

# European Commission Visual identity

Guidelines for partners organisations

Version 2025.1

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# | INTRODUCTION

The European Commission cooperates with many external organisations and the need to use the European Commission logo by third parties frequently arises.

The logo of the European Commission is a protected trademark.

The European Commission will pursue cases of abuse and fraudulent use of the logo.



# | THE COMMISSION LOGO

The logo of the European Commission is composed of three main elements:

- the EU emblem\*,
- a symbol representing the Berlaymont building, headquarters of the European Commission in Brussels,
- the wordmark to indicate the name of the institution.

Three variations of the logo exist but **the main version to use is the horizontal version.**

\* The EU emblem of the Commission logo has been modified. It cannot be used on its own in place of the original EU emblem.

Horizontal version



Vertical version



Mute version



EU emblem



EC logo



*For visibility reasons, the stars of the Commission logo are bigger than those of the original EU emblem.*

# THE COMMISSION LOGO

## *Terms and conditions of use*

### Terms and conditions of use

The logo of the European Commission may be used by third parties subject to the following terms and conditions:

The European Commission logo may be used only if:

- Permission is requested and granted before the logo is used;
- There is no likelihood of the user of the logo being confused with the European Commission;
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of the European Commission;
- It is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by the European Commission.

The logo must be used in its entirety without distorting, modifying, or separating its component elements.

### Request for permission to use the Commission logo

Permission to use the European Commission logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or by any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above. The criteria are unlikely to be met in a commercial context if the logo of the European Commission is used in conjunction with a company's own logo, name or trademark. The logo of the European Commission is a protected trademark. The European Commission will pursue cases of abuse and fraudulent use of the Commission logo.

Request for permission to use the European Commission logo should be submitted to the Commission department with which the external organisation is in contact. All European Commission departments and services are authorised to give permission to third parties to use the Commission logo subject to the terms and conditions described above.

Requests for permission can also be submitted to the Visual Identity Team of the European Commission by email: [comm-visual-identity@ec.europa.eu](mailto:comm-visual-identity@ec.europa.eu)

### Downloading the EC logo

Third parties can download, copy and store the European Commission logo in all its formats and versions from the Visual Identity Resource page of the [European Commission's website](#).

# THE COMMISSION LOGO

## *Technical uses*

### *Protection area*

The logo of the European Commission must be visible in its entirety and placed on a background which does not compromise its integrity.

The logo is unalterable and inseparable in all its component elements. Modifying the logo in any way is strictly prohibited.

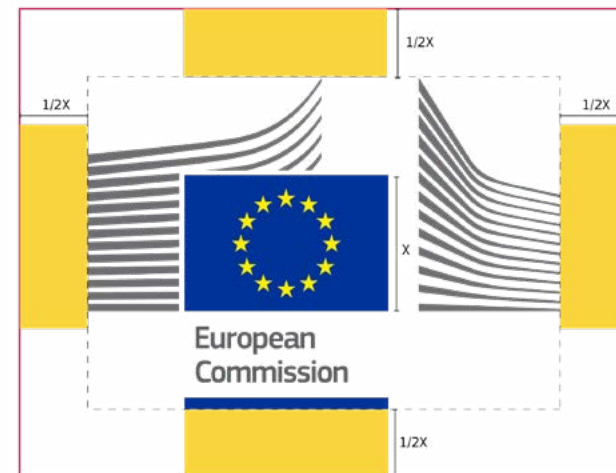
For reasons of integrity and visibility, the logo should always be surrounded by a clear space or 'protection area', which no other element (text, image, drawing, figure, etc.) can infringe upon.

Placing the logo on a background which contains texture or graphical elements such as lines, shades, etc. can only be permitted if the visibility and integrity of the logo is not compromised and the protection area is respected. If the background would distort or interfere with the logo, the protection area around the logo should be white or marked with a flat colour.

Protection area for the horizontal version



Protection area for the vertical version



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

# THE COMMISSION LOGO

## *Technical uses*

### *Use on pictures*

When placing the logo on pictures, careful attention is needed to ensure it always remains clear and readable.

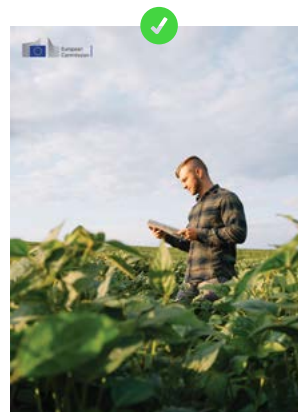
Do not reduce visibility by adding unnecessary visual elements.

