



PRESS & MEDIA KIT

Brand *guidelines*

How to use the Beira Network name, logo, colours and typography in news coverage, event listings and partner communications.

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Thank you for writing about Beira Network. This kit has everything you need to show our name and logo correctly.

IN A HURRY?

Use **logos/beira-network-logo.svg** (or .png). It works on any light background.

On a dark background or photo, use the **cream** or **white** version.

Write the name as **Beira Network**: two words, capital B and N.

Never stretch, recolour or redraw the logo.

Questions: **info@beiranetwork.pt**

What is *Beira Network*?

Beira Network is a non-profit business network that connects local and international entrepreneurs in the Beira region of inland Portugal.

Beira Network is a non-profit business network founded in 2024 by Luís Filipe Freire, Arnold ter Horst and Leonardo Hofman. From Vila Pouca da Beira, in Oliveira do Hospital, it brings together local and international companies, professionals and communities to unlock the potential of inland Portugal, through informal networking evenings that combine business, culture and regional products.

1ST EDITION

**20 October
2024**

Flag Hotel Convento
do Desagravo, Vila
Pouca da Beira

2ND EDITION

4 July 2025

Flag Hotel Convento
do Desagravo, Vila
Pouca da Beira

3RD EDITION

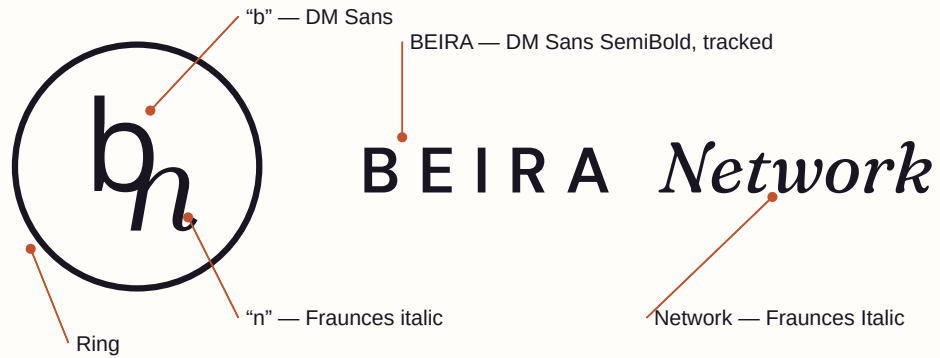
**30 October
2026**

Casa Gerrit Komrij,
Vila Pouca da Beira

Type	Non-profit business network
Founded	2024
Founders	Luís Filipe Freire, Arnold ter Horst, Leonardo Hofman
Base	Vila Pouca da Beira, Oliveira do Hospital (Coimbra district), Portugal
Region	The Beira region, inland Portugal
Format	Informal networking evenings with regional wine, food, music and culture
Membership	Dutch Portuguese Chamber of Commerce (CCPH)
Languages	Portuguese, English, Dutch, French, Hebrew

THE LOGO

A ring, a *b* and an *n*



The symbol joins a lowercase **b** and an italic **n** — Beira and Network — inside a ring: two styles, one circle, like the people the network brings together.

The wordmark repeats the idea: BEIRA in spaced capitals of DM Sans, Network in Fraunces italic. Together they form the logo. The files in this kit are the master artwork; always use them rather than recreating the logo.

Four *lockups*



Horizontal — primary

Primary logo. Use it whenever there is room.

logos/horizontal/



Stacked

For square and tall spaces: posters, stands, social posts.

logos/stacked/



Symbol

Avatars, favicons, small spaces, or when the name is already nearby.

