



# THE USE OF THE EU EMBLEM IN THE CONTEXT OF **EU PARTNERSHIPS**

## Operational guidelines for **European Partnerships**

JUNE 2021



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These guidelines give you rules on how to visually highlight European Partnerships.

There are 2 options to highlight the partnership:

1. In the case of a **“funded” or “co-funded” EU Partnership**.
  2. In the case of an **EU Partnership** that has **NO funding/co-funding** from the EU.
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# I. Visual guidelines

The **EU emblem** is the single most important visual brand used to acknowledge the origin and ensure **the visibility of EU funding**. Apart from the emblem, no other visual identity or logo may be used to highlight EU support<sup>(1)</sup>.

The ready-to-use EU emblem including the funding statement can be downloaded in all EU languages, Arabic, Icelandic, Norwegian, Turkish and Russian from the European Commission's webpage: [https://ec.europa.eu/regional\\_policy/en/information/logos\\_downloadcenter](https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter)

## The use of the EU emblem

- Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars and information material such as brochures, leaflets, posters, presentations, etc. in electronic form via traditional or social media), as well as any infrastructure, equipment, vehicles, supplies or major result funded by the grant, must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

### What does the 'prominent display' of the EU emblem mean?

Recipients of EU funding have the obligation to ensure that the EU emblem can easily be seen in a given context. This context might vary and depends on many factors. Due attention needs to be given, for example, to the emblem's size, positioning, colour and quality relative to its context.

Recipients of EU funding must be able to demonstrate and explain how they ensure prominence for the EU emblem and the accompanying funding statement at all stages of a programme, project or partnership<sup>(2)</sup>.

- The European Union emblem must not be modified or merged with any other graphic element or text. If other logos are displayed in addition to the EU emblem, the latter must be at least the same size as the biggest of the other logos. Apart from the EU emblem, no other visual identity or logo can be used to highlight the EU support.

1. A few limited exceptions in some programmes exist – these are defined in the legal bases of the respective programmes.

2. Please note that some EU programmes foresee more specific obligations in the programme's legal basis or financing agreement.

## Technical characteristics

- The statement 'Funded by the European Union' or 'Co-funded by the European Union' must always be spelled out in full and placed next to the emblem. It should be translated into local languages, where appropriate.
- The typeface to be used in conjunction with the EU emblem must stay simple and easily readable. The recommended typefaces are Arial and Myriad Pro. Other tolerated fonts are Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana.
- Underlining and use of other font effects is not allowed.
- The positioning of the text in relation to the EU emblem must not interfere with the EU emblem in any way. The positioning of the funding statement in relation to the EU emblem is described in these guidelines.
- The colour of the font should be Reflex Blue (the same blue colour as the European flag), white or black depending on the background.
- The font size used should be proportionate to the size of the emblem.
- Sufficient contrast should be ensured between the EU emblem and the background. If there is no alternative to a coloured background, a white border must be placed around the flag, with the width of this being equal to one 25<sup>th</sup> of the height of the rectangle.
- Where several operations are taking place at the same location and are supported by the same or different funding instruments, or where further funding is provided for the same operation at a later date, only one plaque or billboard must be displayed<sup>(3)</sup>.

Graphics guide to the European flag (emblem)

[https://europa.eu/european-union/about-eu/symbols/flag\\_en](https://europa.eu/european-union/about-eu/symbols/flag_en)

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3. This applies to shared management programmes governed by the common provisions regulation, Regulation (EU) No 1303/2013.

There are 2 options to highlight the Partnership:

1. In the case of a “funded” or “co-funded” EU Partnership.
2. In the case of an EU Partnership that has no funding/co-funding from the EU.

