The Council Family

LOGOTYPE

extract
A unique and single logo has been designed to represent the European Council, the Council of the European Union and their related entities.

The design was chosen for its simplicity and symbolism. It combines the flag of the European Union with a design inspired by the Europa building that will house both the Council and the European Council as of 2016. It suggests unity, continuity, diversity, heart and light.

The design of the logo is aligned with the architectural approaches of the visual identities of the other main institutions which include a visual reference to a building, to the headquarters of the institution. (The Commission’s visual identity refers to the Berlaymont building, the European Parliament’s to the hemicycle.) The European flag is a core element.
> The Council family logo is composed of two parts:

- the symbol A formed by a graphic representation of the new Europa building and the EU flag (as a whole), and
- the wordmark B that may be customized for the European Council, the Council of the European Union, or related entities (see full list on page 10).

> When these two parts are put together (A + B) and are used in combination it is known as the logotype C.

> The symbol may be used alone. However, it is recommended to use it whenever possible with the applicable wordmark.
> Colours are a key element of the identity. For a consistent use, please check the following colour references in the chart below.

> The colours present in the Council family logo are:
  - **Light grey** (A) used for the symbol.
  - **Blue** (B) and **yellow** (C) as the original colours of the EU flag, and
  - **Dark grey** (D) for the wordmark.

> White (E) also plays an important role as it reinforces the presence of the logotype and its good visibility.

> The typography chosen for the wordmark is **Myriad Pro semibold**.

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**ABCDEF GH IJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

*Important! For more information about colour and typography, please refer to the chapter 2 / Graphic line.*
The symbol is the main identifying element of the Council family logo.

The symbol is formed by the graphic representation of the Europa building and the EU flag. These two elements must be treated as a single unit and must never be presented separately.

The construction of the symbol is based on a studied proportion that cannot be adapted or modified in any case.

The symbol may be used alone. However, it is recommended to use it whenever possible with the applicable wordmark.
The symbol is presented by preference in the full colour version in positive on a white background. This is the main version of the symbol and it should always be considered the first choice whenever possible.

Do not use the positive on a coloured background. Exceptions for use of the positive version of the symbol on a non-white light background can only be made for justified technical reasons.

The symbol may also be presented in negative version. In this version the symbol has been optimized for better visibility.

On the negative version the default colour of the background is blue A01 (please refer to chapter 2 for more information about the colour palette).

Other colour backgrounds may be exceptionaly used as long as the symbol remains visible.

Always choose colours that do not alter the visibility of the symbol and avoid light colours that may not have the required level of contrast (D, G and H colours from the colour palette are excluded).

Important! Always use original artwork. Do not attempt to create your own logotypes.
**LOGOTYPE**
The Council family logo > Symbol / alternative colour versions

> Colour alternatives offer different possibilities to apply the symbol in a consistent way in those cases where the symbol cannot be reproduced in its original main colour version.

> Use the greyscale version **A** for those cases where colour can’t be reproduced, such as fax, stamps, ...

> The one ink version **B** and the outline version **C** are for those cases where the printing is limited to one colour. It is also recommended for screen-printing on surfaces different from paper. This alternative version could be used for engraving or printing in white (in negative) on coloured background.

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**Positive**

> *Always on white background*

**Negative**

**Greyscale version** **A**

- Black 40%
- Black 100%

**One ink version** **B**

- Reflex blue
- Black
- Light grey A01

**Outline version** **C**

- Blue
- Black
- Light grey A01

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*Important! Always use original artwork. Do not attempt to create your own logotypes.*
The logotype is formed by the symbol A used in combination with the wordmark (B or C).

The logotype offers two options of displaying the wordmark: horizontally B aligned on the right side of the symbol, or vertically C aligned below the symbol. It is not possible to use both options at the same time.

The wordmark may be displayed in one, two or three lines (max.).

The size of the text is determined by 2X D.

If the wordmark is being displayed horizontally the text must be aligned taking the bottom of the symbol as the reference line E.

If the wordmark is being displayed vertically the text must be aligned taking the left side of the EU flag as the reference line F.

On both cases always respect the space between the symbol and the wordmark G.

The typography chosen for the wordmark is Myriad Pro semibold.

The use of more than one wordmark within the same logotype is not allowed H. Use the symbol alone for this specific cases.

For some specific cases the wordmark may be bilingual. In this case, always display the wordmark in two lines (one line per language) I.
The authorized wordmarks are listed here and available in all EU languages. Any other wordmark is prohibited.

Council of the European Union

European Council

Council of the European Union
General Secretariat

Eurogroup

Euro Summit
The logo is presented by preference in the full colour version in positive \textbf{A} on a white background. This is the \textit{main version} of the symbol and it should always be considered the first choice whenever is possible.

> Do not use the positive on a coloured background. Exceptions for use of the positive version of the symbol on a non-white light background can only be made for justified technical reasons.

> The logo can also be presented in negative version \textbf{B}. In this case the logo has been optimized for better visibility.

