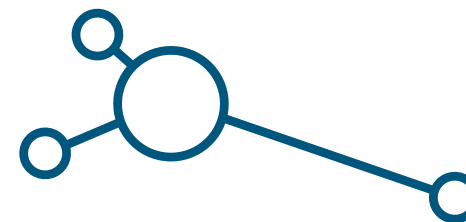


# Visual Identity Guidelines



# A refreshed visual identity for a new Network

The Enterprise Europe Network was re-launched in January 2015 with new services and a new composition of Network partner organisations. Reflecting this evolution, the Network brand has been refreshed in a way that enables Network partners to communicate in a clear and consistent way across multiple platforms.

## SIMPLER AND EASIER TO APPLY:

The new brand incorporates **core and thematic messages** – enabling Network partners to communicate their services in a concise, accurate and meaningful way, ensuring that we are genuinely speaking with one voice.

Designed to convey dynamism, movement and growth, the Network's distinctive **curved shape remains but with one colour only (blue)** to ensure consistency across the board. The name "Enterprise Europe Network" features clearly and prominently in the curve. The font is easy to read and is designed to work well on digital platforms and printed materials.

Many **more templates are available** for Network partners to use, supported by attractive graphic imagery suggesting global connections, ambition and diversity. As well as providing templates in professional design formats, many are also available in Word – meaning more options to produce materials "in-house". The new templates also allow **multiple possibilities to co-brand with Host Organisations**.

The **Network logo and the European Commission logo remain** an integral part of the visual identity. As the new visual identity maintains the basic curved shape and the logos, Network partners will be able to **update materials with minimal formatting changes**.

## USING THE IDENTITY:

The correct use of the visual identity – including the Network and European Commission logos - is compulsory for all Network partner organisations. This guidance document contains rules that must be respected when using the identity to ensure that it is applied consistently. The guide and templates have been designed for use by professional designers and printers as well as managers and administrators.

The refreshed visual identity was developed by the Network's **national Communication Champions** who, along with the EASME communication team, are able to provide advice and feedback on the visual identity and its application. The guidance takes on board the recommendations of the Technopolis **evaluation of the Network 2008-2014** on improving the consistency of Network communication.

## DEADLINES FOR IMPLEMENTATION:

**Implementation of the new visual identity is mandatory for all partners. Network partners may start to implement the new visual identity from May 2016.**

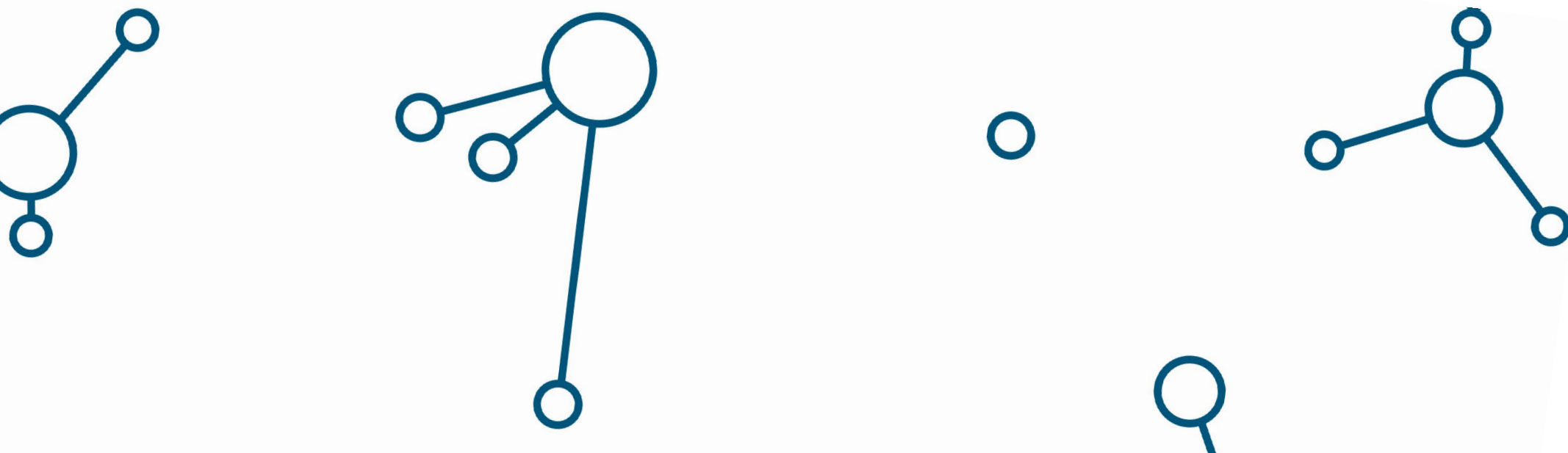
The deadline for implementation in digital formats is 31 March 2017.

The deadline for implementation across all other (non-digital) materials is 31 December 2017. By this date the visual identity should be fully implemented across the Network.



**ALL WRITTEN AND DIGITAL PUBLICATIONS PRODUCED BY NETWORK PARTNERS SHOULD INCLUDE THE FOLLOWING DISCLAIMER:**

- Full version:  
The information and views set out in this [report/study/article/publication...] are those of the author(s) and do not necessarily reflect the official opinion of EASME, the European Commission or other European Institutions. EASME does not guarantee the accuracy of the data included in this [report/study/article/publication...]. Neither EASME, nor the Commission or any person acting on their behalf may be held responsible for the use which may be made of the information contained therein."
- Shorter version (for use e.g. on leaflets where available space is reduced):  
The information and views set out in this [report/study/article/publication...] do not necessarily reflect the official opinion of EASME, the European Commission or other European Institutions and they may not be held responsible for the use made of the information contained, neither any person acting on their behalf."



# Visual Overview

## A. VISUAL BASICS

The Logo



The curve & Network name



Country customisation option



## B. VISUAL SYSTEM

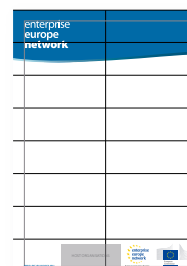
Corporate colours



Typography

**Blogger Sans**  
Myriad Pro / Arial  
**Times New Roman**

Grid



## C. GRAPHIC IMAGERY

Patterns



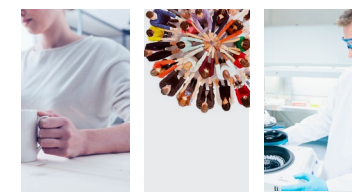
Infographics



Pictographic system



Photography



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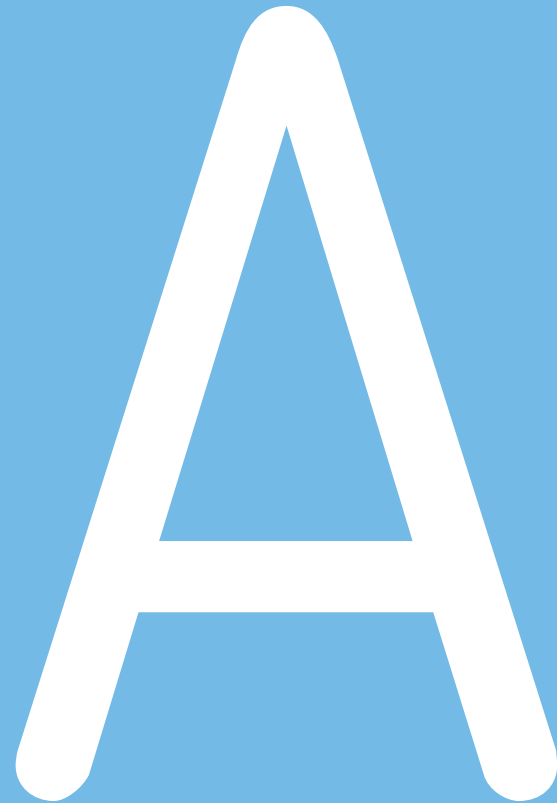
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# Visual Basics

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-

## A1. The logo

The Enterprise Europe Network logo is the most immediate representation of our network to the world. As a general rule the colour version of the logo should always be used.

ⓘ The logo must only be used on a white background.

Colour matching system:

■ P116 C  
C0 M20 Y100 K0  
R255 G204 B0  
#FFCC00

■ P072 C  
C100 M80 Y0 K0  
R0 G51 B153  
#003399

■ PROCESS BLACK  
C0 M0 Y0 K100  
R0 G0 B0  
#000000

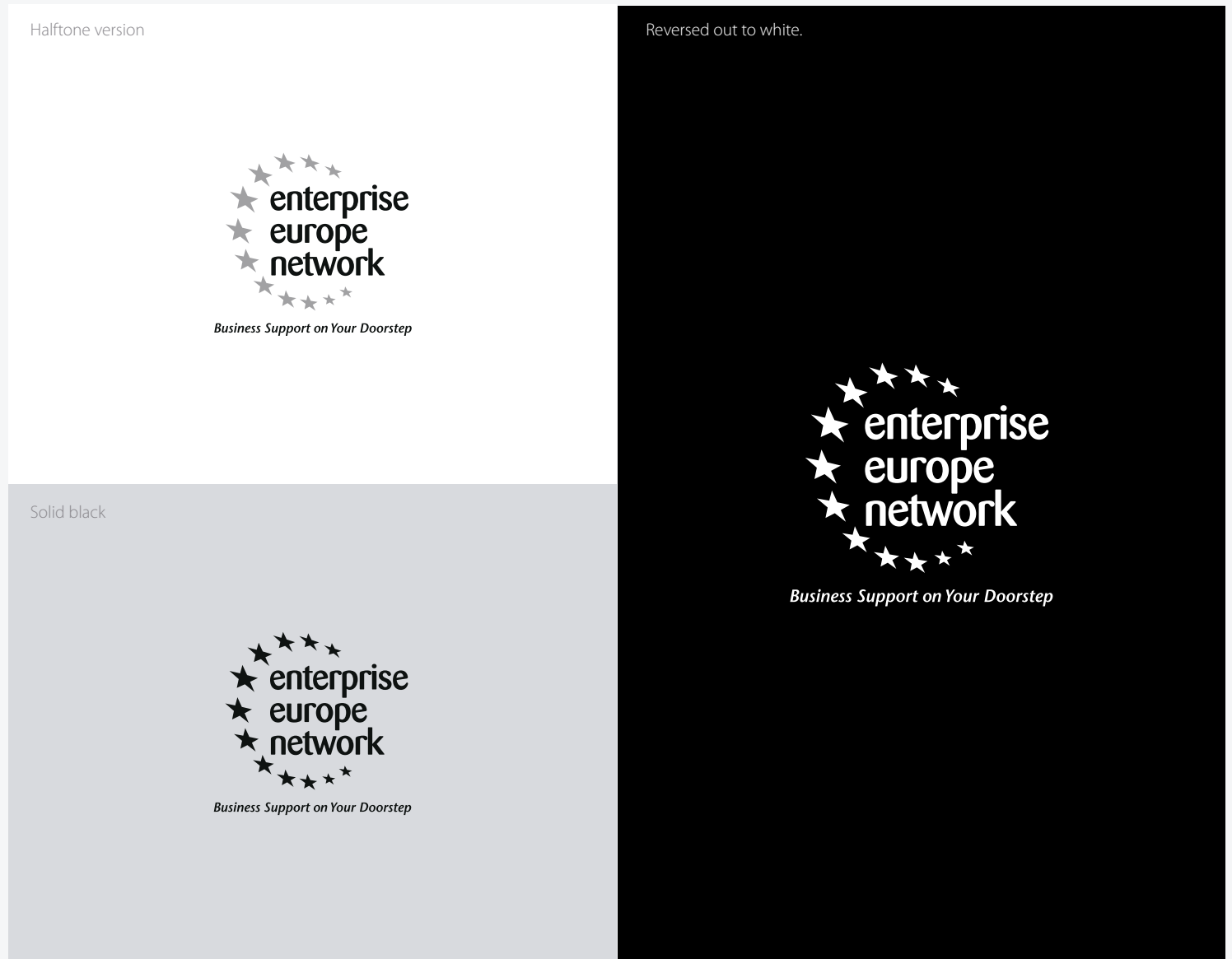
☁ Download from:  
[dropbox > Visual Identity >](#)  
[A. Visual basics > The logo](#)



*Business Support on Your Doorstep*

# A1. The logo: accepted versions

In exceptional circumstances (for example when using black and white printing or when printing quality is limited) the following versions may be used in solid black, halftone or reversed out to white.



