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Introduction

This graphic charter presents the visual identity of the European Commission. It establishes the basic principles to be applied to the entire range of communication products.

Its purpose is to give the European Commission a recognisable image and a coherent voice when communicating.

The visual identity is constructed around the European Commission logo. This is based on two key elements: the European flag and a graphic element inspired by the Berlaymont, the headquarters of the European Commission.

This charter shall be observed whenever European Commission staff, external partners or stakeholders communicate on behalf of the European Commission, or on any of its actions, activities or programmes.
The European Commission’s visual identity is defined by standard visual elements. These elements must always be applied unless a case for a non-standard application is justified (see pages 6, 7, 8 and 9).

The standard visual elements are: the standard logo (1), footer box (2), typography (3), top white or coloured banner and ‘separation line’ (4).

1. The logo:

The standard logo (1) is the main logo for general use unless the use of the horizontal or mute variations is justified. The standard logo’s flag is always centred in the format of the medium on which it is positioned (except in the web banner). It works in combination with the footer box of the same width. The image/flat colour tint area starts from the baseline of the flag/graphic element (4). No other logo other than the Commission logo can appear on the Commission’s communication products (apart from specific authorised exceptions, see page 192).

The visual identity is constructed around the European Commission’s logo which exists in three variations: standard, horizontal and mute (See section 1.1. for all the details).

The standard logo (1) is the main logo for general use unless the use of the horizontal or mute variations is justified. When the standard logo is used, it must appear at the top with the embedded EU flag centred on the publication. The standard logo (1) must be used with other constituent elements: the footer box (2), typography (3), top white (or coloured) banner (4) and a ‘separation’ line (4). The rules for the application of these elements will be explained in the section on Publications.

2. The footer box:

This is an extension of the logo and is always placed at the bottom of the page to indicate the policy area or strategy.

It serves two main purposes:

a. To create a virtual vertical axis (here in yellow) which symmetrically balances the document. The left and right sides of this axis (here in red dotted lines) are the axes on which the entire text composition will be built. The logo and its footer thus form the backbone of the graphic identity (with the exception of the web). When the footer box contains no text, its height is 1/2 of the flag in the logo. On small documents where the logo is too close to the bottom of the page, its height is 1/4 of the flag (see example p. 88).

b. In the case of documents created for different European Commission policies, the footer box, twice as high (same size as flag), can change colour depending on the colour palette. A colour palette will be proposed for each policy. It will contain the name of the relevant policy. Therefore, the footer box also serves to inform.
3. The typographies:

To make the page more dynamic, the texts will be freely positioned in the area, but will be justified (either flush left or flush right, ragged or on one of the ascenders or descenders of one or more letters) on one or two of the vertical axes. Where possible, and in an effort to add contrast, there is a requirement to highlight a word/part of a phrase by significantly increasing the size of the letter’s body. This word will also be in colour.

The typographies used in the visual identity are as follows:

Professional print publications:
- main: EC Square Sans Pro
- secondary: Garamond

Web banners:
- EC Square Sans Pro

Web pages, web applications, PPT presentations, e-mails, editable documents:
- Verdana or Arial

Working documents generated by special IT applications:
- the current font remains applicable
  (mainly TimesNewRoman and Arial)

Eurolook and Legiswrite documents:
- the current font remains applicable
  (TimesNewRoman and Arial)

(for more information on the choice of typographies and their use, see pages 33, 34, 35, 36 and 37).

4. The top banner of the document:

Breathing space, a ‘showcase’ for the logo, a constant and unchangeable visual element, the banner is all of these rolled into one. It can be white or EC corporate blue (the same blue as the EU flag) or the same colour as the policy colour that is displayed in both the footer box and the bottom line of the logo (see also p. 110). The coloured banner can be used with a white background, flat colour tints immediately under the banner, and clipped pictures or an illustration (see examples on p. 167,168).
5. Colour system for back covers:

The header for back covers is always of the same colour as the one of the Policy. The use of a white header on back covers is not allowed.
Introduction
Use of colour and typography for the Policies

Policy areas can choose a colour from a range of colours (see page 31, 32) to acquire a degree of distinction within the corporate look and feel. There is, however, no exclusivity regarding the choice of colours, that means that a colour can be chosen by more than one Directorate General.

The footer box does not refer only to policies. It can also contain the name of an EU programme, a political initiative, an event etc.

To identify a policy, we have devised a ‘footer box’ as an integral part of the visual identity. This footer box contains the name of the policy. It should be noted that the height of this block is the same as the thickness of the logo flag. It is therefore twice the height of the European Commission’s corporate version which contains no text. The horizontal bar underlining “European Commission” will always be in the same colour as the footer box at the bottom of the page.

When the footer box contains a policy name, it’s colour has to be different from the corporate colour unless the footer box text refers to a cross-cutting initiative or political priority (e.g. Europe 2020).

The policy will be indicated in EC Square Sans Pro Italic, with automatic leading spacing, and letter spacing (tracking) –30 pts. The alignment is carried out flush left on “European Commission”.

To determine the size of the character, divide the height of the footer box by 9 upper case ‘E’s. Depending on the colour of the policy (varying degrees of darkness), we will opt for the typography in white or black. No other colour can be used in this area. The size of the text could be increased up to 10 points (15% bigger) on an A4 format in case of very short policy names.
There might be cases when the principles of the standard visual identity cannot be fully applied. Some of these cases are described on this page. More cases for non-standard applications might emerge during the implementation of the visual identity. Please refer these cases to the Visual Identity Team so that this page can be updated with further cases of non-standard application.

1. Non-standard application of the logo

For certain cases concerning visibility of the name of the European Commission or multilingual applications, two logo variations have been developed besides the standard logo.

The **standard logo** always appears with its flag top centred except in clearly defined cases. These are: the standard web banner on ec.europa.eu (see in the Information Providers Guide, http://ec.europa.eu/ipg/), the sign-off option (see below) and some specific cases of signposting.

The **horizontal logo** can be used when the standard logo cannot be applied due to space, visibility or other specific reasons. Cases for the use of the horizontal logo identified so far are signposting of buildings, e-mail newsletters, Facebook timeline as part of the top image and some gadgets like USB keys. When the horizontal logo is used, the footer box and the principle that the EU flag within the logo has to be centred at the top do not apply.

The **mute logo** is strictly for multilingual publications and for very specific pre-printed stationery which is designed for multilingual use. These include folders for multilingual use (see page 23 and 24), envelopes, and pre-printed documents templates of the Spokespersons’ Service. When the mute logo is placed with the logo’s flag top centred, the footer box should be applied as in the case of the standard logo. When the mute logo is placed elsewhere, the footer box does not apply.

Please consult the Visual Identity Team in DG COMM (comm-visual-identity@ec.europa.eu) when you are unsure about the correct application of the horizontal or mute logos.
Introduction
Cases of non-standard application for the logo
Introduction
Cases of non-standard application for the logo

2. Partnerships with other organisations

The Commission often engages in joint activities with other organisations. These activities might result in joint publications, events, joint initiatives, etc. In these cases, the standard visual identity might not be applicable.

In case of equal partnerships, the communication product should be co-branded. It means that the logos of the organisations involved in the equal partnership (including the standard logo of the European Commission) should be placed next to each other in proportionately equal sizes on the communication product. See pages 194 - 196 for specific examples of co-branding. In the cases of co-branding, the standard visual elements of the visual identity (i.e. typography, layout, footer box, etc.) do not apply.

