



Your
Europe
visual **identity**
manual September 2020

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1. Introduction

Introduction

This graphic charter outlines a visual identity for Your Europe, which encompasses the portal managed by the European Commission hosted on Europa (<https://europa.eu/youreurope>), as well as all other Commission and Member State webpages that will be part of the Single Digital Gateway.

Its purpose is to give Your Europe a recognisable image and a coherent voice for communication.

The visual identity is constructed around the Your Europe logo. This is based on two key elements: the European flag and a graphic element inspired both by a smile and a quality checkmark.

The logo also contains the word “Your” in a hand-drawn font and the word “Europe” in the font Arial Black. The handwritten nature of “Your” establishes a personal connection with users and promotes the website as a friendly environment. At the same time, the use of the standard Arial typeface for “Europe” is meant to highlight the legal and institutional information available on the website.

The logo also includes the “This webpage is a part of an EU quality network” tagline. The aim is to indicate to the user that they are on a reliable and high-quality webpage.

This charter must be observed whenever European Commission staff, Member States or other stakeholders communicate on behalf of Your Europe or any connected initiative.

Introduction



This webpage is part of an EU quality network

2. Visual elements

2.1. Logo

Visual elements

Logo

Font:

- the logo contains the word “Your” in a hand-drawn font
- the word “Europe” and the tagline “This website is part of an EU quality network” is written in Arial Black.

Horizontal logo including the tagline for Member State webpages

The Your Europe logo with the quality tagline is dedicated for use only on Member State webpages that are part of the Single Digital Gateway. This version of the logo shows that the page complies with the gateway’s high-quality requirements on information and content. It is the main element of the Your Europe visual identity for webpages under the Single Digital Gateway.

As a general rule, it should clearly appear on the webpage. This guide recommends placing it in the footer, but its exact location is up to the national webmaster’s discretion. Member States should use the standard version of this logo unless there is an exceptional reason to use the vertical variation of the logo instead. Exception examples include web design incompatibility.



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Horizontal logo including the tagline for Member State webpages

Visual elements

Logo

Because the logo with the tagline is solely dedicated for use on Member State webpages, it only exists in Hex Colour codes and RGB. The logo should not be used in print.

If a national authority wants to produce printed materials, they should use the logo without the tagline. Please see Chapter 4: Promotional items for examples.



Standard colour version horizontal



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One colour blue version horizontal



This webpage is part of an EU quality network



Black version horizontal



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Visual elements

Logo

Negative one colour blue version horizontal



Negative monochrome version horizontal



2.2. Proportions and protection area

Visual elements

Proportions and protection area



Logo protection area: no other images or typography allowed within this area.

The logo should not be altered or split up into its component parts. For reasons of integrity and visibility, it should always be surrounded by a clear space, also known as a “protection area”, which is free of any other images, text, etc. In the image below, “a” is calculated as 1/2 of the height of the EU flag.

All these rules also apply to the horizontal and vertical versions of the logo without the tagline.



2.3. Minimum size

Visual elements

Minimum size

The horizontal logo with the tagline has been designed for big and small communication media such as for use on mobile devices, electronic newsletters, and webpages.



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Minimum size for use on Member State websites for the all-colour version of the horizontal logo with the tagline: 157 x 320px



If there is not enough space for the horizontal logo with the tagline, the horizontal logo without the tagline should be used instead. The minimum size for this version of the logo is 133 x 320px



If there is not enough space for either of the previous versions of the logo, the vertical version should be used instead. The minimum size for this version of the logo is 245 x 208px.

In all cases, the protection area must be respected.

