# Table of contents

Introduction ........................................................................................................................................... 3

1. LOGO ......................................................................................................................................................... 4
   1.1. Logo with tagline ................................................................................................................................. 5
   1.2. EUREKA symbol ................................................................................................................................ 6
   1.3. Colour variations and background ....................................................................................................... 7
   1.4. Use on images ...................................................................................................................................... 8
   1.5. Clearance ............................................................................................................................................ 9
   1.6. Size specifications ............................................................................................................................... 10
   1.7. Things to avoid ................................................................................................................................... 11

2. COLOURS ................................................................................................................................................... 12
   2.1. Main colours ...................................................................................................................................... 13
   2.2. Supporting colours ............................................................................................................................. 14
   2.3. Picture colours .................................................................................................................................... 15

3. FONTS ......................................................................................................................................................... 16
   3.1. Fonts print and digital documents ....................................................................................................... 17
   3.2. Fonts web productions ....................................................................................................................... 19

4. PRODUCTS ............................................................................................................................................... 20
   4.1. Business card..................................................................................................................................... 21
   4.2. Letterhead ......................................................................................................................................... 22
   4.3. Compliments card .............................................................................................................................. 23
   4.4. Envelope .......................................................................................................................................... 24
   4.5. Email signature ................................................................................................................................. 25
   4.6. EUREKA News ................................................................................................................................ 26
   4.7. Annual report ................................................................................................................................... 34
   4.8. Powerpoint presentation ..................................................................................................................... 36
   4.9. e-zine ................................................................................................................................................. 37
The importance of visual guidelines for any business or organisation could be summarised in one sentence: “Don’t put the cart before the horses”. It is one thing to create visually appealing communication tools, but it is of crucial importance to remember that these tools will eventually define what EUREKA is. Appending our logo on dissimilar productions, streaming in from every direction, would leave an impression of untidiness. But it would also make our brand less recognisable.

Consistently following visual guidelines, on the other hand, helps people define who and how different EUREKA is. It also saves precious time which would otherwise be spent trying to reinvent the wheel or briefing subcontractors. A consistent branding means more hours spent on content and less on unnecessary layout experimentation.

This document provides a new set of visual guidelines for EUREKA, which are meant to lay the new foundations of our existing communication products while leaving room for creativity. They revolve around two core elements: a refreshed logo, which ensures visual continuity while seamlessly integrating our brand name and tagline, and a strap.

The strap is typical of our new brand identity: it is simple, sober, clear, easily scalable and meaningful. It translates the idea of “Innovation across borders”, which is now how EUREKA defines itself. These guidelines are now an integral part of this definition as well, and as such should become a point of reference for anyone working on internal and external communication products.
1.1. Logo with tagline

The EUREKA logo is our signature. This signature is the key building block of our identity. It must be at all times consistent. It reinforces the message of a clear, strong identity for EUREKA. Every aspect of EUREKA's activities on view internally and externally should by identified by use of the logo.

All elements of the logo have a fixed relationship and this must never be adjusted, redrawn or modified in any way, and must always be reproduced by using approved digital versions.

⚠️ The form of the logo must not be changed. Elements may be neither added nor removed. Only those logos that are provided digitally may be used. The logo may not be reconstructed independently.
1.2. EUREKA Symbol

- The symbol can sometimes be used by itself. In order to match the rounded layout of the other elements in the logo, each of the three elements composing it features rounded corners.

- The eureKa symbol contains the greek letter ‘sigma’. In mathematics, sigma stands for the sum of more than one factor. In the case of eureKa, it represents the sum of two or more countries cooperating in a eureKa project.

- The exclamation mark is the mathematical symbol for ‘faculty’, or the multiplication of elements contained in a previous element – in this case, it refers to the sigma symbol, thereby increasing its value.
### 1.3. Colour variations and background

The EUREKA logo can be used in four different variants.

