



Baltic Engagement
Centre for Combating
Information Disorders

UPDATED CORPORATE VISUAL IDENTITY (CVI) AND GUIDELINES

NOVEMBER 2025

THIS PROJECT WAS FUNDED BY THE BALTIC ENGAGEMENT CENTRE FOR COMBATING INFORMATION DISORDERS (BECID) 2025–2028; PART OF MS4 OF THE EU-FUNDED PROJECT WITH THE ID: 101226242, COORDINATED BY THE UNIVERSITY OF TARTU (UTARTU).

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... in co-creation with the whole hub and its stakeholders.



Co-funded by the
European Union

This guide defines the unified rules for creating visual materials (A4 posters, infographics, and digital visuals) for all BECID2 project deliverables. The purpose is to ensure consistent, clear, and professional communication across all partners.

1. STANDARDIZED INFORMATION GATHERING

All partners must use a common submission template for each deliverable before any visual material is created. The communication specialist is responsible for ensuring that all documents and reports provided by partners follow a unified visual identity.

Each partner must provide:

- **Deliverable title** – clear, short, descriptive title.
- **Lead partner** – organisation and/or person responsible for the deliverable.
- **Time frame** – start date and/or End date.
- **Objective** – 2–3 sentence summary of the purpose of the deliverable if necessary.
- **Key Highlights** – 3–5 bullet points with the most important results, findings, or actions if necessary.

2. DESIGN & BRANDING GUIDELINES

All visual materials must strictly follow the **BECID Corporate Visual Identity (CVI)**.

COLOR SCHEME

- Use only the official **BECID2 color palette** (#ffcd05 & #1a1a3a).
- Primary colors for headlines and key data.
- Background, text and logos must be in correlation with the BECID2 color palette.
- Readability must be taken into account.

TYPOGRAPHY

- **Headlines:** Official BECID headline font (Helvetica for official documents and reports).
- **Body text:** Official BECID body font (Helvetica for official documents and reports).
- Avoid using more than **two fonts** per design.

LAYOUT STRUCTURE (A4 STANDARD)

Each poster/infographic must follow this structure:

1. Top Section

- a. Project logo
- b. Deliverable title

2. Main Content Area



3. Bottom Section

- a. Time frame
- b. Compilers/authors of the deliverable
- c. EU/BECID funding acknowledgment
- d. Website and social media (if relevant)

ICONOGRAPHY & VISUAL STYLE

- Use a **consistent icon set** across all deliverables.
- Flat, modern, minimalistic style.
- Avoid decorative or unrelated visuals.

3. VISUALIZATION TOOLS & SOFTWARE

Most of the visuals will be created using **Canva**.

REQUIREMENTS

- Final output must be:
 - **A4 format**
 - **PDF for print**
 - **PNG/JPG depending on the necessary output**
- Files must be editable when submitted to the communication team.

4. REVIEW & QUALITY CONTROL PROCESS

To ensure consistency and quality, all drafts of visual materials must be submitted to the **BECID2 communication coordinator**, who will ensure that they are aligned with the BECID2 visual identity.

- Each draft goes through:
 - Content review
 - Visual identity compliance check
 - Language and clarity check
- Feedback is provided within the agreed timeframe.
- Final approval by the administration team is required **before public dissemination**.

5. DISTRIBUTION & DISSEMINATION CHANNELS

Once approved, visuals may be used for:

- **BECID2 project website**
- **Social media platforms**
 - LinkedIn
 - Facebook



- **Email newsletters**
- **Public events**
 - Conferences
 - Workshops
 - Stakeholder meetings
- **Printed materials**

No partner may publish official BECID2 visuals without prior approval.

7. KEY PRINCIPLES FOR ALL BECID2 VISUAL MATERIALS

- Clarity over complexity
- Consistency across partners
- Accessibility for non-expert audiences
- Compliance with EU funding visibility rules
- Alignment with BECID communication strategy