



#TEAMEUROPE

VISUAL IDENTITY GUIDELINES

INTRODUCTION

Strategic communication and visibility are an important pillar of the Team Europe approach and our efforts against disinformation. #TeamEurope should become the brand that provides high visibility to European efforts outside the EU.

The visual identity should be used to brand our messages, media outreach and communication products. This coherent approach towards partner-country audiences will further consolidate our joint work in support of international partnerships and multilateral approaches.

These visual guidelines are designed to enable EU Member States, EU institutions and partners to use consistent visual language when communicating about joint activities under Team Europe approach, such as the Team Europe Initiatives.

This guide provides the key elements and guidance for developing an effective visual communication.

Templates and source files can be downloaded:

EC Social Media wiki

webgate.ec.europa.eu/fpfis/wikis/display/SMGG/Team+Europe

DG INTPA intranet

myintracomm.ec.europa.eu/dg/INTPA/communication/guidelines/Pages/visual-identity.aspx

USE OF THE EU EMBLEM



EU emblem should be always used.

Please use the emblem correctly and do not modify it in any way.

Please read carefully the graphics guide to the European flag (emblem) via our website:

<https://publications.europa.eu/code/en/en-5000100.htm>

Originals for reproduction are available for downloading at:

http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

TYPOGRAPHY

Our body font is Arial regular and **bold**.

As a general rule, the typographic look should be as clean and clear as possible, and formatted to a grid which allows for plenty of white space to give a feeling of clarity.

Our headline (#TEAMEUROPE) font is Arial Bold.

Typography for office use:

For all office and electronic documents the typeface Arial is used, as it is universally available in applications like Word.

Typography for web use:

Arial is the recommended typeface for web use.

COLOURS



| | | |
|-------|-------|---------|
| R 0 | C 100 | HEX |
| G 51 | M 80 | #003399 |
| B 153 | Y 0 | |
| | K 0 | |



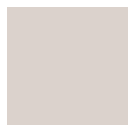
| | | |
|-------|------|---------|
| R 245 | C 6 | HEX |
| G 206 | M 17 | #F5CE2A |
| B 42 | Y 88 | |
| | K 0 | |



| | | |
|-------|------|---------|
| R 250 | C 0 | HEX |
| G 110 | M 67 | #FA6E25 |
| B 37 | Y 87 | |
| | K 0 | |



| | | |
|-------|------|---------|
| R 155 | C 44 | HEX |
| G 177 | M 26 | #9BB1DC |
| B 220 | Y 0 | |
| | K 0 | |



| | | |
|-------|------|---------|
| R 219 | C 16 | HEX |
| G 210 | M 17 | #DBD2CC |
| B 204 | Y 19 | |
| | K 1 | |

Gradient

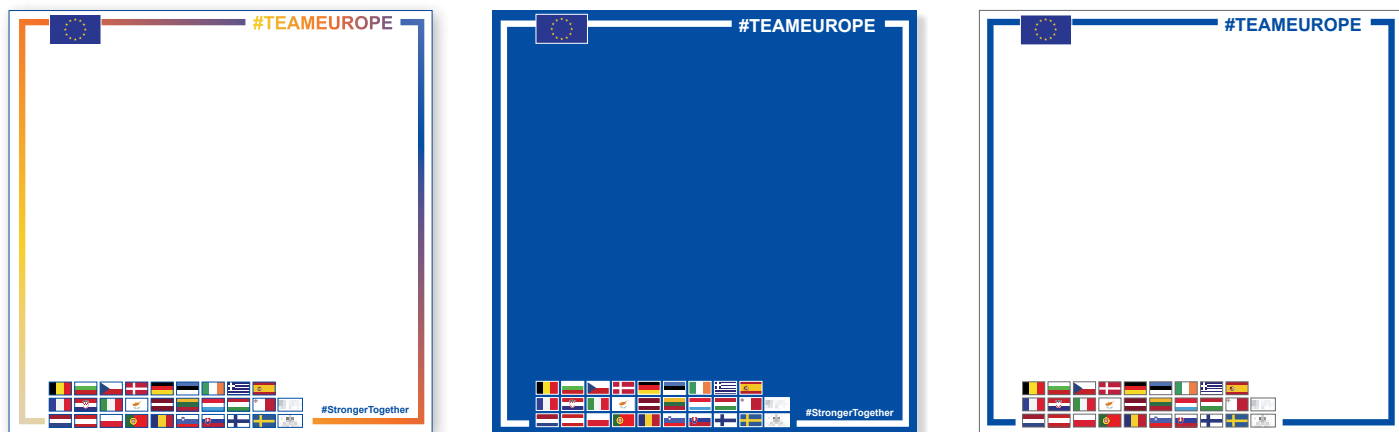
#TEAMEUROPE



VISUAL IDENTITY CONCEPT

The concept consists of a frame linking all elements together, a hashtag and flags. The colours in the gradient call to mind the EU's colours.

