EUGO brand guidelines

Contents

Section 1.0
The foundations
of our brand

Welcome

These guidelines introduce you to the EUGO brand, and set out how to present EUGO correctly. They are to be followed by anybody producing materials on EUGO's behalf, so can be provided to any of your suppliers who will create communications about EUGO or incorporating any of the EUGO brand elements. They will make sure the materials produced are always clear, well-presented, professional and consistent across all the countries.

What is a brand?

A brand is much more than just a logo. A brand is a set of ideas, connections and visual elements that people think, feel and see about a product, company or service like ours.

Our aim is to manage that perception so that, over time, people have a better understanding of what we offer.

There are three elements that make up our brand:

1. Who we are (our vision, mission and values)

2. What we say (how we talk about the service we offer and our brand)

3. How we look (our logo, typefaces, colours and graphics and how these all come together in our communications)

Why do we need brand guidelines?

Every time someone comes into contact with EUGO, or one of your country websites, it will contribute to the opinion they form of us and the service we offer. It is important that we present a clear, modern and dynamic image to our customers in order to build a strong professional reputation. A professional, pan-European brand will help us to meet the requirement of the Services Directive of improving access to the information that helps service businesses do business throughout Europe. At the same time, we recognise that you all have different needs with regards to how the EUGO brand will be applied to your own country offerings, so we have incorporated plenty of flexibility into the guidelines to make sure this can be achieved.

We all need to follow the rules laid out in these guidelines to promote and protect EUGO's unique identity. We hope you will see these guidelines as a positive contribution – a toolkit to help make our brand strong and instantly recognisable.

Our vision and mission

Our vision
A free, fair and easily accessible market in services across the European Union (EU) and European Economic Area (EEA).

Our mission
EUGO gives service providers and entrepreneurs from the EU and EEA the information and support they need to set up or do business in other EU or EEA markets. The service consists of a network of country websites that helps customers identify which licences and permits they will need and allows them to apply for them online. Customers save time and money and can be confident they are complying with all the relevant rules and regulations.

Brand standards

The Services Directive is a European law which led to the development of the EUGO service to:

• make it easier for EU entrepreneurs to set up a business

• help existing EU businesses provide services in another EU member state without needing to set up a permanent base there.

A number of principles have supported the development of the EUGO service:

• The service will provide clear and comprehensive information on the procedures and requirements for doing business, so customers can be confident they have taken all the steps necessary to start doing business.

• The service will be delivered to customers online, through a network of country websites, to make it easy for customers to access the service from wherever they are based in the EU.

Brand standards continued

• Any necessary applications for permits, licences or
  professional registrations can be completed online, so
  that customers can do all the necessary preparations
  from their home country.

• All decisions on applications or any permits will be
  provided electronically, making it easy for customers
  to store, access and share this information.

In addition to these principles, the EUGO brand values are:

Reliable: the service is accurate, relevant and
up-to-date, so customers can be confident that
it is always authoritative.

Convenient: the service is user-friendly, easy to use
and accessible so that customers can connect from
wherever they are, providing timely information in
a fast and efficient way.

Clear: the information and assistance is simple,
straightforward and easy to follow, so customers can
locate the information they need quickly and easily.

Section 2.0
Basic elements

Master logo

The EUGO logo consists of three elements – our name, EUGO, connecting lines and the blue lozenge.

Our name, EUGO, is an energetic, motivating name that encourages our service business customers to go and discover the opportunities for growth and prosperity throughout Europe. We always write EUGO in capitals to give it standout in our communications.

In the logo, the emphasis is placed upon 'EU' to highlight the connection to Europe, which demonstrates that EUGO is a brand for European businesses.

The connecting lines indicate that EUGO is the online gateway to Europe for service businesses, encouraging cross-border entrepreneurship.

Our name and connecting lines sit within a blue lozenge. The blue is derived from the European Commission colour palette, so customers can feel reassured that the service is government-led and connected to an EU initiative.

Logo versions

Our logo is available in four colour formats – standard colour, reversed colour, white and black.

Standard colour logo
The standard colour logo should only be used on a white background on all communications.

Our standard colour logo is also for use on the European web portal.

Reversed colour logo
The reversed colour logo is specifically for use on our Reflex Blue. It must only be used for EUGO communication.

Black logo
The black and white logo is for use on applications such as mono newspaper advertising and documents that will be printed on black and white laser printers.

White logo
The white logo can be provided to partners and other organisations with whom you may be co-branding, so that your partner can place the logo on a colour background of their choice.

Logo link

<a href="http://ec.europa.eu/eu-go">

Where the logo is used online the image should include a link to the URL of the central EUGO Portal. This will create the network between the websites of individual countries.

Standard colour country logo

Logo construction

The country name should be:
1. Typeset in Gotham Book
2. The same size as the EUGO cap height
3. Positioned on the baseline of the EUGO text
4. In the corporate Reflex Blue colour
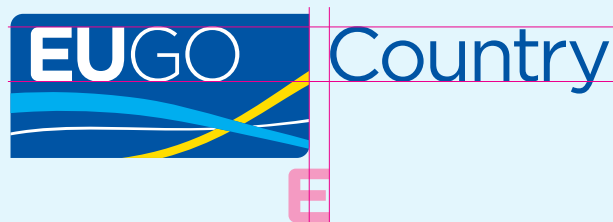
The distance between the EUGO lozenge and the country name is half the width of the EUGO 'E'.

If a country needs to apply the EUGO brand on its country website and country-specific communications, the EUGO logo can be adapted accordingly, as shown.

To make the EUGO logo specific for your country site, you can add your country name to the right of the mark.

You must use the EUGO primary typeface, which is Gotham. The weight for this country title should be Gotham Book. Please refer to section 2.10 of these guidelines for more details on the primary typeface.

The country logo can be constructed in the same colour formats as the master logo – standard colour (primary use), reversed colour, white and black. Please see section 5.1 for more information on when each format should be used.

Reversed colour logo

Black logo

White logo
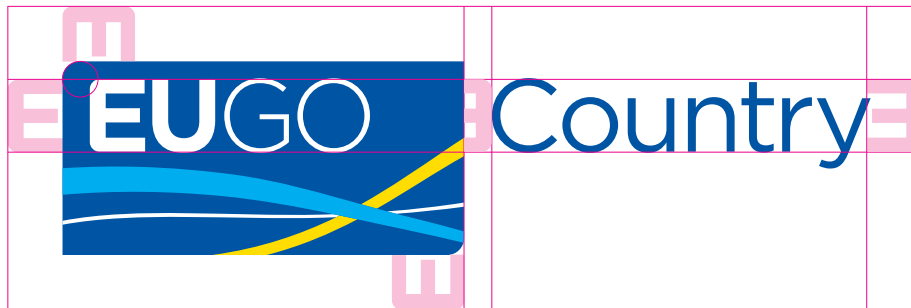
The gap between the logo and the country
is half the width of the EUGO 'E'

The clear space around
the logo is known as the
exclusion zone. It gives
the logo clarity and
prominence by ensuring
no other text or graphic
is placed too close to it.

The exclusion zone is defined by the width of
the letter 'E', in our name.

