

# EU4Business



Funded by  
the European Union



# COMMUNICATION GUIDELINES

for implementing partners of the EU-funded  
programmes under the EU4Business Initiative

November 2023

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# Introduction

EU4Business encompasses all EU support to the private sector in the Eastern Partnership region providing access to finance (A2F), business development services (BDS), and business enabling environment (BEE).

➤ The purpose of this document is to set out guidance for the implementing partners of the **EU-funded programmes under the EU4Business Initiative** and other third parties that communicate about programmes funded by the EU under its EU4Business Initiative.

➤ Recipients of EU funding have a general obligation to communicate and raise EU visibility. An important obligation in this context is the **correct and prominent display of the EU emblem**, in combination with a **simple funding statement**, mentioning the EU support, and the mention of the **EU4Business Initiative**.

➤ The EU4Business Initiative is a brand launched by the EU in 2016 to improve the visibility of EU support to the private sector development in the EaP. Close **collaboration with the implementing partners and EU-funded programmes** is crucial to ensure a good visibility of those actions.

“ **Communicating and raising EU visibility: Guidance for external actions**” document can be reviewed [here](#)



Part 1

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# Communicating under EU4Business

# Projects falling under the scope of EU4Business

In order to guide task managers and projects in determining the scope of use of the EU4Business, the following checklist can be used:



If **all the project's objectives** support SME development, and the project is included in **the EU4Business catalogue**, it's a clear fit for the use of the EU4Business branding to underpin the EU contribution.



If only **a part of the project's objectives** support SME development, the projects are encouraged to state that those activities are under the EU4Business Initiative to underpin the EU contribution.

# Featuring EU4Business

EU4Business harmonises the communication of the EU support to private sector. Collaboration with the implementing partners and EU-funded programmes is crucial to ensure the visibility of those actions. Thus, the beneficiaries are encouraged to consider the following guidance for their communication.

## 1. Project titles:

- Aim at short and clear project titles, **up to 4 words**.
- The word "EU4Business" should **NOT be used in project titles** as this adds to confusion over the term "EU4Business".

## 2. Logo and funding statement:

- We **do not encourage project-specific logos** – the most preferable options are: (1) text only (2) text with icon (the selection of icons is offered in the brandbook).
- EU emblem must be prominently displayed ([check](#)) together with the EU4Business logo, preferably always be to the left of other logos/emblems, cannot be below any of them.

## 3. Visuals and promomaterials:

- We encourage you to keep to the **colour palette** (blue, yellow), **fonts** and **graphic elements** described in this brandbook for communicating SME-related topics under the EU4Business Initiative.
- You are welcome to use the ready-made **templates and toolkits** from this brandbook for your communications purposes.

# Featuring EU4Business

## 4. Websites

- **The creation of the new project websites** is not encouraged by the EU. If a project webpage already exists, please make sure the EU emblem together with the EU4Business title is placed in the header (top left corner of the page) and footer.
- Where feasible, please reference the central [www.eu4business.eu website](http://www.eu4business.eu) and the local EU4Business webpage for your country.
- The look and feel of the webpage should be in line with the brandbook (colours, fonts, graphic elements).
- Please make sure the EU4Business and the wider objectives are mentioned in the **About and Partner section** on the website.
- When you mention any SME-related initiatives financed by the EU on the website, please make sure it is titled as: “financed by the EU under its EU4Business initiative”.

## 5. Social media

- **The creation of the new project social media accounts** is not encouraged by the EU. If a project page already exists or the post is made through some other platform, we encourage you to use the colour palette and graphic elements from the brandbook.
- Picture + text with the link “read more” to the website is always more preferable than just the link. Always **introduce #EU4Business** (marked with hashtag) in the first paragraph of your post.
- Please use “[name of the project]\_EU4Business” **handle on Facebook/ Twitter/ LinkedIn** (avoid using “EU4Business” only as the regional coverage is broader).

# Featuring EU4Business

## 6. News, stories and videos

✦ Ensure that EU4Business is duly mentioned in **media materials** – if any press-releases or stories promoting EU support to SMEs are produced and distributed to the media or other key stakeholders, please make sure the template has the EU emblem and EU4Business mention.

✦ Please **refer to the EU4Business Initiative** in your stories and news when you mention EU support. The formulation should be as follows: “...supported by the European Union under its EU4Business Initiative”.

