1.1
Logo

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://www.cc.cec/dgintranet/comm/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

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.

CMYK

European Commission

European Commission
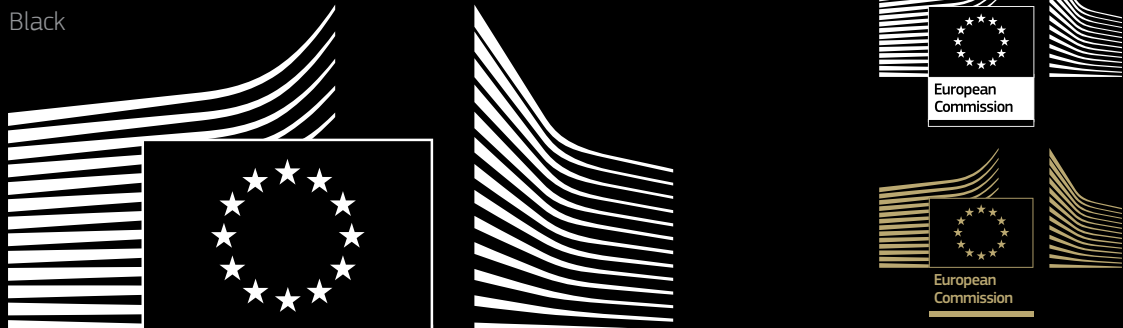
Pantone EC Corporate Blue

European Commission

European Commission

Black

European Commission

European Commission

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 72 (lanyards)).

CMYK

European Commission

Pantone EC Corporate Blue

European Commission

Black

European Commission

BG — Европейска комисия

FR — Commission européenne

NL — Europese Commissie

CS — Evropská komise

GA — An Coimisiún Eorpach

PL — Komisja Europejska

DA — Europa-Kommissionen

HR — Europska komisija

PT — Comissão Europeia

DE — Europäische Kommission

HU — Európai Bizottság

RO — Comisia Europeană

EL — Ευρωπαϊκή Επιτροπή

IT — Commissione europea

SK — Európska komisia

EN — European Commission

LT — Europos Komisija

SL — Evropska komisija

ES — Comisión Europea

LV — Eiropas Komisija

FI — Euroopan komissio

ET — Euroopa Komisjon

MT — Il-Kummissjoni Ewropea

SV — Europeiska kommissionen

BG		Европейска комисия	IT		Commissione europea
CS		Evropská komise	LT		Europos Komisija
DA		Europa-Kommissionen	LV		Eiropas Komisija
DE		Europäische Kommission	MT		Il-Kummissjoni Ewropea
EL		Ευρωπαϊκή Επιτροπή	NL		Europese Commissie
EN		European Commission	PL		Komisja Europejska
ES		Comisión Europea	PT		Comissão Europeia
ET		Euroopa Komisjon	RO		Comisia Europeană
FR		Commission européenne	SK		Európska komisia
GA		An Coimisiún Eorpach	SL		Evropska komisija
HR		Europska komisija	FI		Euroopan komissio
HU		Európai Bizottság	SV		Europeiska kommissionen

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.

18 x

12 x

Europeiska kommissionen

u

3 x

3 x

1 x

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

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRSTUVWXZ
0123546789

(!) **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[1].