## 1. “Funded” or “Co-funded” EU Partnership

Use the **association of the EU emblem with the funding statement**



**Funded by  
the European Union**



**Co-funded by  
the European Union**

**together** with the wording **“European Partnership”**

*For the use of the association of the EU emblem with the funding statement, refer to these guidelines:  
[https://ec.europa.eu/info/sites/default/files/eu-emblem-rules\\_en.pdf](https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf)*

*Rules for the use of the “European Partnership” wording are explained in the following pages.*

## 2. Not funded/co-funded EU Partnership

Use the wording **“European Partnership” together with the European flag (emblem)**



*Rules for the use of the “European Partnership” wording are explained in the following pages.*

*Graphics guide to the European flag (emblem)*

*[https://europa.eu/european-union/about-eu/symbols/flag\\_en](https://europa.eu/european-union/about-eu/symbols/flag_en)*

### ATTENTION

**Never place the EU emblem (flag) twice on a page**

Do not combine the EU emblem/funding statement, an additional EU emblem (flag) and European Partnership on the same page.

**The only exceptions are for web pages:** you may have the EU emblem together with European Partnership at the top and the the EU emblem/funding statement at the bottom of the page.

## Use of the “European Partnership” wording

### Font

**EUROPEAN PARTNERSHIP**      **European Partnership**

**EUROPEAN PARTNERSHIP**      **European Partnership**

The proposed fonts for the European Partnership is either **Arial** or **Myriad Pro**. It offers a simple and neutral style and are available for all EU languages. Arial is one of the pre-installed fonts by Microsoft and Adobe software, so it is easily accessible for everyone. Myriad Pro is accessible on the Adobe Creative Cloud. The other tolerated fonts are Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana.

European Partnership can be **written all in caps** (preferred version) **or in both caps and lower caps**.

**The space between the letters should be 25.**

### Arial

**The recommended weight is Bold.** Regular can also be used.

**European Partnership**  
**EUROPEAN PARTNERSHIP**  
**The quick brown fox jumps over the lazy dog**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890**

European Partnership  
 EUROPEAN PARTNERSHIP  
 The quick brown fox jumps over the lazy dog  
 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890

### Myriad Pro

**The recommended weight is Bold.** Semi Bold and Regular can also be used.

**European Partnership**  
**EUROPEAN PARTNERSHIP**  
**The quick brown fox jumps over the lazy dog**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890**

European Partnership  
 EUROPEAN PARTNERSHIP  
 The quick brown fox jumps over the lazy dog  
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European Partnership  
 EUROPEAN PARTNERSHIP  
 The quick brown fox jumps over the lazy dog  
 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 1234567890

## Horizontal options

European Partnership should be written in **one line**, with a **tracking of 25**.

**EUROPEAN PARTNERSHIP**

**European Partnership**

**EUROPEAN PARTNERSHIP**

**European Partnership**

## Vertical options

European Partnership should be written in **two lines**, always with a **centered alignment**, a **tracking of 25** and a **leading 1 or 2pt more than the body of the font**.

**EUROPEAN  
PARTNERSHIP**

European  
Partnership

**EUROPEAN  
PARTNERSHIP**

European  
Partnership

## Colours



EU corporate blue  
C: 100 | M: 80 | Y: 0 | K: 0  
R: 0 | G: 51 | B: 153  
#003399

The **European Partnership wording** and the **association of the EU emblem with the funding statement** can be used in their **negative version** if needed. In this case European Partnership is written in white. (Refer to its guidelines: [https://ec.europa.eu/info/sites/default/files/eu-emblem-rules\\_en.pdf](https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf))

## Protection area

The protection area must remain free of competing texts, logos, images or any other visual element that could compromise its good legibility.

As the European Partnership wording is always combined with an EU flag on the same page, the protection area around it is based on the space between the center of the right star and the right border of the flag.



## Minimum size

The **size of the font** should be **proportional to the size of the funding statement** or the **EU emblem** that will figure on the same page.

The minimum height of the EU emblem must be 1cm. In that case, **the minimum size of font** for the wording European Partnership should be **10pt**.



**EUROPEAN PARTNERSHIP**

When using the EU funding statement in a small size, we highly recommend using the horizontal version, with the bold weight.

