



eurostars™

VISUAL GUIDELINES

for project participants

Eurostars™ is a joint initiative of EUREKA and the European Union.
Therefore it is important that both logotypes are used on all material. (see page 4)

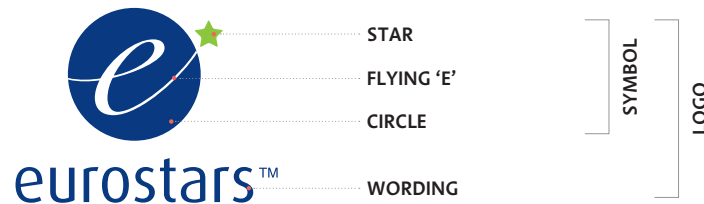
THE EUROSTARS LOGO

The Eurostars logo is the key building block of the Eurostars identity. It must be at all times consistent. It reinforces the message of a clear, strong identity for Eurostars. Every aspect of Eurostars' activities on view internally and externally should be identified by use of the logo.

All elements of the logo have a fixed relationship and this must never be adjusted, redrawn or modified in any way, and must always be reproduced by using approved digital versions.

- › The **star** is the evocation of Europe, imagination and opportunity
- › The **flying 'e'** is the initial of Europe / Eurostars that gives dynamism
- › The **circle** holds the elements together and acts as a focus
- › The **wording** is the way the word 'eurostars' appears beneath the symbol
- › The **TM symbol** must always appear with the Eurostars logo (when Eurostars is written in text, the 'TM' symbol must be used at least the first time the word appears › Eurostars™)

The graphic device using all these elements together is known as the Eurostars logo.



MINIMUM SIZE

The EUREKA logo should never be reproduced at a size smaller than

For print

X > 1,5 mm

For web

X > 6 pixels

COLOURS

The official logo of Eurostars is the blue and green positive version.

1. Eurostars_Colour_Pos

However for technical reasons it may be used in the following versions:

2. Eurostars_Colour_Neg

3. Eurostars_B/W_Pos

4. Eurostars_B/W_Neg

The logo can be used in Pantone, CMYK, RGB, Web Hex.



Print > 1,5 mm



1.



3.



Web > 6 pixels



2.



4.



BASIC COLOURS

The basic colours are the main colours of Eurostars corporate communication. Highly recognisable, the green comes from the EUREKA colour palette and is used here in small touches to highlight elements such as words and images. The blue is the main colour of Eurostars and is used on background and for texts.



GREEN	PMS	CMYK	RGB	WEB
	376 C	C 50	R 140	#669900
		M 0	G 198	
		Y 100	B 63	
		K 0		
BLUE	PMS	CMYK	RGB	WEB
	2758 C	C 100	R 23	#171A63
		M 80	G 26	
		Y 0	B 99	
		K 25		

EUREKA AND EUROPEAN UNION IDENTITY ELEMENTS

In addition to the Eurostars logo, the EUREKA and European Union logos should appear on all material, at least on a first page, with the sentence :

'This project has received funding from the Eurostars-2 joint programme with co-funding from the European Union Horizon 2020 research and innovation programme.'

The different versions of the joint logo is available on the Eurostars website at www.eurostars-eureka.eu.

For questions, please do not hesitate to contact the EUREKA Secretariat, communications@eurekanetwork.org.

