



European  
Commission

# visual identity guidelines

# TABLE OF CONTENTS

1	<b>Introduction</b>		31	<i>Website banners</i>
2			32	<i>Website</i>
3			33	<i>PowerPoint</i>
4	<b>1. Visual elements</b>		36	<b>2.2 Stationery</b>
5	1.1 Logo		37	<i>Letterhead</i>
6			38	<i>Compliments cards</i>
7			39	<i>Business cards</i>
8			40	<i>Electronic signature</i>
9			41	<i>Document folder</i>
10			42	<i>Adhesive notepad</i>
12			43	<i>Promotional items</i>
13			45	<b>2.3 Publications</b>
14			46	<i>Grid system for covers, back cover and examples</i>
15	1.2 Visuals		60	<i>Grid system double pages, inside pages and examples</i>
16			67	<i>Grid system for posters and examples</i>
17	1.3 Colours		71	<i>Don'ts</i>
18			72	<b>2.4 Event communication</b>
19			73	<i>Stands</i>
20	1.4 Typography		74	<i>Banners and flags</i>
21			75	<i>Backdrops</i>
22			76	<b>3. Specific applications</b>
23			77	<i>Co-branding and examples</i>
24			79	<i>Sign-off and examples</i>
25	<b>2. Various fields of application</b>			
26	2.1 Electronic media			
27				
28				
29				
30				

# Introduction

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

It gives the European Commission a recognisable image and a more coherent voice when communicating. The new visual identity is both serious and elegant.

The identity is constructed around the new European Commission logo. This is based on 2 key elements: the European flag and a graphic element inspired by the headquarters of the European Commission. The structured nature of the visual identity confers an image of reliability to the institution.

This new visual identity should be used for all communication products (web, publications, promotional items, etc.) of the European Commission. This will help promote a serious, consistent image of the institution to the public. It will also give more coherence and weight to the Commission's communication. All persons responsible for producing communication material, both within and outside the European Commission, should respect the guidelines set out in this graphic charter.

# Introduction

## Basic principles

The European Commission's new graphic identity is defined by its different constituent visual elements: logotype (1), footer box (2), typography (3), top white (or blue) banner and 'separation' line (4).

### 1. The logo:

The 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).

### 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 that of the flag in the logotype. On small documents where the logo is too close to the bottom of the page, its height is 1/4 that of the flag (see example p. 42).

b. In the case of documents created for different European Commission's 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 typefaces:

The typefaces used in the new visual identity are as follows:

- main: PF Square Sans Pro
- secondary: Garamond Premier Pro

The PF Square Sans Pro font is used in all documents. 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.

(for more information on the choice of typefaces and their use, see pages 21, 22, 23 and 24).



### 4. The top white banner of the document:

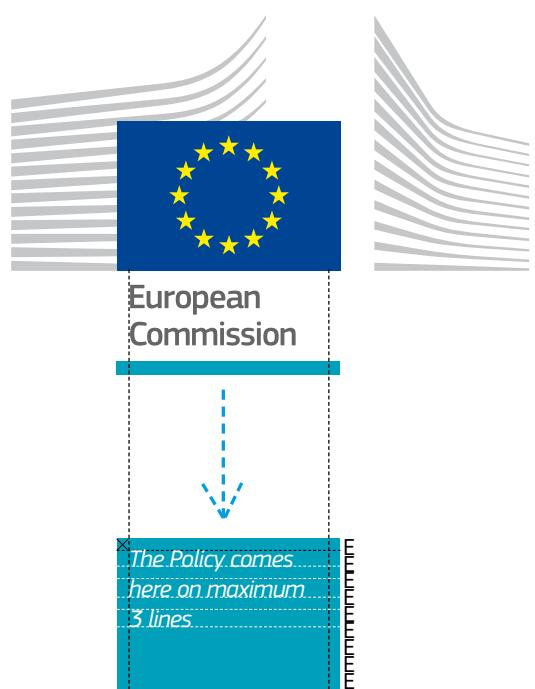
Breathing space, a 'showcase' for the logo, a constant and unchangeable visual element the white banner (or blue in some cases – see p. 38, 41) is all of these rolled into one. The blue banner will be used for certain documents (mainly stationery) that do not have images/flat colour tints immediately under the banner.

# Introduction

Use of colour and typography  
for the Policies

A colour palette will be developed for each policy area. This will help give them their own individuality within the common corporate look and feel.

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.



The policy will be indicated in PF Square Sans Pro Italic, with automatic interline spacing, and letter spacing (kerning) -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 typeface in white or black. No other colour can be used in this area.

1

# Visual elements

Logo  
Visuals  
Colours  
Typography

# 1.1

# Logo

# Logo

## Positive versions

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).

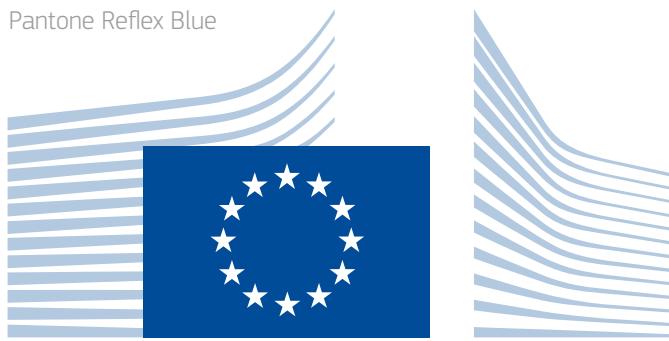
[http://www.cc.cec/home/dgserv/comm/visual\\_identity/](http://www.cc.cec/home/dgserv/comm/visual_identity/)

CMYK



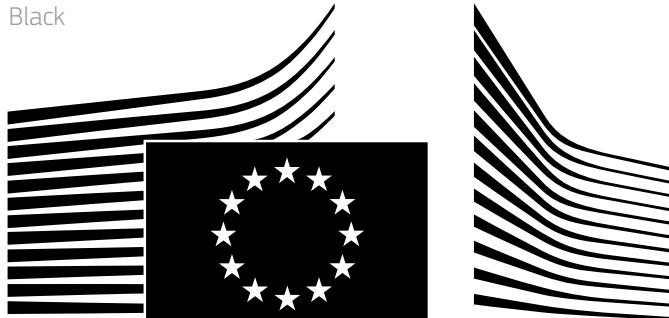
European  
Commission

Pantone Reflex Blue



European  
Commission

Black



European  
Commission

# Logo

## Negative versions

CMYK



European  
Commission

Pantone Reflex Blue



European  
Commission

Black

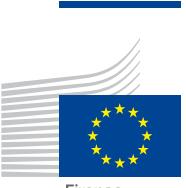


European  
Commission

The gold version is an alternate version for 1 pms printing on colour paper./fabric It is an example, any colours can be used (see example page 43 (lanyards)).

# Logo

## Language versions

BG			FR			PL		
CS			GA			PT		
DA			HU			RO		
DE			IT			SK		
EL			LT			SL		
EN			LV			FI		
ES			MT			SV		
ET			NL					

# Logo

## Typography size and leading

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 above determines the space between the baseline of “kommissionen” and the top line of the horizontal bar.

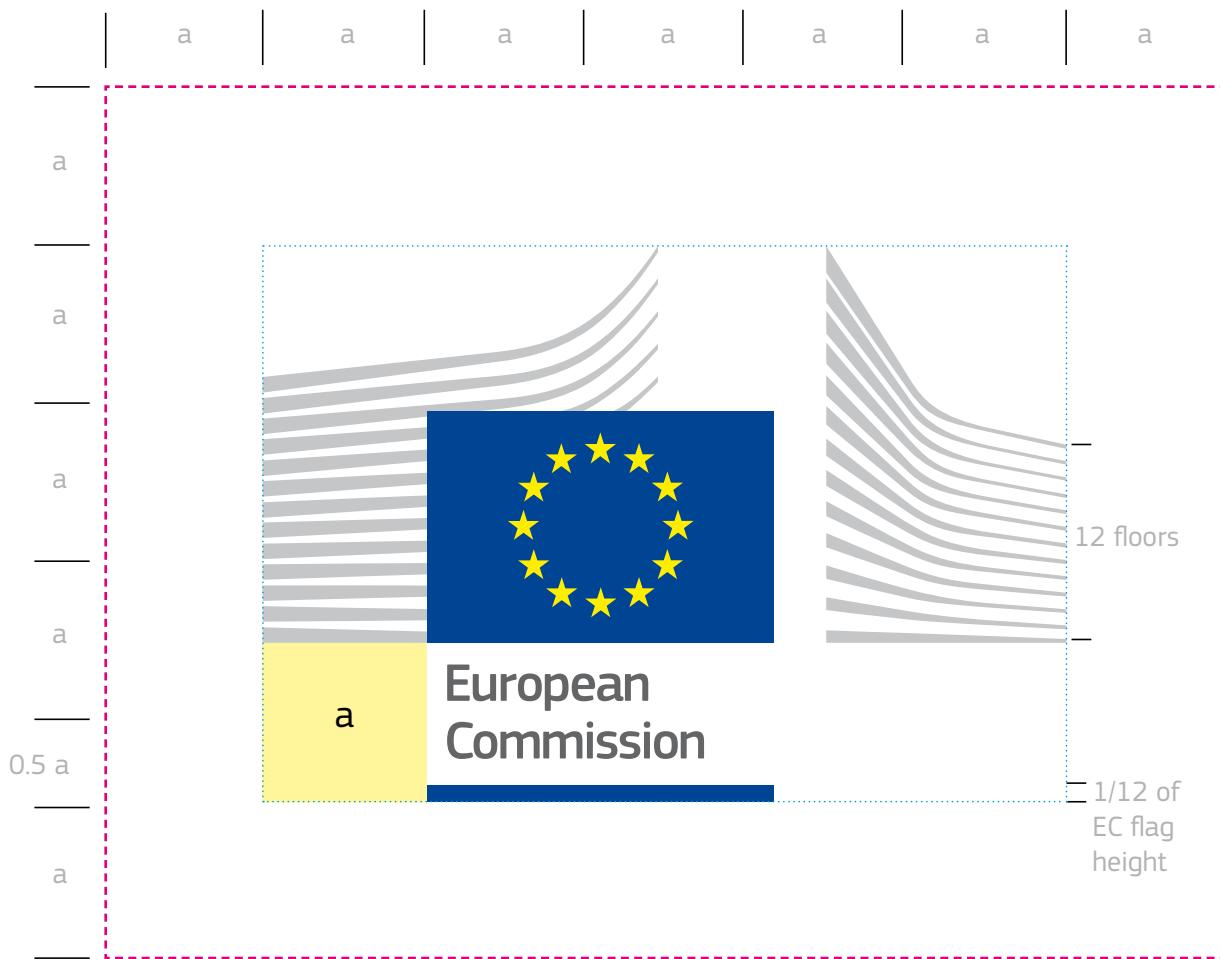
# Logo

## 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<sup>1</sup>.



Protection area  
of logotype:  
no images or  
typography  
allowed within  
these limits.

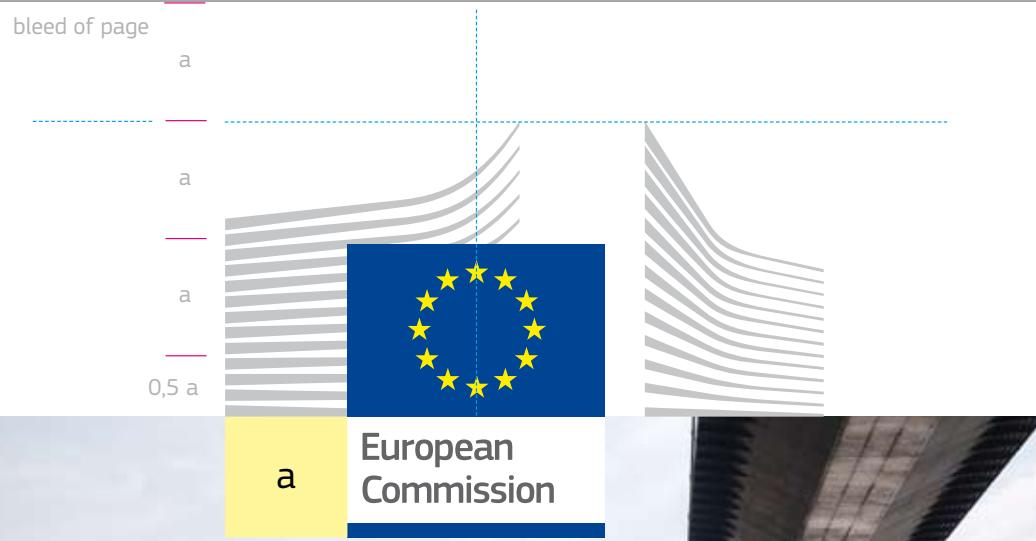
1. The only exception to this rule  
is business cards. Given their  
small size and the very limited  
space available, this “protection  
area” rule cannot be followed.

# Logo

Proportion  
and protection area



**When used with colours or photos**  
below the flag's baseline  
(in publications for example).



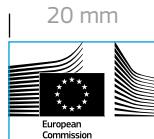
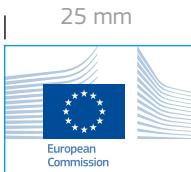
The flag of  
the European  
Commission logo  
must always be  
centred on the  
page as shown  
above.

# Logo

## Minimum size and typeface

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 to not reproduce any of the CMYK and Pantone Reflex 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 to not go below 20 mm.



### EXCEPTION

When use is limited in terms of space or height available (for example USB keys, ballpoint pens, signatures for the web, etc.), a simplified horizontal version of the logo is available in CMYK (web only), Reflex Blue and in Black (no greyscale).



This version is an alternate version for 1 pms printing on colour paper./fabric. It is an example, any colours can be used (see example page 43 (lanyards)).

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

For the European Commission logo, the PF Square Sans Pro Medium is the only typeface version allowed. It is used in Black with 75% opacity for the CMYK logo and 70% Pantone Reflex Blue for its 1 pms version 100% for the black & white version.

### PF SQUARE SANS PRO - MEDIUM

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXZ0123546789

# Logo Colours



CMYK

C: 100  
M: 80  
Y: 0  
K: 0

C: 0  
M: 0  
Y: 100  
K: 0

C: 0  
M: 0  
Y: 0  
K: 30

C: 0  
M: 0  
Y: 0  
K: 75



Pantone Reflex Blue

Reflex Blue  
100%

Reflex Blue  
30%

Reflex Blue  
70%



Black

Black: 100%

# Logo

## Do's and Don'ts

It is absolutely prohibited to modify the logo in any way. 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 logotype.



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 PF Square Sans Pro Medium.



Using upper case instead of lower case is not allowed.

## 1.2

# Visuals

# Visuals

## Use of images and graphic effects

**When you choose a photo,** make sure it has no element that will distort the legibility of the logo. If necessary, crop it differently.

The visuals used on cover pages should be subject-related. You should limit your selection to a single photograph. 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. Photo combinations (different photos merged into one visual) do not follow the visual identity guidelines. Use one visual only. If you want to show different subjects in one visual, choose an illustration with a coherent design.

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 others are not cluttered with any superfluous elements.



# 1.3

## Colours

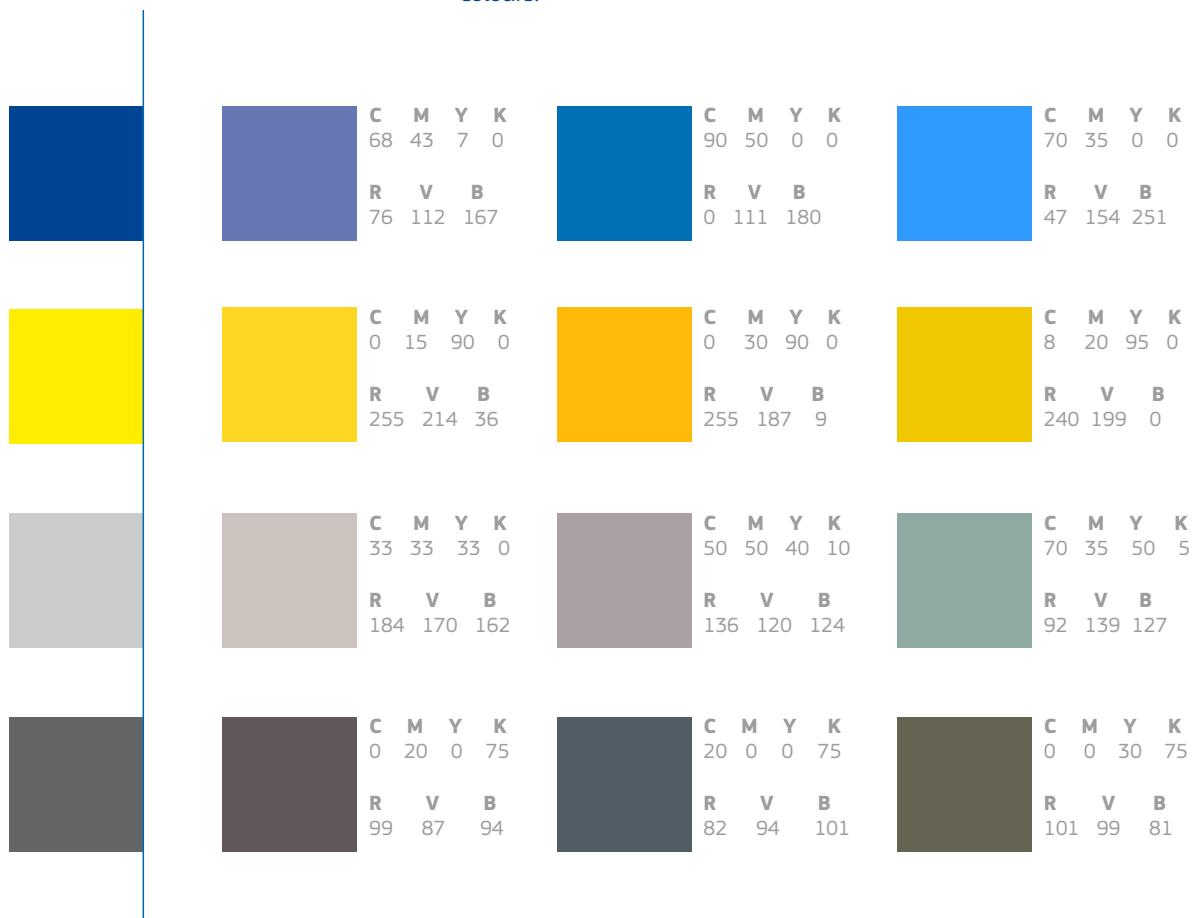
# Colours

## Colour palette for Corporate Communication

The choice of support colours is made based on the 4 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.

