

EU INTERNATIONAL PARTNERSHIPS

DIGITAL STYLE GUIDE

for communication
branded under



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ALL ABOUT US

WHO WE ARE

We are the European Commission's department for International Partnerships.

As part of the European Union's external relations, we are at the forefront of the European Union's efforts to implement global commitments, notably the United Nations 2030 Agenda and Sustainable Development Goals, and the Paris Agreement on Climate Change.

Under the geopolitical ambition and political guidelines set by the President of the European Commission, we lead on the EU's international cooperation, building partnerships with countries and organisations across the globe.

OUR MISSION

Our mission is to contribute to sustainable development, the eradication of poverty, peace and the protection of human rights, through international partnerships that uphold and promote European values and interests.

OUR APPROACH

We work hand-in-hand with all EU Institutions and Services, as well as Member States, to strengthen the EU's role in the world through its external action. Jointly with EU Member States, we strengthen the EU's action on the global stage. This is what we call Team Europe.

Together with our partners we are setting policy agendas, taking initiatives and ensuring effective implementation of our actions for the ultimate benefit of people across the world.

OUR VALUES

We stand by European values – values we share with our partners around the world. These are the basis for all our work.

- **Sustainability:** we contribute to building a better world for all. This mean focusing on sustainability in all its dimensions: social, environmental, economic and political.
- **Fighting inequality:** we are driven by EU's commitment to ensuring all people, in all their diversity, have the opportunity to thrive in inclusive and prosperous societies.
- **Democracy and human rights:** we defend and promote the universal and inalienable rights of all people, including the right to live in fair and free societies.
- **Partnership:** we believe in the power of partnership, and work hand-in-hand with our partners globally, regionally, nationally and locally.

OUR ESSENCE

Across all our priorities, we promote sustainability in all its dimensions – social, environmental, economic and political.

We see it as the European Union's quality label.

OUR FOCUS

To create transformational change, we focus on the areas we can have the biggest impact:

- Green Alliances and Partnerships
- Alliances for Science, Technology and Innovation, and Digital
- Alliances for Sustainable Growth and Jobs
- Migration Partnerships
- Governance, Peace and Security, and Human Development

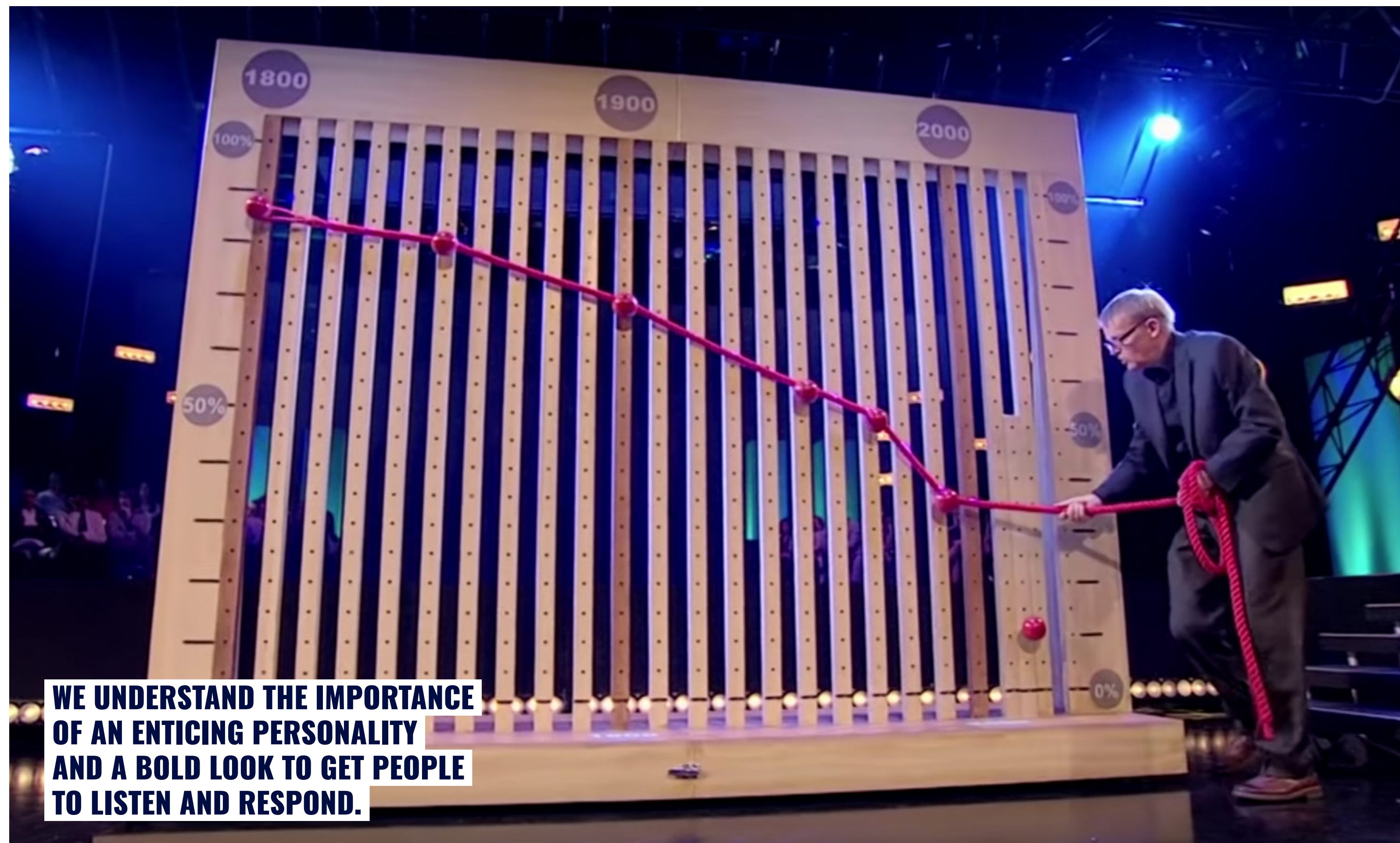
OUR DIGITAL STYLE

OUR STYLE

These guidelines are intended to lay down some basic principles that we use to communicate about EU International Partnerships.

Applying a bold, consistent and inspiring visual and verbal style will help us communicate more clearly and effectively, ensuring people know and understand not only what the EU does, but what the EU stands for.

The style is simple, consistent and allows for enough variation to remain relevant for a long time. When applying these guidelines we are an identity with one voice and face.



WE UNDERSTAND THE IMPORTANCE OF AN ENTICING PERSONALITY AND A BOLD LOOK TO GET PEOPLE TO LISTEN AND RESPOND.

OUR PERSONALITY

PROFESSIONAL YET HUMAN

We see ourselves as we see our audience: as social beings. And like our audience, we like to be spoken to by people, not spoken down to by organisations. So even though we are dealing with complex issues, we need to show knowledge in a way that connects with people. That requires a human touch, not jargon.

COMPLETE YET CONCISE

We are experts, but that doesn't mean we want to lose people in details. Instead, we adopt a less is more mantra, with one main message at the centre of our communication. People will remember it better and act accordingly.

SINCERE YET POSITIVE

When we're talking about human rights struggles, we're not going to pretend like it's all lollipops and rainbows. We are not naive. When a situation is serious, that's what we are. When there is reason to be hopeful, that's what we celebrate.

STONE OF VOICE

OUR PRINCIPLES

PROFESSIONAL YET HUMAN

We're expert but that doesn't mean we have to use difficult or boring language. The issues we tackle need support from ordinary EU citizens, and the best way to get that, is to connect with them on a personal level.

COMPLETE YET CONCISE

Let's stick to the point and give people the exact amount of information they need to feel involved. Nothing more, nothing less.

SINCERE YET POSITIVE

It is important to be transparent and truthful in what we're doing. We're excited when there's reason to be, we're careful or even sceptical when there is not. These are real human characteristics that people respect.

WRITING FOR SOCIAL

Our social media accounts (@EU_Partnerships) are a key tool in reaching a very wide audience, which is a blend of laymen and professionals. Through social media, we can repackaging our web content and deliver it to different audiences.

Our followers range from “the world is my oyster” millennials to “devil is in the detail” experts. That means there is no one-size-fits all approach for communicating with them. But whoever the audience and whatever we want to say, one thing remains true: this is where we need to deliver our message in its most concise, exciting and human form possible.

PROFESSIONAL YET HUMAN:


- Use language that includes the reader directly, speak to them one on one so they feel included in the actions we’re doing. It’s called social, not antisocial media.

COMPLETE YET CONCISE:

- When writing titles and descriptions for social media, give the audience just enough information to make them want to watch the rest of the video or the info behind the link.
- Consider the image as part of your message. Don’t try to say everything with words.
- Always be closing. Cut through the noise with communication that gets the point across and inspires action.

SINCERE YET POSITIVE:

- Be sincere about the situations we’re dealing with but try to be hopeful about the progress and way forward. Involve your audience in the process so that they feel part of it.

 europeaid South Africa



Nelson Mandela

500 likes

europeaid Humanity is facing some of its toughest challenges. But together and with commitment, we can find the solutions needed to ensure a safer, fairer, more equal and sustainable future for all.

- Take action
- Make a difference
- Inspire change

It's time to live up to Nelson Mandela's words!

#NelsonMandela #MandelaDay #NelsonMandelaDay #nelsonmandelaquotes #nelsonmandelaquote #mandelaeffect #mandela #mandelaquotes #mandelaquote #quotestoliveby

View all 873 comments

July 18

 European Commission - Development & Cooperation - EuropeAid

Dec 4

Biodiversity is life! The Covid19 pandemic has shown us that our health and the health of our planet go hand-in-hand. With the EU Green Deal, we will:


- protect our planet
- preserve wildlife
- create a more sustainable future for the generations to come.

