

The Council Family
LOGOTYPE

extract



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LOGOTYPE

The Council family logo > Symbolism

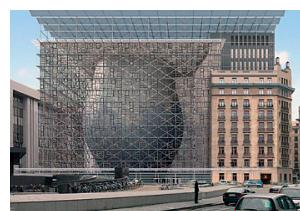
- > A unique and single logo has been designed to represent the European Council, the Council of the European Union and their related entities.
- > The design was chosen for its **simplicity and symbolism**. It combines the flag of the European Union with a design inspired by the Europa building that 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.



> Visual alignment with other two main EU institutions



> New Europa building



> The EU flag is a core element



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LOGOTYPE

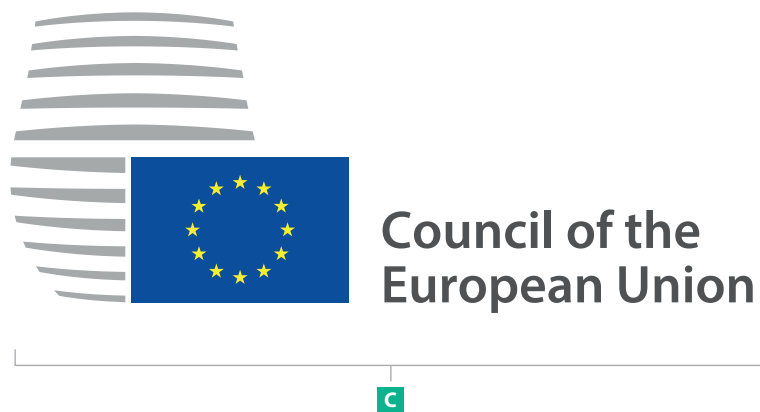
The Council family logo > Composition

> 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.



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LOGOTYPE

The Council family logo > Colours and typography

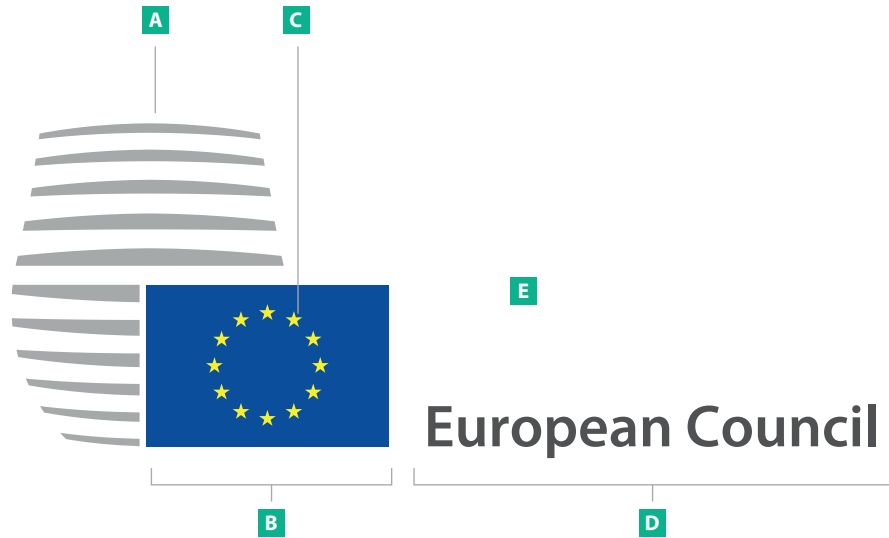
> Colours are a key element of the identity. For a consistent use, please check the following colour references in the chart below.

> 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**.



