



Brand Book

February 2022

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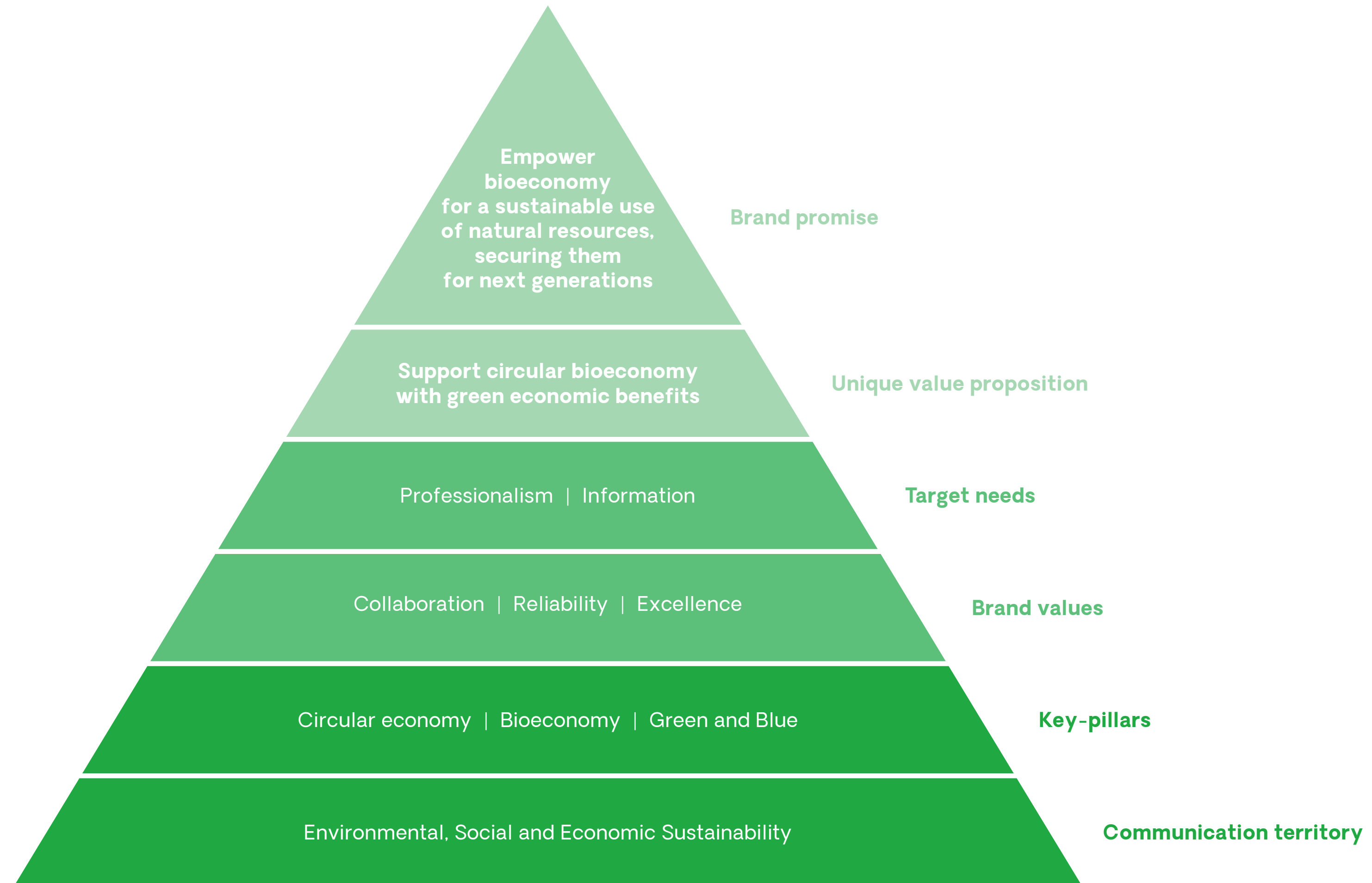
Story

03

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.

Brand positioning

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.



Logo

07

Logo
Horizontal Version

This is the main version of the logo, the one that should be used by default, applied on horizontal canvas, whenever possible.