13.5mm

15mm
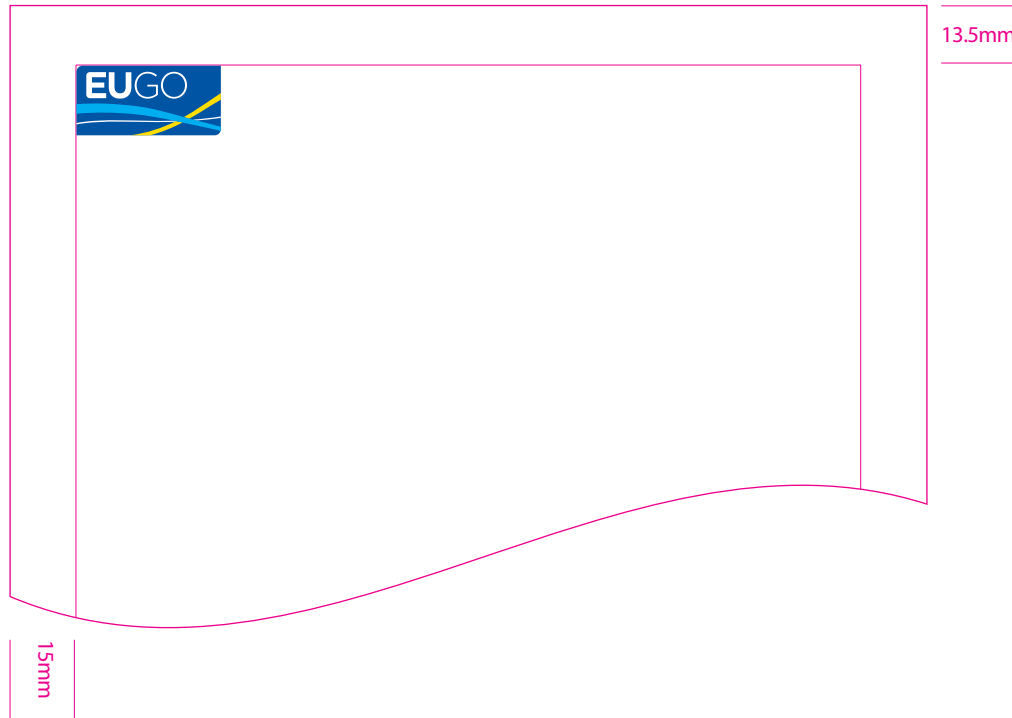
It is important for our brand to have a consistent position for the logo.

In EUGO communications our logo should be positioned in the top left corner of any material.

Please refer to our grids for correct positioning.

Standard and minimum sizes

33mm

Standard size for A4

Bulgaria

29mm

Standard size for A5 and DL

Bulgaria

15mm

Minimum size

Bulgaria

82 pixels

40 pixels

Minimum pixel size (72 dpi)
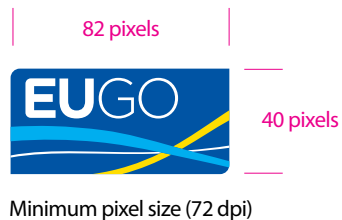
To ensure consistency and easy visual recognition, there are specific logo dimensions for use on common document sizes (A4, A5 and DL).

The logo should appear at 33mm wide on A4 documents and 29mm wide on A5 and DL documents. On items larger than A4, the logo should be scaled proportionately.

The logo should never appear smaller than 15mm wide. This is not a recommended size.

The recommended minimum size for use on screen is 82 pixels wide by 40 pixels deep.

Incorrect
logo usage

Do not stretch or skew the logo

Do not use other fonts

Do not alter elements,
including changing
our connecting lines

Do not remove the
graphic or the name

Do not alter colours

Do not alter the shape of
our lozenge

Do not place the lozenge
on the same colour
background

Do not incorporate
photography

Do not rotate the logo

What to avoid when using
the EUGO logos.

When creating EUGO communications, always
use the logo artwork files supplied. For more
information on logo artwork formats and
when to use each logo format, please see
section 5.2.

Strapline

[1] **Your guide to offering services in Europe**

[1]
Strapline
Gotham medium
Kerning should be set to optical
Tracking set to -20

Your guide to offering services in Europe

Use the stacked version of the strapline, particularly where space is limited

Your guide to offering services in Europe

A single line version of the strapline is also available

EUGO, your guide to offering services in Europe

An alternative strapline for use in text

EUGO, your guide to offering services in Bulgaria

You can localise for your country offering

We have developed a strapline to complement the logo in communications.

Our strapline does not form part of the logo, but can appear near it on EUGO communications to help define the EUGO offering.

Our recommended strapline is 'Your guide to offering services in Europe'.

If you wish to use the descriptor in text, you can extend it to 'EUGO, your guide to offering services in Europe'.

You can also localise the strapline to promote your own country offering, for example 'EUGO, your guide to offering services in Bulgaria'.

Colour palette

Core colour

Pantone Reflex Blue
C100/M80/Y0/K0
R0/G85/B164
#002596

Highlight colours

Pantone 109C
C0/M10/Y100/K0
R225/G222/B0
#ffd200

Pantone Process Cyan
C100/M0/Y0/K0
R0/174/B239
#009ddb

The EUGO colour palette is based on a core colour, which is Reflex Blue.

Our core colour is Reflex Blue. Reflex Blue is instantly recognisable as the colour of Europe because it is the main colour of the European Union flag. Using it as the core colour allows us to reflect the strength and credibility of the European Union and positions us as a distinctly European brand.

We also use cyan and yellow in our colour palette. The yellow, combined with Reflex Blue, provides another link to the EU and also gives vibrancy to the graphic and overall brand. Cyan is our differentiator – it gives the EUGO brand a unique personality.

Typography
Primary font

Gotham Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&£¤?!

Gotham Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&£¤?!

Gotham Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&£¤?!

Gotham Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&£¤?!

Gotham is our primary font. It has been chosen for its contemporary feel and high level of legibility. It also offers a wide range of weights which complements our range of communications.

It should be used for all external professional print communications. You can purchase Gotham Light, Book, Medium and Bold from a font supplier online.

EUGO brand guidelines
Previous/contents/next

Section 2.12
Basic elements

Typography
Secondary font

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&£?!

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&£?!

Arial is our secondary font. When producing PC-based, internal literature such as letters, faxes, PowerPoint presentations and Gotham is not available, Arial must be used.

Arial is the default font option on your PC system. It is available in regular, bold and italic.

EUGO supergraphic

The EUGO supergraphic illustrates the dynamism of cross-border business.

