



# #TEAMEUROPE

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## VISUAL IDENTITY GUIDELINES FOR PARTNERS

# INTRODUCTION

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

In this guide, you will find all the key elements and guidance you need for communication to develop an effective visual campaign.

## USE OF THE EU EMBLEM



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>

Source versions of the emblem are available for download at:  
[http://europa.eu/about-eu/basic-information/symbols/flag/index\\_en.htm](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



<b>R</b> 0	<b>C</b> 100	<b>HEX</b>
<b>G</b> 51	<b>M</b> 80	#003399
<b>B</b> 153	<b>Y</b> 0	
	<b>K</b> 0	



<b>R</b> 245	<b>C</b> 6	<b>HEX</b>
<b>G</b> 206	<b>M</b> 17	#F5CE2A
<b>B</b> 42	<b>Y</b> 88	
	<b>K</b> 0	



<b>R</b> 250	<b>C</b> 0	<b>HEX</b>
<b>G</b> 110	<b>M</b> 67	#FA6E25
<b>B</b> 37	<b>Y</b> 87	
	<b>K</b> 0	



<b>R</b> 155	<b>C</b> 44	<b>HEX</b>
<b>G</b> 177	<b>M</b> 26	#9BB1DC
<b>B</b> 220	<b>Y</b> 0	
	<b>K</b> 0	



<b>R</b> 219	<b>C</b> 16	<b>HEX</b>
<b>G</b> 210	<b>M</b> 17	#DBD2CC
<b>B</b> 204	<b>Y</b> 19	
	<b>K</b> 1	

## Gradient

#TEAMEUROPE



# VISUAL IDENTITY CONCEPT

The concept consists of a square linking all elements together, a headline and flags. The colours in the gradient call to mind the EU's colours, as well the orange of the von der Leyen Commission.

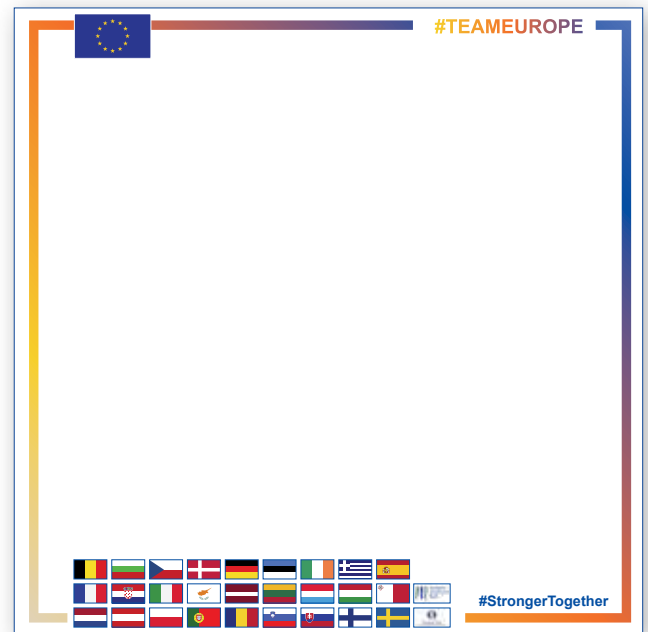
We have opted for a simple, user-friendly concept that keeps the focus on the main message.

The examples below are in Arial bold. You may use a colour box to highlight specific text.

