



The Use of the **Logo** of the European Commission

Guidelines for
Partner Organisations

April 2012

Introduction

The European Commission cooperates with many external organisations and the need to use the European Commission logo by third parties frequently arises.

The logo of the European Commission is a protected trademark. The European Commission will pursue cases of abuse and fraudulent use of the logo.

I. Terms and conditions of use

The logo of the European Commission may be used by third parties subject to the following terms and conditions:

The European Commission logo may be used only if:

- Permission is requested and granted before the logo is used;
- There is no likelihood of the user of the logo being confused with the European Commission;
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of the European Commission;
- It is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by the European Commission.

The logo shall be used in its entirety without distorting, modifying or separating its component elements.

Permission to use the European Commission logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above. This will be unlikely in a commercial context if the logo of the European Commission is used in conjunction with a company's own logo, name or trade mark.

II. Request for permission to use the EC logo

Request for permission should be submitted to the European Commission department which the external organisation is in contact with. All European Commission departments and services are authorised to give permission to third parties to use the EC logo subject to the terms and conditions as described above.

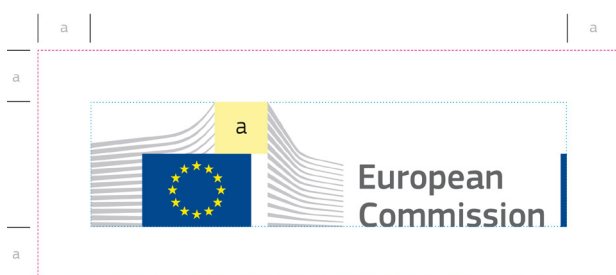
Requests for permission can also be submitted to the Visual Identity Team of the European Commission by e-mail: comm-visual-identity@ec.europa.eu

III. Downloading the EC logo

Third parties can download, copy and store the European Commission logo in all its formats and versions from the Visual Identity Resource page of the European Commission's website. (URL: http://ec.europa.eu/dgs/communication/services/visual_identity/index_en.htm)

IV. Graphical placement of the EC logo

The logo of the European Commission must be visible in its entirety and placed on a background which does not compromise its integrity. The logo is unalterable and inseparable in all its component elements. Modifying the logo in any way is strictly prohibited. For reasons of integrity and visibility, it should always be surrounded by a clear space, or “protection area”, which no other element (text, image, drawing, figure...) can infringe upon.



Placing the logo on a background which contains texture or graphical elements such as lines, shades, etc. can only be permitted if the visibility and integrity of the logo is not compromised and the protection area is respected. If the background would distort or interfere with the logo, the protection area around the logo should be white or marked with a flat colour.

V. Types of use of the EC logo by partner organisations

Co-branding

Co-branding shall be used for products and activities in which the European Commission is involved as equal partner. For co-branding with external organisations logos, make sure all logos have equal and balanced visual weight and align them with each other horizontally. The Commission logo shall be placed along with the logos of other organisers and it should be proportionately the same size as the size of the logos of other organisations. The protocol order of the logos should be decided in each case as appropriate.

An example of co-branding is shown here:



Sign-off

Sign-off shall be used for products and activities which the European Commission supports but is not directly involved in, or when the European Commission is involved as a minor partner. In this case, the Commission logo shall appear together with a text line which explains the nature of involvement of the European Commission.

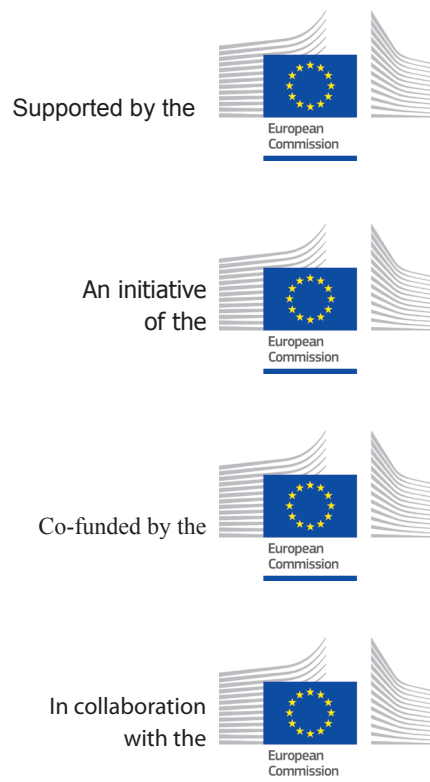
A typical example is a study or report paid for by the Commission but written and published by an external organisation using its own visual identity.

The text line and the EC logo shall be placed together at a distinctive but not necessarily prominent place and well apart from any other logos.

It is not obligatory to use the “EC Square Sans Pro” font for the text line next to the logo. Partner organisations might not have a licence to use this font which is commercially available as PF Square Sans Pro. Suggested alternatives are: Verdana, Arial, Tahoma, Calibri and Trebuchet. This does not limit the use of EC logo itself, including the name of the Commission displayed in “EC Square Sans Pro”.

There is no exhaustive list of text lines which can appear together with the EC logo. The text shall express the nature of involvement of the European Commission.

Some examples of sign-off are shown here:



Contact

If you have questions regarding the use of the European Commission logo, please write to comm-visual-identity@ec.europa.eu