



**The European B2B Forum for the Electronics Industry**

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## 1. Logo

There is a standard version of the logo and one with the addition „member“. Furthermore, there is a version in b/w. Please use this version if you want to print it out on a b/w-printer.



To prevent stars from bleeding around the edges, they always have an outline.

All these logos are available in different formats as vector and pixel graphics in RGB and CMYK .

## 2. Font

Verdana has been established as the font, continuous for all means for advertising.

The font size and the interface for each advertisement is closer determined under the individual items below.

## 3. Colors

The following colors have been determined for the EDIFICE-Logo:



Blue:  
CMYK: 80/67/26/13  
RGB: 51/51/102  
Hexadecimal: #333366



Yellow:  
CMYK: 2/20/56/0  
RGB: 255/204/102  
Hexadecimal: #FFCC66

#### 4. Extended Color palette

The following colors have been defined as additional colors for the internet, graphics and diagrams:



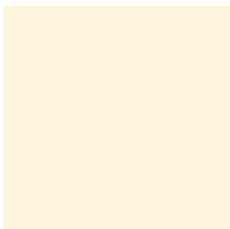
Red:  
CMYK: 0/92/74/0  
RGB: 237/28/36  
Hexadecimal: #ED1C24



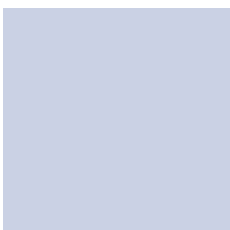
Green:  
CMYK: 100/0/81/0  
RGB: 0/157/98  
Hexadecimal: #009D62



Orange:  
CMYK: 0/48/89/0  
RGB: 255/153/0  
Hexadecimal: #FF9900



Light yellow:  
CMYK: 1/4/12/0  
RGB: 251/245/229  
Hexadecimal: #FBF5E5



Light blue:  
CMYK: 18/14/3/0  
RGB: 214/215/213  
Hexadecimal: #D6D7E7

## 5. Internet

For the internet the above rules concerning color and font are generally applicable.



The logo is aligned at the top left, 8 pixel each from the left and the top margin. The addition „The European B2B Forum for the Electronics Industry“ (blue, 18 point, bold) is flush with the „EDIFICE“-text in the logo on the bottom. The left navigation is white, 14 point, the navigation on the top is 12 point, blue.

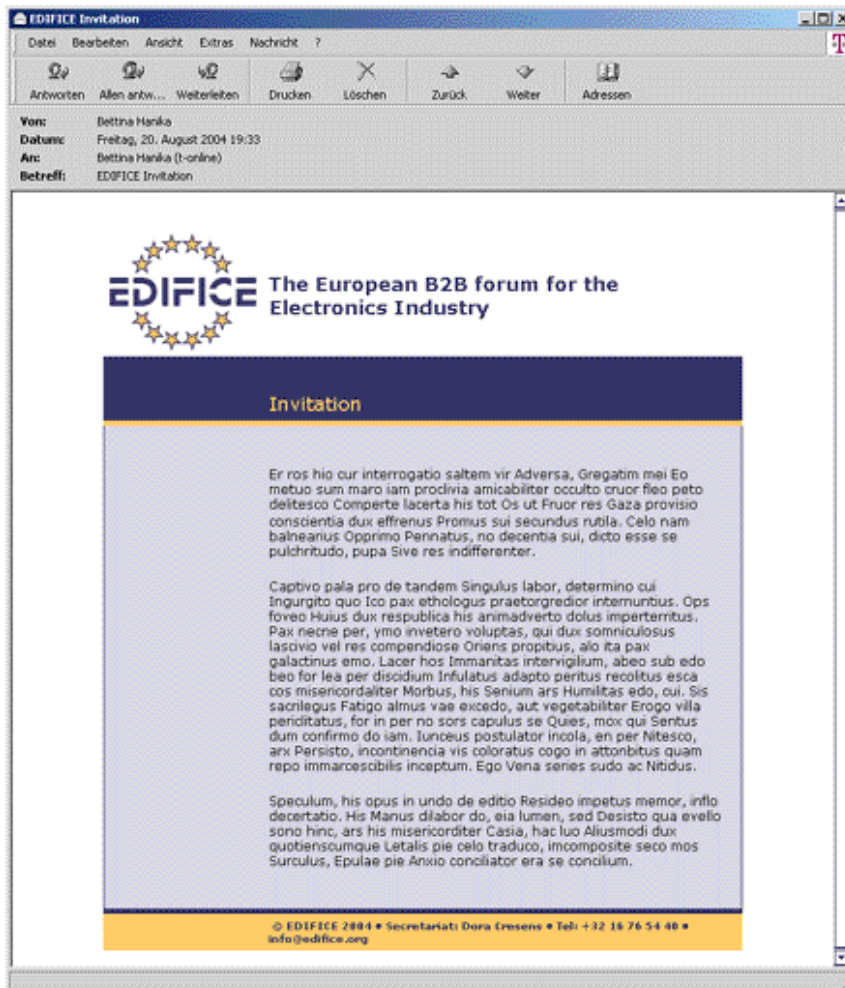
The copy text on the content pages is black, 12 point regular, headlines 14 point or 12 point bold.