✦ Please include the following **boilerplate** in your materials related to EU4Business.

“EU4Business is an umbrella initiative that encompasses all EU support to small and medium-sized businesses (SMEs) in the Eastern Partnership countries — Armenia, Azerbaijan, Georgia, Moldova, and Ukraine. EU supports SME growth by improving access to finance and business development services, and by promoting better business regulation. In 2023, XXX SMEs were supported through the EU4Business Initiative, generating an extra €XX billion in income and XXX new jobs, growing their turnover by XX%, and increasing their exports by XX% as a result. Read more: [www.eu4business.eu](http://www.eu4business.eu).”

Check the latest boilerplates [here](#).

✦ An appropriate disclaimer should be included for publications, websites, videos: **This <film/ video/ recording> was produced with the support of the European Union under its EU4Business Initiative.**

# Featuring EU4Business

## 7. Speeches and presentations

- Please use **the messages from the boilerplate** in your speeches and presentations to refer to the EU4Business Initiative.
- Always refer to EU4Business in speeches, press-releases and presentations as: “funded by the European Union under its EU4Business initiative”.
- If you show **Power Point/PDF presentation**, make sure the EU emblem and the EU4Business title is present. Please consider including a **separate slide** devoted to EU4Business (please contact the EU4Business Facility team for information before speaking).



Part 2

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# Core elements

# Logotypes

Download

➔ We have 2 logotypes

**EU4Business**

Horizontal



Vertical



➔ They are always used together. The EU4Business logo goes first, the “Funded by the EU” logo goes second

**EU4Business**



Leave significant space  
between the two logos

**EU4Business**



# Logotypes with projects

➔ We have 2 logotypes

**EU4Business**



Funded by  
the European Union

PROJECT  
LOGOTYPE

➔ They are always used together

PROJECT  
LOGOTYPE

**EU4Business**



Funded by  
the European Union

# Logotypes

## Do



□ Protection area

If several logos are placed together, the distance between them should be at least as wide as the protection area or more.



The minimum height of the EU emblem must be 1 cm.  
For specific items the emblem can be reproduced in a smaller size.

## Do not



Transform



Change colors

➔ Please find the full guide for using the EU emblem [by the link](#)

# Fonts

Download



## Main

For designer layouts. Use for print (signage, posters, leaflets, website, etc.)

### Quicksand BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz ‘  
?“!”(%)[#]{}@/&\<-+÷x=>®©\$€£¥¢:;,.\*  
1234567890

### Quicksand REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz ‘  
?“!”(%)[#]{}@/&\<-+÷x=>®©\$€£¥¢:;,.\*  
1234567890



## Additional

For non-designer layouts. Use for digital design (onscreen, HTML, PPT)

### Tahoma BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
?“!”(%)[#]{}@/&\<-+÷x=>®©\$€£¥¢:;,.\*  
1234567890

### Tahoma REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
?“!”(%)[#]{}@/&\<-+÷x=>®©\$€£¥¢:;,.\*  
1234567890

Given language peculiarities, you can use Sylfaen font or other fonts at your own discretion, but make sure they read well

### Sylfaen REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz ‘  
?“!”(%)[#]{}@/&\<-+÷x=>®©\$€£¥¢:;,.\*  
1234567890

# Colors

## ➔ Main

---



**REFLEX BLUE EU**  
CMYK 100 80 0 00  
RGB 0 51 158  
#003399



**YELLOW EU**  
CMYK 0 0 100 0  
RGB 255 204 0  
#FFCC00

**Main colours** should necessarily be used in all design materials. The use of additional colours is optional

## ➔ Additional

---



**ORANGE**  
CMYK 0 50 90 0  
RGB 247 148 51  
#F79433



**TEAL**  
CMYK 64 0 41 0  
RGB 81 192 172  
#50c0AB



**PURPLE**  
CMYK 72 97 2 0  
RGB 93 47 122  
#5D2F7A



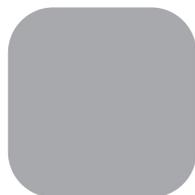
**BLUE**  
CMYK 0 75 23 0  
RGB 0 158 224  
#009ee0