When the Commission contributes to a project that is carried out by a third party organisation, the “sign-off” option must be used. In this case, the standard logo is placed on the communication product with a line that describes the nature of the Commission’s contribution. This line can refer to support, funding given or initiative taken by the European Commission. (See page 196) The sign-off option demonstrates the Commission’s involvement but shows that the Commission is not responsible for the execution or content of the project. The sign-off option is usually applied by third party organisations, therefore the standard visual elements of the visual identity (i.e. typography, layout, footer box, etc.) do not apply.
3. Publications written/published by external organisations at the request or with the support of the European Commission

The European Commission from time to time commissions or uses publications from independent external organisations. The cases and the application of the visual identity are summarised here:

a) Study written by an external independent body which is also the copyright holder. The visual identity of the external body applies. No Commission logo shall be displayed in the document.

b) Study written by an external independent body with support from the Commission. The copyright holder is the external independent body. The visual identity of the external body applies. The Commission logo may appear on the publication’s cover page as a “sign-off” with the words “With the support of the” or “Supported by the” + Commission logo. A disclaimer shall be added to the inner pages of the study:

“This document has been prepared for the European Commission however it reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”

NB: A publication (newsletter, brochure, etc.) produced by an external organisation which is a service provider to the Commission and the Commission takes ownership of the content of the publication: The standard visual identity of the European Commission applies.

c) Study written by an external independent body at the request of the Commission (following call for tender) and financed by the Commission. The copyright holder is the external independent body: The visual identity of the external body applies. The Commission logo must appear on the publication’s cover page as a “sign-off” with the words “Funded by the” + Commission logo. A disclaimer shall be added to the inner pages of the study:

“This document has been prepared for the European Commission however it reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”

d) Study written by an external independent body at the request of the Commission (following call for tender) and financed by the Commission. The copyright holder is the European Commission: The European Commission’s visual identity applies. The external organisation which is the author of the publication should be identified in the bottom part of the cover page (as shown on page 100 concerning word template and page 195 concerning “professional graphic template”) with a line “Written by” or “Developed by” + the logo of the organisation, as appropriate. A disclaimer shall be added to the inner pages of the study:

“This document has been prepared for the European Commission however it reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”

4. Use of authorised logos

There are a few logos and labels that remain in use in the European Commission following due authorisation by the Secretary-General and the Director-General of DG Communication. These logos can be used in publications as shown on page 195.

5. Working documents produced by using specific IT applications

Documents produced by using specific IT applications such as Eurolook or Legiswrite, will keep the layout and form as defined by the IT application. Users must not modify the typography or layout of these documents.
1 Visual elements

Logo
Visuals
Colours
Typography
1.1

Logo
The standard logo is the main logo of the European Commission and, as a general rule, should appear top centred on all communication material, documents and products unless there is a special reason not to substitute the standard logo with the horizontal or mute variation.

The European Commission logo exists in 6 versions (positive and negative CMYK, Reflex Blue and black & white), all of which are available in 6 different formats (ai, eps, jpg, png, tiff and pdf).

All these formats are available on the Visual Identity Page: http://ec.europa.eu/dgs/communication/services/visual_identity/index_en.htm
The horizontal logo is a substitute of the standard logo in cases when the applicability of the standard logo is constrained due to space or aesthetic reasons. The cases identified so far for the use of the horizontal logo are: Press Room backdrops, signposting of buildings, e-mail newsletters, Facebook timeline as part of the top image.

The CMYK horizontal logo is designed for small communication media such as mobile web, electronic newsletters, Facebook pages, PowerPoint presentations, etc.

The Pantone Reflex Blue and Black versions of the horizontal logo are designed for specific printing on very small communication media such as pens. These logos have to be used with colours in 100 % to ensure all elements of the logo are clearly visible.
Logo (vertical)
Negative versions

The gold version is an alternate version for 1 pms printing on colour paper/fabric. This is just an example, any colours can be used (see example page 89 (lanyards)).
Logo (horizontal)
Negative versions

CMYK

Pantone EC Corporate Blue

Black
To determine the size of the font to use in any language, we have used the longest (Swedish) translation “kommissionen” as a reference. The text is justified to the left.

The lower case “u” taken from the word to the left determines the space between the baseline of “kommissionen” and the top line of the horizontal bar.

In 2005, designer Panos Vassiliou created PF Square Sans Pro in his quest for a true square-like text typography, which could balance simplicity with vitality and strength, without compromising its characteristics as a text typography.

The European Commission has further developed this original font, by adding all characters to cover the 23 EU languages plus languages of candidate countries. This final version of the font is called EC Square Sans Pro and is the only typography version allowed for the European Commission logo. It is used in Black with 75% opacity for the CMYK logo and 70% Pantone EC Corporate Blue for its 1 pms version, 100% for the black & white version.

Under the terms of the licence for EC Square Sans Pro, the European Commission can grant floating licences to external contractors and communication agencies working on Commission projects. To acquire a floating licence, please contact the Visual Identity Team of DG Communication.

**EC SQUARE SANS PRO - MEDIUM**

```
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123546789
```
Logo (vertical)
Proportion and protection area

⚠️ When used alone on white or colour background (on stationery for example).

The logo is unalterable and indissociable in all its component elements. For reasons of integrity and visibility, it should always be surrounded by a clear space, or "protection area", which no other element (text, image, drawing, figure...) can infringe upon.

1. The only exception to this rule is business cards. Given their small size and the very limited space available, this "protection area" rule cannot be followed.
In its horizontal version, the position of the vertical bar depends on the length of the “European Commission” translations. The height of the vertical bar is equal to the height of the flag.

The distance between the right side of the flag and the left side of the “Berlaymont” lines determines the spaces before and after the words “European Commission” (see below in yellow).
Logo
Proportion and protection area

The flag of the European Commission logo must always be centred on the page as shown below.

No text is allowed in the protection area and the picture cannot infringe upon the logo.
Due to legibility and visibility constraints and in order to avoid the “moiré” that could occur in halftone reproduction of the graphic element, the recommendation is not to reproduce any of the CMYK and Pantone EC Corporate Blue logos in a size smaller than 25 mm.

The Black logo, having no screen, is more legible. It can therefore be reproduced in a smaller size. However, the recommendation is not to go below 20 mm.

**ALTERNATIVE USES OF LOGO**

The CMYK horizontal logo is designed for small communication media such as web mobile, electronic newsletters, Facebook pages, PowerPoint presentations, etc.

When space is limited in terms of height (for example, USB keys, ballpoint pens, etc.), horizontal versions of the logo are available in all formats and colour versions. These logos have to be used with colours in 100% to ensure all elements of the logo are clearly visible.

When the technique does not permit the correct printing of the logo or could corrupt the graphical integrity of the logo, you are advised to print only the European Commission name in EC Square Sans Pro with the vertical bar on the right.

This version is an alternative version for 1 pms printing on colour paper/fabric. This is just an example, any colours can be used (see example p. 89 (lanyards)).

The European Commission logo exists in a mute version, to be used on multilingual products only. The European Commission name in its various translations will be positioned on the bottom part of the cover page above the footer box. (See p. 23, 93) The mute version of the logo could not be used with the name of the European Commission integrated in the document.
The mute logo is a variation which was developed to allow multilingual use of the logo and when the name of the Commission cannot appear as part of the logo due to technical constraints. The use of the mute logo should be limited to the following cases: e-mail signatures, multilingual publications (when more than two languages are used within one publication), Eurolook and Legiswrite documents (where generation of the name of the Commission is predefined by the software architecture), the template of the Citizen’s Summary and on certain templates of the Spokespersons’ Service.

Nunc venenatis, velit eu venenatis auctor, ante magna vestibulum dui, et tristique massa metus ac risus. Vivamus suscipit eu magna ut porta. Sed a tellus. Quisque ullamcorper, tellus eu ultrices rutrum, odio velit suscipit metus, at scelerisque nisl magna sed nisl.

Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.


Nunc venenatis, velit eu venenatis auctor, ante magna vestibulum dui, et tristique massa metus ac risus. Vivamus suscipit eu magna ut porta. Sed a tellus. Quisque ullamcorper, tellus eu ultrices rutrum, odio velit suscipit metus, at scelerisque nisl magna sed nisl.

Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.


Nunc venenatis, velit eu venenatis auctor, ante magna vestibulum dui, et tristique massa metus ac risus. Vivamus suscipit eu magna ut porta. Sed a tellus. Quisque ullamcorper, tellus eu ultrices rutrum, odio velit suscipit metus, at scelerisque nisl magna sed nisl.

Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.


Nunc venenatis, velit eu venenatis auctor, ante magna vestibulum dui, et tristique massa metus ac risus. Vivamus suscipit eu magna ut porta. Sed a tellus. Quisque ullamcorper, tellus eu ultrices rutrum, odio velit suscipit metus, at scelerisque nisl magna sed nisl.

Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.


Nunc venenatis, velit eu venenatis auctor, ante magna vestibulum dui, et tristique massa metus ac risus. Vivamus suscipit eu magna ut porta. Sed a tellus. Quisque ullamcorper, tellus eu ultrices rutrum, odio velit suscipit metus, at scelerisque nisl magna sed nisl.

Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.


Nunc venenatis, velit eu venenatis auctor, ante magna vestibulum dui, et tristique massa metus ac risus. Vivamus suscipit eu magna ut porta. Sed a tellus. Quisque ullamcorper, tellus eu ultrices rutrum, odio velit suscipit metus, at scelerisque nisl magna sed nisl.

Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.