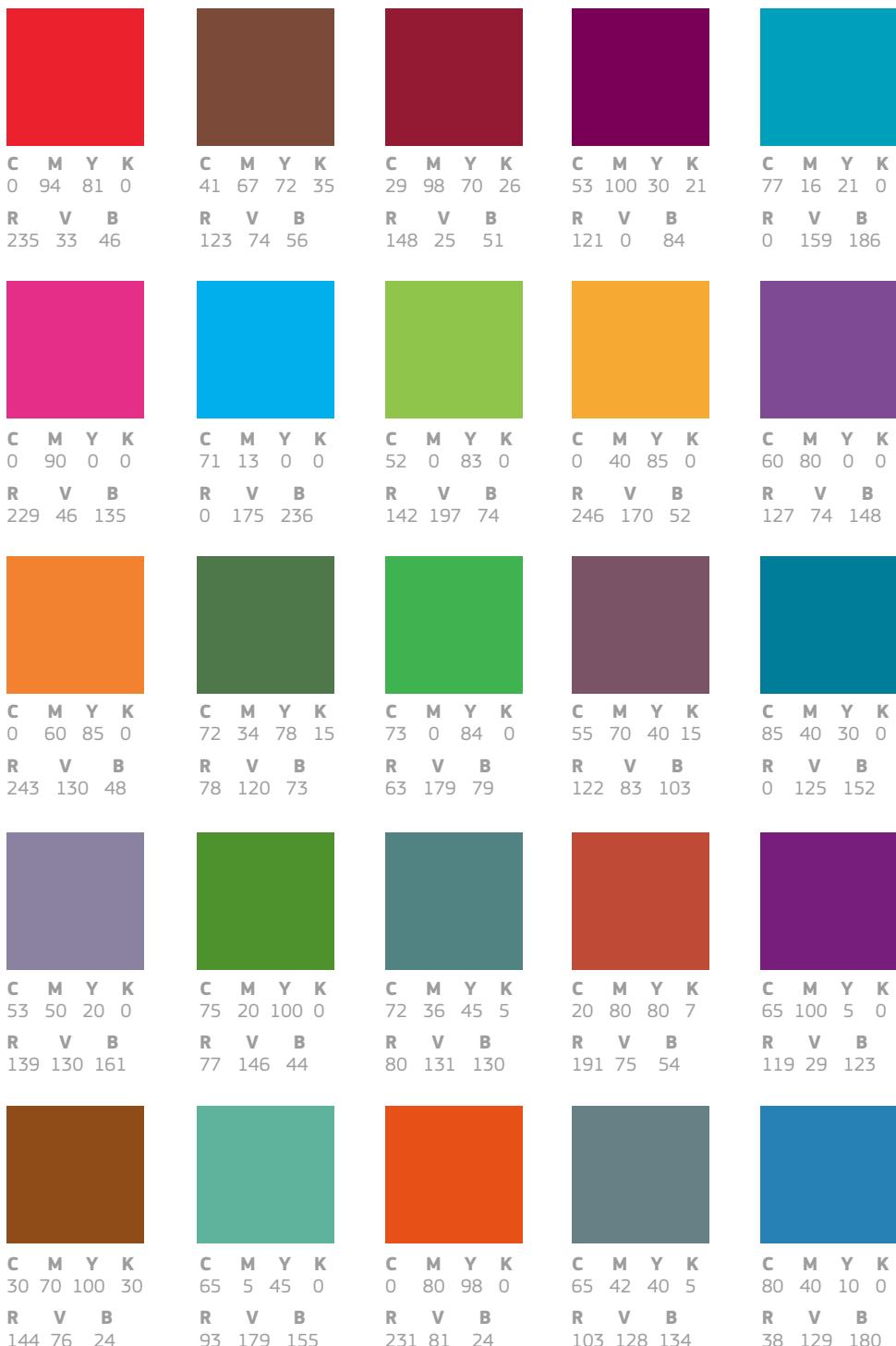
# Colours

## Colour palette for Policies

Colour is a key element of differentiation for the policy areas. A given policy area can select its own individual colour palette. The colours proposed for the different policies are bright or darker colours.

The choice of colours will be made on the basis of the themes addressed by each individual or crosscutting policy. Pastel colours must be excluded, along with blues that are too close to the Reflex 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.



# 1.4

## Typography

# Typography

Main typeface

PF Square Sans Pro

Three main weights are used for publication covers. However, nine other weights are available for inside pages as needed.

PF SQUARE SANS PRO - Regular

for [emphasized words in headlines, text body and titles](#)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXZ0123546789

PF SQUARE SANS PRO - Italic

for [subtitles and captions](#)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXZ0123546789

PF SQUARE SANS PRO - Medium

for [headlines and titles](#)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXZ0123546789

PF SQUARE SANS PRO - Thin

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXZ0123546789

PF SQUARE SANS PRO - Thin italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXZ0123546789

PF SQUARE SANS PRO - Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXZ0123546789

PF SQUARE SANS PRO - Light italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXZ0123546789

PF SQUARE SANS PRO - Medium italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXZ0123546789

PF SQUARE SANS PRO - Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXZ0123546789

PF SQUARE SANS PRO - Bold italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXZ0123546789

PF SQUARE SANS PRO - Extra black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXZ0123546789

PF SQUARE SANS PRO - Extra black italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXZ0123546789

# Typography

Secondary typeface  
Garamond Premier Pro

The classic Garamond Premier Pro used in association with the very modern PF Square Sans Pro will bring a strong contrast and rhythm to the layouts and provide greater legibility. This typography will only be used on the inside pages of publications.

Garamond Premier Pro Medium  
for captions

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
RSTUVWXZ0123546789

Garamond Premier Pro Semi Bold Italic  
for quotes

---

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNPQRSTUVWXYZ*  
*RSTUVWXZ0123546789*

Garamond Premier Pro Italic  
for quotes

---

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNPQRSTUVWXYZ*  
*RSTUVWXZ0123546789*

Garamond Premier Pro Bold  
for emphasized words in quotes and subtitles

---

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
**RSTUVWXZ0123546789**

Garamond Premier Pro Semi Bold  
for captions

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
RSTUVWXZ0123546789

Garamond Premier Pro Bold Italic  
for quotes

---

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNPQRSTUVWXYZ*  
*RSTUVWXZ0123546789*

# Typography

Alternate typeface  
for Office and Web  
Verdana

For any document created in web and web mobile, Office programmes (Word, PowerPoint, Excel) as well as for electronic signatures, the PF Square Sans Pro typeface is Verdana.

Verdana Bold  
for titles

**abcdefghijklmnopqr  
stuvwxyzABCDEFGHI  
JKLMNOPQRSTUVWXYZ  
XZ0123546789**

Verdana Regular  
for titles and text

abcdefghijklmnopqr  
stuvwxyzABCDEFGHI  
JKLMNOPQRSTUVWXYZ  
XZ0123546789

Verdana Bold Italic  
for emphasized words in quotes and subtitles

***abcdefghijklmnopqr  
stuvwxyzABCDEFGHI  
JKLMNOPQRSTUVWXYZ  
XZ0123546789***

Verdana Italic  
for subtitles

*abcdefghijklmnopqr  
stuvwxyzABCDEFGHI  
JKLMNOPQRSTUVWXYZ  
XZ0123546789*

# Typography

## System and rules

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.

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.

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.

# (81 pts) word

Set in PF Square Sans Pro Regular

divided by 1.6\* =

## (50 pts) word

divided by 1.6 =

### (31.5 pts) Headline

Set in PF Square Sans Pro Medium

divided by 1.6 =

#### (20 pts) Headline

divided by 1.6 =

(12 pts) Subtitle

Set in PF Square Sans Pro Italic

## 2

# Various fields of application

Electronic media

Stationery

Publications

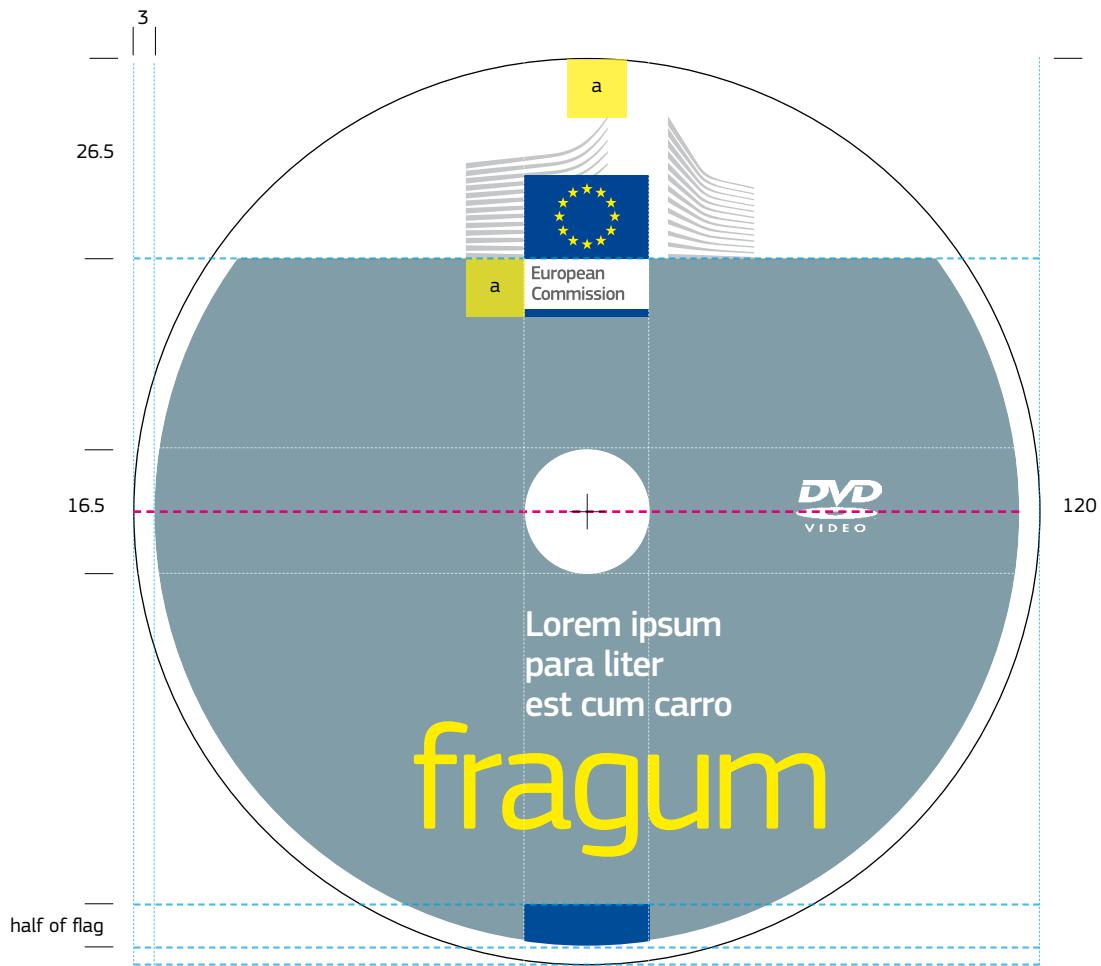
Event communication

## 2.1

# Electronic media

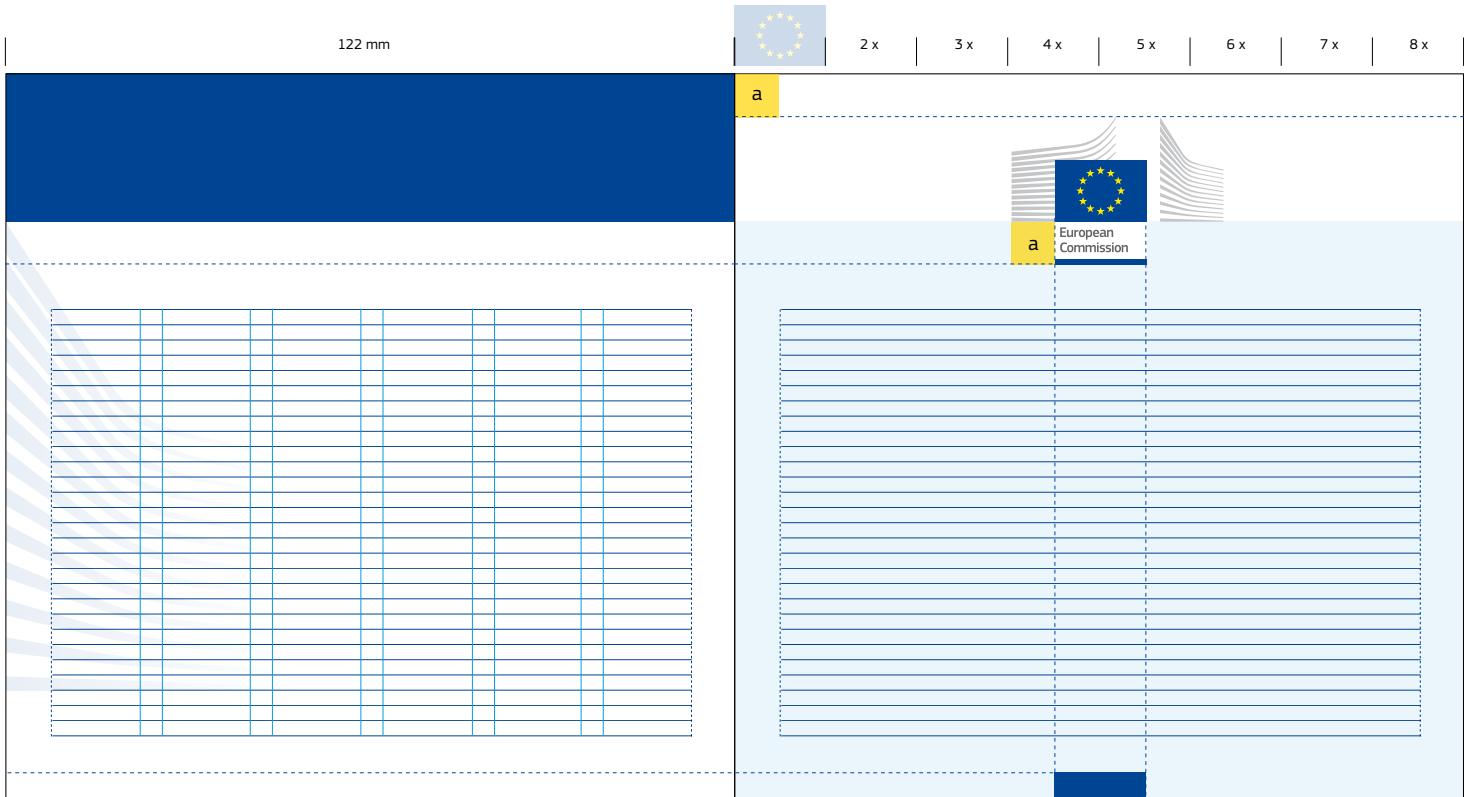
# Electronic media

## CD and DVD labels



# Electronic media

## CD and DVD pocket sleeve



**Neque porro quisquam est qui dolorem:**

**quia dolor sit amet, consecetur, velit:**

Quisque suscipit sapien. Phasellus cursus lacinia eros sed vestibulum. Donec placerat eleifend velit. Nulla mattis mauris sed quam convallis auctor. Integer mauris neque, pulvinar euismod rhoncus vel, gravida at turpis. Sed ullamcorper vehicula turpis, id suscipit est ornare non.

**Praesent elementum nunc non odio feugiat.**

Phasellus lorem nibh, trididunt ut adipiscin-

eu, viverra suscipit sapien. Phasellus cursus lacinia eros sed vestibulum. Donec placerat eleifend velit. Nulla mattis mauris sed quam convallis auctor. Integer mauris neque, pulvinar euismod rhoncus vel, gravida at turpis. Sed ullamcorper vehicula turpis, id suscipit est ornare non.

**For more information:**  
European Commission  
Information &  
Communication Unit  
B-1049 Brussels

ISBN 978-92-70-21088-4

9 789270 210884

# Electronic media

## DVD inlays



PF Square Pro  
Regular 5 pts

PF Square Pro  
Bold 10 pts  
Leading 12 pts

PF Square Pro  
Regular 8 pts  
Leading 9.6 pts

PF Square Pro  
Bold 5.5 pts

PF Square Pro  
Bold 5 pts

PF Square Pro  
Regular 5 pts

**Neque porro quisquam est qui dolorem :**

**quia dolor sit amet, consecetur, adipisci velit:**

Conditio in dolor o vel interdum scelerisque sed et justus facilis curabitur in dolor a vel interdum scelerisque sed

Pf Square pro italic 6 pts

**Præsent elementum nunc non odio feugiat.**

Phasellus lorem nibh, tincidunt ut adipiscing eu, viverra suscipit sapien. Phasellus cursus lacinia eros sed vestibulum. Donec placerat eleifend velit. Nulla mattis mauris sed quam convallis auctor. Integer mauris neque, pulvinar euismod rhoncus vel, gravida at turpis. Sed ullamcorper vehicula turpis, id suscipit est ornare non. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

**© European Commission, 2011**

**Disclaimer:** Phasellus lorem nibh, tincidunt ut adipiscing eu, viverra suscipit sapien. Phasellus cursus lacinia eros sed vestibulum. Donec placerat eleifend velit. Nulla mattis mauris sed quam convallis auctor. Integer mauris neque, pulvinar euismod rhoncus vel, gravida at turpis. Sed ullamcorper vehicula turpis, id suscipit est ornare non. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

**For more information:**  
European Commission  
Information & Communication Unit  
B-1049 Brussels

**DVD VIDEO**

**ISBN 978-92-79-21088-4**

**9 7892798210884**

**European Commission**

**Publications Office**

**PF Square Pro Medium 15 pts**

**Lore ipsum dolor fragum cum corepiae**

**Eita dio tenis esti quis exerant ut qui corepiae occupatur**

**LENGTH: 9'41"**

# Electronic media

## DVD menus

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

Safe areas  
on a PAL screen.  
Red: Invisible area  
Blue: Action safe area  
Yellow: Title safe area

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

## Website banners

### Web banner

The web banner is harmonised for all policies. It is composed of the European Commission logo, two colours (white and blue -colour reference #0065a2-), a title and a subtitle. The title corresponds to the name of the policy and the subtitle to the sub-section of the policy concerned. The subtitle is optional.