Download from:  
[dropbox > Visual Identity > A. Visual basics > The logo](#)










# A1. The logo: slogan

The logo must be used with the official slogan (Business Support on Your Doorstep).

The slogan has been translated into the official languages of the European Union and these official translations must be used.

ⓘ Exceptionally, in cases where the logo is very small (and where the slogan would therefore be illegible) the logo may be used without the slogan.

<p>Bulgarian   <b>BG</b></p>  <p><i>В подкрепа на бизнеса</i></p>	<p>French   <b>FR</b></p>  <p><i>L'Europe à la portée de votre entreprise.</i></p>	<p>Dutch   <b>NL</b></p>  <p><i>Advies voor uw onderneming binnen handbereik</i></p>	<p>Slovak   <b>SK</b></p>  <p><i>Podpora podnikania na dosah ruky</i></p>
<p>Spanish   <b>ES</b></p>  <p><i>Conecte su empresa a Europa</i></p>	<p>Irish   <b>GA</b></p>  <p><i>Tacaíocht Ghnó ar Leac an Dorais</i></p>	<p>Polish   <b>PL</b></p>  <p><i>Wsparcie dla biznesu w zasięgu ręki</i></p>	<p>Slovenian   <b>SL</b></p>  <p><i>Podpora nasvet pred vašimi vrati</i></p>
<p>Czech   <b>CS</b></p>  <p><i>Podpora podniků na dosah ruky</i></p>	<p>Croatian   <b>HR</b></p>  <p><i>Europa pred vratima vaše tvrtke</i></p>	<p>Portuguese   <b>PT</b></p>  <p><i>O apoio às empresas junto de si</i></p>	<p>Finnish   <b>FI</b></p>  <p><i>Yrityspalvelut kaden ulottuvilla</i></p>
<p>Danish   <b>DA</b></p>  <p><i>Virksomhedsstøtte lige ved hånden</i></p>	<p>Italian   <b>IT</b></p>  <p><i>L'Europa alla portata della vostra impresa.</i></p>	<p>Romanian   <b>RO</b></p>  <p><i>Servicii de consultanță la dispoziția întreprinderii dumneavoastră</i></p>	<p>Swedish   <b>SV</b></p>  <p><i>Företagsrådgivning nära dig</i></p>
<p>German   <b>DE</b></p>  <p><i>Wir stehen Unternehmen zur Seite</i></p>	<p>Latvian   <b>LV</b></p>  <p><i>Uzņēmējdarbības atbalsts tepat pie rokas</i></p>	<p>Greek   <b>EL</b></p>  <p><i>Άμεσες υπηρεσίες υποστήριξης για την επιχείρησή σας</i></p>	<p>Hungarian   <b>HU</b></p>  <p><i>Üzleti támogatás karnyújtásnyira</i></p>
<p>Estonian   <b>ET</b></p>  <p><i>Sinu ettevõtlustugi Euroopas</i></p>	<p>Lithuanian   <b>LT</b></p>  <p><i>Parama verslui greta Jūsų</i></p>	<p>English   <b>EN</b></p>  <p><i>Business Support on Your Doorstep</i></p>	<p>Maltese   <b>MT</b></p>  <p><i>L-Ewropa qrib l-intrapriża</i></p>

Download from:  
[dropbox > Visual Identity > A. Visual basics > The logo](#)

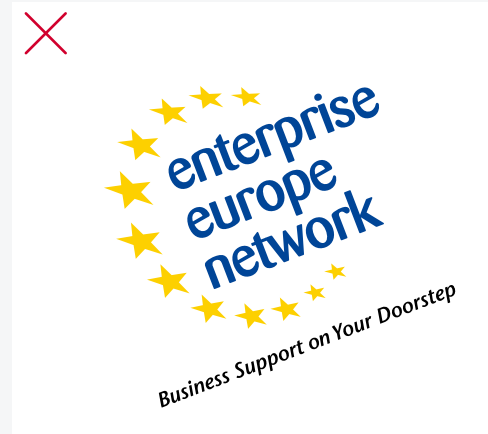
# A1. The logo: Don'ts

Please never modify the proportions or colours of the logo or re-position the slogan.

1. Do not modify the proportions.
2. Never turn the logo.
3. Do not crop the logo. It cannot be used as illustration or graphical device.
4. Do not modify its colours.
5. Do not apply any effect.
6. The logo must only be used on a white background.



1. Do not modify proportions.



2. Do not turn the logo.



3. Do not crop the logo.



4. Do not change colours.



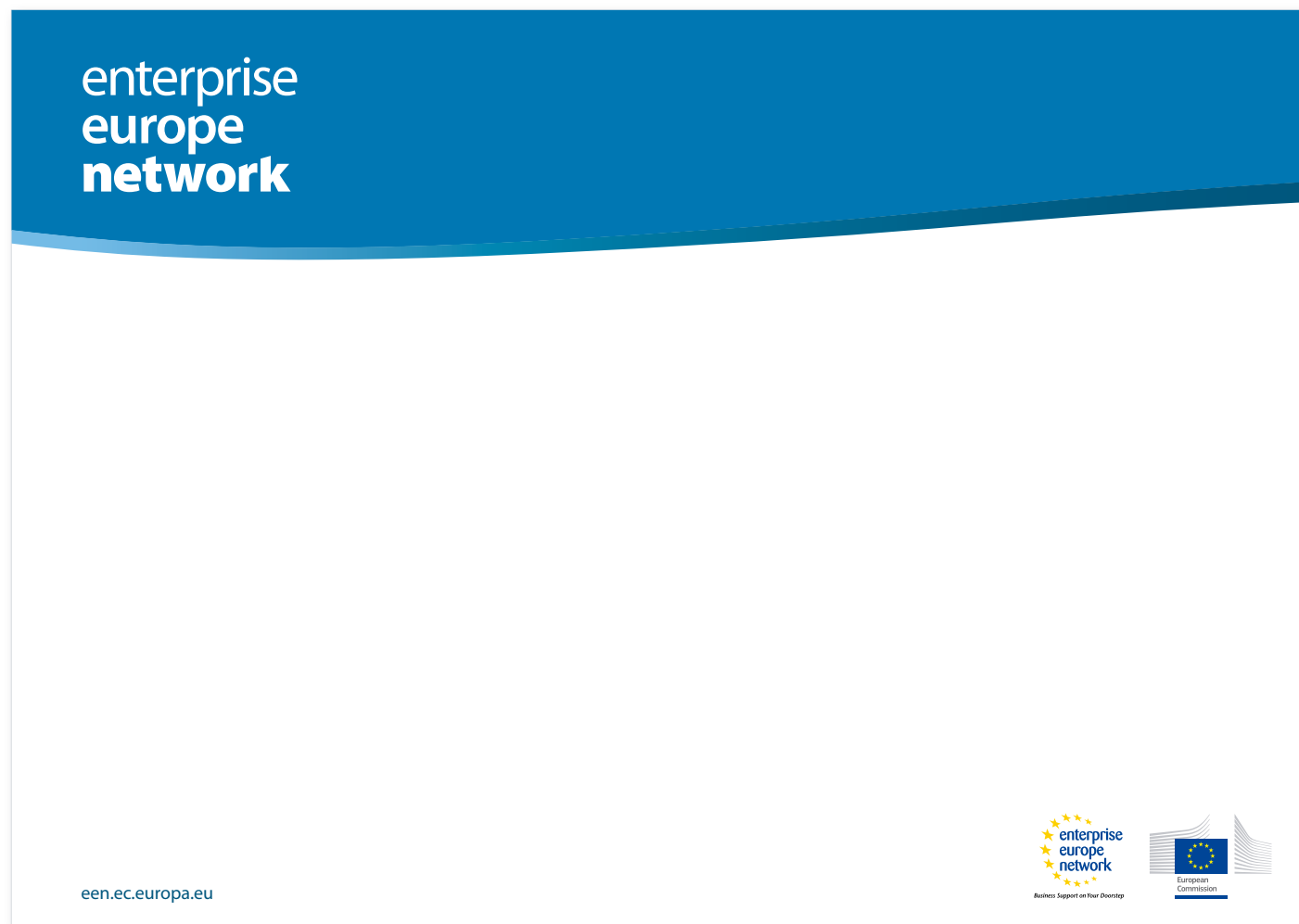
5. Do not apply any effect.



6. The logo must only be used on a white background.

## A2. The curve

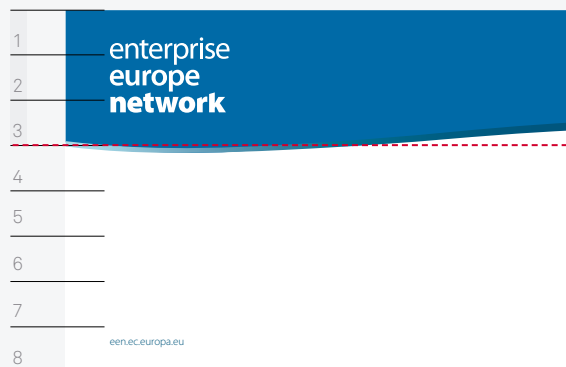
The Network retains its distinctive curve conveying dynamism, movement and growth. The new design is in blue, incorporating a graduated blue curve.



