



Global Gateway Strategy.

BRAND GUIDELINES

TABLE OF CONTENTS

MISSION	3	EXAMPLES	18
VISION	3	ROLL-UPS	18
VALUES	3	INFOGRAPHICS	19
BRAND	3	FACTSHEETS	20
TONE OF VOICE	4	SOCIAL MEDIA VISUALS	21
TAGLINES	5	WEB BANNERS	22
SOCIAL MEDIA	5	BACKDROPS	23
PHOTOGRAPHY	6	PRESENTATIONS	24
VIDEO	7		
VISUAL STYLE	8		
LOGO	8		
COLOUR PALETTE	10		
TYPOGRAPHY	11		
SHAPES	11		
DOS AND DON'TS	12		
CO-BRANDING OPTIONS	14		
CO-BRANDING WITH TEAM EUROPE	15		
CO-BRANDING WITH PRIVATE SECTOR	17		

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"*



TO NE 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



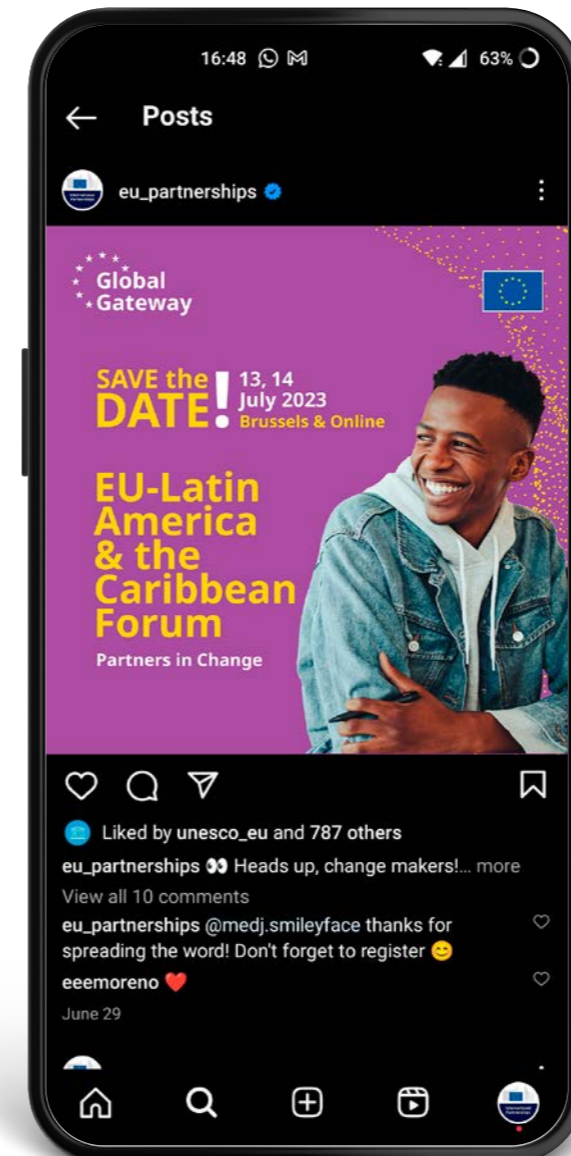
SOCIAL MEDIA

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** and **#EIP** (for EU Neighbourhood and the Western Balkans)



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

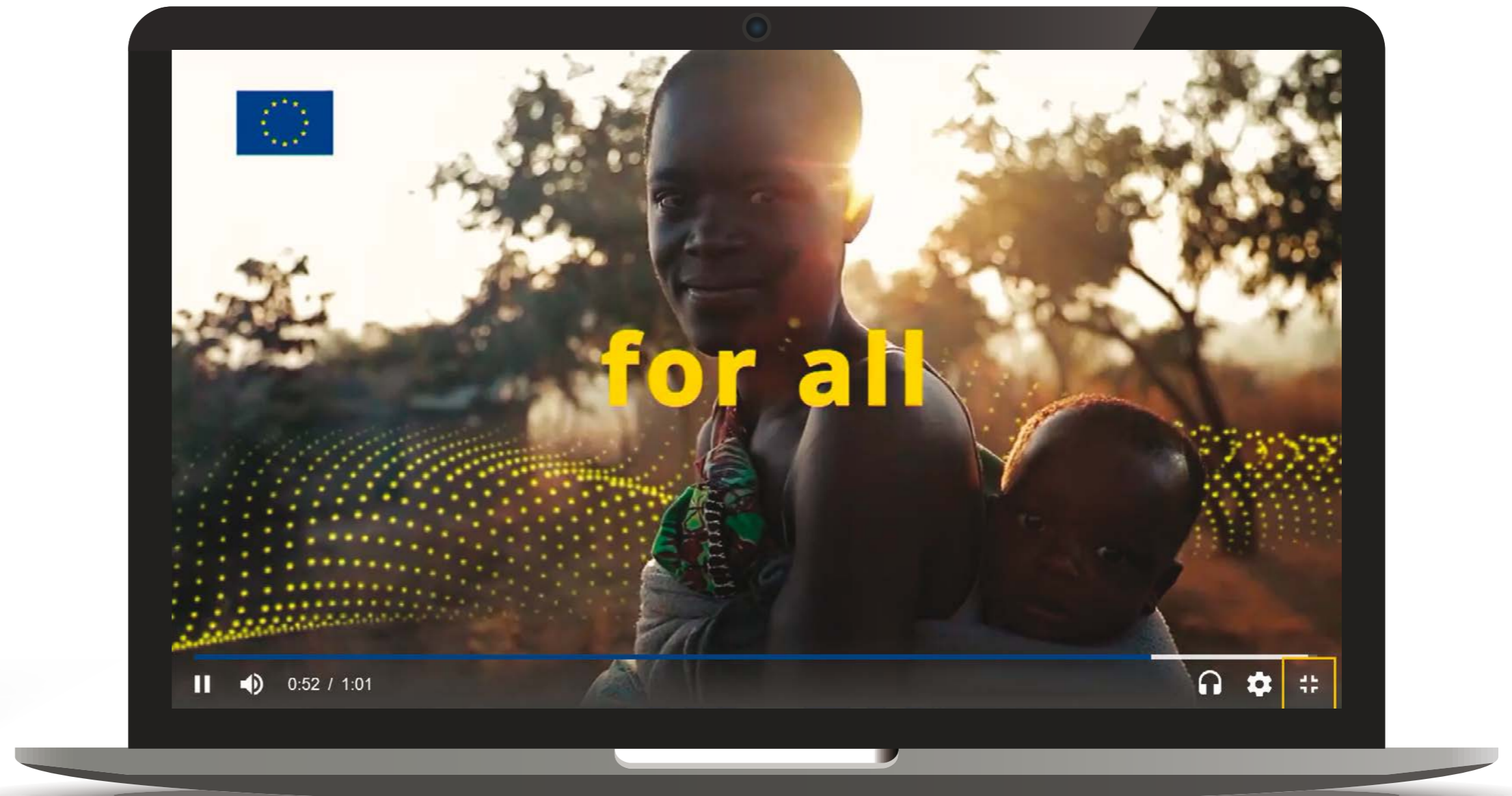
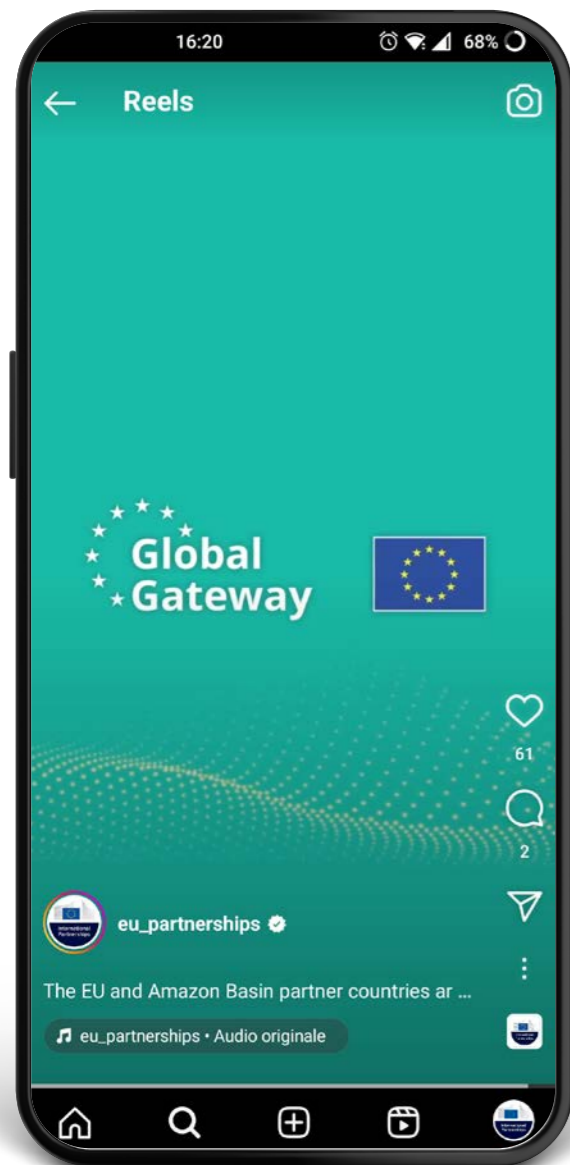
People are visual beings, and video continues to rise in importance as a medium for communication. Viewers retain more of the message when they watch it in a video, compared to when they read it in text, meaning video plays an important role in communicating both intention and impact.

