

# enterprise europe

## Visual identity for the Enterprise Europe Network



*Business Support on Your Doorstep*



# Introduction

## About the Enterprise Europe Network

The Enterprise Europe Network is a flagship European initiative aimed at providing innovation and business support to small businesses across the European Union.

It is based in around 600 partner organisations in 53 countries who offer a wide range of services to small- and medium-sized enterprises.

The partners are chambers of commerce, enterprise agencies, regional development organisations, research institutes, universities, technology centres and innovation centres. Their specialised knowledge of the local and regional business environment means they offer real value to their clients.

The Network, which is part of the Competitiveness and Innovation Framework Programme, is a one-stop shop for information on EU policies and legislation, funding opportunities, assistance in finding business partners and help in developing research and innovation capacities.

It is striving to boost growth and jobs in Europe by making SMEs more competitive and helping them to realise their potential by encouraging and facilitating innovation.

## Creating a strong community via a common identity

A common visual identity creates a strong and professional image for the Network. The visual identity described in this charter is a key part of creating a sense of community, projecting a professional image of a united network and is vital if we are to raise the profile of the Network across Europe.

It will also make communication with the Network's target audience and stakeholders more effective. This charter provides users with all the tools and rules they need to use the visual identity. The different elements that make up the identity are described in this charter and are designed to be used by all partners in all countries and on a variety of different supports.

## Using the identity

The use of the visual identity and logo is compulsory for all partner organisations. This charter contains a number of rules that must be respected when using the identity in order ensure that the identity is applied in the same way by all those using it. The identity has been developed with the diversity of the Network in mind. It is flexible enough to allow users to express their creativity and show the diversity across the Network, whilst still projecting a strong and uniform image. The rules related to the use of the Enterprise Europe Network logo must be respected by all who use the logo in all circumstances.

The charter has been designed for use by professional designers and printers as well as managers and administrators. There is a wide variety of templates that can be used by a different people in the Network – from designers to managers. All stakeholders can use the charter – partners and the EU institutions.

## A dynamic identity for a diverse network

The identity is modern, dynamic and reflects the diversity of the Network. It has been developed to ensure a certain degree of uniformity whilst still leaving the partners room for creativity and expression. It is a visual identity which allows its users to tailor elements to their needs and tastes of their local audiences.

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# 1. The logo



*Business Support on Your Doorstep*

## Important

The logotype is available in various computer formats. Use the original files or printed originals. **Do not** try to recreate any part of the logo yourself.

The logo must always be on a white background as shown in the visual identity.

## Don'ts

**Do not** modify proportions and do not disassemble elements of the logo.



*Business Support on Your Doorstep*

## Slogan

The logo must not be used without the official slogan (Business Support on Your Doorstep), except if the logo is less than 15 mm high.



15 mm



## Colours



### Pantone matching system

Spot colour printing is always preferred whenever possible to obtain highest quality printing (e.g. letterheads, business cards, promotional items etc.).



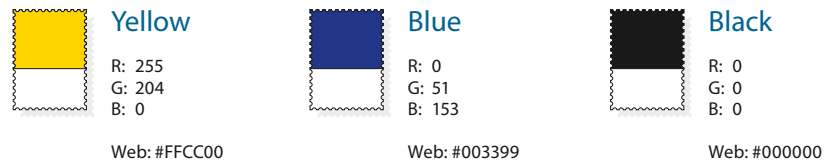
### Process colours

Where this is not possible (advertising, brochures etc.), process colour printing can be used.



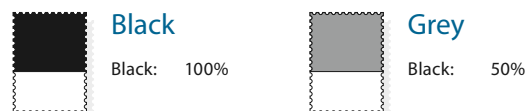
### RGB colours

Colours for internet and videos.



### Black and white halftone

When using black & white printing, the halftone version of the logotype should be used when possible.



























### Solid black

When the printing quality is limited (fax sheets, packaging material, etc.) the solid version should be used.



