

EHEDG Branding Guidelines





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1. Introduction

EHEDG Branding Guidelines

The aim of this document is to provide all parties involved guidelines which have to be followed in order to ensure that the brand elements are used correctly and consistently. Proper use of the branding will increase recognition and will build trust and show authority. The EHEDG guidelines include the logo variations, the colours and fonts as well as how and how-not to use the logo. The correct usage of the logo on websites and social media platforms is also outlined in this document.

About EHEDG

The European Hygienic Engineering & Design Group (EHEDG) is a global network of equipment manufacturers, food processing companies, research institutes and public health authorities, founded in 1989 with the aim of promoting hygiene during the production, processing and packaging of food products. EHEDG is a non-profit foundation and a worldwide knowledge sharing community, connecting food industry stakeholders, scientists and legislators across the supply chain. EHEDG has 550 food and food equipment company members (among which the biggest food processing and food equipment companies in the world) and 60 university members.





2. EHEDG logos

2.1 Standard Logo



The standard logo contains all the basic elements, with an added outline around the logo. This outline is the anchor for the logo variations that can be used by the members and certificate holders. The logo consists of three elements in two colours; the acronym marked in red, the full description and outline in blue.



2. EHEDG logos

2.2 Membership Logos



The member logos are intended for all EHEDG members, that may be companies, institutions or individuals. There are two variations, a generic one and a 'member since' The latter indicates the year in which the organisation became an EHEDG member. This shows the continuity and the loyalty of the relationship between the member and EHEDG.

Members being able to use the member logo creates a sense of community and demonstrates the trust and authority that comes with being a member of EHEDG.



2. EHEDG logos

2.3 Certification Logo



The EHEDG Certified logo accredits that a component or machine has followed EHEDG guidelines and has been tested according to EHEDG test methods. The logo becomes a quality mark through the introduction of the outline, in combination with the top lettering and specific scheme and class. It is a requirement that the certified logo always includes the scheme, class and date in which it was certified.



3. Colours and Fonts

The EHEDG brand has two main colours, blue and red. These two colours are the key indicators of the brand. Using the brand colours together with the official fonts create a cohesive brand that can be easily identified. Each font has a specific use that needs to be followed in order to maintain the brand cohesion, trust and continuity.

3.1 Colours

EHEDG BLUE

CMYK
100.79.4.0

RGB
22.65.148

HEX
164194

EHEDG RED

CMYK
0.87.84.0

RGB
231.59.45

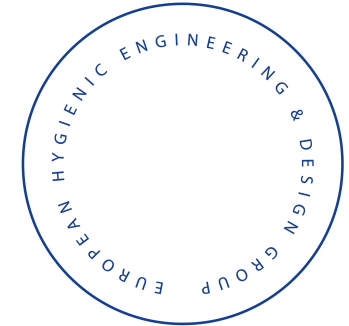
HEX
E73B2D

3.2 Fonts

For text circle in company logo

Aa

Frutiger Neue LT Pro Book.



For all other texts in the membership and certification logos

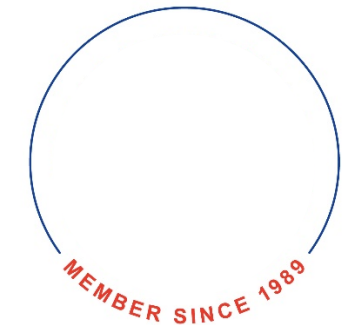
Aa

Arial bold.

For all other texts in official documents

Aa

Arial regular.

