

Visual Identity

January 2018

European Pillar of Social Rights

#SocialRights

This European Social Pillar visual identity toolkit provides a basic overview along with some examples to help you in the production and implementation of a wide range of outputs.

This visual identity is constructed to work within the framework of the the European Commission visual idenity. The use of the European Commission logo is governed by the European Commission visual identity charter and its use and application should adhere to those guidelines.



This toolkit shall be observed whenever European Commission staff, external partners or stakeholders communicate on behalf of the European Social Pillar, or on any of its actions, activities or programmes.

Colour Palette









The vibrant primary colour palette is for use as graphic and text elements. colour should be used to highlight areas and draw attention to key features.

The secondary palette is to be used to support the primary palette.

Primary Palette

| | | | | | | | | |
|---|--------------------------------|---------------------------|---|--------------------------------|--------------------------|---|-------------------------------|--------------------------|
|  | C: 0 M: 55 Y: 99 K: 0 | R: 246 G: 139 B: 32 |  | C: 0 M: 90 Y: 55 K: 0 | R: 231 G: 52 B: 82 |  | C: 0 M: 0 Y: 0 K: 75 | R: 100 G: 99 B: 99 |
|---|--------------------------------|---------------------------|---|--------------------------------|--------------------------|---|-------------------------------|--------------------------|

Secondary Palette

| | | | | | | | | | | | |
|---|----------------------------------|--------------------------|---|---------------------------------|---------------------------|---|----------------------------------|----------------------------|---|---------------------------------|----------------------------|
|  | C: 100 M: 100 Y: 5 K: 0 | R: 48 G: 49 B: 140 |  | C: 4 M: 20 Y: 100 K: 0 | R: 246 G: 200 B: 18 |  | C: 27 M: 100 Y: 16 K: 0 | R: 185 G: 29 B: 123 |  | C: 33 M: 33 Y: 33 K: 0 | R: 176 G: 163 B: 160 |
|  | C: 12 M: 95 Y: 67 K: 2 | R: 210 G: 48 B: 76 |  | C: 51 M: 98 Y: 2 K: 0 | R: 144 G: 42 B: 140 |  | C: 0 M: 0 Y: 0 K: 70 | R: 109 G: 110 B: 113 |  | C: 62 M: 14 Y: 54 K: 0 | R: 107 G: 170 B: 137 |

Typography

EC Square Sans Pro is the mandatory font for the European Commission outputs.

EC Square Sans Pro Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£\$%^&*()-+=|\<>?/

EC Square Sans Pro Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£\$%^&*()-+=|\<>?/

EC Square Sans Pro Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£\$%^&*()-+=|\<>?/

EC Square Sans Pro Extra Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£\$%^&*()-+=|\<>?/

Typography (Alternative typography for Office and Web)

Verdana is used for any document created for the web or web mobile using Office programmes, e.g. Word, PowerPoint, Excel (except for Eurolook, Legiswrite or Egrefe, in Times News Roman).

Verdana Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!"£\$%^&*()-+=|\<>?/

Verdana Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!"£\$%^&*()-+=|\<>?/

Pull-up Banners

These pull-banners have been developed for two specific types of content. Option one has been designed to display a single language with a photograph. Option two has been designed to be inclusive and feature three languages.

Option 1



Option 2



Language/Colour Options



3 Sided Tower

This three sided tower has been designed to display large amounts of content in an engaging and informative way within an exhibition or conference setting.

Quote and generic information configuration



Text information configuration



Commissioner Designs



Artwork for all three sides of the tower



Beach Flags



Alternative Options



Wide format banner

Wide format pull-up banner provides a branded backdrop to be used at conferences or exhibitions.

Wide format pull-up banners



Not to scale

Pop-up stand

The pop-up stand is double sided, with the content on the front repeated on the back. The corners are rounded and the artwork joins together seamlessly.

Pop-up Stand



In situ



Not to scale

A4 Cover

Here is an example of a generic publication cover. This layout could be used in various sizes.



A3 Poster Template

This poster template option allows the user to add content in the specified area. The example below shows how the poster could be used to promote an event.



Poster A3 (layout alternatives)



A3 Event Folder

The examples presented here show how the visual identity can be applied to event folders.



Alternative Option



Not to scale

Signage – A4 Landscape

These outputs have been designed to provide simple branded signage for conferences or events.