2.4. Colours

Visual elements

Colours



Your
Europe

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| | | | | |
|----------|----------|----------|----------|----------------|
| C | M | Y | K | Pantone |
| 0 | 0 | 100 | 0 | 803 C |
| R | G | B | | |
| 255 | 237 | 0 | | |
| #fed00 | | | | |



| | | | | |
|----------|----------|----------|----------|----------------|
| C | M | Y | K | Pantone |
| 100 | 80 | 0 | 0 | 7687 C |
| R | G | B | | |
| 0 | 68 | 148 | | |
| #164194 | | | | |



| | | | | |
|----------|----------|----------|----------|----------------|
| C | M | Y | K | Pantone |
| 70 | 40 | 0 | 0 | 298 C |
| R | G | B | | |
| 53 | 171 | 226 | | |
| #35ABE2 | | | | |



| | | | | |
|----------|----------|----------|----------|----------------|
| C | M | Y | K | Pantone |
| 0 | 0 | 0 | 50 | 422 C |
| R | G | B | | |
| 156 | 157 | 156 | | |
| #9d9d9c | | | | |



Your
Europe

This webpage is part of an EU quality network



| | | | | |
|----------|----------|----------|----------|----------------|
| C | M | Y | K | Pantone |
| 100 | 80 | 0 | 0 | 298 C |
| R | G | B | | 100% |
| 0 | 68 | 148 | | |
| #164194 | | | | |



Your
Europe

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| | | | | |
|----------|----------|----------|----------|----------------|
| C | M | Y | K | Pantone |
| 80 | 80 | 80 | 100 | Black c |
| R | G | B | | |
| 0 | 0 | 2 | | |
| #020000 | | | | |



| | | | | |
|----------|----------|----------|----------|--|
| C | M | Y | K | |
| 0 | 0 | 0 | 0 | |
| R | G | B | | |
| 255 | 255 | 255 | | |
| #FFFFFF | | | | |

2.5. Dos and Don'ts

Visual elements

Dos and Don'ts

Modifying the logo in any way is prohibited. There should be no reason to do so under any circumstances, as it will be provided in all its different versions and formats. Here are a few examples of what not to do.

This applies to all versions of the logo including the basic horizontal version, the vertical version, and the horizontal version with the tagline for Member States.



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Writing either word in the logo in all capital letters.



Applying a gradient in the background



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Using the wrong font.



Using the full-colour version of the logo on a background colour other than white.



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Applying an outline, either to the entire logo or to any of its graphical elements.



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Modifying the proportions of the logo.

Visual elements

Dos and Don'ts



Including a protection area with a white background when applying the logo to an image.



Applying the logo to an image without including the protection area or including a protection area that is not a single solid colour.



Protection area of logo: no images or typography are allowed within these limits.



Protection areas of both logos are respected when the logos appear next to each other vertically.



Logos are too close to each other because the protection areas are not being respected.



Protection areas of both logos are respected when the logos appear next to each other horizontally.



Logos are too close to each other because the protection areas are not being respected.

3. Use on Member States webpages

Use on Member States webpages

Logo

The horizontal version of the logo with the tagline is the default version to be used on Member State webpages that are part of the Single Digital Gateway.



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A) A colour version of the horizontal logo can also be used.



B) Alternatively, if required by conflicting graphic charters or context, Member States webpages can use any horizontal version of the logo without the tagline.



C) The vertical version of the logo can only be used on Member State webpages when there are space limitations that prevent the use of the horizontal version of the logo, with or without the tagline.



