



# Global Gateway Strategy.

BRAND GUIDELINES

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## MISSION

**Global Gateway is building sustainable and trusted connections that work for people and the planet.** It helps to tackle the most pressing global challenges, from fighting climate change, to improving health systems, and boosting competitiveness and security of global supply chains.

Global Gateway aims to mobilise up investments through a Team Europe approach, bringing together the EU, its Member States and their financial and development institutions. It seeks a transformational impact in the digital, climate and energy, transport, health, and education and research sectors.

In the Western Balkans and in the neighbourhood regions Global Gateway is implemented through Economic and Investment Plans.

## VISION

In a changing world, trusted and equal partnerships matter.

**Our Global Gateway vision is based on strategic, mutually beneficial, and sustainable connections between the EU and partner countries.** It is the EU's positive offer to its partners, with the desire to reduce strategic dependencies and boost the competitiveness and security of global supply chains.

By scaling up high quality investments, we will support partner countries to achieve a fair, green and digital transition.

## VALUES

We stand by our values – values we share with our partners around the world.

These are the basis for all our work.

**Sustainability:** We are investing in building a better world for all. This means focusing on sustainability in all its dimensions: social, environmental, economic and political.

**Partnership:** We believe in the power of partnership, and work hand-in-hand with our partners globally, regionally, nationally and locally.

**Equality:** Projects and investments will be fairly and equally accessible and will be inclusive, notably in terms of gender equality.

**Transparency:** We aim to invest in projects that work for people. To succeed in sustainable investment, projects will be implemented with high standards, transparency and good governance.

## BRAND

Global Gateway should be promoted as a brand. The brand of Global Gateway can be used by various communities, organisations, institutions, Team Europe actors, local communities and businesses for independent activities outside initiatives and financial involvement of the European Commission. It can be used also in combination with relevant national or multilateral brands ([see co-branding section](#)).

From the Global Gateway Communication:

*"Global Gateway will aim at mobilising investments of up to €300 billion between 2021 and 2027. **It will do so under one brand, taking a Team Europe approach** - bringing together resources of the EU, Member States, European financial institutions and national development finance institutions"*



## TONE OF VOICE

Working towards the Global Gateway mission around the world means communicating with different audiences, via different channels and adopting different tactics. Whatever the audience and medium we use, our tone of voice is consistent.

**Our tone of voice is:** decisive, communicates positive progress, and inspires further action.

The focus will be on simple, clear and understandable messages, emphasising positive cases of the European Union's and its partners', values and work, based on concrete people to people exchange. It will reinforce Global Gateway's priorities by demonstrating that progress is possible together, and that tangible, mutually beneficial and sustainable results are achievable.

**Decisive:** The EU and its partners are the driving force behind Global Gateway's offer of positive change. Our messages should be decisive and demonstrate our position which is firm and positive.

"We must"

"We are convinced"

"Relentless"

"It will"

**Communicates positive progress:** Our messaging shows positive change and focuses on our objectives, bringing forward the constructive and sustainable results of Global Gateway initiatives.

"We are building"

"Creating opportunities"

"Towards a better future"

"Transforming"

**Inspires further action:** Global Gateway is a driver of change, enabling investment, job creation, exchanges, and inspiring positive transformation.

"Empower"

"Drive sustainable change"

"Inspire"





## TAGLINES



## SOCIAL MEDIA

Please use the Global Gateway [social media templates](#).

The shapes should be combined with photos depicting either people or infrastructure. The photos including people should consist of portraits or people in action, in natural poses, avoiding studio shots that look rehearsed. The shapes should interact with the objects and people but must not cover their faces.

The shapes can be integrated in photos showcasing projects, infrastructure, landscapes. The shapes can be one solid colour, or a gradient. There must be sufficient contrast between the shape and background.

Always include hashtags: **#GlobalGateway** **#TeamEurope**





## PHOTOGRAPHY

Photography is a powerful tool to help tell a story. We look at the world with a journalistic, non-orchestrated and investigative eye.

Whether through a single shot or a series of photos, it can capture people's attention and invoke emotion in the viewer. We understand that sincere topics only get noticed thanks to emotional imagery.

The shapes should be combined with photos depicting either people or infrastructure.

The photos including people should consist of portraits or people in action, in natural poses, avoiding studio shots that look rehearsed. **The shapes should interact with the objects and people, but must not cover their faces.**

A collection of photography with the Global Gateway visual identity is available on the [EC Audiovisual Portal](#).





## VIDEO

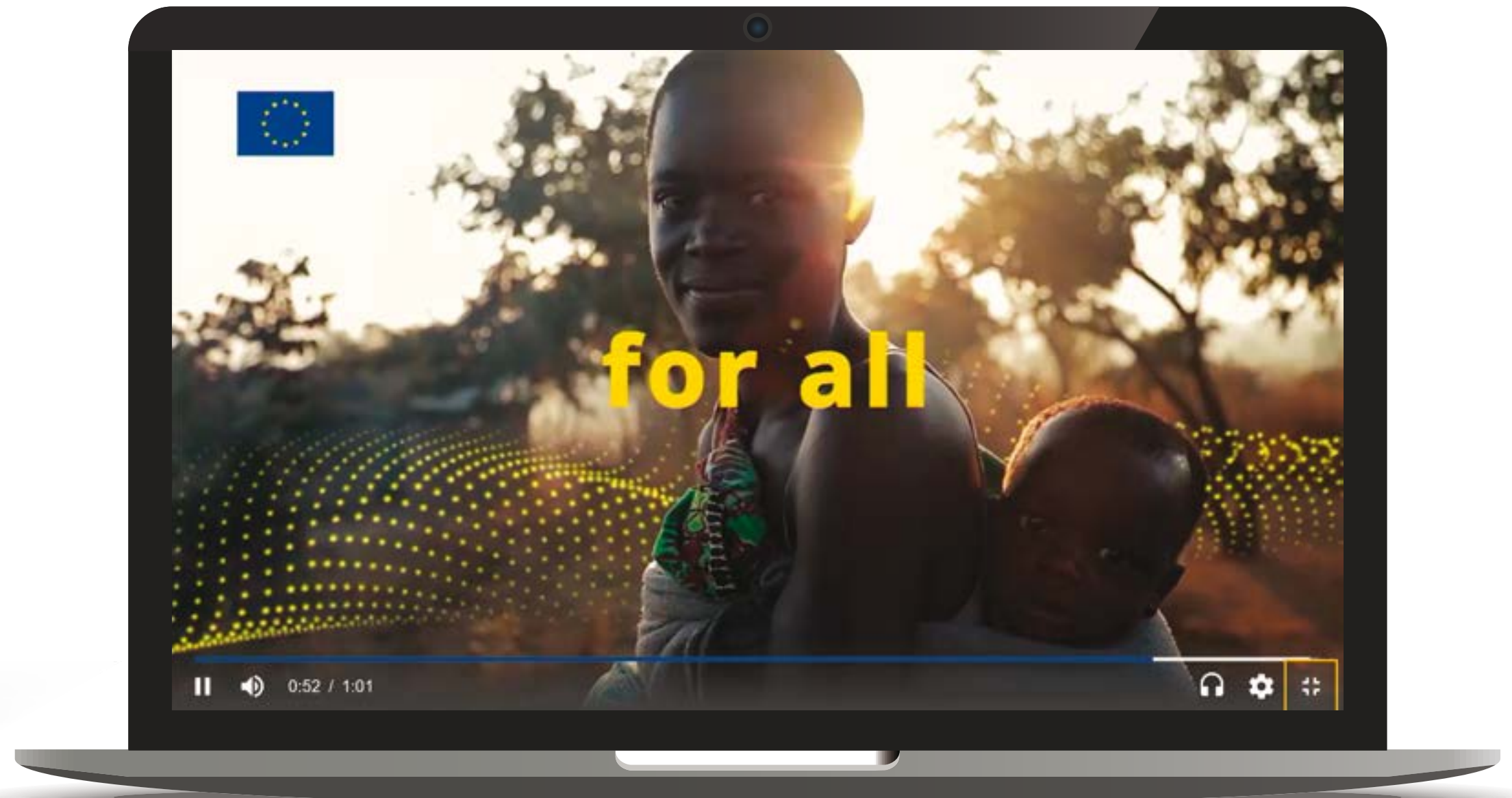
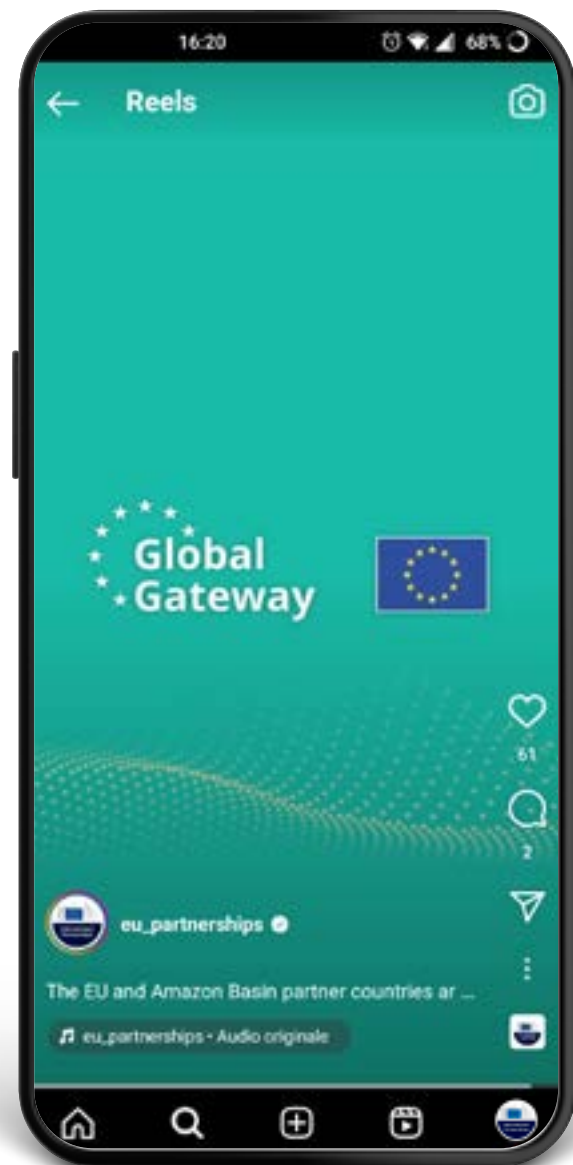
People are visual beings, and video continues to rise in importance as a medium for communication. Viewers retain more of the message when they watch it in a video, compared to when they read it in text, meaning video plays an important role in communicating both intention and impact.