> Colours

A



Light grey
Black 40%
C0 M0 Y0 K40
R153 G153 B153
#999999

B



Blue
P° Reflex blue
C100 M80 Y0 K0
R0 G51 B153
#003399

C



Yellow
P° Yellow
C0 M0 Y100 K0
R255 G255 B0
#ffff00

D



Dark grey
Black 80%
C0 M0 Y0 K80
R102 G102 B102
#666666

E



White

> Typography / Myriad Pro semibold

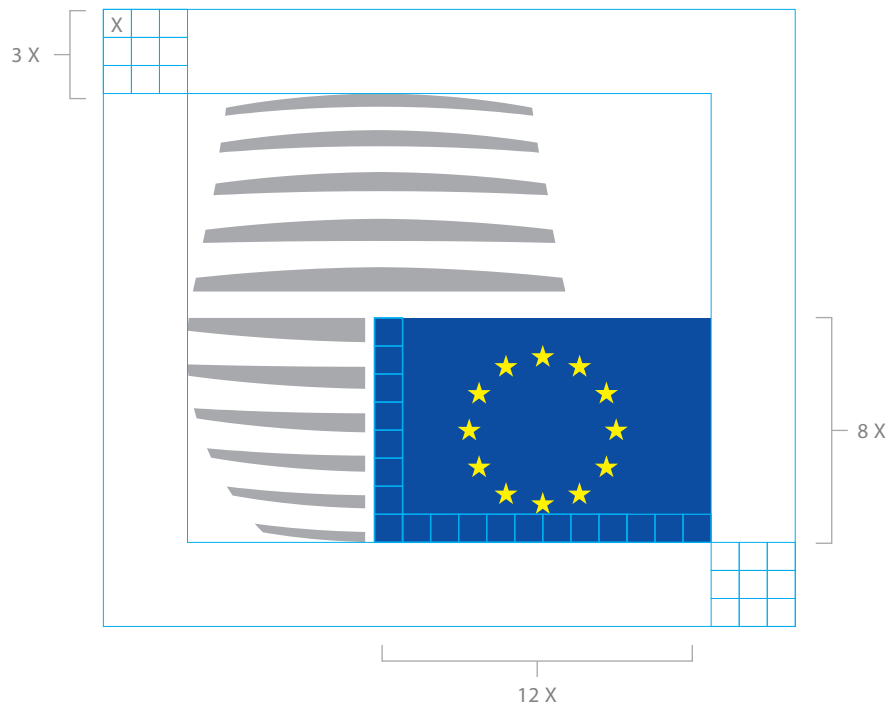
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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LOGOTYPE

The Council family logo > Symbol

- > 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.



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LOGOTYPE

The Council family logo > Symbol / main version

- > The symbol is presented by preference in the full colour version in positive **A** 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 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 **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).

