

## **ANNEX 3 – COMMUNICATION AND BRANDING**

### **Mandatory elements of the brand**

#### Name

- The use of the Enterprise Europe Network name in full is mandatory in all activities. All activities must be clearly identified with the Network's name and brand.

#### Logos

- The use of the Network logo is mandatory in all activities and products, including publications, presentations, signage, websites, videos, advertising, events and so on. The rules related to the logo in the visual identity guidelines must also be respected. When the logo appears on a website it should be hyperlinked to the main Network website.
- Although the visual identity of Enterprise Europe Network will probably remain the same, the new visual identity of the European Commission will have an impact on the use of logos that must appear in all products as laid down in the Network visual identity guidelines (page 18). We are waiting for further clarifications from the European Commission on which logos to use. We will keep all Network partners informed as soon as possible, provide them with the relevant material and support through the Network intranet, First Class and Communication Helpdesk. In any case, the new rules will be mandatory for all new products as of 1<sup>st</sup> January 2013.

#### Visual identity

- The use of the Network's common visual identity is mandatory, including graphics and colours.
- The visual identity guidelines must be respected, including disclaimers.
- A range of tools and online support is available for partners to implement the identity.

### **Websites and social networking**

- Each consortium must produce a common website, clearly identifying the partners and services offered by the Network.
- Each partner must have a dedicated Network page on their host organisation's website. It must be easy to find even for users not explicitly looking for it.
- The Network logo hyperlinked to the main Network website must appear on all related pages.
- The use of new web communication tools, such as social networking, is encouraged.
- Any logos or outdated information from the EIC and IRC Networks must be removed.

The visibility of the Network, in particular the Network web pages, could be measured by using statistics and analytics.

## **Events**

Events being carried out as part of Enterprise Europe Network activities must be clearly branded as such. This includes using the Network's name, logo and visual identity on all related material, as well as presenting its services at the event.

The success of such events could be measured by the number of participants, the media coverage and new clients.

## **Media**

- Media, and in particular local and regional media, is a key channel for the Network to promote its services and attract new clients.
- Network services, results and success stories must be clearly identified as such to the media. The Network's name and a description of its services should be included in all related press releases and other material, including audiovisual products.
- All events should include a media component where possible.

The success of media activities could be measured by the number of media clippings (print/audiovisual and online), reach of media clippings, impact of press releases, impact of press conferences, contacts with journalists, etc.

## **Communicating through results**

- Success stories, testimonials and case studies are powerful communication tools, showcasing the Network's real impact on European businesses.
- All partners should document how they have helped clients and use this information to attract new ones.
- Success stories should also be communicated to the EACI for further promotion across the EU.
- These can be measured through the number of success stories, testimonials and case studies produced, and submitted to the EACI.