- **The three-colour original logo** on white background is used on all business stationery and on internal organisation tools.
- **The reversed variant** can be placed on other productions with coloured background, such as brochure back pages. Only EUREKA supporting colours can be used as background colours with the logo.
- **The black-and-white version** is only used in exceptional cases, if the use of colour is not possible, e.g. on faxes or in black-and-white newspapers. In cases where neither colours nor shades are technically possible, such as screenprint or etching, a lineart version shall be used.
1.4. Use on images

The EUREKA logo may also be placed on an image. In such scenario, maximum readability must be ensured. The part of the image containing the logo should be uncluttered and contrast correspondingly with the logo. Alterations to the appearance of the logo using shadows, outlines or similar effects are not permitted.

On a light background

On a dark background
1.5. Clearance

To ensure the integrity of the EUREKA logo, no design elements such as typography or graphics may intrude on the logo clearance. The logo clearance is equivalent to the height of the logo as applied around the whole logo.
1.6. **Size specifications**

For diverging paper formats, the standard size is increased or reduced proportionally. If a logo size smaller than the minimum size is required, the subline may be omitted in exceptional cases. Applications of this type include for example small promotional items such as pens and matches, plus logo lines in which the EUREKA logo appears along with other companies’ logos.

---

**EUREKA innovation across borders**

**Standard size for DIN A4:**
width 35 mm

**Minimum size with subline:**
width 22 mm

**Example of the use of the logo without subline**
1.7. Things to avoid...

- Distorting the logo (horizontal distortion)
- Changing the logo's colour
- Modifying the logo's font
- Diforming the logo
- Putting the logo at an angle
- Encroachment on the logo's clearance
- Displacing the logo's elements
- Changing the elements' underlying proportions
- Using the logo in too low resolution
COLOURS
2.1. Main colours

In addition to white, which will often be used as a predominant background colour, the EUREKA brand revolves around three main colours: green, black and grey.

Highly recognisable, the green can be used to highlight elements such as texts and images. The black is mainly used for texts and the grey for alternative, sober backgrounds.
2.2. Supporting colours

Each supporting colour refers to a technological area. They are proposed to dynamise your communication. Use them in an appropriate context, keeping in mind that the basic colour of EUREKA is green Pantone 376. The colours are quite bright, so use them with parcimony.

1. Electronics, IT and telecoms technology

- **Pantone**: 631
- **CMYK**: C 67, M 0, Y 12, K 2
- **RGB**: R 38, G 188, B 215

2. Industrial manufacturing, material &...

- **Pantone**: 4715
- **CMYK**: C 0, M 42, Y 45, K 34
- **RGB**: R 176, G 118, B 96

3. Other industrial technologies

- **Pantone**: 321
- **CMYK**: C 100, M 0, Y 31, K 23
- **RGB**: R 0, G 140, B 153

4. Energy technology

- **Pantone**: 1787
- **CMYK**: C 0, M 76, Y 60, K 0
- **RGB**: R 241, G 100, B 93

5. Chemistry, physical & exact sciences

- **Pantone**: 220
- **CMYK**: C 0, M 100, Y 13, K 17
- **RGB**: R 188, G 4, B 110

6. Biological sciences

- **Pantone**: 376
- **CMYK**: C 0, M 100, Y 0, K 0
- **RGB**: R 236, G 0, B 140

7. Electronics, IT and telecoms technology

- **Pantone**: 313
- **CMYK**: C 100, M 0, Y 8, K 13
- **RGB**: R 0, G 154, B 197

8. Agrofood

- **Pantone**: 131
- **CMYK**: C 0, M 32, Y 100, K 9
- **RGB**: R 231, G 166, B 20

9. Measurements & standards

- **Pantone**: 144
- **CMYK**: C 0, M 48, Y 100, K 0
- **RGB**: R 248, G 151, B 29

10. Technology for protecting man &...

- **Pantone**: 382
- **CMYK**: C 29, M 0, Y 100, K 0
- **RGB**: R 193, G 246, B 47
2.3. Picture colours

The pictures used throughout EUREKA's different communication channels should be of appropriate resolution, and of good technical quality but it is also important that the picture's colours should have a crisp and fresh feel. Try to find “natural-looking” stock pictures, with a good mix of well-saturated, vivid colours. For example: reds, when too dark and unsaturated, tend to turn to rusty browns.
FONTS
3.1. **Fonts print and digital documents**

Two font families are used in EUREKA texts in digital and print documents: **Arial** and **Akkurat**. **Arial** is used for internally produced and electronic publications such as faxes, PowerPoint presentations and labelling.

