European Commission

THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027

Operational guidelines for recipients of EU funding

MARCH 2021

The European Union (EU) has numerous funding programmes which support projects and initiatives in various domains across the EU and beyond.

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground.

Recipients of EU funding have a general obligation to communicate and raise EU visibility. An important obligation in this context is the **correct and prominent display of the EU emblem**, in combination with a **simple funding statement**, mentioning the EU support.

This guide is for beneficiaries of EU funding and other third parties that communicate about EU programmes. It provides information and examples on the placement of the EU emblem and funding statement.

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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[1].

The ready-to-use EU emblem including the funding statement can be downloaded in all EU languages, Arabic, Islandic, Norwegian, Turkish and Russian from the European Commission's webpage: 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[2].

- 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, 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 25th 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[3].

Graphics guide to the European flag (emblem)
https://europa.eu/european-union/about-eu/symbols/flag_en

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

Association of the EU emblem with the funding statement

Horizontal option

Positive version
(CMYK or digital impression process)

Negative version

Monochrome reproduction
(Specific print process on clothing and merchandise or with Pantone)

If only black or white is available.

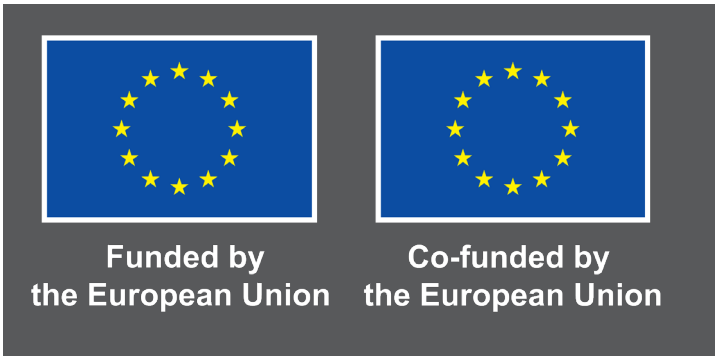
If only one Pantone colour is available (Reflex Blue is used as an example here).

Association of the EU emblem with the funding statement

Vertical option

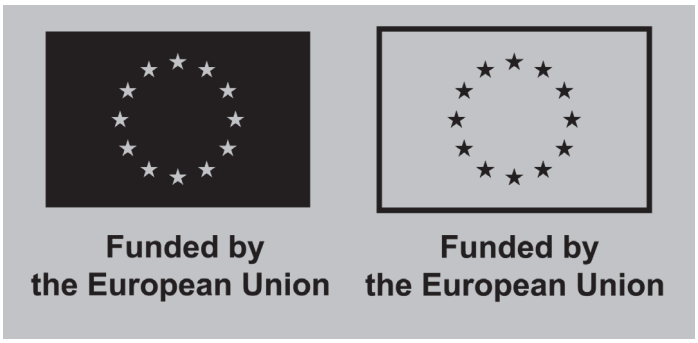
Positive version
(CMYK or digital impression process)

Negative version



Monochrome reproduction
(Specific print process on clothing and merchandise or with Pantone)

If only black or white is available.

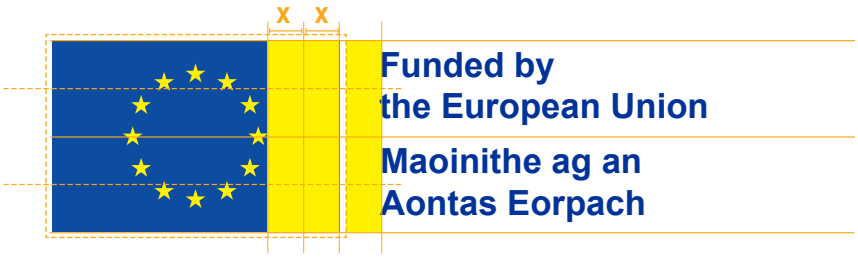


If only one Pantone colour is available (Reflex Blue is used as an example here).

Association of the EU emblem with the funding statement

Bilingual option

In some cases, using a multilingual version can be necessary. Therefore, a bilingual version is possible. To keep its integrity, adding a third language with the EU emblem is not allowed. In that case, we advice that the logo be replicated in the necessary languages.



Examples

Funded by
the European Union

Maoinithe ag an
Aontas Eorpach

Funded by
the European Union

Maoinithe ag an
Aontas Eorpach

Gefinancierd door
de Europese Unie

Financé par
l'Union européenne

Gefinancierd door
de Europese Unie

Financé par
l'Union européenne

It is not recommended to use a bilingual version when the EU emblem is small. The minimum height of the EU emblem for this specific version must be 2 cm.

For specific items, like pens, the bilingual version is not allowed.

Funded by
the European Union

Maoinithe ag an
Aontas Eorpach

Colours

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

Yellow 100%
C: 0 | M: 0 | Y: 100 | K: 0
R: 255 | G: 204 | B: 0
#FFCC00

Font

The font used here to create the funding statement is Arial (bold). It offers a simple and neutral style and is 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. The other recommended fonts are Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ÁÀÂÄÃÅĂĀĄÇĆČĈĊĎĐÉÈÊËĚĖĒĘĞĜĢĠĦĤÍÌÎÏĨĪĮĬĴJĶĹĻL·ŁÑŃŇŅNŊÓÒÔÖÕŐŌØǾPŔŘŖŚŞŠŜŞŦŤŢÚÙÛÜŨŰŪŲŮŨẂŴẄẀŶỲÝŹŽŻZÞÐÆǼŒ

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Protection area

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

Minimum size

The minimum height of the EU emblem must be 1 cm.