But it takes action from all of us. What are you doing? Tell us



1216 likes • 213 Shares • 2418 Views


Like Comment Share

 EuropeAid @europeaid · Aug 22

It's everyone's responsibility to protect our planet.

It's time to step up the game!

Discover 5 things you can do #ForNature



310 replies • 218 retweets • 1536 likes

WRITING HEADLINES

This part is 70% personality and 30% knowledge. Your job as a writer here is as simple as it is complex. How do you wrap up the essential bits of information into an enticing headline that'll make people stop scrolling?

**AND WHAT IF
OUR FUTURE
IS WHERE WE
COME FROM.**

**ARE SOME RIGHTS
MORE EQUAL
THAN OTHERS?**

PROFESSIONAL YET HUMAN:

Get a sense of 'the room'. Who are you talking to here? Is it an audience of fellow experts or is it more laymen? Is it appropriate to be humoristic or does the situation require a certain seriousness? You'll have to count on your own judgement as a writer and as a human for this one.

COMPLETE YET CONCISE:

- Well, especially concise. Be as short and to the point as you can.
- Headlines should be addressing one subject, otherwise it becomes disjointed.

SINCERE YET POSITIVE:

- Make statements. It's the only way to get people's attention.
- A play of words can do wonders but only if it's done in a clever way and doesn't deviate from the message.

**BLACK
CONTINENT
MATTERS.**

**BLUE PLANET,
GREEN ENERGY.**

**INVEST BEFORE
THE REST.**

**THE FUTURE
OF MANKIND
IS WOMANKIND.**

WRITING FOR WEB

Our website needs to communicate a range of topics to different audiences, which are more often experts than laymen. Some of our content will be exciting, some will be more serious. But because of the topics we work on, it should never be boring.

There is a way to be more accessible and engaging without losing our authority or watering down the message.

The Newsroom serves a specific function and audience. That means our announcements are set out in a very structured way, with information tailored to benefit journalists and press partners. But that doesn't mean the content isn't interesting for other audiences, such as students or civil society, if it's repacked and shared in the form of human stories or factsheets, for example.

PROFESSIONAL YET HUMAN:

While legal and official jargon are sometimes necessary, avoid archaic or complicated language where possible. It's not about dumbing down, it's about respecting the audience, ensuring they understand the message and empowering them to use the information for positive outcomes. If a piece needs to reach different audiences, don't try to make it be everything to everyone. Rewrite accordingly.

COMPLETE YET CONCISE:

- Use simple, straightforward sentences.
- Stick to the subject. Refer to other points and projects in conclusions and links.
- Spell out acronyms in the first instance, even if you're sure readers know what they mean.

SINCERE YET POSITIVE:


Be factual and sincere. People have already clicked on your ad, social post, link or recommendation. They're intrigued and have shown a clear sign that they want to be informed.

European Commission | Search

European Commission > International Cooperation and Development > Stories > GCCA+ in the Maldives – Beyond tourism: helping people and nature to thrive

International Cooperation and Development

Home Our work Funding Our partners Our impact About us Newsroom Countries



GCCA+ in the Maldives – Beyond tourism: helping people and nature to thrive


Published on 04 August 2020

Share on [Facebook](#) [Twitter](#) [LinkedIn](#) [Email](#) [Print](#)


It is a sunny morning in the Addu Nature Park. The migrating birds have flown, but the calls of the native water hen and cranes carry clearly across the waters of the Maldives' largest inland protected area.

The park is home to an amazing array of biodiversity, including 28 bird species. But it is not just birds that have benefitted; the park has created much-needed livelihoods for many people in the local community. 76-year-old Hussan Abdulla is one of several registered coconut collectors who come to the park every morning to collect coconuts that have fallen from the palms. Back home, he removes the husks and sells the coconuts to local shops.

"I've been collecting coconuts from this place for the last six years," Hussan explains. "It gives me enough income to meet my daily needs. And going to the park every day keeps me active, even at my age!"



GCCA+ Adaptation to Climate Change in Maldives - Photo credit: Ali Nishan/Climate Tracker



Coconut husks - Photo credit: Ali Nishan/Climate Tracker

European Commission | English | Search

European Commission > International Cooperation and Development > About us

International Cooperation and Development

Home Our work Funding Our partners Our impact About us Newsroom Countries

About us

We are the European Commission's department for International Cooperation and Development under the leadership of Commissioner Jutta Urpilainen, in charge of International Partnerships.

Our role is to:

- work together with partner countries across the world to achieve sustainable development
- design the EU's international partnership and development policy

We are responsible for formulating the EU's international partnership and development policy, with the ultimate goal to reduce poverty, ensure sustainable development, and promote democracy, human rights, and the rule of law across the world.


We accompany our partner countries on their path towards sustainable development and always adapt our support to their evolving needs, including when their situation improves and they transition from bilateral assistance towards more targeted support.

To ensure that our work is the most coherent and effective, we cooperate and coordinate with:

- other Commission services responsible for thematic policies and/or external action
- EU member countries and EU delegations in the field

[Organisational chart >](#)

[Our leadership >](#)



Where we work

We implement programmes and projects around the world, wherever assistance is needed. We tailor our support to fit the region or country being helped. Programmes with a global reach allow the EU to provide similar support to countries facing similar problems.

[More details >](#)

How we work

To implement European development assistance and international cooperation, we design and use different types of programmes and funding instruments.

[More details >](#)

Mission

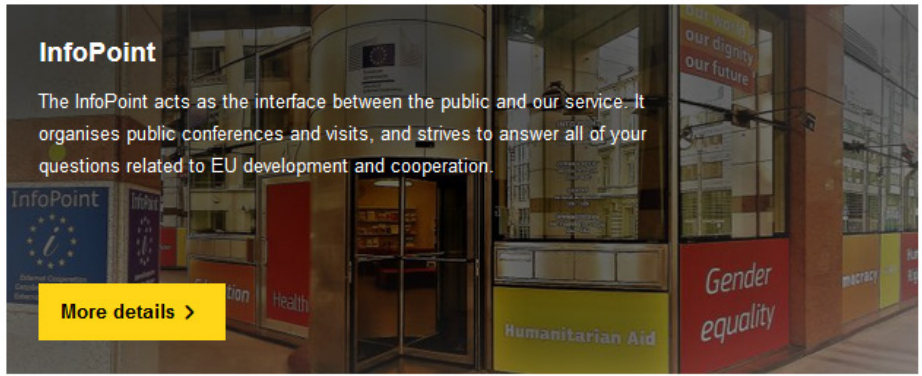
Our work is complex, focused and guided by overarching goals.

[More details >](#)

InfoPoint

The InfoPoint acts as the interface between the public and our service. It organises public conferences and visits, and strives to answer all of your questions related to EU development and cooperation.

[More details >](#)



LOOK AND FEEL

OUR STORY

We have one face. One that matches our story. A story about countries that came together to form a union. They decided to help each other out. But they realised they could only help each other if they knew what was going on. So, they wrote it down in dailies. They used big, bold type, striking and emotional imagery, and short and universal messages that everyone could understand. This became our face and voice. We call it The Daily.



MEET THE DAILY

A visual system that allow us to communicate daily with impact and clarity. It reflects both modernism and heritage.

In our layouts, images speak the loudest. Let's take a look at the photography.



PHOTOGRAPHY

We look at the world with a journalistic, unorchestrated and investigative eye.

We understand that sincere topics only get noticed thanks to emotional imagery.





5



6



7



8



9



10



11



12



13



14

It doesn't matter if images are in colour, black & white, filtered or raw as long as they are good images and fit the message and the communication channel. They need to show us an intriguing glimpse of life and leave us wondering what the story behind them is.



TYPOGRAPHY

Our headline font is **Oswald heavy**.
A poster font that is reminiscent of classic and sophisticated newspaper design but with a young and contemporary feel.

Download the font pack here:
<https://europa.eu/!byrTPg>

**OSWALD
HEAVY**

PERFECT FOR HEADLINES

Our body font is **Noto Sans**. A modernist typeface that is simple, extremely readable, timeless but at the same time has expressive, bold qualities to it.

Noto fonts are intended to be visually harmonious across multiple languages, with compatible heights and stroke thicknesses.

Download the font pack here:

<https://www.google.com/get/noto/#sans-lgc>

Noto Sans Light
Noto Sans Regular
Noto Sans Bold
Noto Sans Black

LAYOUT

THE DAILY IN 6 EASY STEPS.

