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ALL ABOUT US
WHO WE ARE

We are the European Commission’s department for International Partnerships.

As part of the European Union’s external relations, we are at the forefront of the European Union’s efforts to implement global commitments, notably the United Nations 2030 Agenda and Sustainable Development Goals, and the Paris Agreement on Climate Change.

Under the geopolitical ambition and political guidelines set by the President of the European Commission, we lead on the EU’s international cooperation, building partnerships with countries and organisations across the globe.

OUR MISSION

Our mission is to contribute to sustainable development, the eradication of poverty, peace and the protection of human rights, through international partnerships that uphold and promote European values and interests.

OUR APPROACH

We work hand-in-hand with all EU Institutions and Services, as well as Member States, to strengthen the EU’s role in the world through its external action. Jointly with EU Member States, we strengthen the EU’s action on the global stage. This is what we call Team Europe.

Together with our partners we are setting policy agendas, taking initiatives and ensuring effective implementation of our actions for the ultimate benefit of people across the world.
OUR VALUES

We stand by European values – values we share with our partners around the world. These are the basis for all our work.

• **Sustainability:** we contribute to building a better world for all. This means focusing on sustainability in all its dimensions: social, environmental, economic and political.

• **Fighting inequality:** we are driven by EU’s commitment to ensuring all people, in all their diversity, have the opportunity to thrive in inclusive and prosperous societies.

• **Democracy and human rights:** we defend and promote the universal and inalienable rights of all people, including the right to live in fair and free societies.

• **Partnership:** we believe in the power of partnership, and work hand-in-hand with our partners globally, regionally, nationally and locally.

OUR ESSENCE

Across all our priorities, we promote sustainability in all its dimensions – social, environmental, economic and political.

We see it as the European Union’s quality label.

OUR FOCUS

To create transformational change, we focus on the areas we can have the biggest impact:

• Green Alliances and Partnerships
• Alliances for Science, Technology and Innovation, and Digital
• Alliances for Sustainable Growth and Jobs
• Migration Partnerships
• Governance, Peace and Security, and Human Development
OUR DIGITAL STYLE
These guidelines are intended to lay down some basic principles that we use to communicate about EU International Partnerships.

Applying a bold, consistent and inspiring visual and verbal style will help us communicate more clearly and effectively, ensuring people know and understand not only what the EU does, but what the EU stands for.

The style is simple, consistent and allows for enough variation to remain relevant for a long time. When applying these guidelines we are an identity with one voice and face.

*OUR STYLE*

WE UNDERSTAND THE IMPORTANCE OF AN ENTICING PERSONALITY AND A BOLD LOOK TO GET PEOPLE TO LISTEN AND RESPOND.
PROFESSIONAL YET HUMAN

We see ourselves as we see our audience: as social beings. And like our audience, we like to be spoken to by people, not spoken down to by organisations. So even though we are dealing with complex issues, we need to show knowledge in a way that connects with people. That requires a human touch, not jargon.

COMPLETE YET CONCISE

We are experts, but that doesn’t mean we want to lose people in details. Instead, we adopt a less is more mantra, with one main message at the centre of our communication. People will remember it better and act accordingly.

SINCERE YET POSITIVE

When we’re talking about human rights struggles, we’re not going to pretend like it’s all lollipops and rainbows. We are not naive. When a situation is serious, that’s what we are. When there is reason to be hopeful, that’s what we celebrate.
TONE OF VOICE
OUR PRINCIPLES

PROFESSIONAL YET HUMAN
We’re expert but that doesn’t mean we have to use difficult or boring language. The issues we tackle need support from ordinary EU citizens, and the best way to get that, is to connect with them on a personal level.

COMPLETE YET CONCISE
Let’s stick to the point and give people the exact amount of information they need to feel involved. Nothing more, nothing less.

SINCERE YET POSITIVE
It is important to be transparent and truthful in what we’re doing. We’re excited when there’s reason to be, we’re careful or even sceptical when there is not. These are real human characteristics that people respect.
Our social media accounts (@EU_Partnerships) are a key tool in reaching a very wide audience, which is a blend of laymen and professionals. Through social media, we can repackage our web content and deliver it to different audiences.

Our followers range from “the world is my oyster” millennials to “devil is in the detail” experts. That means there is no one-size-fits-all approach for communicating with them. But whoever the audience and whatever we want to say, one thing remains true: this is where we need to deliver our message in its most concise, exciting and human form possible.