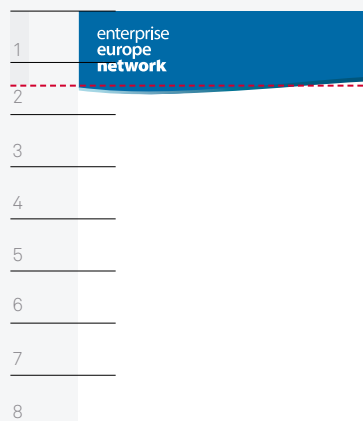
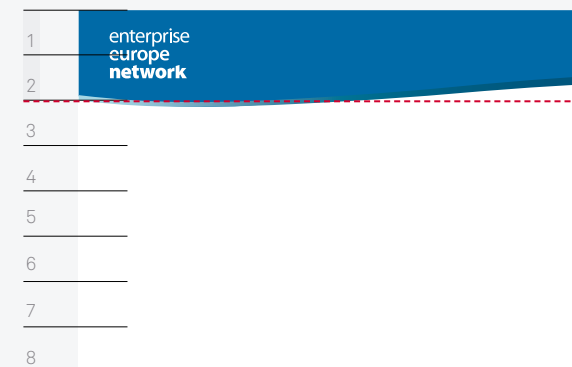
## A2. The curve: size

The size of the curve can be adapted to different formats and materials. To correctly measure the size of the curve we have devised a grid system which divides the application into eight equal sections. The size of the curve can range between minimum 1 and maximum 3 sections, depending on your specific requirements.

bigger curve



smaller curve



### A3. Network name

The name Enterprise Europe Network features within the curve. The name has been written on three lines with additional spacing to make it clear and easy to read. The typeface Myriad Pro has been customised to give a distinctive look and becomes gradually bolder ensuring that the emphasis is on the word “network”.

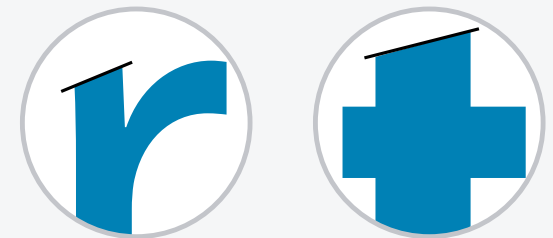
The name Enterprise Europe Network must always be referred to in English and not be translated into other languages. Network partners may refer to the Enterprise Europe Network or “The Network” for short.

enterprise  
europe  
network

ⓘ The Network should never be referred to by the acronym EEN.

[For very limited exceptions see our internal guidance.](#)

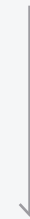
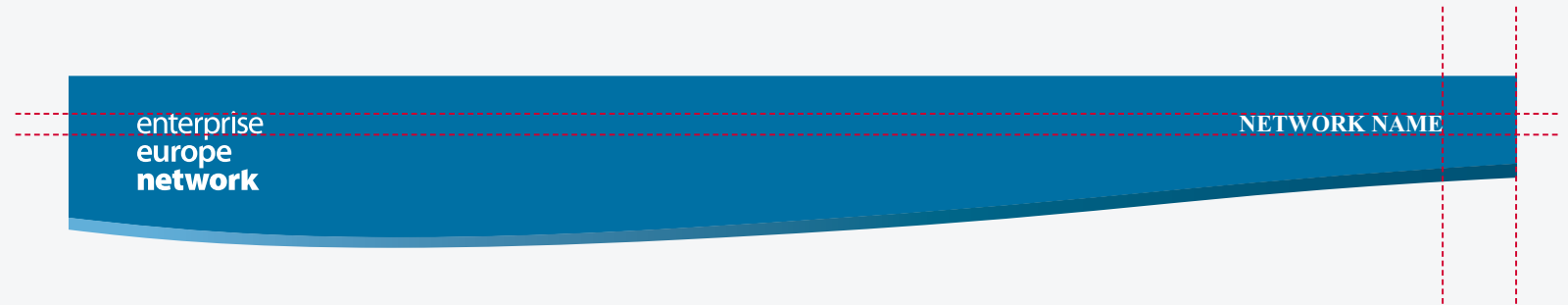
enterprise  
europe  
network



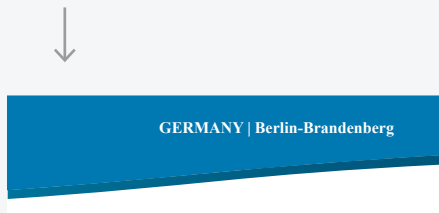
# A4. Country customisation option

Network partners have the option to insert their country name into the curve. The name should feature on the same level as word “enterprise”. The country name is in capital letters and uses the font Times New Roman. Partners can choose to write it in their own language or in English (e.g. Italia or Italy).

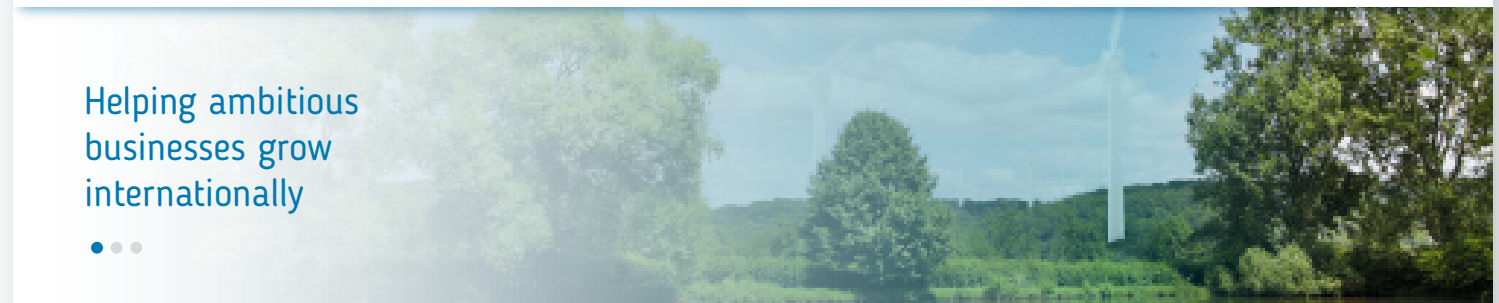
ⓘ In exceptional circumstances Network partners may also include their region (in title case) adjacent to the country name, separated by a vertical line.



ABOUT US SERVICES NEWS SECTION 4 SECTION 5 SECTION 6 CONTACT



Helping ambitious  
businesses grow  
internationally



## A5. The curve & name: Don'ts

Never attempt to: create the curve or Network name by yourself, change the font, colours, or alter the size or proportions.

1. The curve cannot be cropped. It has to be used in its original size.
2. Never turn the curve.
3. Do not modify its colours or change its composition.
4. No element should feature above or on top of the curve.
5. Do not change the font.



1. Do not crop the curve.



2. Never turn the curve.



3. Do not modify its colours or change its composition.



4. No element should feature above or on top of the curve.



5. Do not change the font.

## A6. Co-branding

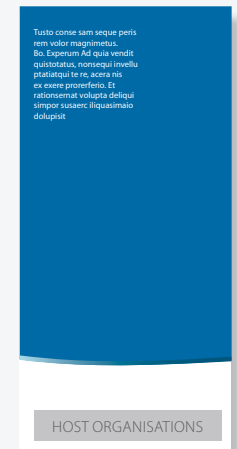
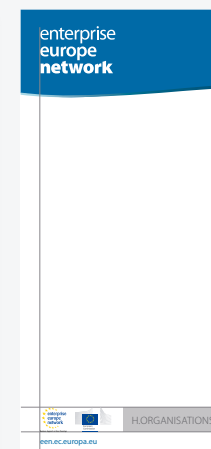
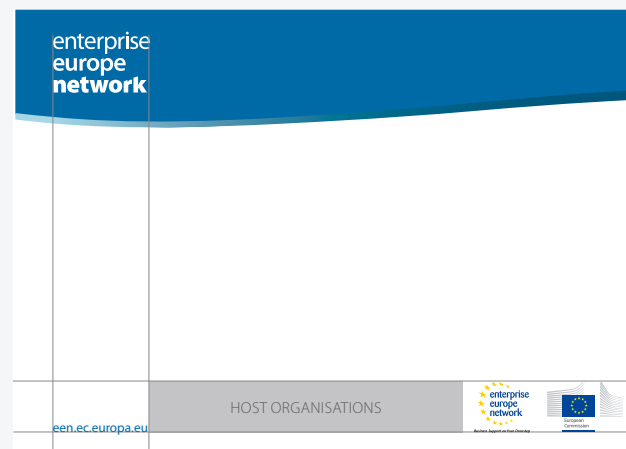
Communication templates have been designed to integrate the logo of the Host Organisation alongside those of the Network and the European Commission. All three logos should be the same height.





## A6. Co-branding

The templates offer a dedicated space to include the respective logos.



For single-sided materials there is a dedicated space for logos.

For publications there is also the option to use the back cover for the logos of Host Organisations if space is limited on the cover.

# B

# Visual System

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---

## B1. Colour palette

Blue is now the main colour of the Network. The following shades make up the colour palette.

blue,  
our main  
colour

 Download from:  
[dropbox > Visual Identity > B. Visual system > Colour Palette](#)

### P308

C100 M18 Y8 K50  
R0 G88 B124  
#00587C

### P307

C60 M10 Y0  
R0 G107 B166  
#006BA6

### P2915

C100 M18 Y8 K50  
R100 G180 B230  
#64B4E6

## B2. Typography in use

The visual system incorporates three typographies, all of which are freely available for download.

### Blogger Sans Regular

A new typeface for headlines.

#### ! Indications for A4

size: 40/48pt

colour: P308 - C100 M18 Y8 K50

### Myriad Pro Light & Regular

A typeface for body text (maintaining the font previously used by the Network).

#### ! Indications for A4

introduction:

size: 14/17pt

colour: P308 - C100 M18 Y8 K50

subtitle: Myriad Pro Regular

body text: Myriad Pro Light

size: 10/12pt

colour: P308 - C100 M18 Y8 K50

# Helping ambitious SMEs innovate and grow internationally

The Enterprise Europe Network is made up of 600 business support organisations in and beyond. So it's well placed to help you find suppliers, distributors, trustworthy exporters and ways to source or sell technology.

## Consequod enduntumquas

Quibus volupta tuscipsanda dese landi tem ideni optat modi omnit eos maiost, omnis e borepratibus et vollaboriae es doluptia veliam que serias que restotatur, cullam, temped conse vendiatur? El is expliciis auta at hilis num ullaborum dolorep rorerumqui doluptae ni ut odis experi bea sum eiunt.

nonse sita net quibusae ma quis veliquatat arum net et faccullescil es dolorem. Ut aute e velesecae volore repedipidit, net ut eaque nones es experis exerum ime veligenis eum e

### B3. Typography

#### Blogger Sans Regular

Blogger Sans brings character to our brand with a fresh and human touch. It has been designed to be used in headlines.


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.

