Visual style guide
Introduction

Eurostat is the statistical office of the European Union. It is a major contributor to international statistical standards and one of the leading statistical organisations worldwide.

Eurostat is an independent provider of European statistics and administratively it is part of the European Commission.

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All visuals, © European Union, 2022, except:
p. 23 image @istockphoto.com/Alboxaco
p. 25 image @istockphoto.com/miruandul
p. 26 image @istockphoto.com/jmarkusmike
p. 36 top image @Shutterstock/Halfpoint
p. 38 top image @Shutterstock/Damian Lugowski
p. 38 bottom image @Shutterstock/Damian Lugowski
The Eurostat logo
Eurostat colours

Logo colours

The European colour palette, used by EU institutions, is comprised of blues, yellows, and greys. These three colours account for the main branding of all European bodies.

The European colours, present in the Eurostat logo, strengthen the European identity and connection to the European Commission.

The Eurostat logo consists of the word Eurostat in grey and the EU emblem in blue and yellow.
The Eurostat logo
Composition

The Eurostat logo consists of two elements: the word Eurostat and the European emblem.

The colours of the design are aligned with the European Union colours.

The dotted line refers to the protection area where no text can be displayed.

If you want to add text on the right-hand side of the logo it should follow this rule:

Text should be displayed in this area and left aligned in grey colour.
The Eurostat logo

The Eurostat logo is a mute logo, which means that it is not language related. This limits the number of versions and eases the usage of the logo.

**Full colour positive**

**Full colour negative**

**Monochrome positive**

This monochrome version can be displayed either in
- Black
- Reflex Blue
- EU Grey 60 on light backgrounds.

**Monochrome negative**

This monochrome version can only be displayed in
- White on dark backgrounds.

*Note that the stroke is inside the rectangle!*
The graphic element
The graphic element
The basis of a recognisable system

At the very base of the proposed communication system is a graphic element with a strong formal impact.

The graphic element consists of three bars representing a chart/graph, thereby referring to the Eurostat mission to provide high-quality statistics and data on Europe. The upwards trend and the use of gradient for the colours confer the image of dynamism and modernity.

The graphic element makes any visual communication medium that Eurostat produces recognisable and unique.
The graphic element

Grid and colours

Colour gradient angle 50°
Logo and design element combined

The graphic element is purely abstract and in no way is it to be considered part of the Eurostat logo or to be placed next to it.

If the graphic element needs to be positioned side by side with the Eurostat logo for some reason, it is preferable to place the graphic element to the right side of the layout and move it away from the Eurostat logo on the size of the logo at least.

The graphic element cannot be placed above or to the left of the Eurostat logo.
Eurostat colours
Primary colour palette
Corporate Colour Universe

The primary colour palette consists of the EU Digital Colours, the dominant colours of the Eurostat website, as prescribed by the Europa Web Guide.

EU Digital Colours also follow the EU colour universe of blue, yellow and grey.

**Digital**

**EU Blue**
- HEX: #0E47CB
- RGB: 14, 71, 203
- HSL: 221.9, 87.1%, 42.55%

**EU Yellow**
- HEX: #FFCC00
- RGB: 255, 204, 0
- HSL: 48, 100%, 50%

**EU Grey**
- HEX: #262B38
- RGB: 81, 85, 96
- HSL: 224, 8.47%, 34.71%

[https://ec.europa.eu/component-library/eu/guidelines/colours/](https://ec.europa.eu/component-library/eu/guidelines/colours/)
Eurostat colours

Secondary palette

To reinforce Eurostat’s recognisability and visibility, the corporate colour palette (grey, blue and yellow) is expanded by creating a gradient between yellow and blue. This keeps the link between Eurostat and the EU, but it also conveys Eurostat’s impartiality and independence.

This colour universe represents a hierarchy – from the corporate level, which dominates for example the website and ofﬁcial documents, to more user oriented secondary colour palette for products aimed at the general public (publications, data visualisations, social media).

