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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.
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.
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
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, jpeg, png, tiff and pdf). 
http://www.cc.cec/home/dgserv/comm/visual_identity/
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)).
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.

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.
Due to legibility and visibility constraints and in order to avoid the “moire” 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.

\[ \begin{array}{c}
\text{Logo} \\
\text{Minimum size and typeface} \\
\end{array} \]

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**

```
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ0123546789
```
**Logo**

**Colours**

- **CMYK**
  - **European Commission**
    - C: 100
    - M: 80
    - Y: 0
    - K: 0
  - **Reflex Blue**
    - C: 0
    - M: 0
    - Y: 100
    - K: 0
  - **Black**
    - C: 0
    - M: 0
    - Y: 0
    - K: 30

- **Pantone Reflex Blue**
  - **European Commission**
    - Reflex Blue 100%
    - Reflex Blue 30%
    - Reflex Blue 70%

- **Black**
  - **European Commission**
    - Black 100%
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.

- **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%.
- **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.
- **No outline is allowed for the graphic element or any other component of the logotype.**
- **Modifying the proportions of the logo is not permitted.**
- **The position of the flag cannot be changed in any way.** The space must be respected.
- **Modifying the proportions of the logo is not permitted.**
- **No outline is allowed for the graphic element or any other component of the logotype.**
- **Modifying the proportions of the logo is not permitted.**
- **No outline is allowed for the graphic element or any other component of the logotype.**
- **Modifying the proportions of the logo is not permitted.**
- **No outline is allowed for the graphic element or any other component of the logotype.**
- **Modifying the proportions of the logo is not permitted.**
1.2 Visuals
Visuals
Use of images and graphic effects

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.

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 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
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

`abcdefgijklmnopqrstuvwxyz`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`
`UVWXZ0123546789`

**PF SQUARE SANS PRO - Light italic**

`abcdefgijklmnopqrstuvwxyz`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`
`UVWXZ0123546789`

**PF SQUARE SANS PRO - Bold italic**

`abcdefgijklmnopqrstuvwxyz`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`
`UVWXZ0123546789`

**PF SQUARE SANS PRO - Bold**

`abcdefgijklmnopqrstuvwxyz`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`
`UVWXZ0123546789`

**PF SQUARE SANS PRO - Medium italic**

`abcdefgijklmnopqrstuvwxyz`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`
`UVWXZ0123546789`

**PF SQUARE SANS PRO - Extra black**

`abcdefgijklmnopqrstuvwxyz`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`
`UVWXZ0123546789`

**PF SQUARE SANS PRO - Extra black italic**

`abcdefgijklmnopqrstuvwxyz`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`
`UVWXZ0123546789`

**PF SQUARE SANS PRO - Medium**

for headlines and titles

`abcdefgijklmnopqrstuvwxyz`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`
`UVWXZ0123546789`

**PF SQUARE SANS PRO - Italic**

for subtitles and captions

`abcdefgijklmnopqrstuvwxyz`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`
`UVWXZ0123546789`

**PF SQUARE SANS PRO - Thin**

`abcdefgijklmnopqrstuvwxyz`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`
`UVWXZ0123546789`

**PF SQUARE SANS PRO - Thin italic**

`abcdefgijklmnopqrstuvwxyz`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`
`UVWXZ0123546789`

**PF SQUARE SANS PRO - Light**

`abcdefgijklmnopqrstuvwxyz`
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`
`UVWXZ0123546789`
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

Garamond Premier Pro Italic
for quotes

Garamond Premier Pro Semi Bold
for captions

Garamond Premier Pro Semi Bold Italic
for quotes

Garamond Premier Pro Bold
for emphasized words in quotes and subtitles

Garamond Premier Pro Bold Italic
for quotes
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

```
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123546789
```

**Verdana Bold Italic**  
for emphasized words in quotes and subtitles

```
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123546789
```

**Verdana Regular**  
for titles and text

```
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123546789
```

**Verdana Italic**  
for subtitles

```
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123546789
```
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.
2

Various fields of application

Electronic media
Stationery
Publications
Event communication
2.1
Electronic media
Electronic media
CD and DVD labels

Lorem ipsum para liter est cum carro

fragum
Electronic media
CD and DVD pocket sleeve

Neque porro quisquam est qui dolorem:

Praesent elementum nunc non odio feugiat.
Phasellus lorem nibh, tincidunt ut adipiscing eu, viverra suscipit sapien.

Lorem ipsum dolor sit amet, consectetur, velit:

Expedita in dolor a met sem auctor
Curabitur in dolor a velit interdum
Scelerisque sed et justo.
nulla facilisi
Curabitur in dolor a velit interdum
Scelerisque sed et justo.

Lorem ipsum dolor
Fragum cum corepiae

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

Eita dio tenis esti quis
corepraes occuptatur
corepiae

© European Commission, 2011
Electronic media

DVD inlays

 Lorem ipsum dolor fragum cum corepiae

© european commission, 2011

disclaimer:


Ut tincidunt, mi in facilisis aliquam, mauris sem pharetra lectus, sit amet porttitor lectus lectus nec velit. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur in dolor a velit interdum scelerisque sed et justo. Nulla facilisi.