**Arial**

```
ABCDEFGHijklmnopqrstuvwxyz
1234567890!@#$%^&*()
```

`The quick brown fox jumps over the lazy dog`

**Arial italic**

```
ABCDEFGHijklmnopqrstuvwxyz
1234567890!@#$%^&*()
```

`The quick brown fox jumps over the lazy dog`

**Arial bold**

```
ABCDEFGHijklmnopqrstuvwxyz
1234567890!@#$%^&*()
```

`The quick brown fox jumps over the lazy dog`

**Arial bold italic**

```
ABCDEFGHijklmnopqrstuvwxyz
1234567890!@#$%^&*()
```

`The quick brown fox jumps over the lazy dog`
**Akkurat** is used for all professionally produced publications such as commercial papers, annual reports, brochures, flyers, adverts and posters. No other fonts may be used for the core texts.

**Bebas Neue** may be used as an alternative to Akkurat for boxes' titles or infographics.

---

**Be cautious with coloured backgrounds!**

Good readability should always be ensured when using typography. White text on coloured surfaces shall therefore only be used sparingly, with an appropriately large font size and a good contrast ratio (at least superior to 3:1 and ideally superior to 7:1). The contrast ratio can easily be checked with free analysers available online.
3.2. Fonts web productions

For its web publications (website and newsletter), EUREKA uses the following Google Fonts:

- For headlines: Comfortaa
- For texts: Droid Sans

For older browsers, developers should always list Helvetica and Arial as alternative fonts.

---

**Comfortaa Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&*( )
```

The quick brown fox jumps over the lazy dog

---

**Comfortaa Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&*( )
```

The quick brown fox jumps over the lazy dog

---

**Droid Sans**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&*( )
```

The quick brown fox jumps over the lazy dog

---

**Droid Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&*( )
```

The quick brown fox jumps over the lazy dog
PRODUCTS
4.1. Business card

The EUREKA business card features two sides: one with the EUREKA logo and a QR code on a green background, and one with the contact details of both EUREKA and the owner.

The QR code can feature link either to the EUREKA website or to a Vcard with the name, email address and phone number of the owner.
4.2. Letterhead

The EUREKA letterhead features the green strap that is now a distinctive feature of our branding and helps highlight the EUREKA logo. All elements in the letter should respect very strict placement rules, which are defined below.
4.3. **Compliments card**

The reverse side of the compliments card uses a strap with the EUREKA logo placed horizontally.
4.4. Envelope

The EUREKA envelope features a strap with the logo below its top left corner.

EUREKA Secretariat
Rue Neerveld 107 / B-1200 Brussels / Belgium

EUREKA Address

13 mm

Akkurat Light 7 pt
Green PMS 376 C + black
4.5. **E-mail signature**

It is of high importance for all staff members to use the same signature as displayed below. This is an integral part of our visual branding and raises our profile as a serious, highly organised institution.
4.6. EUREKA News

The EUREKA News brochure features two sets of cover pages, depending on the nature of the picture selected. Where the picture is considered as original and central (a picture from a project for instance), the strap appears in white, from left to right below the top-left corner of the page. This gives more prominence to the picture.

Where the picture is more generic or ornamental, a green transparent strap crosses the page from its top-left to its bottom-right.
4.6. **EUREKA News**

The title of the brochure always appears in white. It may therefore be that the contrast between this title and the picture behind it is not sufficient. In such case, the designer may add an additional, green triangle as background for the title.
4.6. EUREKA News

Several representative inside pages for EUREKA News are displayed below, with specific rules for titles, lead-in texts, content boxes, pictures, graphs and captions.

Designers should pay specific attention to creating a clean layout, with good balance between fresh colours, light grey and white.
4.6. **EUREKA News** (general lay-out)

EUREKA PROJECT > CATRENE EXEPT
A BREAKTHROUGH IN EUV TECHNOLOGY

Since the International research project CATRENE EXEPT began in 2009, its leading company ASML has seen its stock value quadruple and continue on a strong upward trend.