**WRITING FOR SOCIAL**

**PROFESSIONAL YET HUMAN:**
- Use language that includes the reader directly, speak to them one on one so they feel included in the actions we’re doing. It’s called social, not antisocial media.

**COMPLETE YET CONCISE:**
- When writing titles and descriptions for social media, give the audience just enough information to make them want to watch the rest of the video or the info behind the link.
- Consider the image as part of your message. Don’t try to say everything with words.
- Always be closing. Cut through the noise with communication that gets the point across and inspires action.

**SINCERE YET POSITIVE:**
- Be sincere about the situations we’re dealing with but try to be hopeful about the progress and way forward. Involve your audience in the process so that they feel part of it.
WRITING HEADLINES

This part is 70% personality and 30% knowledge. Your job as a writer here is as simple as it is complex. How do you wrap up the essential bits of information into an enticing headline that’ll make people stop scrolling?

AND WHAT IF OUR FUTURE IS WHERE WE COME FROM.

ARE SOME RIGHTS MORE EQUAL THAN OTHERS?

PROFESSIONAL YET HUMAN:
Get a sense of ‘the room’. Who are you talking to here? Is it an audience of fellow experts or is it more laymen? Is it appropriate to be humoristic or does the situation require a certain seriousness? You’ll have to count on your own judgement as a writer and as a human for this one.

COMPLETE YET CONCISE:
• Well, especially concise. Be as short and to the point as you can.
• Headlines should be addressing one subject, otherwise it becomes disjointed.

SINCERE YET POSITIVE:
• Make statements. It’s the only way to get people’s attention.
• A play of words can do wonders but only if it’s done in a clever way and doesn’t deviate from the message.
BLACK CONTINENT MATTERS.

BLUE PLANET, GREEN ENERGY.

INVEST BEFORE THE REST.

THE FUTURE OF MANKIND IS WOMANKIND.
Our website needs to communicate a range of topics to different audiences, which are more often experts than laymen. Some of our content will be exciting, some will be more serious. But because of the topics we work on, it should never be boring.

There is a way to be more accessible and engaging without losing our authority or watering down the message.

The Newsroom serves a specific function and audience. That means our announcements are set out in a very structured way, with information tailored to benefit journalists and press partners. But that doesn’t mean the content isn’t interesting for other audiences, such as students or civil society, if it’s repacked and shared in the form of human stories or factsheets, for example.

**PROFESSIONAL YET HUMAN:**

While legal and official jargon are sometimes necessary, avoid archaic or complicated language where possible. It’s not about dumbing down, it’s about respecting the audience, ensuring they understand the message and empowering them to use the information for positive outcomes. If a piece needs to reach different audiences, don’t try to make it be everything to everyone. Rewrite accordingly.

**COMPLETE YET CONCISE:**

- Use simple, straightforward sentences.
- Stick to the subject. Refer to other points and projects in conclusions and links.
- Spell out acronyms in the first instance, even if you’re sure readers know what they mean.

**SINCERE YET POSITIVE:**

Be factual and sincere. People have already clicked on your ad, social post, link or recommendation. They’re intrigued and have shown a clear sign that they want to be informed.
GCCA+ in the Maldives – Beyond tourism: helping people and nature to thrive
Published on 24 August 2020

It is a sunny morning in the Atoll Nation Park. The towering finns have flown, but the calls of the native water fowl and cranes can clearly be heard across the waters of the Maldives’ largest inland protected area.

The park is home to an amazing array of biodiversity, including 21 bird species. But it is not just birds that have benefited, the park has created much-needed livelihoods for many peoples in the local community. 75-year-old Hassan Abdulla is one of several traditional coconut collectors who came to the park everyday to collect coconuts that have fallen from the trees. Back home, he removes the husks and sells the coconuts to local shops.

“I’ve been collecting coconuts from this place for the last six years,” Hassan explains. “I receive enough income to meet my daily needs. And going to the park everyday keeps me active, even at my age.”

For more information about the GCCA+ project, please go to the ‘More info’ section.
LOOK AND FEEL
OUR STORY

We have one face. One that matches our story. A story about countries that came together to form a union. They decided to help each other out. But they realised they could only help each other if they knew what was going on. So, they wrote it down in dailies. They used big, bold type, striking and emotional imagery, and short and universal messages that everyone could understand. This became our face and voice. We call it The Daily.
A visual system that allow us to communicate daily with impact and clarity. It reflects both modernism and heritage.

