

Logo - colours



Logo - space and size



Minimum free space around the logo

To optimise the impact of the logo, a minimum space around the logo needs to remain blank. No text, image or graphic element may enter this exclusion space. The size of the minimum blank space equals the font size (height of font) of the logo used.



Minimum size of the logo on print surfaces

The suggested minimum width is 20 mm.

Logo - full name

Whenever possible, use the full name version of the logo. Among the two options proposed (short or long version) you can select the variant that best fits the available space within the design layout. Ensure that the logo size is appropriate for the space without overwhelming or crowding other elements.

Short version



Long version



Logo - square format

This variant works better in narrow spaces.
Respect the construction of the logo and
do not use the symbol alone.



Logo - colour variations

Choose logo versions that offer good contrast against background to ensure readability and visibility. Consider using single colour or grayscale versions of the logo if colour limitations or printing constraints apply.



Generic



Grayscale



1 colour



Negative

Co-branding

For co-branding with the logos of other organisations, European institutions and agencies, make sure all logos have equal and balanced visual weight and align them with each other horizontally or vertically as seen in the examples of this page.