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.

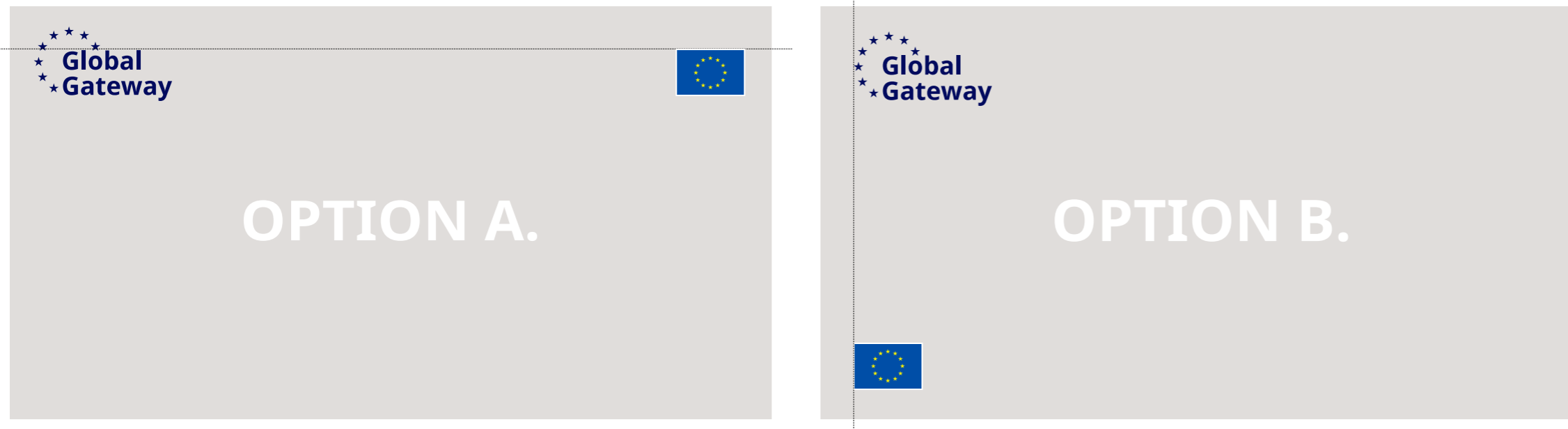
Square visuals



Vertical visuals

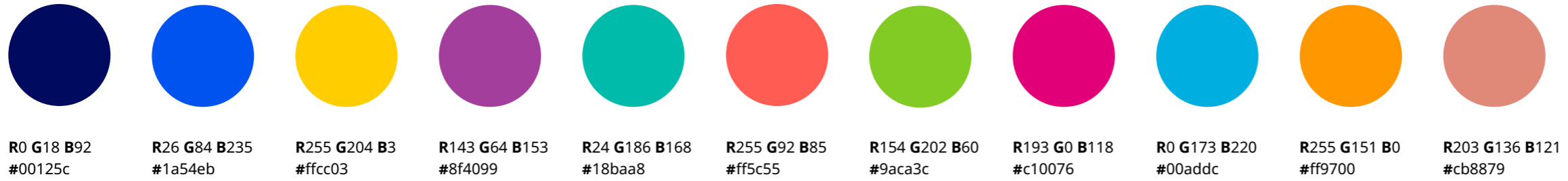


Horizontal visuals



COLOUR PALETTE

DIGITAL PALETTE



COLOUR COMBINATIONS EXAMPLES



PRINT PALETTE



TYPOGRAPHY

TITLES - NOTO SANS BOLD

Titles.

Titles.

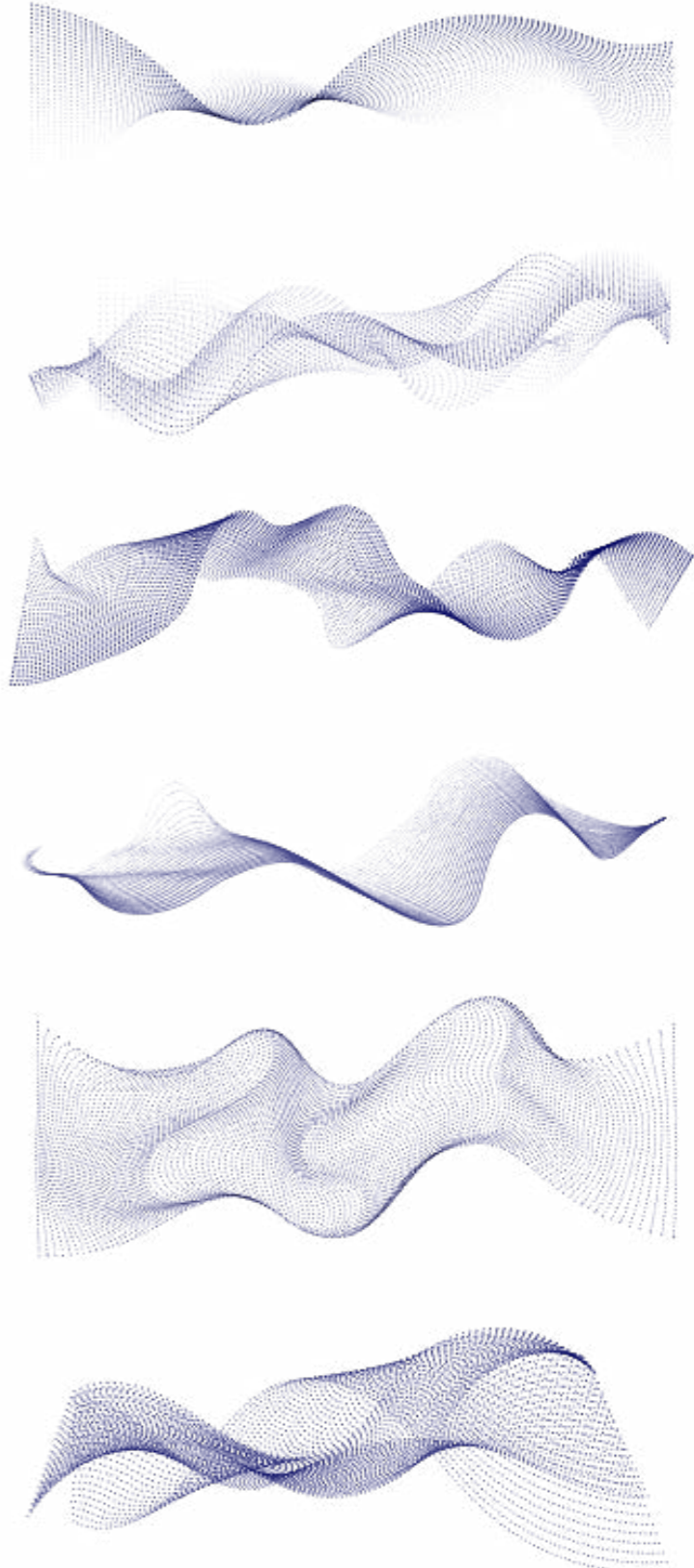
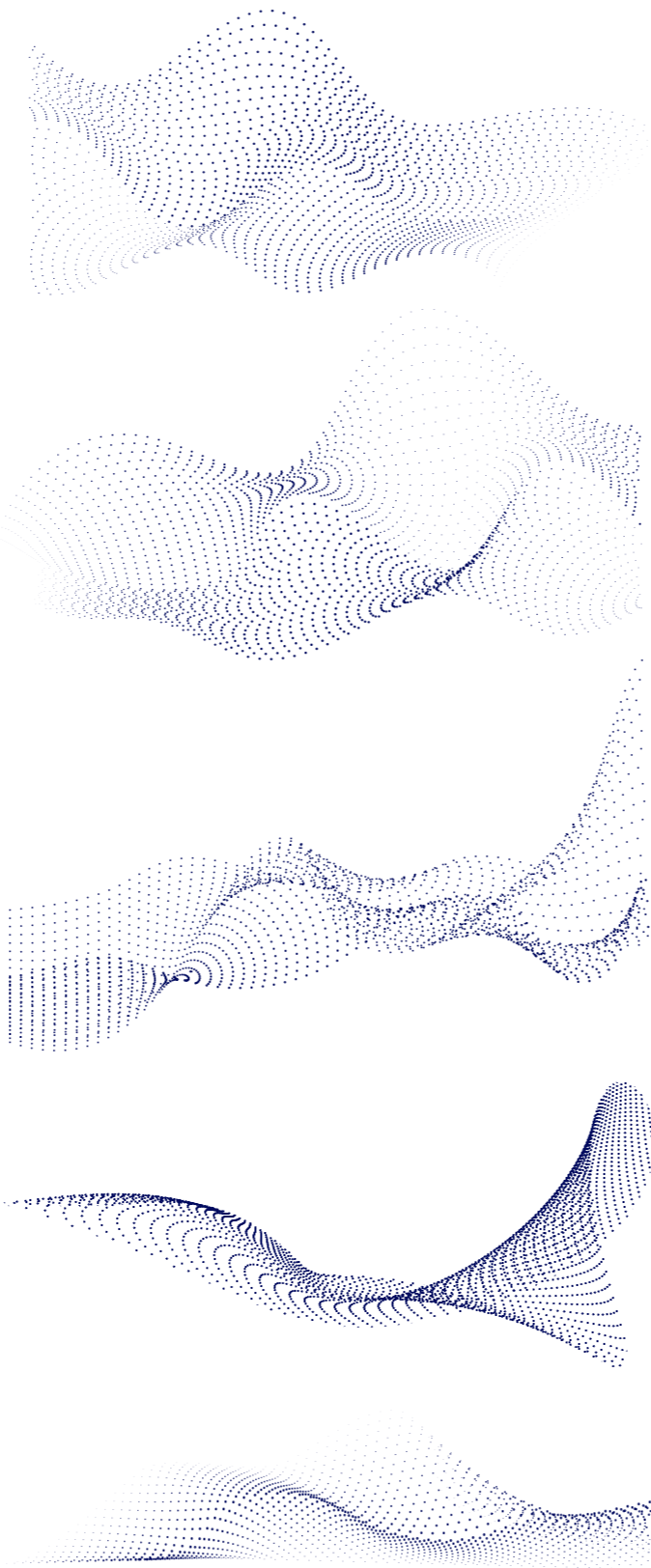
Titles.

