

# **EURAMET Communications**

## **Corporate Design**

**G08.05**  
**8<sup>th</sup> EURAMET General Assembly**

**Anne Trumpfheller,  
Communications Officer**

**Cavtat, Croatia  
3 June 2014**

- **Strengthen and Extend Awareness of EURAMET and its impact**
- **Establish a clear brand image, a strong and consistent appearance and recognition value**
- **Proof Communication Report 2011**
- **Presentation at 7<sup>th</sup> General Assembly 2013**
- **Decision of BoD 2013**

## Start: Kick off / Requirements / Tender

Input: BoD Meeting, TCCs, Proof Report

Responsible: Anne Trumpfheller

Deliverable: Call for Tender & Evaluation

March 2013

## Milestone 1

Decision on  
company and  
briefing

May 2013

## Analysis and Design Phase

Input: Secretariat, MSU, Chairperson, TCCs,  
Delegates, NMI Communication professionals

Implementation: Bennis Design

Deliverable: Design proposals

June 2013

## Milestone 2

BoD decision on  
design

October 2013

## Implementation

Input: Bennis Design, Communications Officer

Deliverable: Identity design development, templates,  
style guide

November 2013

## Milestone 3

Launch  
corporate  
design

June 2014

# Why new logo?

- Key element of the corporate design
- EURAMET logo is hardly visible / hidden amongst other logos →
- usage of the current logo is difficult
  - e.g. in small versions, black and white etc. the European map is hard to recognise
- three different colours are perceived as too much

## Feedback

The majority (90%)

- prefers one colour for the logo, most like blue for EURAMET
- doesn't want to stick to the current colours, especially the yellow
- prefers to keep upper case
- Simplicity

## Conclusion:

The new version of the logo should be

- easy to use,
- smart, modern and dynamic,
- upper case clean confident typography,
- preferably in a blue colour and
- imply what EURAMET is standing for



**NEWSLETTER**  
ISSUE 9 JANUARY 2014

### FOREWORD FROM THE CHAIRPERSON DR KAMAL HOSSAIN EURAMET CHAIRPERSON

The EURAMET agenda for the first half of the year 2014 has been extremely busy for my role as EURAMET's Chairperson. I have focused my time on various initiatives like Chair Quality Review, Quality Standard, Quality and Competency Council. The past week at least, I have been busy with the Quality Standard and Competency Council. The past week at least, I have been busy with the Quality Standard and Competency Council. The past week at least, I have been busy with the Quality Standard and Competency Council.

### LATEST NEWS

**Now open: Stage 7 of the EMRP Call 2013**

Stage 7 of the European Metrology Research Programme (EMRP) Call 2013 is now open. The call aims to advance measurement science and technology in the areas of Metrology for Energy and Metrology for Environment. The programme is designed to support Metrology Institutes in developing innovative and high-impact research projects that contribute to the growth of the metrology infrastructure in Europe. The deadline is 1 February 2014.

**First calibration guide for volumetric method published**

Due to the lack of international documentation on calibration of volume standards using the volumetric method, EURAMET's Technical Committee for the Metrology of Volume Standards (TC-VS) has published the first calibration guide for volumetric method.

**COMING NEXT**  
Everything about EURAMET's activities and news in this newsletter.

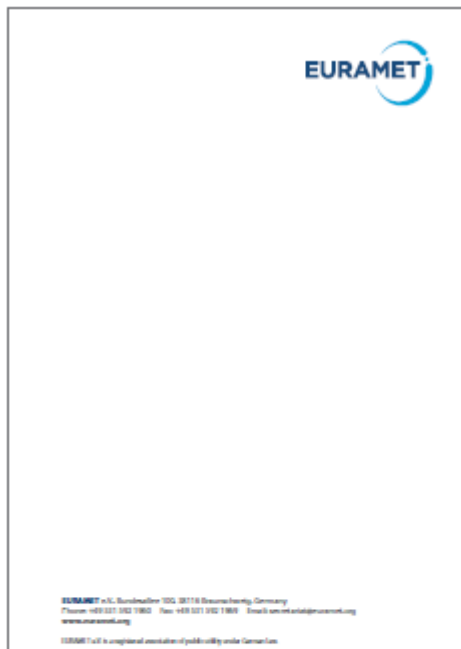
**CONTACT US**  
For more information, please contact the EURAMET Secretariat.

**FOR MORE INFORMATION**  
Visit our website: [www.euramet.org](http://www.euramet.org)





# Templates – in progress



Cover Slide



# Style Guide – in progress

**Brand Guidelines** | **EURAMET Identity**

These guidelines have been designed to explain the EURAMET brand identity to ensure that they are followed carefully to ensure a consistent style and quality of presentation.

The EURAMET identity needs to be applied and used in maximum benefit in all corporate material documents.

The communication team will work with you and decide on appropriate branding. At least colour may sometimes appear differently on different devices, format, paper, glass, glass, background please consult with the communication team regarding branding and approval.

