BRAND GUIDELINES

SUMMARY

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1 INTRODUCTION

INTRODUCTION

The Eastern Partnership (EaP) is a joint initiative of the EU, its Member States and Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova and Ukraine ('the partner countries'). The EaP is a strategic and ambitious partnership based on common values and rules, mutual interests and commitments, as well as shared ownership and responsibility.

It aims to strengthen and deepen the political and economic relations between the EU, its Member States and the partner countries, as well as supports sustainable reform processes in Eastern Partnership countries. The Eastern Partnership contributes to the overall goal of increasing the stability, prosperity and resilience of the EU's neighbours and delivering tangible results for the people across the region.

The Joint Communication on the Eastern Partnership policy beyond 2020: Reinforcing resilience – a partnership that delivers for all (March 2020) and Council Conclusions of May 2020 as well as Joint Staff Working Document – Recovery, resilience and reform: post 2020 Eastern Partnership priorities (July 2021) set out a new vision for the partnership and identified strengthening resilience as the overarching policy framework, with five long-term policy objectives:

- together for resilient, sustainable and integrated economies;
- together for accountable institutions, the rule of law and security;
- together towards environmental and climate resilience;
- together for a resilient digital transformation;
- together for resilient, fair and inclusive societies.

The logotype and visual identity is the visual expression of the future agenda.

The updated logo is created based on the following reasoning:

- five policy priority areas are represented by five colours and reflected in the shape;
- pentagon shape – strong, clear and intertwined form that represents resilience;
- waving movement of the sides represents recovery and reforms;
- a clear shape – for a strong partnership: #StrongerTogether.

In order to ensure a coherent and coordinated communication approach, the Eastern Partnership visual identity must be adhered to in all corporate communications materials, the organisation of all related events and the EaP Summit.

The logotype is created in 3 versions, 2 formats and 2 colour palettes – RGB for digital use and CMYK for print.

You can download different logotypes from this page: https://ec.europa.eu/neighbourhood-enlargement/eastern-partnership-brand-guidelines_en

Rules of the logotypes and Supporting visual are explained in this brand book for coherent and unified use on the basis of a digital (RGB) logotype. The same rules apply for the logotype used in the CMYK (print) palette.

The note on colours

In order to ensure full compliance with the colours of the EaP logotype, depending on the support, always use its dedicated RGB (digital media) or CMYK (printed materials) version.

RGB is an additive colour model that refers to the primary colours of light (**R**ed, **G**reen and **B**lue), that is in use in television screens, monitors and digital cameras, and that uses the absence of light for black.

CMYK is a subtractive colour model that refers to the primary colours of pigments (**C**yan, **M**agenta, **Y**ellow, and Blac**k**) and that uses white as the natural colour of the print background.

RGB VERSION

CMYK VERSION

RGB colour references

The RGB colours presented below are indicative data and cannot be modified or recreated. Please use the source files of the logotypes provided.

GENERIC ILLUSTRATION

Purple

R	G	B
156	59	198

#9c3bc6

Blue

R	G	B
0	90	184

#005ab8

Turquoise

R	G	B
0	191	202

#00bfca

Orange #1

R	G	B
255	110	9

#ff6e09

Orange #2

R	G	B
255	110	0

#ffbf00

Green

R	G	B
0	183	63

#00b73f

EUROPEAN UNION FLAG

Official EU Blue

R	G	B
0	51	153

#003399

Official EU Yellow

R	G	B
255	204	0

#FFCC00

ACRONYM, SEPARATOR AND FULL NAME

Black for text

R	G	B
0	0	0

#000000

CMYK colour references

The CMYK colours presented below are indicative data and cannot be modified or recreated. Please use the source files of the logotypes provided.

GENERIC ILLUSTRATION

Purple

C	M	Y	K
55	85	0	0

Blue

C	M	Y	K
100	65	0	0

Turquoise

C	M	Y	K
70	0	20	0

Orange #1

C	M	Y	K
0	80	90	0

Orange #2

C	M	Y	K
0	30	90	0

Green

C	M	Y	K
75	0	90	0

EUROPEAN UNION FLAG

Official EU Blue

C	M	Y	K
100	80	0	0

Official EU Yellow

C	M	Y	K
0	0	100	0

ACRONYM, SEPARATOR AND FULL NAME

Black for text

C	M	Y	K
100	100	100	100

2 LOGOTYPE

CONSTRUCTION OF THE LOGOTYPE
Graphic components

The Generic logotype is composed of the Generic illustration, the Eastern Partnership acronym, a vertical separator, the full name and the European Union flag.
The logotype must be used as an inseparable entity, containing all graphic elements which cannot be separated from each other.
It should always appear on a white background that corresponds to at least the size of its own minimum clear space.

GENERIC
ILLUSTRATION

EASTERN
PARTNERSHIP
ACRONYM

SEPARATOR

EASTERN
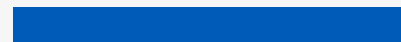PARTNERSHIP
FULL NAME

EUROPEAN
UNION
FLAG

CONSTRUCTION OF THE LOGOTYPE
Origin and symbolism of the colours
5 specific colour codes have been created to symbolise the 5 key EaP priorities.
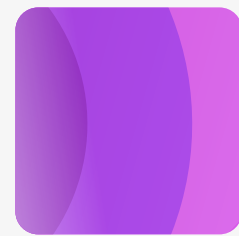
| BLUE	PURPLE	GREEN	ORANGE	TURQUOISE
RESILIENT, SUSTAINABLE AND INTEGRATED ECONOMIES	**ACCOUNTABLE INSTITUTIONS, THE RULE OF LAW AND SECURITY**	**ENVIRONMENTAL AND CLIMATE RESILIENCE**	**RESILIENT, FAIR AND INCLUSIVE SOCIETIES**	**RESILIENT DIGITAL TRANSFORMATION**
The colour blue evokes a feeling of confidence, professionalism and trust. It has traditionally been associated with business, commonly used for finance and technology.	This colouring rises to a higher level of thought. Purple symbolises justice.	Green is the colour of life, renewal, nature and energy. It is associated with meanings of growth, harmony, freshness, safety and environment.	Orange is a stimulating colour and suggests friendliness, youth and optimism. An energising orange is a great colour for a call to action.	Turquoise exudes a feeling of purity and fluidity. It suggests regeneration, the need for evolution and transformation, as well as the need for change.

CONSTRUCTION OF THE LOGOTYPE
Origin of the Generic illustration

A specific colour code is associated with every priority area, reflecting the 5 specific EaP priorities.
They interact together to create an illustration with 5 coloured shapes with round angles and bright variations to symbolise exchange in a joint initiative.
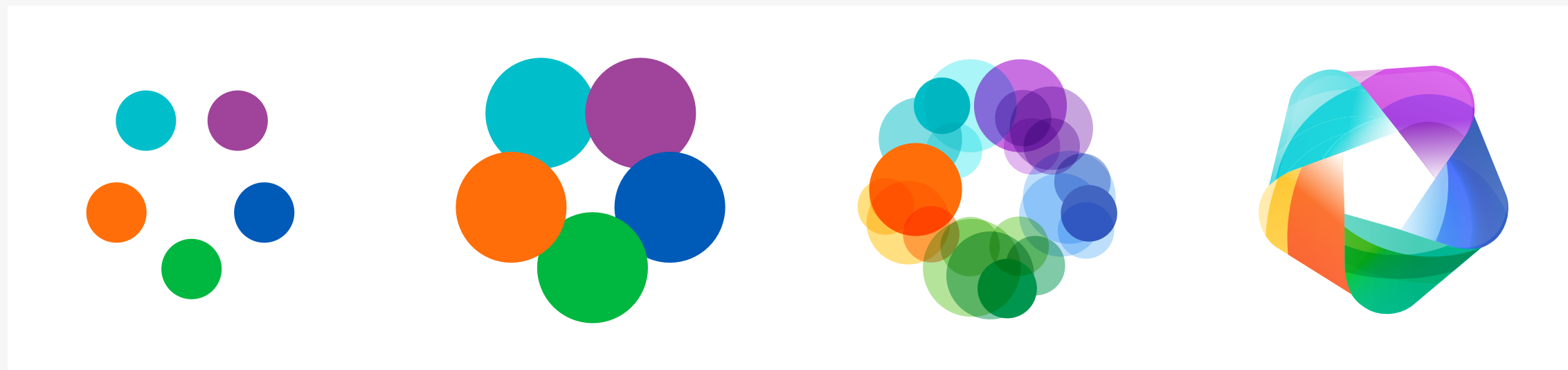
5 POLICY PRIORITIES 5 COLOURS   **+**   **SYNERGIES**   **+**   **EXCHANGE AND COLLABORATION**   **=**   **JOINT INITIATIVE**

COMMON RULES FOR EAP LOGOTYPES
Versions of the logotype: 3 versions / 2 formats / 2 palettes

The main and strongly advised logo format to use is **horizontal**.

The square format of the logo should be used only if it is really necessary.
They should always appear on a white background that corresponds to at least the size of their own minimum clear space.

GENERIC	WITH QUOTE	SUMMIT 2021
The Generic logo should be used in general communication about the Eastern Partnership and activities related to it.	The logo with a quote is used specifically for events and activities that are organised under the umbrella of the Eastern Partnership.	The Summit logo is used only for the Summit and cannot be used for any other occasion.