EXEPT has led to the development of the ASML NXS:3300, an Extreme Ultra Violet (EUV) lithography tool, drawing considerable attention from potential buyers with already 11 units already sold for 50-70 million euros a piece, and commitments for future orders. ASML has now taken its success to another level with the creation of a customer co-investment programme. Clients like Intel are committing hundreds of millions to the future of the company.

What does lithography do?

When asked to ASML’s EUV competition is, John West of VLSI Research Europe, a leading market research company in the electronics sector, answered: “there aren’t any.” The project has secured a clear market advantage for ASML and its partners. The EUV tool developed as a result of the project is expected to change the electronics market substantially: just about anything with a computer chip could have its prices drastically cut. Some experts even speculate that tablet computers could be half the cost of today once EUV has been fully implemented. Nearly every electronic device you use has some of its key components beginning somewhere under a lithography machine. Similar to painting, an EUV machine brushes transistors with laser light onto a wafer; explains project coordinator David Alberg. Lithography exposes a sensitive piece of chemical-coated silicon wafer to pre-designed patterns of ultra violet light. When finished the process reveals the microscopic layers of a transistor. The technology has the particularity to allow a fine level of nano-sized detail by working in a deep portion of the light spectrum. This special type of light can only operate in a vacuum environment as even air disturbs its transmission onto to the wafer. To produce Extreme Ultra Violet Light ASML uses advanced mirror optics designed by partner in the EXEPT project Carl Zeiss, a renowned German optics manufacturer. One microscopic flaw or dust particle on the surface of a mirror can be devastating and EUV is conducted in ‘clean rooms’, few of loose particles. While clean rooms are standard in the industry, many innovations were necessary to create the specific environment needed for the EUV machines to operate; the air filtration systems make the air in the clean rooms a staggering 10,000 times cleaner than outdoors; every two minutes the atmosphere in the room is filtered and exchanged completely. The EXEPT project involved a consortium of participants from Belgium, France, Germany, Italy and the Netherlands. This international undertaking required significant political and financial support from national funding bodies part of the EUREKA Network, Germany alone, through the German Federal Ministry of Education and Research (BMBF), supported over ten German companies with some 16 million euros.

Read more on the project at [www.eurenkanetwork.org](http://www.eurenkanetwork.org)

---

**EUROSTARS SUCCESS STORIES**

**ISTAR**

**THE PROJECT**

Noodle-free injection is a revolution for patients needing IV injections.

**The device is called Zanes.**

**THE STORY**

A small biotech company called Crossex attracts big investors and finds the right partner for production on a mass scale.

**WHAT NEXT**

First sales are planned for 2014. 160 million units are to be produced.

**IMPACT**

It will reach 8 million euros in 2012. Crossex now plans to double its staff.

---

**ARRAYOLUTION**

**THE PROJECT**

A genome sequencer built on concepts developed at the MIT, will help understand a disease’s cause and adapt medical prescription to the patient.

**THE STORY**

Flaxgen, a spin-off of the Leibniz University Medical center in Hanover, uses academic knowhow to bring a new product on the market.

**THE MARKET**

Main customers are hospitals and pharmacogenetic specialists in Europe, the United States and Canada. The market is worth 1 billion euros per year.

**THE IMPACT**

Thanks to Eurestars it should reach 8 million euros in two years. 20 new jobs will be created thanks to the project.

---

**IM-ITSHT**

**THE PRODUCT**

Tissue fixation: a process used for the building of car parts but also for shells.

**THE IMPACT**

NoxBiot, an SME that has been maturering for several years finally sees door open for a product targeting the heavy industry.

---
4.6. **EUREKA News** (infographics)

Focus page on white background

Infographics on coloured background, for contrast

The infographics should be in a clean, “flat design” style. The colour-scheme has to be consistent (in this case: greens + greys)
4.6. EUREKA News (opening pages)
4.6. EUREKA News (images)
4.6. EUREKA News (boxes)

**PROJECT SHOWCASE**

**LOREM IPSUM EXAMPLE**

**A BREAKTHROUGH IN EUV TECHNOLOGY**

Since the international research project CATRENE EXCEPT began in 2009, its leading company ASML has seen its stock value quadruple and continue on a strong upward trend.

