

EURAMET Communications

Status Update November 2014

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EURAMET Communications Officer

Contents

- Corporate Design
- Relaunch Website
- Latest Communication

Corporate Design - Background

- 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 7th General Assembly 2013
- BoD-Decision in 2013

New logo

- Key element of the corporate design
- Modern, smart and easy to use
- Better visibility
- Curve as symbol for international cooperation and network, precise measurement and outward looking not inward centred anymore
- Font bigger and bold
- Kept in blue

New elements

- Newsletter
- Brochures (general, technical, research programmes
- Powerpoint presentation
- Stationary





Styleguide

- Style guide is approved by the BoD
- Information and logo will be send to the General Assembly, EMPIR Committee and TCs



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Relaunch Website

- The website is currently under construction
- The website project team is working on the further development
- Decision on the go-live will be taken by the BoD



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Latest Communication

- Internal Newsletter Issue 5 to be published
- New flyer on the Co-operation between Metrology and Standardization for download on www.euramet.org





Contact us

- For questions and contributions please contact

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