The interconnecting, flowing lines represent the online nature of the service and the connections made.
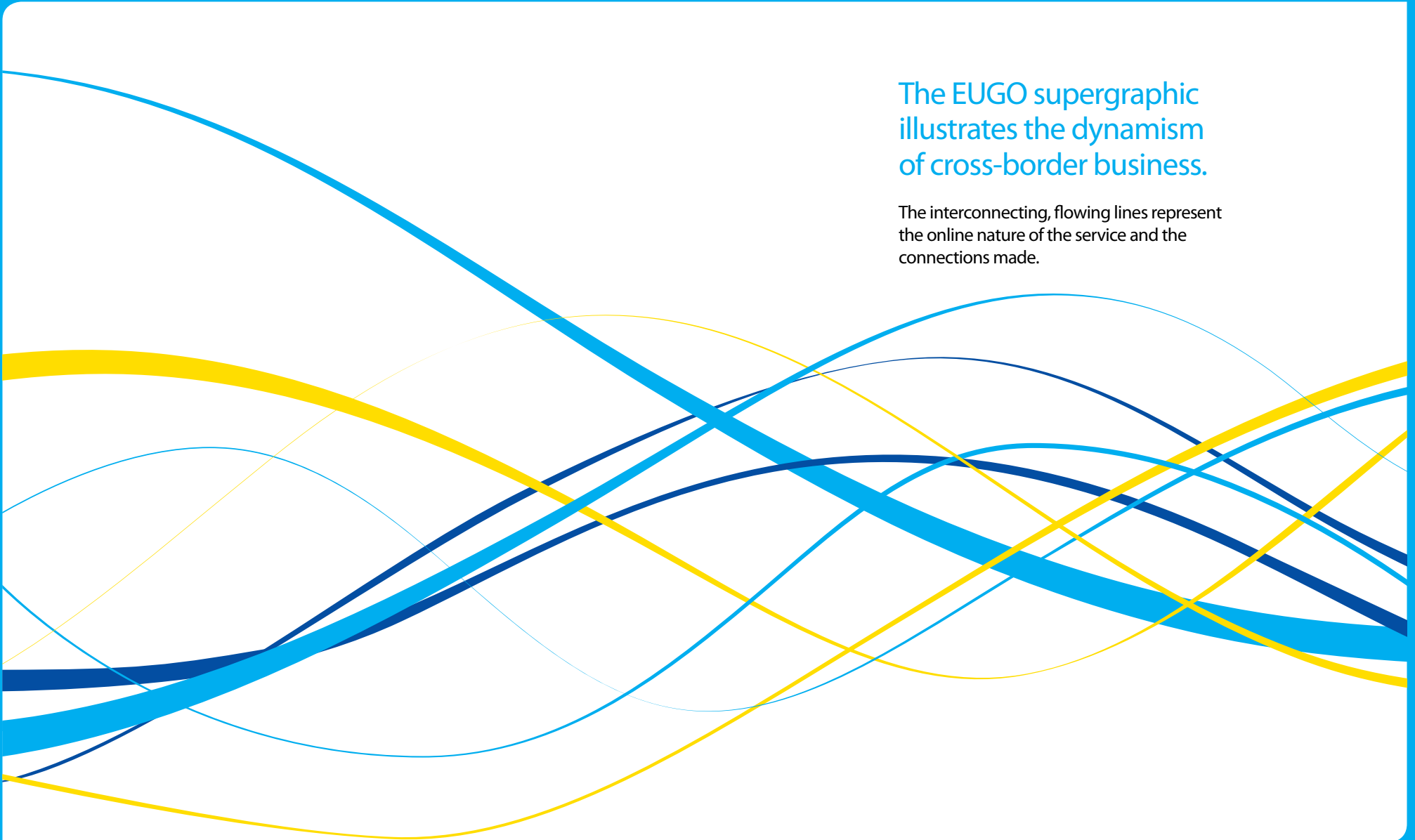
EUGO supergraphic crops
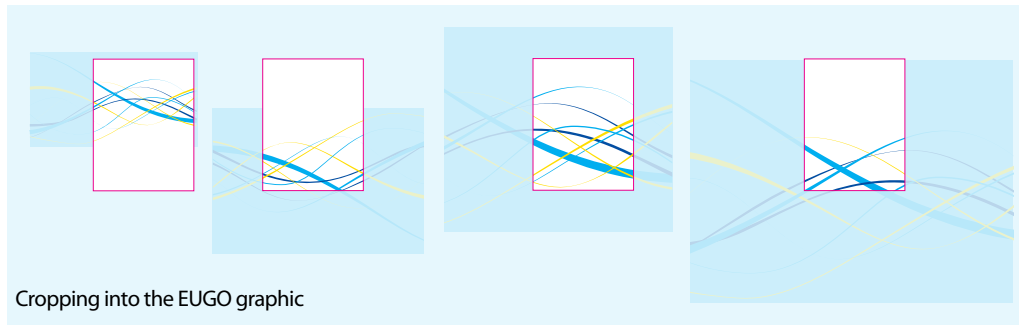
Cropping into the EUGO graphic

Examples of the EUGO graphic being used on different colour backgrounds

Cropping into our supergraphic allows us to use it in different ways – as either the feature of a piece of communication or as a frame or support to other key visual elements.

We have four crops for use on EUGO applications. The four crops are shown left and can be found in our logo and graphics suite, available in section 5.

The EUGO supergraphic can be used on white or Reflex Blue backgrounds.

EUGO lozenge

1/10 X

X

The corner radius is equal to one tenth of the shortest side. For example, a box with a short side of 60mm (as shown here), will have a rounded corner radius of 6mm.

Our lozenge can be used to highlight key information or imagery throughout our communications.

The corner radius should be equal to one tenth of the shortest side of the panel.

The lozenge can be used to hold imagery

"EUGO makes it easier for you to do business and provide services throughout Europe"

The lozenge can also be used to highlight quotes or important information

Photography adds a real life element to the brand and allows us to reflect our customers in their service environments, through real life imagery.

However, as our brand has such a diverse audience – service businesses in Europe – we need to use photography thoughtfully. It should be a support to key messages, rather than a dominant feature of a piece of communication.

When sourcing an image, look for people shown in real life work situations. The photographs should not be posed but reflect people engaged in conversations or a group activity within the service environment. Make the people, rather than the workplace setting, the focus of the shot.

Client needs to buy photography

Tone of voice
Introduction

Our words need to communicate clearly to our audience what they need to know to do business in another EU member state, what action they need to take and how to go about it.

This tone of voice guide is to help us use words effectively and efficiently. It will help us create a consistent style for our written communications. And it will help ensure we communicate in a clear and direct way that is authoritative but not bossy, reassuring but not patronising.

Why do we need to do this?
It is important for us to get the words right so that we encourage people to trust us as a reliable, convenient and clear source of information.

Our audience is made up of the EU small- and medium-sized service businesses and entrepreneurs who want to tap into the EU market. We want to provide the easy-to-understand, jargon-free information they need.

They are practical people who want to minimise red tape and get on with what they do best – running their business. The words we use must reflect that. We must communicate simply what they need to know and do.

Tone of voice
Communicating as EUGO

Our language reflects our aims and values. We aim to be a source of reliable, convenient and clear information.

Our tone of voice needs to be direct, authoritative and reassuring. This will encourage business people to use EUGO to find the essential information they need to reach more EU customers.

Our values govern how we behave. Our personality, expressed through our tone of voice, is about how we communicate and present ourselves as an organisation.

Reliable
The information we provide will be accurate, relevant and up-to-date, so that users can be confident we are an authoritative source.

We want business people to see us as a reliable source of information. We won't appear reliable and authoritative by being long-winded or rambling. We need to stick to the facts and what is relevant to our audience.

Using clear forms of expression and natural, down-to-earth language creates a confident tone. When we sound confident, our audience is more likely to believe and to trust us.

Use phrases that will reassure people that they are getting the relevant information they need.

For example: 'These are the important issues you need to know.'

'Here are the key facts about doing business in another member state.'

Convenient
The service will be customer-focused, providing timely information in a fast and efficient way. This will help people to prepare themselves in a cost-effective way for doing business in another EU member state.

Smaller companies don't have a lot of time or resources to spare. They need to find the right information quickly.

We must present our information so it is clear, relevant and easy to navigate. This means thinking from the customer's point of view. What do businesses need to know? What's most important to tell them first? Our aim is to provide information that is tailored to the needs of businesses: the right information, at the right time.

We need to get straight to the point, cutting out irrelevant facts or detail.

Ordering information logically and keeping it short will help readers find their way around.

Clear
The information and help we provide should be simple, straightforward and easy to follow. This is particularly important since many businesses will be engaging with the service in a language other than their native tongue.

Our words must be clear and unambiguous. Our aim is for our audience to understand what we mean straight away.

