

ECCCP Brand Guidelines

External – Version 2.0



Contents

This document has been provided to help you communicate and promote the ECCP brand and its mission of *Championing the European-Philippine Business Community*.

Our brand is important to us. We appreciate your commitment to these standards.

If you have questions about this document, please don't hesitate to reach out.

General inquiries: comms@eccp.com

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01

Who We Are

We bridge markets and create opportunities for European and Philippine businesses.

Founded in 1978, the European Chamber of Commerce of the Philippines (ECCCP) is a multilateral chamber with close to 1,000 members and a strong presence across key regions in the Philippines. We advocate for fair and forward-looking economic policies, support market access through expert business consultancy and human capital development, and connect members to a dynamic network of stakeholders locally and abroad to drive growth and foster collaboration across sectors.



02

Messaging

Championing the European-Philippine Business Community

Our Voice

The ECCP communicates in a **professional, credible, and approachable** manner. Our voice reflects our role as a trusted partner in the European-Philippine business community, balancing authority with collaboration. We speak clearly and concisely, focusing on opportunities, solutions, and growth, while inspiring confidence and engagement in all our initiatives.

Professional

Credible, clear, and precise, reflecting ECCP's role as a trusted business chamber.

- ✓ The ECCP is championing the European-Philippine Business Community.
- ✗ ECCP is the best chamber in the entire country for European-Philippine business.

Approachable

Encourages partnership and engagement with members and stakeholders.

- ✓ Join the ECCP Networking Socials! Share insights, connect with members, and explore opportunities to champion the European-Philippine business community.
- ✗ Event details are listed below. End of message.

Mission-driven

Focuses on opportunities, growth, and solutions while inspiring confidence.

- ✓ ECCP champions the European-Philippine business community by promoting growth, innovation, and initiatives with lasting impact.
- ✗ We will guarantee business success for all members.

Our Tone

ECCCP's tone is always friendly, welcoming, and professional.

Our communications should feel like members and stakeholders are engaging with a trusted and valued advisor who is committed to helping them achieve their goals and objectives.

Depending on the context, we adjust our tone to emphasize different aspects of our brand voice:

- **Educational & Instructive Materials**

(e.g., webinars, e-learning sessions)

- Tone: Upbeat, informative, and empowering
- Focus: Helping the audience understand, learn, and take action.

- **Thought Leadership Materials**

(e.g., advocacy papers, position papers, white papers)

- Tone: Formal, knowledgeable, and professional
- Focus: Establishing credibility and sharing insights.

- **Promotional & Marketing Content**

(e.g., social media campaigns, event promotions)

- Tone: Inclusive, positive, and inspiring
- Focus: Engaging the audience, encouraging participation, and highlighting opportunities.

Boilerplate



Our boilerplate is a brief statement that provides a high-level overview of ECCP.

The European Chamber of Commerce of the Philippines (ECCP) is a multilateral foreign chamber that promotes European interests in the Philippines and vice versa. As a membership organization with close to 1,000 members and a strong partnership with the government, it offers a robust business network with strong potential for translating into tangible business opportunities. The ECCP also strives to ensure that its members' viewpoints are heard on economic and business issues, legislative measures, and administrative regulations.

As the largest foreign chamber in the Philippines, the ECCP continuously champions the European-Philippine business community by connecting members and industry leaders through business meetings and gatherings; equipping workforces with tools and skills via seminars and workshops; providing extensive services to exhibitors and visitors of European and Asian trade fairs; and linking the business community with Philippine government officials through dialogues on key economic issues central to the European-Philippine business landscape. Through these efforts, the Chamber has become a trusted voice and bridge between businesses and government – both locally and abroad. Its reach spans Luzon, Visayas, and Mindanao, and it works closely with European embassies and the Delegation of the European Union in the Philippines. To learn more, visit eccp.com or follow @eccponline on Facebook, LinkedIn, Instagram, and X.

Audience

Our Members and Partners

ECCP works closely with a diverse network of member companies and institutional partners across Europe and the Philippines. These organizations play a key role in advancing trade, investment, and business collaboration between the EU and the Philippines. Through our programs, events, and advocacy initiatives, ECCP supports members by providing platforms for dialogue, knowledge exchange, and business opportunities. Our members and partners are often the primary ambassadors of ECCP within their respective industries and networks.

The stakeholders

ECCP's communications also address a wider group of stakeholders, including Philippine government agencies, European institutions and diplomatic missions, policymakers, development partners, and the broader business community. These stakeholders engage with ECCP for policy dialogue, industry insights, and collaboration opportunities that support economic growth and strengthen EU–Philippine relations.



03

Logo





The ECCP logo embodies its goal mandate of fostering close trade and economic ties between Europe and the Philippines. As a bilateral chamber, the ECCP's mandate is to promote both European interests in the Philippines and to bring Philippine businesses closer to opportunities in Europe.

