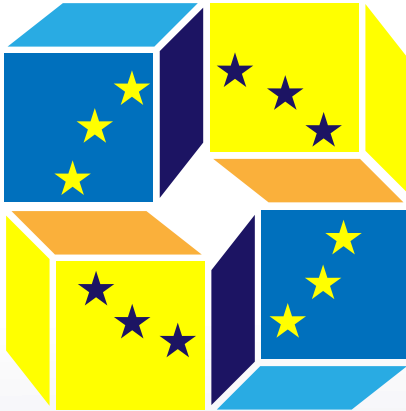


Identity Guidelines

ThijsdeJong.nl



E C
B N

Basic elements

- vision 2
- logo 4
- typography 7
- colour 8
- example applications 9
- contact 11

The visual identity

It embodies everything the ECRN stand for and influences the look and feel of everything it does. By being consistent in its use we can reinforce the quality of it's work. The following pages give us a greater insight into the elements that make up it's visual identity.

The main goal of the ECBN is to contribute to establishing the EU as an accessible, effective and rewarding single market for creative and cultural entrepreneurs. The ECBN organizes a long-term network of cities and regions in Europe, with each partner offering cultural and creative entrepreneurs a sponsored or rented use of short-term spaces to work, live or exhibit in an existing creative quarter. These spaces - provided by the local ECBN partners – function as a platform into foreign markets. Next to this the ECBN offers entrepreneurs matchmaking activities, creative trade missions and workshops on innovation and international business.

The ECBN is initiated by the following partners:



Participants

The ECBN opens international markets and contributes to an accessible single market for creative and cultural entrepreneurs. This is important for the European Union as a whole, but also for all individual ECBN participants.



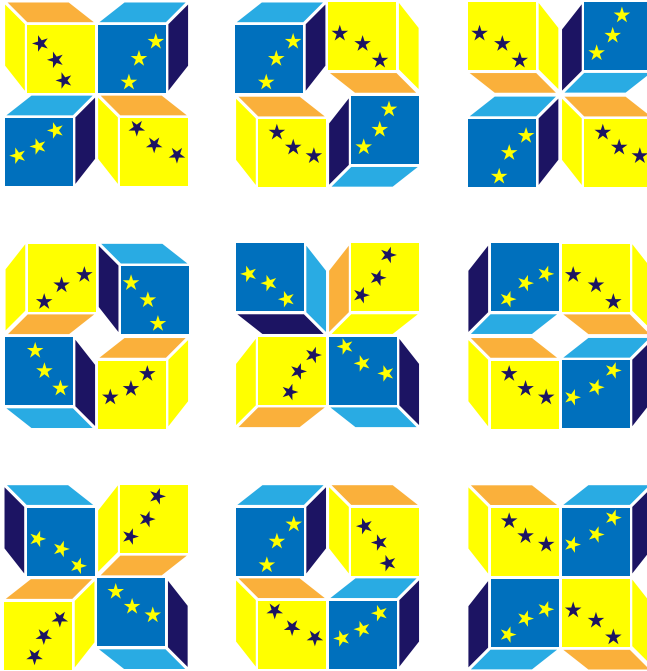


Formal concept

The ECBN logo is a unique piece of artwork that has been designed by Thijs de Jong. The following shape references are to be found:

- The European stars and colours
in reference to the European flag
- a connection or grid of boxes
in reference to the growing European network
- a abbreviation of the name ECBN

Never, under any circumstances, should the ECBN logo be altered or re-created. Only use the approved files when reproducing and applying the ECBN logo.



Boxed variations

The European and Creative Business is a dynamic and vast improving Network. To translate this correctly the connection between the boxes have many different variations. These variations can be used alternately and therefore keep the identity vivid.

Three logo arrangements

Version 1 shows the logo vertical

Version 2 shows the logo horizontal

Version 3 shows the logo horizontal with a small tagline

1



2



3



Clearspace

The ECBN logo should always be surrounded by a generous field of clear space to ensure its legibility and impact.

