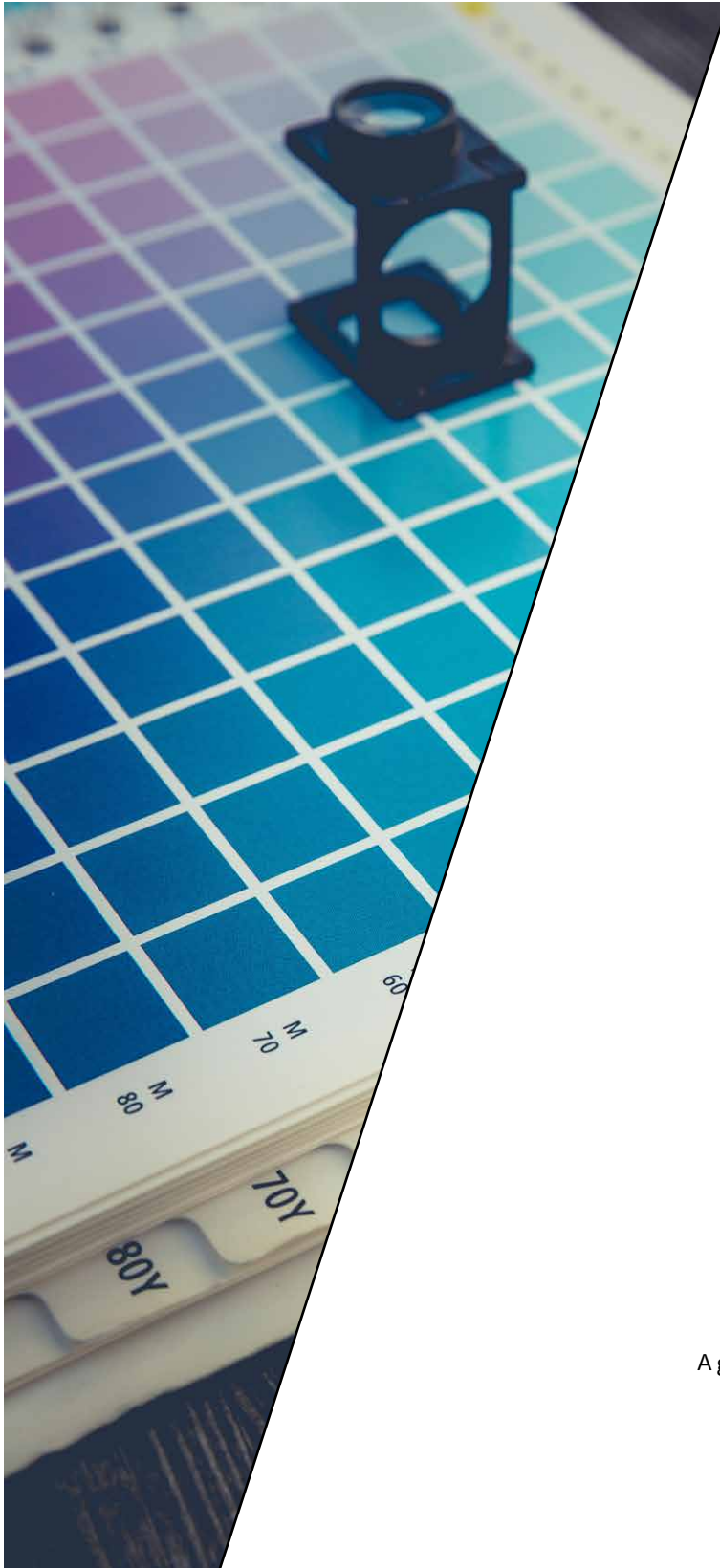




Visual identity  
Design guidelines

**EURACTIV**



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# Overall concept

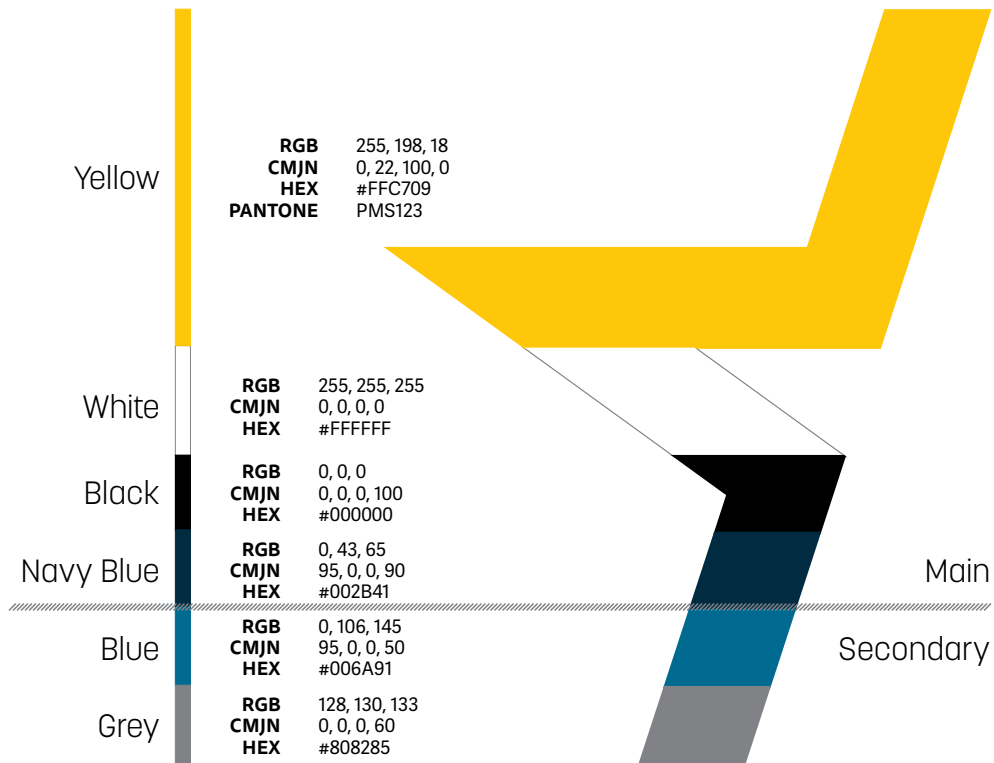
EURACTIV is an independent pan-European media network specialised in EU policies.