Use on Member States webpages

Widgets and buttons

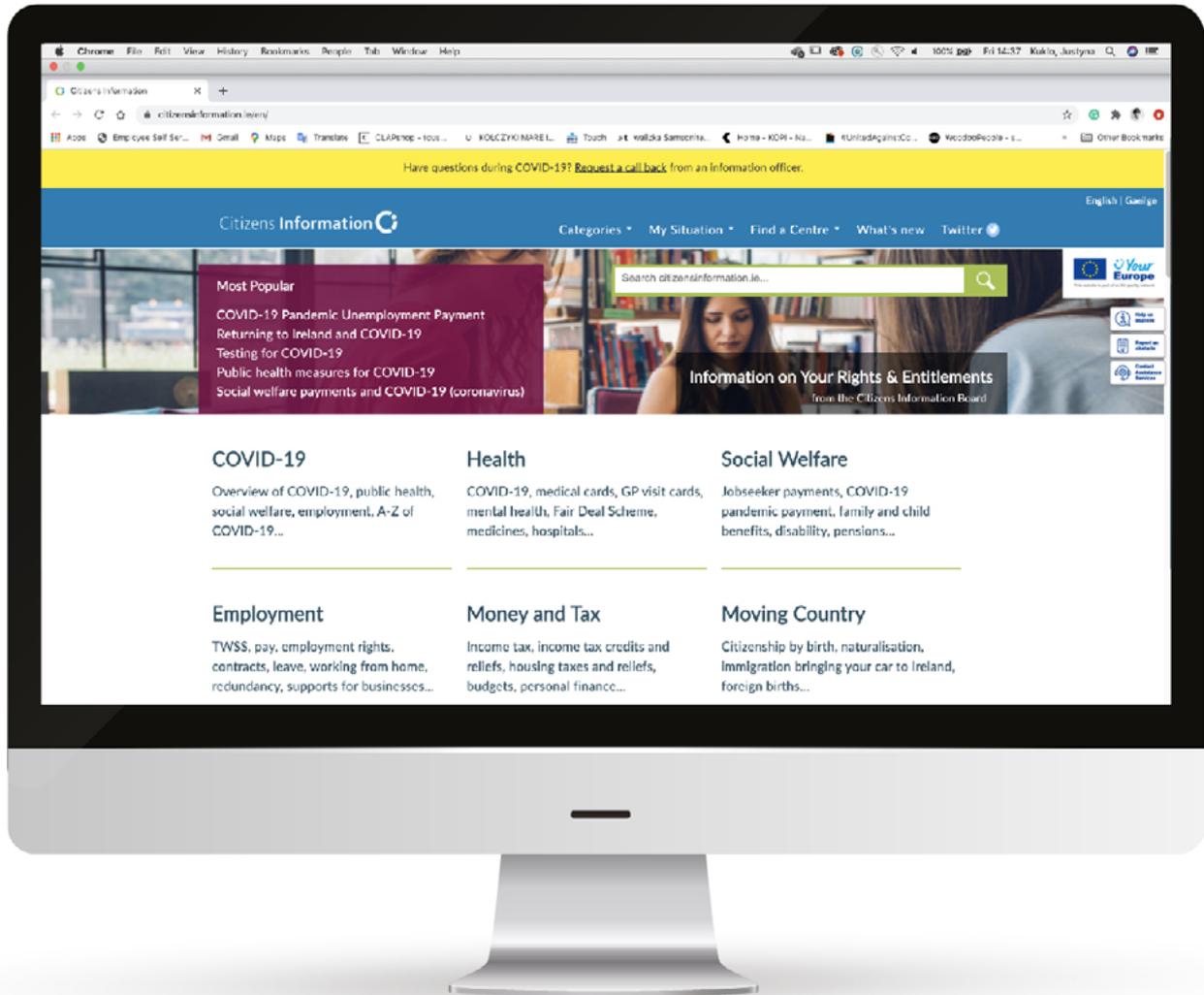
The logo can be complemented by the use of sticky widgets and buttons on national webpages. For good implementation examples of these elements, as well as technical information, please consult the document “Single Digital Gateway Links on National Webpages Guidelines”.