A

Positive version / main use
> On white background



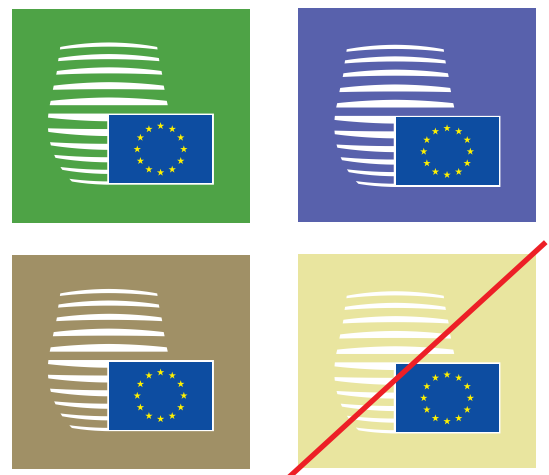
B

Default negative version
> On blue A01



C

Exceptional use
> On other colour backgrounds



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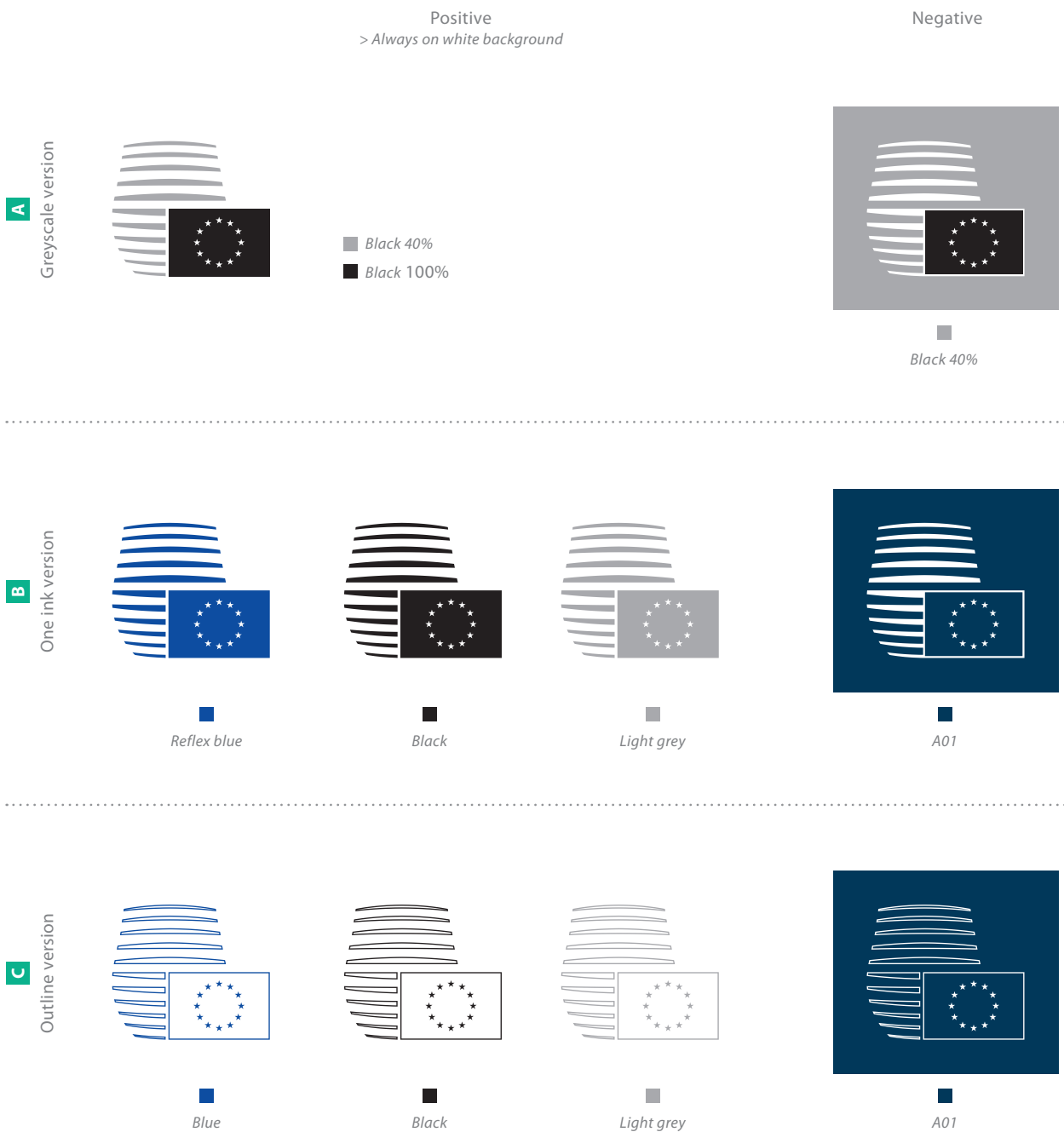
LOGOTYPE

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.

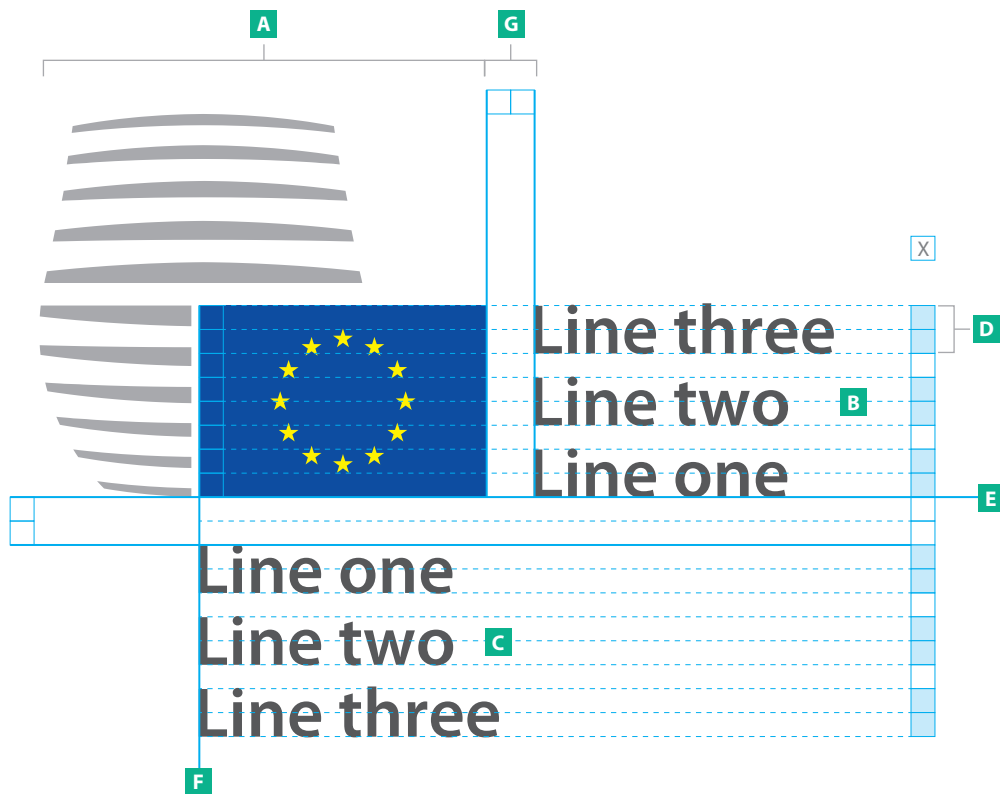


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LOGOTYPE

The Council family logo > Logotype

- > 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**.



