



Co-funded by the
Erasmus+ Programme
of the European Union



BEEHIVE

BEEHIVE Brand Book

ERASMUS+ PROGRAMME, KEY ACTION 2
CAPACITY BUILDING IN HIGHER EDUCATION
Project Number 573936-EPP-1-2016-1-BG-EPPKA2-CBHE-JP
Project Duration 15.10.2016 – 14.10.2019

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BEEHIVE Project

- The project introduces the novel holistic approach of entrepreneurial ecosystems that sees entrepreneurship not merely as individual efforts but as a process of networking and creating synergies between different stakeholders.
- The BEEHIVE project's overall objective is to build sustainable university-based entrepreneurial ecosystems at the Partner Countries higher education institutions involved and to enhance their students' and graduates' employability and ability to create jobs.
- Furthermore, BEEHIVE strives to support the partner universities transformation into entrepreneurial universities.

Logo Usage and Rules

The BEEHIVE and Erasmus+ Programme logos must be used in all printed and electronic materials.

Logos must be used as is. No modification.

Erasmus+ Programme must be positioned before BEEHIVE like this:



Project consortium partner's logo must be positioned after the BEEHIVE logo like this:



Disclaimer

All printed and electronic materials must have a disclaimer at the footnote which states the following:

For research output:

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For marketing and promotion materials:

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BEEHIVE Character

Bee is the character that represents a BEEHIVE student. The purpose of this character is to add more meaning to the message conveyed to the public.

This character must be present in all online and printed promotional materials such as flyers, brochures, posters, and online/social media graphics.

BEEHIVE Character Profile

Name: Gabbee

Age: 19 years old

Gender: Neutral

Bio Description:

- working student
- aspires to build own company

BEEHIVE Primary Colors

Cream Can

HTML code: #F3D661

RGB code: R: 243 G: 214 B: 97

HSV: 48.08° 60.08% 95.29%



Dove Gray

HTML code: #737373

RGB code: R: 115 G: 115 B: 115

HSV: 0° 0% 45.1%



Always use White as the background color.

BEEHIVE Secondary Colors

Torea Bay

HTML code: #0F2B8E

RGB code: R: 15 G: 43 B: 142

HSV: 226.77° 89.44% 55.69%



Cello

HTML code: #215968

RGB code: R: 33 G: 89 B: 104

HSV: 192.68° 68.27% 40.78%



Always use White as the background color.

Typography

Primary Typeface: bold, heading text

Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Secondary Typeface: regular, body text

Andika

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Print and Electronic Graphics

All print and electronic (such as online/social media) graphics must contain the following elements:

- Erasmus+ Programme and BEEHIVE logos
- Project Consortium Partner's logo (only if applicable)
- BEEHIVE character
- Disclaimer

Electronic Graphics Dimensions

Twitter Post: 1024px x 512px

Social Media Graphic: 800px x 800px

Facebook Post: 940px x 788px

Instagram Post: 1080px x 1080px

Facebook Event Cover: 784px x 295px

YouTube Thumbnail: 1280px x 720px

Twitter Header: 1500px x 500px

Email Header: 600px x 200px

Facebook Cover: 828px x 315px

Desktop Wallpaper: 1920px x 1080px

Let's Collaborate!



beehive.eplus@gmail.com



<http://beehive-erasmusplus.eu/>



@beehiveeplus



@beehive_eplus



@beehive_eplus