Colour Options



Not to scale

Signage – A4 Portrait

Original



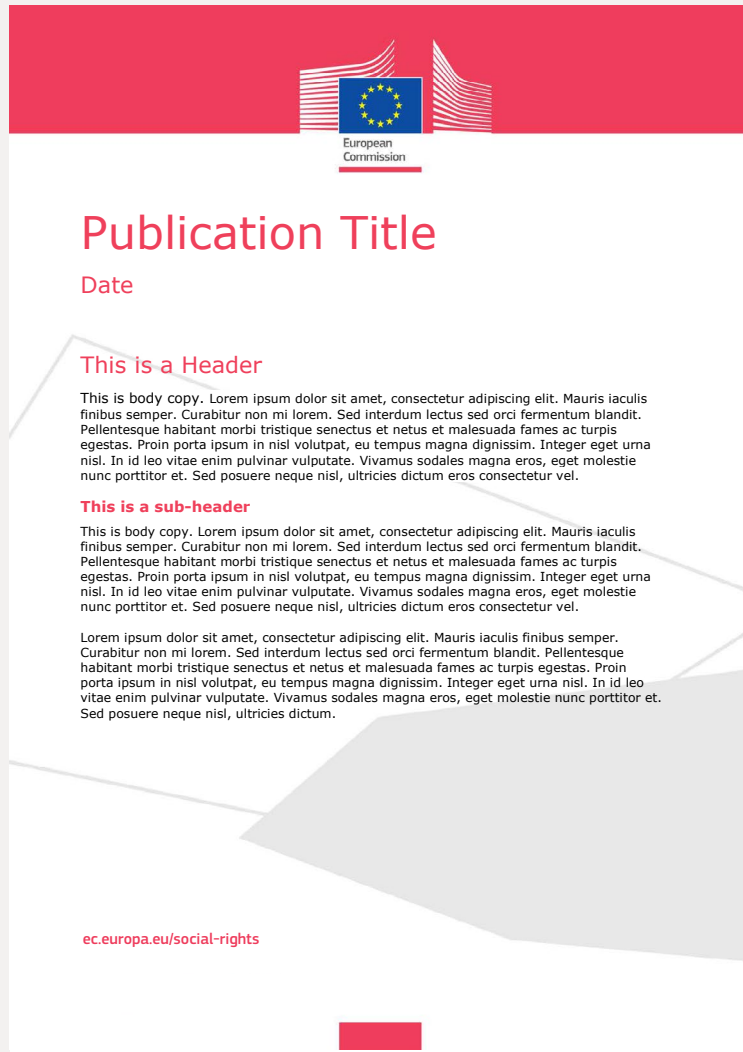
Colour Options



Not to scale

Word Single Sheet Template

This single sheet template has been designed in word for easy use. This document could be used for newsletters or press releases.



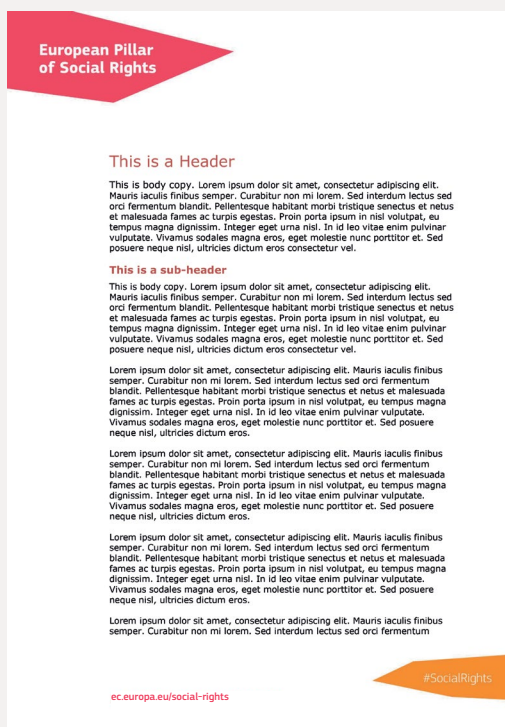
Word Document Template

This template has been designed in word for easy use. This document could be used for reports, conference or event materials as well as newsletters and press releases.

Cover page layout



Inner page layout



Back cover page layout (optional)



PowerPoint Template

A Powerpoint template has been designed for easy use. The template allows the user to add content in a pre-designed format.



A4 Square Quote Cards



We all have the responsibility to prepare the ground for Europe to remain competitive and social in view of the new dynamics affecting our economies, societies and labour markets. We cannot sit around and wait for economic recovery alone to improve the social situation.