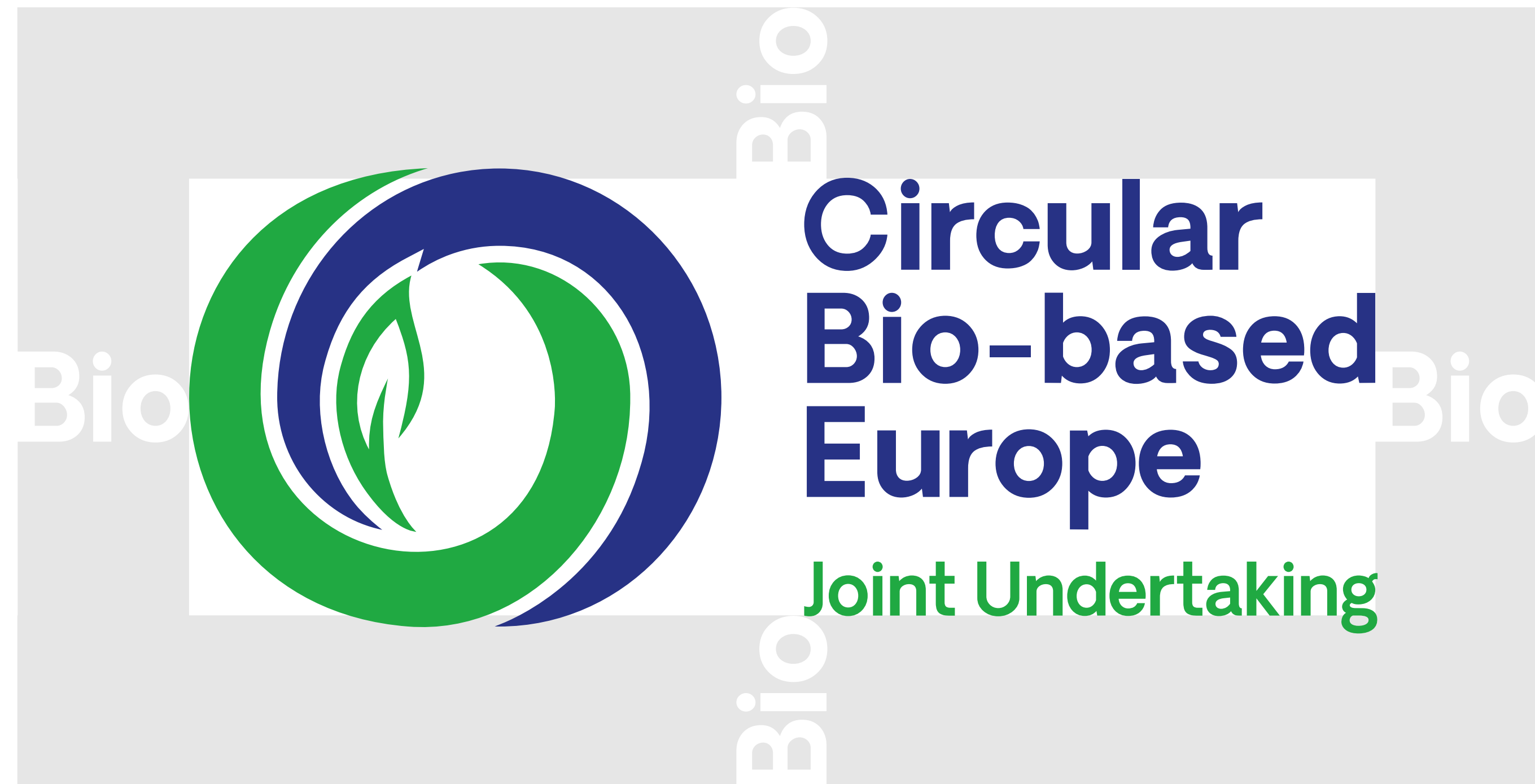


**Circular
Bio-based
Europe**
Joint Undertaking

Logo Safety margins

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.



Logo

All variations

The logo can be presented in numerous variations, using different colours to ensure contrast and readability.

Variations

Vertical Version

This version should be applied whenever the original horizontal version can't be used.
The safety areas follow the same rules previously mentioned.



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Variations

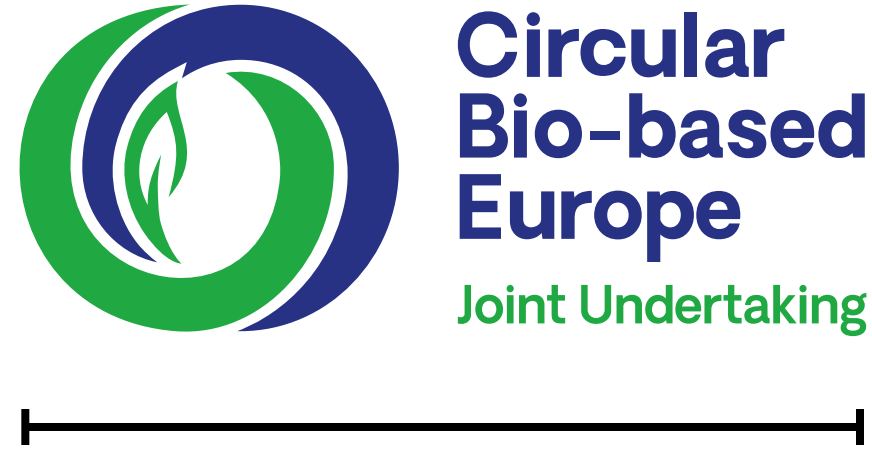

Alternative Version

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	60 px width	Digital applications	30 px width	Digital applications	20 px width
Print applications	30 mm width	Print applications	15 mm width	Print applications	10 mm width

Logo applications

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 a area of greater readability, a filter must be applied in order to ensure the correct contrast between logo and background.

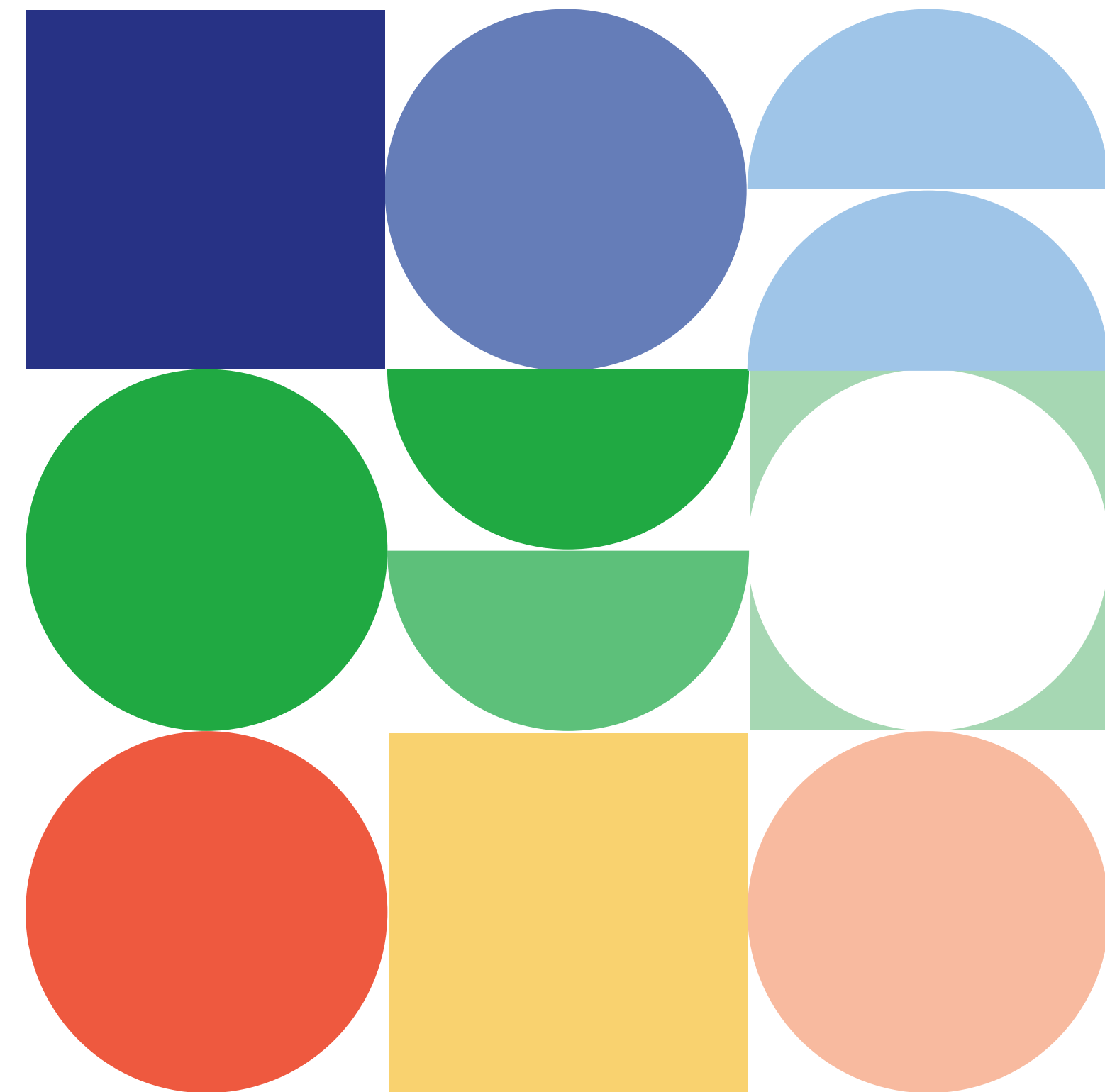
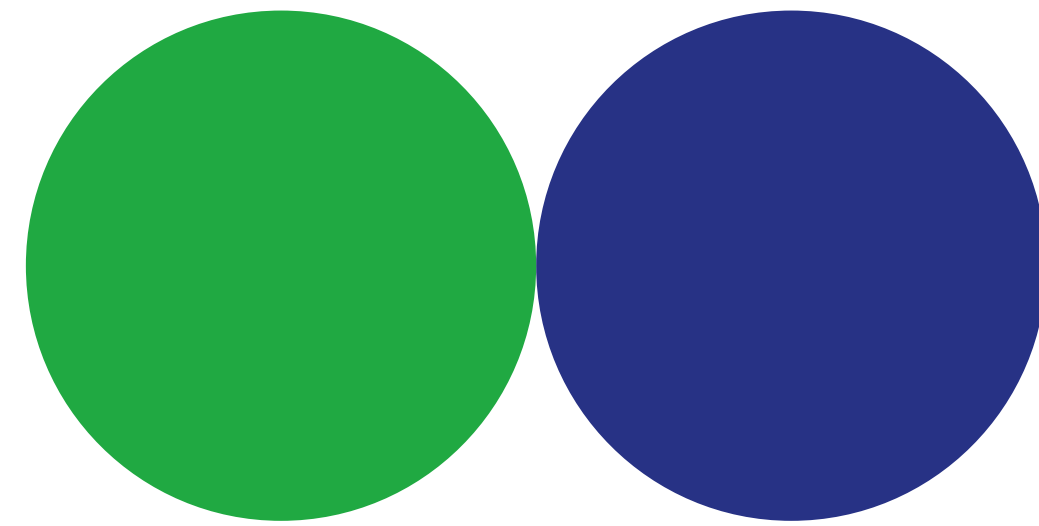