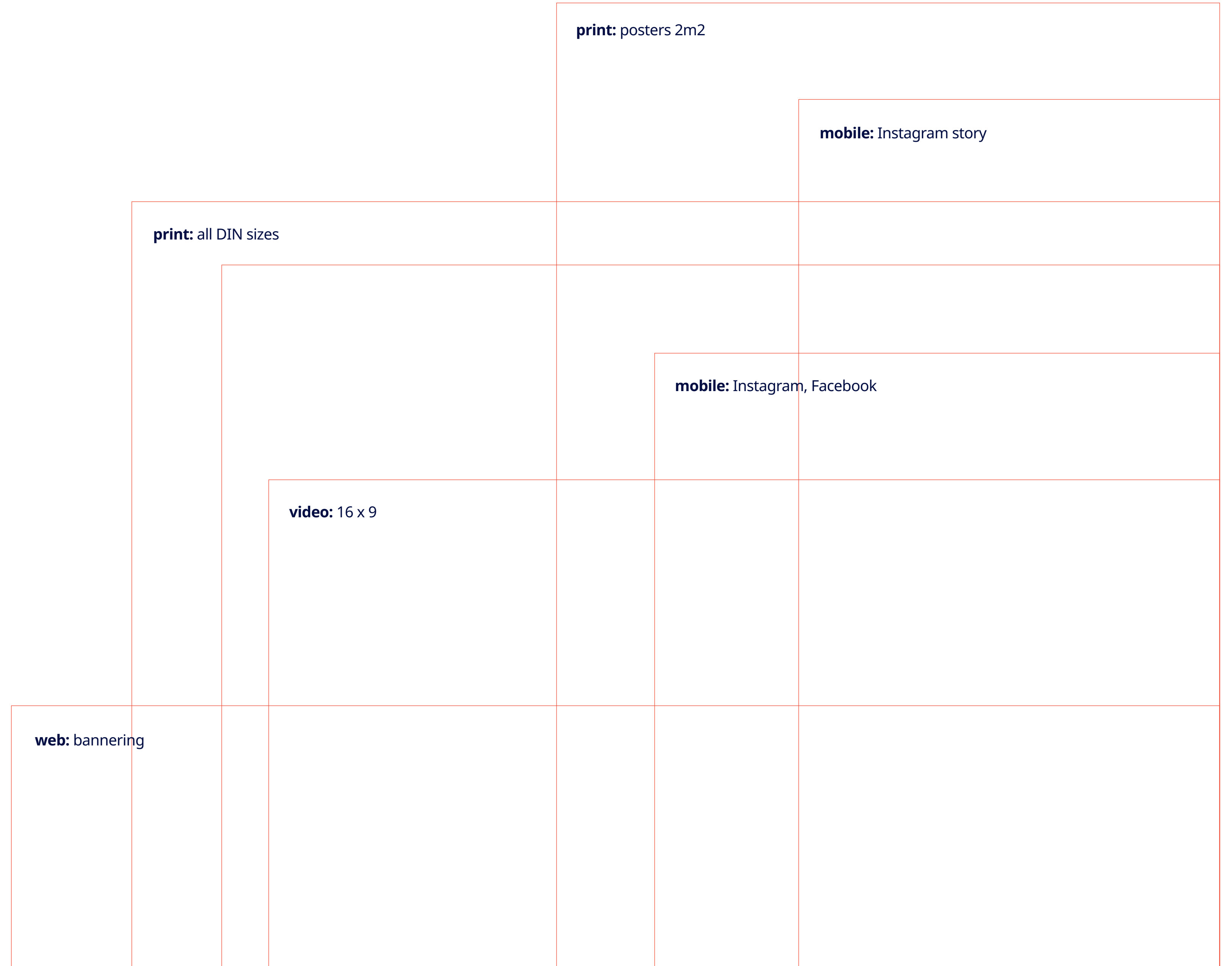
We'll take you through the process of building a layout in the The Daily style.



1. CHOOSE THE FORMAT

The Daily is a Flexible Design System that allows you to work within any possible format: all proportions, horizontal, vertical and square are possibilities.

This system allows us to communicate with consistency while maintaining plenty of individuality in each design.



1. CHOOSE THE FORMAT

2. CREATE A GRID

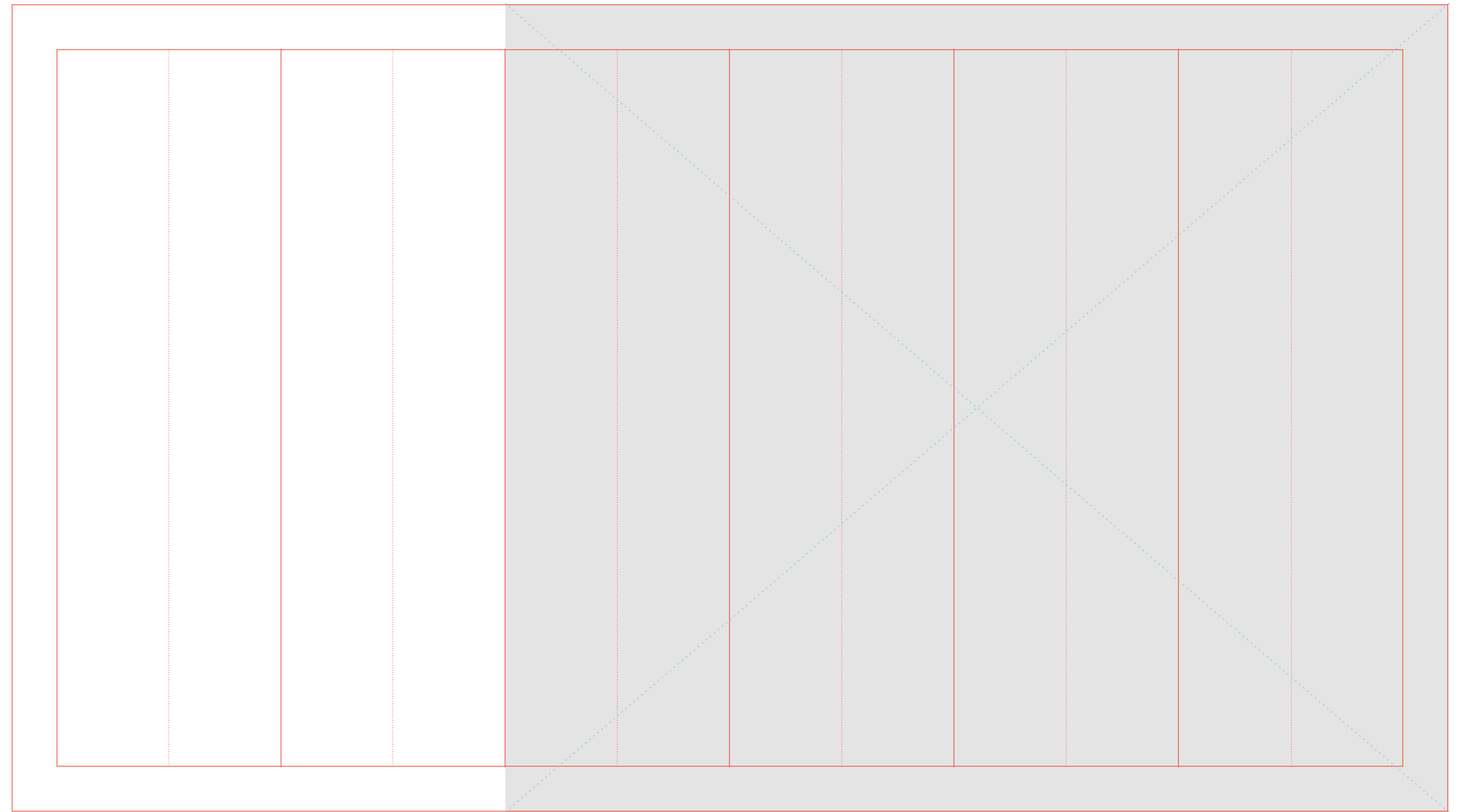
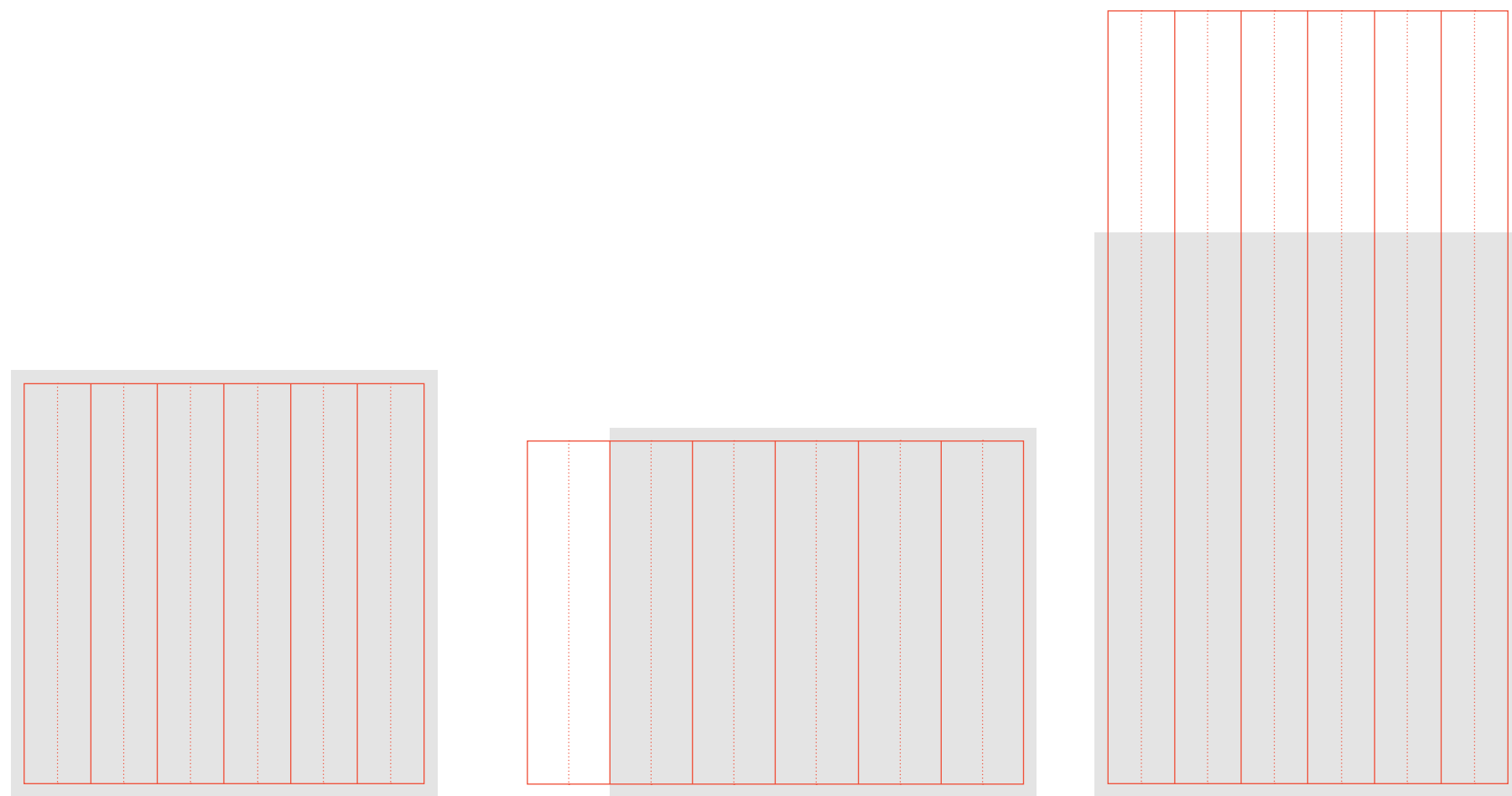
Once we've chosen the right format, we define the type area and draw a vertical grid of 6 equal columns. We use this grid to place all of our images and text. (There are also secondary – or half columns – that we can use when the primary columns are too rigid for the design.)



