



BRAND GUIDELINES

1 OCTOBER 2022



ENGINEERS EUROPE

01 LOGO

Logo Variants

Logo on Color

Logo Positioning

Logo Dimensions

LOGO DON'TS

01 LOGO

Logo Variants

The logo is composed of a visual identifier and a logotype. The visual identifier is an abstraction of two Es (EE) which is associated to Engineers Europe. The logo has two primary colors: blue and orange.

The top logo is the transitional logo for the years to come with the three supporting lines referring to FEANI

The middle logo is to be used from September 2022 onwards, for the EU approved project "Engineers for Europe" under ERASMUS. The project will run for 36 months. After the project, the logo will be in less use.

The bottom logo is what will be recommended in the medium term.



ENGINEERS EUROPE

Fédération Européenne d'Associations Nationales d'Ingénieurs
European Federation of National Engineering Associations
Föderation Europäischer Nationaler Ingenieurverbände



ENGINEERS 4 EUROPE



ENGINEERS EUROPE

01 LOGO

Logo on Color

When placing the logo on a colored background the colors should be inverted as shown in the example.



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Fédération Européenne d'Associations Nationales d'Ingénieurs
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ENGINEERS 4 EUROPE



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01 LOGO

Logo on Color

When placing the logo on a colored background the colors should be inverted as shown in the example.



ENGINEERS EUROPE



ENGINEERS EUROPE

01 LOGO

Logo Positioning

To position the logotype with the icon we use a square around the emblem as our benchmark. This allows us to create guidelines that can be adapted to both horizontal and vertical formats.

The distance between the text and the visual is the distance of half the height of the text.



01 LOGO

Logo Positioning

To position the logotype with the icon we use a square around the emblem as our benchmark. This allows us to create guidelines that can be adapted to both horizontal and vertical formats.

The distance between the text and the visual is the distance of half the height of the text.



01 LOGO

Logo Positioning

To position the logotype with the icon we use a square around the emblem as our benchmark. This allows us to create guidelines that can be adapted to both horizontal and vertical formats.

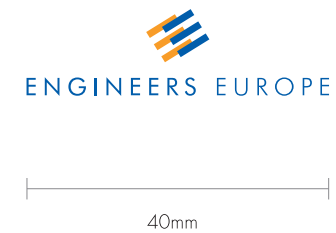
The distance between the text and the visual is the distance of half the height of the text.



01 LOGO

Logo Dimensions

The following are the standard dimensions of the logo, as well as the minimum size. Please make sure not to go smaller than 4cm/151px to maintain legibility.



01 LOGO DON'TS

To safeguard the brand's image and recognisability avoid the following misapplications.



Do not switch the color placement of the icon



Do not distort the logo



Do not add any drop shadow to the icon



Do not change the colors of the logo

02 ICON

Icon Color

The icon is an abstraction of EE which is associated to Engineers Europe. It has two primary colors: blue and orange.



C100 M66 Y0 K2

C0 M45 Y95 K0



03 TYPOGRAPHY

Primary Typography

Secondary Typography

Typography Composition

Composition on Color

03 TYPOGRAPHY

Primary Typography

The brand's primary font is Futura BT. It is applied to the logo and to headings and sub-headings as mentioned in the following pages. This font is used in three variations Medium, Book, and Light.

Available at:
<https://www.fonts.com/font/bitstream/futura-bt>

Futura BT Medium | Heading

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (

Futura BT Book | Sub-Heading

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (

Futura BT Light | Caption

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (

03 TYPOGRAPHY

Secondary Typography

The brand's secondary font is Open Sans. It is used in body text as mentioned in the following pages. This font is used in two variations SemiBold and Light.

Available at:
<https://fonts.google.com/specimen/Open+Sans>

Open Sans SemiBold | Body text bold

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (

Open Sans Regular | Body text

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (

Open Sans Light | Body text

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (

USE FUTURA BT MEDIUM IN ALL CAPS FOR HEADINGS.

*For sub-headings and for copy that
runs 3–4 lines use Futura BT Book.*

Use open sans light for body text as follows. The font size can range between 10 to 15pt, depending on the format and whether it is used for web or print applications. Set the leading 4pt bigger than the initial size. You can also **highlight** words using **Open Sans SemiBold** when needed.

In this example, the heading is set to 35pt with a leading of 40pt. Always make sure the leading is 5pt bigger than the size of the font.

The sub-heading is set to 25pt with a leading of 28pt. Always make sure the sub-heading is 10pt smaller than the font size of the heading.

The body text is set to 12pt with a leading of 16pt. Use Open Sans SemiBold to highlight when needed.