### Web banner customised for Commissioners

Banners for the pages of Commissioners are the only ones which are allowed to be customised with their portraits. No other visual element is permitted in the banner.



# Electronic media

## Website

The screenshot shows a website layout for the European Commission's Enterprise and Industry section. The top navigation bar includes links for Search, Contact, Legal notice, and English (en). The main header features the European Commission logo and the text 'ENTERPRISE AND INDUSTRY' with a subtitle 'Subtit'. Below the header, there are five horizontal sections labeled SECTION 1 through SECTION 5. SECTION 2 contains a large heading 'Ut exces alibus sam nucis faceribus' and a sub-section 'SUBSECTION 1' with several items. SECTION 3 is titled 'SECTION 3 ON TWO LINES'. SECTION 4 and SECTION 5 are partially visible. On the left side, there are logos for 'CONSLIUM' and 'EUROPEAN PARLIAMENT'. On the right side, there are images of flags and social media sharing icons. A footer section at the bottom contains a table with five rows and four columns.

1 Verdana / 11 pts / #396ea2

2 PF Square Sans Pro / 28 pts / #1c7b90

3 PF Square Sans Pro / 21 pts / #fff

4 Colour background: #0065a2

5 Colour background: #0f57a2

6 Verdana / 11 pts / #fff

7 Verdana CAPS / 11 pts / #1C3F95

8 Verdana 36 pts / #1c3f95

9 Text body: Verdana / 12 pts / #151515

10 Verdana / 18 pts / #1c3f95

11 Link: Verdana / 12 pts / #0000ff

12 Verdana CAPS / 18 pts / #151515

13 Verdana CAPS / 11 pts / #888686

14 Verdana CAPS / 13 pts / #1c3f95

15 Colour background: #dddddd

Stroke: 1px / #e3e3e3  
Verdana / 11 pts / #052a4d

16 Social icons: 19 px / 19 px

17 Stroke: 1 px / #e3e3e3

Padding: 5 px

18 Verdana / 12 pts / #1c3f95

The format for mobile applications is being evaluated. The relevant guidelines will be published in the IPG as soon as they are available.

# Electronic media

## PowerPoint

### Title slide

#### Importing the photo:

Delete the photo in the template to replace it with a new image. All graphic elements must be in RGB. If the image to be inserted includes irrelevant material, it is advisable to crop the most important part of the image before importing it.

Importing the image:

- (on the menu bar click: Insert/Picture/From file...):
- Following the import, change the image width to 12.71 cm\*; its position\* will be 0.0 cm horizontally, and 0.0 cm vertically.
  - Then place the image in the background.

#### Inserting the logo:

- Choose the logotype according to the language of your presentation.
- Insert png format  
(on the menu bar click: Insert/Picture/From file...)
- Adjust its position\* on the slide (centered on the page); its size must not be changed.

title#1: Verdana Bold 30  
title#2: Verdana Bold 76  
subtitle: Verdana italic 24, in white or black.  
chapter headline: Verdana Bold 20  
speaker's name: Verdana 14  
date: Verdana Bold 12

#### To change the colour of a bullet on the title slide and in the titles of other slides:

- Select the bullet and choose the colour (Format/Font/Colour).
- Other bullets: enter the text zone.  
Place the cursor on the line of the bullet you wish to change.

Note: the text should not be selected.  
In the Format menu, choose Bullets and Numbering. A dialogue box will open.  
Choose the colour from the drop-down menu near the bottom of this box.

\*Tip: when using Microsoft Office software, simply double click on an image to visualise its position and size.



# Electronic media

## PowerPoint

### 1. Text only slide

These slides have several preformatted title and text styles.



**Verdana bold (30 pts)**

*Verdana italic (24 pts)*

- **Verdana bold (20 pts)**
- Verdana regular (14 pts)

### 2. Text + picture slide

The title is written in Verdana 30.

Import an image in the background. See section 'title slide – importing the image'.

Recommended size of the image: 17.8 cm high and 13 cm wide. Horizontal position 15 cm, and vertical position 3.2 cm

You may align the block image on either axis of the flag.

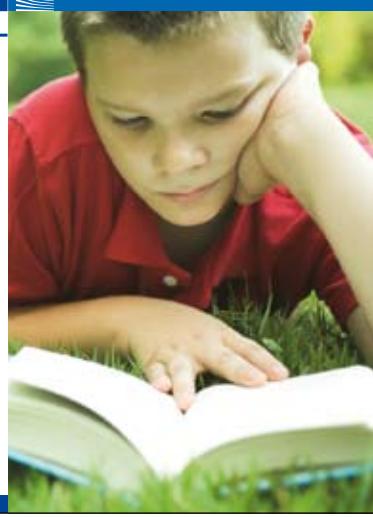


Select and throw away  
the current photo

- Insert your new photo
- Double-click on it, choose:  
size/height/9.2/OK
- Put the photo in the right place

- Right-click on it and select  
order/in Background

- Then adjust the position

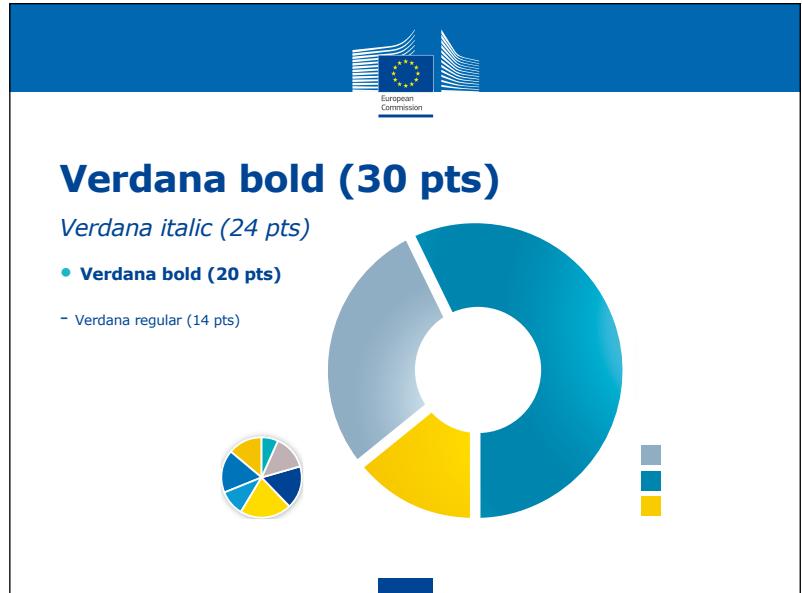


# Electronic media

## PowerPoint

### 4. Text slide + charts

Import the chart in the background. See section 'title slide – importing the image' and align it with the corresponding text.



### 3. Picture slide

Regardless of the position of the image, place it in the background. See section 'title slide – importing the image'. The title is in Verdana bold 30.

Tip: when using Microsoft Office software, simply double click on an image to visualise its position and size.