Generic logotype / horizontal

Generic logotype with quote / horizontal

Summit 2021 logotype / horizontal

Generic logotype / square

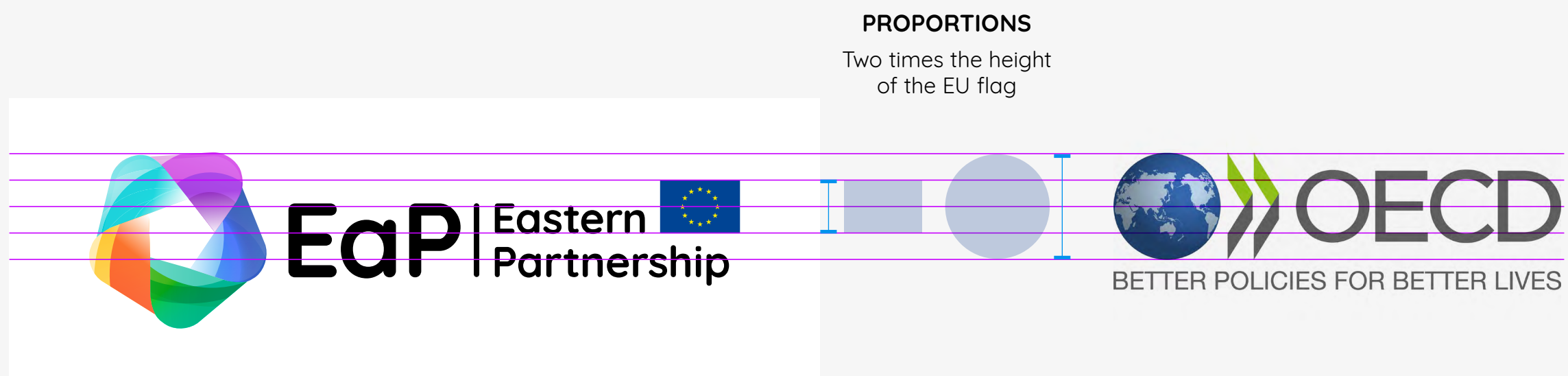Generic logotype with quote / square

Summit 2021 logotype / square

COMMON RULES FOR EAP LOGOTYPES
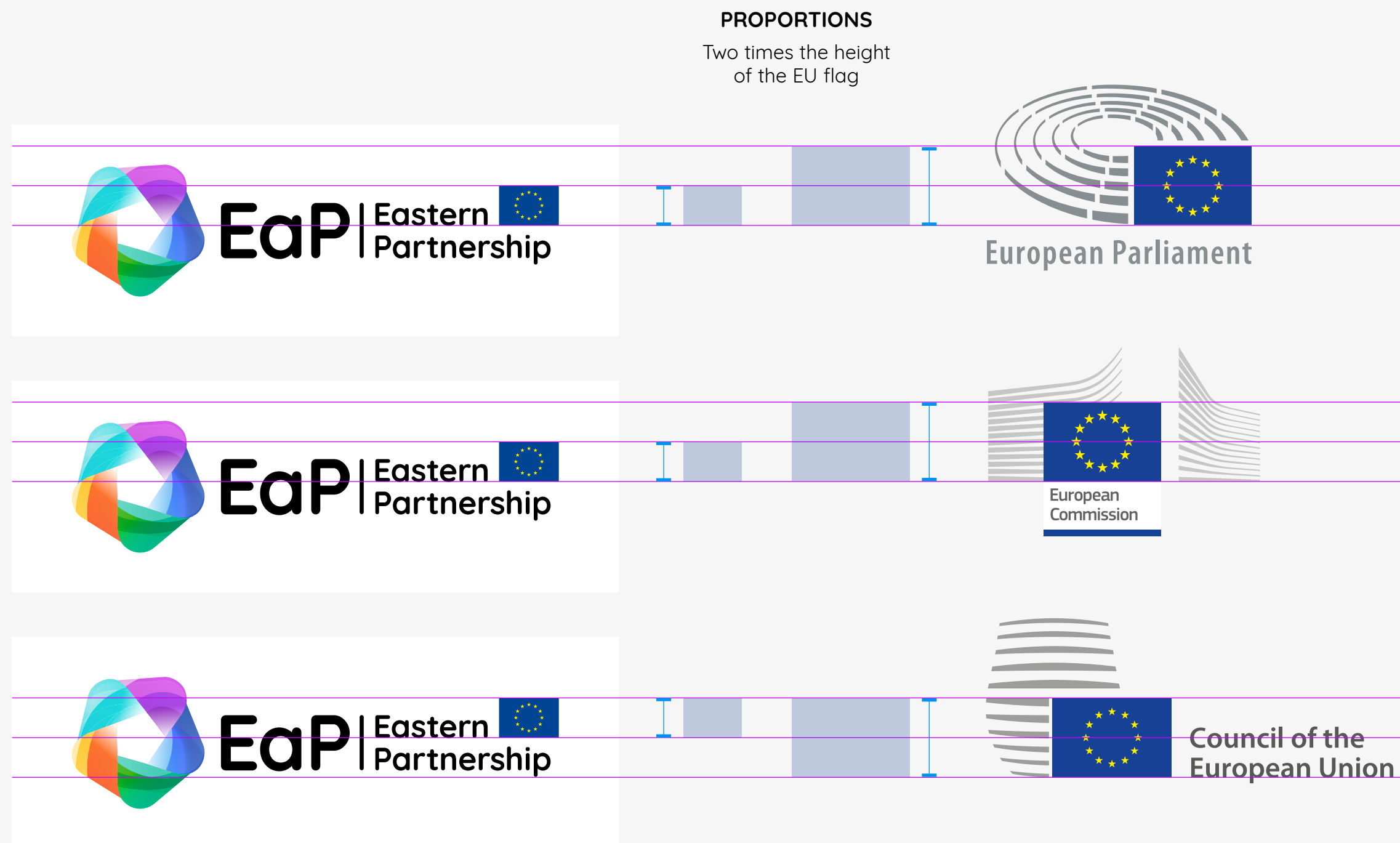## Use with external logotypes

Proportions between the EaP logo and other logos that have to appear at its side are primarily based on common sense in terms of balance, readability and overall visual impact. Double the height of the European flag is the key to calculating the size of other logos. See examples below with the OECD logo.

PROPORTIONS

Two times the height
of the EU flag

COMMON RULES FOR EAP LOGOTYPES
Use with the official logotypes of the EU institutions

Proportions between the EaP logo and other logos that have to appear at its side are primarily based on common sense in terms of balance, readability and overall visual impact. Double the height of the European flag is the key to calculating the size of other logos containing a European flag too. See examples below with the logo of the European Parliament, the logo of the European Commission and the logo of the Council of the European Union.

PROPORTIONS

Two times the height
of the EU flag

EaP | Eastern Partnership

European Parliament

EaP | Eastern Partnership

European Commission

EaP | Eastern Partnership

Council of the European Union

COMMON RULES FOR EAP LOGOTYPES
Compliance with the EaP logotypes

To maintain a coherent visual identity it is important to strictly respect the following rules regarding the different versions of the EaP logotype.

- The main and strongly advised logo format to use is the Generic horizontal version.

- The square formats of the logotypes should be used only if it is really necessary.

- All parts of the logotypes must remain together. They cannot be used as separated elements.

- The proportions of the logotypes must be maintained.

- The minimum clear space of the logotypes must be respected.

- The colours of the logotypes cannot be modified or recreated. Use the source files of the logotypes provided.

- The negative version of the logotypes cannot be created. Always use white in the background.

- The acronym, separator, full name, "This event is part of the" and "Summit 2021" must always remain in black.

GENERIC LOGOTYPE
Proportions

The Generic logotype comprises 3 different elements: the Generic illustration, the acronym with the full name and the European Union flag, aligned horizontally.
The logotype must be used as an inseparable entity, containing all graphic elements which cannot be separated from each other.
It should always appear on a white background that corresponds to at least the size of its own minimum clear space.

GENERIC LOGOTYPE
Minimum clear space

Minimum clear space is defined as the area that is completely free of other objects or elements. The clear space should be white.
To maintain brand balance and the impact of the Generic logotype, the surrounding area should remain open and uncluttered.
When placing the Generic logotype close to graphic elements, the minimum clear space should be maintained on all sides.
The minimum size of the clear space is relative to the European Union flag size.

GENERIC LOGOTYPE
Minimum size
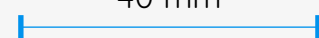
This refers to the smallest size in which the Generic logotype may be reproduced to ensure it is legible.

As a general rule, the Generic logotype should not be smaller than 40 mm in width on printed materials and 200 px in width on digital media.
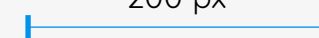
MINIMUM SIZE / PRINT (CMYK VERSION)

40 mm

MINIMUM SIZE / DIGITAL (RGB VERSION)

200 px

GENERIC LOGOTYPE
Uses and rules – Don'ts

The Generic logotype should not be used on a dark or coloured background.

See the examples below.

GENERIC LOGOTYPE
Uses and rules – Dos

As a general rule, the Generic logotype should be used only on a white background, maintaining the minimum clear space all around. See the two examples below.

GENERIC LOGOTYPE
Black version for print
This black Generic logotype will only be used on white backgrounds for print.

GENERIC LOGOTYPE / SQUARE VERSION
Proportion

The Generic logotype / square version comprises 3 different elements: the Generic illustration, the acronym with the full name and the European Union flag. The Generic illustration is positioned above the acronym with the full name and the European Union flag.

This version of the logotype should be used only if it is necessary and the horizontal logo cannot be applied.

GENERIC LOGOTYPE / SQUARE VERSION
Minimum clear space

Minimum clear space is defined as the area that is completely free of other objects or elements. The clear space should be white. To maintain brand balance and the impact of the Generic logotype / square version, the surrounding area should remain open and uncluttered. When placing the Generic logotype / square version close to graphic elements, the minimum clear space should be maintained on all sides. The minimum size of the clear space is relative to the width or the height of the European Union flag.
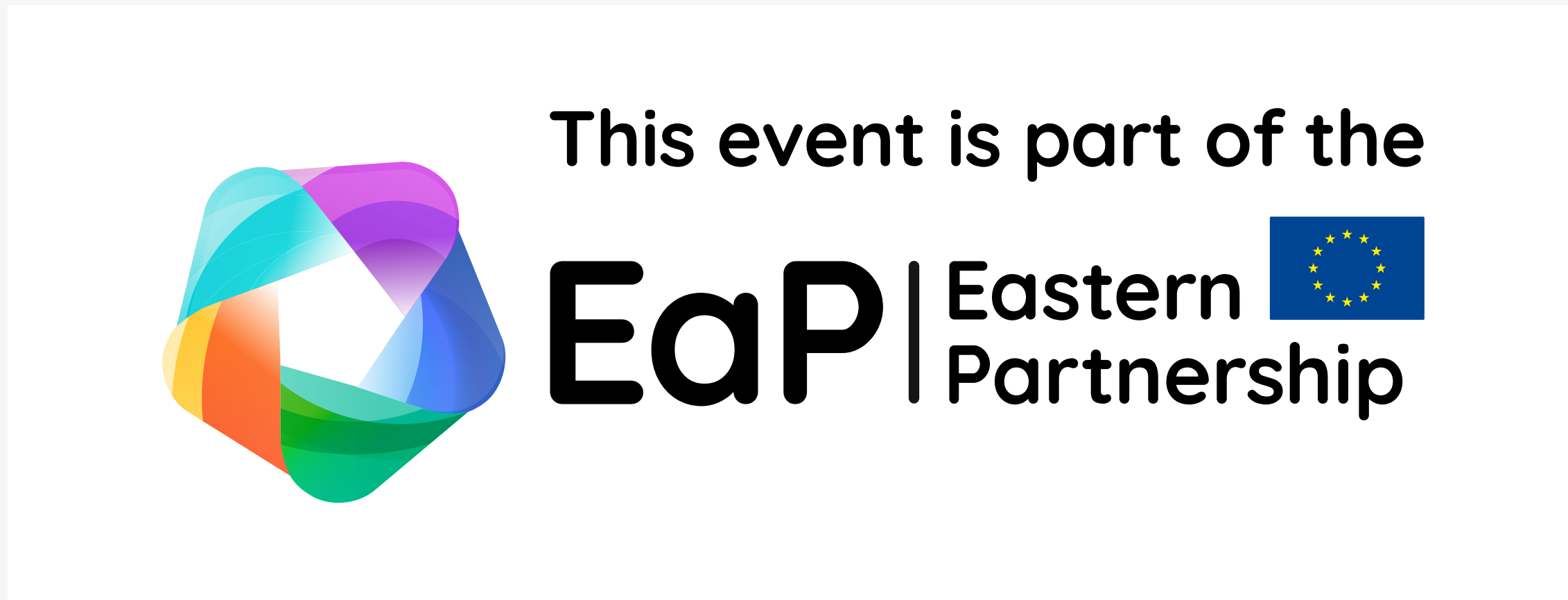
GENERIC LOGOTYPE / SQUARE VERSION
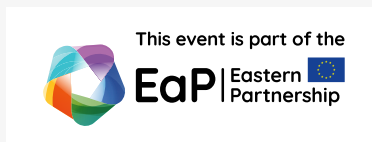## Minimum size

This refers to the smallest size in which the Generic logotype / square version may be reproduced to ensure it is legible.

As a general rule, the Generic logotype / square version should not be smaller than 25 mm in width on printed materials and 125 px in width on digital media.

MINIMUM SIZE / PRINT (CMYK VERSION)

25 mm

MINIMUM SIZE / DIGITAL (RGB VERSION)

125 px

GENERIC LOGOTYPE / SQUARE VERSION
Uses and rules – Don'ts
The Generic logotype / square version should not be used on a dark or coloured background.

See the two examples below.

GENERIC LOGOTYPE / SQUARE VERSION
Uses and rules – Dos

As a general rule, the Generic logotype / square version should be used only on a white background, maintaining the minimum clear space all around. See the two examples below.

GENERIC LOGOTYPE / SQUARE VERSION
Black version for print
This black Generic logotype / square version will only be used on white backgrounds for print.

GENERIC LOGOTYPE WITH QUOTE
Proportions

The Generic logotype with quote, **dedicated to events**, comprises 4 different elements: the Generic illustration, the acronym with the full name, the European Union flag and the quote "This event is part of the" above.
The logotype must be used as an inseparable entity, containing all graphic elements which cannot be separated from each other.
It should always appear on a white background that corresponds to at least the size of its own minimum clear space.