logos/symbol/

BEIRA *Network*

Wordmark

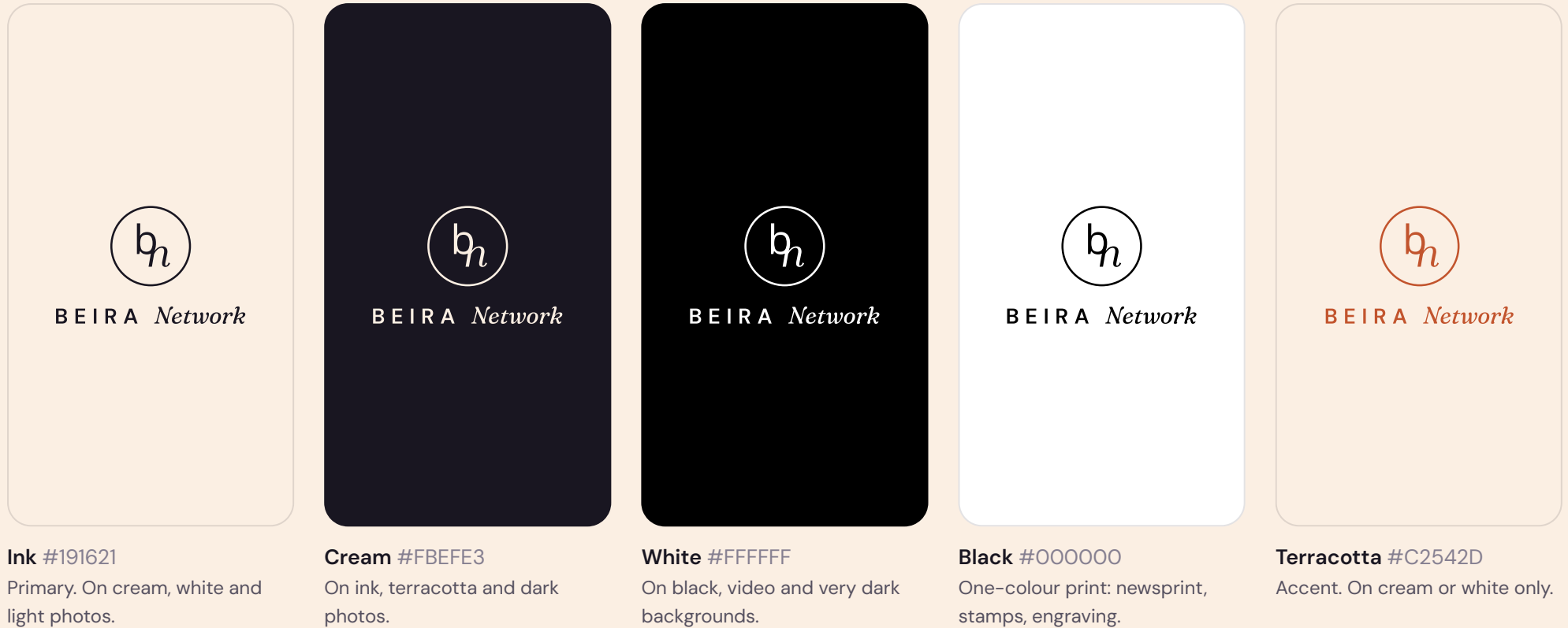
Running headers, footers and narrow strips.

logos/wordmark/

Each version comes as SVG (web), PDF and EPS (vector, for print) and transparent PNG in several sizes. Use vector files whenever your system accepts them.

COLOUR

Five *colourways*



The logo is always a single flat colour. Pick the version with the strongest contrast against what sits behind it. When in doubt, use ink on light and cream on dark.

Clear space & *minimum size*



Keep a free zone around the logo equal to **x**: a quarter of the diameter of the symbol. No text, images, edges or other logos may enter it.

More space is always better. The PNG files are trimmed tight to the artwork, so add the clear space yourself.

Minimum width

	Screen	Print
Horizontal	120 px	30 mm
Stacked	64 px	18 mm
Symbol	20 px	6 mm
Wordmark	100 px	25 mm

Below these sizes, use the symbol alone.

