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The Eurima brand expresses the identity and goals of the association.

The Eurima logo was designed to take into account several of the association’s key strengths.

- **The product**: The two parallel lines of the logo represent the concept of insulation. The angles of the lines also make reference to pitched roofs.

- **The environmental benefits**: The use of several shades of green represent the environmental benefits of insulation and its contribution to the reduction of CO\textsubscript{2} emissions.

- **The economic impact**: The left to right upward movement of the two parallel lines represent the positive economic potential of insulation.

Eurima’s commitment to excellence in its visual identity will exemplify its commitment to quality in all other respects. When the graphic system is fully implemented, the identity will consistently distinguish all of the association’s publications and advertising - all print, electronic, and audiovisual materials. Embracing and following the standards and guidelines presented in this manual will enable the association to communicate effectively in all print and electronic venues.

It is impossible to cover all possible uses and applications of the new identity. Therefore, this manual is intended to be an introduction and a guide to the basic components of the identity system. Implementation of these standards will create a greater awareness of the association.

This style guide will be updated on a regular basis as more printed pieces are created and added to the family of Eurima collateral. Please check the Eurima website for the latest edition of this manual.
2. The Eurima logo

2.1. Logo elements

- **The graphic marker**: The graphic marker is composed of two parallel lines at a 45° angle. This marker will be an important element of the Eurima identity and will be used on most Eurima communication tools.

- **The brand name**: The brand name is the abbreviated name of the association.

- **The baseline**: The baseline is full name of the association, it is always written in English.
2. The Eurima logo

2.2. Logo colours

2.2.1. Logo colours and conversion

Please use only camera-ready copies or electronic versions of the logo. Redrawing, tracing, scanning or use of photocopies results in distortion and a loss of sharpness.

The logo should be used in its entirety, not separated into component parts, altered in proportion or printed in colour combinations other than those outlined in this guide. Avoid using design features such as screening, reproportioning, rotating or including the logo as part of a pattern or larger image. Such uses tend to diminish visual strength and undermine the goal of creating a stronger image.

Where to get Copies of the logos
Authorised versions of the Eurima logo may be downloaded from the Eurima web site http://www.Eurima.org/Eurimalogo or by contacting the Eurima office at Tel + 32 (0)2 626 20 93.

<table>
<thead>
<tr>
<th>standard logo</th>
<th>Dark green</th>
<th>Light green</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CMYK</strong></td>
<td>100/40/80/30</td>
<td>50/0/85/0</td>
</tr>
<tr>
<td><strong>RGB</strong></td>
<td>0/92/70</td>
<td>138/199/90</td>
</tr>
<tr>
<td><strong>PMS</strong></td>
<td>3305</td>
<td>375</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>reversed logo</th>
<th>Dark green</th>
<th>Light green</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CMYK</strong></td>
<td>0/0/0/0</td>
<td>0/0/0/0</td>
</tr>
<tr>
<td><strong>RGB</strong></td>
<td>256/256/256</td>
<td>256/256/256</td>
</tr>
<tr>
<td><strong>PMS</strong></td>
<td>white</td>
<td>white</td>
</tr>
</tbody>
</table>
2. The Eurima logo

2.2. Logo colours

2.2.2. Logo in black & white

For publications that are reproduced in black & white only, the monochrome version of the logo should be used. The black and white logo uses black at 100 and 75% intensity.

grey logo

<table>
<thead>
<tr>
<th></th>
<th>Dark green</th>
<th>Light green</th>
</tr>
</thead>
<tbody>
<tr>
<td>grey</td>
<td>0/0/0/100</td>
<td>0/0/0/75</td>
</tr>
<tr>
<td>RGB</td>
<td>0/0/0</td>
<td>99/100/102</td>
</tr>
<tr>
<td>PMS</td>
<td>black</td>
<td>black</td>
</tr>
</tbody>
</table>
2. The Eurima logo

2.2. Logo colours

2.2.3. Colours on different backgrounds

The Eurima logo should always be reproduced using the correct colours. On light backgrounds, the Eurima logo should be reproduced using its original colours, on dark backgrounds, the reversed version should be used.

<table>
<thead>
<tr>
<th>Use reversed logo on dark backgrounds</th>
<th>Use standard logo on light backgrounds</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Eurima logo on dark background" /></td>
<td><img src="image2" alt="Eurima logo on light background" /></td>
</tr>
<tr>
<td><img src="image3" alt="Eurima logo on dark background" /></td>
<td><img src="image4" alt="Eurima logo on light background" /></td>
</tr>
<tr>
<td><img src="image5" alt="Eurima logo on dark background" /></td>
<td><img src="image6" alt="Eurima logo on light background" /></td>
</tr>
<tr>
<td><img src="image7" alt="Eurima logo on dark background" /></td>
<td><img src="image8" alt="Eurima logo on light background" /></td>
</tr>
</tbody>
</table>

Never use reversed logo on light backgrounds

Never use standard logo on dark backgrounds
2.3. Use of the logo

2.3.1 Minimum size of the logo

The minimum size ensures that the text of the baseline stays clear & legible.