## Placement of the logo from the Partnership with the EU emblem, the funding statement and European Partnership on communication material

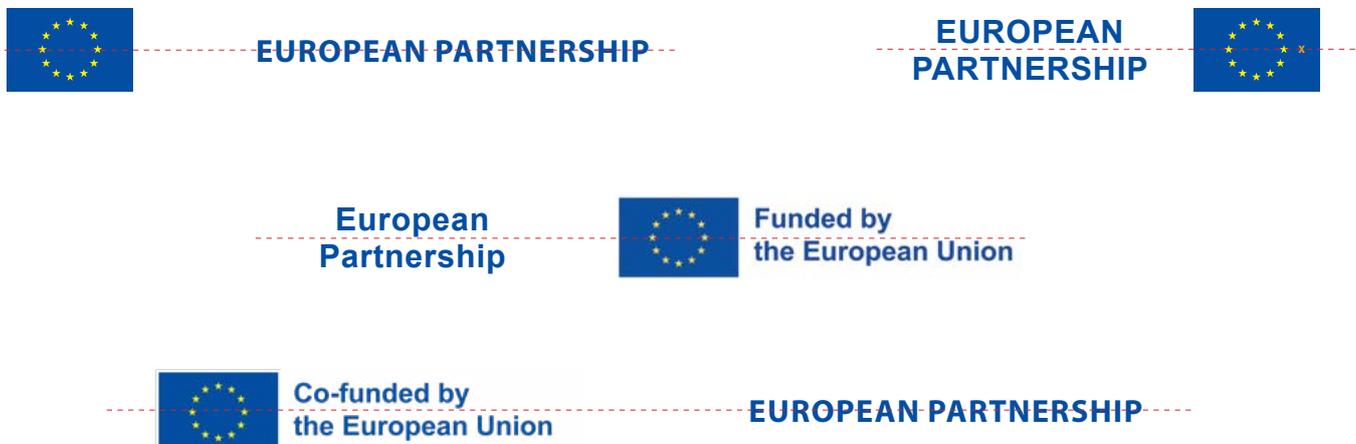
When displayed in association with partnerships logos, the emblem and the European Partnership wording must be displayed at least as prominently and visibly as the other logos.

The placement of the EU emblem should not give the impression that the partner is connected in any way to the EU institutions. It is therefore recommended to **place the EU emblem at a distance from the partner organisation's logo**.

**The European Partnership wording** is not a logo and should not be considered as such. This is why the choice of font, case and weight is flexible. This flexibility also allows to better integrate the wording in the Partner visual identity. The placement of the wording is also important so that it does not appear as a logo. Respect the minimum protection area around the text.

As much as possible, do not place the European Partnership wording too close to the EU emblem so it remains a statement.

**The European Partnership wording** can be placed either left or right to the EU emblem or the funding statement depending on the design of the page. It should be **aligned to the middle of the EU emblem in the height**. (not aligned to the bottom or top of it)



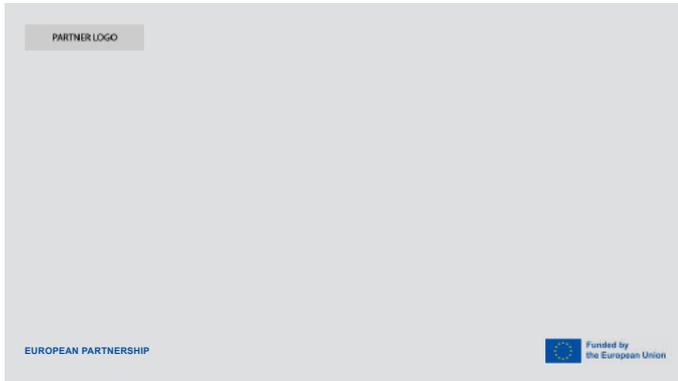
### REMINDER

**Never place the EU emblem (flag) twice on a page:** do not combine the EU emblem/funding statement, an additional EU emblem (flag) and European Partnership on the same page.