The use of secondary colours is further deﬁned in the “Colour palette” guidelines.
Secondary colour palette, derived from the gradient linking Eurostat blue and yellow, is used for different Eurostat dissemination products that are published either on the website or in print (publications, infographics, social media posts...). It consists of 10 colours specifically chosen for their diversity of use and accessibility.

These colours are compatible with the Eurostat corporate colours and complement them when there is need for a more colourful application.
Secondary colour palette

**Light Theme**

- **Sunset red**
  - HEX: #E04040
  - RGB: 224, 64, 64
  - Contrast: 4:1

- **Sienna**
  - HEX: #A56F03
  - RGB: 165, 103, 3
  - Contrast: 3.8:1

- **Dark Gold**
  - HEX: #8B003B
  - RGB: 139, 0, 59
  - Contrast: 3.0:1

- **Forest Green**
  - HEX: #3C003D
  - RGB: 60, 0, 61
  - Contrast: 3.4:1

- **Teal**
  - HEX: #008587
  - RGB: 0, 133, 135
  - Contrast: 4.5:1

**Dark Theme**

- **Sunset red**
  - HEX: #A41616
  - RGB: 164, 22, 22
  - Contrast: 3.0:1

- **Sienna**
  - HEX: #D41616
  - RGB: 212, 22, 22
  - Contrast: 3.8:1

- **Gold**
  - HEX: #C05F03
  - RGB: 192, 95, 3
  - Contrast: 5.8:1

- **Light Forest Green**
  - HEX: #008587
  - RGB: 0, 133, 135
  - Contrast: 5.2:1

- **Light Teal**
  - HEX: #400000
  - RGB: 0, 0, 0
  - Contrast: 3.7:1
### Secondary colour palette

#### Light theme

<table>
<thead>
<tr>
<th>Colour</th>
<th>HEX Code</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cornflower</strong></td>
<td>#388AE2</td>
<td>56, 138, 226</td>
</tr>
<tr>
<td></td>
<td>#672DC4</td>
<td>103, 45, 198</td>
</tr>
<tr>
<td></td>
<td>#9CC1FA</td>
<td>156, 193, 250</td>
</tr>
<tr>
<td></td>
<td>#104F99</td>
<td>16, 79, 153</td>
</tr>
<tr>
<td></td>
<td>#0A2744</td>
<td>10, 39, 68</td>
</tr>
<tr>
<td><strong>Cobalt</strong></td>
<td>#2644A7</td>
<td>38, 68, 167</td>
</tr>
<tr>
<td></td>
<td>#1777DF</td>
<td>255, 127, 249</td>
</tr>
<tr>
<td></td>
<td>#3A1380</td>
<td>54, 19, 128</td>
</tr>
<tr>
<td></td>
<td>#0A2744</td>
<td>10, 39, 68</td>
</tr>
<tr>
<td><strong>Dark orchid</strong></td>
<td>#6566BD</td>
<td>103, 86, 189</td>
</tr>
<tr>
<td></td>
<td>#4838D0</td>
<td>70, 56, 208</td>
</tr>
<tr>
<td></td>
<td>#782A78</td>
<td>120, 42, 120</td>
</tr>
<tr>
<td></td>
<td>#0A2744</td>
<td>10, 39, 68</td>
</tr>
<tr>
<td><strong>Fuchsia</strong></td>
<td>#80BFFA</td>
<td>128, 191, 250</td>
</tr>
<tr>
<td></td>
<td>#638CE5</td>
<td>99, 140, 229</td>
</tr>
<tr>
<td></td>
<td>#17256B</td>
<td>27, 37, 107</td>
</tr>
<tr>
<td></td>
<td>#0A2744</td>
<td>10, 39, 68</td>
</tr>
<tr>
<td><strong>Berry</strong></td>
<td>#A5DAF9</td>
<td>165, 218, 249</td>
</tr>
<tr>
<td></td>
<td>#9CC1FA</td>
<td>156, 193, 250</td>
</tr>
<tr>
<td></td>
<td>#104F99</td>
<td>16, 79, 153</td>
</tr>
<tr>
<td></td>
<td>#0A2744</td>
<td>10, 39, 68</td>
</tr>
</tbody>
</table>
Secondary colour palette
Light theme