Logo Colours

European Commission

CMYK

CMYK

C M Y K
100 80 0 0
R G B
0 68 148
# 004494

CMYK

C M Y K
0 0 100 0
R G B
255 237 0
# ffed00

Pantone

Pantone Reflex Blue

Pantone Cool Gray 5 C

Pantone Process Yellow

Pantone Cool Gray 10 C

Pantone EC Corporate Blue

EC Corporate Blue 100 %

EC Corporate Blue 30 %

EC Corporate Blue 70 %

Black

Black: 100 %
Modifying the logo in any way is absolutely 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.

No outline is allowed for the graphic element or for any other component of the logo.

Modifying the proportions of the logo is not permitted.

Wrong flag – the new European Commission flag is a modified version of the European Union flag.

Wrong colour for the graphic element – in the CMYK version, it must be in Black, 30%.

The position of the flag cannot be changed in any way. The space must be respected.

Wrong font used for the “European Commission” text – use only EC Square Sans Pro Medium.

When the logo is placed on a coloured background, a thin white line surrounds the EU flag, in order to separate it from the background.

Using upper case instead of lower case is not allowed.

When the logo is placed on a coloured background, you must insert the negative version of the logo to ensure the lines are clearly visible.
1.2 Visuals
Visuals
Use of images and graphic effects

The visuals used on cover pages should be subject-related. When the subject of a publication is too abstract or too vast to refer to one single photograph, you can opt for non-figurative or conceptual images or illustrations. If you want to show different subjects in one visual, do not introduce structures within the visual(s) (i.e. lines, divides, etc.).

When choosing a picture for a cover, keep in mind that the cover has to be eye-catching. It is therefore vital to choose a picture/illustration that is graphically strong. Black & white photos are allowed only where necessary.

Except for flat colour tints and drop shadows on the text (use sparingly – never use outlines), no other graphic effect is allowed in this visual identity. A limited use of visual elements is allowed to create a visual environment appropriate to the target audience of a given communication initiative. “Less is more” is the motto.

It is important that covers, posters and other formats are not cluttered with any superfluous elements.

When you choose a photo, make sure it has no element that will distort the legibility of the logo. If necessary, crop it differently.
1.3 Colours
The choice of support colours is made based on the four colours of the logo: dark blue, yellow, light grey and dark grey. The colours chosen will therefore be monochrome colours derived from these four base colours.

However, the value of the colour chosen should not be the same as or darker than the blue of the European Commission’s logo, so as to ensure that the bar and its footer box are visible.

The preference is to use pure colours (except for the range of greys) rather than pastel tones, which are to be excluded from the range of colours.

For the strictly institutional or corporate communication of the European Commission, there should be a minimum use of colour (colour in typography), with a predominant use of white.

The European Commission’s corporate publications should in effect stand out visually from the communication on different policies which have their own colour code.
clusivity regarding colours choice, that means these colour palettes. There is, however, no ex-
free to choose among the colours provided in any sort of colours including pastel, faded col-
tints and colours of large text, it will be up to the corporate logo.

For covers, pastel colours must be excluded, along with blues that are too close to the blue of the corporate logo.

For the support colours, meaning any flat colour tints and colours of large text, it will be up to the graphic designer to choose, however he/she must avoid using pastel colours or any colour with the same value as that of the policy, in a bid to ensure that the footer box and horizontal bar are always visible.

For interior pages only you are allowed to use any sort of colours including pastel, faded colours, etc. which is not allowed for covers.

For policy areas, every Directorate General is free to choose among the colours provided in these colour palettes. There is, however, no ex-
clusivity regarding colours choice, that means that a single colour can be chosen by more than one Directorate General.
1.4 Typography
**Typography**  
**Main typography**  
EC Square Sans Pro

EC Square Sans Pro is the mandatory font for the Commission's logo, images incorporating texts and for professional publications. Three main weights are used for publication covers. However, nine other weights are available for inside pages as needed.

The EC Square Sans Pro will be available in condensed version soon. Until then, you are authorised to use alternative typefaces such as Myriad, Trebuchet or Tahoma for condensed texts.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample Text</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EC SQUARE SANS PRO - Regular</strong></td>
<td>for emphasized words in headlines, text body and titles</td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ UVWXZ0123546789</td>
</tr>
<tr>
<td><strong>EC SQUARE SANS PRO - Italic</strong></td>
<td>for subtitles and captions</td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ UVWXZ0123546789</td>
</tr>
<tr>
<td><strong>EC SQUARE SANS PRO - Medium</strong></td>
<td>for headlines and titles</td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ UVWXZ0123546789</td>
</tr>
<tr>
<td><strong>EC SQUARE SANS PRO - Light</strong></td>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ UVWXZ0123546789</td>
</tr>
<tr>
<td><strong>EC SQUARE SANS PRO - Medium Italic</strong></td>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ UVWXZ0123546789</td>
</tr>
<tr>
<td><strong>EC SQUARE SANS PRO - Bold</strong></td>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ UVWXZ0123546789</td>
</tr>
<tr>
<td><strong>EC SQUARE SANS PRO - Bold Italic</strong></td>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ UVWXZ0123546789</td>
</tr>
<tr>
<td><strong>EC SQUARE SANS PRO - Extra black</strong></td>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ UVWXZ0123546789</td>
</tr>
<tr>
<td><strong>EC SQUARE SANS PRO - Extra black Italic</strong></td>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ UVWXZ0123546789</td>
</tr>
</tbody>
</table>
Garamond is used together with EC Square Sans Pro with the aim of bringing both strong contrast and rhythm to the layouts. This typography has the advantage of providing greater legibility.

Garamond will be used as a support typography on the inside pages of publications and for specific publications such as newspapers or newsletters.

You can use any Garamond (MS Garamond, Adobe Garamond Pro, Garamond Premier Pro) depending on what your system offers and on different languages needs.

Garamond Medium
for captions

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Garamond Semi Bold Italic
for quotes

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Garamond Italic
for quotes

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Garamond Bold
for emphasised words in quotes and subtitles

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Garamond Semi Bold
for captions

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Garamond Bold Italic
for quotes

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Typography
Alternative typography for Office and web
Verdana

For any document created for the web or web mobile using Office programmes, e.g. Word, PowerPoint, Excel (except for Eurolook, Legiswrite or Egreffe, in Times News Roman), as well as for any email or electronic signature, the typeface will be Verdana.

Verdana Bold
for titles

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Verdana Bold Italic
for emphasized words in quotes and subtitles

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Verdana Regular
for titles and text

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Verdana Italic
for subtitles

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
For any document created for the web or web mobile using Office programmes, e.g. Word, PowerPoint, Excel (except for Eurolook, Legiswrite or Egreffe, in Times News Roman), as well as for any email or electronic signature, the typeface will be Arial.

Arial Regular
for text

Arial Italic
for emphasized words in quotes and subtitles

Arial Bold
for titles and text

Arial Bold Italic
for subtitles

Arial Black
for titles

Stephanie Praill (PRais)
A key element of the European Commission’s visual identity is the use of typography (in different weights and sizes) as a visual element in its own right, notably on the covers of publications. The contrast of size is very important for visual effect and distinctiveness. It can be achieved very easily using the following method:

*1.6 is the Golden ratio. This is the reference figure used to divide or multiply the size of the text to achieve the proper contrast between the “large word”, the headline and the subtitle if there is one (as shown below).

Make sure you do not divide the size of the text by 3.2 (2 x 1.6) as you will not get the same result when dividing the first time by 1.6 and then dividing it again by 1.6.

If necessary, you can emphasize a word as shown in this example.

When the “large word” is too short and has no impact on the cover, you can multiply its size a third time by 1.6.

After dividing twice using the Golden ratio (1.6), make sure you round up or down to the nearest unit or half unit, i.e. if your result is 11.7 points, round it down to 11.5 points, if it is 5.4 points make it 5.5 points, 10.3 points becomes 10.5 points, etc. This method also applies to millimetres and centimetres.
2
Various fields of applicatio

Electronic media
Stationery
Publications
Event communication
2.1 Electronic media
For the audiovisual signature, you have the option of choosing between a static signature with the vertical version of the logo, or an animated, ready-to-use signature version. For the position of signature elements, both solutions are based on the same grid system.

The audiovisual signature will appear at the end of the sequence and will last no more than 4 seconds.
Minimum time for the signature: 2.5 seconds
Maximum time for the signature: 4 seconds

All elements of the audiovisual signature should appear inside the safe area. To establish the position of the signature, the screen is divided into 12 stripes. Each line could be sub-divided into 2 or 4 sub-stripes for positioning the text.