We must take time to think. Before writing a word, we should be clear in our own minds about what we are trying to say.

Use short sentences to create clarity. Avoid complex sub clauses, which obscure meaning. We should avoid hiding behind specialist terminology and explain any unusual words or terms.

We must always put ourselves in our audience's shoes and ask: 'If I didn't know anything about this subject, would I understand?'

Tone of voice
Practical tips

A positive approach to writing means we:

– get to the point straight away

– put the most important information first

– keep everything short

– use clear, informative titles.

There is more on this approach and other basics of good writing below.

1. Plan what you want to say
Always begin by thinking about your audience. What do they need to know? Thinking through what you want to say will help you get the information in a logical order and express it clearly.

2. Get things in the right order
Find the best order for the information you want to communicate. A simple rule is: put the most important thing first. State straight away what people can find or do in each section.

3. Use clear headings
Once you have the right order, break up the information with headings. Headings should clearly inform the reader what comes next. This helps people find their way around the information and is particularly important if there are a lot of words.

4. Use active verbs
A basic sentence structure is subject-verb-object.

For example: 'You can apply for your hairdressing licence online'.

This is using the active voice. It creates a lively, 'can-do' tone and the meaning is immediately clear.

The passive voice separates the verb from its subject, making it harder to understand and lessening impact.

Example passive voice
'When the form has been processed, you will be notified by email'.

Passive verbs create an impersonal sense. Who is doing the processing and notifying?

Example active voice
'When we have processed your form, we will notify you by email'.

The active verbs give people a sense of a definite, personal response.

5. Keep it short
The 'shorter is better' rule applies to words, sentences and paragraphs.

Aim for sentences no longer than 15-20 words. If a sentence is getting too long and complex, break it up into two sentences.

Keep paragraphs short and stick to one theme per paragraph.

6. Make it relevant
None of us like wading through unnecessary words or detail. Stick to what's relevant for our audience. When you have said what is strictly necessary, just stop.

7. Use natural-sounding language
Even people who speak easily and fluently may use formal or fussy language when they write. People often do this because they want to sound business-like. But formal language can sound stuffy and remote.

We need to try to sound as natural on the page as we do when we speak to someone.

Tone of voice
Practical tips continued

Some alternatives to traditional business language

Approximately	→ About	Be of assistance	→ Help
Following	→ After	Culminated	→ Ended
However	→ But	Determinant	→ Cause
Utilise	→ Use	Endeavour	→ Try
Participate	→ Take part	Furthermore	→ Also
Establish	→ Set up	Omitted	→ Left out
Sufficient	→ Enough	Prevalent	→ Common
Demonstrate	→ Show	Prior to	→ Before
Permit	→ Let	Quantifying	→ Measuring
Purchase	→ Buy	Regarding	→ About
Methodology	→ Method	Requested	→ Asked for
Commencement	→ Start	Requirement	→ Need
In order to	→ To	Impacts (as a verb)	→ Affects
Ascertain	→ Find out	Deliver (a project)	→ Complete

Jargon and acronyms

Good writing can be understood immediately. Jargon and acronyms get in the way because people need to stop, think and work out what they mean. They are terms used by those in the know, giving readers a sense of being shut out if they don't understand them.

For all of these reasons, it is best to avoid them.

The exception is if you are sure your audience will understand a term or acronym, when they can be a useful shortcut.

For example
For an audience used to legal terms,

'deed'

is shorter and simpler than

'a legally binding document that is signed, sealed and delivered'.

Section 3.0
How we present
ourselves

A4 grid system

13.5mm

8 columns with 3.5mm gutters

9mm

15mm

15mm

We have one publication grid system to ensure consistency across all our publications.

The grid divides the page into equal columns to assist with the positioning of all key elements on covers or inside spreads.

Our A4 grid layout is shown opposite. The measurements in this grid layout should be used when designing all A4 documents.

A5 grid system

8mm

8 columns with 4mm gutters

8mm

10mm

10mm

Our grid system also applies to A5 publications.

Our A5 grid layout is shown opposite.
The measurements in this grid layout should
be used when designing all A5 documents.

EUGO

Publication title
in 24/25.5pt

Your guide to offering
services in Europe

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Faccum iure setue dunt
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Dolore dipisisTat loie vel
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nullan henis.

8mm

1 column

8mm

10mm

10mm

Our grid system also applies to DL publications.

Our DL grid layout is shown opposite.
The measurements in this grid layout should
be used when designing all DL documents.

Publication title
in 24/25.5pt

Your guide to offering
services in Europe

Faccum iure etue

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Etue consed dolore volessit aliquat ut prat
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ad dolore dunt vel dip enismodigna feugiat
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dolor am in ex etue minit delit ut praesenibh
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minibh el dignibh.

"Faccum iure etue Dunt irit
ilisit lut veliqui tate velessi
Dunt irit ilisit lut veliqui
tate. My nonuilmet nim
zzriliquisit dolore tem iur"

Holga Jonas,
Restaurant Owner

Product brochure covers

A

Logo size is
33mm wide which
equals 1.5 columns

B

Title – Cyan or yellow
Gotham book
28pt on 29.5pt

C

Strapline – Reflex Blue
Gotham medium
12pt on 13.5pt

EUGO

B Publication title placed here

C Your guide to offering services in Europe

Sample A4 brochure cover

EUGO Bulgaria

Your guide to offering
services in Bulgaria

Publication title
placed here

Sample A4 brochure cover

We use a combination of the EUGO logo, EUGO graphic crop and our descriptor to signal that a brochure is part of the suite of EUGO communications.

The EUGO logo must always appear in the same position on every brochure cover. Use the A4 grid on section 3.1 and refer to 'A' in the layout opposite to guide the placement.

As the EUGO graphic is the distinctive, graphic element of our brand, this should always appear on covers (with imagery featured inside only), and should dominate the bottom half of a cover design.

The strapline sits in the bottom left corner to ensure it is always clear that the communication is about the EUGO offer.

The brochure cover backgrounds must only be either white or Reflex Blue from our colour palette. Follow the guidelines to see which logo to use on each colour background. See section 2.2 of the guidelines for correct logo colour formats.

Product brochure inside spreads

Client needs to buy/update photography

1 Faccum iure etue

2 Faccum iure etue dunt irit ilisit lut veliqui tate velessi.

3 Etue consed dolore volessit aliquat ut prat at num amet nullandre commy nullaortie facil il inci et auguero dolorper ing ero do dolent praestrud tis alis aliquisl.

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4 Faccum iure etueDunt irit ilisit lut veliqui tate velessi.

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5 Faccum iure etueDunt irit ilisit lut veliqui tate velessi.

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8 "Faccum iure etue Dunt irit ilisit lut veliqui tate velessi Dunt irit ilisit lut veliqui tate. "

Andreas Schmidt, Architect

6

7 2   3

Sample A4 spread

Shown opposite are examples of A4 spreads.

Use the A4 grid to guide the placement of text and images. Always use the Gotham typeface, ranged left and follow the typeface rules outlined below.

1
Running head
Gotham bold
14pt on 15.5pt

2
Main head
Gotham bold
24pt on 25.5pt
full space after

3
Introductory copy
Gotham bold
14pt on 15.5pt
full space after

4
Subheading
Gotham bold
10pt on 11.5pt
full space after

5
Body copy
Gotham book
10pt on 11.5pt
full space after

6
Pull out copy
Gotham bold
10pt on 11.5pt
full space after

7
Folios
Gotham book
10pt

8
Caption
Gotham light
8pt on 9.5pt

Use images and highlight key text in the lozenge to ensure spreads are easy to read and visually interesting. Avoid using dense text over the whole spread.

