Introduction
Basic principles

The European Commission’s new graphic identity is defined by its different constituent visual elements: logotype (1), footer box (2), typography (3), top white (or blue) banner and ‘separation’ line (4).

1. The logo:
The logo’s flag is always centred in the format of the medium on which it is positioned (except in the web banner). It works in combination with the footer box of the same width. The image/flat colour tint area starts from the baseline of the flag/graphic element (4).

2. The footer box:
This is an extension of the logo and is always placed at the bottom of the page to indicate the policy area or strategy.

It serves two main purposes:

a. To create a virtual vertical axis (here in yellow) which symmetrically balances the document. The left and right sides of this axis (here in red dotted lines) are the axes on which the entire text composition will be built. The logo and its footer thus form the backbone of the graphic identity (with the exception of the web). When the footer box contains no text, its height is 1/2 that of the flag in the logotype. On small documents where the logo is too close to the bottom of the page, its height is 1/4 that of the flag (see example p. 42).

b. In the case of documents created for different European Commission’s policies, the footer box, twice as high (same size as flag), can change colour depending on the colour palette. A colour palette will be proposed for each policy. It will contain the name of the relevant policy. Therefore, the footer box also serves to inform.

3. The typefaces:
The typefaces used in the new visual identity are as follows:
- main: PF Square Sans Pro
- secondary: Garamond Premier Pro

The PF Square Sans Pro font is used in all documents. To make the page more dynamic, the texts will be freely positioned in the area, but will be justified (either flush left or flush right, ragged or on one of the ascenders or descenders of one or more letters) on one or two of the vertical axes. Where possible, and in an effort to add contrast, there is a requirement to highlight a word/part of a phrase by significantly increasing the size of the letter’s body. This word will also be in colour.

(for more information on the choice of typefaces and their use, see pages 21, 22, 23 and 24).

4. The top white banner of the document:
Breathing space, a ‘showcase’ for the logo, a constant and unchangeable visual element the white banner (or blue in some cases – see p. 38, 41) is all of these rolled into one. The blue banner will be used for certain documents (mainly stationery) that do not have images/flat colour tints immediately under the banner.
A colour palette will be developed for each policy area. This will help give them their own individuality within the common corporate look and feel.

To identify a policy, we have devised a ‘footer box’ as an integral part of the visual identity. This footer box contains the name of the policy. It should be noted that the height of this block is the same as the thickness of the logo flag. It is therefore twice the height of the European Commission’s corporate version which contains no text. The horizontal bar underlining “European Commission” will always be in the same colour as the footer box at the bottom of the page.

The policy will be indicated in PF Square Sans Pro Italic, with automatic interline spacing, and letter spacing (kerning) -30 pts. The alignment is carried out flush left on “European Commission”.

To determine the size of the character, divide the height of the footer box by 9 upper case “E”s. Depending on the colour of the policy (varying degrees of darkness), we will opt for the typeface in white or black. No other colour can be used in this area.