Visual ID

15

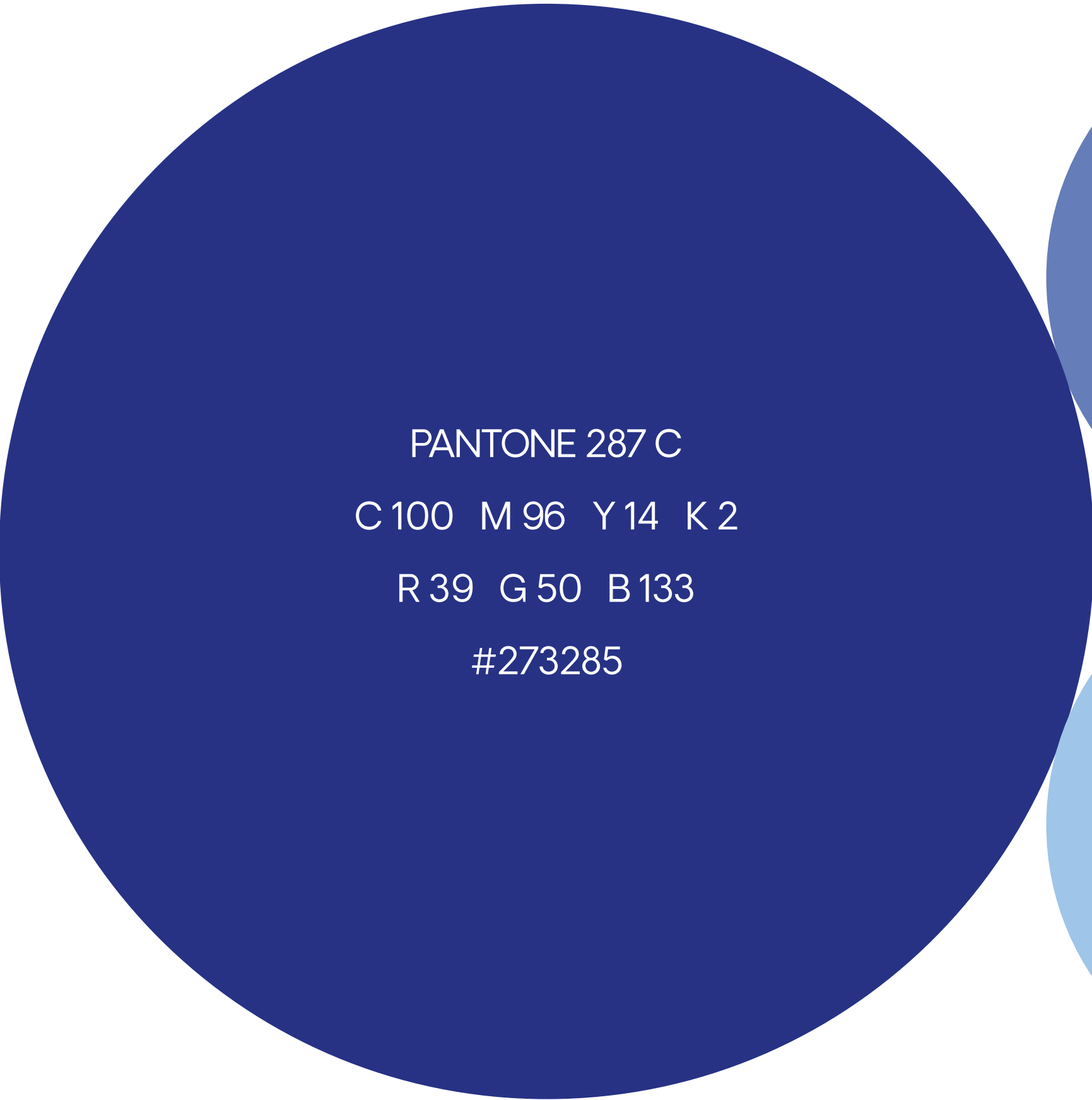
Rationale

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.




Colour Palette


Use only the colours below through the adequate codes, to ensure visual consistency.




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




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 7417 C
C 1 M 80 Y 80 K 0
R 238 G 89 B 63
#EE593F




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



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

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.

