

THE LOGO, FOOTER BOX, TOP BANNER, SEPARATION LINE  
TYPOGRAPHY  
APPLICATION

# EC VISUAL IDENTITY ELEMENTS

# STANDARD LOGO



# HORIZONTAL LOGO



## STANDARD LOGO

Always except...

## HORIZONTAL LOGO

...if it is not feasible, e.g.:

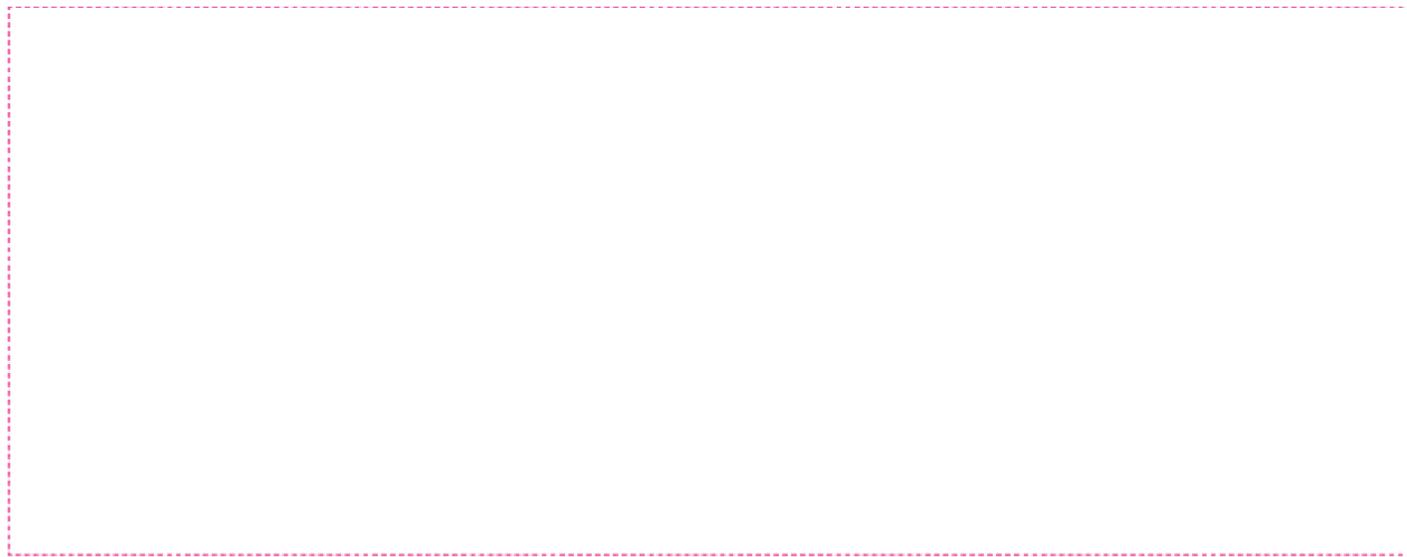
Small gadgets (pens, USB keys...)

E-mail newsletters;

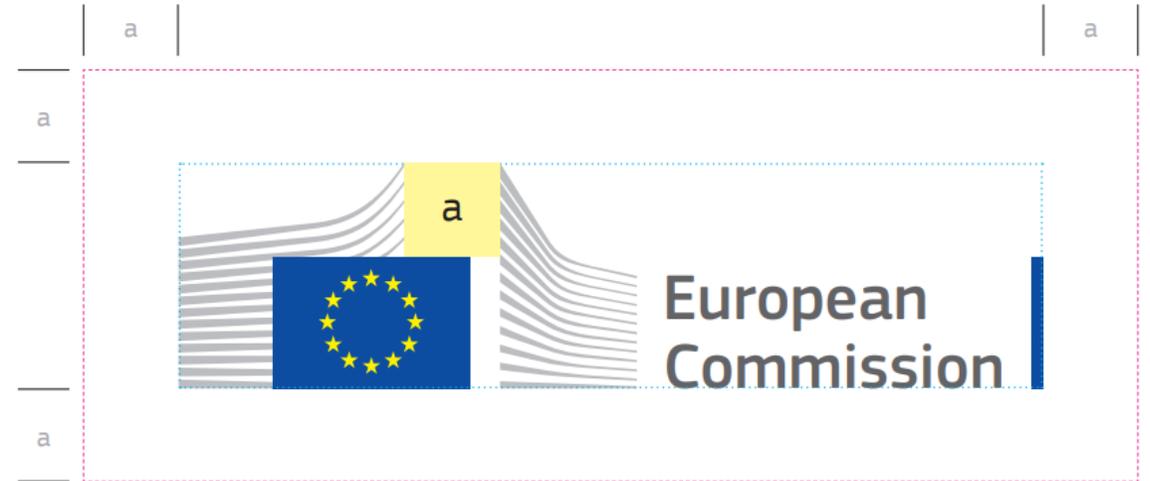
Social media posts...