a a

a

European Commission

a

1/12 of EC flag height

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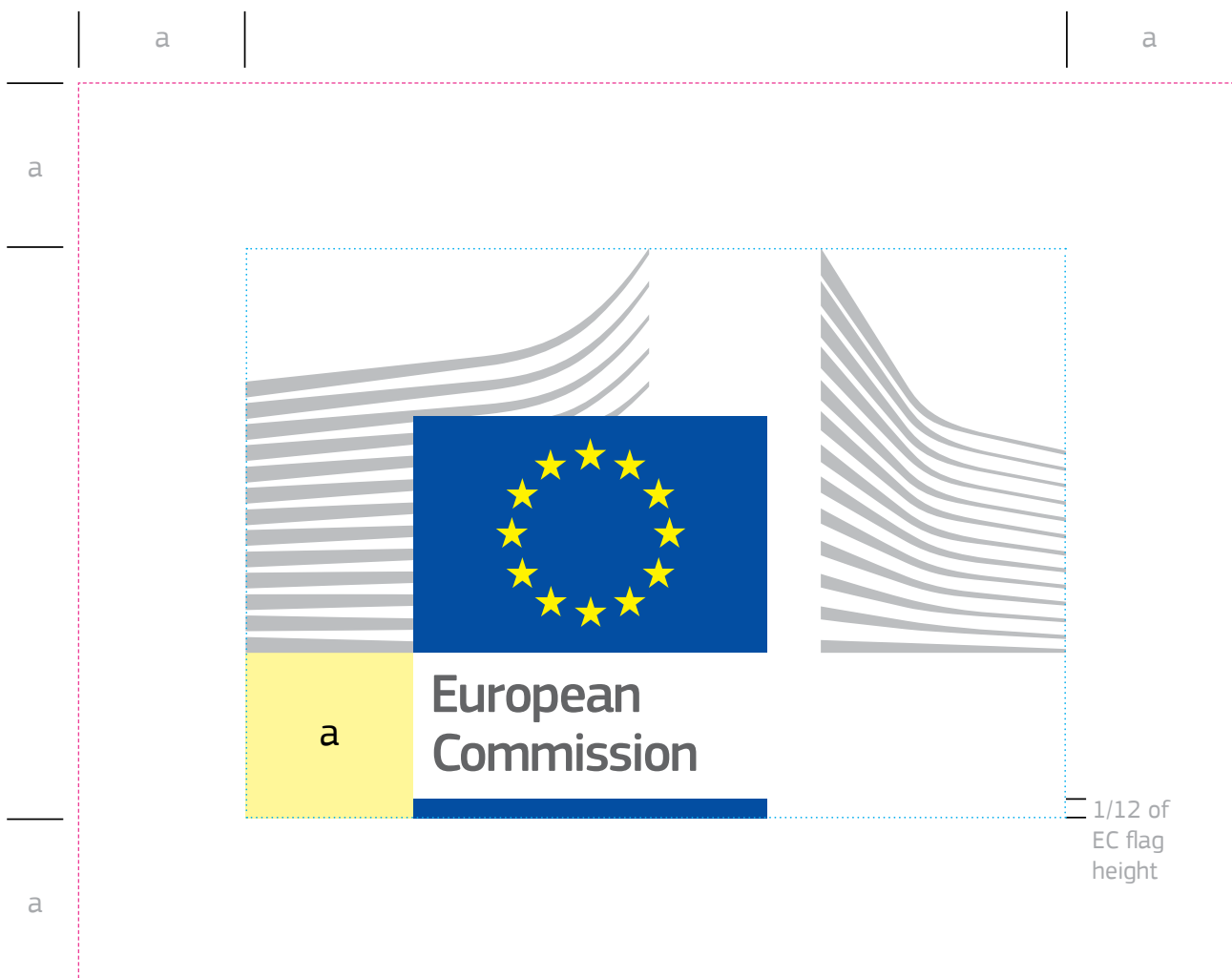
Protection area of logo: no images or typography allowed within these limits.

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).
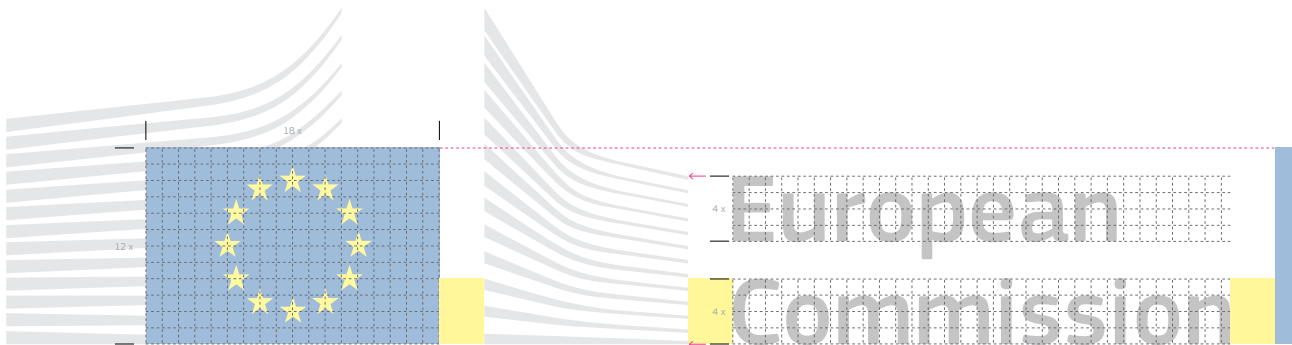
Logo (Horizontal)
Proportion and protection area
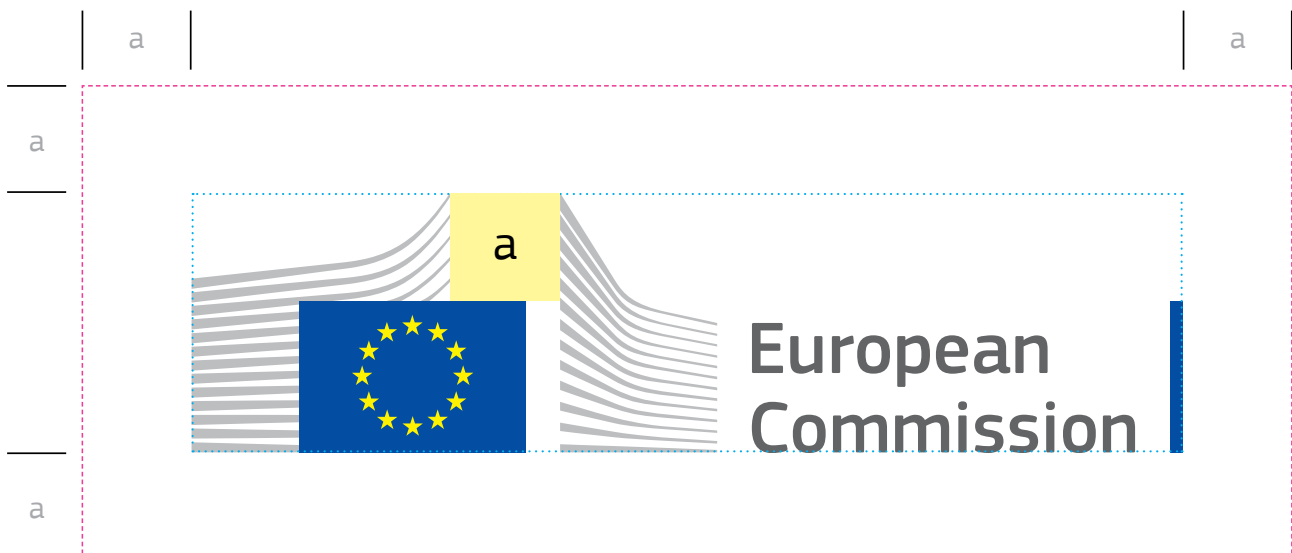
Protection area of logo: no images or typography allowed within these limits.