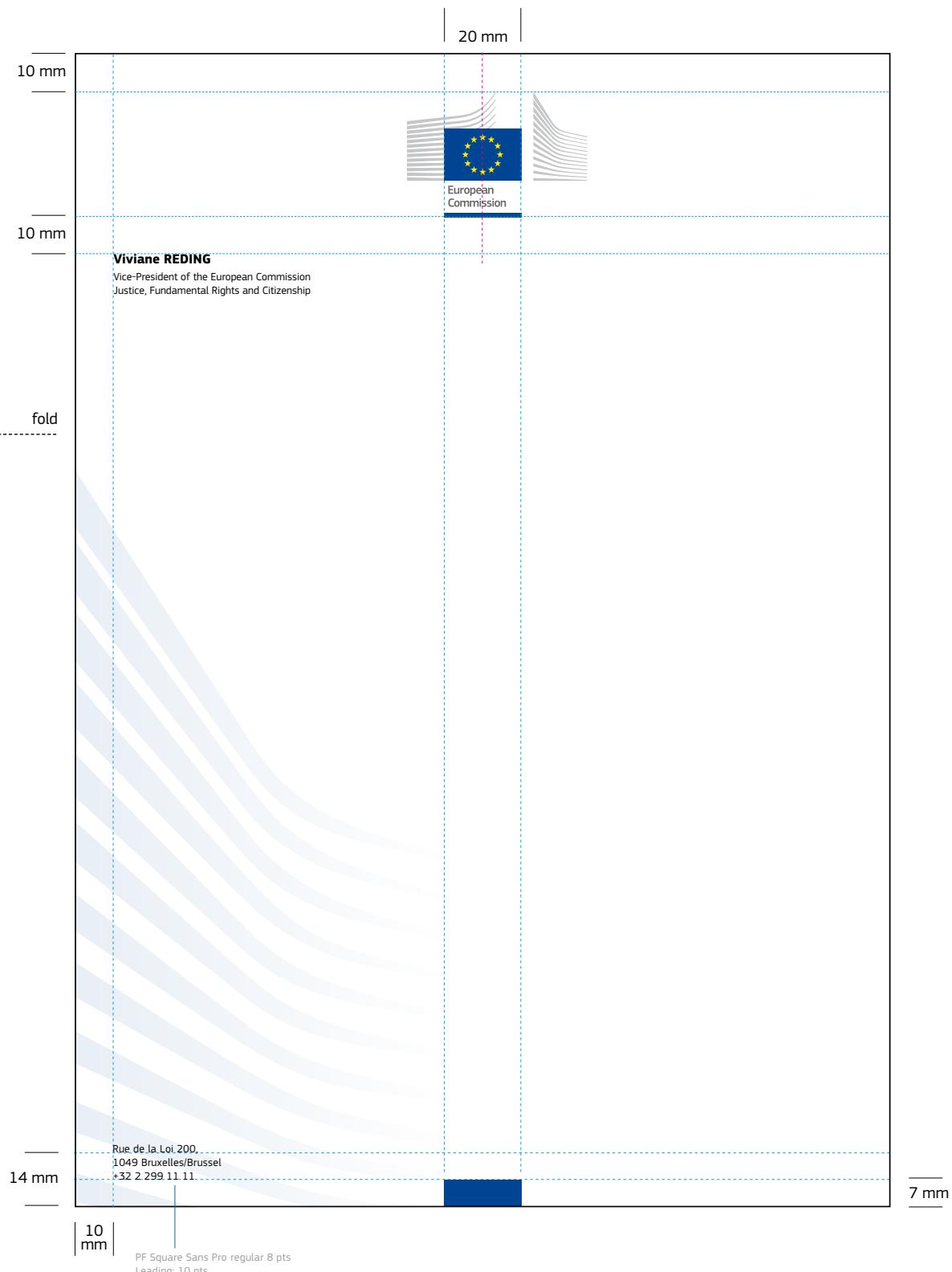
## 2.2

# Stationery

# Stationery

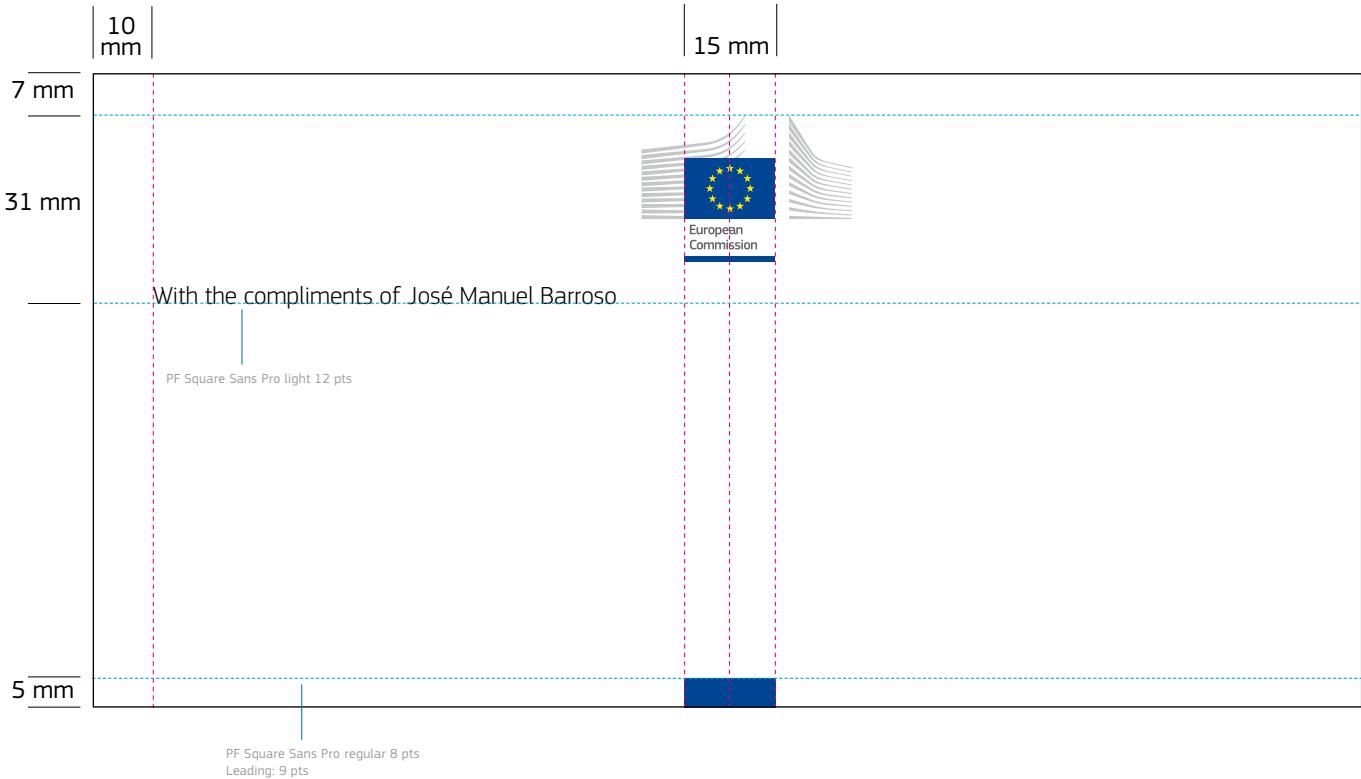
## Letterhead

### A4



# Stationery

## Compliments card 210 x 105 mm

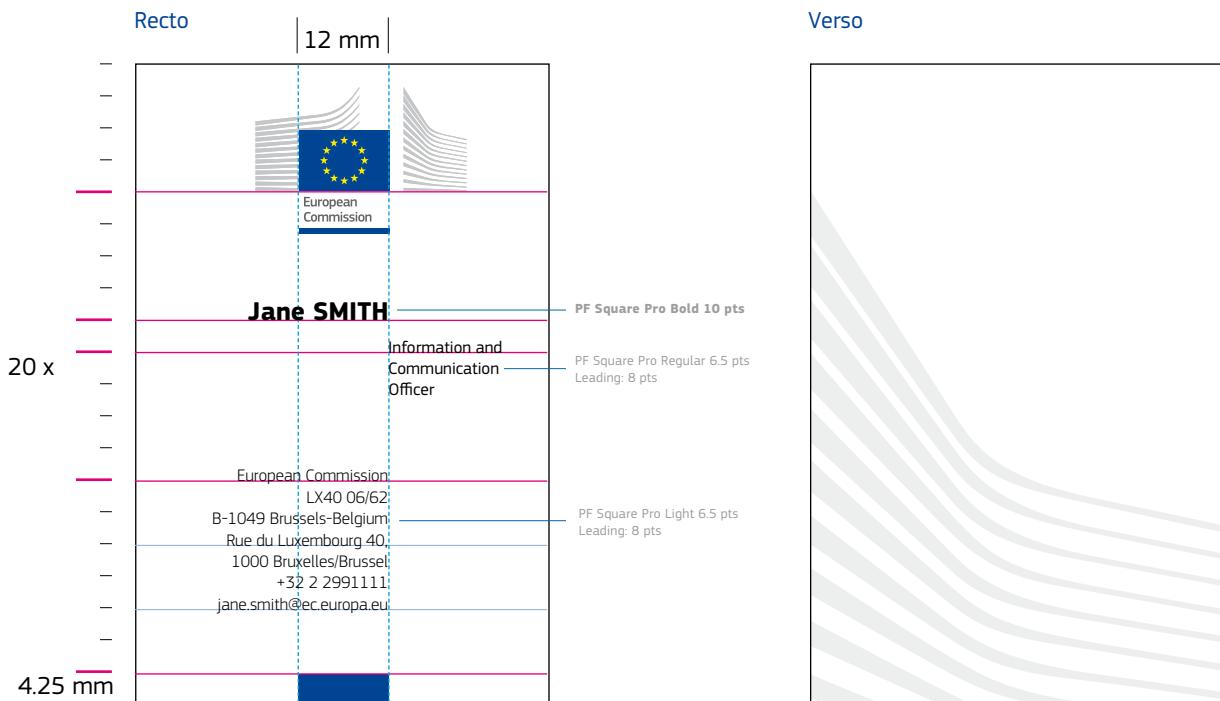


### Alternative proposal

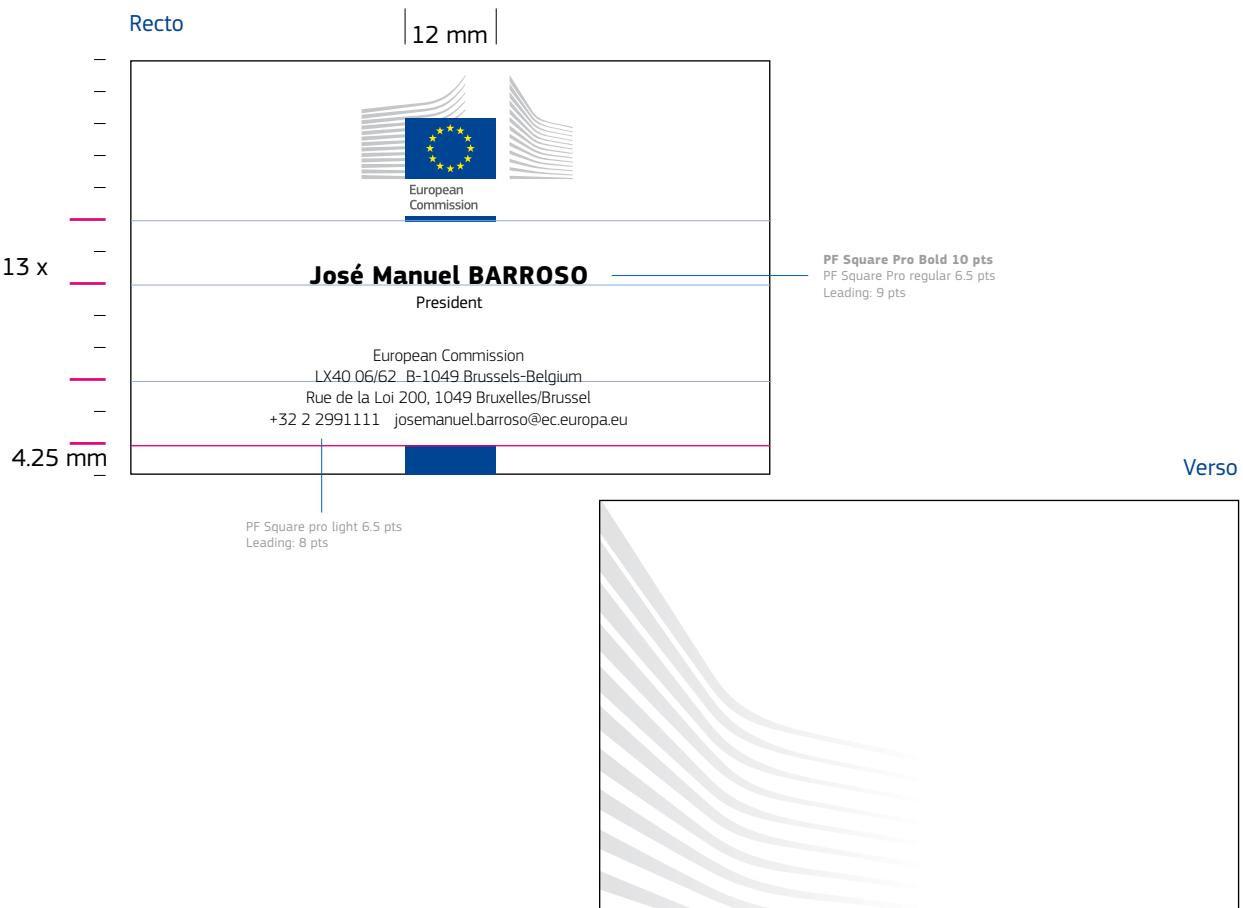


# Stationery

## Business card 85 x 55 mm



### Alternative proposal



# Stationery

## Electronic signature

Dear Mr Smith,

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

Kind regards,

**Jane SMITH** Verdana Bold 12 pts  
Information and Verdana regular 12 pts  
Communication Leading: auto  
Officer

a 100 pixels  
  
European Commission  
LX40 06/62  
B-1049 Brussels-Belgium  
Rue de la Loi 200,  
1049 Bruxelles/Brussel  
+32 2 2951718  
[jane.smith@ec.europa.eu](mailto:jane.smith@ec.europa.eu)

European Commission  
LX40 06/62  
B-1049 Brussels-Belgium  
Rue de la Loi 200,  
1049 Bruxelles/Brussel  
+32 2 2951718  
[jane.smith@ec.europa.eu](mailto:jane.smith@ec.europa.eu)

Dear Mr Smith,

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

Kind regards,

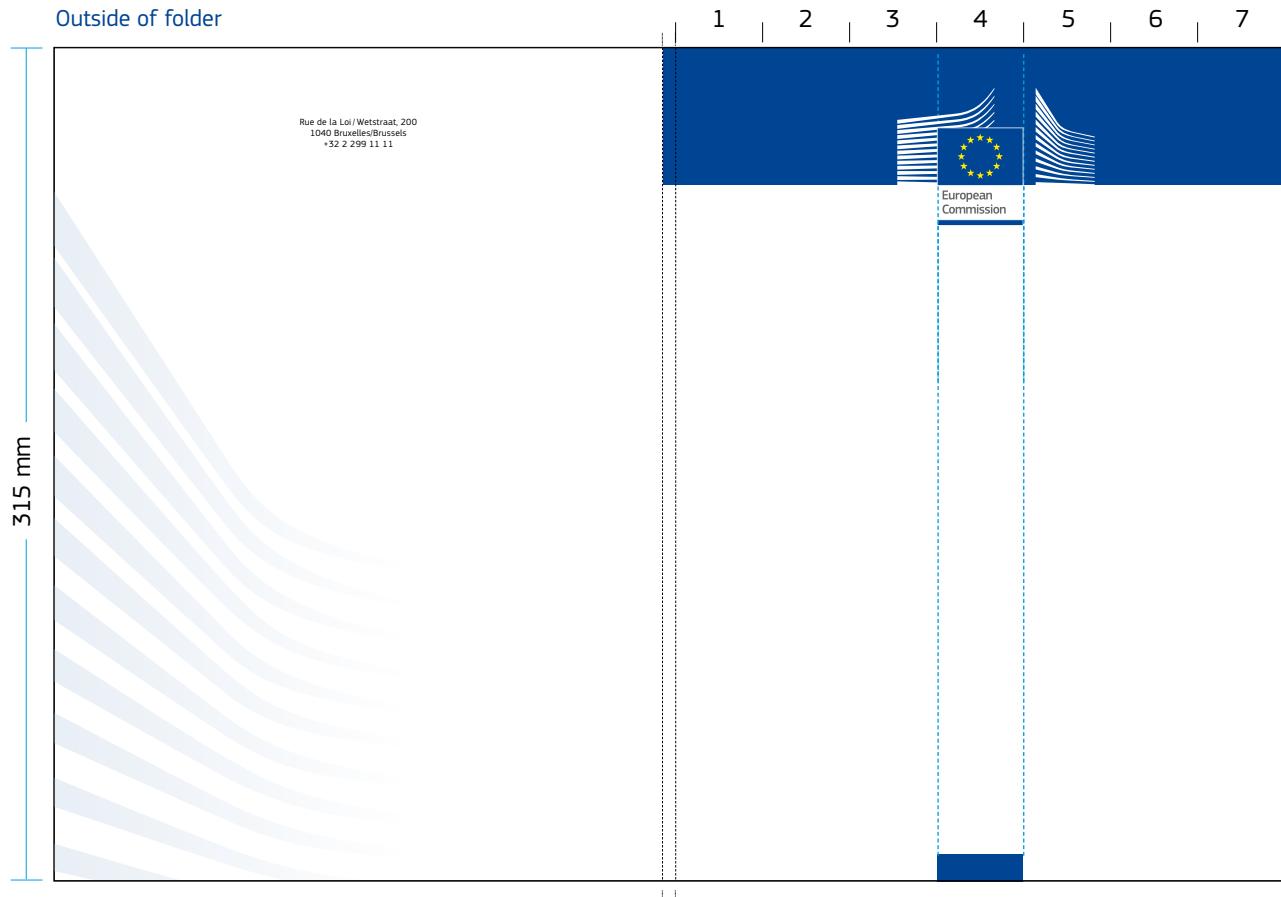
**JANE SMITH**  
Information and  
Communication  
Officer

  
European Commission  
LX40 06/62  
B-1049 Brussels-Belgium  
Rue de la Loi 200,  
1049 Bruxelles/Brussel  
+32 2 2951718  
[jane.smith@ec.europa.eu](mailto:jane.smith@ec.europa.eu)

# Stationery

## Document folder 465 x 315 mm

Outside of folder



230 mm

5 mm

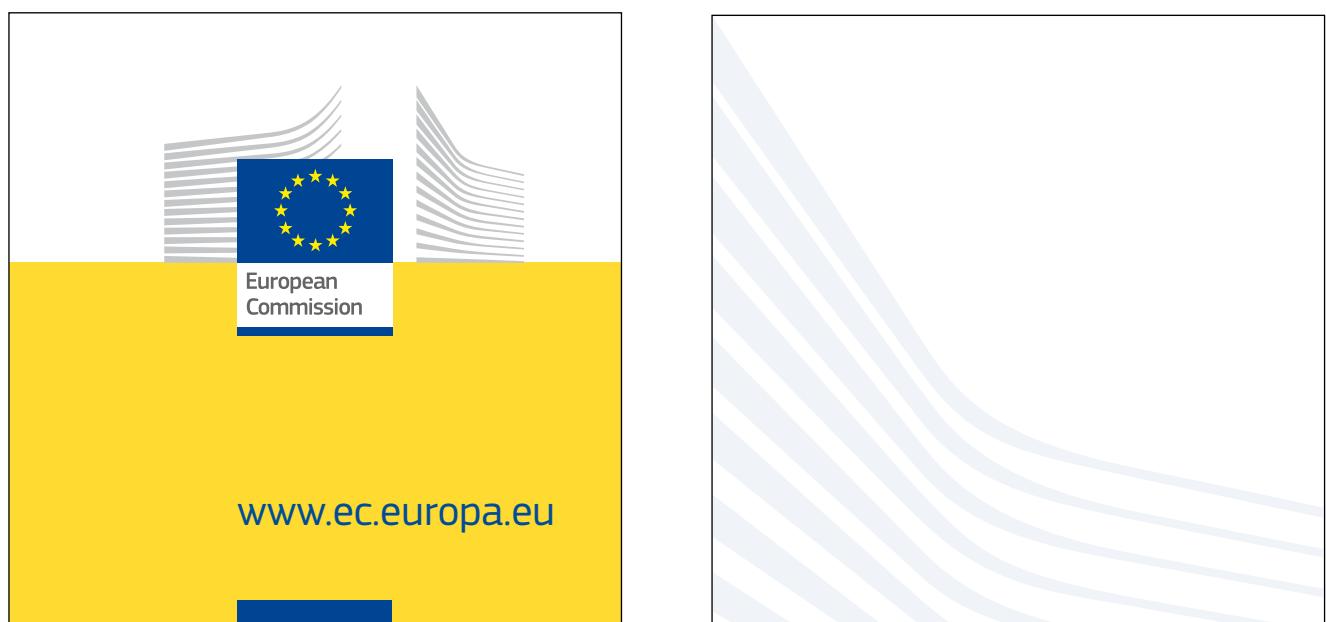
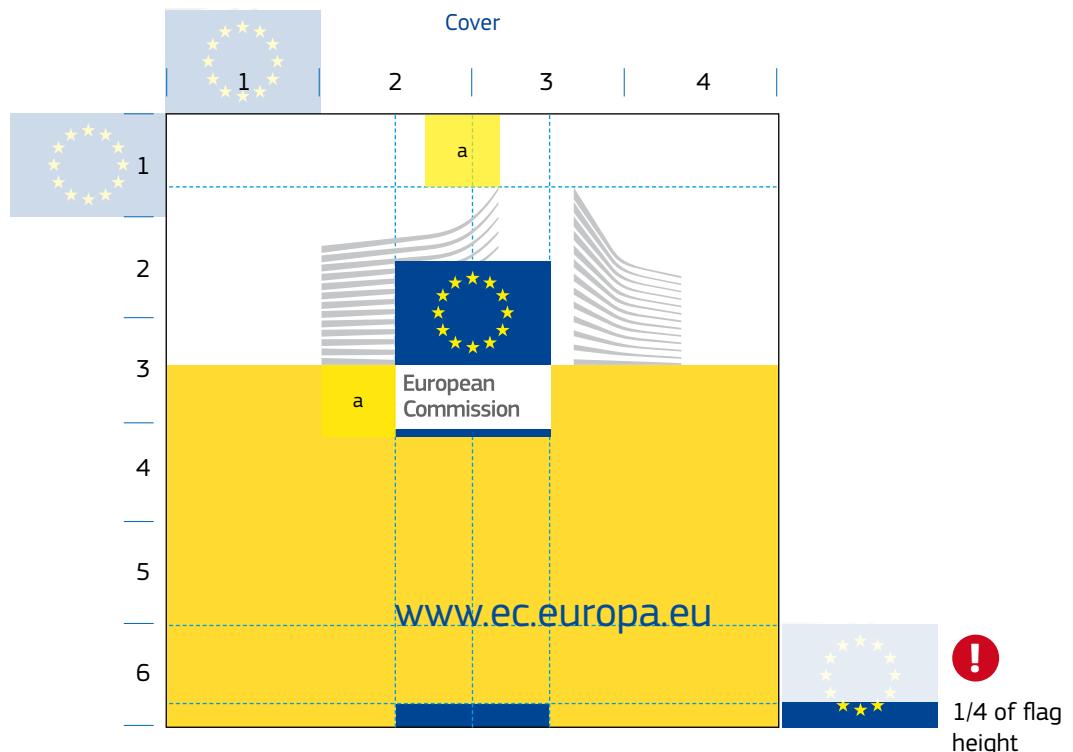
230 mm

Inside of folder with glued pocket

1  
—  
2  
—  
3  
—  
4  
—  
5  
—  
6  
—  
7

# Stationery

Adhesive notepad  
100 x 100 mm



# Stationery

## Promotional items

Bags



Mugs



USB keys



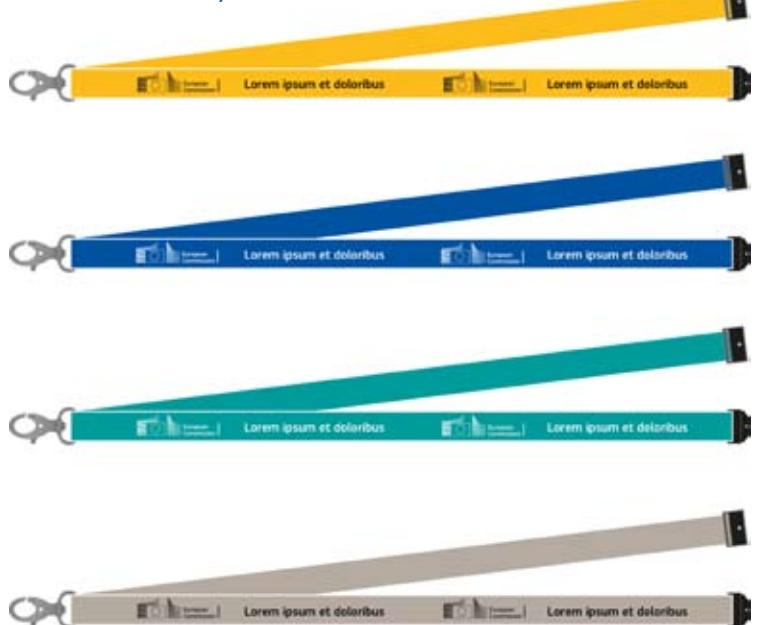
Verso



Ballpoint



Lanyards



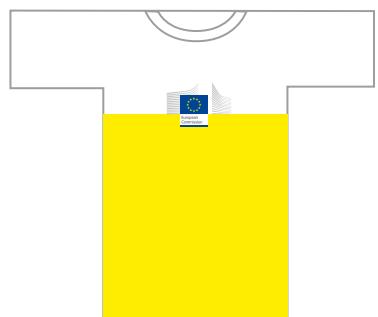
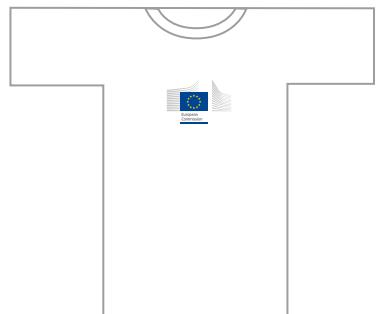
# Stationery

## Promotional items

Umbrellas



T-shirts



# 2.3

## Publications

# Publications

## Grid system for A4 cover

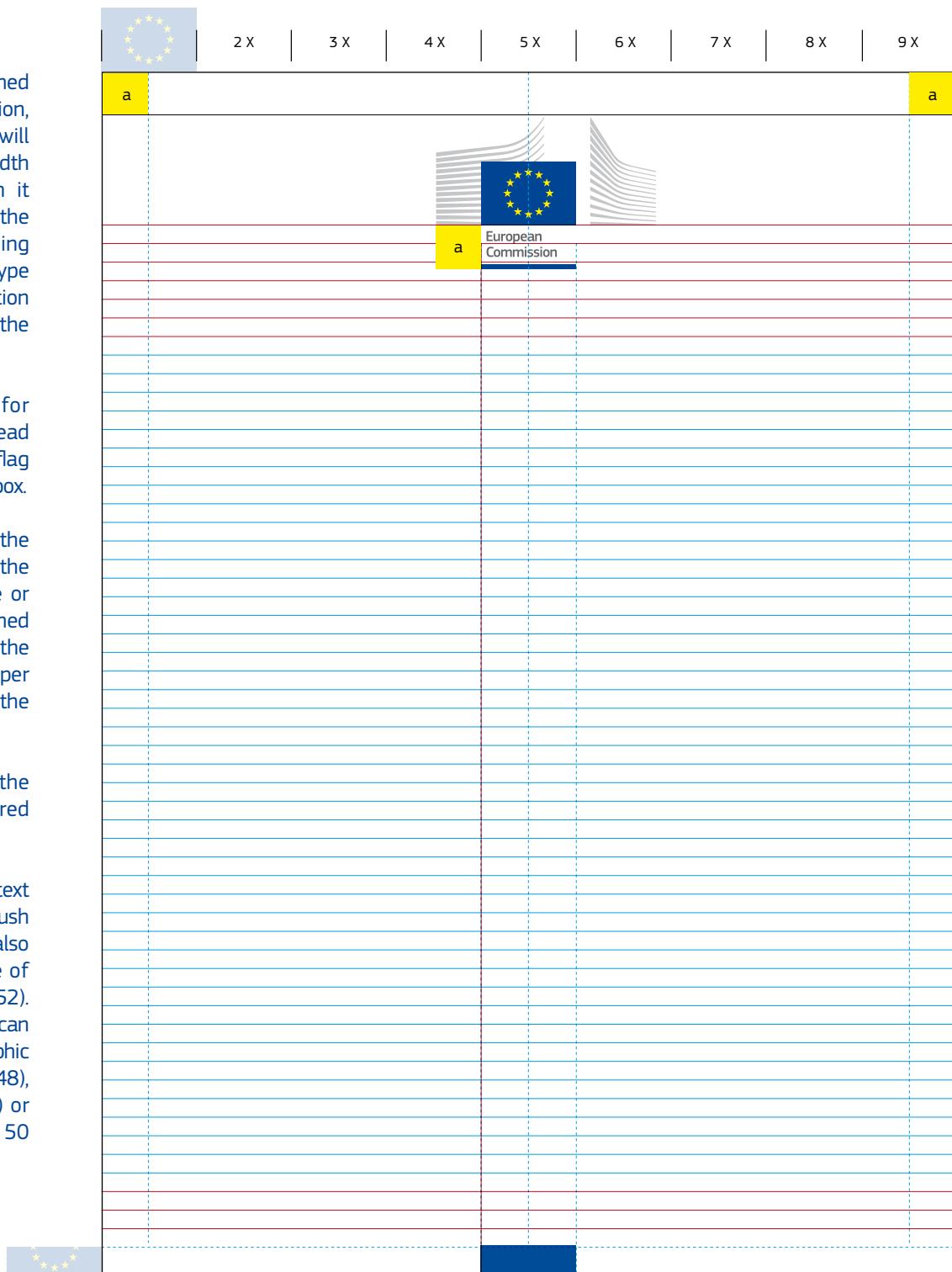
On each document published by the European Commission, the flag of the logotype will be centred based on the width of the document on which it is reproduced. This gives the logotype the vital breathing space it needs (see logotype chart). The correct proportion of the logo is equal to 1/9 the width of the document.