Whether human-centred or information-driven, videos should lead with values and emotion first to capture the viewer.

Global Gateway video outro should close all videos related to Global Gateway.

Global Gateway logo with animated elements, outro, and other visual assets are available on the [Global Gateway communication resources website](#).

A collection of videos with the Global Gateway visual identity is available on the [EC Audiovisual Portal](#).



## VISUAL STYLE

The Global Gateway visual style inspires modernity and action, the wave shape represents connections between people and connectivity to achieve progress.

## LOGO

### POSITIVE VERSION



### POSITIVE VERSION



### NEGATIVE VERSION



The logo exists in several colours, but **the two main versions are dark blue and white**. The other versions of the logo can be used, however the logo must always be in **high-contrast with the background**, so it can be fully visible.

### Logo safe area



### Logo & the EU emblem



The EU emblem must be the same height as the text in the Global Gateway logo. The two elements must both appear on every type of visual.

Global Gateway logo is available on the [Global Gateway communication resources website](#).



The logo and the EU emblem must always both appear. Make sure that you always ensure high visibility between the logo/EU emblem and the background. The logo always has to appear first, followed by the EU emblem. There are two options on how to place them on visuals.

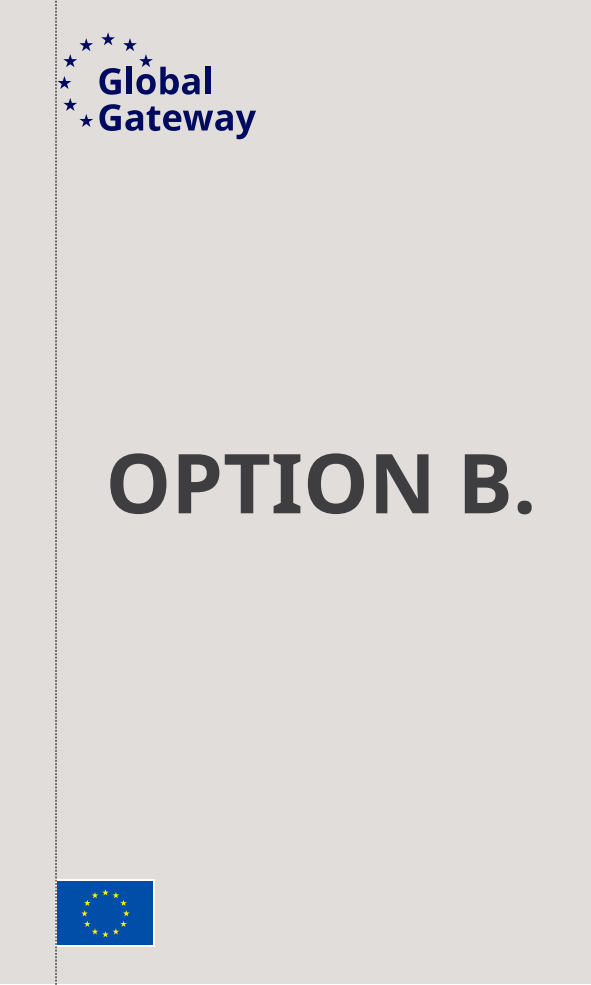
**Option A:** the logo and the EU emblem are aligned on the top of the visual. The logo is placed top left and the EU emblem top right.

**Option B:** the logo and the emblem are aligned to the left. The logo is placed top left and the EU emblem bottom left.

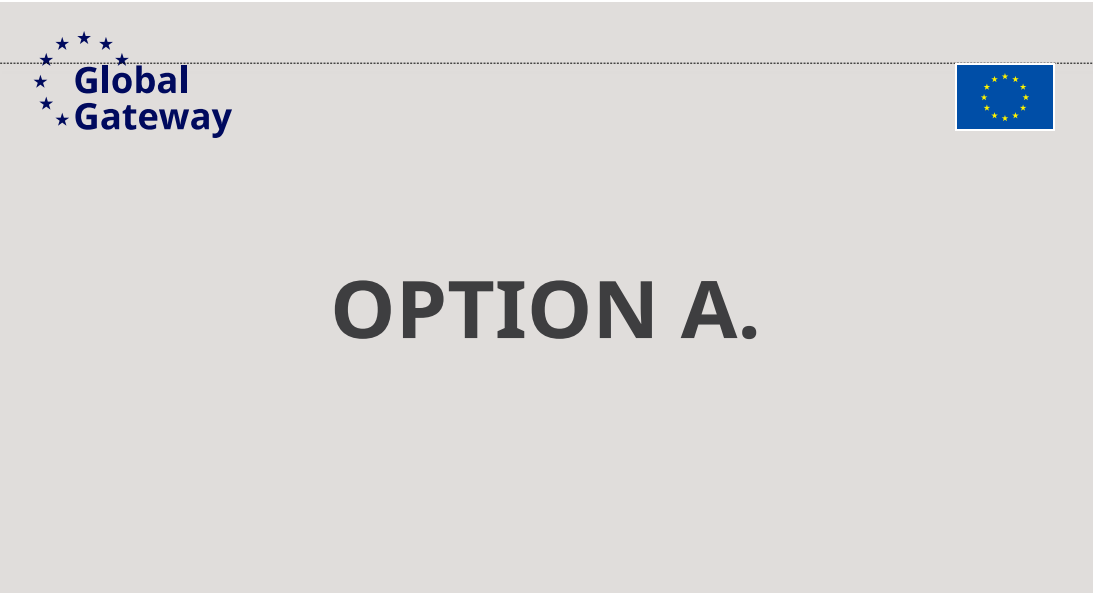
Square visuals



Vertical visuals

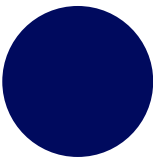







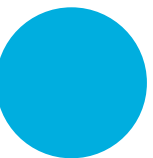
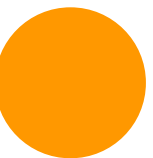
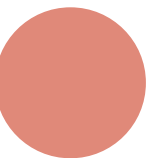


Horizontal visuals



COLOUR PALETTE

DIGITAL PALETTE

										
<b>R0 G18 B92</b> #00125c	<b>R26 G84 B235</b> #1a54eb	<b>R255 G204 B3</b> #ffcc03	<b>R143 G64 B153</b> #8f4099	<b>R24 G186 B168</b> #18baa8	<b>R255 G92 B85</b> #ff5c55	<b>R154 G202 B60</b> #9aca3c	<b>R193 G0 B118</b> #c10076	<b>R0 G173 B220</b> #00addc	<b>R255 G151 B0</b> #ff9700	<b>R203 G136 B121</b> #cb8879

