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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.
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."

"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."
It should be prioritised in the communication materials.
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

European Industrial Hemp Association
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
- HTML: #5D5D55
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. Don't's
Wrong logos

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