Praesent elementum nunc non odio feugiat.

Lorem ipsum dolor fragum cum corepiae

For more information:
European commission
Information & communication Unit
B-1049 Brussels

© european commission, 2011

disclaimer:


Ut tincidunt, mi in facilisis aliquam, mauris sem pharetra lectus, sit amet porttitor lectus lectus nec velit. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur in dolor a velit interdum scelerisque sed et justo. Nulla facilisi.


Praesent elementum nunc non odio feugiat.
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.

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).

Safe areas
- Red: Invisible area
- Blue: Action safe area
- Yellow: Title safe area
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 format for mobile applications is being evaluated. The relevant guidelines will be published in the IPG as soon as they are available.
**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.

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.

---

**Electronic media**

**PowerPoint**

**Insert the title (30 pts) in here (76 pts)**

*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.

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.
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
Compliments card
210 x 105 mm

Alternative proposal

With the compliments of José Manuel Barroso

PF Square Sans Pro light 12 pts
Leading: 9 pts

With the compliments of José Manuel Barroso

PF Square Sans Pro regular 8 pts
Leading: 9 pts
Stationery
Business card
85 x 55 mm

Recto

José Manuel BARROSO
President
European Commission
LX40 06/02, B-1049 Brussels-Belgium
Rue de la Loi 200, 1049 Brussels/Brussel
+32 2 2991111
josemanuel.barroso@ec.europa.eu

Verso

Jane SMITH
Information and Communication Officer
European Commission
LX40 06/02, B-1049 Brussels-Belgium
1000 Brussels/Brussel
+32 2 2991111
jane.smith@ec.europa.eu

Alternative proposal

Recto

José Manuel BARROSO
President
European Commission
LX40 06/02, B-1049 Brussels-Belgium
Rue de la Loi 200, 1049 Brussels/Brussel
+32 2 2991111
josemanuel.barroso@ec.europa.eu

Verso

Jane SMITH
Information and Communication Officer
European Commission
LX40 06/02, B-1049 Brussels-Belgium
1000 Brussels/Brussel
+32 2 2991111
jane.smith@ec.europa.eu

Alternative proposal
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
Stationery
Adhesive notepad
100 x 100 mm
Stationery
Promotional items

Bags

Verso

Mugs

USB keys

Ballpoint

Lanyards
Stationery
Promotional items

Umbrellas

T-shirts
2.3 Publications
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 ( ) 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).
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.
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.
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.
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.
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.
Lorem ipsum et dolor fragum

epiaro

maribus estate

Lorem ipsum fragum cum corepiae

Eita dio tenis esti quis exerent ut qui corepra occupatur

Eita dio tenis esti quis exerent ut qui corepra occupatur
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 ( ) 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 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
Double page A4
Grid system

5 gutter columns: 5 mm
Interline spacing: 12 pt
CHAPTER 1

Mauris aliquam velit pellentesque sem tortis.

Donec sagittis diam at nunc sagittis et ultrices arcu vel vehicula.

Maures aliquam velit pellentesque sem tortis.

Donec sagittis diam at nunc sagittis et ultrices arcu vel vehicula.

Mauris aliquam velit pellentesque sem tortis.

Donec sagittis diam at nunc sagittis et ultrices arcu vel vehicula.
# Publications

## Inside pages for 10 x 21 cm leaflet

<table>
<thead>
<tr>
<th>7.5</th>
<th>7.5</th>
<th>7.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2 gutter columns: 5 mm
interline spacing: 12 pts
Mauris alirsuam velit pellentesque


Nulla consequat iaculis rutrum. Vivamus suscipit felis non felis imperdiet semper.

Nulla consequat iaculis rutrum. Vivamus suscipit felis non felis imperdiet semper.

Nulla consequat iaculis rutrum. Vivamus suscipit felis non felis imperdiet semper.


Nulla consequat iaculis rutrum. Vivamus suscipit felis non felis imperdiet semper.

Nulla consequat iaculis rutrum. Vivamus suscipit felis non felis imperdiet semper.

Nulla consequat iaculis rutrum. Vivamus suscipit felis non felis imperdiet semper.

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Nulla consequat iaculis rutrum. Vivamus suscipit felis non felis imperdiet semper.

Nulla consequat iaculis rutrum. Vivamus suscipit felis non felis imperdiet semper.

Nulla consequat iaculis rutrum. Vivamus suscipit felis non felis imperdiet semper.

Nulla consequat iaculis rutrum. Vivamus suscipit felis non felis imperdiet semper.


Nulla consequat iaculis rutrum. Vivamus suscipit felis non felis imperdiet semper.

Nulla consequat iaculis rutrum. Vivamus suscipit felis non felis imperdiet semper.
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.
Frageri balor

lorem ipsum dolor et cum carro est

ACIPSUSTO DOLORE
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
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

Lorem ipsum et
Quisque semper adipiscing

Dolor cum nat mem
Quisque semper adipiscing

Fusce facsis varius
Quisque semper adipiscing

ec.europa.eu/budget/reform
Event communication

Backdrops

Estivus lates dell maribus festires

Estivus lates
alim eu nunc
et dolor illiadus
sit amet
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
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
For more information

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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/

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