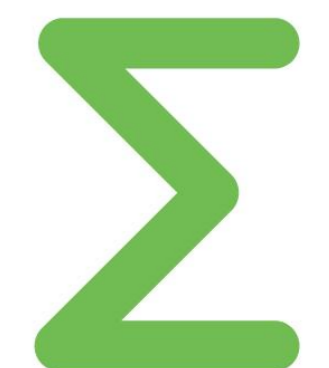
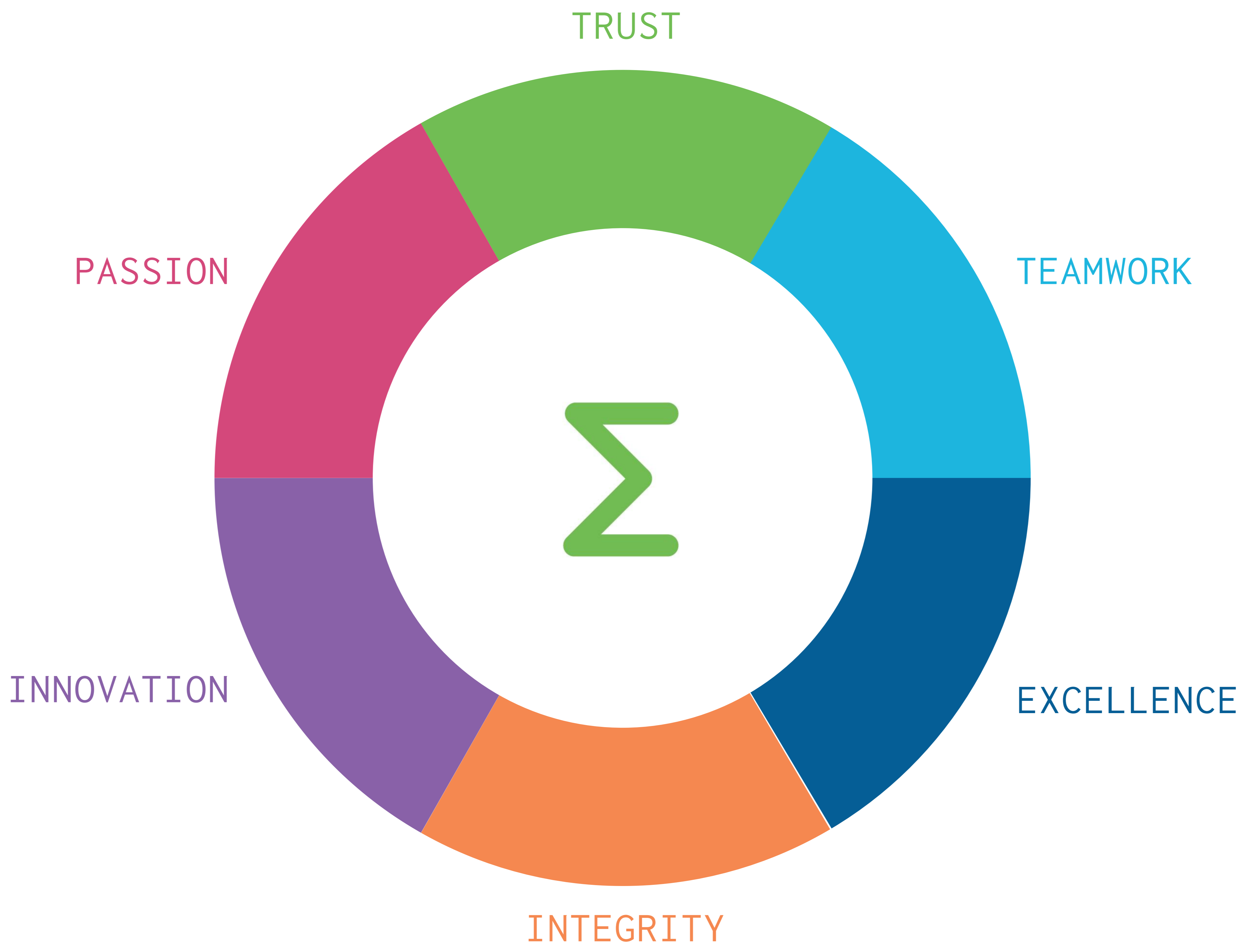




A guide to correct application of the Eureka brand
and that of its portfolio of programmes



Eureka stands for





The Eureka brand is composed of the **sigma symbol**, the **organisation name** and the **slogan** 'innovation beyond borders', representing the nature and mission of Eureka - 'innovation' and the international collaborative nature of its projects 'beyond borders'.



The sigma, logotype and slogan exist in different versions and in horizontal and vertical ('square') format.