BODY TEXT - NOTO SANS

Downloading link: <https://fonts.google.com/noto/specimen/Noto+Sans>

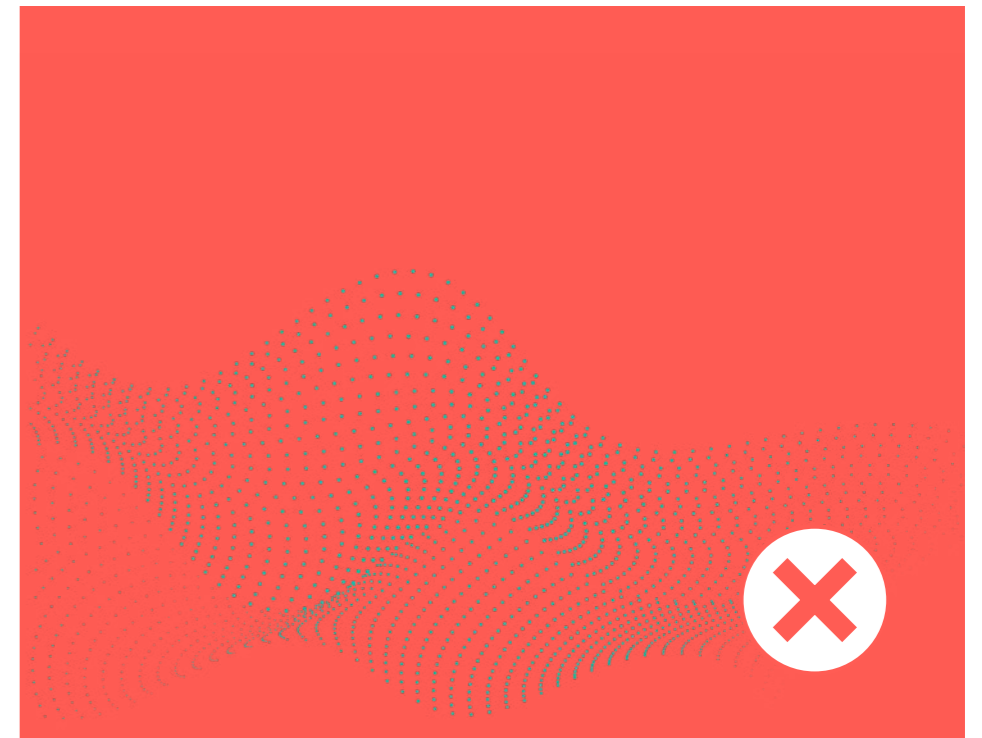
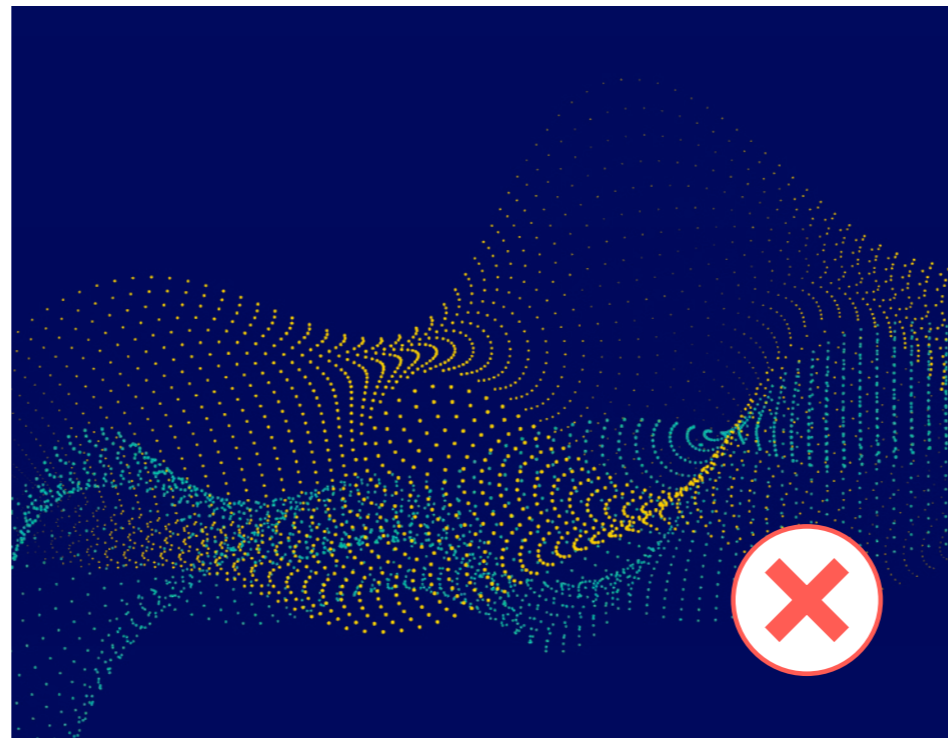
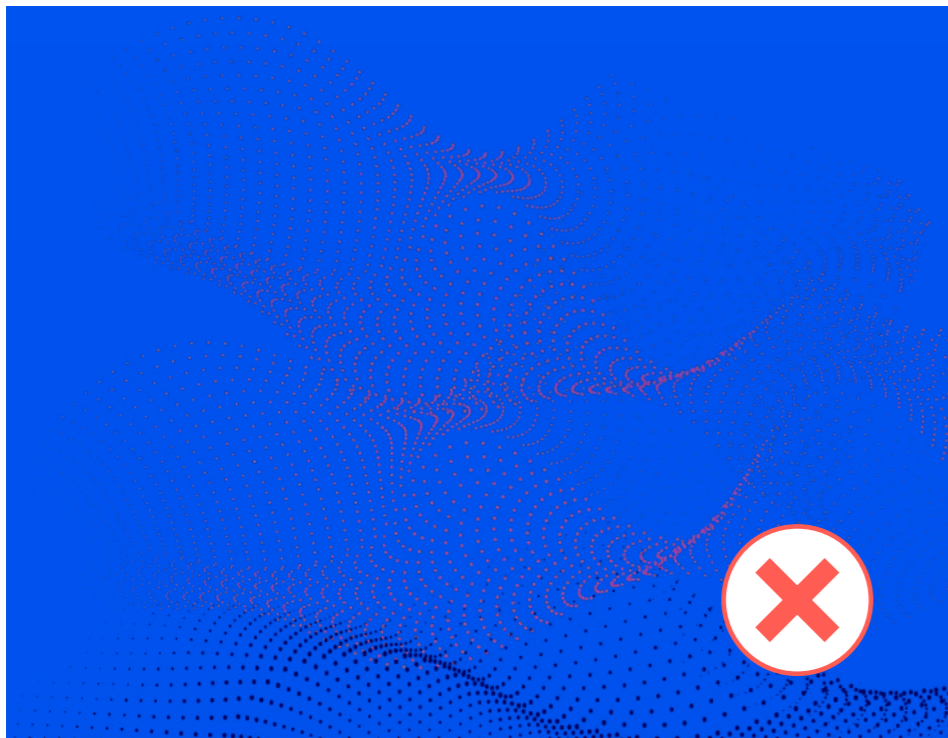
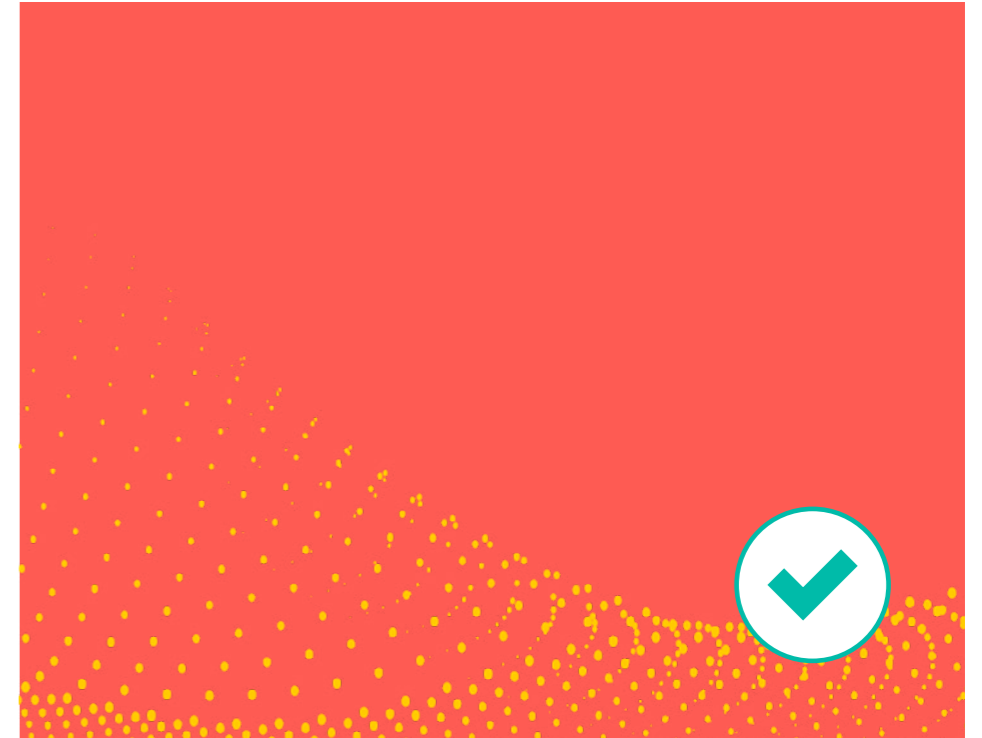
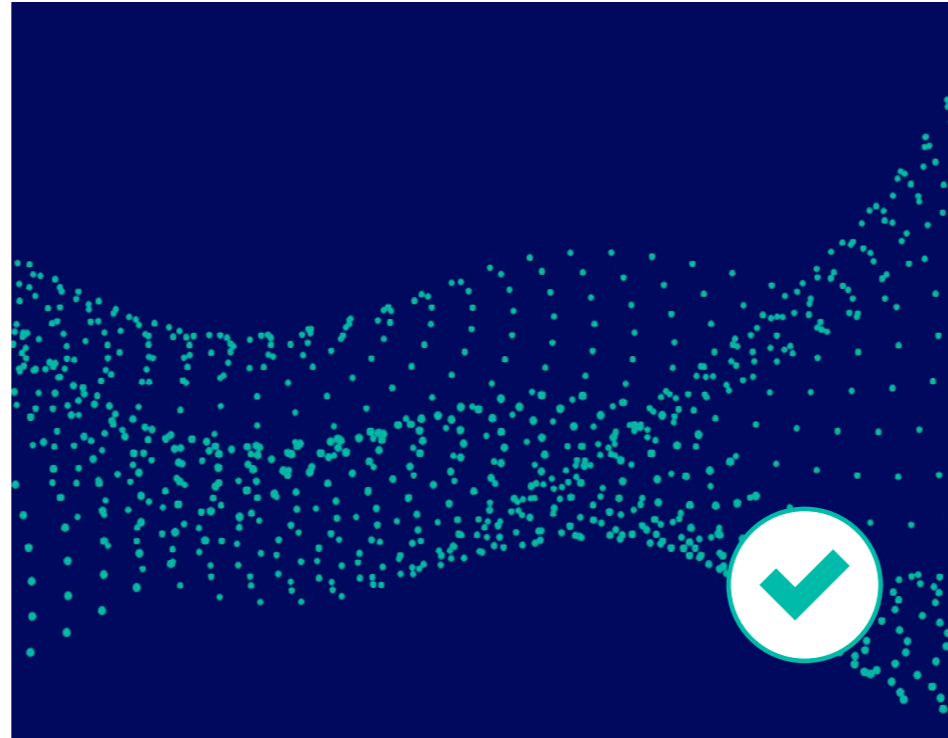
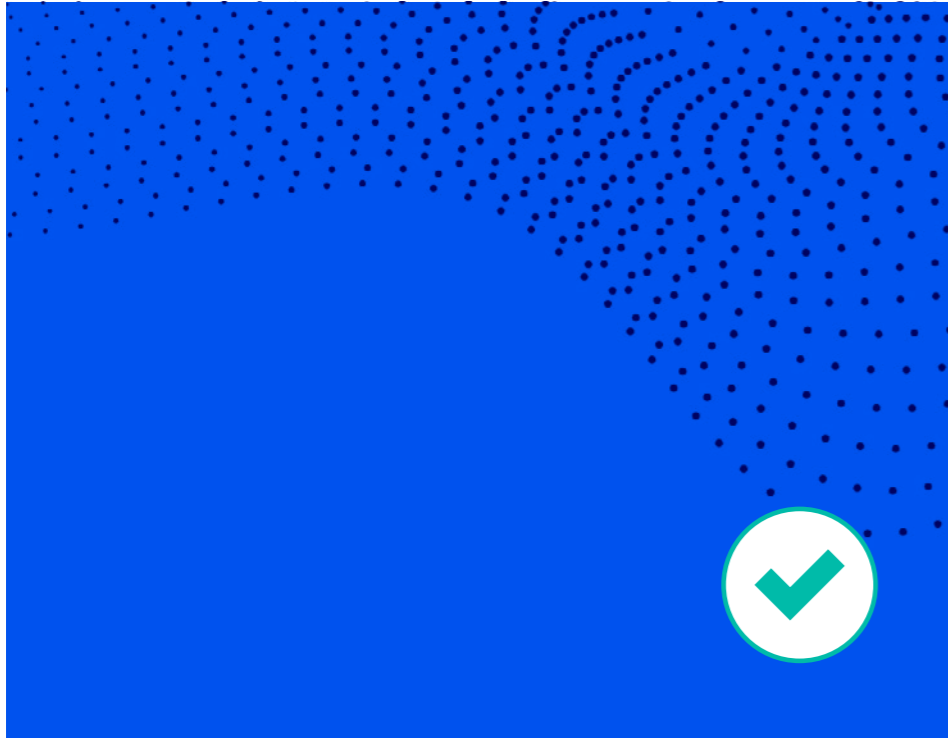