- 1. CHOOSE THE FORMAT
- 2. CREATE A GRID
- 3. PLACE A PHOTO

Images are placed on the primary columns and always have at least three sides sloping. This way we create interesting white space, like you see here on the left.

Images can be placed descending on four sides. The white band can be top, bottom, left or right.



1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO
4. SET THE HEADLINE

Headlines are placed on the primary columns as well. They can flag left or right. The vertical placement is determined by the image. We don't want our text to cover someone's eyes, do we?

We choose the length of the headline in function of the image as well; sometimes a headline needs 3 columns, sometimes less.

Headlines are sometimes read in two times, in that case they can flag left and right.

Headlines are set in OSWALD HEAVY and always in CAPS. We highlight the text to separate them from the image.



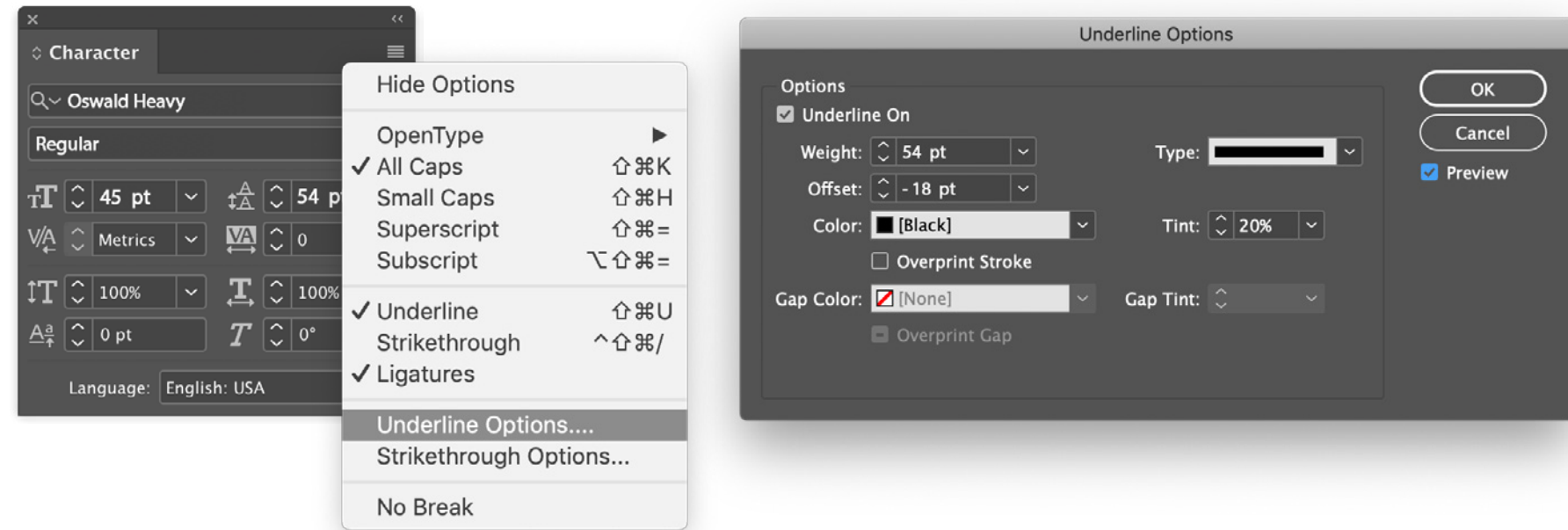
1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO
4. SET THE HEADLINE

We have 2 settings for each type of headline.

Headline without special characters

Body size x 1.2 = Leading & Underline weight

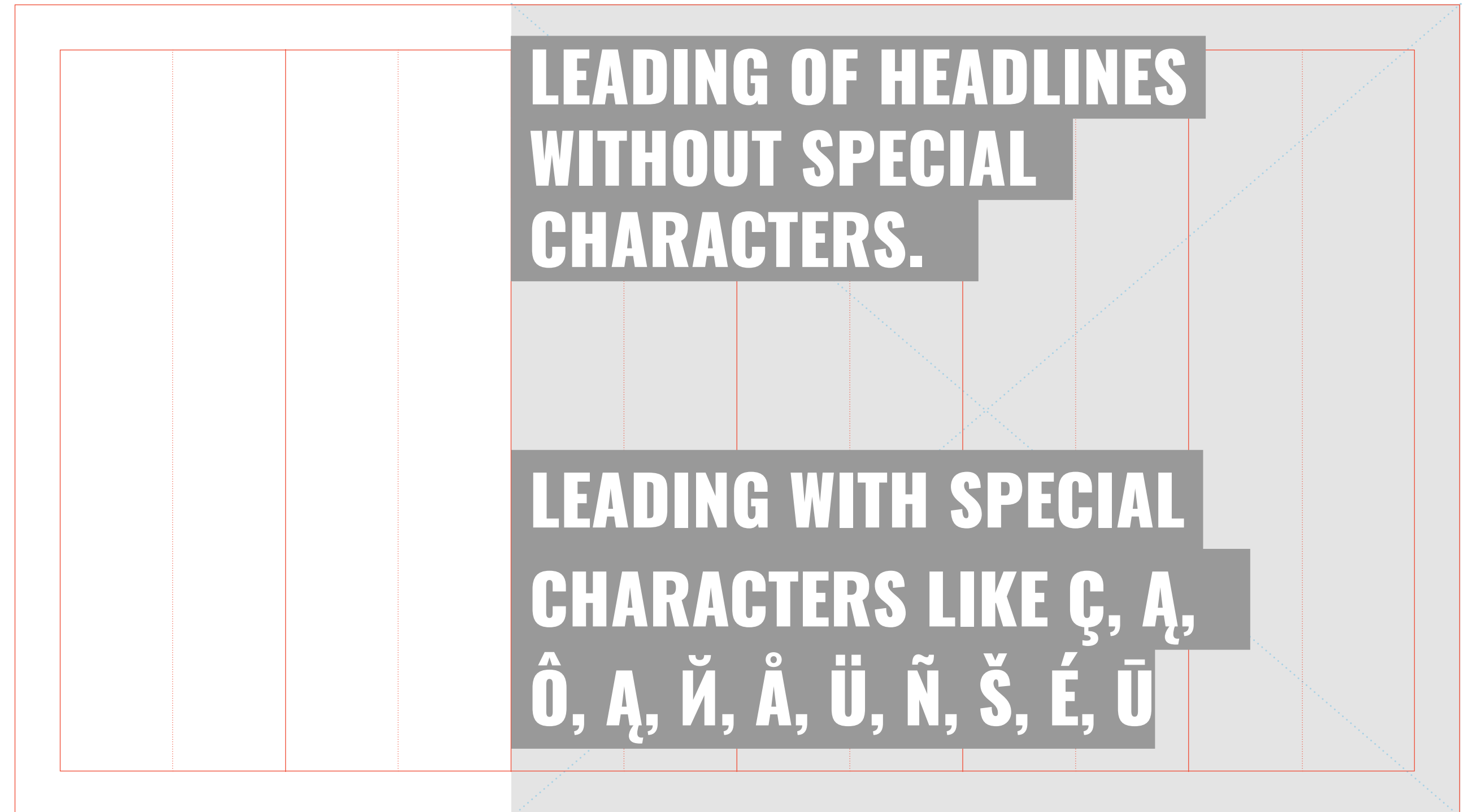
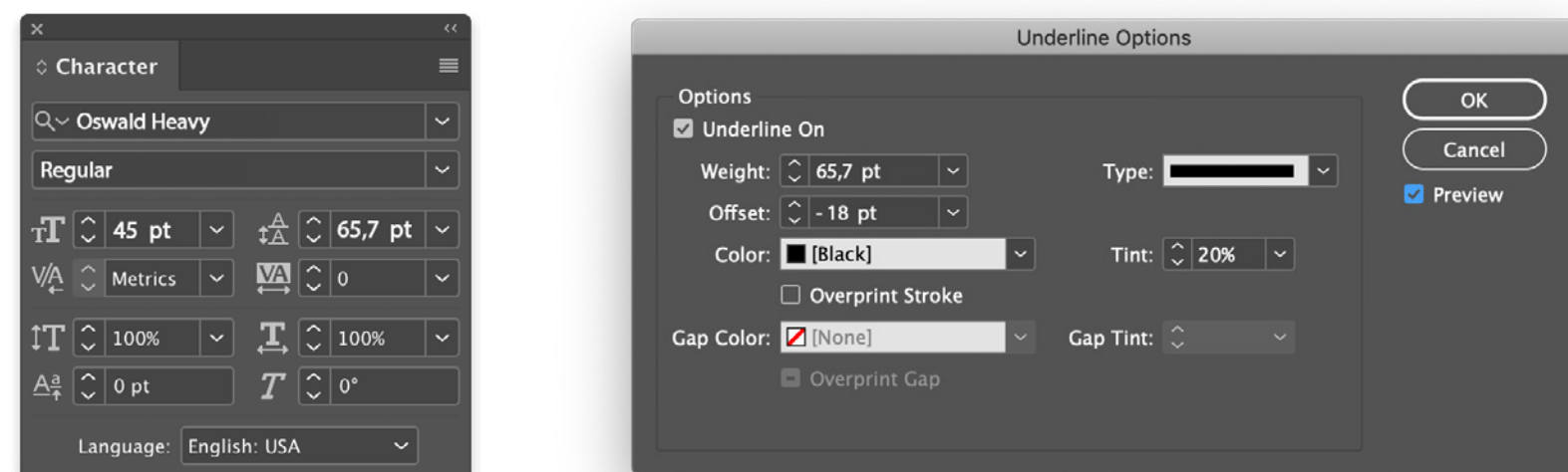
Body size x 0.4 = Underline offset (negative value in InDesign)