The number of baselines for text composition is 55, spread between the baseline of the flag and the top line of the footer box.

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.

No text is allowed within the areas marked here by the red lines.

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. 48, 50, 51, 52). Images and flat colour tints can be aligned using the typographic baselines (horizontal, e.g. p. 48), the vertical axes (e.g. p. 52) or the edge of the page (e.g. p. 50 and 51).



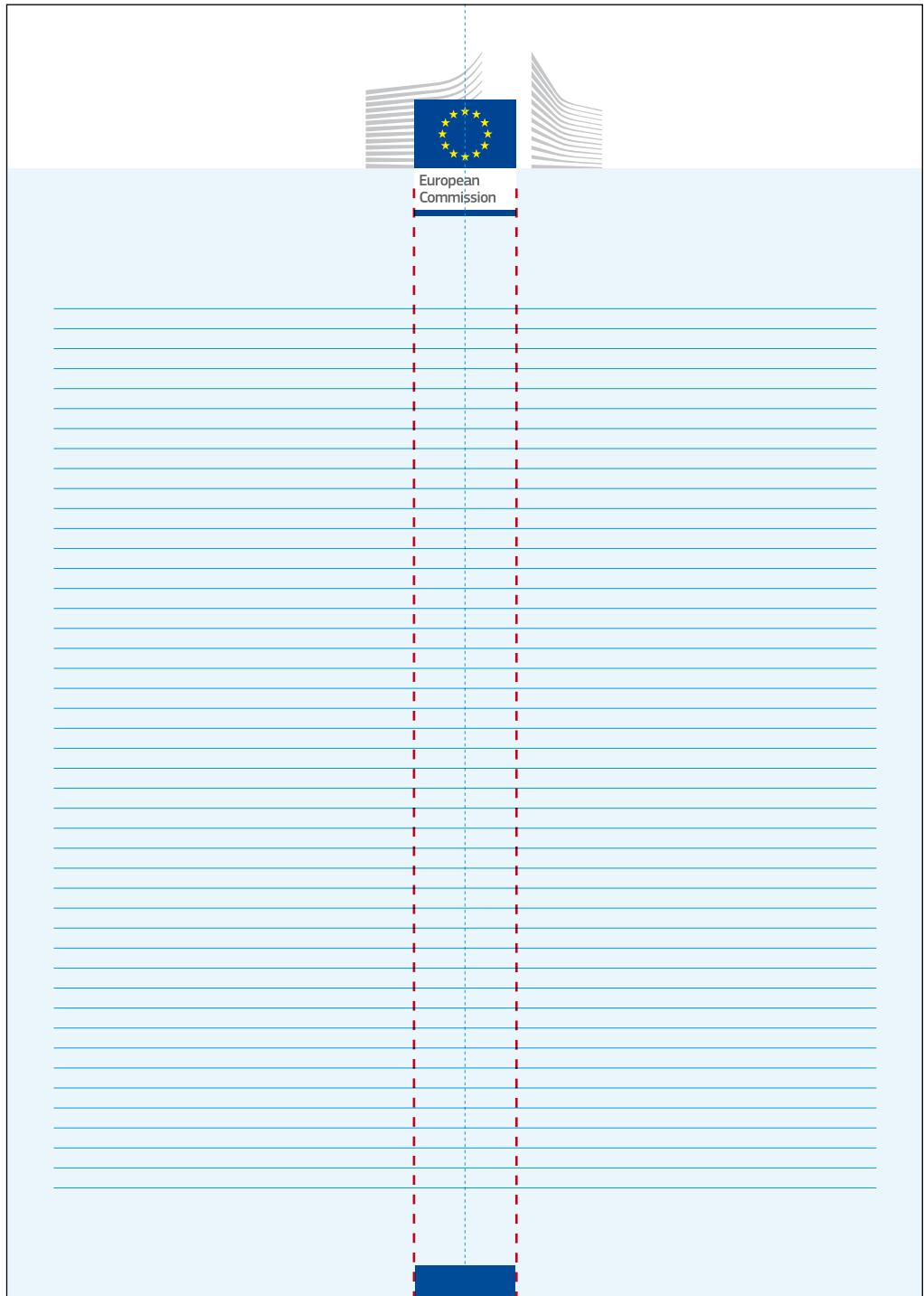
# Publications

## Grid system for A4 cover

The pale blue area here 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.



# Publications

Grid system  
for 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.



# Publications

## Examples

The following examples illustrate the flexibility of the grid and the many possible variations this system offers.

The graphic features a background image of solar panels against a blue sky with white clouds. At the top, the European Commission logo is centered. Below the image, a yellow rectangular area contains the text "Lorem ipsum dolor et cum carro fragum". To the left of this text, there is a block of Latin text: "Eita dio tenis esti quis excerunt ut qui coreprae occupatur". A small blue square is located at the bottom right corner of the yellow area.

**European Commission**

**fragum**

*Eita dio tenis  
esti quis  
excerunt  
ut qui coreprae  
occupatur*

# Publications

## Examples

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.



The European Commission logo is located at the top center of the page. It consists of a blue square containing the yellow EU flag, with the words "European Commission" written in white below it. The background of the slide is a solid blue color.

**Lore ipsum  
dolor et cum carro**

# Et dolor is fragum

*Eita dio tenis  
esti quis  
excerunt  
ut qui coreprae  
occupatur*

# Publications

## Examples



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!

# Publications

## Examples

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.

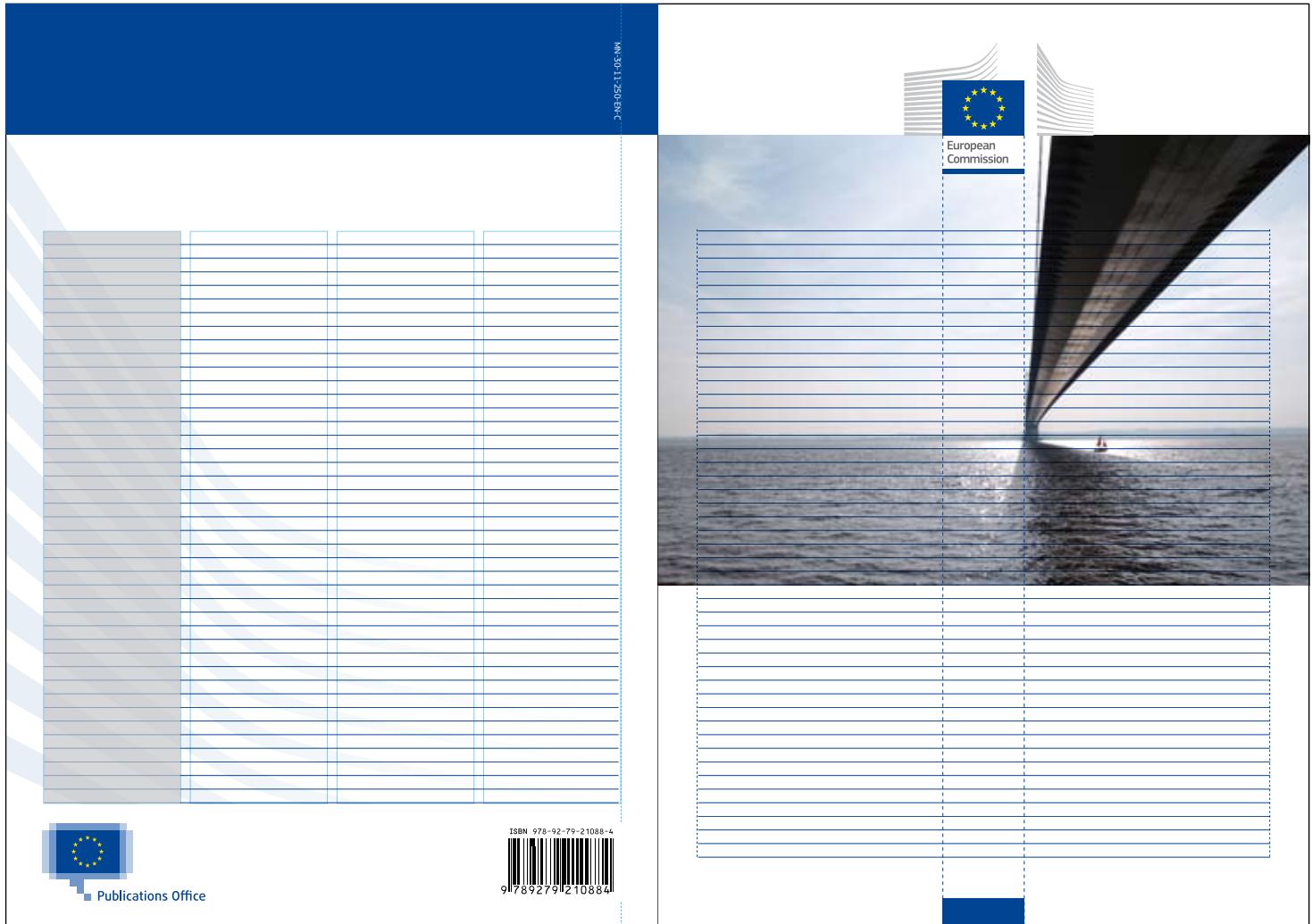
*Eita dio tenis,  
est i quis exacerbit,  
ut qui corepraet  
occupatur.*

Frageri

lorem ipsum  
dolor et cum  
carro est

# Publications

Grid system for cover  
and back cover A4



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.

# Publications

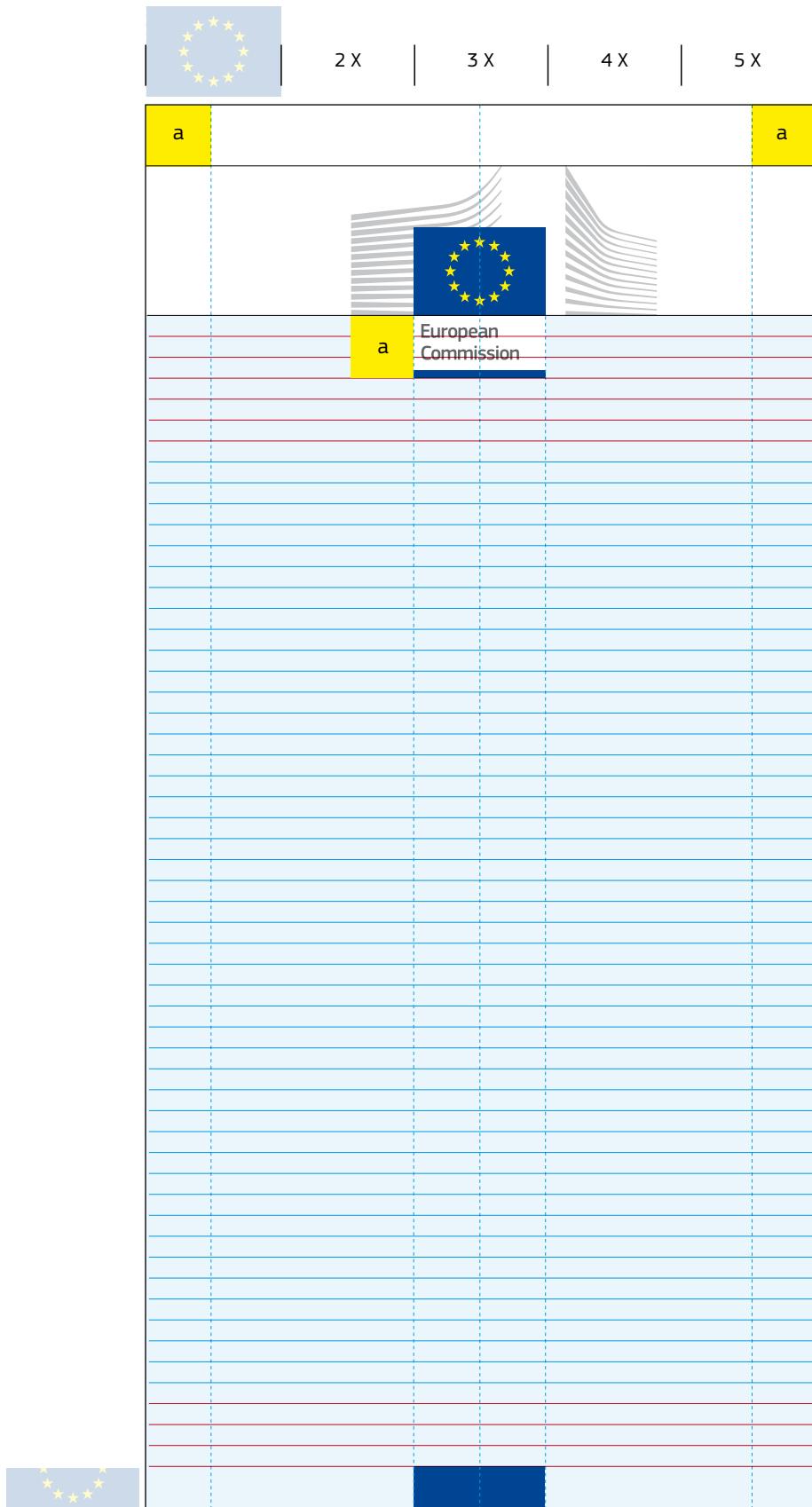
## Grid system for 10 x 21 cm leaflet cover

On each document published by the European Commission, the flag of the logotype will be centred based on the width of the document on which it is reproduced. This gives the logotype the vital breathing space it needs (see logotype chart). The correct proportion of the logo is equal to 1/5 the width of the document.

The number of baselines for text composition is 55, spread between the baseline of the flag and the top line of the footer box.

No text will be written in the white banner reserved for the logo 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. The same applies to the red lines here.

The footer box is half the height of the flag.



