

2.2 Logo EU FLAG + PROGRAMME

FOR WHO, FOR WHAT

- FOR → EAC funded projects
- National agencies
- Project beneficiaries
- Programme publications for general public

In those cases, the layout is completely free (no EC visual identity rules).

Logo EU FLAG + PROGRAMME and its basic unit

All elements are arranged in a precise relationship to each other. It can be used universally, it is easy to reproduce and creates a powerful visual effect and a strong link to the European Union.

The basic unit, which derives from the “E”, is the basic module for the overall structure. It defines the space between the different elements and the protective zone around.

The width of the line is based on the name “Programme” (lower case).
The height of the line is based on the “E” (EUROPEAN UNION).



TYPO:

EUROPEAN UNION
PF Square Medium Caps
Size = 1/8 flag
Justify on flag width

PROGRAMME
PF Square Regular
Lower case
Size = 2 ‘E’ units
Align left on 3 lines max
Line spacing: justify on flag height

This logo can be placed in the 4 corners of an A4 page (or any other proportional format).
Examples on p.20

The minimum sizes

Minimal size recommended
(most cases)



If necessary (e.g. co-branding) (rare cases)



Colour scheme for 'programme'

According to the programme, the 4 colours version will be :

for Lifelong Learning Programme



C 90 M 15 Y 15 K 0
Pantone 313 C

R 0 G 158 B 199
web #00 88 B9

for Youth in Action Programme



C 10 M 100 Y 70 K 0
Pantone 200 C

R 218 G 30 B 72
web #DA 1E 48

for Culture Programme



C 0 M 60 Y 100 K 0
Pantone 158 C

R 245 G 130 B 32
web #EF 6F 23

for Marie Curie Actions



C 15 M 95 Y 0 K 45
Pantone 235 C

R 132 G 9 B 91
web #84 09 5B

for MEDIA Programme (coming soon)

C 0 M 0 Y 0 K 0
Pantone xxx C

R xxx G xxx B xxx
web #xx xx xx

With 'PROGRAMME' mention

'Programme' mention can be added to the different existing programmes.



Without 'PROGRAMME' mention

TYPO:

PF Square Regular

Lower case

Size= 3 'E' units

Align left on the flag bottom

Line spacing: 1 'E' unit



logo for MEDIA
programme
available soon

Colour applications of the logo

In addition to a colour version of 4C, further versions of the logo are available depending on the area of application.

1. Logo colour version

The colour version is used wherever printing is in 4 colours.

E.g. in all business materials and brochures.



2. Logo colour version “negative”

The colour version is used wherever printing is in 4 colours.

This negative form is used against colour/image backgrounds.

E.g. in all business materials and brochures



3. Logo monochrome version

The monochrome version of the logo is used

- when the file size is to be kept as small as possible or
- printing is to be especially economical.



4. Logo monochrome version “negative”

The monochrome version of the logo is used

- when the file size is to be kept as small as possible or
- printing is to be especially economical.

This negative form is used against black background.



Logo language adaptations

The logo design works for all European languages.

Language adaptations can be made in all defined colour versions.

Examples



Don'ts

The 4 colours logo must not be placed on pictures, photographs, illustrations or other patchy backgrounds.

In combination with an image the logo should be placed on a preferential white space. If it is not possible, use the colour negative version.

Within this space, no other texts, pictures or graphics can be placed. The impact of the logo is increased if it is surrounded by white space, because a clear contrast is important to achieve a trademark status.

Essentially the logo may not be changed. Any form of modification is unacceptable.

- The logo may not be scaled, distorted or rotated.
- The use of other typefaces is not permitted.
- No colour versions may be used apart from those defined here.
- The position of the logo elements may not be altered.