Headline with special characters

Body size x 1.46 = Leading & Underline weight

Body size x 0.4 = Underline offset (negative value in InDesign)



1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO
4. SET THE HEADLINE

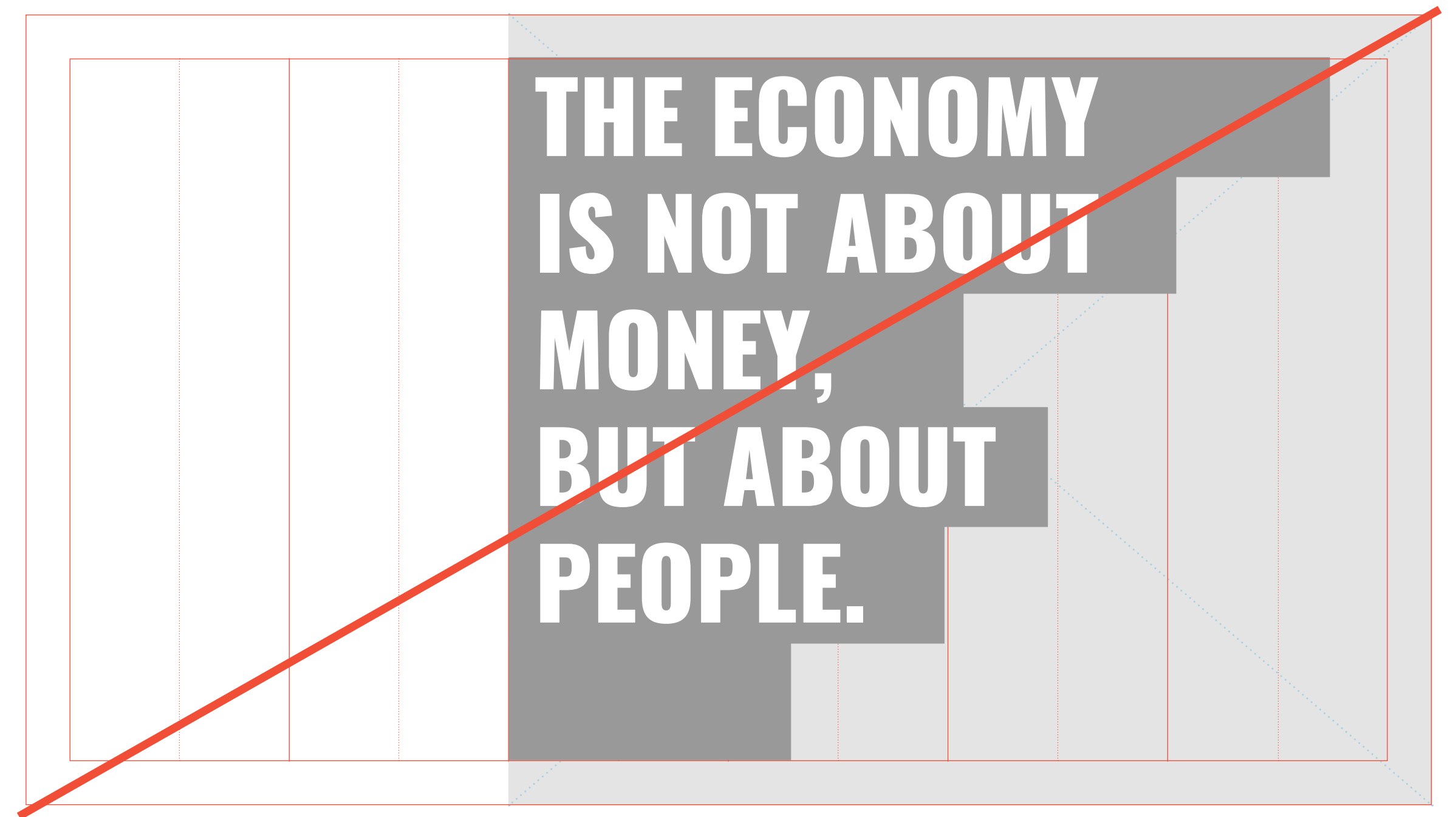
There is always a white space before the headlines, that way we enhance the readability of our message.

**THE ECONOMY
IS NOT ABOUT
MONEY,
BUT ABOUT
PEOPLE.**

**THE ECONOMY
IS NOT ABOUT
MONEY,
BUT ABOUT
PEOPLE.**

1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO
4. SET THE HEADLINE

Align the textframe to the grid, not the highlight.



1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO
4. SET THE HEADLINE

In order to create a visual recognition and an interesting graphic effect, we can highlight longer lines.



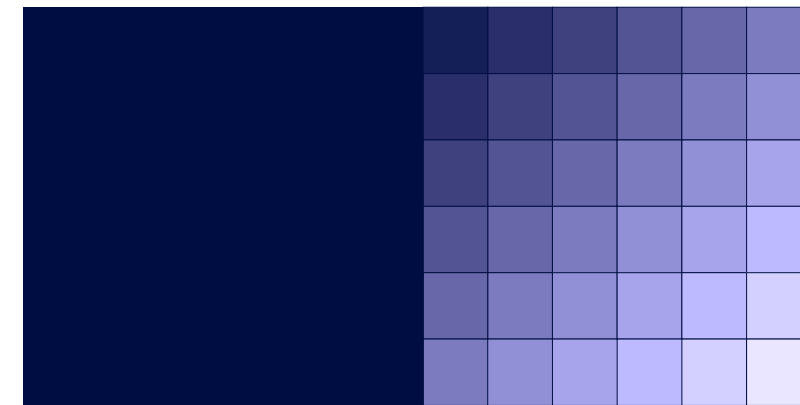
1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO
4. SET THE HEADLINE
5. PICK A COLOUR

The colours are based on the flags of all the countries of the European Union, and aligned to the six priorities of the von der Leyen Commission.

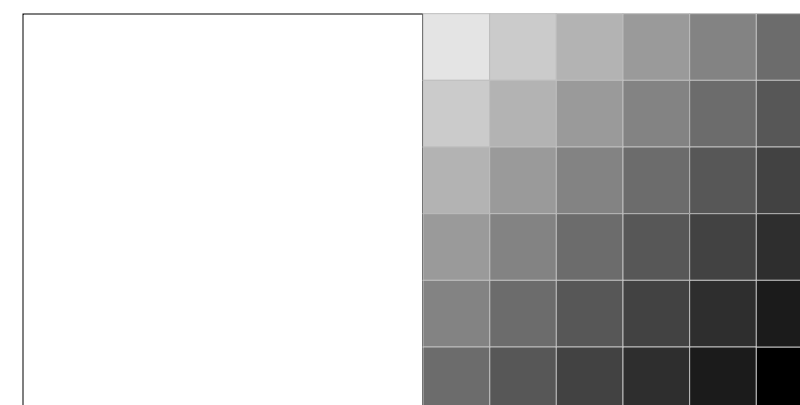
White and Prussian Blue are the main colours.

In addition, there is a series of very vivid colours, and a series of more serious ones.

We can pick and choose how we combine them. Sometimes our communication requires a more serious tone and other times, we can be more colourful - literally and figuratively.