GENERIC LOGOTYPE WITH QUOTE
Minimum clear space

Minimum clear space is defined as the area that is completely free of other objects or elements. The clear space should be white. To maintain brand balance and the impact of the Generic logotype with quote, the surrounding area should remain open and uncluttered. When placing the Generic logotype with quote close to graphic elements, the minimum clear space should be maintained on all sides. The minimum size of the clear space is relative to the European Union flag size.
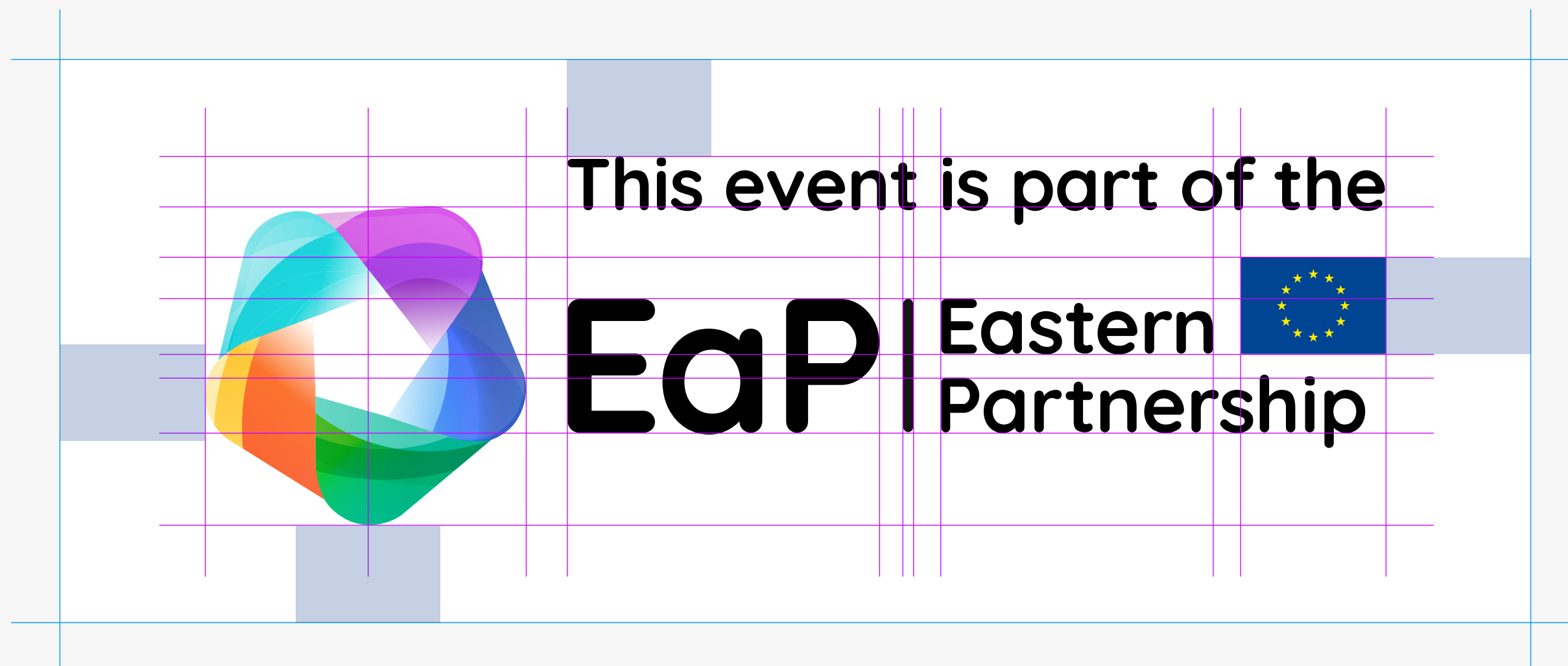
GENERIC LOGOTYPE WITH QUOTE
Minimum size

This refers to the smallest size in which the Generic logotype with quote may be reproduced to ensure it is legible.

As a general rule, the Generic logotype with quote should not be smaller than 40 mm in width on printed materials and 200 px in width on digital media.

This event is part of the

EaP | Eastern Partnership

MINIMUM SIZE / PRINT (CMYK VERSION)

40 mm

This event is part of the
EaP | Eastern Partnership

MINIMUM SIZE / DIGITAL (RGB VERSION)

200 px

This event is part of the
EaP | Eastern Partnership
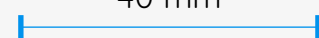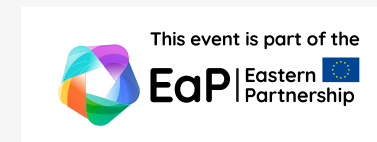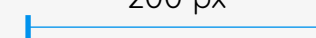
GENERIC LOGOTYPE WITH QUOTE
Uses and rules – Don'ts

The Generic logotype with quote should not be used on a dark or coloured background.

See the examples below.

GENERIC LOGOTYPE WITH QUOTE
Uses and rules – Dos

As a general rule, the Generic logotype with quote should be used only on a white background, maintaining the minimum clear space all around. See the two examples below.

GENERIC LOGOTYPE WITH QUOTE
Black version for print
This black Generic logotype with quote will only be used on white backgrounds for print.

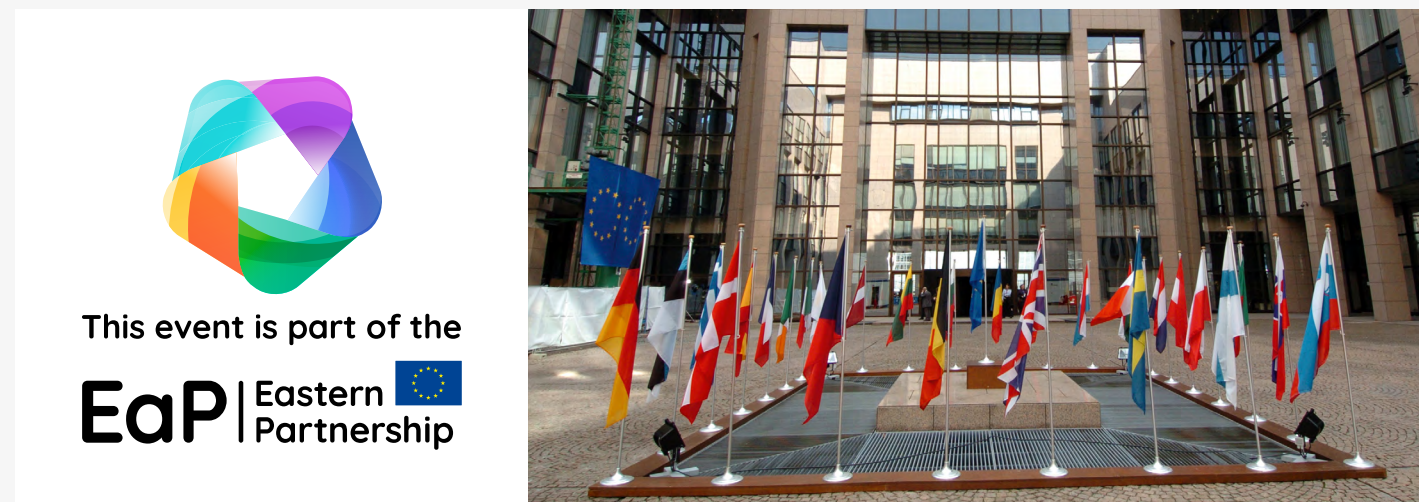# GENERIC LOGOTYPE WITH QUOTE / SQUARE VERSION
Proportions

The Generic logotype with quote / square version, **dedicated to events**, comprises 4 different elements: the Generic illustration, the acronym with the full name, the European Union flag and the quote "This event is part of the".

This version of the logotype should be used only if it is necessary and the horizontal logo cannot be applied.

GENERIC LOGOTYPE WITH QUOTE / SQUARE VERSION
Minimum clear space

Minimum clear space is defined as the area that is completely free of other objects or elements. The clear space should be white.
To maintain brand balance and the impact of the Generic logotype with quote / square version, the surrounding area should remain open and uncluttered. When placing the Generic logotype with quote / square version close to graphic elements, the minimum clear space should be maintained on all sides. The minimum size of the clear space is relative to the width or the height of the European Union flag.

GENERIC LOGOTYPE WITH QUOTE / SQUARE VERSION
Minimum size

This refers to the smallest size in which the Generic logotype with quote / square version may be reproduced to ensure it is legible.

As a general rule, the Generic logotype with quote / square version should not be smaller than 25 mm in width on printed materials and 125 px in width on digital media.

This event is part of the

EaP | Eastern Partnership

MINIMUM SIZE / PRINT (CMYK VERSION)

25 mm

MINIMUM SIZE / DIGITAL (RGB VERSION)

125 px

GENERIC LOGOTYPE WITH QUOTE / SQUARE VERSION
Uses and rules – Don'ts

The Generic logotype with quote / square version should not be used on a dark or coloured background.

See the examples below.

GENERIC LOGOTYPE WITH QUOTE / SQUARE VERSION
Uses and rules – Dos

As a general rule, the Generic logotype with quote / square version should be used only on a white background, maintaining the minimum clear space all around. See the two examples below.

GENERIC LOGOTYPE WITH QUOTE / SQUARE VERSION
Black version for print
This black Generic logotype with quote / square version will only be used on white backgrounds for print.

This event is part of the

EaP | Eastern Partnership

SUMMIT LOGOTYPE
Proportions

The Summit logotype comprises 4 different elements: the Generic illustration, the acronym with the full name, the specific event "Summit 2021" and the European Union flag. The date in the Summit logotype can be updated according to the specific year using an editable version of the Adobe Illustrator source file.
The logotype must be used as an inseparable entity, containing all graphic elements which cannot be separated from each other.
It should always appear on a white background that corresponds to at least the size of its own minimum clear space.
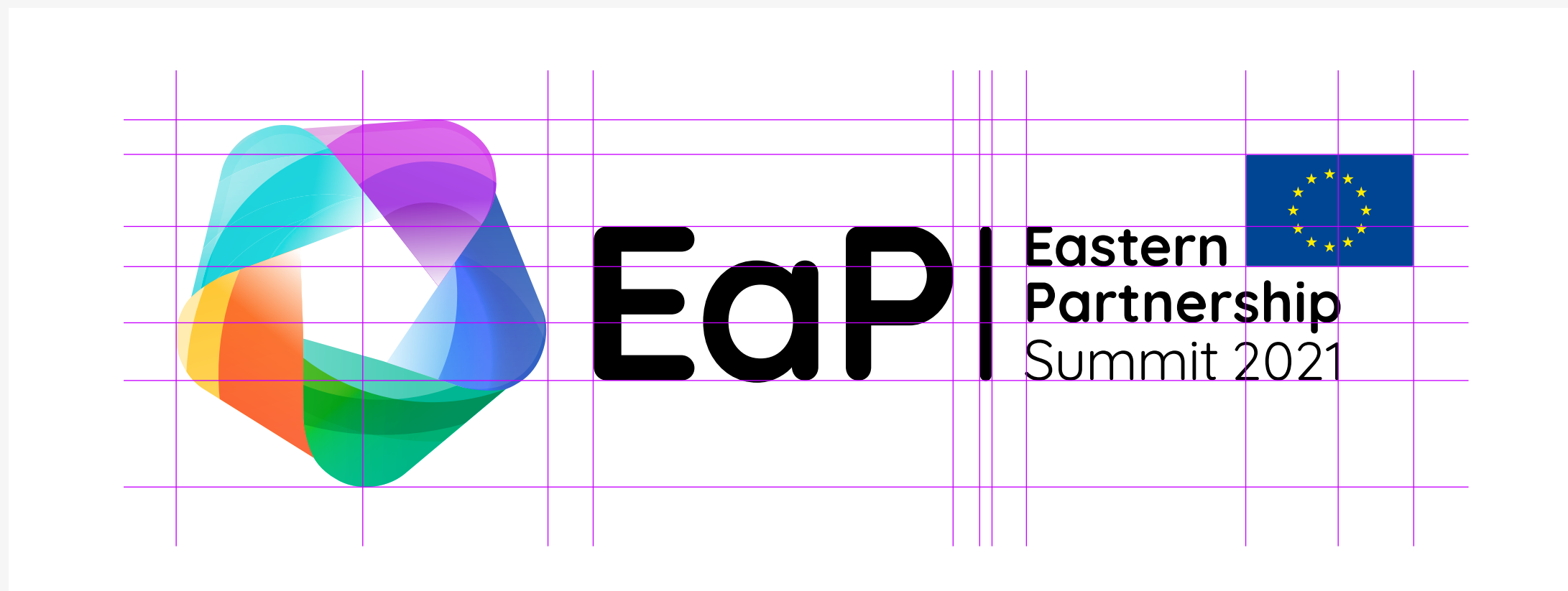
SUMMIT LOGOTYPE
Minimum clear space

Minimum clear space is defined as the area that is completely free of other objects or elements. The clear space should be white.
To maintain brand balance and the impact of the Summit logotype, the surrounding area should remain open and uncluttered.
When placing the Summit logotype close to graphic elements, the minimum clear space should be maintained on all sides.
The minimum size of the clear space is relative to the European Union flag size.

SUMMIT LOGOTYPE
Minimum size

This refers to the smallest size in which the Summit logotype may be reproduced to ensure it is legible.

As a general rule, the Summit logotype should not be smaller than 40 mm in width on printed materials and 200 px in width on digital media.