The logo is an 'eccp' lettermark always accompanied by the wordmark spelling out the European Chamber of Commerce of the Philippines. The logo is always accompanied by the stars, from the EU flag, surrounding the 'e' and the rays of the sun, from the Philippine flag, surrounding the 'p'.

Logo Variations

Full Color



All Black



White



All White

Logo Application

Logo Clearspace

The ECCP logo must always maintain a minimum clearspace around it to ensure visibility and integrity. This clearspace is defined as the area free of any text, graphics, or other visual elements, measured by the width of the lowercase letter “e” from the ECCP logo. This space should be maintained on all sides of the logo—top, bottom, left, and right—across all applications, whether in print, digital, or environmental materials. Adhering to this guideline ensures that the ECCP logo remains prominent, legible, and visually balanced in all uses.



Logo Misuse

Always maintain the integrity of the ECCP logo when incorporating it into your designs.

As a key symbol of the chamber, the logo should be treated with respect and care. Common misuses of the logo can compromise its visibility and brand identity. The most frequent mistreatments can be grouped into specific categories, including altering its colors, stretching or distorting its proportions, adding unapproved effects, placing it on busy or clashing backgrounds, or changing its orientation. Following these guidelines ensures that the logo consistently represents ECCP with clarity and professionalism.



Do not stretch or distort or tilt



Do not recolor



Do not place on low-contrast or busy backgrounds



Do not crop



Do not change order of elements



Do not use a full-color logo as a transparency or watermark



Do not change the font or retype or trace the name



Do not place close to objects or overlap



Do not apply outlines or graphic effects

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Color Palette

Our primary color is ECCP Blue

Using our brand colors consistently is key to strengthening ECCP's identity.

ECCP Blue, the color of our logo, serves as the foundation of our visual palette. It is applied in headlines on white backgrounds and in the logo itself, while the darker tone of ECCP Blue provides depth as a backdrop or color block for content. This stable, confident color anchors our layouts and signals to our audience that they are engaging with an official ECCP asset, reinforcing trust and recognition across all touchpoints.

ECCP Blue

RGB

R:46 G:46 B:120

CMYK

C:100 M:98 Y:20 K:7

HEX

#2E2E78

ECCP Yellow

RGB

R:252 G:190 B: 21

CMYK

C:1 M:27 Y:99 K:0

HEX

#FCBE15

Our accent colors

Our ECCP accent colors, light blue, purple, and grey, add a dynamic touch to any layout.

When extra vibrancy is needed, the more vivid blues can be used as accent highlights. Together with ECCP Blue, these colors form the core brand palette and should account for the majority of color usage in any design. Even when incorporating additional colors from the extended palette to enhance illustrations, charts, or graphs, the core accent colors should remain predominant. Always refer to the usage guidelines to choose the appropriate color for backgrounds and other design elements.

ECCP Light Blue

RGB

R:252 G:190 B:21

CMYK

C:1 M:27 Y:99 K:0

HEX

#FCBE15

ECCP Purple

RGB

R:79 G:97 B:172

CMYK

C:78 M:68 Y:0 K:0

HEX

#4F61AC

ECCP Grey

RGB

R:120 G:120 B:120

CMYK

C:0 M:0 Y:0 K:60

HEX

#7d7d7d

ECCP Women in Business Committee accent colors

The ECCP Women in Business Committee color palette combines sophistication and approachability. Deep purple conveys professionalism and strength, while soft coral and light pink add warmth and vibrancy.

Together, these colors create a balanced and empowering visual identity. Use the deeper purple for primary elements and text, while coral and pink can accentuate highlights, backgrounds, or supporting design elements. Always ensure the palette remains cohesive and visually accessible in all layouts and materials.

WBC Purple

RGB

R:87 G:81 B:123

CMYK

C:29 M:34 Y:0 K:52

HEX

##57517B

WBC Soft Coral

RGB

R:255 G:153 B:154

CMYK

C:0 M:40 Y:40 K:0

HEX

#FF999A

WBC Light Pink

RGB

R:255 G:204 B:204

CMYK

C:0 M:20 Y:20 K:0

HEX

#FFCCCC

05

Typography



Helvetica is our primary font

The most commonly used weights are Regular, Italic, Medium, Medium Italic, Bold and Bold Italic.

A b A b A b

*For materials created in Google Workspace, use Helvetica, a free and accessible font.
For Canva designs, a free alternative is Helvetica Now Display, which closely matches ECCP's visual style.*

Typographic Styling

These guidelines ensure that all written materials are polished and professional, and that our audiences can quickly and easily access the information they need.

When extra vibrancy is needed, the more vivid blues can be used as accent highlights. Together with ECCP Blue, these colors form the core brand palette and should account for the majority of color usage in any design. Even when incorporating additional colors from the extended palette to enhance illustrations, charts, or graphs, the core accent colors should remain predominant. Always refer to the usage guidelines to choose the appropriate color for backgrounds and other design elements.



