



## **50TH ANNIVERSARY OF THE TREATIES OF ROME**

**TOGETHER<sup>®</sup>**  
SINCE 1957

### **GRAPHICAL MANUAL**

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## Logo

The logo makes a visual statement about the togetherness of all countries in the European Union. The variety of fonts and colours used illustrate well the cultural, economic and linguistic differences in the signet. Overall, the logo serves to represent the following: likeable, cheerful and somewhat playful.

The logo has been developed in two different ways: one for the original version, and the other as a national language version.

### Original version:

The original logo acts as a master logo. Its international credentials are captured by using special characters and accents.

### National language version:

The original logo has been adapted for all the official EU languages. There are special country-specific signs and accents used for the national language version.

### The logo composition for all language versions has been consciously arranged as a complete design. (page 6)

The first four characters of each national language version of the logo are consistent in terms of the font and colours. The composition from the fifth character onwards depends on the length of the national language version. The font and colours of the original logo is used for the national language versions if they are composed of eight characters. If the national language version is either shorter or longer than eight characters, it has been individually designed to represent the overall image.



TöGethé®  
SINCE 1957

Original version



TOGethe®  
SINCE 1957

National language version

**Logo size**

The optimum logo size is determined for individual media depending on the area of application. Exceptions are only permitted in individual cases where the logo is heavily reduced in size and the legibility is no longer guaranteed.

The size of the logo is – depending on its legibility – individually definable.

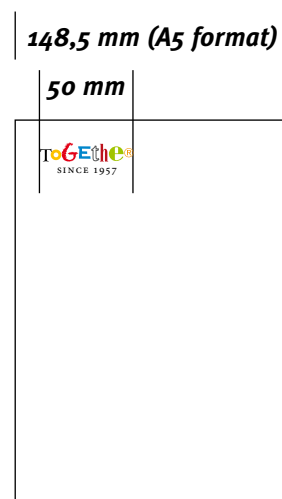
The minimum width of the logo is 20 mm. No smaller size is permitted.



**1. size: 60 x 19,2 mm**  
All titles of brochures and publications in A4 format



**2. size: 50 x 16 mm**  
All titles of brochures and publications in A5 format



**Minimum size:**  
**20 x 6,4 mm**

**Brand space (protective zone)**

The brand space is the protective zone around the signet which rules out any visual competition with other design elements in the immediate proximity.