MINIMUM SIZE / PRINT (CMYK VERSION)

40 mm

MINIMUM SIZE / DIGITAL (RGB VERSION)

200 px
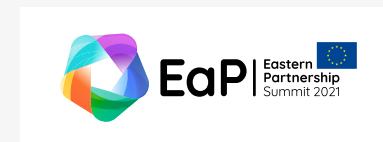
SUMMIT LOGOTYPE
Uses and rules – Don'ts

The Summit logotype should not be used on a dark or coloured background.

See the examples below.

SUMMIT LOGOTYPE
Uses and rules – Dos

As a general rule, the Summit logotype should be used only on a white background, maintaining the minimum clear space all around. See the two examples below.

SUMMIT LOGOTYPE
Black version for print
This black Summit logotype will only be used on white backgrounds for print.

SUMMIT LOGOTYPE / SQUARE VERSION
Proportions

The Summit logotype / square version comprises 4 different elements: the Generic illustration above, the acronym with the full name, the specific event "Summit 2021" and the European Union flag. The date in the Summit logotype can be updated according to the specific year using an editable version of the Adobe Illustrator source file.
This version of the logotype should be used only if it is necessary and the horizontal logo cannot be applied.

SUMMIT LOGOTYPE / SQUARE VERSION
Minimum clear space

Minimum clear space is defined as the area that is completely free of other objects or elements. The clear space should be white. To maintain brand balance and the impact of the Summit logotype / square version, the surrounding area should remain open and uncluttered. When placing the Summit logotype / square version close to graphic elements, the minimum clear space should be maintained on all sides. The minimum size of the clear space is relative to the width or the height of the European Union flag.

SUMMIT LOGOTYPE / SQUARE VERSION
Minimum size

This refers to the smallest size in which the Summit logotype / square version may be reproduced to ensure it is legible.
As a general rule, the Summit logotype / square version should not be smaller than 25 mm in width on printed materials and 125 px in width on digital media.

MINIMUM SIZE / PRINT (CMYK VERSION)

25 mm

MINIMUM SIZE / DIGITAL (RGB VERSION)

125 px

SUMMIT LOGOTYPE / SQUARE VERSION
Uses and rules – Don'ts

The Summit logotype / square version should not be used on a dark or coloured background.

See the examples below.

SUMMIT LOGOTYPE / SQUARE VERSION
Uses and rules – Dos

As a general rule, the Summit logotype / square version should be used only on a white background, maintaining the minimum clear space all around. See the two examples below.

SUMMIT LOGOTYPE / SQUARE VERSION
Black version for print

This black Summit logotype / square version will only be used on white backgrounds for print.

3 VISUAL IDENTITY

SUPPORTING VISUAL
Introduction

A group of 3 curves with different shapes, different thicknesses and different gradients makes up the Supporting visual. It always appears on a white background.

The Supporting visual is based on the 5 main colours of the EaP logo. It groups them all in a series of overlapping gradient shapes.

The Supporting visual must be considered as an essential element of the EaP visual identity. Its use must be appropriate to draw attention where needed.

Despite this, it is not mandatory to use the Supporting visual on every medium. If, for technical, size or other reasons, it is impossible to use it, feel free to use the EaP logo on its own – its Generic illustration is also a strong visual element.

The Supporting visual is designed for all corporate, event and Summit communication products.

SUPPORTING VISUAL
Five colours and white space

The 5 EaP colours are combined in the Supporting visual. The large amount of white in the background is also an important part of the EaP visual identity and **white must occupy a minimum of a third of the surface area** (including the spaces between the coloured curves).

WHITE

PURPLE

TURQUOISE

BLUE

ORANGE

GREEN
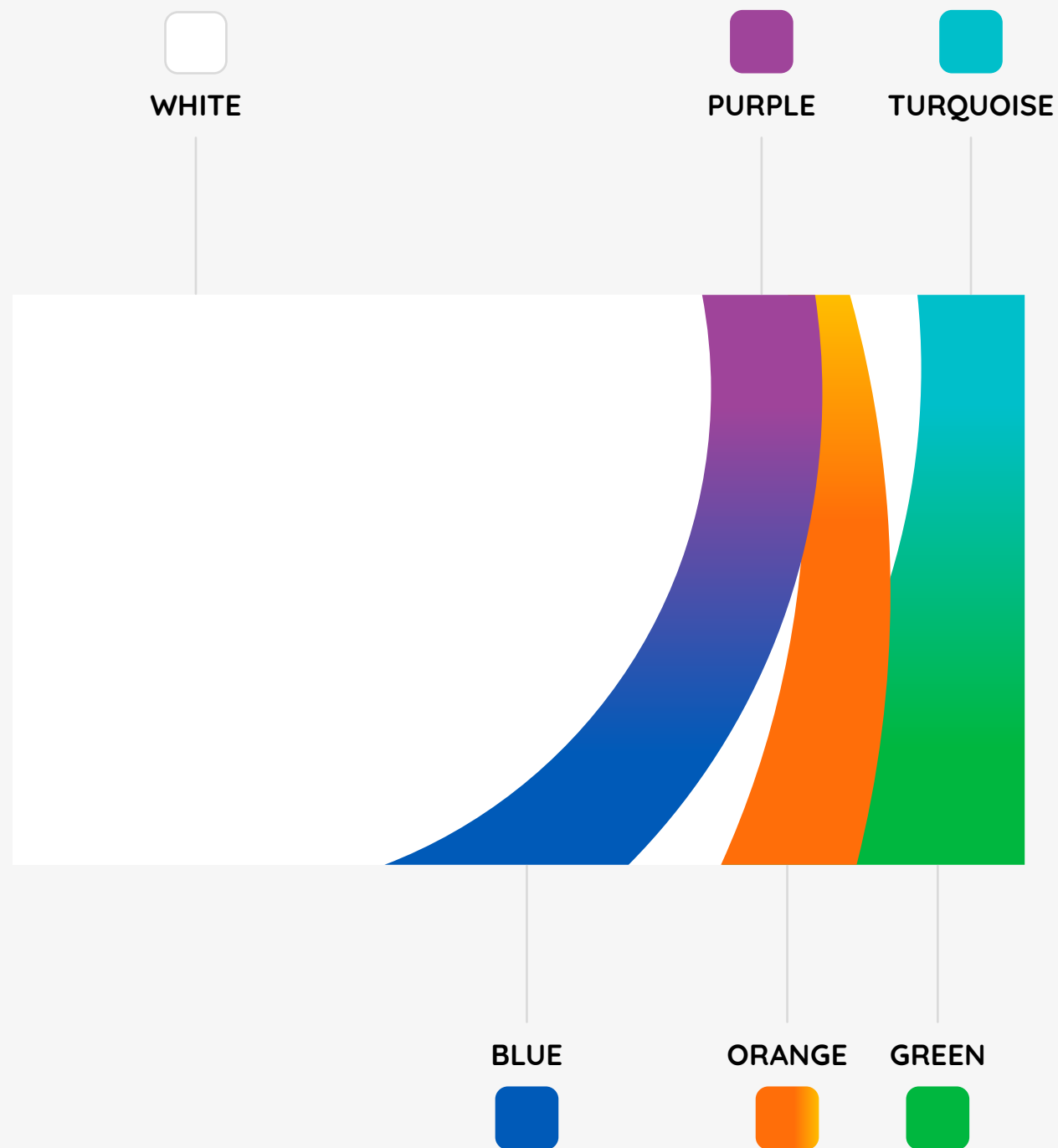
SUPPORTING VISUAL
Colour references CMYK, RGB and Hexadecimal (Web)

The colours below are used to create the gradients that make up the Supporting visual. To reinforce the EaP visual identity, feel free to use this palette in a wide variety of graphic elements that may appear in communication products such as publications, videos, infographics and illustrations... **Use Black as the colour for the main titles.** Sub-levels of titles may use the colours presented below.