EXCEPT has led to the development of the ASML NVE:33000, an Extreme Ultra Violet (EUV) lithography tool, drawing considerable attention from potential buyers with already 11 units already sold for 60-70 million euros a piece, and commitments for future orders. ASML has now taken its success to another level with the creation of a customer co-investment programme. Clients like Intel are committing hundreds of millions to the future of the company.

When asked what EUV competition is, John west of VNI research Europe, a leading market research company, states: “There is none!” The project has secured a market advantage for ASML and its partners. The EUV tool developed as a result of the project is expected to change the electronics market substantially, just about anything with a computer chip could have its prices drastically cut. Some experts even speculate that tablet computers could be half the cost of today once EUV has been fully implemented. Nearly every electronic device you use has some of its key components beginning somewhere under a lithography machine. Similar to painting, an EUV machine brushes silicon wafer to pre-designed patterns of ultra violet light. When finished the process reveals the microscopic layers of a transistor. The technology has the particularity to allow a fine level of nano-sized detail by working in a deep portion of the light spectrum.

The special type of light can only operate in a vacuum environment as any air disturbs its transmission to the wafer. To produce Extreme Ultra Violet Light ASML uses advanced mirror optics designed by partner in the EXCEPT project Carl Zeiss, a renowned German optics manufacturer. One microscopic flaw or dust particle on the surface of a mirror can be devastating and EUV is conducted in ‘clean rooms’, free of loose particulates. While clean rooms are standard in the industry, many innovations were necessary to create the specific environment needed for the EUV machine to operate: the air filtration system makes the air in the clean rooms a staggering 10,000 times cleaner than outdoors: every two minutes the atmosphere in the room is filtered and exchanged completely. The EXCEPT project involved a consortium.

**LOREM IPSUM EXAMPLE OF BOX**

EXCEPT has led to the development of the ASML NVE:33000, an Extreme Ultra Violet (EUV) lithography tool, drawing considerable attention from potential buyers with already 11 units already sold for 60-70 million euros a piece, and commitments for future orders. ASML has now taken its success to another level with the creation of a customer co-investment programme. Clients like Intel are committing hundreds of millions to the future of the company.

**Countries Involved:**

- Belgium
- France
- Germany
- Italy
- Netherlands

**Duration:**

36 months

**PROJECT SHOWCASE**

**LOREM IPSUM EXAMPLE**

**A BREAKTHROUGH IN EUV TECHNOLOGY**

Since the international research project CATRENE EXCEPT began in 2009, its leading company ASML has seen its stock value quadruple and continue on a strong upward trend.

EXCEPT has led to the development of the ASML NVE:33000, an Extreme Ultra Violet (EUV) lithography tool, drawing considerable attention from potential buyers with already 11 units already sold for 60-70 million euros a piece, and commitments for future orders. ASML has now taken its success to another level with the creation of a customer co-investment programme. Clients like Intel are committing hundreds of millions to the future of the company.

When asked what EUV competition is, John West of VNI research Europe, a leading market research company, states: “There is none!” The project has secured a market advantage for ASML and its partners. The EUV tool developed as a result of the project is expected to change the electronics market substantially, just about anything with a computer chip could have its prices drastically cut. Some experts even speculate that tablet computers could be half the cost of today once EUV has been fully implemented. Nearly every electronic device you use has some of its key components beginning somewhere under a lithography machine. Similar to painting, an EUV machine brushes silicon wafer to pre-designed patterns of ultra violet light.

**Countries Involved:**

- Belgium
- France
- Germany
- Italy
- Netherlands

**Duration:**

36 months

**LOREM IPSUM EXAMPLE OF BOX**

EXCEPT has led to the development of the ASML NVE:33000, an Extreme Ultra Violet (EUV) lithography tool, drawing considerable attention from potential buyers with already 11 units already sold for 60-70 million euros a piece, and commitments for future orders. ASML has now taken its success to another level with the creation of a customer co-investment programme. Clients like Intel are committing hundreds of millions to the future of the company.