Other font option (only if Noto font is not accessible) - ARIAL

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

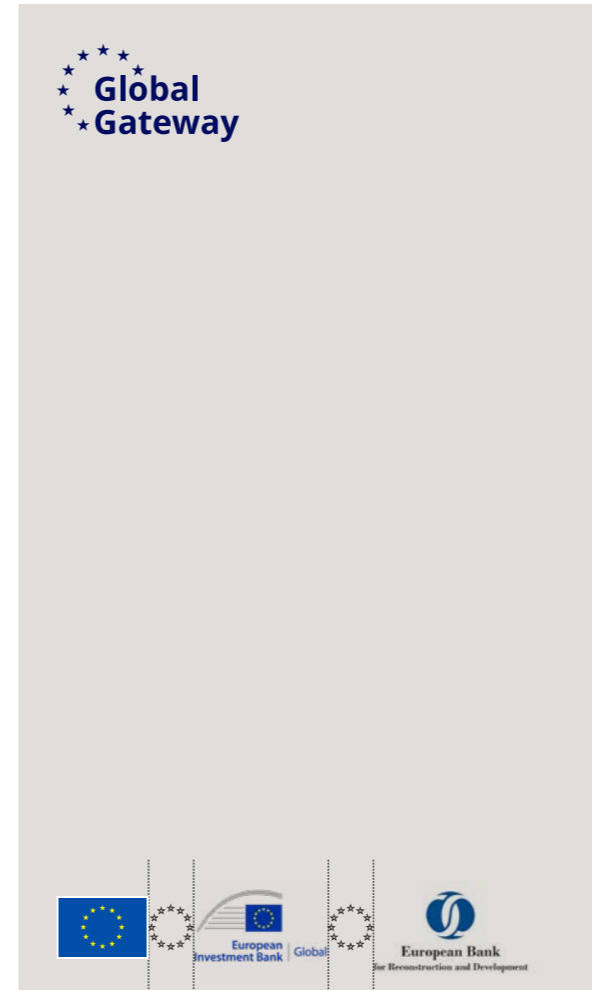
In case of co-branding, the partners logo(s) should appear next to the EU emblem, respecting the safe area (size of the circle of stars from the EU emblem).

