ENJOY IT'S FROM EUROPE

GUIDELINES NOVEMBER 2013

These guidelines present the new signature "ENJOY IT'S FROM EUROPE" (composed of a graphic stamp and a thematic guideline) to be used on all promotional campaigns that have been co-financed by the EU.

The guidelines explain to beneficiaries how to use the signature (graphic stamp and thematic baseline) as well as the mandatory EU emblem and accompanying text.

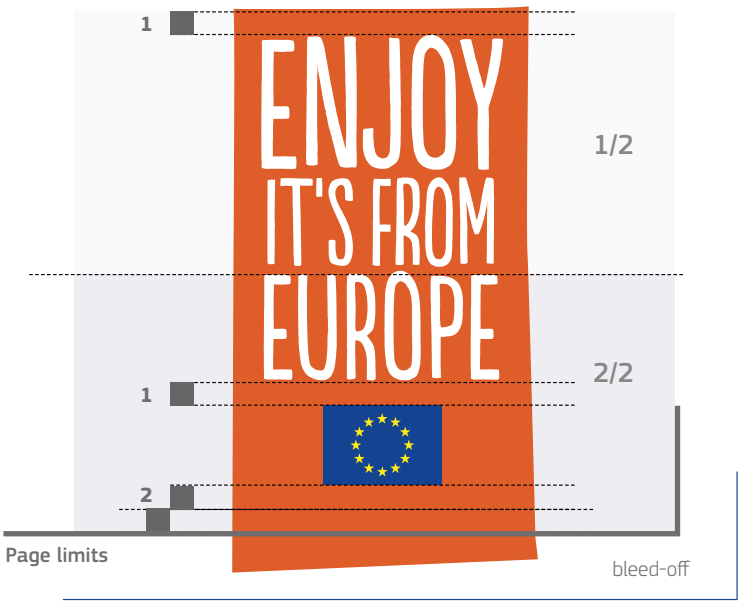
The new signature "ENJOY IT'S FROM EUROPE" is **not** intended to replace the EU emblem and the accompanying line. Both elements (signature and separate EU emblem with accompanying text) must be visible on all communication material produced as part of a co-financed promotional programme.

The new logo "ENJOY IT'S FROM EUROPE" can be used either in the form of a signature, accompanied by the thematic baseline, or in the form of the stamp, without thematic baseline.

STAMP CONSTRUCTION

1. PAGE TOP

2. PAGE BOTTOM



1. Positioning of the stamp at the top of a page, taking into account the bleed-off on the page limits.
2. Positioning of the stamp at the bottom of a page, taking into account the bleed-off on the page limits.

COLOUR VERSION

1. COLOURS

C8-M74-Y90-K0

2. BLACK & WHITE

K100

K60

1. Colour version
2. Black & white version

POSITION OF THE SIGNATURE

1/2 - 1/3 - 1/4

According to the theme of the campaign, the following thematic baselines can be used:

Campaigns that focus on environment:
"The European Union supports campaigns that promote respect for the environment".

Campaigns that focus on quality and food safety:
"The European Union supports campaigns that promote high quality agricultural products".

Campaigns that focus on health:
"The European Union supports campaigns that promote a healthy lifestyle".

Campaigns that focus on diversity:
"The European Union supports campaigns that promote a wide variety of agricultural products".

Campaigns that focus on tradition:
"The European Union supports campaigns that promote agricultural traditions".

Hierarchy of spacings between the position of the stamp, grey block and page limits.
Proportion of the stamp compared to the grey block.
Proportion rules > 1/2 - 1/3 - 1/4.

As explained above, the new signature/stamp does not replace the European n emblem and the reference to EU co-financing.

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

Rules for the reproduction of the European emblem are found in the Interinstitutional Style Guide: *http://publications.europa.eu/code/en/en-5000100.htm*

The preferred option to communicate about EU funding is to write “Campaign funded by the European Union” or “Campaign co-funded by the European Union”, or "Campaign financed with aid from the European Union" as appropriate and next to the EU emblem on the communication material where the EU emblem is used.

BASIC RULES

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

The name of the European Union shall always be written 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.

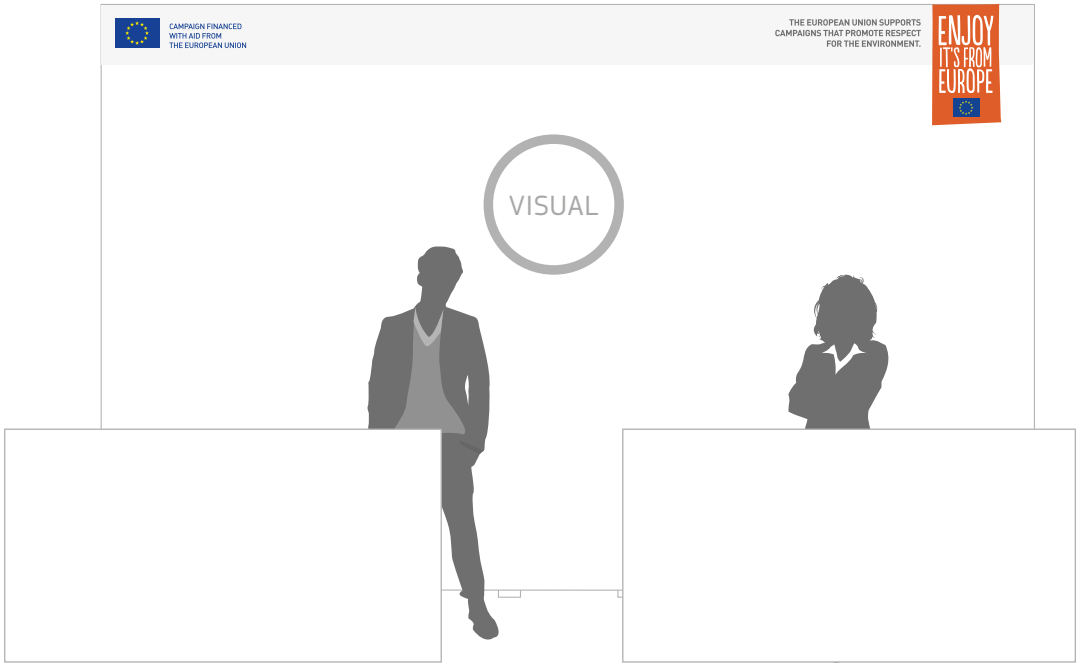
The positioning of the text in relation to the EU emblem is not prescibed in any particular way but the text should not interfere with the emblem in any way.

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

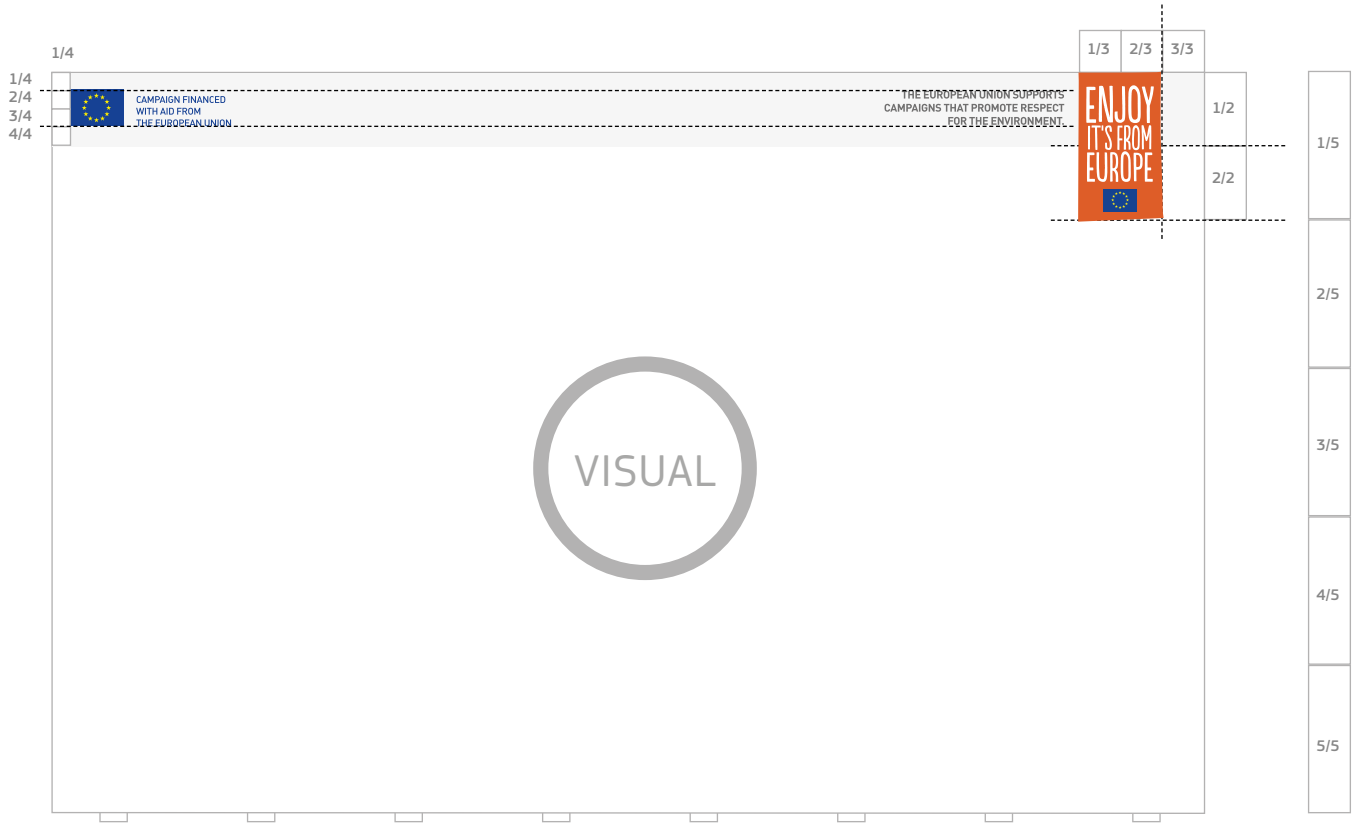
The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