C100 M66 Y0 K2

PANTONE Cool Gray 8C

USE FUTURA BT MEDIUM IN ALL CAPS FOR HEADING.

*For sub-headings and for copy that
runs 3–4 lines use Futura BT Book.*

Use open sans light for body text as follows. The font size can range between 10 to 15pt depending on the format and whether it is used for web or print applications. Set the leading to 4pt bigger than the initial size. You can also **highlight** words using **Open Sans SemiBold** when needed.

This example portrays the use of colors in typography when placed against a colored background.

C0 M45 Y95 K0

04 COLOR

Color Palette

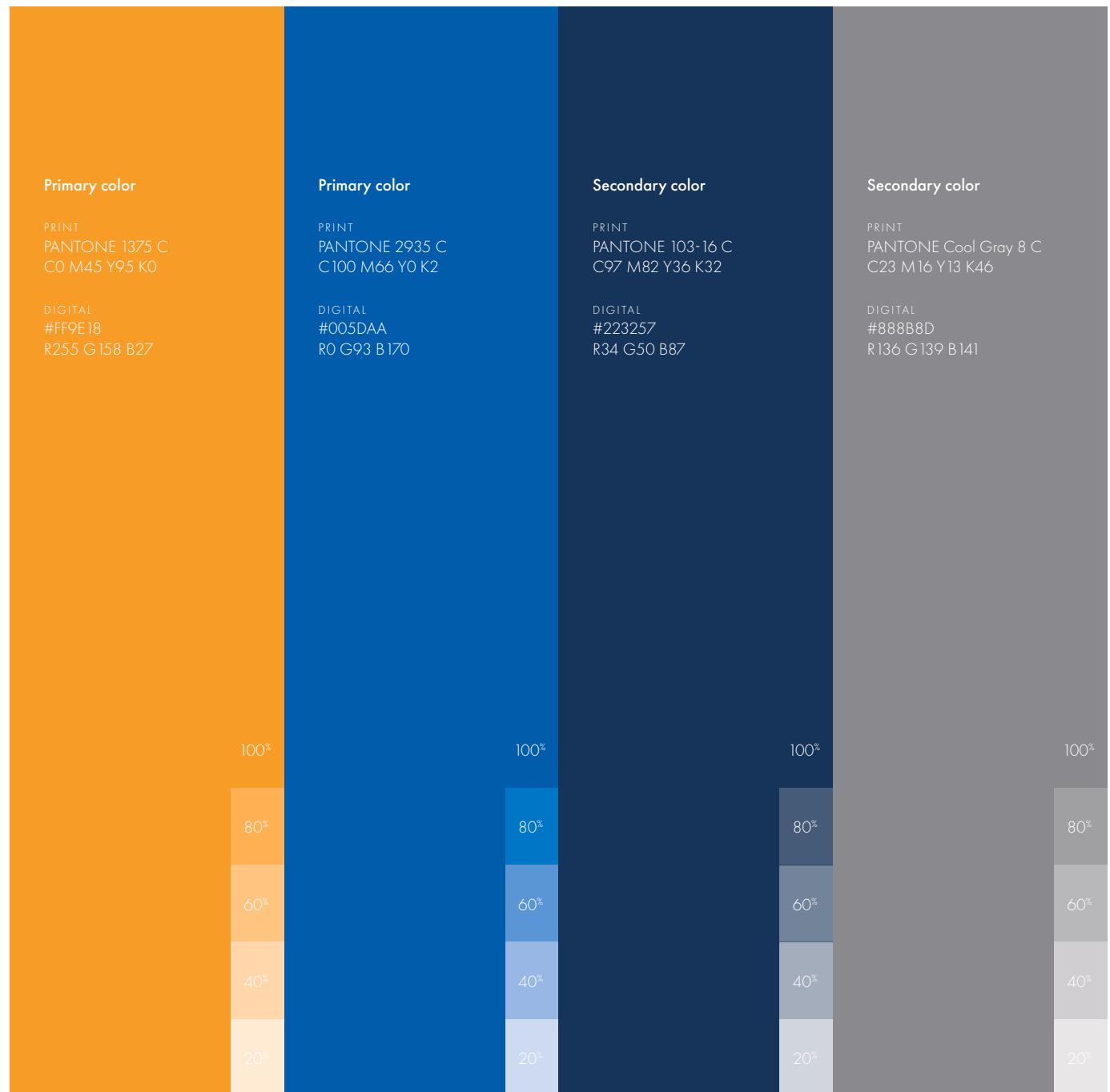
The brand is composed of two primary colors and one secondary color. The secondary color is only used for body text as previously mentioned. Use the correct codes when applying colors.