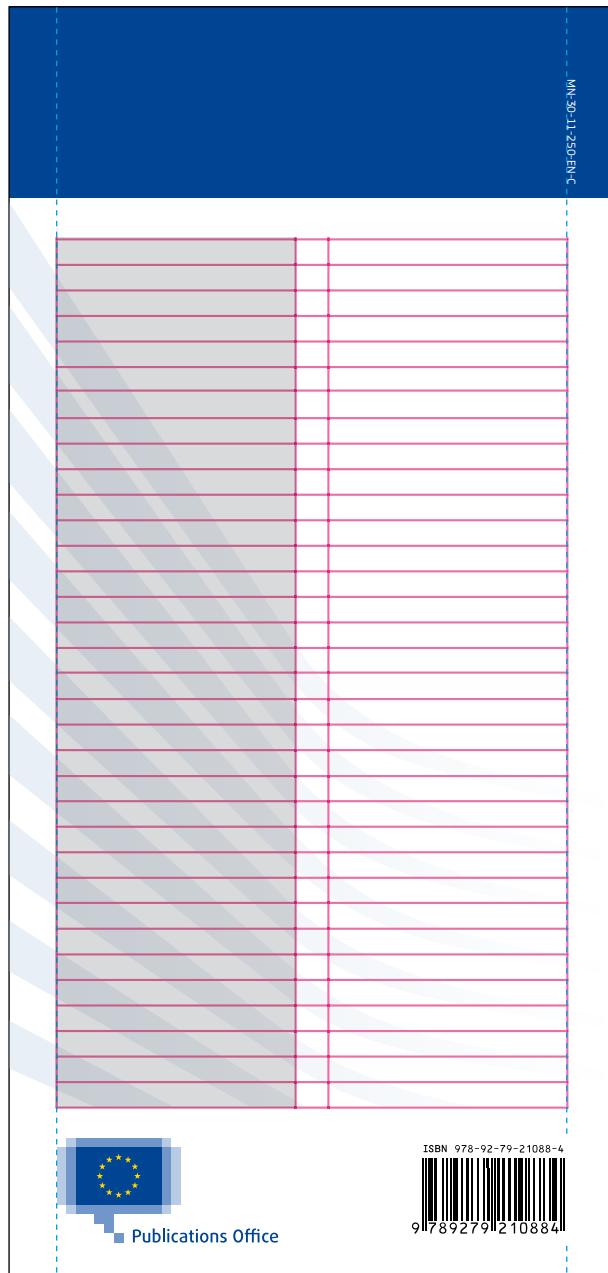
# Publications

10 x 21 cm leaflet cover  
Examples



# Publications

10 x 21 cm leaflet back cover  
Example



# Publications

## Grid system for A4 cover (horizontal)

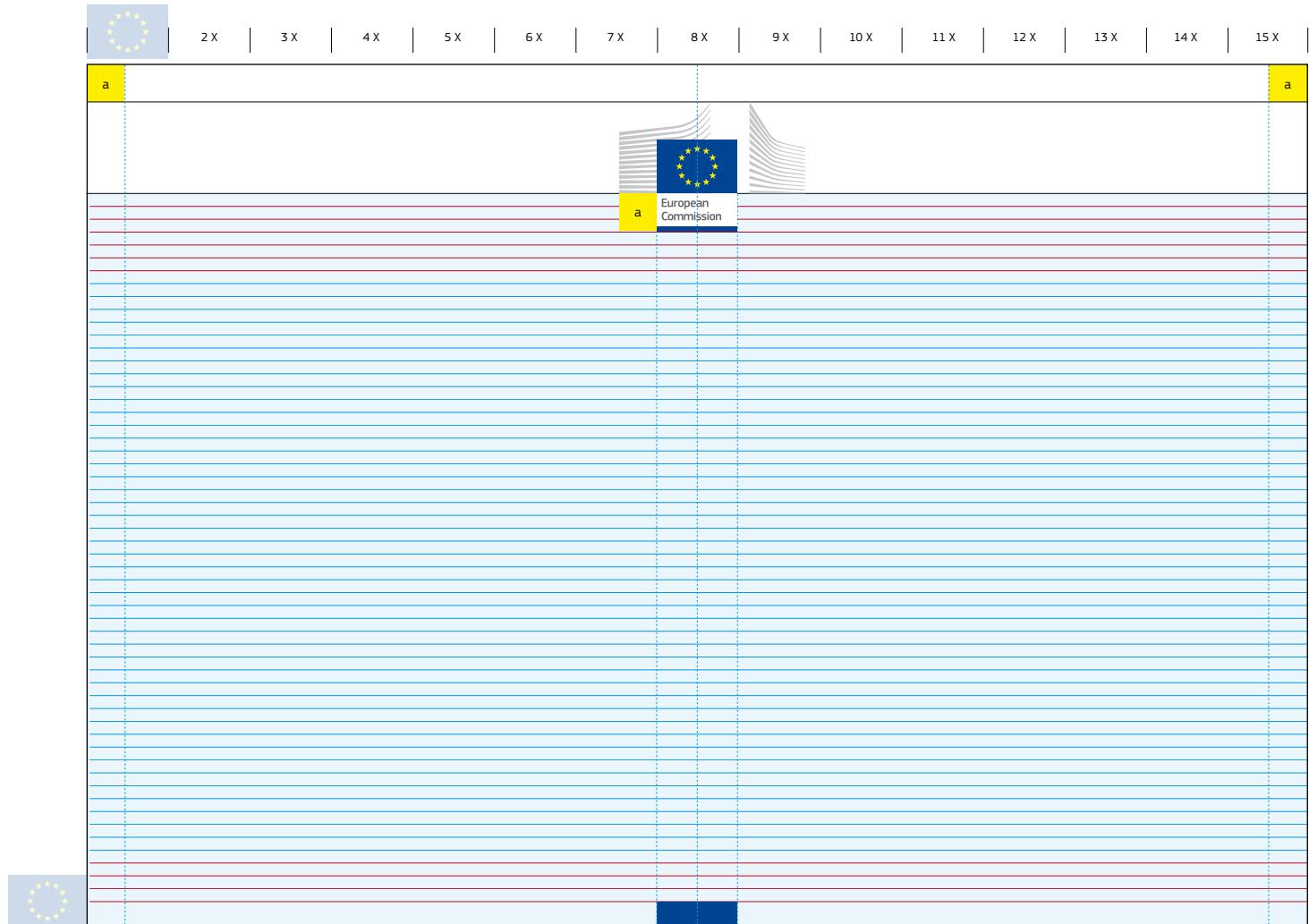
On each document published by the European Commission, the flag of the logotype will be centred, based on the width of the document on which it is reproduced. This gives the logotype the vital breathing space it needs (see logotype chart).

The correct proportion of the logo is equal to 1/5 the width of the document.

The number of baselines for text composition is 55, spread between the baseline of the flag and the top line of the footer box.

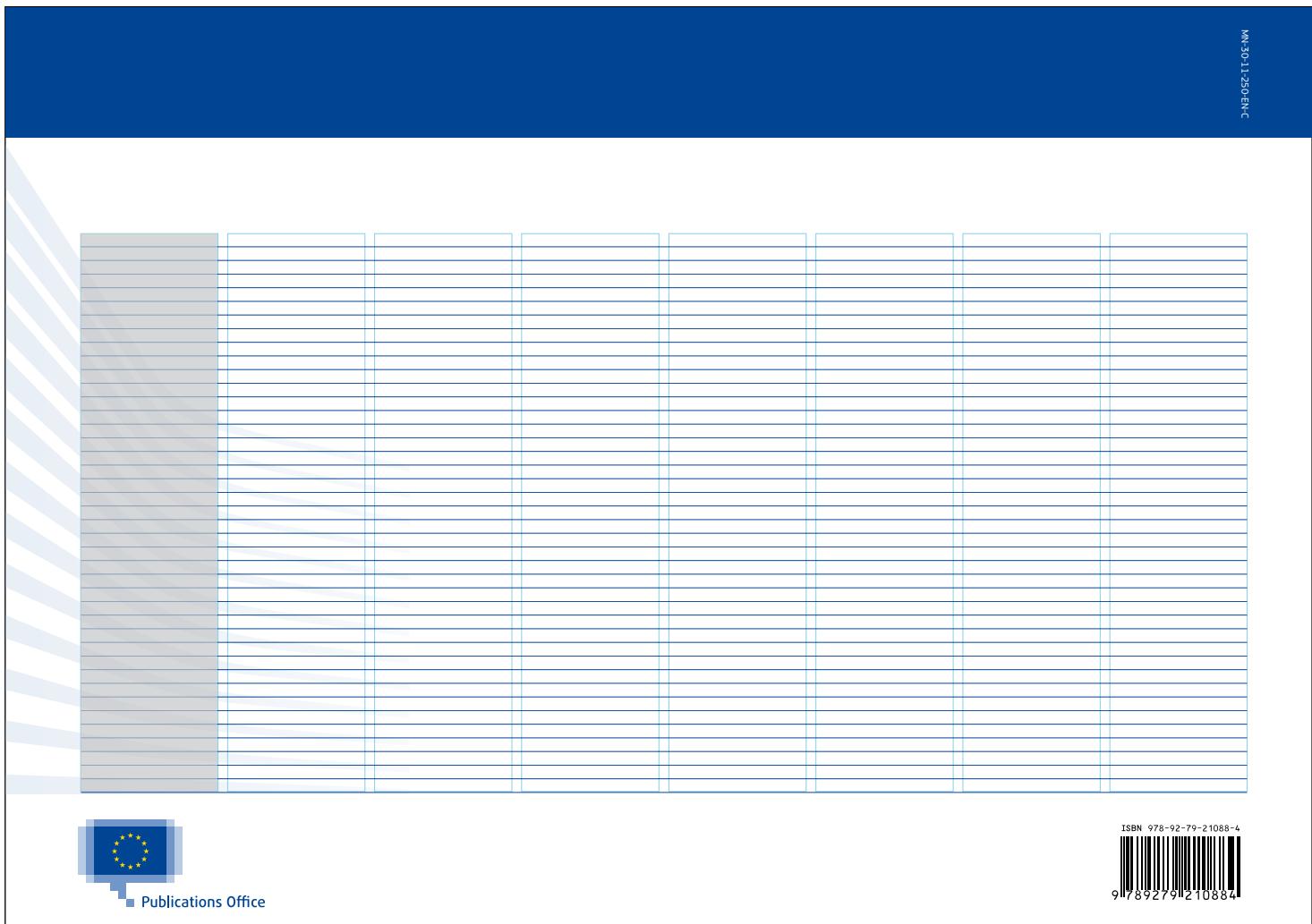
No text will be written in the white banner reserved for the logo or beyond the limits established by the yellow block ( a ) for the left and right, and by the upper limit of the footer box for the bottom.

The same applies to the red lines here.



# Publications

Grid system  
for A4 back 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.

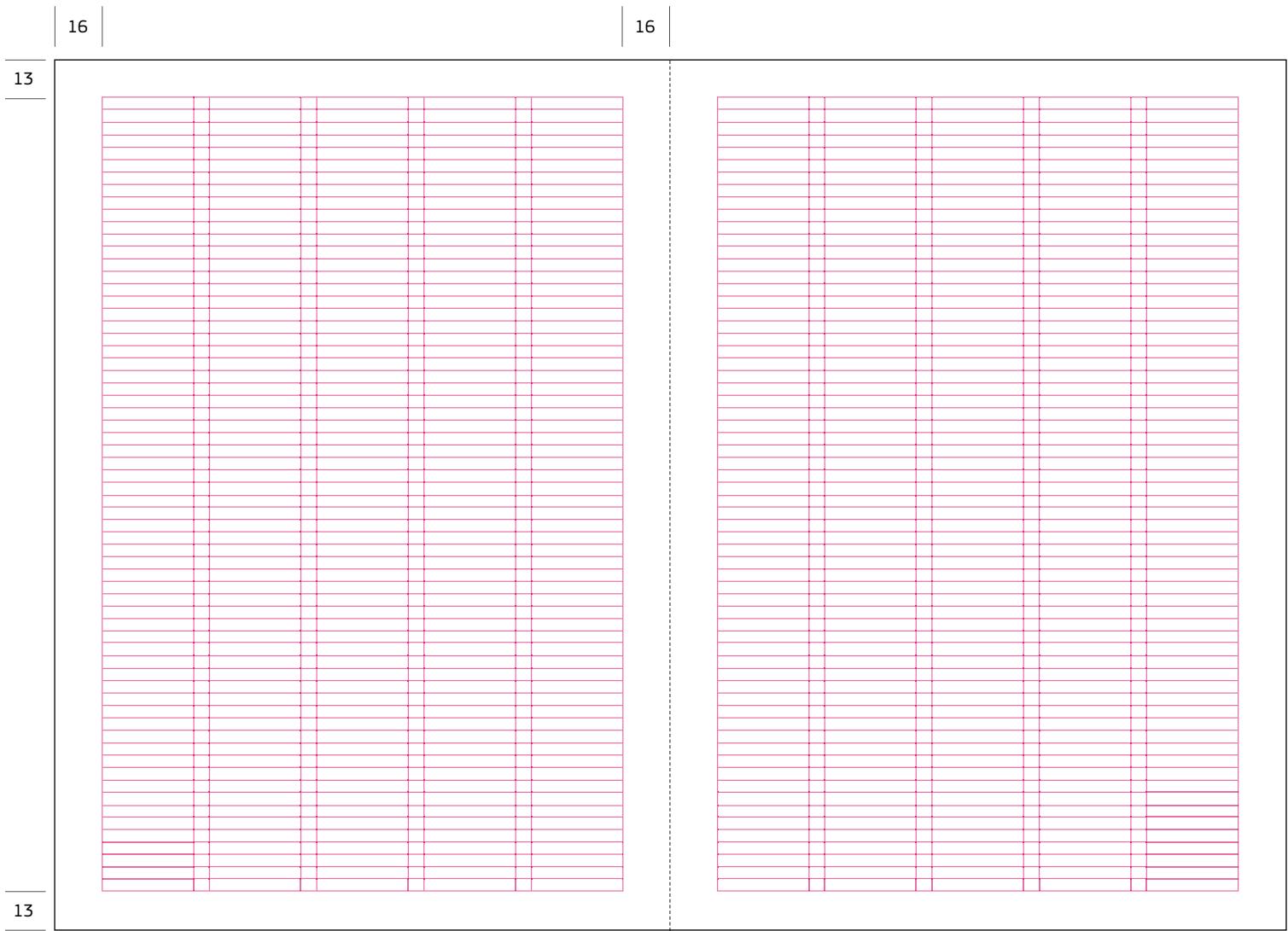
# Publications

A4 (horizontal) cover  
Examples



# Publications

Double page A4  
Grid system



5 gutter columns: 5 mm  
interline spacing: 12 pt

# Publications

## Double page Examples

MAG #4 - ULLAMCORPER VITAE ALIQUAM ET - N° 45

1 2 3 CHAPTER 1 4 5 6 7 8 9 10 11 12 13 14

**Mauris airsuam velit pellentesque**

*Donec sagittis diam 10 iulia fringilla*

*Mauris aliquam velit pellentesque sem tristique convallis. Donec sagittis diam ac nulla fringilla et ultricies orci vehicula. Sed nibh mi, pellentesque et varius nec, luctus id diam. Fusce sodales dui sit amet nunc malesuada feugiat. Vestibulum vel pretium libero. Nam quis tempus risus. Mauris arcu velit, tempus quis imperdiet eu, mattis sed orci. Vivamus suscipit felis non felis imperditi scelerisque. Praesent suscipit, quam in egestas mollis, mattis sed ante, non volutpat enim ante quis eu. Fusce dapibus tempus ultricies. Praesent mauris tortor, auctor vel porttitor non, adipiscing accumsan neque. Nulla et risus odio, fermentum dapibus neque. Proin scelerisque consectetur semper. Aenean rutrum volutpat lectus, vitae mattis lorem congue quis. Morbi id eros ipsum, vitae aliquam mi. Donec sodales tortor tellus, vel molestie enim, dapibus neque. Proin scelerisque Suspendisse at.*

*Fusce malesuada sapien id lacus laoreet convallis eu sit amet odio. Integer eu massa nisi. Phasellus volutpat feugiat diam vitae commodo. Numquam aliquet diam semper lacus aliquam tempus. Duis vehicular dolor et metus lobortis a vestibulum nibh porttitor. Sed id ligula auctor nunc eu suscipit. Quisque iaculis lorem ut lectus posuere ultrices. Nam eleifend, risus vitae consectetur aliquet, quam diam molestie leo.*

*Donec sagittis diam 11 iulia fringilla*

*Mauris aliquam velit pellentesque sem tristique convallis. Donec sagittis diam ac nulla fringilla et ultricies orci vehicula. Sed nibh mi, pellentesque et varius nec, luctus id diam. Fusce sodales dui sit amet nunc malesuada feugiat. Vestibulum vel pretium libero. Nam quis tempus risus. Mauris arcu velit, tempus quis imperdiet eu, mattis sed orci. Vivamus suscipit felis non felis imperditi scelerisque. Praesent suscipit, quam in egestas mollis, mattis sed ante, non volutpat enim ante quis eu. Fusce dapibus tempus ultricies. Praesent mauris tortor, auctor vel porttitor non, adipiscing accumsan neque. Nulla et risus odio, fermentum dapibus tempus neque. Proin scelerisque neque.*

*Nulla consequat iaculis rutrum. Donec feugiat varius vestibulum*

*Proin scelerisque consectetur semper. Aenean rutrum volutpat lectus, vitae mattis lorem congue quis. Morbi id eros ipsum, vitae aliquam mi. Donec sodales tortor tellus, vel molestie enim. Suspendisse at nibh nulla. Ut id tortor ut nibh lacinia porttitor quis tempor metus. Donec ac lacus metus, nec suscipit ipsum. lorem feugiat lorem convallis vel adipiscing natus ultrices. Aliquam nisi lorem, egestas id fermentum eget, tincidunt a felis. Mauris aliquam diam et leo tristique auctor. Curabitur et tempus augue. Mauris ipsum elit, faucibus ut lacinia at, rutrum id massa.*

*Donec sagittis diam 12 iulia fringilla*

*Mauris aliquam velit pellentesque sem tristique convallis. Donec sagittis diam ac nulla fringilla et ultricies orci vehicula. Sed nibh mi, pellentesque et varius nec, luctus id diam. Fusce sodales dui sit amet nunc malesuada feugiat. Vestibulum vel pretium libero. Nam quis tempus risus. Mauris arcu velit, tempus quis imperditi eu, mattis sed orci. Vivamus suscipit felis non felis imperditi scelerisque. Praesent suscipit, quam in egestas mollis, mattis sed ante, non volutpat enim ante quis eu. Fusce dapibus tempus ultricies. Praesent mauris tortor, auctor vel porttitor non, adipiscing accumsan neque. Nulla et risus odio, fermentum dapibus tempus neque. Proin scelerisque neque.*

*Donec sagittis diam 13 iulia fringilla*

*Mauris aliquam velit pellentesque sem tristique convallis. Donec sagittis diam ac nulla fringilla et ultricies orci vehicula. Sed nibh mi, pellentesque et varius nec, luctus id diam. Fusce sodales dui sit amet nunc malesuada feugiat. Vestibulum vel pretium libero. Nam quis tempus risus. Mauris arcu velit, tempus quis imperditi eu, mattis sed orci. Vivamus suscipit felis non felis imperditi scelerisque. Praesent suscipit, quam in egestas mollis, mattis sed ante, non volutpat enim ante quis eu. Fusce dapibus tempus ultricies. Praesent mauris tortor, auctor vel porttitor non, adipiscing accumsan neque. Nulla et risus odio, fermentum dapibus tempus neque. Proin scelerisque neque.*

**1 PF Square sans pro regular 6 pts  
kerning: 660 pts**

**2 PF Square sans pro 9 pts**

**3 PF Square sans pro Medium 12 pts  
kerning: 100 pts**

**4 PF Square sans pro Regular 46 pts  
interline spacing: 48 pts  
kerning: -20 pts**

**5 Garamond Premier pro Semibold Caption 68 pts  
kerning: -20 pts**

**6 PF Square sans pro medium italic 9.5 pts  
interline spacing: 12 pts**

**7 PF Square sans pro Medium italic 8 pts  
interline spacing: 12 pts  
kerning: -40 pts**

**8 PF Square sans pro Regular 9 pts  
interline spacing: 12 pts**

**9 PF Square sans pro Medium 12 pts  
interline spacing: 12 pts**

**10 PF Square sans pro italic 16 pts  
interline spacing: 18 pts**

**11 PF Square sans pro medium italic 10 pts  
interline spacing: 12 pts**

**12 PF Square sans pro italic 16 pts  
interline spacing: 18 pts  
kerning: -20 pts**

**13 PF Square sans pro italic 10 pts  
interline spacing: 12 pts  
kerning: -40 pts**

**14 Line is 4 pts thick**

# Publications

## Double page Examples

Lorem ipsum dolor sit amet, consetetur sadipscing est etiam tempor. Aenean euismod nisi nulla tempus. Fusce dapibus, nisl fermentum要做好吗? 不好，我们继续。

### Mauris alirsuam velit pellentesque

*Lorem ipsum dolor sit amet, consetetur sadipscing est etiam tempor. Aenean euismod nisi nulla tempus. Fusce dapibus, nisl fermentum要做好吗? 不好，我们继续。*

*Lorem ipsum dolor sit amet, consetetur sadipscing est etiam tempor. Aenean euismod nisi nulla tempus. Fusce dapibus, nisl fermentum要做好吗? 不好，我们继续。*

*Et varius nec, laetus etiam. Fusce rutrum nec id diam. Aenean euismod nisi nulla tempus. Fusce dapibus, nisl fermentum。*