The following pages present some examples of good use of the "ENJOY IT'S FROM EUROPE" signature and logo.
The size of the signature/logo in comparison with the rest of the visual must always be respected.

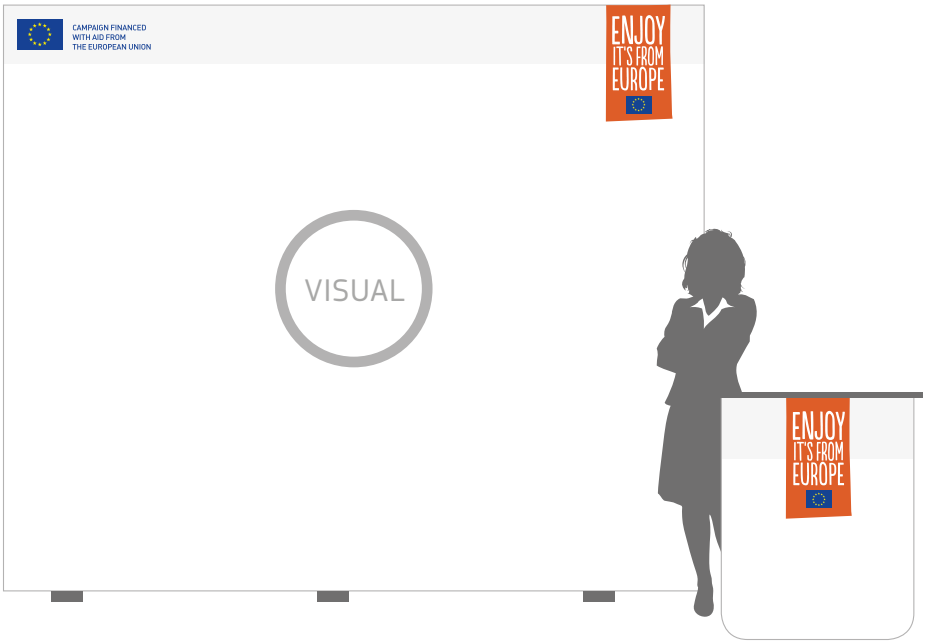
STAND



Size of the stamp should be **1/5 of the height of the stand.**
Stamp to be placed ideally at the top right corner of the stand. EU emblem and text to be placed in the top left corner.
Proportion rules > 1/2 - 1/3 - 1/4.

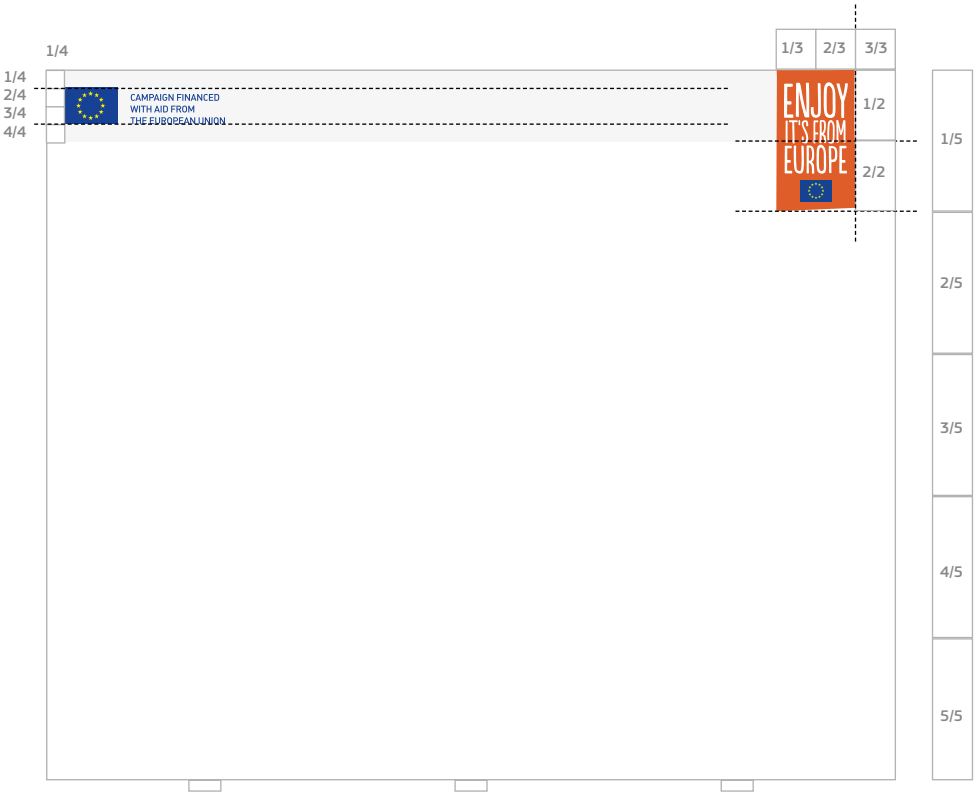


POP-UP STANDS

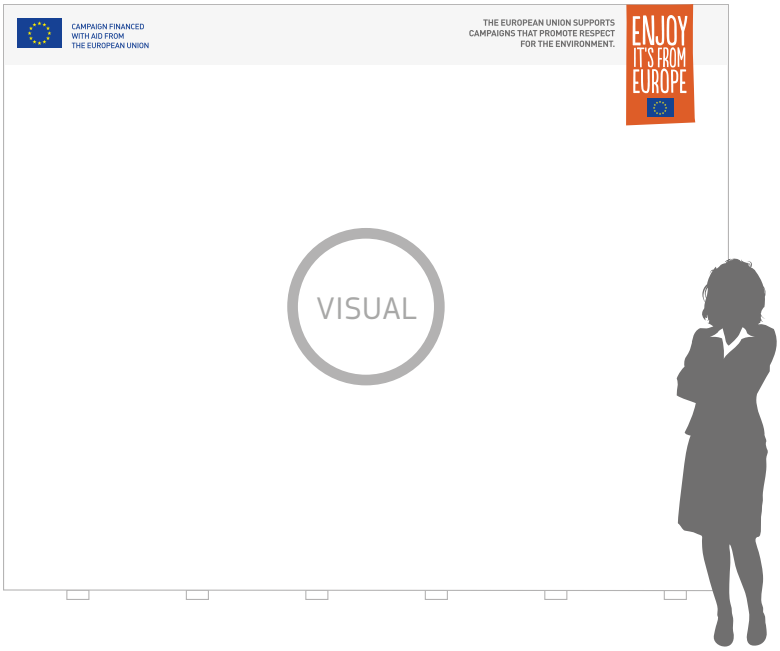


Size of the stamp should be **1/5 of the height of the pop-up stands.**
Stamp to be placed ideally in the top right corner of the stand. EU emblem and text to be placed in the top left corner.
Proportion rules > 1/2 - 1/3 - 1/4.