**Countries Involved:**

- Belgium
- France
- Germany
- Italy
- Netherlands

**Duration:**

36 months

**PROJECT SHOWCASE**

**LOREM IPSUM EXAMPLE**

**A BREAKTHROUGH IN EUV TECHNOLOGY**

Since the international research project CATRENE EXCEPT began in 2009, its leading company ASML has seen its stock value quadruple and continue on a strong upward trend.

EXCEPT has led to the development of the ASML NVE:33000, an Extreme Ultra Violet (EUV) lithography tool, drawing considerable attention from potential buyers with already 11 units already sold for 60-70 million euros a piece, and commitments for future orders. ASML has now taken its success to another level with the creation of a customer co-investment programme. Clients like Intel are committing hundreds of millions to the future of the company.

When asked what EUV competition is, John West of VNI research Europe, a leading market research company, states: “There is none!” The project has secured a market advantage for ASML and its partners. The EUV tool developed as a result of the project is expected to change the electronics market substantially, just about anything with a computer chip could have its prices drastically cut. Some experts even speculate that tablet computers could be half the cost of today once EUV has been fully implemented. Nearly every electronic device you use has some of its key components beginning somewhere under a lithography machine. Similar to painting, an EUV machine brushes silicon wafer to pre-designed patterns of ultra violet light.

**Countries Involved:**

- Belgium
- France
- Germany
- Italy
- Netherlands

**Duration:**

36 months

**LOREM IPSUM EXAMPLE OF BOX**

EXCEPT has led to the development of the ASML NVE:33000, an Extreme Ultra Violet (EUV) lithography tool, drawing considerable attention from potential buyers with already 11 units already sold for 60-70 million euros a piece, and commitments for future orders. ASML has now taken its success to another level with the creation of a customer co-investment programme. Clients like Intel are committing hundreds of millions to the future of the company.

**Countries Involved:**

- Belgium
- France
- Germany
- Italy
- Netherlands

**Duration:**

36 months

**PROJECT SHOWCASE**

**LOREM IPSUM EXAMPLE**

**A BREAKTHROUGH IN EUV TECHNOLOGY**

Since the international research project CATRENE EXCEPT began in 2009, its leading company ASML has seen its stock value quadruple and continue on a strong upward trend.

EXCEPT has led to the development of the ASML NVE:33000, an Extreme Ultra Violet (EUV) lithography tool, drawing considerable attention from potential buyers with already 11 units already sold for 60-70 million euros a piece, and commitments for future orders. ASML has now taken its success to another level with the creation of a customer co-investment programme. Clients like Intel are committing hundreds of millions to the future of the company.

When asked what EUV competition is, John West of VNI research Europe, a leading market research company, states: “There is none!” The project has secured a market advantage for ASML and its partners. The EUV tool developed as a result of the project is expected to change the electronics market substantially, just about anything with a computer chip could have its prices drastically cut. Some experts even speculate that tablet computers could be half the cost of today once EUV has been fully implemented. Nearly every electronic device you use has some of its key components beginning somewhere under a lithography machine. Similar to painting, an EUV machine brushes silicon wafer to pre-designed patterns of ultra violet light.

**Countries Involved:**

- Belgium
- France
- Germany
- Italy
- Netherlands

**Duration:**

36 months

**LOREM IPSUM EXAMPLE OF BOX**

EXCEPT has led to the development of the ASML NVE:33000, an Extreme Ultra Violet (EUV) lithography tool, drawing considerable attention from potential buyers with already 11 units already sold for 60-70 million euros a piece, and commitments for future orders. ASML has now taken its success to another level with the creation of a customer co-investment programme. Clients like Intel are committing hundreds of millions to the future of the company.

**Countries Involved:**

- Belgium
- France
- Germany
- Italy
- Netherlands

**Duration:**

36 months

**PROJECT SHOWCASE**

**LOREM IPSUM EXAMPLE**

**A BREAKTHROUGH IN EUV TECHNOLOGY**

Since the international research project CATRENE EXCEPT began in 2009, its leading company ASML has seen its stock value quadruple and continue on a strong upward trend.