CMYK is great for printing. It approaches the making of a color with the premise of a white background.

Pantone system gives all parties — clients, designers, manufacturers — a consistent way to talk about colors and it relies on CMYK when printing.

Hexadecimal color, or hex for short, is a color system that uses six digits (three bytes) to translate a color into the code used for building websites, like CSS and HTML.

Most digital screens, from televisions to smartphones, use **RGB** to display color, mixing the primary colors of light to form a vast array of colors.



05 BRAND ELEMENTS

Geometric Patterns

Starting from the visual identifier two sets of geometric patterns were created. These patterns are brand elements and are meant to be used across different applications as shown on the following pages.



06 BRAND APPLICATIONS
Stationary



06 BRAND APPLICATIONS

Stationary



06 BRAND APPLICATIONS

Stationary



06 BRAND APPLICATIONS
Stationary





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06 BRAND APPLICATIONS
Promotional Items







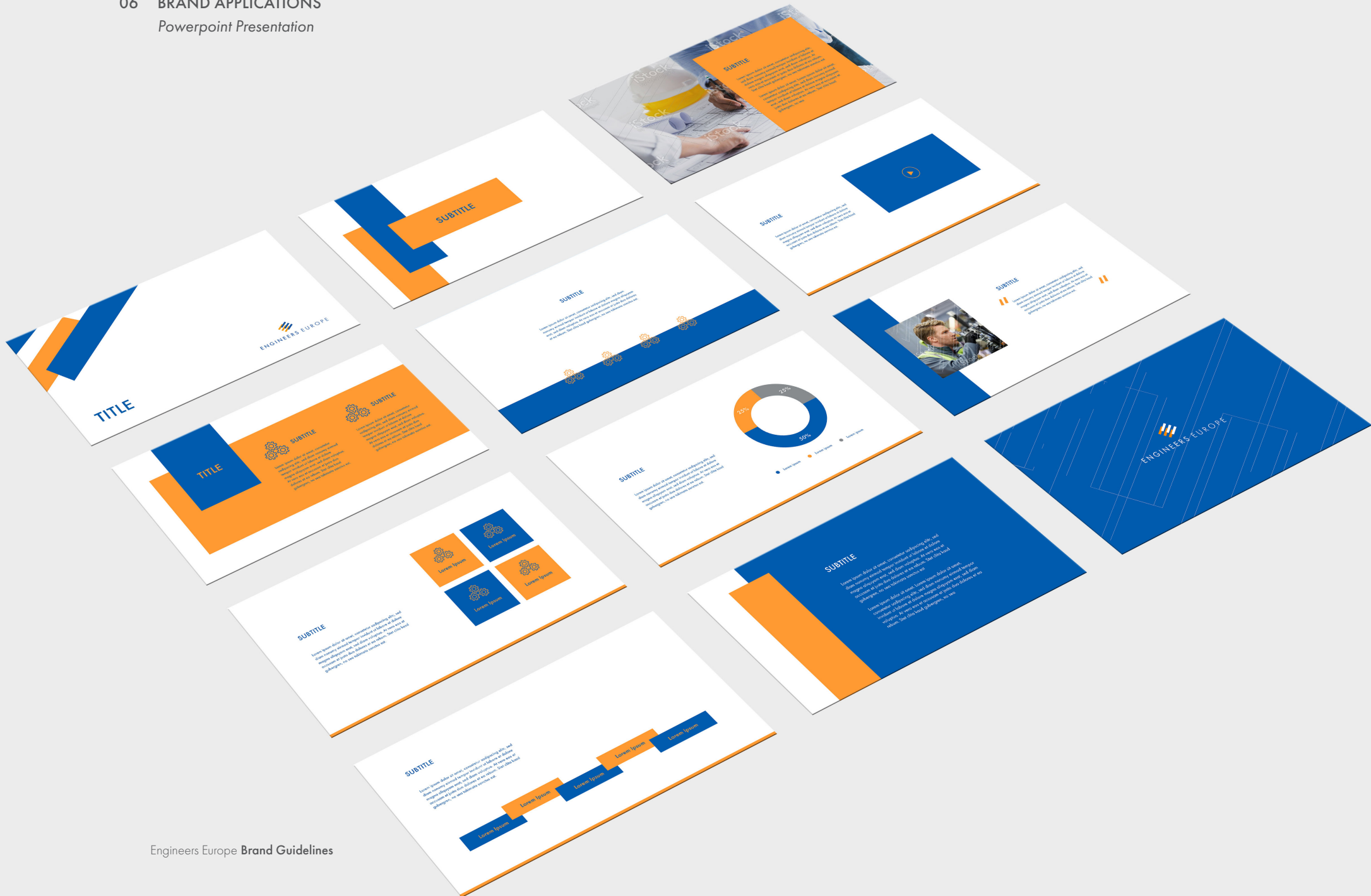


ENGINEERS EUROPE



06 BRAND APPLICATIONS

Powerpoint Presentation



06 BRAND APPLICATIONS
E-mails

New Message

Recipients

Subject




ENGINEERS EUROPE

Manager - Engineers Europe
Jane Smith

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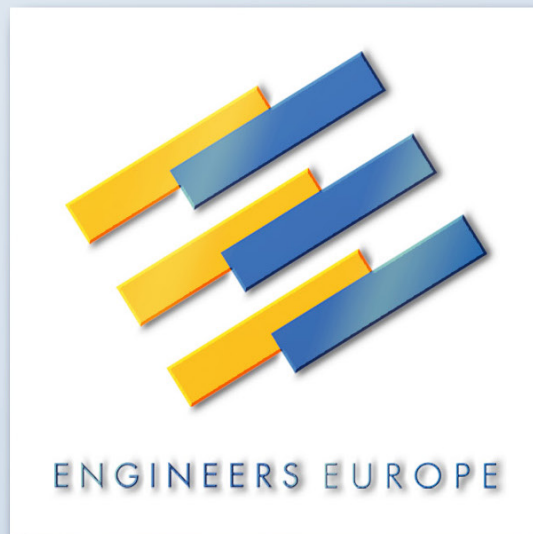
  