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
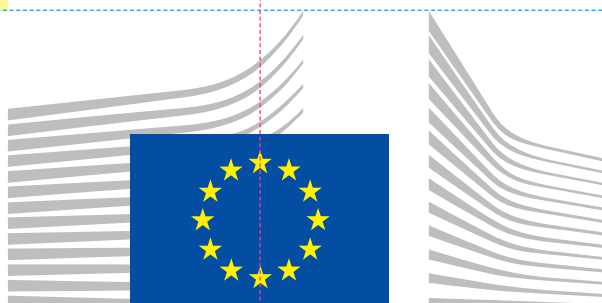
**European
Commission**

a

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

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.

25 mm

25 mm

20 mm

European Commission

European Commission

European Commission

⊘ ALTERNATIVE USES OF LOGO

European Commission

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

European Commission

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.

European Commission

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.

European Commission

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. 72 (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. 74 and 153)
The mute version of the logo could not be used with the name of the European Commission integrated in the document.

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 Legiswrite 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

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
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

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

BG	Видове а Средиземно и Черно море
CS	Druhy ve Středozemním a v Černém moři
ES	Especies del Mar Mediterráneo y el Mar Negro
IT	Specie del more Mediterraneo e del mar Nero
DA	Arter i Middelhavet og Sortehavet
DE	Arten im Mittelmeer und Schwarzen Meer
ET	Vahemere ja Musta mere liigid
EL	Είδη της Μεσογείου και του Εύξεινου Πόντου
EN	Species of the Mediterranean and Black Seas
FR	Espèces de la mer Méditerranée et de la mer Noire
GA	Speicis na Meánmhara agus na Mara Duibhe
LV	Vidusjūras un Melnās jūras sugas
LT	Viduržemio ir Juodosios jūrų rūšys
HU	A Földközi- tengerben és a Fekete-tengerben élő fajok
MT	Speċi tal-Baħar Mediterran u tal-Baħar l-Iswed
NL	Soorten uit de Middellandse Zee en de Zwarte Zee
PL	Gatunki ryb Morza Śródziemnego i Morza Czarnego
PT	Espécies do Mar Mediterrâneo e do Mar Negro
RO	Specii de peşti din Marea Mediterană şi din Marea Neagră
SK	Druhy žijúce v Stredozemnom a Čiernom mori
SL	Morski organizmi Sredozemskega in Črnega morja
FI	Välimeren ja Mustanmeren lajit
SV	Arter i Medelhavet och Svarta havet

Европейска комисия · Evropská komise · Europa-Kommissionen · Europäische Kommission
Euroopa Komisjon · Ευρωπαϊκή Επιτροπή · European Commission · Comisión Europea
Commission européenne · Commissione europea · Eiropas Komisija · Europos Komisija
Európai Bizottság · Il-Kummissjoni Ewropea · Il-Kummissjoni Ewropea · Europese Commissie
Komisja Europejska · Comissão Europeia · Comisia Europeană · a Európska komisia
Evropska komisija · Euroopan komissio · Europeiska kommissionen

Logo
mute version
examples

Document 1 (top left):

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, consectetuer 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, 1049 Bruxelles, BELGIQUE - Tél. +32 22991111
Bureau: 123 - Tél. ligne directe +32 229-12345 - Fax +32 229-12346
Commission européenne, 2920 Luxembourg, LUXEMBOURG - Tél. +352 43011

Document 2 (top right):

EUROPEAN COMMISSION

Brussels, XXX
[…](2012) XXX draft

REPORT FROM THE COMMISSION

[mandatory element]

EN

EN

EN

Document 3 (bottom left):

European Commission

Citizens' Summary

Heading1

Questions
- Body
- Body

Questions
- Body
- Body

Questions
- Body
- Body

Questions
- Body
- Body

Questions
- Body
- Body

Document 4 (bottom right):

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

European Commission

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			

European Commission

Pantone EC Corporate Blue

EC Corporate Blue 100%

EC Corporate Blue 30%

EC Corporate Blue 70%

European Commission

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.

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

Modifying the proportions of the logo is not permitted.

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

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

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

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

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

Using upper case instead of lower case is not allowed.

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