> Examples of accepted use of the wordmark



> For this case use only the symbol



> The authorized wordmarks are listed here and available in all EU languages. Any other wordmark is prohibited.

> *Initial capital letter*

**Council of the
European Union**

European Council

**Council of the European Union
General Secretariat**

Eurogroup

Euro Summit

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LOGOTYPE

The Council family logo > Logotype / main version

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- > 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 logotype can also be presented in negative version **B**. In this case the logotype has been optimized for better visibility.
- > On the **negative version** the default colour of the background is **blue A01 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 **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).

A

Positive version / main use
> On white background



European Council

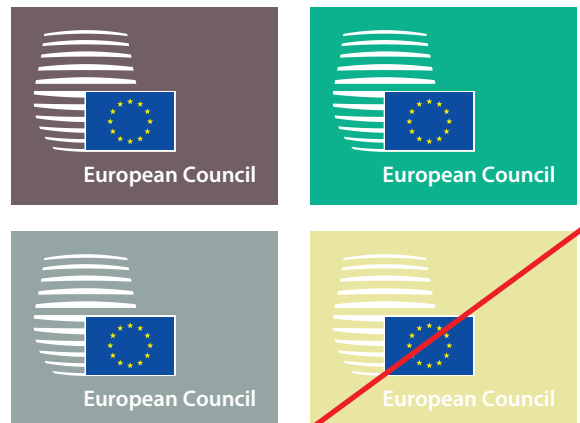
B

Default negative version
> On blue A01



C

Exceptional use
> On other colour backgrounds



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LOGOTYPE

The Council family logo > Logotype / alternative colour versions

> 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.

Positive

> Always on white background

Negative

A
Greyscale version



European Council

■ Black 40%
■ Black 100%



European Council

■
Black 40%

B
One ink version



European Council

■
Blue



European Council

■
Black



European Council

■
Light grey



European Council

■
A01

C
Outline version



European Council

■
Blue



European Council

■
Black



European Council

■
Light grey



European Council

■
A01

- > 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



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LOGOTYPE

The Council family logo > Misuses

> 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



Council configurations



GSC services

> Please refer to "sub-wordmarks" on page 19



Applications Campaigns



European Union

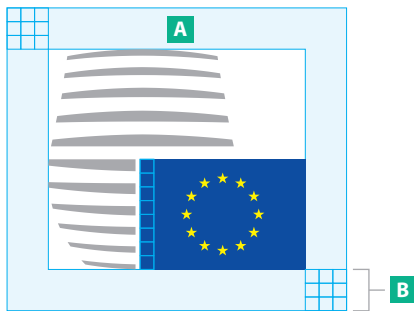


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LOGOTYPE

Visibility > Clearspace and minimum size

- > 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.