Core visual identity



Visual elements

The visual identity has three color options: gradient, blue and white.

Using the gradient is preferred, however the other two color options can be used to increase contrast and ensure readability, especially for hashtags.

Hashtags

#TEAMEUROPE is mandatory, it is always at the top right and aligned with the frame.

#StrongerTogether is optional, it can be white or blue depending on the background color.

#TEAMEUROPE

#TEAMEUROPE

#TEAMEUROPE

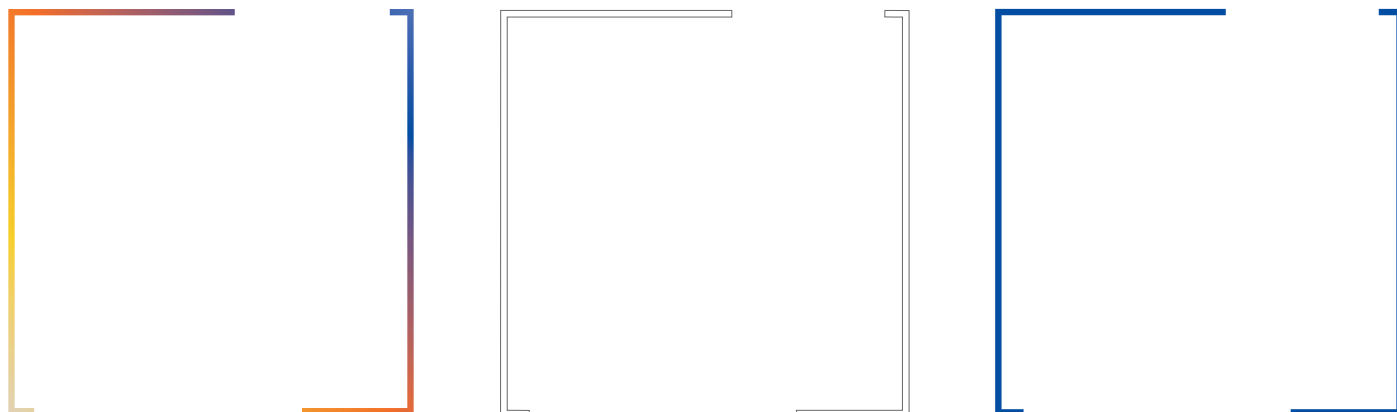
#StrongerTogether

#StrongerTogether

Frames

To increase contrasts, frame's colour should be chosen based on the background.

The colour options are gradient, blue or white.



Text boxes

The text can be highlighted by a coloured background.

Each line is a different text box and they must be separated with a white space.

All colours from the palette can be used to highlight the text.



Flags

The European Union flag is mandatory, can be placed in the lower left side or upper left side, depending on the other flags. The top left position is always the best option.

To indicate a full Team Europe, a footer with all the EU countries flags and logos of EIB and EBRD has been created to be placed in the left lower side in general posts. When using the all flags footer, the EU flag should be placed on the top left of the visual. This should be used for general messages and communication. For concrete initiatives, where only some EU countries are involved, this can be adopted.

The flag of the partner country (or partner countries) can be placed on top, next to the European one.

Flags must have a thin border, white on colored background and light gray on white background.