- **Sunset red**
  - HEX: #E04040
  - RGB: 224, 64, 64
- **Sienna**
  - HEX: #AA5F18
  - RGB: 170, 95, 24
- **Dark Gold**
  - HEX: #B09120
  - RGB: 176, 145, 32
- **Forest Green**
  - HEX: #33A033
  - RGB: 51, 160, 51
- **Teal**
  - HEX: #0A2744
  - RGB: 10, 39, 68

**Light theme colours**
- HEX: #F4F4F4
  - RGB: 244, 244, 244
- HEX: #FFA3A3
  - RGB: 255, 163, 163
- HEX: #FF8080
  - RGB: 255, 128, 128
- HEX: #982630
  - RGB: 152, 38, 48
- HEX: #0A2744
  - RGB: 10, 39, 68

**Dark theme colours**
- HEX: #F4F4F4
  - RGB: 244, 244, 244
- HEX: #DFB18B
  - RGB: 223, 177, 139
- HEX: #C19062
  - RGB: 193, 144, 98
- HEX: #734921
  - RGB: 115, 73, 33
- HEX: #0A2744
  - RGB: 10, 39, 68

**Forest theme colours**
- HEX: #F4F4F4
  - RGB: 244, 244, 244
- HEX: #EFD18C
  - RGB: 239, 209, 140
- HEX: #C6AF5D
  - RGB: 198, 175, 93
- HEX: #866110
  - RGB: 134, 97, 16
- HEX: #0A2744
  - RGB: 10, 39, 68

**Teal theme colours**
- HEX: #F4F4F4
  - RGB: 244, 244, 244
- HEX: #A2DDB2
  - RGB: 162, 221, 178
- HEX: #6DB56D
  - RGB: 109, 181, 109
- HEX: #007243
  - RGB: 0, 114, 67
- HEX: #0A2744
  - RGB: 10, 39, 68
Secondary colour palette
Dark theme

<table>
<thead>
<tr>
<th>Light Cornflower</th>
<th>Light Cobalt</th>
<th>Orchid</th>
<th>Fuchsia</th>
<th>Light Berry</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEX: #03BBE6</td>
<td>HEX: #0650F4</td>
<td>HEX: #8455BD</td>
<td>HEX: #0C196F</td>
<td>HEX: #D2196F</td>
</tr>
<tr>
<td>RGB: 0, 139, 230</td>
<td>RGB: 0, 96, 250</td>
<td>RGB: 132, 80, 215</td>
<td>RGB: 210, 25, 111</td>
<td>RGB: 242, 155, 187</td>
</tr>
<tr>
<td></td>
<td>HEX: #F4F4F4</td>
<td>HEX: #F4F4F4</td>
<td>HEX: #F4F4F4</td>
<td>HEX: #F4F4F4</td>
</tr>
<tr>
<td></td>
<td>RGB: 244, 244, 244</td>
<td>RGB: 244, 244, 244</td>
<td>RGB: 244, 244, 244</td>
<td>RGB: 244, 244, 244</td>
</tr>
<tr>
<td></td>
<td>HEX: #5CAFE6</td>
<td>HEX: #CA9CE6</td>
<td>HEX: #9B74D7</td>
<td>HEX: #0BBFFA</td>
</tr>
<tr>
<td></td>
<td>HEX: #05C099</td>
<td>HEX: #003140</td>
<td>HEX: #3A1380</td>
<td>HEX: #F0BB82</td>
</tr>
<tr>
<td></td>
<td>RGB: 0, 92, 153</td>
<td>RGB: 0, 49, 128</td>
<td>RGB: 58, 19, 128</td>
<td>RGB: 240, 190, 234</td>
</tr>
<tr>
<td></td>
<td>HEX: #0A2A44</td>
<td>HEX: #0A2A44</td>
<td>HEX: #0A2A44</td>
<td>HEX: #0A2A44</td>
</tr>
<tr>
<td></td>
<td>RGB: 10, 39, 68</td>
<td>RGB: 10, 39, 68</td>
<td>RGB: 10, 39, 68</td>
<td>RGB: 10, 39, 68</td>
</tr>
</tbody>
</table>

