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MONOLINGUAL LOGO

MONOLINGUAL STANDARD VERSION

The European Parliament logo comprises three different elements: a stylized hemicycle, the European Union flag and the name of the institution.

It has been designed based on the core values the European Parliament stands for: openness and democracy.
1. The logo

**MONOLINGUAL LOGO**

**LANGUAGE VERSIONS**

The logo has been developed in all the official languages of the European Union.
1. The logo

**MONOLINGUAL LOGO**

**COLOUR PALETTE**

The full colour logo uses three different colours, two which are from the European Union flag (Reflex Blue and Yellow) plus Grey.

A specific Grey has been chosen to complement the strong blue of the flag and to ensure perfect readability of the name of the institution.
1. The logo

TYPOGRAPHY AND PROPORTION

Myriad Pro Semibold Condensed has been chosen as the typeface in which the institution’s name is written in the logo.

Myriad Pro is an OpenType® font family, which means that it is cross-platform. It supports a wide range of character sets and extensive layout features, which provide rich linguistic support and advanced typographic control.

The European Union flag is the defining element on which the grid system is based.

The type is very precisely positioned, right-aligned to the flag and with the baseline at exactly half of the height of the EU flag.

In order to see the different elements as a whole and to achieve balance, it is mandatory to respect these alignment and positioning specifications.
1. The logo

The logo has been designed on the basis of certain rules of proportion which have to be followed all the time.

The basic unit for the clear space area is based on half of the width of the EU flag. The size of the clear space is variable and relative to the logo size.

The logo should always be surrounded by clear space, which will ensure that the logo characteristics will be preserved and noticed.

The clear space rule applies to the space between the logo and other elements as well as to the distance between the logo and the margin of the document.

Exceptions are permitted in web design and mobile application design.
1. The logo

**MONOLINGUAL LOGO**

**ONE COLOUR VERSIONS**

For screen printing or for printing in a limited number of colours to keep the cost down, the logo has also been developed in one colour versions, using black or Reflex Blue ink.

There are two versions, one with 100% inking for all elements and another with 100% inking for the EU flag and a 55% tint of the colour for the hemicycle and the name.

Whenever possible, it is recommended to use the two-tone version both in black and in Reflex Blue printing.
1. The logo

MONOLINGUAL LOGO

NEGATIVE VERSIONS

On dark backgrounds the logo needs to be inverted. In this version the logo keeps only the colours of the EU flag while the rest of the elements are pure white.

Around the EU flag a thin white line has been inserted to delimit the flag from the background.

In one colour printing the logo is made out of only pure white.
1. The logo

**Monolingual logo**

**Background rules**

When working on coloured backgrounds, determining which version of the logo to use is a decision based on common sense.

The goal is to have all the elements of the logo visible and the name of the institution perfectly readable.
1. The logo

**MONOLINGUAL LOGO**

**MINIMUM SIZE**

The minimum logo size is determined with reference to the width of the EU flag. This cannot be any smaller than 10 mm.

No smaller size is permitted, so as to ensure that the text is clearly readable.

For cases where the logo needs to appear on very small surfaces it is recommended to use the mute logo. (Please refer to the mute logo section).
1. The logo

**MONOLINGUAL LOGO**

**DON'TS**

The logo was designed with certain rules of proportion and with careful consideration regarding colours and typeface. To preserve the integrity of the logo, modifying it in any way is not permitted.

The logo is provided in all the necessary versions and formats.

See next page for more examples.
1. The logo

**MONOLINGUAL LOGO**

**DON'TS**

Don't associate website addresses with the logo.

European Parliament
www.europarl.europa.eu

Don't associate website addresses with the logo.

www.europarl.europa.eu
1. The logo

MULTILINGUAL LOGO - HORIZONTAL

The European Parliament logo has also been developed in multilingual versions, where all the official languages of the European Union are placed next to the symbol.

This is the main version to be used whenever the multilingual logo needs to be displayed.
1. The logo

CLEAR SPACE AREA

The basic unit for the clear space is based on half of the width of the EU flag, the same as for the monolingual version of the logo. The size of the clear space is variable and relative to the logo size.

The logo should always be surrounded by clear space, which will ensure that the logo characteristics will be preserved and noticed.

The clear space rule applies to the space between the logo and other elements as well as to the distance between the logo and the margin of the document.
1. The logo

MULTILINGUAL LOGO - HORIZONTAL

ONE COLOUR VERSIONS

For screen printing or for printing in a limited number of colours to keep the cost down, the logo has also been developed in one colour versions, using black or Reflex Blue ink.

There are two versions, one with 100% inking for all elements and another with 100% inking for the EU flag and a 55% tint of the colour for the hemicycle and the name.

Whenever possible, it is recommended to use the two-tone version both in black and in Reflex Blue printing.
1. The logo

MULTILINGUAL LOGO - HORIZONTAL

NEGATIVE VERSIONS

On dark backgrounds the logo needs to be inverted. In full colour printing version the logo keeps only the colours of the EU flag while the rest of the elements are pure white.