Core visual identity elements



Core visual identity



Core identity in general post



General post



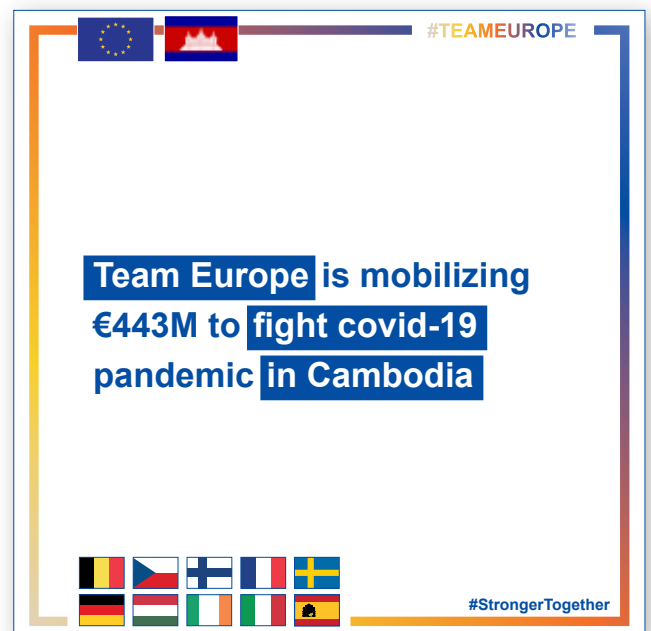
## EU + Member State



## EU + 3 Member States



## EU + Member States + partner country



EU + Member States



EU + partner country



# SOCIAL MEDIA VISUALS

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





EU + Member State + partner country





A4 cover



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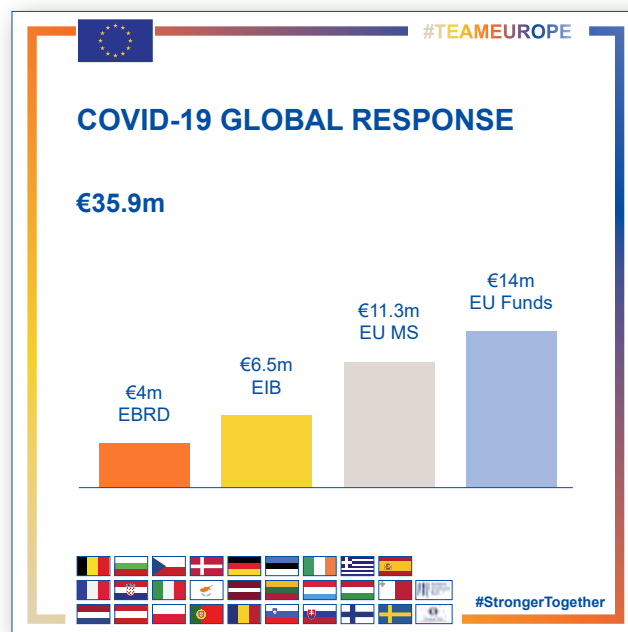
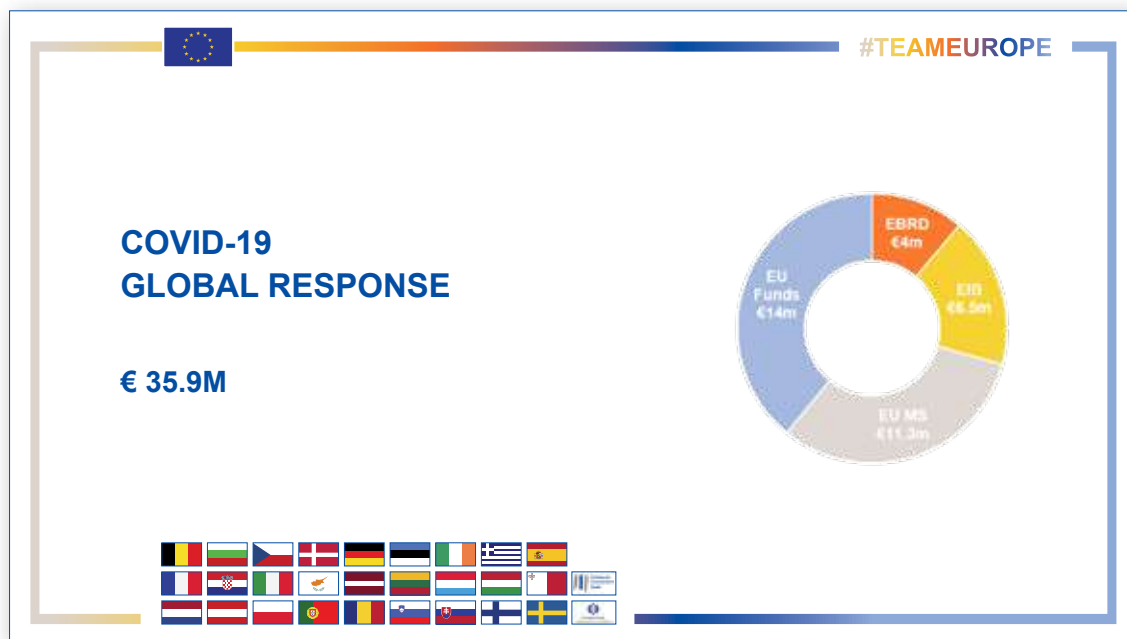
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# PRESENTATION

