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

EC VISUAL IDENTITY ELEMENTS

European Commission

STANDARD LOGO

HORIZONTAL LOGO

STANDARD LOGO

HORIZONTAL LOGO

Always except…
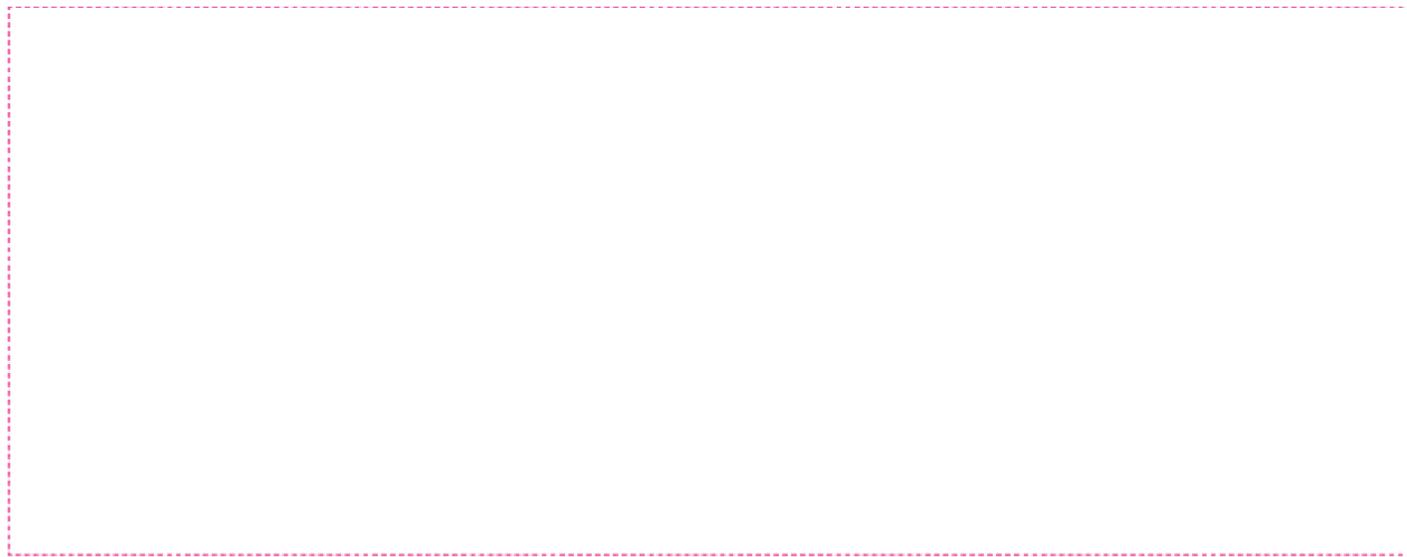
…if it is not feasible, e.g.:

Small gadgets (pens, USB keys…)

E-mail newsletters;

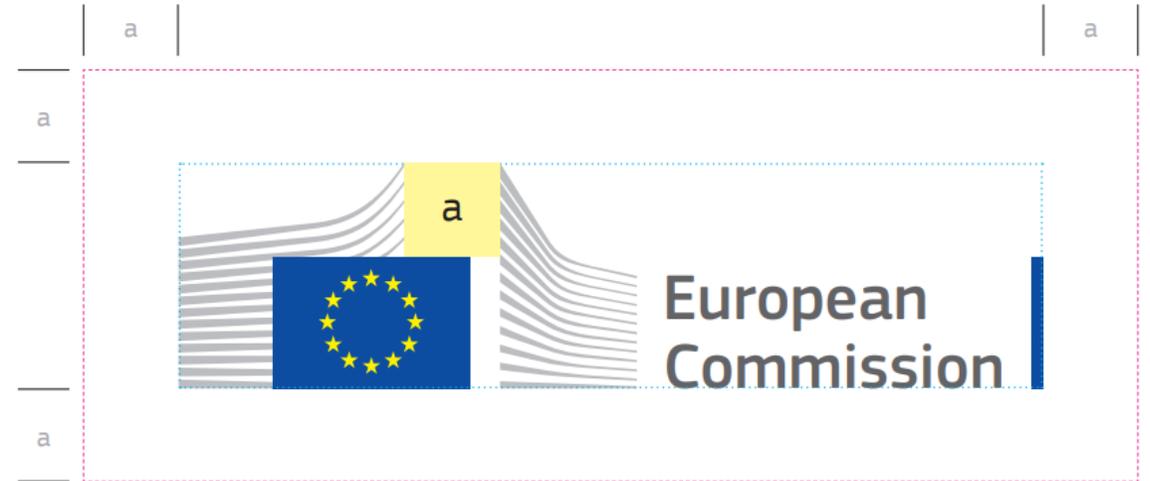Social media posts...

European Commission

PROTECTIVE AREA*

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

European
Commission

PROTECTIVE AREA

1/12 of
EC flag
height

FOOTER (1)

o Is an extension of the standard logo

o Can be used to indicate a policy area, strategy, etc…

o Relative to the EU flag in the logo:

 o Always centred on the page

 o Without text the height is 50% of the flag, with text – 100%

 o Can change colour

TOP BANNER (2)

o Breathing space for logo

o Unchangeable element

o Can be white, EC corporate blue or the policy colour

SEPARATION LINE (3)

o A clear straight line separating the top banner and the content

o 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

European Commission

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!

European Commission

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)

European Commission

TO RECAP... WHAT'S WRONG?

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1. There is not enough protective space around the logo

TO RECAP... WHAT'S WRONG?

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

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...

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

o All you need to know: [the manual](#)

o All variations of [EC logo](#)

o [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

European Commission