The examples are based on a 16/9 screen. For any other formats, the proportions remain the same.

The logo should always be centred in the screen widthways. Vertically, the base of the flag should be on line n°5. The size of the logo depends on the size of the flag, which should be 1/8 the width of the screen.

The background of the signature must never be dark. The logo and information of the signature should always appear against an aura of light.

The above are examples of different options for positioning headlines, web addresses and copyright information on screen, depending on the quantity of content needed.

Typography rules:
Headlines: EC Square Sans Pro Medium
Web address: EC Square Sans Pro Regular
Copyright: EC Square Sans Pro Regular
The appearance of the logo using fading is appropriate only for a static signature. With the animated signature, the logo should appear immediately.

Total time for the sequence including the fading:
Minimum: 3.5 seconds
Maximum: 5 seconds
Electronic media

CD and DVD labels
Electronic media
CD and DVD pocket sleeve
These menu screen ratios are 16/9. The standard video size is 720 x 576 pixels in anamorphic format. For a layout presentation on screen, the format 1020 x 576 is used. It is therefore recommended that you use the format 1020 instead of the 720 which is used for PAL production.

Also, safe areas (yellow and blue lines) are needed in order to prevent the image from being cropped and left out of the screen on certain television models (invisible area in red).

Electronic media
DVD menus

Safe areas
on a PAL screen.
Red: Invisible area
Blue: Action safe area
Yellow: Title safe area
For your social media accounts (Twitter, Facebook) the layout incorporates European Commission’s mute logo as the profile picture including a coloured box in order to insert your short policy name.

Example: Directorate-General SANTE - Twitter account

A basic template in Power Point for the profile picture is offered by our Social Media Team (Directorate-General Communication - A5) via the visual identity page.

- Use only the EC square Sans pro font
- Adapt the font to fit in the area
- Don’t pass the 2 grey lines
- Avoid more than 9 characters
- Use capital letters
For your social media accounts (Twitter, Facebook), you are free to choose your header picture but it should be in line with the theme of your policy or your campaign. In addition to the image, it is possible for you to add a hashtag.

Basic templates for the background image are offered by our Social Media Team (Directorate-General Communication - A5) via the visual identity page.

Example: Directorate-General SANTE - Twitter account
Electronic media

Social Media – Examples

Example: European Commission, Twitter account

Example: Jean-Claude Juncker, Twitter account

Example: Directorate-General for Justice, Twitter account
Electronic media
Social Media – Examples

Example: European Commission, Facebook account

Example: VP Katainen, Facebook account

Example: European Commission Representation in Malta, Facebook account
The best way to communicate on social media is to visualise the information. You are free to use pictures, infographics, illustrations linked to your message. You can choose between 2 options: landscape or square format. The EC logo has to be appeared on your visual.

**Which image size for social media? (Aspect 2:1)**

<table>
<thead>
<tr>
<th></th>
<th>Horizontal format</th>
<th></th>
<th>Square format</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Optimal</td>
<td>Minimum</td>
<td>Optimal</td>
</tr>
<tr>
<td>Facebook</td>
<td>1024 px X 512 px</td>
<td>470 px X 235 px</td>
<td>1200 px X 1200 px</td>
</tr>
<tr>
<td>Twitter</td>
<td>1024 px X 512 px</td>
<td>440 px X 220 px</td>
<td>1024 px X 1024 px</td>
</tr>
</tbody>
</table>

**Horizontal format**

- Use the horizontal version of the EC logo
- Place the EC logo at the top left hand corner or at the bottom right hand corner

Basic templates for images are offered by our Social Media Team (Directorate-General Communication - A5) via the [visual identity webpage](#).
Electronic media
Social Media – Visual Content

Square format

- You can choose between using the horizontal EC logo or the vertical EC logo
- The horizontal version should be placed at the bottom right hand corner
- The vertical EC logo should be placed at the middle on top of the page as explained on the graphic charter page 3. In this case do not forget to add the footer box at the bottom.
Since the beginning of 2013, the European Commission has embarked on a comprehensive web rationalisation project. It aims to make the institution’s online communication more coherent, relevant and cost-effective. This transformation project encompasses two overlapping phases: the first phase focuses on radical website reduction, the second phase aims to restructure the Commission’s online presence according to user needs.

With this in mind, new websites, by default, must not be created. By way of exception, the creation of a new website can be authorised under certain circumstances.

For more information regarding websites, please refer to the Information Providers Guide: http://ec.europa.eu/ipo/
The standard European Commission template is available in responsive design to provide an optimal viewing experience across a wide range of devices (from desktop computer screens to mobile smartphones).

The elements in the banner of the European Commission pages are adjusted according to the screen size of the mobile device.

The standard logo appears outside the blue banner which is used to position the menu and home buttons.

See the Europa Information Providers Guide:
http://ec.europa.eu/ipg/plan/mobile/index_en.htm

Banner on smartphone (320 pixel width)

Banner on tablet (768 pixel width)
Careful consideration should be made before deciding to create a mobile app. Instead, a website in responsive design is a more appropriate solution for most mobile projects. See the Europa Information Providers Guide for more details: http://ec.europa.eu/ipg/plan/mobile/index_en.htm

The mandatory elements are:

- Splash screen layout and design
- App icon design

The inner screens of mobile applications may be defined individually.
The European Commission logo should always be centred at the top of the screen inside a white horizontal header stripe according to the following rules:

- The width of the corresponding footer must be the same as that of the flag and also be centred.
- The height of the footer must be half the height of the flag.
Electronic media
Mobile applications
Examples of splash screen layouts
The size of the logo changes depending on the size of the white stripe behind it. The height of the logo’s white stripe may be no less than 1/6 and no more than 1/5 of the total height of the screen in portrait view; while in landscape view, it should be no less than 1/4 and no more than 1/3 of the total height of the screen.

The height of the logo may not be less than 150 pixels.
Electronic media
Mobile applications
Logo size on tablets

The size of the logo changes according to the size of the white stripe behind it. The height of the logo’s white stripe may be no less than 1/10 and no more than 1/9 of the total height of the screen in portrait view; while in landscape view, it should be no less than 1/7 and no more than 1/6 of the total height of the screen. The height of the logo may not be less than 150 pixels.
Mandatory font: The EC Square Sans Pro font is mandatory for texts on the splash screen on the application icon, and application.

The minimum font size is 25 pt.
Electronic media
Mobile applications
Tablet splash screen
Electronic media
Mobile applications
Examples of splash screens
Electronic media
Mobile applications
App icon

The mandatory appearance of the application icon

1. The base colour is the background colour of the application
2. The graphical element used on the background of the application is black with 20% opacity.
3. The name of the application is in white, set in EC Square Sans Pro Regular typeface; the minimum type size is 25 pt.
4. An icon can be used instead of an application name. However this can’t be used as a logo elsewhere. The background must continue to use the “wings”.

⚠️ App icons should always be prepared without rounded corners, shadow or shine. Certain app stores will apply these effects when the app has been submitted to them.
The emblem may be placed anywhere, but the recommended position is on the lower left-hand corner or the upper left-hand corner.
The size of the emblem may not be less than 60 pixels.

The same rules also apply to tablets.
“The European emblem is preferably reproduced on a white background. Avoid a background of varied colours, and in any case one which does not go with blue. If there is no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25th of the height of the rectangle.”

Download the EU emblem: http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm
E-learning modules need to be framed within the Visual Identity of the European Commission.

The principle is similar to the one used for websites under ec.europa.eu: The top banner is harmonised for all e-learning tools. It is composed of the European Commission logo, two colours (white and blue – colour reference #0065a2), a title and a subtitle. The title usually corresponds to the name of the policy, and the subtitle is the name of the e-learning tool itself. In some cases one could have different content for the title and subtitle depending on needs.

The template for banners can be found in the Information Providers Guide: http://ec.europa.eu/ipg/design/general_rules/screen_layout/index_en.htm#section_3

Please note that the only compulsory elements are:
• the correctly sized logo in the right location,
• the two colours of the banner in their right size and place
• the title and subtitle in EC Square Sans Pro in the right size.

The language scroll menu is optional.

To facilitate the functional aspects of e-learning modules, additional necessary elements, such as buttons, may be added to the banner. (e.g. close = x)

In the space below the compulsory banner, the design is free, provided it respects the “no-logo rule other than the European Commission logo” of the Visual Identity*.

* logos which have been granted an exception can appear – provided they are smaller than the logo of the European Commission
Desktop applications need to be framed within the Visual Identity of the European Commission.