When using the logo on pictures, ensure proper layout by positioning it on a solid colour background that provides sufficient contrast.

The use of special effects behind the logo, like drop shadows, is not permitted.

Avoid using pictures that might create controversies and distract from the communication objective. The internal checklist can be consulted upon request.

#### Examples



# THE COMMISSION LOGO

## Technical uses

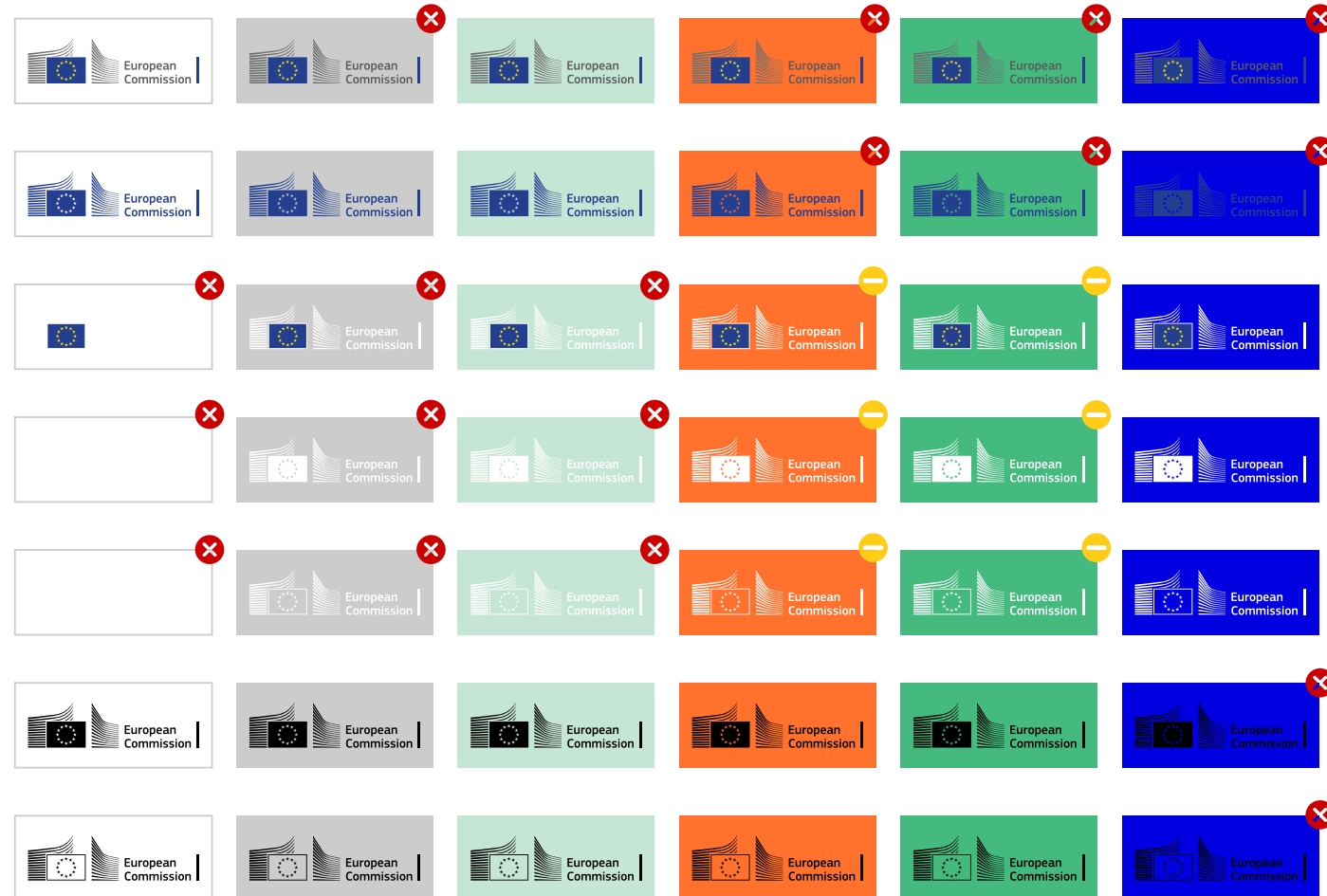
### Use on coloured background

In general, the **positive version** of the logo on a white background is used (and is mandatory for Commission publications). In some cases, such as for digital formats, alternative versions can be used.