COLOUR COMBINATIONS EXAMPLES



PRINT PALETTE

										
<b>C100 M90 Y0 K55</b>	<b>C100 M55 Y0 K0</b>	<b>C0 M15 Y95 K0</b>	<b>C45 M84 Y0 K0</b>	<b>C84 M0 Y40 K0</b>	<b>C0 M75 Y65 K0</b>	<b>C24 M0 Y70 K21</b>	<b>C0 M100 Y39 K24</b>	<b>C100 M10 Y0 K0</b>	<b>C0 M41 Y100 K0</b>	<b>C0 M49 Y93 K0</b>

## TYPOGRAPHY

TITLES - NOTO SANS BOLD

**Titles.**

**Titles.**

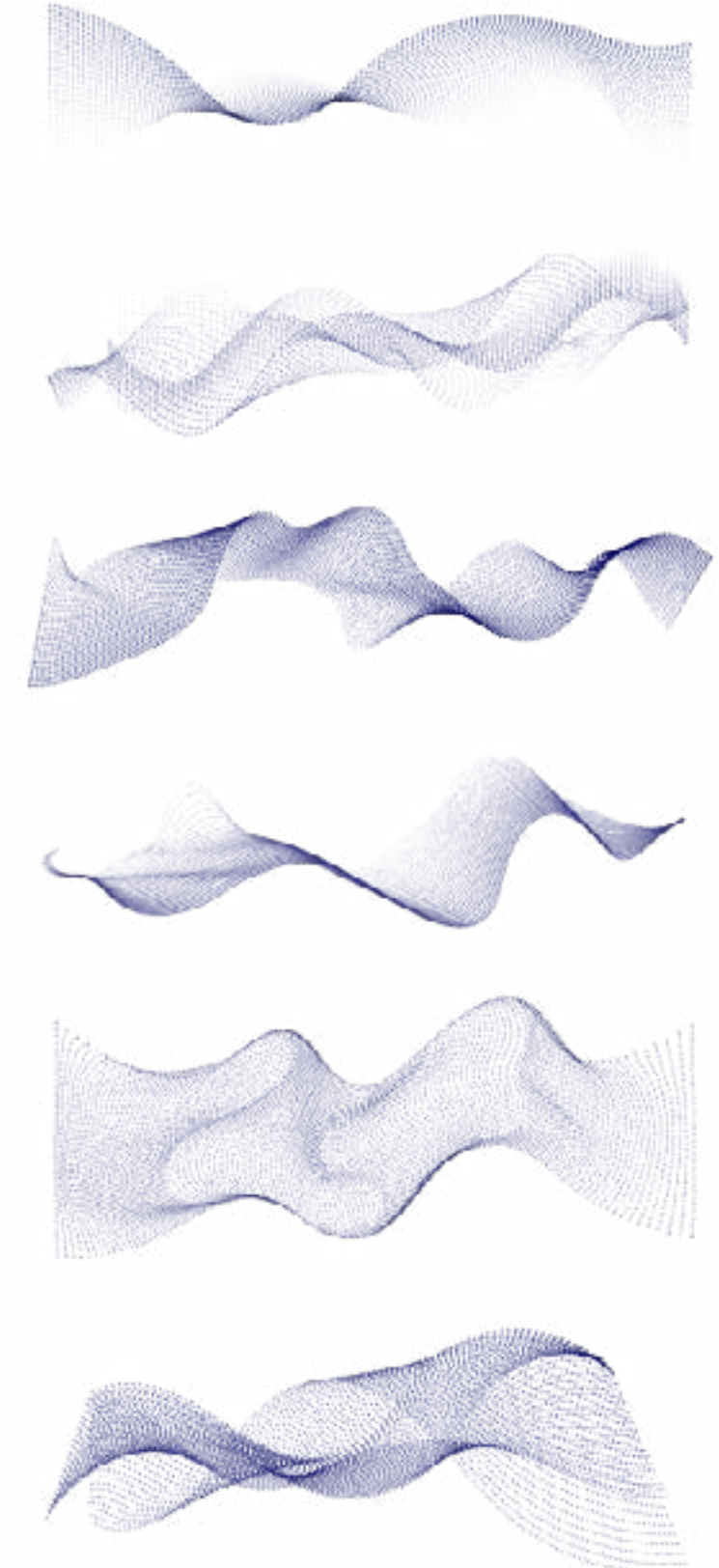
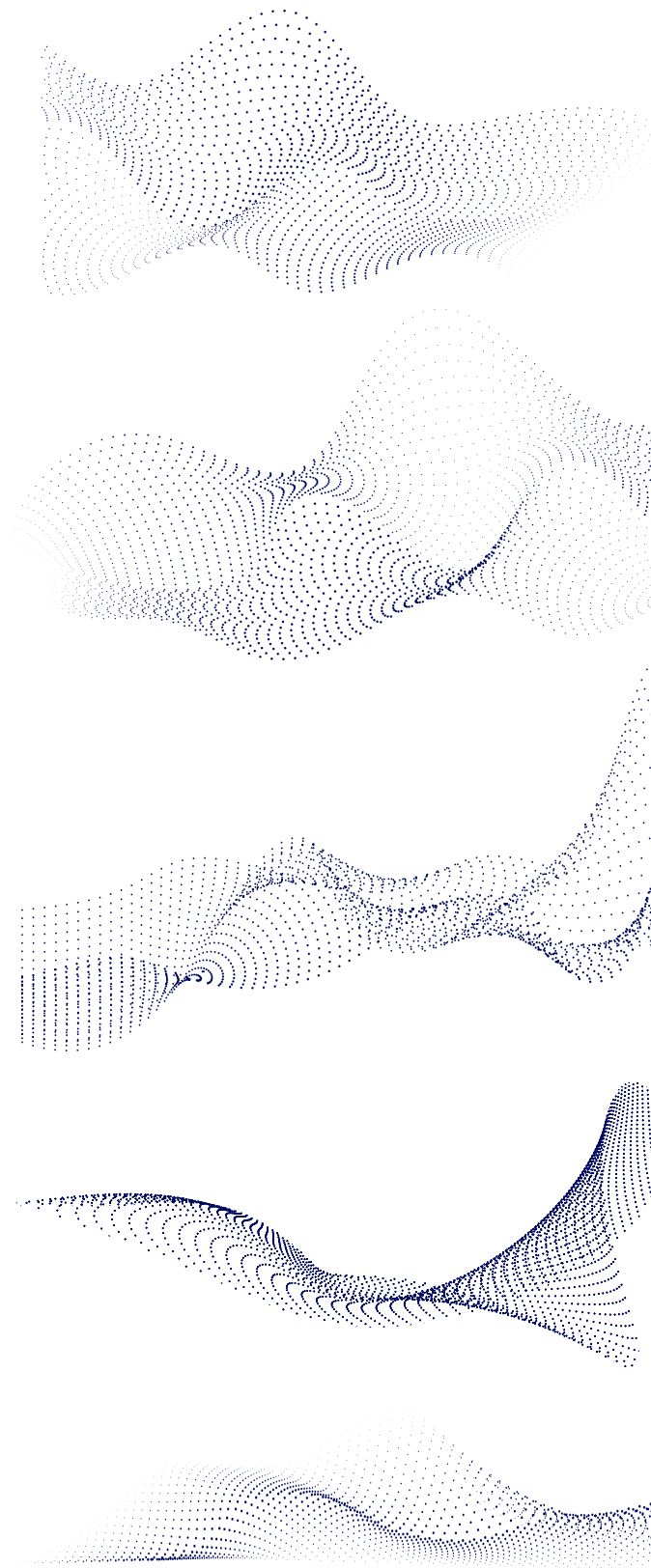
**Titles.**

BODY TEXT - NOTO SANS

Downloading link: [https://  
fonts.google.com/noto/specimen/  
Noto+Sans](https://fonts.google.com/noto/specimen/Noto+Sans)