CMYK

BLUE

C	M	Y	K
100	65	0	0

PURPLE

C	M	Y	K
55	85	0	0

ORANGE #1

C	M	Y	K
0	80	90	0

ORANGE #2

C	M	Y	K
0	30	90	0

GREEN

C	M	Y	K
75	0	90	0

TURQUOISE

C	M	Y	K
70	0	20	0

WHITE

C	M	Y	K
0	0	0	0

BLACK
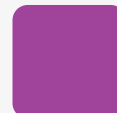
C	M	Y	K
100	100	100	100

RGB + HEX

BLUE

R	G	B	
0	90	184	#005ab8
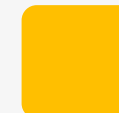
PURPLE

R	G	B	
159	68	154	#9f449a

ORANGE #1

R	G	B	
255	110	9	#ff6e09

ORANGE #2

R	G	B	
255	191	0	#ffbf00
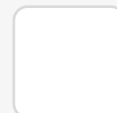
GREEN

R	G	B	
0	183	63	#00b73f

TURQUOISE

R	G	B	
0	191	202	#00bfca

WHITE

R	G	B	
255	255	255	#ffffff

BLACK

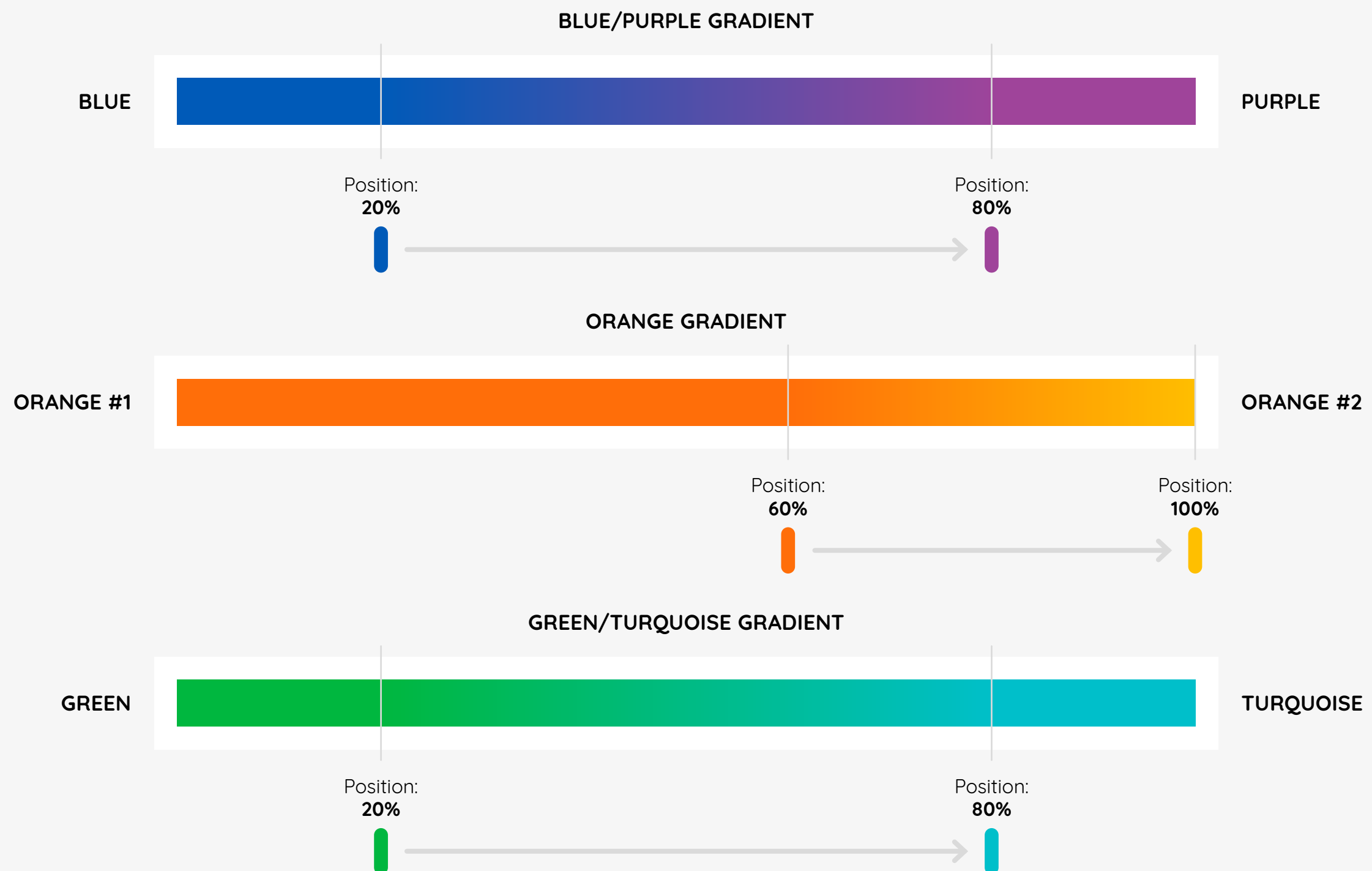| R	G	B	
0	0	0	#000000

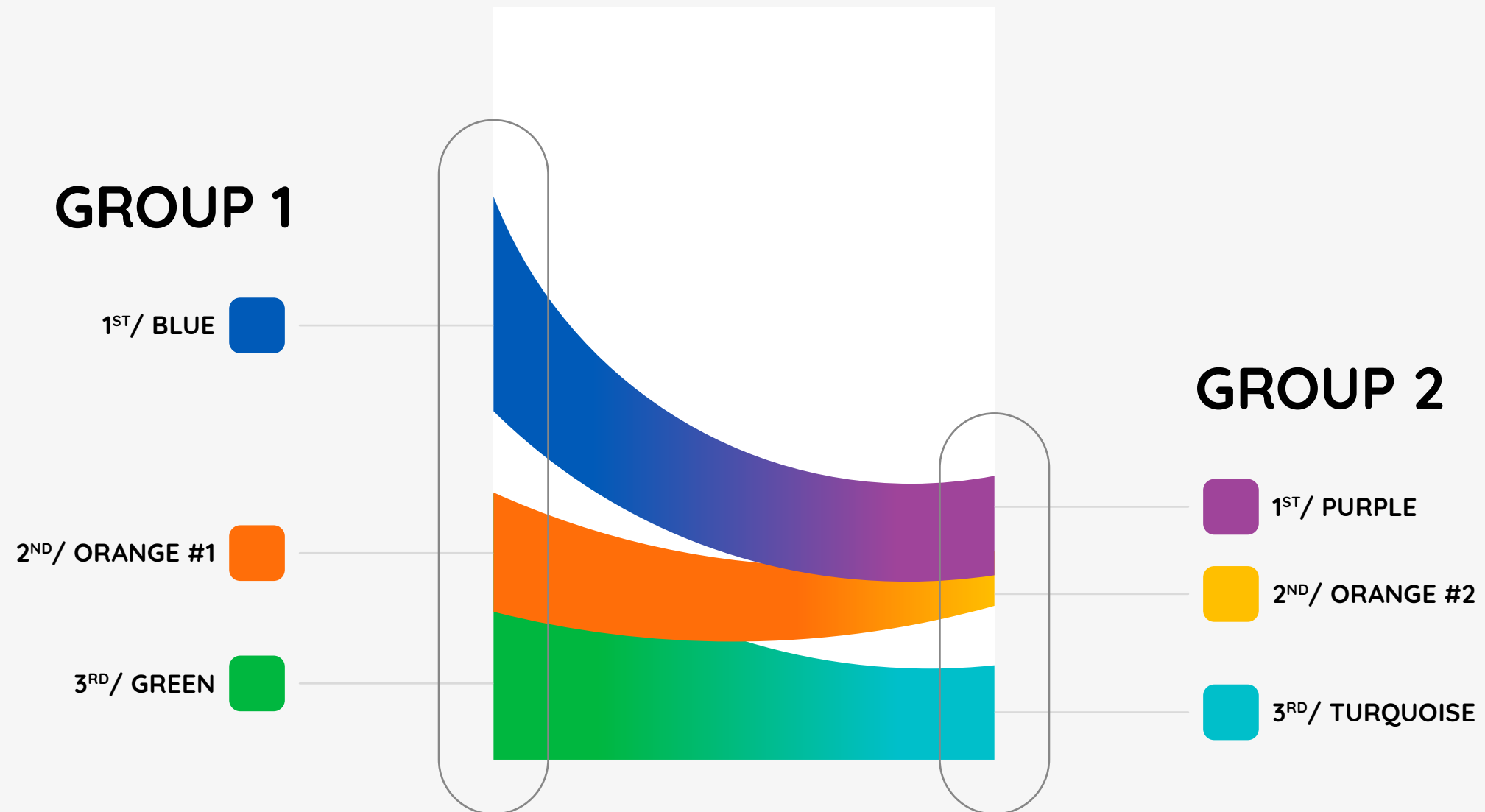# SUPPORTING VISUAL
Gradient intensity

It is important that gradients use the same quantity of the original 5 colours extracted from the EaP logo. Therefore, their intensity must strictly follow the percentages shown below. The intensity of the Orange gradient is special, as the yellow (called "Orange #2") is a sixth colour, extracted from the stars of the EU flag.

BLUE/PURPLE GRADIENT

BLUE   PURPLE

Position:
20%

Position:
80%

ORANGE GRADIENT

ORANGE #1   ORANGE #2

Position:
60%

Position:
100%

GREEN/TURQUOISE GRADIENT

GREEN   TURQUOISE

Position:
20%

Position:
80%

SUPPORTING VISUAL
Order of the colours

Gradients must appear in a specific order wherever the positioning of their starting point is.
Inside Group 1 keep Blue, Orange #1 and Green all together.
Inside Group 2 keep Purple, Orange #2 and Turquoise all together.

GROUP 1

1ST/ BLUE

2ND/ ORANGE #1

3RD/ GREEN

GROUP 2

1ST/ PURPLE

2ND/ ORANGE #2

3RD/ TURQUOISE

SUPPORTING VISUAL
Overlap of the gradients
Two overlaps are highly recommended, strictly respecting the order of the colours as mentioned on page 58.
At least one overlap is mandatory.

EXAMPLE OF OVERLAP

EXAMPLE OF OVERLAP
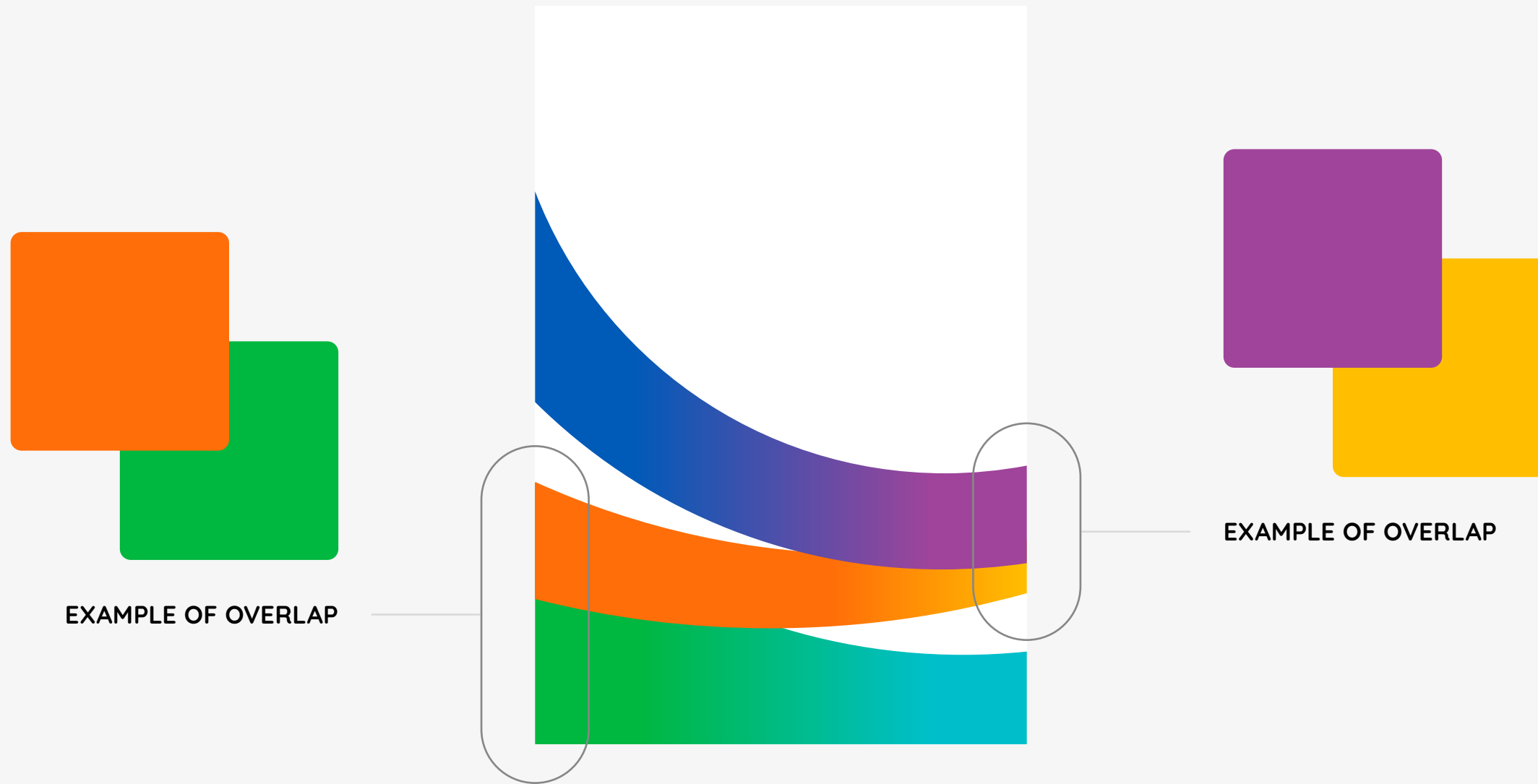
SUPPORTING VISUAL
Angles of the gradients

Angles of the gradients may vary following the placement of the Supporting visual inside the layout, but should preferably remain horizontal. Gradients start at one edge of the support and stop at the opposite side, respecting the proposed intensity of the gradients (see page 57).

ANGLE OF THE GRADIENTS
PREFERABLY HORIZONTAL

START OF
THE GRADIENTS
AT ONE EDGE

END OF
THE GRADIENTS AT
THE OPPOSITE EDGE
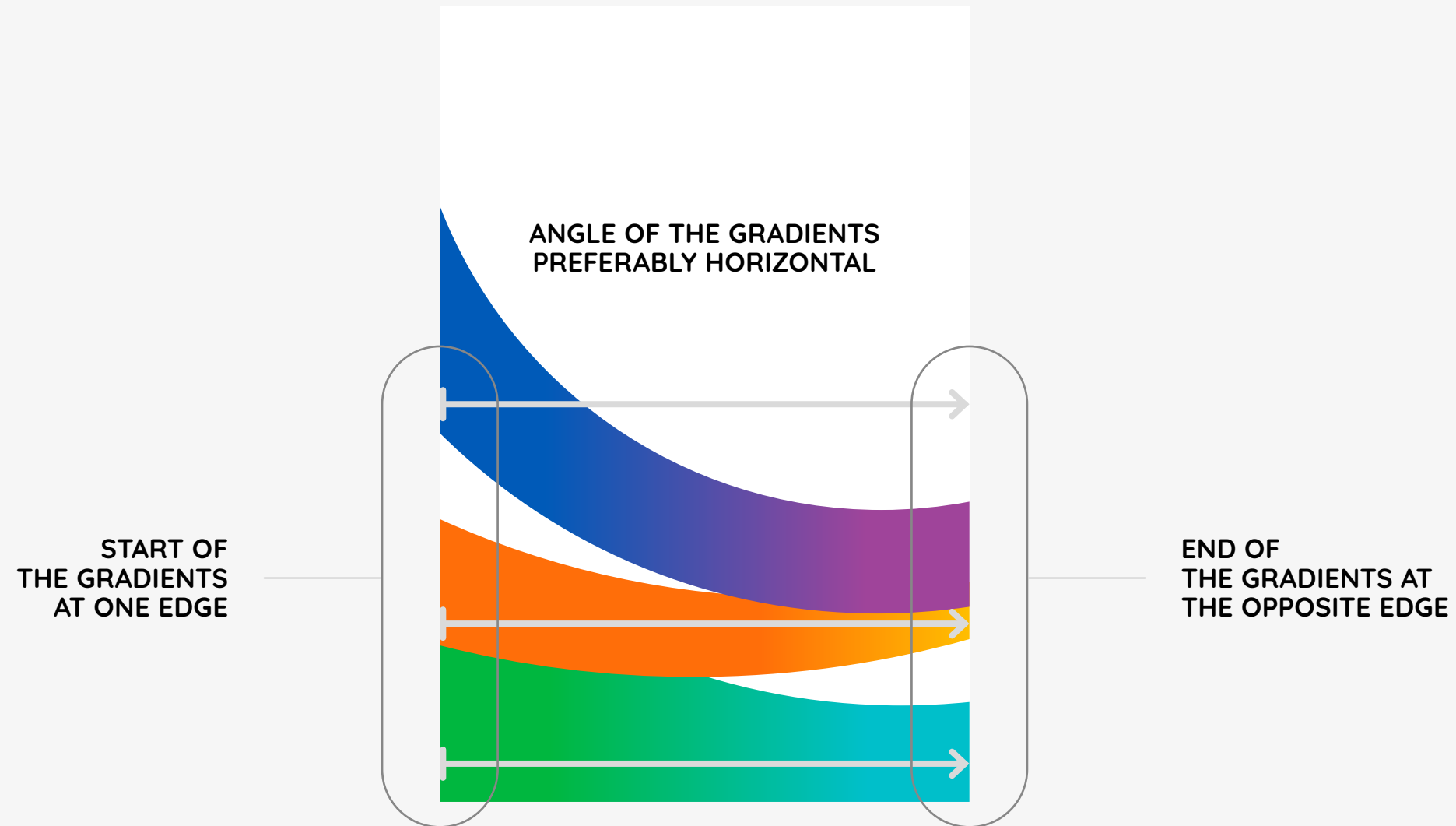
SUPPORTING VISUAL
Construction of the curves