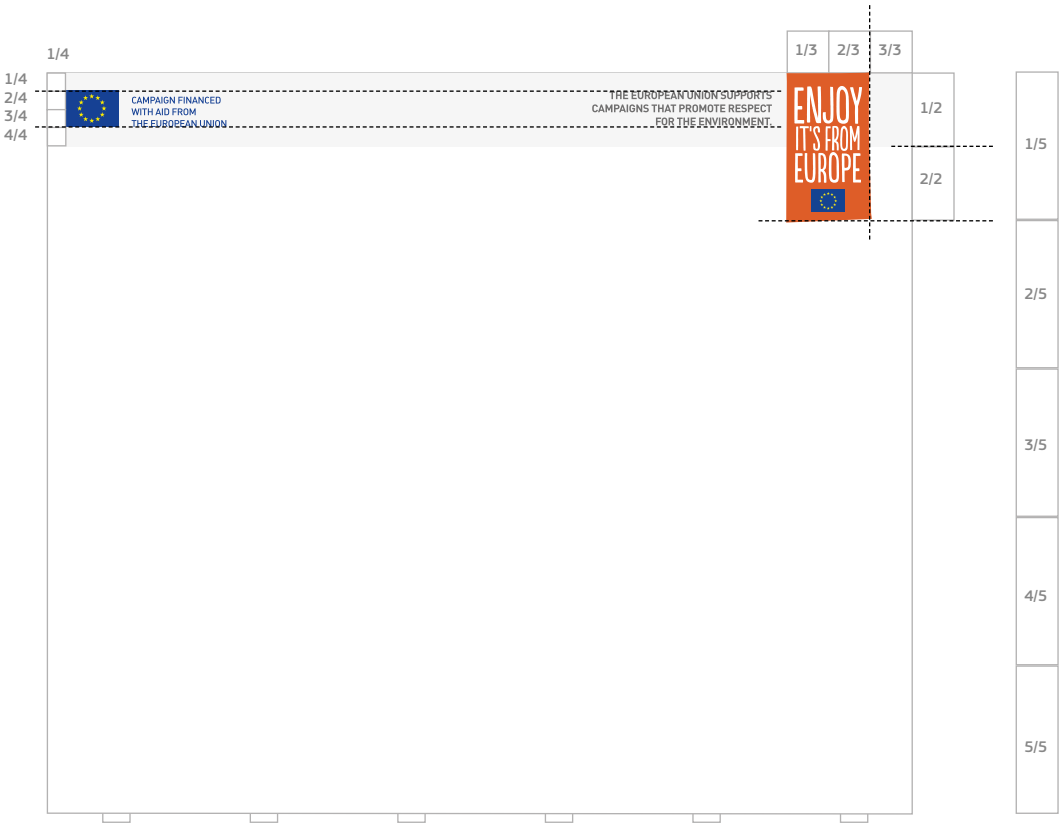
Central position of the stamp for slimmer formats. (e.g. desk)
Size of the stamp should be **1/3** of the width of the pop-up stands and stamp to be ideally placed in he centre at the desk.



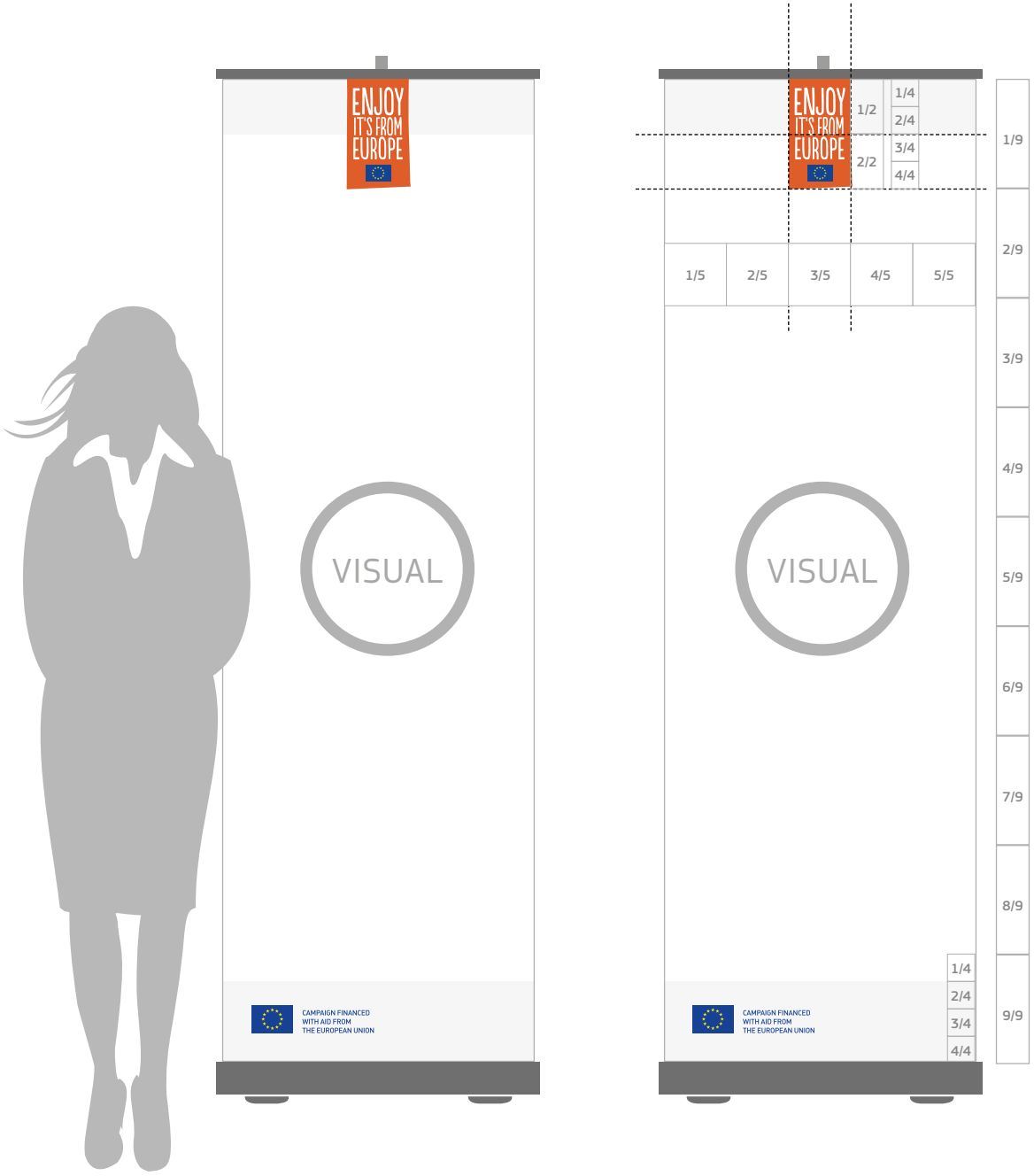
BACKDROPS



Size of the stamp should be **1/5 of the height of the backdrops.**
Stamp to be placed ideally in the top right corner of the backdrops. EU emblem and text to be placed in the top left corner.
Proportion rules > 1/2 - 1/3 - 1/4.



ROLL-UPS



Size of the stamp should be **1/9 of the height of the roll-up.**
Proportion rules > 1/2 - 1/3 - 1/4.

Central position of the stamp for slimmer formats.
Size of the stamp should be **1/5** of the width of the roll-up.

Grey block to be positioned at **3/4** of the bottom ninth of the height.

BROCHURE

DIN A5 - A4 - A3

Full signature.

Size of the stamp should be **1/8 of the height of the brochure.**

Size of the stamp should be proportional to the height of the document.

Stamp to be placed ideally in the bottom right corner of the brochure. EU emblem and text to be placed in the bottom left corner.

In case of restrictions with available space, the EU emblem and the logos of other partners of the action can be placed on the back cover of the brochure. In either case, the stamp and the accompanying text must always be placed on the front cover.