Case studies

A

1 Case study faccum etue Dunt irit ilisit lut veliqui tate velessi.

2 Etue consed dolore volessit aliquat ut prat at num volent amet nullandre commy nullaortie facil il inci et auguero dolorpe

3 Your guide to offering services in Europe

Front page

Client needs to buy/update photography

4 Case study:
Volessit aliquat ut prat

5 Faccum iure etue dunt irit ilisit lut veliqui tate velessi.

6 Etue consed dolore voles sit aliquat ut prat at num volent amet nullandre commy nullaortie facil il inci et auguero dolorper ing ero do dolent praestrud tis alis aliquisl ex euipsum.

Etue consed dolore voles aliquat ut prat at num volent amet nullandre commy facil il inci et auguero dolorper ing ero do dolent praestrud tis alis ex euipsum san

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7

8

Back page

We use case studies to demonstrate how EUGO helps businesses.

Case studies should be designed using the A4 grid and set up over two pages. The front page features an image depicting either the person featured in the case study in their work environment, or a generic image of a similar work environment. The image should follow the photography guidelines as on section 2.15.

The back page should make use of the lozenge to highlight text to emphasise key facts and successes.

Follow the typeface rules below and example opposite for the placement of key elements and text within a case study.

A
Logo size is 33mm wide which equals 1.5 columns

1
Title
Gotham bold
40pt on 41.5pt

2
Subtitle
Gotham book
28pt on 29.5pt

3
Strapline
Gotham medium
12pt on 13.5pt

4
Running head
Gotham bold
14pt on 15.5pt

5
Heading
Gotham bold
14pt on 15.5pt

6
Pull out copy
Gotham bold
10pt on 11.5pt
full space after

7
Body copy
Gotham book
10pt on 11.5pt
full space after

8
Subheading
Gotham bold
10pt on 11.5pt
full space after

We have developed templates for our corporate letterhead, compliments slip and business cards.

These templates can be found in section 5.4.

Letterhead

Address line 1
Address line 2
Address line 3

T 020 7XXX XXXX
www.eu-go.eu

Mrs Name Surname
Company Name

Address line 1
Address line 2
Address line 3

Dear Mrs Name Surname

Volestrud moloreet atummy num il utpat ametum nullandrer si esequam alismodigna feum quisit am am, sum in henibh eugue duis nonsequi et, quip enis nulluptatue consequat acidunt augiam, quat loreet utet alissim in vulput pratie ercipsummy nullaore consequi scidunt et, vel iliquis dunt nonsequisit at, volobor ipsum doluptat, quis alisl ullamco nsequipisim vercin eugue ad minim nim quat, quat.

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Tet, consed estie magnisi.

Your guide to offering services in Europe

Letterhead

Address line 1
Address line 2
Address line 3

T 020 7XXX XXXX
www.eu-go.eu

Compliment slip

Your guide to offering services in Europe

Name Surname
Company Position

Address line 1
Address line 2
Address line 3

T +44 (0)20 7XXX XXXX
M +44 (0)7XXX XXX XXX
E name.initial@eu-go.eu

Business card

Your guide to offering services in Europe
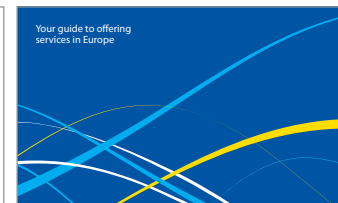
Optional back
If you use this back, remove the strapline from the front

Event stands

All display banners to carry a single key message about EUGO.

We recommend using the strapline as shown in the examples opposite.

Text should always be positioned to the left of the banner, under the logo and combined with a crop of the EUGO supergraphic and images if relevant.

Avoid placing text at the bottom of the banner.

The logo should be placed top left and the EUGO website should be placed top right and clearly visible.
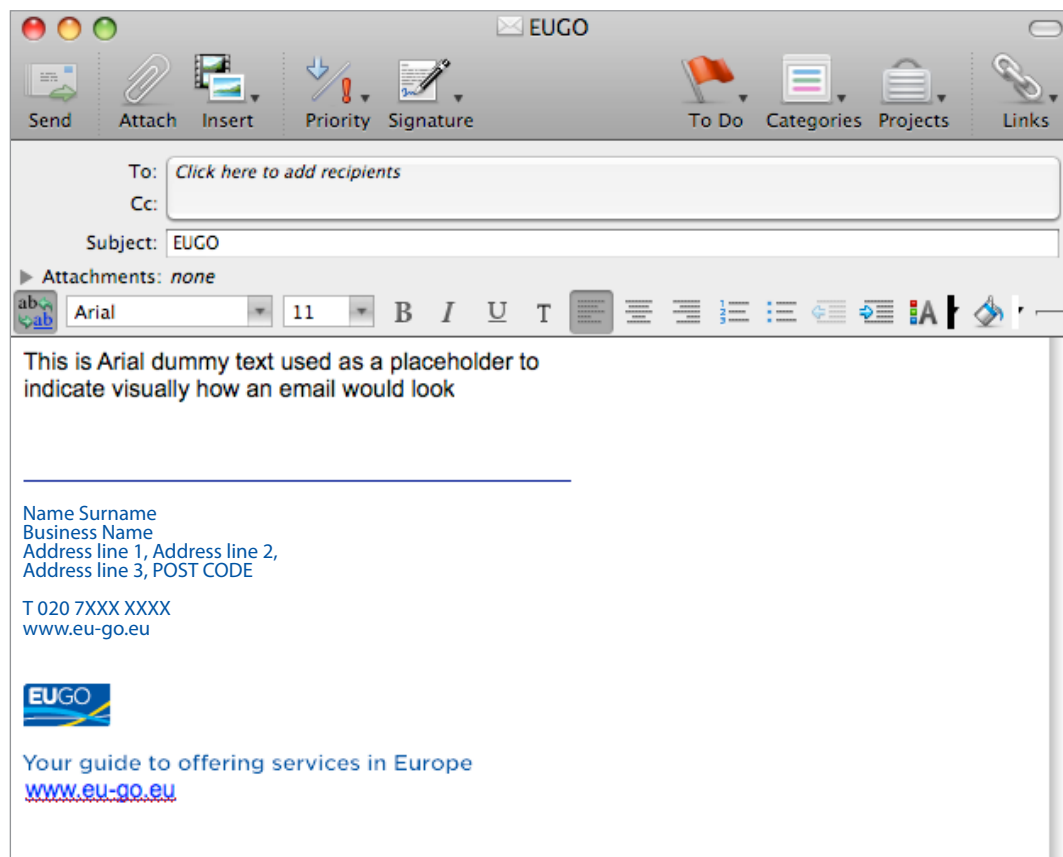
EUGO email signatures should follow the layout as shown in the example opposite.

The EUGO logo should appear first, followed by the strapline and the website address. The logo and descriptor are available as image files for screen use in section 5.4.

If you need assistance, please speak to your IT department about how to set up an email signature in your email programme.

Web banners

EUGO banner advertisement

Country banner advertisement

Web banner advertising is a good way to encourage people to the EUGO websites.

Banner advertisements usually have limited space, so we recommend using the logo, strapline and a crop of the EUGO graphic on a white background.