EXCEPT has led to the development of the ASML NVE:33000, an Extreme Ultra Violet (EUV) lithography tool, drawing considerable attention from potential buyers with already 11 units already sold for 60-70 million euros a piece, and commitments for future orders. ASML has now taken its success to another level with the creation of a customer co-investment programme. Clients like Intel are committing hundreds of millions to the future of the company.

When asked what EUV competition is, John West of VNI research Europe, a leading market research company, states: “There is none!” The project has secured a market advantage for ASML and its partners. The EUV tool developed as a result of the project is expected to change the electronics market substantially, just about anything with a computer chip could have its prices drastically cut. Some experts even speculate that tablet computers could be half the cost of today once EUV has been fully implemented. Nearly every electronic device you use has some of its key components beginning somewhere under a lithography machine. Similar to painting, an EUV machine brushes silicon wafer to pre-designed patterns of ultra violet light.

**Countries Involved:**

- Belgium
- France
- Germany
- Italy
- Netherlands

**Duration:**

36 months

**LOREM IPSUM EXAMPLE OF BOX**

EXCEPT has led to the development of the ASML NVE:33000, an Extreme Ultra Violet (EUV) lithography tool, drawing considerable attention from potential buyers with already 11 units already sold for 60-70 million euros a piece, and commitments for future orders. ASML has now taken its success to another level with the creation of a customer co-investment programme. Clients like Intel are committing hundreds of millions to the future of the company.

**Countries Involved:**

- Belgium
- France
- Germany
- Italy
- Netherlands

**Duration:**

36 months
4.7. Annual report

EUREKA’s annual report shall have a unique look and feel whilst being in line with the visual identity defined for other EUREKA brochures. It also allows for more creative freedom, as its yearly cycle lends itself to an evolution in line with EUREKA’s core expertise: technology.

Just like research and technology, the annual report should evolve according to new and upcoming trends in graphic design.

Example of a cover, with the diagonal strap

13 mm
½ X 6,5 mm
Limited access to provide financial support to the post-R&D phases of innovation impedes the development of new products, services or processes and hampers entrepreneurial activity or the startup of new businesses. Closing this ‘innovation gap’, often referred to as the ‘valley of death’, is a challenge particularly for SMEs and young entrepreneurs.

The role of EUREKA to become an enabler in terms of financing innovation has been explored in the past and is followed up with the aim to support access to innovation financing. A need for follow-on activities of EUREKA projects.

Seven countries had only grants as support instruments, nine also loans, four also guarantees and two also equity. The schemes were operated by governments for three countries, by public-private partnership for another three, by semi-government for two others and by bank for another two. An additional on-line survey was sent in January 2012 to 1,500 EUREKA companies with finished or running EUREKA projects (2008-2011). 135 companies replied to the survey and 90% indicated that they need additional funding to reach the commercialisation of their R&D results. Two-thirds explained that they need up to 1 million euro and more than half indicated that they had raised less than 500,000 euro. Most enterprises would prefer equity investment rather than loans and 30% stated that they were not aware of existing schemes such as JEREMIE, RISF. These two surveys have clearly shown the need for follow-on activities.

Dialogue with European financial institutional stakeholders: On March 22, 2012, a EUREKA delegation led by the EUREKA chairmanship met with representatives of the European Investment Fund in Luxembourg. The meeting was organised to discuss under what conditions the EIB and EIF should consider financing European SMEs that, having successfully completed EUREKA and Eurostars projects, aim at new expansion projects to increase exports and gain competitiveness. The discussion focused especially on the new Risk Sharing Instrument (RSI). There are clear complementarities between EUREKA’s activities and the objectives of RSI. So much so that SMEs with approved EUREKA / Eurostars projects are eligible to RSI, meaning that they are recognised by EIF as being ‘Innovative’ and ‘Research Performing’. However, this does not grant them automatic approval by the intermediary institutions.