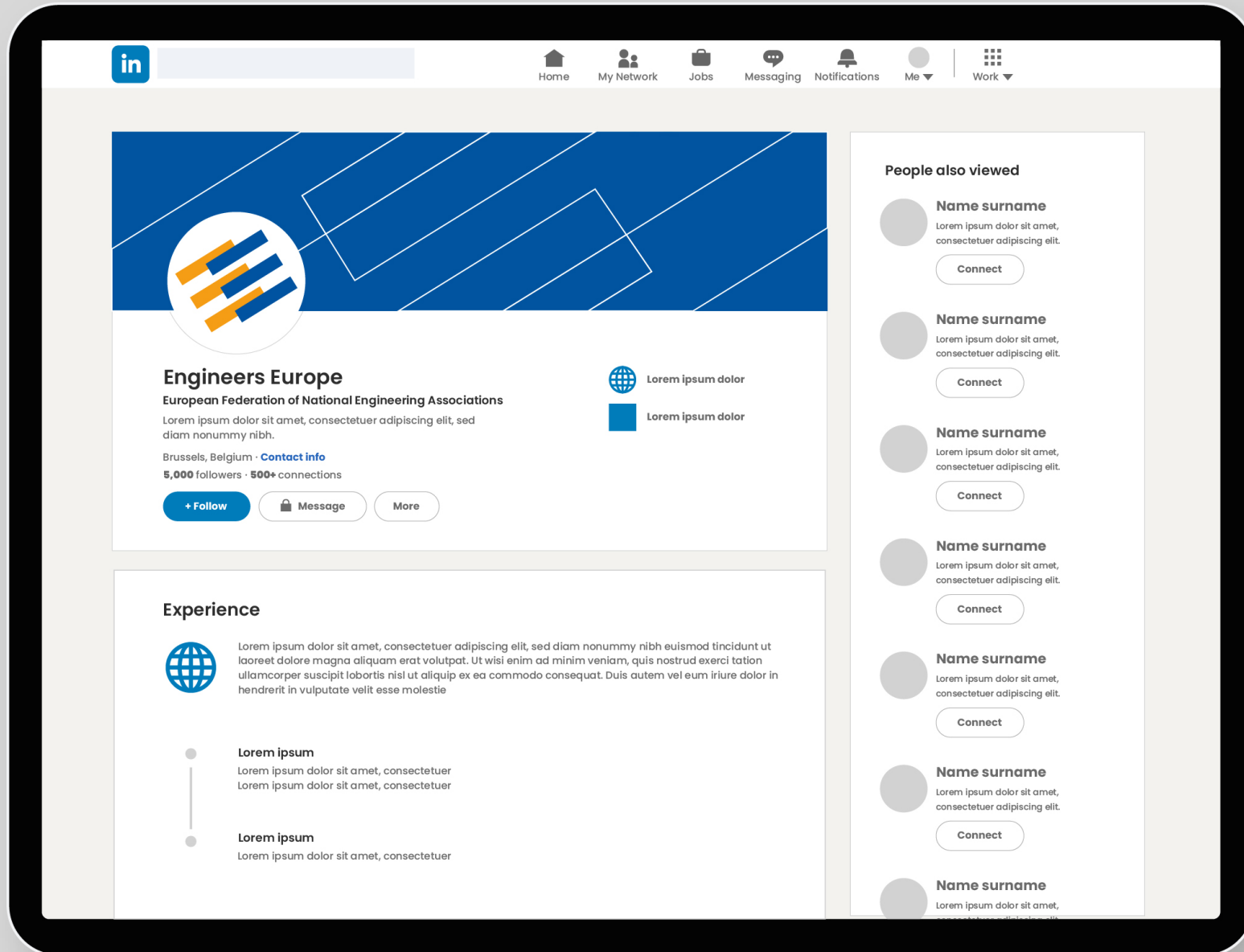
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