Casing and Punctuation

Headlines

The preferred casing for headlines is sentence case, where only the first letter of the first word is capitalized, and no punctuation is used at the end. For headlines that contain three words or fewer, title case should be used, capitalizing all major words except small words such as “a” or “the.”

Subheads

Use sentence case with punctuation.

Body Copy

Always use sentence case with punctuation.

Bullets

For accessibility and ease of layout, bullet points should always be formatted using the “bulleted list” function in all programs. See the example below.

- Promote EU-Philippine trade and investment
- Organize events and networking opportunities
- Publish insights and industry reports

Always use the preset circular bullet in bulleted lists. **Do not** substitute the circular bullet with any other bullet character, shape, or a plus sign. **Do not** indent bulleted lists.

Typographic Hierarchy

Use these guidelines should be followed when arranging text to ensure that content is presented and read in the intended sequence.

Headlines

- Helvetica Neue or Display New **Bold** or **Black**
- ECCP Blue (if on a white background)
- White (if on a blue background)
- Roughly, at least three times the size of body copy (depending on the application)

Subheads

- Helvetica Regular or **Bold** (if headline is Black)
- ECCP Light Blue or White or ECCP Yellow (if on an ECCP blue background)
- At least 1.5 times the height of the body copy (depending on the application)

Body Copy

- Helvetica Regular
- ECCP Grey or Black is used for all body text (if on a white background)
- White for all body text (if on a blue background)
- At a small size (depending on the application)
- Body text should never be smaller than 10pt to adhere to accessibility guidelines, but should always be smaller than any subheads or headlines

Notes and other small copy

- Helvetica Regular
- Short notes may be set in italics if necessary for it to further stand out from other small text in the layout
- Helvetica may be used for emphasis like linked text
- Approximately 2 points smaller than body copy (but should never be below 8pt in digital piece or in print)
- ECCP Grey (accent color may be used if needed to emphasize, like a title or linked text)

Example of typographic hierarchy:

This is a headline

This is a subheading.

This is an example of a body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Misuse

Typography styles have been designed for maximum legibility and to comply with accessibility standards.

Always use the approved typefaces and maintain the proper hierarchy as outlined in these guidelines.

~~Chamber of Choice~~

Do not add drop shadows to text

~~Chamber of Choice~~

Do not kern text too tightly or loosely

~~Chamber of Choice~~

Do not stretch type in any direction

~~ECCP is a multi-lateral foreign chamber~~

Avoid hyphenation wherever possible — especially in headlines

~~Chamber of Choice~~

Avoid too tight or too loose leading (vertical spacing between lines of text)

~~ECCP is a multilateral foreign chamber~~

Avoid leaving words on their own line (widows)



06

Photography

Photography

Photography is a key element of ECCP's visual identity. Consistent and purposeful imagery enhances the Chamber's communications, reinforces the brand's personality, and ensures that all visual materials reflect ECCP's professionalism, credibility, and core values.

This section outlines guidelines for selecting, capturing, and using photography across all ECCP materials.

Style and Tone

ECCP photography should convey a professional, authentic, and approachable look and feel. Key characteristics include:

- Candid and natural moments that reflect real interactions at events or within the organization
- Bright, well-lit compositions with clear focus and minimal distractions
- Diverse representation to reflect inclusivity in participants, speakers, and audiences
- Balanced composition that draws attention to the subject while maintaining context

Avoid overly staged, dark, or heavily filtered images that detract from ECCP's professional and credible image.

Original and high-resolution images are uploaded in [ECCP Flickr Page](#)





07

ECCCP Partner Co-Branding



ECCP Partner Co-Branding

ECCP frequently collaborates with partners and supporting organizations for events, trainings, and initiatives. In these cases, co-branding ensures that both ECCP and partner organizations are properly represented while maintaining the integrity of the ECCP brand identity.

All co-branded materials must follow ECCP branding standards, including proper logo usage, spacing, hierarchy, and alignment.

Logo Placement and Hierarchy

The ECCP logo should always remain clear and recognizable in co-branded materials. When displayed alongside partner logos, the ECCP logo should maintain equal prominence unless otherwise specified in partnership agreements.

Logos should be aligned consistently and arranged in a structured layout to maintain visual balance.

Clear Space and Sizing

Adequate spacing must be maintained between the ECCP logo and partner logos to ensure clarity and avoid visual clutter. The ECCP logo must follow the clearspace and minimum size requirements defined in the **Logo Application** section of this guide.

Logos should not overlap or appear too close to other visual elements.

ORGANISED BY



EVENT PARTNER



Event and Partnership Materials

Co-branding guidelines apply to various materials produced in collaboration with partners, including:

- Event banners and backdrops
- Promotional and marketing materials
- Social media graphics
- Presentation slides
- Reports or publications produced in partnership

For official event branding and materials involving multiple partners, coordination with the ECCP Communications Team is recommended to ensure proper logo placement and visual consistency.



EUROPEAN CHAMBER OF COMMERCE
OF THE PHILIPPINES

 www.eccp.com

 info@eccp.com

    [eccponline](#)