



European  
Commission

visual **identity**

Manual NOV 2017



# TABLE OF CONTENTS

1	<b>Introduction</b>		<b>34</b>	<b>2. Various fields of application</b>
2		<i>Basic principles</i>	35	2.1 Electronic media
5		<i>Use of colour and typography for the Policies</i>	36	<i>Audiovisual signature</i>
6		<i>Cases of non-standard application for the logo</i>	38	<i>Social Media – Profil Picture</i>
			39	<i>Social Media – Header</i>
			40	<i>Social Media – Examples</i>
			42	<i>Social Media - Visual Content</i>
<b>10</b>	<b>1. Visual elements</b>		44	<i>Website banners and headers</i>
11	1.1 Logo		46	<i>Mobile applications</i>
12		<i>Positive versions “standard” (vertical)</i>	54	<i>E-learning applications and examples</i>
13		<i>Positive versions (horizontal)</i>	55	<i>Desktop applications and examples</i>
14		<i>Negative versions (vertical)</i>	57	<i>Electronic Newsletters and examples</i>
15		<i>Negative versions (horizontal)</i>	60	<i>PowerPoint and examples</i>
16		<i>Language versions (vertical)</i>	63	<b>2.2 Publications</b>
17		<i>Language versions (horizontal)</i>	64	<i>Grid system for cover</i>
18		<i>Typography size, leading and typography (vertical)</i>	65	<i>Grid system for A4 cover, back cover and examples</i>
19		<i>Proportion and protection area (vertical)</i>	74	<i>Grid system double page A4 and examples</i>
20		<i>Typography size, leading and typography (horizontal)</i>	80	<i>Grid system for A4 Magazine and examples</i>
20		<i>Proportion and protection area (horizontal)</i>	82	<i>Grid system for A4 newsletters and examples</i>
21		<i>Proportion and protection area</i>	85	<i>Grid system for A4 factsheet and examples</i>
22		<i>Minimum sizes and alternative uses</i>	89	<i>Grid system for A4 cover, back cover and examples (horizontal)</i>
23		<i>Mute version: examples</i>	92	<i>Grid system for double page and examples (horizontal)</i>
25		<i>Colours</i>	94	<i>Grid system for A4 cover folded in two and examples</i>
26		<i>Dos and Don'ts</i>	96	<i>Grid system for 21 x 21 cm cover, back cover and examples</i>
27	1.2 Visuals		141	<i>Grid system for double page 21 x 21 cm</i>
28		<i>Use of images and graphic effects</i>	100	<i>Grid system for A5 cover, back cover and double page</i>
29	1.4 Typography		103	<i>Grid system for A5 cover, back cover and double page (horizontal)</i>
30		<i>Main typography: EC Square Sans Pro</i>	106	<i>Grid system for A6 cover, back cover and double page</i>
31		<i>Secondary typography: Garamond</i>	108	<i>Grid system for A6 cover, back cover and double page (horizontal)</i>
32		<i>Alternative typography for Office and Web: Verdana</i>	112	<i>Grid system for B5 cover, back</i>
33		<i>Alternative typography for Office and Web: Arial</i>		

	<i>cover and double page</i>		
115	<i>Grid system for leaflet A4 cover, back cover and examples</i>	169	<i>Multilingual product: example</i>
118	<i>Grid system for inside pages of leaflets A4 and examples</i>	170	<i>Citizens' Summary</i>
120	<i>Grid system for leaflet A3 cover, back cover and examples</i>	171	<i>Eurolook templates</i>
123	<i>Grid system for inside pages of leaflet A3</i>	174	<i>Legiswrite templates</i>
124	<i>Grid system for posters (vertical) and examples</i>	176	<i>Report template</i>
129	<i>Grid system for posters (horizontal) and examples</i>		
131	<i>Multilingual product: examples</i>	<b>177</b>	<b>3. Specific applications</b>
132	<i>Specific formats: examples</i>	178	<i>Use of the Commission logo in equal partnership with other organisations (co-branding)</i>
135	<i>Publications Examples</i>	179	<i>Co-branding: examples</i>
140	<i>Don'ts</i>	180	<i>Insertion of authorised logos and third party logos</i>
143	<b>2.3 Event communication</b>	181	<i>Use of Commission logo by third parties</i>
144	<i>Stands</i>	182	<i>Maps</i>
145	<i>Banners and flags</i>		
146	<i>Midday briefing projection backdrop</i>		
148	<i>Conferences material: badges</i>		
149	<i>Conferences material: programmes</i>		
150	<b>2.4 Stationery</b>		
151	<i>Letterhead for Commissioners A4</i>		
152	<i>Letterhead Word template A4</i>		
153	<i>Invitations 210 x 105 mm</i>		
154	<i>Compliments card 210 x 105 mm</i>		
155	<i>Compliments card 148 x 105 mm</i>		
156	<i>Envelopes</i>		
160	<i>Business card 85 x 54 mm</i>		
162	<i>Electronic signature</i>		
163	<i>Document folder 230 x 315 mm</i>		
164	<i>Adhesive notepad 100 x 100 mm</i>		
165	<i>Promotional items</i>		

# Introduction

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

Its purpose is to give the European Commission a recognisable image and a coherent voice when communicating.

The visual identity is constructed around the European Commission logo. This is based on two key elements: the European flag and a graphic element inspired by the Berlaymont, the headquarter of the European Commission.

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

# Introduction

## Basic principles

The European Commission's visual identity is defined by standard visual elements. These elements must always be applied unless a case for a non-standard application is justified (see pages 6, 7, 8 and 9).

The standard visual elements are: the standard logo (1), footer box (2), typography (3), top white or coloured banner and 'separation line' (4).

### 1. The logo:

The standard logo (1) is the main logo for general use unless the use of the horizontal or mute variations is justified. The standard 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). No other logo other than the Commission logo can appear on the Commission's communication products (apart from specific authorised exceptions, see page 192).

The visual identity is constructed around the European Commission's logo which exists in three variations: standard, horizontal and mute (See section 1.1. for all the details).

The **standard logo** is the main logo for general use unless the use of the horizontal or mute variations is justified. When the standard logo is used, it must appear at the top with the embedded EU flag centred on the publication. The standard logo (1) must be used with other constituent elements: the footer box (2), typography (3), top white (or coloured) banner (4) and a "separation" line (4). The rules for the application of these elements will be explained in the section on Publications.

### 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 of the flag in the logo. On small documents where the logo is too close to the bottom of the page, its height is 1/4 of the flag (see example p. 88).
- b. In the case of documents created for different European Commission policies, the footer box, twice as high (same size as flag), can change colour. Any colour can be chosen to represent a policy or action. It will contain the name of the relevant policy. Therefore, the footer box also serves to inform.



# Introduction

## Basic principles

### 3. The typographies:

To make the page more dynamic, the texts will be freely positioned in the area. It is recommended, but not compulsory, to position the text 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.

The typographies used in the visual identity are as follows:

#### Professional print publications:

- main: EC Square Sans Pro
- secondary: Garamond

#### Web pages, web applications, PPT presentations, e-mails, editable documents:

- Verdana or Arial

#### Working documents generated by special IT applications:

- the current font remains applicable (mainly TimesNewRoman and Arial)

#### Eurolook and Legiswrite documents:

- the current font remains applicable (TimesNewRoman and Arial)

*(for more information on the choice of typographies and their use, see pages 33, 34, 35, 36 and 37).*

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

Breathing space, a 'showcase' for the logo, a constant and unchangeable visual element, the banner is all of these rolled into one. It can be white or EC corporate blue (the same blue as the EU flag) or the same colour as the policy colour that is displayed in both the footer box and the bottom line of the logo (see also p. 110). The coloured banner can be used with a white background, flat colour tints immediately under the banner, and clipped pictures or an illustration (see examples on p. 167,168).



# Introduction

## Basic principles

### 5. Colour system for back covers:

The header for back covers is always of the same colour as the one of the Policy. The use of a white header on back covers is not allowed.





# Introduction

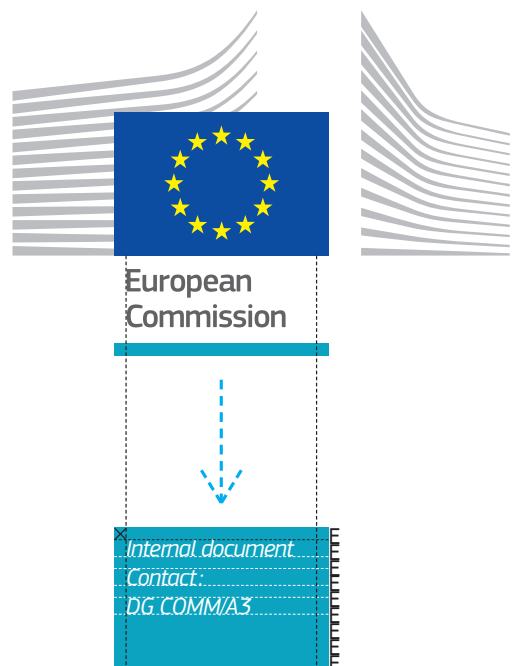
## Use of colour and typography for the Policies

Policy areas can choose any colour to acquire a degree of distinction within the corporate look and feel. There is, however, no exclusivity regarding the choice of colours, that means that a colour can be chosen by more than one Directorate General.

**The footer box does not refer only to policies. It can also contain the name of an EU programme, a political initiative, an event etc.**

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.

When the footer box contains a policy name, it's colour has to be different from the corporate colour unless the footer box text refers to a cross-cutting initiative or political priority (e.g. EU Protects or #EUProtects)



The policy will be indicated in EC Square Sans Pro Italic, with automatic leading spacing, and letter spacing (tracking) -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 typography in white or black. No other colour can be used in this area. The size of the text could be increased up to 10 points (15% bigger) on an A4 format in case of very short policy names.

# Introduction

## Cases of non-standard application for the logo

There might be cases when the principles of the standard visual identity cannot be fully applied. Some of these cases are described on this page. More cases for non-standard applications might emerge during the implementation of the visual identity. Please refer these cases to the Visual Identity Team so that this page can be updated with further cases of non-standard application.

### 1. Non-standard application of the logo

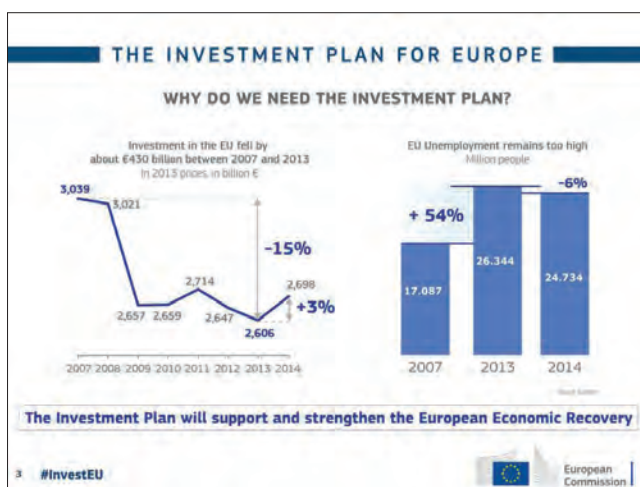
For certain cases concerning visibility of the name of the European Commission or multilingual applications, two logo variations have been developed besides the standard logo.

The **standard logo** always appears with its flag top centred except in clearly defined cases. These are: the standard web banner on [ec.europa.eu](http://ec.europa.eu) (see in the Information Providers Guide, <http://ec.europa.eu/ipg/>), the sign-off option (see below) and some specific cases of signposting.

The **horizontal logo** can be used when the standard logo cannot be applied due to space, visibility or other specific reasons. Cases for the use of the horizontal logo identified so far are signposting of buildings, e-mail newsletters, Social Media posts and some gadgets like USB keys. When the horizontal logo is used, the footer box and the principle that the EU flag within the logo has to be centred at the top do not apply.

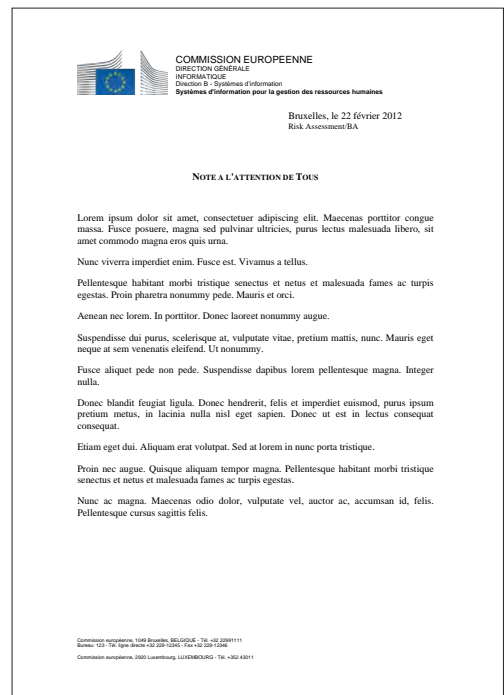
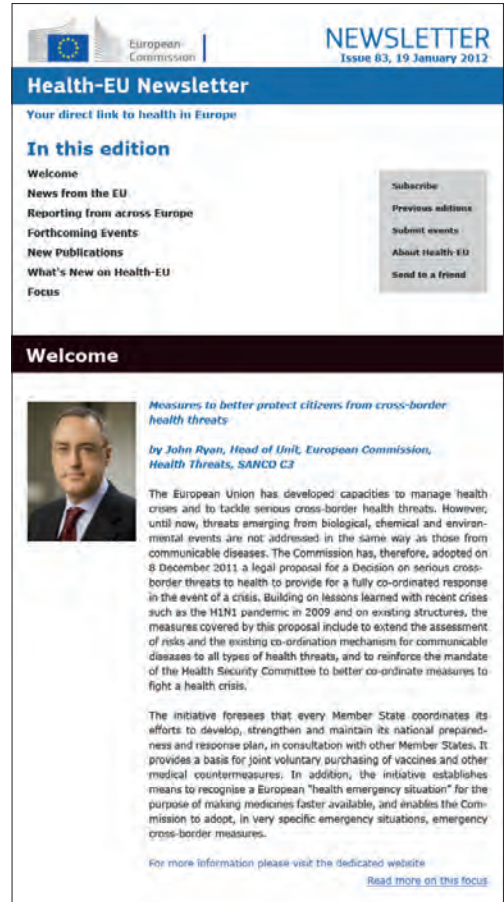
The **mute logo** is strictly for multilingual publications and for very specific pre-printed stationery which is designed for multilingual use. These include folders for multilingual use (see page 23 and 24), envelopes, and pre-printed documents templates of the Spokespersons' Service. When the mute logo is placed with the logo's flag top centred, the footer box should be applied as in the case of the standard logo. When the mute logo is placed elsewhere, the footer box does not apply.

Please consult the Visual Identity Team in DG COMM ([comm-visual-identity@ec.europa.eu](mailto:comm-visual-identity@ec.europa.eu)) when you are unsure about the correct application of the horizontal or mute logos.



# Introduction

Cases of non-standard application for the logo



# Introduction

## Cases of non-standard application for the logo

### 2. Partnerships with other organisations

The Commission often engages in joint activities with other organisations. These activities might result in joint publications, events, joint initiatives, etc. In these cases, the standard visual identity might not be applicable.

In case of equal partnerships, the communication product should be co-branded. It means that the logos of the organisations involved in the equal partnership (including the standard logo of the European Commission) should be placed next to each other in proportionately equal sizes on the communication product. See pages 194 - 196 for specific examples of co-branding. In the cases of co-branding, the standard visual elements of the visual identity (i.e. typography, layout, footer box, etc.) do not apply.

When the Commission contributes to a project that is carried out by a third party organisation, the “sign-off” option must be used. In this case, the standard logo is placed on the communication product with a line that describes the nature of the Commission’s contribution. This line can refer to support, funding given or initiative taken by the European Commission. (See page 196) The sign-off option demonstrates the Commission’s involvement but shows that the Commission is not responsible for the execution or content of the project. The sign-off option is usually applied by third party organisations, therefore the standard visual elements of the visual identity (i.e. typography, layout, footer box, etc.) do not apply.



# Introduction

## Cases of non-standard application for the logo

### 3. Publications written/published by external organisations at the request or with the support of the European Commission

The European Commission from time to time commissions or uses publications from independent external organisations. The cases and the application of the visual identity are summarised here:

- a) Study written by an external independent body which is also the copyright holder. The visual identity of the external body applies. No Commission logo shall be displayed in the document.
- b) Study written by an external independent body with support from the Commission. The copyright holder is the external independent body. The visual identity of the external body applies. The Commission logo may appear on the publication's cover page as a "sign-off" with the words "With the support of the" or "Supported by the" + Commission logo. A disclaimer shall be added to the inner pages of the study:

"The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

- c) Study written by an external independent body at the request of the Commission (following call for tender) and financed by the Commission. The copyright holder is the external independent body. The visual identity of the external body applies. The Commission logo must appear on the publication's cover page as a "sign-off" with the words "Funded by the" + Commission logo. A disclaimer shall be added to the inner pages of the study:

"This document has been prepared for the European Commission however it reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

- d) Study written by an external independent body at the request of the Commission (following call for tender) and financed by the Commission. The copyright holder is the European Commission. The European Commission's visual identity applies. The external organisation which is the author of the publication should be identified in the bottom part of the cover page (as shown

on page 100 concerning word template and page 195 concerning "professional graphic template") with a line "Written by" or "Developed by" + the logo of the organisation, as appropriate. A disclaimer shall be added to the inner pages of the study:

"This document has been prepared for the European Commission however it reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

NB: A publication (newsletter, brochure, etc.) produced by an external organisation which is a service provider to the Commission and the Commission takes ownership of the content of the publication: The standard visual identity of the European Commission applies.

### 4. Use of authorised logos

There are a few logos and labels that remain in use in the European Commission following due authorisation by the Secretary-General and the Director-General of DG Communication. These logos can be used in publications as shown on page 195.



### 5. Working documents produced by using specific IT applications

Documents produced by using specific IT applications such as Eurolook or Legiwrite, will keep the layout and form as defined by the IT application. Users must not modify the typography or layout of these documents.



1

# Visual elements

Logo  
Visuals  
Typography



# 1.1 Logo

# Logo (vertical)

## Positive versions

“standard”

The standard logo is the main logo of the European Commission and, as a general rule, should appear top centred on all communication material, documents and products unless there is a special reason not to substitute the standard logo with the horizontal or mute variation.

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).

All these formats are available on the Visual Identity Page:  
[http://ec.europa.eu/dgs/communication/services/visual\\_identity/index\\_en.htm](http://ec.europa.eu/dgs/communication/services/visual_identity/index_en.htm)



CMYK – for full-colour printing

European  
Commission



Pantone EC Corporate Blue –  
for 1-colour printing

European  
Commission



Black – for black & white printing

European  
Commission



# Logo (horizontal)

## Positive versions

The horizontal logo is a substitute of the standard logo in cases when the applicability of the standard logo is constrained due to space or aesthetic reasons. The cases identified so far for the use of the horizontal logo are: Press Room backdrops, signposting of buildings, e-mail newsletters, Facebook timeline as part of the top image.

CMYK



The CMYK horizontal logo is designed for small communication media such as mobile web, electronic newsletters, Facebook pages, PowerPoint presentations, etc.

Pantone EC Corporate Blue



Black



The Pantone Reflex Blue and Black versions of the horizontal logo are designed for specific printing on very small communication media such as pens. These logos have to be used with colours in 100 % to ensure all elements of the logo are clearly visible.

# Logo (vertical)

## Negative versions

CMYK



**European  
Commission**

---

Pantone EC Corporate Blue



**European  
Commission**

---

Black



**European  
Commission**

---

The gold version is an alternate version for 1 pms printing on colour paper/fabric. This is just an example, any colours can be used (see example page 89 (lanyards)).

# Logo (horizontal)

Negative versions

CMYK



Pantone EC Corporate Blue



Black



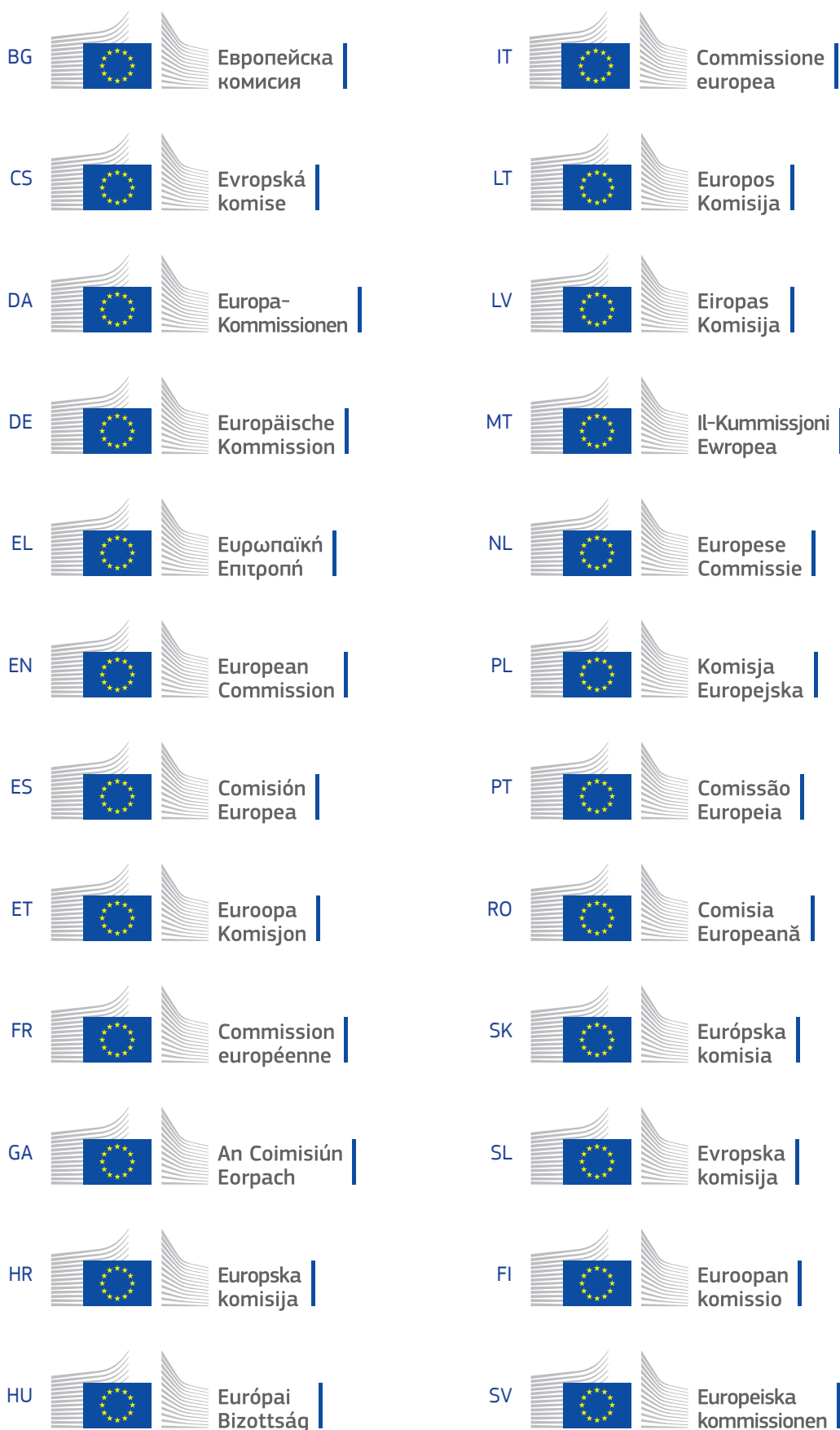
# Logo (vertical)

## Language versions



# Logo (horizontal)

## Language versions



# Logo (vertical)

Typography size,  
leading and typography

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 to the left determines the space between the baseline of "kommissionen" and the top line of the horizontal bar.

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

The European Commission has further developed this original font, by adding all characters to cover the 23 EU languages plus languages of candidate countries. This final version of the font is called EC Square Sans Pro and is the only typography version

allowed for the European Commission logo. It is used in Black with 75% opacity for the CMYK logo and 70% Pantone EC Corporate Blue for its 1 pms version, 100% for the black & white version.

Under the terms of the licence for EC Square Sans Pro, the European Commission can grant floating licences to external contractors and communication agencies working on Commission projects. To acquire a floating licence, please contact the Visual Identity Team of DG Communication.

## EC SQUARE SANS PRO - MEDIUM

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123546789

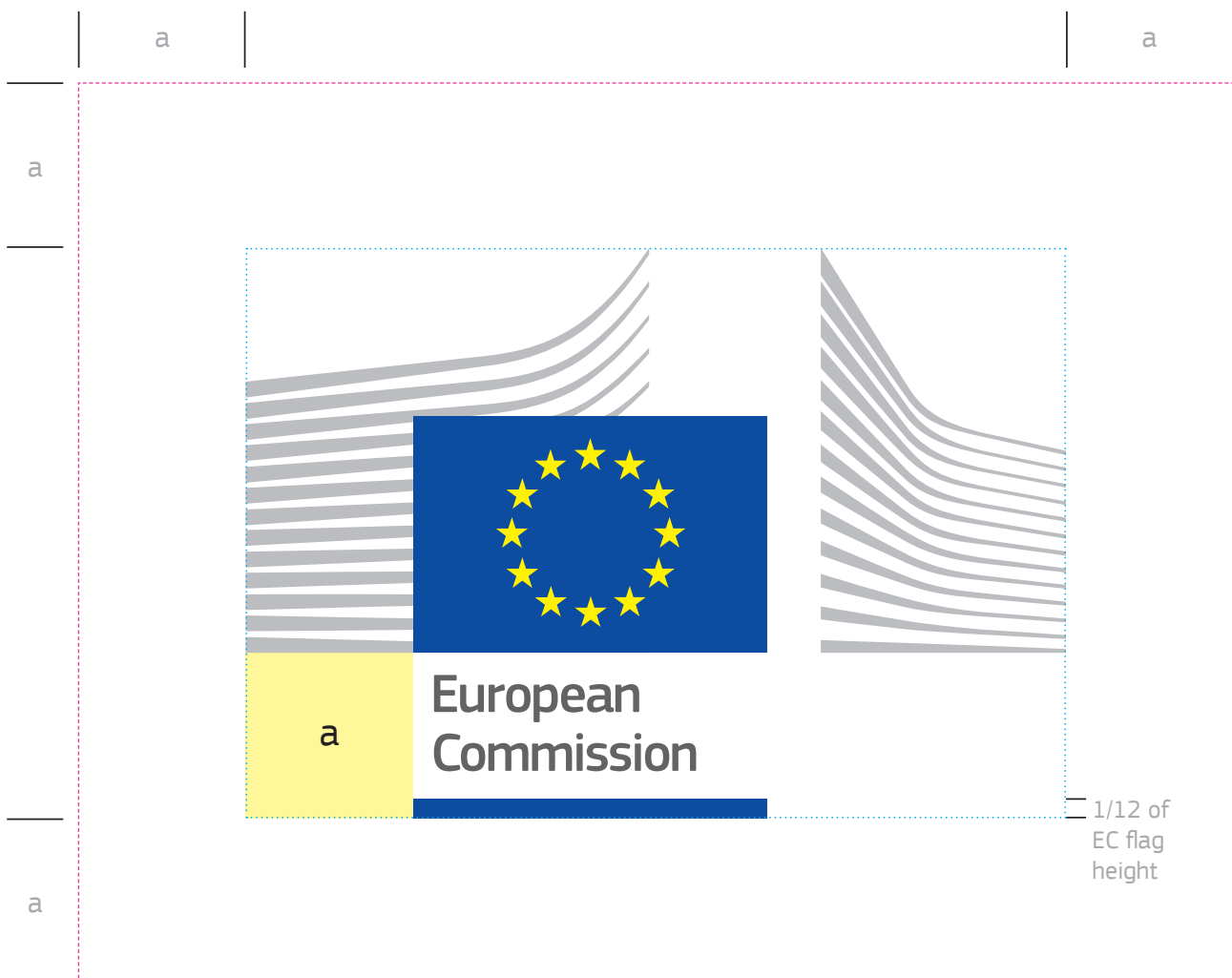
# Logo (vertical)

## 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 logo: no images  
or typography  
allowed within  
these limits.

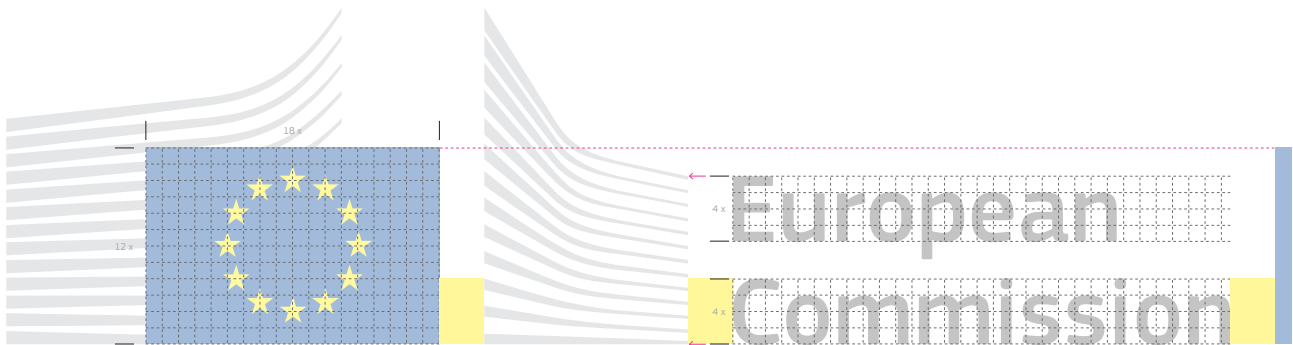
1. The only exception to this rule  
is business cards. Given their  
small size and the very limited  
space available, this “protection  
area” rule cannot be followed.

## Logo (horizontal)

Typography size,  
leading and typography

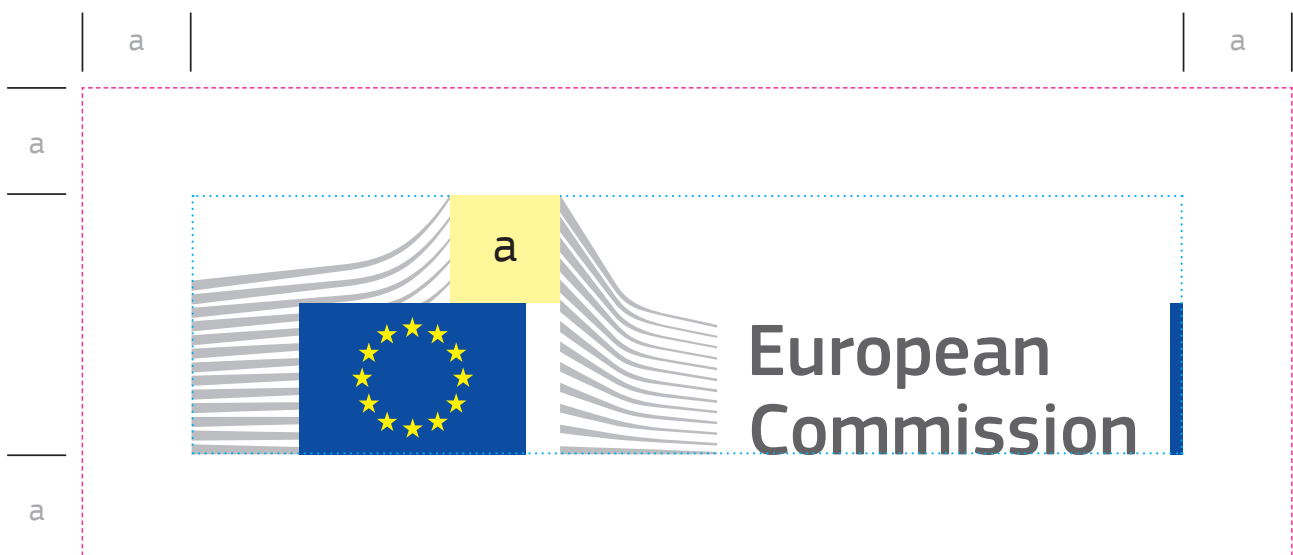
In its horizontal version, the position of the vertical bar depends on the length of the “European Commission” translations. The height of the vertical bar is equal to the height of the flag.

The distance between the right side of the flag and the left side of the “Berlaymont” lines determines the spaces before and after the words “European Commission” (see below in yellow).



## Logo (Horizontal)

Proportion  
and protection area



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



# Logo

## Proportion and protection area



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

bleed of page

a



a

European  
Commission

a



No text is allowed in the protection area and the picture cannot infringe upon the logo.



# Logo

## Minimum sizes and alternative uses

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



### ! ALTERNATIVE USES OF LOGO



The CMYK horizontal logo is designed for small communication media such as web mobile, electronic newsletters, Facebook pages, PowerPoint presentations, etc.



When space is limited in terms of height (for example, USB keys, ballpoint pens, etc.), horizontal versions of the logo are available in all formats and colour versions. These logos have to be used with colours in 100% to ensure all elements of the logo are clearly visible.



When the technique does not permit the correct printing of the logo or could corrupt the graphical integrity of the logo, you are advised to print only the European Commission name in EC Square Sans Pro with the vertical bar on the right.



This version is an alternative version for 1 pms printing on colour paper/fabric. This is just an example, any colours can be used (see example p. 89 (lanyards)).



The European Commission logo exists in a mute version, to be used on multilingual products only.

The European Commission name in its various translations will be positioned on the bottom part of the cover page above the footer box. (See p. 23, 93)

The mute version of the logo could not be used with the name of the European Commission integrated in the document.

# Logo

## mute version


## examples

The mute logo is a variation which was developed to allow multilingual use of the logo and when the name of the Commission cannot appear as part of the logo due to technical constraints. The use of the mute logo should be limited to the following cases: e-mail signatures, multilingual publications (when more than two languages are used within one publication), Eurolook and Legiwrite documents (where generation of the name of the Commission is predefined by the software architecture), the template of the Citizen's Summary and on certain templates of the Spokespersons' Service



# Logo

mute version  
examples



COMMISSION EUROPEENNE  
DIRECTION GÉNÉRALE  
INFORMATIQUE  
Direction B - Systèmes d'information  
Systèmes d'information pour la gestion des ressources humaines

Bruxelles, le 22 février 2012  
Risk Assessment BA

**NOTE A L'ATTENTION DE TOUS**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.

Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy.

Fusce aliquet pede non pede. Suspendisse dapibus lorem pellentesque magna. Integer nulla.


Donec blandit feugiat ligula. Donec hendrerit, felis et imperdiet euismod, purus ipsum pretium metus, in lacinia nulla nisi eget sapien. Donec ut est in lectus consequat consequat.

Etiam eget dui. Aliquam erat volutpat. Sed at lorem in nunc porta tristique.

Proin nec augue. Quisque aliquam tempor magna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Nunc ac magna. Maecenas odio dolor, vulputate vel, auctor ac, accumsan id, felis. Pellentesque cursus sagittis felis.

Commission européenne, 1049 Bruxelles, BELGIQUE - Tél. +32 2299 1111  
Bureau: 123 - Tél. ligne directe +32 229 12345 - Fax +32 229 12345  
Commission européenne, 2001 Luxembourg, LUXEMBOURG - Tél. +32 43011



EUROPEAN  
COMMISSION


Brussels, XXX  
[...](2012) XXX draft

**REPORT FROM THE COMMISSION**

[mandatory element]

EN

EN



European Commission

**Citizens' Summary**

**Heading1**

**Questions**

- Body
- Body

**Questions**

- Body
- Body

**Questions**



- Body
- Body

**Questions**

- Body
- Body

**Questions**

- Body
- Body

EUROPEAN COMMISSION

Press Release

Place, Date

**Heading1**

Body

Heading2


Body

- Bullet point
- Bullet point

[Link](#)

Contacts :

Name Surname. (+ 32 X XXX XX XX)
Name Surname. (+ 32 X XXX XX XX)



IP/XX/XX

# Logo Colours



## CMYK



**C M Y K**  
100 80 0 0  
**R G B**  
0 68 148  
# 004494



**C M Y K**  
0 0 0 30  
**R G B**  
197 198 200  
# c5c6c8



**C M Y K**  
0 0 100 0  
**R G B**  
255 237 0  
# ffed00



**C M Y K**  
0 0 0 75  
**R G B**  
100 101 103  
# 646567



## Pantone



Pantone Reflex  
Blue



Pantone  
Cool Gray 5 C



Pantone Process  
Yellow



Pantone  
Cool Gray 10 C



## Pantone EC Corporate Blue



EC Corporate  
Blue  
100 %



EC Corporate  
Blue  
30 %



EC Corporate  
Blue  
70 %



## Black



Black: 100 %

# Logo

## Dos and Don'ts

Modifying the logo in any way is absolutely prohibited. 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.



European  
Commission

No outline is allowed for the graphic element or for any other component of the logo.



European  
Commission

Modifying the proportions of the logo is not permitted.



European  
Commission

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



European  
Commission

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



European  
Commission

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



European  
Commission

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



European  
Commission

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.



European  
Commission



EUROPEAN  
COMMISSION

Using upper case instead of lower case is not allowed.




European  
Commission

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.



European  
Commission



# 1.2 Visuals

# Visuals

## Use of images and graphic effects

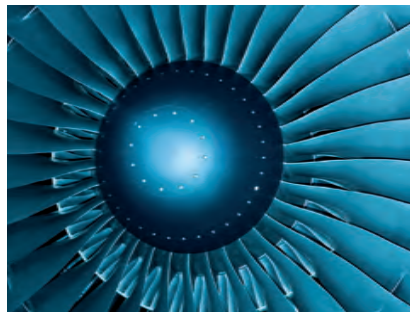
**When you choose a photo,** make sure it has no element that will distort the legibility of the logo. If necessary, crop it differently.

The visuals used on cover pages should be subject-related. 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. If you want to show different subjects in one visual, do not introduce structures within the visual(s) (i.e. lines, divides, etc.).

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 other formats are not cluttered with any superfluous elements.

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.







# 1.4 Typography

# Typography

## Main typography

### EC Square Sans Pro

EC Square Sans Pro is the mandatory font for the Commission's logo, images incorporating texts and for professional publications. Three main weights are used for publication covers. However, nine other weights are available for inside pages as needed.

The EC Square Sans Pro will be available in condensed version soon. Until then, you are authorised to use alternative typefaces such as Myriad, Trebuchet or Tahoma for condensed texts.

EC SQUARE SANS PRO - Regular

for emphasized words in headlines, text body and titles

abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789

EC SQUARE SANS PRO - Light Italic

*abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789*

EC SQUARE SANS PRO - Italic

for subtitles and captions

*abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789*

EC SQUARE SANS PRO - Medium Italic

***abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789***

EC SQUARE SANS PRO - Medium

for headlines and titles

**abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789**

EC SQUARE SANS PRO - Bold

**abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789**

EC SQUARE SANS PRO - Thin

abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789

EC SQUARE SANS PRO - Bold Italic

***abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789***

EC SQUARE SANS PRO - Thin Italic

*abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789*

EC SQUARE SANS PRO - Extra black

**abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789**

EC SQUARE SANS PRO - Light

abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789

EC SQUARE SANS PRO - Extra black Italic

***abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789***

# Typography

## Secondary typography

### Garamond

Garamond is used together with EC Square Sans Pro with the aim of bringing both strong contrast and rhythm to the layouts. This typography has the advantage of providing greater legibility.

Garamond will be used as a support typography on the inside pages of publications and for specific publications such as newspapers or newsletters.

You can use any Garamond (MS Garamond, Adobe Garamond Pro, Garamond Premier Pro) depending on what your system offers and on different languages needs.

#### Garamond Medium

for captions

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNO P Q  
RSTUVWXZ0123546789

#### Garamond Semi Bold Italic

for quotes

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNO P Q  
RSTUVWXZ0123546789

#### *Garamond Italic*

for quotes

---

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNO P Q  
RSTUVWXZ0123546789*

#### Garamond Bold

for emphasised words in quotes and subtitles

---

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNO P Q  
RSTUVWXZ0123546789**

#### Garamond Semi Bold

for captions

---

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNO P Q  
RSTUVWXZ0123546789**

#### *Garamond Bold Italic*

for quotes

---

***abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNO P Q  
RSTUVWXZ0123546789***

# Typography

## Alternative typography for Office and Web Verdana

For any document created for the web or web mobile using Office programmes, e.g. Word, PowerPoint, Excel (except for Eurolook, Legiswrite or Egrefe, in Times News Roman), as well as for any email or electronic signature, the typeface will be Verdana.

Verdana Bold  
for titles

---

abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789

Verdana Bold Italic  
for emphasized words in quotes and subtitles

---

***abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789***

Verdana Regular  
for titles and text

---

abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789

Verdana Italic  
for subtitles

---

*abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789*

# Typography

## Alternative typography for Office and Web Arial

For any document created for the web or web mobile using Office programmes, e.g. Word, PowerPoint, Excel (except for Eurolook, Legiwrite or Egrefe, in Times News Roman), as well as for any email or electronic signature, the typeface will be Arial.

Arial Regular  
for text

---

abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789

*Arial Italic*  
for emphasized words in quotes and subtitles

---

*abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789*

Arial Bold  
for titles and text

---

**abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789**

*Arial Bold Italic*  
for subtitles

---

***abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789***

Arial Black  
for titles

---

abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789

2

# Various fields of application

Electronic media  
Stationery  
Publications  
Event communication



# 2.1

## Electronic media

# Electronic media

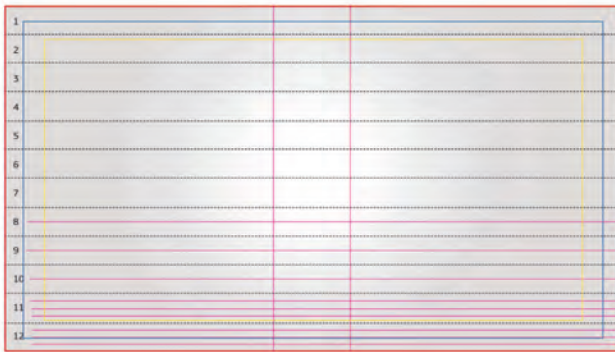
## Audiovisual signature

For the audiovisual signature, you have the option of choosing between a static signature with the vertical version of the logo, or an animated, ready-to-use signature version. For the position of signature elements, both solutions are based on the same grid system.

The audiovisual signature will appear at the end of the sequence and will last no more than 4 seconds.

Minimum time for the signature: 2.5 seconds

Maximum time for the signature: 4 seconds



All elements of the audiovisual signature should appear inside the safe area. To establish the position of the signature, the screen is divided into 12 stripes. Each line could be sub-divided into 2 or 4 sub-stripes for positioning the text.

The logo should always be centred in the screen widthways. Vertically, the base of the flag should be on line n°5. The size of the logo depends on the size of the flag, which should be 1/8 the width of the screen.

The examples are based on a 16/9 screen. For any other formats, the proportions remain the same.

