



# BRAND GUIDELINES

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# 02 INTRODUCTION

# OUR MISSION

EUFAWREADY seeks to enhance the readiness of European agricultural stakeholders, such as farmers, advisors, technicians, industry professionals, and plant health authorities, for potential FAW outbreaks. It will provide tools for early detection and effective management of FAW within the EU, aiming to minimise its economic, environmental, and social impacts, while limiting the expected increase in synthetic pesticide use across European agroecosystems.

# 04 LOGO



EU  
FAW  
READY



Avoid any changes to the logo's form, color, or proportions



Do not place the dark logo on dark backgrounds



# 08 COLOURS

HEX: #F4BF19

RGB: 244, 191, 25

CMYK: 0%, 22%, 90%, 4%

HEX: #COE3D0

RGB: 192, 227, 208

CMYK: 15%, 0%, 8%, 11%

HEX: #F7F6F1

RGB: 247, 246, 241

CMYK: 0%, 0%, 2%, 3%

HEX: #109448

RGB: 16, 148, 72

CMYK: 89%, 0%, 51%, 42%

HEX: #09220A

RGB: 9, 34, 10

CMYK: 74%, 0%, 71%, 87%

# 10 TYPOGRAPHY

# Satoshi

Headings  
Medium / -3% letter spacing

ABCDEFGHIJKLMNOPQ  
 RSTUVWXYZabcdefghijklmnopghijk  
 lmnopqrstuvwxyz012345  
 6789!@#\$%^&\*()-\_+={  
 []:;'"<>,.?/

# Satoshi

Body text  
Regular / -3% letter spacing

Used in the logo, promotional materials, presentations and on the website.

# 12 FUNDING STATEMENT

Please acknowledge funding by using the EU and the SERI logos and one of the following funding sentences as shown below.

EUFREADY receives funding from the European Union's Horizon Europe Research and Innovation programme under grant agreement No. 101212676, the Swiss State Secretariat for Education, Research and Innovation (SERI) under contract number 25.00280, as well as the Ministry of Science and ICT (MSIT) under grant number RS-2025-25459210. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union, the European Research Executive Agency (REA), the Swiss State Secretariat for Education, Research and Innovation (SERI), or the Ministry of Science and ICT (MSIT). Neither the EU, REA, SERI, nor MSIT can be held responsible for them.

### Font

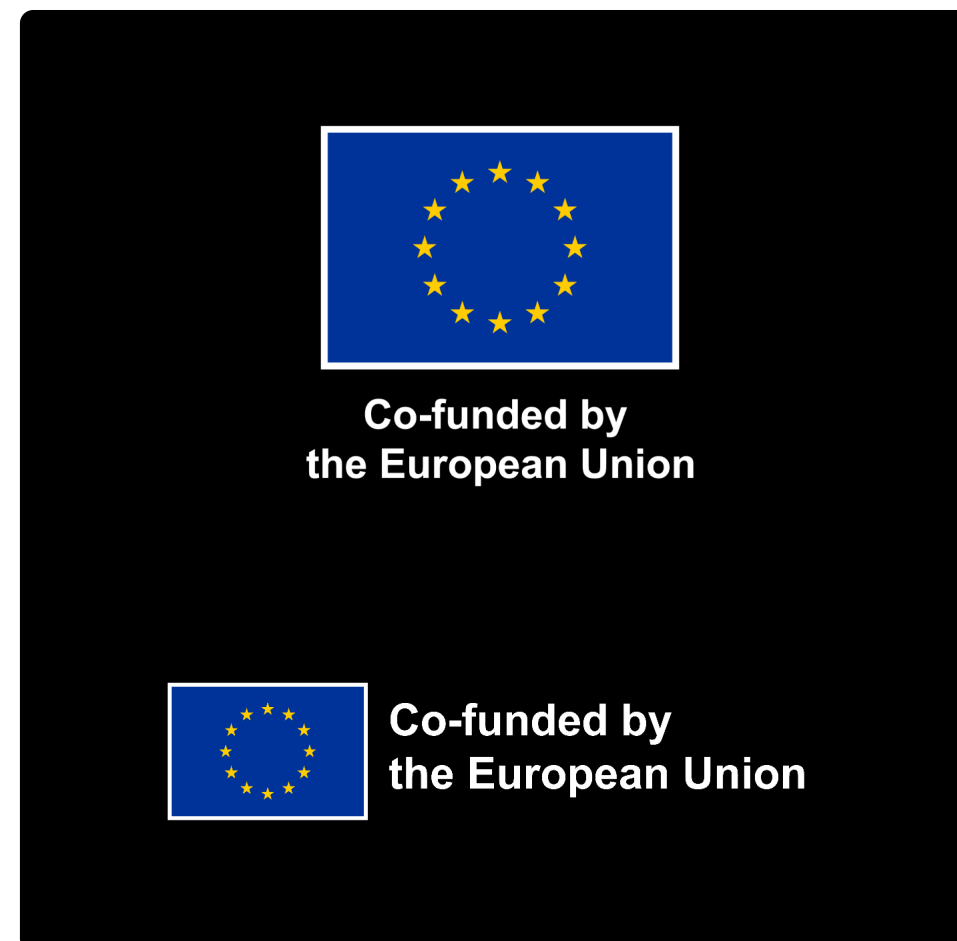
Please always use the Arial font for the funding statements.

### Minimum size of the logo

The minimum height of the EU emblem must be 1 cm.

### EU Emblem

Must always be on the left side or above the funding text.



# 14 VISUALS