In one colour black or PMS printing the elements of the logo are pure white only.
1. The logo

**MULTILINGUAL LOGO – HORIZONTAL**

**MINIMUM SIZE**

The same rule has been set as for the monolingual logo. The minimum logo size is determined with reference to the width of the EU flag. This cannot be any smaller than 10 mm.

This size will ensure that the text is clearly readable.

- **Full colour**
- **One colour – two tone Black**
- **One colour – two tone Reflex Blue**
1. The logo

**Multilingual Logo - Vertical**

As an alternative to the multilingual horizontal logo a multilingual vertical logo has also been developed. This is to be used only where there is a space constraint and the horizontal logo cannot be fitted.

The different versions of the name of the institution in all the official languages of the EU are arranged in two columns below the symbol. The second column is left aligned to the EU flag and is shifted from the right column by a distance equal to the x height of the text.
1. The logo

1.1. CLEAR SPACE AREA

Similarly to the monolingual and horizontal multilingual versions, the basic unit for the clear space is based on half of the width of the EU flag. The size of the clear space is variable and relative to the logo size.

The logo should always be surrounded by clear space, which will ensure that the logo characteristics will be preserved and noticed.

The clear space rule applies to the space between the logo and other elements as well as to the distance between the logo and the margin of the document.
1. The logo

MULTILINGUAL LOGO - VERTICAL

ONE COLOUR VERSIONS

For screen printing or for printing in a limited number of colours to keep the cost down, the logo has also been developed in one colour versions, using black or Reflex Blue ink.

There are two versions, one with 100% inking for all elements and another with 100% inking for the EU flag and a 55% tint of the colour for the hemicycle and the name.

On this page the black and grey-scale versions are presented for one colour printing.
1. The logo

MULTILINGUAL LOGO - VERTICAL

ONE COLOUR VERSIONS

The logo can be reproduced also in Pantone Reflex blue only.

On this page the Reflex Blue version is presented for one colour printing.
1. The logo

MULTILINGUAL LOGO — VERTICAL

NEGATIVE VERSIONS

On dark backgrounds the logo needs to be inverted. In full colour printing the logo keeps only the colours of the EU flag while the rest of the elements are pure white.

In one colour black or PMS printing the elements of the logo are pure white only.
1. The logo

**MINIMUM SIZE**

The same rule has been set for this version of the logo as for the monolingual or multilingual horizontal versions. The minimum logo size is determined with reference to the width of the EU flag. This cannot be any smaller than 10 mm.

This size will ensure that the text is clearly readable.
1. The logo

MUTE LOGO

For very special situations where the rules set up in this visual style guide might not allow the use of the complete logo, an alternative mute logo has been developed.

The mute logo comprises only the hemicycle and the EU flag.

This mute logo can be used for situations where there is not enough space to use the complete logo or the name of the institution is already present, e.g. social media websites.
1. The logo

CLEAR SPACE AREA

Similarly to the complete logo the basic unit for the clear space is based on half of the width of the EU flag. The size of the clear space is variable and relative to the logo size.

The logo should always be surrounded by clear space, which will ensure that the logo characteristics will be preserved and noticed.
1. The logo

ONE COLOUR VERSIONS

For screen printing or for printing in a limited number of colours to keep the cost down, the logo has also been developed in one colour versions, using black or Reflex Blue ink.

There are two versions, one with 100% inking for all elements and another with 100% inking for the EU flag and a 55% tint of the colour for the hemicycle and the name.

Whenever possible, it is recommended to use the two tone version both in black and in Reflex Blue printing.
1. The logo

MUTE LOGO

NEGATIVE VERSIONS

On dark backgrounds the logo needs to be inverted. In full colour printing the logo keeps only the colours of the EU flag while the rest of the elements are pure white.

In one colour black or PMS printing the elements of the logo are pure white only.

Negative logo on dark background (CMYK printing)

Negative logo on black background (one colour printing)

Negative logo on Reflex Blue background (one colour printing)
1. The logo

**MUTE LOGO**

**EXAMPLES**

This page shows a couple of examples of situations where the mute logo is recommended instead of the complete logo, i.e. small gadgets and social media websites.
1. The logo

**MONOLINGUAL LOGO**

**CO-BRANDING**

When the European Parliament logo needs to be placed next to the logos of the other EU institutions, the size of the logo should be determined according to the size of the EU flag in the different logos.
1. The logo

**FILE FORMATS**

The logo is provided in multiple file formats in order to ensure consistent reproduction on various supports.

This is a general guide to logo file formats. If you have any queries regarding usage, please contact the visual identity team. Ideally, the file names of the logos should be logical, so you know which versions have been supplied.

The same file formats are available for the Signature system.