To ensure good visibility and readability of the logo, **the contrast ratio between the logo and the background has to meet basic accessibility standards.**

When the Commission logo is used as a visual identifier, primarily to ensure institution recognition rather than to communicate information, some non-accessible uses are tolerated.

#### Examples



✗ Non-compliance with basic accessibility standards is not permitted.

⚡ Does not fully meet basic accessibility standards but is considered acceptable.

# USE BY PARTNER ORGANISATIONS

## *Co-branding With other European institutions*

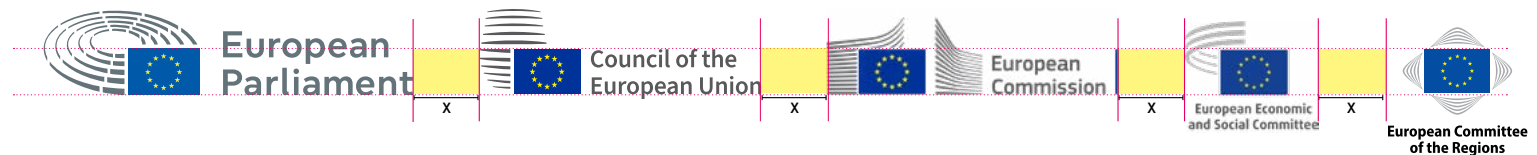
For co-branding with the logos of the other European institutions, align the respective logos with the top of the flag within the Commission logo.

This ensures an equal and balanced visual weight.

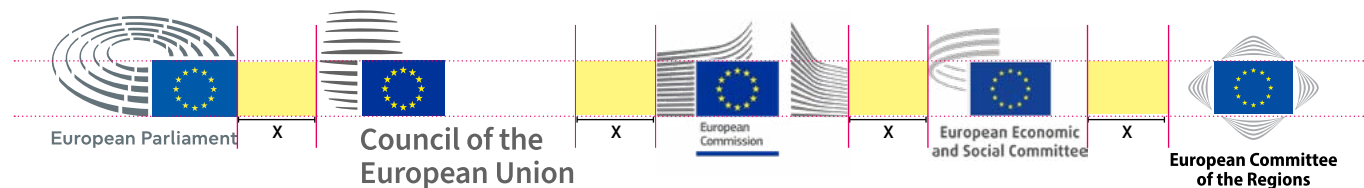
When communicating on a pan-European action or campaign, we strongly recommend using the EU emblem only.



Horizontal logos



Vertical logos



# USE BY PARTNER ORGANISATIONS

## Co-branding

### With external partners

The European Commission cooperates with many external organisations and the need for the Commission logo to be used by third parties frequently arises.

Co-branding is used for products and activities in which the Commission is involved as an equal partner. For co-branding with external organisations' logos, all logos must have equal and balanced visual weight and be aligned with each other horizontally. The protocol order of the logos should be decided on a case-by-case basis as appropriate.

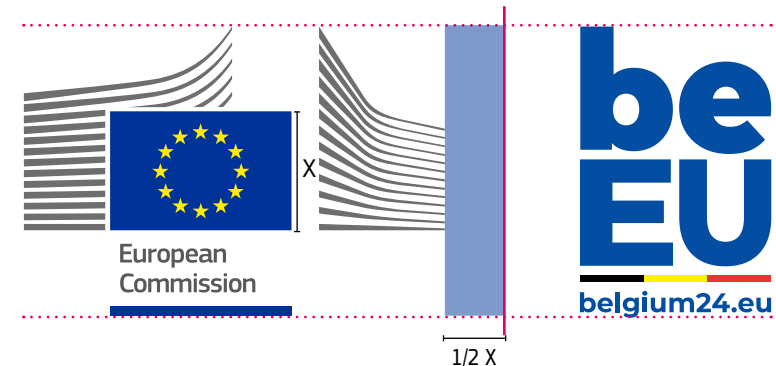
The Commission logo must be visible in its entirety and placed on a background that does not compromise its integrity. The Commission logo is unalterable and inseparable in all its component elements. Modifying the Commission logo in any way is strictly prohibited. For reasons of integrity and visibility, it should always be surrounded by a clear space, or 'protection area', which no other element (text, image, drawing, figure, etc.) can infringe upon.