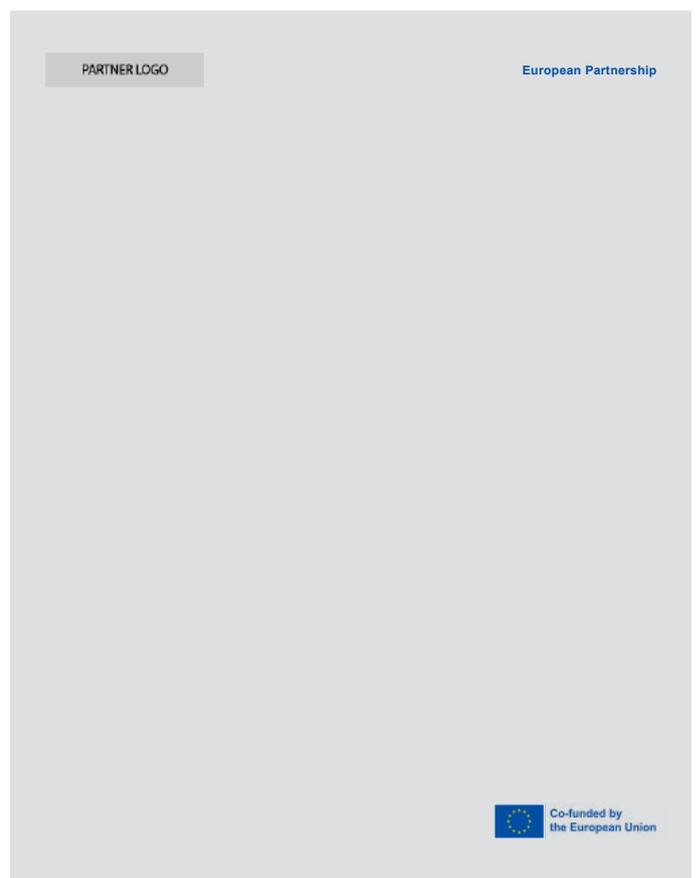
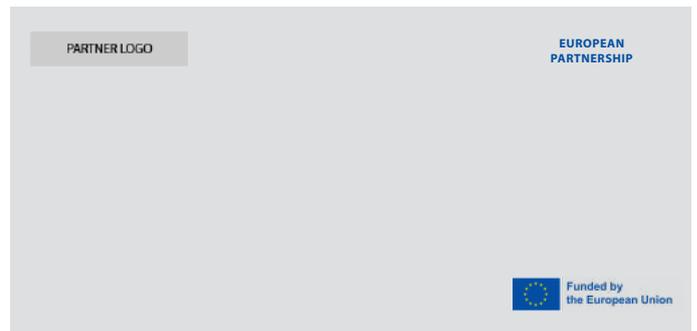
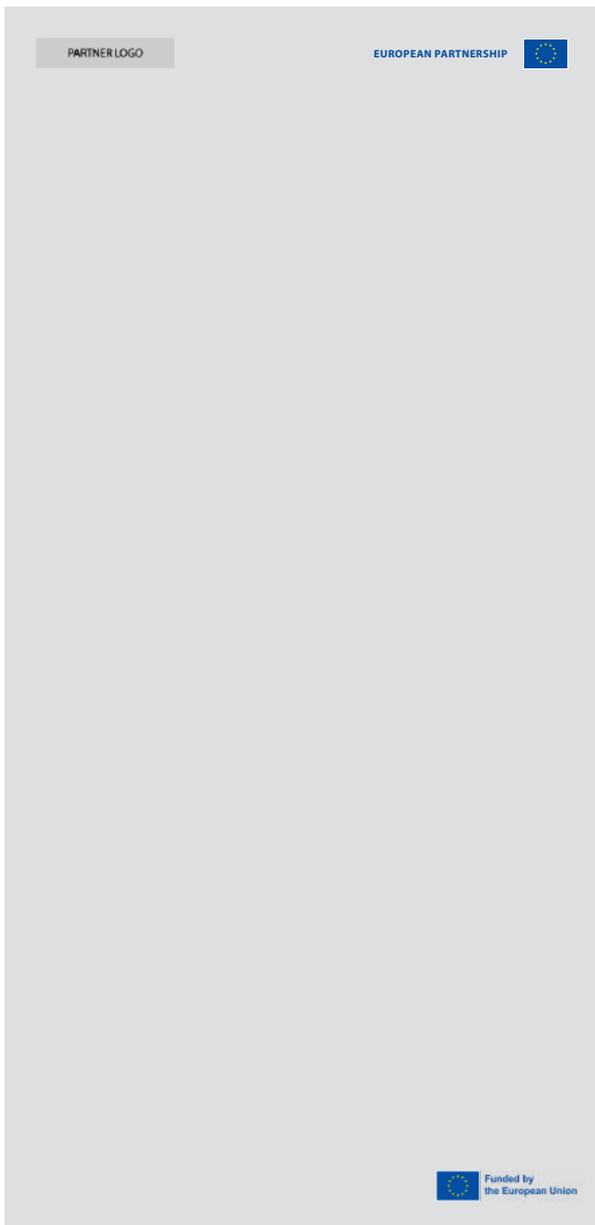
The only exceptions are for web pages: you may have the EU emblem together with European Partnership at the top and the the EU emblem/funding statement at the bottom of the page.