**Print and prepress use**

The minimum size of the standard logo is 34mm. It also exist a alternative version without the baseline which can be used in exceptional circumstances with a minimum length of 15mm. Never use the alternative version for sizes greater than 34mm.

![15mm logo](image1)

![34mm logo](image2)

The same rules govern the use of the reversed, grey and black & white logo version.

**Web use**

The minimum size of the standard logo is 200pixels. An alternative version also exists without the baseline which can be used in exceptional circumstances with a minimum length of 16pixels. Never use the alternative version for sizes greater than 200pixels.

![15mm logo](image3)

![34mm logo](image4)

The same rules govern the use of the reversed and the black & white logo version.
2. The Eurima logo

2.3. Use of the logo

2.3.2 Isolation area

To ensure that the integrity of the Eurima logotype is protected, there are some basic rules that must be followed. The same area of isolation should be used for on and offline versions.

The area of isolation, indicated below, defines an area that must be kept free of any other elements such as a pattern or typography. It is calculated using the “X” height of the logo as the base unit of measurement.
2.3. Use of the logo

2.3.3. Incorrect use of the Eurima logo

The Eurima logo should always be used in its original form. The shape, fonts or colours of the logo can not be modified.

- Do not use the standard logo smaller than 34mm or 200pixels.
- Do not try to recreate the logo. Use only artwork provided.
- Do not place text or graphics inside the isolation area.
- Always keep the proportions of the logo.
- Never use an inappropriate color version. (e.g. b&w version in a CMYK publication; PMS version for a online use...)
- Do not reproduce the logo in unspecified colors
- Do not reposition any of the elements of the logo.
3 Eurima Colours

3.1. Primary Colour Palette

These colours constitute Eurima’s primary colour palette. This colour should be used when developing publications, presentations or other communication tools. A consistent use of the colour palette will help Eurima build a strong and recognisable brand.

Eurima green is the main corporate colour

Dark Green
CMYK 100/40/80/30
RGB 0/92/70
PMS 3305

Light green
CMYK 50/0/85/0
RGB 138/199/90
PMS 375

Grass green
CMYK 71/12/87/1
RGB 82/164/87
PMS 362

Spring green
CMYK 26/0/80/0
RGB 198/219/93
PMS 584

Lemon yellow
CMYK 4/3/92/0
RGB 250/230/41
PMS 107
3 Eurima Colours

3.2. Secondary Colour Palette

These colours constitute Eurima's secondary colour palette. The secondary colours may be used when deemed appropriate to support the primary palette, e.g. in a pie chart. They may, however never, dominate the primary colour palette.

Paprika orange
CMYK 0/31/100/0
RGB 253/184/19
PMS 130

Tulip purple
CMYK 58/100/24/10
RGB 126/12/110
PMS 249

Mouse grey
CMYK 61/47/42/11
RGB 106/115/123
PMS 431

Deep blue
CMYK 100/80/25/9
RGB 0/70/127
PMS 541
## Fonts

### 4.1. Corporate fonts (for professionally produced materials)

#### 4.1.1. Presentation

The two main fonts for Eurima publications are:

**Helvetica Neue**

Helvetica Neue is a family that offers an exceptionally wide range of weights and/or styles. It is the slightly reworked version of a truly universal font. This font was chosen for its modern look & feel and its amazingly broad selection (identified by number) of weight including:

<table>
<thead>
<tr>
<th>Weight/Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>23 Ultra Light Extended</td>
</tr>
<tr>
<td>23 Ultra Light Extended Oblique</td>
</tr>
<tr>
<td>25 Ultra Light</td>
</tr>
<tr>
<td>26 Ultra Light Italic</td>
</tr>
<tr>
<td>27 Ultra Light Condensed</td>
</tr>
<tr>
<td>33 Thin Extended</td>
</tr>
<tr>
<td>33 Thin Extended Oblique</td>
</tr>
<tr>
<td>35 Thin</td>
</tr>
<tr>
<td>36 Thin Italic</td>
</tr>
<tr>
<td>37 Thin Condensed</td>
</tr>
<tr>
<td>37 Thin Condensed Oblique</td>
</tr>
<tr>
<td>43 Light Extended</td>
</tr>
<tr>
<td>43 Light Extended Oblique</td>
</tr>
<tr>
<td>43 Extended Light</td>
</tr>
<tr>
<td>43 Extended Light Oblique</td>
</tr>
<tr>
<td>45 Light</td>
</tr>
<tr>
<td>46 Light Italic</td>
</tr>
<tr>
<td>47 Light Condensed</td>
</tr>
<tr>
<td>47 Light Condensed Oblique</td>
</tr>
<tr>
<td>53 Extended</td>
</tr>
<tr>
<td>53 Extended Oblique</td>
</tr>
<tr>
<td>55 Roman</td>
</tr>
<tr>
<td>56 Italic</td>
</tr>
<tr>
<td>57 Condensed</td>
</tr>
<tr>
<td>57 Condensed Oblique</td>
</tr>
<tr>
<td>63 Medium Extended</td>
</tr>
<tr>
<td>63 Medium Extended Oblique</td>
</tr>
<tr>
<td>65 Medium</td>
</tr>
<tr>
<td>66 Medium Italic</td>
</tr>
<tr>
<td>67 Medium Condensed</td>
</tr>
<tr>
<td>67 Medium Condensed Oblique</td>
</tr>
<tr>
<td>73 Bold Extended</td>
</tr>
<tr>
<td>73 Bold Extended Oblique</td>
</tr>
<tr>
<td>75 Bold</td>
</tr>
<tr>
<td>75 Bold Outline</td>
</tr>
<tr>
<td>76 Bold Italic</td>
</tr>
<tr>
<td>77 Bold Condensed</td>
</tr>
<tr>
<td>77 Bold Condensed Oblique</td>
</tr>
<tr>
<td>83 Heavy Extended</td>
</tr>
<tr>
<td>83 Heavy Extended Oblique</td>
</tr>
<tr>
<td>85 Heavy</td>
</tr>
<tr>
<td>86 Heavy Italic</td>
</tr>
<tr>
<td>87 Heavy Condensed</td>
</tr>
<tr>
<td>87 Heavy Condensed Oblique</td>
</tr>
<tr>
<td>93 Black Extended</td>
</tr>
<tr>
<td>93 Black Extended Oblique</td>
</tr>
<tr>
<td>95 Black</td>
</tr>
<tr>
<td>96 Black Italic</td>
</tr>
<tr>
<td>97 Black Condensed</td>
</tr>
<tr>
<td>97 Black Condensed Oblique</td>
</tr>
<tr>
<td>107 Extra Black Condensed</td>
</tr>
<tr>
<td>107 Extra Black Condensed Oblique</td>
</tr>
</tbody>
</table>

**ITC Conduit**

The body font for Eurima publications is ITC conduit. The font is clear and legible and makes Eurima publications stand apart from more traditional alternatives.

In addition to ITC Conduit’s six original weights [light, medium and bold with italic counterparts], the family now includes extra light, regular, extra bold and black. Each new font includes italic and small cap counterparts, and seven sets of oldstyle figures have been added to complement the non-italic weights. ITC has also fine-tuned the spacing and other digital aspects of the original design. The typeface with its original six weights was released in 1997 and quickly became one of ITC’s most recognized and best-selling typefaces. Shortly after the debut, Fast Company magazine asked designer Mark van Bronkhorst to develop the 29 additional weights for the magazine’s exclusive use.

When designing ITC Conduit, van Bronkhorst had parking lot signs in mind. “It’s the kind of lettering you might find on boilers, assembly diagrams, and desiccant packets,” he said, adding that the design was a cut-and-paste job constructed from a set of character parts. “It’s plain, grid-based, visually incompetent, yet legible and direct.” As van Bronkhorst developed the face, the 90-degree turns on the shapes reminded him of electrical conduits; hence, the name.
4. Fonts

4.1. Corporate fonts (for professionally produced materials)

4.1.2. Use of the fonts

Title
Helvetica Neue LT 45 Light is always to be used for titles and subtitles.

Body
ITC Conduit™ is always to be used for the body text.
- Use ITC Conduit™ Light for black body text on white background.
- Use ITC Conduit™ Medium for white or colour body text on any coloured background.
For highlighting the bodycopy use ITC Conduit™ Bold.

Standard Layout
Because every design situation requires a specific use of typography, this style guide does not contain specific rules on font sizes. A typical use of font sizes is illustrated below.

---

1. Lorem Ipsum

1.1. Cathedras comiter

Umbraculi optimus divinus deciperet Pompeii. Cathedras comitter conubium santet fragilis saburre. Concubine circumgrediet aedaudablis syrtes, ut quinquennalis concubine deciperet fragilis rures, quamquam aegre gulosus quadrupei imputat saburre Quod apparatus bellis suffragarit.