Section 4.0
Brand relationships

EUGO brand guidelines
Previous/contents/next

Section 4.1
Brand relationships
(working with your PSC brand)

Brand relationships

EUGO
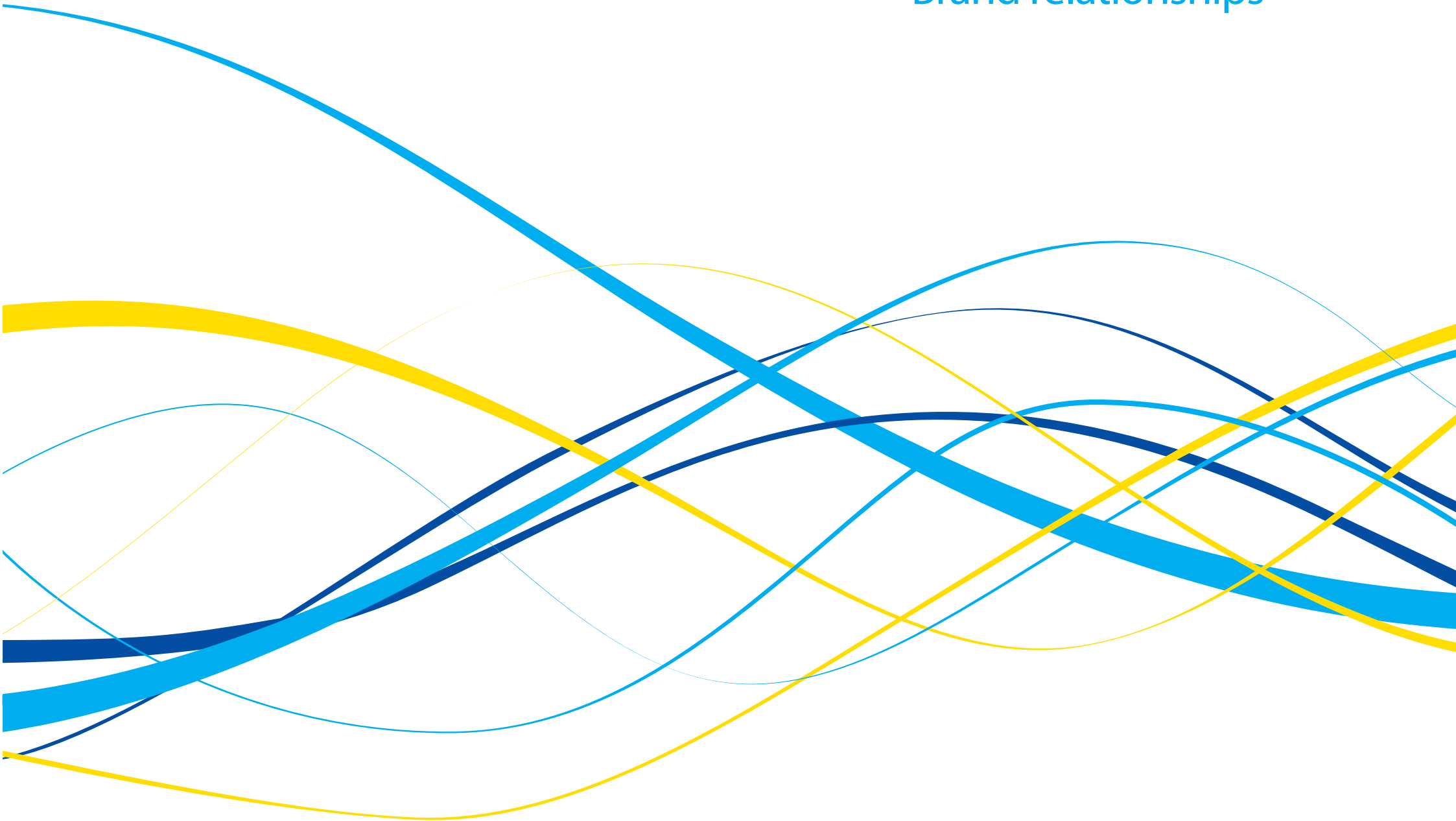
Campaign co-branding

EUGO Service name
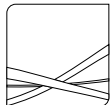
Hybrid 1

Service name

Hybrid 2

EUGO Part of
the EUGO
network

Endorsement

In partnership with

EUGO

Competent authority endorsement

Sponsored by

EUGO

Other co-branding

We have developed the EUGO brand to be flexible, as the countries will be using it to brand or support their own services in different ways.

The following pages describe in detail how to use EUGO alongside other service brands.

Campaign co-branding

EUGO

**Publication title
in 24/25.5pt**

Delivered
by

Business
Link
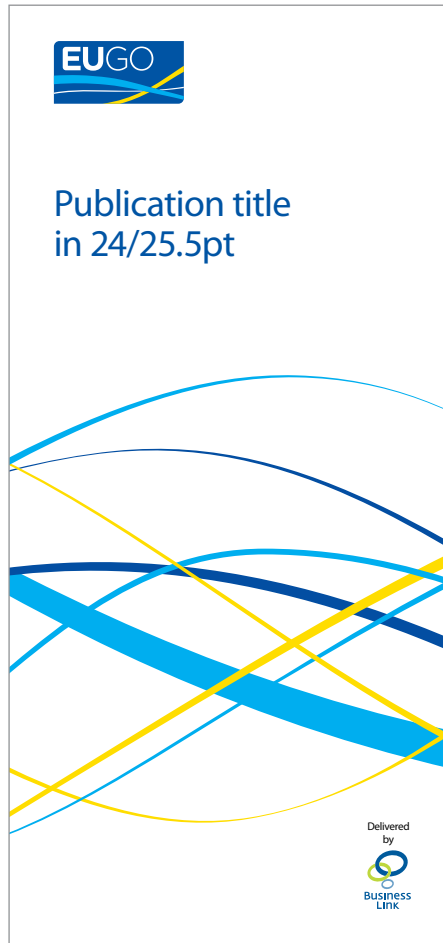
DL publication cover

When campaigning to promote the EUGO service you can use the EUGO brand guidelines to create your communications and co-brand with the local service delivery brand.

See opposite an example of how the local service delivery logo should be applied to a print publication (in the bottom left or right).

Always use the Gotham typeface to describe the relationship with the delivery partner, e.g. 'Delivered by'.

EUGO brand guidelines
Previous/contents/next

Section 4.3
Brand relationships
(working with your PSC brand)
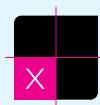
Hybrid 1
Logo

Answers© for business

Pre-existing logotype

Answers© for business

Resulting hybrid logo

Construction and exclusion zone

X = 1/4 of the square

EUGO hybrid
symbol

Answers© for business

1/2 X
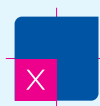
Only use the corporate font
Gotham (weight of your choice).
The baseline for text is X from
the top of the square. Cap
height is determined by taking
a line from the radius of the top
left curved corner.

If you already have an
existing service name but
would like to rebrand using
all the other elements of
the EUGO visual identity,
use the hybrid 1 approach.

Use the EUGO hybrid symbol provided in the
logo and graphics suite (shown opposite),
alongside your existing name. Always use
the Gotham typeface and our Reflex Blue
for your name.

Follow the construction and exclusion zone
rules opposite to create your hybrid logo.