The principle is similar to the one used for websites under ec.europa.eu: The top banner is harmonised for all the desktop applications. It is composed of the European Commission logo, two colours (white and blue – colour reference #0065a2), a title and a subtitle. The title usually corresponds to the name of the policy and the subtitle is the name of the application itself. In some cases one could have different content for the title and subtitle depending on needs. The navigation scheme usually appears below the banner.

The template for banners can be found in the Information Providers Guide:
http://ec.europa.eu/ipg/design/general_rules/screen_layout/index_en.htm#section_3

Please note that the only compulsory elements are:
- the correctly sized logo in the right location,
- the two colours of the banner in their right size and place
- the title and subtitle in EC Square Sans Pro in the right size.

The language scroll menu is optional.

In the space below the compulsory banner, the design is free, provided it respects the “no-logo rule other than the European Commission logo” of the Visual Identity.

However, we recommend following the design of the examples shown in this page: graphic element taken from the logo as background image, colour linked to the application and image linked to the theme of the application. The templates can be found on the intranet of DG COMM under the Visual Identity section, see:

* logos which have been granted an exception can appear provided they are smaller than the logo of the European Commission
Electronic media
Desktop applications
Examples
The template for the electronic newsletters has a header and a 4-column grid.

The header includes the horizontal logo on a white strip; this strip will also contain the issue number and the date of the newsletter release. The blue strip of the header is reserved for the title.

The content of the newsletter must always be within the 4-column grid. This grid will ensure coherent alignment of visuals, graphics and texts in the document. The 4 columns can be merged in different ways - for example, 2 identical columns or 1 column + 3 columns - as shown on the example on this page. You have the possibility of adding a summary to your newsletter. The subtitle could also be integrated in coloured strips (in the colours of the visual identity of the policy).

The typography used for the content of the electronic newsletter is Verdana.

As the title is fixed, it is advisable to use EC Square Sans Pro for the title and to save it as an image file.
This is an example of an electronic newsletter, produced using the template on the previous page, and incorporating several images, sections and colours.
This electronic newsletter example is more text-based. No images are inserted and there is less use of colour and large fonts for headings to separate sections.
For PowerPoint presentations, 2 templates are available in two different formats (4:3 and 16:9). You are free to choose either or produce a specific format matching the screen that will be used.

**Title slide**

The title slides are the same for both templates. The title slides include the positive version of the logo on a white banner. You can use the full flat-coloured background for your titles or insert a picture on the right or left side of the presentation. To ensure that the titles are legible, they must always be on a flat-coloured background.

**Inserting the logo:**

Choose the logo according to the language of the presentation. Add PNG format. Insert the logo using the menu bar: Insert/Picture/File name...
The logo size must not be changed.
Content slides

For content slides, you can choose between two layouts. Verdana or Arial typeface must be used for PowerPoint presentations. Images should be used in PNG format to ensure transparency. You are free to change the colour of bullet points on both the title slide and text slides.

Blue banner:

This option has a footer box at the bottom and the logo centred (on the flag) at the top. Apart from bullet text, you can also insert tables, charts, graphics, etc.

Signature:

This option has no footer box and positions the horizontal logo at the bottom right of the slide as a signature. Apart from bullet text, you can also insert tables, charts, graphics, etc.
Electronic media
PowerPoint examples
2.2

Stationery
Stationery
Letterhead
Word template A4

For Commission documents and notes, Eurolook remains the only format in use. The letterhead below cannot be used as a replacement of Eurolook. The letterhead may be used by high level Commission officials for special occasions such as sending special invitation letters to speakers of conferences or other special external communication purposes.

A version of the letterhead is also available without the blue lines.
Stationery
Compliments card
210 x 105 mm
Stationery
Compliments card
148 x 105 mm
Stationery
Envelopes

- 223 x 110 mm
- 229 x 114 mm
- 229 x 162 mm
Stationery
Envelopes

248 x 162 mm

310 x 240 mm
Stationery
Business card
85 x 54 mm

Recto

Verso
Stationery
Business card
85 x 54 mm

Adress box:
4 lines
Dear Mr Smith,

Please find attached the project for the new EC electronic signature we discussed at our initial briefing last Tuesday.

Kind regards,

NAME SURNAME (name and surname in capital letters)  
Title

European Commission  
Full name of DG (e.g. Directorate-General for Communication)  
Full name of Unit (eg. Communication Actions & Inter-Institutional Relations)

LX40 06/02
B-1049 Brussels/Belgium
+32 XXX-XXXXX
name.surname@ec.europa.eu

Space for personal message/link (Twitter, Facebook, other related websites...)

Dear Mr Smith,

Please find attached the project for the new EC electronic signature we discussed at our initial briefing last Tuesday.

Kind regards,

NAME SURNAME

Title

European Commission

Full name of DG (e.g. Directorate-General for Communication)

Full name of Unit (eg. Communication Actions & Inter-Institutional Relations)

LX40 06/02
B-1049 Brussels/Belgium
+32 XXX-XXXXX
name.surname@ec.europa.eu

Space for personal message/link (Twitter, Facebook, other related websites...)
Stationery
Document folder
230 x 315 mm

Outside of folder

Inside of folder with glued pocket
Stationery
Adhesive notepad
100 x 100 mm
The following are some examples of promotional items which can be developed in line with the European Commission’s visual identity.
Stationery
Promotional items

Mugs

First face

Second face

Calendar

Umbrellas
Stationery
Promotional items

Squeegee

Glow bracelet

Smartphone cover

Notepad

Corporate colour
Corporate colour
Transparent
Event, initiative or policy
Stationery
Promotional items

T-shirts

phosphorescent vest

The European Commission logo exists in a mute version, to be used on multilingual products only.

For stationery items, translations will be positioned on the bottom part of the cover page above the footer box.
Use the special harmonised template to prepare your Citizens’ Summary.
The template integrates the mute version of the logo. Language versions of the European Commission
name are integrated directly in the Word document in Verdana.
The following examples show you how the logo of the European Commission is integrated into the Eurolook templates in its mute 4-colour version. The header that includes the European Commission name and the information related to the Policy or the Agency is in Arial. The body of the document stays in Times News Roman (except for the Fax template which stays in Arial).

<table>
<thead>
<tr>
<th><strong>EUROPEAN COMMISSION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DIRECTORATE-GENERAL INFORMATICS</strong></td>
</tr>
<tr>
<td><strong>Chief Adviser</strong></td>
</tr>
</tbody>
</table>

**Brussels,**

**Event organisation/AM**

---

**Fax**

<table>
<thead>
<tr>
<th>To: Emmanuel Genette</th>
<th>Telephone: +32 229-12345</th>
</tr>
</thead>
<tbody>
<tr>
<td>From: Anna Meier Event organisation 123</td>
<td></td>
</tr>
<tr>
<td>Telephone: +32 229-12345</td>
<td></td>
</tr>
<tr>
<td>Fax: +32 229-12346</td>
<td></td>
</tr>
</tbody>
</table>

**Number of pages:** 1

**Subject:** Logo Sample

**Message:**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.


Anna Meier
Team Leader

Commission européenne, 2920 Luxembourg, LUXEMBOURG - Tel. +352 43011
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.


Aenean nec lorem. In porttitor. Donec laroet nonummy augue.

Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy.

Fusce aliquet pede non pede. Suspendisse dapibus lorem pellentesque magna. Integer nulla.

Donec blandit feugiat ligula. Donec hendrerit, felis et imperdiet euismod, purus ipsum pretium metus, in lacinia nulla nisl eget sapien. Donec ut est in lectus consequat consequat.


Proin nec augue. Quisque aliquam tempor magna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Nunc ac magna. Maecenas odio dolor, vulputate vel, auctor ac, accumsan id, felis. Pellentesque cursus sagittis felis.
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.


Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.

Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy.

Fusce aliquet pede non pede. Suspendisse dapibus lorem pellentesque magna. Integer nulla.

Donec blandit feugiat ligula. Donec hendrerit, felis et imperdiet euismod, purus ipsum pretium metus, in lacinia nulla nisl eget sapien. Donec ut est in lectus consequat consequat.


Proin nec augue. Quisque aliquam tempor magna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Nunc ac magna. Maecenas odio dolor, vulputate vel, auctor ac, accumsan id, felis. Pellentesque cursus sagittis felis.
As for Eurolook, Legiswrite templates integrate the mute version of the logo in 4 colours. The typographies used are Arial for headers and Times News Roman for the body of the documents.
2.3 Publications
Publications
Grid system for cover

On each document published by the European Commission, the flag of the logo will be centred widthwise of the document on which it is reproduced. This gives the logo the vital breathing space it needs (see logo chart page 2 and 3).

