14/17pt

Helping ~~ambitious~~ SMEs innov
and grow internationally

The Enterprise Europe Network is made up of 600 business support organis
beyond. So it's well placed to help you find suppliers, distributors, trustworth

Consequod enduntumquas

Quibus volupta tuscipsanda dese landi tem ideni optat modi omnit eos maiost, borepratibus et vollaboriae es doluptia veliam que serias que restotatur, cullam, conse vendiatur? El is expliciis auta at hilis num ullaborum dolorep rorerumqui ni ut odis experi bea sum eiunt.
nonse sita net quibusae ma quis veliquatat arum net et faccullescil es dolorem. velesecae volore repedipidit, net ut eaque nones es experis exerum ime veligen
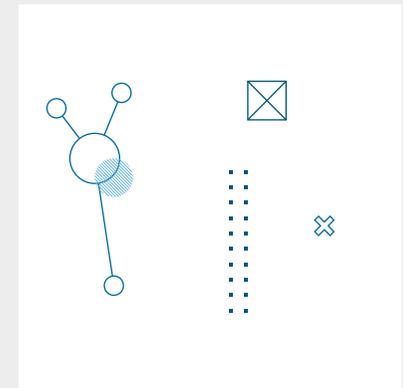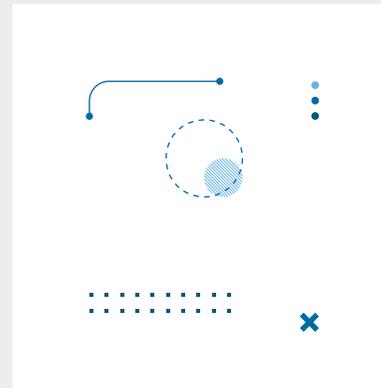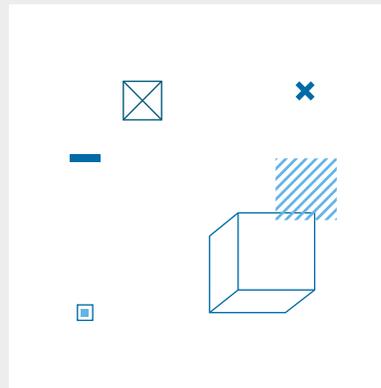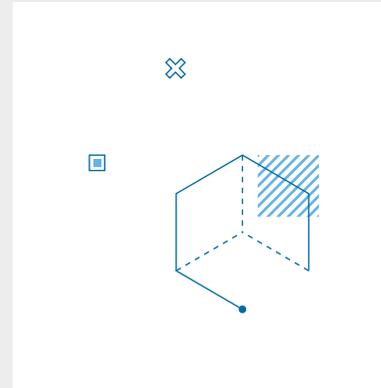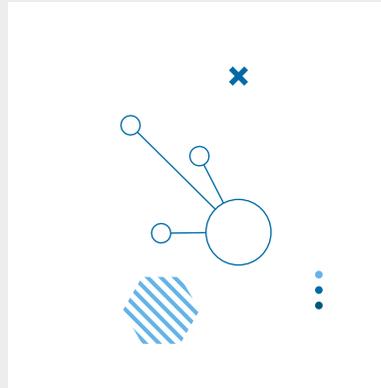
Patterns

Patterns
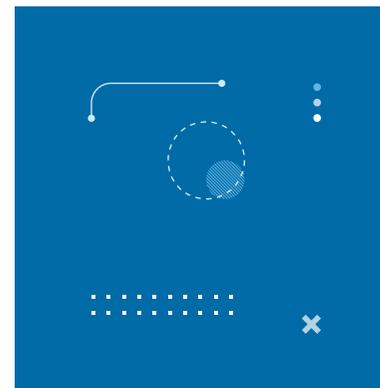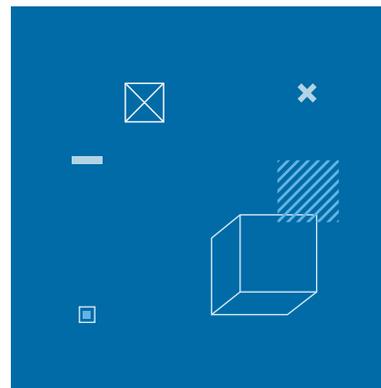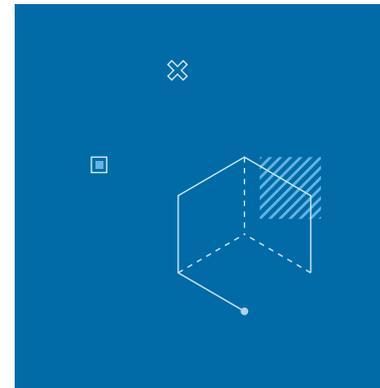# (positive)

The patterns are designed to convey the concept of a network of global connections.

