



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





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					

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

C15 M80 Y20 K0
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



fast track

C70 M9 Y10 K25
R42 G144 B176
HEX #2A99B0



text

C100 M95 Y40 K45
R22 G25 B73
HEX #161949



Each programme in the Eureka portfolio
has its own identity



Type for **print** publishing

Nunito sans bold for heading
Trebuchet MS as a
Microsoft substitute

Inconsolata for subheading,
crossheading and pull quotes
Consolas as a Microsoft substitute

Minion Pro for body text
Times New Roman as
a Microsoft substitute

1

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2

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3

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Type for **online** publishing

Nunito sans bold for heading

Trebuchet MS as a
Microsoft substitute

Inconsolata for subheading,
crossheading and pull quotes

Consolas as a Microsoft substitute

Nunito sans for body text

Trebuchet MS as a
Microsoft substitute

1

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2

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3

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Type for print and web

European Partnership on Innovative SMEs

Applies to all communication on Eurostars, Innowide,
Investment Readiness and Fast Track programmes



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.](#)”
- “The Investment Readiness is part of the European Partnership on Innovative SMEs. [The partnership is co-funded by the European Union through Horizon Europe.](#)”
- “Fast Track to the EIC Accelerator is part of the European Partnership on Innovative SMEs. [The partnership is co-funded by the European Union through Horizon Europe.](#)”



Versions of the co-fund visual can be downloaded here:

https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter





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INNOVATION BEYOND BORDERS

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





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