



BTSF Info Day

Brussels 13th of June 2012

Executive Agency for Health and Consumers



Commission's New Visual Identity and BTSF

In 2012 Better Training for Safer Food, as a majority of the programmes of the European Commission, will have to phase out its existing logo.

The name of the initiative shall be used as a verbal brand and reference to it will be made without a regulated logo.

Commission services will use the Commission's new visual identity (NVI) when communicating about BTSF.

Beneficiaries of BTSF funding shall use the European emblem in their communication to acknowledge the support received under this initiative.



**Funded by
the Better Training for Safer Food
Initiative of the European Union**

*Health and
Consumers*



EC logo in the context of BTSF

Promotional items

Certificate

European Commission BTSF display panels



European
Commission



European
Commission

BETTER TRAINING FOR SAFER FOOD

BTSF is an initiative
of the European Commission

Executive Agency
for Health
and Consumers

USB keys



Ballpoint



Health and
Consumers



European
Commission



European Commission | *Health and Consumers*
Executive Agency

Better Training for Safer Food CERTIFICATE

Mr/Ms Name here

has attended the Training on Name of the training here

Place, Country, Date

Mr / Ms

[position]
[name of contractor]

Ms Paola Testori Coggi

Director General
European Commission
DG Health and Consumers

Mr Luc Briol

Director
Executive Agency
for Health and Consumers

*Health and
Consumers*



EU emblem in the context of BTSF



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Initiative of the European Union

Websites

Leaflets, Brochures, Newsletters

Press releases

Power Point Presentations

Other display panels

Promotional items



Websites related to the BTSF

must display in each page:

*the European Union Emblem
the specific disclaimer*

must include:

*a page including BTSF official definition
the links to BTSF pages of all other contractors
implementing trainings*



Leaflets, Brochures and Newsletters

European Union Emblem+ text

Disclaimer

*information about project details, contact names,
addresses, telephone, e-mail*

be available also in electronic form



European
Commission



Better Training for Safer Food initiative

Visual identity

guidelines for Contractors

European Agency for
Health and Consumers

Health and
Consumers

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