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**New Identity for EuroEd is Created by Grapefruit Design**

Iasi, 28 April 2004–Grapefruit Design has created the new identity for EuroEd, a Romanian non-governmental organization involved in educational activities.

The new EuroEd identity expresses the evolution of the organization and that of its services, revealing a flexible, ever-evolving institution that turns experience into a sought-after service: consulting for development of European educational projects. Thus, EuroEd manages to stand out among other Romanian non-governmental organizations, reasserting dynamism and pro-European views as pillars of its own culture.

The new tagline, “Ad astra per valorem”, discreetly refers to the stars from the European flag, while maintaining value, excellence and character suggested by “valorem” as vectors of its change process. At the same time, reminiscent of a window, a book and even of a butterfly, the symbol in EuroEd’s new identity visually communicates dynamism, strength and perseverance, thereby completing the message conveyed by the new tagline.

A leader in linguistic services, EuroEd is a nonprofit organization from Iasi, Romania and one of the most important service providers the field of continued education. Founding member of QUEST (The Romanian Association for Quality Linguistic Services), EuroEd was awarded the 2001 Worldaware International Prize by the British Council for the successful transfer of language teaching competences to other educational areas.

Grapefruit Design ([www.grapefruitdesign.com](http://www.grapefruitdesign.com)) is a brand identity and interactive media consultancy based in Iasi, Romania. Its client list includes companies like Eli Lilly, Connex (Mobifon SA) and the International Corporate and Brand Identity Centre.