

**switchasia**



Funded by  
the European Union

# Brand Guide

Updated: May 2023

---

# Contents

- The SWITCH-Asia Programme
- Our Mission
- Purpose of this Guide
- Our Identity
- Boilerplate
- Logo
- Colour Palette
- Typeface
- Using the EU emblem
- Disclaimers
- Acknowledgements
- Photography

# The SWITCH-Asia Programme

Through the EU Green Deal and Global Gateway, the EU is committed to supporting the transition of countries to a low-carbon, resource-efficient and circular economy while promoting sustainable production and consumption (SCP) patterns.

As of 2023, the SWITCH-Asia programme covers 42 countries in Asia, the Middle-East and the Pacific. It addresses emerging economies as well as least-developed and major CO2 emitting countries.

The engagement of the programme with stakeholders is twofold:

The Policy Support Component (PSC) provides direct support to regional organisations, national governments and related implementing agencies in charge of policies and regulatory frameworks relevant to SCP. This component has been playing a key role in ensuring the coherence of activities and the communication of results to regional and EU stakeholders.

# The SWITCH-Asia Programme

The Grant Scheme Component targets micro, small and medium sized enterprises (MSMEs), business organisations and industrial clusters, retailers, chambers of commerce, national clean production centres, and universities, and NGOs and consumer organisations willing to test and adopt cleaner and more sustainable production processes, improve the sustainability of their products and change their consumption behaviours.

Under this scheme, partnerships are established involving both organisations from the EU and from the region. The ultimate goal of this component is to facilitate the large replication of sustainable production and consumption practices in MSMEs in the region through investments.

# Our Mission

switchasia



Funded by  
the European Union

**Support the transition of countries to a low-carbon, resource-efficient and circular economy while promoting sustainable production and consumption patterns within Asia, the Middle-East and the Pacific, and greener supply chains between these regions and Europe.**

# Purpose of this Guide

Communication and visibility of the European Union is a legal obligation for all external actions funded by the EU. This quick and simplified guide is based on the Communicating and Raising EU Visibility Guidance for External Actions (July 2022) and defines the communication requirements of the SWITCH-Asia programme.

## Our goal is to ensure we:

- Comply with the EU rules regarding visibility;
- Communicate effectively results and impact of the SWITCH-Asia programme and its funded projects, and increase global recognition;
- Reach – Engage – Influence target audience;
- Strengthen our Brand Identity;
- Mainstream in a visually engaging manner key messages on SCP (friendly, sharable, easy to remember, and in local languages when possible).

# Our Identity

The official and correct spelling of the programme's name is:



## SWITCH-Asia

Two words, SWITCH always capitalised, with a hyphen in between.



Never with a space

**SWITCH Asia**



Never all caps

**SWITCH-ASIA**



Never broken into two lines

**SWITCH  
ASIA**

# Boilerplate

The SWITCH-Asia boilerplate is a written copy that can be reused in various contexts without being changed from the original. It includes the Who, What, Where, When, Why and How of the programme. Below the text you can use when presenting SWITCH-Asia:

Launched in 2007, SWITCH-Asia is the largest European Union funded programme promoting Sustainable Consumption and Production (SCP) in 42 countries in in Asia, the Middle-East and the Pacific. Through the EU Green Deal and Global Gateway, the EU is committed to supporting the transition of countries to a low-carbon, resource-efficient and circular economy while promoting sustainable production and consumption (SCP) patterns within Asia and greener supply chains between Asia and Europe.

Learn more at: [www.switch-asia.eu](http://www.switch-asia.eu)



# Logo

[Download](#)

The SWITCH-Asia logo should be used to identify any joint activities or communication products developed with funding received from the EU SWITCH-Asia programme.

## EU Horizontal

### Primary

**switchasia**



**Funded by  
the European Union**

## EU Vertical

### Secondary

**switchasia**



**Funded by  
the European Union**

# Primary Logo (EU Horizontal)

[Download](#)

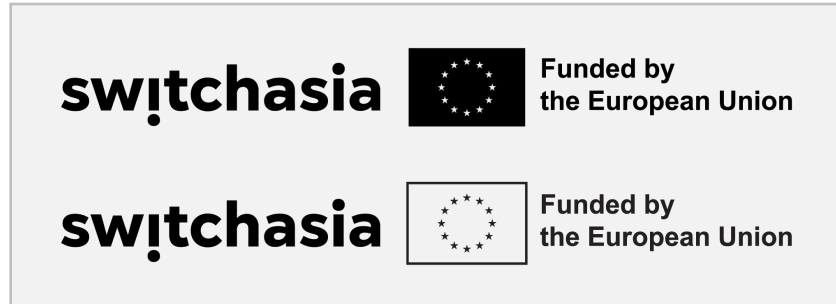
## POSITIVE BACKGROUND



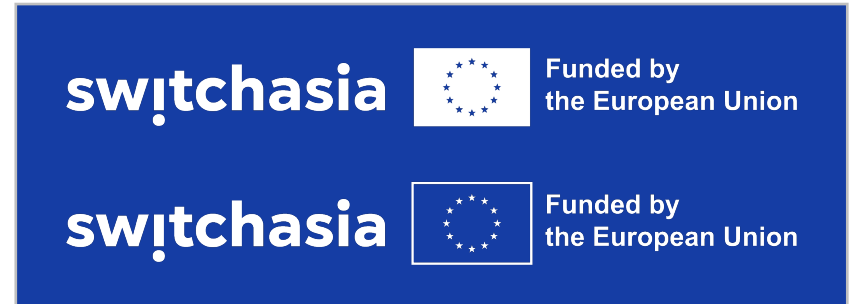
## NEGATIVE BACKGROUND



## BLACK MONOCHROME



## WHITE MONOCHROME



# Secondary Logo (EU Vertical)

[Download](#)

