

# 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.

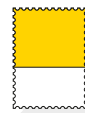


## Colours



### Pantone matching system

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



**Yellow**

Pantone 116 C



**Blue**

Pantone 072 C



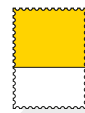
**Black**

Process Black



### Process colours

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



**Yellow**

Cyan: 0%  
Magenta: 20%  
Yellow: 100%  
Black: 0%



**Blue**

Cyan: 100%  
Magenta: 80%  
Yellow: 0%  
Black: 0%



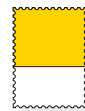
**Black**

Cyan: 0%  
Magenta: 0%  
Yellow: 0%  
Black: 100%



### RGB colours

Colours for internet and videos.



**Yellow**

R: 255  
G: 204  
B: 0

Web: #FFCC00



**Blue**

R: 0  
G: 51  
B: 153

Web: #003399



**Black**

R: 0  
G: 0  
B: 0

Web: #000000



### Black and white halftone

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



**Black**

Black: 100%



**Grey**

Black: 50%



### Solid black

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










**Black**

Black: 100%

## 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>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>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>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>Czech   <b>CS</b></p>  <p>Podpora podniků na dosah ruky</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>Danish   <b>DA</b></p>  <p>Virksomhedstøtte lige ved hånden</p>	<p>Latvian   <b>LV</b></p>  <p>Eiropas biznesa atbalsta tīkls Latvijā</p>	<p>Slovak   <b>SK</b></p>  <p>Podpora podnikania na dosah ruky</p>	
<p>German   <b>DE</b></p>  <p>Wir stehen Unternehmen zur Seite</p>	<p>Lithuanian   <b>LT</b></p>  <p>Parama verslui greta Jūsų</p>		
<p>Estonian   <b>ET</b></p>  <p>Sinu ettevõtlustugi Euroopas</p>	<p>Hungarian   <b>HU</b></p>  <p>Üzletfejlesztés karnyújtásnyira</p>		
<p>Greek   <b>EL</b></p>  <p>στην υπηρεσία της επιχείρησής σας</p>	<p>Maltese   <b>MT</b></p>  <p>L-Ewropa qrib l-intrapriża</p>		
<p>English   <b>EN</b></p>  <p>Business Support on Your Doorstep</p>	<p>Dutch   <b>NL</b></p>  <p>Advies voor uw onderneming binnen handbereik</p>		

## The Enterprise Europe Network name

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 and all circumstances.

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.