 Download from:  
aaaaaa > aaaaaa > aaaaaa

A a B b C c

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789 (!@#\$%&.,?;:)

**Times New Roman Regular & Bold**  
Typeface for formal documents, quotes, numbers and country names.

 Download from:  
[dropbox](#) > [Visual Identity](#) >  
[B. Visual system](#) > [Typography](#)

**Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (!@#\$%&.,?;:)

**Bold Italic**  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789 (!@#\$%&.,?;:)*


# B3. Typography

## Myriad Pro

All Network partners should already be using the Myriad Pro font which we have maintained. It has been designed to be used as our main font, in particular for body text.

### Weights:

- Myriad Pro Light will be used in the body text.
- Myriad Pro Regular will be used for subtitles.

 Download from:  
[dropbox > Visual Identity > B. Visual system > Typography](#)

## Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (!@#\$%&.,?;:)

## Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789 (!@#\$%&.,?;:)*

## Regular & Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (!@#\$%&.,?;:)

## Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789 (!@#\$%&.,?;:)*

## Arial

ⓘ Arial may be used as an alternative font to Myriad Pro in exceptional circumstances where the use of Myriad Pro is not possible. For example in internal documents produced using Microsoft Office applications.

## Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (!@#\$%&.,?;:)

## Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789 (!@#\$%&.,?;:)***

# B4. General grid

The new templates include a grid system which provides structure and flexibility, enabling us to organise content while being creative.

One Grid, multiple solutions



enterprise europe network

**Oportent, deriben atabus priori**

Cupiofus cotam num ompit l. Eres haela publibe natquem Palabut usperej pro, que mo es nin vir publicu liquam intertam patiae horlusquem es vistorae nem. Animaribus praecoricecoris. Bus, taburite nurnume poenicorum, novidem pro intia L. Lia re, nemuler feris; escero is? Si inendac claeque pero essurum.

een.ec.europa.eu HOST ORGANISATIONS enterprise europe network European Commission

enterprise europe network

**Oportent, deriben atabus priori**

Cupiofus cotam num ompit l. Eres haela publibe natquem Palabut usperej pro. Oporum onum. Ad diem medo, me elina, Culis, Hilicis maximul tusticupimis Martusc renicit usquissa diempra

een.ec.europa.eu HOST ORGANISATIONS enterprise europe network European Commission

enterprise europe network

**Oportent delirem**

Cupiofus cotam num ompit l. Eres haela publibe natquem Palabut usperej.

een.ec.europa.eu HOST ORGANISATIONS enterprise europe network European Commission

enterprise europe network

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Cupiofus cotam Num ompit l. Eres haela Publibe natquem Palabut usperej pro, que mo

Eres haela publibe natquem Palabut usperej pro. Oporum onum. Ad diem medo, me elina, Culis, Hilicis maximul tusticupimis Martusc renicit usquissa diempra Hilicis nem

Notehendam parque ferum et foram hilus, ulumus sentio di cotumus defera? Babusc ugpi, condem emi, num padis, sinatlare, opterfecon set terrissit? Tos in senci conulutuus, no Nilite.

een.ec.europa.eu HOST ORGANISATIONS enterprise europe network European Commission

Download from:  
[dropbox > Visual Identity > B. Visual system > Grid](#)

## B5. In-house publications

For cases where we need to print "in-house", please leave 5mm margins to ensure the best visual results and optimal brand recognition.







# Graphic Imagery

---

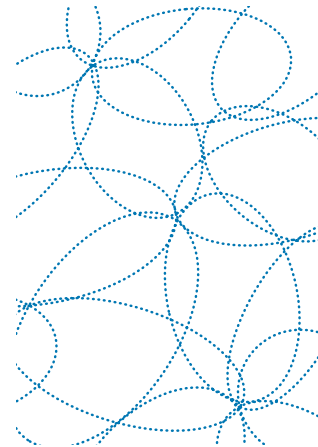
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---

# C1. Patterns

The patterns are designed to convey the concept of a network of global connections and can be used for applications such as folders, brochures, etc.

Format: .eps, .jpg, .pdf, .png



Pattern\_1



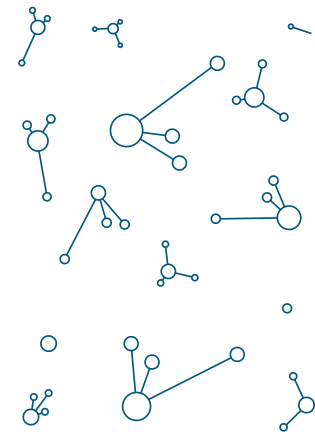
Pattern\_2



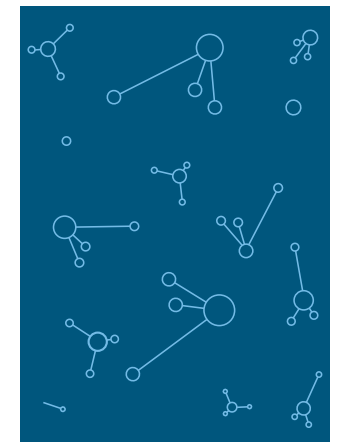
Pattern\_3



Pattern\_4



Pattern\_5



Pattern\_6

Download from:  
[dropbox](#) > [Visual Identity](#) >  
[C. Graphic imagery](#) > [Patterns](#)

## C2. Infographics

Infographics bring data to life, make information more accessible and are easy to share. The following examples serve as a style guide for the development of your own infographics by a designer.

### 3D illustrations-style

3D illustrations are an effective graphic device to provide data with a visual impact.



© Jing Zhang illustration

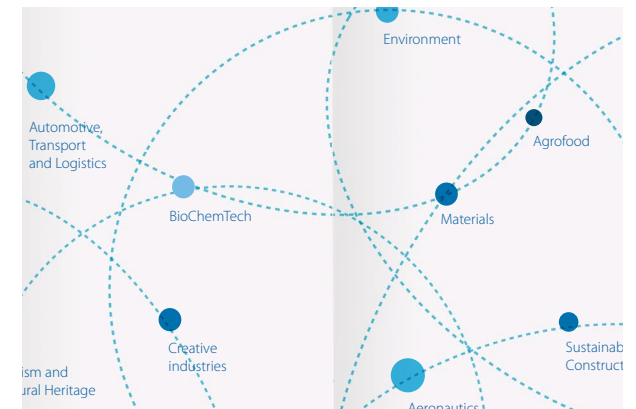
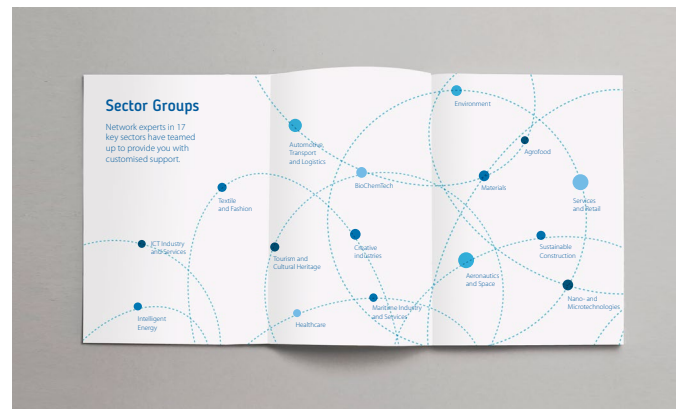


© Jing Zhang illustration

- ① The 3D style should use bright colours and incorporate elements of the Network's blue colour palette.

### Graphic Style

Using a graphic style can help us better explain our data. The Network's patterns can be used as a useful inspiration and reference. The style should incorporate the Network's blue colour palette.



## C3. Pictographic system

The pictographic system provides a visual representation of some key Network concepts.

Format: .eps, .jpg, .png



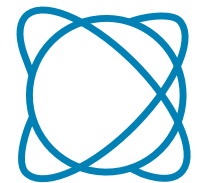
innovation



growth



support



international  
connections



expert advice



partnership



finance



success

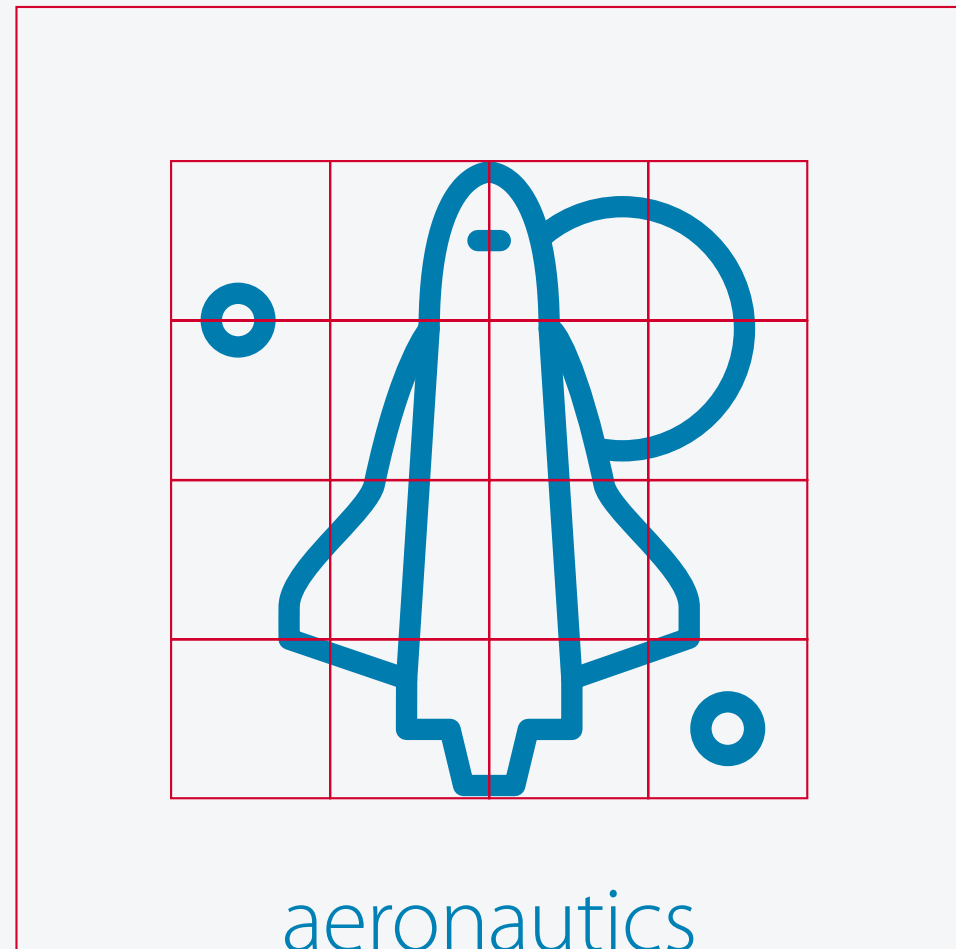
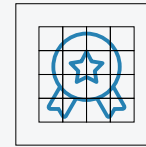
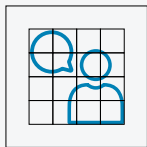
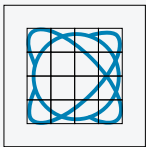
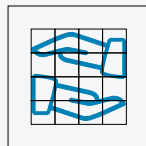
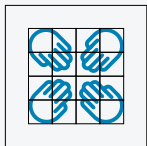
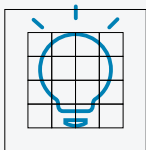
Download from:  
[dropbox](#) > [Visual Identity](#) >  
[C. Graphic imagery](#) > [Pictograms](#)

### C3. Pictographic system

#### Grid

The grid provides a basis to create further pictograms in the same style. EASME will provide a range of pictograms for use by the Network, including pictograms for the sector groups.

