EU trust mark
It was created by Igor Štumberger, from Slovenia who won the [e-Mark U Trust Competition](#). It symbolises security (the lock), the European Union (represented by the colours and stars derived from the European flag) and trust (the tick).

The graphical details of the EU trust mark logo are specified in Articles 2 and 3 of [Commission Implementing Regulation (EU) 2015/806](#).
The **EU trust mark** | Clear space

A tenth of the height is to be kept clear wherever the logo is applied.*

* No writing or drawing is allowed in the clear space
The **EU trust mark** | Colour version (positive)

The blue lock with the white stars and the yellow tick mark is the master version of the logo. Whenever possible this version is to be used.

Pantone

- Pantone 654C
  - C100 - M78 - Y25 - K9
  - R43 - G67 - B117
  - #2b4375

Pantone 116C

- C0 - M19 - Y95 - K0
  - R243 - G202 - B18
  - #f3ca12

**Process colours**

- **RGB mode**
  - R43 - G67 - B117

- **Web**
  - #2b4375

- **Process colours**
  - R243 - G202 - B18

- **RGB mode**
  - #f3ca12

- **Web**
The EU trust mark | Application of colour version (positive)

The EU trust mark logo can be applied on every colour, as long as it is still distinguishable.
Examples of use on coloured backgrounds:
The **EU trust mark** | Colour version (negative)

Whenever the EU trust mark logo doesn’t stand out from the background, the negative version is to be used. It can also be chosen for aesthetical reasons to avoid a negative contrast.
The **EU trust mark** | One colour version (positive)

The one colour version is to be used if the printing process does not allow the application of the original blue & yellow colours. This version is to be printed in black or in a dark colour on a white or a light coloured background only.
The **EU trust mark** | Application of the One colour version (positive)

Examples of use on coloured backgrounds:
This version is to be printed in white or in a light colour on a black or a dark coloured background only.
A change of colour is allowed for a **one colour printing** process.
Examples for use on dark coloured backgrounds:
The **EU trust mark** | **D O N ' T s**

The EU trust mark logo has to be regarded as an unchangeable symbol.

It is not allowed to add any text, logos, symbols or other elements in the clear area.

Do not add any text within the logo.

Do not change the shape of the logo.

The logo including the clear area must not be violated.

Do not alter the visual element of the logo.
The EU trust mark | D O N ’ T s

The EU trust mark logo has to be regarded as an unchangeable symbol.

Do not apply any visual effects.

Do not alter the solid background of the logo.

Do not alter the solid white colour of the visual element.

Do not use the logo as a transparent layer.
The **EU trust mark | D O N ' T s**

The EU trust mark logo has to be regarded as an unchangeable symbol.

- **Do not distort the logo.**
- **Do not combine the logo with another.**
- **Do not use the visual element outside the logo.**
- **Do not alter the colour of the logo when printing in four colour process.**
The EU trust mark logo has to be regarded as an unchangeable symbol.

Do not create an outline version.

Do not create a version with transparent stars & tick mark.

Do not create an outline version.

Do not create a version with transparent stars & tick mark.
For more information:
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