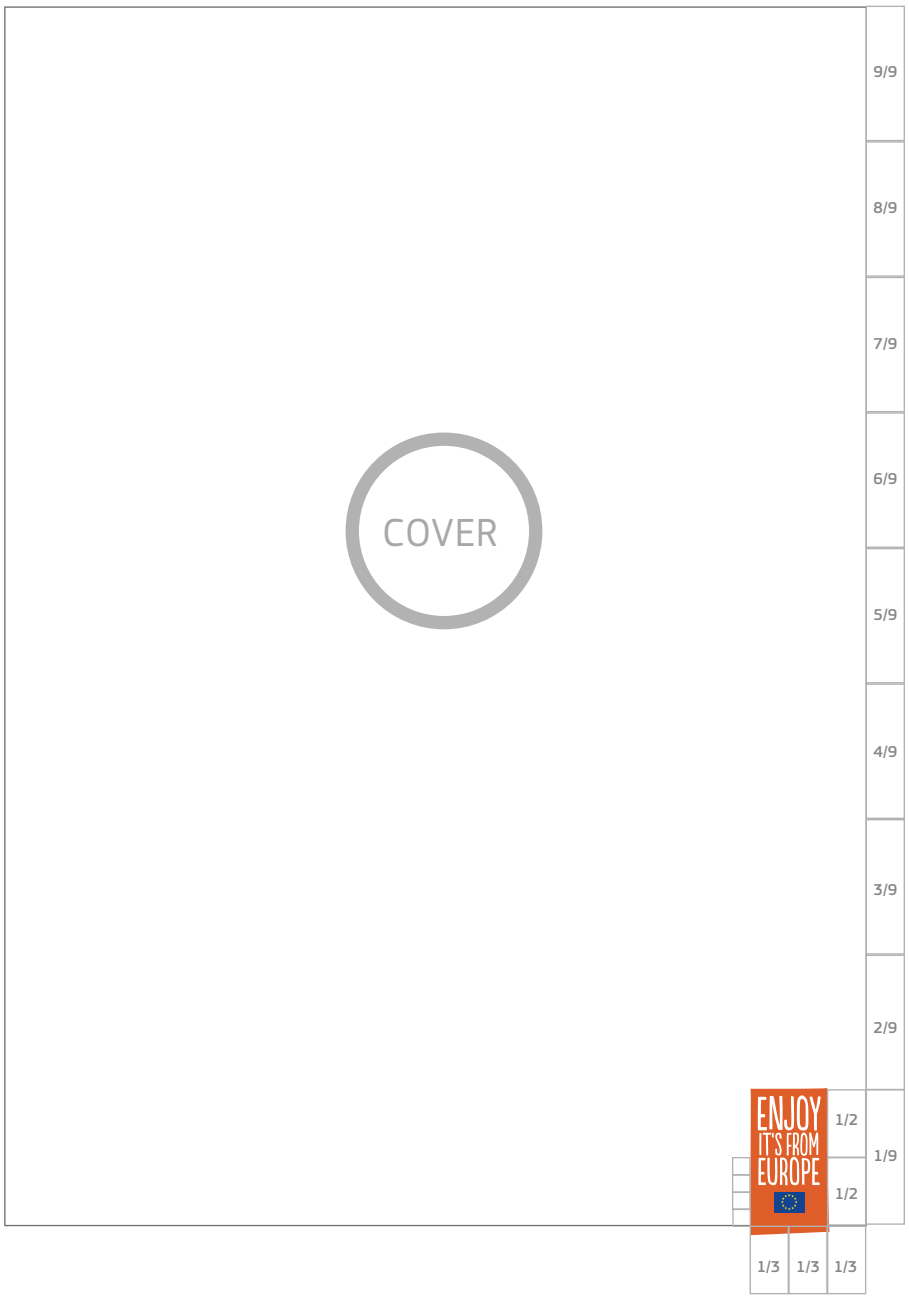
Proportion rules > 1/2 - 1/3 - 1/4.

BROCHURE

DIN A5 - A4 - A3

BROCHURE

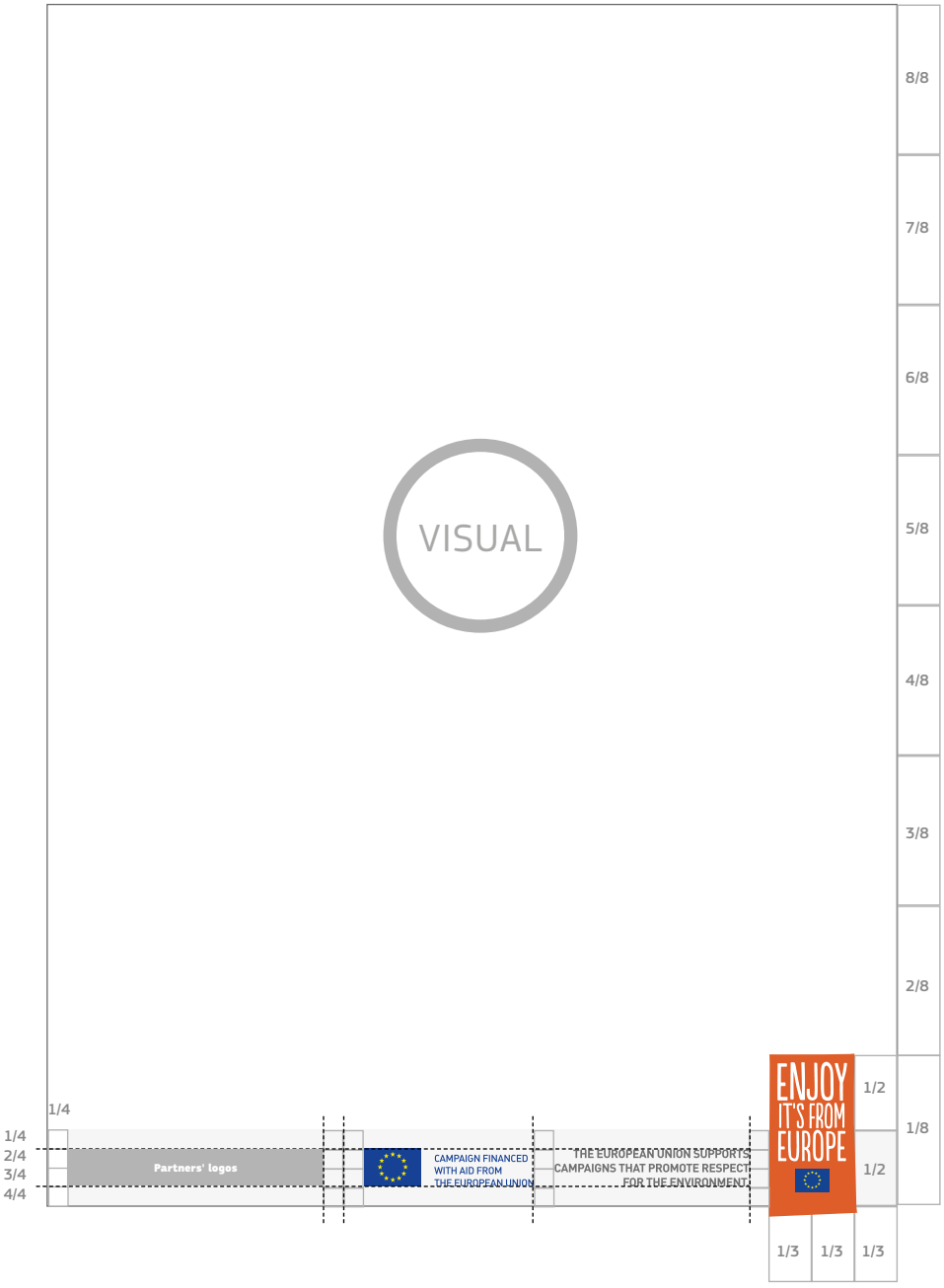
DIN A5 - A4 - A3



Simplified signature.
Size of the stamp should be **1/9 of the height of the brochure.**
Size of the stamp should be proportional to the height of the document.
Stamp to be placed ideally at the bottom right corner of the brochure.
Proportion rules > 1/2 - 1/3 - 1/4.

Campaigns that choose the simplified signature must always place the EU emblem and the accompanying text on the back cover of the brochure .

Full and Simplified signature.
Size of the stamp should be **1/6 of the height of the brochure.**
Size of the stamp should be proportional to the height of the document.
Stamp to be placed ideally in the bottom right corner of the brochure.
In this case, the EU emblem and the accompanying text must be placed on the back cover.
For full signature, EU emblem and line to be placed in the bottom left corner.
Proportion rules > 1/2 - 1/3 - 1/4.