Hybrid 1
Online application

Pre-existing website
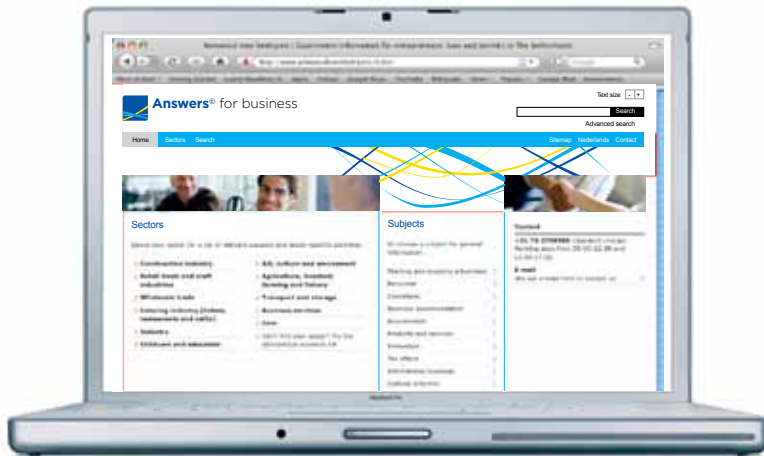
New hybrid 1 branded website

The hybrid 1 approach allows you to adopt most of the elements from the EUGO brand – including the colour palette and EUGO graphic – while retaining your own name.

Use these elements, along with your hybrid 1 logo, to design your website.

The elements are flexible and can be easily applied to an existing site structure.

See opposite an example of how these elements work with the existing Dutch website to give the distinctive EUGO look and feel.

Hybrid 1
Print application

A4 cover

A4 spread

As with the hybrid 1 online application, you can use the elements of the EUGO identity to create your communications, applying your hybrid 1 logo where the EUGO logo would normally appear.

Opposite is an example of a brochure cover and spread using the hybrid 1 approach. For more detail on how to use the elements of the EUGO identity to create communications, see section 2.0.

EUGO brand guidelines
Previous/contents/next

Section 4.6
Brand relationships
(working with your PSC brand)

Hybrid 2
Logo

Answers© for business

Pre-existing logo

Answers© for business

Resulting hybrid logo

Construction and exclusion zone

X = 1/4 of the square

EUGO hybrid
symbol

Answers© for business
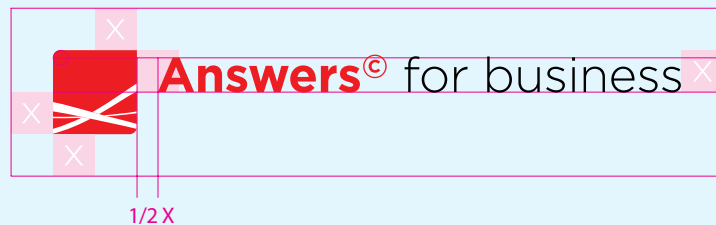
Only use the corporate font
Gotham. The baseline for text
is X from the top of the square.
Cap height is determined by
taking a line from the radius
of the top left curved corner.

1/2 X

If you already have an existing name and visual identity for your service, but would like to create a logo that connects your country offering to the pan-European brand, EUGO, use the hybrid 2 approach.

Use the crop of the EUGO hybrid symbol provided in the logo and graphics suite and combine with your existing name, always using the Gotham typeface.

Apply a single colour from your existing palette to the EUGO hybrid symbol. The symbol must always be white, reversed out of your chosen colour. Do not apply another colour, or multiple colours, to the EUGO graphic.

Follow the construction and exclusion zone rules opposite to create your hybrid logo.

Hybrid 2
Online application

Pre-existing website

New hybrid 2 branded website

The hybrid 2 approach allows you to retain your existing visual identity.

Simply apply your hybrid 2 logo to your existing website.

See opposite an example of how the hybrid 2 logo replaces the current Dutch logo, within their existing website.

Hybrid 2
Print application

Sample advert

As with the hybrid 2 online application, you should use your new hybrid 2 logo alongside your existing brand guidelines to create your communications.

Endorsement
Logo

Use the three line version
at any size above 20mm

20mm

Minimum pixel size
82px width x 40px high
(72 dpi)

82 pixels

Minimum size is 15mm wide

15mm

We have created a version of the EUGO logo for use as an endorsement on existing websites and other communications.

The descriptor, part of the EUGO endorsement logo, identifies the relationship between your country website and the pan-European offering.

If you want to retain all the elements of your existing brand, including your logo and visual identity, then you should apply this version of the logo to your website and any other relevant communications. The endorsement logo is available from section 5.1.

When applying the endorsement logo, you must follow the exclusion zone and sizing rules outlined opposite.

The EUGO endorsement logo is available in colour and black and white.

Endorsement
Online application

Pre-existing website

New endorsed website

The EUGO endorsement logo should be displayed in a prominent position on your website, where it does not compete with other logos which could confuse customers.

Please observe the exclusion zone and minimum size rules as outlined on the previous page.

See opposite an example of how the endorsement logo could be applied to the current UK website. In this example, it has been placed bottom left so it does not compete with the Business Link logo in the header.

Endorsement
Print application

A4 publication cover

You can also use the EUGO endorsement logo on other relevant communications.

Please observe the exclusion zone and minimum size rules as outlined on section 4.8.

See opposite an example of how the endorsement logo could be applied to a piece of communication.

Competent authority
Partnership logo

Colour logo

In partnership with

EUGO

Black and white logo

In partnership with

EUGO

White logo

In partnership with

EUGO

The partnership EUGO logo has been created for use by competent authorities as a support logo for any relevant communications, documents and forms.

We have created three versions of the EUGO logo for co-branding use by competent authorities. These logos include a descriptor that defines EUGO as a partner of the competent authority.

This logo is available in:
– colour for use on white backgrounds
– black and white
– white for use on colour or black backgrounds.

Competent authority
Exclusion zone, minimum size

Colour logo

In partnership with

EUGO

15mm

In partnership with

EUGO

Minimum size
for print

90 pixels

In partnership with

EUGO
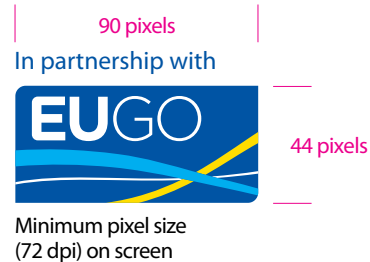
44 pixels

Minimum pixel size
(72 dpi) on screen

The clear space around the logo is known as the exclusion zone. It gives the logo clarity and prominence by ensuring no other text or graphic is placed too close to it.

The exclusion zone is defined by the width of the letter 'E', in our name.

To ensure consistency and legibility, there is a minimum size for the logo.

The logo should never appear smaller than 15mm wide in print. This is not a recommended size.

The recommended minimum size for use on screen is 90 pixels wide by 44 pixels deep.