**Other font option** (only if Noto  
font is not accessible) - ARIAL

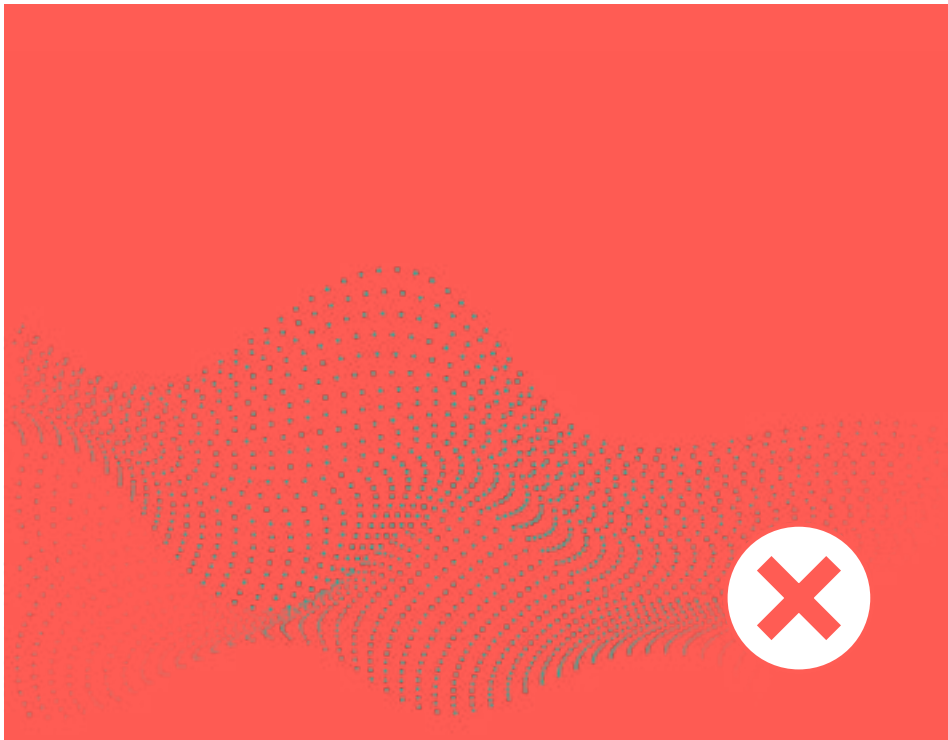
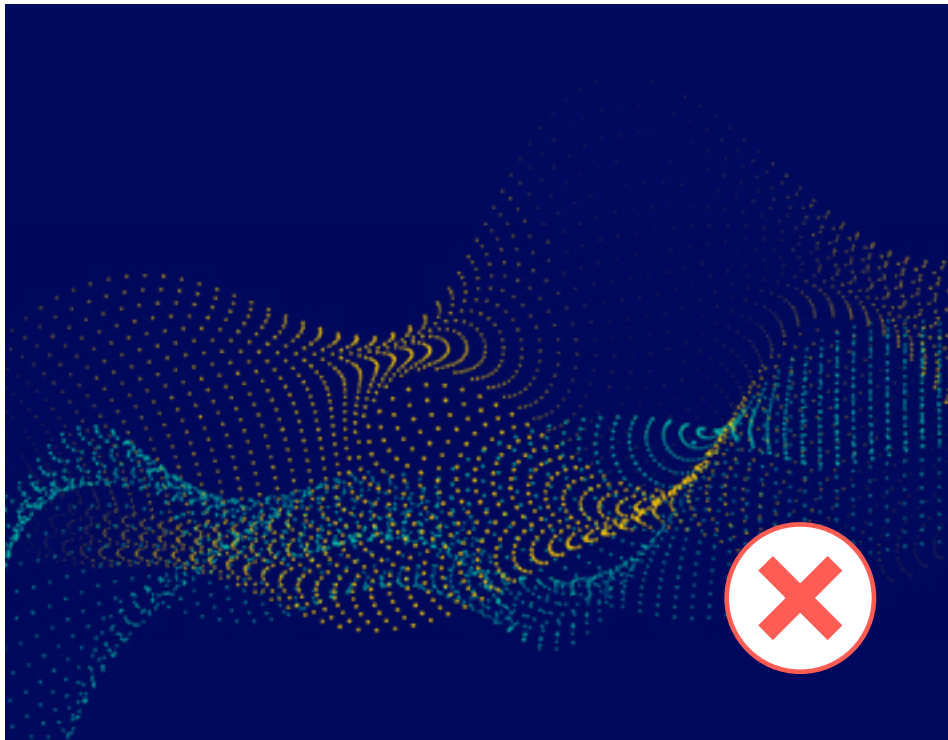
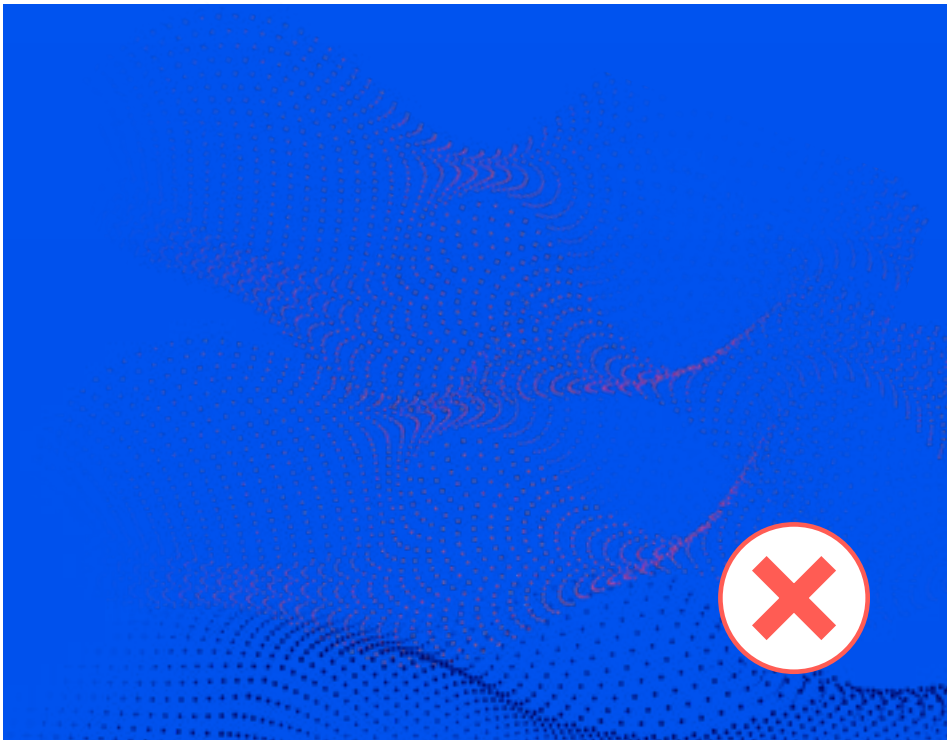
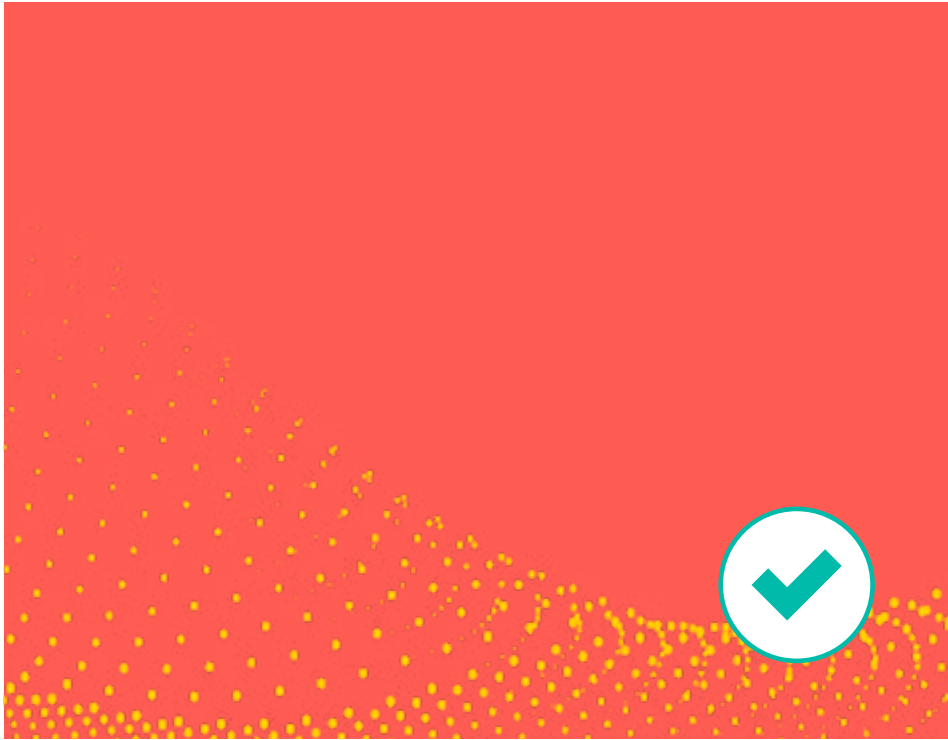
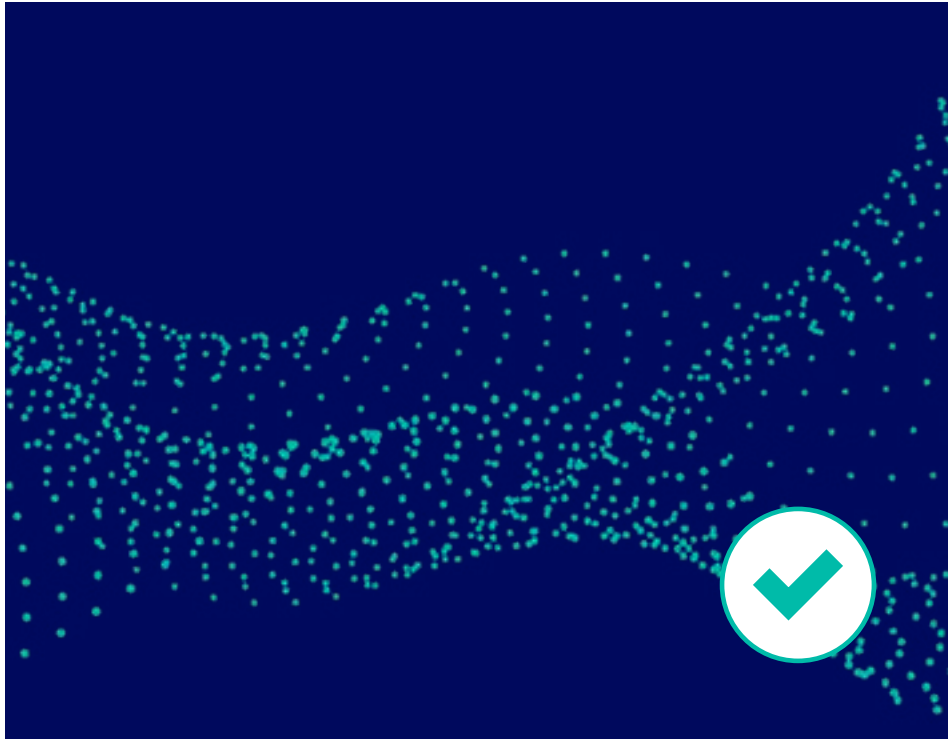
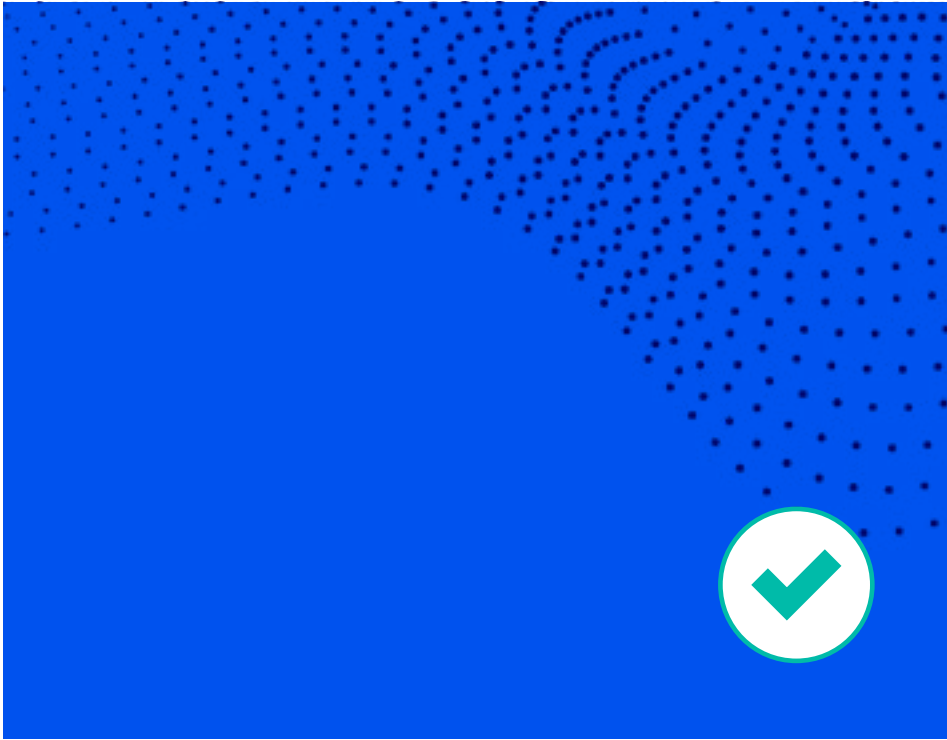
## SHAPES