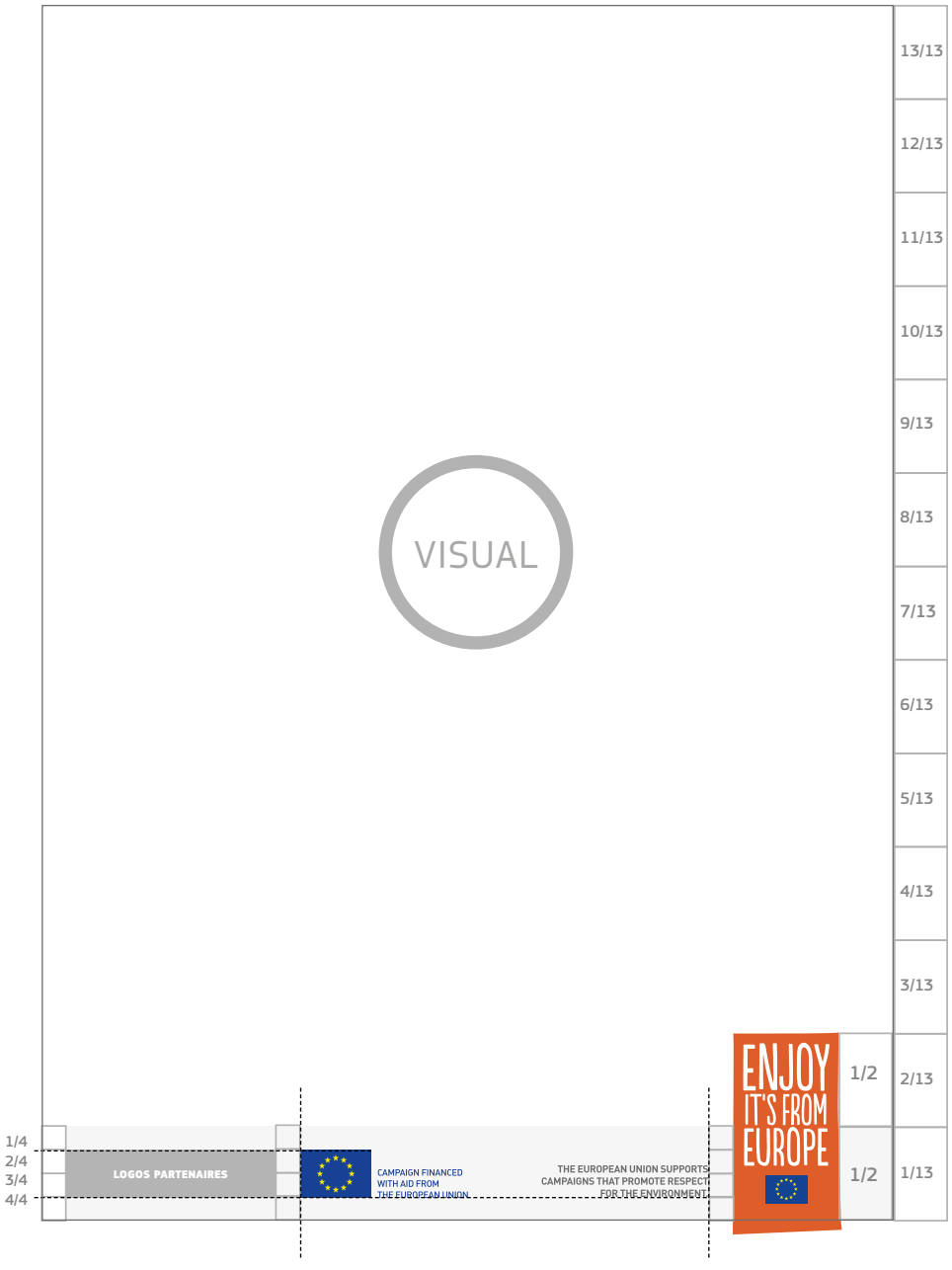


Size of the stamp should be **1/8 of the adverts.**
Size of the stamp should be proportional to the height of the document.
Stamp to be placed ideally in the bottom right corner of the advert. Partners' logos to be placed always in the bottom left corner. EU emblem and text to be placed right next to these logos.
Proportion rules > 1/2 - 1/3 - 1/4.

LE LAIT C'EST
TROP PUISSANT !
CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION
THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE RESPECT
FOR THE ENVIRONMENT.
ENJOY
IT'S FROM
EUROPE

POSTERS

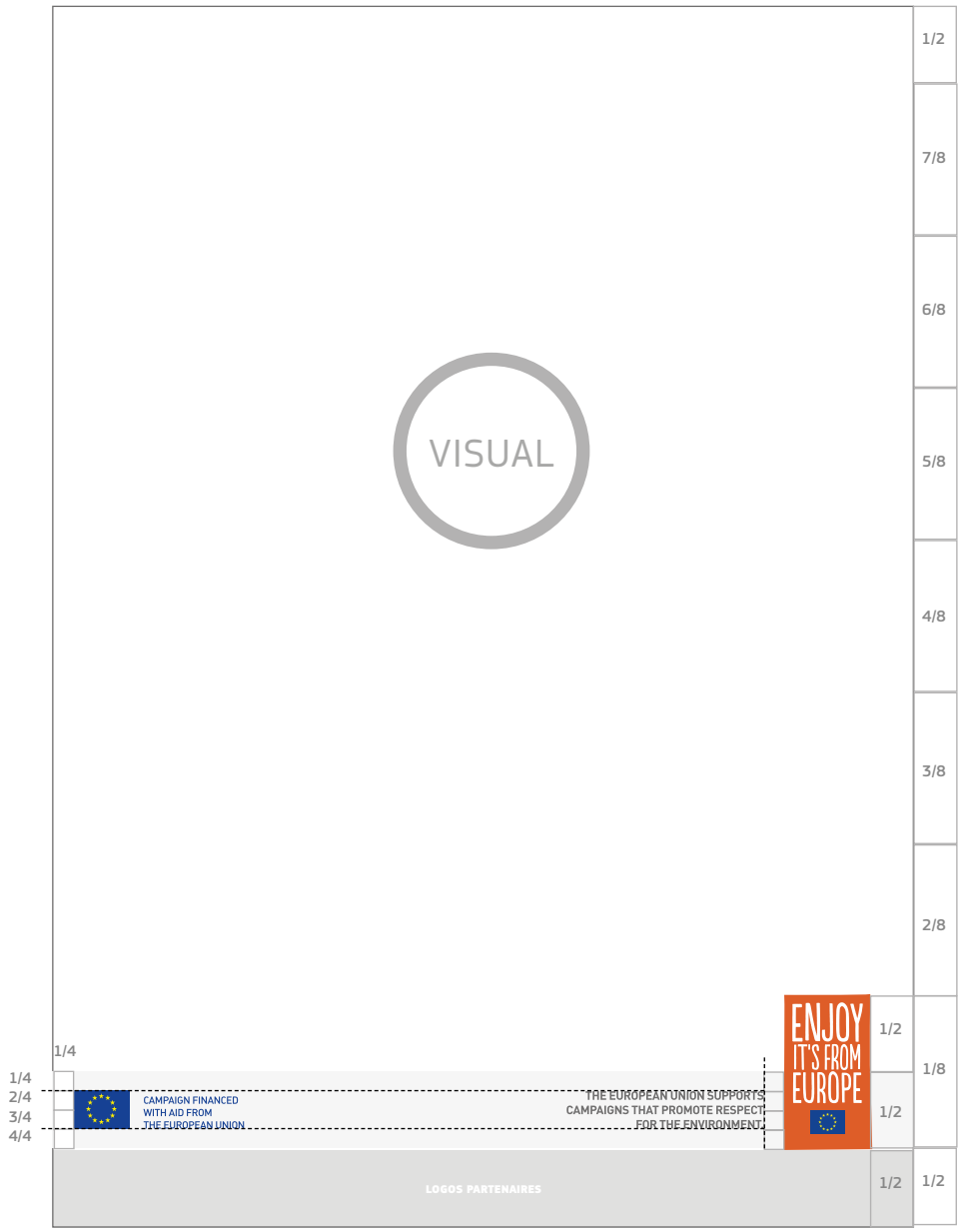
DIN A4 - A3 - A2 - A1 - A0



Size of the stamp should be **1/13 of the posters.**
Size of the stamp should be proportional to the height of the document.
Stamp to be placed ideally in the bottom right corner of the advert. Partners' logos to be placed always in the bottom left corner. EU emblem and text to be placed right next to these logos.
Proportion rules > 1/2 - 1/3 - 1/4.