Dark theme background
HEX: #14212E
RGB: 20, 33, 46
Secondary colour palette

Dark theme

- **Sunset red**
  - HEX: #F4F4F4
  - RGB: 244, 244, 244
  - Dark theme background: HEX: #14212E
    - RGB: 20, 33, 46
- **Sienna**
  - HEX: #F4F4F4
  - RGB: 244, 244, 244
- **Gold**
  - HEX: #F4F4F4
  - RGB: 244, 244, 244
- **Light Forest Green**
  - HEX: #F4F4F4
  - RGB: 244, 244, 244
- **Light Teal**
  - HEX: #F4F4F4
  - RGB: 244, 244, 244
How to ensure accessibility of colours

Eurostat’s secondary palette follows the WCAG 2.1 accessibility criteria. These 10 colours ensure that content stays meaningful for visually impaired people, giving them the ability to exist in relation to the content, ultimately giving them a voice. Eurostat products follow the WCAG 2.1 guidelines for accessible publishing, level AA.

The main WCAG criteria to observe when designing with colours are:
— 1.4.1. Use of colour
— 1.4.3. Minimum contrast
— 1.4.11. Non-text contrast

Full text of WCAG 2.1 guidelines: https://www.w3.org/TR/WCAG21/

Recommendation for text
Avoid using colours for small type such as paragraphs. Even though most contrast ratios fall well within the AA rating it’s preferable, for small type, to use shades of black (K:90 or RGB: 40,40,40) since the actual weight and contrast perceived on typography can vary greatly depending on the font design.

The secondary colours work within the 3:1 ratio on both a white and a dark background for elements like graphics, icons, buttons and large type (>18pt, or >14pt and bold). For normal type text, choose the colours with the minimum contrast of 4.5:1 and higher.

How to use the colours
Accessibility of colours depends on the context — for example, avoid using red and green shades together as they cannot be distinguished by the people with colour blindness.

The contrast ratio is in most cases measured between the colour of the text/graphic and the background.
Typography
Print & Socials

For Eurostat printed and online (social) products the preference is for Myriad Pro font family. This font is also fully accessible if the products are used online.

Font weights

Myriad Pro Semibold
Myriad Pro Regular
Myriad Pro Italic
Myriad Pro Light

THE HEADLINE IS SEMIBOLD
Subtitle also – Semibold

The main text is Regular

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

“QUOTES are light“

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Dolorem eum fugiat quo voluptas nulla pariatur?

For Socials, we recomend to use Condensed versions of Myriad Pro font family.

Myriad Pro Semibold Condensed
Myriad Pro Condensed
Myriad Pro Italic Condensed
We set 16px (1rem) as the base font size for body text to ensure readability. It is the default font size for most browsers. All values expressed in pixels are in fact dynamically converted from rem values. The conversion depends on the settings of your browser.

Arial is the standard typeface for the websites under the Europa.eu domain. The sans serif typeface family is versatile and universal.