Give it *contrast*

 BEIRA *Network*

✓ DO Ink on cream

 BEIRA *Network*

✓ DO Ink on white

 BEIRA *Network*

✓ DO Cream on ink

 BEIRA *Network*

✓ DO Cream on terracotta



✓ DO White on a darkened, calm photo



✗ DON'T Ink on a busy photo



✗ DON'T Ink on a dark colour



✗ DON'T Terracotta on gold

On photographs, place the logo on a calm, even area, darkening the image if needed. Never put it over faces or detailed scenes.

MISUSE

What *not* to do

The correct Beira Network logo, featuring a circular icon with a stylized 'b' and 'n' followed by the text 'BEIRA Network' in a serif font.

✗ **DON'T** Don't stretch or squash it.

The Beira Network logo is shown rotated diagonally.

✗ **DON'T** Don't rotate or tilt it.

The Beira Network logo is shown with the icon in blue and the text in green.

✗ **DON'T** Don't use other colours.

The Beira Network logo is shown with a subtle drop shadow behind it.

✗ **DON'T** Don't add shadows, glows or bevels.

The Beira Network logo is shown with a thin black outline around the entire logo.

✗ **DON'T** Don't outline it.

The Beira Network logo is shown with the text 'BEIRA Network' and the icon swapped in position.

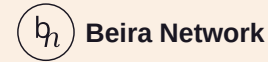
✗ **DON'T** Don't rearrange or resize the parts.



✗ **DON'T** Don't place it on busy images.

The Beira Network logo is shown in a light orange color on a solid orange background.

✗ **DON'T** Don't use low-contrast colours.

The Beira Network logo is shown with the word 'Beira' in a different, sans-serif font.

✗ **DON'T** Don't retype the name in another font.

The Beira Network logo is shown with additional text 'NEW! 3rd EDITION — BOOK NOW' above it and a horizontal line below it.

✗ **DON'T** Don't crowd it: respect the clear space.

Also: don't crop it, animate it in a way that distorts it, combine it with other logos into a new mark, or use it in a way that suggests Beira Network endorses something without our written consent.

Co-branding & *partners*

SIDE BY SIDE



WITH A RELATIONSHIP LINE



Equal weight. Set partner logos at the same optical height as our symbol.

Separate them with a thin vertical rule, with at least 2x of space on each side.

One colour. On a shared panel, show every logo in the same colour (ink or cream) when possible.

Say how you are linked: “In partnership with”, “Organised by”, “Member of”.

Never merge our logo with another into a combined mark.

Co-branded material needs our approval before publication:
info@beiranetwork.pt

Writing *about us*



DO

Beira Network



DON'T

BeiraNetwork · Beira-Network · Beira network · BEIRA NETWORK · BN

Portuguese

Feminine, like *a rede*: “**a** Beira Network”, “**da** Beira Network”.

Editions

“the 3rd edition of Beira Network”; in Portuguese “3.^a edição”.

Description

a non-profit business network

Tagline

Unite. Innovate. Thrive. · Unir. Inovar. Prosperar.

Website

beiranetwork.pt (no “www”, no “https://” in print)

Founders

Luís Filipe Freire, Arnold ter Horst, Leonardo Hofman

Photo credit

© Beira Network

READY-TO-USE PARAGRAPH

Beira Network is a non-profit business network founded in 2024 by Luís Filipe Freire, Arnold ter Horst and Leonardo Hofman. From Vila Pouca da Beira, in Oliveira do Hospital, it brings together local and international companies, professionals and communities to unlock the potential of inland Portugal, through informal networking evenings that combine business, culture and regional products.

The same text in Portuguese, English, Dutch and French, plus a longer version and key facts, is in **press/**.

TYPE

Two typefaces, *one voice*

DM SANS

Aa Bb Cc 123

Body text, labels, buttons and the BEIRA of the wordmark.
Regular 400, Medium 500, SemiBold 600, Bold 700.

EYEBROW LABEL

Building a network for lasting business relationships.