The Supporting visual is constructed using various large circles that create irregular curves filled with gradients.
If possible, don't recreate these, instead use the ones provided within the templates.
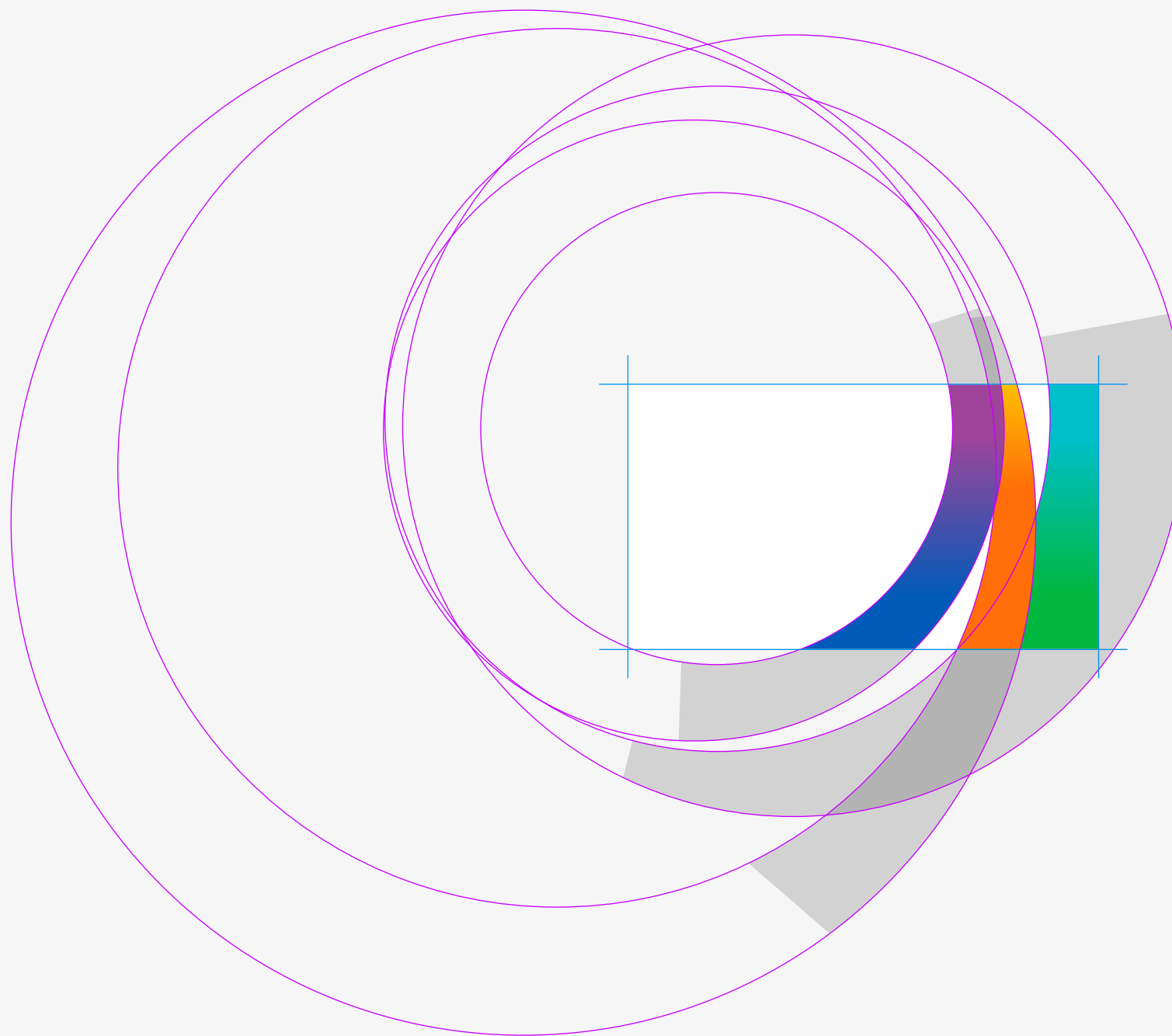
CONSTRUCTION RULES

- Very large construction circles
- Three intersecting shapes with EaP gradients
- At least one overlap with blue / purple and orange shapes
- Maximum up to two thirds of the surface area
- White background

SUPPORTING VISUAL
Dos and don'ts

Following the construction rules for the Supporting visual is essential for maintaining the integrity of the EaP visual identity. Below are some incorrect examples.

Do not change the order of colours.

Do not edit gradient colours.

Do not reverse gradients.

At least one overlap with blue/purple and orange shapes is mandatory.

At least one overlap with blue/purple and orange shapes is mandatory.

The proportions between the different shapes must be close.

Some white space must appear between curves.

Do not change the background colour.

White must occupy a minimum of a third of the surface area.

FONT
Quicksand

The Quicksand font family is a free Google font, which is easy to obtain. It will be used for all of the Eastern Partnership visual identity. If the Quicksand font does not support the language: Effra is used for Russian, Belarusian and Ukrainian; DejaVu Sans for Georgian and Azerbaijani; and Arial AMU for Armenian.

QUICKSAND BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

QUICKSAND MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

QUICKSAND REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

QUICKSAND LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONT
Title for events

The construction of the title for an event is an important graphical element because it helps reinforce the EaP visual identity. The following construction rules must therefore be strictly followed proportionally to the medium.

The use of black is fundamental as it creates coherence with the EaP logo.

Font size		Font style	Leading	Kerning	Space before
EaP	**100 pt**	**Bold**	100 pt	Optical	—
TITLE LINE 1	40 pt	Medium	40 pt	Optical	0 pt
TITLE LINE 2	40 pt	Medium	40 pt	Optical	0 pt
TITLE LINE 3	40 pt	Medium	40 pt	Optical	0 pt
DATE	20 pt	Medium	25 pt	Optical	**8 pt**
CITY • COUNTRY	20 pt	Medium	25 pt	Optical	0 pt

Stroke: 2 pt
Round caps on both sides

Left indent: 6 pt

HASHTAGS
Composition and positioning of hashtags

#StrongerTogether is the EaP hashtag. It is strongly advised and recommended to use it as often as possible and always comes first when several hashtags are shown. All hashtags are placed over the Supporting visual.

Font is Quicksand Medium in white. Use first capital letter for all words. Minimum size is 6 pt when hashtags are display at 100%.

USE OF SINGLE HASHTAG

TWO OR MORE HASHTAGS

#StrongerTogether

Place the hashtag #StrongerTogether over the Supporting visual.

#StrongerTogether
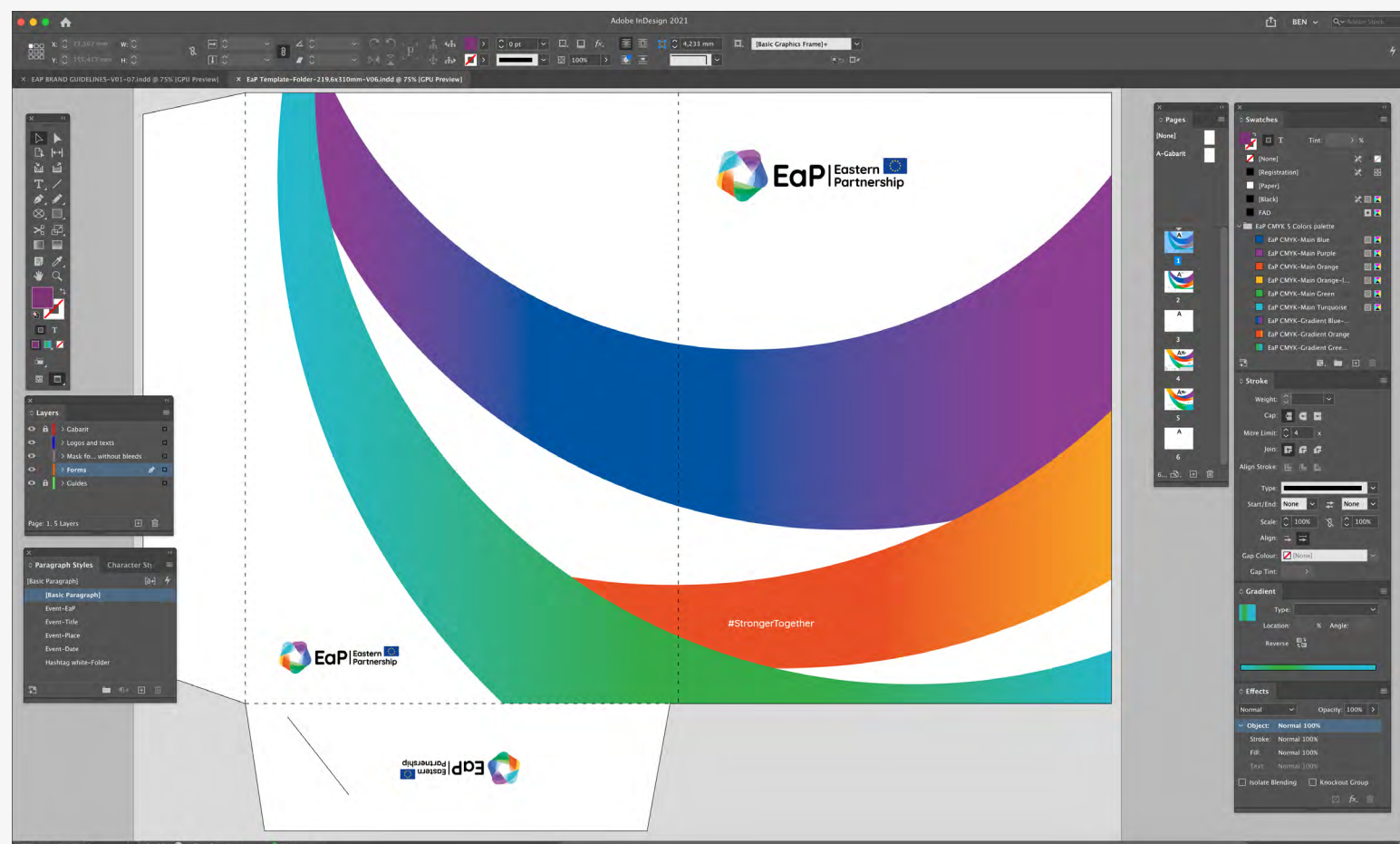#EaPYouthForum

Two or more hashtags can be superimposed.

#StrongerTogether   #EaPYouthForum

Several hashtags can also be displayed side by side with 4 space characters in between.
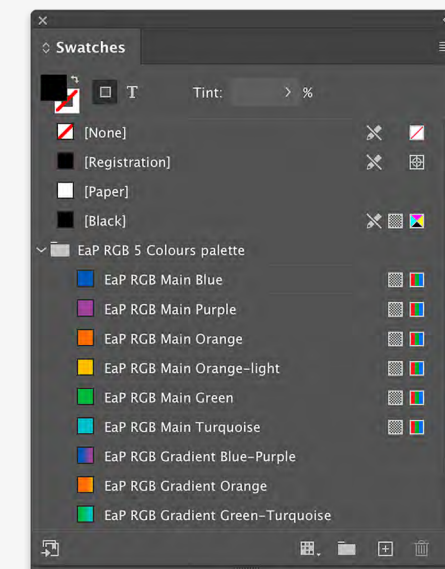
TEMPLATES AND OTHER FILES
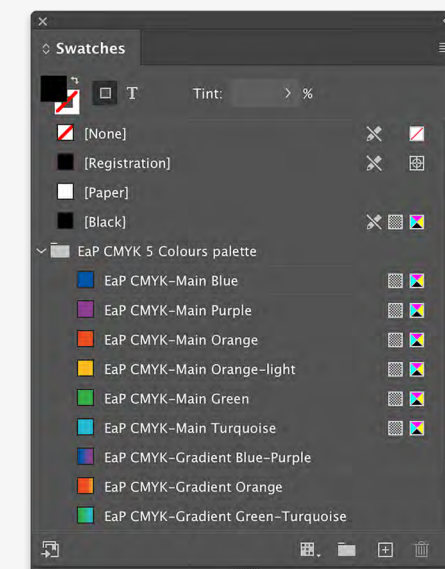## Availability of source files

Use available RGB and CMYK source files or edit them to create other formats.