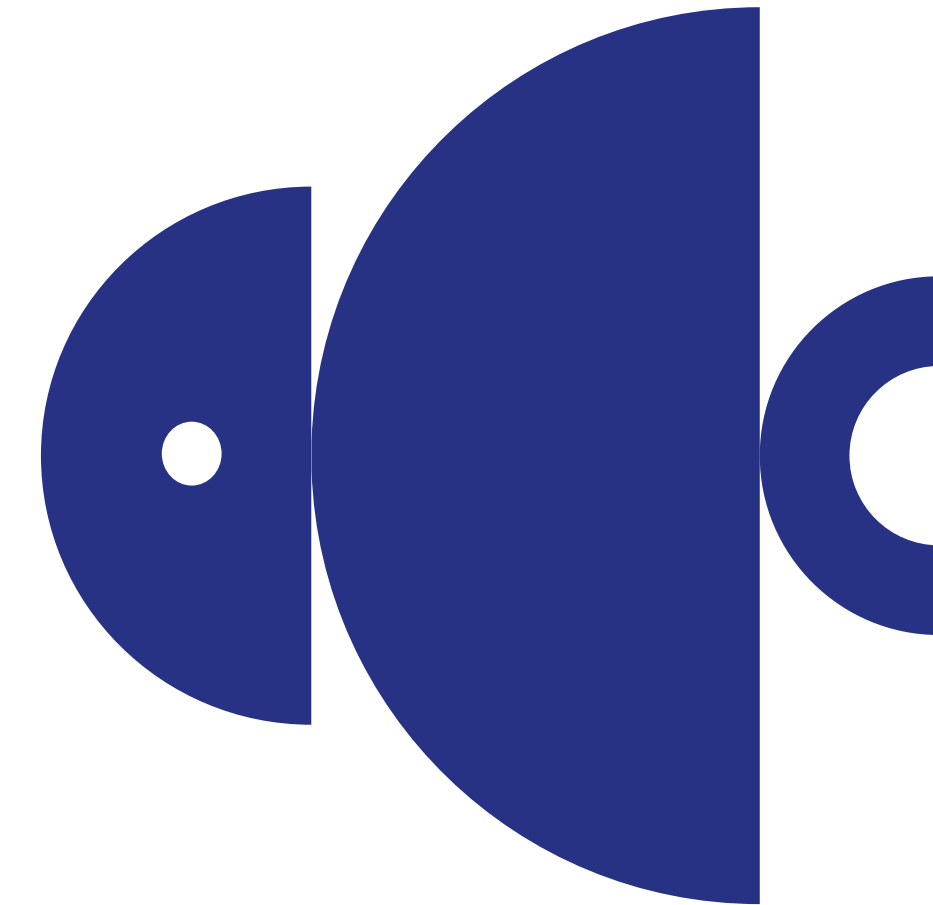
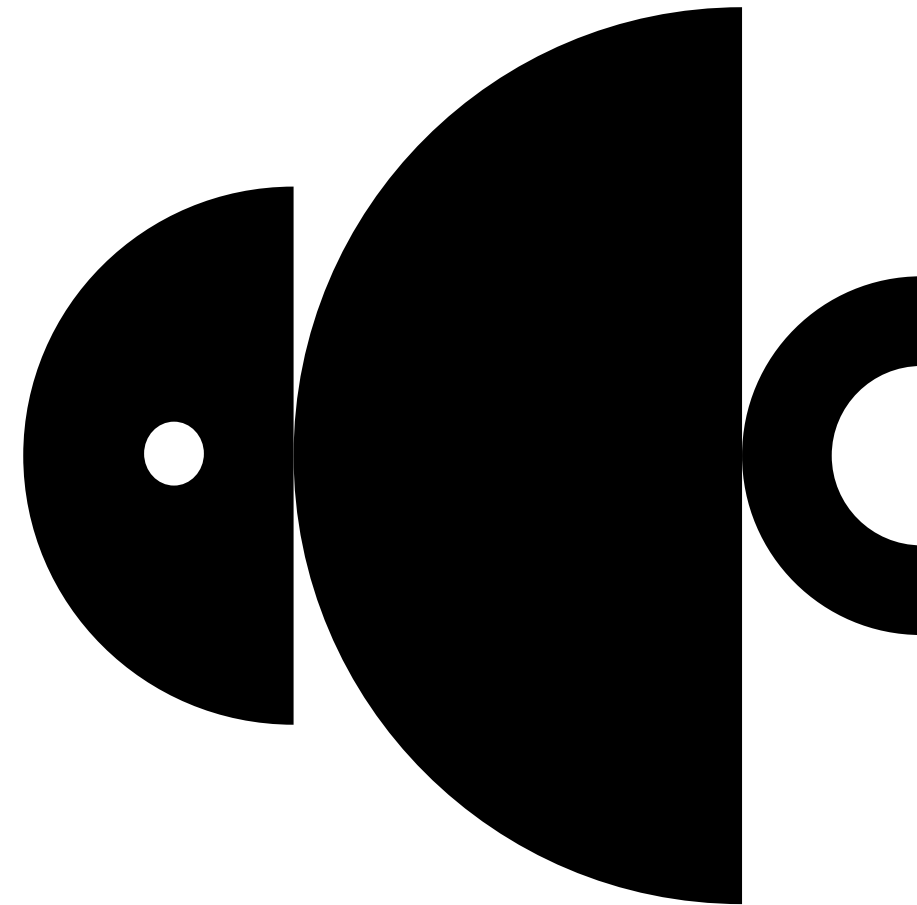
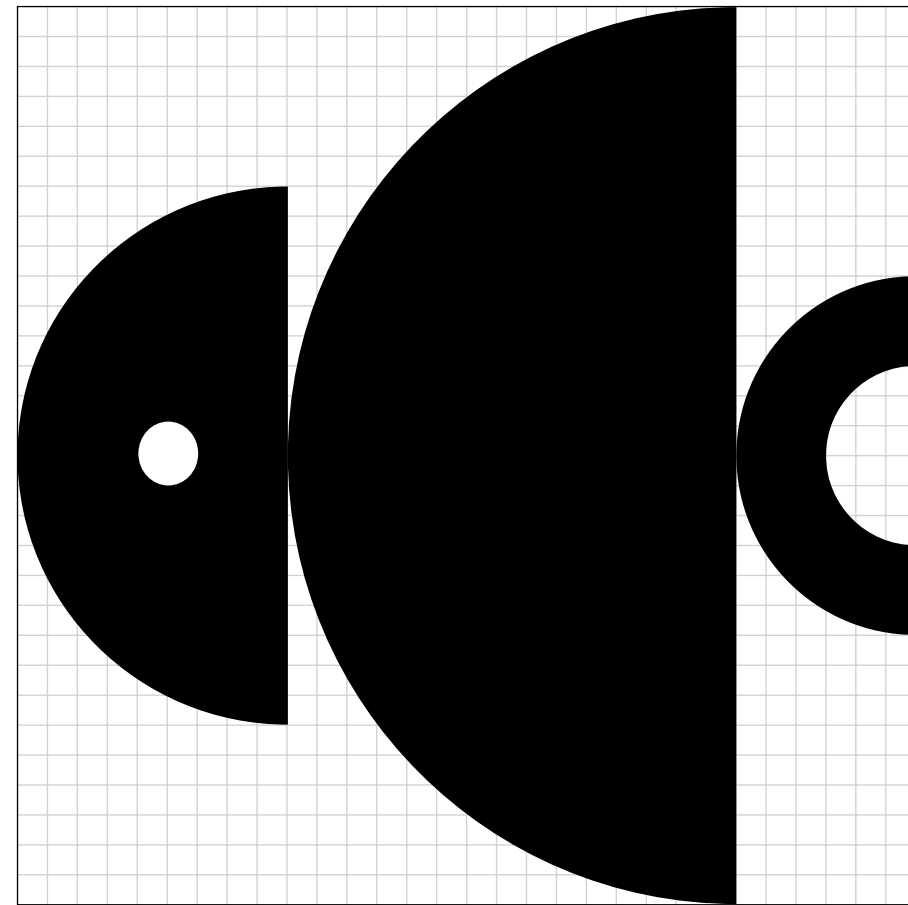
Oakes