POSTERS

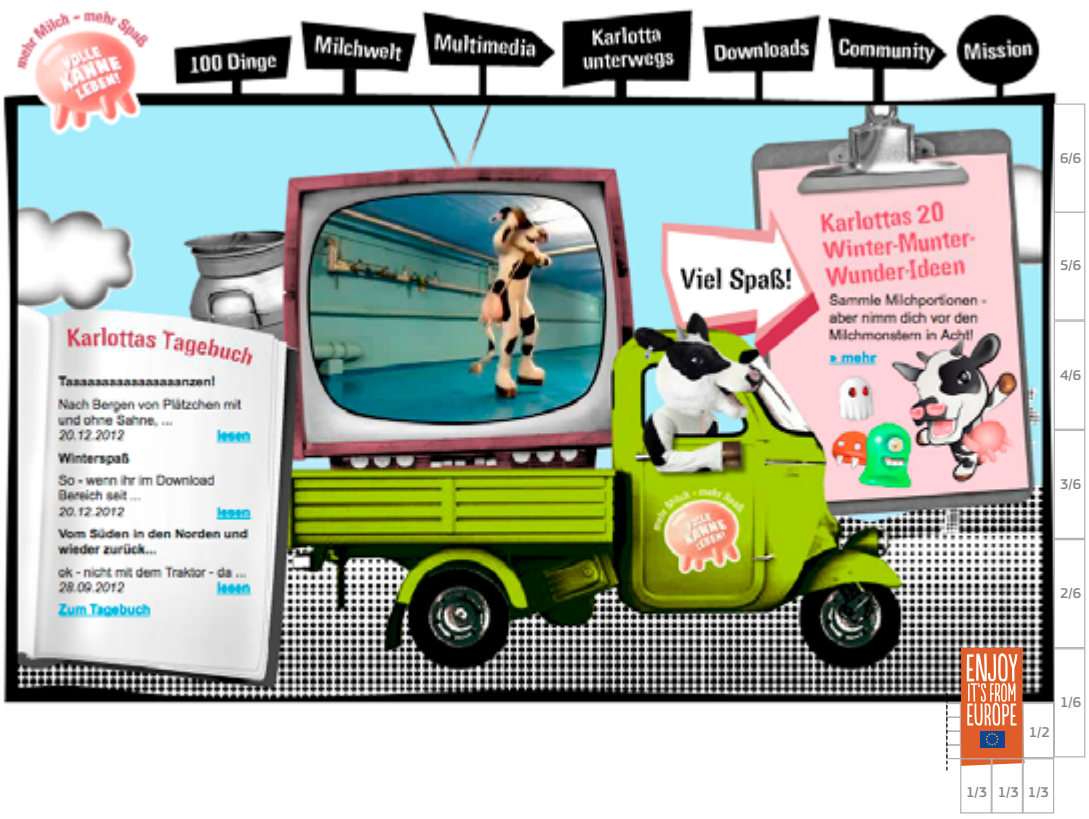
For complex projects with many participating partners.



POSTERS

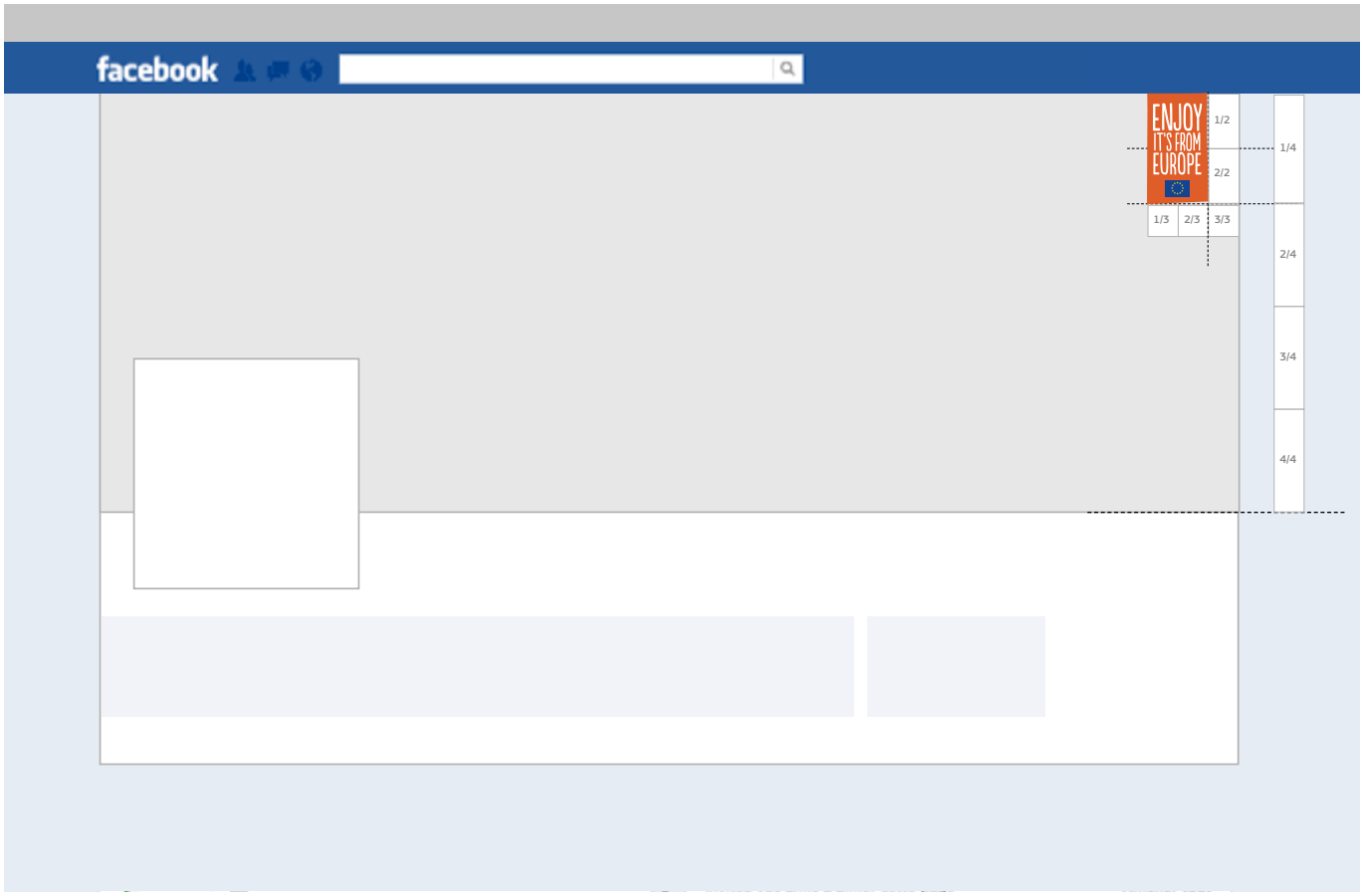
For complex projects with many participating partners.

WEBSITE



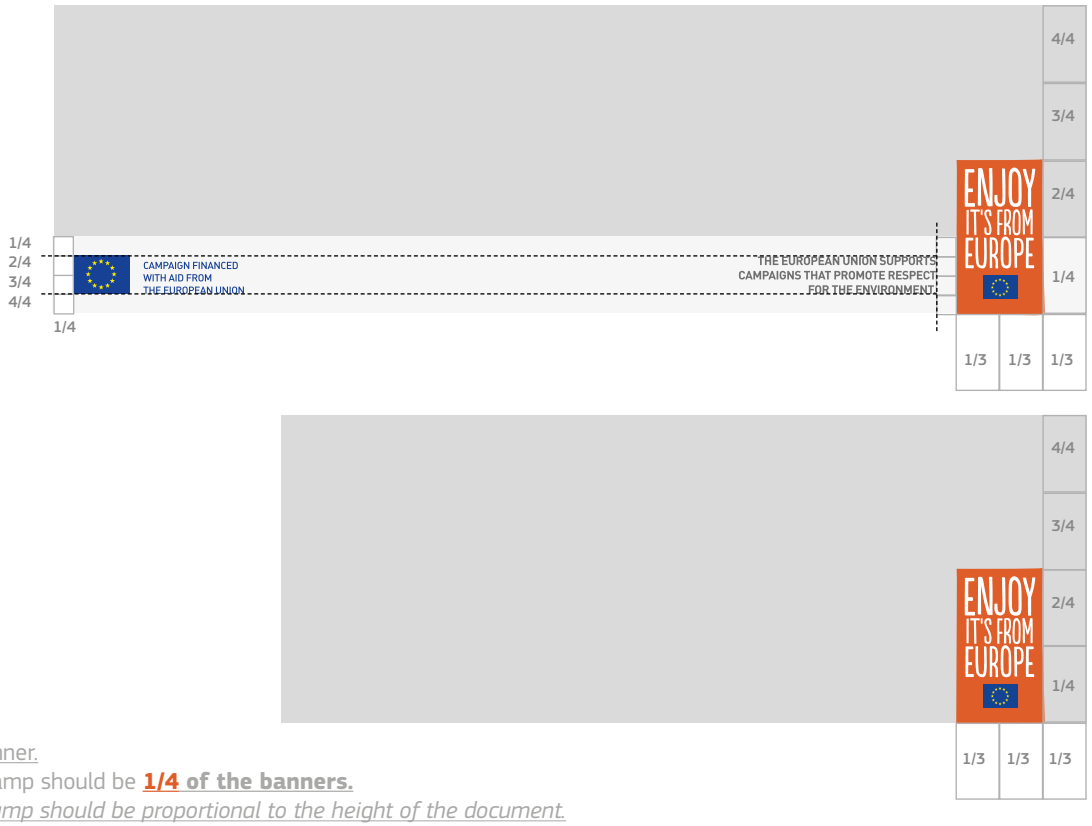
Stamp to be placed ideally in the bottom right corner of the header of the **homepage,** in order for it to be visible directly when user lands on the page.
Size of the stamp should be **1/6 of the format.**
Proportion rules > 1/2 - 1/3 - 1/4.

