

EU Visual Identity Elements

1 The EU Flag

The common element branding all EU-funded actions is the EU flag:



Whatever the size, scope or objectives of an action, the EU flag must be prominently displayed as specified in this manual on all materials produced by the contractor, implementing partner or international organisation.

Electronic templates have been developed for each type of communication tool and can be downloaded from the following site:

http://ec.europa.eu/europeaid/work/visibility/index_en.htm

The EU flag constitutes the main element of the European visual identity. For this reason, specific guidelines have been drawn up to ensure its accurate use and reproduction.

While most points on the standard colours that should be used in the EU flag and on how to create this EU flag are included in the present document, more detailed instructions can be found in Annex A1 of the Interinstitutional style guide available from the following site:

<http://publications.europa.eu/code/en/en-000100.htm>

2 Geometrical Description

The EU flag is in the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. The 12 gold stars situated at equal intervals form an undefined circle, of which the centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one-third the height of the hoist. Each of the stars has five points that are situated on the circumference of an undefined circle of which the radius is equal to oneeighteenth the height of the hoist. All stars are upright - that is to say, with one point vertical i.e. pointing upwards, and two points in a straight line at right angles to the mast.

The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.

3 Colours

The flag has the following official colours:

- ➔ Pantone Reflex Blue for the surface of the rectangle.
- ➔ Pantone Process Yellow for the stars.

Contractors, implementing partners and international organisations must, until further notice, use the "Pantone Process Yellow" and the "Pantone Reflex Blue".

The international Pantone range is widely available and easily accessible, also for non-professionals.

4 Backgrounds

The flag should preferably be printed on a white background. Multicolour backgrounds should be avoided, especially those involving a colour that clashes with the blue. Where a coloured background is unavoidable, a white border with a thickness equal to 1/25th of the height of the rectangle must be used.



The EU flag can be downloaded from the following web page:

http://ec.europa.eu/europeaid/work/visibility/index_en.htm

5 Alterations and Additions

Contractors, implementing partners and international organisations should be aware that when reproducing the EU flag in newsletters and other graphic presentations it must be used in its entirety, without any alterations or additions made to it. Thus the EU flag must not be shown to incorporate any flag or symbol of another country, donor or institution. Each should be presented separately from the other.

6 Disclaimer

The EU is not responsible for the contents of communication material prepared by contractors, implementing partners or international organisations. These must therefore include the following disclaimer in their publications:

"This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of <name of the author/contractor/implementing partner/international organisation> and can in no way be taken to reflect the views of the European Union."

7 Internet Links

All publications produced by contractors or implementing partners should refer to official EU sources for more information and, in particular, to the Europa home page (see Annex 3) and/or EC Delegation

home page. In addition, reference can be made to the European Union in the World web portal, which can be found at <http://ec.europa.eu/world/>. This portal contains links to more specialised sites with information on the EU's external relations.

8 EU Visibility after Completion of the Action

An action may continue to be managed by the beneficiary or partner after the EU-funded phase of the action has been completed. In this case, six months after the phase funded by the EU has finished, no EU symbol may be included in any communication tools of the action, with the exception of any commemorative plaques.

However, the following sentence must be included on material, with the same prominence as was given to the EU flag: "The initial phase <dates> of this project/programme was supported by the European Union".

Specific arrangements should be agreed with international organisations.


Templates for Communication Products

1 Press release

Use of the templates below is recommended for contractors and implementing partners.

Electronic versions of these templates are available at the following address:

http://ec.europa.eu/europeaid/funding/communication-and-visibility-manual-eu-external-actions_en




Sarajevo, 31.04.2000

All media are invited to the inauguration of the Laboratory for Quality Control of drugs on May 15 2000 at 11.00 in Sarajevo. The reconstruction and equipment of the laboratory have been financed by the European Commission to the tune of 2 million Euro. The works have been performed by the NGO Lab Help.

Quality control of drugs is vital for the development of BiH's domestic production and will ensure that it conforms to European standards.

For more information, please contact:
Mr Frane Maroevic, EC press and information adviser
Mr Ivan Ivanic, project manager NGO Lab Help



A project implemented by the contractor

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71 000 Sarajevo
Bosnia and Herzegovina
Tel:
Fax:



This project is funded by the European Union

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Fax: +387 71 666 037

The European Commission is the EU's executive body.

"The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".

[illegible]

The industrial Development Programme for “Partner Country”