Font weights

<table>
<thead>
<tr>
<th>Headings</th>
<th>Paragraphs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>H1/ Arial / Bold (700) / 42px</strong></td>
<td><strong>Lead P/ Arial / Regular (400) / 28px</strong></td>
</tr>
<tr>
<td><strong>H2/ Arial / Bold (700) / 36px</strong></td>
<td><strong>Medium P/ Arial / Regular (400) / 16px</strong></td>
</tr>
<tr>
<td><strong>H3/ Arial / Bold (700) / 32px</strong></td>
<td><strong>Small P/ Arial / Regular (400) / 14px</strong></td>
</tr>
<tr>
<td><strong>H4/ Arial / Bold (700) / 28px</strong></td>
<td><strong>Extra Small P/ Arial / Regular (400) / 12px</strong></td>
</tr>
<tr>
<td><strong>H5/ Arial / Bold (700) / 24px</strong></td>
<td></td>
</tr>
<tr>
<td><strong>H6/ Arial / Bold (700) / 20px</strong></td>
<td></td>
</tr>
</tbody>
</table>

For more information you can consult the [Europa component library](https://europa.eu/).
Images should be chosen with care, and as a rule of thumb the mood should be minimalistic and clean, with situations that authentically and confidently represent the concept to be expressed. Pay attention to avoid stereotypes and make space for different kind of cultures.

**People**

Only photos of real people in realistic situations will be selected for articles relating to public and social situations in Europe. The selected photos must look editorial in the visual approach, as well as considering elements such as diversity in race, age, gender, religion, disability and sexual orientation as much as possible.

*Stained glass Italian artist at work*

**Places**

When featuring pictures of places, the cities must look authentic/realistic and not overly polished in digital effects. Depending on the topic/article, the photos must reflect either a sense of historical identity with a modern social atmosphere, or progressive setups in architecture, infrastructure and cultural contexts.

*The Dom Luís I bridge crossing over the river Douro in Porto, Portugal.*
Photographs

Image selection guidelines

Composition

Composition should guide the eye and stimulate the mind to key points such as titles, details, logos. Selected images must complement the visual identity while at the same time tell a consistent and plausible story.

A train at the Liège-Guillemins railway station designed by Spanish architect Santiago Calatrava

Colour Mood

To compensate for the abstract visuals and data which occupy a large portion of the communication products, the colours in the photos must convey life and vibrancy with a good taste by combining elements such as natural light, design, and creative forms/elements.

Façade of the Ministry of Urban Development and Environment in Hamburg, Germany.
Photographs

Image selection guidelines

**Perspective**

Perspective should be energetic and convey important features of the European message in heritage, innovation and evolution. The angle chosen not only guides the eye but also prompts dynamism and distinctive forms and features.

*Undulating bamboo ceiling roof detail from the Adolfo Suárez Madrid-Barajas Airport in Madrid, Spain*

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**Light and contrast**

If light sources and contrast are to be enhanced to accommodate a particular layout, the authenticity of the image should not be compromised. Light emphasises and visually completes the salient points of the message you want to communicate. Therefore it is advisable, if necessary, to intervene with a colour correction that remains realistic to ensure the appropriate light and contrast in the photos.

*People commuting during the late afternoon light in Bayerstraße, Munich.*
The icons and illustrations
The icons

Construction

The icons universe is based on 1px simple flat icons in outline. Depending on the needs of the product, more detailed or colourful icons can be used, but preference should be given to simple and clear basic set of icons.

Icon content should always remain inside the live area, but if additional visual weight is needed the content can extend into the padding between the live area and the trim area.

The icon grid establishes clear rule for the consistent positioning of graphic elements, and no part of the icon should extend outside of the trim area. By using keyline shapes as a baseline, visual proportions can be maintained consistent throughout icons.

System icons are displayed as 24 x 24 dp. Create icons for viewing at 100% scale for pixel-perfect accuracy.

Icon content is limited to the 20dp x 20dp live area, with 2dp of padding around the perimeter.

2dp of padding surrounds the live area.

20px Ø circle

To avoid distorting an icon, all the lines are minimum 1px.

The icon presents common standards shapes: circle, square, rectangle, and diagonals.

Using geometry unify icons and maintain consistent placement on the grid.
Sample set of icons

All the icons are designed to be simple, modern and friendly meaning simple to understand.

Each icon is reduced to its minimal form, expressing essential characteristics. Icon shapes are bold and geometric.