For specific items, like pens, the emblem can be reproduced in a smaller size.

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

Don’ts

Do not choose a font other than Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu or Verdana.

Do not use any font effects.

Do not add other graphic elements.

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

Do not use any colour other than Reflex blue, white or black.

Do not modify the text proportions.

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

Do not write in all capital letters.

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 the name of the programme to the funding statement.

Do not write the name of the programme in conjunction with the EU emblem.

Do not add a graphical element with the name of the EU programme

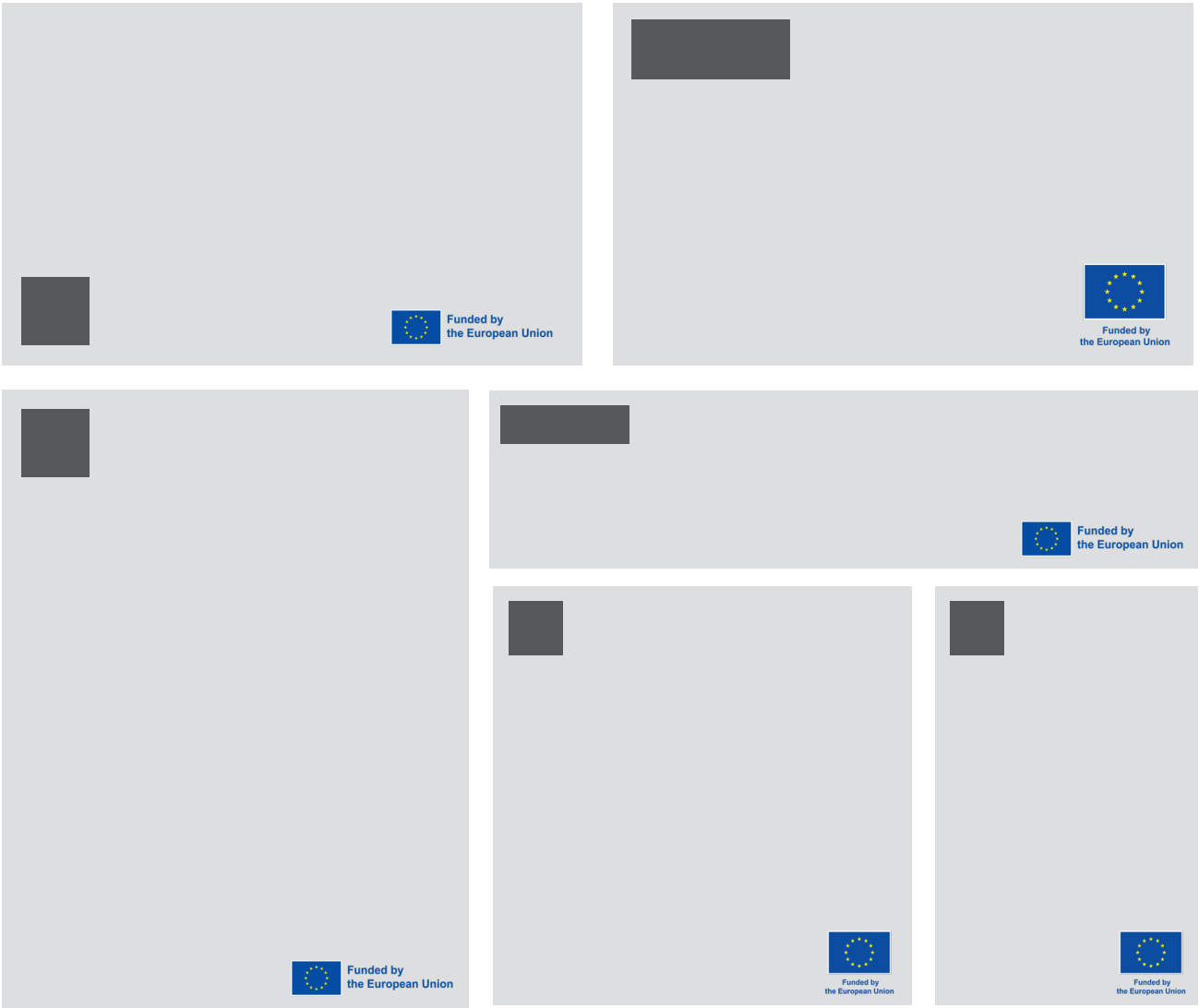
Placement of the EU emblem with the funding statement on communication material

The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants.

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

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

These are examples. The placement of the EU emblem will depend on the design of the publication.



Placement of the EU emblem with the funding statement in case of co-branding

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

The beneficiaries may use the emblem without first having obtained approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trade mark or logo, either by registration or by any other means.

These are examples. The placement of the EU emblem will depend on the design of the publication.

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 comm-visual-identity@ec.europa.eu.

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