**Fusce mallesuada sagittum id lacus**

*Fusce mallesuada sagittum id lacus fermentum. Et varius nec, laetus etiam. Fusce rutrum nec id diam. Aenean euismod nisi nulla tempus. Fusce dapibus, nisl fermentum.*



*Lorem ipsum dolor sit amet, consetetur sadipscing est etiam tempor. Aenean euismod nisi nulla tempus. Fusce dapibus, nisl fermentum.*

*Nunc sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Dicitur et ipsum sagittum id lacus. Fusce dapibus, nisl fermentum. Et varius nec, laetus etiam. Fusce rutrum nec id diam. Aenean euismod nisi nulla tempus. Fusce dapibus, nisl fermentum.*

**Curabitur et augue Mauris purus elit, faucibus ut laetitia at, rutrum id manutinat**

*Curabitur et augue Mauris purus elit, faucibus ut laetitia at, rutrum id manutinat.*



*Mauris sagittis diam et nullam fringilla.*

*Nunc sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Prost sagittum id lacus. Fusce dapibus, nisl fermentum. Et varius nec, laetus etiam. Fusce rutrum nec id diam. Aenean euismod nisi nulla tempus. Fusce dapibus, nisl fermentum.*

*Fusce mallesuada sagittum id lacus fermentum.*

*Mauris sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Nunc sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Curabitur et augue Mauris purus elit, faucibus ut laetitia at, rutrum id manutinat.*

*Mauris sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Nunc sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Curabitur et augue Mauris purus elit, faucibus ut laetitia at, rutrum id manutinat.*

*Mauris sagittis velit pellentesque sem tristisque convallis. Et varius nec, laetus etiam. Fusce rutrum nec id diam. Aenean euismod nisi nulla tempus. Fusce dapibus, nisl fermentum.*

**Curabitur et augue Mauris purus elit, faucibus ut laetitia at, rutrum id manutinat**

*Curabitur et augue Mauris purus elit, faucibus ut laetitia at, rutrum id manutinat.*



*Mauris sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Prost sagittum id lacus. Fusce dapibus, nisl fermentum. Et varius nec, laetus etiam. Fusce rutrum nec id diam. Aenean euismod nisi nulla tempus. Fusce dapibus, nisl fermentum.*

**Fusce mallesuada sagittum id lacus**

*Fusce mallesuada sagittum id lacus fermentum. Et varius nec, laetus etiam. Fusce rutrum nec id diam. Aenean euismod nisi nulla tempus. Fusce dapibus, nisl fermentum.*

*Mauris sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Curabitur et augue Mauris purus elit, faucibus ut laetitia at, rutrum id manutinat.*

*Mauris sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Nunc sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Curabitur et augue Mauris purus elit, faucibus ut laetitia at, rutrum id manutinat.*

*Mauris sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Nunc sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Curabitur et augue Mauris purus elit, faucibus ut laetitia at, rutrum id manutinat.*

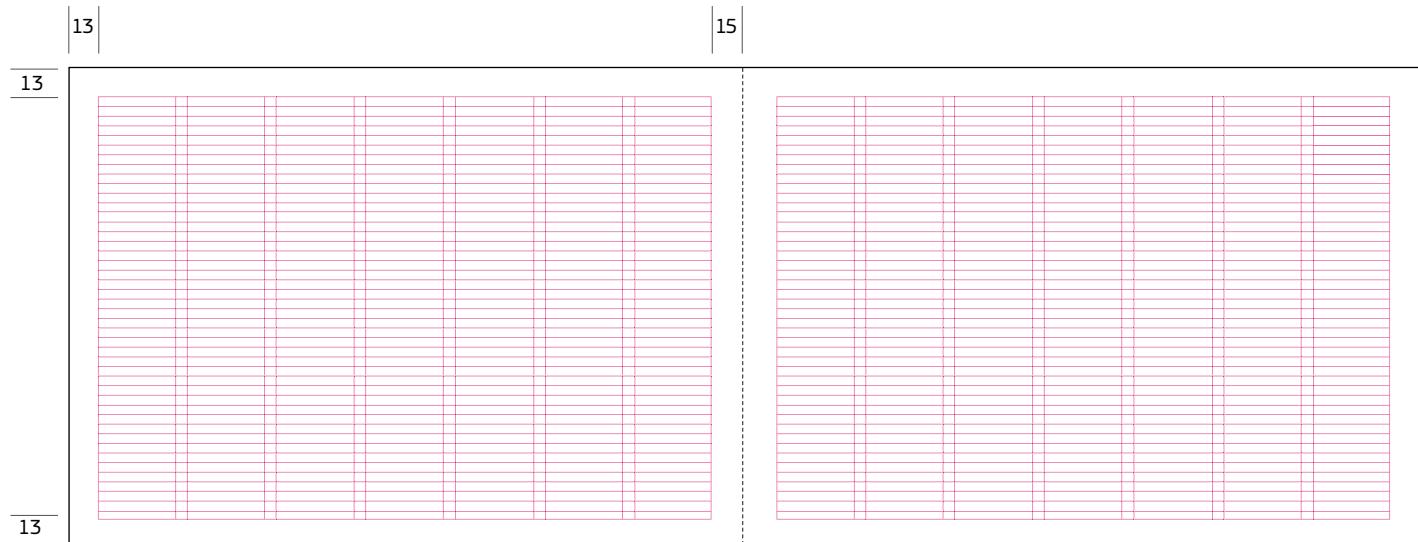
*Mauris sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Nunc sagittis tellus, posuimus ut aliquet vestibulum. Sed id ligula quis lacus fermentum. Quisque sagittis diam ac nulla fringilla.*

*Curabitur et augue Mauris purus elit, faucibus ut laetitia at, rutrum id manutinat.*

# Publications

## Double page horizontal



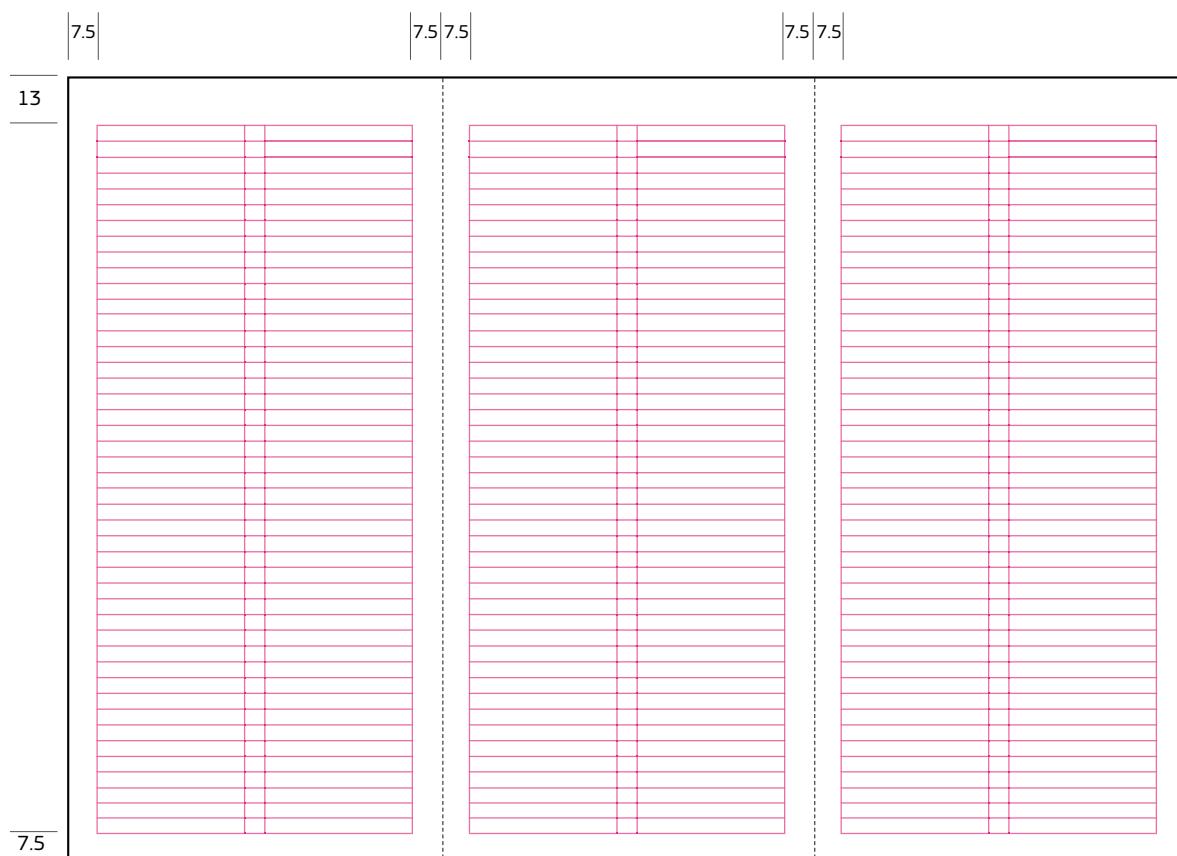
7 gutter columns: 5 mm  
interline spacing: 12 pt

- 1 PF Square sans pro regular 6 pts  
kerning: 660 pts
- 2 PF Square sans pro 9 pts
- 3 PF Square sans pro Medium 12 pts  
kerning: 100 pts
- 4 PF Square sans pro Regular 46 pts  
interline spacing: 48 pts  
kerning: -20 pts
- 5 Garamond Premier pro Semibold Caption 68 pts  
kerning: -20 pts
- 6 PF Square sans pro medium italic 8 pts  
interline spacing: 12 pts  
kerning: -40 pts
- 7 Line is 4 pts thick
- 8 PF Square sans pro italic 9.5 pts  
interline spacing: 12 pts
- 9 PF Square sans pro regular 9 pts  
interline spacing: 12 pts
- 10 PF Square sans pro medium 12 pts  
interline spacing: 12 pts
- 11 Garamond Premier pro semibold 96 pts  
interline spacing: 100 pts
- 12 Garamond Premier pro Medium italic 16 pts  
interline spacing: 18 pts
- 13 PF Square sans pro italic 16 pts  
interline spacing: 18 pts  
kerning: -20 pts
- 14 PF Square sans pro italic 10 pts  
interline spacing: 12 pts  
kerning: -40 pts



# Publications

Inside pages  
for 10 x 21 cm leaflet



2 gutter columns: 5 mm  
interline spacing: 12 pts

# Publications

Inside pages  
for 10 x 21 cm leaflet

# Mauris alirsuam velit pellentesque

*1* *2*

*3* *4* *5* *6* *7* *8* *9* *10* *11*

*12* *13* *14* *15* *16* *17* *18* *19* *20*

*1* PF Square sans pro Regular 46 pts  
line spacing: 48 pts  
kerning: -20 pts

*2* Garamond Premier pro Semibold Caption 68 pts  
kerning: -20 pts

*3* PF Square sans pro italic 9.5 pts  
interline spacing: 12 pts

*4* PF Square sans pro medium italic 7 pts  
interline spacing: 12 pts  
kerning: -40 pts

*5* Line is 4 pts thick

*6* PF Square sans pro regular 9 pts  
interline spacing: 12 pts

*7* PF Square sans pro medium 12 pts  
interline spacing: 12 pts

*8* Garamond Premier pro semibold 96 pts  
interline spacing: 100 pts

*9* Garamond Premier pro Medium italic 16 pts  
interline spacing: 18 pts

*10* PF Square sans pro italic 16 pts  
interline spacing: 18 pts  
kerning: -20 pts

*11* PF Square sans pro italic 10 pts  
interline spacing: 12 pts  
kerning: -40 pts

*12* Mauris aliquam velit pellentesque sem tristique convallis  
Donec sagittis diam ac nulla fringilla  
*13* diam ac nulla fringilla  
*14* fringilla et ultrices orci vehicula.  
*15* Sed nibh mi, pellentesque et varius nec, luctus id diam.  
*16* Fusce sodales dicitur, amet nunc malesuada, sagittis vestibulum vel pretium libero. Nam quis tempus risus. Mauris orci  
*17* velit, tempus quis imperdiet eu, mattis sed orci fermentum dapibus neque.

*18* metus id venenatis. Vestibulum sit amet enim nec augue auctor sollicitudin in non enim. Vestibulum lobortis auctor nunc eu suscipit. Quisque iaculis lorem ut lectus posuere ultrices. Nam eleifend, risus vitae consectetur aliquet, quam molestie leo, quis tristique turpis magna sed dolor nulla consequat iaculis rutrum. Donec feugiat varius vestibulum. Morbi at ultrices ante. Phasellus placerat, velit ac tristique vestibulum, erat felis rhoncus mauris, ide ultricies felis elit in metus. Nam elementum tincidunt varius. Vivamus lobortis sem non justo egestas faucibus in a libero. Etiam in nibh risus, vel faucibus sapien. In enim diam, pretium id aliquet non, eleifend in felis. Donec eu lectus arcu. Aliquam rutrum rutrum nulla sit amet posuere.

*19* Vivamus suscipit felis non felis imperdiet scelerisque.  
*20* penisse at nibh nulla. Ut id tortor ut nibh lacinia porttitor quis tempor metus. Donec ac lacus metus, nec suscipit ipsum. gency and level Donec quis tempor metus. Donec ac lacus metus, Donec ac lacus metus, nec suscipit ipsum. gency and level Donec quis tempor me-

*21* tunec suscipit ac lacus metus, nec suscipit ipsum. gency and level of ambition that is needed to bring climate change under controlitum id aliquet non, eleifend.

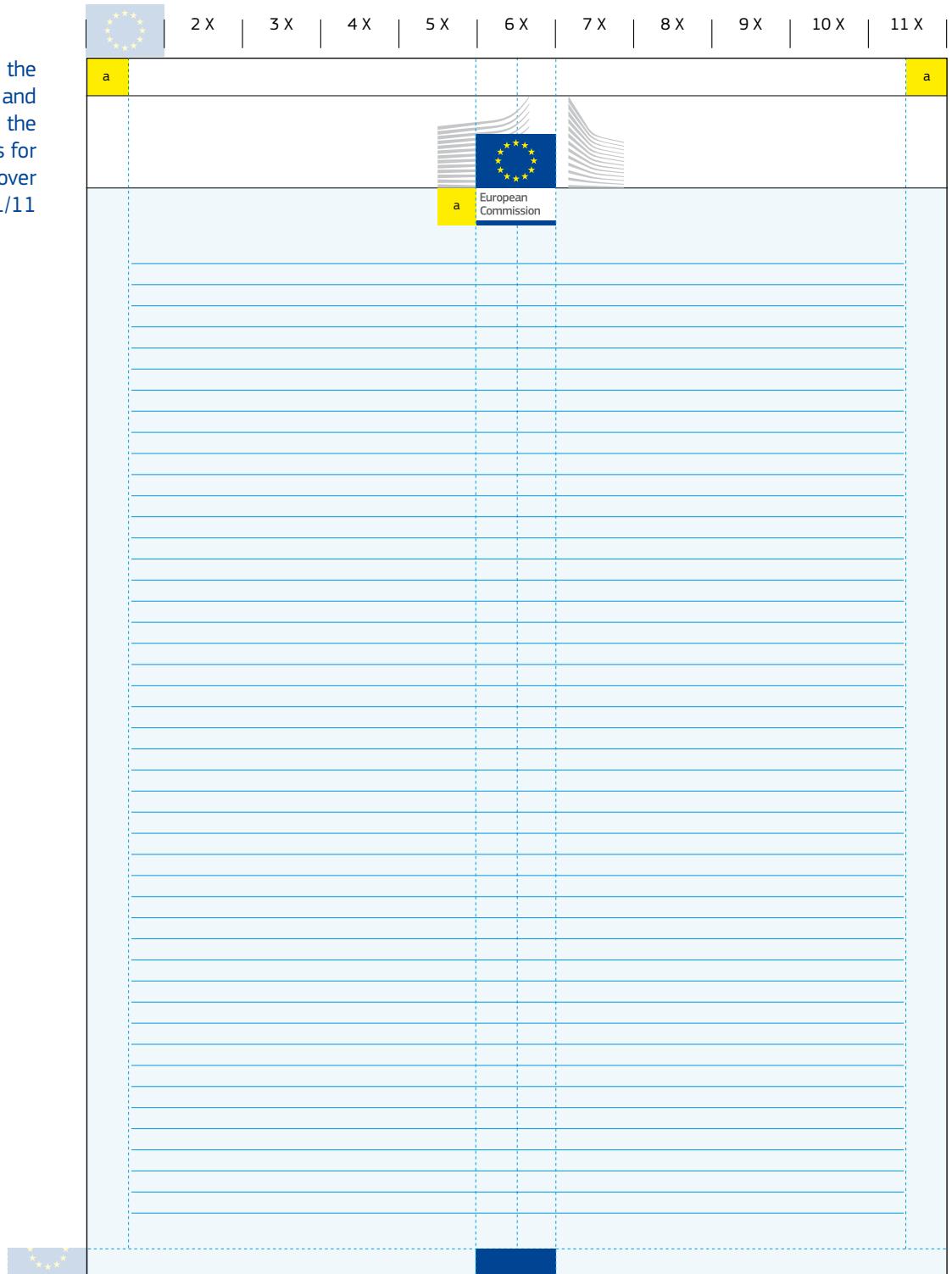
*22* Curabitur et augue Mauris 9 trurus elit, faucibus ut lacinia at, rutrum id massaro in leo velit, quam etid. *23*

*24* *25*

# Publications

## Posters (vertical)

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 width of the document.



