



## **Anthos / Fall 2020 Program Overview**

1. Social Media
  - a. Dailey social media posts on [Facebook](#) and [Instagram](#) from 8.31 to 11.25
2. Social Media Advertising
  - a. Estimated daily reach 25,000
3. Web Campaign
  - a. Estimated Reach 2,000,000
  - b. Outlets
    - i. Gardening Know How
    - ii. Garden Design
    - iii. Savvy Gardening
    - iv. Garden Rant
    - v. Black Girls Gardening
4. Paid Influencers
  - a. Estimated Reach 5,000,000
    - i. Garden Answer
    - ii. Potager
    - iii. Black Girls Gardening
    - iv. Pith and Vigor
    - v. Garden Therapy
    - vi. 66 Square Feet
    - vii. Gardening Know How
    - viii. Learn 2 Grow
5. Press Releases
  - a. Ten educational, consumer and trade press releases
6. Sample Program for 30 key media contacts
  - a. Either pollinator kit or cutting garden kit
7. Traditional Media program for 12 magazines
8. EU Compliant Style Guide Created

*Peggy Anne Montgomery*

**Garden Media Group**

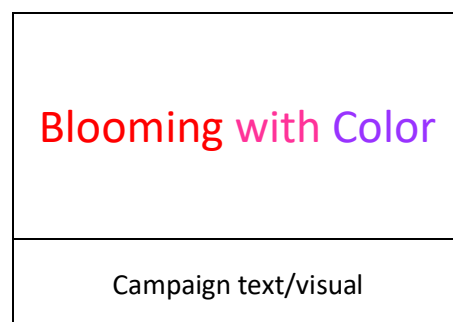
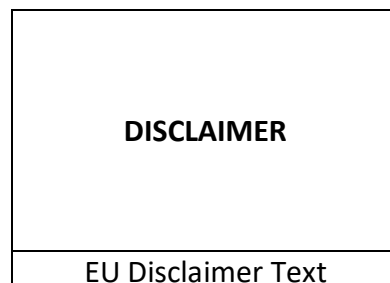
[651-208-1749](tel:651-208-1749)

[Website](#) [Email](#)

# Style Guide

From Graphic Charter Guidelines. All to be approved by EU

## Required Elements



## Signature "ENJOY IT'S FROM EUROPE"

To be used on Flower Bulbs from Europe Make You Bloom campaigns, co-financed by the EU. The signature "ENJOY IT'S FROM EUROPE" is **NOT** intended to replace the EU emblem.

- The new logo "ENJOY IT'S FROM EUROPE" can be used either in the form of a signature, accompanied by the thematic baseline, or in the form of the stamp, without thematic baseline.
- Size and placement depend on media material, see references below

### 1. Color

C8-M74-Y90-K0  
R225-G102-B52  
#E16634



### 2. Black and White

K100  
R35-G31-B32  
#231F20



## EU Emblem



Use EU Emblem and accompanying line of text

**CAMPAIGN FINANCED WITH AID FROM EUROPEAN UNION**

### **Basic Rules for EU Emblem**

- The minimum height of the EU emblem shall be 1cm.
- The name of the European Union shall always be written in full.
- The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana.
- Italic and underlined variations and the use of font effects are not allowed.
- The positioning of the text in relation to the EU emblems not prescribed in any particular way but the text should not interfere with the emblem in any way.
- The font size used should be proportionate to the size of the emblem.
- The color of the font should be reflex blue same blue color as the EU flag, black or white depending on the background.

### **According to the theme of the campaign, the following thematic baselines can be used:**

- Campaigns that focus on environment:
  - THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE RESPECT FOR THE ENVIRONMENT.
- Campaigns that focus on health:
  - THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE A HEALTHY LIFESTYLE.
- Campaigns that focus on tradition:
  - THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE AGRICULTURAL TRADITIONS.

## Disclaimer

**Disclaimer Text** - *The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the Consumers, Health, Agriculture and Food Executive Agency (CHAFAEA) do not accept any responsibility for any use that may be made of the information it contains.*

- The disclaimer is to be used on everything where possible including magazine, ads, website, etc.
- If material is too small, example web ads, doesn't need to be used.

# Flower Bulbs from Europe Make You Bloom



- Do not need to use logo and text
- May use text only: Flower Bulbs from Europe make you Bloom!