**FOLLOW-ON ACTIVITIES OF EUREKA PROJECTS**

**PORTUGAL**

**PROJECTS OVERVIEW**

<table>
<thead>
<tr>
<th>PROJECTS APPROVED IN 2012:</th>
<th>INDIVIDUAL PROJECTS</th>
<th>CLUSTERS</th>
<th>EUROSTARS</th>
<th>OVERALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF PROJECTS</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>14</td>
</tr>
<tr>
<td>FINANCIAL CONTRIBUTION</td>
<td>2,55</td>
<td>3,64</td>
<td>2,29</td>
<td>8,47 M€</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROJECTS APPROVED: OVERALL</th>
<th>NUMBER OF PROJECTS</th>
<th>FINANCIAL CONTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>270</td>
<td>36</td>
<td>38</td>
</tr>
<tr>
<td>162,41</td>
<td>22,98</td>
<td>12,56</td>
</tr>
<tr>
<td>217,95 M€</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Clusters**

- **Biotech**: 17.64%
- **Energy**: 4.37%
- **Environment**: 15.20%
- **ICT**: 14.75%
- **Industrial**: 15.20%
- **Others**: 1.88%

**Number of projects approved**

<table>
<thead>
<tr>
<th>Year</th>
<th>Individual projects</th>
<th>Clusters</th>
<th>Eurostars</th>
<th>Total budget allocated</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>2,55 M€</td>
</tr>
<tr>
<td>2011</td>
<td>270</td>
<td>36</td>
<td>38</td>
<td>162,41 M€</td>
</tr>
<tr>
<td>2010</td>
<td>36</td>
<td>38</td>
<td></td>
<td>22,98 M€</td>
</tr>
<tr>
<td>2009</td>
<td>38</td>
<td>38</td>
<td></td>
<td>12,56 M€</td>
</tr>
<tr>
<td>2008</td>
<td>38</td>
<td>38</td>
<td></td>
<td>8,47 M€</td>
</tr>
</tbody>
</table>

**Example of a content page**

(on coloured background to increase contrast)

**Infographics page**

(on coloured background to increase contrast)
4.8. **Powerpoint presentation**

The PowerPoint master file guarantees a standard look while allowing a degree of flexibility regarding the use of images and graphs etc. The EUREKA logo is always displayed on the title page. On subsequent slides the logo is in the upper right corner. The presentation closes with the website on the final slide.
EUREKA’s e-zine consists of five sections:

- The header, which features the EUREKA logo, the issue number, the e-Zine tagline and social media links
- Four lead-in stories, including one with text only, one with picture and headline, and two for the success stories with pictures, headline and short description.
- Four news boxes for EUREKA, Eurostars, clusters and EUREKA in the era
- A content box for upcoming events
- The footer, with a short presentation of EUREKA and various links.

Title “Featured news” Comfortaa Bold 19pt
Body article Arial 14 pt
Title “Article 2 & 3” Comfortaa Bold 23pt
Subtitle “Article 2 & 3” Comfortaa Bold 13pt

Article 2 and 3 should be spread over 2 columns of equal width
4.10. e-zine

Detailed news section

FORTHCOMING EVENTS

APRIL 2014
Celtic-Plus Event & Proposers’ Day 2014 (Monaco)

MAY 2014
AlpCluster20x20 workshop (Austria)
European Business Summit 2014 (Belgium)
Innovation & Technology Conference (Bulgaria)
KOREA EUREKA Day 2014 (Norway)

JUNE 2014
World Research and Innovation Congress (Belgium - EUREKA Secretariat)

EUREKA is a European network for market-oriented R&D. Its aims is to strengthen European competitiveness by promoting market-driven collaborative research and technological development. EUREKA enables industry, universities and research institutes from 40 member countries to collaborate in a “win-win” approach to developing and exploiting innovative technologies. For more information visit eurekanetwork.org

View this issue online
Edit your subscription and subscribe to our online newsletter
Unsubscribe

Forthcoming events box

Colour: R 0 – G 204 – B 255
4.10. **e-zine (responsive design)**

To ensure optimal readability on smartphones, the e-zine uses responsive design, a technique which allows for content blocks and other elements to resize and appear in one column only. This prevents users from resorting to zoom and horizontal scrolling in order to be able to read the content.