

GRAPHIC CHARTER

EUROPEAN HERITAGE LABEL



ELEMENTS





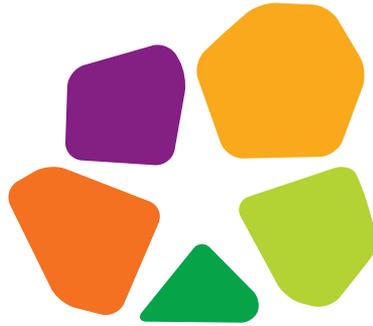
INTRODUCTION

The European Heritage Label (EHL) is a scheme highlighting heritage sites with a particular European dimension. The sites awarded the Label celebrate and symbolise European integration, ideals and history. The EHL is a way to bring the EU and its citizens closer by improving knowledge of European history and the building of the European Union.

Inventing a logo that represents the diversity of Europe's heritage is no easy task. To begin with, what elements constitute this heritage? Europe's rich history is not made up only of buildings, but also of entire sites, landscapes, places of remembrance, cultural goods or objects and other intangible treasures.

To reflect the depth and breadth of European heritage and inspired by the EU flag, the different elements are combined in the form of a star. The diversity that is at the heart of Europe is symbolised by the different shapes and colours of the constituent pieces, which may evoke stones, petals or a footprint... depending on the individual's imagination.

FULL LOGO



**EUROPEAN
HERITAGE LABEL**



VITAL SPACE



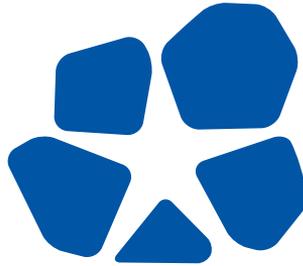
LOGO / NEGATIVE



**EUROPEAN
HERITAGE LABEL**



LOGO / BLUE POSITIVE



**EUROPEAN
HERITAGE LABEL**



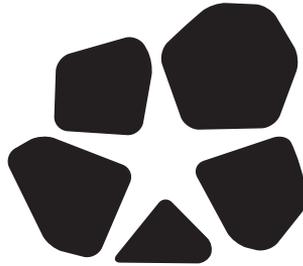
LOGO / BLUE NEGATIVE



**EUROPEAN
HERITAGE LABEL**



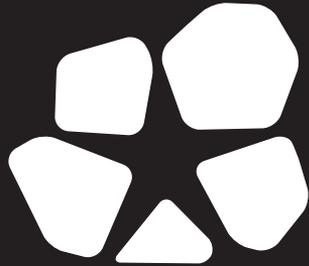
LOGO / BW POSITIVE



**EUROPEAN
HERITAGE LABEL**



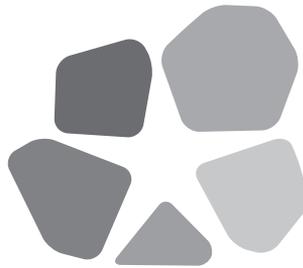
LOGO / BW NEGATIVE



**EUROPEAN
HERITAGE LABEL**



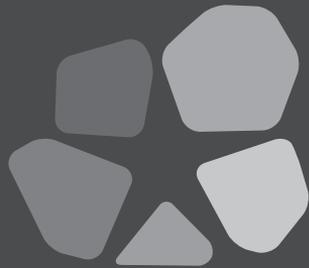
LOGO / GREY POSITIVE



**EUROPEAN
HERITAGE LABEL**



LOGO / GREY NEGATIVE



**EUROPEAN
HERITAGE LABEL**



COLOURS



Ref. Pantone	PMS 513	PMS 137	PMS 389	PMS 355	PMS 165
Ref. CMYK	50-100-0-10	0-38-100-0	35-0-100-0	86-0-100-7	0-70-100-0
Ref. RGB	133-31-131	251-170-25	178-210-53	0-153-51	243-112-33

EUROPEAN HERITAGE LABEL



Ref. Pantone	Reflex Blue
Ref. CMYK	100-80-0-0
Ref. RGB	3-78-162

BACKGROUND NEGATIVE



Ref. Pantone	PMS 288
Ref. CMYK	100-90-0-20
Ref. RGB	27-50-129



Ref. Pantone	Reflex Blue	Process Yellow
Ref. CMYK	100-80-0-0	0-0-100-0
Ref. RGB	3-78-162	255-242-0

NON-PERMITTED USES





22 LANGUAGE VERSIONS

BG



ЗНАК ЗА
ЕВРОПЕЙСКО НАСЛЕДСТВО



CS



OZNAČENÍ
EVROPSKÉ DĚDICTVÍ



DA



DET EUROPÆISKE
KULTURARVSMÆRKE



DE



**EUROPÄISCHES
KULTURERBE-SIEGEL**



EL



**ΣΗΜΑ ΕΥΡΩΠΑΪΚΗΣ
ΠΟΛΙΤΙΣΤΙΚΗΣ ΚΛΗΡΟΝΟΜΙΑΣ**



EN



**EUROPEAN
HERITAGE LABEL**



ES



**SELLO DE
PATRIMONIO EUROPEO**



22 LANGUAGE VERSIONS

ET



**EUROOPA
KULTUURIPÄRANDI MÄRGIS**



FI



**EUROOPAN
KULTTUURIPERINTÖTUNNUS**



FR



**LABEL DU
PATRIMOINE EUROPÉEN**



HU



**EURÓPAI
ÖRÖKSÉG CÍM**



IT



**MARCHIO DEL
PATRIMONIO EUROPEO**



LT



**EUROPOS
PAVELDO ŽENKLAS**



LV



**EIROPAS
MANTOJUMA ZĪME**



MT



**ĈERTIFIKAT
TAL-PATRIMONJU EWROPEW**



22 LANGUAGE VERSIONS

NL _____



**EUROPEES
ERFGOEDLABEL**



PL _____



**ZNAK DZIEDZICTWA
EUROPEJSKIEGO**



PT _____



**MARCA DO
PATRIMÓNIO EUROPEU**



RO _____



**MARCA PATRIMONIULUI
EUROPEAN**



SK



ZNAČKA EURÓPSKE
DEDIČSTVO



SL



ZNAK EVROPSKE
DEDIŠČINE



SV



DET EUROPEISKA
KULTURARVSMÄRKET