Placing the Commission logo on a background that contains texture or graphical elements such as lines, shades, etc., is only permitted if the visibility and integrity of the logo is not compromised and the protection area is observed. If the background would distort or interfere with the logo, the protection area around the logo should be white or marked with a flat colour.

If a project is funded through a European Union programme, the EU emblem alongside a funding statement should be used, not the Commission logo.

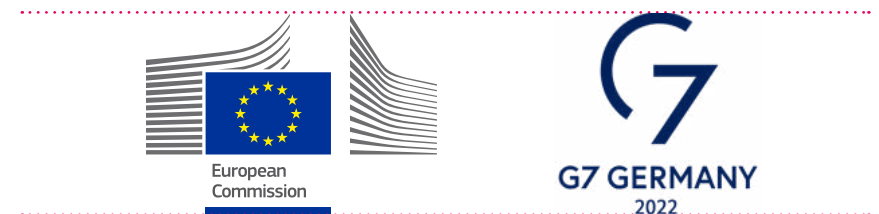
More information:

[Communicating and raising EU visibility](#)



*There is no specific distance that needs to apply between the logos of partners, with the exception, as a minimum, of the protection area of the logo.*

Examples



# USE BY PARTNER ORGANISATIONS

## *Sign-off*

**A sign-off is used for products and activities that the European Commission supports but is not directly involved in, or when the European Commission is involved as a minor partner.**

In this case, the Commission logo must appear together with a statement describing the nature of its involvement.

Examples could be the participation of Commission officials at a conference or in a study or report paid for by the Commission but written and published by an external organisation using its own visual identity.

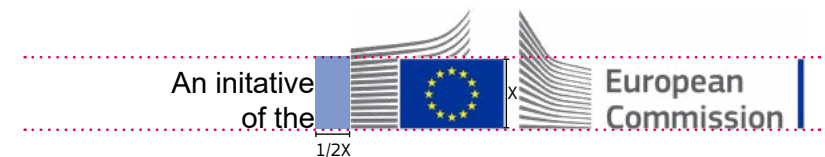
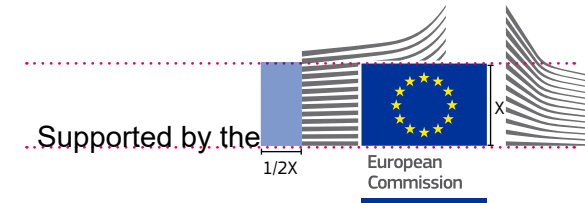
The statement and the Commission logo must be placed together in a distinctive but not necessarily prominent place well apart from any other logos.

It is not obligatory to use the EC Square Sans Pro font for the statement. Suggested alternatives are Arial, and Times New Roman.

This does not limit the use of the Commission logo itself, including the name of the Commission displayed in EC Square Sans Pro.

There is no exhaustive list of statements that can appear together with the Commission logo. The statement expresses the nature of involvement of the European Commission.

Examples



# APPLICATION ON REPORTS, STUDIES AND PUBLICATIONS

## Cases 1 and 2

**1** A communication written by an external independent body at the request of the Commission (following a call for tenders) and financed by the Commission.

**The copyright holder is the European Commission (under the legal entity of the European Union): the European Commission's visual identity rules apply.**

The external organisation that prepared the publication should be identified in the bottom part of the cover page with a line 'Written by' + the logo of the organisation, as appropriate.