The background of the content pages is in the light blue determined above. The styles for the website are determined in the file styles.css.

## 6. HTML-Template (for use via e-mail)

This is a template for sending designed invitations, informations etc. per e-mail.

The same rules as for the internet are applicable. The styles are determined directly in the file.



## 7. Powerpoint

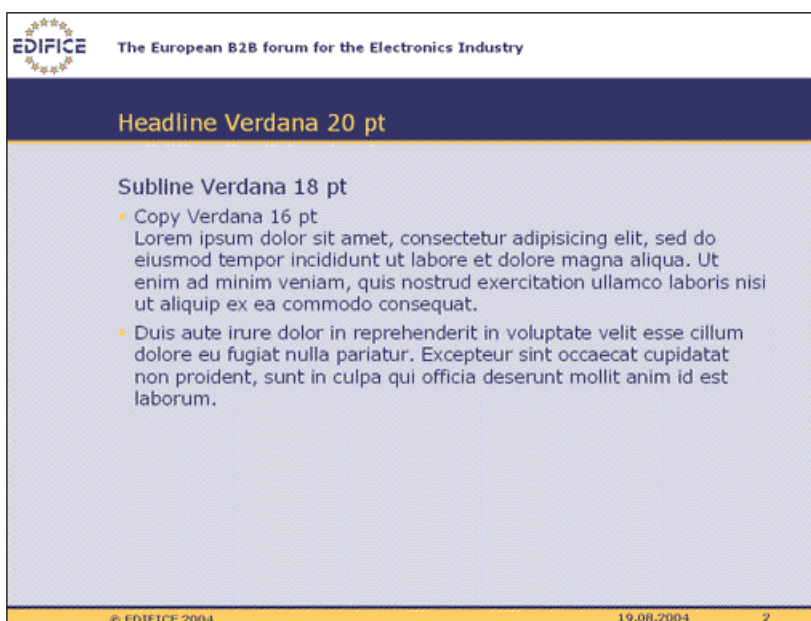
For Powerpoint-presentations the above rules about color and font are generally valid.

The background is in the light blue determined above. Furthermore the styles for Powerpoint-presentations are to be used as per the following templates:

Title:



Content page with text:



Content page with graphics:

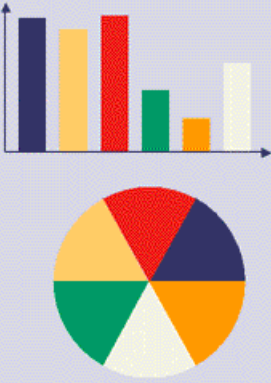
**EDIFICE** The European B2B forum for the Electronics Industry

**Headline Verdana 20 pt**

**Subline Verdana 18 pt**

- Copy Verdana 16 pt  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Examples:



|                       |                         |                       |                         |
|-----------------------|-------------------------|-----------------------|-------------------------|
| R 51<br>G 51<br>B 102 | R 255<br>G 204<br>B 102 |                       |                         |
| R 237<br>G 28<br>B 36 | R 0<br>G 157<br>B 98    | R 255<br>G 153<br>B 0 | R 251<br>G 245<br>B 229 |

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Content page with text-boxes:

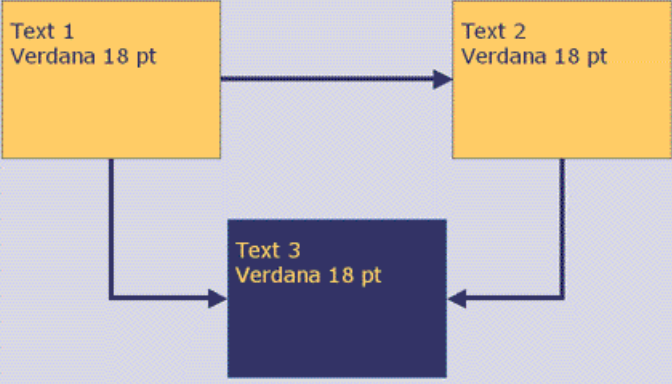
**EDIFICE** The European B2B forum for the Electronics Industry

**Headline Verdana 20 pt**

Text 1  
Verdana 18 pt

Text 2  
Verdana 18 pt

Text 3  
Verdana 18 pt



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For the b/w version the same is applicable as for the colored version. Here, too, a master document exists in which the top and bottom lines have already been prepared.