# Publications

Posters (vertical)

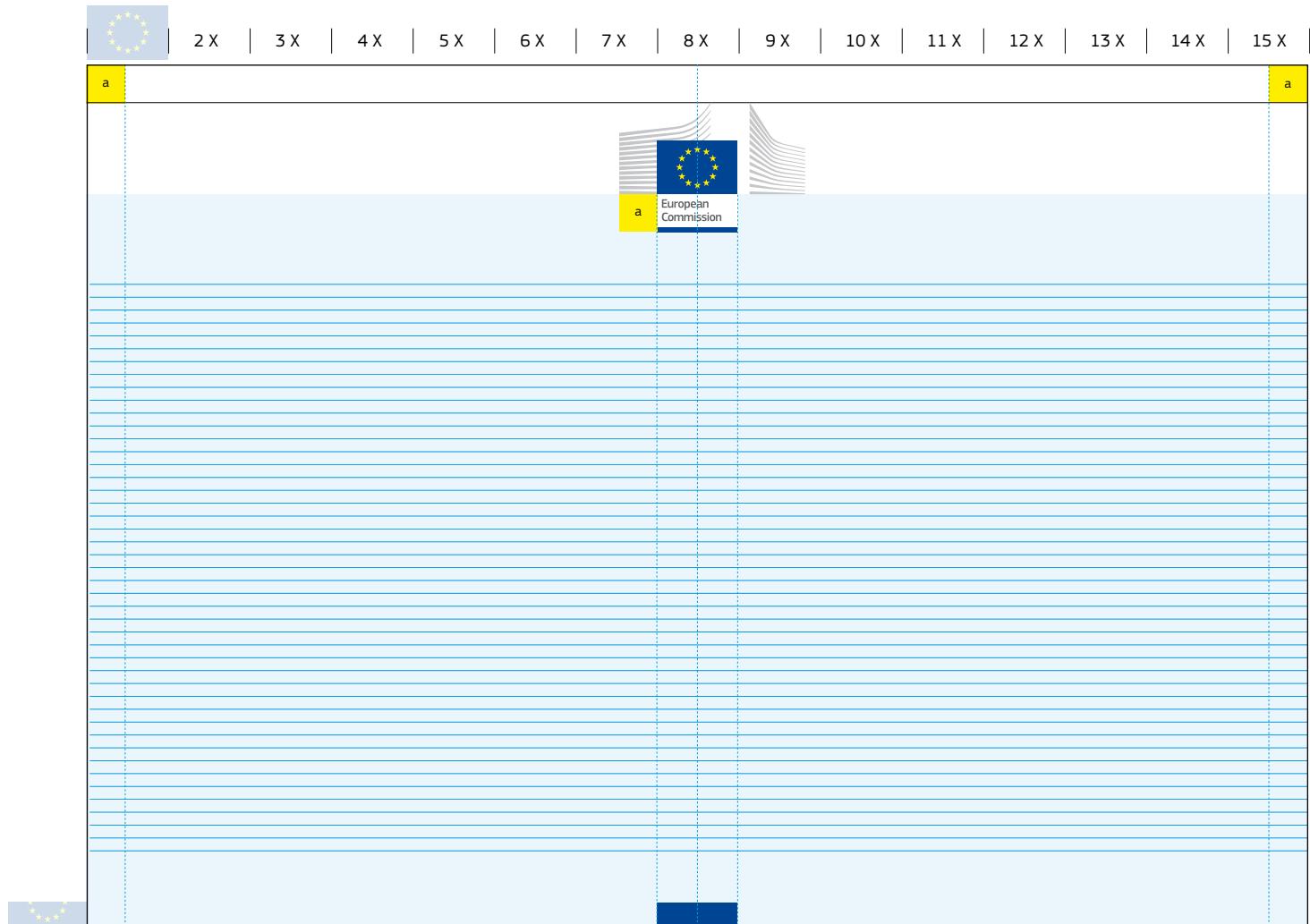
Example



# Publications

## Posters (horizontal)

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 (see p. 47).



## Publications

Posters (horizontal)  
Example



# Publications

## Don'ts



The use of several flat colour tints is not allowed.  
The text is not well balanced in the space available.  
Avoid aligning all texts the same way on the same axis.



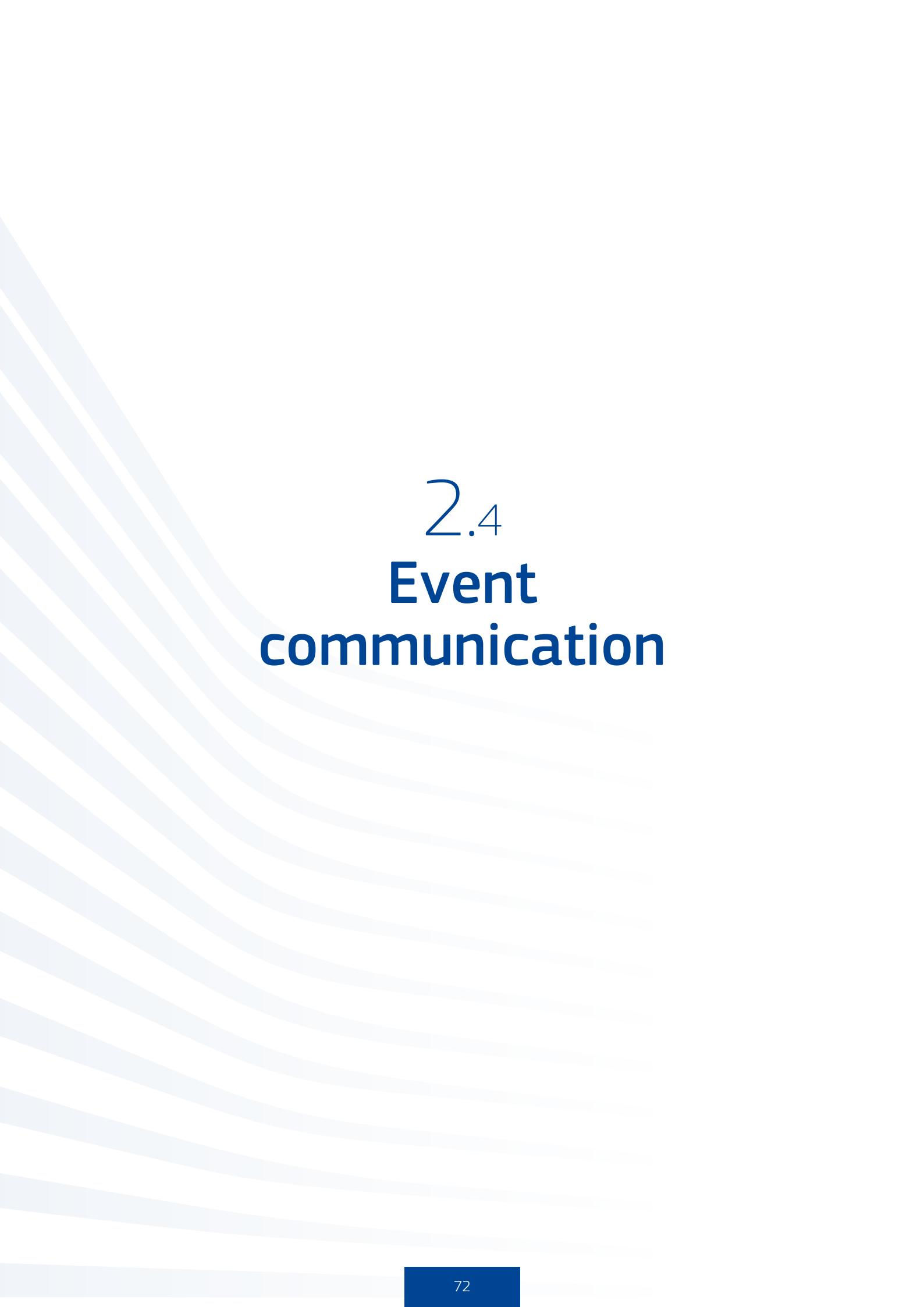
Colour shading is not allowed. The vertical axis is not respected. Flat colour tints and typography should always be aligned with the flag/footer box axes.



The top banner should always be white for publications.  
The contrast between the title and the big 'word'  
is not strong enough.



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



## 2.4

# Event communication

# Event communication

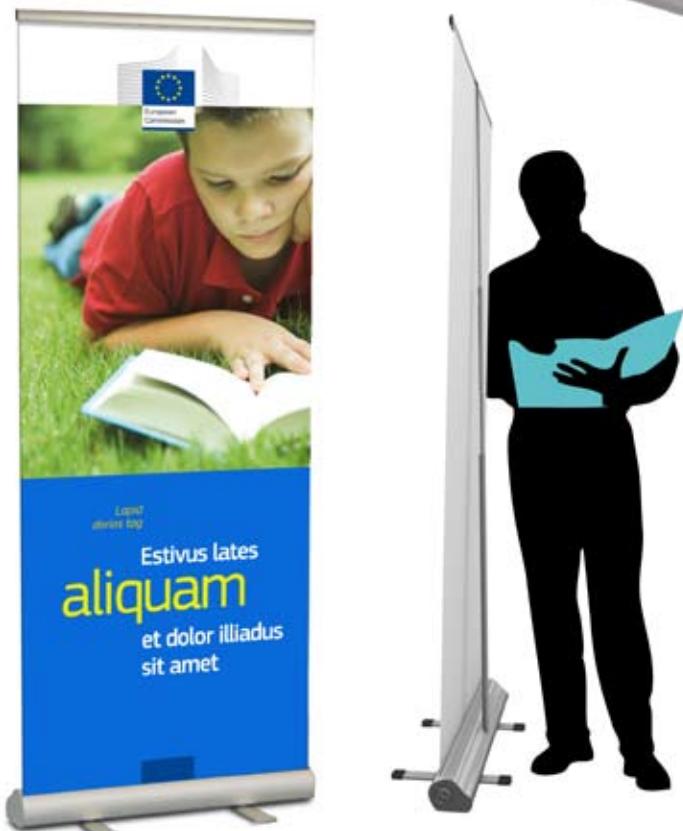
## Stands

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

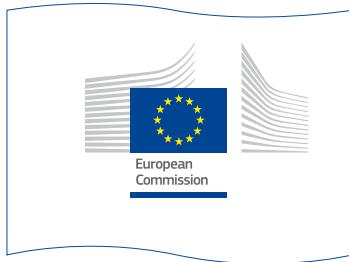


This is not an exhaustive selection of material, but demonstrates how to use the visual identity in such settings.

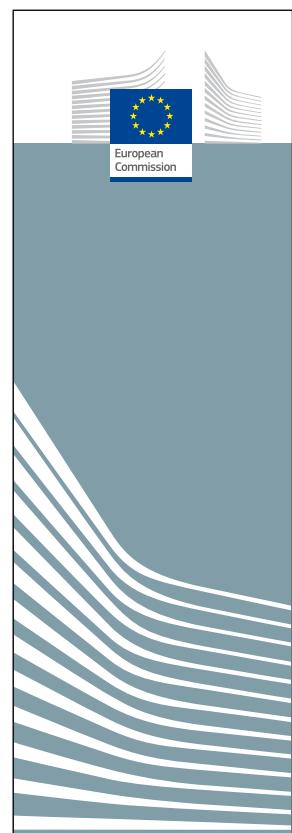
# Event communication

## Banners and flags

Flags



Banner



# Event communication

## Backdrops



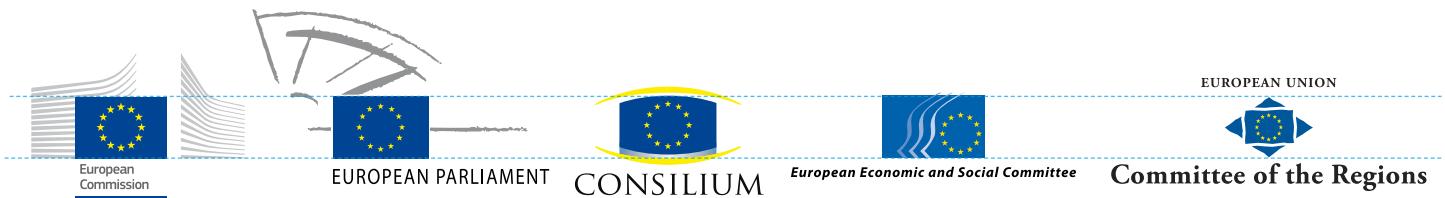
3

## Specific applications

# Specific applications

## Co-branding

For co-branding with the logos of other European institutions, align the various logos with the top of the flags. This ensures an equal and balanced **visual weight**.



# Specific applications

## Co-branding Examples

The poster features a woman with her mouth open, holding a large blue flower, with colorful confetti-like shapes floating around her. The text at the top reads "7 Saturday May 2011" with the European Union flag, followed by "Festival of Europe European Institutions Open Day". Below the image is the website "www.festivalofeurope.europa.eu". The main text area includes "Debates – Information Activities Children's workshops Music and dance" and "BRUSSELS EUROPEAN DISTRICT 7 MAY – 10 A.M. TO 6 P.M.". Logos for various European institutions are at the bottom.

**7 Saturday May 2011** **Festival of Europe European Institutions Open Day**

[www.festivalofeurope.europa.eu](http://www.festivalofeurope.europa.eu)

Debates – Information Activities  
Children's workshops  
Music and dance

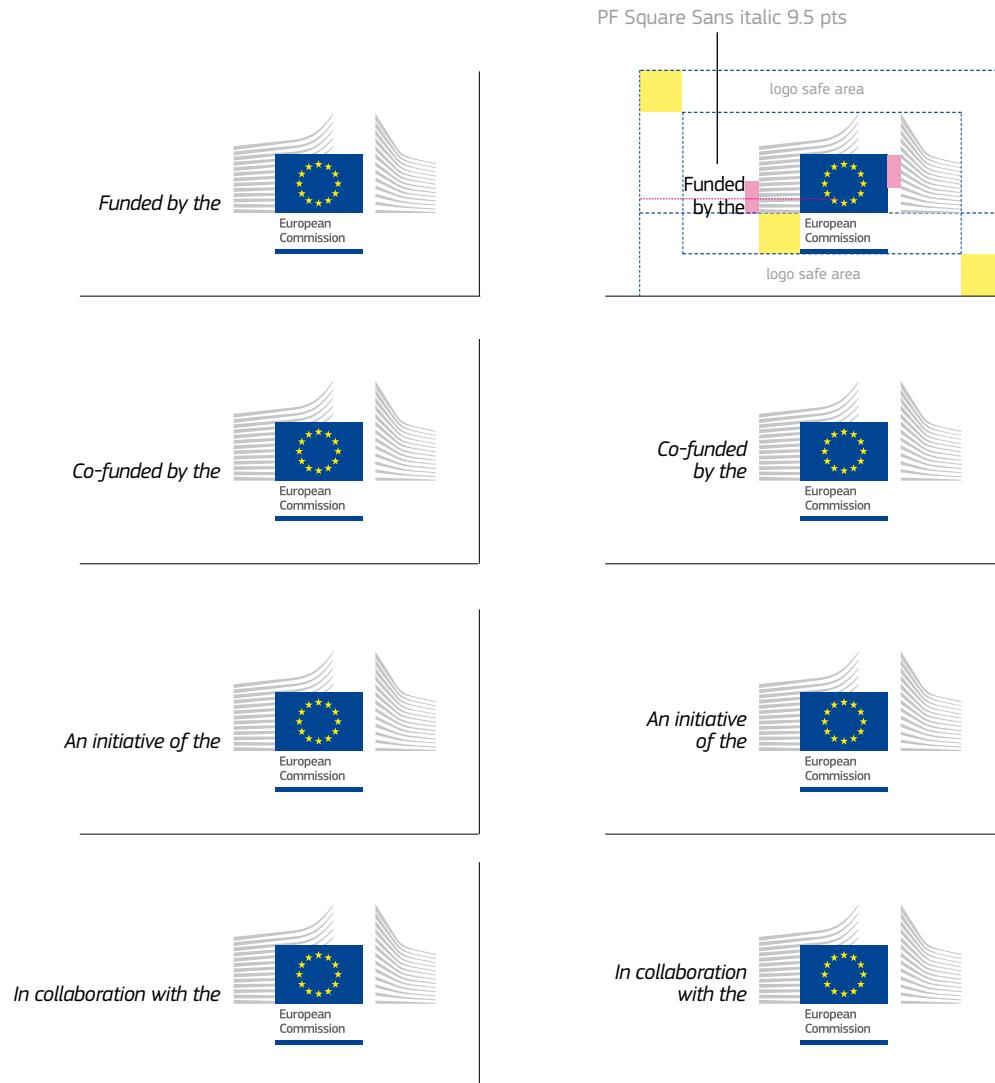
**BRUSSELS**  
**EUROPEAN DISTRICT**  
**7 MAY – 10 A.M. TO 6 P.M.**

EUROPEAN PARLIAMENT   
CONSILIUM   
European Commission   
European Economic and Social Committee   
EUROPEAN UNION   
Committee of the Regions

# Specific applications

## Sign-off

Two versions of sign-off are available, on 1 or 2 lines depending on how much space is available on the layout. The preferred version is the 1 line version.



# Specific applications

## Sign-off Examples

The screenshot shows the homepage of the 'Ex-smokers Are Unstoppable' website. At the top left is the logo 'EX SMOKERS ARE UNSTOPPABLE'. The top right features a language selector set to 'United Kingdom' and accessibility icons. The main headline reads: 'Ex-smokers look better, smell better, feel better and have more money.' Below it, in yellow text, is 'Ex-smokers are unstoppable.' A central image of a smiling woman wearing a white tank top with the campaign's slogan is positioned to the right of the text. Below the headline, a subtext states: 'The Unstoppable campaign celebrates the achievements of the ex-smokers from all over Europe and offers free help to stop smoking.' Two prominent buttons are visible: 'DISCOVER INSPIRING STORIES' and 'JOIN ICOACH GET FREE HELP HERE'. At the bottom, there are 'QUICK LINKS' for 'What is iCoach?' and 'Downloads', along with links for 'Contact us' and 'Information for organisations'. The footer includes a 'Privacy policy' link, social media sharing icons, and the European Commission logo.

This screenshot is identical to the one above, showing the 'Ex-smokers Are Unstoppable' website homepage. It features the same logo, language selector, and main headline: 'Ex-smokers look better, smell better, feel better and have more money.' and 'Ex-smokers are unstoppable.' A central image of a smiling woman in a tank top is present. Below the headline, a subtext states: 'The Unstoppable campaign celebrates the achievements of the ex-smokers from all over Europe and offers free help to stop smoking.' Two buttons are shown: 'DISCOVER INSPIRING STORIES' and 'JOIN ICOACH GET FREE HELP HERE'. At the bottom, there are 'QUICK LINKS' for 'What is iCoach?' and 'Downloads', along with links for 'Contact us' and 'Information for organisations'. The footer includes a 'Privacy policy' link, social media sharing icons, and the European Commission logo.

**For more information**

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200 rue de la Loi  
B-1040 Brussels  
Tel: +32 2 298 80 11  
E-mail: COMM-VISUAL-IDENTITY@ec.europa.eu

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:  
[http://www.cc.cec/home/dgserv/comm/visual\\_identity/](http://www.cc.cec/home/dgserv/comm/visual_identity/)

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