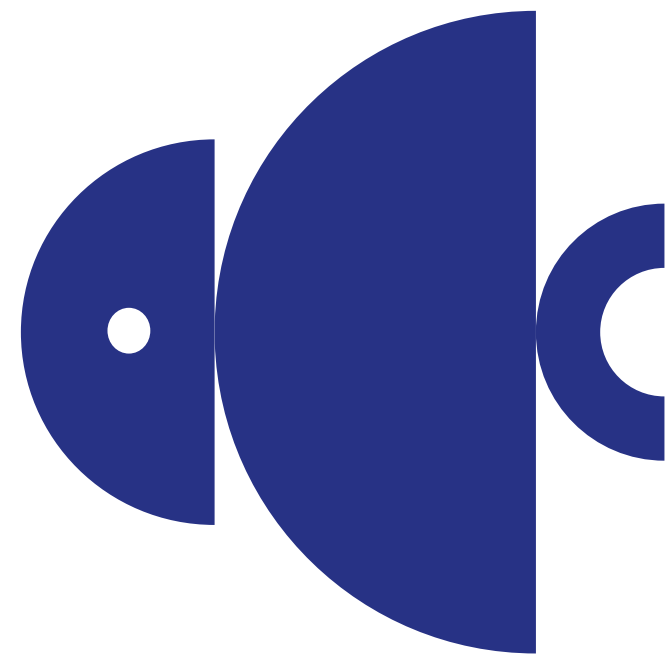
Light Regular Medium SemiBold Bold

Grotesk

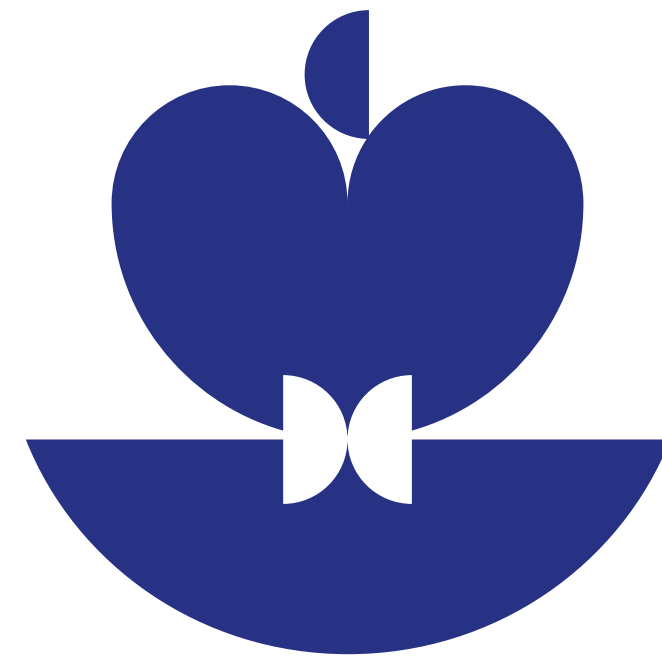
Iconography

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.

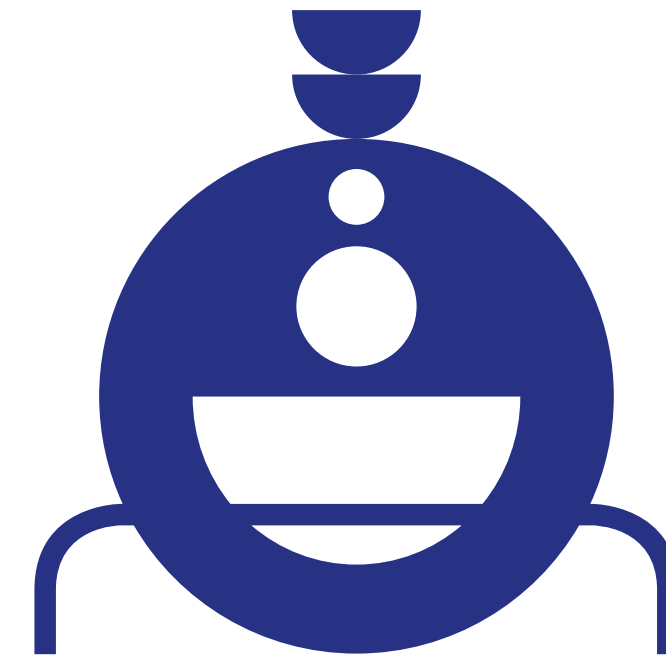




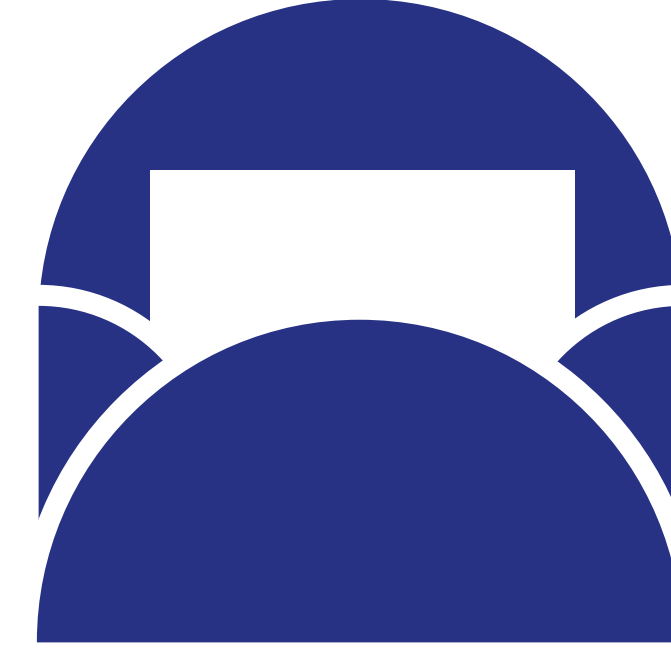
Biological feedstock
(fish)



