

European Digital Identity Wallet

Icon usage guidelines



1.

Icon

The icon has different elements that can be used in different ways, as long as some key rules are followed.

The horizontal version should almost always be used. However, the vertical version can be used in certain circumstances when the horizontal mark will not work for space reasons.

Icon
Horizontal



Icon
Vertical

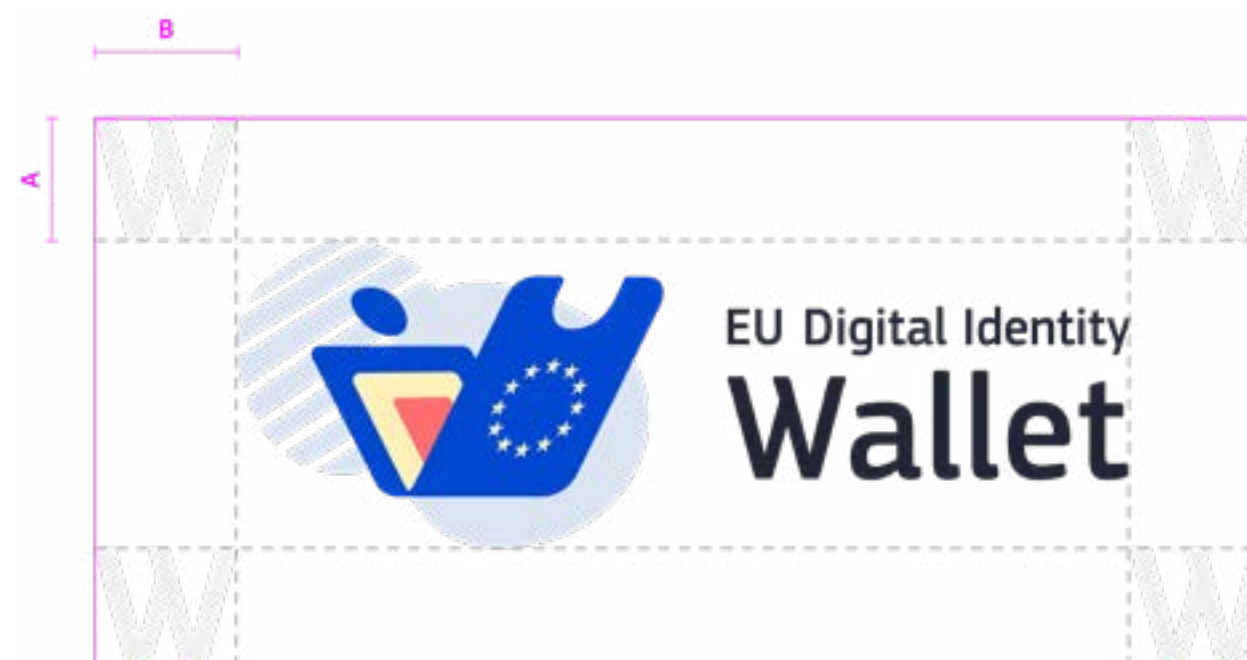
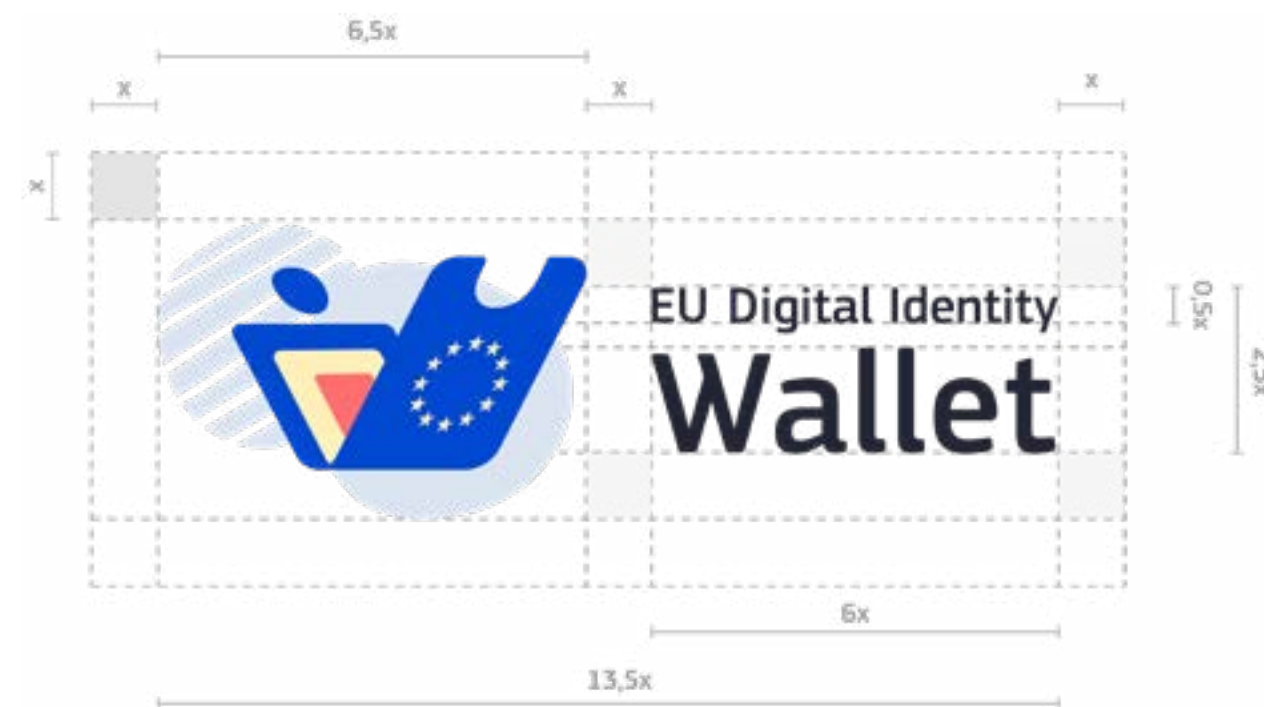