EXAMPLES

Core identity for general communication



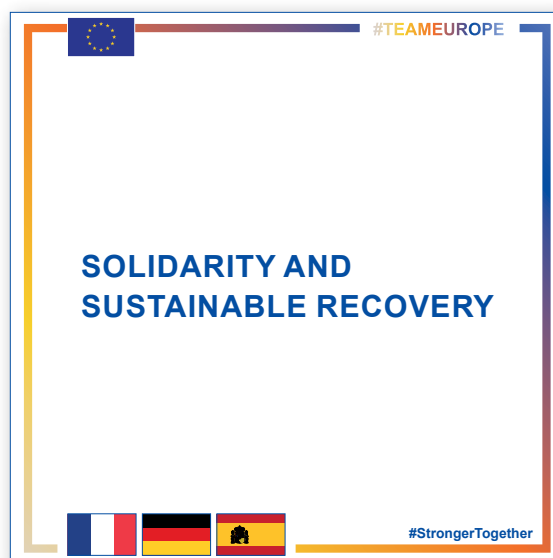
Core identity for general communication



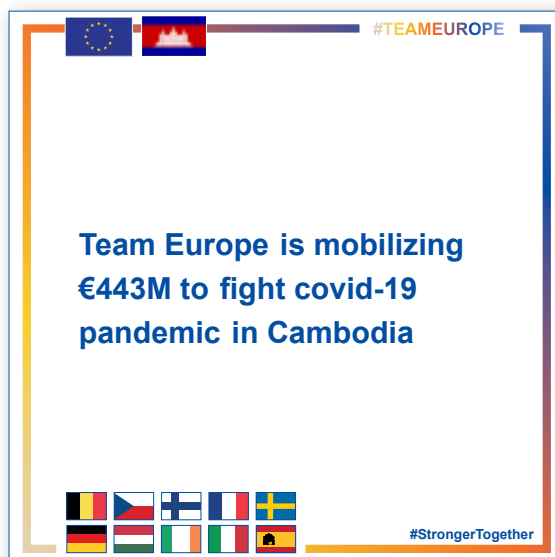
Core identity for general communication



EU institutions + EU countries



EU institutions + EU country (ies) + partner country



EU institutions + partner country



Social media visuals (use of photos)

To make the text stand out fully against the colourful pictorial backgrounds, please set the text in a white or blue text box.



Translations

Language is essential for good communication. Your messages can be in any EU language or languages of the partner countries.

Also the hashtag #TEAMEUROPE can be translated into the 24 languages of the European Union.

EU institutions + EU country



General post



Communication

A4 cover



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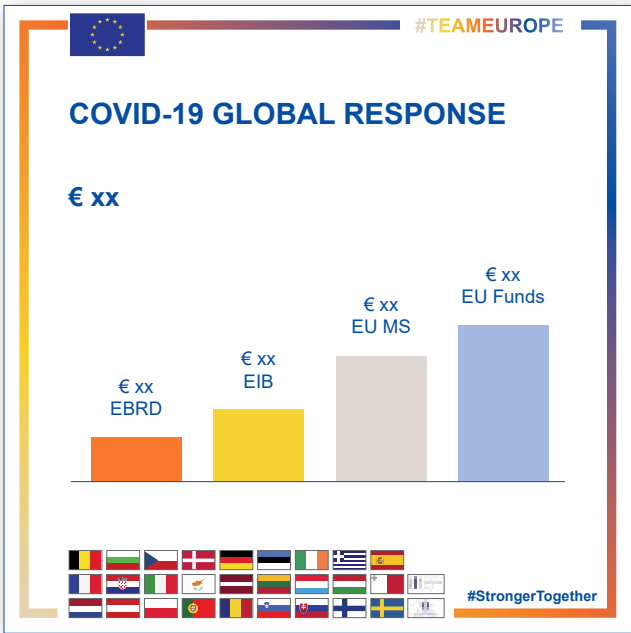
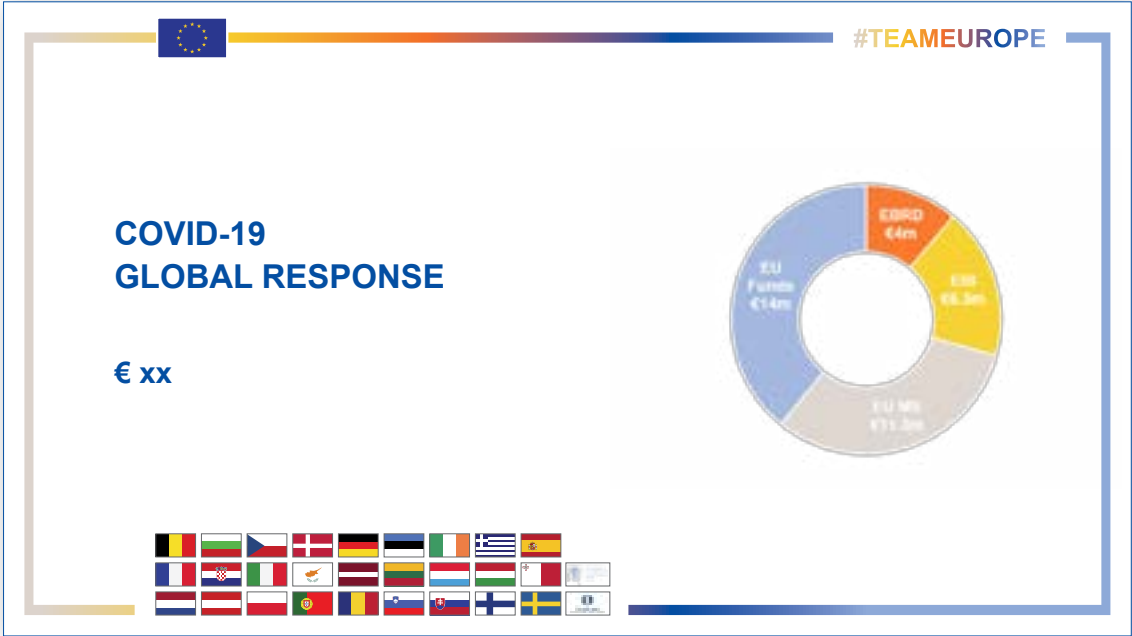
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Charts



Presentation