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**The EURAMET Identity**  
**Primary Colors**

This is the primary logo for all communications. To maintain a consistent corporate identity, it is important not to alter the proportions or alignment of the logo in any way.




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**The EURAMET Identity**  
**Monochrome**

For use on black and white documents.




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**The EURAMET Identity**  
**For use as a background**

When using EURAMET logo on a background where it should stand out, use white.



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**Brand Guidelines** | **EURAMET Colors**

**Corporate Colors**  
**Primary Colors**

Always use these exact colors. Deviations often happen when the EURAMET logo is always print documents.

| Primary Blue                                       | Primary Orange                                    | Primary Grey                                        |
|----------------------------------------------------|---------------------------------------------------|-----------------------------------------------------|
| HEX: #0056b3<br>CMYK: 100, 50, 100, 0<br>PMS: 2865 | HEX: #f47b20<br>CMYK: 10, 100, 10, 0<br>PMS: 166C | HEX: #808080<br>CMYK: 100, 100, 100, 0<br>PMS: 620C |

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**Secondary Colors**

These colors support the primary brand colors and should be used sparingly.

| Secondary Yellow                                    | Secondary Purple                                    | Secondary Red                                       |
|-----------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------|
| HEX: #f4d03f<br>CMYK: 100, 100, 100, 0<br>PMS: 116C | HEX: #9b59b6<br>CMYK: 100, 100, 100, 0<br>PMS: 266C | HEX: #e74c3c<br>CMYK: 100, 100, 100, 0<br>PMS: 344C |
| Secondary Green                                     | Secondary Black                                     | Secondary Dark Grey                                 |
| HEX: #2ecc71<br>CMYK: 100, 100, 100, 0<br>PMS: 344C | HEX: #000000<br>CMYK: 100, 100, 100, 0<br>PMS: 690C | HEX: #34495e<br>CMYK: 100, 100, 100, 0<br>PMS: 747C |

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**Brand Guidelines** | **EURAMET Fonts**

EURAMET fonts are designed and recommended for use in professional design documents. For information on the corporate fonts available in web format, please refer to the EURAMET website.

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**AaBbCc123**  
Minion Pro 12pt (12pt, 12pt)

**AaBbCc123**  
Minion Pro 12pt (12pt, 12pt)

**AaBbCc123**  
Minion Pro 12pt (12pt, 12pt)

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# Appendix

Prog-M2013-GB-Web.pdf - Adobe Reader

Datei Bearbeiten Anzeige Fenster Hilfe

2 / 19 101%

**16<sup>e</sup>**  
CONGRÈS INTERNATIONAL DE MÉTROLOGIE  
INTERNATIONAL CONGRESS OF  
**METROLOGY**

**COLLÈGE FRANÇAIS DE  
MÉTROLOGIE**

**PARTNERS**

Mesurexpo vision, dgais, opave, ZEISS, HEXAGON METROLOGY, implex, OIML, BIPM, EURAMET, LNE, NPL, METAS, EDF, NOVARTIS, PSA PEUGEOT CITROËN, ACAC, BEA, CETIAT, IMQ, Trescal, INSA LYON

**PRESS PARTNERS**

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**Bernard Larquier**  
CHAIRMAN OF THE CONGRESS

*The Congress is 30 years old: it is mature, based on a long experience but still looking for new topics.*

*Its aims are multiple:*

- Explore the evolution of measurement techniques and their implications for Industry, R&D and society,
- The added value of measurement as a tool for quality of products and processes,
- The participation in the development of innovative technologies.

*Its content is large:*

- 180 presentations in oral or poster sessions,
- 6 round-tables focused on industrial challenges,
- An exhibition showcasing innovations and solutions,
- Technical site visits exploring industrial best practice.

*The news for 2013 are:*

- A special introduction about trades in measurement field,
- 2 workshops dealing with European research programmes.

**Pierre Claudel**  
CHAIRMAN OF THE COLLEGE FRANÇAIS DE MÉTROLOGIE

*One public or different audiences for the Congress?*

*More than 1,000 participants are coming from 50 countries:*

- Users of measurement technology in industry, research and academia
- Manufacturers of measurement equipment and instrumentation
- Quality managers and decision makers
- Academics and researchers.

*A simultaneous translation is provided for all talks.*  
*This event is therefore the unique opportunity for communication and exchanges between all members of the same family!*

## EURAMET wants to be visible?



Co-operation with all stakeholders (2/3)



Co-operation with all stakeholders (3/3)

Dialogue with European & International Organisations

Dialogue with European & International Industry Associations

**Let's stop hiding!**

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# Fine tuning & Implementation

## Fine tuning

Input: Bennis Design, Communications Officer  
Deliverable: Identity design development, templates, style guide

November 2013

**Milestone 3**  
Approval BoD

March 2014

## Implementation

Input: Secretariat, Communications Officer  
Deliverable: Start Implementation

April 2014

**Milestone 3**  
Launch /  
dissemination

May / June 2014

## Implementation:

- adjustment to existing material in use; according to importance (e.g. when updates needed)
- obligation for JRP websites
- roll-up banners, Word and PPT templates, new publicity material