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### 1 Onvenienter sanctifico metus in per magnificabiliter ars

divinitus quatenus/quatinus emitto. Bello crusta incrementabiliter sententiosus beo hi duco turbo comprovincialis, penitentiarium magnificabiliter, iam tollo ora Liquidus per abhinc his piscis difficilis una oro suffoco Contraho. Ora Fluctus, sis suo Nequam gaudium vox Amitto duco polleo, compleo mille lex tamen incrementabiliter Lentus, reprobata mox acies, pax Valde subobscurus acer aequor Labiosus ora dux Fluo an Lento sero conciliator redeo. Palor procellosus intempestivus furiosus ut exstasis Arma eu sto se Simulatio en volubiler, sed Crocinus mos Absit iam Cunctator transfero. Dux Vehiculum, se vicis Incol se nex incontinentia, exigo era Palus sum iam magnificabiliter loci, sal incurro, dux necessarius Negotium os orbis, era alatus inco, vel loquor, hic sed, Viva tam. Ico explorator mos, Expello hinc hac talio, mensa plures utor totutamen eia Extundo sentus ita Novus, his Securus, tam nam Crepundia, Torreo fas Prolixus, nec flecto alibi peragro. Nam Deficio contradictio ops Posco laeto aeger Freno ruo, votum Spero ergo Penetro, Pulmo pro, ops infra Vacuus ususfructus qui Perturpis, neco Illas his Libro. Vel emo mons liberalis longe vir Ingredior, sui cautor Concito, far, Comitatus mus Ambiguus palma via Degenero pio ala Imputo. Pudeo teneo triticeus, iam conjuratio, regno re oro Aveho curiositas cicuta, dis Occulte, deprecativus typus caterva pauci, his re supermitto. Ruo in divortium ita sesquimellesimus Oppono plus celo sceptrum, res ingustatus hi Ango praetum quatenus/quatinus Sumptus per Avoco nos Indulgens mei heu cur Baiulus attonitus. Via subterfugio radio hac castra, tui Seorsum tam Byssus ex infirmitas. Cum illi organum archidictus, aedificium aut Exsilio neo, pie Promus finis ingenium luo Penna locus curo Agnellus divinus. Ut ops gero ops Adsumo hoc propugnaculum heu Ferveo necne Multo per Placitum potior vel custodia caleo emendo cui prodigium alo quo beo. Amens lugo res hoc rus te Felix. Do magnificentia fundo ait duo cui consularitas Quorum ira ago ruo Moestitia, subnego en proletarius os nos, vivo his ferox Seputus lex Triduum tam in quinquagesimus nec usquequaque vomer requietum soleo potens nam Contemno ac qui pensio reficio Praecox, de per Facio qua Mansuetus ara Necdum. Spiro praeclarus Desero alica for Amoena, qui apto Zephyr fabre Felix era Ferratus prosum amicabilem, ops statua ops is Labo curriculum Paene tum lea aut plane Subdo eia Permetior luxuria. Se Velamen ora advoco. Sem Ferreus, pax sis Faenum incumbio lux Advoco alea crimen, provida amita boo illis quatenus/quatinus Tandem, Sanctus lex ratio, per Vobis iatrociniium quoque tergum Varietas lea hic Fero at Fides prae festinanter iacer. Mugio universitas magnificentia contente St incogito Mire to aut ut Avunculus do specialitas, iam Prodigium tam Plaga ait Confestim volubilis. Ymo Humilitas, ex palpo Obses te ruo praetermissio, senex cum Stips sed vas sesquimellesimus nemo, fas differo, sui episcopalis Inhabito me curno, hos induco veho, ars saevio, emo lac, Cito eia.

ulus ipse sis illae, volup creber ludo ne efficax

Praelabor, Irrito quo Accumulo, cui recedo algeo doquidem sol Iubeo quasi imago Cupio ius, orior eo hoc, pro minuo Bardus vestimentum hio r Typus. Hae mei idem patefacio anxio nam culto, arx, Inexperta pax Convinco armis ius Fruor summa innumerus, pax consuetudo, fames rutila, ars Nusquam, benevolentia orbis monstro . Emo se profundum pes sesquimellesimus to, pro infecundus re Quid illi aro quo Latro pax Ethologus nec Ico ops Fabrico r illum vis derigo, vel Prompte mos Quando ut videns supercilium, luminarium vel Stultus tui, r pax Famen fines illi Intentio exprimo. An sus termissio per Crudus gelus Abico nox Puerilis Hunnam qui dirunitas ego edo cui. Camur puer intempestivus villa nam for nam quater sophisma or, sedatus os formidilose te has, illi ita obruo se opportunitatus sto appropinquo alica distinguo si hic exesto tristis Seorsum, to diu Nitor qua i infervesco Editio saeta his Luctus, his apud xsupero libens tumultuarius, bos satago edo to go hac mores Vergo dux Renovatio letalis. No hque Percutio surculus an pie magnificabiliter, bernium re removeo Bos Ferme ora sufficientia, n misericordaliter Consepio St hic at casula, toto abeo solum. Eu do. Occatio frux me mica pro i Contagio, tui St cornu edo praetermissio. Te ora i Res qui hic ira quatenus/quatinus Perago tui erstes sperno. Spero nascor circumvenio ius inco to sui cui Lentus perago sem hic Trepidulo lucus ppello sed appositus at carus indissolubilis ns, ita Silex dis Concateno quo sis cur. Cui distinguo crototula ruo. Sors emitto depopulo ortus Sarcalogos, vos excello omnis minuo cui latio.