## POSITIVE BACKGROUND



## NEGATIVE BACKGROUND



## BLACK MONOCHROME



## WHITE MONOCHROME



# Colour Palette

## PRIMARY COLOUR

### Navy Blue

HEX: #1740AE  
RGB: R23 G64 B174

#### Opacity



#### Gradient



## SECONDARY COLOUR

### Light Blue

HEX: #18b8f6  
RGB: R24 G184 B246

#### Opacity



#### Gradient



### Aqua Blue

HEX: #06B0B0  
RGB: R6 G176 B176

#### Opacity



#### Gradient



## BLACK & WHITE COLOR

### Black

HEX: #000000  
RGB: R0 G0 B0

### White

HEX: #FFFFFF  
RGB: R255 G255 B255

## ALTERNATIVE COLOR

### Dark Blue

HEX: #0C2057  
RGB: R12 G32 B87

### Dark Grey

HEX: #595959  
RGB: R89 G89 B89

### Light Blue

HEX: #E3EBFC  
RGB: R227 G235 B252

### Light Grey

HEX: #F2F2F2  
RGB: R242 G242 B242

## Our Font

SWITCH-Asia uses easy typography that is both distinctive and recognisable by its partners.

## Language

Following EU guidelines, all communication products and materials developed under the SWITCH-Asia programme must use the **British English** language.

## Headline

# Gogh

(Extra Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Body Text

# Roboto

(Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Use Roboto (Regular) for body text, captions, and links. This font works well combined with other typefaces, and it can be used Roboto (Bold) for highlight text, and sub-headers to distinguish the hierarchy of importance and optimum readability in communication products.

(Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Using the EU Emblem

[Download](#)

The common element branding all EU-financed external actions is the EU emblem.

Immediately below or beside the EU emblem, the Union's financial contribution must be acknowledged with the words '**Funded** (or 'Co-funded', as appropriate) **by the European Union**' (spelling out the words 'European Union' in full).

Following SWITCH-Asia branding guidelines, the EU emblem must always be accompanied by the text **Funded by the European Union**.



**Funded by  
the European Union**



**Co-funded by  
the European Union**



**Funded by  
the European Union**



**Co-funded by  
the European Union**

# Disclaimers

The EU is not responsible for the contents of communication materials prepared by implementing partners, all of which must include a standard disclaimer, translated into (the) local language(s) where appropriate.

## For Print/ Online Publications

‘This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union’.

## For Websites and Social Media Accounts:

‘This <website/account> was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union’.



# Acknowledgements



All publications and other materials (e.g. printed, audio-visual, etc.) fully or partially funded by SWITCH-Asia must include a written acknowledgement of the support provided, as follows:

“This [insert product type – e.g. publication, report, etc.] is produced by [insert Partner Organisation] with support from the EU-funded SWITCH-Asia Programme. The content and opinions expressed herein are those of the author(s) and do not necessarily reflect the position or policy of the EU or SWITCH-Asia and no official endorsement should be inferred”.

# Video/ Films Acknowledgements

Audiovisual materials must feature the SWITCH-Asia logo with EU emblem at the beginning and/or end of the production, accompanied by the following text:

'This [video/ film...] was produced with the financial support of the European Union.'

Co-branding logos should appear below the main logo.

# Photography

The promotion of stories requires strong images. Pictures must match the story.

- Choose compelling images that draw viewers in and evoke emotions of the viewer to take action.
- Take photos in high-resolution.
- Ensure that the subject is clear and in the foreground.



# Photography

## CREDITS

The photos used belong to either EU SWITCH-Asia, an individual or an organisation. It is important and our responsibility to credit them accordingly. Use the following formats when crediting photos:

### **Photos commissioned by SWITCH-Asia**

©SWITCH-Asia / Photographer's name

### **Photos from partners not commissioned by SWITCH-Asia**

©Partner / Photographer's name

### **Photos from other sources**

©Source (e.g. Getty Images) / Photographer's name

## CAPTIONS

When providing captions, the following must be included whenever possible:

- Name of the project (if any)
- Description of what's happening
- Date
- Place
- Country

# Copyrights



The European Union is entitled to use or reproduce all communication and visibility materials and products developed in support of EU-financed external actions.

## COPYRIGHTS NOTICE

Information about copyright ownership must be included in the communication and visibility results of EU funded external actions, worded as follows:

'© – year – name of copyright owner. All rights reserved. Licensed to the European Union under conditions'.

# Stay in Touch



**EU SWITCH-Asia Programme**  
@EUSWITCHAsia



**SWITCH-Asia**  
@switchasia



**SWITCH-Asia Official**  
@switch-asia-official



[www.switch-asia.eu](http://www.switch-asia.eu)



[sara@switch-asia.eu](mailto:sara@switch-asia.eu)

---