## The slogan

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

<p>Bulgarian   <b>BG</b></p>  <p>В подкрепа на бизнеса</p>	<p>French   <b>FR</b></p>  <p>L'Europe à la portée de votre entreprise.</p>	<p>Dutch   <b>NL</b></p>  <p>Advies voor uw onderneming binnen handbereik</p>	<p>Slovak   <b>SK</b></p>  <p>Podpora podnikania na dosah ruky</p>
<p>Spanish   <b>ES</b></p>  <p>Conecte su empresa a Europa</p>	<p>Irish   <b>GA</b></p>  <p>Tacaíocht Ghnó ar Leac an Dorais</p>	<p>Polish   <b>PL</b></p>  <p>Wsparcie dla biznesu w zasięgu ręki</p>	<p>Slovenian   <b>SL</b></p>  <p>Poslovni nasvet pred vašimi vrati</p>
<p>Czech   <b>CS</b></p>  <p>Podpora podniků na dosah ruky</p>	<p>Croatian   <b>HR</b></p>  <p>Europa pred vratima vaše tvrtke</p>	<p>Portuguese   <b>PT</b></p>  <p>O apoio às empresas junto de si</p>	<p>Finnish   <b>FI</b></p>  <p>Yrityspalvelut käden ulottuvilla</p>
<p>Danish   <b>DA</b></p>  <p>Virksomhedsstøtte lige ved hånden</p>	<p>Italian   <b>IT</b></p>  <p>L'Europa alla portata della vostra impresa.</p>	<p>Romanian   <b>RO</b></p>  <p>Servicii de consultanță la dispoziția întreprinderii dumneavoastră</p>	<p>Swedish   <b>SV</b></p>  <p>Företagsrådgivning nära dig</p>
<p>German   <b>DE</b></p>  <p>Wir stehen Unternehmen zur Seite</p>	<p>Latvian   <b>LV</b></p>  <p>Uzņēmējdarbības atbalsts tepat pie rokas</p>	<h2>The Enterprise Europe Network name</h2> <p>The Network must always be referred to in full (Enterprise Europe Network) and never be replaced by the acronym EEN. This rule applies to all communication tools, with the exception of website URLs.</p> <p>The Network must always be referred to in English – as Enterprise Europe Network – and must not be translated into any other languages when used in the logo or the visual identity.</p> <h2>The files shown in this charter are available for downloading from the Network's intranet.</h2> <p>Format:  Adobe Illustrator (available in 24 languages)</p> <p>Files: <b>Logo-NET-EN.ai</b> <b>Logo-NET-EN.jpg</b> <b>Logo-NET-EN.psd</b></p>	
<p>Estonian   <b>ET</b></p>  <p>Sinu ettevõtlustugi Euroopas</p>	<p>Lithuanian   <b>LT</b></p>  <p>Parama verslui greta Jūsų</p>		
<p>Greek   <b>EL</b></p>  <p>Άμεσες υπηρεσίες υποστήριξης για την επιχείρησή σας</p>	<p>Hungarian   <b>HU</b></p>  <p>Üzleti támogatás karnyújtásnyira</p>		
<p>English   <b>EN</b></p>  <p>Business Support on Your Doorstep</p>	<p>Maltese   <b>MT</b></p>  <p>L-Ewropa qrib l-intrapriża</p>		

## 2. The visual identity

The visual identity is built around **four elements**:

- ① The name of the Network
- ② A white background
- ③ The curve
- ④ An image (or a coloured background)
- ⑤ The logos

The identity is built on the juxtaposition of continuity and flexibility.

The first three elements of the identity provide the continuity as they are present in every variation of the identity in the same way.

The image is the flexible element of the visual identity. Users are free to choose any image they wish. This allows them to tailor the visual identity to their specific local audience and needs, without losing the identity of the Network.



### Colours up, white down

Generic template to be used for the majority of documents.



### White up, colours down

Specific template to be used for specific documents like reports, folders, etc.

## ① The name

The name of the Network is in a contemporary bold typeface to portray the idea of a modern, dynamic network. It has been designed so it can be animated (Flash animation and used online, etc.). The text should be left in English. The word 'network' is in one of the official colours of the charter, chosen to complement the image used, while the words 'enterprise europe' are in white, this means that they stand out against the larger text and are read before the word 'network'.

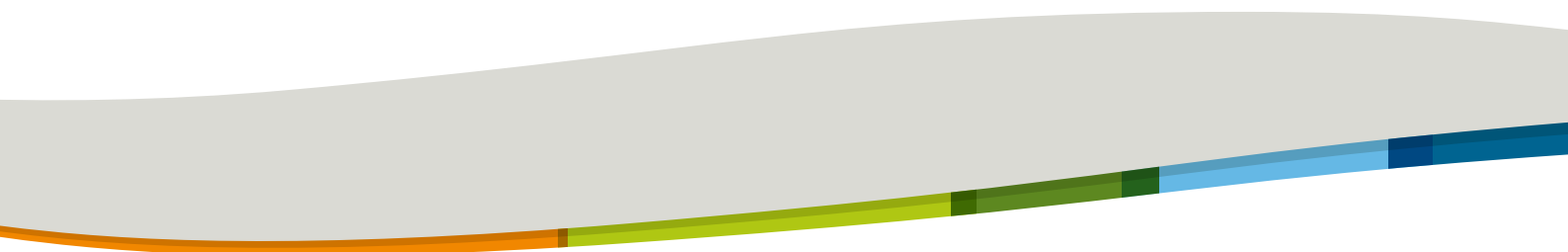


## ② The white background

This white space is reserved for the logos to be included on the support. The logos to be included vary depending on the editor and the communication support (see section entitled 'Use of logos' on page 18). The Enterprise Europe Network logo should be used on a white background, as seen here.