# PROTECTIVE AREA\*

\* A CLEAR SPACE  
AROUND THE LOGO  
WHERE NO IMAGES  
OR TYPOGRAPHY IS  
ALLOWED



# PROTECTIVE AREA



**INNOVATION**  
IMPACT THROUGH  
INNOVATION IN SMES WITH THE  
EUROPEAN INNOVATION  
COUNCIL PILOT

## FOOTER (1)

- Is an extension of the standard logo
- Can be used to indicate a policy area, strategy, etc...
- Relative to the EU flag in the logo:
  - Always centred on the page
  - Without text the height is 50% of the flag, with text – 100%
  - Can change colour

**INNOVATION**  
IMPACT THROUGH  
INNOVATION IN SMES WITH THE  
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## TOP BANNER (2)

- Breathing space for logo
- Unchangeable element
- Can be white, EC corporate blue or the policy colour

**INNOVATION**  
IMPACT THROUGH  
INNOVATION IN SMES WITH THE  
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COUNCIL PILOT

## SEPARATION LINE (3)

- A clear straight line separating the top banner and the content
- The effect is achieved through high contrast between the banner and the content

# PLACEMENT OF STANDARD LOGO

EU flag should **always** be centred

The footer is always centred with the EU flag

Keep in mind the protective area around the logo and footer



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



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



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



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



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



Using upper case instead of lower case is not allowed.



When the logo is placed on a coloured background, you must insert the negative version of the logo to ensure the lines are clearly visible.



Remember!

**THE LOGO  
SHOULD NEVER  
BE MODIFIED!**

## EC SQUARE SANS PRO

LOGO, IMAGES  
INCORPORATING  
TEXTS AND FOR  
PROFESSIONAL  
PUBLICATIONS

## OTHER FONTS

Garamond

support type for captions,  
quotes, emphasised words in  
professional designs

Verdana or Arial

PowerPoint, Excel, email  
or electronic signature

Times New Roman or Arial

Working documents (Word, Eurolook)



# BLUE ECONOMY WINDOW



## WHO CAN APPLY?

Minimum **1 SME** from an **EU Member State**

## HOW MUCH CAN YOU GET?

**70% co-funding**

Between **€700,000 & €2,500,000**

## WHAT ARE WE LOOKING FOR?

Close to market activities

Technology readiness level: **6-8**  
Project duration: **up to 36 months**

APPLY BY **27 FEBRUARY 2020**

# TO RECAP... WHAT'S WRONG?



# BLUE ECONOMY WINDOW



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## TO RECAP... WHAT'S WRONG?

1. There is not enough protective space around the logo

# BLUE ECONOMY WINDOW

European  
Commission



## WHO CAN APPLY?

Minimum **1 SME**  
from an  
**EU Member  
State**

## HOW MUCH CAN YOU GET?

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## TO RECAP... WHAT'S WRONG?

1. There is not enough protective space around the logo
2. ... the logo in itself is too large

**BLUE ECONOMY WINDOW**

European Commission

**BLUE INVEST GRANTS**  
TOTAL BUDGET  
**€22.5M**

**WHO CAN APPLY?**  
Minimum **1 SME** from an **EU Member State**

**HOW MUCH CAN YOU GET?**  
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Between **€700,000 & €2,500,000**

**WHAT ARE WE LOOKING FOR?**  
Close to market activities  
Technology readiness level: **6-8**  
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**APPLY BY 27 FEBRUARY 2020**

Maritime and Fisheries

ISBN: 978-92-9202-661-5  
Catalogue number: EA-05-19-767-EN-N  
DOI: 10.2826/237317  
© European Union 2019

Annotations: 1 (top right), 2 (top left), 3 (bottom right)

## TO RECAP... WHAT'S WRONG?

1. There is not enough protective space around the logo
2. ... the logo in itself is too large
3. which leads to the size of the footer...



The poster features a blue background with a white wave pattern at the top. The title 'BLUE ECONOMY WINDOW' is in large white letters. A central graphic shows a lifebuoy with 'BLUE INVEST GRANTS' and 'TOTAL BUDGET €22.5M'. Three yellow callout boxes with numbers 1, 2, and 3 point to the EU flag, the logo/footer area, and the bottom text respectively.

**BLUE ECONOMY WINDOW**

**BLUE INVEST GRANTS**  
TOTAL BUDGET  
**€22.5M**

**WHO CAN APPLY?**  
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#EMFF19 #BlueInvest  
<https://ec.europa.eu/maritimeaffairs/>  
<https://ec.europa.eu/easme/>  
[www.blue-invest.eu/](http://www.blue-invest.eu/)

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## TO RECAP...

1. EU flag should **always** be centred on the page, together with the footer;
2. The logo, footer and the separation line are unchangeable parts of the EC visual identity;
3. All professional graphic design products have to use EC Square font.

## USEFUL LINKS

- All you need to know: [the manual](#)
- All variations of [EC logo](#)
- [Acceptance form](#) for use of the EC Square Sans Pro (to be sent to the communication officer)

## MORE THAN A LOGO

THE VISUAL  
IDENTITY IS  
OUR  
FINGERPRINT