The exact size of the logo is calculated by the number of flags within the width of the cover. See chart below:

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>FLAGS</th>
<th>SEE PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>pocket sleeve</td>
<td>7</td>
<td>44</td>
</tr>
<tr>
<td>DVD inlays</td>
<td>8</td>
<td>45</td>
</tr>
<tr>
<td>folder</td>
<td>9</td>
<td>70</td>
</tr>
<tr>
<td>adhesive notepad</td>
<td>5</td>
<td>71</td>
</tr>
<tr>
<td>A4 Vert.</td>
<td>9</td>
<td>83</td>
</tr>
<tr>
<td>A4 Magazine</td>
<td>11</td>
<td>98</td>
</tr>
<tr>
<td>A4 newsletters</td>
<td>11</td>
<td>100</td>
</tr>
<tr>
<td>A4 factsheet</td>
<td>12</td>
<td>105</td>
</tr>
<tr>
<td>A4 factsheet cover</td>
<td>9</td>
<td>106</td>
</tr>
<tr>
<td>A4 Horiz.</td>
<td>15</td>
<td>109</td>
</tr>
<tr>
<td>A4 folded in two</td>
<td>5</td>
<td>115</td>
</tr>
<tr>
<td>210 x 210</td>
<td>9</td>
<td>118</td>
</tr>
<tr>
<td>A5 Vert.</td>
<td>7</td>
<td>122</td>
</tr>
<tr>
<td>A5 Horiz.</td>
<td>14</td>
<td>125</td>
</tr>
<tr>
<td>A6 Vert.</td>
<td>6</td>
<td>128</td>
</tr>
<tr>
<td>A6 Horiz.</td>
<td>10</td>
<td>131</td>
</tr>
<tr>
<td>B5 Vert.</td>
<td>9</td>
<td>134</td>
</tr>
<tr>
<td>leaflet A4</td>
<td>5</td>
<td>137</td>
</tr>
<tr>
<td>leaflet A3</td>
<td>6</td>
<td>142</td>
</tr>
<tr>
<td>poster Vert. A3</td>
<td>11</td>
<td>146</td>
</tr>
<tr>
<td>poster Vert. A2</td>
<td>11</td>
<td>146</td>
</tr>
<tr>
<td>poster Vert. A1</td>
<td>11</td>
<td>146</td>
</tr>
<tr>
<td>poster Vert. A0</td>
<td>11</td>
<td>146</td>
</tr>
<tr>
<td>poster Horiz. A3</td>
<td>15</td>
<td>151</td>
</tr>
<tr>
<td>poster Horiz. A2</td>
<td>15</td>
<td>151</td>
</tr>
<tr>
<td>poster Horiz. A1</td>
<td>15</td>
<td>151</td>
</tr>
<tr>
<td>poster Horiz. A0</td>
<td>15</td>
<td>151</td>
</tr>
</tbody>
</table>

No text will be written in the white banner reserved for the logo at the top of the page or beyond the limits established by the yellow block (a) for the left and right, and by the upper limit of the footer box for the bottom.

This layout grid is flexible; text justification can be flush left, flush right, ragged left or right, and also justified on the downstroke of the letters (e.g. p. 105, 106, 107, 108 and 109). Images and flat colour tints can be aligned using the typographic baselines (horizontal, e.g. p. 105), the vertical axes (e.g. p.109) or the edge of the page (e.g. p. 106).

The pale blue area below indicates the maximum space to be used for photos, illustrations and/or flat colour tints.

The image (or flat colour tint) must always be aligned on the baseline of the flag. The end of the image/flat colour tint must be justified on the typography baselines (in pale blue).

The two vertical axes aligned with the left and right of the flag (in red) are vital for assembling the page layout. In effect, the positioning of the text and sometimes of the image/colour blocks will be determined using these two central axes as guides.

For the spines of any publication or stationery tool, the colour and size of the top of the spine is determined by the colour and size of the header of the cover page.
The red lines serve to mark out the structure of the base grid on which the main title of the document is positioned. Other elements could be placed on the left or right side of the pages within the red lines in compliance with the safety area of the logo (see p. 19 and examples on p. 21).
The layout grid of the back cover is the same as that created for the front cover. The difference is that the 4 columns with 5 mm gutters are added to it.

The texts are positioned on the left column, aligned flush left, ragged right.

You are free to play with the 4 columns of the back cover provided you stay within the grid. The text can be structured 1, 2, 3 or 4 columns wide. Columns can be merged or used separately.

This system applies to ALL back cover publications.
Publications
Grid system for laying out texts on A4 cover

The texts are justified in relation to the two vertical axes. This can be achieved in two ways: the justification is done either in relation to the first or last letter of the word, or in relation to the descender of a letter in the word.

The aim is to create a visual link with the logo (and with the footer box). In doing so, the typography is “anchored” and balanced in its space, even if you are free to choose alignments and use irregular text lines.

This system applies to ALL cover publications.
The following examples illustrate the flexibility of the grid and the many possible variations this system offers.
You do not always need to use photos and illustrations. There is also the option of using flat colour tints. Take care not to choose a colour that is too dark, as it may distort the visibility of the blue underline bar of the logo (under European Commission) and the footer box.
To improve the legibility of your text on certain images, you can use light and appropriately adapted drop shadows.

⚠️ This technique should be used in moderation!
If you opt to divide your page vertically with a photo and/or colour, the small-sized text should be moved slightly to the left or to the right, the distance being equivalent to the weight of the ascender/descender of the main word. See the justification of the “g” on the left vertical line.
Examples of cover pages including white or coloured headers. The titles could be positioned on the flat-coloured background or on the image. Additional elements could be placed under the banner on the right or left, provided the safety area of the logo is complied with.
Publications
Examples

1. Image only + text on flat colour tint positioned at the top of the page
2. Full page image on white background with text / coloured header
3. Full page image with text / white header
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec elemen-


Examples of interior pages layouts with highlighted quotations, charts, images, and captions.
Examples of interior page layouts with a summary, alternate header with page numbering and insertion of a cropped image on a 4-column grid.
Examples of interior page layouts with illustrations and texts with footnotes based on a 5-column grid.
Adapting principles to different circumstances

21. Areas, principles and action criteria

The dimension of Roma integration

There is a growing consensus understanding that Roma integration depends on a whole spectrum of issues, such as employment, education, housing, health, social inclusion strategies, which are interrelated, are complex, and hence cannot be tackled in isolation. However, the strategy for Roma integration needs to be taken into account constraints, interests, and means to set up action priorities and strategic approaches in various circumstances.

2. Assess in education

The effectiveness of education is a key element to ensure the Roma achieve meaningful integration and develop skills, which is essential to improve their health and employment situation. Education is also seen as a means to reduce the social exclusion of Roma children and adults. In this respect, the Roma Community Council (RCC) and the European Commission have been working together to improve the education of Roma children and adults. However, the education system needs to deal with the special needs of Roma children and adults to ensure effective education.

3. Access to health

Access to health care is a key factor to ensure the Roma achieve meaningful integration, empower themselves, and lead a healthy life. Access to health care is also a means to reduce the social exclusion of Roma children and adults. The Roma experience health disparities, high levels of morbidity, and mortality rates, which are higher than the majority population. Therefore, access to health care is essential to improve the health status of Roma.

4. Social rights

Social rights are a fundamental right of all citizens, including Roma. The right to vote, freedom of association and religion, and the right to education are key elements to ensure meaningful integration. The Roma are excluded from these rights in many areas, which affects their social status and opportunities.

5. Social and economic integration

The economic situation of Roma is a key factor to ensure meaningful integration. Economic integration requires a decent level of income, access to employment, and social services. The Roma experience high levels of poverty and unemployment, which affects their social status and opportunities.

6. Social cohesion

Social cohesion is a key factor to ensure meaningful integration. Social cohesion requires a sense of community, a sense of belonging, and a sense of mutual respect. The Roma experience discrimination and marginalization, which affects their social status and opportunities.

7. Social protection

Social protection includes access to income support, pensions, and health care. The Roma experience high levels of poverty and unemployment, which affects their access to social protection.

8. Social and cultural development

Social and cultural development includes education, training, and employment. The Roma experience high levels of poverty and unemployment, which affects their access to education, training, and employment.