The background of the signature must never be dark. The logo and information of the signature should always appear against an aura of light.



The above are examples of different options for positioning headlines, web addresses and copyright information on screen, depending on the quantity of content needed.

Typography rules:

Headlines: EC Square Sans Pro Medium

Web address: EC Square Sans Pro Regular

Copyright: EC Square Sans Pro Regular



# Electronic media

## Audiovisual signature

The appearance of the logo using fading is appropriate only for a static signature. With the animated signature, the logo should appear immediately.

Total time for the sequence including the fading:  
Minimum: 3.5 seconds  
Maximum: 5 seconds



Last visual of the clip



Key text on visual – if needed



Dip to white



Dip to white



Fade in logo on white matte



Fade in text and copyright information after logo is completely faded in



Fade in text and copyright information after logo

# Electronic media

## Social Media – Profile Picture

For your social media accounts (Twitter, Facebook) the layout incorporates European Commission's mute logo as the **profile picture** including a coloured part in order to insert the short policy name.

A basic template (not compulsory) in Power Point for the profile picture is offered by our Social Media Team (Directorate-General Communication - A1)

Example: Directorate-General SANTE - Twitter account



- Use only the *EC square Sans pro* font
- Adapt the font to fit in the area
- **Don't** go beyond the 2 grey lines
- **Avoid** using more than 9 characters
- Use capital letters



# Electronic media

## Social Media – Header

For your social media accounts (Twitter, Facebook), you are free to choose your **header picture** but it should be in line with the theme of your policy or your campaign. In addition to the image, it is possible for you to add a hashtag.

Basic templates for the background image are offered by our Social Media Team (Directorate-General Communication - A5) via the [visual identity page](#).

Example: Directorate-General SANTE - Twitter account



- Use only the *EC square Sans pro Medium* font for the **text** or *EC square Sans Pro Light* for **#EU**
- Adapt the font to fit in the area
- Drag the white box until the text is aligned on the left with the red vertical bar



- If you have more than 3 words, use the "2 lines" template

# Electronic media

## Social Media – Examples

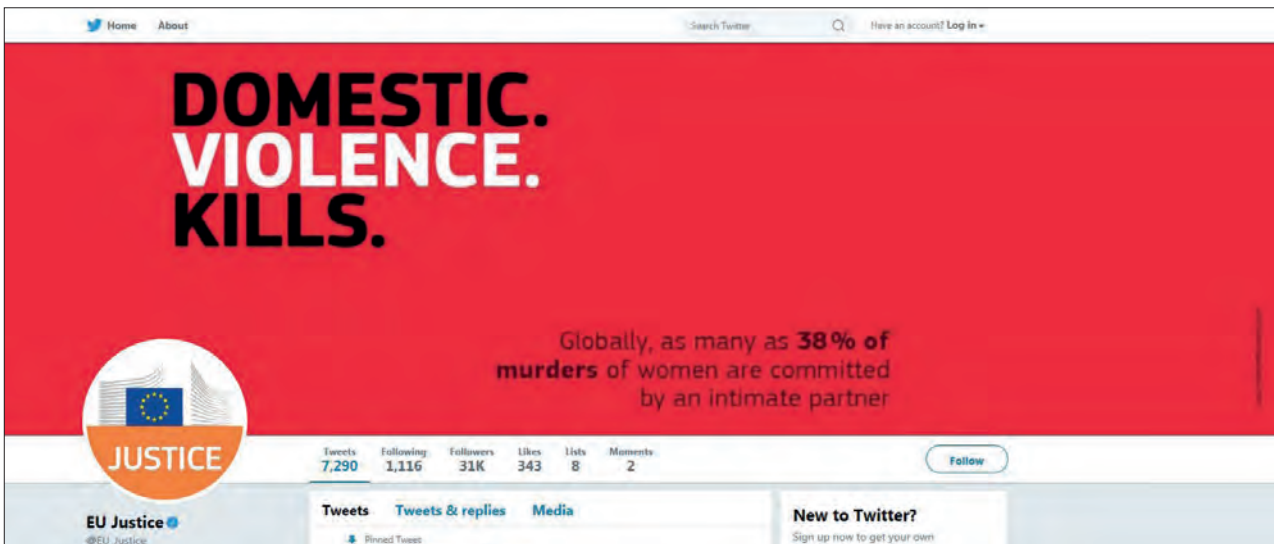
Example: European Commission, Twitter account



Example: Jean-Claude Juncker, Twitter account



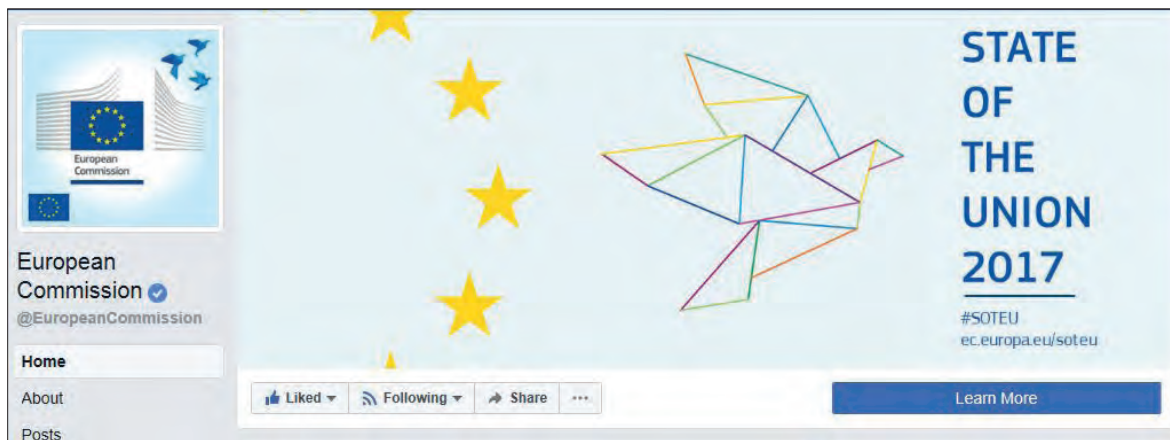
Example: Directorate-General for Justice, Twitter account



# Electronic media

## Social Media – Examples

Example: European Commission, Facebook account



Example: VP Katarinen, Facebook account



Example: European Commission Representation in Malta, Facebook account



# Electronic media

## Social Media – Visual Content

The best way to communicate on social media is to visualise the information. You are free to use pictures, infographics, illustrations linked to your message. You can choose between 2 options: landscape or square format. The EC logo has to be appeared on your visual.

Basic templates for images are offered by our Social Media Team (Directorate-General Communication - A5) via the [the visual identity webpage](#).

### Which image size for social media? (Aspect 2:1)

	Horizontal format		Square format	
	Optimal	Minimum	Optimal	Minimum
Facebook	1200 px X 628 px	470 px X 246 px	1200 px X 1200 px	504 px X 504 px
Twitter	1024 px X 512 px	440 px X 220 px	1024 px X 1024 px	440 px X 440 px
Instagram	N.A.	N.A.	1080 px X 1080 px	612 px X 612 px

You can consult the following websites for latest social media updates: <https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/> and <https://www.jonloomer.com/2016/09/15/facebook-image-dimensions-2016/> These websites might not be available

### Horizontal format

- Use the horizontal version of the EC logo
- Place the EC logo at the top left hand corner or at the bottom right hand corner



Facebook



Twitter



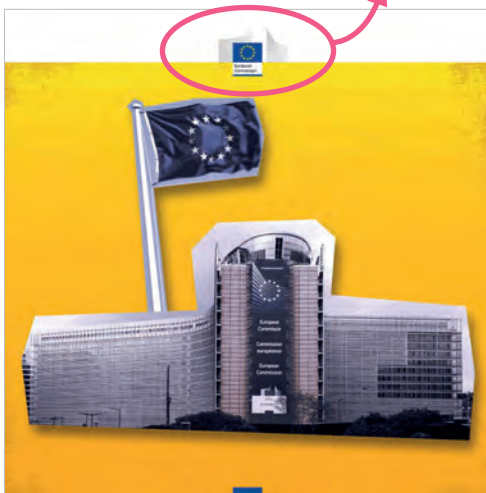
# Electronic media

## Social Media – Visual Content

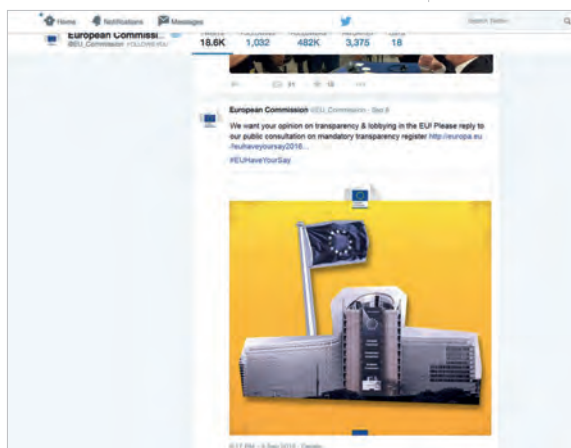
### Square format



- You can choose between using the horizontal EC logo or the vertical EC logo
- The horizontal version should be placed at the bottom right hand corner
- The vertical EC logo should be placed at the middle on top of the page as explained on the graphic charter **page 3**. In this case do not forget to add the footer box at the bottom.



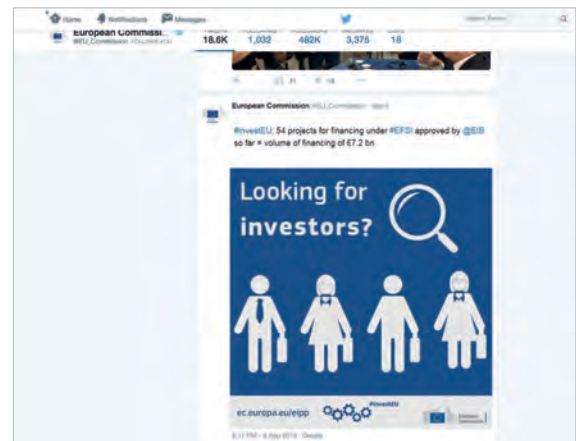
### Twitter



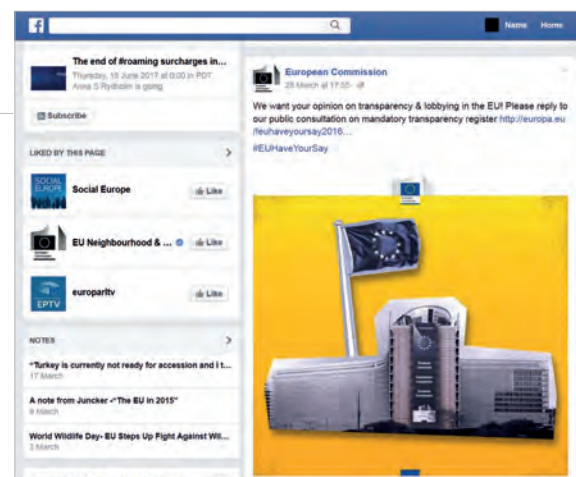
### Facebook



### Twitter



### Facebook



# Electronic media

## Website banners and headers



Since the beginning of 2013, the European Commission has embarked on a comprehensive web rationalisation project. It aims to make the institution's online communication more coherent, relevant and cost-effective. This transformation project encompasses two overlapping phases: the first phase focuses on radical website reduction, the second phase aims to restructure the Commission's online presence according to user needs.

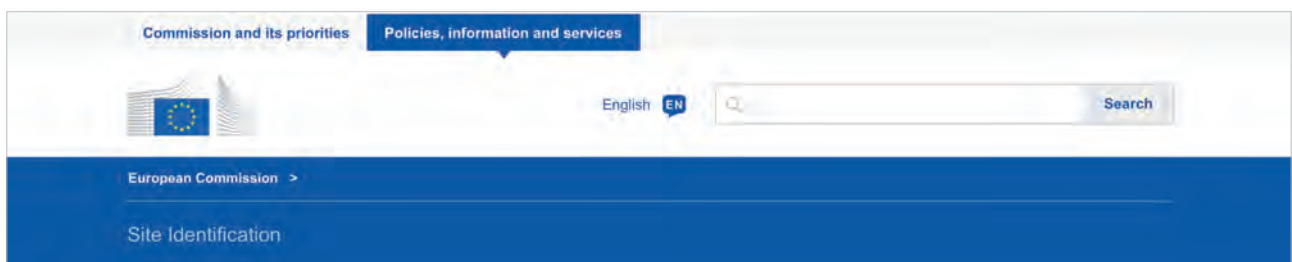
With this in mind, **new websites, by default, must not be created**. By way of exception, the creation of a new website can be authorised under certain circumstances.

Please note that the IPG is under review. For more information about guidelines for websites under [ec.europa.eu](http://ec.europa.eu) consult the following resource instead: [https://ec.europa.eu/info/resources-partners/guidelines-websites-under-ec.europa.eu\\_en](https://ec.europa.eu/info/resources-partners/guidelines-websites-under-ec.europa.eu_en)



### Current header

The header is harmonised for all the sites. It is composed of the mute logo of the European Commission, the breadcrumb and a site identification. The site identification corresponds to the name of the site and is an optional element.



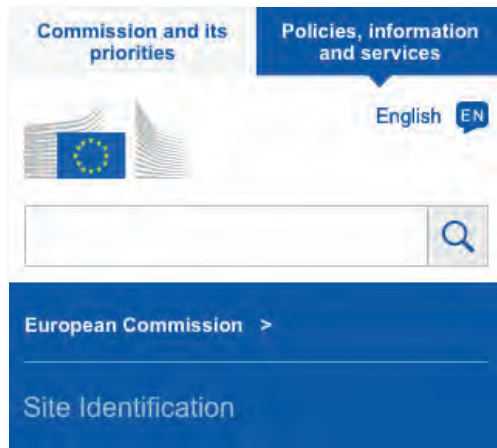


# Electronic media

## Website banners and headers

The elements in the header of the European Commission pages are adjusted according to the screen size of the mobile device.

The standard logo appears outside the blue banner which is used to position the menu and home buttons.



Header on smartphone

# Electronic media

## Mobile applications



Careful consideration should be made before deciding to create a mobile app. Instead, a website in responsive design is a more appropriate solution for most mobile projects.

See the Europa Information Providers Guide for more details: [http://ec.europa.eu/ipg/plan/mobile/index\\_en.htm](http://ec.europa.eu/ipg/plan/mobile/index_en.htm)

The mandatory elements are:

- Splash screen layout and design
- App icon design

The inner screens of mobile applications may be defined individually.

Splash screen layout and design



App icon design



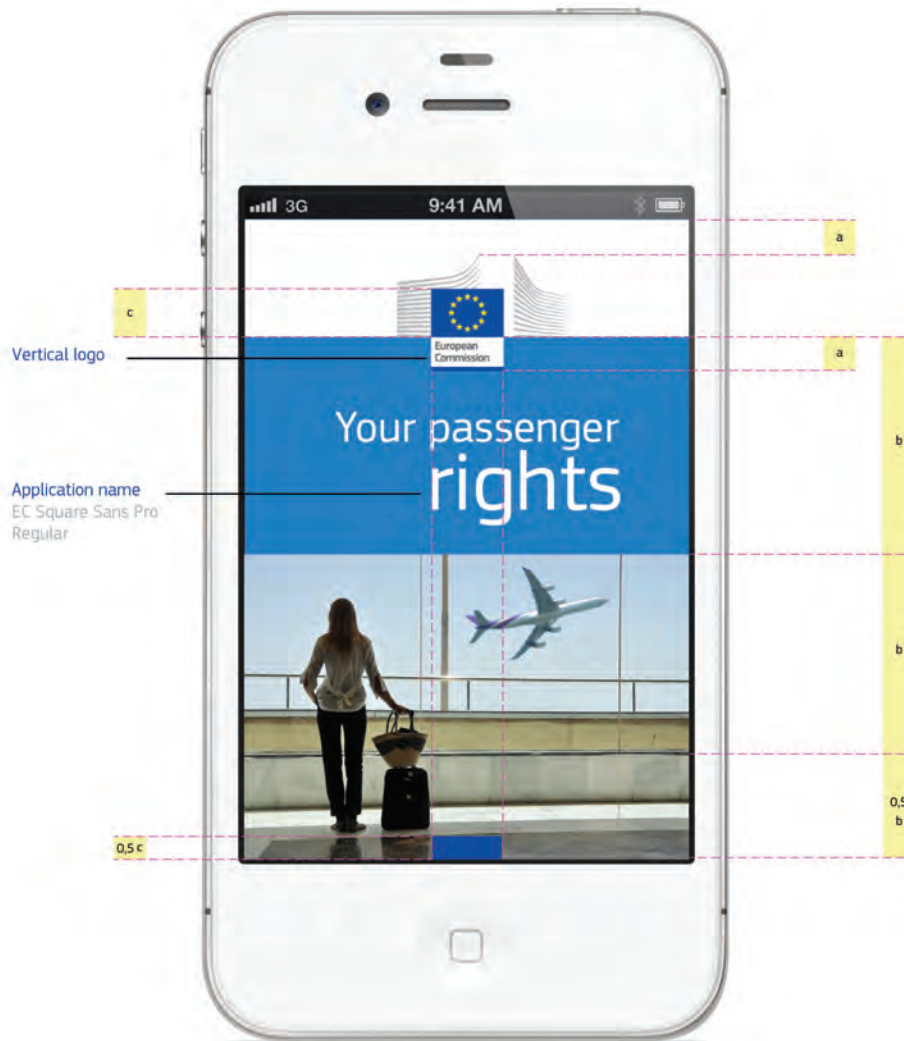
# Electronic media

## Mobile applications

### Splash screen

The European Commission logo should always be centred at the top of the screen inside a white horizontal header stripe according to the following rules:

- The width of the corresponding footer must be the same as that of the flag and also be centred.
- The height of the footer must be half the height of the flag.



# Electronic media

Mobile applications

Examples of splash screen layouts



Colour area above, photo below



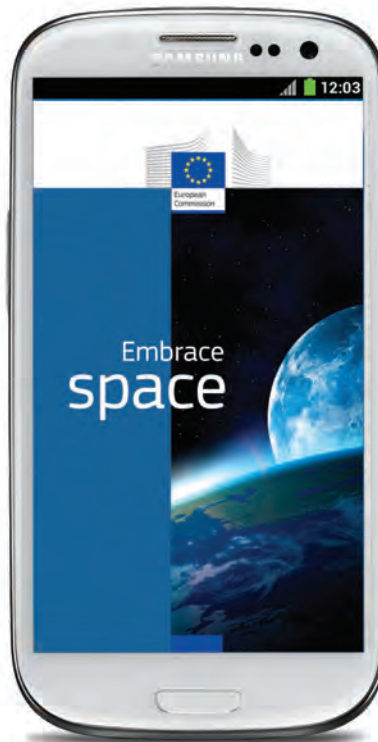
Photo in full-screen portrait format



Photo above, colour area below



Photo in full-screen landscape format



Colour area and photo divided by a vertical line

# Electronic media

Mobile applications

Logo size on mobiles

The size of the logo changes depending on the size of the white stripe behind it. The height of the logo's white stripe may be no less than 1/6 and no more than 1/5 of the total height of the screen in portrait view; while in landscape view, it should be no less than 1/4 and no more than 1/3 of the total height of the screen.

The height of the logo may not be less than 150 pixels.



Minimum size:  $a=1/6 b$   
Maximum size:  $a=1/5 b$

Minimum size:  $a=1/4 b$   
Maximum size:  $a=1/3 b$

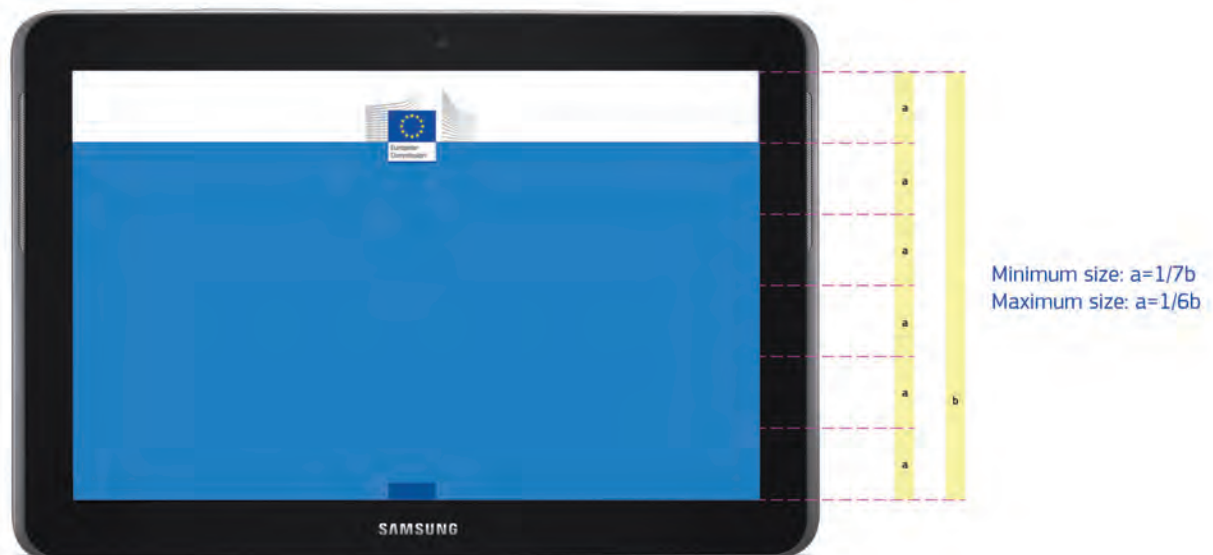
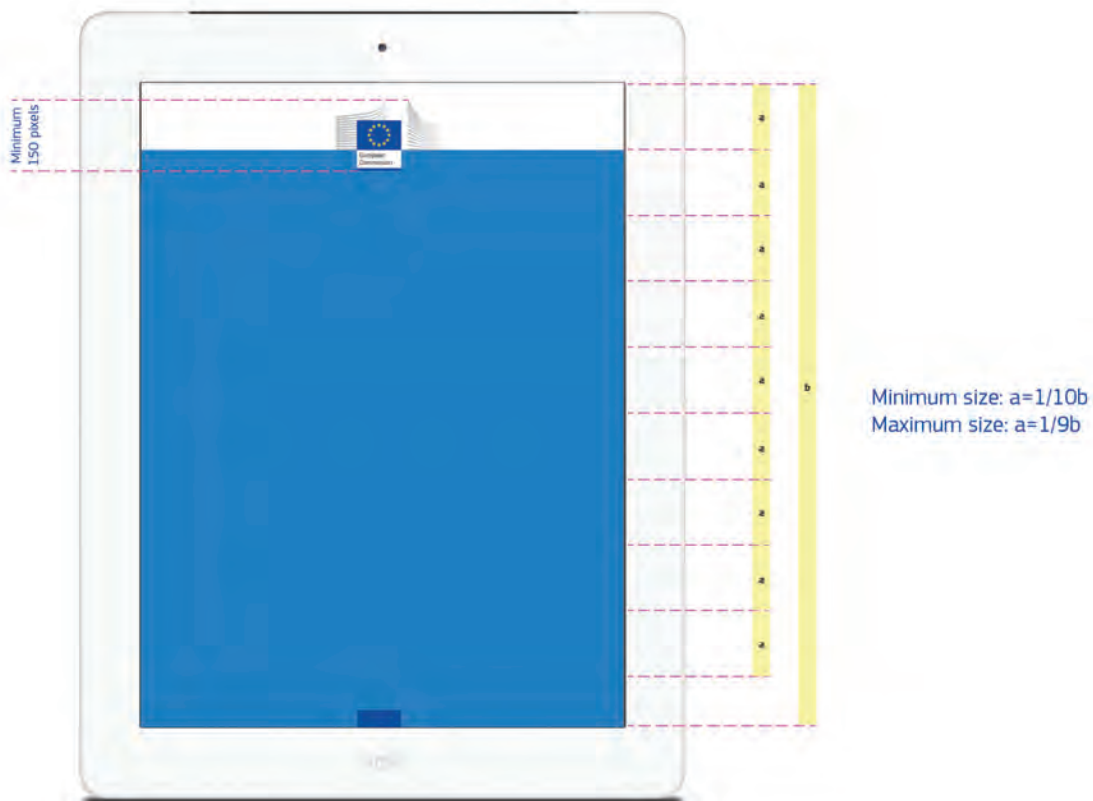
# Electronic media

## Mobile applications

### Logo size on tablets

The size of the logo changes according to the size of the white stripe behind it. The height of the logo's white stripe may be no less than 1/10 and no more than 1/9 of the total height of the screen in portrait view; while in landscape view, it should be no less than 1/7 and no more than 1/6 of the total height of the screen.

The height of the logo may not be less than 150 pixels.



# Electronic media

## Mobile applications

### Typography

Mandatory font: The EC Square Sans Pro font is mandatory for texts on the splash screen on the application icon, and application  
The minimum font size is 25 pt.

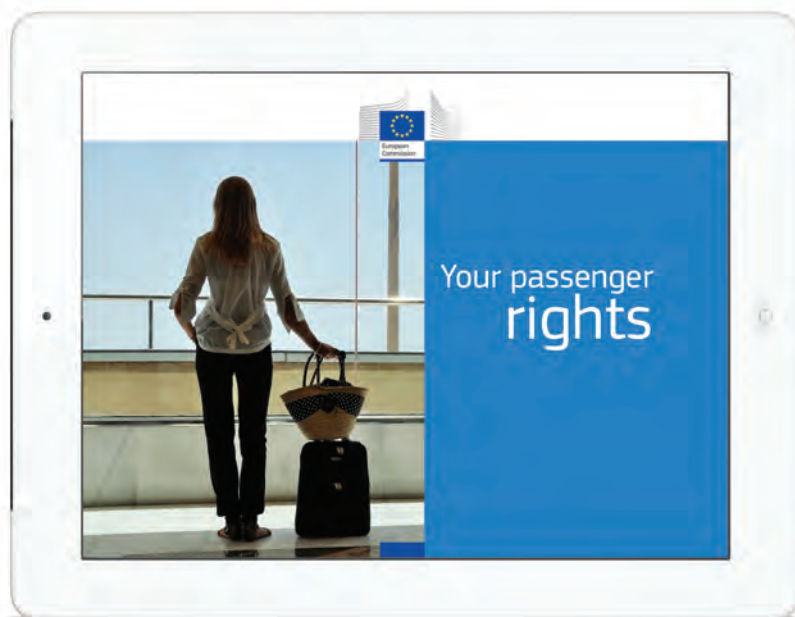
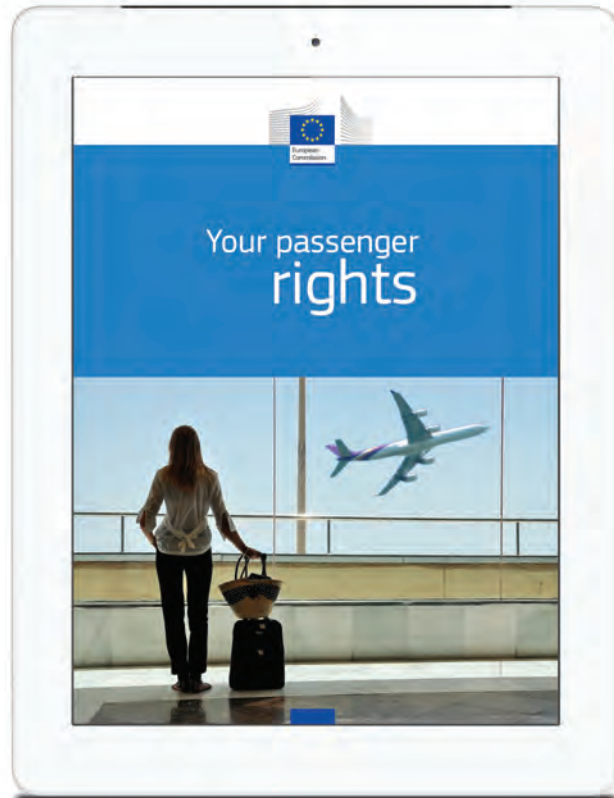
EC Square Sans Pro Regular



## Electronic media

Mobile applications

Tablet splash screen





## Electronic media

Mobile applications

Examples of splash screens



# Electronic media

## E-learning applications

### Examples

E-learning modules need to be framed within the Visual Identity of the European Commission.

The principle is similar to the one used for websites under ec.europa.eu: The top banner is harmonised for all e-learning tools. It is composed of the European Commission logo, two colours (white and blue –colour reference #0065a2), a title and a subtitle. The title usually corresponds to the name of the policy, and the subtitle is the name of the e-learning tool itself. In some cases one could have different content for the title and subtitle depending on needs.

The template for banners can be found in the Information Providers Guide:

[http://ec.europa.eu/ipg/design/general\\_rules/screen\\_layout/index\\_en.htm#section\\_3](http://ec.europa.eu/ipg/design/general_rules/screen_layout/index_en.htm#section_3)

Please note that the only compulsory elements are:

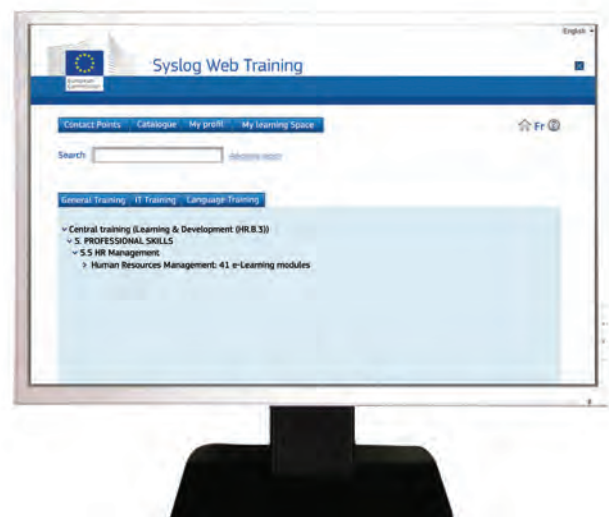
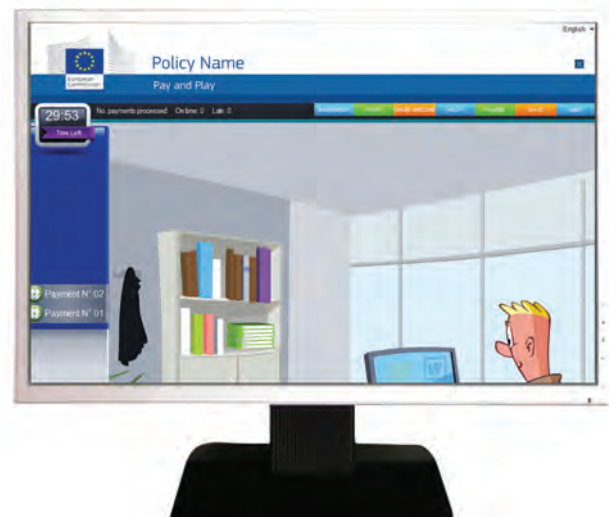
- the correctly sized logo in the right location,
- the two colours of the banner in their right size and place
- the title and subtitle in EC Square Sans Pro in the right size.

The language scroll menu is optional.

To facilitate the functional aspects of e-learning modules, additional necessary elements, such as buttons, may be added to the banner. (e.g. close = x)

In the space below the compulsory banner, the design is free, provided it respects the “no-logo rule other than the European Commission logo” of the Visual Identity\*.

\* logos which have been granted an exception can appear – provided they are smaller than the logo of the European Commission



# Electronic media

## Desktop applications Examples

Desktop applications need to be framed within the Visual Identity of the European Commission.

The principle is similar to the one used for websites under ec.europa.eu: The top banner is harmonised for all the desktop applications. It is composed of the European Commission logo, two colours (white and blue –colour reference #0065a2), a title and a subtitle. The title usually corresponds to the name of the policy and the subtitle is the name of the application itself. In some cases one could have different content for the title and subtitle depending on needs. The navigation scheme usually appears below the banner.

The template for banners can be found in the Information Providers Guide:  
[http://ec.europa.eu/ipg/design/general\\_rules/screen\\_layout/index\\_en.htm#section\\_3](http://ec.europa.eu/ipg/design/general_rules/screen_layout/index_en.htm#section_3)

Please note that the only compulsory elements are:

- the correctly sized logo in the right location,
- the two colours of the banner in their right size and place
- the title and subtitle in EC Square Sans Pro in the right size.

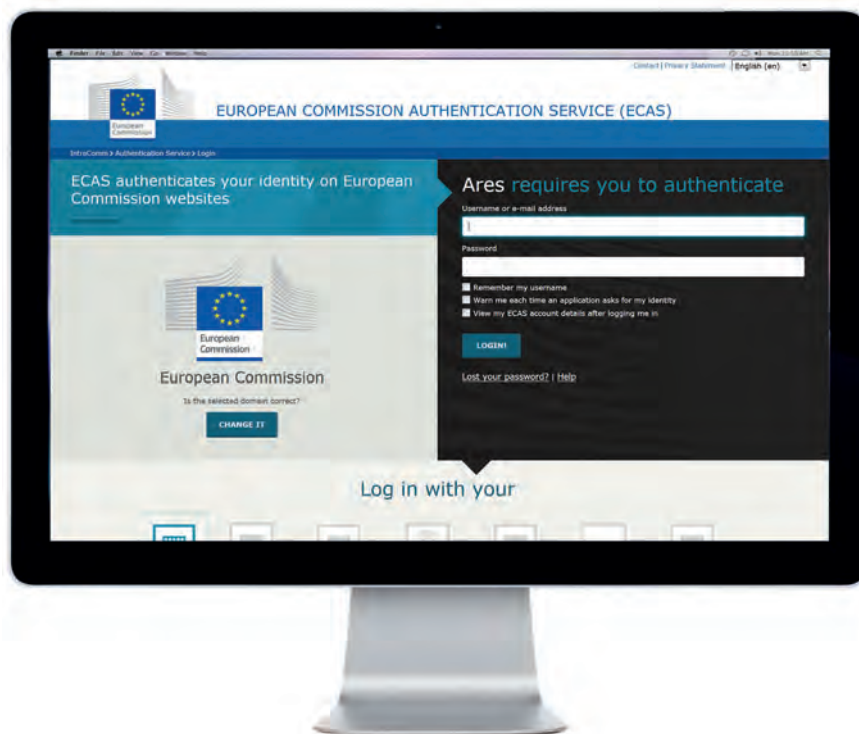
The language scroll menu is optional.

In the space below the compulsory banner, the design is free, provided it respects the “no-logo rule other than the European Commission logo” of the Visual Identity\*.

However, we recommend following the design of the examples shown in this page: graphic element taken from the logo as background image, colour linked to the application and image linked to the theme of the application. The templates can be found on the intranet of DG COMM under the Visual Identity section, see:

[http://www.cc.cec/dgintranet/comm/communication\\_services/visual\\_identity/index\\_en.htm?openTab=templates](http://www.cc.cec/dgintranet/comm/communication_services/visual_identity/index_en.htm?openTab=templates).

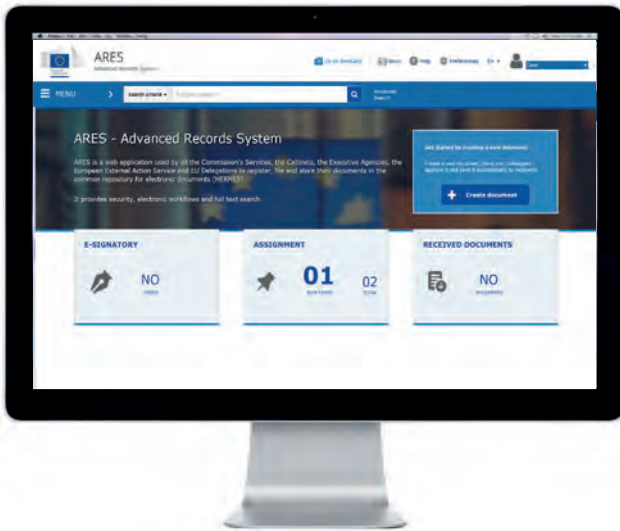
\* logos which have been granted an exception can appear provided they are smaller than the logo of the European Commission



# Electronic media

## Desktop applications

### Examples



# Electronic media

## Electronic Newsletters


The template for the electronic newsletters has a header and a 4-column grid.

The header includes the horizontal logo on a white strip; this strip will also contain the issue number and the date of the newsletter release. The blue strip of the header is reserved for the title.

The content of the newsletter must always be within the 4-column grid. This grid will ensure coherent alignment of visuals, graphics and texts in the document. The 4 columns can be merged in different ways - for example, 2 identical columns or 1 column + 3 columns - as shown the example on this page. You have the possibility of adding a summary to your newsletter. The subtitle could also be integrated in coloured strips (in the colours of the visual identity of the policy).

The typography used for the content of the electronic newsletter is Verdana.

As the title is fixed, it is advisable to use EC Square Sans Pro for the title and to save it as an image file.



European Commission

**NEWSLETTER**  
Issue #, dd Month Year

---

**Title**

Sub-title

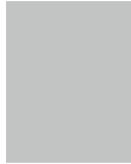
**Summary**

Lorem ipsum dolor sit amet  
 Consectetur adipiscing  
 Donec dignissim cursus  
 Faucibus tristique tortor  
 Ultricies tempor  
 Praesent condimentum

Shortcut  
dolor sit amet  
Consectetur  
adipiscing  
Donec dignissim

---

**Title**



*Highlight - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dignissim cursus dui, faucibus tristique tortor ultricies tempor. Praesent condimentum nisi mi.*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dignissim cursus dui, faucibus tristique tortor ultricies tempor. Praesent condimentum nisi mi. Maecenas diam purus, facilisis et faucibus imperdiet, hendrerit id risus. Cras eu neque ligula, at dapibus ante. Nulla varius, justo quis tincidunt sollicitudin, leo leo tincidunt sapien, dapibus molestie massa sem a ante. Nunc vehicula pretium nisi in iaculis. Integer porttitor rhoncus lorem vitae tincidunt. Aenean vestibulum, neque nec lacinia tincidunt, ante leo ultrices elit, non sagittis lectus felis sit amet arcu. Proin porttitor semper massa ac condimentum. Donec sed turpis vel turpis varius sodales. Aliquam ultricies metus sit amet sapien porta feugiat. Vestibulum vulputate diam sit amet nibh gravida eu commodo eros porttitor.

Donec dignissim cursus dui, faucibus tristique tortor

[Donec dignissim cursus](#)


---

**Title**

**Integer porttitor rhoncus lorem vitae tincidunt.**  
Aenean vestibulum, neque nec lacinia tincidunt, ante leo ultrices elit, non sagittis lectus felis sit amet arcu.

**Proin porttitor semper massa ac condimentum.**  
Donec sed turpis vel turpis varius sodales. Aliquam ultricies metus sit amet sapien porta feugiat.

**Vestibulum vulputate diam sit amet nibh gravida eu commodo eros**  
Integer suscipit lacus quis augue pretium sed dapibus tortor aliquam.



Legende


**Vestibulum vulputate diam sit amet nibh gravida eu commodo eros**  
Integer suscipit lacus quis augue pretium sed dapibus tortor aliquam.

[Donec dignissim](#)

---

**Title**

**Measures to better protect citizens from cross-border health threats**



---

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# Electronic media

## Electronic Newsletters

### Examples

This is an example of an electronic newsletter, produced using the template on the previous page, and incorporating several images, sections and colours.



**NEWSLETTER**  
Issue 83, 19 January 2012

**Health-EU Newsletter**

Your direct link to health in Europe

**In this edition**

Welcome

**News from the EU**

**Reporting from across Europe**

**Forthcoming Events**

**New Publications**

**What's New on Health-EU**

**Focus**

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[Previous editions](#)

[Submit events](#)

[About Health-EU](#)

[Send to a friend](#)

**Welcome**



**Measures to better protect citizens from cross-border health threats**

*by John Ryan, Head of Unit, European Commission, Health Threats, SANCO E3*

The European Union has developed capacities to manage health crises and to tackle serious cross-border health threats. However, until now, threats emerging from biological, chemical and environmental events are not addressed in the same way as those from communicable diseases. The Commission has, therefore, adopted on 8 December 2011 a legal proposal for a Decision on serious cross-border threats to health to provide for a fully co-ordinated response in the event of a crisis. Building on lessons learned with recent crises such as the H1N1 pandemic in 2009 and on existing structures, the measures covered by this proposal include to extend the assessment of risks and the existing co-ordination mechanism for communicable diseases to all types of health threats, and to reinforce the mandate of the Health Security Committee to better co-ordinate measures to fight a health crisis.

The initiative foresees that every Member State coordinates its efforts to develop, strengthen and maintain its national preparedness and response plan, in consultation with other Member States. It provides a basis for joint voluntary purchasing of vaccines and other medical countermeasures. In addition, the initiative establishes means to recognise a European "health emergency situation" for the purpose of making medicines faster available, and enables the Commission to adopt, in very specific emergency situations, emergency cross-border measures.

For more information please visit the dedicated website [Read more on this focus](#)

**News from the EU**

**Media seminar and Award Ceremony of the EU Health Prize for Journalists 2011**

On 21 January 2012, the national finalists will meet in Brussels and the winners of the prize will be announced in the evening.

**Danish Presidency of the Council of the European Union - Priorities in the field of health**

During the Danish Presidency of the Council of the EU, a number of dossiers on health issues will dominate the work of the Council.

**EAHC holds information sessions on call for proposals.**

The Executive Agency for Health and Consumers (EAHC) will promote several events in 2012 to clarify details of its call for proposals for projects to be financed under the Commission's second Health Programme.



**Boys and Girls project launches video and photo contest**

The project aims to produce a web-series to reach young people and make them aware of public health concerns including nutrition, alcohol, drug abuse and sexual health.

[All news](#)

**Reporting from across Europe**

**France**

**New law on medication will benefit patients**

The law is based on three main principles: preventing conflicts of interest, transparency in decision-making as well as better training and increased awareness for health professionals and patients.

**United Kingdom**

**Supermeals campaign offers money off healthy ingredients**

A campaign to help plan affordable healthier meals has been launched across England.

**Forthcoming Events**



**Opening conference for the Year of Active Ageing (Copenhagen, 18-19 January 2012)**

Organised by the Danish EU Presidency, this conference will bring together stakeholders, national and local media, the general public and citizens aged 65+.

**Diabetes - A world-wide challenge (Brussels, 9-10 February 2012)**

The event, organised by the European Commission, is dedicated to research into the environmental and genetic risk factors for diabetes and obesity in specific populations.

**EMA excellence in pharmacovigilance: Clinical trials and post-marketing training course (London, 13-17 February 2012)**

This course, offered by the European Medicines Agency, is designed to provide a firm grounding in key aspects of global clinical pre- and post-marketing safety. [All news](#)

**New Publications**

**Global health in 2011: key issues**

This publication from WHO presents a selection of major health issues in 2011.

**Making cities smoke-free**

Published by WHO, this paper provides practical information about how a city can become smoke-free.