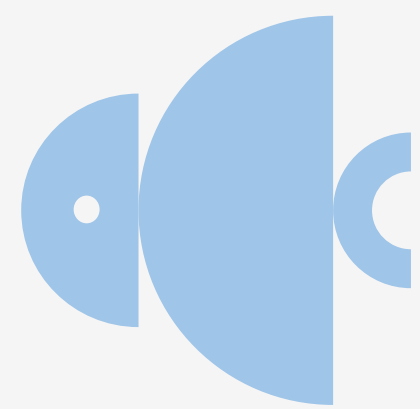
Biological feedstock
(apple)



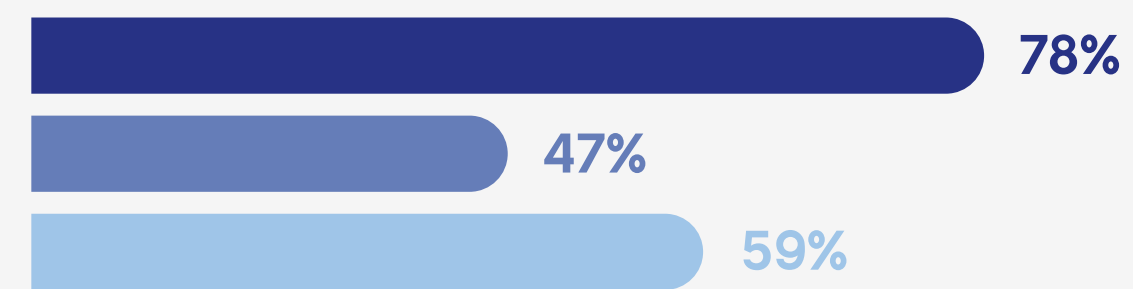
Industrial applications
(volumetric flask)



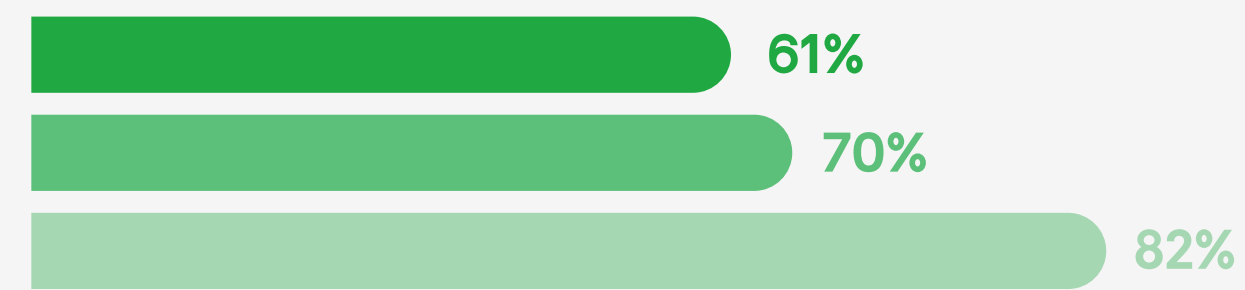
Subscribe
(letter)



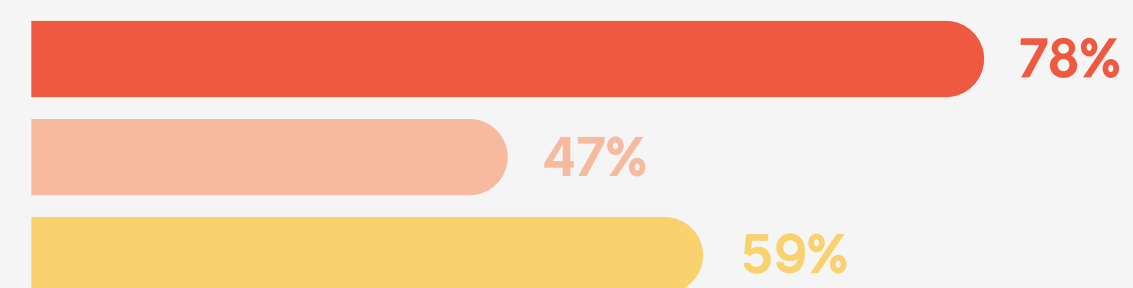
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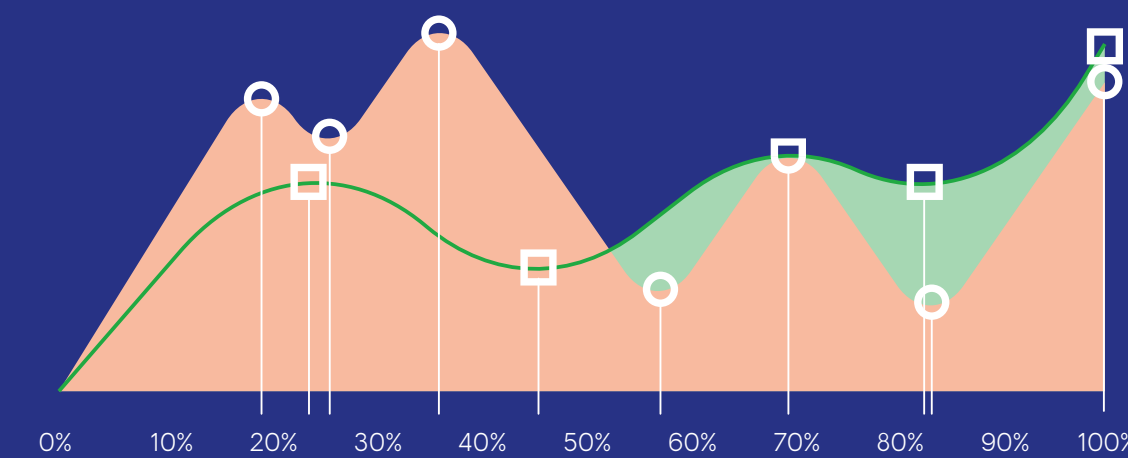
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- Lorem ipsum dolor sit amet, consectetur adipiscing elit

	Lorem	Ipsum	Dolor	Amet	Diam
ES	8,2%	8,2%	8,2%	8,2%	8,2%
IT	4,1%	4,1%	4,1%	4,1%	4,1%
FR	3,9%	3,9%	3,9%	3,9%	3,9%
DE	6,3%	6,3%	6,3%	6,3%	6,3%
NL	7,0%	7,0%	7,0%	7,0%	7,0%

Imagery

The chosen images and photographs 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.



Layout

The graphic language can stretch itself to create unlimited layouts, using large circular elements within the colour palette.