FRAUNCES

Aa *Bb* Cc 123

Headlines, quotes and the italic Network of the wordmark.
Regular 400, SemiBold 600, Bold 700, each with italics.

Unite. Innovate. *Thrive.*

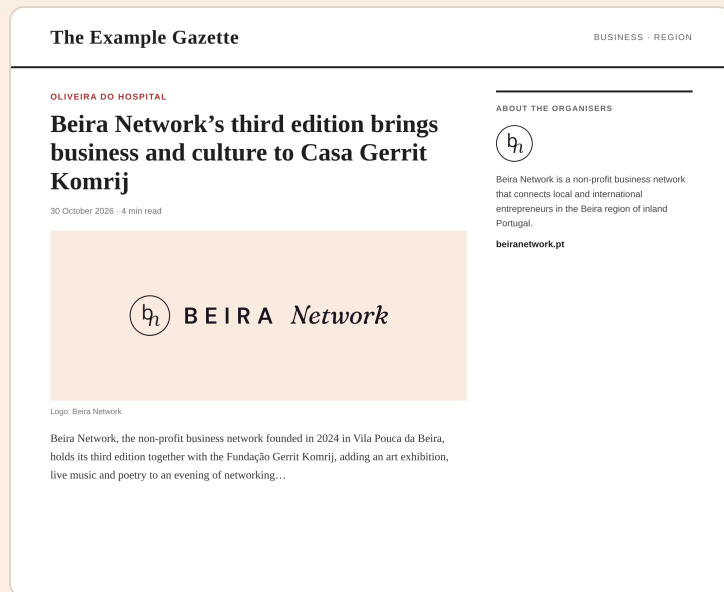
Both are free under the SIL Open Font License and included in [fonts/](#). Fallbacks: Arial/Helvetica for DM Sans, Georgia for Fraunces.

The *palette*

Ink #191621 RGB 25 22 33 CMYK 24 33 0 87	Cream #FBEFE3 RGB 251 239 227 CMYK 0 5 10 2	Terracotta #C2542D RGB 194 84 45 CMYK 0 57 77 24	Terracotta Dark #9E3F1D RGB 158 63 29 CMYK 0 60 82 38	Gold #C98F5F RGB 201 143 95 CMYK 0 29 53 21
Cream Soft #F7E5D2 RGB 247 229 210 CMYK 0 7 15 3	Cream Deep #F1D8BE RGB 241 216 190 CMYK 0 10 21 5	Card #FFFDFA RGB 255 253 250 CMYK 0 1 2 0	Ink Soft #55505F RGB 85 80 95 CMYK 11 16 0 63	Ink Faint #857F90 RGB 133 127 144 CMYK 8 12 0 44

Ink, cream and terracotta are the core colours; the others support them. CMYK values are approximate conversions: match printed colour to the HEX swatch. Swatch files (ASE, CSS, JSON) are in [colours/](#).

Examples *in context*



Online article

Logo on its own panel, credit underneath.



TV / video lower third

Cream symbol on an ink bar.



Newsprint

One-colour black version.



Social media

Stacked logo, generous space.

Files & *contact*

logos/	All logo versions: SVG, PDF, EPS, PNG
logos/on-background/	Logos with clear space on solid backgrounds (JPG)
social/	Square profile pictures
colours/	Palette: ASE, CSS, JSON, TXT, SVG
fonts/	DM Sans and Fraunces (OFL)
press/	Boilerplates, key facts and fact sheets (PT, EN, NL, FR)
photos/	Founder portraits and venue
examples/	The logo in use, and what not to do

PRESS CONTACT

info@beiranetwork.pt

Interviews, high-resolution photos, event accreditation and approval of co-branded material.

beiranetwork.pt/press

The Beira Network name and logo are the property of Beira Network. You may use them to refer to Beira Network in editorial coverage, event listings and partner communications, as supplied and following these guidelines. Any other use, or use suggesting endorsement, needs our written permission.