FACEBOOK

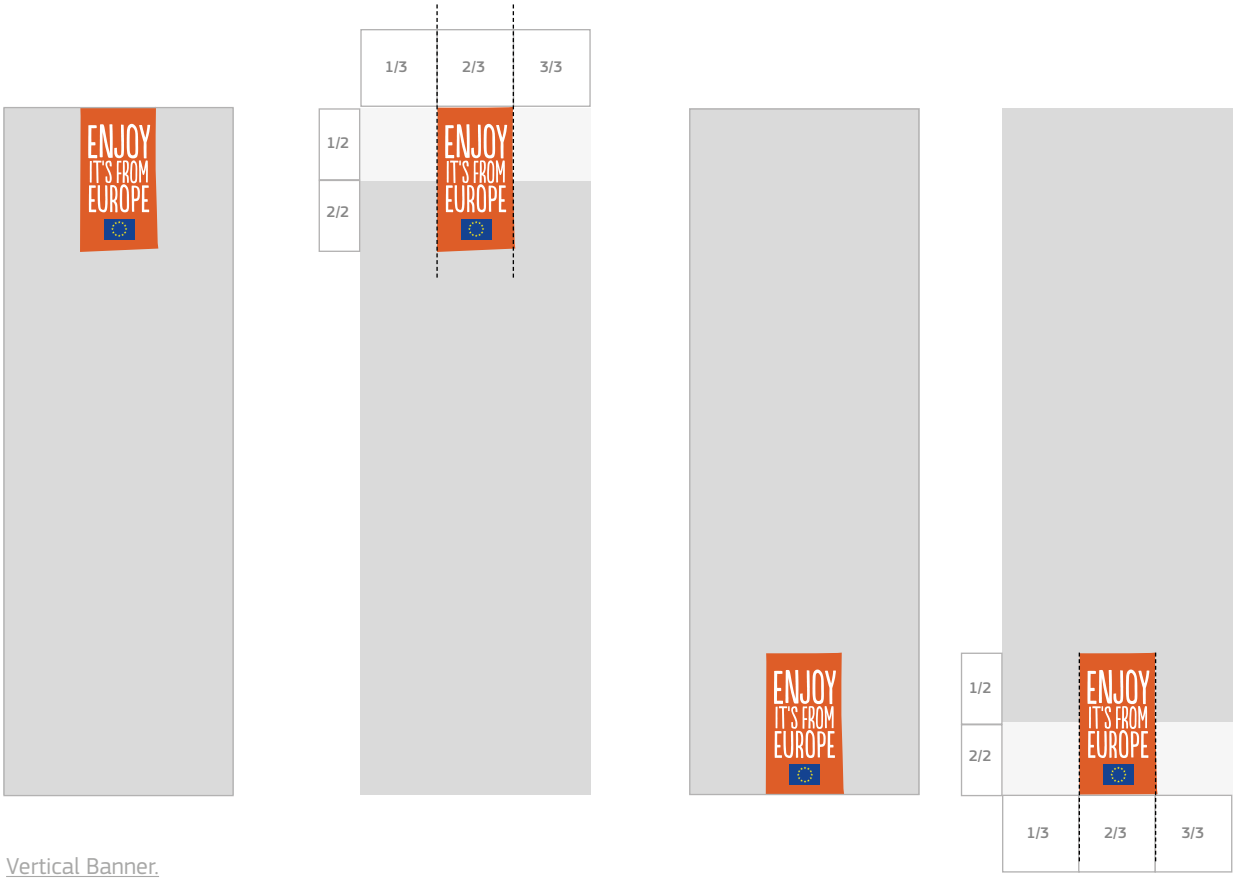


Size of the stamp should be **1/4 of the cover picture of the Facebook page.**
Stamp to be placed ideally in the top corner of the cover picture of the Facebook page.
Proportion rules > 1/2 - 1/3 - 1/4.

BANNERS

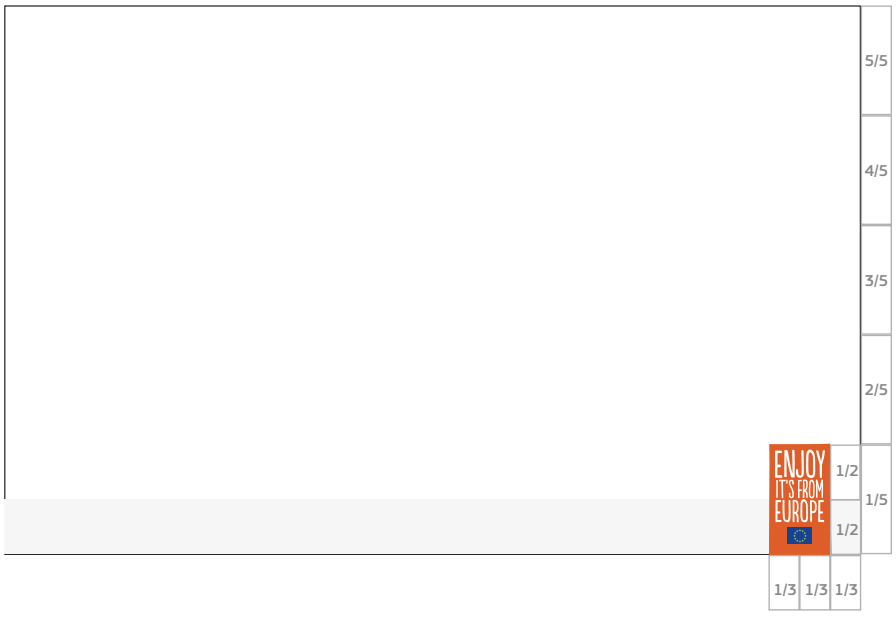


Horizontal banner.
Size of the stamp should be **1/4 of the banners.**
Size of the stamp should be proportional to the height of the document.
Stamp to be placed ideally in the bottom right corner of the horizontal banner. EU emblem and text to be placed in the bottom left corner.
Proportion rules > 1/2 - 1/3 - 1/4.

