

European Credit Initiative

Corporate Identity & Communications



EUROPEAN
CREDIT INITIATIVE

The journey.

PROBLEM

The European Credit Initiative has the strong mission to provide interest free credits for economy enterprises oriented to the common good. Our visual identity and communications need to align with it and support our message.

TASK

How can we show our vision for a better europe and engage our diverse target group in a simple to use corporate design?

APPROACH

By creating a design that is bold in its core and straight forward in its message but yet versatile, simple and accessible.

SOLUTION

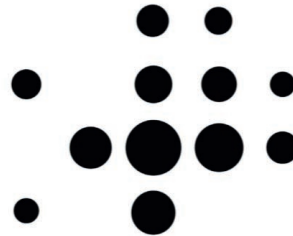
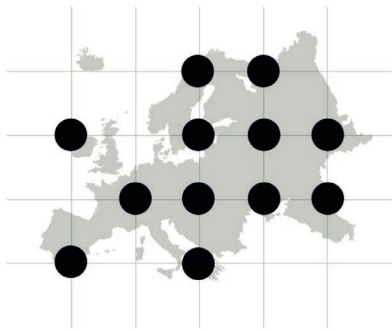
Twelve european stars, each individual in their color and size, united in one logo and supported by a dynamic typeface and graphics.

A light grey world map is shown in the background. The continent of Europe is highlighted in a dark grey color, making it stand out from the rest of the world map.

Europe, twelve stars, one goal.

Simple, bright and bold.

The shape of Europe combined in twelve colorful points that stand for all the voices all over Europe in its great versatility.







Colors, chosen to excite.

Our colors are our personality.

We are colorful and bright and full of life.

											
YELLOW	ORANGE	LIGHT RED	RED BROWN	DARK PINK	VIOLET	BLUE PURPLE	DARK BLUE	LIGHT BLUE	TURQUOISE	LIGHT GREEN	GREEN
R 253 G 196 B 031 HEX #fdc41f	R 243 G 149 B 063 HEX #f3953f	R 232 G 078 B 015 HEX #e84e0f	R 155 G 046 B 021 HEX #9b2e15	R 204 G 105 B 155 HEX #cc699b	R 150 G 054 B 139 HEX #96368b	R 124 G 110 B 176 HEX #7c6eb0	R 023 G 066 B 140 HEX #17428c	R 038 G 153 B 214 HEX #2699d6	R 113 G 203 B 244 HEX #71cbf4	R 101 G 179 B 046 HEX #65b32e	R 040 G 155 B 056 HEX #289b38
C 0 M 25 Y 90 K 0	C 0 M 50 Y 80 K 0	C 0 M 80 Y 100 K 0	C 25 M 90 Y 100 K 25	C 20 M 70 Y 10 K 0	C 50 M 90 Y 0 K 0	C 60 M 60 Y 0 K 0	C 100 M 80 Y 10 K 0	C 75 M 25 Y 0 K 0	C 55 M 0 Y 0 K 0	C 65 M 0 Y 100 K 0	C 80 M 10 Y 100 K 0

Lato is the font we use.

Typography gives our logo and designs
a dynamic and certain aesthetic.

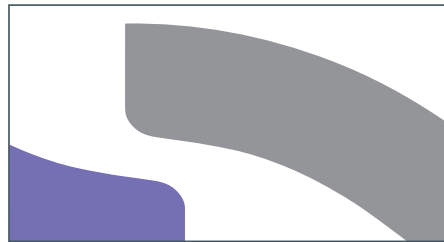
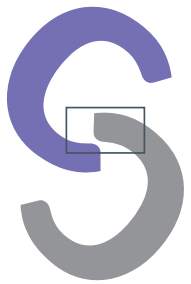
DYNAMIC

CLEAR

SIMPLE

Creative freedom.

Our typeface Lato provides some beautiful details like edges and curves. We encourage to get creative and use these details in a highly enlarged form to create colorful background shapes.





The principles.

- ✓ an economy based on need and committed to the common good
- ✓ free enterprises working associatively together
- ✓ a just income, welfare and social cohesion
- ✓ the creation of capital through the development of skills and talents
- ✓ financed by a money and banking system based on public law and serving the community





Now it's on **you.**

We need at least one million signatures for the European Credit Initiative to be successful. Become a collector now and register your commitment.



RISSMANN
RISSMANN