## ③ The curve

The curve has been designed to suggest dynamism, movement and growth. The colour palette contains four fresh and lively colours to reflect the energy of the Network. These colours should be used across the communications materials produced by the Network.






## 4 The image

This is the flexible part of the identity which can be chosen by the user. The charter contains four images which represent the ideas of networking, interdependence, connection, support and the reach of the Network. These images belong to the Network and so can be used on all communication material published by Partners or the EU institutions to promote the Network. However, they must be used in accordance with the guidelines of the charter. This means that they must be in one of the colours of the charter's official palette (see example below) and integrated into the identity as shown.

### Visual 'A'

Format:  Adobe Illustrator | AI file



Files:


**Visual-Abstract-A-01-grey.ai**

**Visual-Abstract-A-02-orange.ai**

**Visual-Abstract-A-03-green.ai**

**Visual-Abstract-A-04-blue.ai**

### Visual 'B'

Format:  Adobe Photoshop | EPS file



Files:

**Visual-Abstract-B-01-grey.ai**


**Visual-Abstract-B-02-orange.ai**

**Visual-Abstract-B-03-green.ai**

**Visual-Abstract-B-04-blue.ai**

## Visual identity for the Enterprise Europe Network

### Visual 'C'

Format:  Adobe Illustrator | AI file



Files:


**Visual-Abstract-C-01-grey.ai**

**Visual-Abstract-C-02-orange.ai**

**Visual-Abstract-C-03-green.ai**

**Visual-Abstract-C-04-blue.ai**

### Visual 'D'

Format:  Adobe Illustrator | AI file



Files:

**Visual-Abstract-D-01-grey.ai**

**Visual-Abstract-D-02-orange.ai**

**Visual-Abstract-D-03-green.ai**

**Visual-Abstract-D-04-blue.ai**

## Coloured background

The images can be replaced by a block of colour or colour(s) from the charter.



## Other images

The images can be replaced by the user's own image.



## 5 Logos

Use of the Enterprise Europe Network and European Commission logos is obligatory on all products.

Please refer to European Commission visual identity manual regarding the use of the logo:

[http://ec.europa.eu/dgs/communication/services/visual\\_identity](http://ec.europa.eu/dgs/communication/services/visual_identity)

You can download at the same address the logo in all European language versions.

## 3. Typography

### Publications

Myriad Pro is the OpenType version of the Myriad original, and it contains Roman, Cyrillic and Greek scripts, thus covering all the characters used in the 24 languages of the European Union.

### Weights

- Only the following weights may be used: Regular, Light, Bold and Black.
- Use of Condensed and Extended versions is prohibited.

### Italics

- The italics must be chosen from among the approved type weights.
- Italics must only be used if they add meaning to the reading of the text (citations, titles of works, foreign words, scientific names in Latin, etc.).
- They must under no circumstances be used with the idea of providing graphic expression.

#### MYRIAD PRO REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !"\$\$%&/()=? @€

#### MYRIAD PRO REGULAR ITALIC

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890 !"\$\$%&/()=? @€*

#### MYRIAD PRO LIGHT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !"\$\$%&/()=? @€

#### MYRIAD PRO LIGHT ITALIC

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890 !"\$\$%&/()=? @€*

#### MYRIAD PRO BOLD

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 !"\$\$%&/()=? @€**

#### MYRIAD PRO BOLD ITALIC

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890 !"\$\$%&/()=? @€***

#### MYRIAD PRO BLACK

**abcdefghijklmnopqrstuvwxyz**  
**BCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 !"\$\$%&/()=? @€**

#### MYRIAD PRO BLACK ITALIC

***abcdefghijklmnopqrstuvwxyz***  
***BCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890 !"\$\$%&/()=? @€***

## For the web

The font used for the web is Arial (for the HTML). If text is used within the images, use Myriad Pro.

The order of preference in the CSS for Internet sites should be as follows:

1. Arial
2. Helvetica
3. Geneva
4. Verdana

## Type Weights

Naturally bold and italics should be used.

## Italics

- Italics must only be used if they add meaning to the reading of the text (citations, position or status of signatories to a document, titles of works, foreign words, scientific names in Latin, etc.).
- They must under no circumstances be used with the idea of providing graphic expression.

### ARIAL

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !"§\$%&/()=? @€

### ARIAL BOLD

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 !"§\$%&/()=? @€**

### ARIAL ITALIC

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890 !"§\$%&/()=? @€*

### ARIAL BOLD ITALIC

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890 !"§\$%&/()=? @€***

## 4. The colours

The colour palette contains four bright shades and four complementary darker shades together with white which should be considered to be a colour in and of itself and which should have a strong presence throughout the various material.