## ➔ Neutral

---



**GREY LIGHT**  
CMYK 0 0 0 10  
RGB 230 231 232  
#e6e7e8



**GREY**  
CMYK 0 0 0 40  
RGB 167 169 172  
#a7a9ab

# Colors

<b>REFLEX BLUE EU</b> CMYK 100 80 0 00 RGB 0 51 158 #003399	<b>YELLOW EU</b> CMYK 0 0 100 0 RGB 255 204 0 #FFCC00	<b>ORANGE</b> CMYK 0 50 90 0 RGB 247 148 51 #F79433	<b>TEAL</b> CMYK 64 0 41 0 RGB 81 192 172 #50c0AB	<b>PURPLE</b> CMYK 72 97 0 0 RGB 107 50 147 #6A3192	<b>BLUE</b> CMYK 75 23 0 0 RGB 19 156 216 #129CD8
<b>REFLEX BLUE</b> CMYK 100 67 0 40 RGB 0 60 118 #003C76	<b>YELLOW</b> CMYK 0 20 100 0 RGB 255 203 5 #FFCB05	<b>ORANGE light</b> CMYK 2 33 79 0 RGB 246 178 79 #F5b24F	<b>TEAL light</b> CMYK 32 0 19 0 RGB 172 220 212 #ABDCD4	<b>PURPLE light</b> CMYK 20 35 0 0 RGB 199 169 208 #C7A9d0	<b>BLUE light</b> CMYK 50 0 5 0 RGB 113 207 235 #71CEEA
<b>REFLEX BLUE dark</b> CMYK 100 89 6 50 RGB 10 28 88 #091B58	<b>YELLOW dark</b> CMYK 43 62 100 39 RGB 106 75 22 #6B4A1d	<b>ORANGE dark</b> CMYK 0 80 100 30 RGB 179 66 21 #B34215	<b>TEAL dark</b> CMYK 86 27 60 8 RGB 0 133 117 #008475	<b>PURPLE dark</b> CMYK 80 100 0 60 RGB 64 0 75 #2C004A	<b>REFLEX BLUE light</b> CMYK 90 57 0 0 RGB 2 108 182 #026BB5
<b>REFLEX BLUE</b> Gradient	<b>YELLOW</b> Gradient	<b>ORANGE</b> Gradient	<b>TEAL</b> Gradient	<b>PURPLE</b> Gradient	<b>BLUE</b> Gradient

# Photos

Download

## Photos of real people from the EaP countries:

- The same neutral gray or white background.
- Gender balance.
- Emphasise the human angle of EU support.



## A library has been created by EU4Business team.

Images of real beneficiaries are being regularly added there.



# Photos

Download

Please try to use the high-quality images of real projects and people made by a professional photographer



# Photos

Download

If you don't have your own pictures, please refer to the [EU4Business photo library](#), [EU4Business Flickr](#), and [EU Neighbours East Flickr](#).

- Please choose light and modern pictures highlighting the human angle.
- You can look for more images in our library.