> On the negative version the default colour of the background is \textbf{blue A01} \textbf{B} (please refer to chapter 2 for more information about the colour palette).

> Other colour backgrounds may be exceptionally used as long as the symbol remains visible \textbf{C}.

> Always choose colours that do not alter the visibility of the symbol and avoid light colours that may not have the required level of contrast (D, G and H colours from the colour palette are excluded).

\textbf{Important!} Always use original artwork. Do not attempt to create your own logotypes.
Colour alternatives offer different possibilities to apply the logotype in a consistent way in those cases where it cannot be reproduced in its original main colour version.

Use the greyscale version A for those cases where colour can’t be reproduced, such as fax, stamps, ...

The one ink version B and the outline version C are for those cases where the printing is limited to one colour. It is also recommended for screen-printing on surfaces different from paper. This alternative version could be used for engraving or printing in white (in negative) on coloured background.

Important! Always use original artwork. Do not attempt to create your own logotypes.
> The Council family logo must be easily recognized.
> To maintain the integrity of the identity, the Council family logo must never be altered, cropped or reconstructed in any way.

> The examples on this page illustrate incorrect uses of the symbol and the logotype.
> Always use original artwork.

Typefaces

Alignments

Positions

Colours

Distortions

Proportions

Effects
The examples on this page illustrate incorrect uses of the wordmark. The authorised wordmarks are restricted to those indicated on page 10.

Do not use the logo of the Council family with “European Union”. When referring to European Union and not an EU institution in particular, only the EU emblem / flag should be used.

- **Acronyms**
  - GSC
  - Council of the EU

- **Council configurations**
  - ECOFIN
  - Foreign Affairs Council

- **GSC services**
  - Media monitoring
  - Staff Library

- **Applications Campains**
  - Flexitime
  - EMAS

- **European Union**
  - European Union
> A clearspace has been defined to ensure the integrity of the logotype.
> This clearspace \( A \) is an imaginary area that surrounds the logotype and that must remain free of competing texts, logos, images or any other visual element that could compromise its good legibility.
> The clearspace equals \( 3X \) \( B \) (\( X=1/8 \) of the height of the EU flag).
> A minimum size has also been defined to guarantee the correct legibility of the logotype throughout its implementation on different supports.

> When the symbol is used alone \( C \) the minimum size is 5.5 mm height.
> To ensure the good legibility of the wordmark on the logotype \( D \) the minimum size has been set at 12 mm (wordmark at 5.3 pt), always taking the height of the symbol as the good measuring reference.
> Always reduce or increase the logo proportionally to make sure that its original proportions are respected.
The Council family logo must be easily recognized throughout the different communication supports.

Always use the positive version on a white background to guarantee a good visibility of the logo (exceptions for use of the positive version of the symbol on a non-white light background may be granted by the Directorate for Media and Communication). Do not try to use the positive version of the logo on coloured backgrounds.

For coloured backgrounds always use the negative version of the logo making sure that the colour has the good contrast to ensure a correct visibility. Do not try to use the negative version of the logo on white backgrounds.

Do not use the logotype on photographic backgrounds.

- Positive on white background (A)
- Negative on white background (B)
- Positive on coloured background (C)
- Negative on coloured background (D)
- Positive on photographic background (E)
- Negative on photographic background (F)
Using the Council family logo as Presidency logo:

- The rotating presidency can decide to use the Council family logo as such A and customize the wordmark adding <Year> and <Country>.

- The rotating presidency may decide to develop its own logo B C (grey box on the example). In all applications where this logo is to be used (websites, publications,...), it must be systematically associated with the Council family logo in co-branding.

> There are two possibilities when creating the presidency logo:
  - when the presidency logo includes the year B , the wordmark is customized only with the <Country>.
  - when the presidency logo doesn’t include the year C , the wordmark is customized with <Year> and <Country>.

> The logo of the presidency is by preference aligned horizontally with the logo of the Council family taking as the reference the bottom line and respecting the spacing and the text alignment specified in the attached illustration.

> The rotating presidency may use the Council family logo as such

A

<Year> <Country> Presidency of the Council of the European Union

text aligned center

B

<Country> Presidency of the Council of the European Union

text aligned center

C

<Year> <Country> Presidency of the Council of the European Union

logo of presidency including year

logo of presidency without year

Important! Both logos should have equal and balanced visual weight. It is therefore highly recommended to adopt a logo that would fit nicely within the square-grey area in the illustration, equal to the height of the symbol.
Examples of using the Council family logo as Presidency logo.

Example Italia 2014

A

2014 Italian Presidency of the Council of the European Union

B

Italian Presidency of the Council of the European Union

ITALIA2014.EU

C

2014 Italian Presidency of the Council of the European Union
On some specific cases the rotating presidency logo may be displayed vertically (e.g. signage).

Please respect the basic construction rules for horizontal application, taking into account to center the text vertically under the symbol and to leave twice the spacing left on horizontal construction.