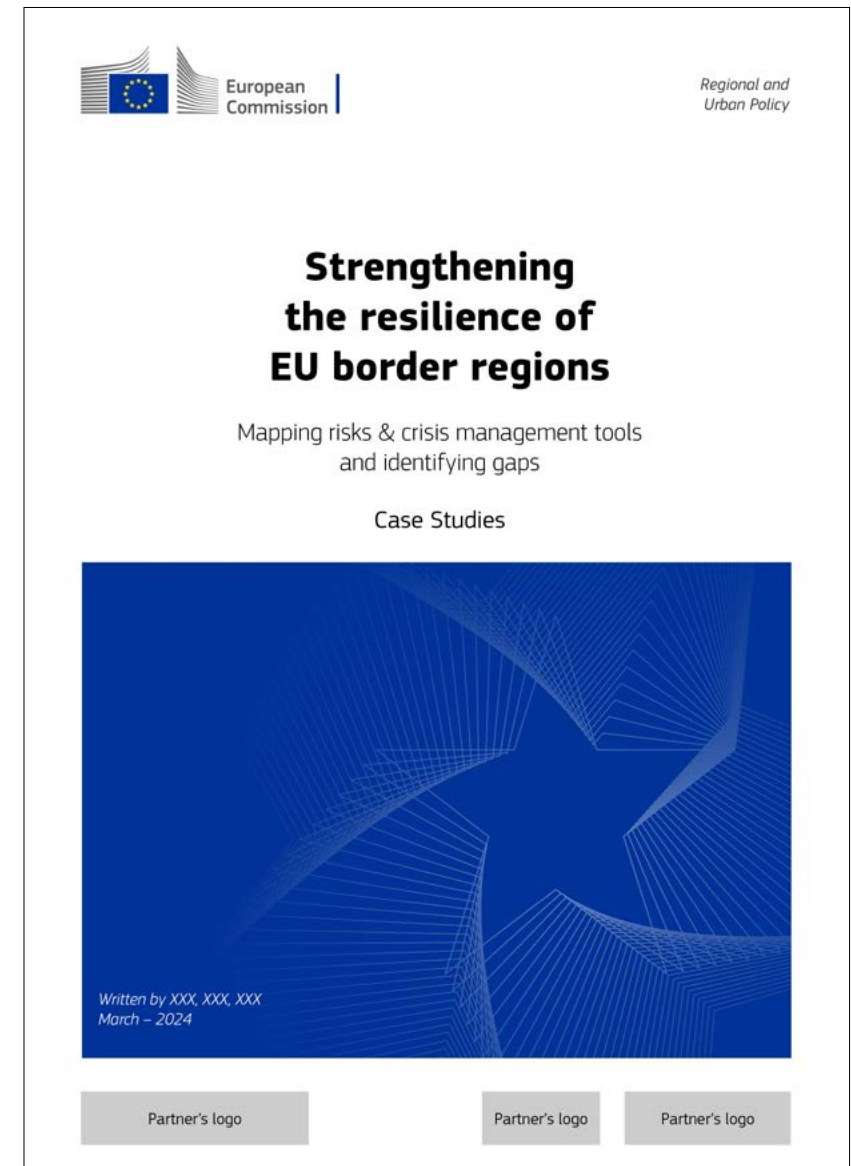
**2** If the publication is the outcome of more individual than collective work and includes a significant element of creativity, the author has the right to have their name quoted together with the name of the contractor who prepared the product for publication (e.g. 'Prepared by ..., written by ...').

A disclaimer should be added to the inner pages of the study: *'This document has been prepared for the European Commission. However it reflects the views of the authors only, and the Commission cannot be held responsible for any use that may be made of the information contained therein.'*

NB: In case of a publication (newsletter, brochure, etc.) produced by an external organisation that is a service provider to the Commission and the Commission takes ownership of the content of the publication: the standard visual identity of the European Commission applies.

Word templates for reports and studies are available on demand to your programme manager at the European Commission.

Example



# APPLICATION ON REPORTS, STUDIES AND PUBLICATIONS

## Cases 3, 4 and 5

**3** Studies written by an external independent body at the request of the Commission (following a call for tenders) and financed by the Commission.

**The copyright holder is the external independent body: the visual identity of the external body applies.**

The Commission logo must appear on the publication's cover page as a 'sign-off' with the words *'Funded by the'* + Commission logo.

A disclaimer must be added to the inner pages of the study: *'This document has been prepared for the European Commission. However, it reflects the views of the authors only, and the Commission cannot be held responsible for any use that may be made of the information contained therein.'*

**4** Studies written by an external independent body with support from the Commission.

**The copyright holder is the external independent body: the visual identity of the external body applies.**

The Commission logo may appear on the publication's cover page as a 'sign-off' with the words *'With the support of the'* or *'Supported by the'* + Commission logo.

A disclaimer must be added to the inner pages of the study: *'European Commission support for the production of this publication does not constitute endorsement of the contents, which reflect the views of the authors only, and the Commission cannot be held responsible for any use that may be made of the information contained therein.'*

**5** Studies written by an external independent body which is also the copyright holder: the visual identity of the external body applies. No Commission logo may be displayed in the document.

Example

**3 4**



## **For more information**

### **Directorate-General for Communication**

200 rue de la Loi, B-1040 Brussels

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