We use a set of vectors to create eight blocks. By placing these blocks next to each other like tiles, we create a pattern that is unique every time.

The pattern can be used for applications such as folders and brochures, among others. It also works with or without photography. It comes in two versions, positive and negative.
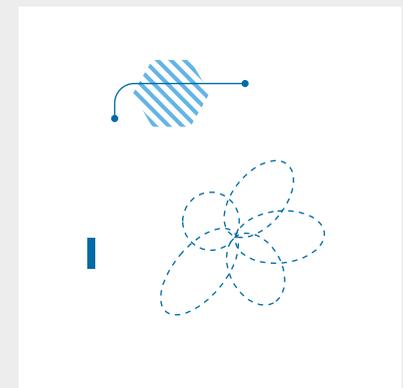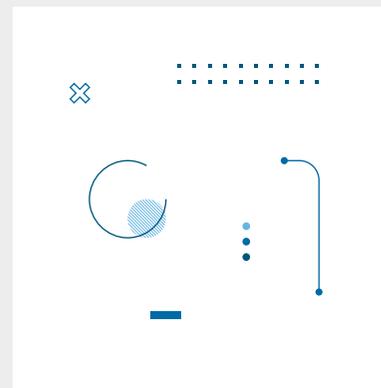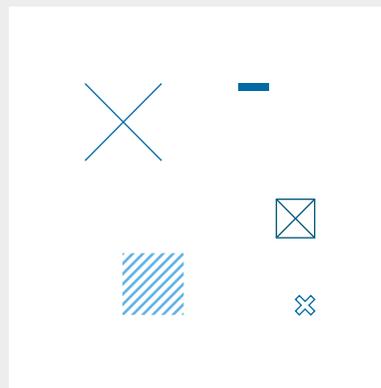
Patterns
(negative)
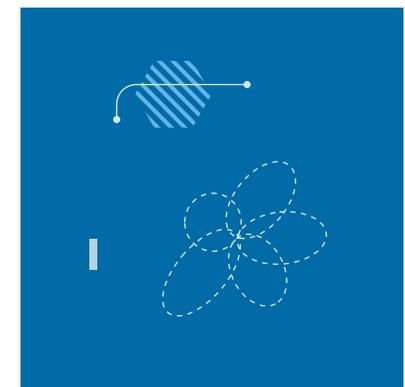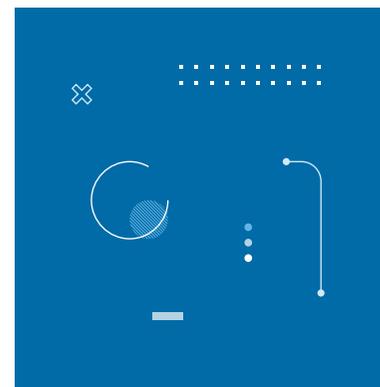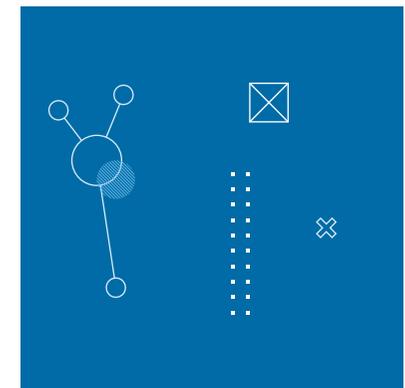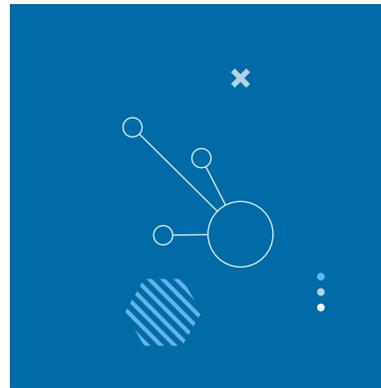
Patterns
(world map)

A design of the world map is available to Network Partners. This pattern is designed in accordance with the Network's visual identity. It should not be modified in any way or combined with any other pattern. It is also available in positive and negative versions.

Positive version

Negative version

Photography

Photography

A gallery of professional photographs are available for use by Network Partners. They cover all sectors and styles that convey the look and feel of the Network.

Abstract connections and Public website
This style works well across a range of communication materials including roll ups, stands and brochures. The style aims to reflect the connections among Partners and the business partnerships created thanks to the Network's support.

Abstract human
Abstract human photography works particularly well in printed publications such as brochures and leaflets.

Sector, Digitalisation and Sustainability
This set of photographs captures the realities and specificities of the areas of expertise of the Network and regional business ecosystems while incorporating the Network brand imagery and style.

Abstract connections

Abstract human

Digitalisation

Public website

Sectors

Sustainability

Thank you

enterprise
europe
network