The shapes can be integrated in photos showcasing projects, infrastructure, landscapes. It can be one solid colour, or a gradient. There must be sufficient contrast between the shape and background. Shapes are available on the [Global Gateway communication resources website](#).



DOS AND DON'TS



Contrast issue.  
Messy shapes.

Shapes mixing colors.  
Messy shapes.

Contrast issue.  
Messy shapes.



## DOS AND DON'TS



The EU emblem is not the same height as the title of the Global Gateway logo, and both elements are not aligned.



The EU emblem is missing - it always has to appear with the Global Gateway logo.



The shape covers the face and doesn't interact with the subject.

CO-BRANDING OPTIONS

In case of co-branding, the partners logo(s) should appear next to the EU emblem, respecting the safe area (size of the circle of stars from the EU emblem).

All logos should have equal and balanced visual weight and be aligned with each other horizontally.

Square visuals



Vertical visuals



Horizontal visuals





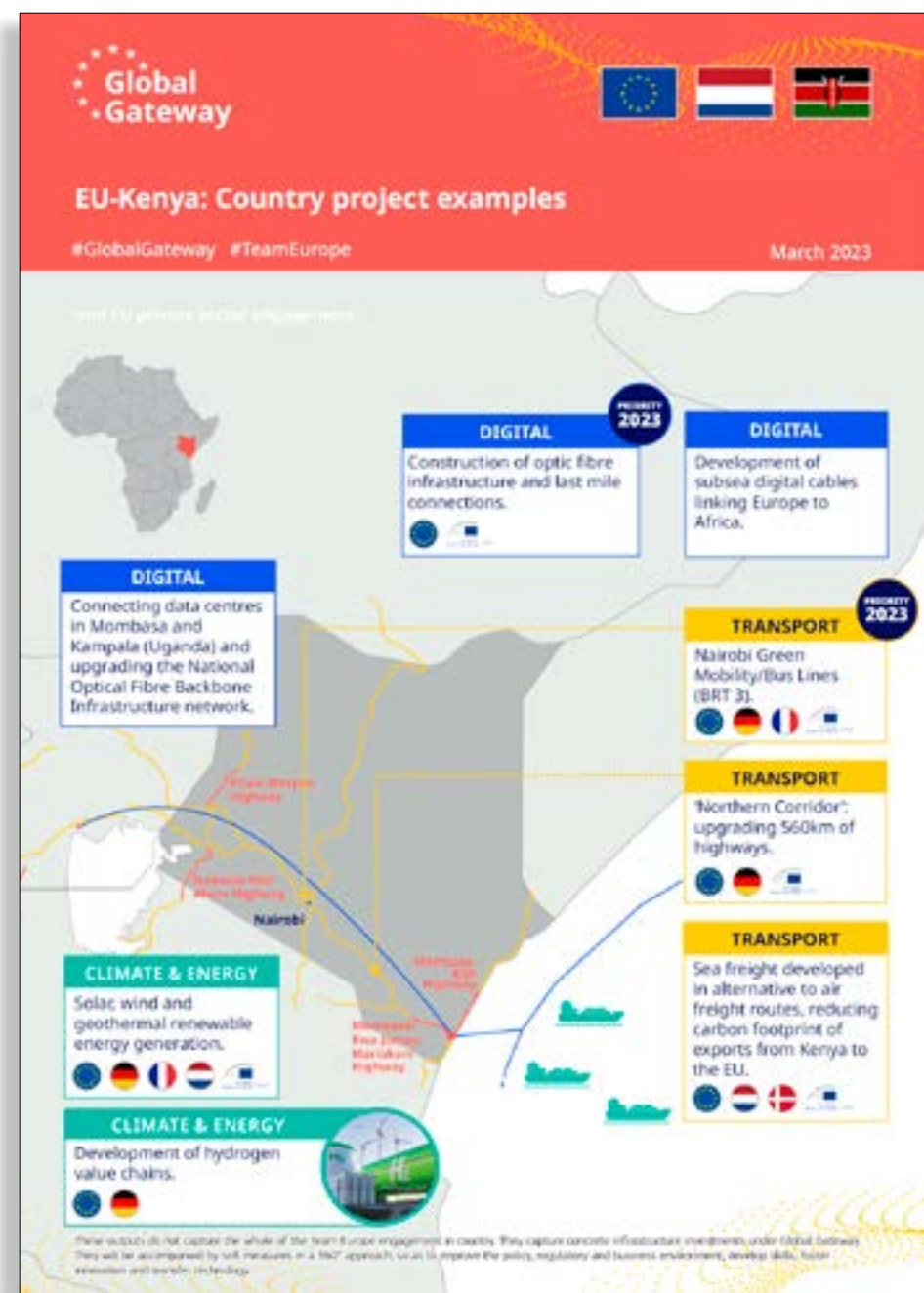
## CO-BRANDING WITH TEAM EUROPE

In case of co-branding with Team Europe actors, the EU Member State flag or the EU Member State implementing agency logo can be placed to the right of the EU flag, in alignment with the Global Gateway logo. Either the EU Member State flag or the EU Member State implementing agency logo can be used, but not both.