PRUSSIAN BLUE
PANTONE 282 C
Hex: #000d42
RGB: 0, 13, 66
CMYK: 100, 80, 0, 74



WHITE
Hex: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



DENIM BLUE
PANTONE 2144 C
Hex: #1769bf
RGB: 23, 105, 191
CMYK: 93, 55, 0, 4



IRIS BLUE
PANTONE 638 C
Hex: #00addc
RGB: 0, 173, 220
CMYK: 73, 9, 6, 0



TURQUOISE BLUE
PANTONE 3242 C
Hex: #5fdfdc
RGB: 95, 223, 220
CMYK: 52, 0, 22, 0



TANGERINE YELLOW
PANTONE 116 C
Hex: #ffcd00
RGB: 255, 205, 0
CMYK: 0, 10, 100, 0



ORANGE PEEL
PANTONE 2013 C
Hex: #ff9700
RGB: 255, 151, 0
CMYK: 0, 49, 93, 0



SAND BROWN
PANTONE 2439 C
Hex: #cb8879
RGB: 203, 136, 121
CMYK: 22, 53, 49, 1



SUNSET RED
PANTONE 2027 C
Hex: #f04e37
RGB: 240, 78, 55
CMYK: 0, 80, 79, 0



VIVID VIOLET
PANTONE 258 C
Hex: #903f98
RGB: 144, 63, 152
CMYK: 51, 84, 0, 0



LOLA VIOLET
PANTONE 2078 C
Hex: #af9ab1
RGB: 176, 154, 177
CMYK: 25, 37, 2, 1



PERSIAN PINK
PANTONE 211 C
Hex: #f286b7
RGB: 245, 135, 183
CMYK: 0, 60, 0, 0



JEWEL GREEN
PANTONE 7733 C
Hex: #00723b
RGB: 0, 114, 59
CMYK: 87, 3, 84, 39



BOTTICELLI
PANTONE 5503 C
Hex: #95b5b7
RGB: 149, 181, 183
CMYK: 42, 11, 16, 0



ATLANTIS GREEN
PANTONE 2299 C
Hex: #9aca3c
RGB: 154, 202, 60
CMYK: 48, 0, 89, 0



LIGHT SEA GREEN
PANTONE 3262 C
Hex: #18baa8
RGB: 24, 186, 168
CMYK: 72, 0, 43, 0



LIGHT BLUE
PANTONE 116-2 C
Hex: #a8d0e4
RGB: 168, 208, 228
CMYK: 9, 8, 0, 22

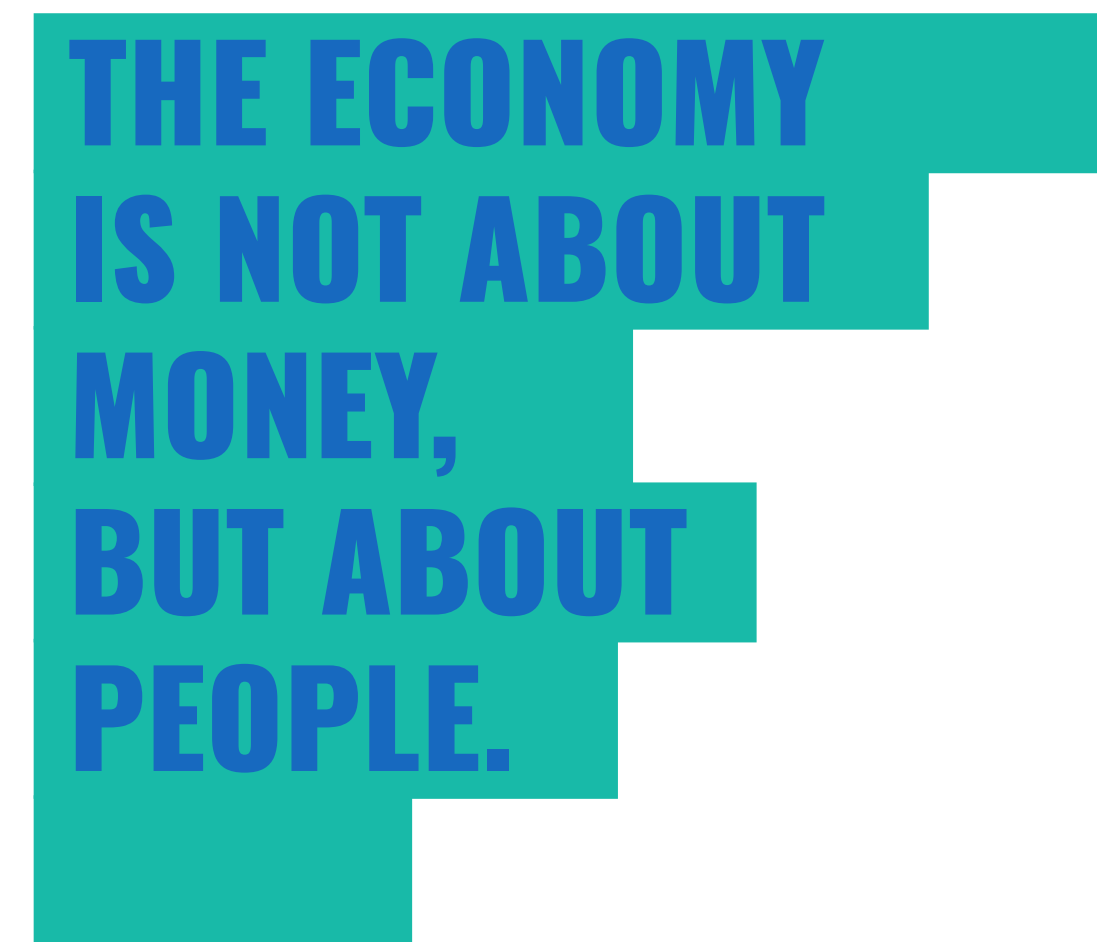
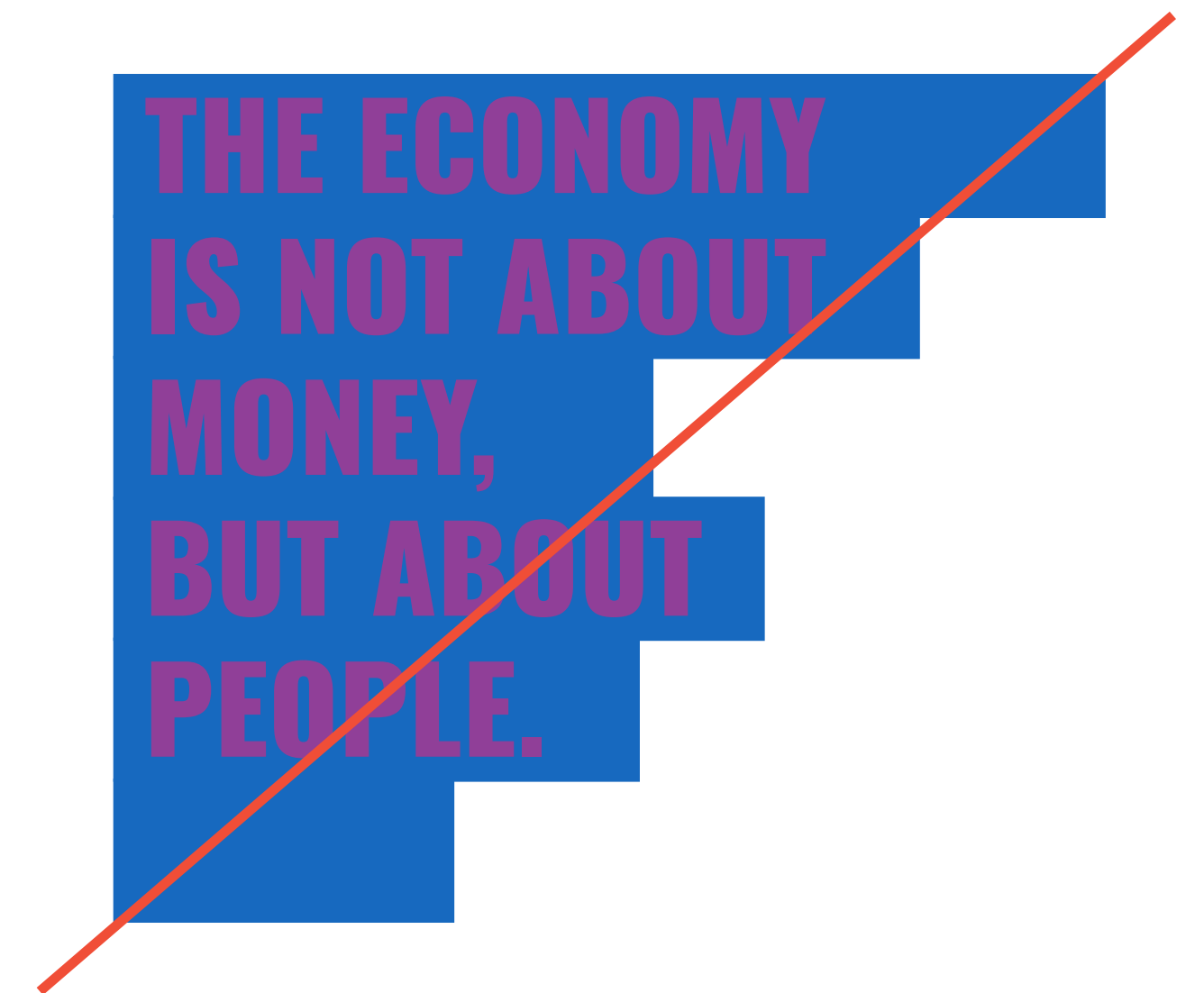
1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO
4. SET THE HEADLINE
5. PICK A COLOUR

Accessibility requirements apply to any design, including the headline. Always test the foreground and background colour combos for compliance with WCAG 2.0 minimum contrast. <http://contrast-grid.eightshapes.com/>

Contrast & Colour: Find colours that provide maximum contrast, including enough contrast between content and the background, so that text and non-decorative images are legible for anyone with low vision or colour deficiencies.

Colour as indicator: Colour should not be the only indicator for interactive elements. For example, underline links on hover, or mark a required field with an asterisk.

Colour blindness: Red/green colour blindness is the most common, so avoid green on red or red on green. (Think especially about avoiding using red and green for “bad” and “good” indicators).



1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO
4. SET THE HEADLINE
5. PICK A COLOUR

Highlighting can be done with White and Prussian Blue text to create a more serious look.

If we want to be a bit more colourful, highlighting can be in white with coloured text.

And if we want to be very vibrant, we take a colour for highlighting, whether or not combined with Prussian Blue text or another colour.

Legibility is always essential though! Prussian Blue and White are legible on all colours.

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3. PLACE A PHOTO
4. SET THE HEADLINE
5. PICK A COLOUR

Combinations are also possible within a headline. Sometimes a word can be highlighted in a different colour, or only the text colour can be highlighted in a different colour.

Again, legibility is essential.

**BLUE PLANET,
GREEN ENERGY.**

**AND WHAT IF OUR FUTURE
IS WHERE WE COME FROM?**

**INVEST
BEFORE
THE
REST.**

1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO
4. SET THE HEADLINE
5. PICK A COLOUR

When we colour the text frame of the headline, we create an area in which information or text can be placed.

The choice of colours is free.

This can for example be the tricolor of the flag of a country. Legibility is essential.

Long copy is placed in Noto Sans Regular, intertitles Noto Sans Bold. Colour is black or white, legibility is essential.

To indicate a url we underline it, the line doesn't touch descenders. We leave out the 'www', like this: astrongereurope.eu

**THE ECONOMY
IS NOT ABOUT
MONEY,
BUT ABOUT
PEOPLE.**

Lorem ipsum dolor.

consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua. Ut enim ad
minim veniam, quis nostrud
exercitation ullamco laboris nisi.