The concept

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Target groups

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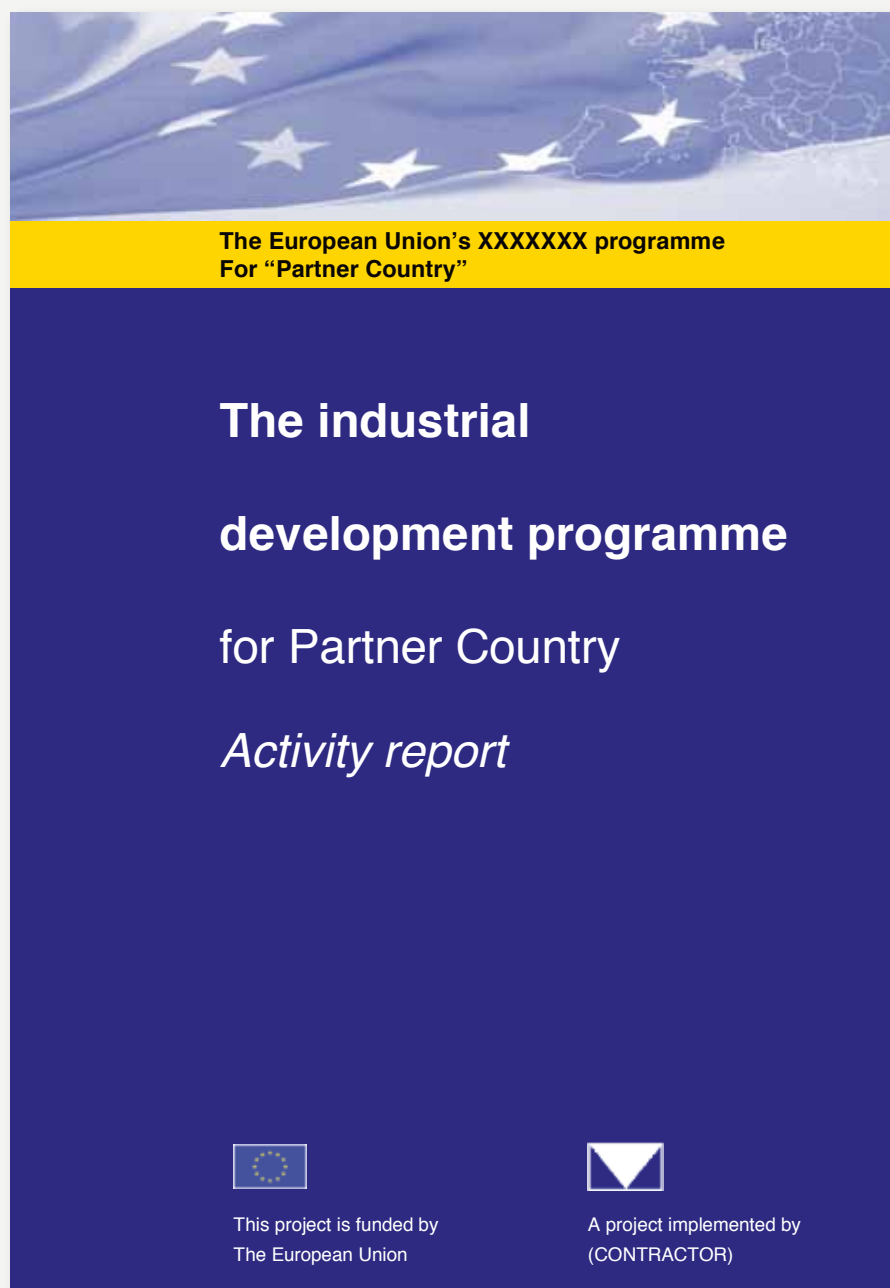
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Programme Components

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3 Brochures



4 Newsletters



NEWSLETTER TITLE

N°1

A quarterly newsletter published by xxxx — a project funded by European Union's XXXXX programme for "Partner Country"

IN FOCUS

Title

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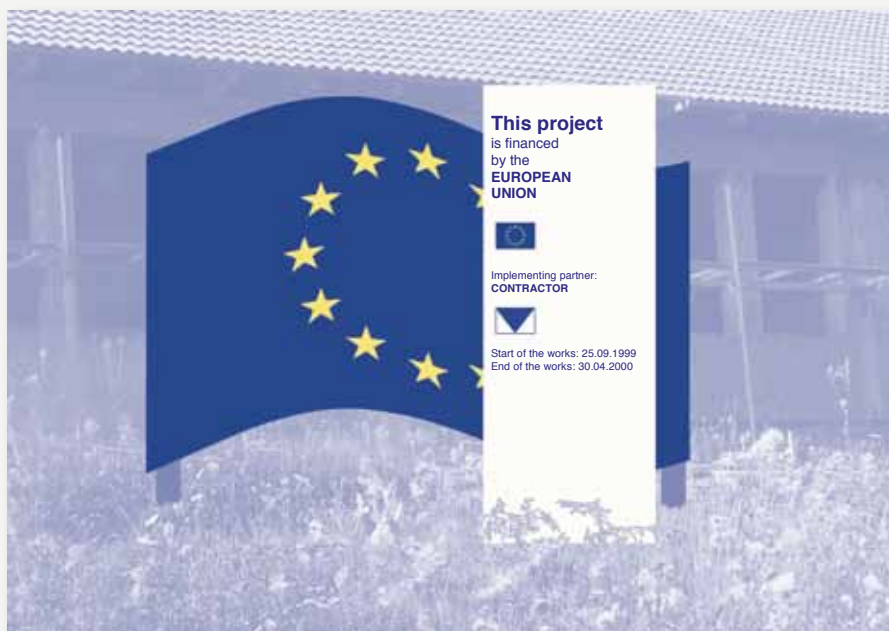



This project is funded by the European Union

This project is implemented by (contractor).

The views expressed in this publication do not necessarily reflect the views of the European Commission.

5 Display Panels



6 Banners



7 Commemorative Plaques



This school was rebuilt with the support
of the **European Union**



European Union



Contractor

8 Vehicle Panels



Provided by the **European Union**



European Union



Contractor

ANNEX 3

Provided by the **European Union**






European Union

Contractor



Contractor

9 Promotional Items

Important note: On certain promotional items (e.g. pens and banners), where it is not possible to include key messages in their entirety, at least the EU flag must appear, followed by one of the following key phrases (or similar), underlining the beneficiary country and the sector concerned:

- ➔ “Cooperation that Counts”.
- ➔ “The European Union and the countries of [insert the names of the countries or region]: A Cooperation that counts.”
- ➔ “The European Union’s [insert the nature of the programme, e.g. Health] cooperation programme with [insert the country’s name]”.
- ➔ “European Union – [insert the country’s name], partner rather than donor”.
- ➔ “European Union – [insert the country’s name]”.