# CO-BRANDING WITH TEAM EUROPE

In case of co-branding with an EU Member State and an external partner country, the partner country flag should appear last (after the EU Member State flag/EU Member State implementing agency logo).





CO-BRANDING WITH IMPLEMENTING PARTNERS

Partners implementing EU-funded Global Gateway projects/programmes must include the relevant funding statement (“Funded by the European Union” or “Co-funded by the European Union”) alongside or underneath the EU emblem.

Logos for EU-funded programmes cannot be created. No graphic elements should be added to the name of the programme, which must be written in Noto Sans (Global Gateway typography) without any modifications, except for changes in color and boldness.

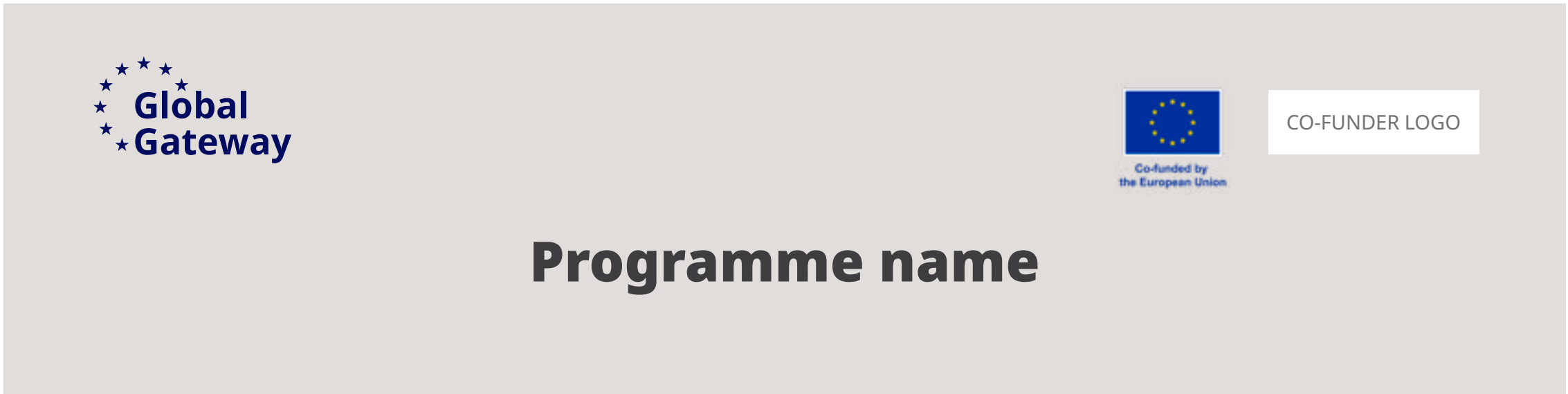
The name of the programme should be incorporated within the visual content and should not be positioned at the same level as the GG logo, EU emblem, or any other logos.

Existing programme-specific logos and branding will be phased out and adapted to the Global Gateway branding elements (GG logo, typography, colour palette and shape).

Horizontal visuals



Vertical visuals



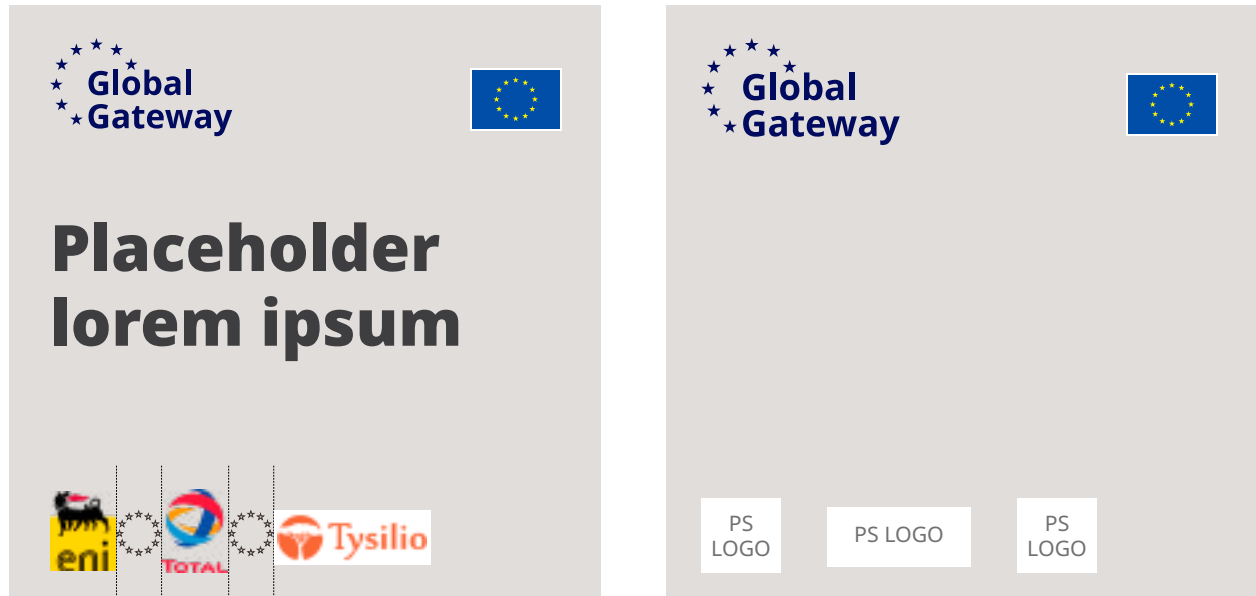


CO-BRANDING WITH PRIVATE SECTOR

In case of co-branding with private sector companies, the private sector logo(s) should appear at the bottom of the visual, respecting the safe area (size of the circle of stars from the EU emblem).

All logos should have equal and balanced visual weight and be aligned with each other horizontally.