**What's New on Health-EU**

**Safe medicines for the EU**

This short video describes the work of the European Commission to ensure the safety and quality of medicines in all EU countries.



**Focus**

**Measures to better protect citizens from cross-border health threats**





**Activities at EU level**

**Health-EU - Environmental Health**

European Commission - DG Health and Consumers

**Health-EU - Biological Risks**

European Commission - DG Health and Consumers

**Health-EU - Chemical Risks**

European Commission - DG Health and Consumers

**Public Health - Preparedness and response**

European Commission - DG Health and Consumers

**ECDC - Preparedness and response**

**Health Programme Projects**

**FLURESP - Cost-effectiveness assessment of European influenza human pandemic alert and response strategies**

The project aims to redefine human pandemic scenarios at the European level, taking into account lessons from the 2009 pandemic situation in Europe.

**QUANDHIP - Quality Assurance Exercises and Networking on the Detection of Highly Infectious Pathogens**

The project aims to link and consolidate two existing networks dealing with highly infectious bacteria and viruses.

**PHASE - Public Health Adaptation Strategies to Extreme Weather Events**

The project provides a framework of tools for preparing for and responding to extreme weather and its environmental consequences, including reducing the health impact.

[All news](#)

**Calls**

**Health-EU. The Public Health Portal of the European Union**

This newsletter is available in 22 official languages of the EU:

<http://health.europa.eu/newsletter>




If you wish to cancel your subscription to this newsletter [click here](#)

# Electronic media

## Electronic Newsletters

### Examples

This electronic newsletter example is more text-based. No images are inserted and there is less use of colour and large fonts for headings to separate sections.



European Commission

**NEWSLETTER**  
Issue 83, 19 January 2012

### Taxation and customs union

English    Français    Deutsch

#### News

**European Commission proposes measures to tackle cross-border inheritance tax problems**

EU citizens who inherit foreign property are frequently faced with a tax bill from more than one Member State. In extreme cases citizens may be forced to sell inherited assets, just to cover the taxes, and small businesses may face transfer difficulties on the death of their owners. To tackle these problems, the Commission on 15 December 2011 adopted a comprehensive package on inheritance taxation.

Through a Communication (COM/2011/864), Recommendation (C/2011/8819) and Working Paper, the Commission analyses the problems and presents solutions related to cross-border inheritance tax in the EU. For further information see the press release (IP/11/1551), the frequently asked questions (MEMO/11/917), the Impact assessment, its summary, and the citizens' summary.

**Other news**

The European Commission has published **Taxation Paper** No 29: **'Quality of taxation and the crisis: tax shifts from a growth perspective'**. The text is available from our [website](#).

---

**La Commission européenne propose des mesures pour lutter contre les problèmes liés aux droits de succession transfrontaliers**

Les citoyens de l'Union européenne (UE) qui héritent d'une propriété étrangère doivent souvent acquitter des taxes dans plus d'un État membre. Dans certains cas extrêmes, des citoyens peuvent être contraints de vendre les biens dont ils ont hérité juste pour payer les droits de succession, et le transfert des petites entreprises peut se révéler difficile lors du décès du propriétaire. Afin de résoudre ces problèmes, la Commission a adopté le 15 décembre 2011 un paquet global sur la fiscalité des successions.

Dans une communication (COM/2011/864), une recommandation (C/2011/8819) et un document de travail, la Commission analyse les problèmes liés aux droits de succession transfrontaliers dans l'UE et présente des solutions. Pour de plus amples informations, voir le communiqué de presse (IP/11/1551), les questions-réponses (MEMO/11/917), l'étude d'impact, son résumé, et le résumé pour les citoyens.

**Autres nouvelles**

La Commission européenne a publié le "Taxation Paper" n° 29 - **La qualité de la fiscalité et la crise: les transferts fiscaux considérés dans une perspective de croissance**. Le texte se trouve sur notre [site Internet](#).

---

**Europäische Kommission schlägt Maßnahmen zur Beseitigung von Problemen bei der grenzübergreifenden Besteuerung von Erbschaften vor**

EU-Bürger, die ausländisches Vermögen erben, sehen sich häufig einer Besteuerung durch mehr als einen Mitgliedstaat gegenüber. In Extremfällen können die Bürger gezwungen sein, die geerbten Vermögenswerte zu verkaufen, um die Steuern zahlen zu können. Zudem können auch Schwierigkeiten für Kleinunternehmen beim Betriebsübergang im Fall des Todes des Eigentümers entstehen. Um diese Probleme anzugehen, hat die Kommission am 15. Dezember 2011 ein umfassendes Paket zur Erbschaftsteuer angenommen.


In einer Mitteilung (KOM/2011/864), einer Empfehlung (C/2011/8819) und einem Arbeitsdokument analysiert die Kommission die Probleme und schlägt Lösungen für grenzübergreifende Erbschaftsteuerangelegenheiten in der EU vor. Weitere Informationen entnehmen Sie der Pressemitteilung (IP/11/1551), der Fragen/Antwortliste (MEMO/11/917), der Folgenabschätzung, deren Zusammenfassung, und der Bürgerinfo.


**Andere Neuigkeiten**


Die Europäische Kommission veröffentlichte das "Taxation Paper" Nr. 29: **Die Qualität von Steuersystemen unter besonderer Berücksichtigung der Finanz- und Wirtschaftskrise: Steuerverschiebungen aus der Wachstumsperspektive**. Den Text finden Sie auf unserer [Website](#).


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#### Beyond this newsletter

 This is "EU Tax and Customs News", an e-mail alert service informing you of the latest EU tax and customs related policy and legislative developments. It is issued by the European Commission's Taxation and Customs Union Directorate General.

 News feeds (RSS) are also available.

 Read the previous editions of "EU Tax and Customs News".

 This newsletter uses UTF-8 Unicode character encoding. In case of viewing problems set the encoding accordingly.

If you wish to cancel your subscription to this newsletter [click here](#)

# Electronic media

## PowerPoint

For PowerPoint presentations, 2 templates are available in two different formats (4:3 and 16:9). You are free to choose either or produce a specific format matching the screen that will be used.

### Title slide

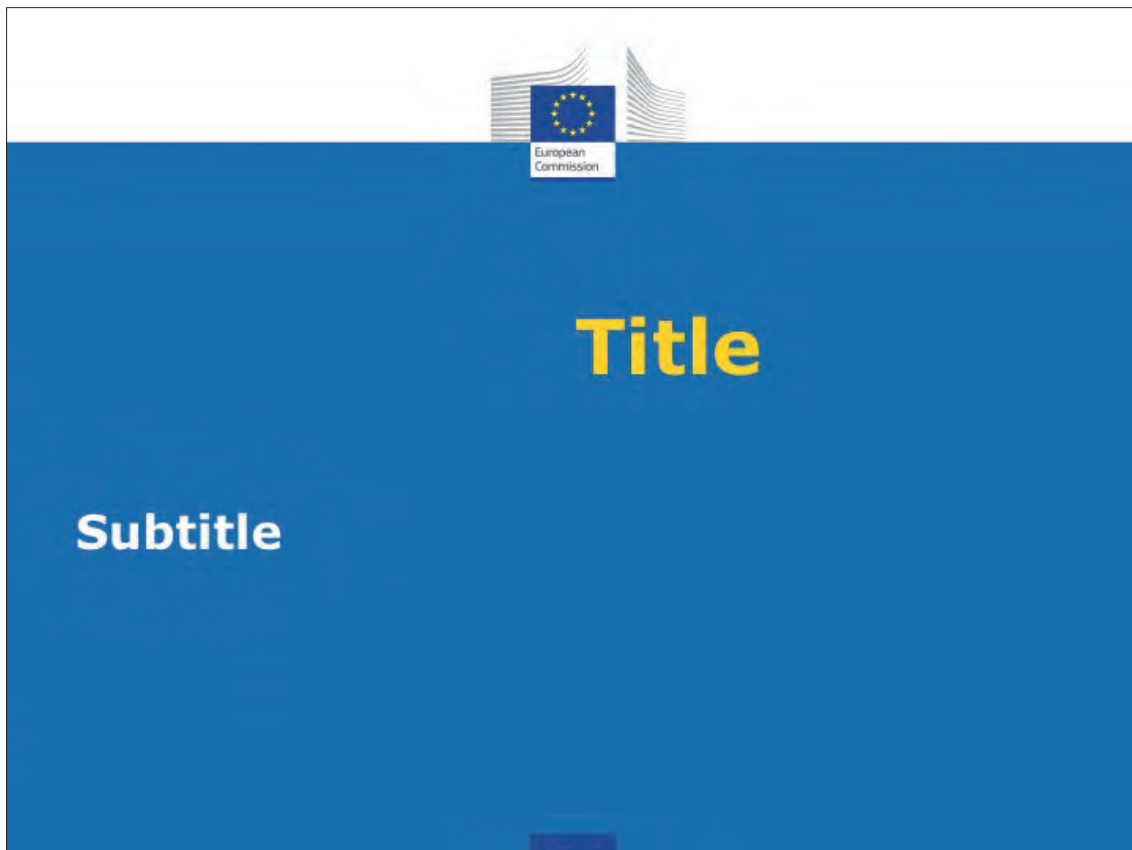
The title slides are the same for both templates. The title slides include the positive version of the logo on a white banner. You can use the full flat-coloured background for your titles or insert a picture on the right or left side of the presentation.

### Inserting the logo:

Choose the logo according to the language of the presentation. Add PNG format.

Insert the logo using the menu bar: Insert/Picture/File name...

The logo size must not be changed.





# Electronic media

## PowerPoint

### Content slides

For content slides, you can choose between two layouts.

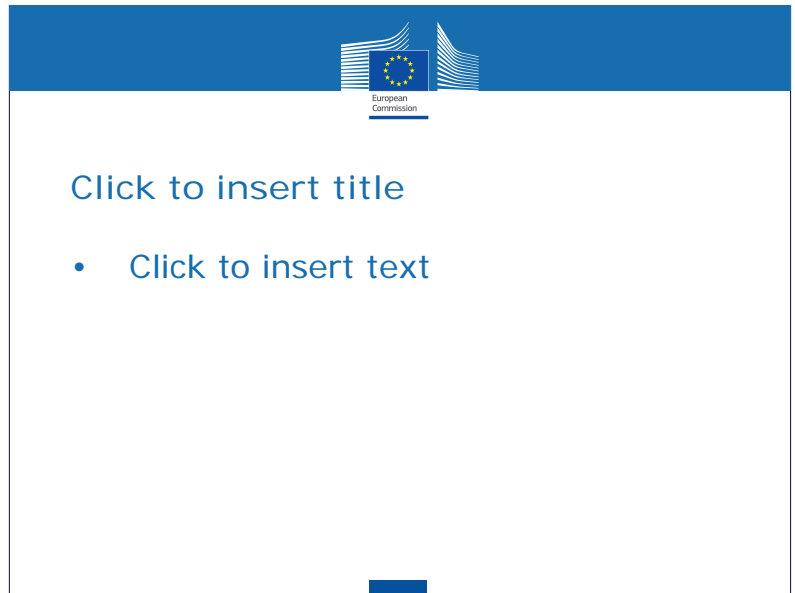
Verdana or Arial typeface must be used for PowerPoint presentations. Images should be used in PNG format to ensure transparency. You are free to change the colour of bullet points on both the title slide and text slides.

#### Blue banner:

This option has a footer box at the bottom and the logo centred (on the flag) at the top. Apart from bullet text, you can also insert tables, charts, graphics, etc.

#### Signature:

This option has no footer box and positions the horizontal logo at the bottom right of the slide as a signature. Apart from bullet text, you can also insert tables, charts, graphics, etc.



We have developed a set of guidelines on how to create good presentations at the European Commission:

[https://webgate.ec.europa.eu/fpfis/wikis/download/attachments/192087985/Presentations\\_booklet\\_v5.pdf?version=1&modificationDate=1494944454251&api=v2](https://webgate.ec.europa.eu/fpfis/wikis/download/attachments/192087985/Presentations_booklet_v5.pdf?version=1&modificationDate=1494944454251&api=v2)

You just need have an EU login password to access the guidelines.

# Electronic media

## PowerPoint examples





# 2.2 Publications

# Publications

## Grid system for cover

On each document published by the European Commission, **the flag of the logo will be centred** widthwise of the document on which it is reproduced. This gives the logo the vital breathing space it needs (see logo chart page 2 and 3).

The exact size of the logo is calculated by the number of flags within the width of the cover. see chart below:

FORMAT	FLAGS	SEE PAGE
pocket sleeve	7	44
DVD inlays	8	45
folder	9	70
adhesive notepad	5	71
A4 Vert.	9	83
A4 Magazine	11	98
A4 newsletters	11	100
A4 factsheet	12	105
A4 factsheet cover	9	106
A4 Horiz.	15	109
A4 folded in two	5	115
210 x 210	9	118
A5 Vert.	7	122
A5 Horiz.	14	125
A6 Vert.	6	128
A6 Horiz.	10	131
B5 Vert.	9	134
leaflet A4	5	137
leaflet A3	6	142
poster Vert. A3	11	146
poster Vert. A2	11	146
poster Vert. A1	11	146
poster Vert. A0	11	146
poster Horiz. A3	15	151
poster Horiz. A2	15	151
poster Horiz. A1	15	151
poster Horiz. A0	15	151

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.

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. 105, 106, 107, 108 and 109). Images and flat colour tints can be aligned using the typographic baselines (horizontal, e.g. p. 105), the vertical axes (e.g. p.109) or the edge of the page (e.g. p. 106).

The pale blue area below 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.

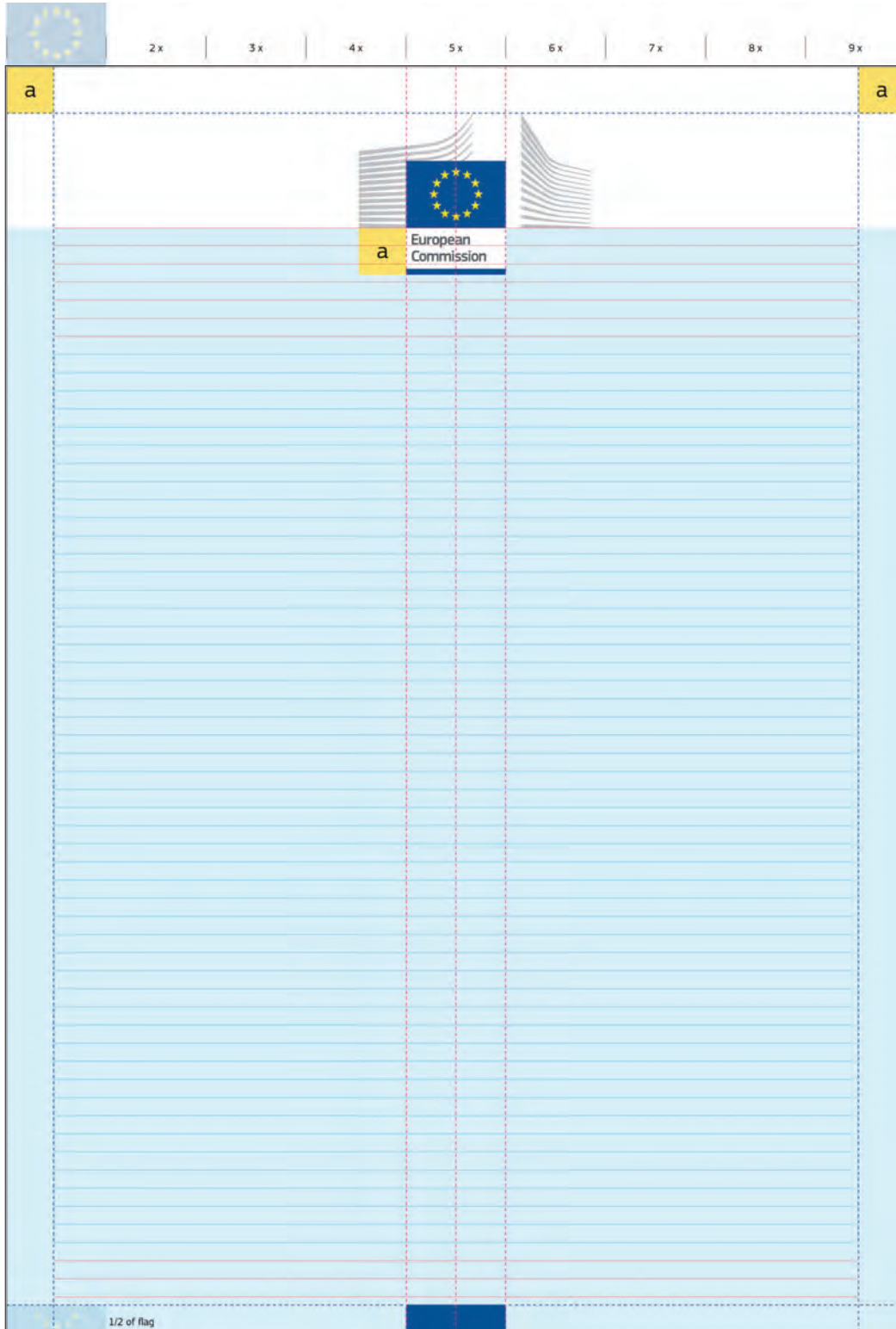
For the spines of of any publication or stationery tool, the colour and size of the top of the spine is determined by the colour and size of the header of the cover page.

# Publications

## Grid system for A4 cover

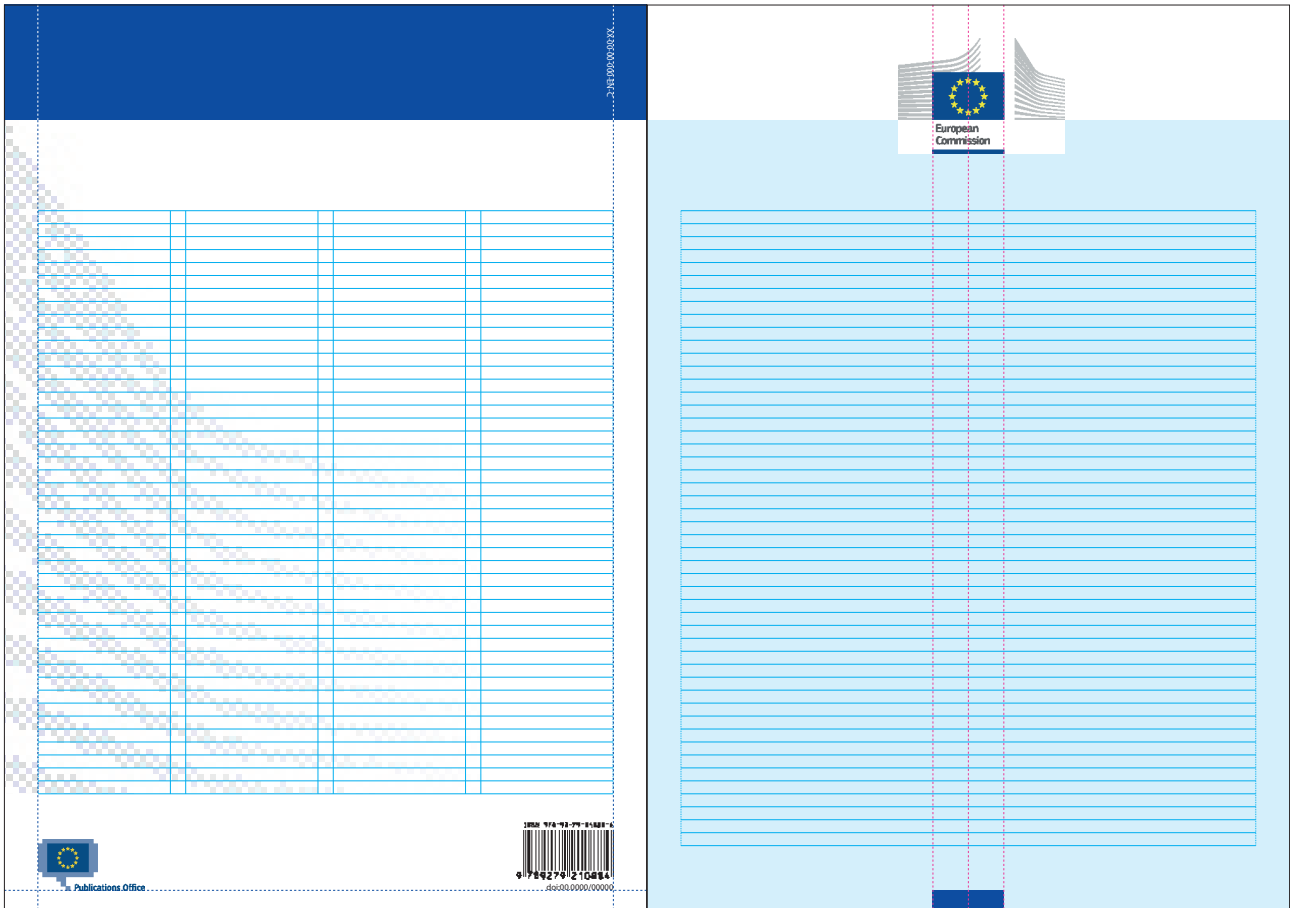
The red lines serve to mark out the structure of the base grid on which the main title of the document is positioned. Other elements could be placed on the

left or right side of the pages within the red lines in compliance with the safety area of the logo (see p. 19 and examples on p. 21).



# 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.

You are free to play with the 4 columns of the back cover provided you stay within the grid. The text can be structured 1, 2, 3 or 4 columns wide. Columns can be merged or used separately.

This system applies to ALL back cover publications.

# Publications

Grid system  
for laying out texts  
on 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.

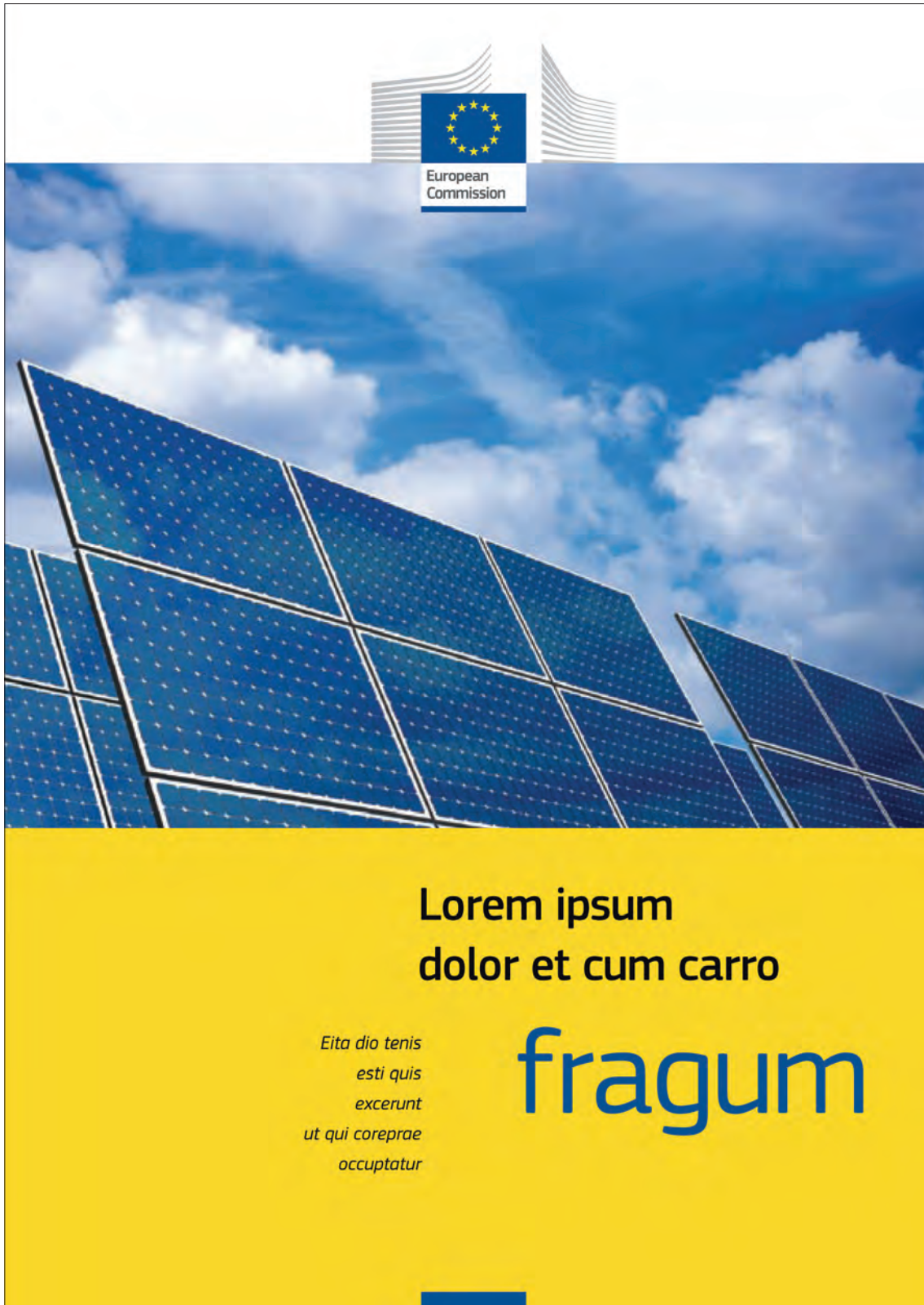
The aim is to create a visual link with the logo (and with the footer box). In doing so, the typography is “anchored” and balanced in its space, even if you are free to choose alignments and use irregular text lines.

**This system is recommended but not compulsory.**



# Publications

## Examples



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



# 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.

# 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.

# Publications

## Exemples



Examples of cover pages including white or coloured headers. The titles could be positioned on the flat-coloured background or on the image. Additional elements could be placed under the banner on the right or left, provided the safety area of the logo is complied with. Examples of cover pages including white or coloured headers. The titles could be positioned on the flat-coloured background or on the image. Additional elements could be placed under the banner on the right or left, provided the safety area of the logo is complied with.

# Publications

## Examples



1.



2.

1. Image only + text on flat colour tint positioned at the top of the page
2. Full page image on white background with text / coloured header
3. Full page image with text / white header

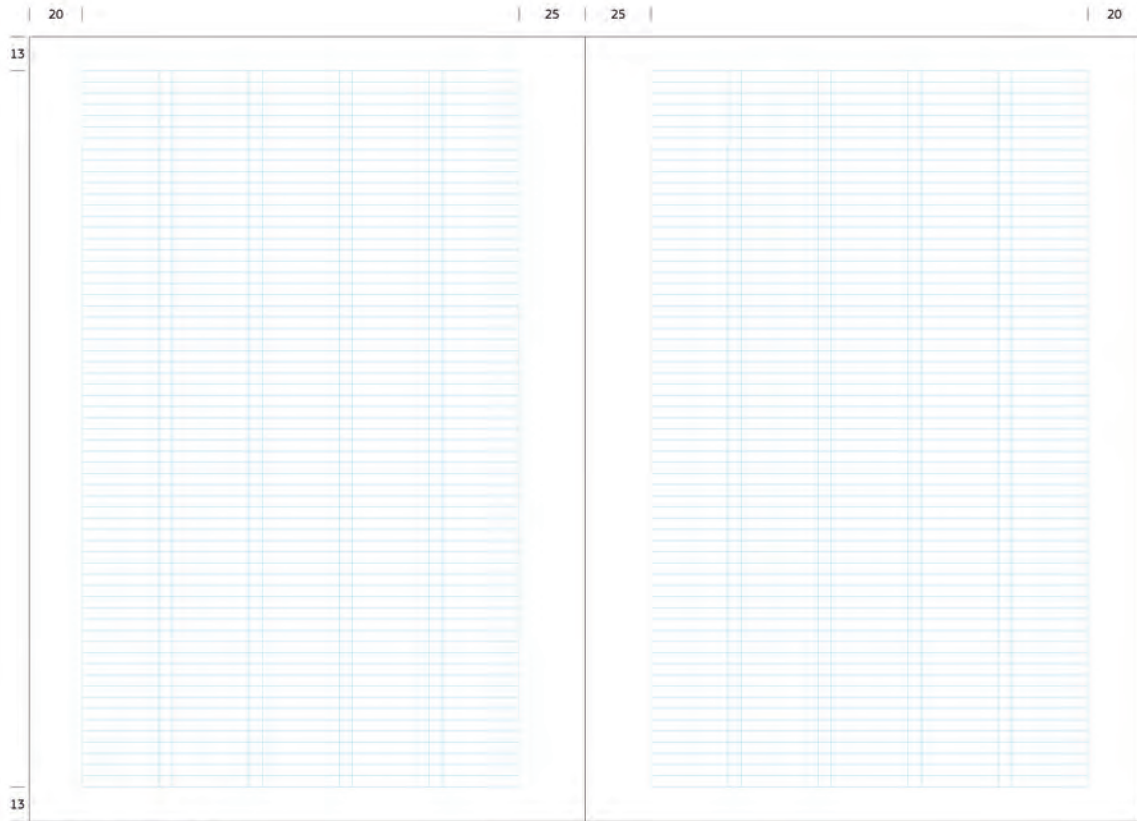


3.

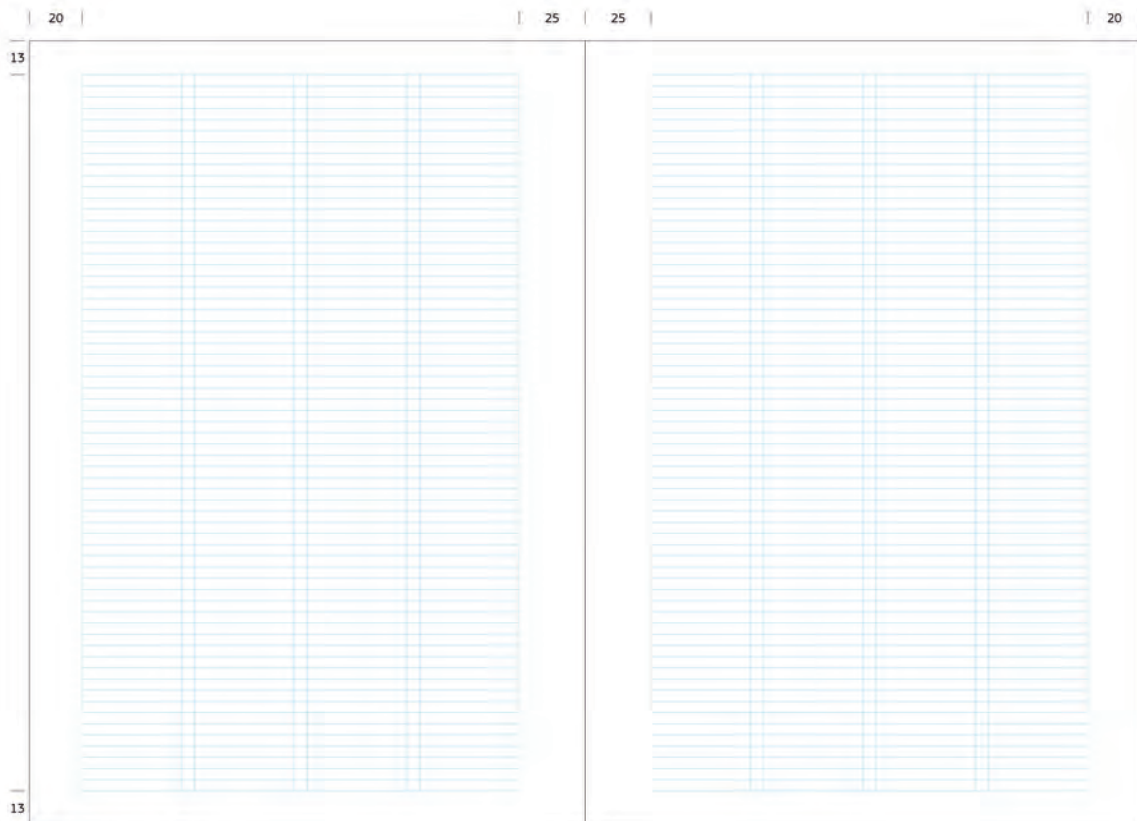
# Publications

Grid system

Double page A4



5 gutter columns: 5 mm



4 gutter columns: 5 mm

# Publications

## Double page Examples

**1** EC Square Sans Pro Regular 6 pts  
Tracking: 660 pts

**2** EC Square Sans Pro 9 pts

**3** EC Square Sans Pro Medium 12 pts  
Tracking: 100 pts

**4** EC Square Sans Pro Regular 46 pts  
Leading spacing: 48 pts  
Tracking: -20 pts

**5** Garamond Semibold  
Caption 68 pts  
Tracking: -20 pts

**6** EC Square Sans Pro Medium  
Italic 9.5 pts  
Leading spacing: 12 pts

**7** EC Square Sans Pro Medium Italic 8 pts  
Leading spacing: 12 pts

**8** EC Square Sans Pro Regular 9 pts  
Leading spacing: 12 pts

**9** EC Square Sans Pro Medium 12 pts  
Leading spacing: 12 pts

**10** EC Square Sans Pro Italic 16 pts  
Leading spacing: 18 pts

**11** EC Square Sans Pro Medium Italic 10 pts  
Leading spacing: 12 pts

**12** EC Square Sans Pro Italic 16 pts  
Leading spacing: 18 pts  
Tracking: -20 pts

**13** EC Square Sans Pro Italic 10 pts  
Leading spacing: 12 pts

**14** Line is 4 pts thick





# Publications

## Double page

## Examples

Examples of interior page layouts with a summary, alternate header with page numbering and insertion of a cropped image on a 4-column grid.

14 | 14 novembre 2011 | Fiche à apposition en Europe

### CALENDRIER

**Faires et expositions**

**Fish International, Brême (Allemagne), 12-14 février 2012**  
 Pour en savoir plus  
 Site web: [www.fishinternational.com](http://www.fishinternational.com)  
 E-mail: [info@fishinternational.de](mailto:info@fishinternational.de)  
 Tél.: +49 421 350 52 50

**Med Seafood, Brest (Italie), 23-28 février 2012**  
 Pour en savoir plus  
 Site web: [www.sapereimmi.it/offer/presentatione\\_medseafood.asp](http://www.sapereimmi.it/offer/presentatione_medseafood.asp)  
 E-mail: [info@medseafair.it](mailto:info@medseafair.it)  
 Tél.: +39 0541 74 42 58

**The Fishing Expo, Glasgow (Royaume-Uni), 22-24 mars 2012**  
 Pour en savoir plus  
 Site web: [www.fishingexpo.co.uk](http://www.fishingexpo.co.uk)  
 E-mail: [info@fishingexpo.co.uk](mailto:info@fishingexpo.co.uk)  
 Tél.: +44 141 248 30 00

**Agenda institutionnel**

**Conseil «Agriculture et pêche» de l'Union européenne**  
 23-24 janvier 2012, Bruxelles (Belgique)  
 23-24 février 2012, Bruxelles (Belgique)  
 19-20 mars 2012, Bruxelles (Belgique)  
 Pour en savoir plus  
 Site web: [www.consilium.europa.eu](http://www.consilium.europa.eu)

**Commission «Pêche» du Parlement européen**  
 24-25 janvier 2012, Bruxelles (Belgique)  
 20-29 février 2012, Bruxelles (Belgique)  
 21 mars 2012, Bruxelles (Belgique)  
 Pour en savoir plus  
 Site web: [www.europarl.europa.eu](http://www.europarl.europa.eu)  
 E-mail: [PE-CA@europarl.europa.eu](mailto:PE-CA@europarl.europa.eu)  
 Tél.: +32 2 284 49 09 (Bruxelles) ou  
 +33 3 69 10 67 69 (Strasbourg)

14 | 14 novembre 2011 | Fiche à apposition en Europe

### EDITORIAL

## L'approche écosystémique devient indispensable

Un plan pluriannuel est un outil qui permet de gérer un stock en assurant la durabilité de son exploitation. Si cet objectif est maintenu, le plan Finna, à terme, par faire en sorte qu'un stock en voie d'épuisement finisse par atteindre un niveau qui permette son exploitation au rendement maximal durable.

Heureusement, nous commençons à connaître quelques résultats en matière de plans pluriannuels. Certains d'entre eux ont rapidement mené les stocks à des niveaux d'exploitation raisonnable. Pensons notamment au plan hareng en mer du Nord, au plan églefin en mer du Nord, au plan cabillaud en mer Baltique, au plan arctique dans le golfe de Gascogne.

Mais il faut aussi reconnaître que dans certains cas, les efforts mettent du temps à porter leurs fruits. Nous avons, dans nos mers européennes, des stocks qui des plans rigoureux n'ont pas permis d'atteindre un niveau d'exploitation acceptable. C'est le cas par exemple du cabillaud en mer du Nord ou du thon rouge en Méditerranée.

De la même manière, les efforts entrepris par les autorités et par les pêcheurs pour établir une exploitation équilibrée de la ressource halieutique ne produisent pas toujours les effets escomptés. L'évolution des populations des trois espèces phares de la mer Baltique en est un bon exemple. Le succès des plans cabillaud et les efforts pour réduire le niveau d'exploitation du hareng et du sprat ne suffisent évidemment pas à maintenir un équilibre de tous les stocks concernés. Si le cabillaud se porte relativement bien, le sprat et le hareng vont relativement mal.

C'est ici qu'intervient l'autre impératif dont l'Union européenne a décidé de tenir compte dans la gestion d'un stock : l'approche écosystémique. En effet, tout ne s'explique pas par la seule interaction entre un stock et l'homme. Le stock vit dans un écosystème qui implique d'autres protagonistes, et on ne pêche pas sans tenir compte de ces autres protagonistes naturels. Il peut s'agir des fonds marins qui souffrent de l'impact physique de la pêche. Il peut s'agir des proies habituelles de l'espèce concernée qui, pour une raison ou une autre, sont en diminution ou en augmentation. Il peut s'agir également de l'environnement naturel, de conditions qui perturbent également le stock pour la même raison, comme par exemple les sécheresses, les marées rouges massives et autres les grands poissons carnivores, comme le sont la plupart des espèces commerciales à succès, le merlu, l'églefin et, naturellement, le cabillaud.

La pêche n'est qu'un élément parmi d'autres qui influent sur l'évolution d'un stock. Le rôle du gestionnaire responsable est de s'assurer que cet élément bien que la place la moins perturbatrice possible et contribue au maintien de l'équilibre naturel.

LA RÉDACTION

FINNA et développement et Europe ont un magazine dédié par la Direction générale des affaires maritimes à la pêche de la Commission européenne. Il est distribué gratuitement aux ports de pêche (rattachement pour ce qui est de la pêche de la Commission européenne). Pour en savoir plus, contactez la Direction générale des affaires maritimes et de la pêche de la Commission européenne. Adresse postale: Direction générale des affaires maritimes et de la pêche, 10490 Luxembourg, LUXEMBOURG. Téléphone: +352 298 30 40, en multilingue. Fiche à apposition en Europe. E-mail: [finna@magazine.dgmar.eu](mailto:finna@magazine.dgmar.eu)

14 | 14 novembre 2011 | Fiche à apposition en Europe



### DOSSIER

## Mer Baltique: le cabillaud, le hareng et le sprat

*En mer Baltique, la pêche se concentre principalement sur trois espèces: le cabillaud, le hareng et le sprat. La situation est préoccupante car les stocks de ces trois espèces sont en baisse. La Commission européenne a lancé un appel à la pêche durable et à la gestion écosystémique de ces stocks.*

De manière synthétique, on pourrait planter le drapeau de la manière suivante: les cabillauds juvéniles mangent des sprats, les cabillauds adultes mangent des sprats et des harengs, les sprats et les harengs mangent des œufs et des larves de cabillaud. Il faut ajouter à cela la pression au carnibalisme du cabillaud, qui mange également d'autres cabillauds plus petits que lui. C'est ce système de prédation qui est à la base de la gestion de la ressource en mer Baltique.

«Les choses sont complexes, explique Michael Andersen, de la Fédération danoise des pêcheurs et membre du conseil consultatif régional de la mer Baltique. Par exemple, l'augmentation du stock oriental de cabillaud entraîne la diminution de la population de sprats que nous consommons actuellement, ce qui implique la réduction des quotas sur cette espèce. Mais si on

laisse la population de cabillauds augmenter dans ce contexte de pénurie de sprat, le carnibalisme du cabillaud va s'amplifier et aura des conséquences négatives sur le stock.»

D'autres éléments, extérieurs à ce trio, exercent également une influence sur les trois populations, et même sur d'autres espèces. Prenons, par exemple, la salinité de l'eau. Celle-ci varie chaque année en fonction de l'apport d'eau salée de la mer du Nord et de l'apport d'eau douce du bassin versant. Mais l'eau est salée, plus les stocks de cabillaud doivent descendre en profondeur pour trouver la quantité de sel qui leur permet de respirer en suspension. Mais plus ils descendent, moins ils sont oxygénés et moins grand est leur taux de survie, ce qui a une influence sur les populations de harengs et de sprats, qui trouvent aussi moins de larves de cabillaud pour se nourrir.

14 | 14 novembre 2011 | Fiche à apposition en Europe



Même si tous les éléments de cette équation à trois variables ne sont pas maîtrisés, il est certain que le cabillaud, le sprat et le hareng font partie d'un système de prédation écosystémique. Il est difficile de gérer une population sans tenir compte des conséquences de cette gestion sur les deux autres. C'est la conclusion à laquelle sont arrivés de nombreux scientifiques de la région, ainsi qu'ils travaillent à l'élaboration d'un plan pluriannuel pour le hareng et le sprat.

L'idée leur est alors venue d'innover et de travailler au premier plan pluriannuel multi-espèces qui viserait à maintenir un équilibre entre les besoins des quatre prédateurs concernés, à savoir les trois poissons et... l'homme. Nous sommes ici dans le cadre d'une approche écosystémique, avec la particularité que l'écosystème baltique englobe plusieurs espèces commerciales qui s'il faut dire en même temps. C'est indéniablement une première.

Il existe déjà des plans pluriannuels consacrés à deux stocks. C'est le cas pour le merlu et la langouste en mer Cantabrique et à l'ouest de la péninsule ibérique (2005), ainsi que pour la sole et la plie en mer du Nord (2007). Mais dans ces deux cas, c'est parce qu'il s'agit de pêcheries mixtes. Ce sont les mêmes bateaux qui ramènent, indifféremment, les deux espèces. Les mesures techniques et les limitations de l'effort de pêche contenues dans les plans touchent en même temps les deux espèces concernées.

En mer Baltique, il y a eu de pêcheries mixtes. «Les pêcheurs qui obtiennent ces espèces sont "braves", ou précoces», ajoute Michael Andersen. Les bateaux qui obtiennent le cabillaud font des prises accessoires de poissons plats. Et les pêcheurs pélagiques qui obtiennent le sprat ou le hareng en gèrent aussi les autres espèces, la sole et les autres espèces, on peut trouver des harengs et des sprats dans le même filet. Mais en principe, les trois pêcheries sont ciblées.»