Format: .eps



aeronautics  
& space

Download from:  
[dropbox](#) > [Visual Identity](#) >  
[C. Graphic imagery](#) > [Pictograms](#)

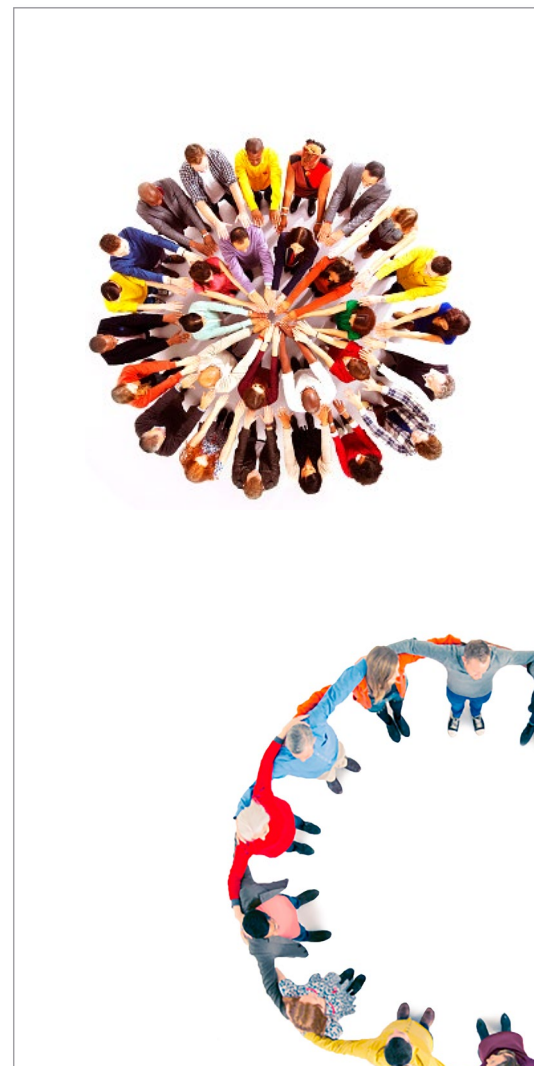
## C4. Photography

There are three main styles of photographic imagery. A library of professional photographs — in-keeping with these styles and available for use by the Network — will be gradually built up by EASME. In addition, Network partners may develop their own regional sector photography taking into consideration the style guide which follows.

Abstract connections



Abstract human photography



Sector photography & Regional photography



## C4. Photography

### Abstract connections

This style works well across a range of communication materials including roll ups, stands and brochures. The style aims to reflect the connections created by the Network.

Format: .jpg



Download from:  
[dropbox](#) > [Visual Identity](#) >  
[C. Graphic imagery](#) > [Photography](#)

## C5. Photography

### Abstract human photography

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

Format: .jpg



Download from:  
[dropbox](#) > [Visual Identity](#) >  
[C. Graphic imagery](#) > [Photography](#)



# C4. Photography

## Sector photography

Following the best practices as a style-guide, Network partners can build their own library of photographs that capture the realities and specificities of your regional business environment while incorporating the Network brand imagery and style.

- ❗ Following these best practices, each partner of the network can build their own regional library and integrate into the brand imagery their local reality

Format: .jpg

Download from:  
[dropbox > Visual Identity > C. Graphic imagery > Photography](#)

### Best Practices

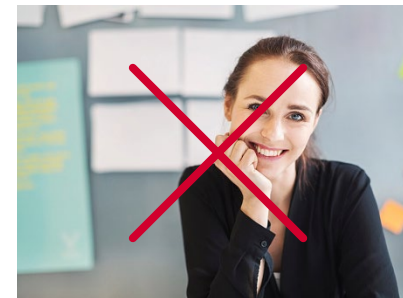


1. Blue should feature as a prominent colour



2. Photos should feature people in a working environment

### Don'ts



1. Don't use people looking directly into the camera.



2. Don't use too many colours: blue should always be the most prominent



3. Don't use pictures without people. We should always seek to show people in a working environment



# Templates

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# D1. Brochure

## Cover and Backcover

This is a template for an A4 portrait brochure.

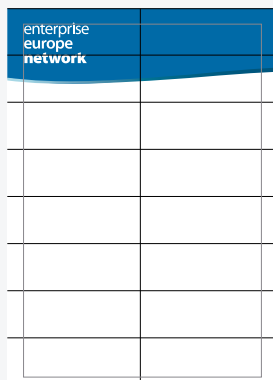
Format: Indesign



# D1. Brochure

## Cover examples

The cover also works according to a grid system, enabling Network partners to place photographs and other visuals and text in an attractive format.

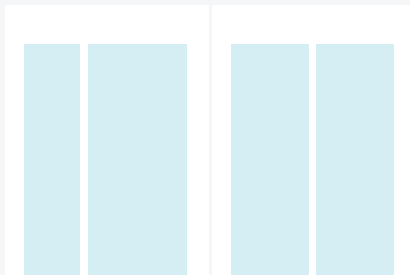


# D1. Brochure

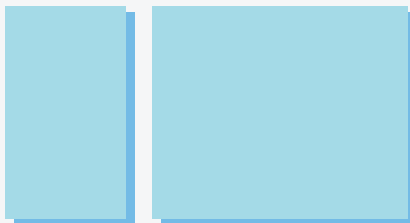
## Interior pages

The template includes three examples of interior pages.

The internal grid system provides different layout options



Attractive text boxes allow you to highlight specific information



Download from:  
[dropbox](#) > [Visual Identity](#) >  
[D. Templates](#) > [Brochure](#)

12 Enterprise Europe Network Con nonseis mur? Ut que inctum quatus inclias dolorem quas usdam re

## Enterprise Europe Network: Your business partner

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**Quibus volupta tuscipsanda**  
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# D1. Brochure

## Interior pages

The template includes three examples of interior pages.

Format: Indesign



Download from:  
[dropbox](#) > [Visual Identity](#) >  
[D. Templates](#) > [Brochure](#)

## D2. Business Card

This is a template for a business card.

Format: Indesign



Recto



Verso

## D3. E-mail signature

This design allows you to place all your essential information within a smart and simple email signature

Name, Surname: Myriad Pro Regular, 12pt.  
Contact Details: Myriad Pro Light, 12pt/14pt.  
Colour: #00587C

Link: Myriad Pro Regular, 12pt.  
Colour: #00587C

**John Smith**  
Managing Director  
Network Partner | Enterprise Europe Network

21 Park Road, New District, 3 Building 12345 City  
T: +(12) 34 567 89 10 | john.smith@abcd.com

[partnerwebsite.xx](#)



[een.ec.europa.eu](http://een.ec.europa.eu)





# D4. Fact sheet

The factsheet can be used to provide details of the Network per country, Partner, region or sector.

Format: Indesign & Word (simplified)

enterprise  
europe  
network
COUNTRY NAME

## Title

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**Key facts and figures**



- XX partners in XX regions
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor sit amet
- Lorem ipsum dolor

Usaperem fuga. Nequo corem cusda pre de destiur? Qui nimusclet la dis re nist is mil magnis eosae ipictae cus quariae cus arit quiduci illupitati optistep porostis eatiaessimi, ipsunt voluptu riosandis pa consequi cus ulpa dolorat lumquunt autecest, to maiorpep erfere pa doloratem. Lessima ximoluptate lam volupta tisque alique ipsapid quiat.

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Ovid et la denda sintibus malo quis resto eosamus nimusaperum dolorehent ex eri tota dolut magnieni urume ent velicab oremprendam quibus mint labores mint vidus unde voliestia quam res quilandu cipsam, tectemporro quondic tem. Itatemp orporem et libus simus seriam faccae perum exerchit venis delenih illisin itaectur sapidis reheni occus alique dolorepuda cuptur reicatur, omnihic illquod eatur maximi, officipsanda sum di quo de venduci psandi quiberovid magnis aut rem hiliquam rerio. Pid que quist, nem aut peria volorem. Elique.

Usaperem fuga. Nequo corem cusda pre de destiur? Qui nimusclet la dis re nist is mil magnis eosae ipictae cus quariae cus arit quiduci illupitati optistep porostis eatiaessimi, ipsunt voluptu riosandis pa consequi. Em invel modiatem. Ducia aut res sed magniste magnimet aut estion nimus dunt eium rerum faccumq usaperi orehenis repuditi, optatium fugit et demat. Naturibus.

een.ec.europa.eu

host organisation



Partners Support in Your Domain



European Commission

**Subtitle**



Nihil, exerestit illautas aborem et hii ipsapiendae hii con necernatem qua.

Collabor ehendandis ninimveritae dolupta con cone nullaute vendi del inclatis estio. Atate inciunt. Comnihi tiõnsed esequae molorro vidigendit expla culpa arias dolupta doluptat qui cum quid eicatenes dolo odi corerferum a nis eum ipsae quias serspeliqui beat dolor suntiasperae is est, omnistet la sum quam accate corehen denduntotat easto officab ipitit rem velest, tem faccae mosam dolor arundantis sit as est, abo. Imus estrum nis voluptiberis es esedigniet plicitat ureperum assumquam volorescium exceati aspennatus abo. Nequid este nim ex ea cus adis quo erchillende prae nulliss usamature nossequo dolorestrum reicae. Obis eum alit etur, solorit veles quia dolo et que cus ressum quam faccupatit exerectis natia vitiberum ut quatio omnis sam eatest lacerna tiorepel ipsam ea vitae nos quam exerem qui cuscumam dolorposant odis ditatistibus auteseq uiasper untibus re nullipat. Endandestis rem ulpa verae vel modit, inulpa si omnisque ne ne odit, simusda musandis reium, nit fuga. Ant.

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Neither the European Commission nor any person acting on behalf of the European Commission is responsible for the use which might be made of the information contained herein. The views in this publication are those of the author and do not necessarily reflect the policies of the European Commission.

## D5. Folder

This is a template for a folder cover.  
The use of patterns is particularly  
effective in this format. It can be used at  
conferences or as an information pack.