In our layouts, images speak the loudest. Let’s take a look at the photography.
PHOTOGRAPHY

We look at the world with a journalistic, unorchestrated and investigative eye.

We understand that sincere topics only get noticed thanks to emotional imagery.
It doesn’t matter if images are in colour, black & white, filtered or raw as long as they are good images and fit the message and the communication channel. They need to show us an intriguing glimpse of life and leave us wondering what the story behind them is.
Our headline font is **Oswald heavy**. A poster font that is reminiscent of classic and sophisticated newspaper design but with a young and contemporary feel.

Download the font pack here:
https://europa.eu/!byrTPg
Our body font is **Noto Sans.** A modernist typeface that is simple, extremely readable, timeless but at the same time has expressive, bold qualities to it.

Noto fonts are intended to be visually harmonious across multiple languages, with compatible heights and stroke thicknesses.

Download the font pack here: https://www.google.com/get/noto/#sans-rg
THE DAILY IN 6 EASY STEPS.

We’ll take you through the process of building a layout in the The Daily style.
1. CHOOSE THE FORMAT

The Daily is a Flexible Design System that allows you to work within any possible format: all proportions, horizontal, vertical and square are possibilities.

This system allows us to communicate with consistency while maintaining plenty of individuality in each design.
Once we’ve chosen the right format, we define the type area and draw a vertical grid of 6 equal columns. We use this grid to place all of our images and text. (There are also secondary – or half columns – that we can use when the primary columns are too rigid for the design.)
1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO

Images are placed on the primary columns and always have at least three sides sloping. This way we create interesting white space, like you see here on the left.

Images can be placed descending on four sides. The white band can be top, bottom, left or right.
1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO
4. SET THE HEADLINE

Headlines are placed on the primary columns as well. They can flag left or right. The vertical placement is determined by the image. We don’t want our text to cover someone’s eyes, do we?

We choose the length of the headline in function of the image as well; sometimes a headline needs 3 columns, sometimes less.

Headlines are sometimes read in two times, in that case they can flag left and right.

Headlines are set in OSWALD HEAVY and always in CAPS. We highlight the text to separate them from the image.

THE ECONOMY IS NOT ABOUT MONEY, BUT ABOUT PEOPLE.
We have 2 settings for each type of headline.

**Headline without special characters**

Body size x 1.2 = Leading & Underline weight  
Body size x 0.4 = Underline offset (negative value in InDesign)

**Headline with special characters**

Body size x 1.46 = Leading & Underline weight  
Body size x 0.4 = Underline offset (negative value in InDesign)
There is always a white space before the headlines, that way we enhance the readability of our message.

THE ECONOMY IS NOT ABOUT MONEY, BUT ABOUT PEOPLE.
THE ECONOMY IS NOT ABOUT MONEY, BUT ABOUT PEOPLE.

Align the textframe to the grid, not the highlight.
In order to create a visual recognition and an interesting graphic effect, we can highlight longer lines.

THE ECONOMY IS NOT ABOUT MONEY, BUT ABOUT PEOPLE.
The colours are based on the flags of all the countries of the European Union, and aligned to the six priorities of the von der Leyen Commission.

White and Prussian Blue are the main colours.

In addition, there is a series of very vivid colours, and a series of more serious ones.

We can pick and choose how we combine them. Sometimes our communication requires a more serious tone and other times, we can be more colourful - literally and figuratively.
Accessibility requirements apply to any design, including the headline. Always test the foreground and background colour combos for compliance with WCAG 2.0 minimum contrast. http://contrast-grid.eightshapes.com/

**Contrast & Colour**: Find colours that provide maximum contrast, including enough contrast between content and the background, so that text and non-decorative images are legible for anyone with low vision or colour deficiencies.

**Colour as indicator**: Colour should not be the only indicator for interactive elements. For example, underline links on hover, or mark a required field with an asterisk.

**Colour blindness**: Red/green colour blindness is the most common, so avoid green on red or red on green. (Think especially about avoiding using red and green for “bad” and “good” indicators).
Highlighting can be done with White and Prussian Blue text to create a more serious look.

If we want to be a bit more colourful, highlighting can be in white with coloured text.

And if we want to be very vibrant, we take a colour for highlighting, whether or not combined with Prussian Blue text or another colour.

Legibility is always essential though! Prussian Blue and White are legible on all colours.
1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO
4. SET THE HEADLINE
5. PICK A COLOUR

Combinations are also possible within a headline. Sometimes a word can be highlighted in a different colour, or only the text colour can be highlighted in a different colour.