Square visuals



Vertical visuals



Horizontal visuals



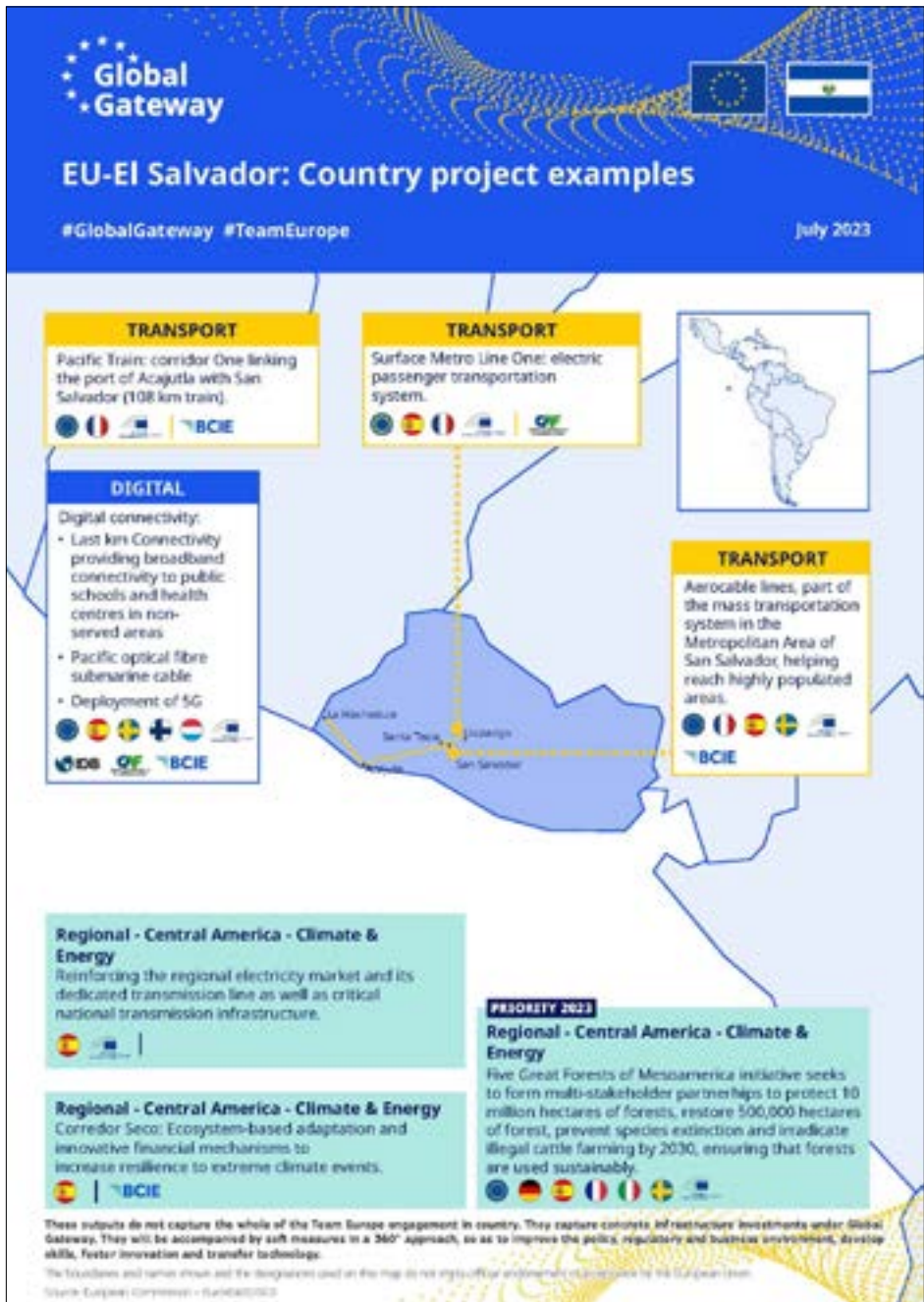
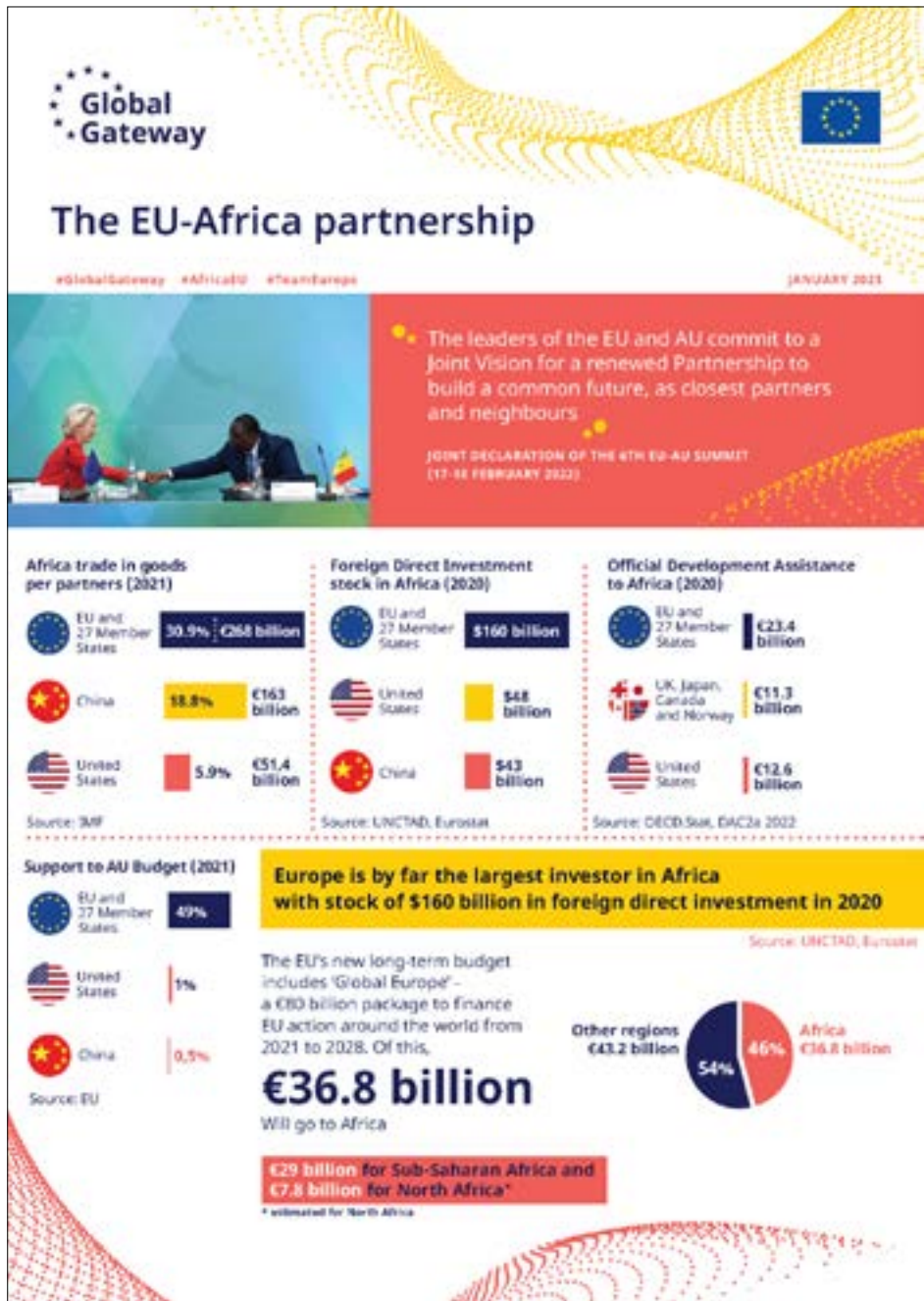
## EXAMPLES

### ROLL-UPS





INFOGRAPHICS





FACTSHEETS



Global Gateway

Arctic

#GlobalGateway #TeamEurope

DECEMBER 2021

### Relationship with the EU

- The EU's Arctic policy has been updated regularly since it was first outlined in 2008, including the joint communication of 27 April 2016
- Joint Communication on "A stronger EU engagement for a greener, peaceful and prosperous Arctic" (13 October 2021)

### Total EU funding for external action

- EU Arctic-related funding is provided through several programmes and initiatives, including Interreg, InvestEU, HorizonEurope, as well as the Copernicus and Galileo space programmes
- The EU invested around €200 million in Arctic-related research under Horizon 2020 (2014-2020), and will support Arctic science via the Horizon Europe Programme (2021-2027)

### Initiatives

The EU has strategic and day-to-day interests, both in the European Arctic as well as the broader Arctic region, and shares the responsibility for sustainable development there. Increased maritime connectivity and natural resource availability in the Arctic region due to the decrease of the Arctic ice present new opportunities, but their environmental and strategic implications require close monitoring. At the same time, digital connectivity is needed to remove dead zones and ensure cohesion across the Arctic and with EU Member States.



Promote **digital connectivity** between the EU and the Arctic region through support to the implementation of 5G cross-border corridors.



Invest in **renewables and clean energy**, including renewable hydrogen, in Greenland. These investments will also support the development of CO2 free raw materials value chains in Greenland.

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Global Gateway

EU-Africa: Global Gateway Investment Package - Green transition

#GlobalGateway #AfricaEU #TeamEurope

FEBRUARY 2022

### Africa's Great Green Wall Initiative

Africa's Great Green Wall Initiative aims to green the Sahel, improve climate resilience and restore dignified and sustainable living conditions, contributing to improve stability and security across the region. Spanning 18 countries, EU funding for this pan-African priority will contribute to restoring land fertility and support value-chain development and livelihoods, thereby:

- ensuring food and nutrition security
- protecting biodiversity and ecosystems
- fighting climate change
- improving energy security



Great Green Wall Pan-African Agency countries

Other interested Great Green Wall countries

€3.5 billion

in EU funding over five years, with further contributions from Team Europe foreseen



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Global Gateway

REHABILITATION OF THE LAO NATIONAL ROAD 2

#GlobalGateway #TeamEurope

February 2024

<b>Project Title</b>	Rehabilitation of the Lao National Road 2
<b>Co-funded by</b>	European Union, European Investment Bank, World Bank, and Government of Lao PDR Works and Transport
<b>Main partners</b>	Ministry of Public Works and Transport
<b>Duration</b>	2024-2028
<b>Budget</b>	Total: €150.4 M (EU: €8.4 M, EIB: €50 M, WB: €90 M, Government of Lao PDR: €2 M)



### CONTEXT

Under Global Gateway, the EU intends to support the Southeast Asia Regional Economic Corridor and Connectivity Project (SEARECC) which aims to improve regional and domestic trade and climate resilient transport connectivity in Southeast Asia. The EU and EIB, in partnership with the World Bank, are expected to support the National Road 2 (NR2) in Lao PDR as part of this regional corridor with works foreseen to start in 2024.