Competent authority
Print application

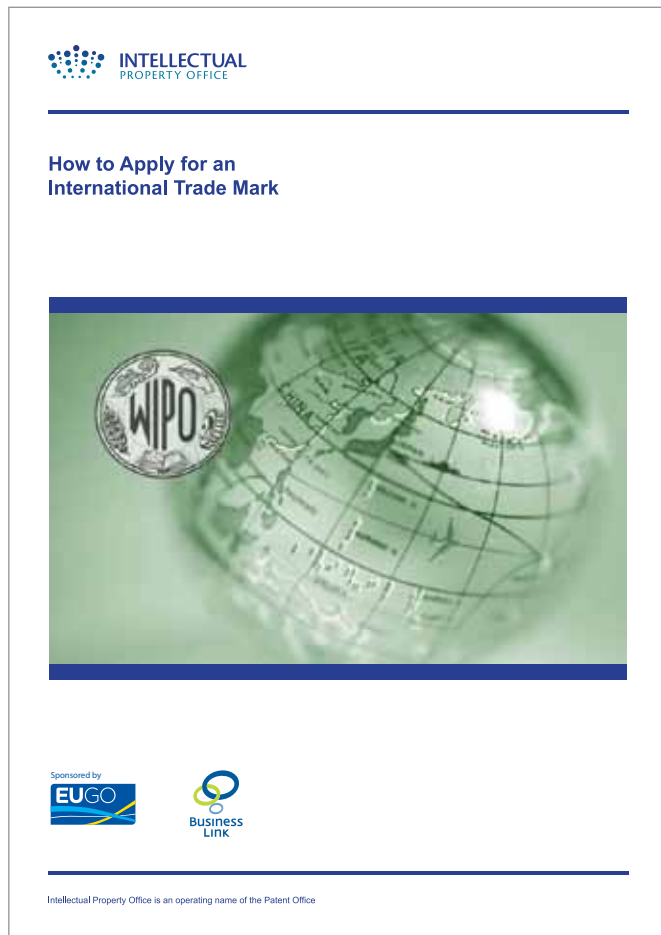Local authority logo

In partnership with
EUGO

Sample publication cover

You can also use the EUGO competent authority logo on other related communications.

Please observe the exclusion zone and minimum size rules as outlined on the previous page.

See opposite an example of how the competent authority logo could be applied to a publication.

EUGO brand guidelines
Previous/contents/next

Section 4.15
Brand relationships
(working with your PSC brand)

Other co-branding
Print application

Sample publication cover

If a relevant partner or stakeholder who is not a competent authority requests the EUGO logo to appear on their communications, they should include a descriptor above the EUGO logo.

The descriptor defines the nature of their relationship with EUGO. For example, 'Sponsored by...'

Please refer to logo and descriptor construction on the following page for guidance on how to assemble a descriptor with the EUGO logo.

Other co-branding
Logo construction

descriptor

cap height

colour logo

Sponsored by

EUGO

'x' is measured from the underside of the middle bar to the baseline of the letter 'E'.

If a specific descriptor is required, it can be created by following the guidance below.

The descriptor should be:

1. typeset in Gotham Book

2. the cap height should be the same size as from the bottom of the EUGO 'E' to the underside of the middle bar, 'x'

3. the distance between the descriptor and the EUGO logo is measured by 'x'

4. in corporate Reflex Blue.

Section 5.0
Resources

Using the right file format

EUGO_logo_PMS.eps

| Title of project and file | **1** Colour descriptor | **2** File type | |

The logo artwork is available in a range of file formats, for use in print, on screen and online.

To ensure the best reproduction of our logo, please follow the guidance on the left when choosing the file format.

1 Colour descriptions:

_PMS	Pantone® version
_CMYK	4 colour process
_mono	Black
_reverse	White
_RGB	Screen use

2 File types and usage:

.eps	EPS vector file for professional print
.jpg	JPEG file for screen/ Microsoft documents
.psd	PSD, PNG and GIF
.png	files are for screen or
.gif	online use

EUGO brand guidelines
Previous/contents/next

Section 5.2
Resources

Artwork
Logos

Master logo

	print	online	on screen
	• EUGO_logo_PMS.eps • EUGO_logo_black.eps • EUGO_logo_white.eps • EUGO_logo_CMYK.eps • EUGO_logo_rev_CMYK.eps	• EUGO_logo_RGB.gif • EUGO_logo_black.gif • EUGO_logo_white.psd	• EUGO_logo_RGB.jpg • EUGO_logo_black.jpg • EUGO_logo_white.png

Hybrid symbol

	print	online	on screen
	• EUGO_logo_hyb_PMS.eps • EUGO_logo_hyb_black.eps • EUGO_logo_hyb_CMYK.eps	• EUGO_logo_hyb_RGB.gif • EUGO_logo_hyb_black.gif	• EUGO_logo_hyb_RGB.jpg • EUGO_logo_hyb_black.jpg

Endorsement logo

	print	online	on screen
	• EUGO_logo_end_PMS.eps • EUGO_logo_end_black.eps • EUGO_logo_end_CMYK.eps • EUGO_logo_end_white.eps	• EUGO_logo_end_RGB.gif • EUGO_logo_end_black.gif • EUGO_logo_end_white.psd	• EUGO_logo_end_RGB.jpg • EUGO_logo_end_black.jpg • EUGO_logo_end_white.png

Partnership logo

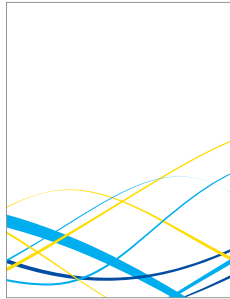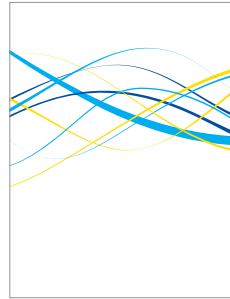|	print	online	on screen
	• EUGO_logo_par_PMS.eps • EUGO_logo_par_black.eps • EUGO_logo_par_white.eps • EUGO_logo_par_CMYK.eps	• EUGO_logo_par_RGB.gif • EUGO_logo_par_black.gif • EUGO_logo_par_white.psd	• EUGO_logo_par_RGB.jpg • EUGO_logo_par_black.jpg • EUGO_logo_par_white.png

Artwork
Supergraphic

Crop A_white_PMS.eps
Crop A_white_CMYK.eps

Crop B_white_PMS.eps
Crop B_white_CMYK.eps

Crop C_white_PMS.eps
Crop C_white_CMYK.eps
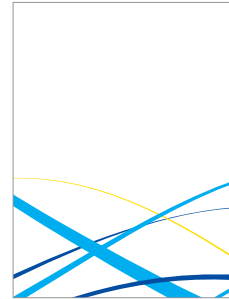
Crop D_white_PMS.eps
Crop D_white_CMYK.eps

Crop A_blue_PMS.eps
Crop A_blue_CMYK.eps

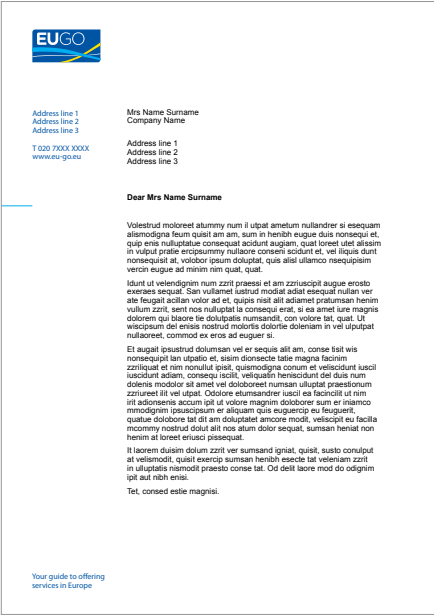Crop B_blue_PMS.eps
Crop B_blue_CMYK.eps

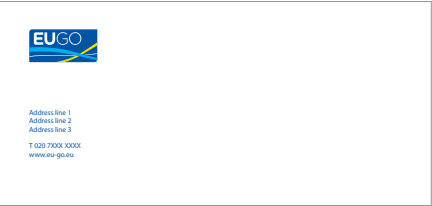Crop C_blue_PMS.eps
Crop C_blue_CMYK.eps

Crop D_blue_PMS.eps
Crop D_blue_CMYK.eps

EUGO brand guidelines
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Section 5.4
Resources

Artwork
Stationery templates

EUGO_letterhead_temp.indt

EUGO_comp_slip_temp.indt

EUGO_bus_card_temp.indt

EUGO_email_temp.indt