Dans ce contexte, la multiplicité du plan ne concernait que le travail en aval de la capture, celui des scientifiques chargés d'évaluer les stocks et de modifier les interventions prédictives entre les populations. Une fois cette base posée, les mesures seraient différentes et appliquées pêche par pêche.

Concrètement, ce plan pluriannuel multi-espèces devrait s'appliquer à toute la partie de la Baltique à l'est de l'île de Bornholm. Il concernerait donc le stock de cabillaud oriental et les stocks des deux autres espèces qui lui correspondent géographiquement. Pour le hareng, c'est donc le stock central – environ la moitié des débarquements de hareng – qui est principalement concerné. Mais rien n'est encore à l'état. Ce plan est en cours d'élaboration et devrait être présenté à la fin 2012. Jusqu'à présent, tout ce qu'on peut dire, c'est qu'il

à reçu un accueil de principe favorable de la part des protagonistes de la pêche, notamment les membres du conseil consultatif régional de la mer Baltique. Ils estiment l'approche pertinente.

Le plan cabillaud

En attendant ce plan de grande envergure, la situation actuelle sera prolongée en matière de gestion de la ressource. Les plans pluriannuels des deux stocks de cabillaud sont donc pertinents et le plan pluriannuel du saumon proposé l'été dernier par la Commission, sera mis en place dès qu'il aura été approuvé par le Parlement et les États membres.

En ce qui concerne le cabillaud, les choses vont plutôt bien. Le stock oriental a atteint depuis l'année passée un niveau qui permet son exploitation au rendement maximal durable (RMD). C'est la raison pour laquelle le TAC a pu être largement augmenté pour 2012. Quant au stock occidental, pour la première année, on assiste à un léger rebond, sans pour autant avoir atteint les niveaux de biomasse adulte et de mortalité par pêche compatibles avec le RMD. Le TAC a donc été sensiblement réduit pour l'ensemble du stock qui vit à cheval sur la Baltique occidentale et le Kattegat/Skagerrak.

C'est la preuve de la pertinence de l'approche à long terme en matière de gestion des stocks de pêche. Rappelons que les deux plans pluriannuels de cabillaud ont été mis en place en 2007, faisant suite au plan adopté en 1999 par la Commission internationale des pêches de la mer Baltique.

Ces plans visent à assurer la durabilité de la mortalité par pêche, de manière à assurer une exploitation de chaque stock au RMD. Ce passe forcément par une limitation du TAC, mais également par d'importantes mesures de réduction de l'effort de pêche (température, heures, jours d'interdiction), par une période de six mois d'interdiction d'accès aux zones de fraie par des mesures

# Publications

## Double page Examples

Examples of interior page layouts with illustrations and texts with footnotes based on a 5-column grid.

2
COMMISSION ROADMAP 2020
3

## 1. Introduction

### Contents

- 1 INTRODUCTION
- 2 A SECURE, COMPETITIVE AND DECARBONISED ENERGY SYSTEM IN 2050 IS POSSIBLE
- 3 MOVING FROM 2020 TO 2050 — CHALLENGES AND OPPORTUNITIES
  - 3.1. Transforming the energy system
  - 3.2. Rethinking energy markets
  - 3.3. Mobilising investors — a unified and effective approach to energy sector incentives
  - 3.4. Engaging the public is crucial
  - 3.5. Driving change at the international level
- 4 THE WAY FORWARD

People's wellbeing, industrial competitiveness and the overall functioning of society are dependent on safe, secure, sustainable and affordable energy. The energy infrastructure which will power cities, homes, industry and services in 2050, as well as the buildings which people will live, are being designed and built now. The pattern of energy production and use in 2050 is already being set.

The EU is committed to reducing greenhouse gas emissions to 80-95% below 1990 levels by 2050 in the context of necessary reductions by developed countries as a group (1). The Commission analysed the implications of this in its Roadmap for moving to a competitive low-carbon economy in 2050 (2). The Roadmap to a single European transport area (3) focused on solutions for the transport sector and on creating a Single European Transport Area. In this Energy roadmap 2050 the Commission explores the challenges posed by delivering the EU's decarbonisation objective while at the same time ensuring security of energy supply and competitiveness. It responds to a request from the European Council (4).

The EU policies and measures to achieve the Energy 2020 goals (5) and the Energy 2050 strategy are ambitious (6). They will continue to deliver beyond 2020 helping to reduce emissions by about 40% by 2050. They will however still be insufficient to achieve the EU's 2050 decarbonisation objective as only less than half of the decarbonisation goal will be achieved in 2050. This gives an indication of the level of effort and change, both structural and social, which will be required to make the necessary emissions reduction, while keeping a competitive and secure energy sector.

(1) Commission Communication COM(2011)570/2011, 2011 Roadmap for moving to a competitive low-carbon economy in 2050. (2) COM(2011)112/2011, 2011 Roadmap for moving to a competitive low-carbon economy in 2050. (3) COM(2011)671/2011, 2011 Roadmap for moving to a competitive low-carbon economy in 2050. (4) COM(2011)112/2011, 2011 Roadmap for moving to a competitive low-carbon economy in 2050. (5) COM(2011)112/2011, 2011 Roadmap for moving to a competitive low-carbon economy in 2050. (6) COM(2011)112/2011, 2011 Roadmap for moving to a competitive low-carbon economy in 2050.

10
COMMISSION ROADMAP 2020
11

## 3. Moving from 2020 to 2050 — Challenges and opportunities

### 3.1. Transforming the energy system

**Key message: Energy security and meeting demand is a responsibility for all**

The prime focus should remain on energy efficiency. Improving energy efficiency is a priority in all decarbonisation scenarios. Current initiatives need to be implemented swiftly to achieve change. Implementing them in the wider context of overall resource efficiency will bring cost-efficient results even faster.

High energy efficiency in new and existing buildings is key. Nearly zero-energy buildings should become the norm. Buildings — including homes — could produce more energy than they use. Products and appliances will have to fulfil highest energy efficiency standards. In transport, efficient vehicles and incentives for behavioural change are required. Consumers will gain with more controllable and predictable energy bills.

With smart meters and smart technologies such as home automation, consumers will have more influence on their own consumption patterns. Significant efficiency can be achieved with action on energy use-related resources such as recycling, lean manufacturing and recycling product lifetime (1).

Investments by households and companies will have to play a major role in the energy system transformation. Greater access to capital for consumers and innovative business models are crucial. This also requires incentives to change behaviour such as taxes, grants or on-site advice by experts, including the monetary incentives provided by energy prices reflecting the external costs in general. Energy efficiency has to be included in a wide range of economic activities from, for example, IT systems development to standards for consumer appliances. The role of local organisations and cities will be much greater in the energy systems of the future.

An analysis of more ambitious energy efficiency measures and cost-optimal policy is required. Energy efficiency has to follow its economic potential. This includes questions on to what extent urban and spatial planning can contribute to saving energy in the medium and long term and how to find the cost-optimal policy choice between insulating buildings to use less heating and cooling and systematically using the waste heat of electricity generation in combined heat and power (CHP) plants. A stable framework is likely to require further actions to save energy, especially with a view to 2050.

**Key message: Searching for renewable energy sources**

The analysis of all scenarios shows that the biggest share of energy supply technologies in 2050 comes from renewables. This, the second major pre-requisite for a more sustainable and secure energy system is a higher share of renewable energy beyond 2020. In 2050, all the decarbonisation scenarios suggest growing shares of renewables of around 50% in gross final energy consumption. The challenge for Europe is to enable market actors to drive down the costs of renewable energy through improved research, industrialisation of the supply chain and more efficient policies and support schemes. This could require greater convergence in support schemes and greater responsibilities for system costs among producers, in addition to transmission system operators (TSOs).

Renewables will move to the centre of the energy mix in Europe, from technology development to mass production and deployment, from

small scale to larger scale, integrating local and more remote sources, from subsidised to competitive. This changing nature of renewables requires changes in policy parallel to their further development.

Innovatives in the future, with increasing shares of renewables, have to become more efficient, create economies of scale, lead to more market integration and as a consequence to a more European approach. This has to build on using the full potential of the existing legislation (2), on the common principles of cooperation among Member States and with neighbouring countries, and on possible further measures.

Many renewable technologies need further development to bring down costs. There is a need to invest in new renewable technologies, such as ocean energy and concentrated solar power and second and third generation biofuels. There is also a need to improve existing ones, such as by increasing the size of offshore wind turbines and blades to capture more wind and to improve photovoltaic panels to harvest more solar power. Storage technologies remain critical. Storage is currently often more expensive than additional transmission capacity, gas backup generation capacity and conventional storage based on hydropower is limited. Greater efficiencies in their use and competitive costs require improved infrastructure for integration across Europe. With sufficient interconnection capacity and a smarter grid, managing the variations of wind and solar power in some local areas can be provided also from renewables elsewhere in Europe. This could diminish the need for storage, backup capacity and balanced supply.

In the near future, wind energy from the northern seas and the Atlantic sea basin can supply substantial quantities of electricity with declining costs. By 2050 wind power provides more electricity than any other technology (3). High renewables densities in the medium term, the contribution of ocean energy can provide an important contribution to electricity supply. Similarly, wind and solar power from the Mediterranean countries could deliver substantial quantities of electricity. The opportunity to import electricity produced from renewable sources from neighbouring regions is already complemented by strategies to use the comparative advantages of Member States such as in Greece where large-scale solar projects are being developed. The EU will continue encouraging and facilitating the development of renewable and low-emission sources of energy in the southern Mediterranean and interconnections with European distribution networks. Further cooperation with Norway and Iceland will also continue to be critical. Similarly, the EU will look at the potential of renewable sources provided by countries like Russia and Ukraine (probably biomass).

Renewable heating and cooling are vital to decarbonisation. A shift in energy consumption towards low carbon and locally produced energy sources (including heat pumps and storage heaters) and renewable energy (e.g. solar heating, geothermal, biogas, biomass), including through district

1. Commission Communication COM(2011)112/2011, 2011 Roadmap for moving to a competitive low-carbon economy in 2050. 2. Commission Communication COM(2011)112/2011, 2011 Roadmap for moving to a competitive low-carbon economy in 2050. 3. Commission Communication COM(2011)112/2011, 2011 Roadmap for moving to a competitive low-carbon economy in 2050.

# Publications

## Double page Examples

Examples of interior page layouts in 2 colours, with insertion of an angular picture based on a 5-column grid.



### Adapting principles to different circumstances

<sup>35</sup> Among other documents, see: Ethelena (2010) *Equality, Roma and the Structural Funds* (Madrid: Fundación Secretariado Gitano); Council of the EU (2009) op.cit.; European Commission (2011a) op.cit.; European Parliament Committee on Civil Liberties, Justice and Home Affairs (2011) op.cit.; Fronte, José Manuel and Technical Staff – Fundación Secretariado Gitano (2008) 'Framework Document ACEDER Programme', Working Group on Employment Study (11-13 March 2008). Available at: <http://www.fundacion-sg.org/WP/wp-content/uploads/2011/03/11-13-March-2008-Study.pdf>

The information that has been accumulated through research, debates, and exchange on a growing number of positive experiences, has generated valuable knowledge among researchers, policy makers and practitioners on a corpus of principles and criteria that should be followed by Roma Strategies, policies and plans.<sup>35</sup> The European Platform for Roma Inclusion has adopted Ten Common Basic Principles, endorsed by the Council, which should be followed in Roma policies.<sup>36</sup>

While implementing their National Roma Integration Strategies or integrated set of measures, Member States need to follow the Common Basic Principles, but also to adapt them to different circumstances in order to put them into effect. This section begins by providing an exposition of this corpus of knowledge, which is valuable for all strategies, plans and programmes addressed to the Roma and in consequence needs to be taken into account in the development of the country and the group of Roma targeted by inclusion measures, and continues by explaining how these principles and action criteria can be translated and adapted according to different circumstances.

#### 2.1. Areas, principles and action criteria

##### The dimensions of Roma integration

There is a growing common understanding that improving the situation of the Roma in Europe means developing policies that identify and tackle all aspects of their discrimination through an integrated approach, together with the protection of fundamental rights, the fight against exclusion and the promotion of Roma culture and respect for Roma identity.

**Effective access to rights.** The existing literature demonstrates that many Roma in Europe do not enjoy rights as the rest of the citizenry or they simply lack some rights.<sup>37</sup> Effective rights mean more than formal legal recognition and require adequate legislation, proper enforcement of the legislation, and removing all the obstacles that make it ineffective. An orientation towards and full compliance with an essential part of any comprehensive Roma policy, the absence of this dimension is a weakness for the functioning of

policies aimed at Roma social inclusion. International human rights instruments,<sup>38</sup> as well as EU instruments,<sup>39</sup> are essential constitutive elements of this dimension. Many rights, benefits and resources are universal and therefore all citizens are entitled to them. However, the exercise of a right, the use of a resource or the provision of a service need to be individualized and especially adapted to the needs of each citizen or group; this is even true in the case of those persons that find themselves in an underserved situation.

**Socio-economic inclusion:** Poverty and exclusion do not necessarily coincide. The first is understood here as an economic concept, related to the absence of material resources (pecuniary), and the second is a multidimensional phenomenon that goes beyond the economic approach. In fact, some socially excluded Roma are not poor, but they find themselves in situations of exclusion due to lack of participation in society's political, economic and social dynamics. However, both phenomena are interrelated and affect both living conditions, and how people participate in society. When approaching the social inclusion of the Roma, three complementary dimensions need to be tackled concurrently:

- **Civil/Political dimension:** implies entry into the protection from discrimination, the full exercise of political rights and the possibility of exercising civic commitment.
- **Economic dimension:** with regard to the possibility of contributing to the production of goods and services and their capacity to have access to (consume) the same.
- **Social dimension:** with respect to facilitating access to protection systems and promoting networks of social support, including community organisations beyond clans or family networks that, in short, allow people to integrate into their social environment.

**Cultural development:** Taking into consideration that the Roma bring comprehensive social inclusion strategies is a prerequisite for their success. In fact, many mistakes and failures of Roma-led interventions are related to this lack of sensitivity. Moreover, it is important to avoid the confusion between the Roma as an ethnic minority group and those Roma groups experiencing marginalisation and situations of social exclusion. In fact, Roma inclusion from a holistic perspective concerns all the Roma and their roles in society, their culture, language, identity and the acknowledgement and appreciation of their cultural assets by the majority population. Policies that neglect this

dimension send the message to society that dealing with Roma issues signifies dealing exclusively with poverty and marginalisation, and implicitly tells the Roma that their integration in society is a matter of forgetting who they are if they want to achieve social advancement.

Foreseeing sensitiveness to Roma culture implies: the availability of culturally and linguistically appropriate social, education and health services; the promotion of their history and culture within the Roma communities; the projection of a positive image such as positive role models and the public visibility of the Roma, especially in the media and an official commemorative events aimed at the majority population; encouraging Roma cultural manifestations in the mainstream cultural agenda. The lack of access to basic services by Roma communities is aggravated by obstacles related to education, discrimination, extremely low educational levels, etc. It is necessary for the whole society to better understand the Roma culture and history, in order for the tolerance towards Roma to improve.

#### The four priority areas

There is a consensus among the key actors working in the Roma field that the four main areas that need to be tackled to achieve Roma inclusion are employment, housing, access to education and healthcare. In fact, the Roma Decade has focused since its inception on these four crucial areas,<sup>40</sup> the Roadmap for the Platform for Roma Inclusion identified the key issues related to each of them,<sup>41</sup> and the recent Commission Communication refers to specific goals for each of them.<sup>42</sup> Several transversal issues feed into each of these elements, such as gender equality and discrimination which imply the need for both gender and antidiscrimination approaches in addressing each area. The four key areas acquire full meaning if they are approached through the civil/political, economic and social dimension.

The inter-linkages between each area imply that an integrated approach leading concurrently to all areas is indispensable. Needless to say, these four areas are interrelated: housing (conditions and geographical situation) affects the health situation, conditions access to health services, and influences access to job opportunities; the health situation influences the educational attainment while education affects health-related behaviours and exposure to social determinants of health; the level of education and professional training influence the possibilities of employment and employment in turn allows for improvements in living standards, including changes in housing conditions, access to education and healthcare.

<sup>36</sup> Council of the EU (2009) op.cit.  
<sup>37</sup> See for example FRA (2009b) op.cit.  
<sup>38</sup> These include the Universal Declaration of Human Rights (UDHR) (1948) and the European Convention on Human Rights (ECHR) (1950) among others. See Chapter 4 for an elaboration.  
<sup>39</sup> EU (2000) *Charter of Fundamental Rights of the European Union* (2000/390/EC). Available at: <http://www.europa.eu.int/rapid/press.htm?story=20000429>  
Council Directive 2000/43/EC of 29 June 2000 implementing the principle of equal treatment between persons irrespective of racial or ethnic origin. European Council (2000) Council Directive 2000/78/EC of 27 November 2000 establishing a general framework for equal treatment in employment and occupation. Available at: <http://www.europa.eu.int>  
<sup>40</sup> See <http://www.romadecade.org/about>.  
<sup>41</sup> Spanish Presidency of the EU (2010) op.cit.  
<sup>42</sup> European Commission (2011a) op.cit.

18

WHAT WORKS FOR ROMA INCLUSION IN THE EU: POLICIES AND MODEL APPROACHES

According to this approach, priorities and goals should be defined in different countries following the goals identified by the Commission Communication (2011) according to time, means and particular circumstances, but there is a consensus on a number of key elements:<sup>43</sup>

- **Access to education** by ensuring that all Roma children have access to quality early childhood education and care. Providing all Roma with access to the housing and to public utilities (such as water, electricity and gas) and that of the rest of the population. Action on housing needs to be part of an integrated approach including in particular, education, health, social affairs, employment and security, and de-segregation measures. Member States should also address the particular needs of non-sedentary Roma (e.g. provide access to suitable housing) for non-sedentary Roma. They should actively intervene with targeted programmes involving regional and local authorities. Key working areas are related to infrastructural and environmental improvements in Roma communities, de-segregation and urban planning, basic care infrastructure, support measures for community involvement.

**The ten common basic principles**

The Common Basic Principles intend to provide guidance and orientation to the different actors working on Roma issues. Some of these principles, notably m-2 explicit but not exclusive targeting m-4 aiming for the mainstream and m-7 use of community instruments have been explicitly mentioned by the European institutions in several documents and policy declarations.<sup>44</sup> In the work of the Roma Task Force, and also included in the amendment of the Art. 7.2 of the ERDF (please refer to Annex I).

Together with the Ten Common Basic Principles, other action criteria have proven to be useful, and are recommended when aiming policies and developing projects for the Roma social integration. We select here some of them which Annex I presents, albeit support, employability and access to formal labour market, micro-credit for entrepreneurship and self-employment, adult vocational training, quality of employment.

- **Reducing the gap in health status** between the Roma and the rest of the population by improving Roma **access to healthcare**. Member States should provide access to quality healthcare to the Roma, especially for children and women as well as preventive

WHAT WORKS FOR ROMA INCLUSION IN THE EU: POLICIES AND MODEL APPROACHES

19

#### 2.2. Adapting principles to the diversity of Roma living circumstances

- Mobilising existing available human, institutional and economic resources.
- Working with the Roma and working with the community, including awareness raising and mutual understanding.
- Developing the professional capacities of the Roma, including multicultural working teams, adequate tools and materials.
- Flexibility and adaptation of the mainstream services.
- Appropriate balance between rights and responsibilities: guaranteeing the rights while training in responsibilities.

The common basic principles (c.p.) and other criteria described above are useful and recommendable for all the Roma living circumstances. However, the strategies to be used when following these principles may be different; in fact, their implementation must be individualized and fully adapted to the circumstances and groups in order to achieve effectiveness and consistency. We explain below how in practical terms some principles and common criteria can be adapted according to the five-field typology by following specific strategies and priorities.

##### 1. Effective access to mainstream services requires their adaptation to Roma needs (c.p.1 and 4)

All inclusion policies aim to include the Roma in the mainstream of society (c.p. 4) (mainstream educational institutions, mainstream jobs, and mainstream health services, mainstream housing) and Roma inclusion policies are to be integrated with mainstream policies (c.p.1). These principles need to be understood in conjunction with other principles such as explicit but not exclusive targeting (c.p.2). Yet effective access to mainstream services means endorsing the latter, flexible, sufficient and adapted to Roma. This would imply different approaches according to the five categories described previously and depending on different areas of action.

Taking as an example the area of education, an understanding that special schools or Roma

schools are neither desirable nor recommendable, mainstreaming Roma in the school system will always imply the adaptation of the public education services. Adjustments and the degree of flexibility will differ according to the types of situations of exclusion and circumstances; for example, in the case of urban or suburban groups, it may imply establishing dispersion criteria for Roma students, or compensatory services; Roma living in isolation from urban areas may require transportation services. Roma migrants may require language training and Roma travellers specific rates of access. Specific strategies for the adaptation of general services will be needed also in the other areas of intervention: in facilitating access to health services (different needs according to groups), access to employment services (different degrees of qualification and skills, as well as labour market situations) and access to public housing (income levels, criteria for access...). In most cases, a lack of, or inadequate adaptation to go against the principle of access to mainstream services.

##### 2. Specific services must lead to normalisation (c.p.2)

The principle of explicit but not exclusive targeting implies focusing on Roma people as a target group but not to the exclusion of other people who share similar socio-economic circumstances; in fact existing complementary and common criteria can be adapted according to the five-field typology by following specific strategies and priorities.

Explicit Roma services developed in parallel to mainstream services can establish a link for the former to constitute second-class services for Roma people, while normal services do not undertake the necessary changes to adapt to the needs of all citizens. The specific Roma services must lead to normalisation, remain connected with and function complementarily to general services, while aiming to facilitate Roma access to generalised services. However, the extent to which adapted services will lead to normalisation and the possibilities for them to be complementary to general services will require different approaches depending on the context, type of situation and group. For example, in the area of health, a health mediation service in an urban Roma neighbourhood may act as a transition service aimed

<sup>43</sup> For instance, the project Acceder has demonstrated that while aimed at the Roma, more than 50 percent of beneficiaries are non-Roma.

<sup>44</sup> Fundación Secretariado Gitano (2008) *Health and the Roma Community analysis of the situation in Europe*. Bulgaria, Czech Republic, Greece, Portugal, Romania, Slovakia, Spain, Macedonia, Fundación Secretariado Gitano, Ministerio de Sanidad y Política Social.

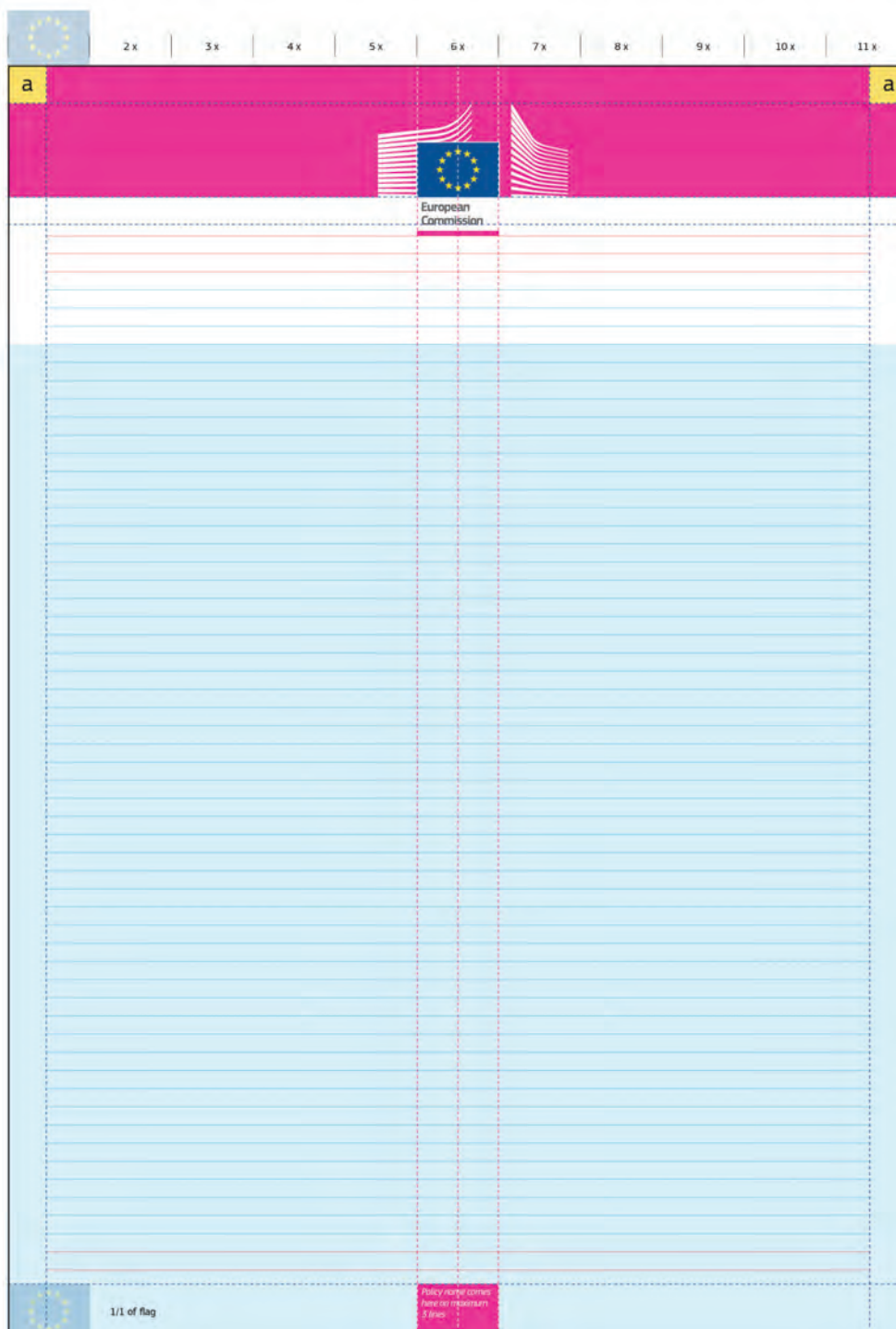
# Publications

## Grid system for A4 Magazine

The magazine cover structure is based on the A4 cover template and has been improved for this specific product. The logo can be used in its negative or positive version depending on the header colour (see examples on the following page). Adding the title of the magazine onto a banner directly under the header is allowed for

magazines or newsletters. You are authorised, specifically for magazine and newsletter covers, to insert information related to the issue into the header.

Except for the cover, the magazine structure follows the same rules as a publication layout.



# Publications

A4 Magazine

Example

Weekly internal newspaper  
of the European Commission  
in PDF format  
ISSN 1830-5210  
Published 18.12.2012

2012 #61

European Commission

## ISSIS DOLORPEI *news*

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European Commission

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2012 #61

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## ISSIS DOLORPEI *news*

RAESTIONUM ET INIBH

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European Commission

Winter 2012

## Ero feugiat dolore *newsletter*

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5	9	12	19	
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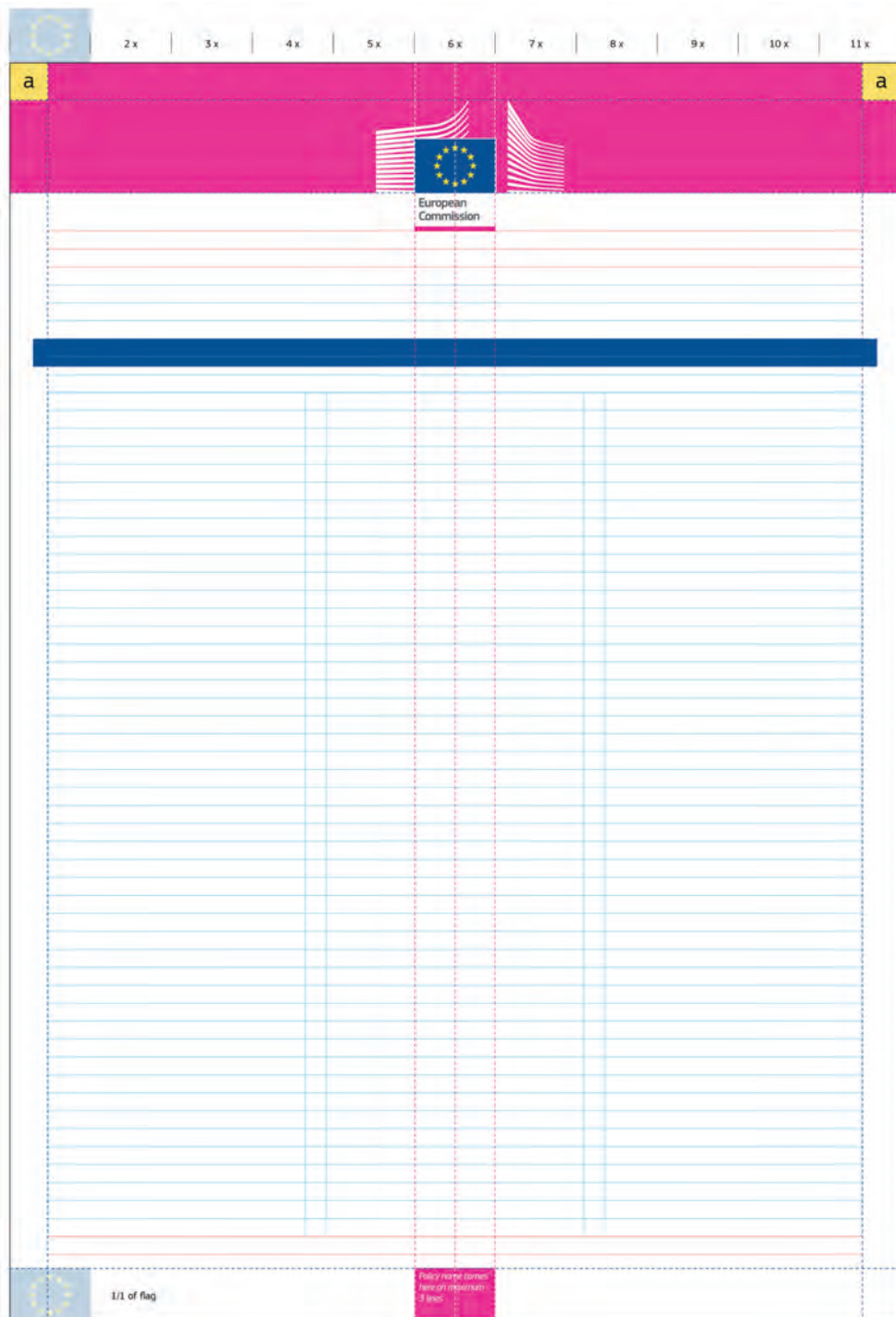
# Publications

## Grid system for A4 newsletters

Newsletters could possibly add articles to the cover page. The logo is used in its negative version on a coloured header. The name of the newsletter is added under the logo on a white strip. A second coloured strip separates the name of the newsletter from the title of the article. You have the option of highlighting content by

creating a coloured box or by inserting key information under the name of the newsletter using bullet points.

**The inside grid is for reference but it is not compulsory.**



# Publications

## A4 newsletters

### Examples

1. Example of a newsletter with an article box on the left;
2. Example of a newsletter with a different policy colour, an article box on the right and incorporating a picture;
3. Example of a newsletter with a highlight box on the left;
4. Example of a newsletter with a different policy colour and a highlight box on the right with a picture in the box.

1.

2.

3.

4.

# Publications

## A4 newsletters

### Examples

1. Example of a newsletter showing a title box with vertical text on the right and with highlighted information under the title;
2. Example of a newsletter with a different policy colour, a title box with vertical text on the right, highlighted information under the title and incorporating a picture.



1.



2.

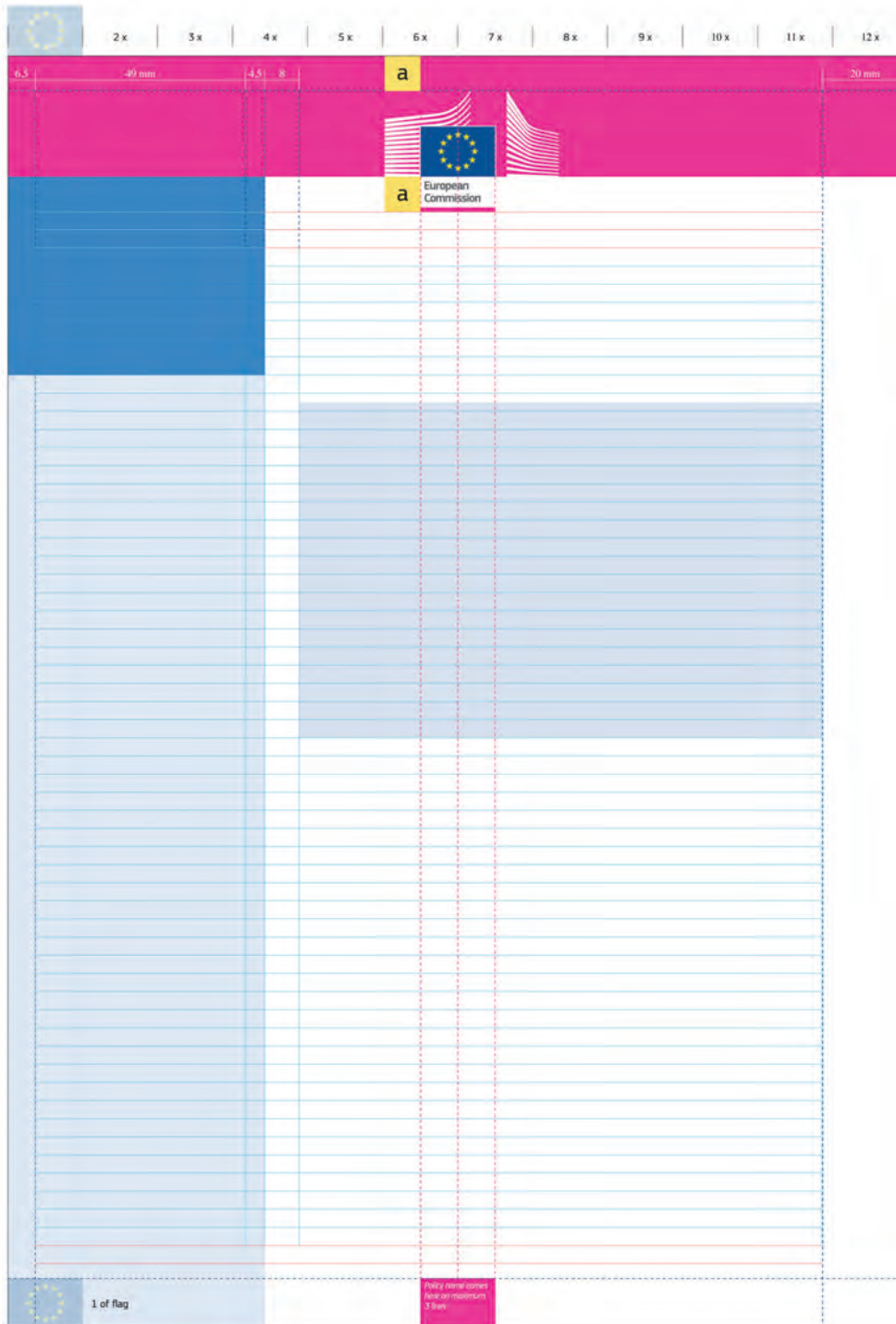


# Publications

## Grid system for A4 factsheet

A template for factsheets is available and includes boxes for highlighting information or specific statistics. You have the option of inserting pictures, tables or charts to illustrate the subject.

**The inside grid is for reference but it is not compulsory.**



# Publications

Grid system  
for A4 factsheet  
Cover (Recto)

15 mm

2x | 3x | 4x | 5x | 6x | 7x | 8x | 9x

a

15 mm

a

European Commission

1 of flag

Policy name comes here on maximum 3 lines

# Publications

Grid system  
for A4 factsheet  
Cover (Verso)

15 mm

2x | 3x | 4x | 5x | 6x | 7x | 8x | 9x

15 mm

a

European Commission

1 of flag

**The top banner is not compulsory.** If you need more room for your content, you can remove it.

# Publications

## A4 factsheet

### Examples



## STATE OF THE UNION 2017

# THE EU'S KEY PARTNERSHIP WITH AFRICA

**Stability cannot be exclusively Africa's business. We must also show solidarity with Africa's citizens and young continent's needs for €2.7 billion EU-Africa Trust Fund is creating employment opportunities across the continent.**

European Commission President Jean-Claude Juncker, State of the Union Address, 13 November 2017

The EU is Africa's main partner. The European Commission and Africa are working together to tackle the common challenges of trade, from fostering sustainable development and strengthening peace and security to boosting investments in the African continent and better managing migration. Under President Juncker's leadership, the Commission has adopted new innovative tools on top of its traditional cooperation instruments, bringing EU cooperation with Africa to a new level.

On 29-30 November the EU and Africa will further strengthen their partnership at the 5th African Union – European Union Summit, due to take place in Ivory Coast.



**€3.1 BILLION**  
OF OFFICIAL DEVELOPMENT AID 2014-2020 BY COMMISSION



**€400 MILLION**  
SUPPORT TO EMERGENCY TRUST BETWEEN AFRICA AND THE EU (2014-2016)



**€1.2 BILLION**  
RENEWABLE ENERGY ACCESS TO ENERGY THANKS TO EU SUPPORT

### THE EU: AFRICA'S BIGGEST GLOBAL INVESTOR IN PEOPLE

The EU is the biggest world development and humanitarian aid donor. The EU's assistance is not about charity but a concrete investment in people and in our mutual interest. The European Commission alone will provide €3.1 billion in Official Development Assistance to Africa between 2014-2020. This funding is helping to boost Africa's economy to give youth a chance to build a future, to ensure food security and access to energy, and to anchor good governance and respect of human rights. For example through EU development support, over 18 million people have been given access to energy in Africa.

### EU EMERGENCY TRUST FUND FOR AFRICA

In his 2015 State of the Union Address, President Juncker announced the launch of this special fund to tackle the root causes of instability and irregular migration by promoting economic and employment opportunities, security and development. Two years later, the €2.8 billion Trust Fund for Africa is up and running, with a total of 117 programmes so far with a focus on economic development, job creation, governance, food security, healthcare and migration management. President Juncker has called on Member States to match the €2.7 billion contribution from the EU budget, but so far they have only pledged €227 million and contributed €112.5 million. The Commission has put the funding on the table. It is now time for Member States to do the same.

EU Commission's initial contribution: €2.7 billion

EU Member States' contribution to date: €227 million

→ €1.92 billion

## SUPPORTING YOUTH

In its cooperation with African partners, the European Union puts great emphasis on empowering and supporting youth. This includes:

- Youth programmes in bilateral and regional cooperation.
- The intra-EU Academic Mobility Scheme supporting higher education cooperation between countries in Africa, the Caribbean and the Pacific (ACP). The aim is to increase training and qualification of high-level professionals, with the ultimate goal of promoting sustainable development and alleviating poverty.

For example, the project 'Young Heroes Across Borders, Cultures and Oceans' aims to promote solidarity and tolerance among young people at both the local and international level.

## EU SUPPORT TO PEACE AND STABILITY

Seven EU Common Security and Defense Policy operations and missions are deployed on the African continent to support Africa in keeping peace, preventing conflicts, supporting the rule of law, fighting piracy and human trafficking.



**EU military and civilian missions and operations in Africa**

- EUCAF Somalia
- EUCAF Sahel West
- EUCAF Sahel Niger
- EU NAVFOR MED Atalanta
- EU TM Somalia
- EU TM Mali
- EU TM Central African Republic

Examples of layouts using the factsheet templates.



## A STRONG FINANCIAL SYSTEM

#StrongBanks

**Banks have a central role in financing the EU economy and promoting growth and jobs.**

Making banks more resilient in line with international standards



Making it easier for banks to finance SMEs and infrastructure projects



**STRONG FINANCIAL SYSTEM FUNDING GROWTH**

Protecting taxpayers from bank failures



Proportionality in the application of the rules

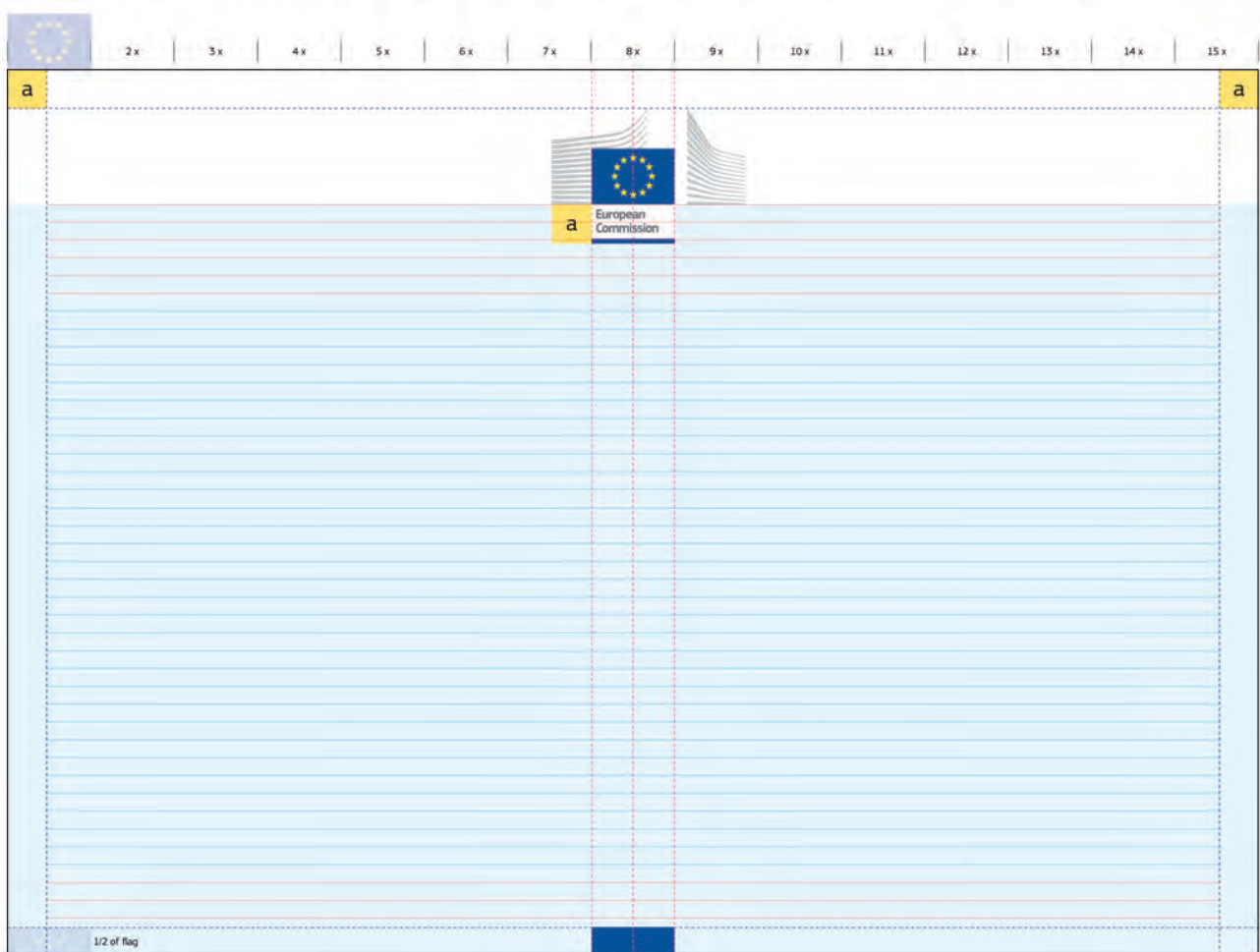


"Europe needs a strong and diverse banking sector to finance the economy. We need bank lending for companies to invest, remain competitive and sell into bigger markets, and for households to plan ahead. Today, we have put forward new risk reduction proposals that build on the agreed global standards while taking into account the specificities of the European banking sector."