The Lao NR2 located in the northern Lao PDR is part of the Asian Highway Network No. 13 (AH13) and one of the ASEAN priority investments. The lack of climate resilience is a key limiting factor for NR2 to fulfil its potential as a regional logistic corridor as this national road is a main transport corridor that connects Lao PDR with Vietnam and Thailand and cuts across the Laos-China railway and expressway.

Improved regional and domestic transport connectivity and logistics are important to facilitate access to markets and public services, which are critical to enhance international competitiveness, attract private investment, and create more jobs.

The project is split in different sections to be financed by as follows:

- NR2 East: Muang Xai to Muang Khoua: Approx. 100km (to be financed by the EIB loan and EU-APF Grant)
- NR2 West: Pakbeng to Muang Xai: Approx. 145km (financed by the World Bank)
- Muang Xai Bypass: 5km, linking NR2 East and NR2 West (to be financed by the EIB Loan and EU-APF Grant)

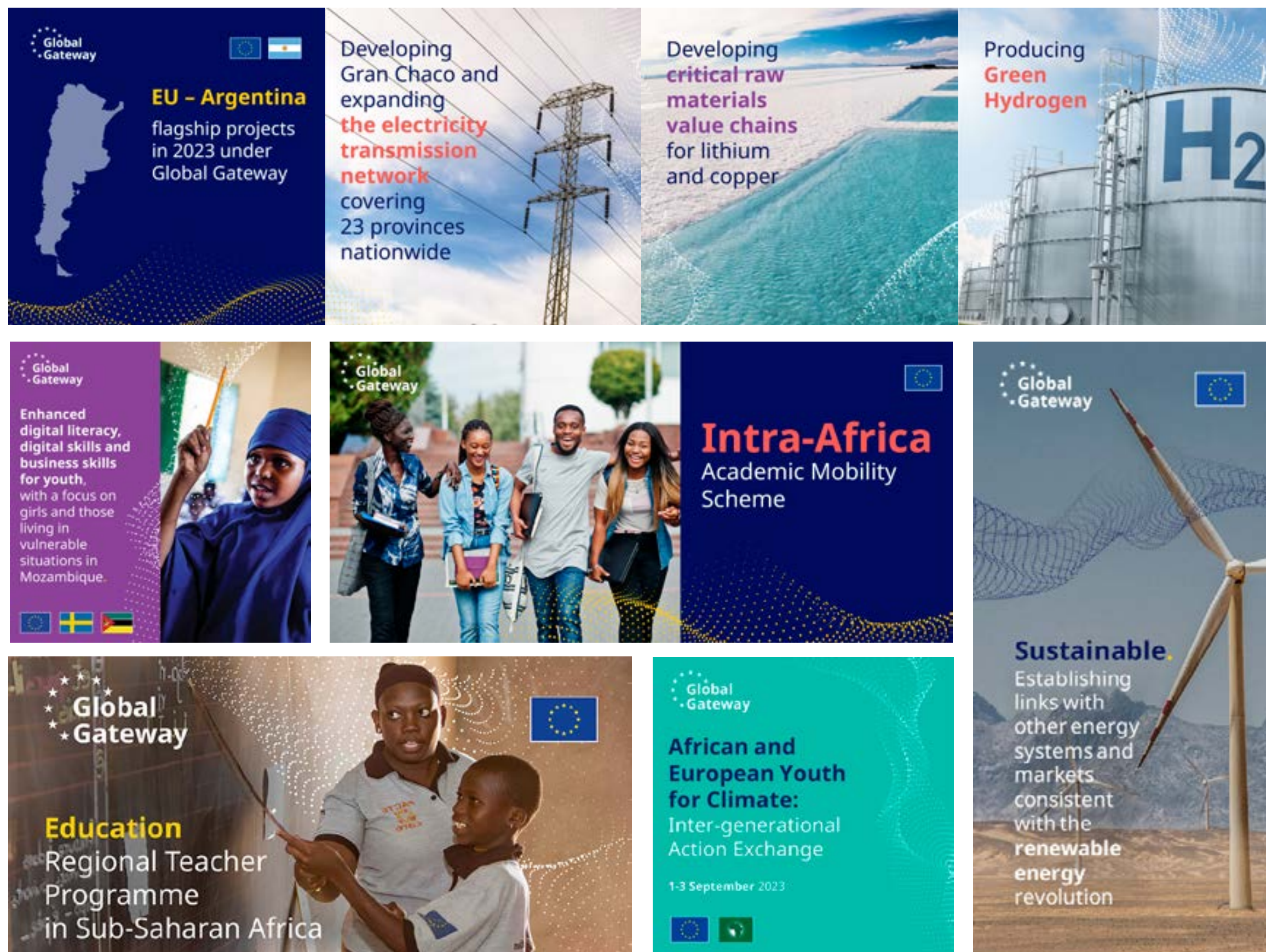


### OVERALL OBJECTIVE

To support Lao PDR's National Road No. 2 (NR2) rehabilitation, by maintaining and improving connectivity and accessibility and improving climate change resilience of selected road sections.

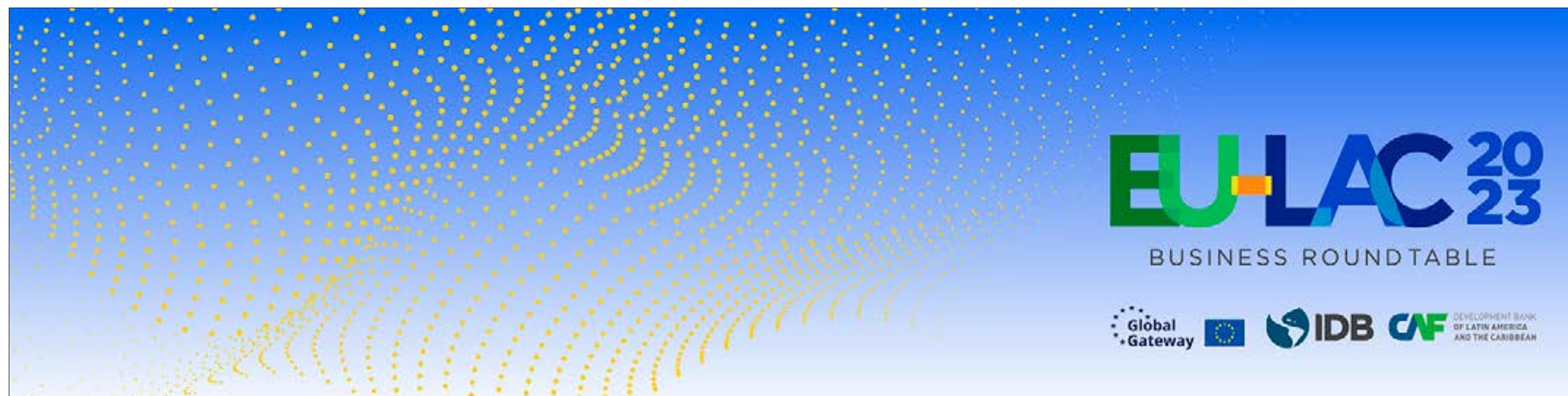
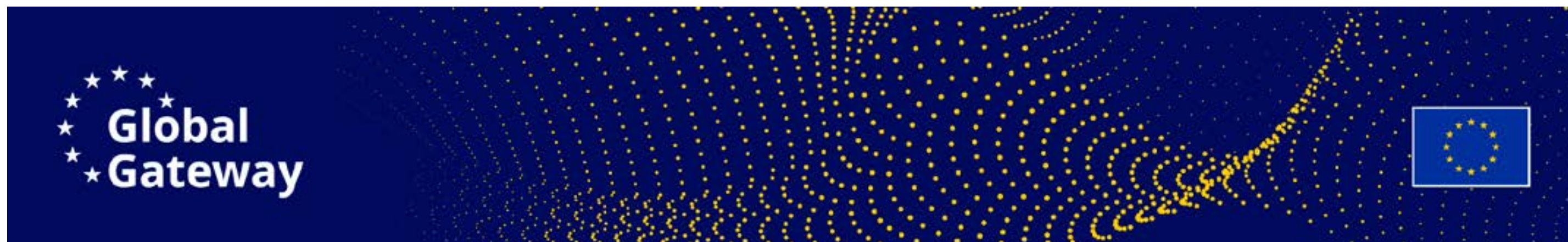


## SOCIAL MEDIA VISUALS





## WEB BANNERS





BACKDROPS





PRESENTATIONS



Please use the Global Gateway [PowerPoint presentation template](#).



CO-BRANDING WITH IMPLEMENTING PARTNERS - EXAMPLES

