Story
CBE JU’s purpose is to help secure a better tomorrow. This is a genuine expression of the organisation’s why, the organisation’s reason for existing.
The brand promise is an extension of the brand's positioning and represents the organisation pledge. It guides all brand communication.
The brand promise allows the translation of the positioning features into a brand tagline.

**A competitive bioeconomy for a sustainable future**

**Drive**
- Places the emphasis on the brand goal (support bioeconomy)

**Purpose**
- Brand goal: help securing tomorrow

**Functional element**
- Uses a keyword that is not in CBE’s naming

**Descriptive element**
This is the main version of the logo, the one that should be used by default, applied on horizontal canvas, whenever possible.
The logo safety area ensures it's visually isolated from other competing graphic elements, which assures its impact and legibility. The minimum clear space is defined by the width of the word "Bio" present in the logo. This space should be kept when the logo is proportionally resized.
The logo can be presented in numerous variations, using different colours to ensure contrast and readability.
This version should be applied whenever the original horizontal version can't be used. The safety areas follow the same rules previously mentioned.
This is a condensed version of the logo to be applied when the space allotted is limited. The brand name is condensed to its initials, maintaining the overall balance. The safety area, in this case, is defined by the initials JU.
### Minimum sizes

For readability purposes, the logo should never be used below the indicated sizes for digital and print. For low-quality printing systems the logo should be bigger than the minimum dimensions detailed.

#### Digital applications
- **Width**
  - Circular Bio-based Europe Joint Undertaking: 60 px
  - CBE JU: 20 px

#### Print applications
- **Width**
  - Circular Bio-based Europe Joint Undertaking: 30 mm
  - CBE JU: 10 mm
The logo can be applied in photography or colored background. On each situation it must be used the logo version that ensures the most readability. When applied to photography, but not on an area of greater readability, a filter must be applied in order to ensure the correct contrast between logo and background.
The colour palette was chosen based on the concepts of European collaboration, sustainability and the planet’s natural resources. Dark blue and green are main colours, some complementary colours are to be used in the different graphic elements.
Use only the colours below through the adequate codes, to ensure visual consistency.

- **PANTONE 2130 C**
  - C 65  M 49  Y 4  K 0
  - R 101  G 125  B 184
  - #657DB8

- **PANTONE 2423 C**
  - C 80  M 5  Y 100  K 0
  - R 32  G 169  B 66
  - #20A942

- **PANTONE 2256 C**
  - C 63  M 0  Y 71  K 0
  - R 93  G 192  B 122
  - #5DC07A

- **PANTONE 2246 C**
  - C 36  M 0  Y 37  K 0
  - R 166  G 215  B 179
  - #A6D7B3

- **PANTONE 120 C**
  - C 2  M 16  Y 67  K 0
  - R 249  G 210  B 111
  - #F9D26F

- **PANTONE 162 C**
  - C 1  M 32  Y 34  K 0
  - R 248  G 186  B 159
  - #F8BA9F

- **PANTONE 287 C**
  - C 100  M 96  Y 14  K 2
  - R 39  G 50  B 133
  - #273285

- **PANTONE 277 C**
  - C 35  M 13  Y 0  K 0
  - R 159  G 197  B 232
  - #9FC5E8

- **PANTONE 2740 C**
  - C 65  M 49  Y 4  K 0
  - R 101  G 125  B 184
  - #657DB8

- **PANTONE 2741 C**
  - C 65  M 49  Y 4  K 0
  - R 101  G 125  B 184
  - #657DB8

- **PANTONE 2742 C**
  - C 65  M 49  Y 4  K 0
  - R 101  G 125  B 184
  - #657DB8

- **PANTONE 2743 C**
  - C 65  M 49  Y 4  K 0
  - R 101  G 125  B 184
  - #657DB8

- **PANTONE 2744 C**
  - C 65  M 49  Y 4  K 0
  - R 101  G 125  B 184
  - #657DB8

- **PANTONE 2745 C**
  - C 65  M 49  Y 4  K 0
  - R 101  G 125  B 184
  - #657DB8
The font Oakes Grotesk explores a set of brand new metrics that allow it to be more legible in the body text as well as headings. If needed, it is also possible to use Aktiv Grotesk, Arial and Helvetica as complementary fonts.
The icons were built using mainly circular shapes that connect with the logo concept. Keep consistency on size with a squared grid and a balance between empty and full spaces.
Iconography

A single color scheme for the icons as not to visually pollute the graphic language.

Biological feedstock (fish)

Biological feedstock (apple)

Industrial applications (volumetric flask)

Subscribe (letter)
The infographics used will abide by the previously mentioned colour scheme and graphical elements.
The chosen images and photographies must focus on natural and sustainable environments, details and/or actions. They should avoid posing models, people looking directly at the camera, or forced emotions.
The graphic language can stretch itself to create unlimited layouts, using large circular elements within the colour palette.
Templates
The cover report should be guided by this layout and by the rules shown below. It is imperative that the logo is shown on the topic left corner, and the partnership logos on the bar at the bottom.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus ac accumsan eros. Proin tincidunt metus ac lorem dapibus, eu ultricies purus commodo. Integer tincidunt, tellus a ultricies est, fringilla porta metus.


Sincerely,

First Name Last Name
Function
The roll up should be guided by this layout and by the rules shown below.
It is imperative that the logo is shown on the topic left corner, the partnership logos on the bar at the bottom, and the safe area.
The PowerPoint slides should follow this template, available in editable format.