Templates

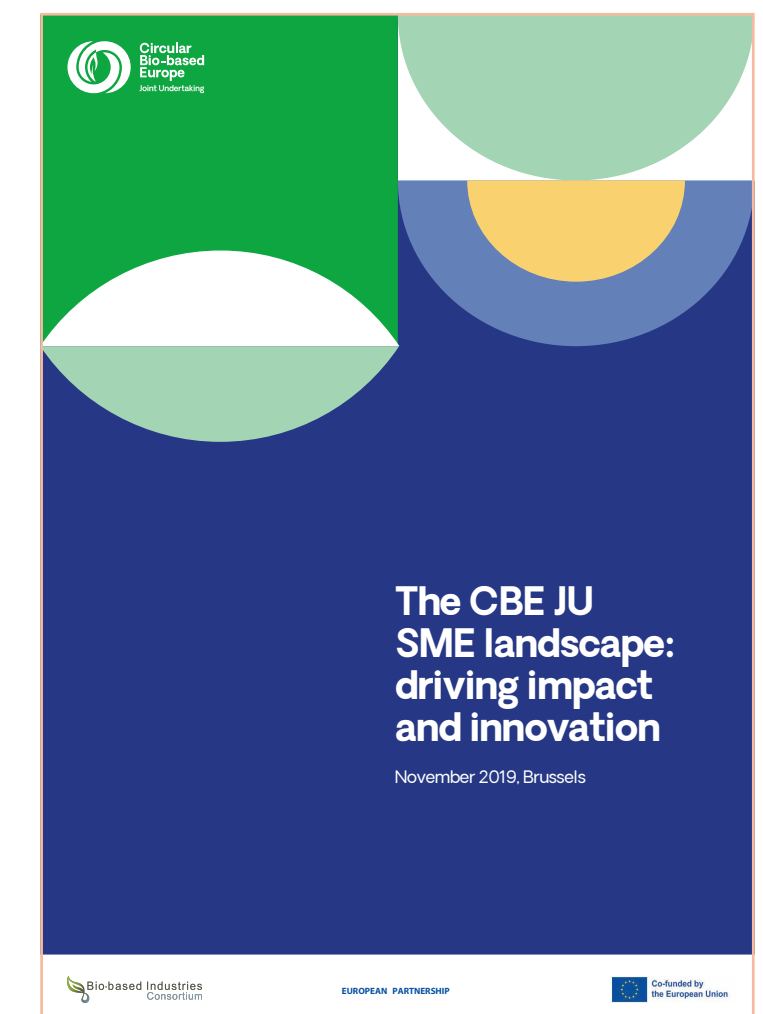
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Print Cover Report

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.



Example:





**Circular
Bio-based
Europe**
Joint Undertaking

Brussels, dd/mm/yyyy

info@xxxx
32 (0)X XXX XXXX

Address line 1
Address line 2
Address line 3

Subject:

Dear XY,


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 scelerisque finibus, diam eros tempus sem, a imperdiet velit sem at quam. Phasellus rutrum lorem sodales feugiat mollis. Aliquam quis lacus finibus, dapibus turpis quis, tincidunt neque. Quisque vestibulum pharetra mi, quis aliquam nulla efficitur eu.

Pellentesque sit amet egestas enim. Donec volutpat et nisl a imperdiet. Quisque viverra malesuada faucibus. Quisque convallis lorem dignissim pretium dictum. Nulla ac dapibus purus. Nunc at tellus sed mauris convallis sodales maximus id felis. Sed at maximus diam. Morbi nisl dui, bibendum eu dui tincidunt, fringilla porta metus.


Vestibulum id nunc vehicula, convallis libero in, fringilla mi. Ut aliquet, eros vel ornare condimentum, mi libero eleifend sem, ut hendrerit augue risus in lorem. Nam vestibulum molestie scelerisque. Nulla placerat tincidunt velit non placerat. Nulla vitae massa orci. Suspendisse potenti. Integer a justo ut ipsum ultrices posuere.

Sincerely,


First Name Last Name
Function



Bio-based Industries
Consortium



EUROPEAN PARTNERSHIP



Co-funded by
the European Union

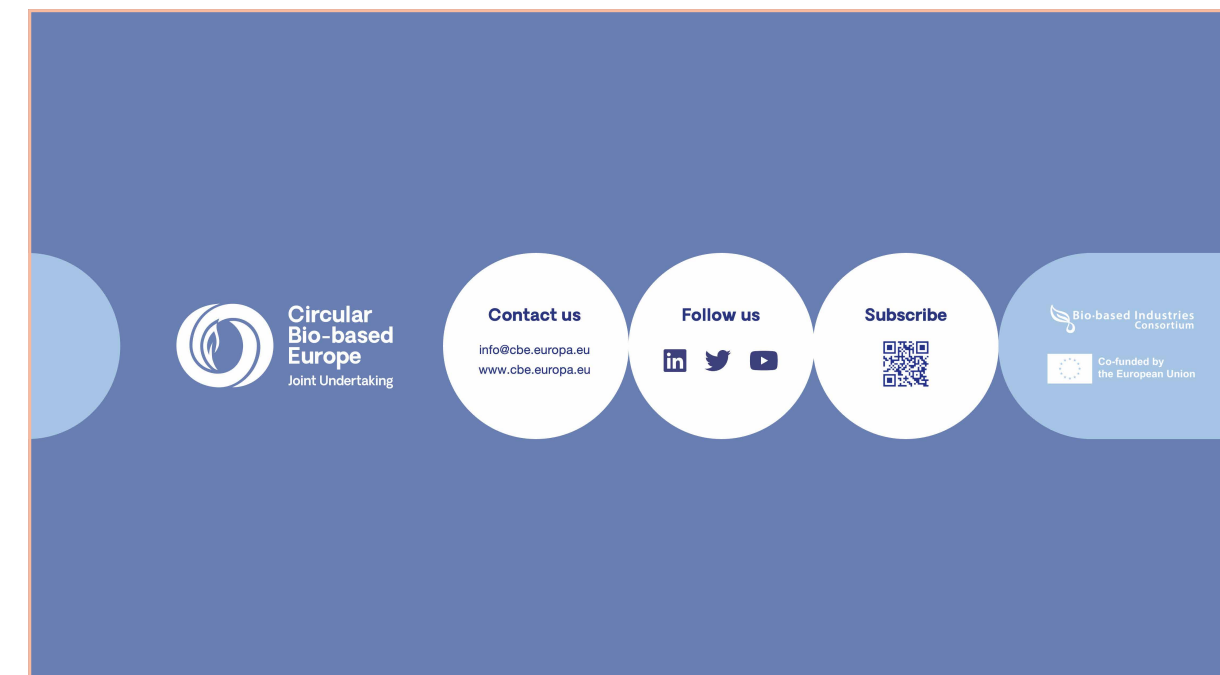
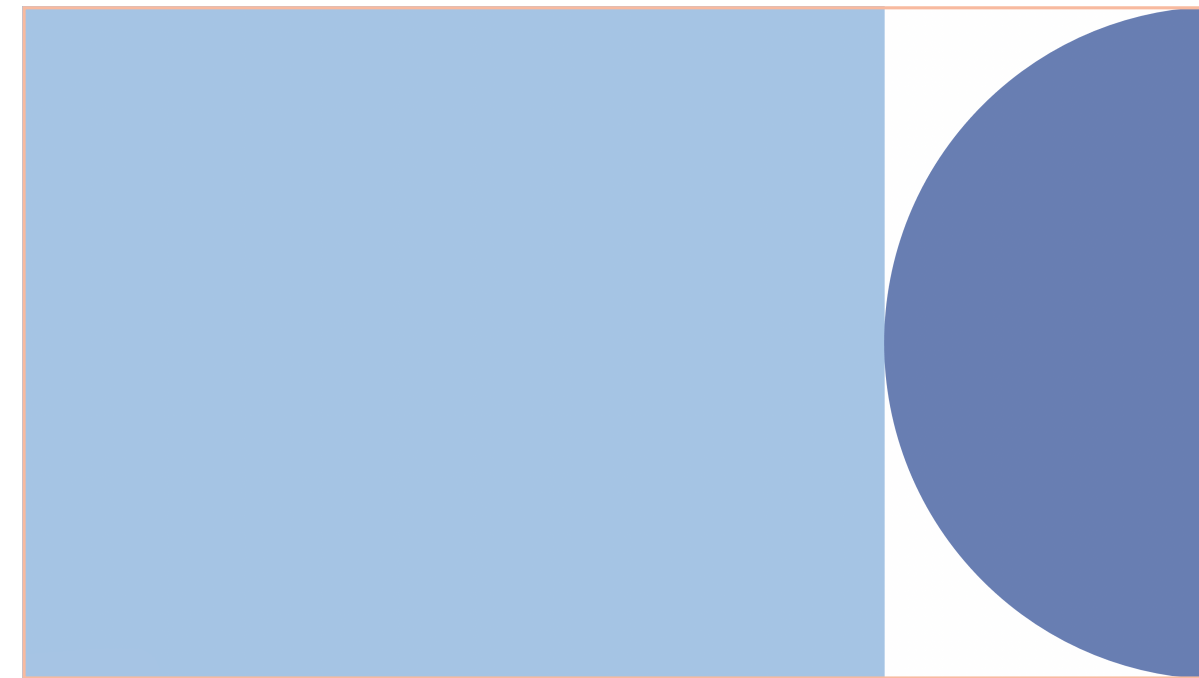
Print Roll Up