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).

Global Gateway

EU-Kenya: Country project examples

#GlobalGateway #TeamEurope March 2023

and EU private sector engagement

DIGITAL

- Construction of optic fibre infrastructure and last mile connections. (PRIORITY 2023)
- Development of subsea digital cables linking Europe to Africa. (PRIORITY 2023)
- Connecting data centres in Mombasa and Kampala (Uganda) and upgrading the National Optical Fibre Backbone Infrastructure network.

TRANSPORT

- Nairobi Green Mobility/Bus Lines (BRT 3). (PRIORITY 2023)
- 'Northern Corridor': upgrading 560km of highways.
- Sea freight developed in alternative to air freight routes, reducing carbon footprint of exports from Kenya to the EU.

CLIMATE & ENERGY

- Solar, wind and geothermal renewable energy generation.
- Development of hydrogen value chains.

Projects shown on map: Kitale-Morupis Highway, Isabania-Kisii-Ahero Highway, Nairobi, Mombasa-Kifi Highway, Mombasa/Kwa Jomvu-Mariakani Highway.

These outputs do not capture the whole of the Team Europe engagement in country. They capture concrete infrastructure investments under Global Gateway. They will be accompanied by soft measures in a 360° approach, so as to improve the policy, regulatory and business environment, develop skills, foster innovation and transfer technology.

Global Gateway

EU-Mongolia: Country project examples

#GlobalGateway #TeamEurope March 2023

CLIMATE & ENERGY

- Construction and rehabilitation of water network and pipes.
- Creation of a Smart Land Management and Climate Responsive Digital Complex.
- Development of urban infrastructure such as roads, internet connection, and electricity networks.
- Construction of the 220 km Choir-Sainshand double circuit 220kV transmission line. (PRIORITY 2023)

CLIMATE & ENVIRONMENT

- Construction of new sanitary landfill and waste recycling plant in Ulaanbaatar.
- Development of Forest partnerships to improve governance and sustainable management of forests. (PRIORITY 2023)

Projects shown on map: Erdenet, Ulaanbaatar, Choir, Sainshand.

These outputs do not capture the whole of the Team Europe engagement in country. They capture concrete infrastructure investments under Global Gateway. They will be accompanied by soft measures in a 360° approach, so as to improve the policy, regulatory and business environment, develop skills, foster innovation and transfer technology.

CO-BRANDING WITH PRIVATE SECTOR

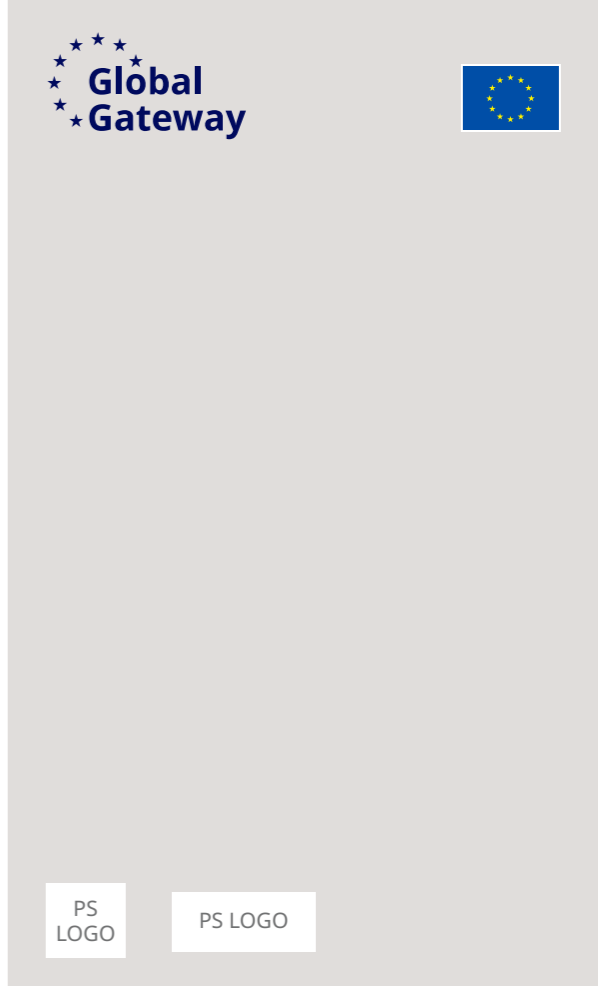
In case of co-branding with private sector companies, the private sector logo(s) should appear at the bottom of the visual, respecting the safe area (size of the circle of stars from the EU emblem).