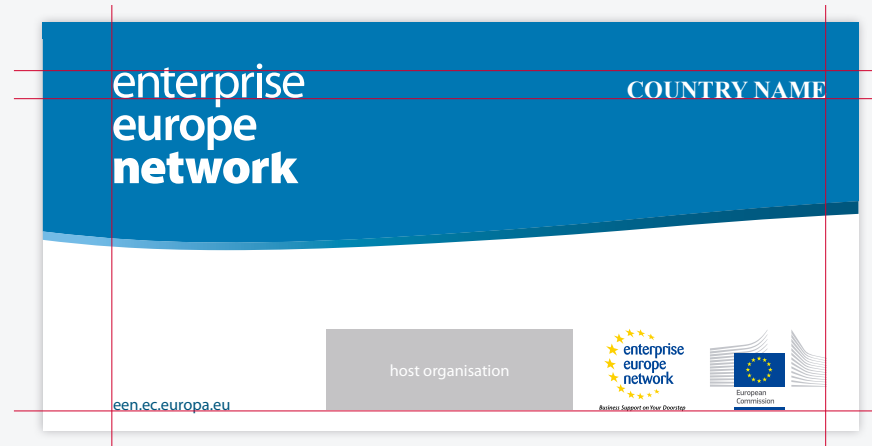


Download from:  
[dropbox](#) > [Visual Identity](#) >  
[D. Templates](#) > [Folder](#)

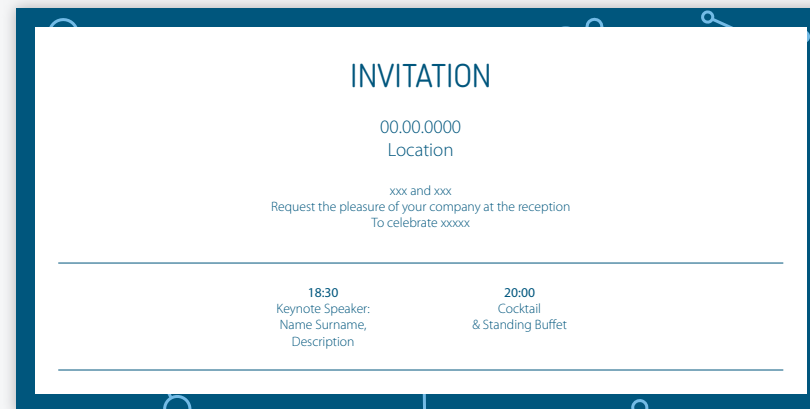
# D6. Invitation

This is a template for invitations.  
The template includes three different versions.

Format: Indesign



Recto



Verso

# D7. Leaflet

This is a gatefold leaflet made up of six panels.

Format: Indesign

The curve



ⓘ In the leaflet design we can exceptionally crop the curve to adapt to the narrow pages.

Download from:  
[dropbox](#) > [Visual Identity](#) >  
[D. Templates](#) > [Leaflet](#)



Recto

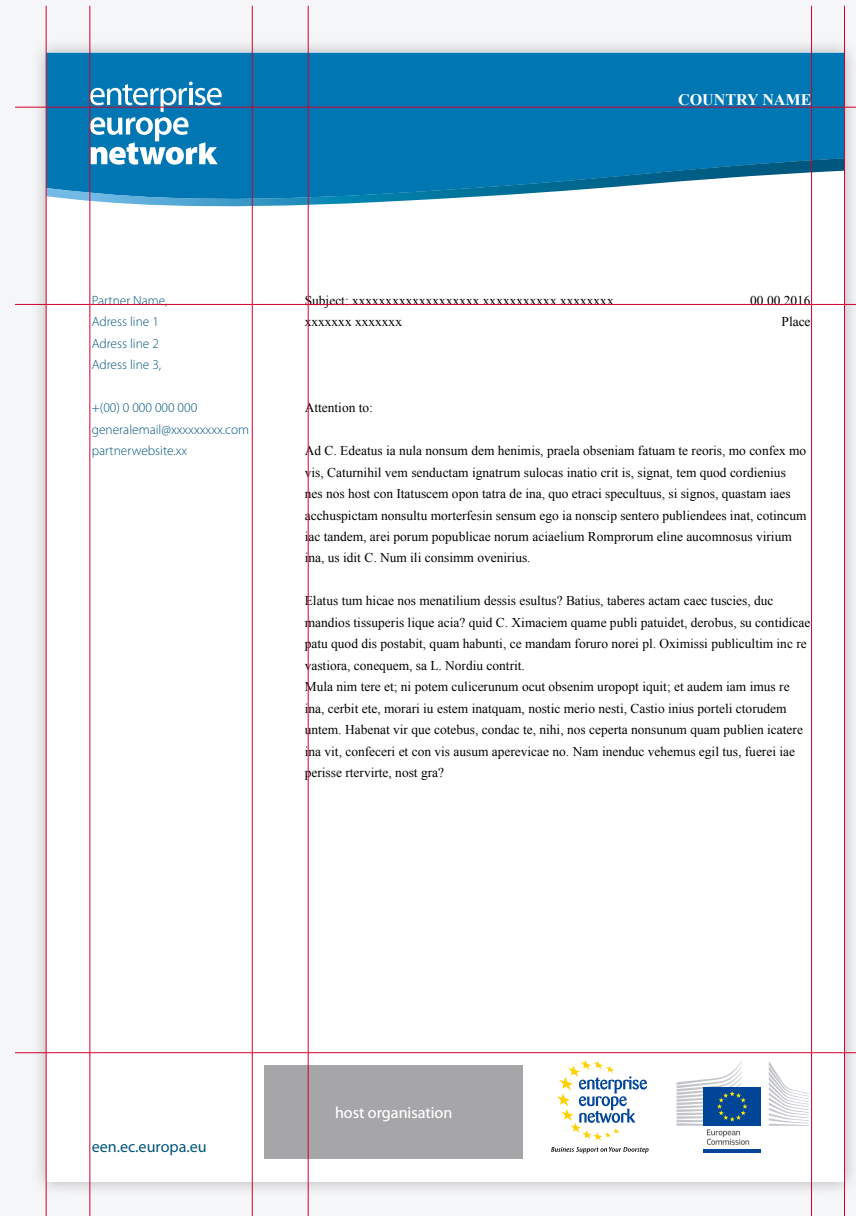


Verso

# D8. Letterhead

This is a template for a letterhead.

Format: Indesign



# D9. Newsletter

The template is available in html format and designed to be sent by email. The editorial content is not fixed, this is an example only. Users are free to adapt it as they wish.

ⓘ Due to technical limitations in html, the alternative typeface Arial is used.

Format: Html

Download from:  
[dropbox](#) > [Visual Identity](#) >  
[D. Templates](#) > [Newsletter](#)

**NEWS**

Reminder:  
 Progress Reports on SGA COSME activities to be submitted by 31 January

Bringing success to 2.6 million SMEs:  
 highlights from the CIP final report.

**AGENDA**

Belgium, 29 Jan 2016  
 Info Day on the Call for Proposals Design-based consumer goods

Ireland, 04 - 05 Feb 2016  
 Network training session: Innovation Health check, sharing tools & techniques

# D10. PowerPoint

The template includes cover page, content pages and closing page.

Format: Powerpoint

enterprise europe network

Helping ambitious SMEs innovate and grow internationally

een.ec.europa.eu

PLACE PARTNER'S LOGO HERE

enterprise europe network  
Helping Support to Your Business

European Commission

This slide features a blue header with the Enterprise Europe Network logo. The main content area is white with a photograph of a diverse group of people. The footer contains the website URL, a placeholder for a partner's logo, and the logos for Enterprise Europe Network and the European Commission.

Title of the presentation | Date | 3

The world's largest support Network for SMEs with international ambitions

een.ec.europa.eu

PLACE PARTNER'S LOGO HERE

enterprise europe network  
Helping Support to Your Business

European Commission

This slide has a blue header with a title placeholder. The background is a grey world map with a hand pointing at a digital globe. The footer includes the website URL, a partner logo placeholder, and the logos for Enterprise Europe Network and the European Commission.

Title of the presentation | Date |

Boosting growth and jobs

- 1 The Enterprise Europe Network is a key instrument in the EU's strategy to boost growth and jobs.
- 2 Launched in February 2009 by the Commission's DG GROW (previously "Enterprise and Industry" ENTR)
- 3 Co-financed under the EU's COSME and HORIZON 2020 funding programmes - encouraging competitiveness and innovation of European SMEs
- 4 Total funding of over 180 million EURO

een.ec.europa.eu

PLACE PARTNER'S LOGO HERE

enterprise europe network  
Helping Support to Your Business

European Commission

This slide features a blue header with a title placeholder. The main content is a four-step list detailing the network's history and funding. The footer contains the website URL, a partner logo placeholder, and the logos for Enterprise Europe Network and the European Commission.