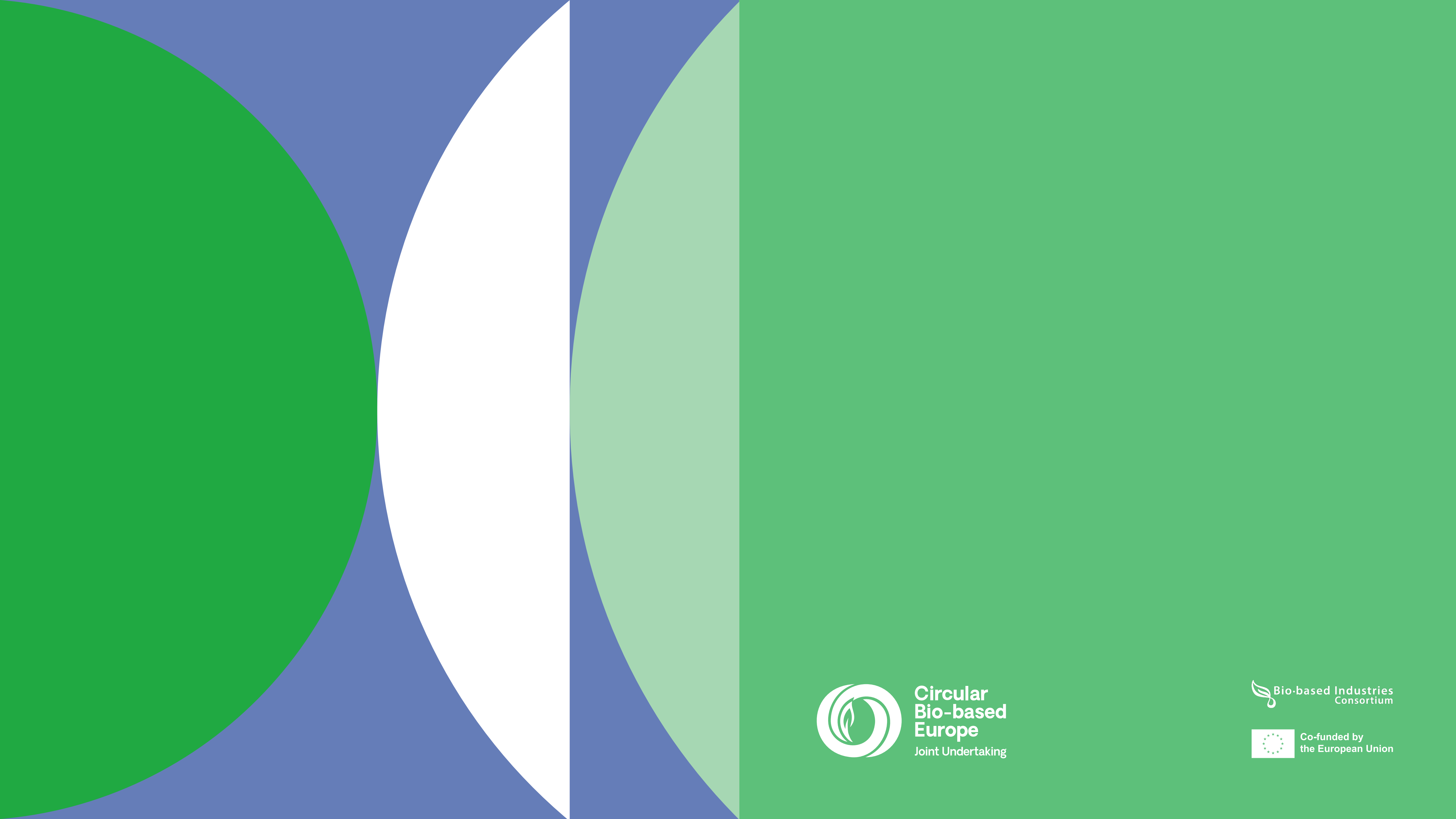
The roll up should be guided by this layout and by the rules shown below.
It is imperative that the logo is shown on the topic left corner, the partnership logos on the bar at the bottom, and the safe area.



Digital PowerPoint Slides

The PowerPoint slides should follow this template, available in editable format.





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