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## Reflecting the dynamism of the region, Emerging Europe reveals new branding

Emerging Europe has unveiled its new branding, created to reflect the emergence, out-of-the-box thinking, connectivity, inclusivity, passion and vibrancy of both the organisation and the entire Central and South East Europe region it focuses on.

- **Emergence** — The Emerging Europe logo resembles an upwardly cascading graph, symbolising the increasing economic opportunities that emerge from the region of Central and South East Europe. The increasing length of the lines as they move upward symbolises progression from the past and growth in the region.
- **Out-of-the-Box Thinking** — As the talent in the region excels in out-of-the-box thinking, Emerging Europe didn't want to symbolically box-in its brand identity and its association with the region. The L-shape at the bottom is intended to symbolise a border with an open ceiling for growth.
- **Inclusivity** — The L-shape and left border additionally resemble swept-back wings. As eloquently described by Professor Günter Verheugen, an Emerging Europe Council Member and the winner of the first Remarkable Achievement Award, the Emerging Europe community strives to metaphorically take all the 23 countries under its wings. This inclusivity is integral to Emerging Europe's mission.
- **Passion and Vibrancy** — New vibrant colours symbolise Central and South East Europe's growth and youthful progress towards a better future. The colours now include a more vibrant and energetic palette to encapsulate the youthful exuberance and the future of the region's emerging talent.
- **Connectivity** — To exemplify one of the region's core strengths of connectivity, the Emerging Europe logo has certain similarities to one of the images most synonymous with connectivity in the 21st century. This resemblance symbolises the region's embracing of new technologies and a culture that is focused on excelling in tech.

A new digital platform embracing Emerging Europe's new look is currently under development, with a planned release date of late Q3 2019.

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