The branding exists in different formats for application onto different sized and different coloured media

	horizontal without slogan	horizontal with slogan	vertical without slogan	vertical with slogan	icon
light background					
dark background					
monocolour on light background					
monocolour on dark background					

[download the logo file here](#)



Each programme in the Eureka portfolio is identified by a colour



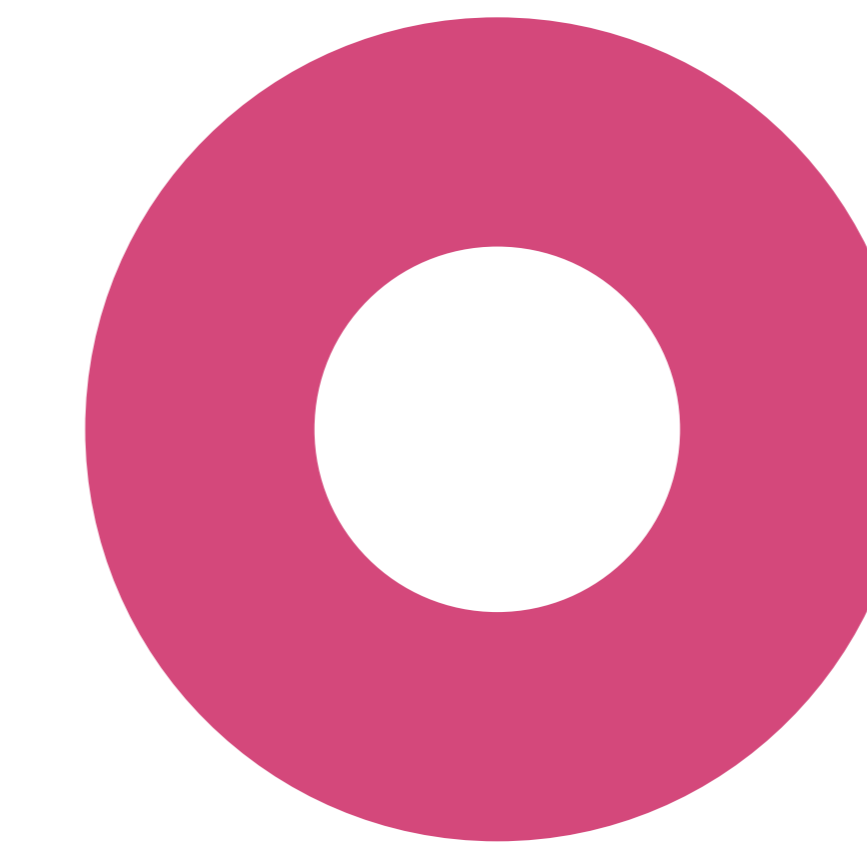
network projects

C60 M1 Y90 K0
R113 G189 B84
HEX #71BD54



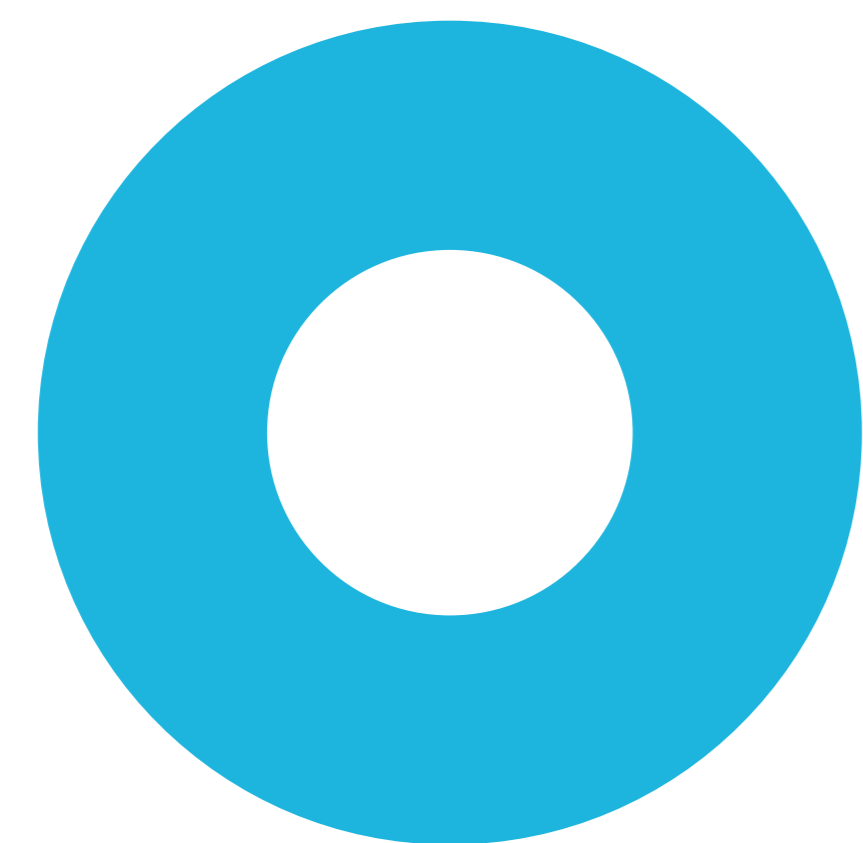
clusters

C0 M58 Y75 K0
R245 G136 B80
HEX #F58850



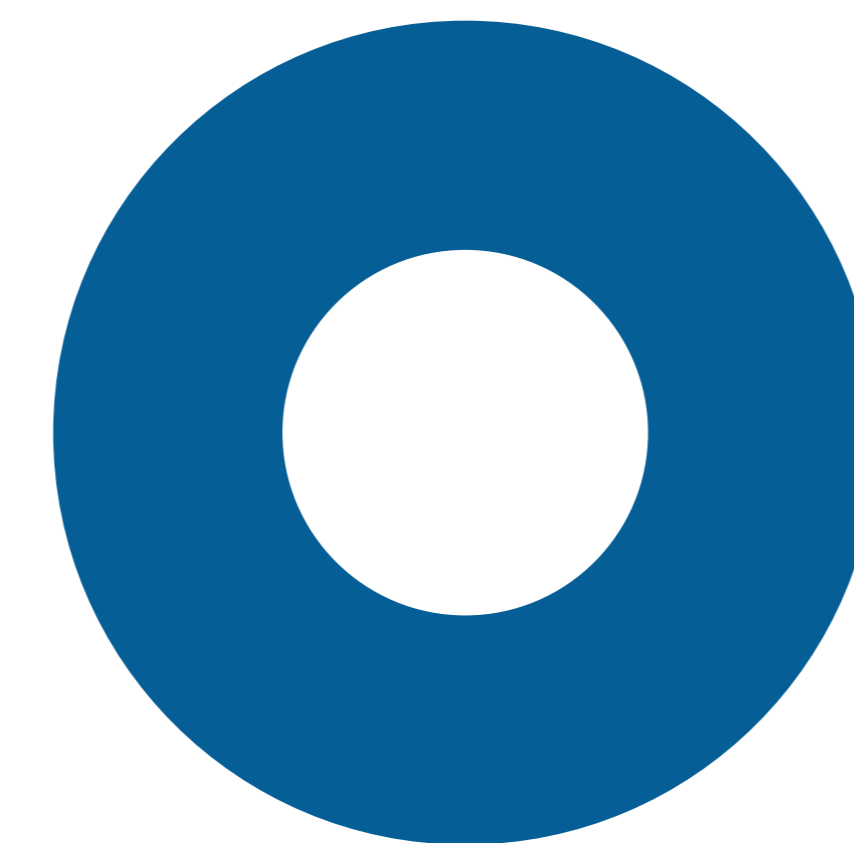
investment readiness

C0 M66 Y44 K17
R212 G72 B123
HEX #D4487B



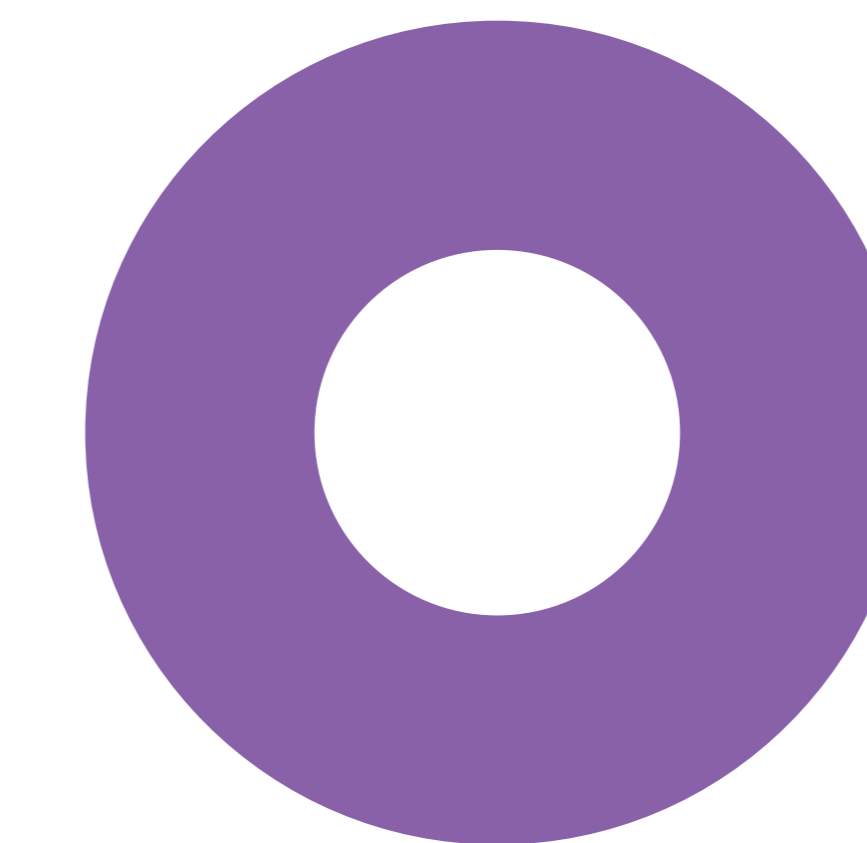
innowwide

C70 M5 Y6 K0
R29 G181 B222
HEX #1DB5DE



eurostars

C95 M65 Y15 K1
R5 G94 B150
HEX #055E96



globalstars

C50 M70 Y0 K0
R137 G97 B168
HEX #8961A8



text

C100 M95 Y40 K45
R22 G25 B73
HEX #161949

[download the coloured circle here](#)



Each programme in the Eureka portfolio
has its own identity



[download the programme's identity here](#)



Type for print

Nunito sans bold
for heading

Trebuchet MS
as a microsoft substitute for heading

Minion Pro
for body text

Times new roman