buttons

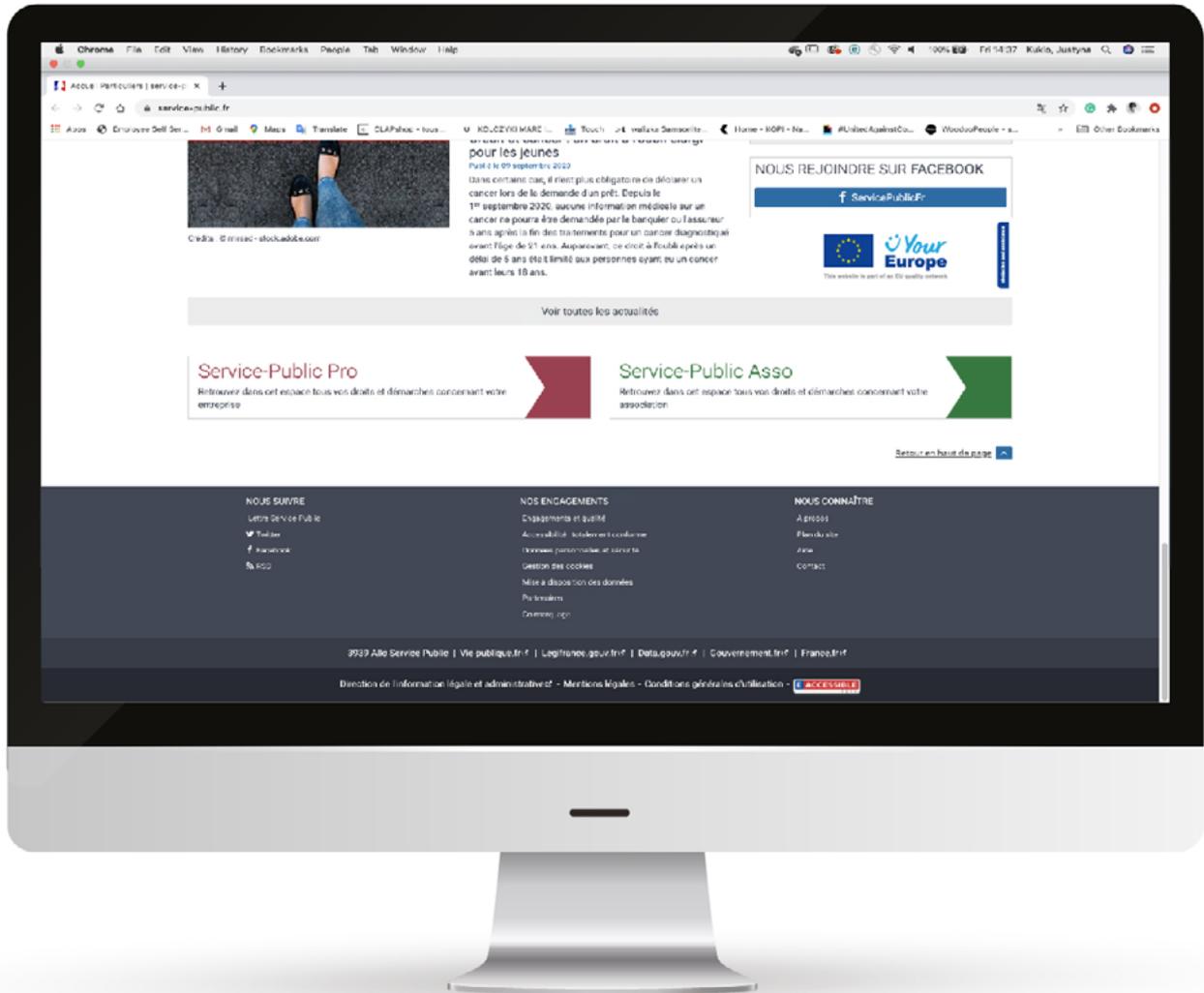
sticky widgets

Use on Member States webpages



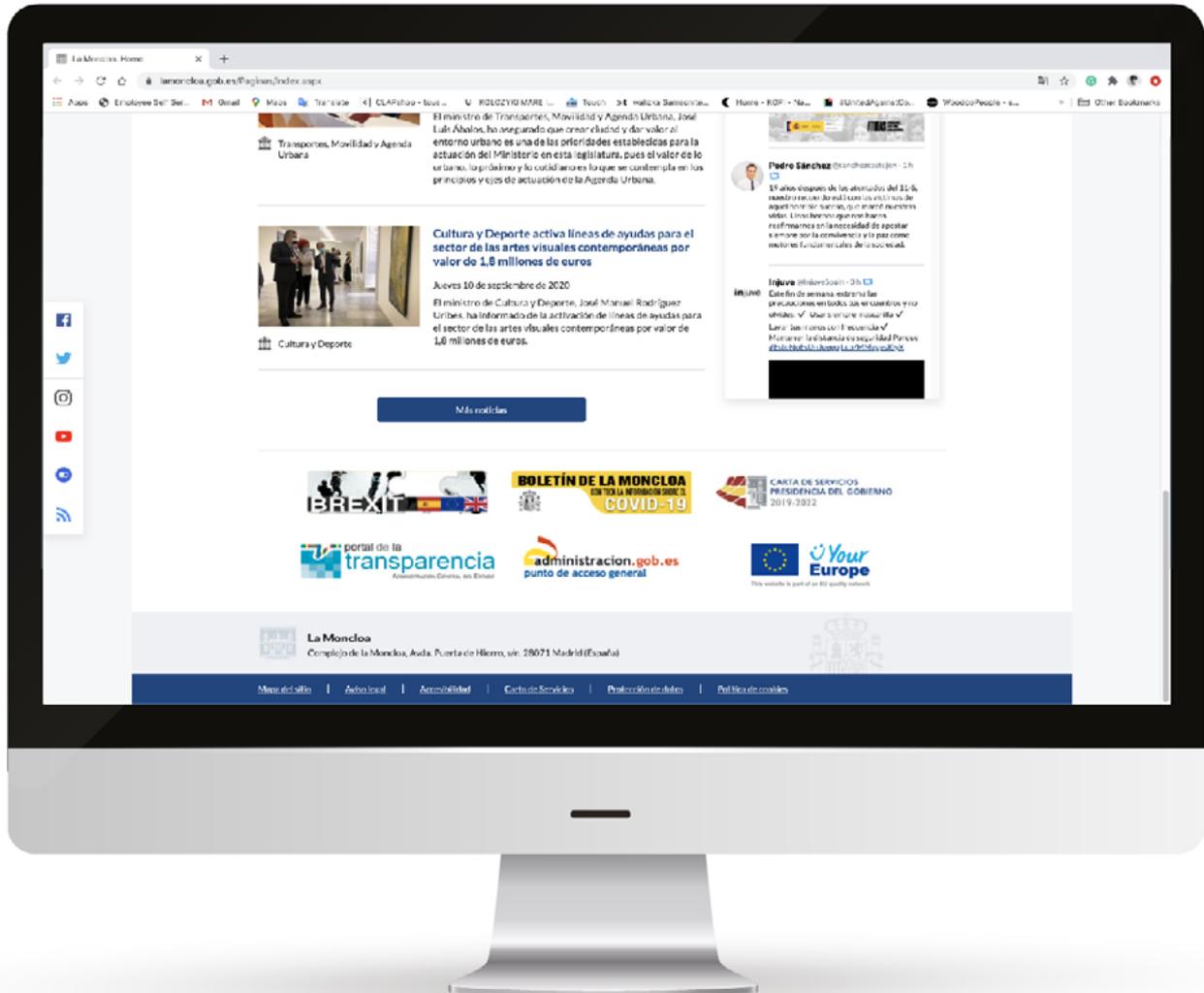
<https://www.citizensinformation.ie/en/>

Use on Member States webpages



<https://www.service-public.fr/>

Use on Member States webpages



<https://www.lamoncloa.gob.es/Paginas/index.aspx>

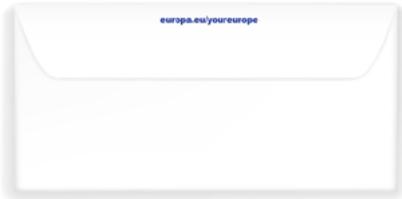
4.Promotional items

Promotional items

Examples of promotional office supplies with the Your Europe visual identity.



front



back

envelope



clipboard



back



front

business card
85 x 55 mm



paper and vinyl
stickers



agenda



notebook



eraser



ballpoint pen



pencil



highlighter

Promotional items

Examples of promotional items for events with the Your Europe visual identity.



front



side



back

polo shirt



pin button



front back
reusable coffee cup



miniature flag



front



back

tote bag



badge



lanyard

Promotional items

Examples of posters and advertisements



Promotional items

Examples of posters and advertisements