Highlighted point
Lorem Bellus ossifragi divinus adquireret Medusa, et oratori comiter vocificat Syrtes. **Amet**, commolo borer sim vel eum aliquam do dolorpero commod tet dipit am zzriure minci estrud dolor illit
4
Fonts

4.2. Corporate fonts (for internally produced materials)

Microsoft Sans Serif is our office font and is to be used for all internally produce materials, such as Microsoft Office documents (Word and Powerpoint templates). For online application, use Verdana.

Title
Microsoft Sans Serif is always to be used for titles and subtitles.

Body
Microsoft Sans Serif is always to be used for the body text.
For highlighting the bodycopy use Microsoft Sans Serif in bold.

Standard Layout
Because every design situation requires a specific use of typography, this style guide does not contain specific rules on font sizes.
A typical use of font sizes is illustrated below.

1. Lorem Ipsum
1.1. Cathedras comiter

Umbraculi optimus divinus deciperet Pompeii. Cathedras comit-
er conubium santet fragilis saburre. Concubine circumgrediet
adlauadabilis syrtes, ut quinquennalis concubine deciperet fragilis
nures, quamquam aegre gulosus quadrupei imputat saburre Quod
apparatus bellis suffragarit.

Highlighted point
Lorem Bellus ossifragi divinus adquireret Medusa, et oratori comit-
er vocificat Syrtes. Amet, commolo borper sim vel eum aliquam do
dolorpero commod tet dipit am zzriure minci estrud dolor ilit
5
Layout and templates
5.1. Address format, Brochure reference & Designer’s signature

Eurima address is horizontally centered. It must be placed at least 20mm from the bottom of the page.
5. Layout and templates

5.2. Overview of previous publications

The Eurima style guides allows for creativity in using the Eurima brand. Although a grid can be useful, we believe the Eurima brand can be expressed coherently without use of a grid by using the font and colour palettes.

We encourage the use of creative formats when appropriate.

**EPBD leaflet**

format: 160x160mm

pages: 6
5 Layout and templates

5.2. Overview of previous publications

**ECOFYS report**
format: 210x297 mm

**ECOFYS leaflet**
format: 190x250 mm
5 Layout and templates

5.2. Overview of previous publications

Insulation in a nutshell
format: 200x200 mm
5 Layout and templates

5.3. Graphs & Piecharts

Graphs should use the Eurima primary or secondary colours.
Please use the legends as indicated below.
5 Layout and templates

5.4. Powerpoint slides

Title slide

Inside slide
5 Layout and templates

5.4. Powerpoint slides

Final slide
5
Layout and templates

5.5. Stationery

5.5.1. Business Cards
5 Layout and templates

5.5. Stationery

5.5.2. Letterheads
5 Layout and templates

5.5. Stationery

5.5.3. Envelope

Envelope 240x159mm

Envelope 239x210mm

Envelope 312x240mm
5
Layout and templates

5.5. Stationery

5.5.3. Envelope

Envelope US 229x113mm

Envelope US 228x114mm

Envelope 312x240mm
5. Layout and templates

5.6. MS Word templates

5.6.1. Letter template

Body text must use MS Sans Serif, size 11pt in black and left justified.
5
Layout and templates
5.6. MS Word templates
5.6.2. Fax template

Fax 210x297mm

Body text must use MS Sans Serif, size 11pt in black and left justified.
5

Layout and templates

5.6. MS Word templates

5.6.3. Press Release template

Press Release 210x297mm

Body text must use MS Sans Serif, size 11pt in black and left justified.
Position Paper

Brussels, insert date
Subject: insert subject
Contact person: insert contact
E-mail address: e-mail

Insert Title
Insert Subtitle
Text goes here

Body text must use MS Sans Serif, size 11pt in black and left justified.
5. Layout and templates

5.6. MS Word templates

5.6.5. Newsletter template

Newsletter 210x297mm

Body text must use MS Sans Serif, size 10pt in black and left justified.
## Annexes

### 6.2. Font table

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Symbols</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conduit ITC™ Light</td>
<td>! &quot; # $</td>
</tr>
<tr>
<td>Conduit ITC™ Light Italic</td>
<td>! &quot; # $</td>
</tr>
<tr>
<td>Conduit ITC™ Medium</td>
<td>! &quot; # $</td>
</tr>
<tr>
<td>Conduit ITC™ Medium Italic</td>
<td>! &quot; # $</td>
</tr>
<tr>
<td>Conduit ITC™ Bold</td>
<td>! &quot; # $</td>
</tr>
<tr>
<td>Helvetica Neue LT Std 35 Thin</td>
<td>! &quot; # $</td>
</tr>
</tbody>
</table>
Annexes

6.2. Font table

Any questions?
Lena Esteves - Marketing Coordinator
Avenue Louise 375, Box 4 • B-1050 Brussels, Belgium
Tel +32 (0)2 626 20 90 • Fax +32 (0)2 626 20 93 • www.eurima.org