as a microsoft substitute for body text

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet consectetur. Cursus sit pretium diam viverra. Interdum amet pharetra vel sit tortor diam pharetra nisl convallis. Vitae lacus at facilisi ut pulvinar semper. Id mauris risus urna volutpat faucibus orci iaculis. Purus augue et auctor sem ipsum tincidunt. Mi ullamcorper imperdiet eu gravida ipsum in velit dictum porttitor. Odio elementum eu ut mattis vel. Enim viverra sed tortor pellentesque ornare pellentesque elit. Dictum eget pretium eu mauris praesent commodo sit. Pellentesque nullam.



Type for web

Nunito sans bold
for heading

Trebuchet MS
as a microsoft substitute for heading

Inconsolata
for subheading and pull quotes

Consolas
as a microsoft substitute for
subheading and quotes

Nunito sans bold
for heading

Trebuchet MS
as a microsoft substitute for heading

Lorem ipsum dolor sit amet

Nullam arcu commodo ac id iaculis.

Lorem ipsum dolor sit amet consectetur. Cursus sit pretium diam viverra. Interdum amet pharetra vel sit tortor diam pharetra nisl convallis. Vitae lacus at facilisi ut pulvinar semper. Id mauris risus urna volutpat faucibus orci iaculis. Purus augue et auctor sem ipsum tincidunt. Mi ullamcorper imperdiet eu gravida ipsum in velit dictum porttitor. Odio elementum eu ut mattis vel. Enim viverra sed tortor pellentesque ornare pellentesque elit. Dictum eget pretium eu mauris praesent commodo sit. Pellentesque nullam.



