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Fuel Cells and Hydrogen Joint Undertaking

Branding guide for material and infrastructure

1. Basic principles

The basic requirement is to acknowledge the support of the FCH JU and the European Union on all material, equipment and infrastructure by placing the **FCH JU logo** and **European Union emblem**.

For the FCH JU, there are two types of the logo

Long type



Quadri



The logo consists of the symbol of a drop inside a circle, 5 stars representing Europe and the name of the Fuel Cells and Hydrogen Joint Undertaking in English.

The logo and its monochrome variations can be found [here](#). If you require any other format, please contact us for verifying if such format is at our disposal.

European Union Emblem

As said, the **EU emblem** must be also displayed in addition to the FCH JU logo on projects funded under the H2020 funding program (see Grant Agreement Art. 38).



For the use of the EU emblem, here are the relevant documents:

[Visual Identity manual](#)

[Graphic guide to the European emblem](#)

[Use of the EU emblem in the context of EU programmes](#)

1.1. Logotype- basics & Visual Identity rules

The FCH logotype cannot be modified and to increase its visibility it should be used in colour.



Colour scale composition:



The gradient angle is 45°
with Turquoise at the top left, next to
the stars, fading to Dark blue at the
bottom right.



Azure Blue

Pantone Process Blue C
C 100% - M 30% - Y 0% - K 0%
R 0 - V 129 - B 199
0081c7



Navy Blue

Pantone 7687 C
C 100% - M 80% - Y 0% - K 0%
R 0 - V 68 - B 148
004494



Turquoise

Pantone 7472 C
C 62% - M 12% - Y 33% - K 0%
R 61 - V 167 - B 171
3da7ab



Yellow

Pantone 102C
C 0% - M 0% - Y 100% - K 0%
R 255 - V 237 - B 0
ffed00

The monochrome version of the logo should only be used when faced with technical constraints (e.g. dark or colourful background). In this case it is preferable to use the blue Pantone 7687 C 100% or black 100% version, a white monochrome version can also be used, only on dark background.



1.2. Logotype restrictions

Here are a few, non- exhaustive examples of restrictions of use of the FCH JU logotype. The typography used in the logo is “DIN”.

A. do not deform the logotype/ B. do not change the colours/ C. do not change the typography/ D. do not use shading/ E. do not use only the outline/ F. do not change the colour fade/ G. do not delete elements/ H. do not rotate



2. Use on products and infrastructure

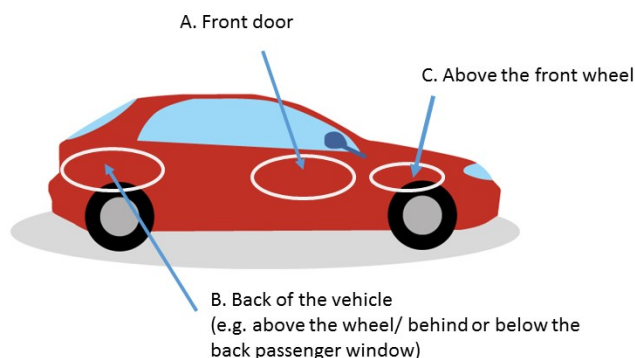
The basic requirements regarding the number, minimum required measurements and position of the branding can be found in the section below, divided by type of product/ equipment.

Production of any branding material (typically stickers) is up to the projects' teams, the FCH JU does not supply the branding material to beneficiaries. A specialised company can typically produce branding material such as stickers that are durable for outdoor use. Make sure to provide the logo downloaded from our website.

2.1. Passenger vehicles

Minimum 3 stickers: on each side (left and right) of the vehicle and one on the front hood. In exceptional situations, should the branding not be possible on the front hood, it is possible to replace it by a dedicated space on the back of the vehicle.

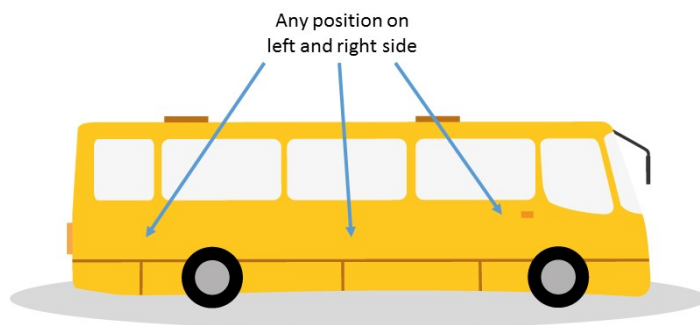
- Sides of the vehicle in either of the 3 positions (A, B, C), long type, minimum 45cm length
- Hood of the vehicle: square (quadri logotype), min 40x 40 cm
- (exceptional: should the hood of the vehicle not be adapted for the sticker, the quadri logo can be placed at the back min.size 12x12 cm)



2.2. Buses

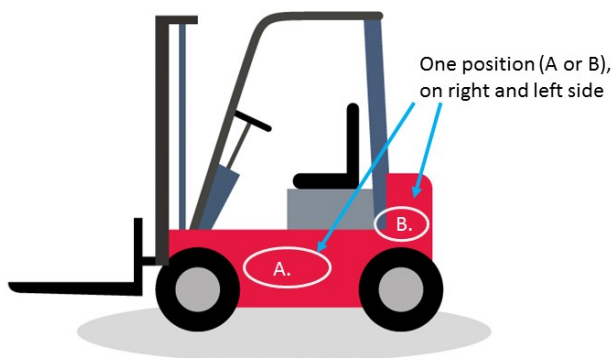
Minimum three stickers: on each side (left and right) of the vehicle and one in the front or back of the bus. Any position of the branding on either side is allowed provided it's visibility is not compromised by the opening of the door.

- Sides of the bus (trolleybus, tram), long type, minimum 50 cm length
- Front and/or back of the bus: square (quadri) logotype, min 35 cm



2.3. Material handling vehicles

Material handling vehicles should be branded using minimum two stickers (one on each side). Quadri logotype recommended minimum size 20cm.



2.4. Infrastructure and equipment

Examples:

Refuelling Station



Micro CHP



Any infrastructure financed under FCH JU projects is to be branded to acknowledge the financial contribution of the FCH JU. Such infrastructure includes for example: hydrogen refuelling stations, electrolyser, Micro CHP units, large-scale stationary applications,...

Typically all funding partners are acknowledged on such equipment. **The FCH JU logo and the EU emblem shall be of the same size as other funding partners, under no circumstances should it be smaller than the logo of other funding partners.**

Include a “Funded by” text

The “Funded by” text shall be visible and should clearly indicate the FCH JU is a funding partner. H2020 grant agreement requires a specific acknowledgement text to be placed on the equipment along the logo and the EU emblem (see Art/ 38 of the Grant Agreement).

Size and positioning requirements

Depending on the size of the equipment, the FCH JU logo and EU emblem should be positioned to make it reasonably visible (centred, big enough,..)

There should be at least one FCH JU and one EU emblem sticker: clearly visible alongside other funding partners with “Funded by” clearly mentioned.

Minimum size for small applications: 30 x 30 cm (FCH JU quadri logotype recommended).

Minimum size for large-scale applications: 50 x 50 cm (FCH JU quadri logotype recommended).