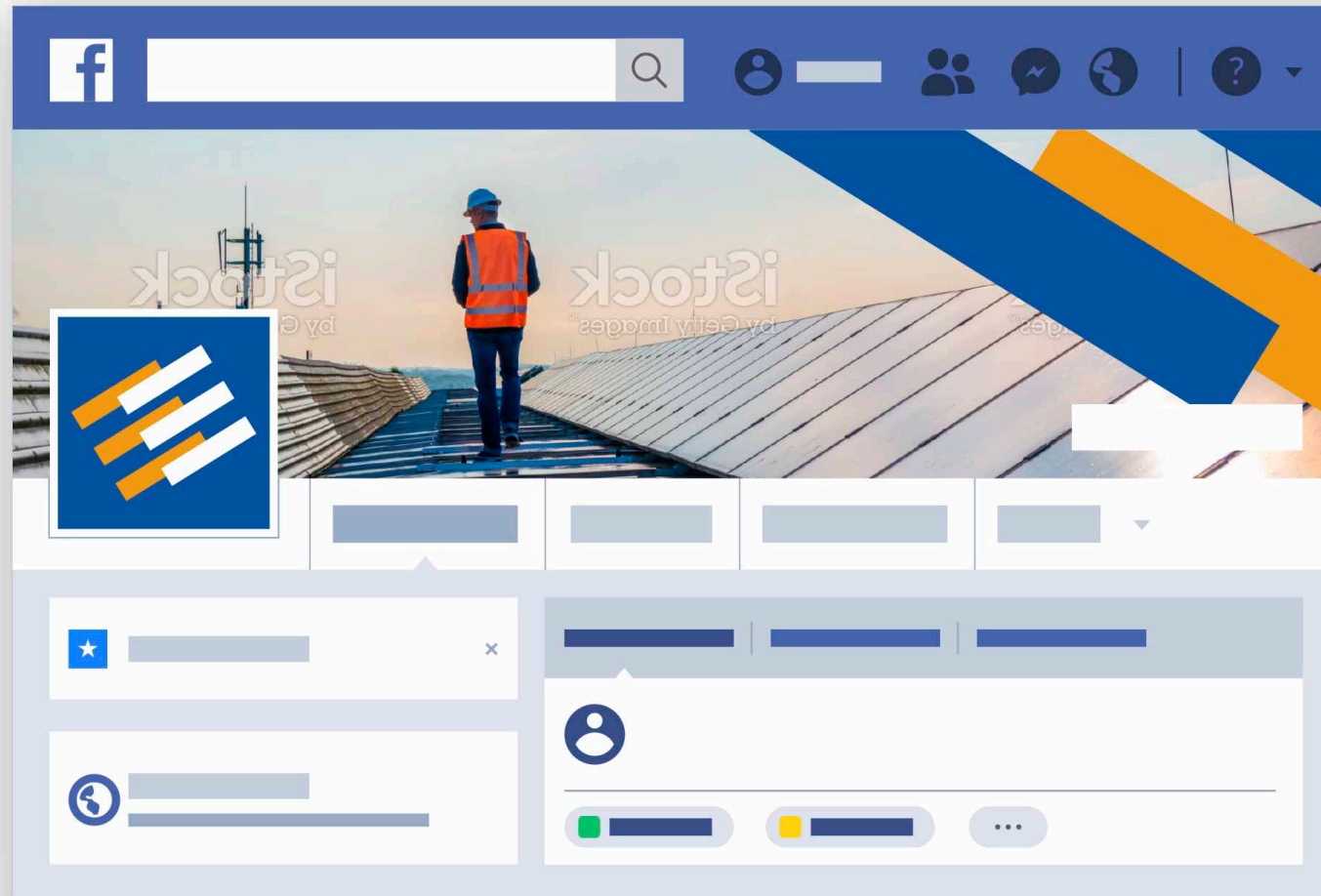
     











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