



BATT4EU 

**BRAND
BOOK**



TABLE OF CONTENTS

- 3 • The logo
- 4 • Logo variations
- 6 • Association logo
- 8 • Colors
- 9 • Fonts
- 10 • Images
- 11 • Icons

USES

Depending on where it's used, the size of the logo will change. The logo should be sized for clear legibility with a minimum amount of space around it. This is preferable to an increasing the size of the logo and eliminating margin on each side, making it cluttered and harder to read.

SPACES

The logo must be surrounded by a minimum amount of clear space equal the height of the tagline. No visual elements may be placed in this area.



Full logotype



Emblem of the logo



Space to respect

LOGO VARIATION

LOGO USAGE OVER COLOUR BACKGROUNDS

These versions of the logo would only be used depending on the colour of the backgrounds, as shown in here.

Whenever it is possible, the logo will be applied in its main version. If it is not possible for technical reasons, the white or grey versions will be used.



Full logotype



Logotype on image background



Logotype on colored background



Logotype on colored background

DO

- Make sure the logo is readable.
- Allow for at least the minimum buffer space around the logo
- Use multiple colours for the logo

DON'T

- Add or remove any element to the logo
- Modify the composition of the logo
- Modify the proportions of the logo
- Use effects on the logo



ASSOCIATION LOGO

USES

Depending on where it's used, the size of the logo will change. The logo should be sized for clear legibility with a minimum amount of space around it. This is preferable to an increasing the size of the logo and eliminating margin on each side, making it cluttered and harder to read.

SPACES

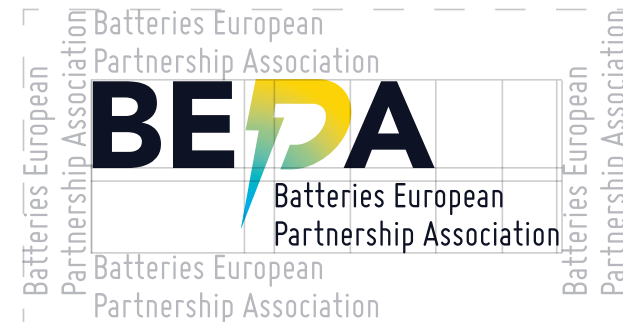
The logo must be surrounded by a minimum amount of clear space equal the height of the tagline. No visual elements may be placed in this area.



Emblem of the logo



Full logotype



Space to respect

LOGO USAGE OVER COLOUR BACKGROUNDS

These versions of the logo would only be used depending on the colour of the backgrounds, as shown in here.

Whenever it is possible, the logo will be applied in its main version. If it is not possible for technical reasons, the white or grey versions will be used.



Full logotype



Logotype on image background



Logotype on colored background



Logotype on colored background

DO

- Make sure the logo is readable.
- Allow for at least the minimum buffer space around the logo
- Use multiple colours for the logo

DON'T

- Add or remove any element to the logo
- Modify the composition of the logo
- Modify the proportions of the logo
- Use effects on the logo

COLORS

These are the colours that should always be used, employing the proper colour code for each format.

Our primary color palette is made up of blue, green, yellow and orange and should be prominent in our communications materials.

Always make sure to use the brand guide colours and its correct reference for appropriate support or media.

Use the primary colours first and be careful not to use more than four colours on one visual space.

Use RGB values for digital applications.

Use CMYK values for print applications.

Print C1 M16 Y99 K0 **Screen** R255 V210 B0

Print C0 M81 Y72 K0 **Screen** R251 V87 B72

Print C71 M0 Y40 K0 **Screen** R0 V196 B177

Print C69 M29 Y8 K0 **Screen** R76 V151 B196

Primary

Gradient

Print C98 M70 Y24 K9 **Screen** R0 V85 B134

Print C100 M88 Y38 K38 **Screen** R21 V41 B80

Print C4 M4 Y3 K0 **Screen** R237 V237 B240

Secondary

AVENIR

Avenir is a geometric sans-serif typeface designed by Adrian Frutiger in 1987 and released in 1988 by Linotype GmbH. ... As the name suggests, the family takes inspiration from the geometric style of sans-serif typeface developed in the 1920s that took the circle as a basis, such as Erbar and Futura.



ADi dolo volum volorro explicito officiet lab ipiet etur, comnihi llorpos sincia quis exerum alic to ipiet ipsam qui nos dis si as sam quae volo blautate et utaquia eceatium esti quo consequi aliatu alia as imagnam.

Voluptureius ellabor eptatius, sumquas es ius mi, cusantotas nobitis adit, sum quiationse volupta temquia tatiundiatur si omnis aliatu sequi nullibu stiasse cullabo rerempor audit abore, se nos sitincit, conetusda con paris voluptas am dion pliquid.

Temquia tatiundiatur si omnis aliatu sequi nullibu stiasse cullabo rerempor audit abore, se nos sitincit, conetusda con paris voluptas am dion pliquid.

Title **BLACK**

Subtitle **MEDIUM**

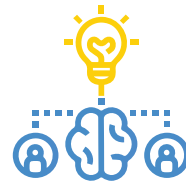
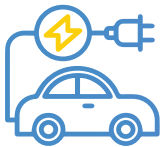
ABCDEFGHIJKLMN

ABCDEFGHIJKLMN



IMAGES







CONTACT US

BATT4EU

Valentina FERRARA
Communication Officer
T: +32 (0) 2 743 29 81
M: +32 (0) 488 210 364
v.ferrara@bepassociation.eu
www.bepassociation.eu

BEPA

Valentina FERRARA
Communication Officer
T: +32 (0) 2 743 29 81
M: +32 (0) 488 210 364
v.ferrara@bepassociation.eu
www.bepassociation.eu