2.1.

Grids and proportions

When using our icon always respect the exclusion zone when putting content next to it. The exclusion zone is equal to half the height of the icon (marked as X in the diagram).

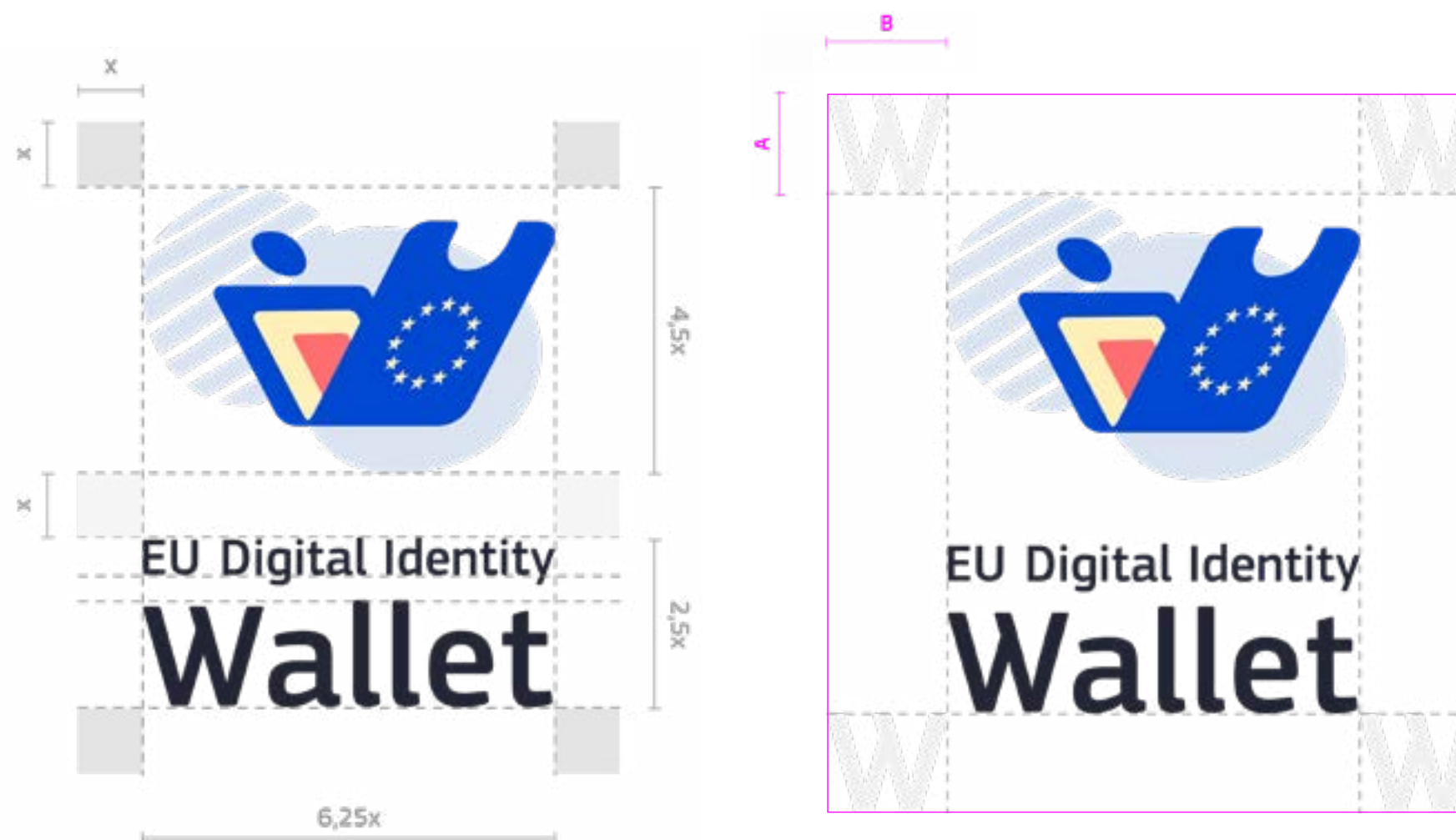
The dimensions of the EU Digital Identity Wallet icon are based on a square (X); the side of which equals the spacing size between the icon and the text.



2.2.

Grids and proportions

The vertical mark is an alternative to the standard mark when the use of the horizontal visual representation is limited by space or aesthetic considerations.



3.1.

Usage On colours

When placing the icon on a coloured background, the text should be readable.

There is a version of the icon with white text and another one with black. The black text should be used unless the background is too dark, in which case the contrast with the text may not be sufficient.

If you use a dark blue background and the contrast with the Wallet Blue of the icon is not sufficient, you can use the third version of the icon we display on this page (bottom row, left).



3.2.

Usage On pictures

When using the EU Digital Identity Wallet icon on top of an image, you should be mindful of contrast. To allow readability for all users, avoid placing the icon over busy areas of the image. Ideally, position the mark in a space where the background is uniform and provides sufficient contrast. Select the most appropriate version of the icon out of all the options we present in section 3.1 (the text is available in black or white).



3.3.

Usage Incorrect ways of brand usage



Modifying the positioning of the icon is not permitted. The only exception is when we use the vertical icon already created.



It is not allowed to modify the size of the icon.



It is not allowed to modify the orientation of the logo.



The colours of the circles in the background cannot be modified.



For the vertical version, it is not allowed to change positions of the icon and/or text.



Please do not modify the ratio of the visual representation (height and/or width)



It is not allowed to change the size of the text. If the space where you want to place the visual representation it is too narrow, you can use the vertical version.



Do not add graphical elements to the visual representation.



3.3.

Usage Incorrect ways of brand usage

It is not allowed to change the text. "EU Digital Identity Wallet" should not be abbreviated or replaced with another text.



It is not allowed to add text below EU Digital Identity Wallet.



It is not allowed to change the font of the text.



The colours of the icon and text cannot be modified.



It is not allowed to add or remove elements from the icon.



It is not allowed to outline the icon. If you have trouble with contrast against certain backgrounds, refer to the previous four pages where we show the correct usages of the logo against a range of backgrounds.



It is not allowed to replace the current icon with a different one.



You may not remove the circles in the background.



Thank You



European
Commission



EU Digital Identity
Wallet