# 1. “Funded” or “Co-funded” EU Partnership examples

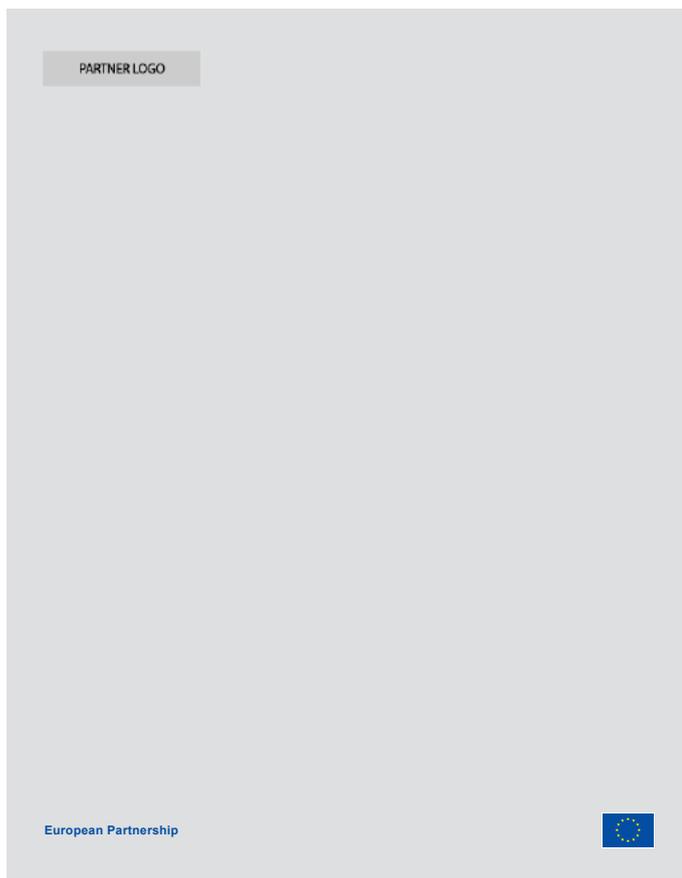
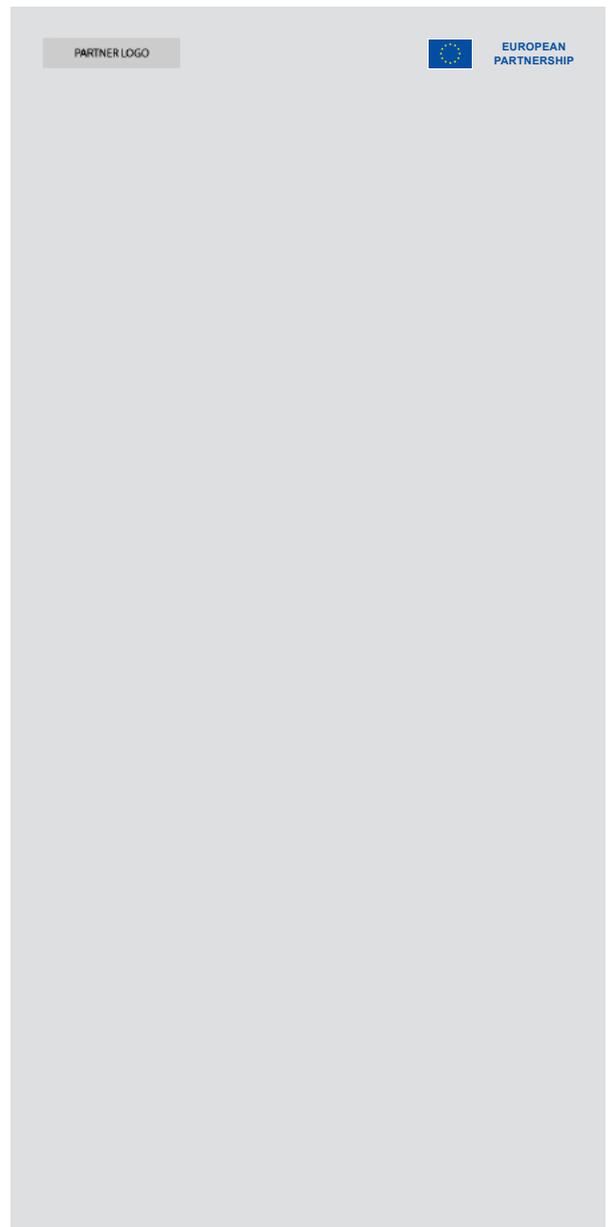
The placement of the **EU emblem** and the **European Partnership** wording will depend on the design of the communication material, such as printed or digital products or websites and their mobile version.