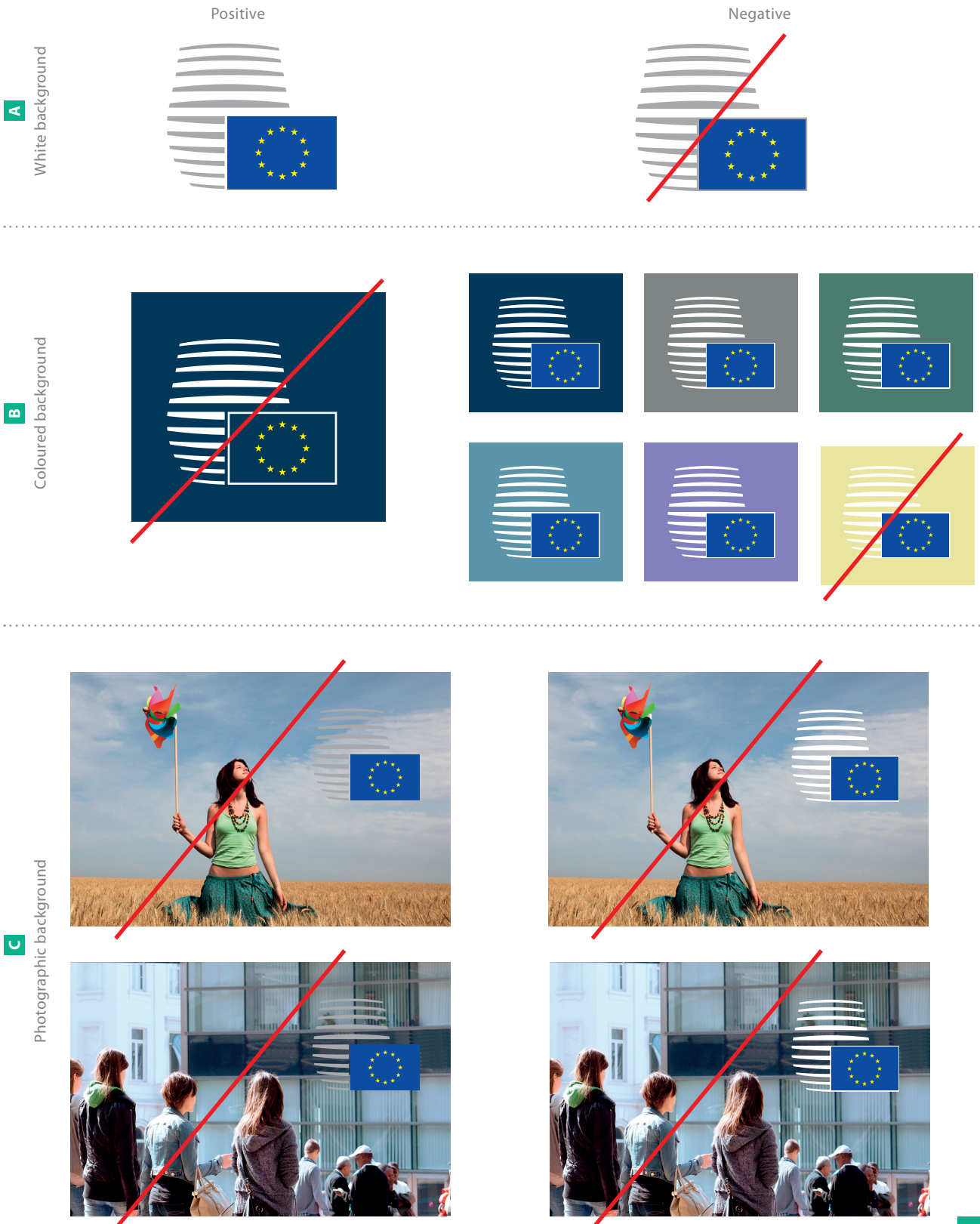


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LOGOTYPE

Visibility > Backgrounds

- > The Council family logo must be easily recognized throughout the different communication supports.
- > Always use the positive version on white background **A** 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 **B** 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 **C**.



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LOGOTYPE

Co-branding > Rotating presidency

Using the Council family logo as Presidency logo:

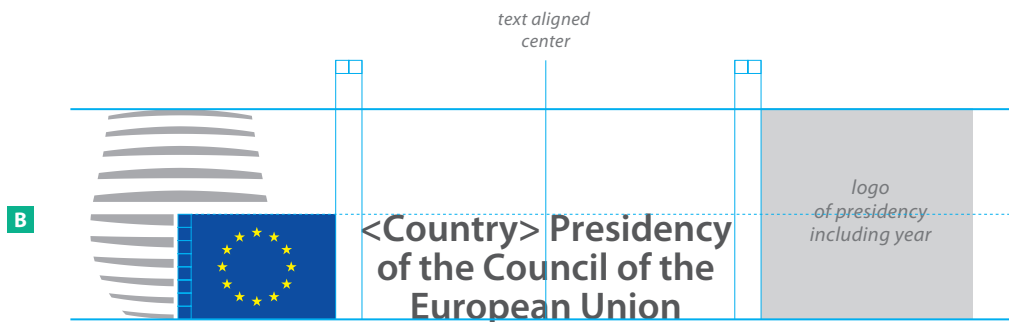
- > The rotating presidency can decide to use the Council family logo as such **A** and customize the wordmark adding <Year> and <Country>.
- > The rotating presidency may decide to develop its own logo **B C** (grey box on the example). In all applications where this logo is to be used (websites, publications,...), 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



> The rotating presidency may develop their own logo to use in co-branding with the Council family logo. **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.



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LOGOTYPE

Co-branding > Rotating presidency

> 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



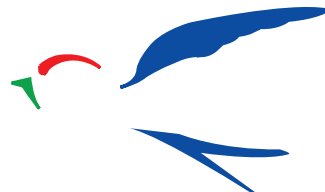
Italian Presidency
of the Council of the
European Union



C



2014 Italian Presidency
of the Council of the
European Union



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LOGOTYPE

Co-branding > Rotating presidency

> 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 **A** and to leave twice the spacing left on horizontal construction **B**.