European Commissioner,
Marianne Thyssen



A4 Factsheets - Social Scoreboard

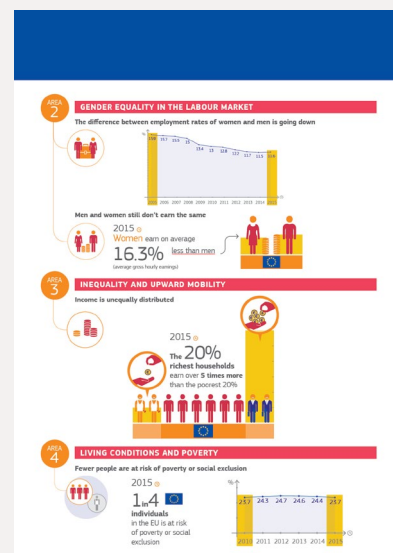
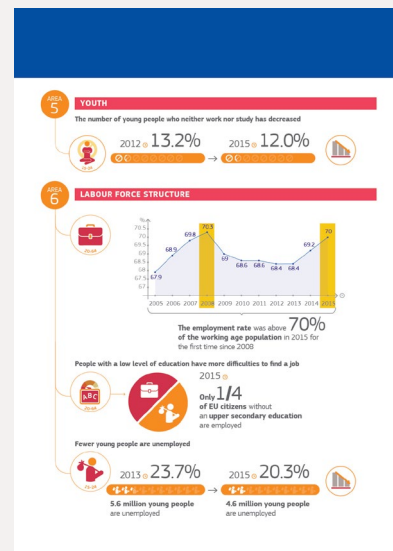
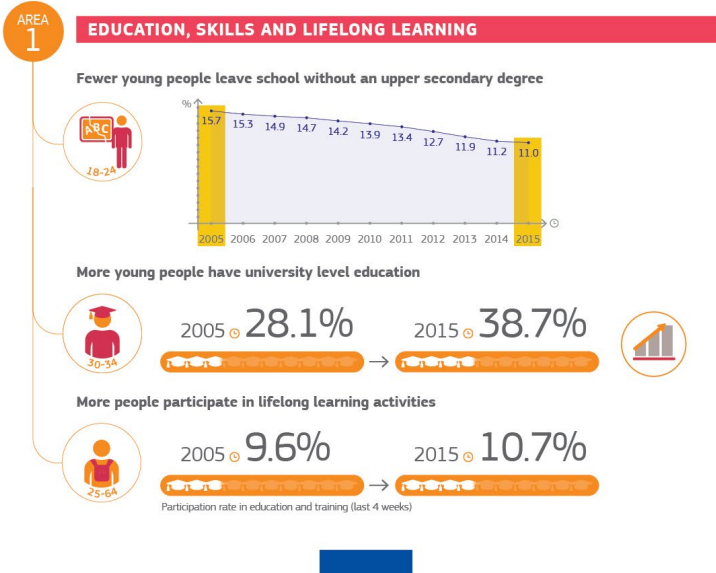
These factsheets have been designed to present complex information in a graphical style. The graphics are presented in a clear and engaging way using the primary colour palette.



Delivering on a more social and fair Europe is a key priority for the European Commission. The European Pillar of Social Rights, adopted on 26 April 2017, is supported by a 'Social Scoreboard' of key indicators that screen employment and social performances of participating Member States.

The scoreboard serves as a reference framework to monitor 'societal progress', in a tangible, holistic and objective way. It detects in a timely way the most significant employment and social challenges facing the Member States, the EU and the euro area, as well as progress achieved over time.

The Social Scoreboard builds on 12 areas.



Social Media Covers



Social Media Animated Gifs



Frame 01



Frame 02



Frame 03



Frame 04



Frame 05

European Social Pillar: All language versions

EN

European Pillar of Social Rights

BG

Европейски стълб на социалните права

CS

Evropský pilíř sociálních práv

DA

Den europæiske søjle for sociale rettigheder

DE

Die europäische Säule sozialer Rechte

ET

Euroopa sotsiaalõiguste sammas

EL

Ευρωπαϊκός πυλώνας κοινωνικών δικαιωμάτων

ES

Pilar europeo de derechos sociales

FR

Le socle européen des droits sociaux

GA

Colún Eorpach na gCeart Sóisialta

HR

Colún Eorpach na gCeart Sóisialta

IT

Il pilastro europeo dei diritti sociali

LV

Eiropas sociālo tiesību pīlārs

LT

Europos socialinių teisių ramstis

HU

A szociális jogok európai pillére

MT

Pilastru Ewropew tad-Drittijiet Soċjali

NL

De Europese pijler van sociale rechten

PL

Europejski filar praw socjalnych

PT

O Pilar Europeu dos Direitos Sociais

RO

Pilonul european al drepturilor sociale

SK

Európsky pilier sociálnych práv

SL

Evropski steber socialnih pravic

FI

Euroopan sosiaalisten oikeuksien pilari

SV

Europeiska pelaren för sociala rättigheter

European Pillar of Social Rights

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