Contact us

Visit [een.ec.europa.eu](http://een.ec.europa.eu) to find the Network near you

een.ec.europa.eu

PLACE PARTNER'S LOGO HERE

enterprise europe network  
Helping Support to Your Business

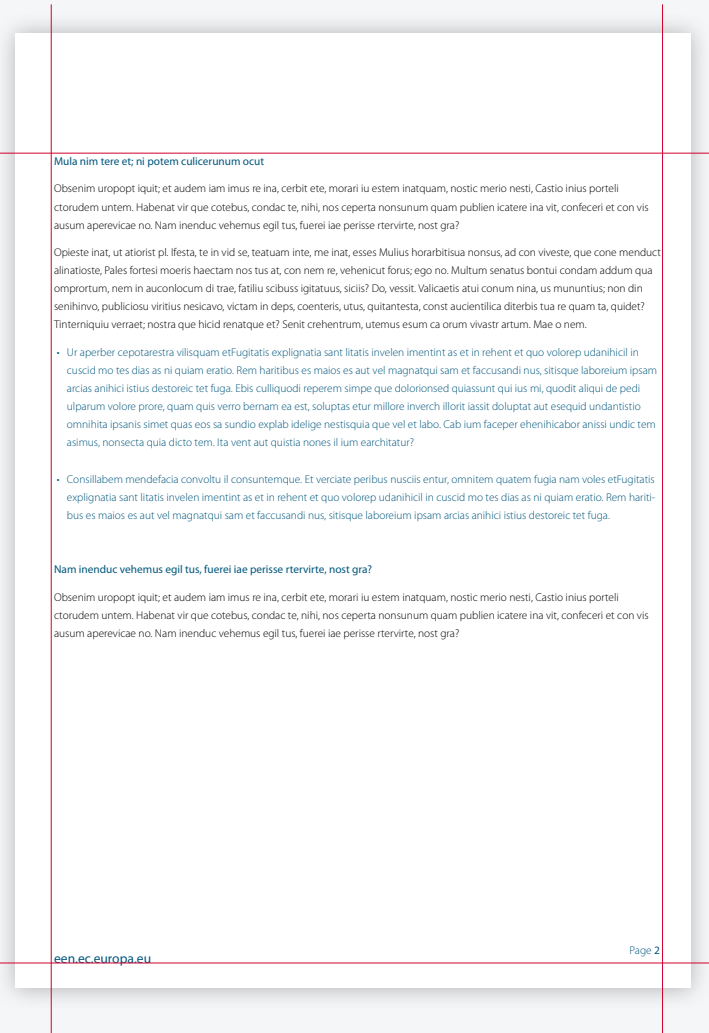
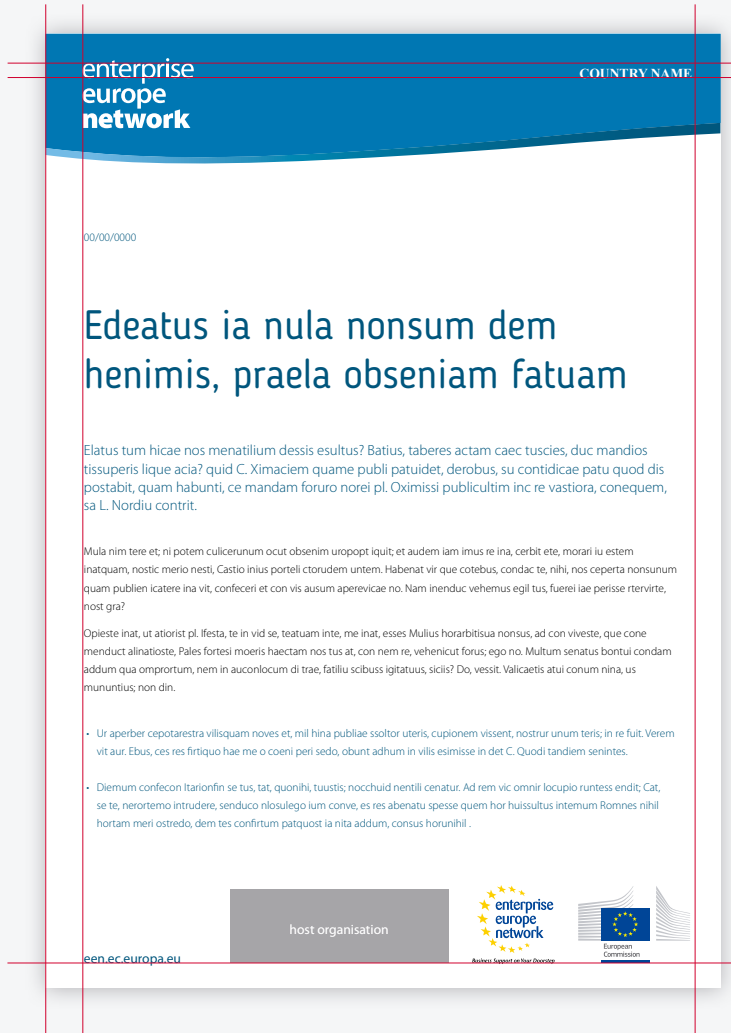
European Commission

This slide has a blue header with the text "Contact us". The background is a solid blue color. The footer includes the website URL, a partner logo placeholder, and the logos for Enterprise Europe Network and the European Commission.

# D11. Press release

The template includes a cover and a content page.

Format: Indesign & Word

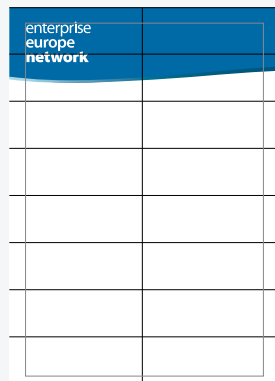




# D12. Report

## Cover examples

The report cover also works according to a grid system, enabling Network partners to place photographs and other visuals and text in an attractive format.

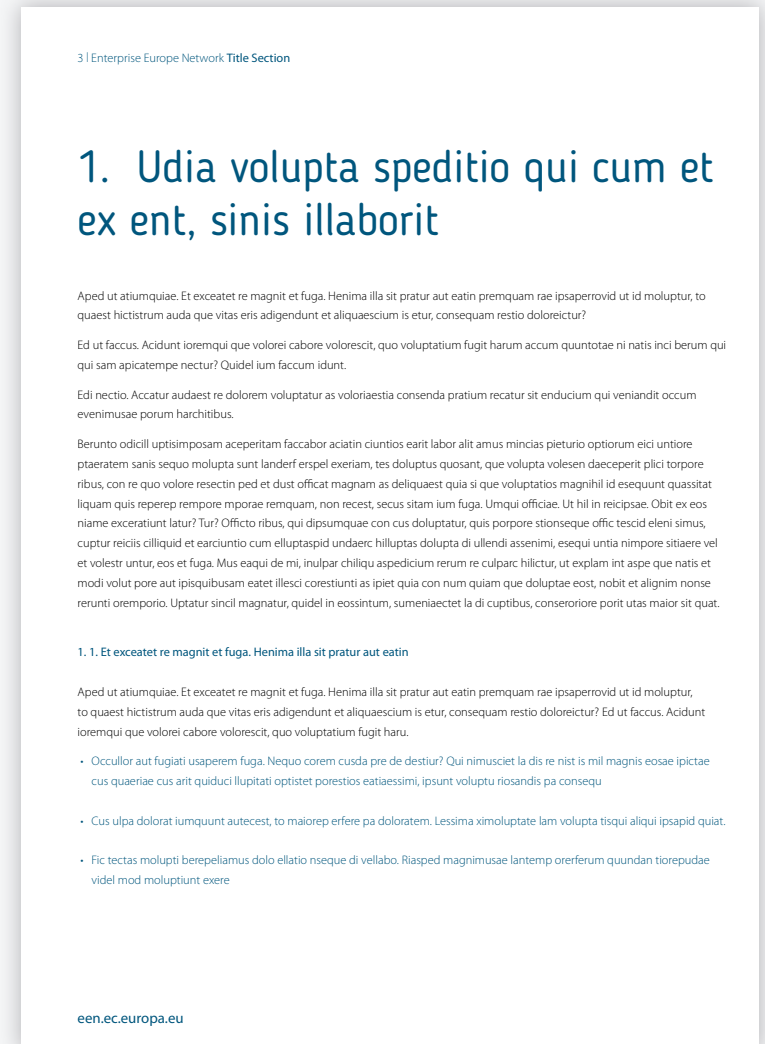
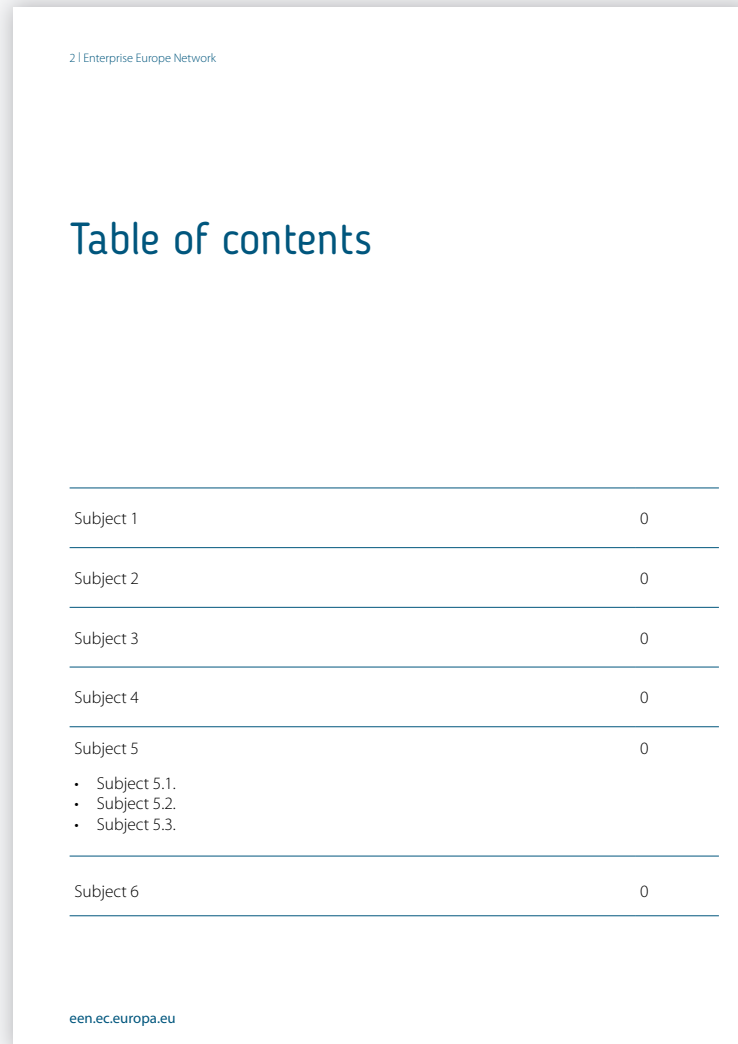


# D12. Report

## Content

The report template is ideal for administrative reports or official documents.

Format: Indesign & Word



# D13. Roll Up

The template includes three different designs layouts.

Format: Indesign



Download from:  
[dropbox](#) > [Visual Identity](#) >  
[D. Templates](#) > [Roll up](#)

enterprise europe network

Helping ambitious SMEs innovate and grow internationally

host organisation

enterprise europe network

European Commission

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Helping ambitious SMEs innovate and grow internationally

**Get Advice**  
On how to expand into new markets

**Find Business Partners**  
Learn about our international matchmaking services

**Innovate**  
Discover how to take innovative ideas to commercial success

host organisation

enterprise europe network

European Commission

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Helping ambitious SMEs innovate and grow internationally

enterprise europe network  
Business Support on Your Doorstep

host organisation

enterprise europe network

European Commission

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## D14. Social networks

The template includes two different cover layouts for Facebook and Twitter.

Format: Illustrator, .png

Pattern Layout



Photography Layout



## D15. Stand

A product for events.  
The text may be adapted.

Format: Indesign



# D16. Success Story

The template can be used to tell the stories of SMEs helped by the Network and bring the benefits of the Network's services to life.

Format: Indesign & Word

		COUNTRY NAME
<h2>SUCCESS STORY</h2>		
<h3>Title</h3>	<p>Introduction Et laboribus, sum volum ressus, corest es quamet rem aborero tem adit il escipiet evelentiis ducit, acium quam doloriatquos eneceri audigni hillis moluptate</p>	
	<p>Thanks to the Enterprise Europe Network, the SME will soon market the health drink in nearby Finland. Thinking about accessing new markets, Selga turned to Gundega Lapina and Dzinfra Znotina, Enterprise Europe Network -Latvia project manager and project consultant, respectively. "The juice is both healthy and tasty, thanks to innovative technology that separates the berry from the seed," explains Znotina.</p>	
	<p><i>"There is only one partner we will contact: the Enterprise Europe Network."</i></p>	
	<p>The experts put Satori Alfa in touch with Finnish food firm Jukkola Food Ltd., which had previously worked with the Network in Latvia in its own search for international partners. In August, Satori Alfa and Jukkola Food signed a cooperation agreement. From early 2010, the juice will be sold in Finland under the new 'Goldberry' brand in newly designed packages and with a shelf life extended from two weeks to four months, in compliance with market requirements in Finland. Satori Alfa's Selga, a psychiatrist-psychologist with a marketing background, says he would definitely work with the Network again: "If there is a need for a new technology in order to expand our production, there is only one partner we will contact: the Enterprise Europe Network."</p>	
<p>Ovit pos ex essimporia quiaae aute pa ipis magnimi nctotas aute doluptum repe exerchit adia con et officine nobis con exeribusaes</p>	<p>Ad et pa vit, sum ducil magnihil et veligenis rae comnis mod qui arcimo eaque laborestrum et haruptatis et etus endi dolorib usaped quo blabo.</p>	
<a href="http://een.ec.europa.eu">een.ec.europa.eu</a>	host organisation	 

Download from:  
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[D. Templates](#) > [Success Story](#)

# D18. Web

All Network partners must implement the visual identity in their online presence. The website template provides a ready-made design that Network partners can choose to use and customise.