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

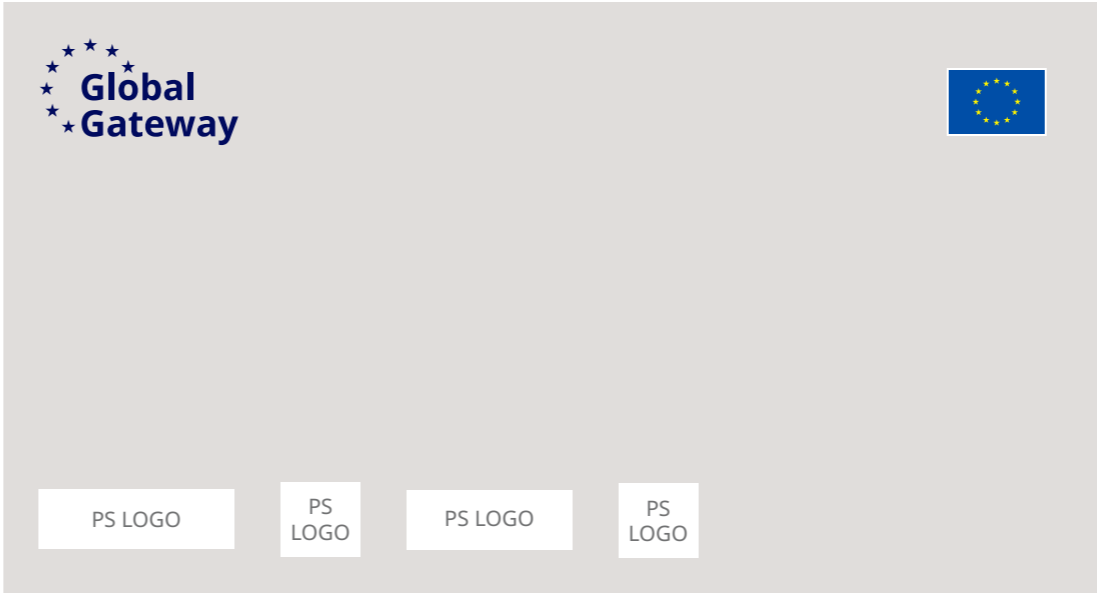
Square visuals



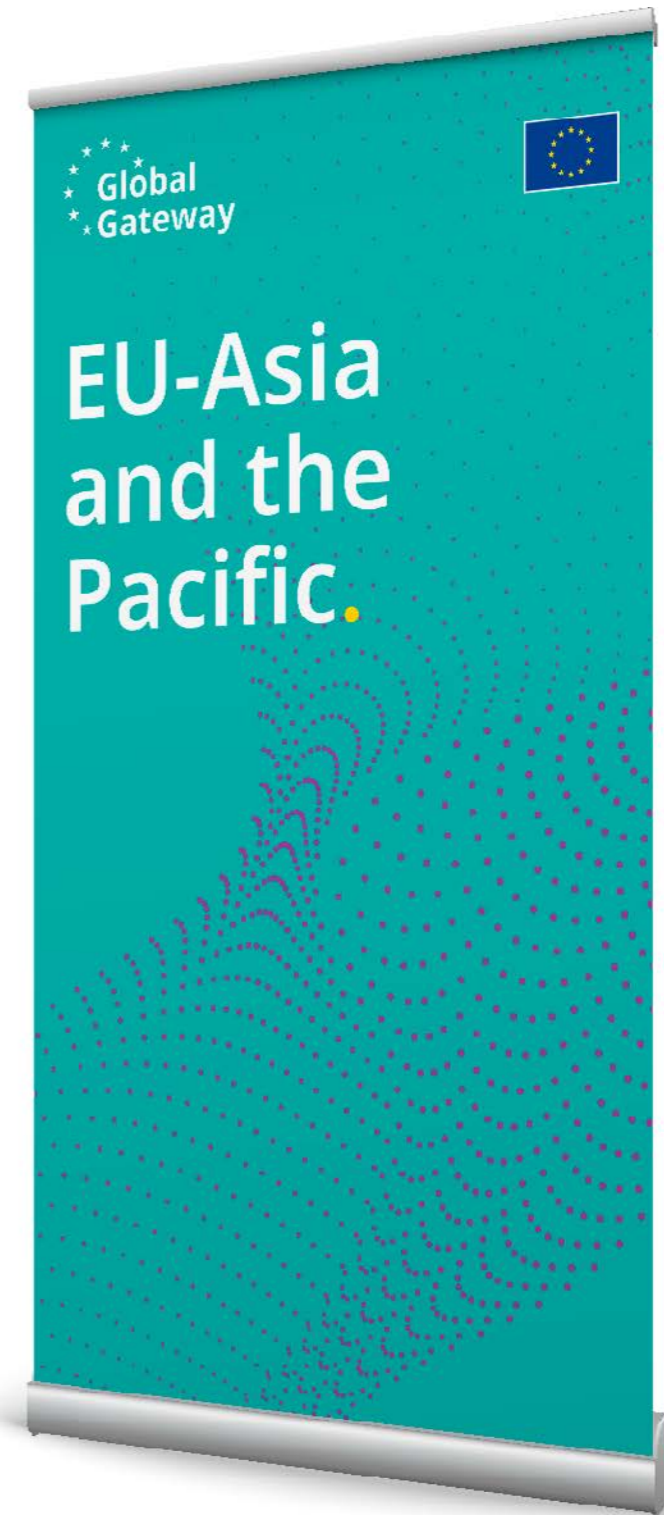
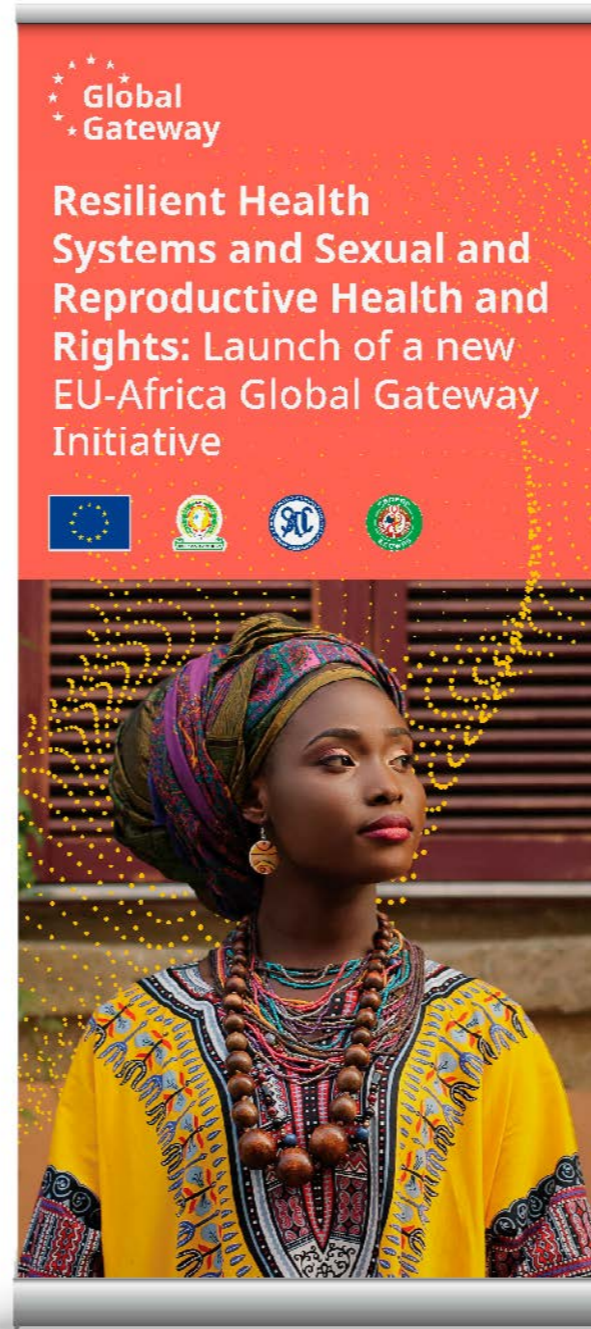
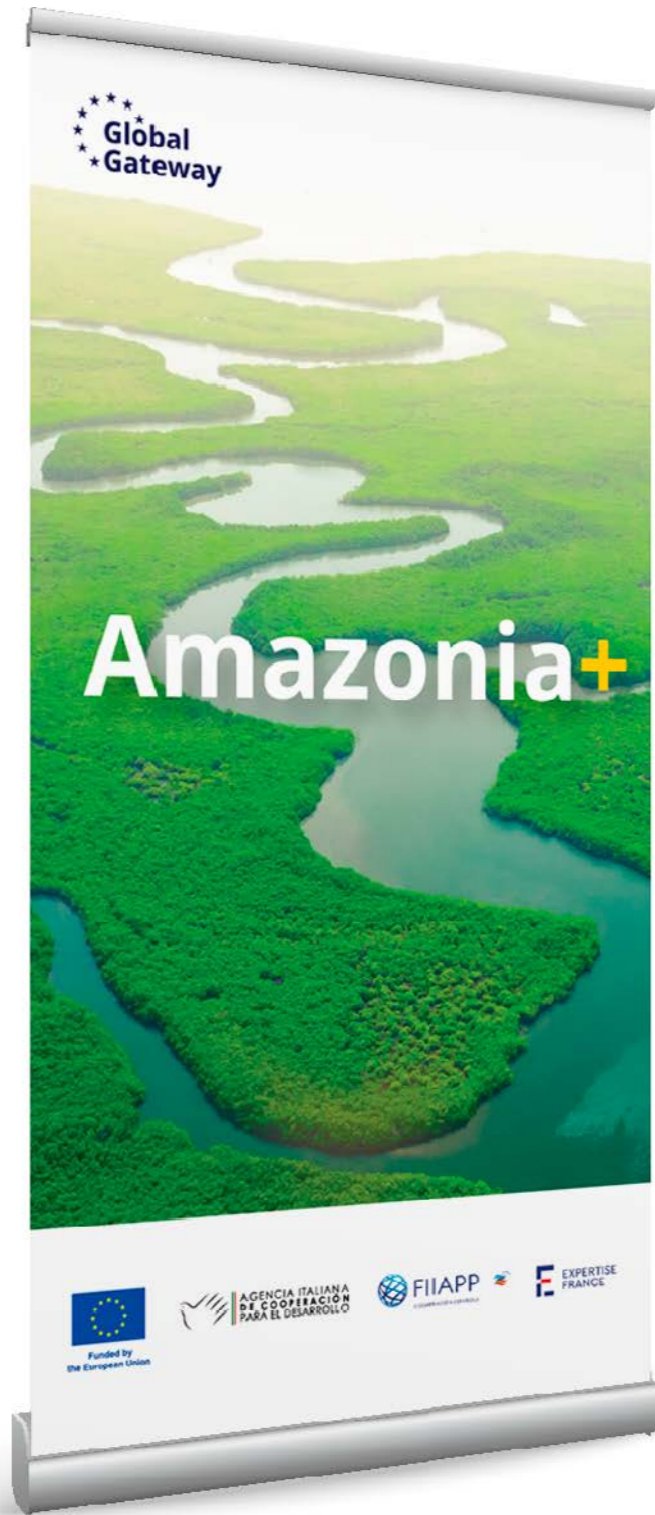
Vertical visuals