### White

Cyan: 0% R: 255  
Magenta: 0% G: 255  
Yellow: 0% B: 255  
Black: 0%

Web:  
#ffffff

### Bright shades

### Complementary shades

### Other Colours

Colours other than those provided in the palette must be used parsimoniously and with prudence. The regular use of colours in the palette creates unity between all the products. To avoid breaking this unity, the introduction of any new colours should maintain harmony with the existing palette.



### Grey

Cyan: 0% R: 215  
Magenta: 0% G: 215  
Yellow: 5% B: 210  
Black: 20%

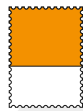
Pantone: Warm Gray 2 U  
Web: #d7d7d2



### Dark grey

Cyan: 5% R: 170  
Magenta: 5% G: 165  
Yellow: 20% B: 150  
Black: 40%

Pantone: Warm Gray 5 U  
Web: #aaa596



### Orange

Cyan: 0% R: 255  
Magenta: 50% G: 145  
Yellow: 100% B: 0  
Black: 0%

Pantone: 123 U  
Web: #ff9100



### Dark orange

Cyan: 20% R: 190  
Magenta: 60% G: 110  
Yellow: 100% B: 20  
Black: 10%

Pantone: 138 U  
Web: #be6e14



### Green

Cyan: 40% R: 170  
Magenta: 50% G: 200  
Yellow: 100% B: 10  
Black: 0%

Pantone: 389 U  
Web: #aac80a



### Dark green

Cyan: 60% R: 90  
Magenta: 10% G: 130  
Yellow: 100% B: 40  
Black: 30%

Pantone: 377 U  
Web: #5a8228



### Blue

Cyan: 60% R: 100  
Magenta: 10% G: 180  
Yellow: 0% B: 230  
Black: 0%

Pantone: 2915 U  
Web: #64b4e6



### Dark blue

Cyan: 100% R: 0  
Magenta: 20% G: 100  
Yellow: 0% B: 145  
Black: 40%

Pantone: 307 U  
Web: #006491

## 5. Structure of the visual identity

### Division

The base of the visual identity is a division of the space into two equal parts: a coloured space and a white space, separated by the curve.

### Margins

The margin width is identical on the top, bottom, left and right of all materials:

- A0 (841 × 1 189 mm) → margins = 80 mm
- A1 (594 × 841 mm) → margins = 56 mm
- A2 (420 × 594 mm) → margins = 40 mm
- A3 (297 × 420 mm) → margins = 28 mm
- A4 (210 × 297 mm) → margins = 20 mm
- A5 (148 × 210 mm) → margins = 14 mm
- A6 (105 × 148 mm) → margins = 10 mm

Maintain the proportions in case of enlargement or reduction of formats other than those shown here.



## Curve

There are two curves, one for portrait documents, and one for landscape documents.

### Vertical curve

Format:  Adobe Illustrator

File: **NET-curve-vertical.ai**

To position curve in a vertical document, see diagram to the right.

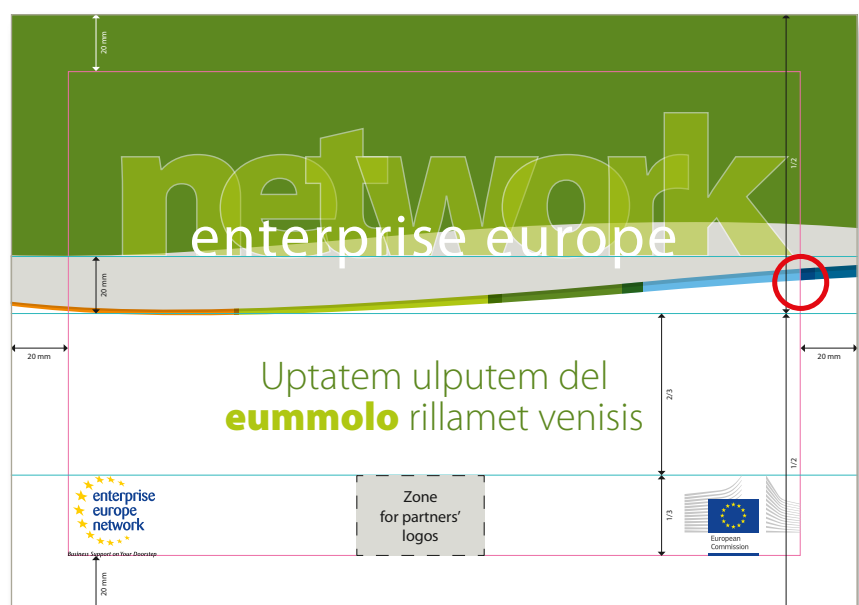


### Horizontal curve

Format:  Adobe Illustrator

File: **NET-curve-horizontal.ai**

To position curve in a horizontal document, see diagram to the right.