We spark and nourish policy debates among stakeholders, including governments, businesses and civil society. We cover policy processes upstream of decisions, summarising the issues without taking sides.

The EURACTIV Network provides free localised EU policy news and services in 12 languages. Together with our media partners, we reach 1.7 million users across Europe and beyond, every month.

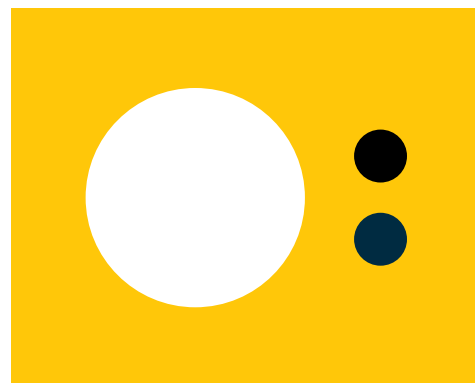


# The colours



These are the six colours in EURACTIV's visual identity. Yellow is the dominant colour and white is the main supporting colour. Yellow and white can be inverted only in those cases where working on a yellow background is not optimal. For textual elements, black dominates. Navy blue should complement the black in more complex designs. In comparison to the use of yellow and white, black and navy blue should be used in relatively small amounts.

The last two colours blue and grey are to be used only when the 4 main colours are not sufficient.



# The logotype



The white on yellow background logo is the default EURACTIV logo. Its proportions are fixed and must not be changed.

Third party users must always use this version for materials that are co-branded with EURACTIV.



Proportions for clear space

This logo can be downloaded from [www.euractiv.com/logos](http://www.euractiv.com/logos)

Never redraw or alter the logo, including the placement and size relationship of its letters or star bubble. Doing so weakens our identity.

Other versions can only be used to work around technical restrictions:



Yellow on white background:  
only when yellow background  
is not possible



Black on white background:  
only for ink constraints



Inverted:  
only for ink constraints

For very small spaces:



Social Media



Windows Tile



Favicon



For logos on a white background, do not forget to

**ALWAYS KEEP THE ZONE SURROUNDING THE LETTERS EMPTY**

# Basic shapes



EURACTIV's star bubble is a combination of a star from the European flag and a speech bubble. Its main design element is the 72° line.



*Use of the star bubble as a stand-alone element.*



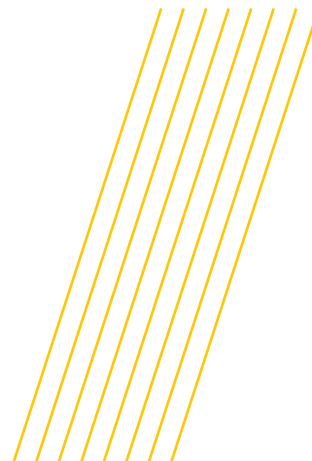
*Variation of the star bubble, best used for quotes, speeches, etc.*



*"Slim" version of the star bubble, best used as separation element.*



*Simple 72° line. Structural graphical element*



*Series of simple 72° lines. Structural graphical element*

# The fonts (for users)

////////////////////  
CORPORATE FONT | FOR POWERPOINT, WORD AND EXCEL USE

**KOROLEV**

**(BOLD)**

*Titles*

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
1234567890 &!?"'@#\$%&/'{}

KOROLEV

**(LIGHT)**

*Subtitles*

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
1234567890 &!?"'@#\$%&/'{}

OPEN SANS

**(REGULAR)**

*Body*

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
1234567890 &!?"'@#\$%&/'{}

*NB. For documents requiring external collaboration,  
users must apply the Verdana font for titles, and the Arial Black font for the body of the text.*