EACH TEMPLATE HAS ITS SPECIFIC RGB OR CMYK COLOUR PALETTE

RGB palette

CMYK palette

SOURCE FILES

The EaP visual identity Guidelines kit includes ready-made design templates for many products that are available for download at:
https://ec.europa.eu/neighbourhood-enlargement/eastern-partnership-brand-guidelines_en

QUESTIONS?

For any questions on the EaP visual identity Guidelines, please contact STRATCOM-EAST@eeas.europa.eu or NEAR-Webmaster@ec.europa.eu

3 EXAMPLES

EXAMPLES OF DIGITAL USES
Generic screensaver 16:9
Format: 1920 px x 1080 px

EXAMPLES OF DIGITAL USES
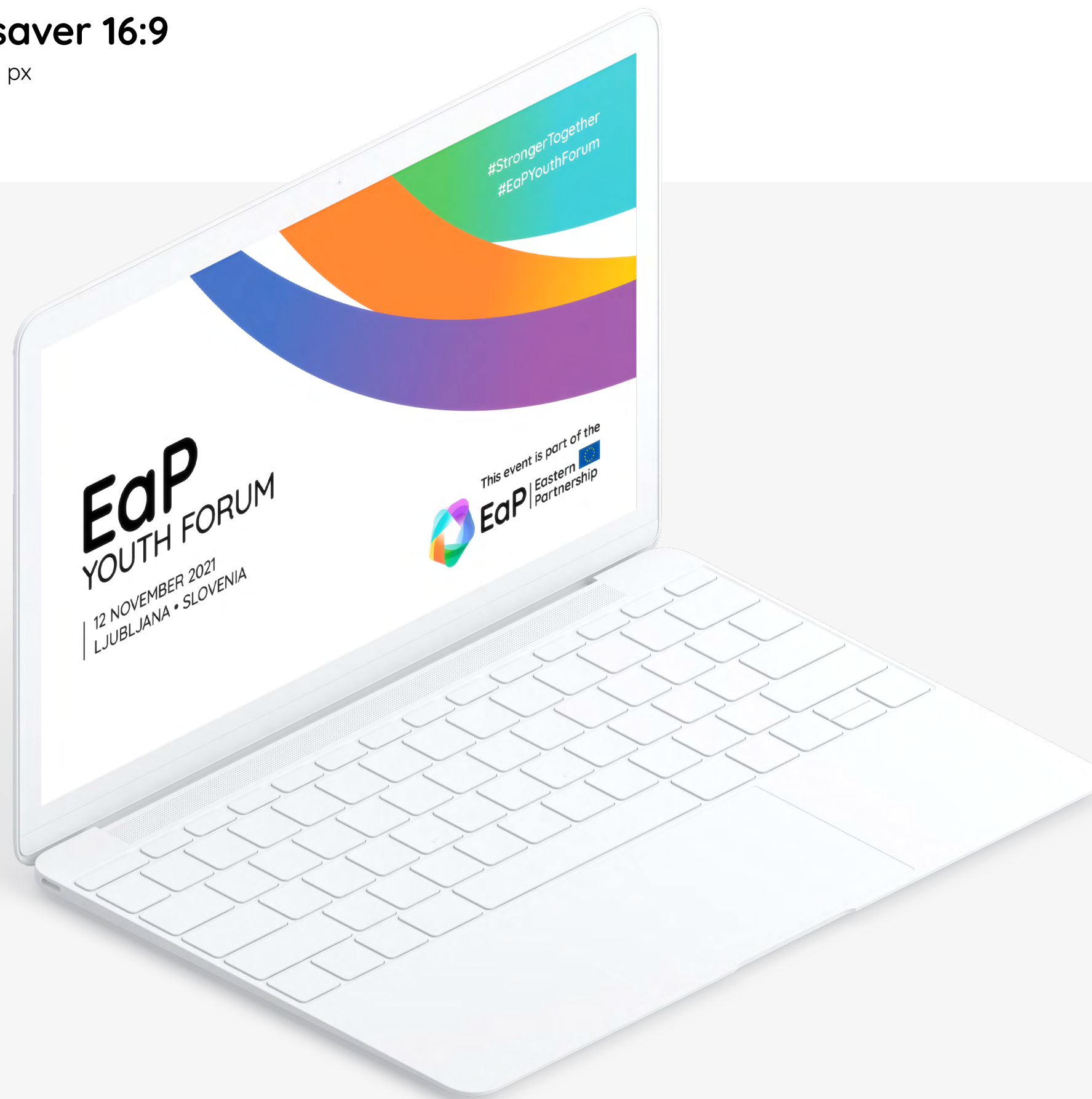## Generic screensaver 4:3
Format: 1 024 px x 768 px

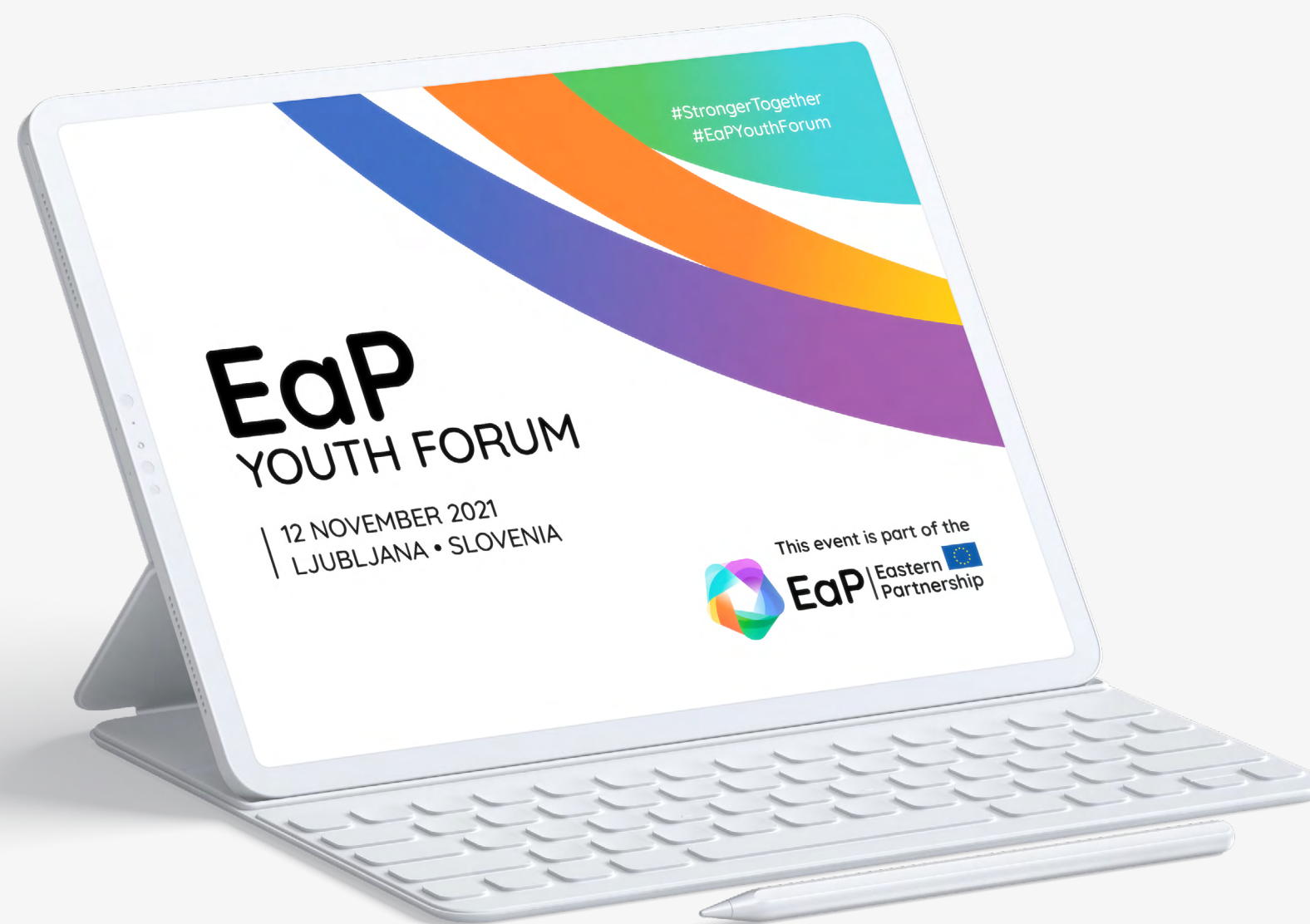# EXAMPLES OF DIGITAL USES
Event screensaver 16:9
Format: 1920 px x 1080 px

EXAMPLES OF DIGITAL USES
Event screensaver 4:3
Format: 1 024 px x 768 px

EXAMPLES OF DIGITAL USES
Summit 2021 screensaver 16:9
Format: 1920 px x 1080 px

EXAMPLES OF DIGITAL USES
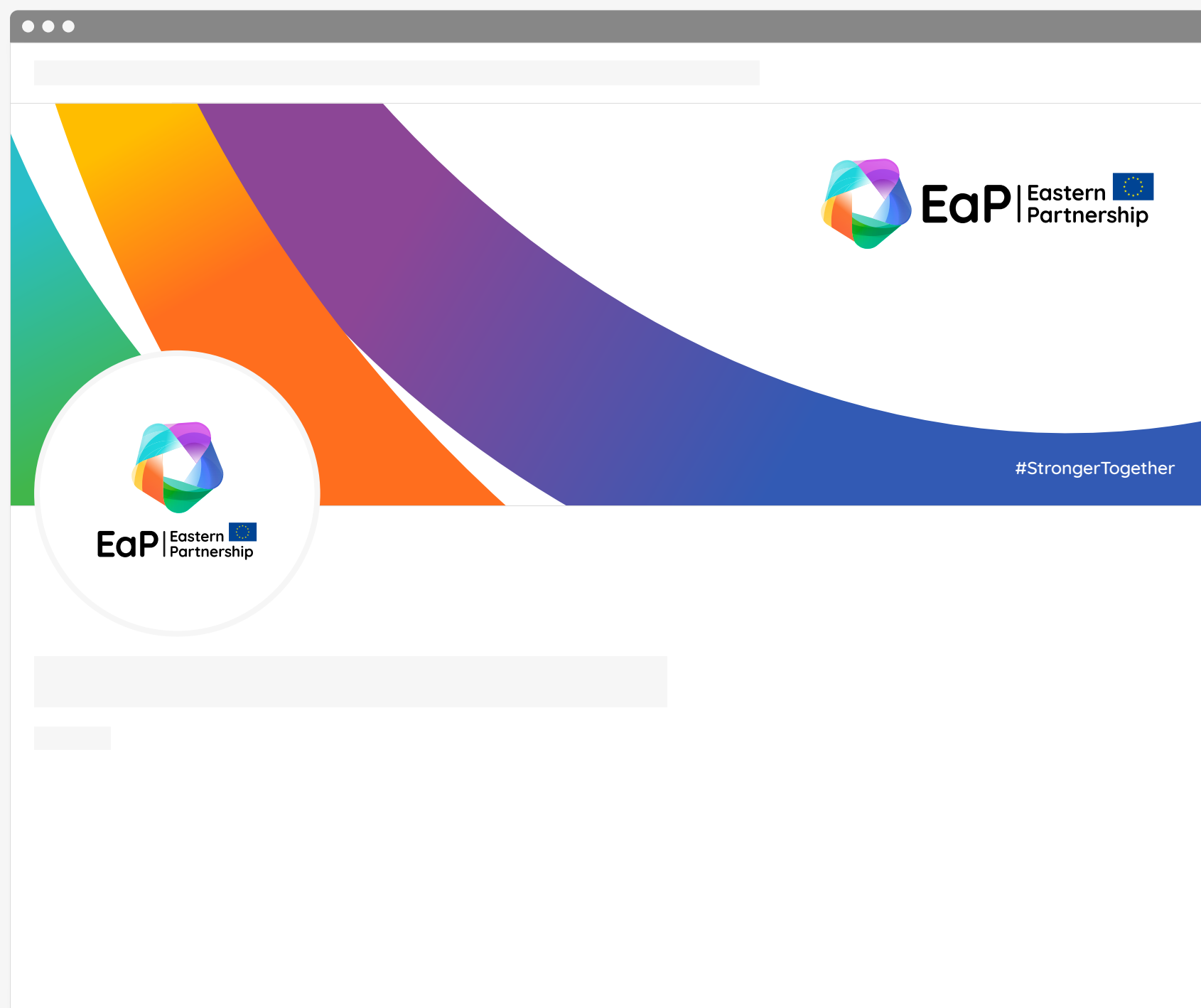## Summit 2021 screensaver 4:3
Format: 1 024 px x 768 px