## 6. Use of logos

### Documents printed by a Partner

#### Documents with front and back cover (brochures, folders, etc.)

##### Front page

Enterprise Europe Network logo must always be placed on the left to be seen first as it identifies the Network. The other logos should be placed horizontally in one or two lines (depending on the format of the publication), in the same sizes and in the following order from left to right:

1. Enterprise Europe Network logo (**must be aligned on left margin**)
2. Partner's logo (**must be centered**)
3. European Commission logo (**must be aligned on right margin**)



##### Back page

The back page must include the partner's logo and eventually contact details.

Disclaimer: the following disclaimer must be used on Enterprise Europe Network publications (brochures, websites, leaflets), it should be placed on the inside cover of a brochure and the back cover of a leaflet:

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.



#### One-page products (roll-up, poster, stand, etc.)

Enterprise Europe Network logo should be the biggest logo as it identifies the Network. The other logos should be placed horizontally in one or two lines (depending on the format of the publication), in the same sizes and in the following order from left to right:

1. Enterprise Europe Network logo (**must be aligned on left margin**)
2. Partner's logo (**must be centered**)
3. European Commission logo (**must be aligned on right margin**)



## 7. Templates

This charter contains a series of templates based on the visual identity. Each template corresponds to a particular communication tool. These templates are one of the pillars of the visual identity and their use plays an essential role in projecting and preserving a strong Network identity.

The templates are ready-to-use and fully operational. The images used in the templates are examples only. Users can choose one of the four images supplied with the charter, a block of colour(s) from the main colour palette of the charter or their own image.

The templates all share the same key principle – the colour used for the text ‘enterprise europe network’ is used in the title and parts of the text in its bright and complementary dark shades from the charter’s colour palette.

### Naming convention

The templates provided with this charter are named according to the following convention, which can be used by Partners for their deliverables:

#### Project-Deliverable-Source-Template-Language-Version-Date

The file extension indicates the format of the document.

##### Project identifier: **NET**

This remains constant for all Network templates and deliverables

##### Deliverable

In this case the code is **VI** as the templates are part the deliverable Visual Identity

##### Template

Each template has a code which indicates which product the template is for:

Template	Code
Charter	<b>CHART</b>
Brochure	<b>BROCH</b>
Leaflet	<b>LEAF</b>
Powerpoint	<b>PP</b>
Report	<b>REP</b>
Newsletter	<b>NEWS</b>
Press release	<b>PRESS</b>
Success story	<b>SUCC</b>
Fact sheet	<b>FACT</b>
Roll-up	<b>ROLL</b>
Stand	<b>STAND</b>
Folder	<b>FOLD</b>

##### Source

The abbreviation **P** is for Partners.

##### Language version

The **ISO code for the language** version is to be used, in this case EN for English.

##### Version

The versioning system is the following:

**v0-1** and upwards for drafts

**v1-0** is for the final version of the document

##### Date

The date must be changed each time the document is updated (**year+month+day**)

##### Examples

Template for a brochure:

**NET-VI-BROCH-P-EN-v1-0-20080917**

Template for a stand produced:

**NET-VI-STAND-P-EN-v1-0-20080917**

The files shown in this charter are available for downloading from the Network’s intranet.



## Brochure

This is a template for an A4 portrait brochure. The template includes the four cover pages and two interior pages.

Format:  Adobe InDesign CS6

File: **NET-VI-BROCH-P-EN-v1-0-20080917.indd**

## Cover

### Title

Title of the brochure in the same colour as the text 'network' in the curve. Two-tone title – the bright shade and corresponding dark shade from the colour palette.



## Inside pages

The inside pages are a combination of the bright colour and complementary dark colour chosen from the palette, grey and black.

### Title

Colour: Grey and the dominant dark colour chosen from the colour palette.

### Subtitle

Colour: complementary dark colour chosen from the colour palette. Upper and lower case.

### Subtitle 2

Colour: bright shade Upper case

### Page numbers

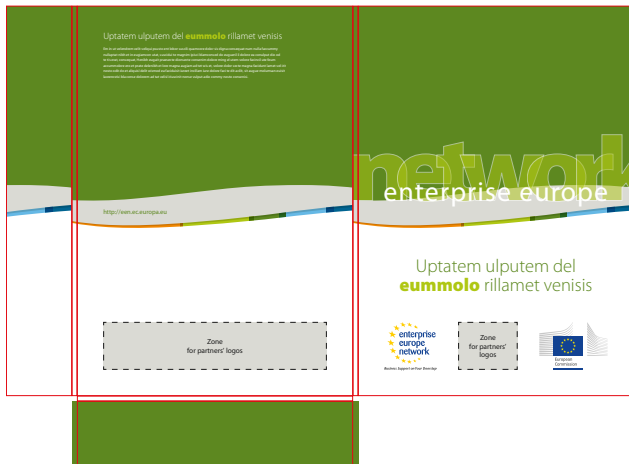
The page numbers are positioned in the middle of the page at the outer edge (at the left-hand side for a left-hand page and vice versa for a right-hand page). The figure is in the bright shade of the colour palette, the circle in grey.