**Valdis Dombrovskis** Commission Vice-President in charge of Financial Stability, Financial Services and Capital Markets Union

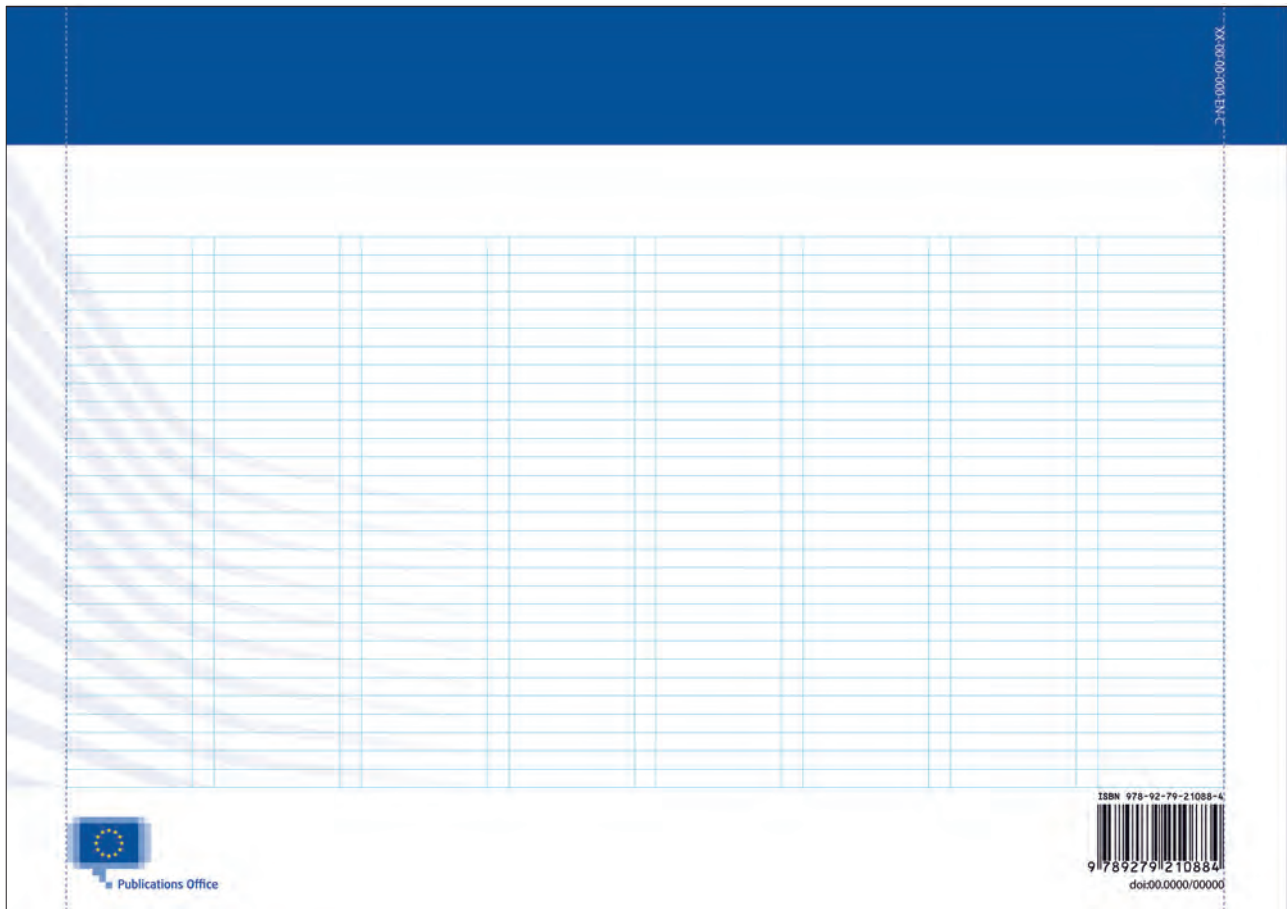
# Publications

Grid system  
for A4 cover (horizontal)



# 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 horizontal



- 1 EC Square Sans Pro Regular 6 pts  
Tracking: 660 pts
- 2 EC Square Sans Pro 9 pts
- 3 EC Square Sans Pro Medium 12 pts  
Tracking: 100 pts
- 4 EC Square Sans Pro Regular 46 pts  
Leading spacing: 48 pts  
Tracking: -20 pts
- 5 Garamond Semibold  
Caption 68 pts  
Tracking: -20 pts
- 6 EC Square Sans Pro Medium Italic 8 pts  
Leading spacing: 12 pts
- 7 Line is 4 pts thick

- 8 EC Square Sans Pro Italic 9.5 pts  
Leading spacing: 12 pts
- 9 EC Square Sans Pro Regular 9 pts  
Leading spacing: 12 pts
- 10 EC Square Sans Pro Medium 12 pts  
Leading spacing: 12 pts
- 11 Garamond Semibold 96 pts  
Leading spacing: 100 pts
- 12 Garamond Medium Italic 16 pts  
Leading spacing: 18 pts
- 13 EC Square Sans Pro Italic 16 pts  
Leading spacing: 18 pts  
Tracking: -20 pts
- 14 EC Square Sans Pro Italic 10 pts  
Leading spacing: 12 pts



# Publications

## Public page horizontal

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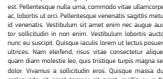
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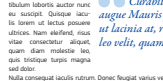
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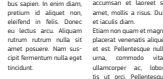
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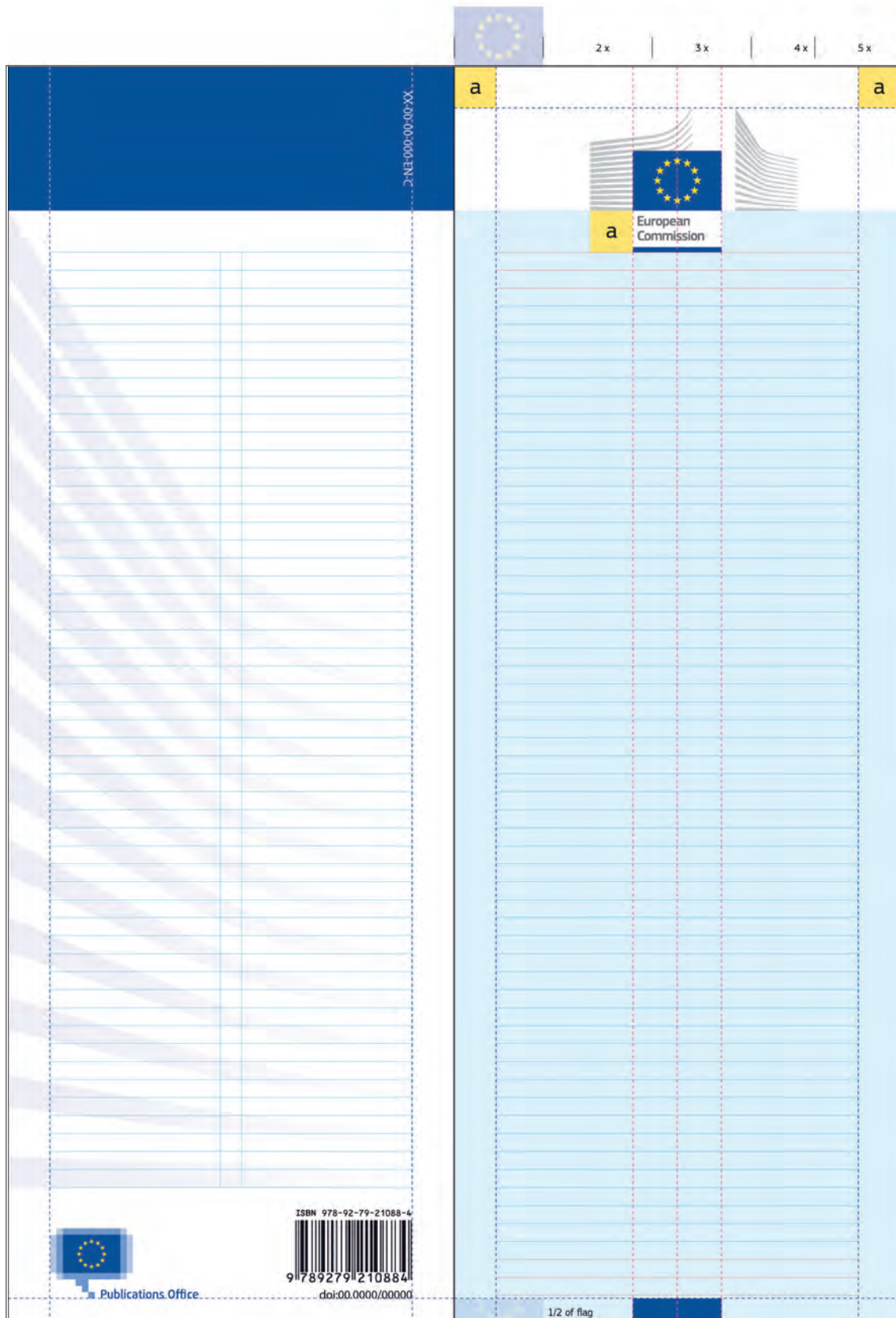
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# Publications

Grid system  
for A4 cover folded in two



# Publications

A4 folded in two  
Examples

1. Full page image with text / white header
2. Image only + text on flat colour tint positioned at the top of the page
3. Image only + text on flat colour tint positioned at the bottom of the page



1.



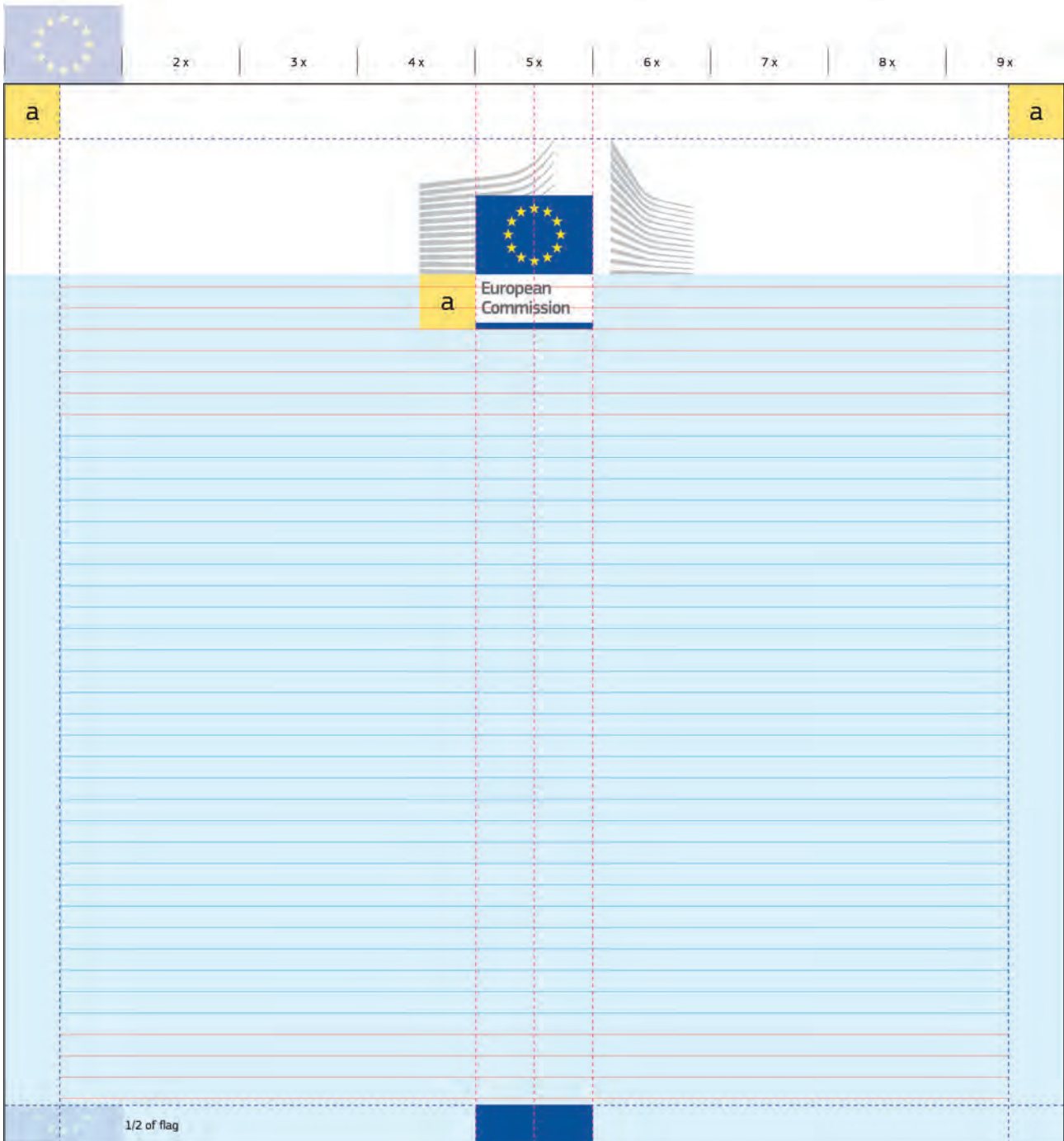
2.



2.

# Publications

Grid system  
for 21 x 21 cm cover



# Publications

Grid system  
for 21 x 21 cm back cover



# Publications

21 x 21 cm cover

Examples

1. Full page image with text / white header
2. Full page image on white background with text / coloured header
3. Full page image with text / white header



1.



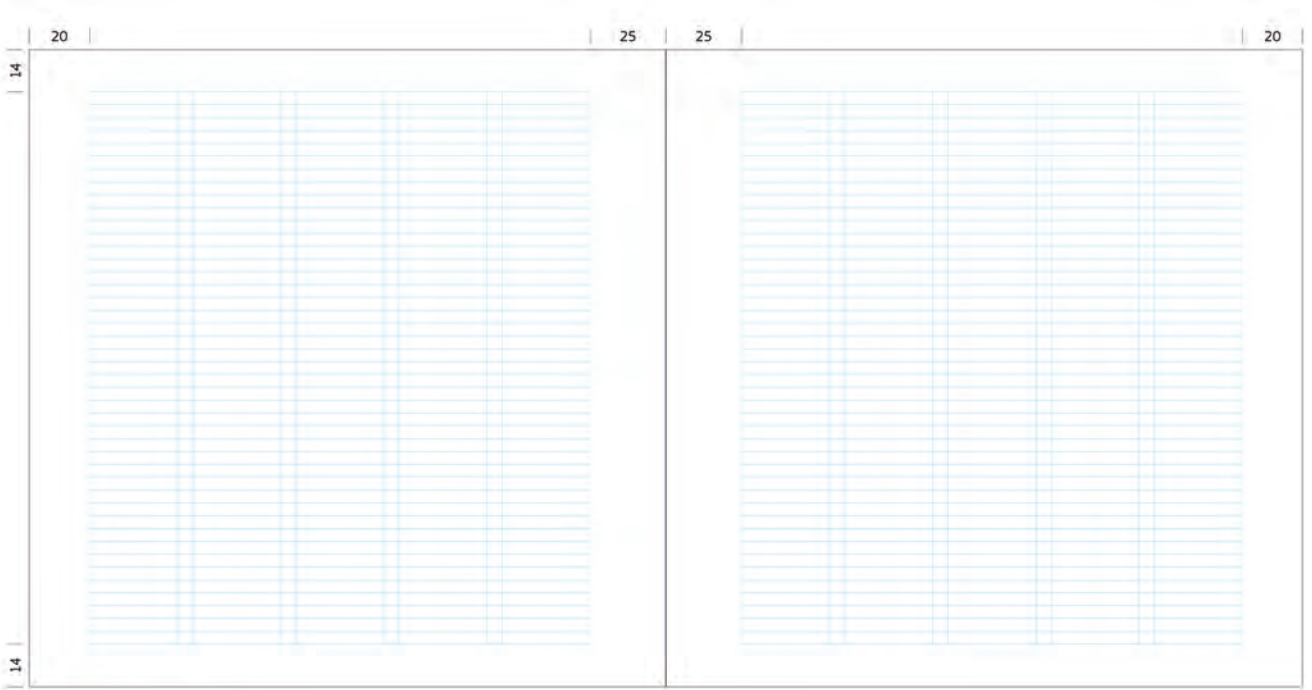
2.



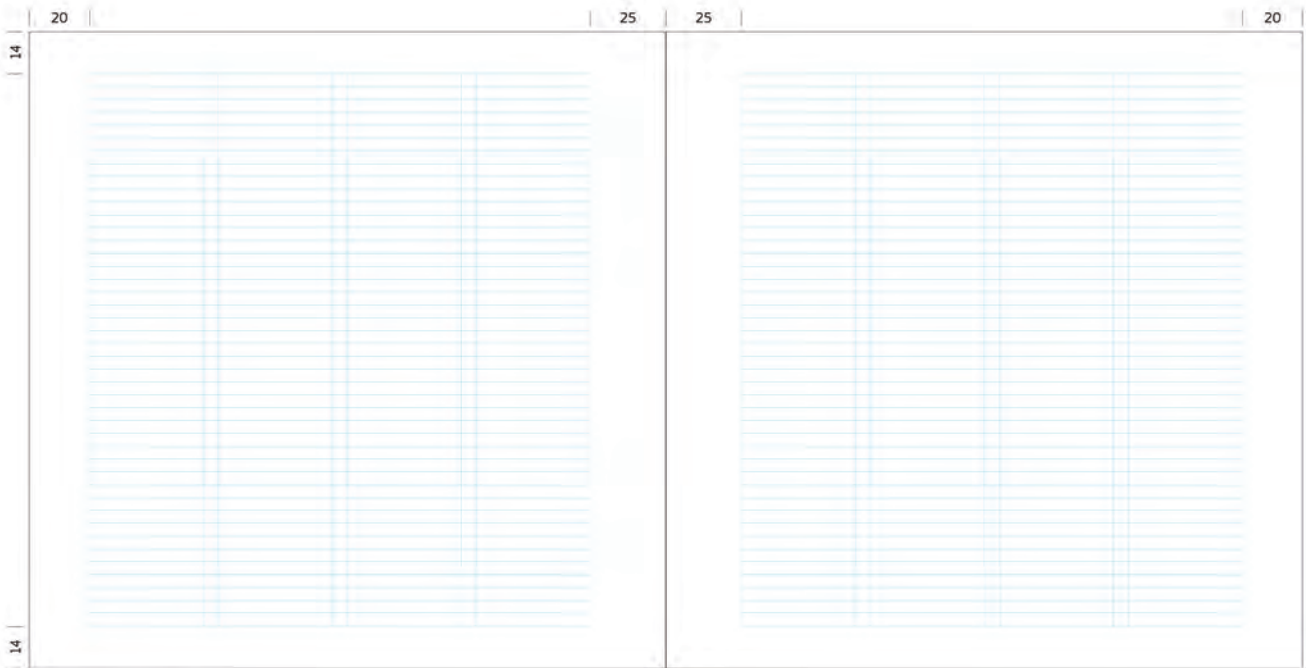
3.

# Publications

Grid system  
for double page 21 x 21 cm



5 gutter columns: 5 mm



4 gutter columns: 5 mm

The layout is the same as for the A4 template

# Publications

Grid system  
for A5 cover



The layout is the same as for the A4 template



# Publications

Grid system  
for A5 back cover

2-NE-000-00-00-XX



Publications Office

ISBN 978-92-79-21088-4

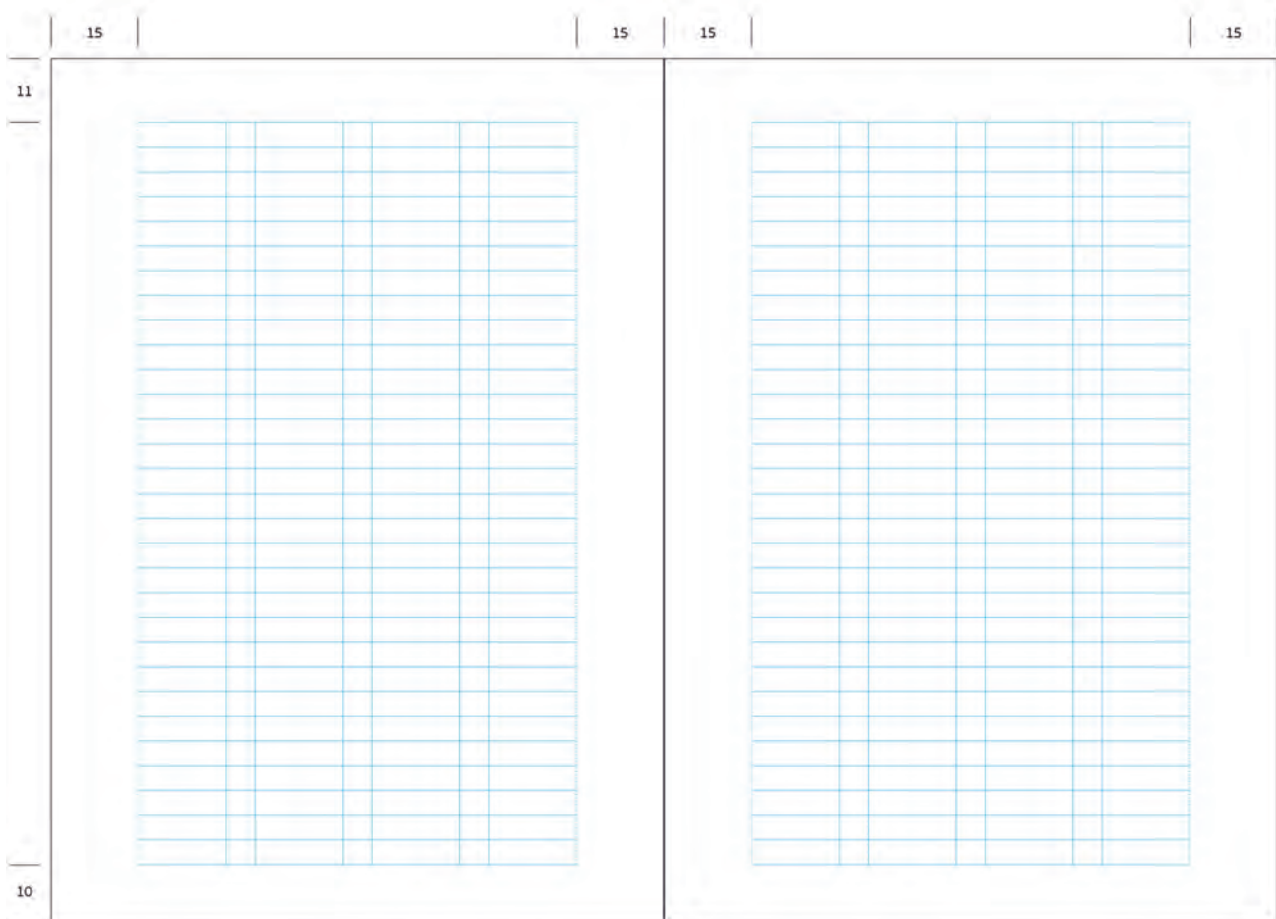


9 789279 210884

doi:00.0000/00000

# Publications

Grid system  
for double page A5

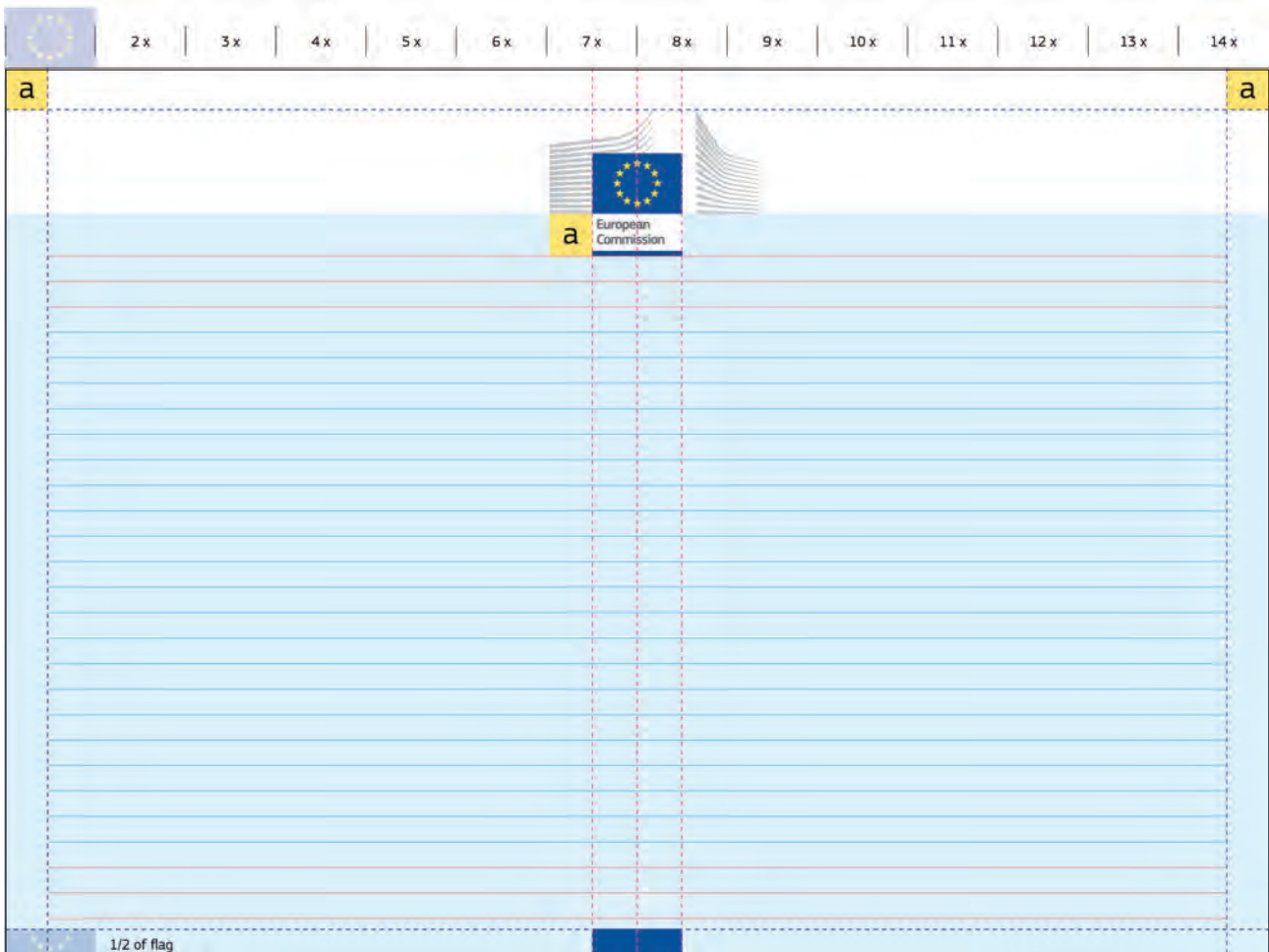


4 gutter columns: 5 mm

The layout is the same as for the A4 template

# Publications

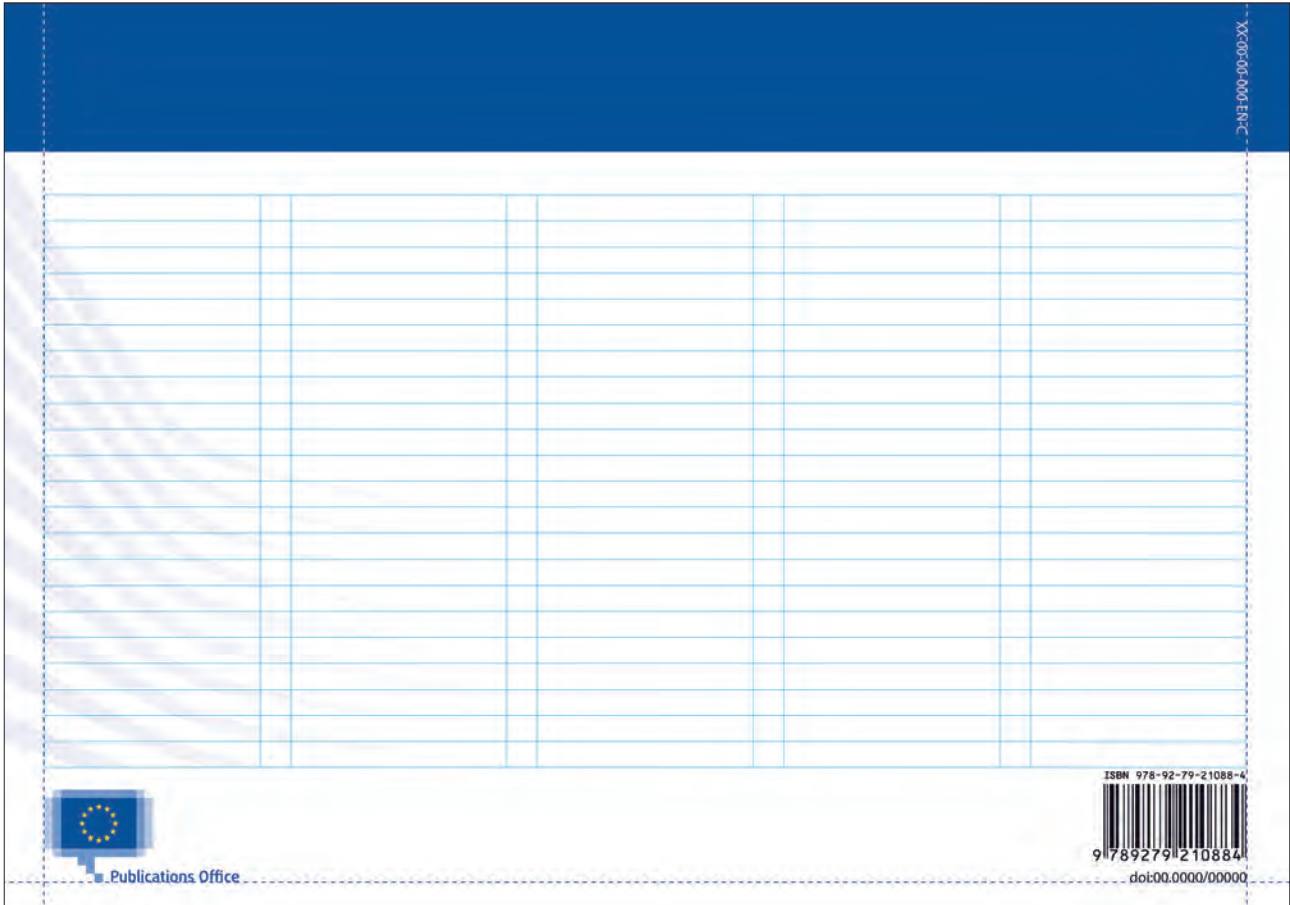
Grid system  
for A5 cover (horizontal)



The layout is the same as for the A4 template

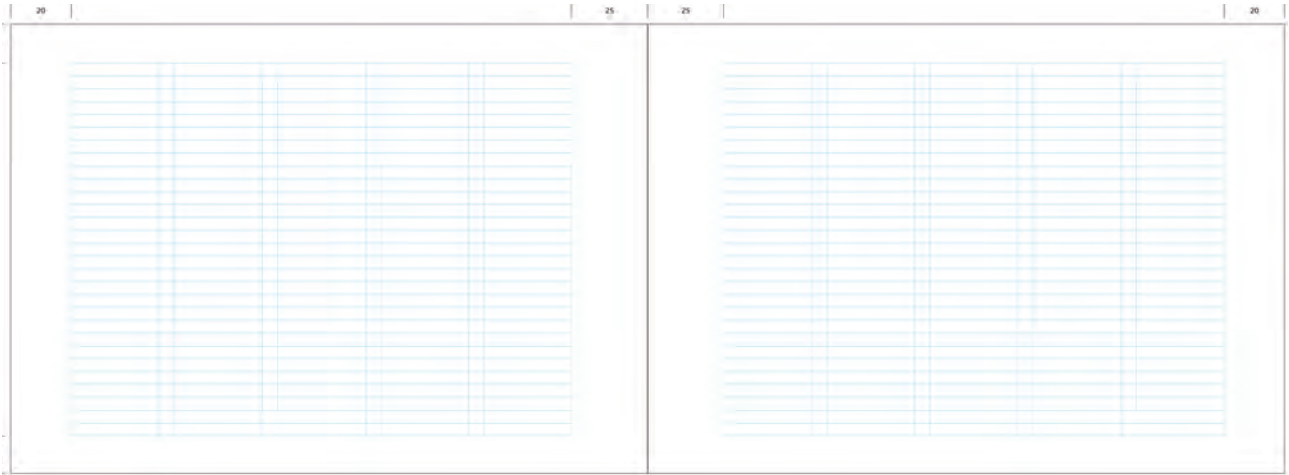
# Publications

Grid system  
for A5 back cover  
(horizontal)

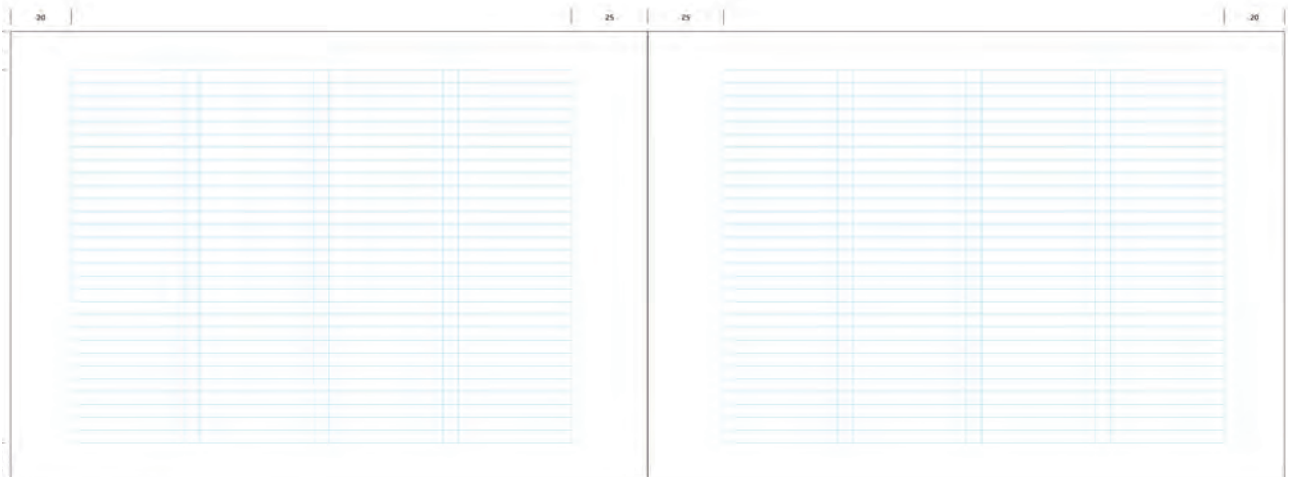


# Publications

Grid system  
for double page A5  
(horizontal)



gutter columns: 5 mm



gutter columns: 5 mm

The layout is the same as for the A4 template

# Publications

Grid system  
for A6 cover

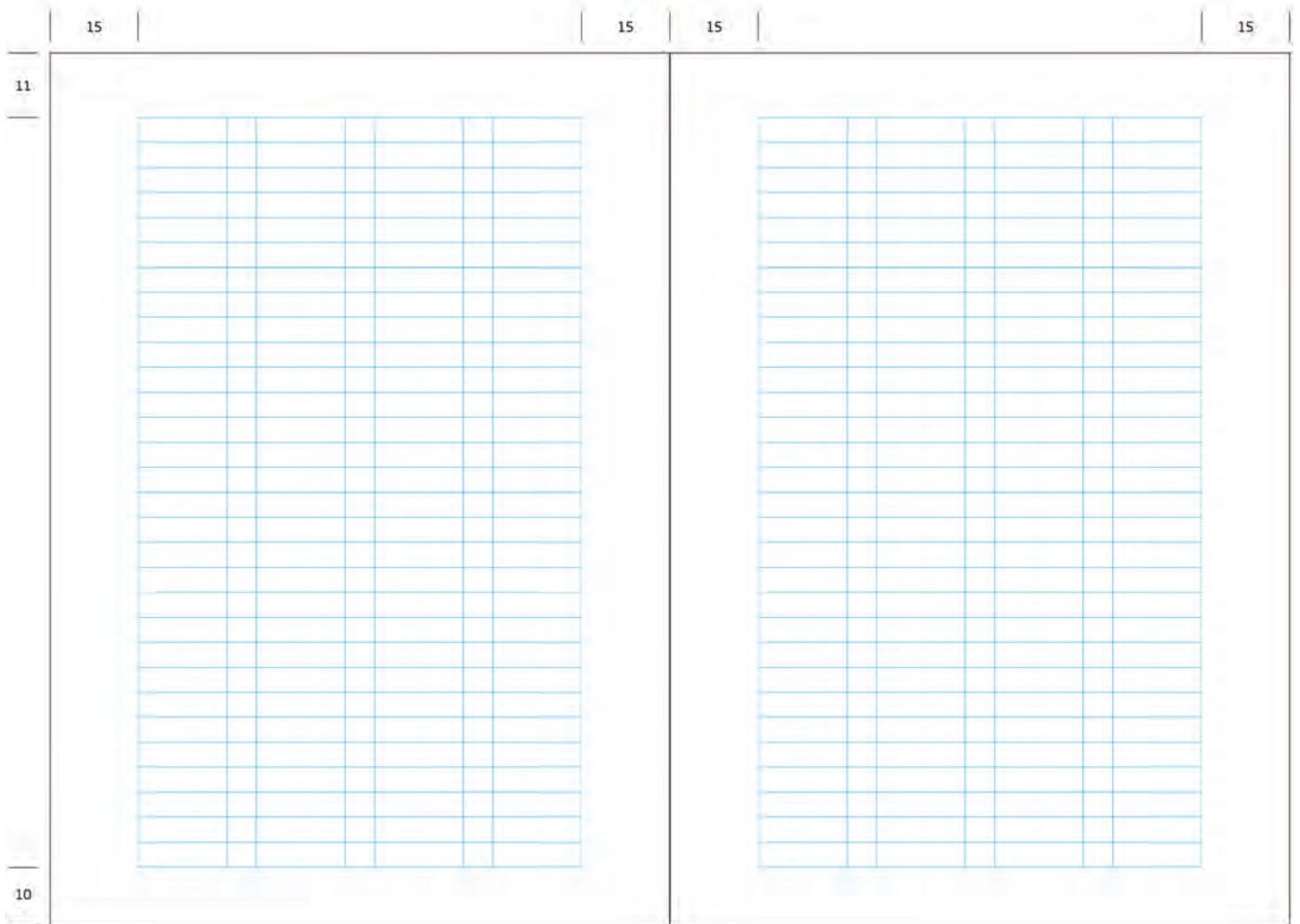


The layout is the same as for the A4 template



# Publications

Grid system  
for double page A6



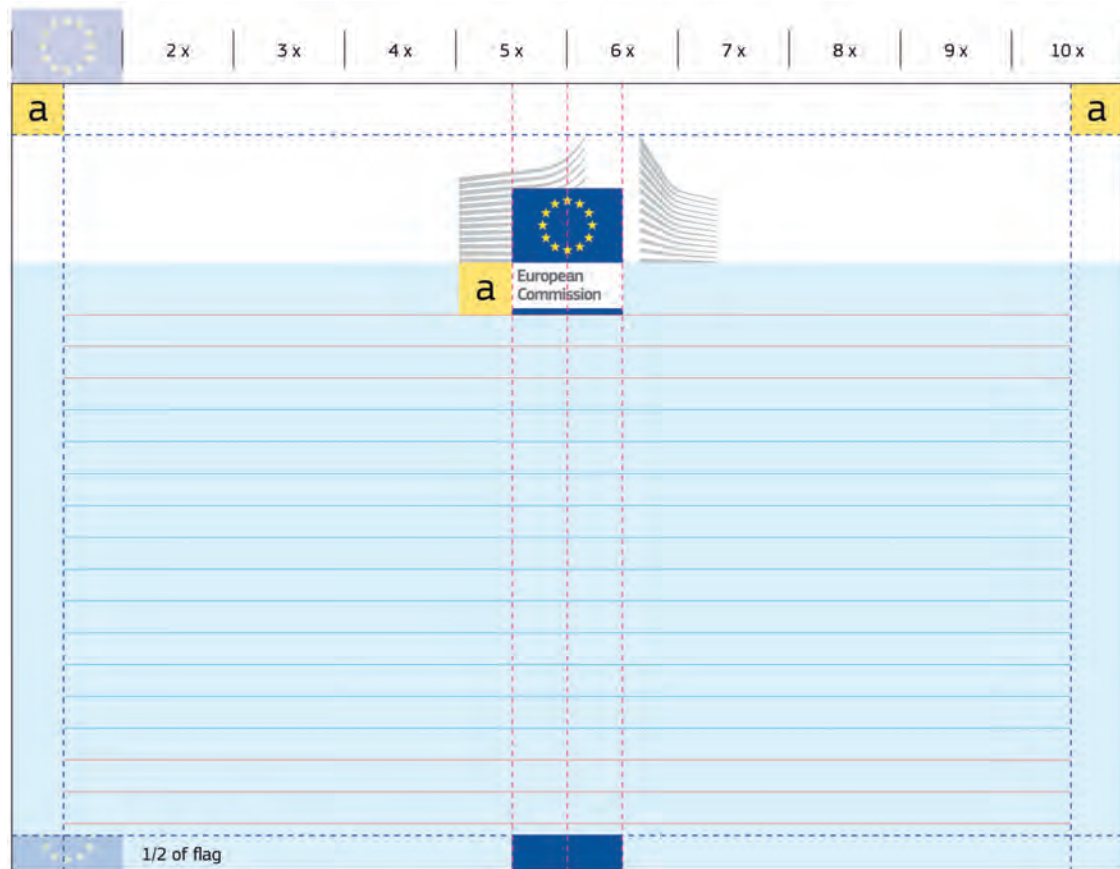
4 gutter columns: 5 mm

The layout is the same as for the A4 template



# Publications

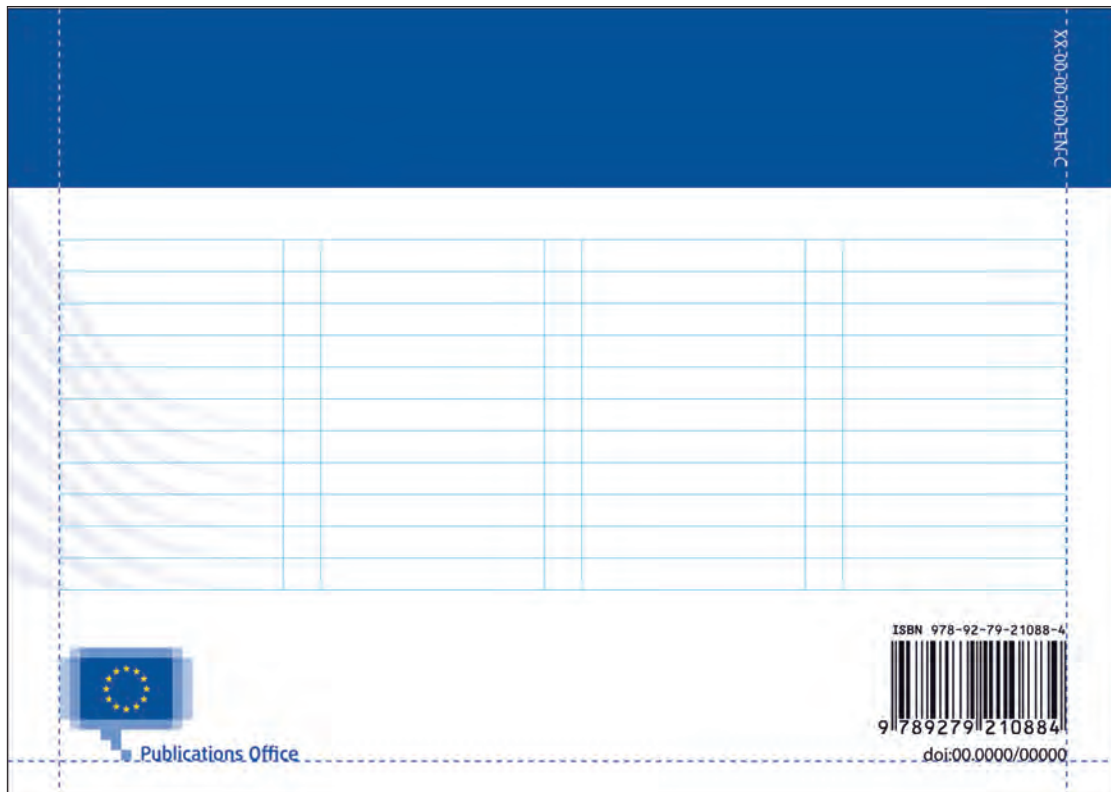
Grid system  
for A6 cover (horizontal)