Again, legibility is essential.
1. CHOOSE THE FORMAT
2. CREATE A GRID
3. PLACE A PHOTO
4. SET THE HEADLINE
5. PICK A COLOUR

When we colour the text frame of the headline, we create an area in which information or text can be placed.

The choice of colours is free. This can for example be the tricolor of the flag of a country. Legibility is essential.

Long copy is placed in Noto Sans Regular, intertitles Noto Sans Bold. Colour is black or white, legibility is essential.

To indicate a url we underline it, the line doesn’t touch descenders. We leave out the ‘www’, like this: astrongereurope.eu

THE ECONOMY IS NOT ABOUT MONEY, BUT ABOUT PEOPLE.

Lorem ipsum dolor.
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua. Ut enim ad
minim veniam, quis nostrud
exercitation ullamco laboris nisi.

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reprehenderit in voluptate velit
esse cillum dolore eu fugiat
ccaecat cupi
eacommodo.eu

L’ECONOMIA NON È UNA QUESTIONE DI SOLDI, MA DI PERSONE.

Duis aute irure dolor
in reprehenderit in
voluptate velit esse
cillum dolore eu fugiat
ccaecat cupi.
eacommodo.eu
The flag of the European Union will always be at the top. That can be left or right.

The size is determined in function of the medium. The maximum size is 1 column, the minimum size is half a column.

Download the EU flag here:
https://europa.eu/european-union/about-eu/symbols/flag_en
GENERAL COMMUNICATION

In our day-to-day communication, our visual style can be applied minimally or more expressively, depending on the subject, platform and audience.
WE DO WHAT WE DO, SO YOU CAN LOVE WHO YOU LOVE.
NO CAUSE CAN JUSTIFY THE ABUSE OF HUMAN RIGHTS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim. Cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui.

#AStrongerEurope
IDOMENI.

NOT ONLY THE CLOCK IS TICKING.
EVERY CHILD BORN IN THE WORLD HAS THE RIGHT TO GROW UP SAFELY.
BLACK CONTINENT MATTERS.
WHEN IT COMES TO FREEDOM OF SPEECH, THERE’S MORE THAN MEETS THE I.

SI MELORA DEMET.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

freedomofspeechineurope.eu
Quotes make a statement, literally. Sometimes we will want to include the image of the person quoted, while at others we will let the words do all the talking.

“AFRICA IS YOUNG AND FULL OF POTENTIAL. STRENGTHENING OUR PARTNERSHIP IS MY TOP PRIORITY. WE ARE STRONGER TOGETHER.”

Jutta Urpilainen
EU Commissioner for International Partnerships

“ONE CHILD, ONE TEACHER, ONE BOOK AND ONE PEN CAN CHANGE THE WORLD.”

Malala Yousafzai
Pakistani activist for female education

“ONLINE OR OFFLINE, HUMAN RIGHTS ARE UNIVERSAL.”

Jutta Urpilainen
Commissioner for International Partnerships

“A FEMINIST IS ANYONE WHO RECOGNISES THE EQUALITY AND HUMANITY OF WOMEN AND MEN.”

Gloria Steinem
Sometime, illustrations will be the most appropriate and appealing visual asset. Our style works well with different types of illustration.

Headlines are the main typography for illustrations but in some cases, hand written typography is allowed.
Our style can be applied to videos by including simple yet ownable video animations.

Video templates are available at the following link:
https://europa.eu/!CjyjNj
One pointer for all the animators out there:

When we make video content and set a headline, there is a **minimum size** for the use of the font. OSWALD HEAVY used in CAPS is a display font and has its limits towards legibility.

Therefore we use size of corps 40px. The highlight is then 50px and equals the height of minimum use of the EU flag.
Our identity can be used as a frame – literally, leaving enough canvas to allow campaigns to have their own look & feel, according to the subject they’re intended for.
It can be applied to look either **professional** and formal, or younger and **more playful**, depending on the audience.
It allows for **clear data visualisation**.
PRACTICALS

Contact for questions:
DG INTPA Branding and Corporate Strategy
INTPA-BRANDING@ec.europa.eu

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©African People & Wildlife

P. 45, picture 15
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Digital content production guidelines

Visual guidelines:
EC visual identity
EU flag rules
Requirements for EU External Actions

Copyright rules:
Audiovisual service