EXAMPLES OF DIGITAL USES
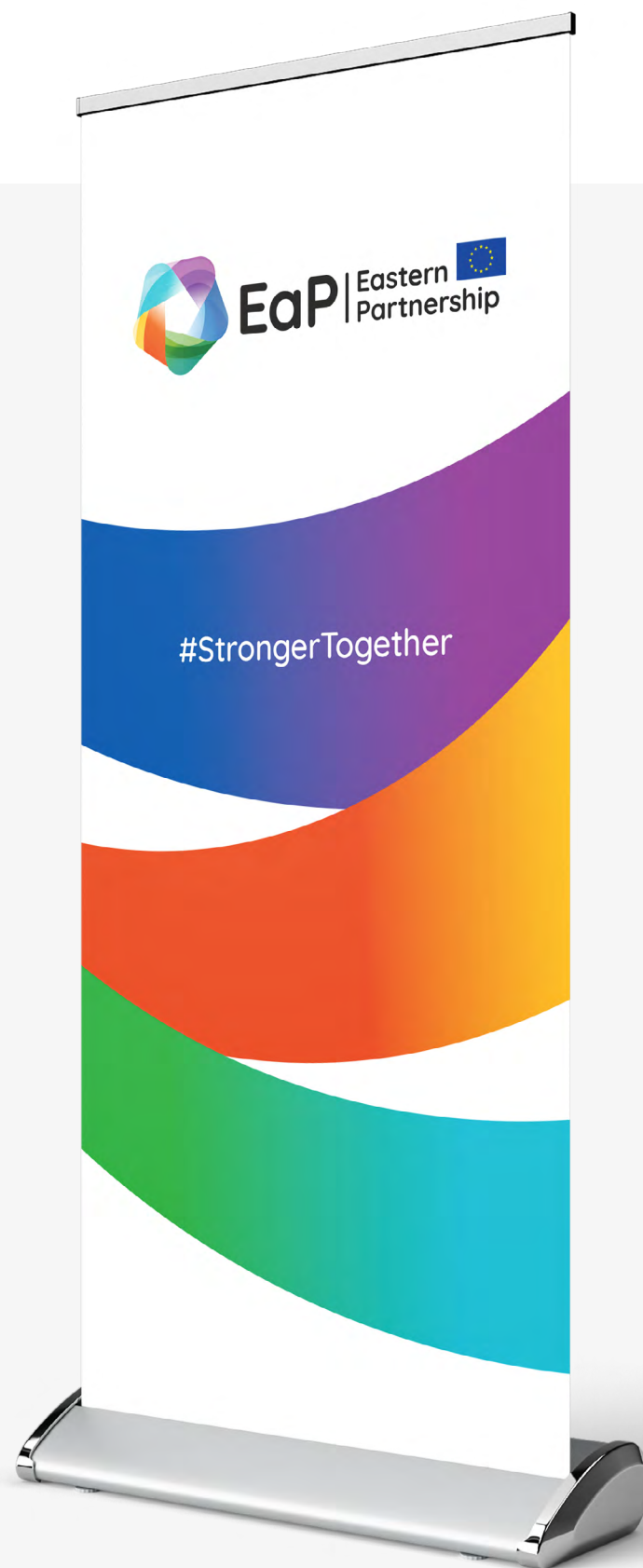## Social media header and profile photo
Format: 1500 px x 500 px (header) / 400 px x 400 px (profile)
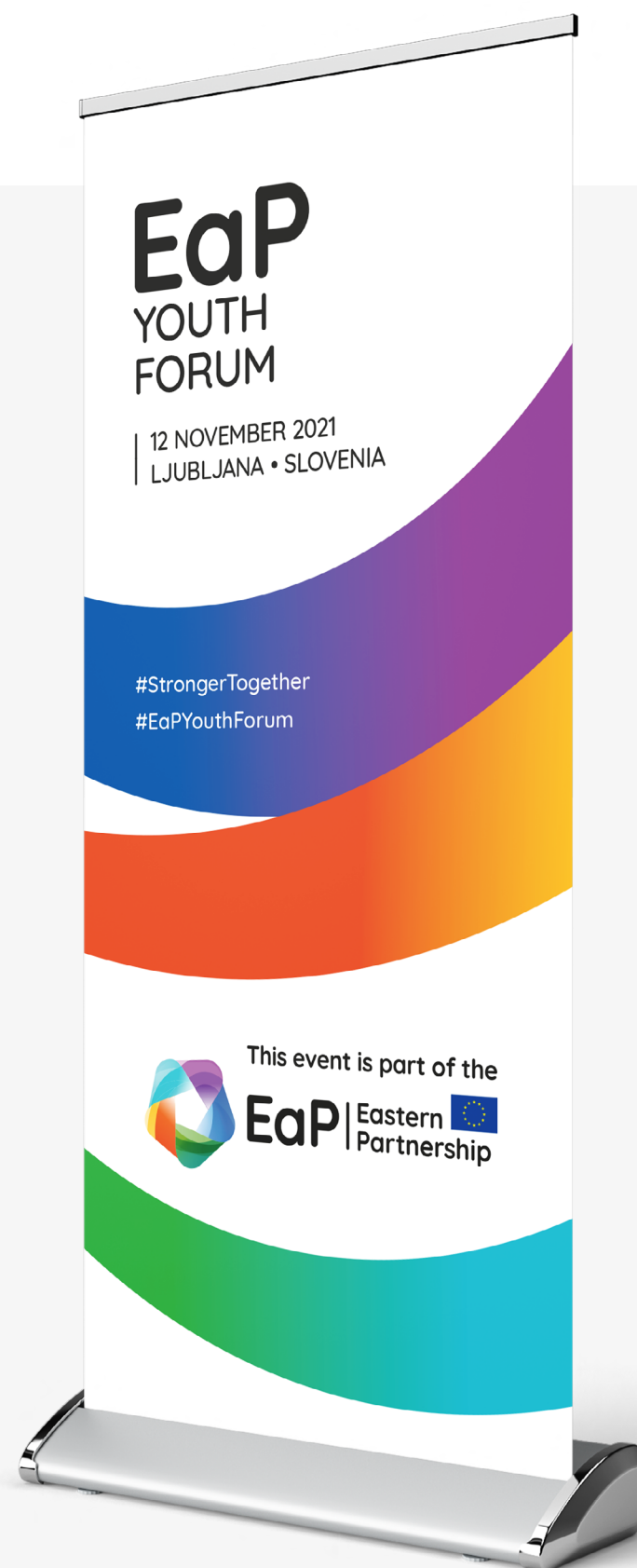

#StrongerTogether

EXAMPLES OF PRINT USES
Generic roll-up
Format: 85 cm x 200 cm

EXAMPLES OF PRINT USES
Event roll-up
Format: 85 cm x 200 cm

EaP
YOUTH
FORUM

12 NOVEMBER 2021
LJUBLJANA • SLOVENIA

#StrongerTogether
#EaPYouthForum

This event is part of the
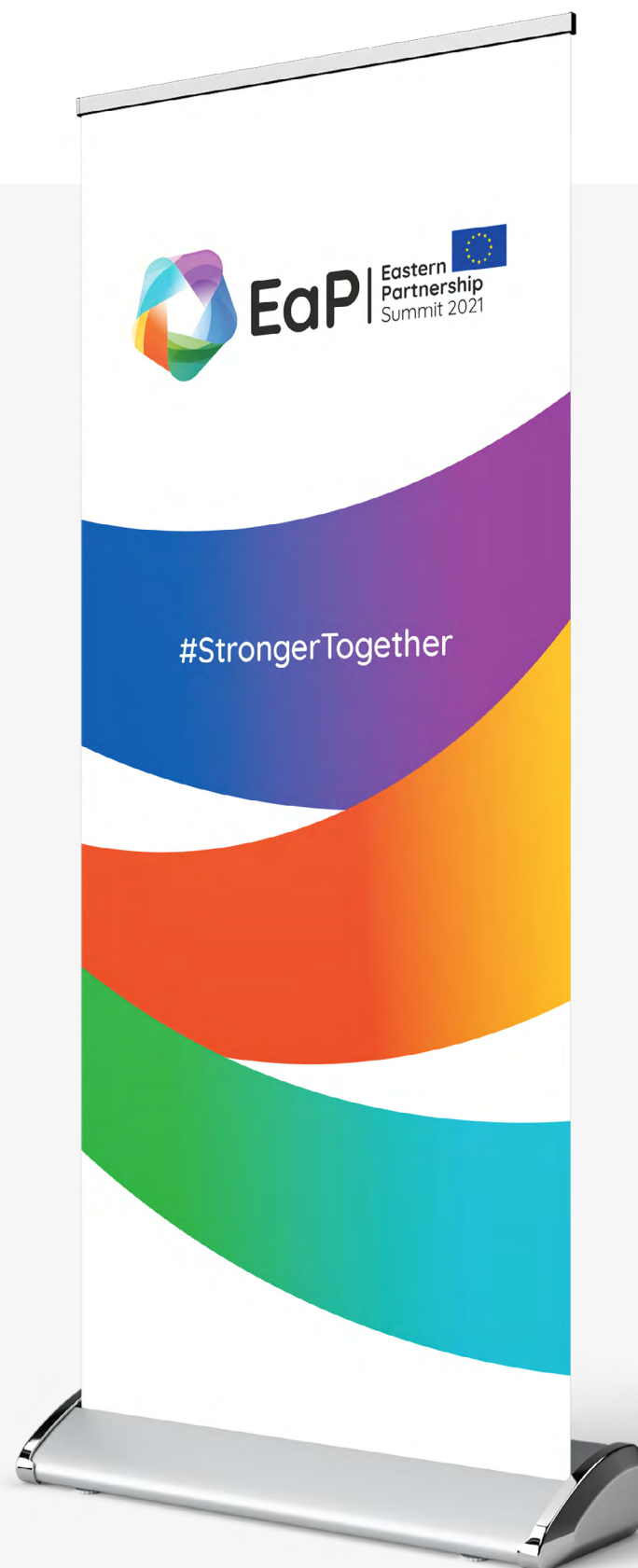
EaP | Eastern
Partnership

EXAMPLES OF PRINT USES
Summit 2021 roll-up
Format: 85 cm x 200 cm

EXAMPLES OF PRINT USES
Generic folder
Format: 220 mm x 310 mm (closed) / 493 mm x 376 mm (open)

EXAMPLES OF PRINT USES
Event folder
Format: 220 mm x 310 mm (closed) / 493 mm x 376 mm (open)

EXAMPLES OF PRINT USES
Summit 2021 folder
Format: 220 mm x 310 mm (closed) / 493 mm x 376 mm (open)

EXAMPLES OF PRINT USES
Letterhead
Format: 210 mm x 297 mm (A4)

EXAMPLES OF PRINT USES
Name plate
Format: 297 mm x 105 mm (A4 horizontally folded in two / same content on both sides)

EXAMPLES OF PRINT USES
Lanyard
Format: 600/800 mm x 20 mm

EXAMPLES OF PRINT USES
Badge
Format: 65 mm x 106 mm (front and optional back)

EXAMPLES OF PROMOTIONAL ITEMS
Mug
Format: 80 mm x 100 mm

EXAMPLES OF PROMOTIONAL ITEMS
Pen
Format: 150 mm x 14 mm

EXAMPLES OF PROMOTIONAL ITEMS
Tote bag
Format: 380 mm x 420 mm