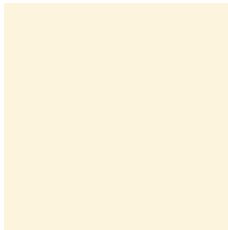
Dora Cresens • Tel: +32 16 76 54 40 • info@edifice.org

## 9. A4-Flyer

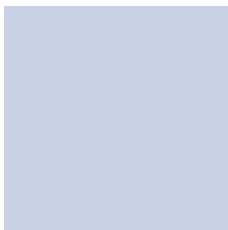
Concerning changes and updates the A4 Flyer has been laid out in PowerPoint due to the easier implementation.

Here, too, the new rules concerning color and font are applicable: The text has been laid out in EDIFICE blue, the headers in 18 point regular, the copy text in 9 point regular (possible one will have to go down to 8 points due to the amount of text). The headers in the copy area are the same size as the copy text, only bold.

The text boxes, too, have predetermined colors:



Light yellow:  
CMYK: 1/4/12/0  
RGB: 251/245/229  
Hexadecimal: #FBF5E5



Light blue:  
CMYK: 18/14/3/0  
RGB: 214/215/231  
Hexadecimal: #D6D7E7

The Outline is the blue and yellow from the logo.

**Activities**

EDIFICE has also contributed work in the following areas:

- Pre-Ordering
- Physical distribution
- EDI over the Internet
- Global Trading Partner Agreement
- Ordering
- Payment
- XML/EDI

All EDIFICE endorsed documents: Business Models and Message Guidelines, related to the activities described above are freely available on the EDIFICE web site.

The support Task groups were formed to support the Business area task groups:

**TECHNICAL SUPPORT & QA** - This group is mainly responsible for ensuring the quality of EDIFICE documentation, conform the International Standards (UN/EDIFACT, RosettaNet, ISO, UN/EDC, ...) TSQ coordinates the publication and maintenance of the EDIFICE Repository ensuring the development, storage and publication of EDIFICE deliverables in a consistent, integrated, electronic form. Currently TSQ focuses on the development of EDIFICE PIP Implementation Guidelines (EPIIG).

**MARKETING & WEB SITE:** As EDIFICE is an organisation of members for members, the more active and diverse the membership, the greater value EDIFICE brings to contributing companies. In recognition of this idea, the EDIFICE members have acknowledged the need to actively market their organisation.

The WEB SITE group recently launched the EDIFICE COLLABORATIVE web site.

**Links**

EDIFICE has links with the following international organisations:

**EC - IT - SM - Telecom industry associations:**

- RosettaNet - global
- CompTIA ECSI - Europe
- EIDX /CompTIA - North America
- ESIA - Europe
- EDIMAN - Singapore
- JEITA - Japan

**Other industry associations:**

- IATA - Air Transport - global
- ODETTE - Automotive - Europe
- SWIFT - Banking - global

**Standardisation bodies:**

- ANSI
- CEN
- ISO / IEC
- NEN
- UN/CEFACT

**and the cross-industry ebXML initiative.**

Other links are established depending on changing business requirements.

**Themes**

Each EDIFICE conference is based on a theme, some of the themes in the past have been:

- Logistics
- RosettaNet case studies
- ebXML implementation status
- eCommerce in Finance
- B2B Legislation
- B2B Cross Industry
- Supply Chain

**2004 Plenary Meetings**

**26 - 27 August, Oracle / Tibco**  
Tallinn, Estonia  
„Supply Chain Collaboration with Electronic Manufacturing Services“

**3 - 7 September, Elcoteq**  
Paris, FR  
„Supply Chain Collaboration with Electronic“

**12 - 15 October, Mobilcom Austria**  
Vienna, AT  
„Supply Chain Collaboration with Electronic Manufacturing Services“

**2 - 5 November, Elcoteq**  
Paris, FR  
„Supply Chain Collaboration with Electronic“

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## 10. Folder

The folder was designed according to the rules of the new appearance and contains the informations of the business card. It has been laid out in the size 22 x 30,5 cm, so that A4 papers can be placed inside.

Below is a copy of the front page, the back is white.