9. Social and cultural diversity

Social and cultural diversity includes language, religion, and culture. The Roma experience discrimination and marginalization, which affects their access to social and cultural diversity.

10. Social and cultural rights

Social and cultural rights include the right to education, the right to culture, and the right to health. The Roma experience discrimination and marginalization, which affects their access to social and cultural rights.

11. Social and cultural participation

Social and cultural participation includes access to political power, cultural participation, and community services. The Roma experience discrimination and marginalization, which affects their access to social and cultural participation.

12. Social and cultural identity

Social and cultural identity includes the right to identity, the right to culture, and the right to leisure. The Roma experience discrimination and marginalization, which affects their access to social and cultural identity.

13. Social and cultural rights

Social and cultural rights include the right to education, the right to culture, and the right to health. The Roma experience discrimination and marginalization, which affects their access to social and cultural rights.

14. Social and cultural participation

Social and cultural participation includes access to political power, cultural participation, and community services. The Roma experience discrimination and marginalization, which affects their access to social and cultural participation.

15. Social and cultural identity

Social and cultural identity includes the right to identity, the right to culture, and the right to leisure. The Roma experience discrimination and marginalization, which affects their access to social and cultural identity.

16. Social and cultural rights

Social and cultural rights include the right to education, the right to culture, and the right to health. The Roma experience discrimination and marginalization, which affects their access to social and cultural rights.

17. Social and cultural participation

Social and cultural participation includes access to political power, cultural participation, and community services. The Roma experience discrimination and marginalization, which affects their access to social and cultural participation.

18. Social and cultural identity

Social and cultural identity includes the right to identity, the right to culture, and the right to leisure. The Roma experience discrimination and marginalization, which affects their access to social and cultural identity.
The magazine cover structure is based on the A4 cover template and has been improved for this specific product. The logo can be used in its negative or positive version depending on the header colour (see examples on the following page). Adding the title of the magazine onto a banner directly under the header is allowed for magazines or newsletters. You are authorised, specifically for magazine and newsletter covers, to insert information related to the issue into the header.

Except for the cover, the magazine structure follows the same rules as a publication layout.
Publications
Grid system
for A4 newsletters

Newsletters could possibly add articles to the cover page. The logo is used in its negative version on a coloured header. The name of the newsletter is added under the logo on a white strip. A second coloured strip separates the name of the newsletter from the title of the article.

You have the option of highlighting content by creating a coloured box or by inserting key information under the name of the newsletter using bullet points.
Publications
Grid system
for A4 newsletters
Publications
Grid system
for A4 newsletters
Publications
A4 newsletters
Examples

1. Example of a newsletter with an article box on the left;
2. Example of a newsletter with a different policy colour, an article box on the right and incorporating a picture;
3. Example of a newsletter with a highlight box on the left;
4. Example of a newsletter with a different policy colour and a highlight box on the right with a picture in the box.
1. Example of a newsletter showing a title box with vertical text on the right and with highlighted information under the title;
2. Example of a newsletter with a different policy colour, a title box with vertical text on the right, highlighted information under the title and incorporating a picture.
A template for factsheets is available and includes boxes for highlighting information or specific statistics. You have the option of inserting pictures, tables or charts to illustrate the subject. The factsheet integrates the negative version of the logo on a coloured banner.
**Publications**

Grid system for A4 factsheet Cover (Verso)
Examples of layouts using the factsheet templates.
Publications
Grid system
for A4 cover (horizontal)
The layout grid of the back cover is the same as that created for the cover, with the difference being that 8 columns with 5 mm gutters are added to it.

The texts are positioned on the left column, aligned flush left, ragged right.
Publications
Grid system
for double page horizontal

7 gutter columns: 5 mm

6 gutter columns: 5 mm
Publications

Double page horizontal
Publications
Grid system
for A4 cover folded in two
Publications
Grid system
for A4 folded in two
Publications
A4 folded in two
Examples

1. Full page image with text / white header
2. Image only + text on flat colour tint positioned at the top of the page
3. Image only + text on flat colour tint positioned at the bottom of the page
Publications
Grid system
for 21 x 21 cm cover
Publications
Grid system for 21 x 21 cm back cover
Publications
21 x 21 cm cover
Examples

1. Full page image with text / white header
2. Full page image on white background with text / coloured header
3. Full page image with text / white header
Publications
Grid system
for double page 21 x 21 cm

The layout is the same as for the A4 template
The layout is the same as for the A4 template
Publications

Grid system
for A5 back cover
Publications
Grid system for double page A5

4 gutter columns: 5 mm

The layout is the same as for the A4 template
Publications

Grid system

for A5 cover (horizontal)

The layout is the same as for the A4 template
Publications
Grid system
for A5 back cover
(horizontal)
The layout is the same as for the A4 template
Publications
Grid system
for A6 cover

The layout is the same as for the A4 template
Publications
Grid system
for A6 back cover
Publications
Grid system
for double page A6

4 gutter columns: 5 mm

The layout is the same as for the A4 template
The layout is the same as for the A4 template
Publications
Grid system for double page A6 (horizontal)

4 gutter columns: 5 mm

The layout is the same as for the A4 template
Publications
Grid system for B5 cover

The layout is the same as for the A4 template
Publications
Grid system
for B5 back cover
Publications
Grid system
for double page B5

The layout is the same as for the A4 template
(See examples p. 125 to 129)
Publications
Grid system
for leaflet A4 c ver
Publications
Grid system
for Leaflet A4 back c ver
Publications
Leaflet A4 c ver
Examples

1. Full page flat-coloured background with text / white header
2. Image only + text on white strip positioned at the bottom of the page
Publications
Grid system for inside pages of leaflets A

2 gutter columns: 5 mm
Mauris alirsuam velit pellentesque

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec elementum tempor dictum. Aenean id massa iaculis et interdum auctor nulla.

Donec sagittis diam ac nulla. Donec sagittis diam ac nulla.

Pellentesque varius vestibulum.

Morbi ut vehicula ante. Phalaeus placerat, velit ac vestibulum.

lum, erat felis rhoncus mauris, id ultricies feugiat lorem convallis vel pretium libero. Nam elementum varius vitae, varius id dapi-

Nunc consectetur auctor. sollicitudin ac, lobortis auctor nunc eu suscipit. Pellentesque sem nulla.

Nulla consequat iaculis rutrum. Donec sagittis varius vestibulum.

Nunc consequat iaculis rutrum. Donec sagittis varius vestibulum.

Donec sagittis diam ac nulla.

Examples for A4 leaflet

Inside pages

Publications

for A4 leaflet

Examples

1 Mauris alirsuam velit pellentesque


Pellentesque varius vestibulum.

Morbi ut vehicula ante. Phalaeus placerat, velit ac vestibulum.

lum, erat felis rhoncus mauris, id ultricies feugiat lorem convallis vel pretium libero. Nam elementum varius vitae, varius id dapi-

Nunc consectetur auctor. sollicitudin ac, lobortis auctor nunc eu suscipit. Pellentesque sem nulla.

Nulla consequat iaculis rutrum. Donec sagittis varius vestibulum.

Nunc consequat iaculis rutrum. Donec sagittis varius vestibulum.

Donec sagittis diam ac nulla.

Examples for A4 leaflet

Inside pages

Publications

for A4 leaflet

Examples
Publications
Grid system
for Leaflet A3 back c ver
1. Full page image on white background with text on flat colour tint positioned at the bottom of the page / coloured header
2. Image only + text on flat colour tint positioned at the top of the page
3. Image only + text on flat colour tint positioned at the bottom of the page
Publications
Grid system for inside pages of leaflet A

4 gutter columns: 5 mm

The layout is the same as for the leaflet A4 template
For all posters that follow the DIN standard (A3, A2, A1 and A0), the layout process and the proportions are the same as for the construction of an A4 cover except that the logo is 1/11 the width of the document.
Publications
Posters (vertical)
Examples

1. Full page image with text / white header
2. Image with text + title on white strip positioned at the top of the page / coloured header
3. Full page image with text / white header
Publications
Posters (vertical)
Examples

1. Image with text + title on flat colour tint positioned at the top of the page
2. Photomontage image only + text on flat colour tint positioned at the bottom of the page
Publications
Posters (vertical)
Examples

1. Full page image on white background with text / coloured header
2. Full page image on white background with title and body text / coloured header
3. Image with body text + title on flat colour tint positioned at the top of the page
Publications
Posters (vertical)
Examples

1. Poster with body text + title on flat colour tint positioned at the top of the page
2. Poster with body text + title on flat colour tint positioned at the top of the page with an image
3. Poster with body text and image + title on flat colour tint positioned at the top of the page
For all posters that follow the DIN standard (A3, A2, A1 and A0), the layout process and the proportions are the same as for the construction of an A4 cover.
Publications
Posters (horizontal)
Example

1. Full page image on white background with title and body text / coloured header
2 & 3. Full page image with text / white header
The environment as a driver of development in Europe’s fisheries area

L’environnement, moteur de développement pour les zones de pêche européennes

El medio ambiente, motor de desarrollo en las zonas de pesca europeas

The European Commission logo exists in a mute version, to be used on multilingual products only.