## Back cover

Title and summary of the brochure.

Partner's logo and eventually contact details.



## Folder

The folder is for loose-leaf or stapled sheets of A4 paper. It can be used at conferences or as an information pack.

Format:  Adobe InDesign CS6

File: **NET-VI-FOLD-P-EN-v1-0-20080917.indd**

## Cover

Enterprise Europe Network logo to the left of the title of the brochure and aligned with the top of the title.

## Title

Title of the folder in the same colour as the text 'network' in the curve. Two-tone title – the bright shade and corresponding dark shade from the colour palette.

## Vertical flap

Continuation of the curve on the front cover

## Horizontal flap

Continuation of colour or image used on the front cover

## Back cover

Repetition of the title on the front cover and resume of contents, if required. Website of the Network. Partner's logo and eventually contact details.



## Leaflet

This is a gatefold leaflet made up of six panels. As with the brochure, one colour should be chosen from the colour palette, this is then used for the text and text blocks in its two forms (the bright colour and the complementary dark version) along with the grey. The body text is in black.

Format:  Adobe InDesign CS6

File: **NET-VI-LEAF-P-EN-v1-0-20080917.indd**



## Roll-up

This is essentially for exhibitions and promotions. It is a standard size 80 x 200cm. The logos are presented differently on this product because of the nature of the format.

Format:  Adobe InDesign CS6

File: **NET-VI-ROLL-P-EN-v1-0-20080917.indd**



## Stand

A product for exhibitions. The stand is accompanied by a counter fix. The text is a suggestion and users are free to adapt it as they wish.

Format:  Adobe InDesign CS6

File: **NET-VI-STAND-P-EN-v1-0-20080917.indd**



## Newsletter

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

Format: HTML

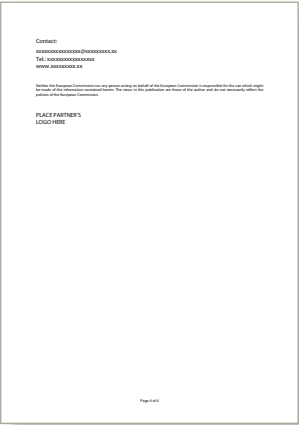
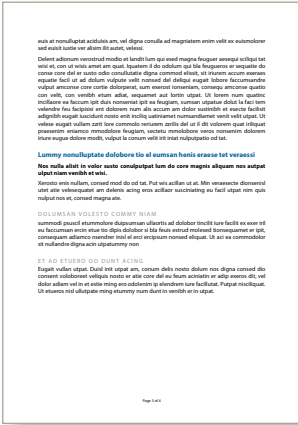
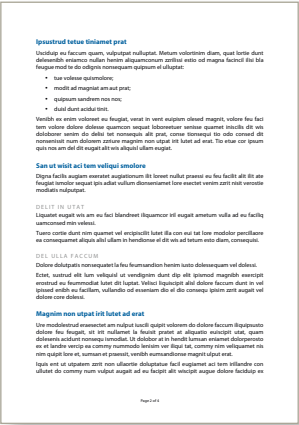
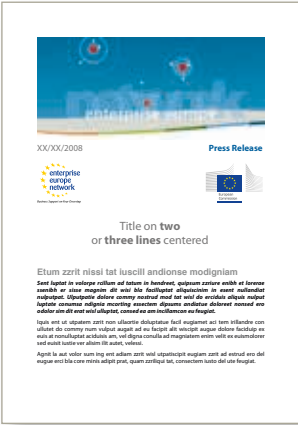
File: **index.htm**

## Press release

The press release and Newsletter have both been designed using the same image as these are the two 'News' products.