Duis aute irure dolor in
reprehenderit in voluptate velit
esse cillum dolore eu fugiat
ccaecat cupi

ecommodo.eu

**L'ECONOMIA
NON È UNA
QUESTIONE
DI SOLDI,
MA DI
PERSONE.**

Duis aute irure dolor
in reprehenderit in
voluptate velit esse
cillum dolore eu fugiat
ccaecat cupi.

ecommodo.eu

1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO
4. SET THE HEADLINE
5. PICK A COLOUR
6. PLACE THE LOGO

The flag of the European Union will always be at the top. That can be left or right.

The size is determined in function of the medium. The maximum size is 1 column, the minimum size is half a column.

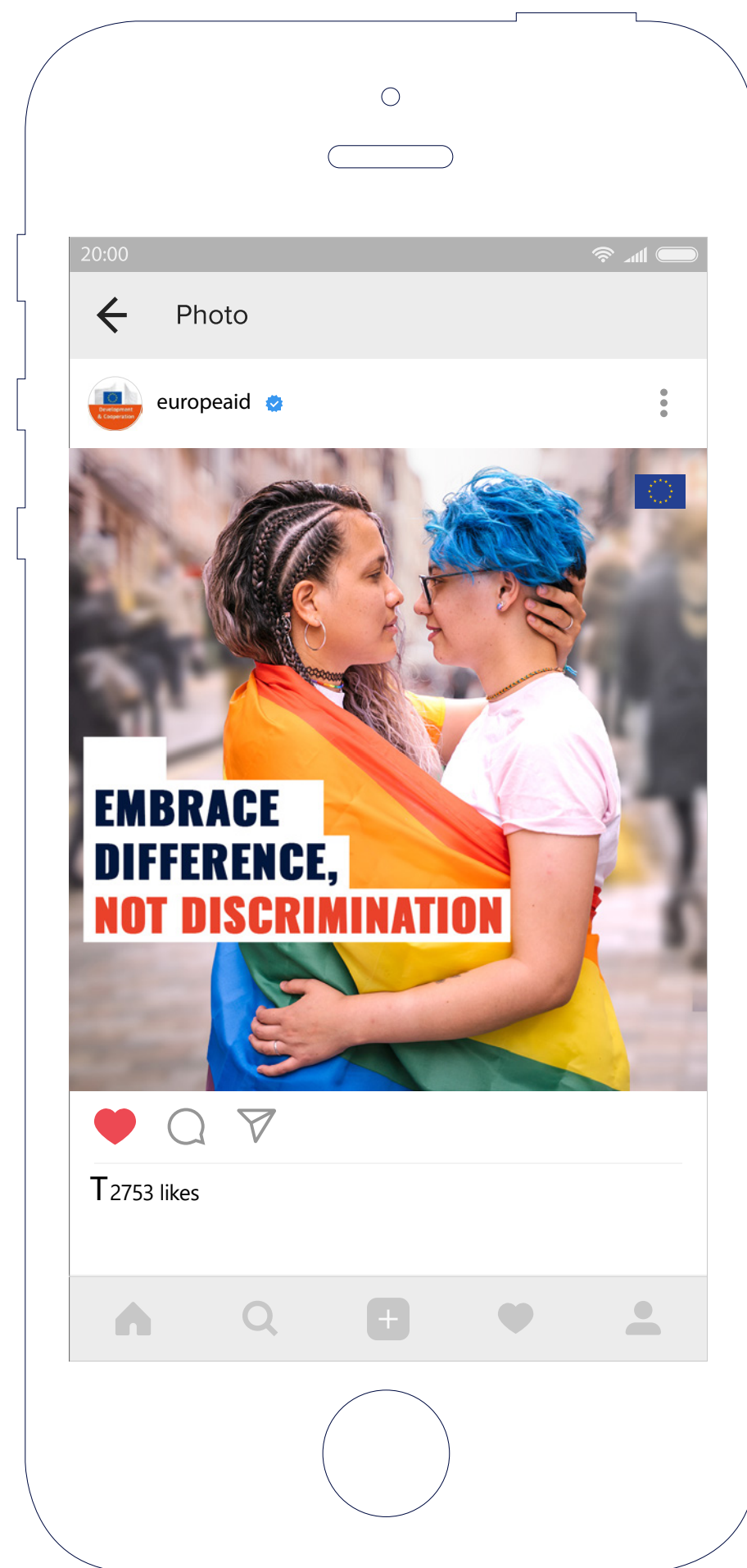
Download the EU flag here:

https://europa.eu/european-union/about-eu/symbols/flag_en



GENERAL COMMUNICATION

In our day-to-day communication, our visual style can be applied minimally or more expressively, depending on the subject, platform and audience.





**WE DO
WHAT
WE DO,
SO YOU
CAN LOVE
WHO YOU
LOVE.**





NO CAUSE CAN JUSTIFY THE ABUSE OF HUMAN RIGHTS

SI MELORA DEMET.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim, Cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui.

[#AStrongerEurope](#)



**IDOMENI.
NOT ONLY
THE CLOCK
IS TICKING.**



**EVERY CHILD
BORN IN THE WORLD
HAS THE RIGHT TO
GROW UP SAFELY.**





**BLACK
CONTINENT
MATTERS.**



WHEN IT COMES TO FREEDOM OF SPEECH, THERE'S MORE THAN MEETS THE I.

SI MELORA DEMET.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do is nostrud exercitation
ullamco laboris nisi ut aliquip ex
ea commodo consequat.

freedomofspeechineurope.eu

QUOTES

Quotes make a statement, literally. Sometimes we will want to include the image of the person quoted, while at others we will let the words do all the talking.



“AFRICA IS YOUNG AND FULL OF POTENTIAL. STRENGTHENING OUR PARTNERSHIP IS MY TOP PRIORITY. WE ARE STRONGER TOGETHER.”

Jutta Urpilainen
EU Commissioner for International Partnerships

The quote is displayed in white and red text boxes on a yellow background. A portrait of Jutta Urpilainen is on the right, and the EU flag is in the top right corner.



ONE CHILD, ONE TEACHER, ONE BOOK AND ONE PEN CAN CHANGE THE WORLD

Malala Yousafzai
Pakistani activist for female education

The quote is displayed in teal and orange text boxes on a white background. A portrait of Malala Yousafzai is on the right, and the EU flag is in the top right corner.



“ONLINE OR OFFLINE, HUMAN RIGHTS ARE UNIVERSAL.”

Jutta Urpilainen
Commisioner for International Partnerships

The quote is displayed in white text on a dark blue background. The EU flag is in the top right corner.



“A FEMINIST IS ANYONE WHO RECOGNISES THE EQUALITY AND FULL HUMANITY OF WOMEN AND MEN.”

Gloria Steinem

The quote is displayed in white and yellow text boxes on a pink background. The EU flag is in the top right corner.

ILLUSTRATION

Sometime, illustrations will be the most appropriate and appealing visual asset. Our style works well with different types of illustration.

Headlines are the main typography for illustrations but in some cases, hand written typography is allowed.



VIDEO ANIMATIONS

Our style can be applied to videos by including simple yet ownable **video animations**.

Video templates are available at the following link:

<https://europa.eu/!CjyjNj>



[Watch video on youtube](#)



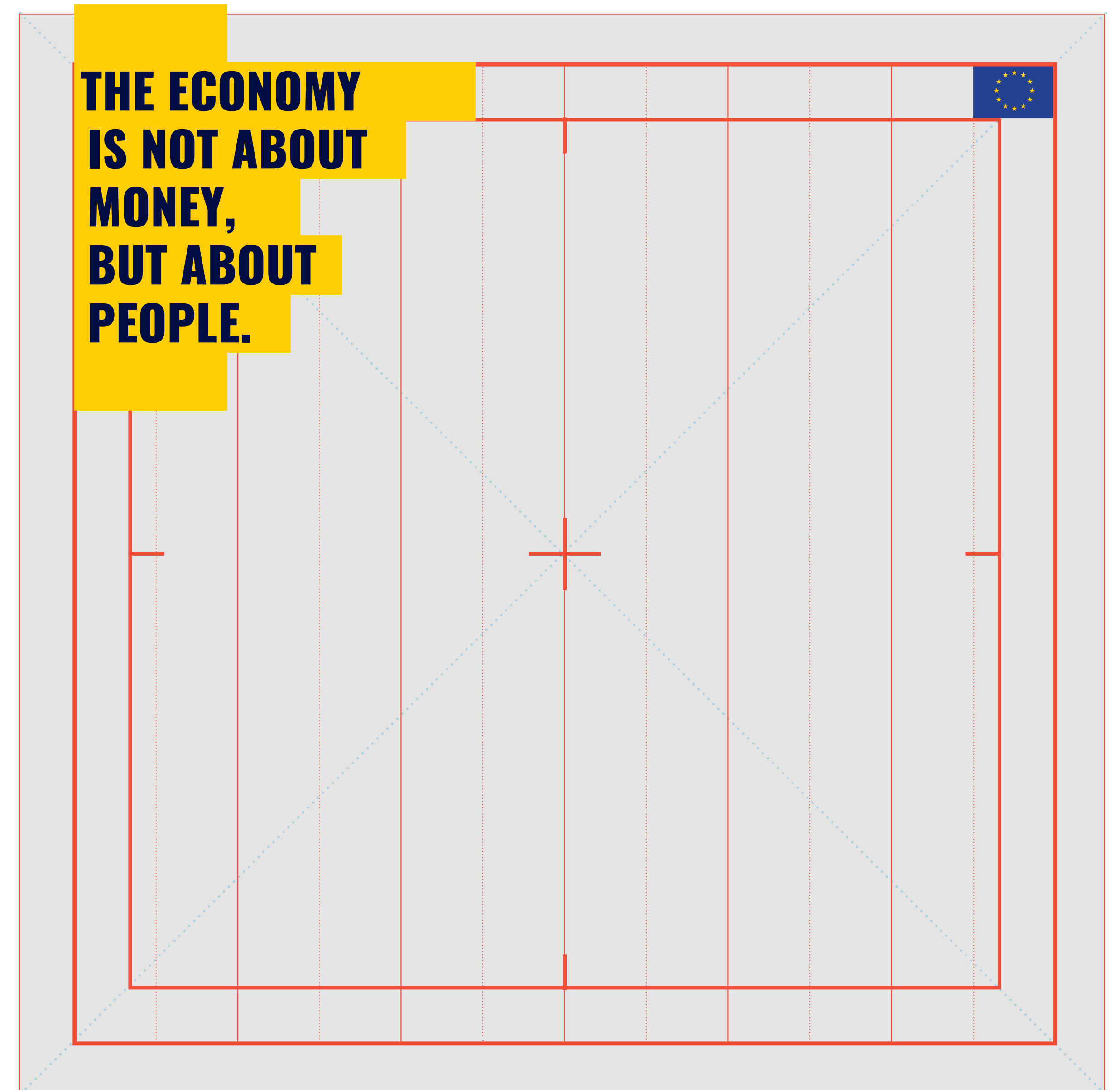
[Watch video on youtube](#)



One pointer for all the animators out there:

When we make video content and set a headline, there is a **minimum size** for the use of the font. OSWALD HEAVY used in CAPS is a display font and has its limits towards legibility.