### EPS

- **application:** print
- **resolution:** vector - resolution independent
- **colours:** Pantone colours and CMYK
- **usage:** EPS (short for Encapsulated PostScript) is a vector format designed for printing to PostScript printers and image-setters. It is recommended to be used for all professionally printed materials. The files can be manipulated and viewed only with professional graphic software such as Adobe Illustrator.

### PDF

- **application:** print
- **resolution:** vector - resolution independent
- **colours:** CMYK
- **usage:** PDF logo files are vector files and can be used by printers or designers, and for general document distribution. They have all the advantages of the EPS format, but they have a smaller file size, they are easy to send by email and are viewable without professional graphic software.

### PNG

- **application:** digital
- **resolution:** low
- **colours:** RGB
- **usage:** These pixel-based logos are for use within screen based applications (such as websites and PowerPoint presentations) and internal applications where high quality is not required (such as Word). PNG has the advantage of using a transparent background, unlike JPEG, thus avoiding the white block effect when placed over a background image or colour.

**Vector Formats**

A vector image is made of geometric shapes. It can be reduced and enlarged using professional design software without any loss of quality.

**Raster Format**

Raster images are made of a grid of dots called pixels where each pixel is assigned a colour value. Unlike vector images, raster images are resolution-dependent and cannot be scaled up.
2. Signature system

GENERAL PRESENTATION

Official communications need to be marked with the name of the author. For this reason, a specific signature system has been created, which presents the information regarding the service/author always next to the symbol.

The signature system has been designed so that the two parts, namely the symbol (mute logo) and the name of the service, balance each other. Special attention has been given to the perfect readability of the text.

The two parts of the signature are brought together by a thin vertical line.
2. Signature system

THE PRESIDENT AND THE SECRETARY-GENERAL

The official signature system has been built for all the services of the European Parliament.

This page shows examples for the President and the Secretary-General, which will be used both for internal and for external communications.
2. Signature system

The official signature system has been built to also cover all the Directorates General of the European Parliament.

Ideally, the text is arranged on three lines.

For certain DGs the name is too short or too long and the three line arrangement is not possible. In this cases the arrangement should be done on two or four lines, respectively, as shown on this page.

This signature system should be used both for internal and for external communications.
2. Signature system

INFORMATION OFFICES

The official signature system has also been built for all the Information Offices in the Member States.

For internal communication the name of the IO is in English, while for external communication the name is in the official language(s) of the Member State.

Ideally, the text is arranged on three lines.
2. Signature system

INFORMATION OFFICES

Because of the particularities of certain languages, there are a few exceptions where the text cannot be grammatically broken into three lines. In such cases the name of the IO should be placed on two lines, and the same principle should also be applied to the English version used in internal communication to maintain consistency.

FI version for external communication:
Euroopan parlamentti
Suomen-tiedotustoimisto

SV version for external communication:
Europaparlamentet
Informationskontoret i Finland

EN version for internal communication:
European Parliament
Information Office in Finland
2. Signature system

COMPONENTS AND PROPORTION

The typeface used in the signature is the same Myriad Pro Semibold Condensed or Condensed used for the logo, but it has a different proportion to the symbol.

The name of the service/author is aligned to the height of the EU flag at a distance equal to half of the width of the EU flag and is separated in the middle by a vertical thin line. Ideally, the text is placed on three lines.

The type treatment is the same for the President, the Secretary-General and the DGs and is slightly different for the EPIOs, as presented on this page.
2. Signature system

CLEAR SPACE AREA

Like the logo, the signature is also surrounded by a clear space. This will ensure that the signature characteristics will be preserved and noticed.

The basic unit for the clear space is based on half of the width of the EU flag. The size of the clear space is variable and relative to the signature size.

The clear space rule applies to the space between the signature and other elements as well as to the distance between the signature and the margin of the document.
2. Signature system

NEGATIVE VERSIONS

Similar to the logo, on dark backgrounds the signature needs to be inverted. In full colour printing version the signature keeps only the colours of the European Union flag while the rest of the elements are pure white.

In one colour black or PMS printing the elements of the signature are pure white only.

Negative signature on dark background (CMYK printing)

Negative signature on black background (one colour printing)

Negative signature on Reflex Blue background (one colour printing)
2. Signature system

DON'TS

Similar to the logo, the signature was also designed with certain rules of proportion and with careful consideration regarding colours, typeface and readability of the text.

To preserve the integrity of the signature, it is prohibited to be modified in any way. All the necessary formats and versions are provided.

If the need arises to create new signatures, it will be done by a professional graphic designer based on the rules outlined in this Style Guide.

- Don’t change the typeface.
- Don’t change the colours.
- Don’t apply the rules set up for Directorate Generals to Information Offices.
- Don’t change the weight of the typeface for the different sections.
- Don’t change the elements position or size.
- Don’t apply the rules set up for Information Offices to Directorate Generals.