## Blooming with Color

- Font: Archivo
- Colors:

**A**

**C10-M99-Y8-K0  
R216-G23-B132  
#d81784**

**B**

**C4-M37-Y0-K0  
R235-G176-B208  
#ebb0d0**

**C**

**C10-M100-Y87-K2  
R212-G14-B50  
#d40e32**

**D**

**C2-M73-Y82-K0  
R237-G106-B64  
#ed6a40**

**E**

**C1-M22-Y83-K0  
R253-G200-B70  
#fdc846**

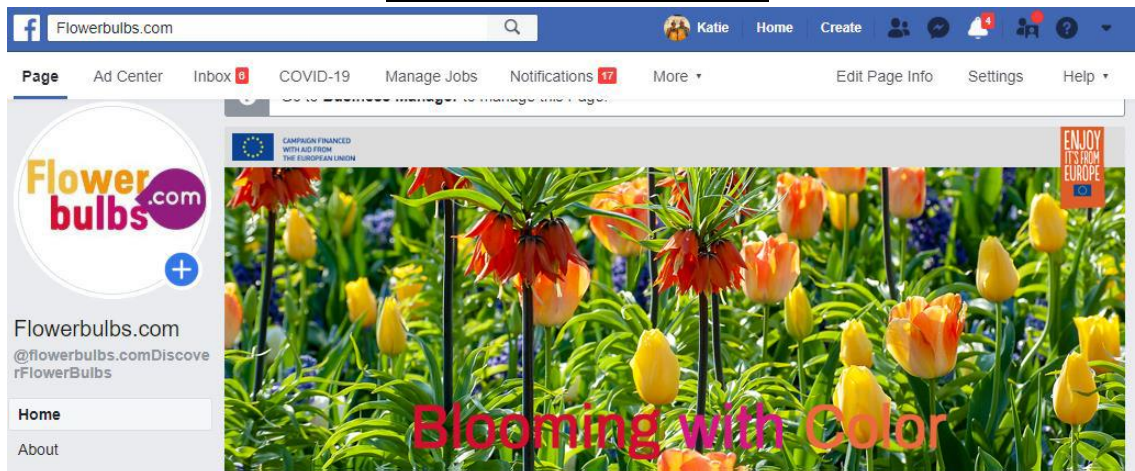
**F**

**C62-M65-Y10-K1  
R118-G103-B160  
#7667a0**

## Facebook Banner and Ads

- Size of the signature stamp should be 1/4 of the height of the picture of the Facebook page or ad
- Stamp to be placed ideally in the top corner of the cover picture of the Facebook page or bottom left corner for Facebook ad
- Proportion rules > 1/2 - 1/3 - 1/4.
- According to Page 21 Graphic Charter Guidelines PDF - Facebook *does not* need EU emblem.

## Facebook Banner




## Facebook Ad




# Instagram Post


Instagram




flowerbulbsdotcom


Sponsored











Blooming with Color



CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION

[Shop Now](#)



flowerbulbsdotcom If you want a spring garden blooming with color, you'll need to plant flower bulbs in fall. Available for purchase now. Choose early, mid and late-season bulbs to add color that will last until summer blooms take over. Come spring, you'll be welcomed by bright and cheerful blooms!

Full Size Preview



# Magazine Ad

Full Page

*Full signature*

- Size of the stamp should be 1/8 of the height of the document
- Stamp to be placed lower right corner
- Text: THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE .... left of stamp
- Partner logo lower left corner sized at ¼ height of stamp
- EU emblem and text to be placed to the right of partner logo

Blooming with Color



CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION



# Newsletter Template

## *Full signature*

- Size of the stamp should be **1/5 of the height of the header.**
- Stamp to be placed ideally in the bottom right corner of the newsletter's header
- EU emblem and text to be placed in the bottom left corner
- Proportion rules > 1/2 - 1/3 - 1/4



[VIEW IN BROWSER](#)



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# Press Release

## *Full signature*

- Size of the stamp should be 1/8 of the height of the document
- Stamp to be placed ideally in the top right corner of the newsletter
- EU emblem and text to be placed in the top left corner.
- Proportion rules > 1/2 - 1/3 - 1/4



## **AUT EST QUINTI BEAT VENT REST**

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For more information or questions, please contact:



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610-444-3040

## **Note to editors, not for publication**

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## Videos from Influencers

- Text in beginning must include:
  - Blooming with Color
  - Flower Bulbs from Europe make you Bloom
- EU emblem and Signature stamp to appear at the very end of clips, always together



## Web Banner Ad

(728x90)

- Size of the stamp should be at least 1/4 of the banners
- Size of the stamp should be proportional to the height of the document
- Stamp to be placed ideally in the bottom right corner of the horizontal banner
- EU emblem and text to be placed in the bottom left corner if size permits
- Proportion rules > 1/2 - 1/3 - 1/4.

**Blooming  
with Color**  
Flowerbulbs.com



## Website

**Anthos created website for campaign - <https://flowerbulbsmakeyoubloom.com/>**

- This is a campaign website and NOT used for consumer information.
- Consumers will be driven to FlowerBulbs.com and that is where social media will be posted.
- *Nothing needs to be added to FlowerBulbs.com website.*
- *This website section does not apply to GMG.*