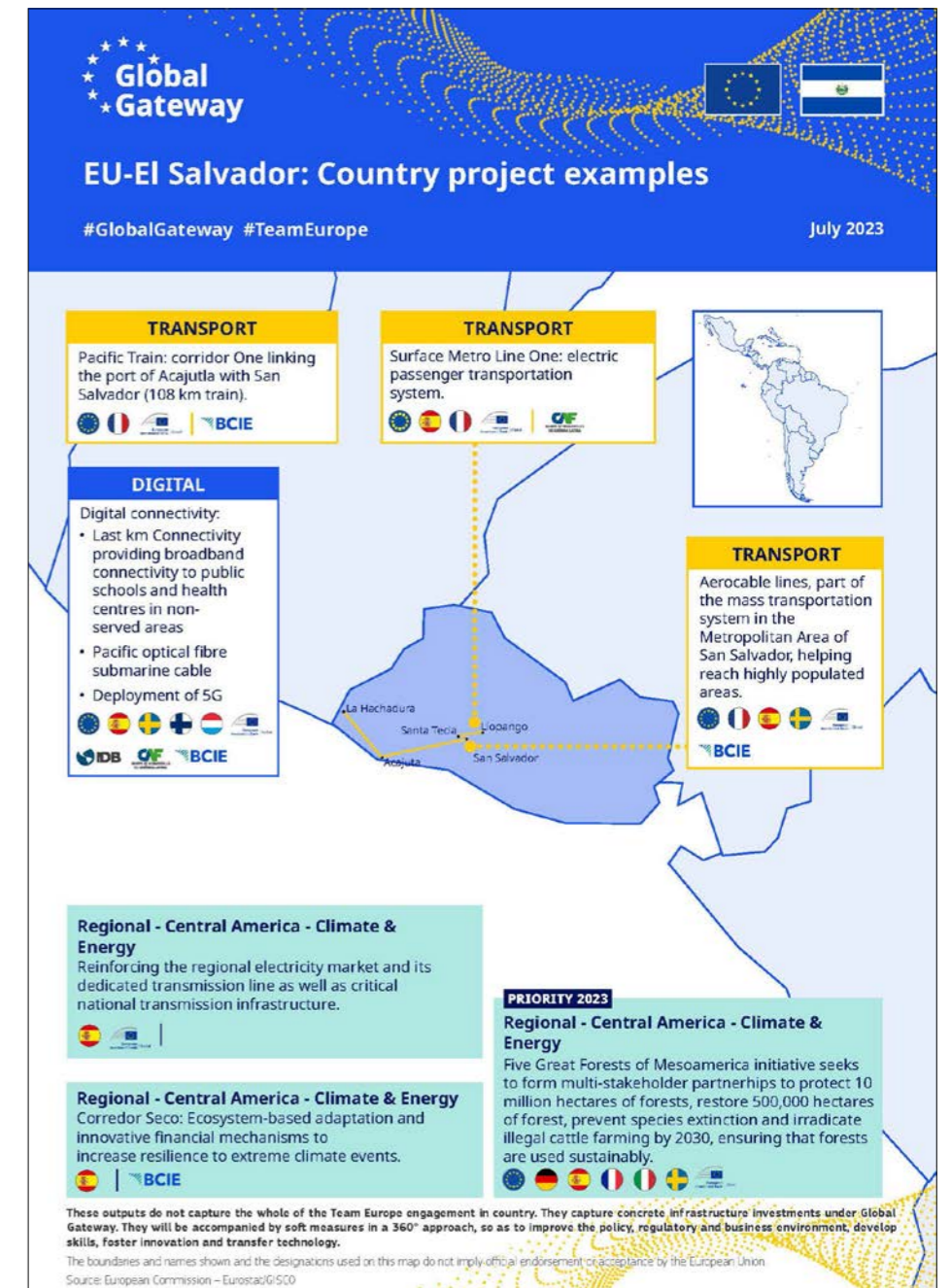
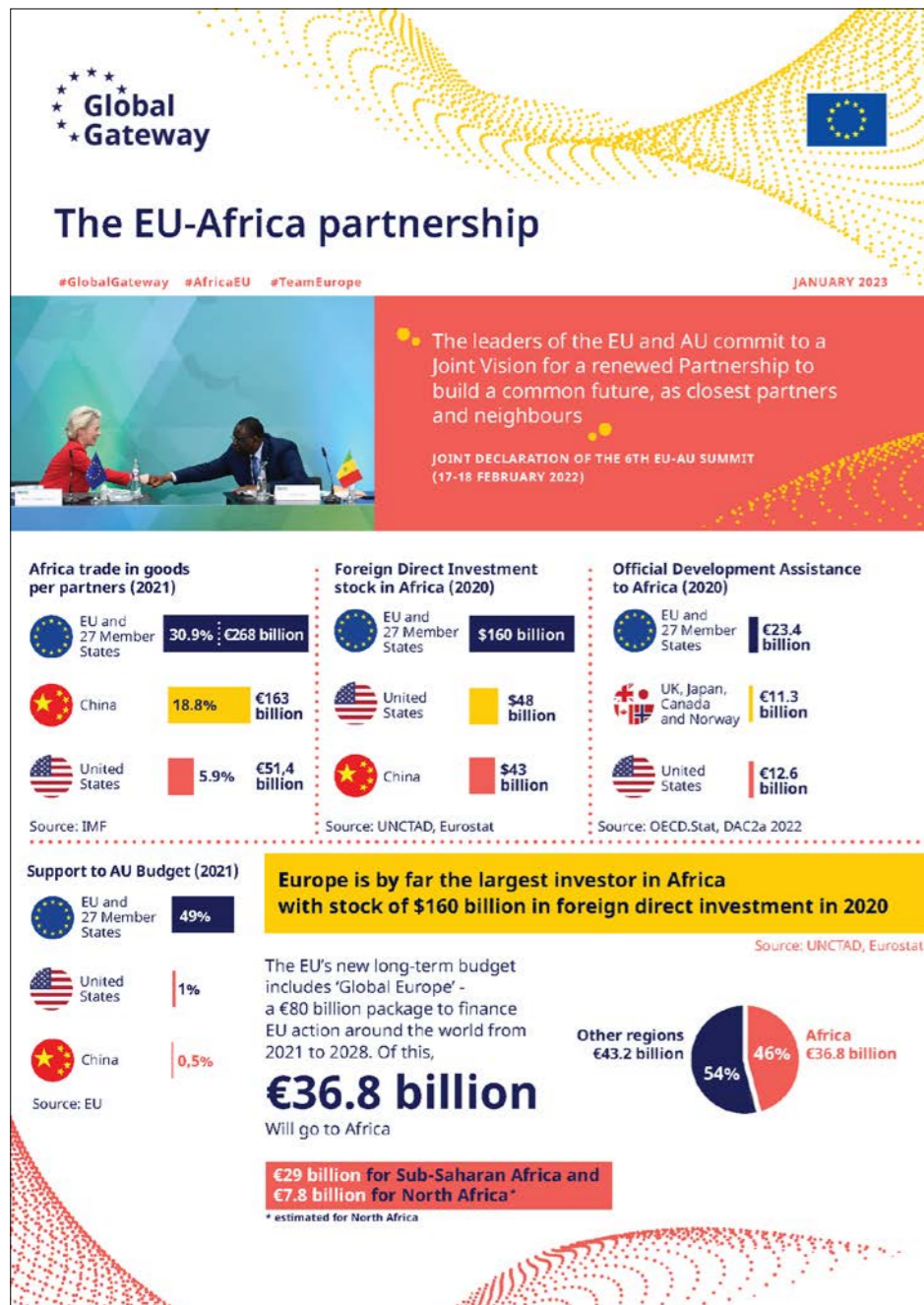
Horizontal visuals



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.

© European Union, 2021. Reuse of this document is allowed, provided appropriate credit is given and any changes are indicated (Creative Commons Attribution 4.0 International license). For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders. All images © European Union, unless otherwise stated.



Global Gateway EU-Africa: Global Gateway Investment Package - Green transition

#GlobalGateway #AfricaEU #TeamEurope FEBRUARY 2022

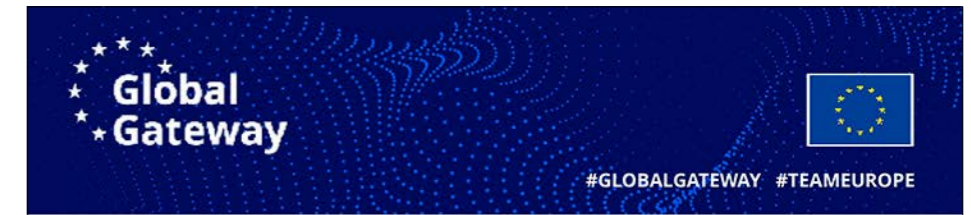
Africa's Great Green Wall Initiative

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

€3.5 billion in EU funding over five years, with further contributions from Team Europe foreseen

© European Union, 2022. Reuse of this document is allowed, provided appropriate credit is given and any changes are indicated (Creative Commons Attribution 4.0 International license). For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders. All images © European Union, unless otherwise stated.