Format: Word

File: **NET-VI-PRESS-P-EN-v1-0-20081009.doc**

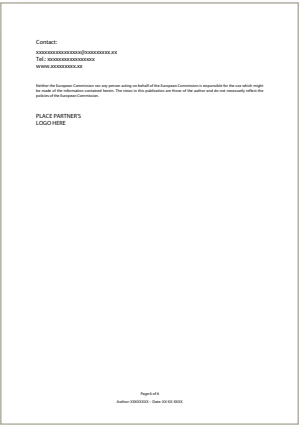
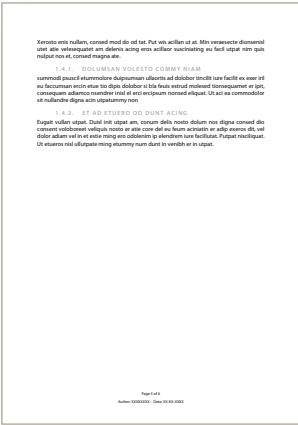
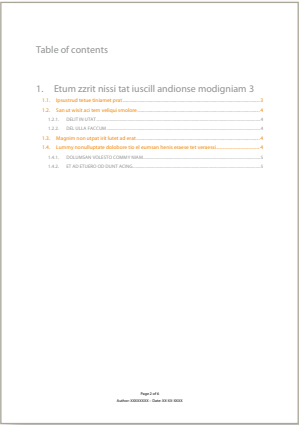


## Report

The Report template is ideal for administrative reports or official document. It has been designed in Word and is extremely easy to use.

Format: Word

File: **NET-VI-REP-P-EN-v1-0-20080917.doc**





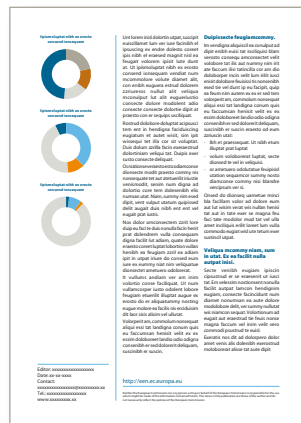
## Success Stories

This template is for the Success stories of the Network, it is there to promote projects that have benefited from the Network's help and so indirectly or directly promote the Network. The stable elements are:

- title;
- text;
- graphs;
- contact details.

Format: HTML and Adobe InDesign CS6

File: **NET-VI-SUCC-P-EN-v1-0-20080917.indd**



## Fact sheet

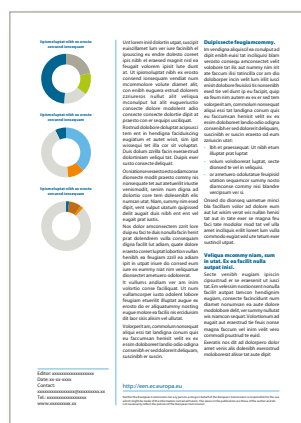
The factsheet can be used to provide details of the Network per country, Partner, region or sector. The country example is used here, but the template can be adapted according to the users' needs.

The key editorial elements are:

- map of the country with coloured regions to indicate the presence of Partners. Other graphics can be used depending on the type of fact sheet being produced;
- descriptive text;
- graphs;
- contact details.

Format: HTML and Adobe InDesign CS6

File: **NET-VI-FACT-P-EN-v1-0-20080917.indd**





## PowerPoint presentation

The first slide is for the title of the presentation, the presenter and the date. The second slide for content.