Type for print and web

European Partnership on Innovative SMEs

Applies to all communication on Eurostars and
Innowide programmes and projects



**Co-funded by
the European Union**

EUROPEAN PARTNERSHIP

The co-fund logo and EUROPEAN PARTNERSHIP wording, as below, must feature on every page (poster, slide...).

In addition, written acknowledgement of EU support, should be stated in the first line:

- “Eurostars is part of the European Partnership on Innovative SMEs. The partnership is co-funded by the European Union through Horizon Europe.”
- “Innowide is funded by the European Union as part of the European Partnership on Innovative SMEs.”

Versions of the co-fund visual can be downloaded here: https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter.





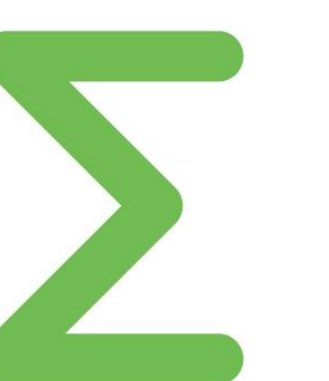
EUREKA IS
TEAMWORK



EUREKA IS
EXCELLENCE



EUREKA IS
INTEGRITY





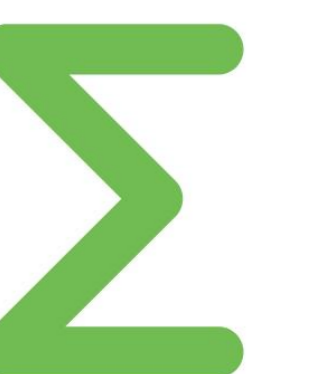
EUREKA IS
PASSION



EUREKA IS
INNOVATION



EUREKA IS
TRUST





Σ eureka

INNOVATION BEYOND BORDERS

The world's biggest platform for international cooperation in R&D and innovation.