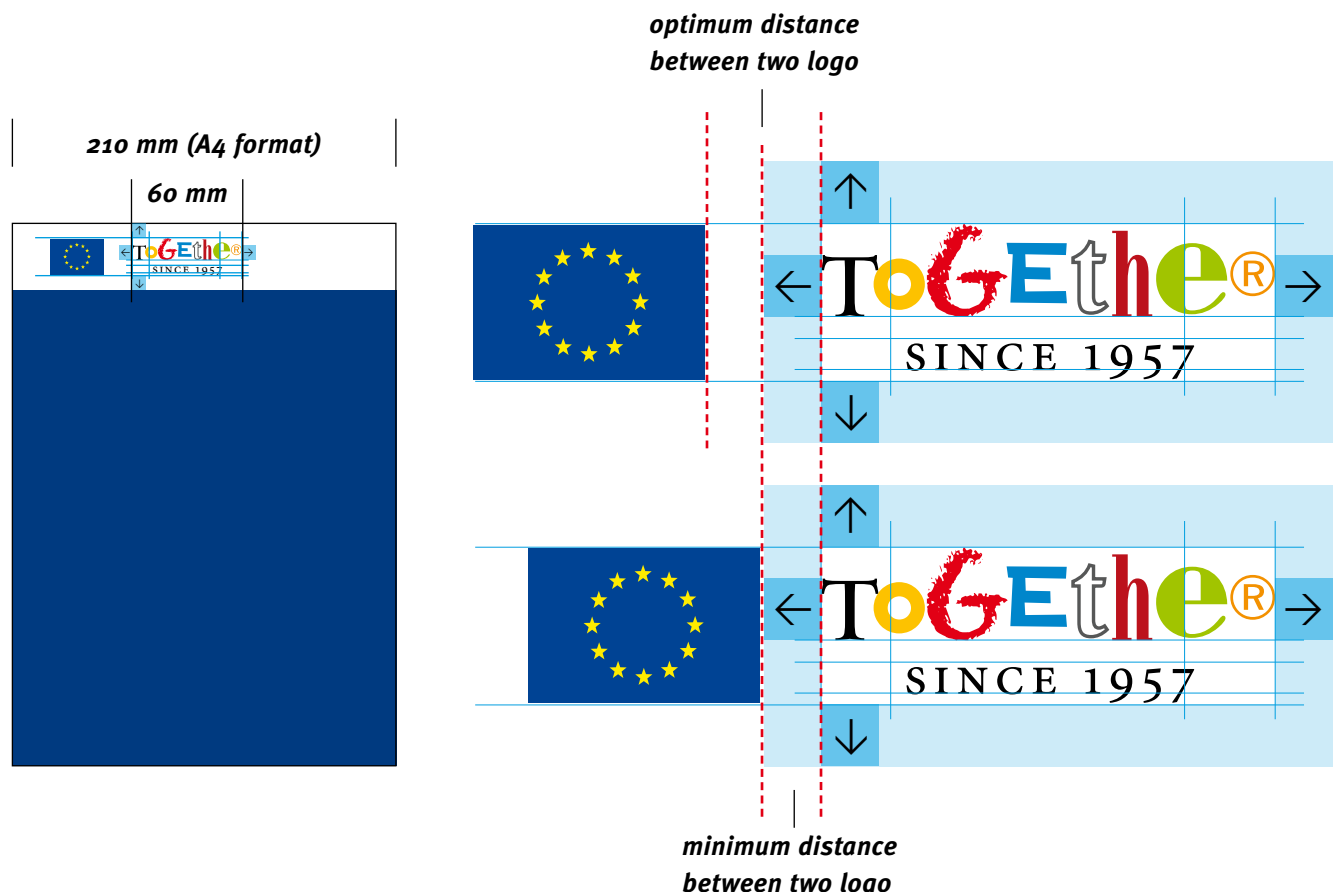
The basic unit of the protective zone is derived from the first letter. Its dimensions are determined as variables of the size of the first letter .

The protective zone is to be regarded as a minimum. A single-colour background can be used behind the signet – white or light colours.

**Logo position with EU flag**

In order to create a direct link between the logo and the European Union, the logo should be used together with the European flag.

As illustrated below, the protective zone (optimum and minimum distance) is visualised between the logo and the European flag. The logo needs to be placed on a white background to guarantee its readability. Therefore it would make to sense to allocate a shared white stripe to the logo together with the European flag in print publications. Thus high brand recognition would be ensured.



**Colour applications of the logo**

*In addition to a colour variation of 4C (see page 9), further variations of the logo are available depending on the area of application.*

*In the printing area it is not intended to use a logo with spot colours because the logo contains too many spot colours and therefore cannot be produced in a cost-efficient way.*

*In the screen-printing technique it is not possible to print with the established offset colours CYMK, but only with spot colours. Classical products in the field of screen-printing are giveaways (pens, base caps, etc.) and fabric printing. (colours see page 9)*

*Whenever applicable the colour logo should be used in communications. Essentially, the idea of the logo is based on diversity, thus the variegation in the logo design.*



**Logo colour version**

*The colour version is used wherever printing is in 4C, e.g. in all print materials and brochures.*



**Logo greyscale**

*The greyscale logo is used for black-and-white print materials. The greyscale version is determined by colour depth.*



**Logo outline**

*The black-and-white version of the logo is used when file size is to be kept as small as possible or printing is to be especially economical.*

**Minimum size:**

**20 x 6,4 mm**

**1. size:**

*All titles of brochures and publications in A4 format*

*National language versions*

The original logo has been adapted into all official EU languages. Language adaptations have been

made in all defined variations (colour version, grey scale, and outline). A full description of the design system is to be found on page 2.