The layout is the same as for the A4 template

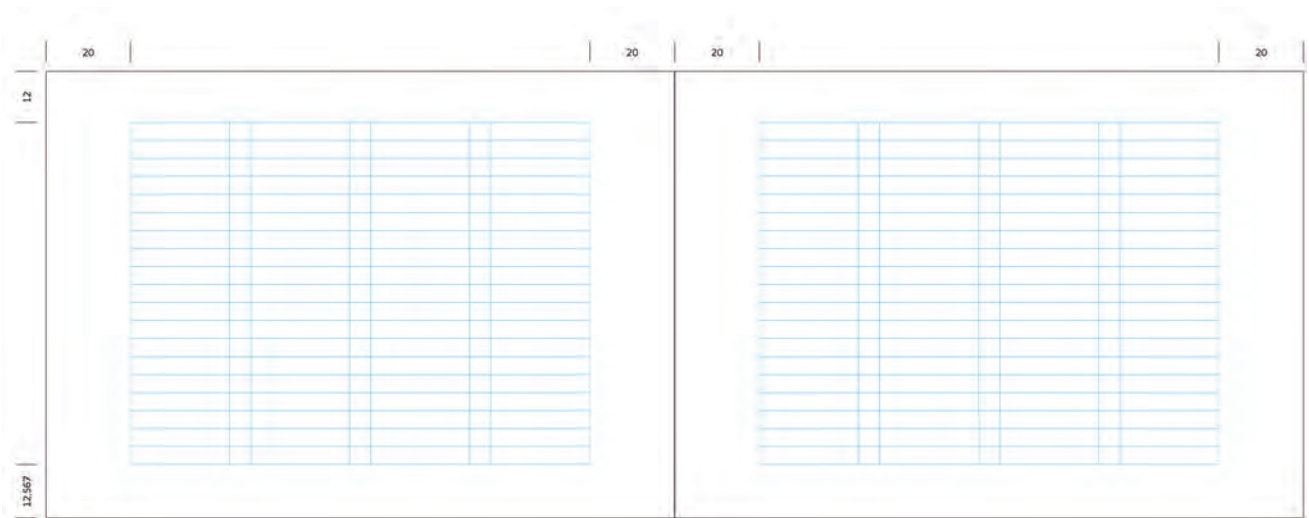
# Publications

Grid system  
for A6 back cover  
(horizontal)



# Publications

Grid system  
for double page A6  
(horizontal)

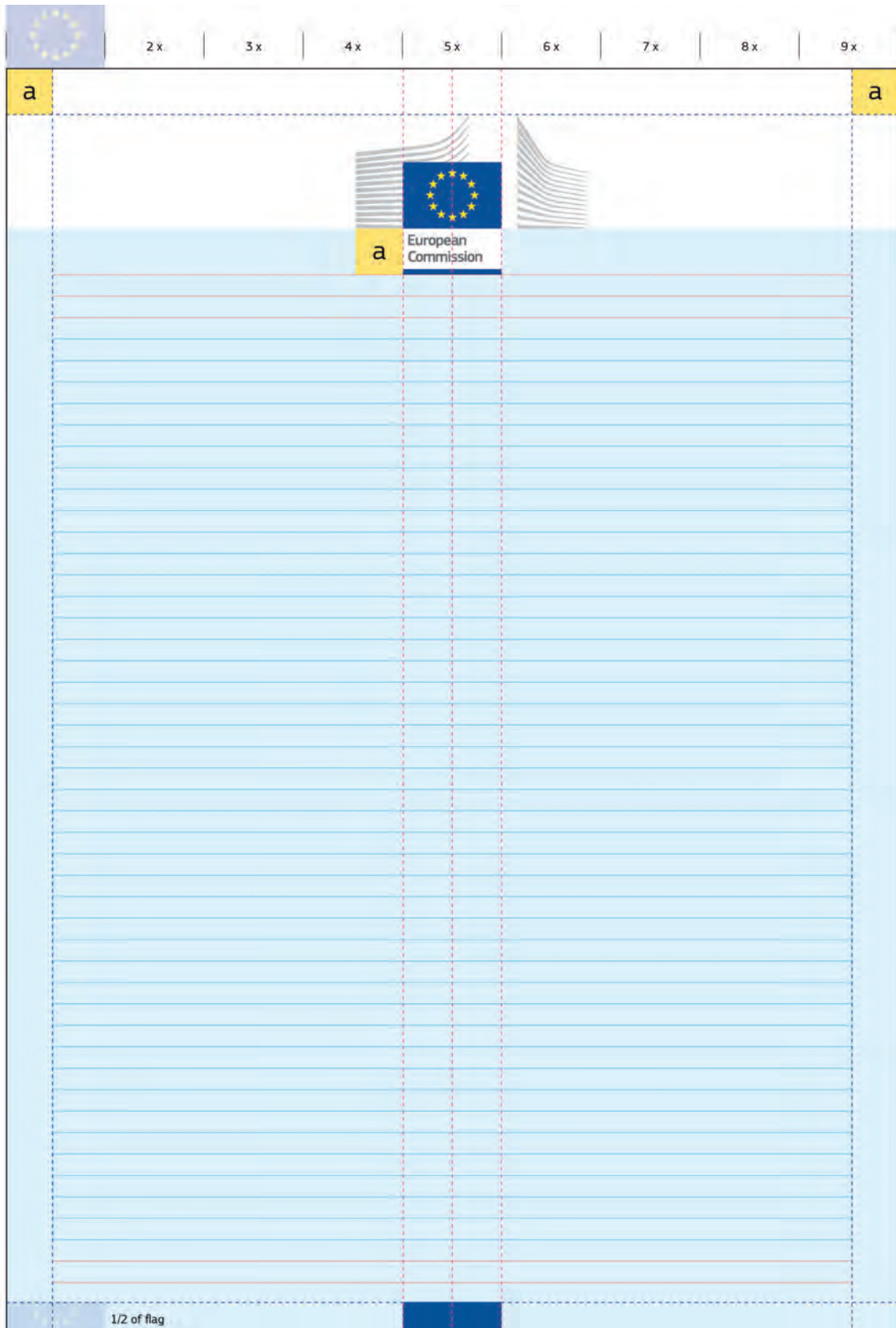


4 gutter columns: 5 mm

The layout is the same as for the A4 template

# Publications

Grid system  
for B5 cover



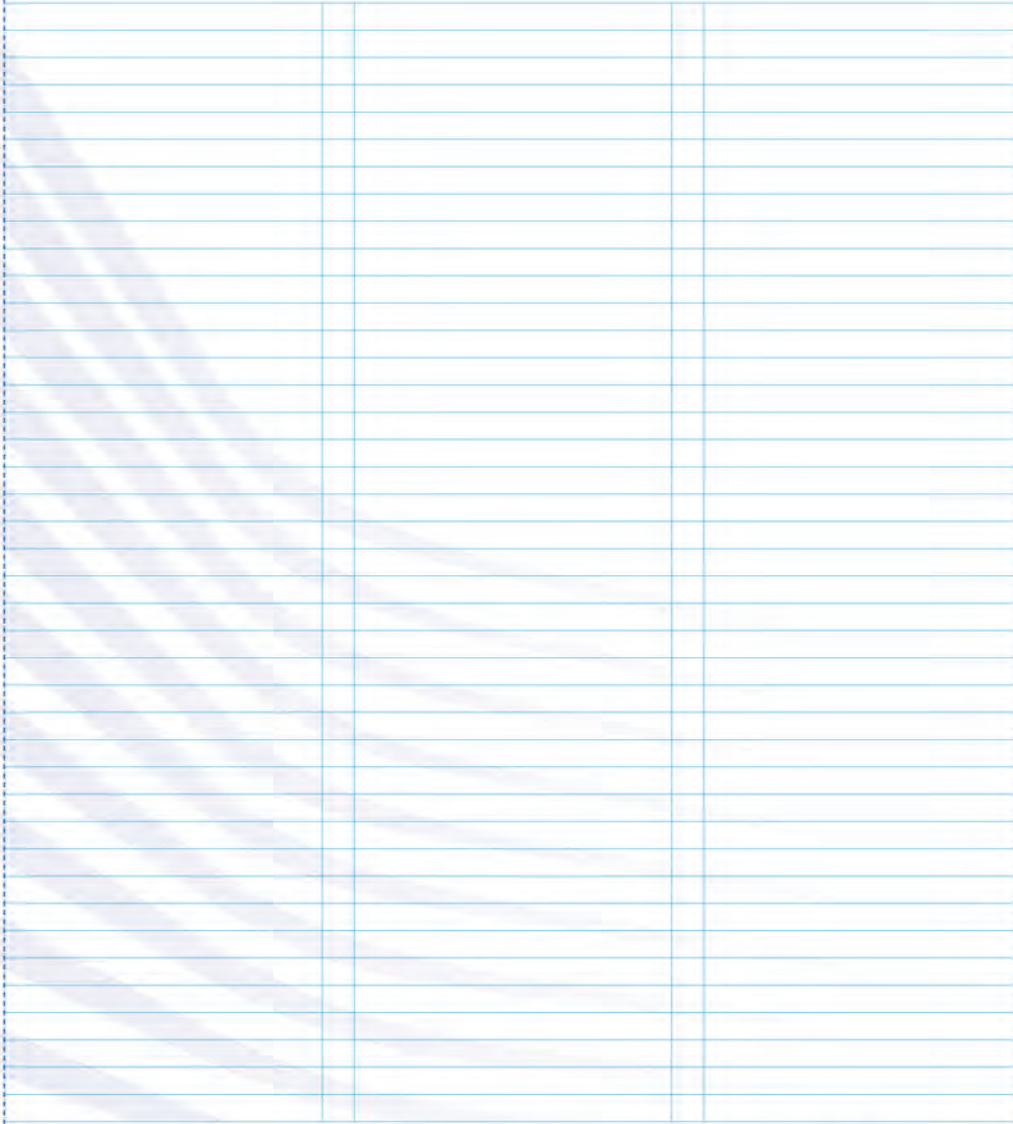
The layout is the same as for the A4 template


# Publications

Grid system  
for B5 back cover

XX-00-00-000-EN-C


Grid system for B5 back cover



Publications Office

ISBN 978-92-79-21088-4

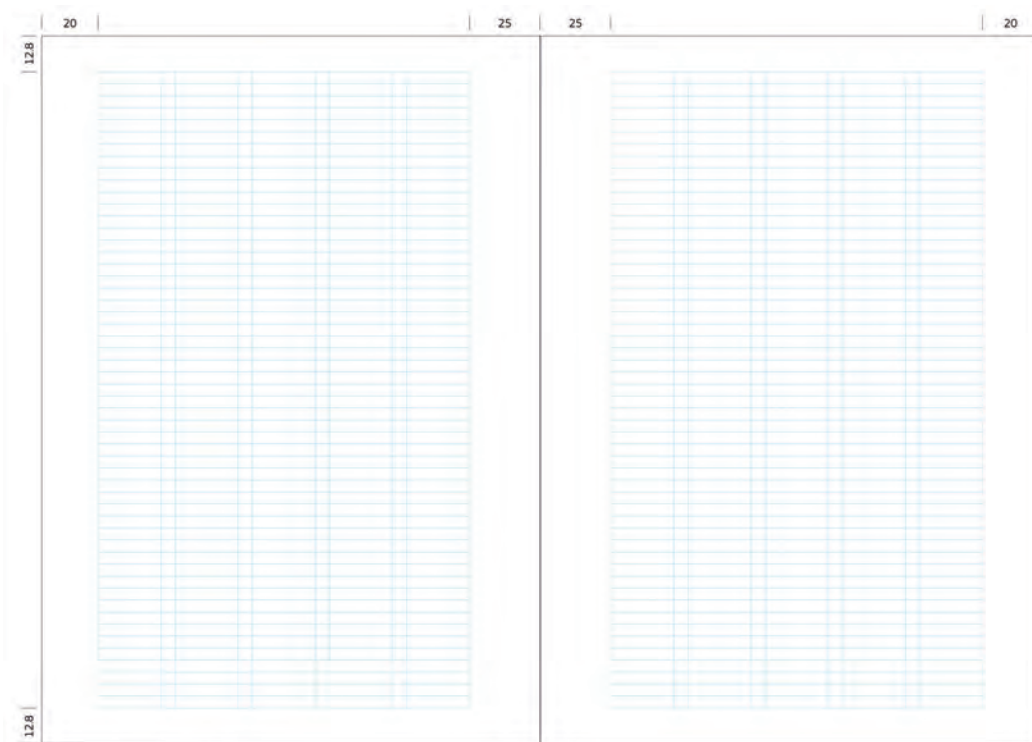


9 789279 210884

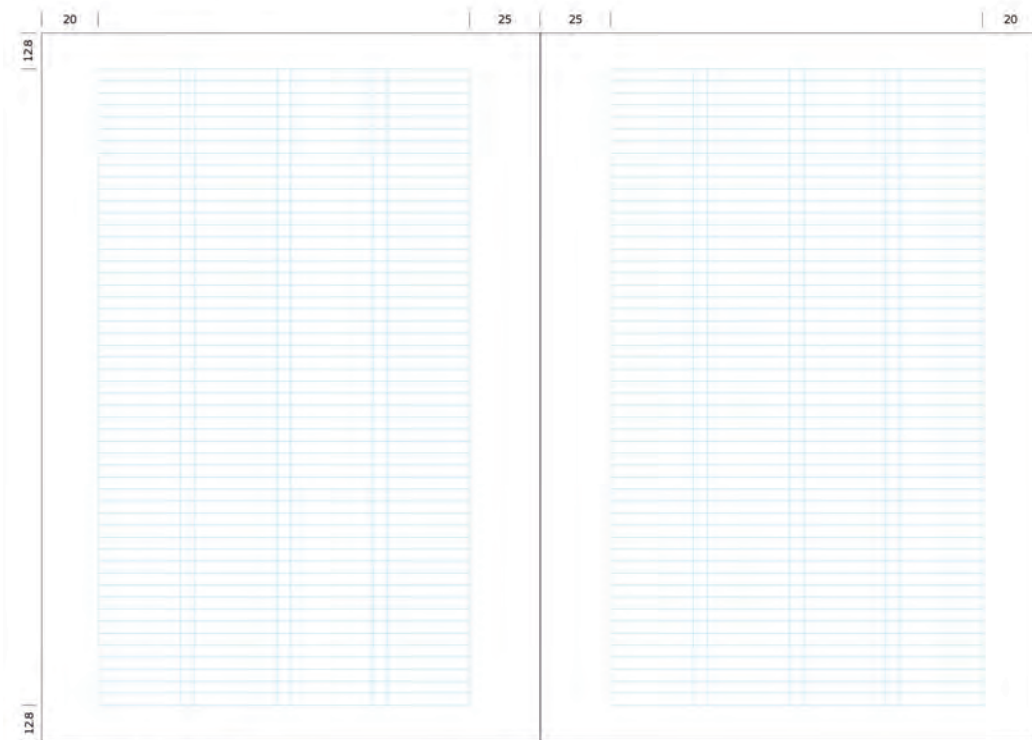
doi:00.0000/00000

# Publications

Grid system  
for double page B5



5 gutter columns: 5 mm

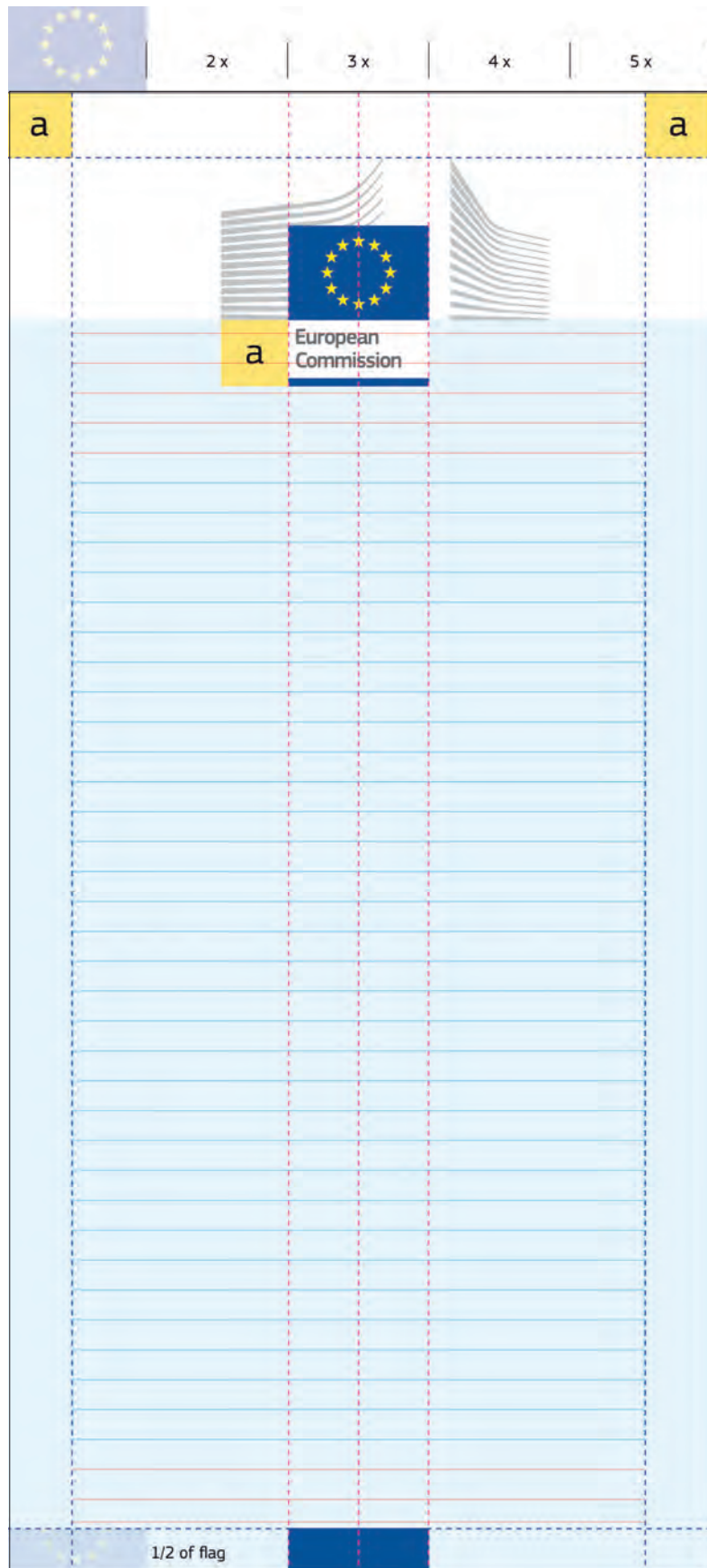


4 gutter columns: 5 mm

The layout is the same as for the A4 template  
(See examples p. 125 to 129)

# Publications

Grid system  
for leaflet A4 cover



# Publications

Grid system  
for Leaflet A4 back cover





# Publications

Leaflet A4 cover

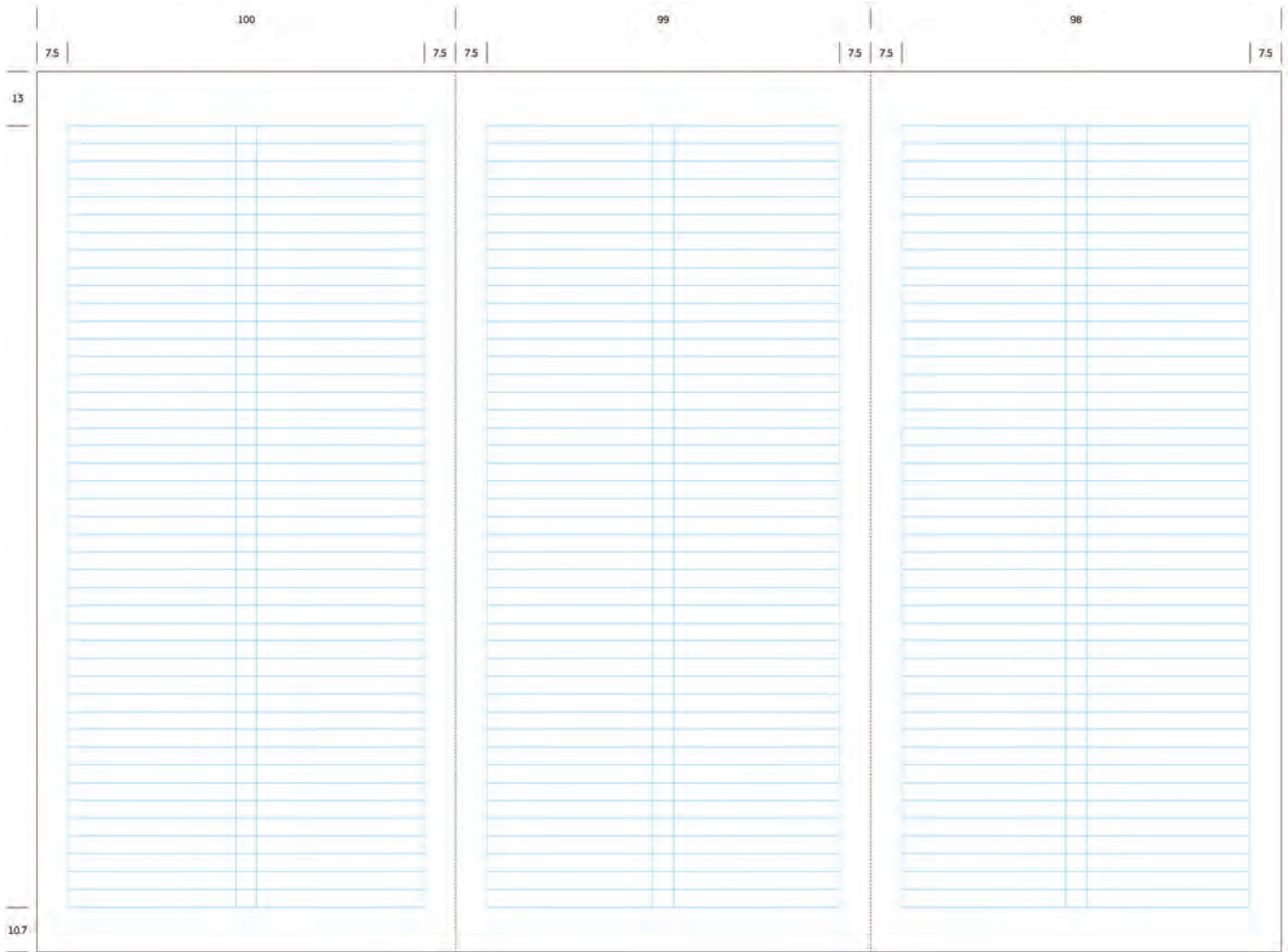
Examples

1. Full page flat-coloured background with text / white header
2. Image only + text on white strip positioned at the bottom of the page



# Publications

Grid system for inside pages of leaflets A4



2 gutter columns: 5 mm

# Publications

Inside pages  
for A4 leaflet  
Examples

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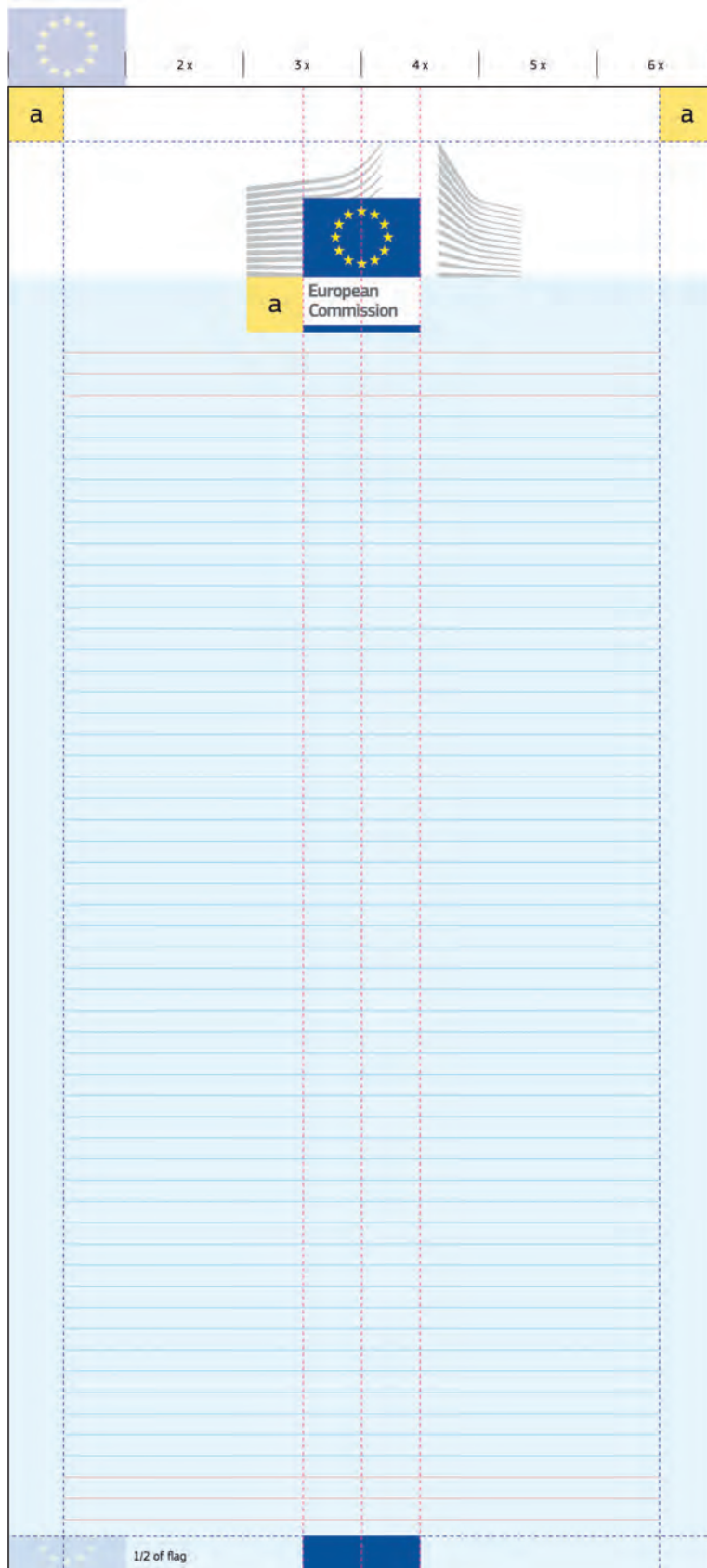
- 1 EC Square Sans Pro Regular 46 pts  
line spacing: 48 pts  
Tracking: -20 pts
- 2 Garamond Semibold  
Caption 68 pts  
Tracking: -20 pts
- 3 EC Square Sans Pro Italic 9.5 pts  
Leading spacing: 12 pts
- 4 EC Square Sans Pro Medium Italic 7 pts  
Leading spacing: 12 pts
- 5 Line is 4 pts thick

- 6 EC Square Sans Pro Regular 9 pts  
Leading spacing: 12 pts
- 7 EC Square Sans Pro Medium 12 pts  
Leading spacing: 12 pts
- 8 Garamond Semibold 96 pts  
Leading spacing: 100 pts
- 9 Garamond Medium Italic 16 pts  
Leading spacing: 18 pts
- 10 EC Square Sans Pro Italic 16 pts  
Leading spacing: 18 pts  
Tracking: -20 pts

- 11 EC Square Sans Pro Italic 10 pts  
Leading spacing: 12 pts

# Publications

Grid system  
for leaflet A3 cover



# Publications

Grid system  
for Leaflet A3 back cover



# Publications

Leaflet A3 cover

Examples

1. Full page image on white background with text on flat colour tint positioned at the bottom of the page / coloured header
2. Image only + text on flat colour tint positioned at the top of the page
3. Image only + text on flat colour tint positioned at the bottom of the page



1.



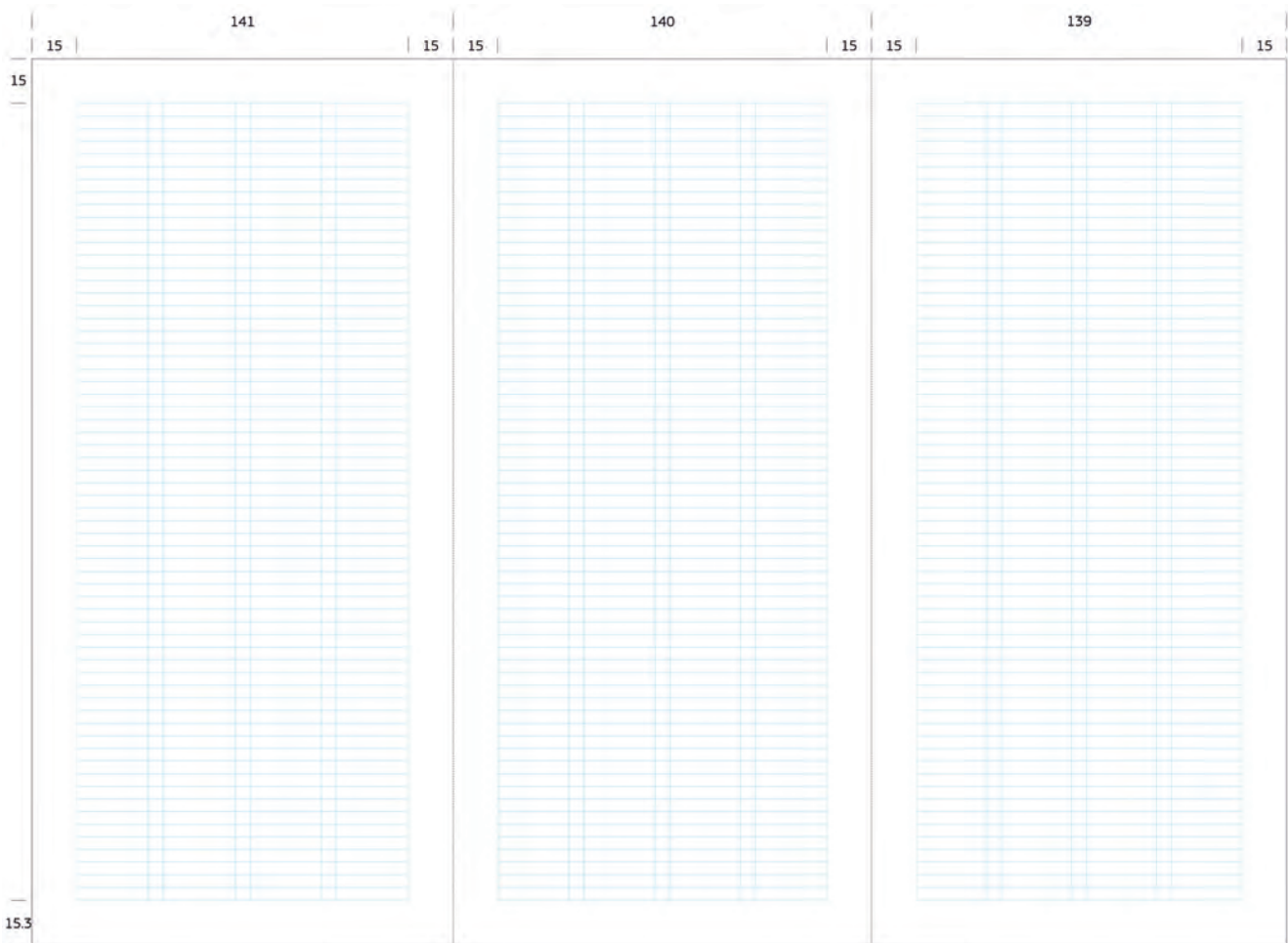
2.



2.

# Publications

Grid system for inside pages of leaflet A3

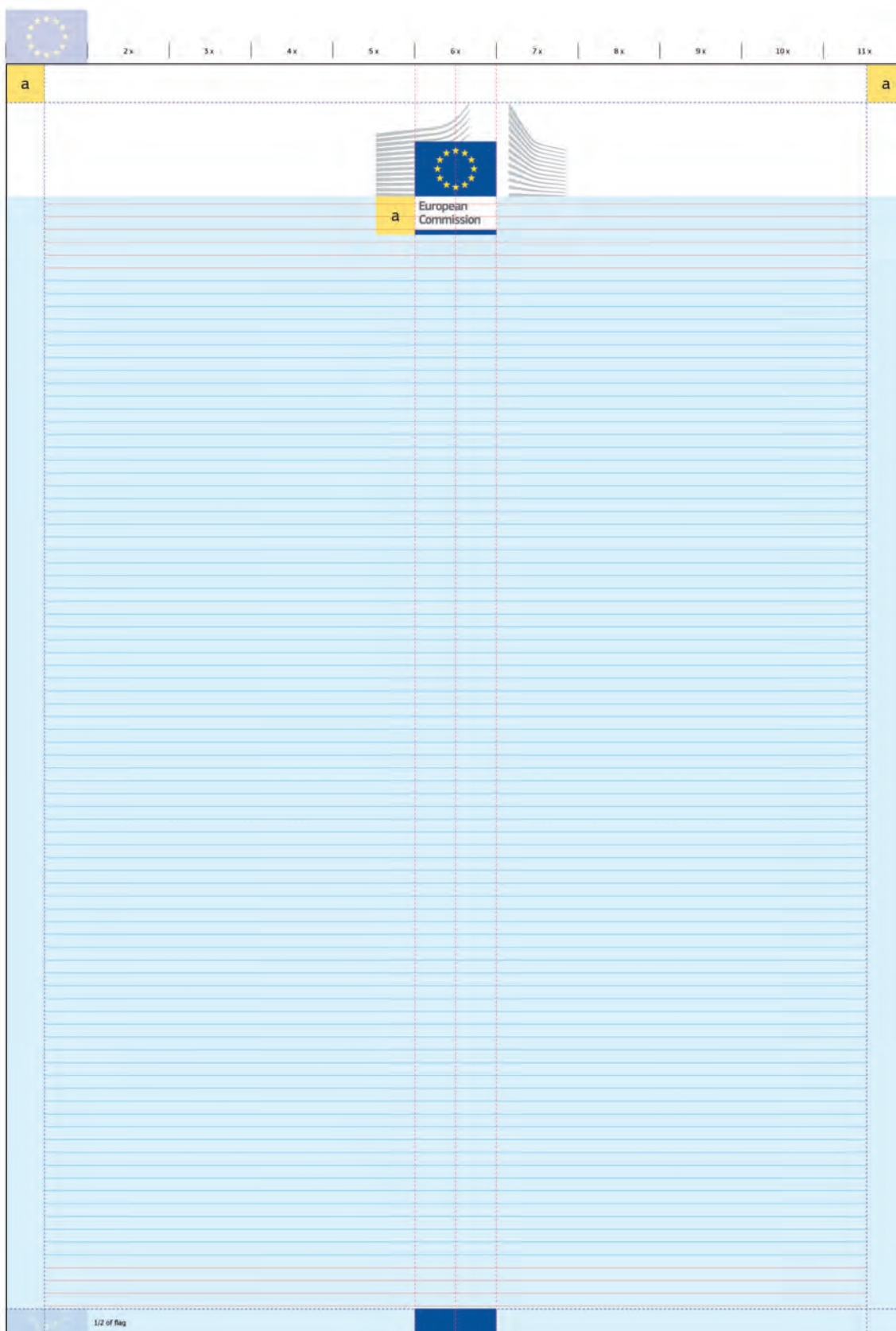


4 gutter columns: 5 mm

The layout is the same as for the leaflet A4 template

# Publications

Grid system  
for 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 the width of the document.



# Publications

Posters (vertical)

Examples



1.



2.

1. Full page image with text / white header
2. Image with text + title on white strip positioned at the top of the page / coloured header
3. Full page image with text / white header



3.

# Publications

Posters (vertical)

Examples



1.



2.

1. Image with text + title on flat colour tint positioned at the top of the page
2. Photomontage image only + text on flat colour tint positioned at the bottom of the page

# Publications

Posters (vertical)

Examples



1.



2.

1. Full page image on white background with text / coloured header
2. Full page image on white background with title and body text / coloured header
3. Image with body text + title on flat colour tint positioned at the top of the page



3.

# Publications

## Posters (vertical)

### Examples



1.



2.



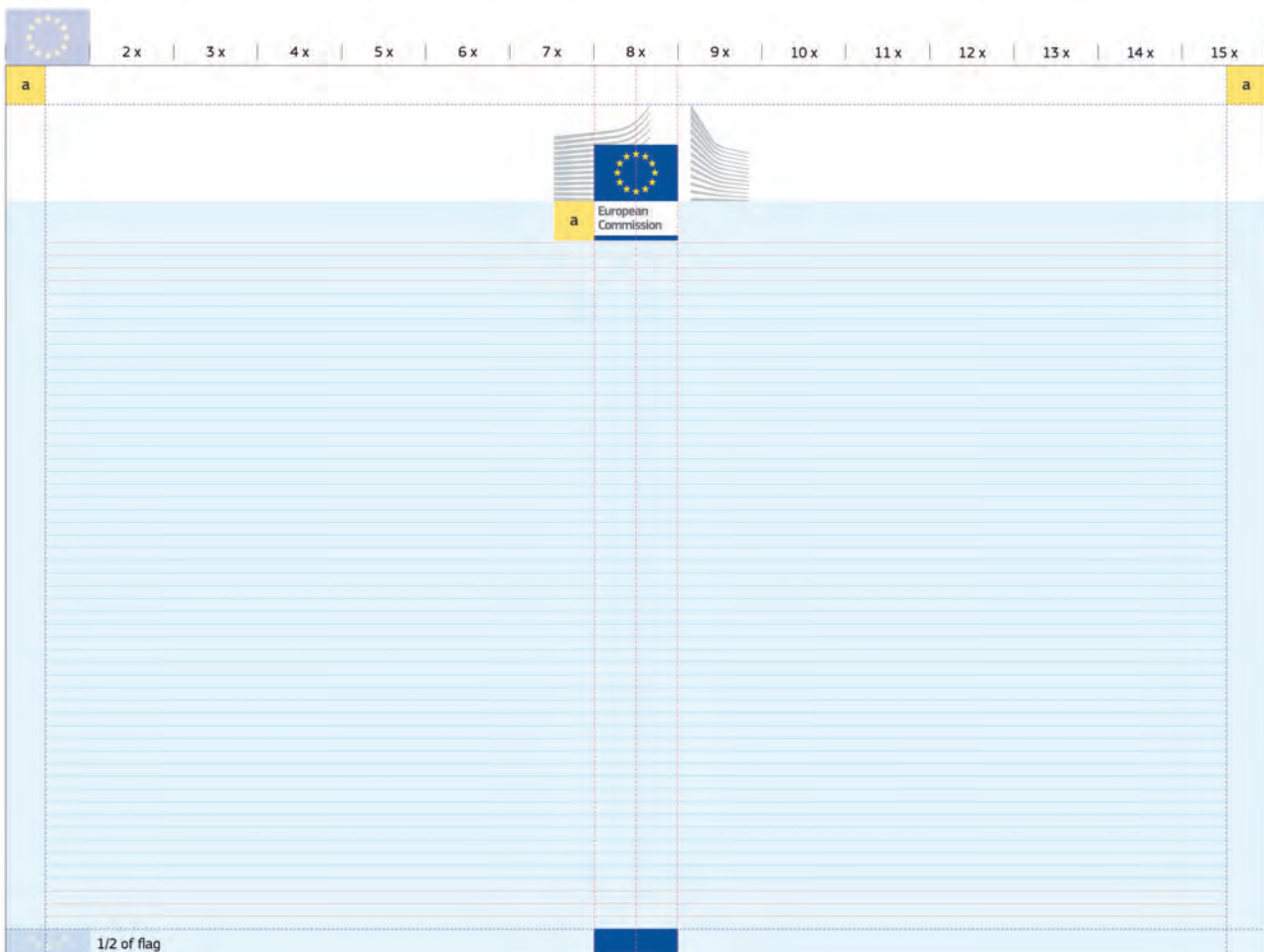
3.

1. Poster with body text + title on flat colour tint positioned at the top of the page
2. Poster with body text + title on flat colour tint positioned at the top of the page with an image
3. Poster with body text and image + title on flat colour tint positioned at the top of the page

# Publications

## Grid system for 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.



# Publications

Posters (horizontal)

Example

1. Full page image on white background with title and body text / coloured header

2 & 3. Full page image with text / white header



1.



2.



3.

# Publications

## Multilingual product Examples

The European Commission logo exists in a mute version, to be used on multilingual products only.