Therefore we use size of corps 40px.
The highlight is then 50px and equals the height of minimum use of the EU flag.

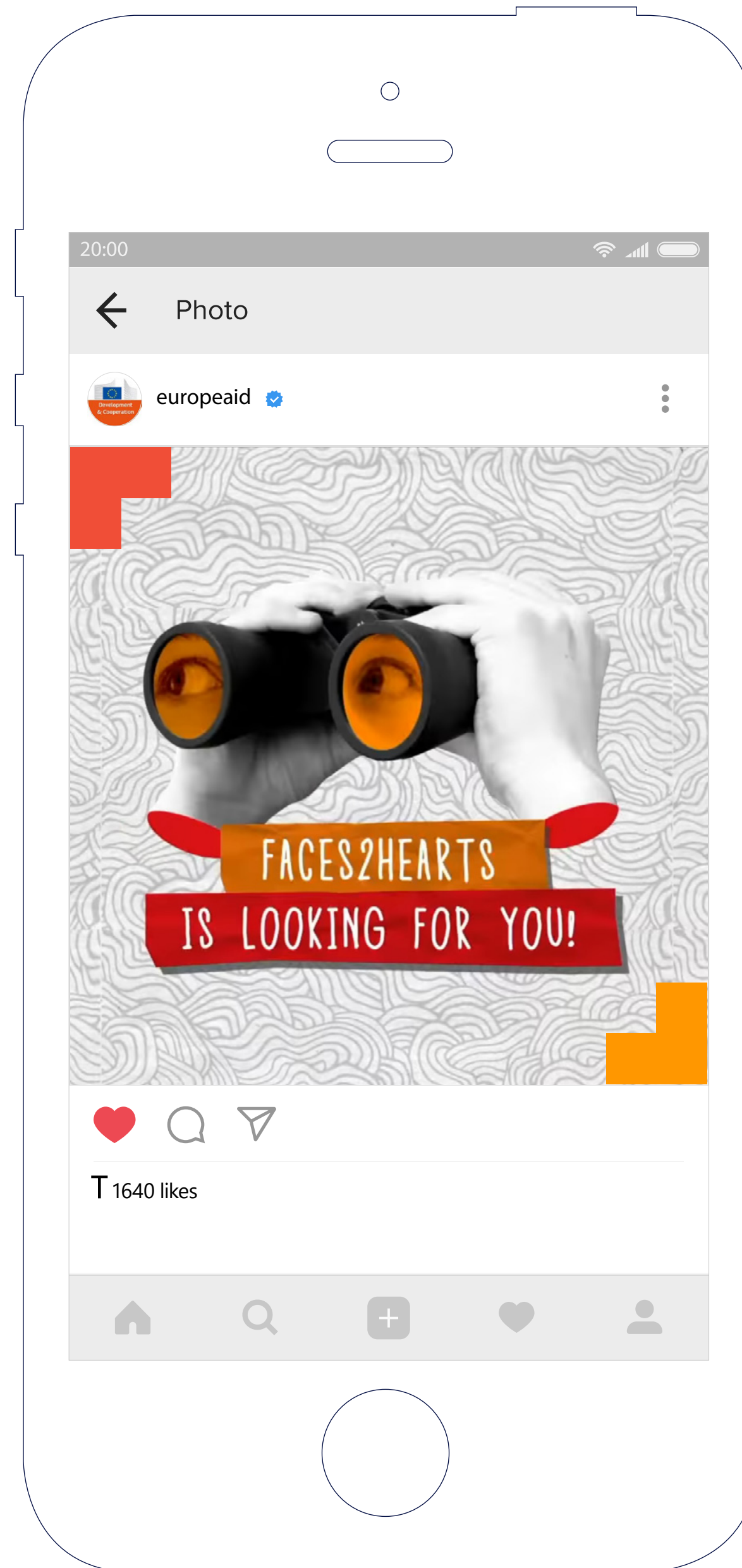


CAMPAIGNS

Our identity can be used as a frame – literally, leaving enough canvas to allow campaigns to have their own look & feel, according to the subject they're intended for.

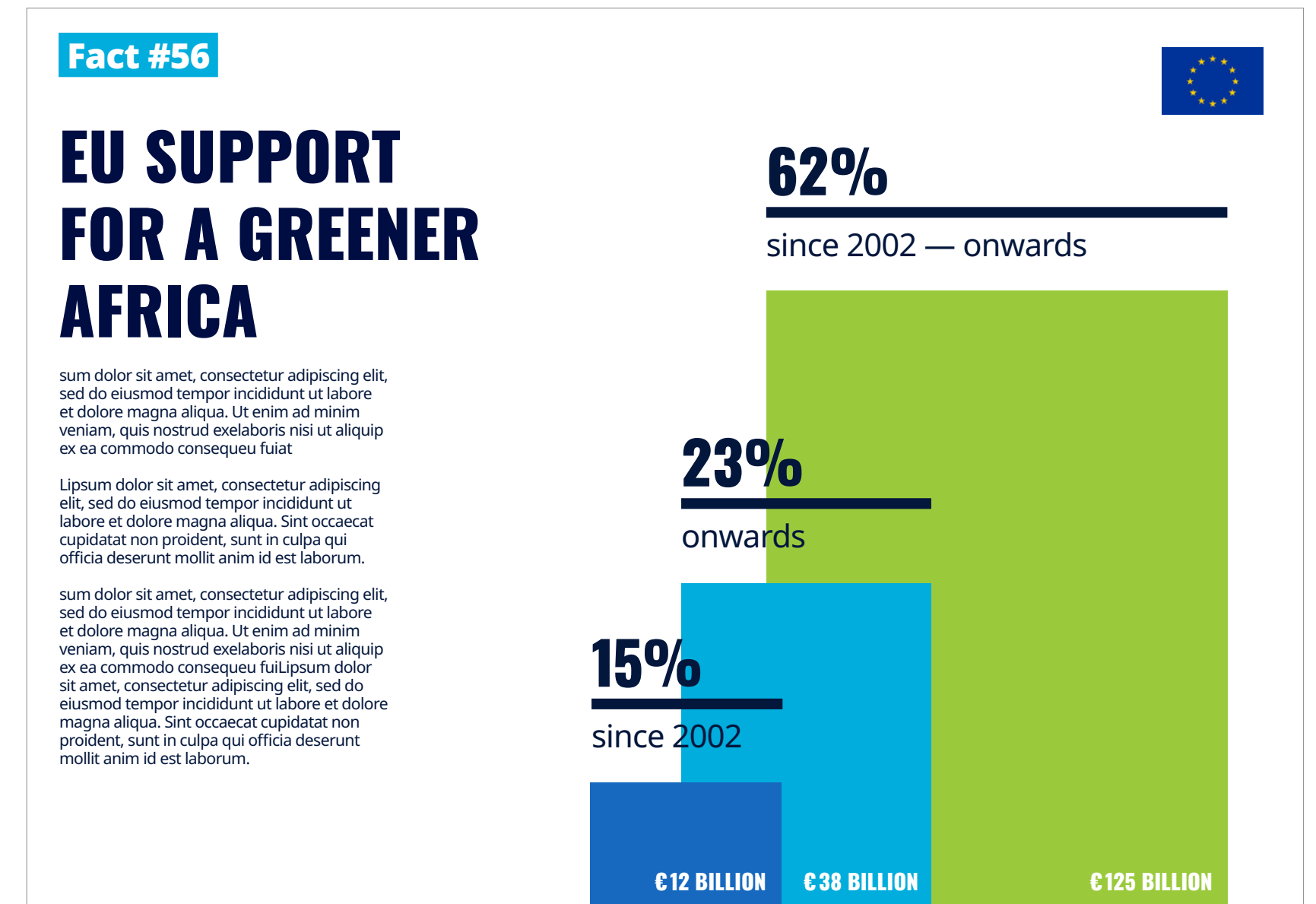


It can be applied to look either **professional** and formal, or younger and **more playful**, depending on the audience.



DATA VISUALISATION

It allows for **clear data visualisation**.



PRACTICALS

Contact for questions:

DG INTPA Branding and Corporate Strategy
INTPA-BRANDING@ec.europa.eu

Content creation guidelines:

[Digital content production guidelines](#)

Visual guidelines:

[EC visual identity](#)

[EU flag rules](#)

[Requirements for EU External Actions](#)

Copyright rules:

[Audiovisual service](#)

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P. 45, picture 15

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