



# The **use of** **the EU emblem** in the context of EU programmes

Guidelines for **beneficiaries**  
and other **third parties**

*October 2012*

## Introduction

The European Union has a range of programmes which have been set up to support projects and initiatives in various domains across the EU and beyond. As of 2012, these programmes will phase out their existing logos and no new logos will be created for upcoming programmes.

The names of these programmes, such as Horizon 2020, Erasmus for All, Connecting Europe etc. shall be used as verbal brands, i.e. references to them will be made without a regulated visual mark or logo.

Commission services will apply the Commission's visual identity guidelines when communicating about EU programmes.

Beneficiaries of EU funding shall use the European emblem in their communication to acknowledge the support received under EU programmes.

This guide is intended for beneficiaries of EU funding and other third parties who communicate about EU programmes to show how the European Union emblem can be used in conjunction with text highlighting the fact of EU funding.

## I. Graphical rules

Rules for the reproduction of the European emblem are found in the Inter-institutional Style Guide.

<http://publications.europa.eu/code/en/en-5000100.htm>

## II. Application of text about acknowledgement of EU funding

Beneficiaries often have an obligation prescribed by regulation or contract to publicly acknowledge the support received from the European Union. This section gives a non-exhaustive range of examples of how text shall be used in conjunction with the EU emblem to communicate about EU funding.

The preferred option to communicate about EU funding is to write “Funded by the European Union” or “Co-funded by the European Union” as appropriate next to the EU emblem on the communication material where the EU emblem is used. The name of the EU programme (*see Section V.*) shall only be used if it is relevant for the intended target audience.

### Basic rules

The minimum height of the EU emblem shall be 1 cm.

The name of the European Union shall always be spelled out in full.

The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana.

Italic and underlined variations and the use of font effects are not allowed.

The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.

The font size used should be proportionate to the size of the emblem.

The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.



Funded by  
the European Union

Co-funded by  
the European Union



This project is co-funded by  
the European Union



This project is funded by  
the European Union

## Examples of incorrect application

### 1. Text interferes with the EU emblem



### 4. Typeface is not Arial, Calibri, Garamond, Trebuchet, Tahoma or Verdana



Funded by  
the European Union

### 2. The size of the text is disproportionately bigger than the EU emblem



### 5. Effects are used on the font



**Funded by  
the European Union**

### 3. Text is not in black, white or reflex blue



Funded by  
the European Union

### 6. Name of the European Union is not spelled out



Funded by the EU

### III. Using the name of the EU programme in conjunction with the EU emblems

The name of the EU programme can appear with the EU emblem. However, no graphical mark (i.e. logo) shall be created using the EU emblem and name of the programme.

This section gives a non-exhaustive range of examples of how the name of the EU programme shall be used in conjunction with the EU emblem to communicate about the support received under a particular programme.

#### Basic rules

The minimum height of the EU emblem shall be 1 cm.

The name of the European Union shall always be used in conjunction with the name of the programme or fund and it shall be spelled out in full.

The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.

The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.

The font size used should be proportionate to the size of the emblem.

The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.



Supported by  
the MEDIA Programme  
of the European Union

This project is funded by  
the European Regional Development  
Fund of the European Union



With the support of the  
Progress Micro-finance Facility  
of the European Union



Co-funded by the Horizon 2020  
Framework Programme of the European Union



Funded by  
the Connecting Europe Programme  
of the European Union

## Examples of incorrect application

### 1. Text interferes with the EU emblem



### 4. Typeface is not Arial, Calibri, Garamond, Trebuchet, Tahoma or Verdana



With the support of  
the MEDIA Programme  
of the European Union

### 2. The size of the text is disproportionately bigger than the EU emblem



Supported by  
the MEDIA Programme  
of the European Union

### 5. Effect are used on the font



**Funded by the Creative  
Europe Programme of the  
European Union**

### 3. Text is not in black, white or reflex blue



Funded by the  
European Social Fund  
of the European Union

### 6. Name of the European Union is not spelled out



Funded by  
the Cohesion Fund

## IV. Promotion of EU programme by third parties

Promoters of EU programmes and funds should refer to the name of the programme in their communication without using a visual mark (logo).

If the use of a graphical mark is deemed necessary (e.g. for signposting on buildings), the EU emblem shall be used in conjunction with the name of the programme. The positioning of the text in relation to the EU emblem and the use of the font is not prescribed. The rules that have to be observed are the following:

- The recommended typeface to be used are Arial, Calibri, Garamond, Trebuchet, Tahoma and Verdana. Italic and underlined variations and the use of font effects are not allowed.
- The text should not interfere with the EU emblem in any way.
- The size of the text and the size of the EU emblem should be proportionate.

The EU emblem can appear on communication material produced by promoters of EU programmes. The placement of the EU emblem should not give the impression that the third-party promoter is part of the EU institutions. Therefore it is recommended to place the EU emblem well apart from the logo of the third-party organisation.



Lifelong  
Learning Programme

Sustainable  
Energy Programme



LIFE  
Programme



Erasmus Mundus  
A programme of the European Union

## V. Administrative agreement with the Council of Europe regarding the use of the European emblem by third parties

*(Official Journal of the European Union - 2012/C 271/04)*

### General principle

Any natural or legal person ('user') may use the European emblem or any of its elements, subject to the following conditions of use.

### Conditions of use

The use of the European emblem and/or any of its elements is allowed, irrespective of whether the use is of a non-profit or commercial nature, unless:

- the use creates the incorrect impression or assumption that there is a connection between the user and any of the institutions, bodies, offices, agencies and organs of the European Union or the Council of Europe;
- the use leads the public to believe erroneously that the user benefits from the support, sponsorship, approval or consent of any of the institutions, bodies, offices, agencies and organs of the European Union or the Council of Europe;
- the use is in connection with any objective or activity which is incompatible with the aims and principles of the European Union or of the Council of Europe, or which would be otherwise unlawful.

### Trade mark and related issues

The use of the European emblem in accordance with the conditions in the previous section does not mean consent to registration of the emblem or an imitation thereof as a trade mark or any other IP right. The European Commission and the Council of Europe will continue the monitoring of applications for registration of the European emblem or part thereof as (part of) IP rights, in accordance with the applicable legal provisions.

### Legal responsibility

Any user that intends to use the European emblem or elements of it may do so on its own legal responsibility. The users will be liable for any abusive use and possible prejudice following from such use under the laws of the Member States or any third country applicable to them.

### Right to pursue any abuse

The Commission reserves the right to pursue on its own initiative or on request by the Council of Europe:

- any use which does not comply with the conditions set out herein, or
- any use which the Commission or the Council of Europe deem abusive in the courts of the Member States or any third country.

## VI. Contact

If you have any questions regarding the use of the EU emblem in the context of EU programmes, please write to [comm-visual-identity@ec.europa.eu](mailto:comm-visual-identity@ec.europa.eu)