For publications, the translations of the European Commission in all languages required will be positioned at the bottom part of the cover page above the footer box.

In this specific case, the footer box will not insert the policy name and its size will be reduced to half of the flag, however it will keep the policy colour.



# Publications

Specific formats

Examples

Small advertisements in the press or in the web have different formats.

On vertical formats (e.g. 150X94 mm) the logo, the banner and the footer are placed in a standard way.

150X94 mm

European  
Commission

## Uptatectum

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# Publications

Specific formats

Examples

In very small square formats (e.g. 100X100 mm) the visual elements cannot be placed in a standard way due to space constraints. Exceptionally, the horizontal logo should be used.

The same exception applies to very horizontal formats (e.g. 100X239 mm - 50X239mm).

100X100 mm



## Sedi to oditemporum quatur

10>15 January 2013



100X239 mm



## Ferent Atum apis a Ceat

5>10 January 2013

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# Publications

## Specific formats

### Examples

It is very important not to have any disturbing elements behind the logo. If the background picture becomes very light and uniform at the place where the logo should be displayed, the positive version of the horizontal logo can be used. If the background picture becomes very dark and uniform at the place where the logo should be displayed, the negative version of the horizontal logo can be used. In cases where the background picture could be a disturbing element to the logo, this part can be filled with a plain coloured background.

50X239 mm



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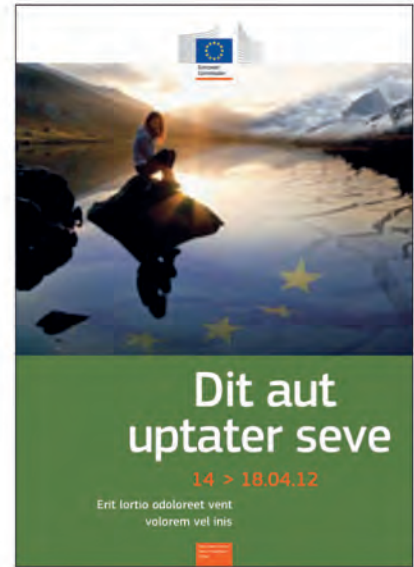
# Publications

## Exemples



# Publications

## Examples



# Publications

## Examples



# Publications

## Examples



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# Dit aut uptater seve

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Erit lortio odoloreet vent volorem vel inis



# Publications

## Examples



# 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.



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



The top banner should always be white when using a coloured visual. The contrast between the title and the big 'word' is not strong enough.



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



# Publications

## Don'ts



You are not allowed to use several image blocks.



No images or parts of images are allowed in the header. Images with white background are not to be used with the white header.



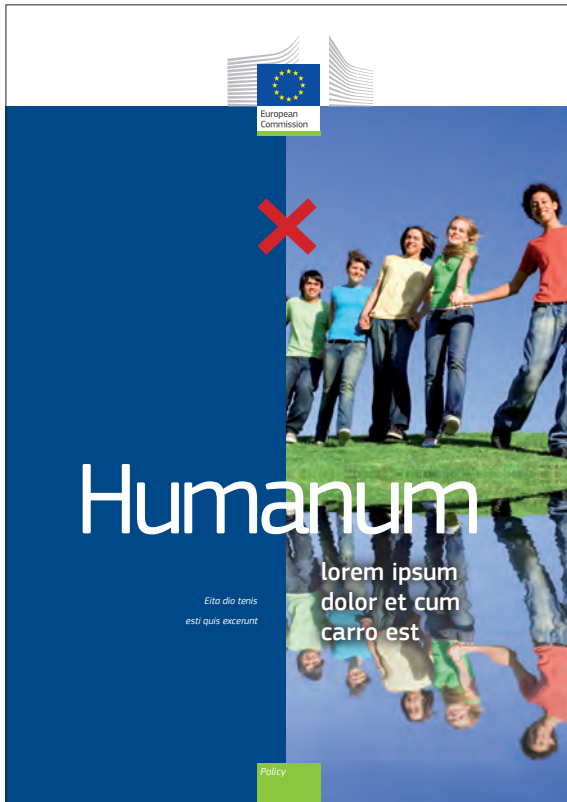
The colour of the photo is too close to the colour of the footer box. The footer box is no longer visible.



The colour of the header should always be the same colour as the policy (footer box and horizontal bar of the logo)

# Publications

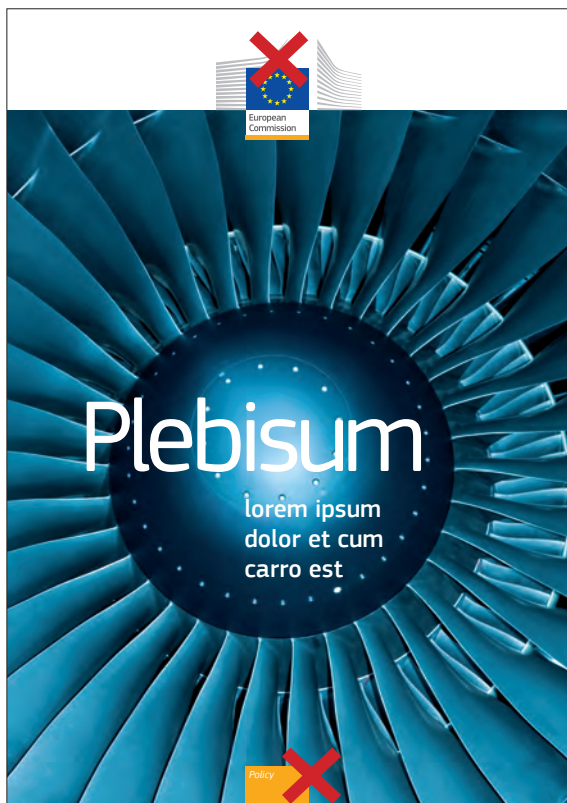
## Don'ts



The image block/flat tint colour block should always be justified on either axis of the flag.



The footer box with policy name should always be the same height as the flag (except for multilingual publications).



The flag and the footer box are not centred on the page.



# 2.3

## Event communication

# Event communication

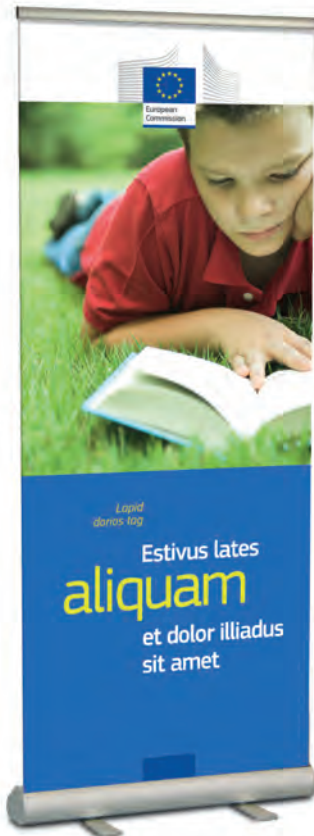
## Stands

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.

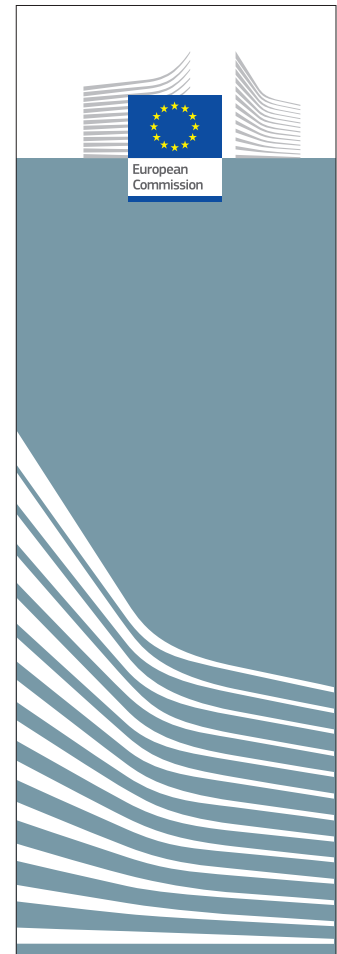
# Event communication

## Banners and flags

For the flag running down the façade of the Berlaymont, the logo is placed at the bottom to help people nearby see it more easily and also to assist photographers in their work.



Banner  
360 X 80 cm



# Event communication

## Midday briefing projection backdrop

The screen in the press room is mainly seen as a presentation tool for journalists in the press room. When designing the graphics for the projection, the outcome of video and photo coverage should as importantly be considered.

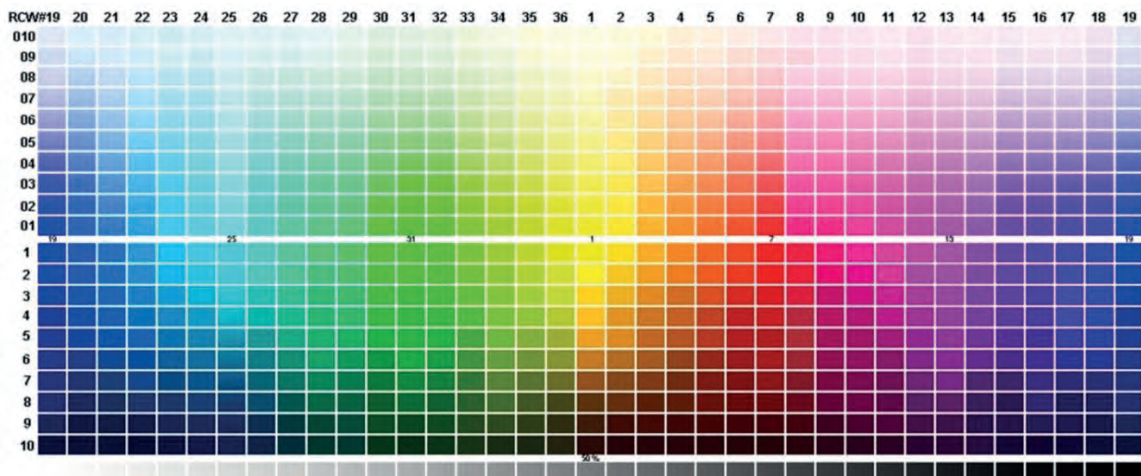
The red rectangle corresponds to the “safety area” which means that it is the most important part of your backdrop. This part follows the cameras and pictures’ angles.

In this area are mandatory:

- the European Commission logo
- the Hashtag



Dark colours work better than light colours. Avoid white / light blue and grey. Having a light background could give a dark shadow on the face of the speaker



# Event communication

Midday briefing  
projection backdrop

Keep in mind that you'll always have a difference between your computer's screen and the backdrop's screen.

Backdrop on screen



Backdrop projected



Contrasted and saturated images work better because the projectors used in the briefing room, and the lights on the podium influence the final visibility of the backdrop.



# Event communication

Conferences material

Badges

The template for conference badges integrates the horizontal version of the logo in its positive version. The name or function is inserted between two lines and information relating to the conference is at the bottom of the badge.





# Event communication

## Conferences material programmes

The conference programme template is based on the A4 format template. In the following example, the title and key information are accentuated in a coloured stripe.

For programmes designed for publications, the footer box shows the name of the policy, programme or agency and uses the colour chosen, as does the horizontal bar underlining the logo.



  
European Commission

## European **Action** on drugs

Brussels, 24th - 25th June 2012

### TENTATIVE PROGRAMME

**THURSDAY, 24TH JUNE 2012**

Arrival of participants

**20:00** Welcome dinner

**FRIDAY, 25TH JUNE 2012**

**9:00** Registration and welcome coffee

**9:30** Video message by Mrs Viviane Reding, Vice-President of the European Commission, Responsible for Justice, Fundamental Rights and Citizenship

**9:45** European Commission: The EAD as tool for primary prevention, including as regards drugs-related crimes.

**10:00** European Monitoring Center for Drugs and Drugs Addiction: preventing juvenile drugs-related crimes through awareness raising among vulnerable groups on the risks of being involved in illegal activities

**10:15** Special guests' interventions

**10:45** Presentations of EAD signatories of their commitments realised in the framework of prevention of juvenile drugs-related crimes

**11:15** Presentation of «new» signatories of their future commitments

**11:45** Signature ceremony

**12:00** Closing remarks by Mr Jonathan Faull, Director General of DG Justice, Freedom and Security

**12:15** Group Photo

**12:30** Lunch

**Venue:** European Commission  
CHARLEMAGNE BUILDING (Lord Jenkins Room)  
Rue de la Loi, 170


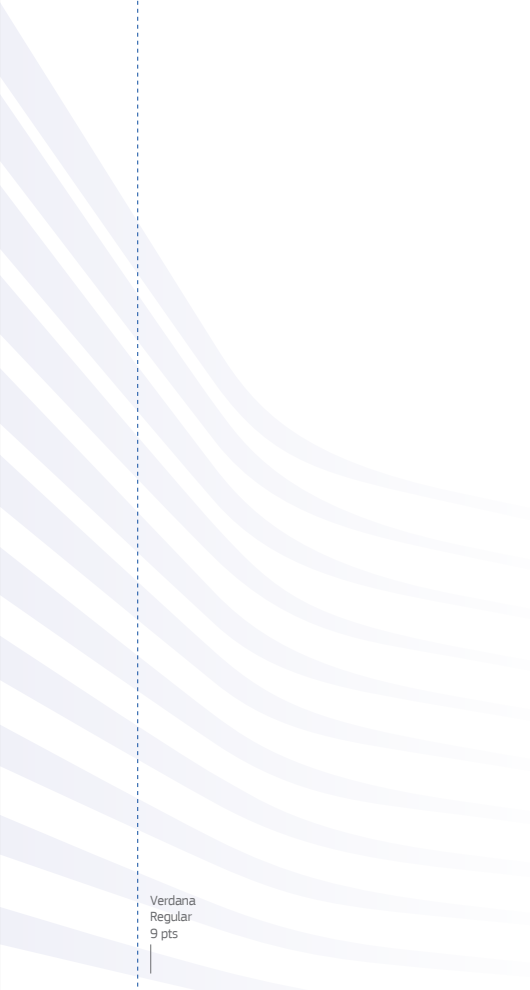




# 2.4 Stationery

# Stationery

Letterhead  
for Commissioners  
A4

 European Commission	<b>Commissioner name</b> Function   Arial Regular 11 pts		Date   Arial Regular 11 pts
		Verdana Regular 9 pts	
		Address, XXX Zip code City T. +XX X XXX XX XX	

# Stationery

## Letterhead

### Word template A4

For Commission documents and notes, Eurolook remains the only format in use. The letterhead below cannot be used as a replacement of Eurolook. The letterhead may be used by high level Commission officials for special occasions such as sending special invitation letters to speakers of conferences or other special external communication purposes.

25 mm

20 mm

25 mm

10 mm

European Commission

Verdana  
Bold  
9 pts

**Name, Surname**

Function — Verdana  
Regular  
9 pts

Date — Verdana  
Regular  
10 pts

Body — Verdana  
Regular  
10 pts

Verdana  
Regular  
9 pts

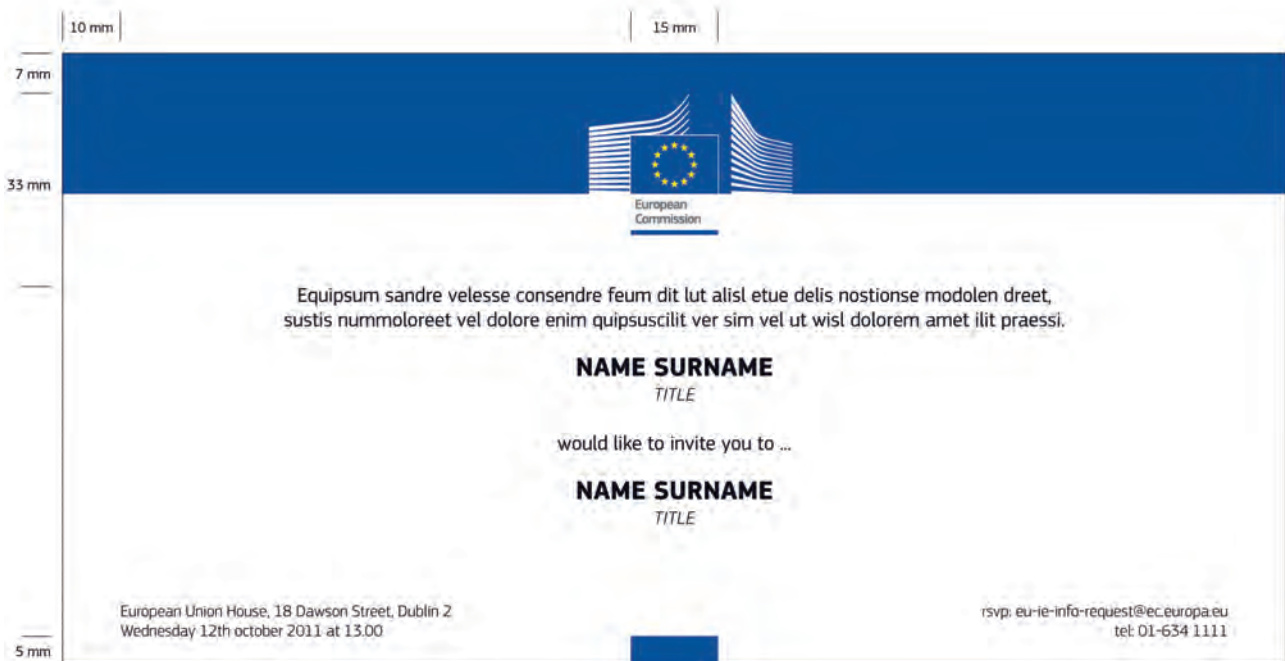
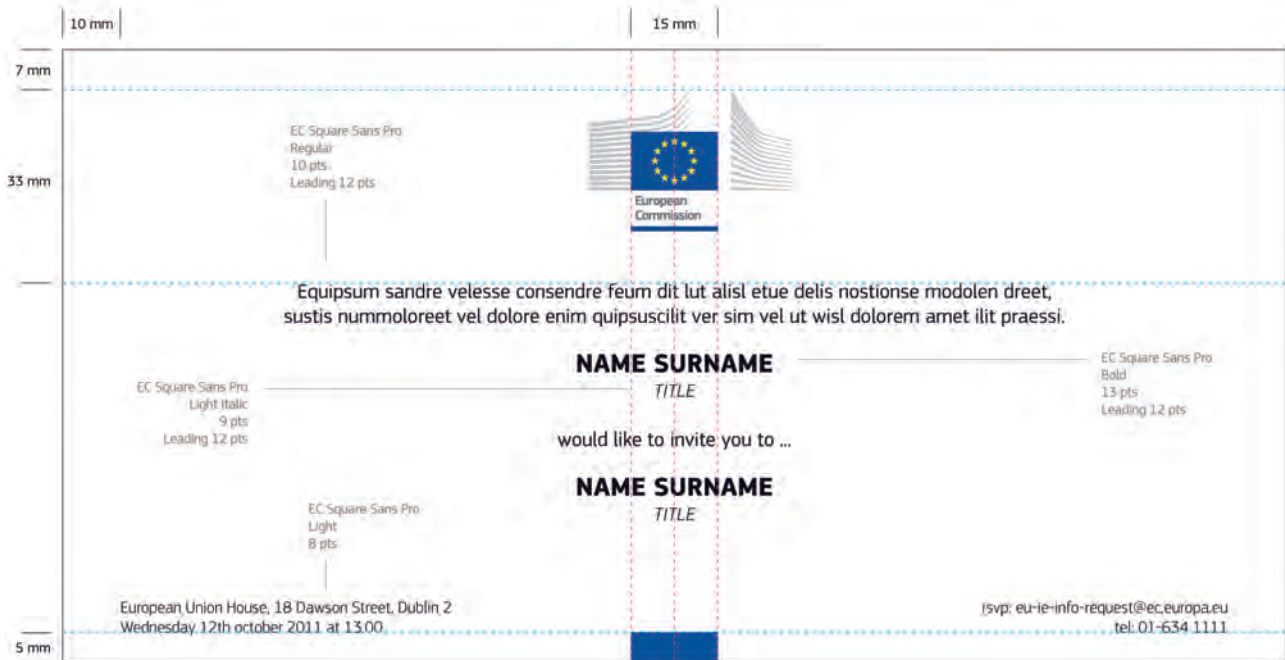
Building  
City  
Telephone

A version of the letterhead is also available without the blue lines.

# Stationery

## Invitations

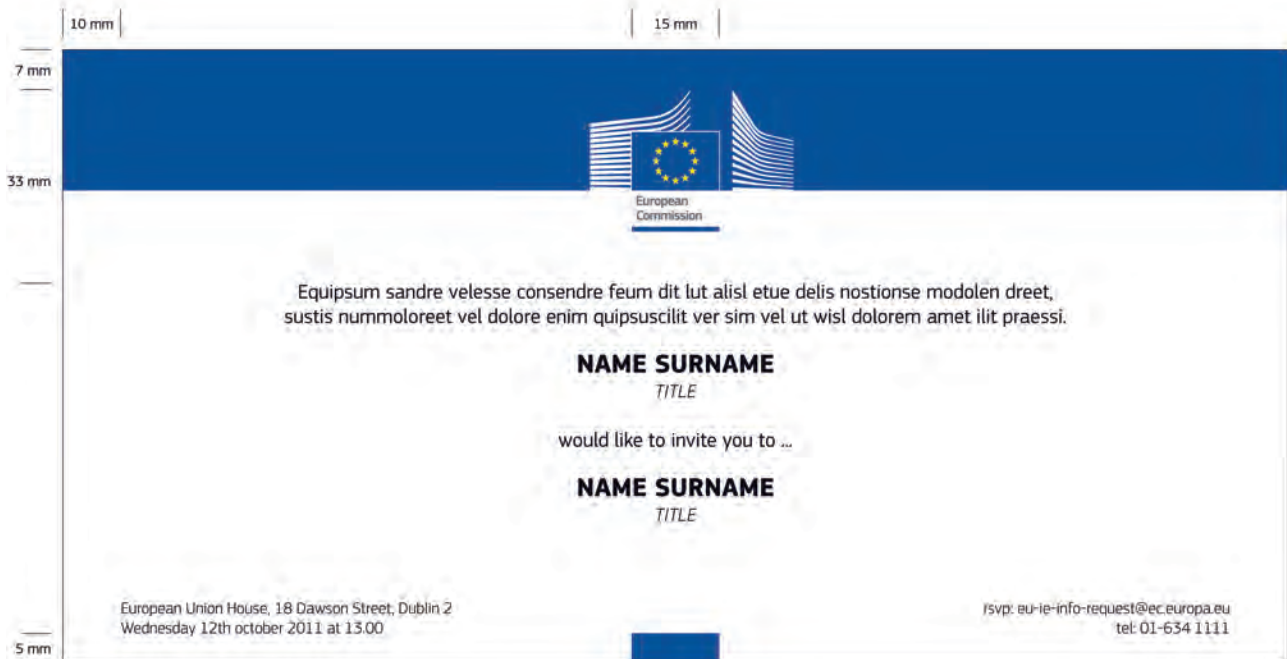
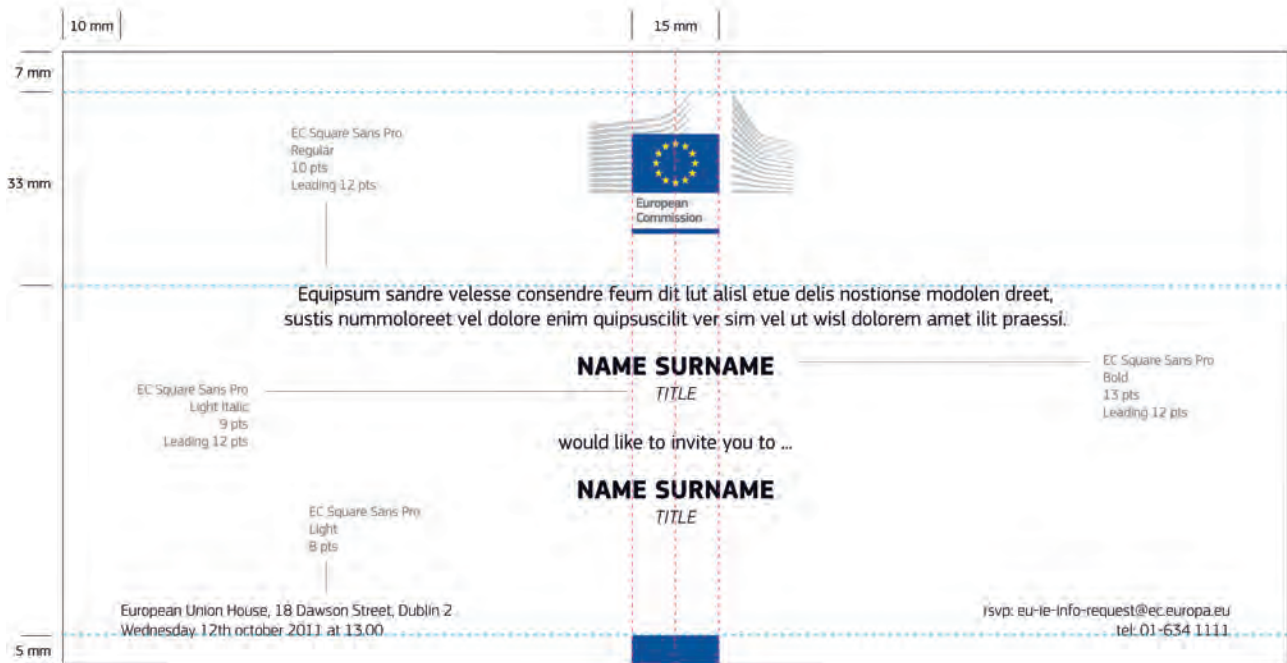
210 x 105 mm