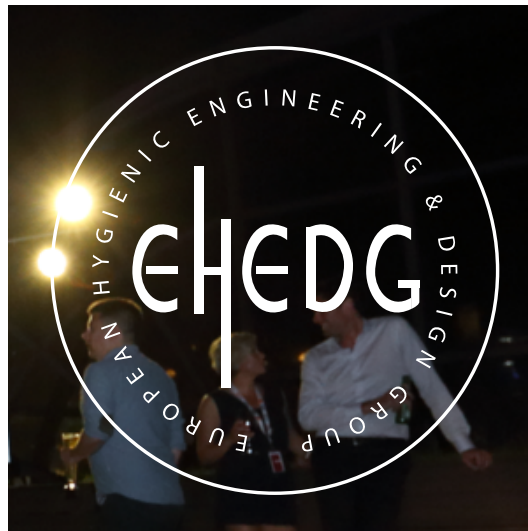
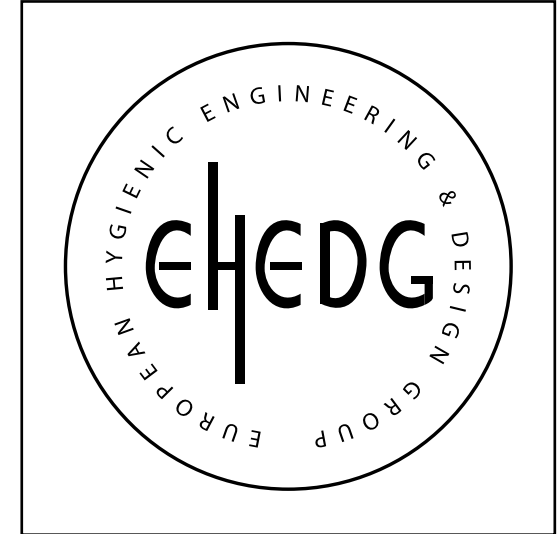




3. Colours and Fonts

3.3 Colour Variations

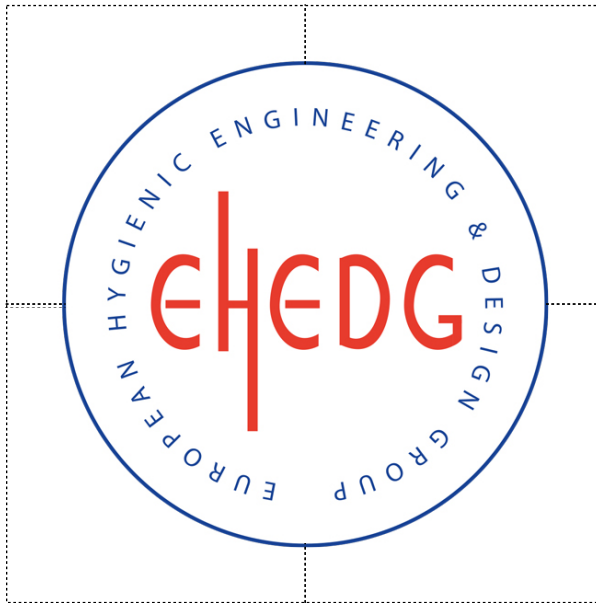
The standard logo is available in two additional variations, namely a black and a white version. These are the only two colour variations that can be used for the logo. These variations cover all different kinds of background colours. This is done in order to ensure that all elements of the logo are always visible. These colours can also be used on illustrations and the original colours can also be used if all parts of the logo are clearly visible.





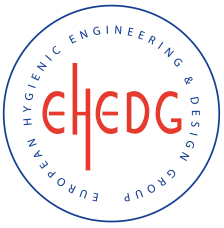
4. Logo Usage

4.1 Logo Clear space



To ensure correct display of all the logos it is important to provide appropriate spacing around the logo. The dotted lines show the minimum spacing needed around the logos. Please follow these lines whenever you are making use of any of the logos. The clear space for the standard logo and the member logo are equal to each other.

Tip: The white space around the logo should be at least as wide as the white space between the name 'European Hygienic Engineering & Design Group' and the blue circle. This also accounts for the white space under the 'Type, Class and month year' under the Certified logo.



4. Logo Usage

4.2 Do's & Don'ts - Standard Logo



Do use the standard logo with the correct proportions.



Don't change the proportions of the logo or resize any parts of the logo.



Don't change the colours of the logo.



Do use the logo with only the official colours and fonts.



Don't change any of the official fonts of the logo.



Don't rotate the logo.



4. Logo Usage

4.2 Do's & Don'ts - Standard Logo



Do apply the minimum blank space around the logo.