They have a symmetrical and consistent look, ensuring readability and clarity, even at small sizes.
Colour alternatives for icons

The Eurostat basic icons can be developed further depending on the needs. For example, in infographics or posters, some more colours might be needed. In such cases two-tone icons or multi-colour icons can be used.

The main colour of the icons is Eurostat blue (EU Blue), but depending on the topic this can be complemented with one or more colours from the secondary palette.

Whenever more decorative icons are needed they can be created combining 1 complementary colour (two-tone icons) or maximum 3 complementary colours (multicolour icons).

The complex icons can be used for the realisation of visual materials where information needs to be given in a concise but colourful way, such as infographics, social media visuals and leaflets. This design will make it possible to create graphics using the same icon system, but with a greater dynamic effect and with more complexity. The “multi-colour” icon creation has to always start from the reference icon of the first set of icons.
Website illustrations

Illustrations are used to show more comprehensive website sections. They are used only on the website.
Illustrations

Guidelines

As seen with the icons, the illustrations will have a typical “flat” look, very popular for readability and ease of use and implementation. Their modularity allows to create images on different themes with simplicity.

The drawn areas can be coloured differently to create new and versatile combinations.

Pay attention to avoiding stereotypes and make space for different kind of cultures.
Examples of applications
Website Elements

Several graphic elements were designed to provide a clear and consistent navigation experience for the end user. These elements — boxes, which build the structure of the pages, are modular elements designed to cover all development needs.

Link Boxes

  - Go to the release calendar

- **How to order**: Find out how you can order publications from the Publications Office of the European Union.
  - Find out more

Image & Links Box - 25/75

- We produce European statistics
- We ensure the quality of our statistics
- We produce the Eurostat data
- We coordinate EU statistical activities
- We foster research and innovation

Text & Links Box - 50/50

**Quality of European statistics**

- Set of principles underpinning the production of European statistics

**Icon Boxes**

- **Database**: Access the complete database
- **Statistics by theme**: Browse data & background information
- **Microdata**: Statistics by theme

**Text Box**

Leaflets and other inschur promote different statistical topics throughout the year.

**News Box**

- **Over 20% of EU population at risk of poverty or social exclusion in 2019**
  - 20/10/2020

Call to Action

**Events**

- Set of principles underpinning the production of European statistics

Discover more
Publications

Sustainable development in the European Union
Monitoring report on progress towards the SDGs in an EU context
2023 edition

Key figures on European business
presents a selection of key business statistics indicators for the European Union (EU) and its individual Member States, as well as the EFTA countries. This publication may be viewed as an introduction to European business statistics and provides a starting point for those who wish to explore the wide range of data that are freely available on Eurostat’s website at https://ec.europa.eu/eurostat together with a range of online articles in Statistics Explained.

For more information
https://ec.europa.eu/eurostat/

Cover / Flagship publications

Cover / Key figures
Key figures on European business presents a selection of key business statistics indicators for the European Union (EU) and its individual Member States, as well as the EFTA countries. This publication may be viewed as an introduction to European business statistics and provides a starting point for those who wish to explore the wide range of data that are freely available on Eurostat's website at https://ec.europa.eu/eurostat together with a range of online articles in Statistics Explained.

For more information https://ec.europa.eu/eurostat/
Social media cards

Unaccompanied minors in the EU
(August 2022: number of applicants applying for asylum for the first time)

Top five countries of unaccompanied minors applying for asylum

Top five Member States receiving unaccompanied minors

First-time and subsequent asylum applicants in the EU Member States
(Annual number, January 2019 – August 2022)
Social media cards

Structure

Full image or illustration 1080 x 1080 px / footer 80px

Construction

---

Generic story

Social card with infographic

Element, white border and Eurostat logo placement rules no matter what card size:
1. White border at the bottom of a card — 80px.
2. Eurostat logo size has left side alignment, 80px from left side, 1/3 of white border height.
3. The graphic element has right bottom alignment — size of 300px wide + white space behind the element.