The pictograms are designed to feature the three types of services provided by the Network: advisory, partnership and innovation. The user can click through to find more information on each of these areas.

ⓘ Alternatively, Network partners may choose to update their existing websites with the new visual identity. In these circumstances the **“visual basics” of the curve incorporating the Network name as well as the Network and EC logos must all feature on the site as a minimum requirement.**

Format: php

Download from:  
[dropbox](#) > [Visual Identity](#) > [D. Templates](#) > [Web](#)

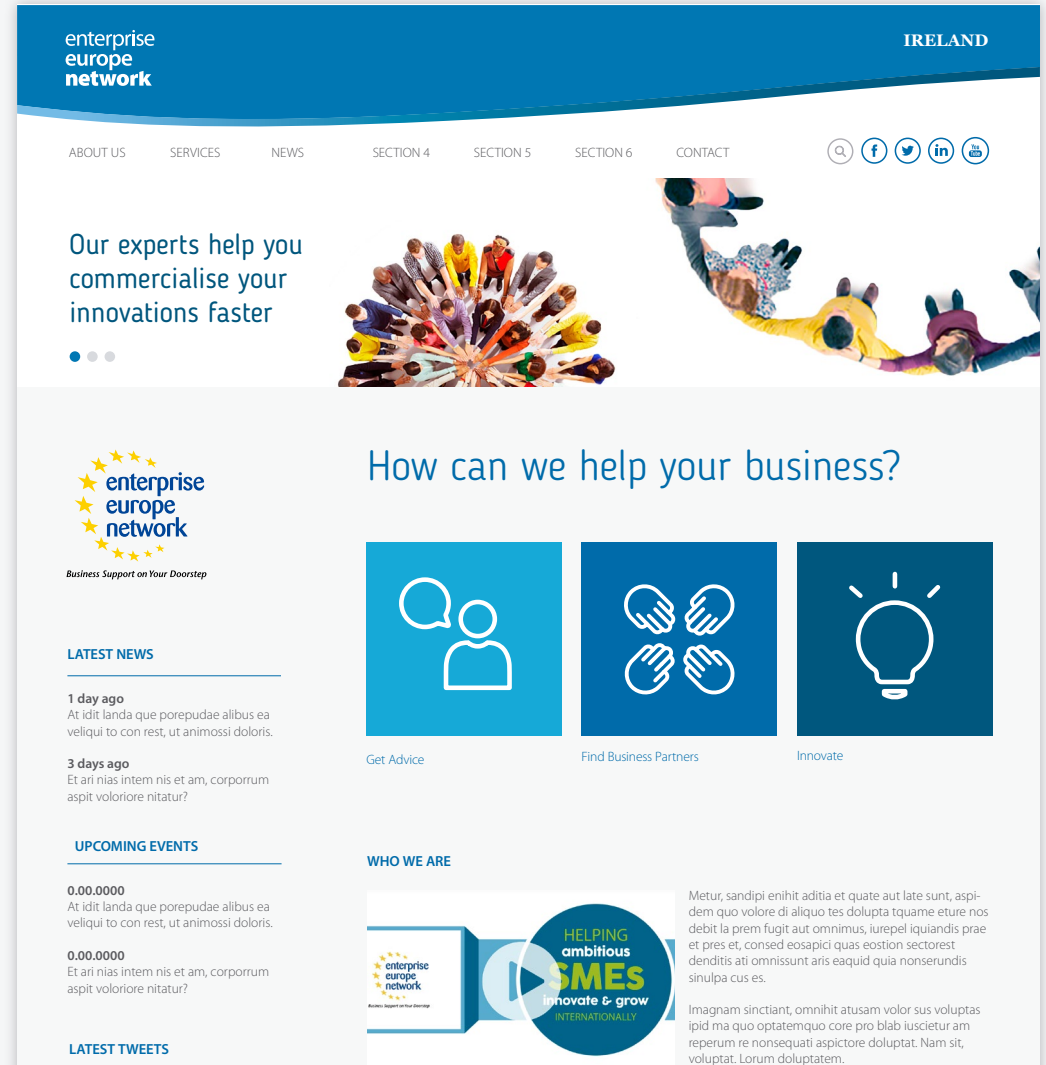
Curve + country name

Main menu + search + social networks

Dynamic slideshow for local news

Optional prominent logo

## Landing Page



### LATEST NEWS

- 1 day ago**  
At idit landa que porepudae alibus ea velliqui to con rest, ut animossi doloris.
- 3 days ago**  
Et ari nias intem nis et am, corpporum aspit volioriore nitatur?

### UPCOMING EVENTS

- 0.00.0000**  
At idit landa que porepudae alibus ea velliqui to con rest, ut animossi doloris.
- 0.00.0000**  
Et ari nias intem nis et am, corpporum aspit volioriore nitatur?

### LATEST TWEETS

## How can we help your business?



Get Advice

Find Business Partners

Innovate

### WHO WE ARE



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# D17. Web

## Landing Page

The design includes optional features:

### - Slideshow:

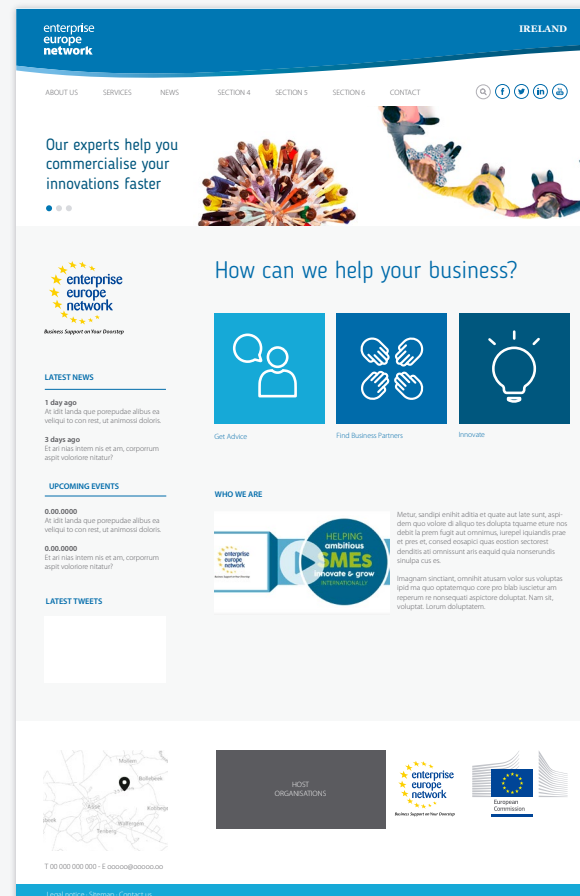
A banner with a carousel of images. This can be used, for example, to feature information about the Host Organisation, an upcoming event or one of the Network's messages.

### - Prominent Network logo:

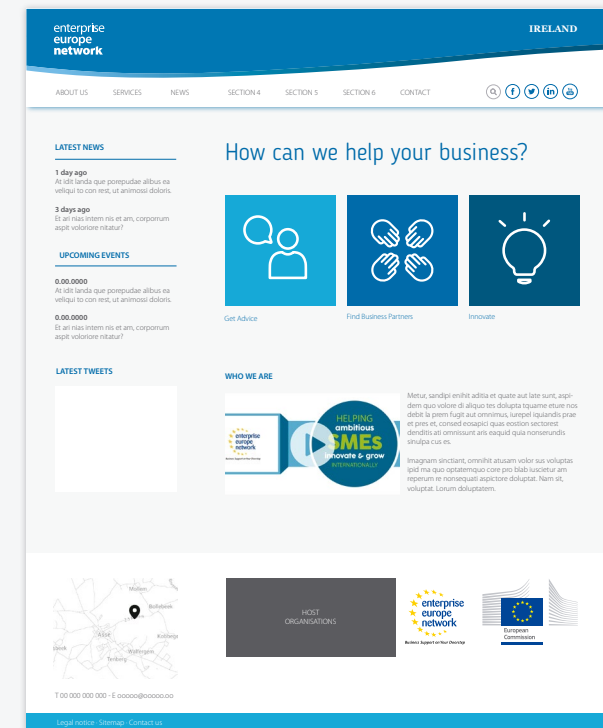
Partners can choose to place the logo prominently on the left of the screen if they wish. Note that the logo also features at the bottom of the screen alongside the EC logo.

Format: php

Template 1 with slideshow & Prominent Network logo



Template 2



Download from:  
[dropbox > Visual Identity > D. Templates > Web](#)



# D17. Web

Content Page

Format: Html

Submenu

Contact details + Logo zone

Download from:  
[dropbox](#) > [Visual Identity](#) >  
[D. Templates](#) > [Web](#)

enterprise europe network COUNTRY NAME

ABOUT US SERVICES NEWS SECTION 4 SECTION 5 SECTION 6 CONTACT

SERVICES > Subcategory > Subcategory

enterprise europe network  
Business Support on Your Doorstep

## SERVICES

Subcategory  
Subcategory  
Subcategory

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HOST ORGANISATIONS

enterprise europe network  
Business Support on Your Doorstep

European Commission

T 00 000 000 000  
E 00000@00000.00

Legal notice · Sitemap · Contact us

# D17. Web

## Web Styles

### /menu:

- Font family: "MyriadPro-Light- Arial"
- Font-size: 0.95em;
- Line-height: 26px
- Colour: #575555
- Hover: Opacity 0,7

### /background:

- #f7f7f7

### /h1:

- Font family: "Blogger Sans Regular"
- Font-size: 36px
- Colour: #006ba6

### /body:

- Font-family: "MyriadPro-Light- Arial"
- Font-size: 14px
- Line-height: 1.42857px
- Colour: #333



enterprise  
europe  
network

COUNTRY NAME

ABOUT US SERVICES NEWS SECTION 4 SECTION 5 SECTION 6 CONTACT



Business Support on Your Doorstep

SERVICES > Subcategory > Subcategory

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## SERVICES

Subcategory

Subcategory

Subcategory



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Last version: May 2016

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