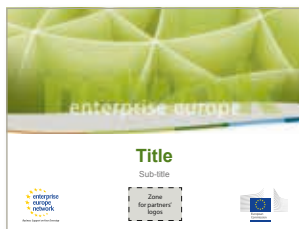
Format: PowerPoint

Files: **NET-VI-PPblue-P-EN-v1-0-20080917.ppt**

**NET-VI-PPgreen-P-EN-v1-0-20080917.ppt**

**NET-VI-PPorange-P-EN-v1-0-20080917.ppt**

**NET-VI-PPgrey-P-EN-v1-0-20080917.ppt**



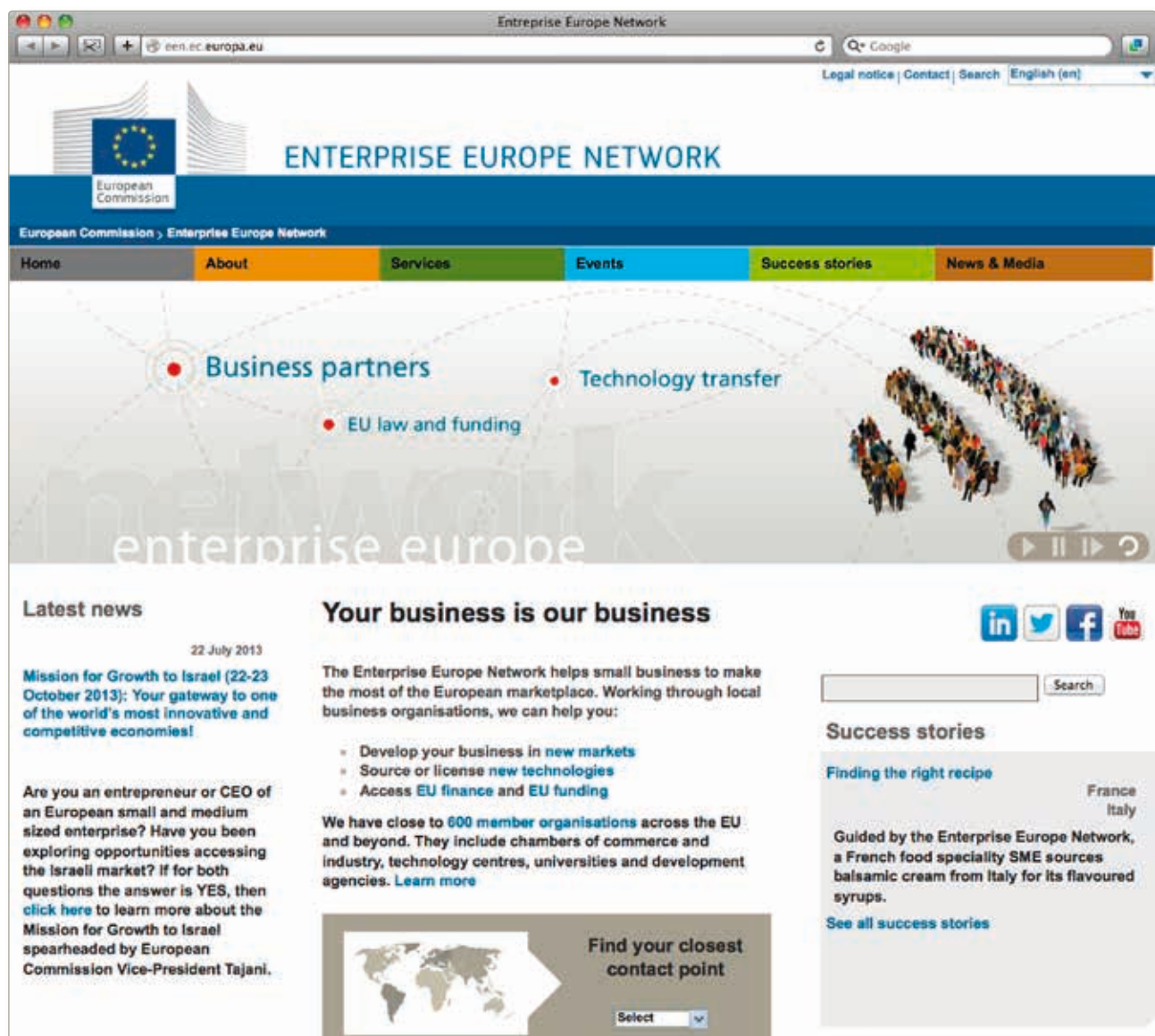


## 8. The web

### The Visual identity and the web

The visual identity is entirely suited to use on the web. The colours and fonts applicable to the web are all described in the relevant sections of this charter. There are no strict rules governing the use of the main elements of the visual identity online. All of the elements do not have to be present in a site. However, sufficient use should be made of enough elements in the charter to link the site clearly to the identity. In short, the site should be easily and quickly identifiable by its design as part of the Network.

Enterprise Europe Network sites should ideally be WAI compliant where possible – complying to a minimum of WCAG level 1 priority A. This enables disabled users to access the information online. See the EU's guide for more details on this point: <http://ec.europa.eu/ipg/standards/accessibility/wcag-20>



## Site layout



Sites should have a **fixed** rather than flexible layout, **centred** on the screen. Horizontal scrolling should be avoided and vertical scrolling kept to a minimum. We recommend a **white background** for the site as this is in line with the general visual identity and ensures that the text is legible.

## Use of logo



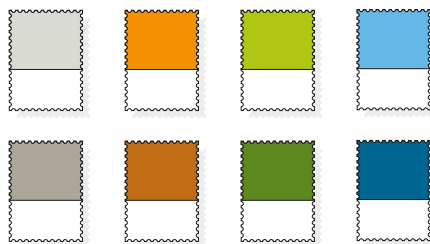
The Enterprise Europe Network logo should be clearly displayed on the homepage of the site and should be **visible on all pages**. Other partner logos can be added as appropriate.

See section 1 of this guide for rules on using the logo online.



### Use of lettering and curve

The lettering and curve **can be used independently** of each other online. They should be adapted to fit the environment the site is operating in. The curve and lettering can for example, be used in the banner of a site where appropriate. This is not however obligatory. The lettering and curve can also be **animated** to liven up the site.



### Use of colours

The main colours of the identity are expressed in **web equivalents** – see section 4 of the charter.

These colours can be used in a variety of ways online, for text or to denote sections of the site.



### Use of images

All of the images developed for the identity can be used online with their variety of backgrounds. Many even lend themselves to animation so **feel free to adapt them as you wish**. As with all websites, images should be accompanied by an ALT text.





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