Global Gateway

#GLOBALGATEWAY #TEAMEUROPE

Top tips for launching a Team Europe Initiative (TEI)

- Ensure the TEI is part of your strategic communication plan**
In line with the new approach to strategic communication and public diplomacy, the aim is to communicate in a coherent manner and use Global Gateway underpinned by TEIs as a vehicle to bring us closer to key overall political objectives.
- Liaise with the relevant HQ comms team**
Ensure that your regional press and social media officer from EEAS StratComm/NEAR A1/ INTPA 02/is informed and involved early on (e.g. before you decide on a date and the format).
- Launch together as Team Europe**
TEIs are joint EU-MS-EDFI initiatives and should be launched collectively with the participation of all contributing TE members, led at the highest possible level, and be presented as representative of what Europe stands for and offers to the country.
- Tag onto an important event or organise your own event to launch the TEI**
Consider whether the launch can be done in connection with a summit, high level mission, national event or equivalent high-level political event.
- Include a high level partner country representative**
Strongly consider whether a partner country representative (e.g. a relevant minister) can take part and make a statement, as well as other relevant heads of stakeholders, such as CSOs, local authorities and national and international private sector – this also goes for regional TEIs.
- Focus on target audiences**
It is good practice to identify key target audiences, partners and beneficiaries and demonstrate how the EU actions are relevant for them through concrete success stories.
- Develop joint messaging**
Agree on key political messages with the Member States and other participating TE members to make sure that everyone's press announcements and social media outreach are aligned. The narrative should focus not only on what we will do, but why. This includes emphasising shared values.

Timing is important and should reflect on your strategic calendar and national context. Ideally, the launch would be followed up by direct action on the ground.

Depending on the type of event you foresee (in presence, hybrid or virtual) promote actively and share your invitations/links with the all interested stakeholders, including Brussels HQ, in particular INTPA 02, D1 or on the TE platform.

This is particularly crucial for flagship TEIs as these have high political importance and require Global Gateway branding with the potential for the Commissioner's attendance/involvement.

© European Union, 2022. Luxembourg Publications Office of the European Union, 2022. Print ISBN 978-92-76-47943-7 doi:10.2775/820412 Pdf ISBN 978-92-76-47923-9 doi:10.2775/091268 NixID:22-004-09-C NixID:22-004-09-N

SOCIAL MEDIA VISUALS

Global Gateway

EU – Argentina
flagship projects
in 2023 under
Global Gateway

Developing Gran Chaco and expanding the electricity transmission network covering 23 provinces nationwide

Developing critical raw materials value chains for lithium and copper

Producing Green Hydrogen

Global Gateway

Enhanced digital literacy, digital skills and business skills for youth, with a focus on girls and those living in vulnerable situations in Mozambique.

Global Gateway

Intra-Africa
Academic Mobility
Scheme

Global Gateway

Sustainable.
Establishing links with other energy systems and markets consistent with the renewable energy revolution

Global Gateway

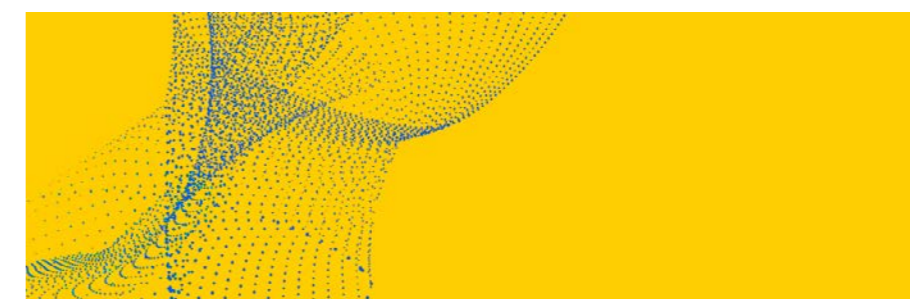
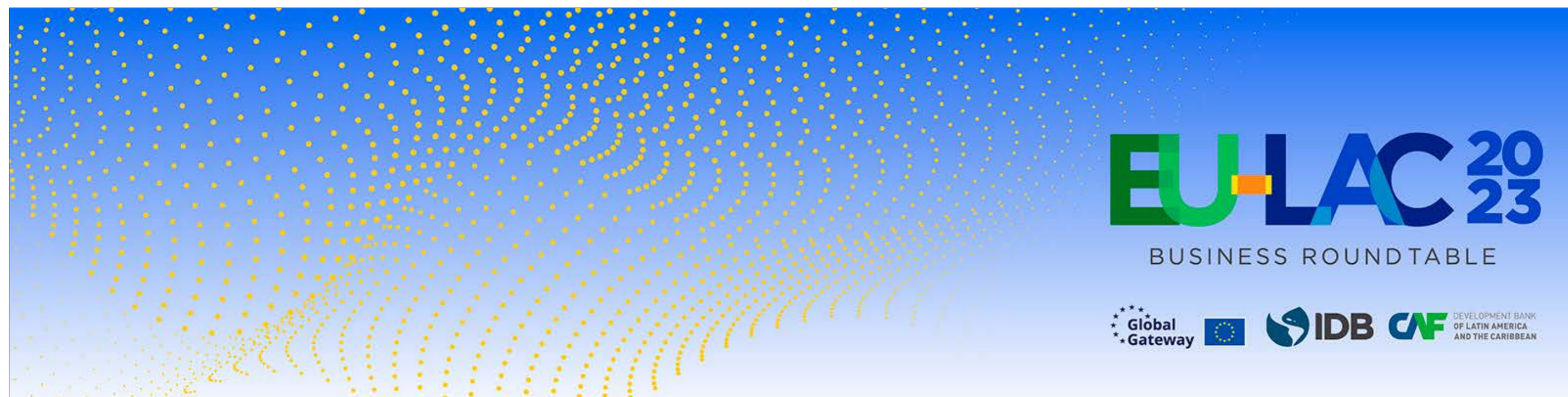
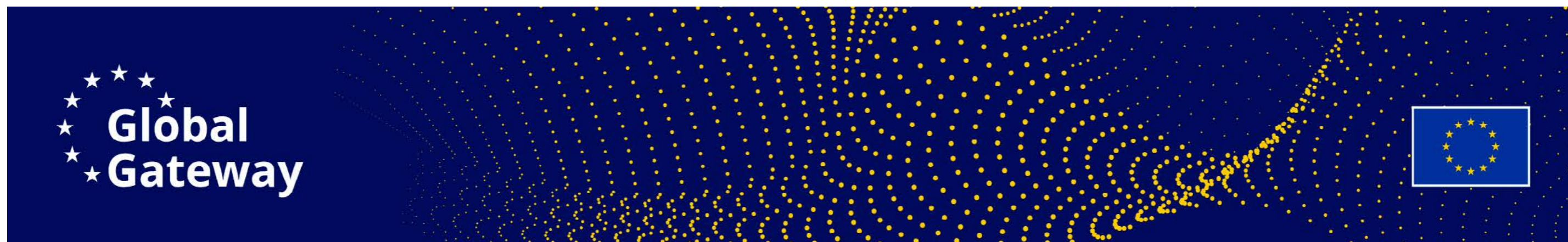
Education
Regional Teacher
Programme
in Sub-Saharan Africa

Global Gateway

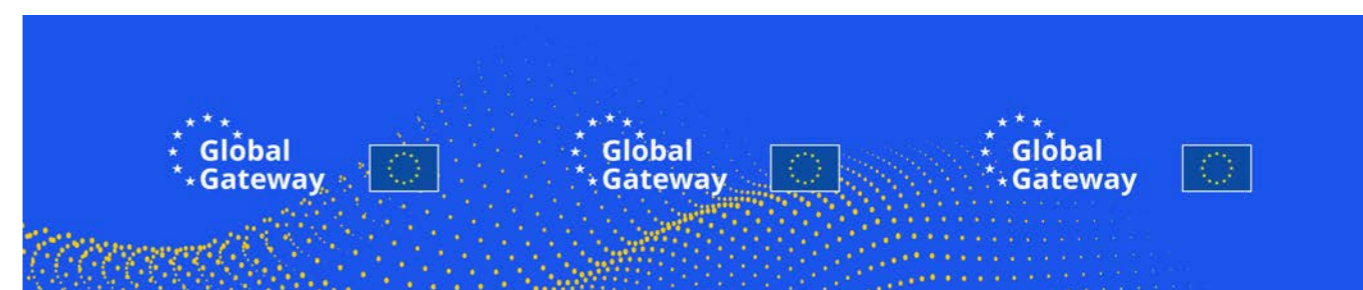
African and European Youth for Climate:
Inter-generational
Action Exchange

1-3 September 2023

WEB BANNERS



BACKDROPS



PRESENTATIONS



Team Europe Initiative - Philippines Digital Connectivity.

Objective: establish a Copernicus national site to archive satellite data and foster data access, storing, processing and exchange among Philippines authorities, to tackle disaster risk management and climate change. The TEI will enhance connectivity for better access to Copernicus and extend the national mirror site to a regional mirror site in South-East Asia

Beneficiary: Philippines


Financed actions: improve internet connection through acquiring Indefeasible Rights of Use on existing or new fibre submarine cables

EU contribution: €34 million


 An illustration of a satellite in space, with its solar panels and instruments visible, set against the Earth's horizon.

Sustainable.

Establishing links with other energy systems and markets consistent with the **renewable energy** transition


 A silhouette of wind turbines against a sunset sky, with a decorative pattern of white dots overlaid on the scene.

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