For publications, the translations of the European Commission in all languages required will be positioned at the bottom part of the cover page above the footer box.

In this specific case, the footer box will not insert the policy name and its size will be reduced to half of the flag, however it will keep the policy colour.
Small advertisements in the press or in the web have different formats.

On vertical formats (e.g. 150X94 mm) the logo, the banner and the footer are placed in a standard way.
In very small square formats (e.g. 100X100 mm) the visual elements cannot be placed in a standard way due to space constraints. Exceptionally, the horizontal logo should be used. The same exception applies to very horizontal formats (e.g. 100X239 mm - 50X239mm).

Sedi to oditemporum quatur
10>15 January 2013

Ferent Atum apis a Ceat
5>10 January 2013
It is very important not to have any disturbing elements behind the logo. If the background picture becomes very light and uniform at the place where the logo should be displayed, the positive version of the horizontal logo can be used. If the background picture becomes very dark and uniform at the place where the logo should be displayed, the negative version of the horizontal logo can be used. In cases where the background picture could be a disturbing element to the logo, this part can be filled with a plain coloured background.

50X239 mm

Publications

Specific formats

Examples
Publications
Examples
# Publications

Margins and columns size for inside pages overview

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>MARGINS</th>
<th>COLUMNS</th>
<th>SEE PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Top</td>
<td>Bottom</td>
<td>Inside</td>
</tr>
<tr>
<td>A4 Vert.</td>
<td>13 mm</td>
<td>13 mm</td>
<td>25 mm</td>
</tr>
<tr>
<td>A4 Horiz.</td>
<td>13.975 mm</td>
<td>13.99 mm</td>
<td>25 mm</td>
</tr>
<tr>
<td>A4 folded in two</td>
<td>12.7 mm</td>
<td>13.367 mm</td>
<td>15 mm</td>
</tr>
<tr>
<td>210 x 210</td>
<td>13.984 mm</td>
<td>13.984 mm</td>
<td>25 mm</td>
</tr>
<tr>
<td>A5 Vert.</td>
<td>13.05 mm</td>
<td>10.66 mm</td>
<td>20 mm</td>
</tr>
<tr>
<td>A5 Horiz.</td>
<td>13 mm</td>
<td>12.233 mm</td>
<td>25 mm</td>
</tr>
<tr>
<td>A6 Vert.</td>
<td>11 mm</td>
<td>10 mm</td>
<td>15 mm</td>
</tr>
<tr>
<td>A6 Horiz.</td>
<td>12 mm</td>
<td>12.567 mm</td>
<td>20 mm</td>
</tr>
<tr>
<td>BS Vert.</td>
<td>12.8 mm</td>
<td>12.833 mm</td>
<td>25 mm</td>
</tr>
<tr>
<td>leaflet A4</td>
<td>13 mm</td>
<td>10.7 mm</td>
<td>7.5 mm</td>
</tr>
<tr>
<td>leaflet A3</td>
<td>15 mm</td>
<td>15.3 mm</td>
<td>15 mm</td>
</tr>
</tbody>
</table>

The gutter columns is always 5 mm
The use of several flat colour tints is not all wed. The text is not well balanced in the space available. Avoid aligning all texts the same way on the same axis.

Colour shading is not allowed. The vertical axis is not respected. Flat colour tints and typography should always be aligned with the flag/outer box axes.

The top banner should always be white when using a coloured visual. The contrast between the title and the big ‘word’ is not strong enough.

The safe area of the logo is not respected. Mixing different typographies on covers is not allowed. The white banner at the bottom of the page is not necessary.
Publications

Don’ts

- You are not allowed to use several image blocks.
- No images or parts of images are allowed in the header.
  Images with white background are not to be used with the white header.
- The colour of the photo is too close to the colour of the footer box. The footer box is no longer visible.
- The colour of the header should always be the same colour as the policy (footer box and horizontal bar of the logo).
Publications

Don’ts

The image block/flat tint colour block should always be justified on either axis of the fla.

The footer box with policy name should always be the same height as the flag (except for multilingual publications).

The flag and the outer box are not centred on the page.
2.4 Event communication
Event communication

Stands

For exhibitions, events or fairs organised by the European Commission, the following two solutions are illustrated:

Double stand backdrop with lecterns

Self-standing roll-up panel

This is not an exhaustive selection of material, but demonstrates how to use the visual identity in such settings.
Event communication
Banners and flag

For the flag running down the façade of the Berlaymont, the logo is placed at the bottom to help people nearby see it more easily and also to assist photographers in their work.

Banner
360 x 80 cm

Lorem ipsum et
Quisque semper adipiscing

Dolor cum nat mem
Quisque semper adipiscing

Fusce facsis varius
Quisque semper adipiscing

ec.europa.eu/budget/reform
You can use this template to create your backdrop for campaign. The logo is centred on the white top banner. You can choose to use a full photograph or illustration or to mix a picture with a flat tint of colour as in the examples.

The hardware’s size in the Press Room in the Berlaymont building is 2718 x 1200 pixels. Your layout has to be saved in .PNG format.
The template for conference badges integrates the horizontal version of the logo in its positive version. The name or function is inserted between two lines and information relating to the conference is at the bottom of the badge.
Event communication
Conferences material programmes

The conference programme template is based on the A4 format template. In the following example, the title and key information are accentuated in a coloured stripe.

For programmes designed for publications, the footer box shows the name of the policy, programme or agency and uses the colour chosen, as does the horizontal bar underlining the logo.
3

Specific application
Specific application
Use of the Commission logo in equal partnership with other organisations (co-branding)

For co-branding with the logos of other European institutions align the various logos with the top of the flag within the Commission logo. This ensures an equal and balanced visual weight.

For co-branding with external organisations logos, make sure all logos have equal and balanced visual weight and align them with each other horizontally.
Specific application
Co-branding
Examples

In the case of co-branded publications you do not have to follow the visual identity guidelines and you do not need to place the Commission logo top centre. As long as the Commission logo has the same visual weight as the other logos, it can be placed in any part of the co-branding area aligned with the others logos.
Specific application
Insertion of authorised logos

Some logos of EU services remain in use following due authorisation by the Secretary-General and the Director-General of DG Communication. These authorised logos can be integrated at the bottom of the cover page aligned on the right side of the footer box.
The sign-off option can be used by partners, stakeholders and other third parties when they receive support from the Commission or they communicate about a Commission initiative or a product of a third party is financed by the Commission.

A typical example is a study or report paid for by the Commission but developed by an external consultancy and the contents do not reflect the views of the Commission.

The third party using the sign-off option shall request permission from the European Commission for the use of the Commission logo. However, the text displayed next to the Commission logo shall use a font which is available to the external organisation. Recommended fonts are EC Square Sans Pro, Verdana, Arial, Tahoma, Calibri and Trebuchet in italic.
Specific application
Door Stickers

Below are some examples of door stickers for offices.

One version integrates the graphical element for central offices. The information relating to the desk number or the office is integrated in the blue header, while the information relating to the names and functions are in the sub-part on the graphical element.
Specific application
Door Stickers

The second example is specifically for the executive agencies and uses the horizontal logo version, including the name of the agency in the colour chosen. In this case, the header is white and you have to use the positive version of the logo.

At the bottom, you have the option of integrating the unit reference on a stripe in the agency colour.
Due to the technical nature of maps and their need to display a lot of information in a clear way, the visual elements are not placed in a standard way.

The top banner will have the colour chosen by the Directorate General or service, or the corporate blue if no colour has been selected.

The title of the map is exceptionally displayed in the banner. The logo of the Commission, in its horizontal version, is located at the right side of the banner and centred in relation to the map legend.
For more information

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This graphic charter is an internal document aimed at presenting to the staff of the European Commission the basic principles governing the new visual identity of the institution.

To find this charter and download all the material, go to: http://www.cc.cec/home/dgserv/comm/visual_identity/

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