Original version

**TöGethé®**  
SINCE 1957

DA – Danish

**I FÆLlessk@b**  
SIDEN 1957

EN – English

**ToGethe®**  
SINCE 1957

FI – Finnish

**YHDESSä**  
VUODESTA 1957

HU – Hungarian

**EGYÜTT**  
1957 ÓTA

LV – Latvian

**MĒS KOP@**  
KOPŠ 1957. GADA

PL – Polish

**R@ZEM**  
OD 1957

SK – Slovakian

**SPOLU**  
OD 1957

BG – Bulgarian

**3@EАH@**  
OT 1957

DE – German

**GEMEINS@M**  
SEIT 1957

ES – Spanish

**JUNTOS**  
DESDE 1957

FR – French

**ENSEmble**  
DEPUIS 1957

IT – Italian

**INSIEME**  
DAL 1957

MT – Maltese

**FLIMkien**  
MILL-1957

PT – Portuguese

**JUNTOS**  
DESDE 1957

SL – Slovenian

**SkUP@J**  
OD 1957

CS – Czech

**SPOLeČnĚ**  
OD 1957

EL – Greek

**Όλοι μ@ζί**  
ΑΠΟ ΤΟ 1957

ET – Estonian

**ÜHESkOOS**  
AASTAST 1957

GA – Gaelic

**LE CHéILE**  
Ó 1957

LT – Lithuanian

**D@AUGE**  
NUO 1957-ŪJŪ

NL – Dutch

**S@MEN**  
SINDS 1957

RO – Romanian

**ÎMPReună**  
DIN 1957

SV – Swedish

**TILLS@mMans**  
SEDAN 1957

**Don'ts**

*Essentially, the logo may not be changed. Any form of modification is inadmissible.*

- *The logo may not be scaled or distorted.*
- *The use of other typefaces is not permitted.*

- *No colour versions may be used apart from those defined here.*

- *The position of the logo elements may not be altered.*



### Typography

The logo is composed of two typographical areas. The first row consists of different fonts, which is consistent with the image and with the colour system.

The second row is set in Minion. Minion is used in the open Type format MinionPro.

Open type is a typeface format which offers additional possibilities as compared to other formats such as PostScript and TrueType. As a Pro version of the Open Type format, MinionPro has even more functions.

The typeface can thus be easily used for all European Union languages.



TOGETHER®

SINCE 1957

#### Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789 - 123456789 !?&% @©

## Colours

The logo is made up of a total of six colours plus black and grey.

The colours cyan, magenta, yellow and key (black) used in CMYK mode provide the technical basis for modern four-colour printing.

The RGB colour mode is suitable for digital media. This colour model, based on the three primary colours red, green and blue, is used to meet the needs of electronic display.

### Summary of colours to be used for print and online media:

Professional printing of information and communication materials: CMYK (euroscales)

Printing of digital and internally printed information and communication materials: RGB

Only in the screen-printing technique are spot colours (Pantone) used. In particular, this can be applied for giveaways and productions on fabric. (page 5)

#### CYMK (euroscales) and spot colours



**Black (Pantone Process Black)**  
0 cyan | 0 magenta | 0 yellow | 100 black



**Yellow (Pantone 123)**  
0 cyan | 25 magenta | 90 yellow | 0 black



**Red (Pantone 485)**  
0 cyan | 100 magenta | 100 yellow | 0 black



**Blue (Pantone Process Cyan)**  
100 cyan | 25 magenta | 0 yellow | 0 black



**Grey (Pantone 425)**  
0 cyan | 0 magenta | 0 yellow | 80 black



**Ruby red (Pantone 1805)**  
25 cyan | 100 magenta | 100 yellow | 0 black



**Green (Pantone 390)**  
45 cyan | 0 magenta | 100 yellow | 0 black



**Orange (Pantone 152)**  
0 cyan | 50 magenta | 100 yellow | 0 black

#### RGB



**Black**  
0 red | 0 green | 0 blue



**Yellow**  
228 red | 187 green | 22 blue



**Red**  
175 red | 17 green | 29 blue



**Blue**  
8 red | 110 green | 188 blue



**Grey**  
68 red | 68 green | 68 blue



**Ruby red**  
140 red | 23 green | 29 blue



**Green**  
154 red | 187 green | 31 blue



**Orange**  
206 red | 132 green | 29 blue