# Stationery

Compliments card

210 x 105 mm



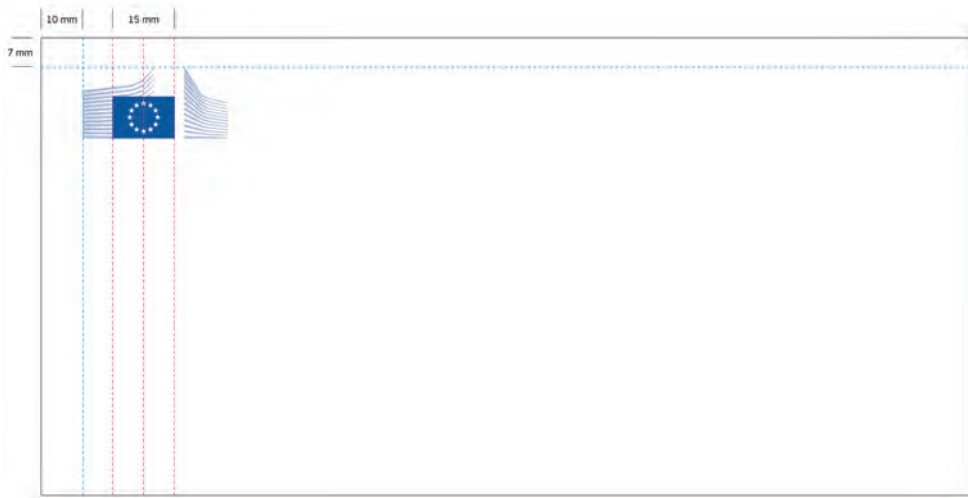
# Stationery

Compliments card

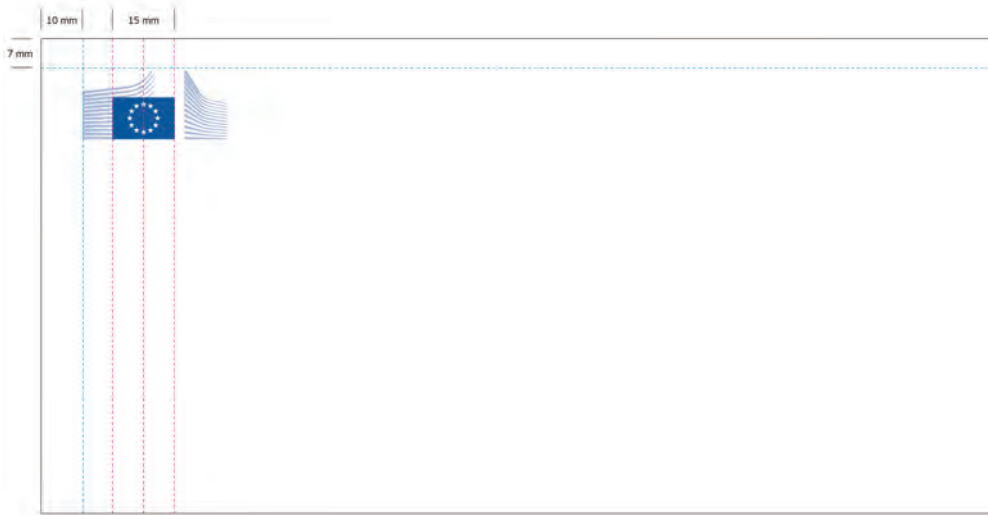
148 x 105 mm



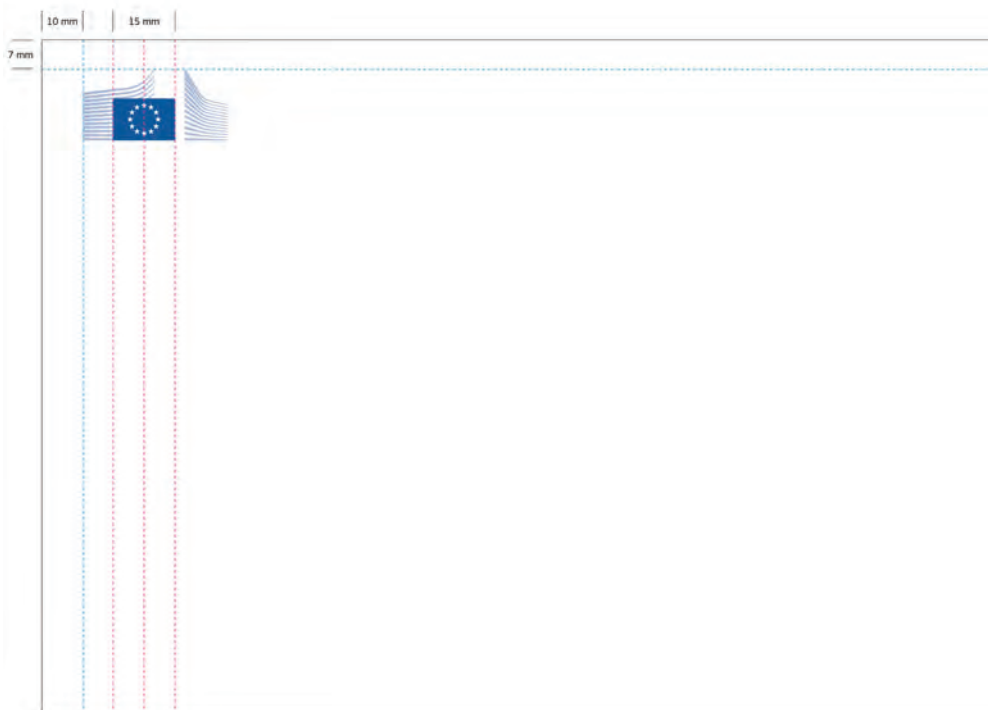
# Stationery Envelopes



223 x 110 mm



229 x 114 mm

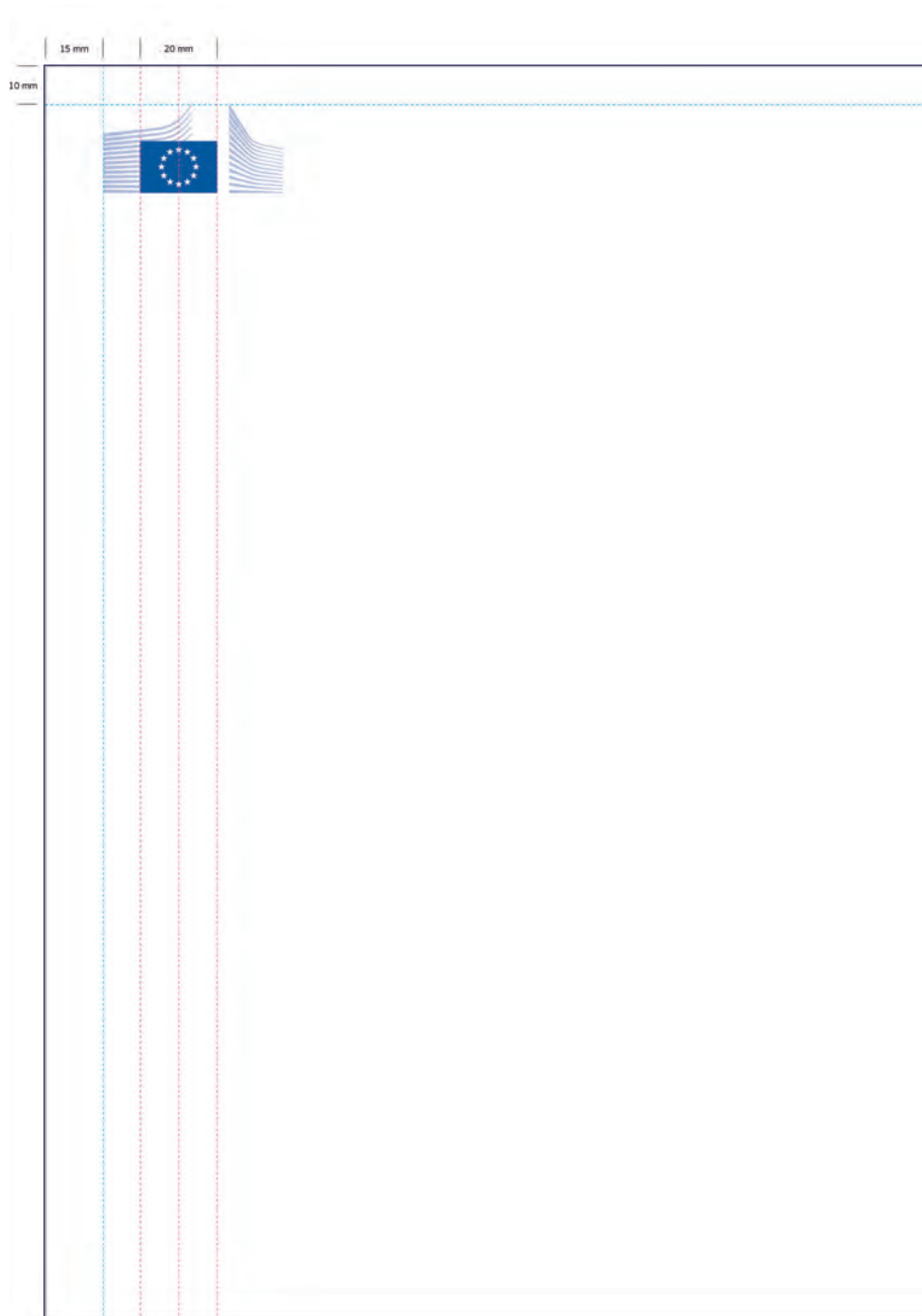


229 x 162 mm



# Stationery

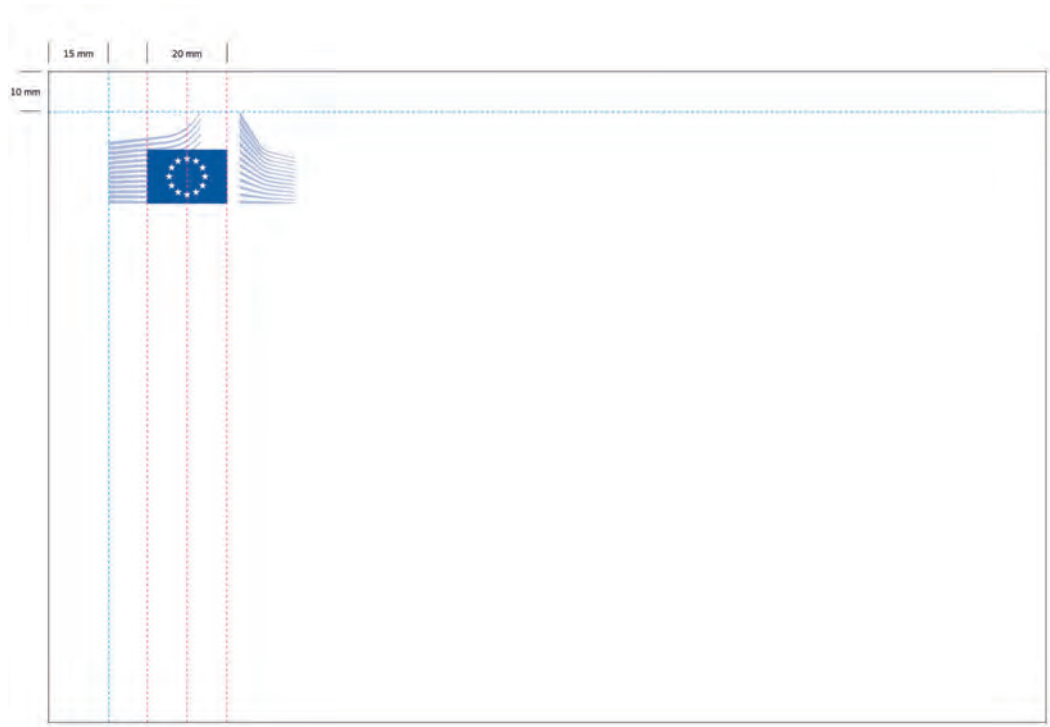
## Envelopes



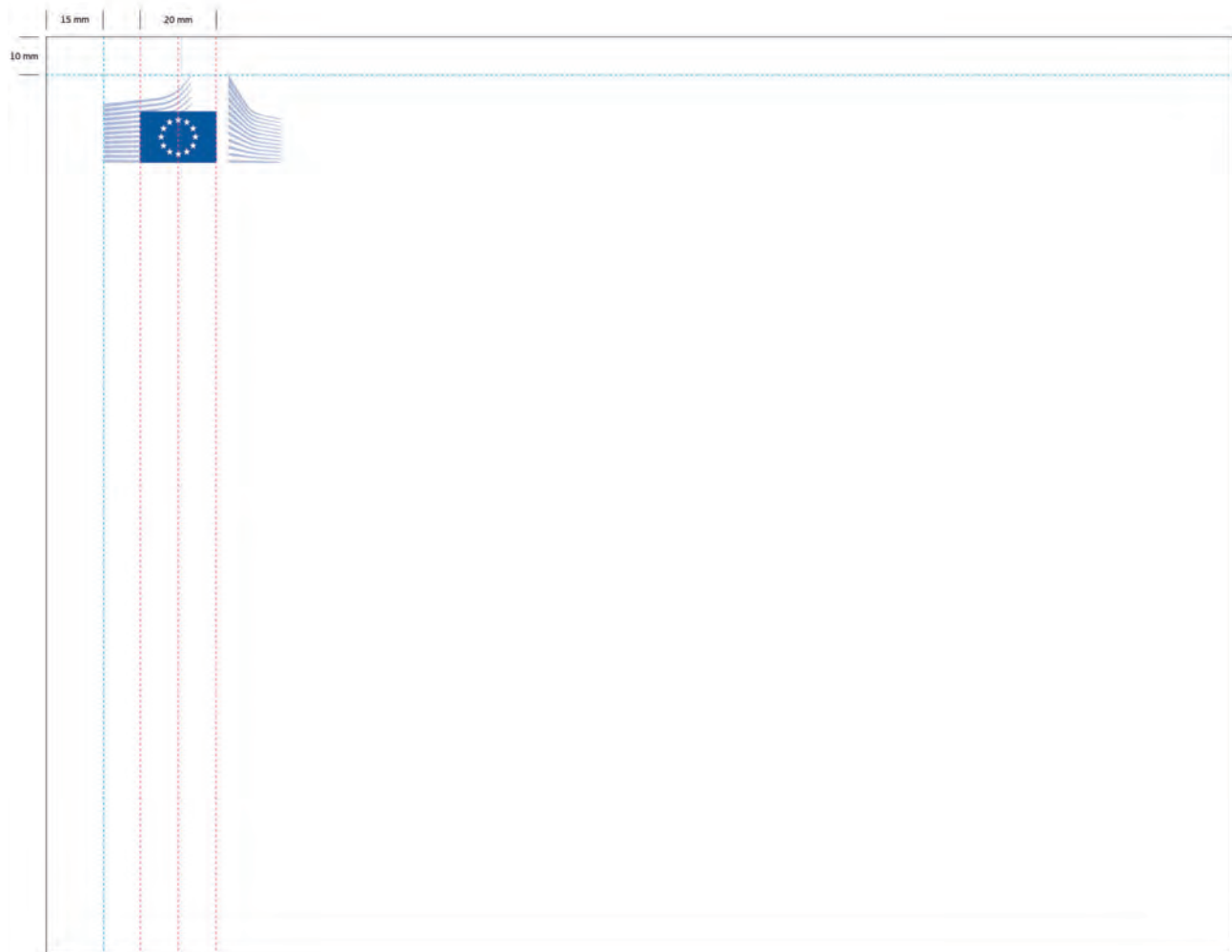
229 x 325 mm

# Stationery

## Envelopes



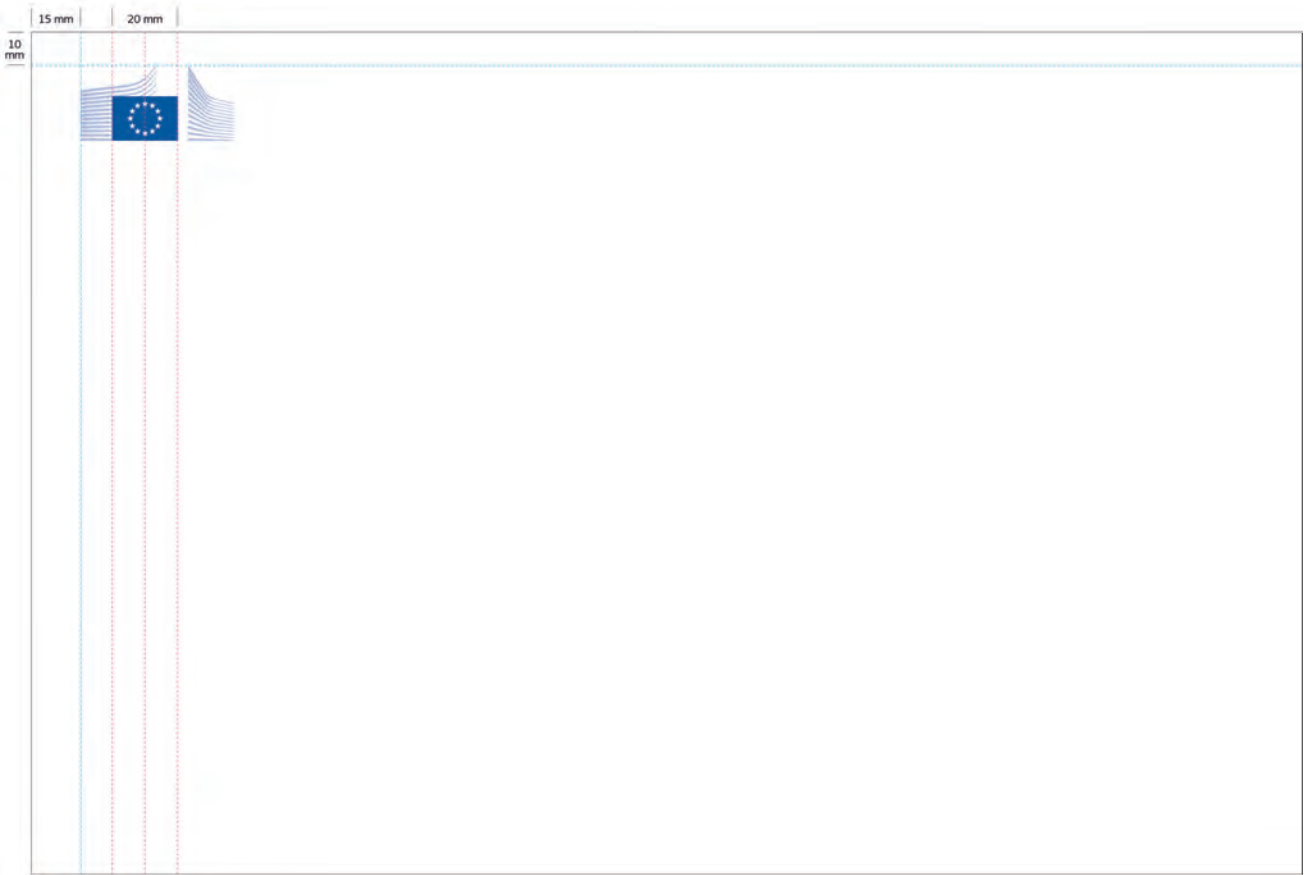
248 x 162 mm



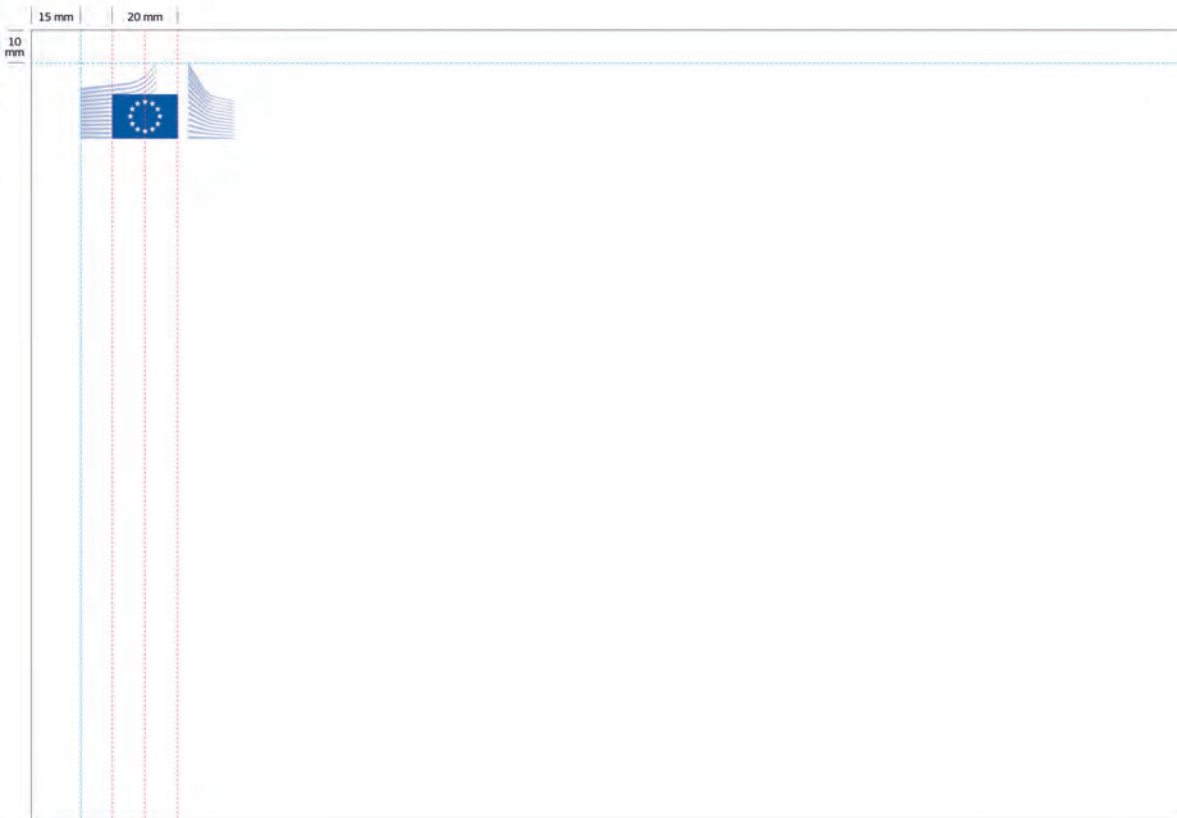
310 x 240 mm

# Stationery

## Envelopes



385 x 255 mm

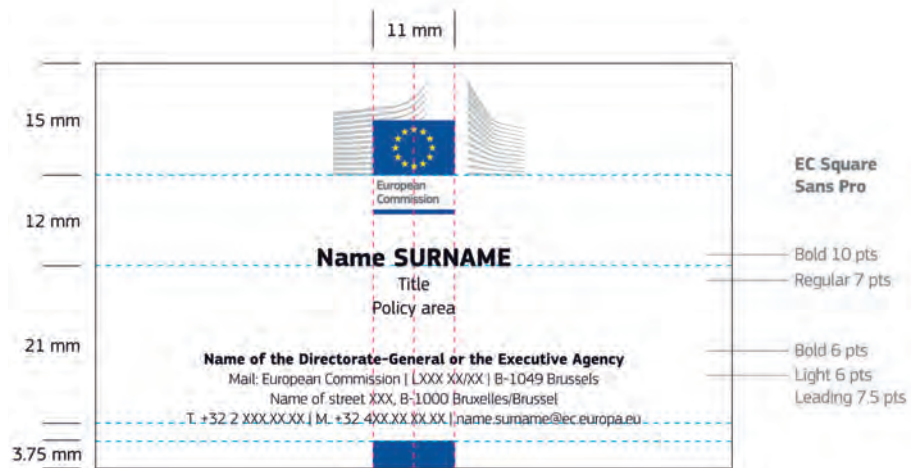


350 x 240 mm

# Stationery

Business card  
85 x 54 mm

## Recto



## Verso



# Stationery

Business card  
85 x 54 mm

Address box:  
4 lines

The image shows a business card template for the European Commission. At the top center is the European Commission logo, which includes the European Union flag and the text "European Commission". Below the logo, the cardholder's name is displayed in bold: "Name SURNAME". Underneath the name, the cardholder's "Title" and "Policy area" are listed. The next line is the "Name of the Directorate-General or the Executive Agency". The contact information follows: "Mail: European Commission | LXXX XX/XX | B-1049 Brussels", "Name of street XXX, B-1000 Bruxelles/Brussel", and "T. +32 2 XXX.XX.XX | M. +32 4XX.XX.XX.XX | name.surname@ec.europa.eu". A small blue rectangular box is located at the bottom center of the card.

Address box:  
5 lines

This image shows a business card template for the European Commission, similar to the one above but with a 5-line address box. The layout is identical, featuring the European Commission logo, the cardholder's name "Name SURNAME", title, policy area, and agency name. The contact information is: "Mail: European Commission | LXXX XX/XX | B-1049 Brussels", "Name of street XXX, B-1000 Bruxelles/Brussel", and "T. +32 2 XXX.XX.XX | M. +32 4XX.XX.XX.XX | name.surname@ec.europa.eu". A small blue rectangular box is positioned at the bottom center of the card.

# Stationery

## Electronic signature

A new email signature has been developed complying with both the visual identity principles and necessary software requirements. For technical reasons, it includes a mute logo and a text in Verdana which can be personalised by every member of staff.

Dear Mr Smith,

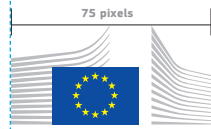
Please find attached the project for the new EC electronic signature we discussed at our initial briefing last Tuesday.

Kind regards,

NAME SURNAME (name and surname in capital letters) — Verdana Bold 9 pts

Title — Verdana Regular 9 pts

Leading: auto



European Commission — Verdana Bold 9 pts

Full name of DG (e.g. Directorate-General for Communication) — Verdana Regular 9 pts

Full name of Unit (eg. Communication Actions & Inter-Institutional Relations) — Leading: auto

LX40 06/02

B-1049 Brussels/Belgium

+32 XXX-XXXXX

[name.surname@ec.europa.eu](mailto:name.surname@ec.europa.eu)

Space for personal message/link  
(Twitter, Facebook,  
other related websites...)

Dear Mr Smith,

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

Kind regards,

NAME SURNAME

Title



European Commission

Full name of DG (e.g. Directorate-General for Communication)

Full name of Unit (eg. Communication Actions & Inter-Institutional Relations)

LX40 06/02

B-1049 Brussels/Belgium

+32 XXX-XXXXX

[name.surname@ec.europa.eu](mailto:name.surname@ec.europa.eu)

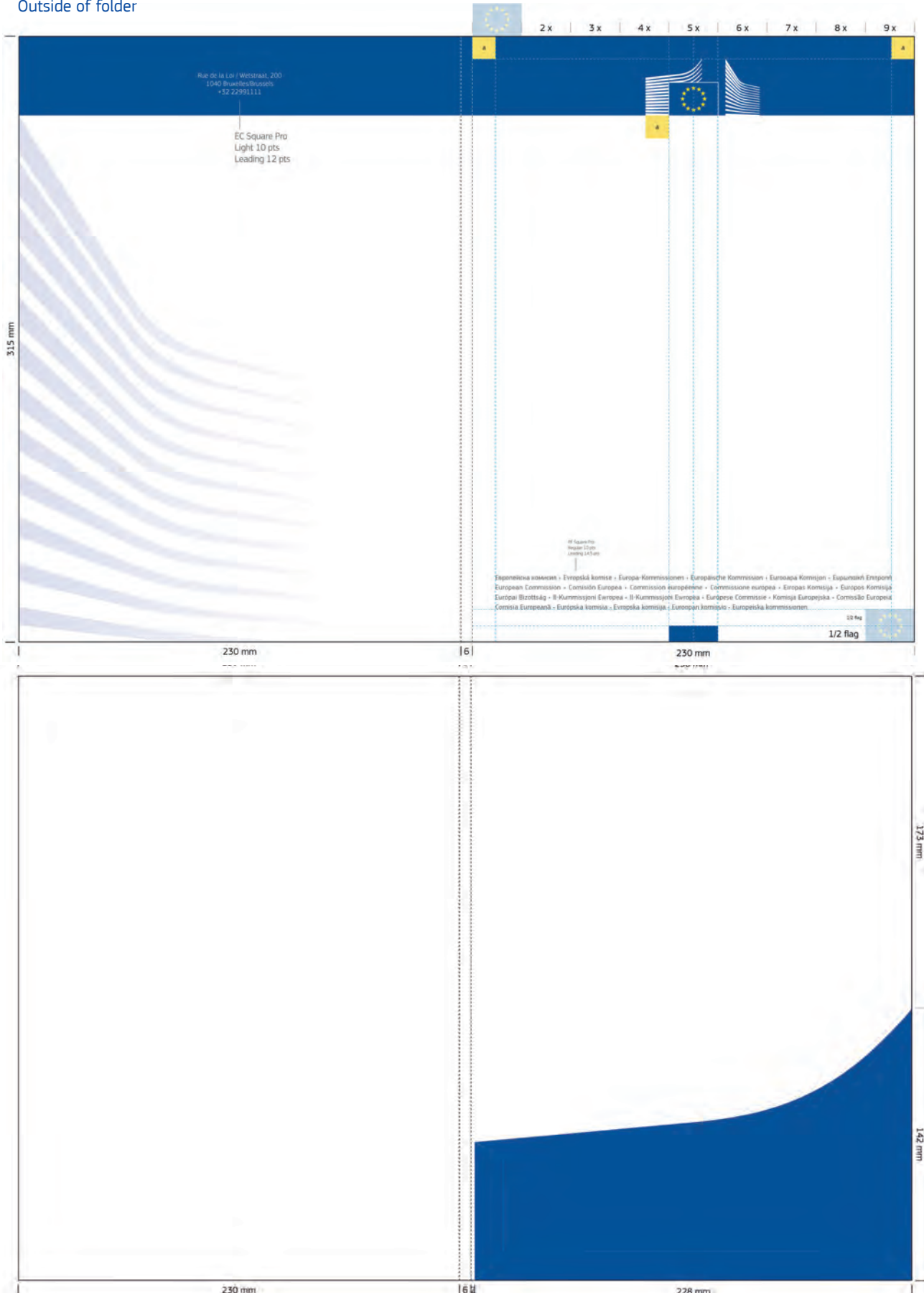
Space for personal message/link  
(Twitter, Facebook, other related websites...)

# Stationery

## Document folder

230 x 315 mm

Outside of folder

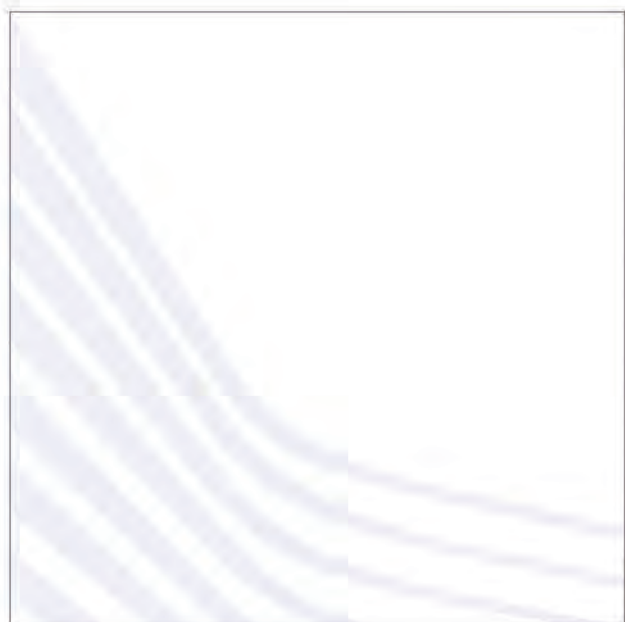
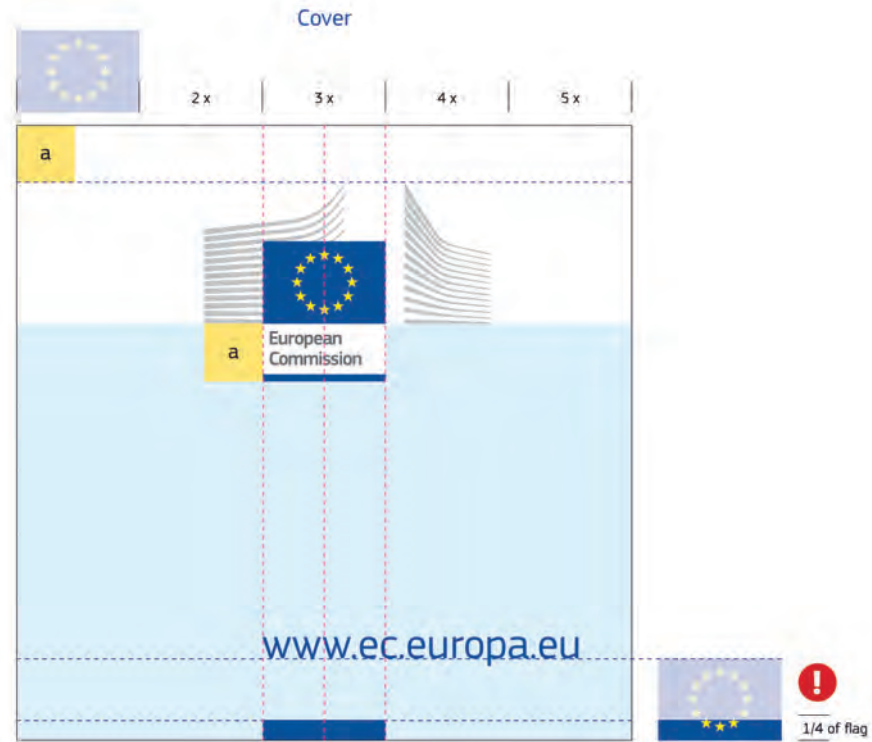


Inside of folder with glued pocket

# Stationery

Adhesive notepad

100 x 100 mm





# Stationery

## Promotional items

The following are some examples of promotional items which can be developed in line with the European Commission's visual identity.

### Bags



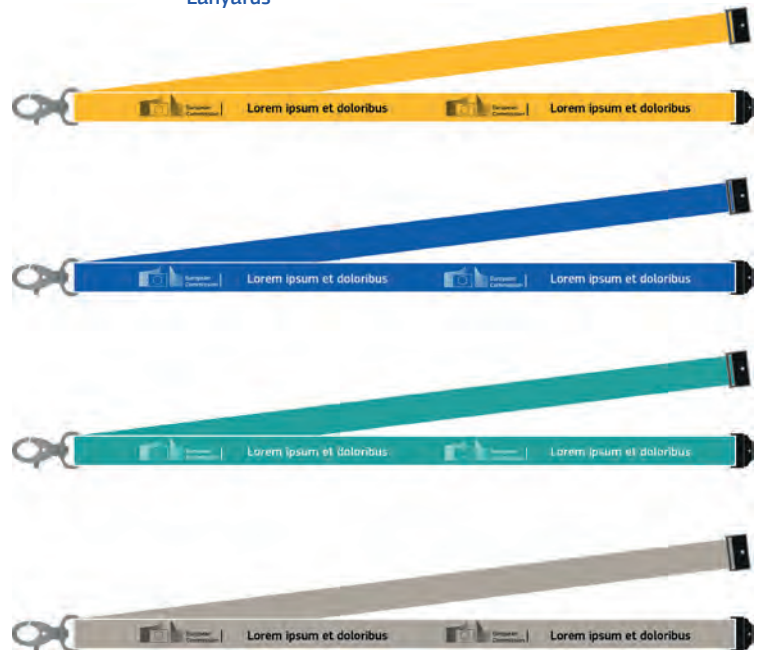
### USB keys



### Ballpoint



### Lanyards



# Stationery

Promotional items

Mugs



First face

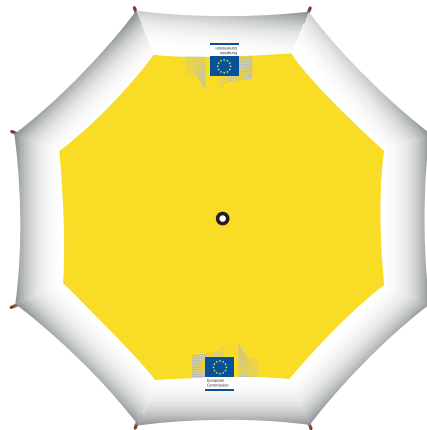


Second face

Calendar



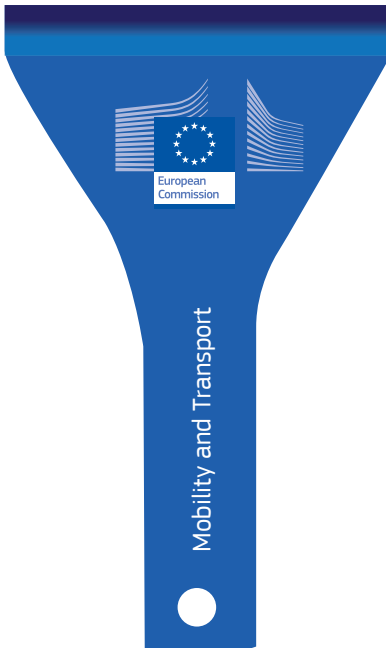
Umbrellas



# Stationery

Promotional items

Squeegee



Notepad



Glow bracelet



Smartphone cover



Corporate colour



Corporate colour



Transparent



Event, initiative or policy

# Stationery

Promotional items

## T-shirts



## phosphorescent vest



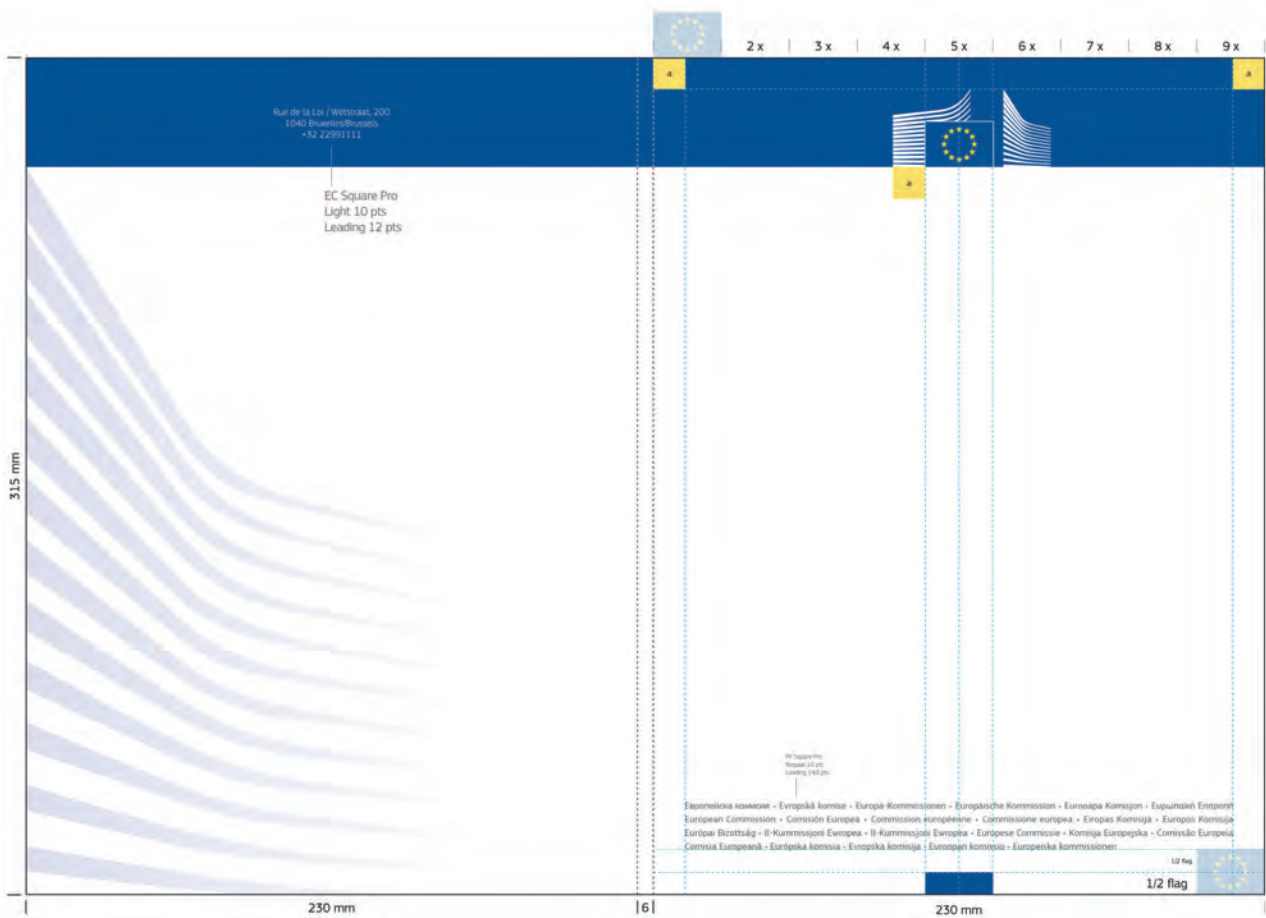
# Stationery

## Multilingual product

### Example

The European Commission logo exists in a mute version, to be used on multilingual products only.

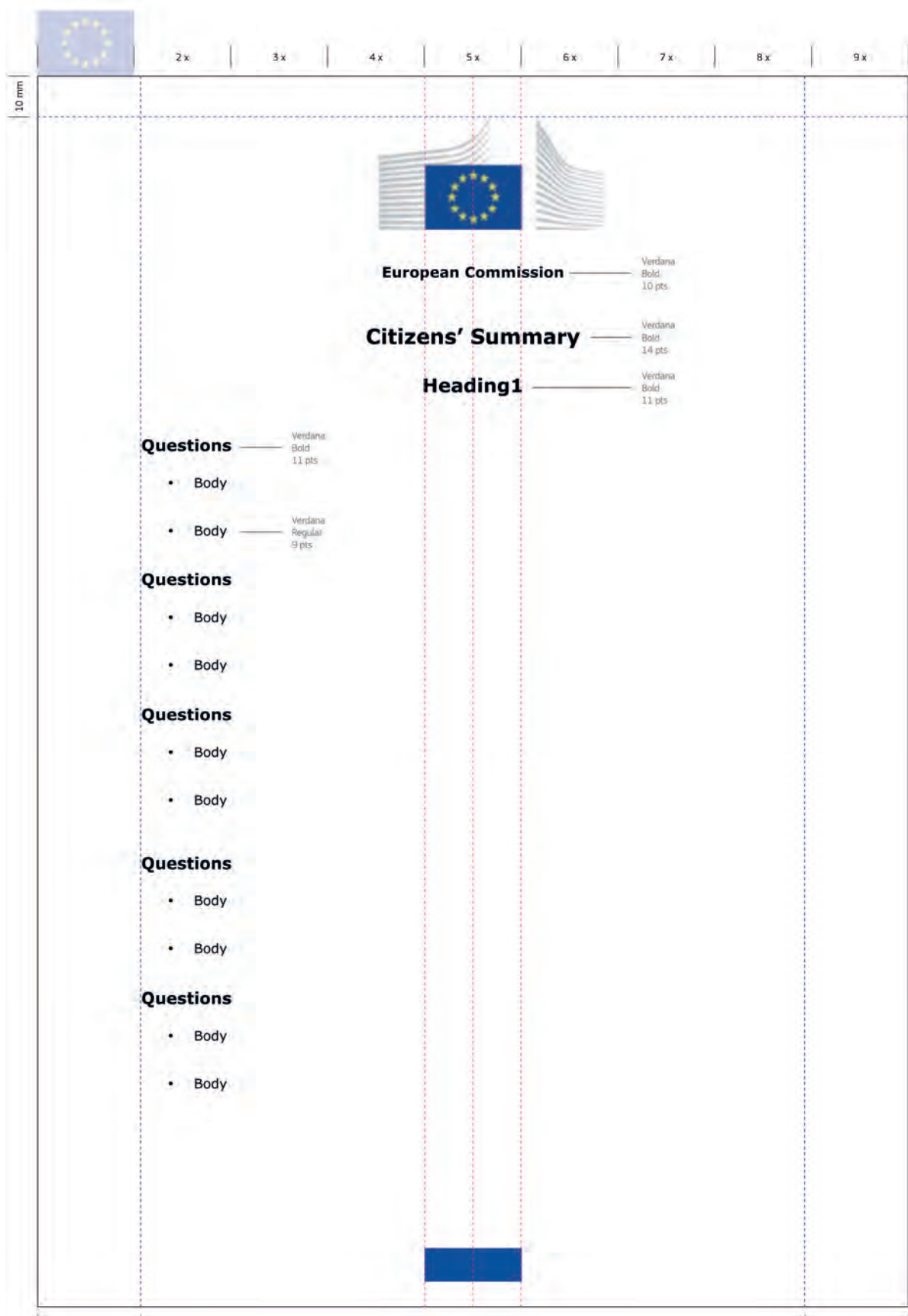
For stationery items, translations will be positioned on the bottom part of the cover page above the footer box.



# Stationery

## Citizens' Summary

Use the special harmonised template to prepare your Citizens' Summary.  
The template integrates the mute version of the logo. Language versions of the European Commission name are integrated directly in the Word document in Verdana.



The image shows a stationery template for a Citizens' Summary. At the top left is a small European Union flag. Below it, a horizontal ruler shows measurements from 2x to 9x. A vertical margin of 10 mm is indicated on the left. The main content area features a large, stylized European Union flag in the center. Below the flag, the text "European Commission" is followed by a horizontal line and the text "Verdana Bold 10 pts". Below that, "Citizens' Summary" is followed by a horizontal line and "Verdana Bold 14 pts". Underneath, "Heading1" is followed by a horizontal line and "Verdana Bold 11 pts". On the left side, there are five sections, each starting with "Questions" followed by a horizontal line and "Verdana Bold 11 pts". Each "Questions" section is followed by two bullet points, each labeled "Body". The second bullet point in each section is followed by a horizontal line and "Verdana Regular 9 pts". At the bottom center, there is a small blue rectangular box.

# Stationery

## Eurolook templates

The following examples show you how the logo of the European Commission is integrated into the Eurolook templates in its mute 4-colour version. The header that includes the European Commission name and the infor-

mation related to the Policy or the Agency is in Arial. The body of the document stays in Times News Roman (except for the Fax template which stays in Arial).



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL  
INFORMATICS

Chief Adviser

Brussels,  
Event organisation/AM

---

### FAX

---

**To:** Emmanuel Genette **Telephone:** +32 229-12345

**Fax:** +32 229-12345

**From:** Anna Meier **Telephone:** +32 229-12345  
Event organisation  
123 **Fax:** +32 229-12346

**Number of pages:** 1

---

**Subject:** Logo Sample

---

#### Message:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

Anna Meier  
Team Leader

# Stationery

## Eurolook templates



**EUROPEAN COMMISSION**  
DIRECTORATE-GENERAL  
INFORMATICS  
Directorate B - Information systems  
**Information systems for document management and  
corporate decision making processes**

Brussels,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.

Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy.

Fusce aliquet pede non pede. Suspendisse dapibus lorem pellentesque magna. Integer nulla.

Donec blandit feugiat ligula. Donec hendrerit, felis et imperdiet euismod, purus ipsum pretium metus, in lacinia nulla nisl eget sapien. Donec ut est in lectus consequat consequat.

Etiam eget dui. Aliquam erat volutpat. Sed at lorem in nunc porta tristique.

Proin nec augue. Quisque aliquam tempor magna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Nunc ac magna. Maecenas odio dolor, vulputate vel, auctor ac, accumsan id, felis. Pellentesque cursus sagittis felis.

Commission européenne, 2920 Luxembourg, LUXEMBOURG - Tel. +352 43011

Commission européenne/Europese Commissie, 1049 Bruxelles/Brussel, BELGIQUE/BELGIË - Tel. +32 22991111  
Office: BOU2 - Tel. direct line +32 229-12345 - Fax +32 229-23456





EUROPEAN COMMISSION

DIRECTORATE-GENERAL  
INFORMATICS

Luxembourg, 22 February 2012  
DlaLOGIKa/jen

Mr. Emmanuel Genette  
Drosbach  
Somewhere  
L-2920 Luxembourg

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.

Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy.

Fusce aliquet pede non pede. Suspendisse dapibus lorem pellentesque magna. Integer nulla.

Donec blandit feugiat ligula. Donec hendrerit, felis et imperdiet euismod, purus ipsum pretium metus, in lacinia nulla nisl eget sapien. Donec ut est in lectus consequat consequat.

Etiam eget dui. Aliquam erat volutpat. Sed at lorem in nunc porta tristique.

Proin nec augue. Quisque aliquam tempor magna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Nunc ac magna. Maecenas odio dolor, vulputate vel, auctor ac, accumsan id, felis. Pellentesque cursus sagittis felis.

# Stationery

## Legiswrite templates

As for Eurolook, Legiswrite templates integrate the mute version of the logo in 4 colours. The typographies used are Arial for headers and Times News Roman for the body of the documents.



HIGH REPRESENTATIVE OF THE  
EUROPEAN UNION FOR  
FOREIGN AFFAIRS AND  
SECURITY POLICY

Brussels, **XXX**  
[...](2012) **XXX** draft

**JOINT REPORT TO THE EUROPEAN PARLIAMENT AND THE COUNCIL**

[mandatory element]

EN

EN

EN

# Stationery

Legiswrite templates



Brussels, **XXX**  
[...] (2012) **XXX** draft

## **REPORT FROM THE COMMISSION**

[mandatory element]

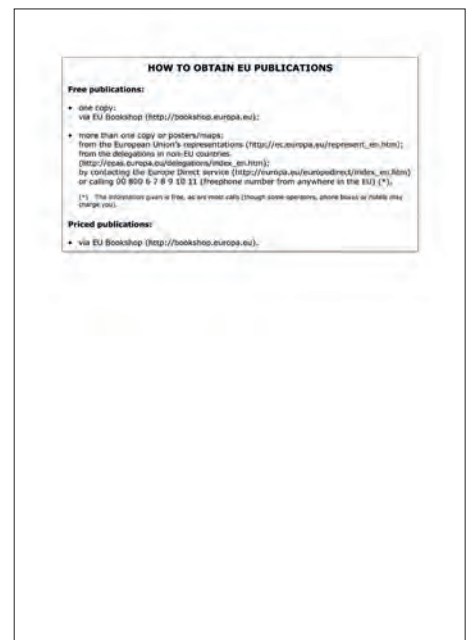
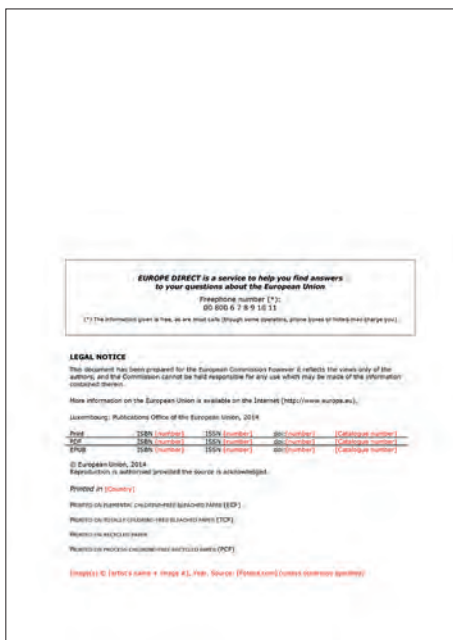
EN

EN

EN

# Stationery

## Report template





3

# Specific applications

## Specific applications

Use of the Commission logo in equal partnership with other organisations (co-branding)

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



For co-branding with external organisations logos, make sure all logos have equal and balanced **visual weight** and align them with each other horizontally.

# Specific applications

Co-branding

Examples

In the case of co-branded publications you do not have to follow the visual identity guidelines and you do not need to place the Commission logo top centre. As long as the Commission logo has the same visual weight as the other logos, it can be placed in any part of the co-branding area aligned with the others logos.

**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.**



## Specific applications

Insertion of authorised logos  
and third party logos

Some logos of EU services remain in use following due authorisation by the Secretary-General and the Director-General of DG Communication. These authorised logos can be integrated at the bottom of the cover page aligned on the right side of the footer box.





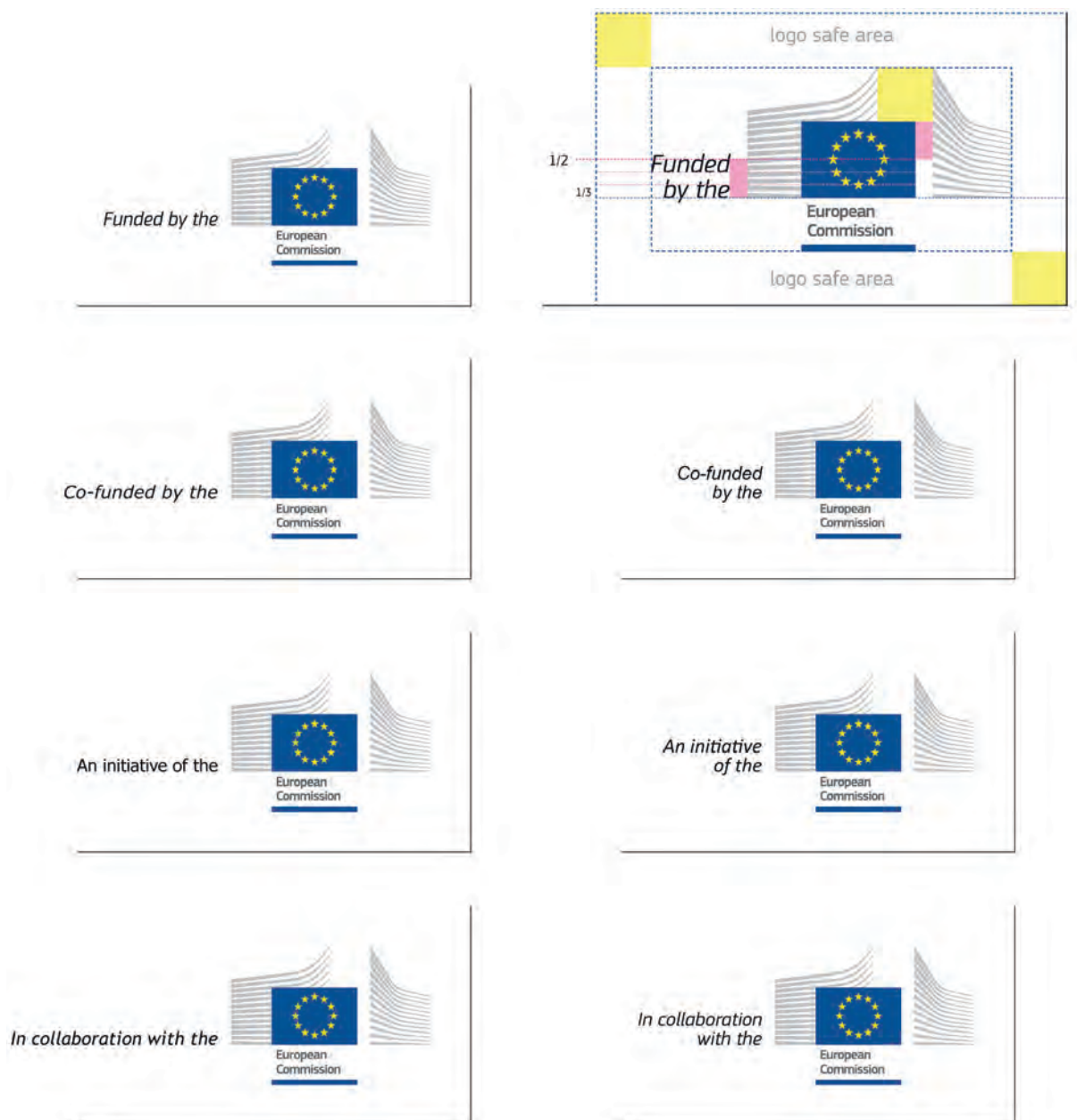
# Specific applications

## Use of Commission logo by third parties

The sign-off option can be used by partners, stakeholders and other third parties when they receive support from the Commission or they communicate about a Commission initiative or a product of a third party is financed by the Commission.

A typical example is a study or report paid for by the Commission but developed by an external consultancy and the contents do not reflect the views of the Commission.

The third party using the sign-off option shall request permission from the European Commission for the use of the Commission logo. However, the text displayed next to the Commission logo shall use a font which is available to the external organisation. Recommended fonts are EC Square Sans Pro, Verdana, Arial, Tahoma, Calibri and Trebuchet in italic.



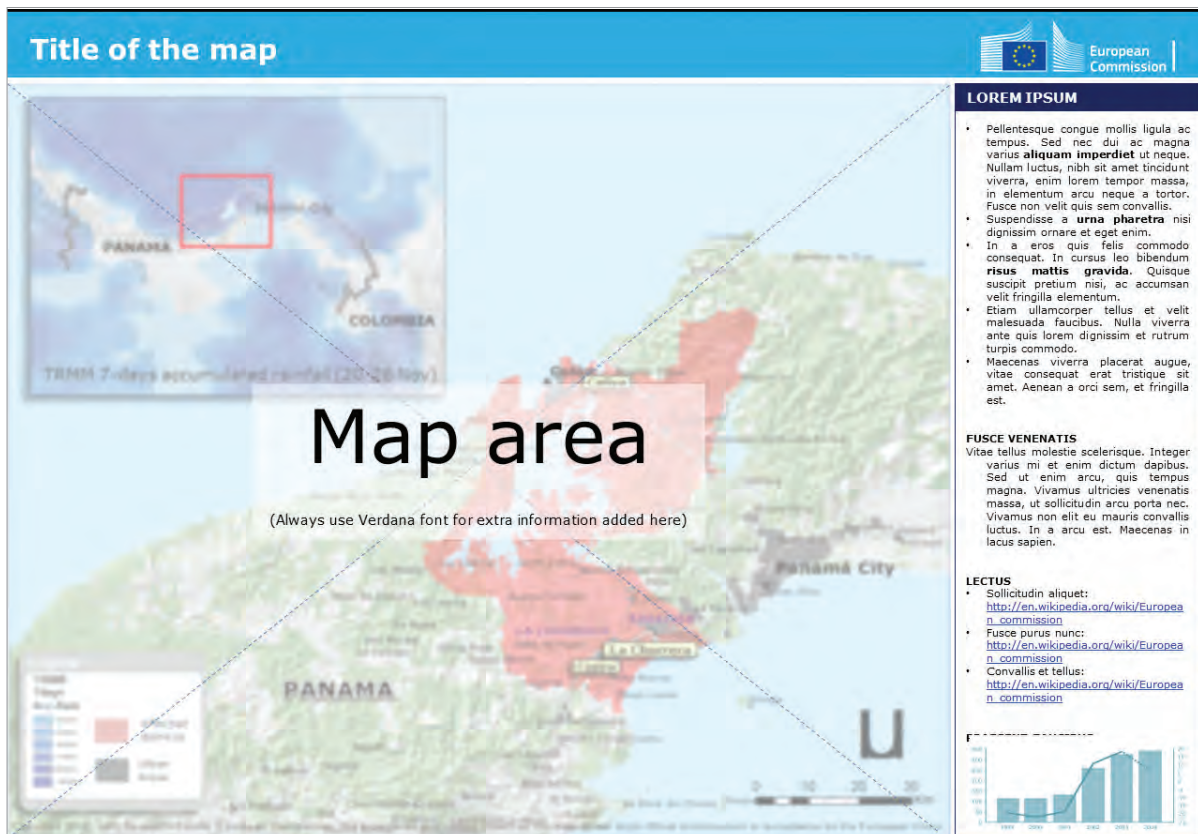
# Specific applications

## Maps

Due to the technical nature of maps and their need to display a lot of information in a clear way, the visual elements are not placed in a standard way.

The top banner will have the colour chosen by the Directorate General or service, or the corporate blue if no colour has been selected.

The title of the map is exceptionally displayed in the banner. The logo of the Commission, in its horizontal version, is located at the right side of the banner and centred in relation to the map legend.





### **For more information**

Directorate-General for Communication  
200 rue de la Loi  
B-1040 Brussels  
E-mail: [COMM-VISUAL-IDENTITY@ec.europa.eu](mailto: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, go to:  
[https://ec.europa.eu/info/resources-partners/european-commission-visual-identity\\_en](https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en)

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