



IDENTITY MANUAL



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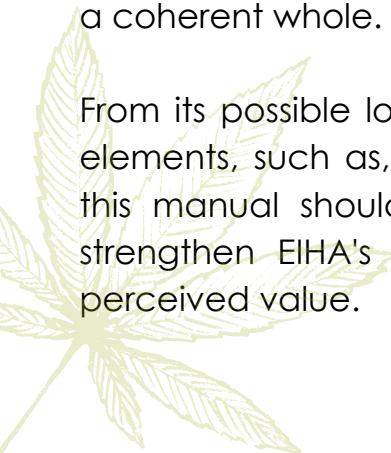
1.

Introduction



This manual aims at offering simple and clear guidelines on how to communicate EIHA's identity effectively and as a coherent whole.

From its possible logo applications to defining all identity elements, such as, among others, colours and typeface, this manual should be used as a tool harmonise and strengthen EIHA's brand image, while consolidating its perceived value.



2.

Our identity



Values

Sustainability

Transparency

Responsibility

Knowledge

Cooperation

Education

Innovation

"Our mission is to steer and promote hemp farming, processing and trading in the European Union. We aim at developing a single and safe common market of high-quality hemp products, inspired by the principle of social, environmental and economic sustainability."

Mission

Vision

"We believe in a sustainable economic model that reconciles agriculture, industry and environment. For this reason, we promote the development on the EU of local, globally connected value chains, capable of delivering the multiple ecosystem services that hemp has to offer. We favour an inclusive, transparent and multi-stakeholder approach to policymaking, guided by science-based information."

Official logo

Logo



It should be prioritised in the communication materials.

Versions - Icons



EIHA members should use this version of the logo in their signature emails and website (not mandatory, but recommended).



The EIHA icon is used as profile picture for EIHA's social media profiles. It can also be used for power point presentations and banners.

Pictures where light colours are predominant



White/light colour background



Pictures where dark colours are predominant



Coloured background



Black and white documents



Main colours



CMYK
35/0/100/16
RGB
165/183/0
HTML
#A5B700



CMYK
29/0/100/71
RGB
53/75/0
HTML
#354B00

Secondary colours



CMYK
0/0/4/2
RGB 250/250/240
HTML
#FAFAF0



CMYK
0/0/9/64
RGB
93/93/85
#5D5D55

Century Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Kabut Hitam
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typeface

The corporate typeface family is Century Gothic. It shall be used for all internal and external communication.

The handwriting font is Kabut Hitam. It shall be used only for titles and to highlight key words in Power Point presentations.

3.

Dont's



Wrong logos



- ✗ Old EIHA logos
- ✗ Different typeface
- ✗ Different shades of green
- ✗ Different colour
- ✗ Logo without name





Wrong
layouts