This isolates the logo and protects it from competing visual elements such as text and supporting graphics.

Helvetica Neue 45 light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Helvetica Neue 55 Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Helvetica Neue 65 Medium









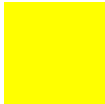

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Helvetica Neue

Typography is another essential piece of the ECBN identity system. The consistent use of the selected typeface families throughout ECBN applications adds greatly to a cohesive visual style.

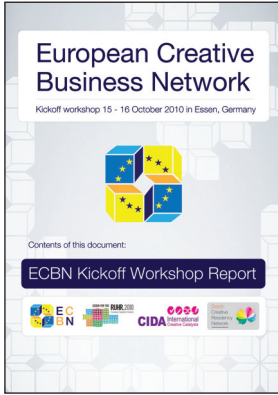
For setting text, use the primary typeface Helvetica Neue. There are three weights available to give flexibility and impact. The Helvetica Neue 45 light is a clean, modern and highly legible sans serif. The **Helvetica Neue 55 Roman** is intended for headlines, titles and primary messaging.

For setting text online please use Arial.

	C 70 M 15 Y 0 K 0		R 41 G 171 B 227
	C 87 M 53 Y 0 K 0		R 0 G 122 B 189
	C 100 M 100 Y 27 K 25		R 28 G 20 B 99
	C 0 M 35 Y 87 K 0		R 250 G 176 B 59
	C 6 M 0 Y 97 K 0		R 255 G 255 B 0

Palette

Colours are important to our visual identity; consistency is essential. A palette of 5 colours exists for the ECBN identity. If you want to animate the identity in any way please ensure that you adhere to this web safe colour palette.



Promotion material

Here are some examples of the new identity in action. These images reflect the flexibility of the identity and how it can appeal to different audiences.




European Creative Business Network

Kickoff workshop 15 - 16 October in Essen, Germany

Contents of this document:

Outline of the Goals & Functions of the ECBN to be discussed at the Kickoff Workshop 15 - 16 October in Essen, Germany



ECBN logo, RUPR 2010 logo, CIDA International Creative Resilience Centre logo


Chapter 1 Setup of the ECBN: benefits for ECBN partners

Concrete goals and benefits for the ECBN partners & local authorities

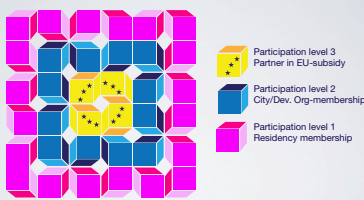
The ECBN opens international markets and contributes to an accessible single market for creative and cultural entrepreneurs. This is important for the European Union as a whole, but also for all individual ECBN participants.

The ECBN will lead to the following benefits for ECBN partners & local authorities:


- Faster economic growth of cultural and creative industries (CCIs)
- More international and local collaborations between CCIs and other sectors
- Increased access to international markets for local businesses
- Increase in new businesses
- Increase in businesses assisted
- Increase in new jobs
- Increase in access to new markets
- Greater regional connectivity and collaboration
- Innovation in products and services
- Innovation in cultural patterns
- Increased visibility to EU-memberstates and Brussels



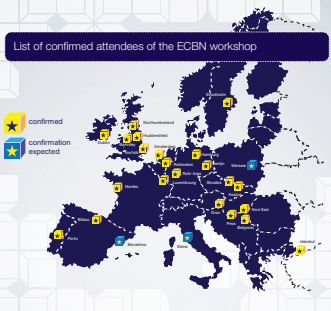
Chapter 1 Easy access to the ECB Network : 3 levels of participation




- Participation level 3
Partner in EU-subsidy
- Participation level 2
City/Dev. Org-membership
- Participation level 1
Residency membership



List of confirmed attendees of the ECBN workshop



- confirmed
- confirmation expected



PowerPoint presentations

Example of PowerPoint Presentation:
cover, main slide, diagram slide.



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