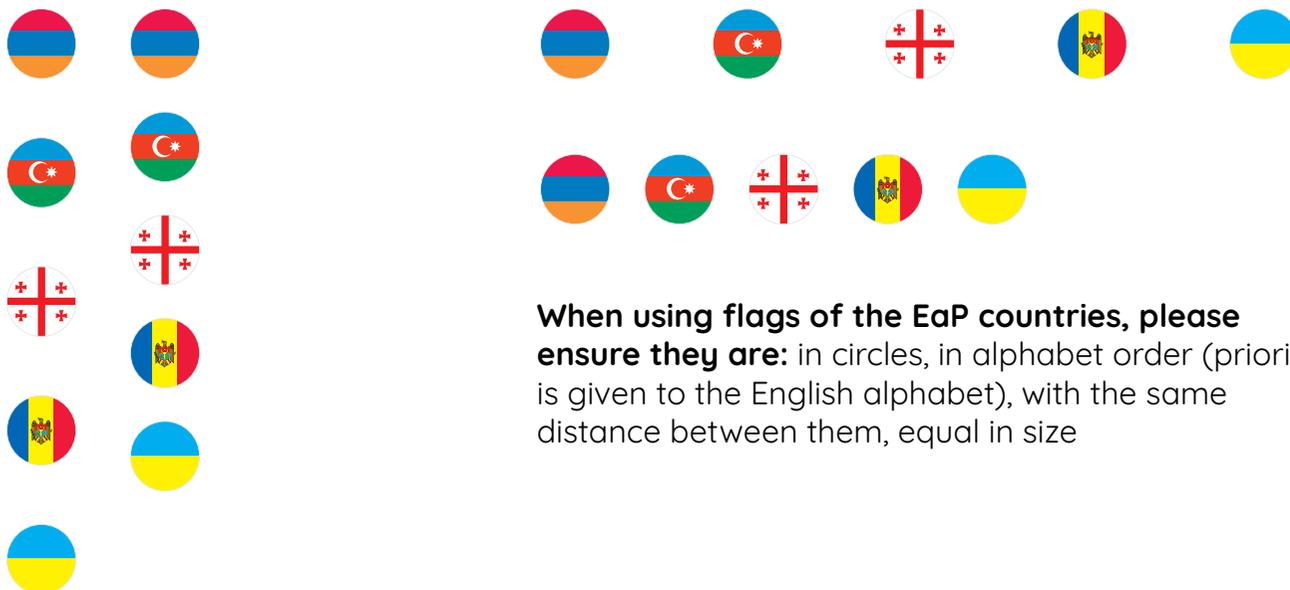
# Graphic

➤ Shapes with different combinations of sharp and soft corners



# Graphic

Download



**When using flags of the EaP countries, please ensure they are:** in circles, in alphabet order (priority is given to the English alphabet), with the same distance between them, equal in size

You may increase the flag size of the country for local layouts.



# Graphic

Download

The symbol of the EU is transformed into a unique graphic element.



It can be used in different directions.



It can be used in different sizes. For example:

Small for marking bullet points in the list

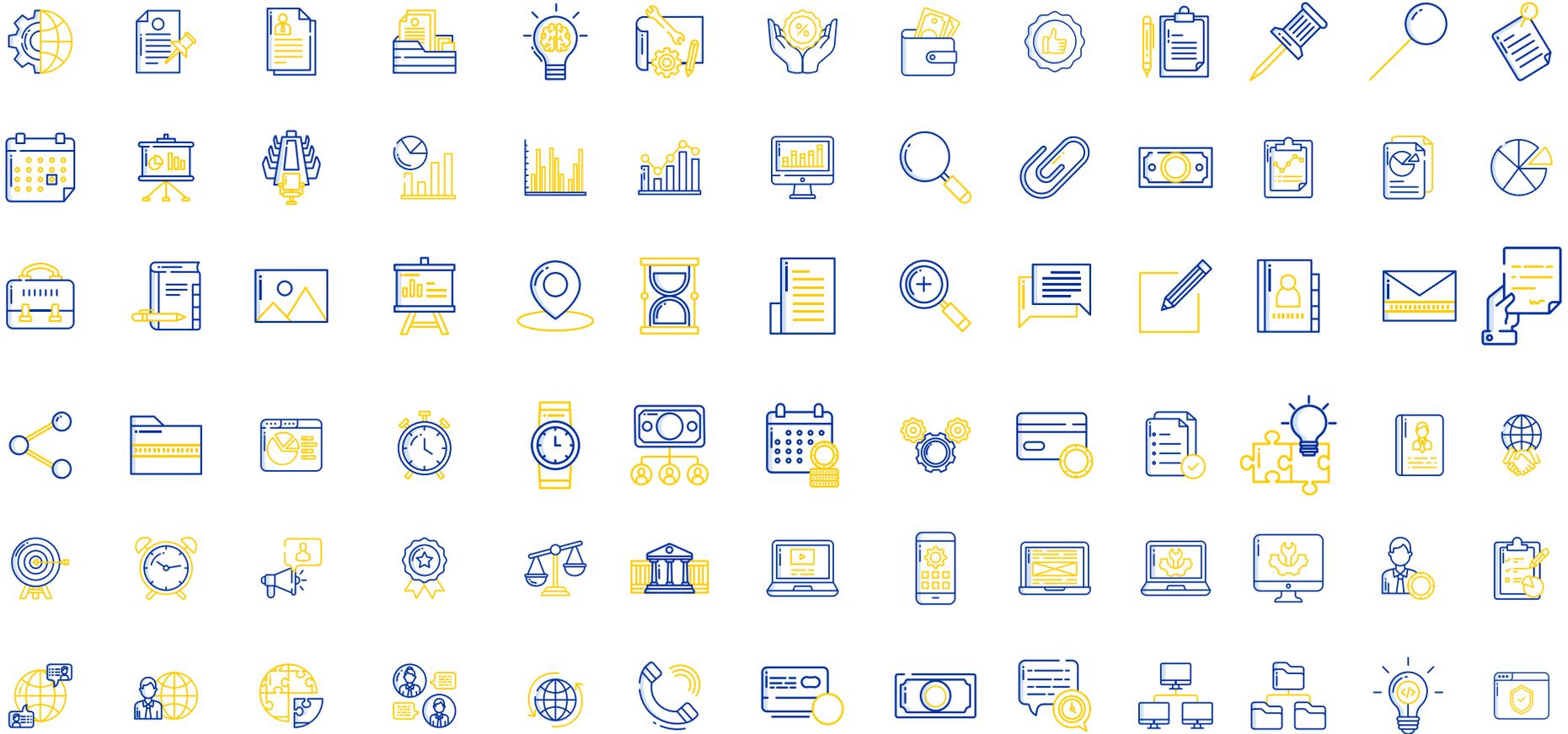
- ▶ Line 1
- ▶ Line 2

Medium for marking columns



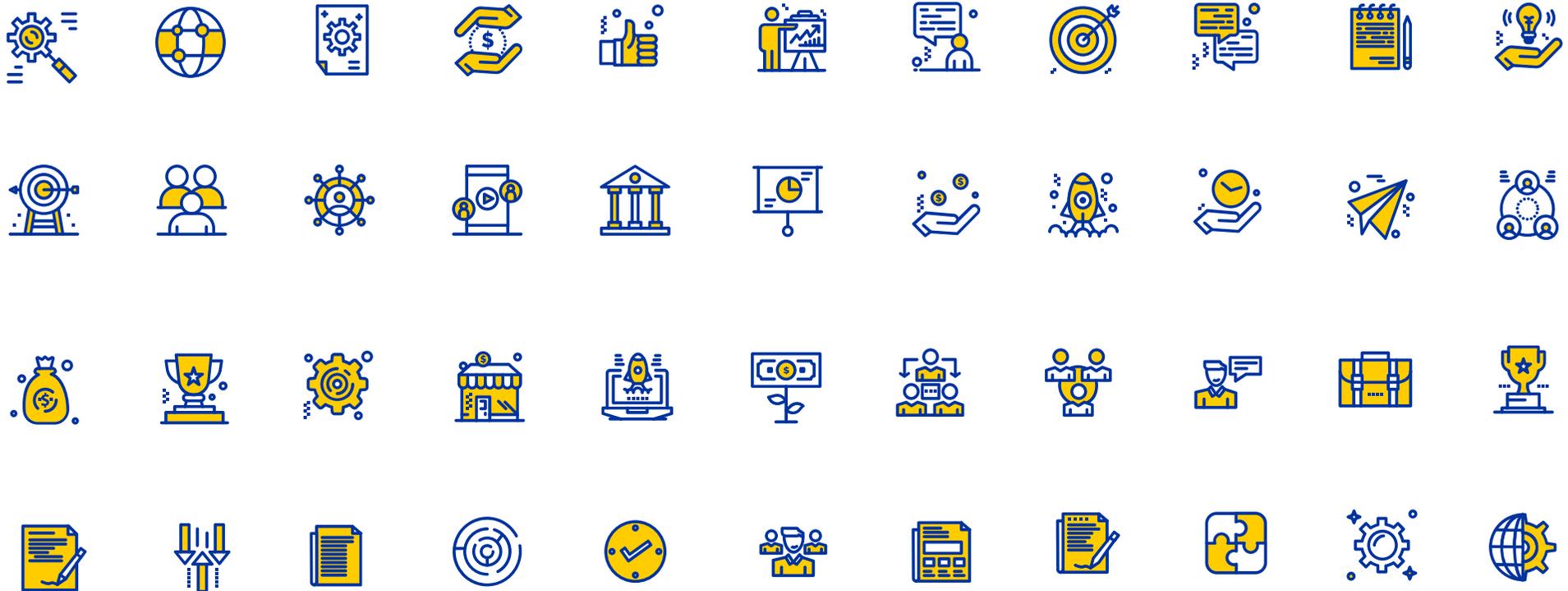
# Icons

Download



# Icons

Download





Part 3

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# Examples of projects' layouts