////////////////////  
WEB FONT | FOR WEBSITE AND NEWSLETTER USE

**FJALLA ONE**

**(REGULAR)**

*Titles*

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
1234567890 &!?"'@#\$%&/'{}

OPEN SANS

**(REGULAR)**

*Body*

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
1234567890 &!?"'@#\$%&/'{}

# The fonts (for designers)

////////////////////  
CORPORATE FONT | FOR LOGOTYPE AND LOGO-ASSOCIATED USE

**GOTHAM OTF**  
(BLACK ITALIC)

Logotype

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 &! ? "" "" @ \$ € \* # % / ( ) { }**

GOTHAM OTF  
(LIGHT)

Logotype baseline

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 &! ? "" "" @ \$ € \* # % / ( ) { }

////////////////////  
CORPORATE FONT | FOR GRAPHIC-DESIGNED DOCUMENTS

**KOROLEV**  
(BOLD)

Titles

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 &! ? "" "" @ \$ € \* # % / ( ) { }**

KOROLEV  
(LIGHT)

Titles

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 &! ? "" "" @ \$ € \* # % / ( ) { }

KOROLEV  
(MEDIUM)

Body

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 &! ? "" "" @ \$ € \* # % / ( ) { }

TISA SANS PRO  
(REGULAR)

Body

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 &! ? "" "" @ \$ € \* # % / ( ) { }

TISA PRO  
(REGULAR)

Body

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 &! ? "" "" @ \$ € \* # % / ( ) { }



# Dos and don'ts

## A guide to avoid misuses

### DO use the original electronic files.

The white on yellow background logo is the default EURACTIV logo. Its proportions are fixed and must not be changed.

Third party users must always use this version for materials that are co-branded with EURACTIV.

### DON'T redraw or retype the logo. It will be difficult to match the official specifications.

Never redraw or alter the logo, including the placement and size relationship of its letters or star bubble. Doing so weakens our identity.



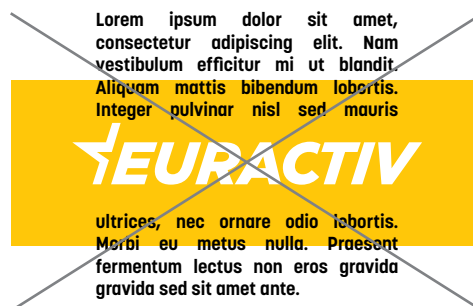
### DO keep the minimum clear space empty.

For logos on a white background, always keep the zone surrounding the letters empty.



Proportions for clear space

### DON'T place text or shapes within the clear space boundary.



# Dos and don'ts

A guide to avoid misuses



**DO keep the right proportions.**



**DON'T warp or stretch the logo.**



**DON'T change the logo's orientation.**



**DO keep the yellow background logo when used on photographs or patterns.**



**DON'T use the logo without the yellow background on photographs or patterns.**







# Dos and don'ts



## A guide to avoid misuses

**DO use the right colours.** These are the six colours in EURACTIV's visual identity.

### MAIN COLOURS

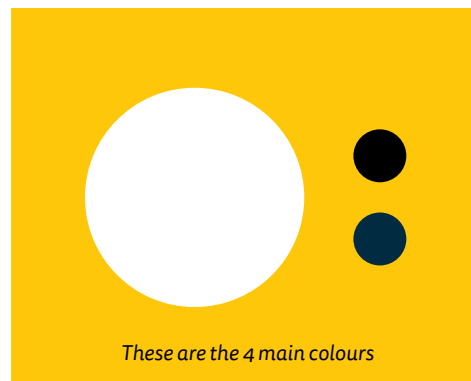
Yellow		<b>RGB</b> 255, 198, 18 <b>CMJN</b> 0, 22, 100, 0 <b>HEX</b> #FFC709 <b>PANTONE</b> PMS123
White		<b>RGB</b> 255, 255, 255 <b>CMJN</b> 0, 0, 0, 0 <b>HEX</b> #FFFFFF
Black		<b>RGB</b> 0, 0, 0 <b>CMJN</b> 0, 0, 0, 100 <b>HEX</b> #000000
Navy Blue		<b>RGB</b> 0, 43, 65 <b>CMJN</b> 95, 0, 0, 90 <b>HEX</b> #002B41

### SECONDARY COLOURS

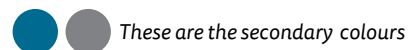
Blue		<b>RGB</b> 0, 106, 145 <b>CMJN</b> 95, 0, 0, 50 <b>HEX</b> #006A91
Grey		<b>RGB</b> 128, 130, 133 <b>CMJN</b> 0, 0, 0, 60 <b>HEX</b> #808285

**DO use the right colour proportions.**

Yellow is the dominant colour and white is the main supporting colour. Yellow and white can be inverted only in those cases where working on a yellow background is not optimal. For textual elements, black dominates. Navy blue should complement the black in more complex designs. In comparison to the use of yellow and white, black and navy blue should be used in relatively small amounts.



The last two colours blue and grey are to be used only when the 4 main colours are not sufficient.



**The default way of writing EURACTIV is "EURACTIV" in all capital letters (not in italics).**

Exception(s):

When writing EURACTIV as part of a url, you must write the full link in lowercase.

If unsure of rules contact [info@euractiv.com](mailto:info@euractiv.com)