**Webpage exception:**  
two EU emblems on the same page



## 2. Not funded/co-funded EU Partnership examples



## Don'ts

Do not choose a font other than Arial or Myriad and other tolerated fonts.

~~EUROPEAN  
PARTNERSHIP~~

Do not use any font effects.

~~European Partnership~~

Do not add other graphic elements.



Do not make the text disproportionately bigger or smaller compared to the EU emblem.



Do not use any colour other than the EU corporate blue white or black.

~~European  
Partnership~~

Do not modify the text proportions.

~~EUROPEAN  
PARTNERSHIP~~

Do not write 'EU'. It must always be spelled out as 'European'

~~EU PARTNERSHIP~~

Do not flush the text right or left. Keep it centered.

~~EUROPEAN  
PARTNERSHIP~~

Do not replace the EU emblem with the European Commission logo.



Do not replace the EU emblem with any other graphic element.



Do not modify the EU emblem.



Do not add European Partnership to the funding statement.



Do not align European Partnership to the bottom or top of the EU emblem. Keep it align in the middle.



Do not place European Partnership too close to the EU emblem



## II. Administrative agreement with the Council of Europe regarding the use of the EU emblem by third parties

(Official Journal of the European Union C 271 of 8 September 2012)

### General principle

Any natural or legal person ('user') may use the EU emblem or any of its elements, subject to the following conditions of use.

### Conditions of use

The use of the EU emblem and/or any of its elements is allowed, irrespective of whether the use is of a non-profit or a commercial nature, unless:

- the use creates the incorrect impression or assumption that there is a connection between the user and any of the institutions, bodies, offices, agencies and organs of the European Union or the Council of Europe;
- the use leads the public to erroneously believe that the user benefits from the support, sponsorship, approval or consent of any of the institutions, bodies, offices, agencies and organs of the European Union or the Council of Europe;
- the use is in connection with any objective or activity which is incompatible with the aims and principles of the European Union or of the Council of Europe, or which would otherwise be unlawful.

### Trade mark and related issues

In accordance with the previously mentioned conditions, the use of the EU emblem does not mean consent to registration of the emblem or an imitation thereof as a trade mark or any other IP right. The European Commission and the Council of Europe will continue to monitor applications for registration of the EU emblem or part thereof as (part of) IP rights, in accordance with the applicable legal provisions.

### Legal responsibility

Any user that intends to use the EU emblem or elements will be held legally responsible for that use. The users will be liable for any abusive use and possible prejudice following from such use under the laws of the Member States or any non-EU country applicable to them.

### Right to pursue any abuse

The European Commission reserves the right to pursue on its own initiative or on request by the Council of Europe:

- any use which does not comply with the conditions set out herein or
- any use which the European Commission or the Council of Europe deem abusive in the courts of the Member States or any non-EU country.

## Contact

If you have any questions regarding the use of the EU emblem in the context of EU programmes, please write to [RTD-GRAPHIC-TEAM@ec.europa.eu](mailto:RTD-GRAPHIC-TEAM@ec.europa.eu).

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