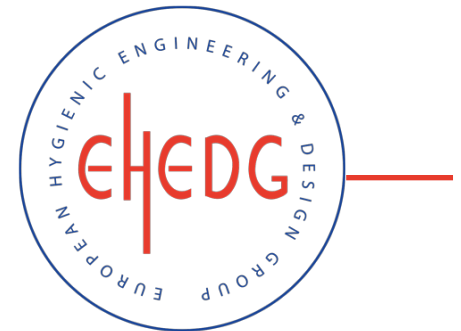
Don't add drop shadows or reflections to the logo.



Don't add additional text to the logo.



Don't add any additional graphic elements to the logo.



Don't forget to apply appropriate blank space around the logo.



4. Logo Usage

4.3 Do's & Don'ts - Membership Logos



Do use member logo to show member status with correct proportions.



Do use the appropriate logo provided by EHEDG Office.



Don't change the proportions of any part of logo.



Don't edit unofficial files, only editable files provided by EHEDG Office can be used.



In 2021

Don't add a member in, use the dedicated 'Member since' logo.



Don't use a random year, always use the year in which you became a member.



4. Logo Usage

4.3 Do's & Don'ts - Membership Logos



Do use the appropriate logo to show membership status



Training & Education

Don't add any additional text.



Company name

Don't combine the logo with other names or logos.



4. Logo Usage

4.4 Do's & Don'ts - Certification Logo



Do use official files for editing and include all needed information.



Don't resize any part or elements of the logo.



Don't stretch or change the proportions of the logo.



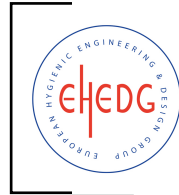
Don't remove necessary information and always fill in all the correct information.



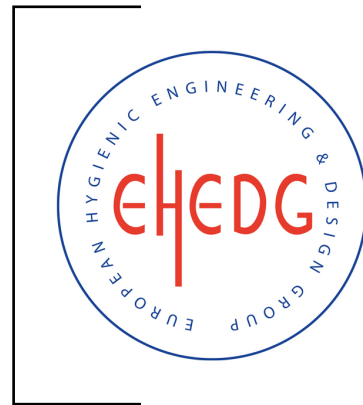
5. Online Channels

5.1 EHEDG Website & Econnects

Small logo - Header logo
100px x 100px.



Medium logo - overall content
250px x 250px.



EHEDG Website

The EHEDG website uses the standard logo for the majority of the content and uses the membership and certification logos only where applicable. The logo in the header is the small logo which has a dimension of 100px x 100px. The medium logo, which is used for the remaining content on the website has a dimension of 250px x 250px.

Generic Website dimensions

When using the EHEDG logo on other websites the same dimensions should be used. However, the sizes can vary depending on the layout of the website. The dimensions of the EHEDG logo on a website should not be smaller than 100px x 100px.



5. Online Channels

5.2 EHEDG Social Media Channels

Optimal sizing social media

The standard logo is used as profile photo on all platforms to further show consistency and recognition. The optimal size for a logo on social media depends on the platform. Each platform has its own optimal dimensions. The dimensions listed below are the ones used to ensure that the logo does not become too small or grainy, or that the logo elements will be stretched. It also guarantees that it is not too big and becomes compressed.

For the Cover photos we recommend images related to EHEDG and that are continuous so that it doesn't lose any part of the image when changing to other devices.



Login to [EHEDG.org](https://www.ehedg.org) to download pre-made social media profile pictures for LinkedIn and Youtube.



Profile photo (circular):
300px x 300px.
Cover photo:
1128px x 191px.



Profile photo (circular):
800px x 800px.
Thumbnail photo:
1280px x 720px.
Cover photo:
2560px x 1440px.



6. Resources

Templates and important links

EHEDG Documents

To download any official EHEDG Documents please visit [EHEDG Website](https://ehedg.org) for:

- Constitution;
- Bylaws.

Logos and downloads

login to [EHEDG.org](https://ehedg.org) to download:

- Standard logo in all formats and colour variations;
- Membership logo in all formats;
- SCPs.

Templates

To use any official document templates please login to [EHEDG.org](https://ehedg.org), if you authorised to make use any of the documents listed below you will be able to find them In the templates tab.

- SCPs;
- Guidelines;
- Certification;
- Training & Education Certificates.

For any other queries please contact the EHEDG Office at: office@ehedg.org