# Press wall

Download



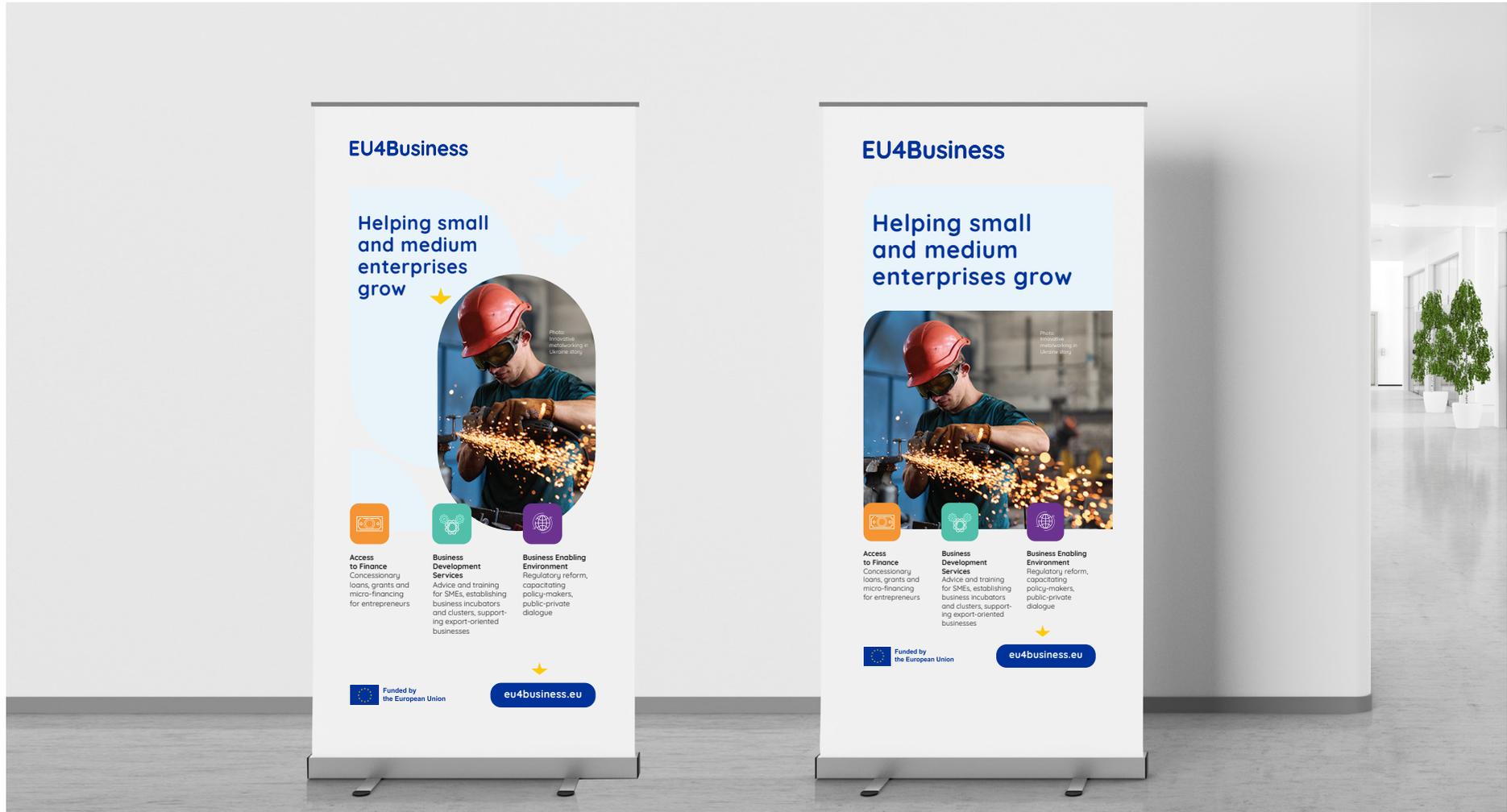
# Press wall

Download



# Roll-up

Download



# Poster

Download



# If you have questions please let us know

The EU4Business Facility's goal is to monitor and analyse the impact of the EU's private-sector support actions in the EaP under the EU4Business Initiative in order to maximise its visibility. Our collective work is what builds the EU4Business, and the EU4Business Facility team is always available to help you do that.



If you have questions or feedback, please contact:

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EU4Business Facility

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