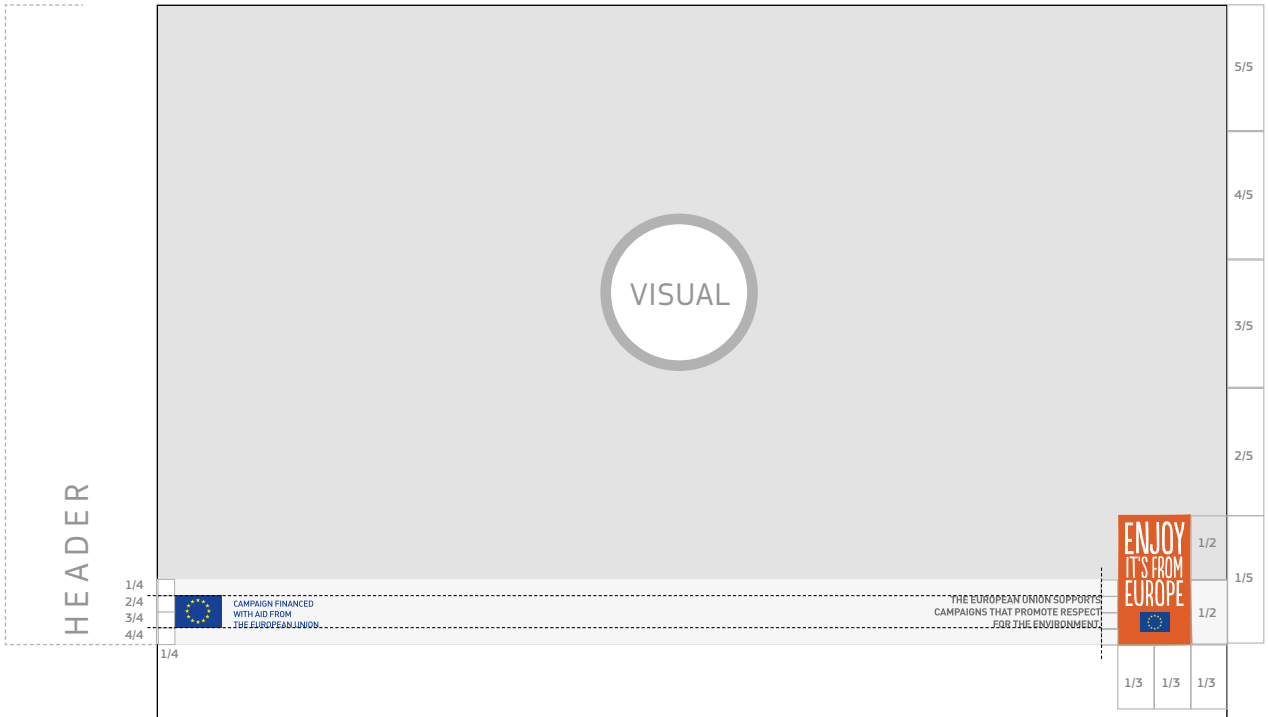


Vertical Banner.
Central position of the stamp for vertical banner.
Size of the stamp should be **1/3 of the width of the pop-up stands.**
Stamp can be placed either in the top or bottom of the vertical banner.

POWERPOINT PRESENTATIONS



NEWSLETTERS



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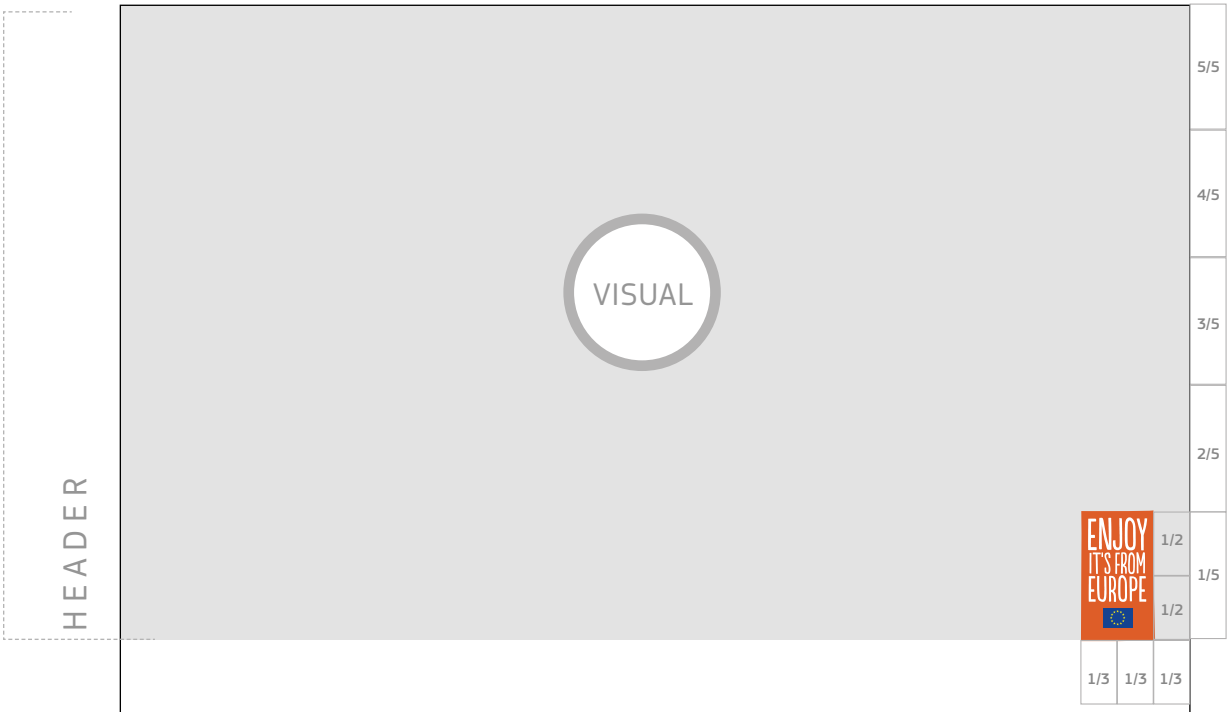
Full signature.
Size of the stamp should be **1/5 of the height of the header.**
Stamp to be placed ideally in the bottom right corner of the newsletter's header. EU emblem and text to be placed in the bottom left corner.
Proportion rules > 1/2 - 1/3 - 1/4.

NEWSLETTERS



AUT EST QUUNTI BEAT VENT REST

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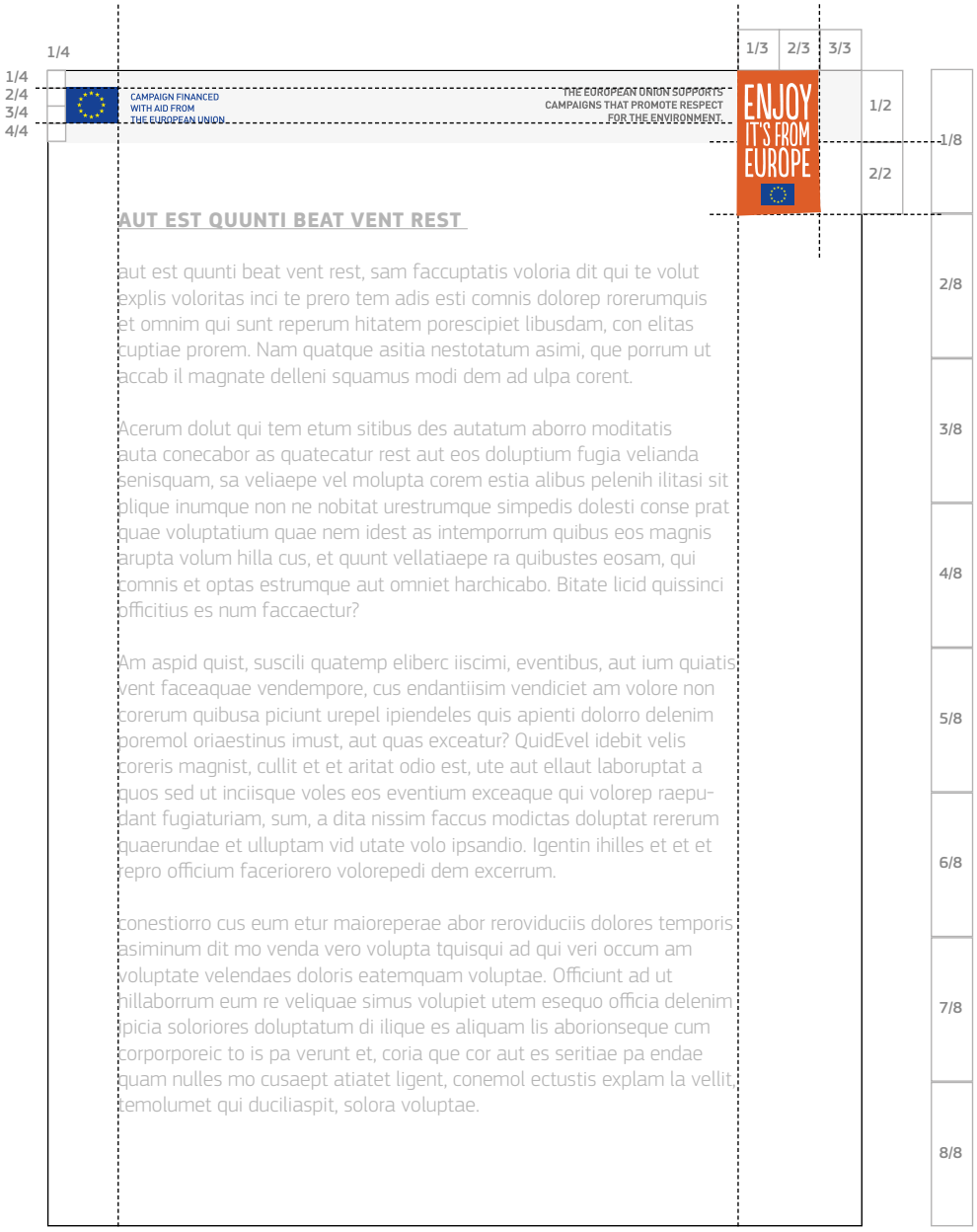
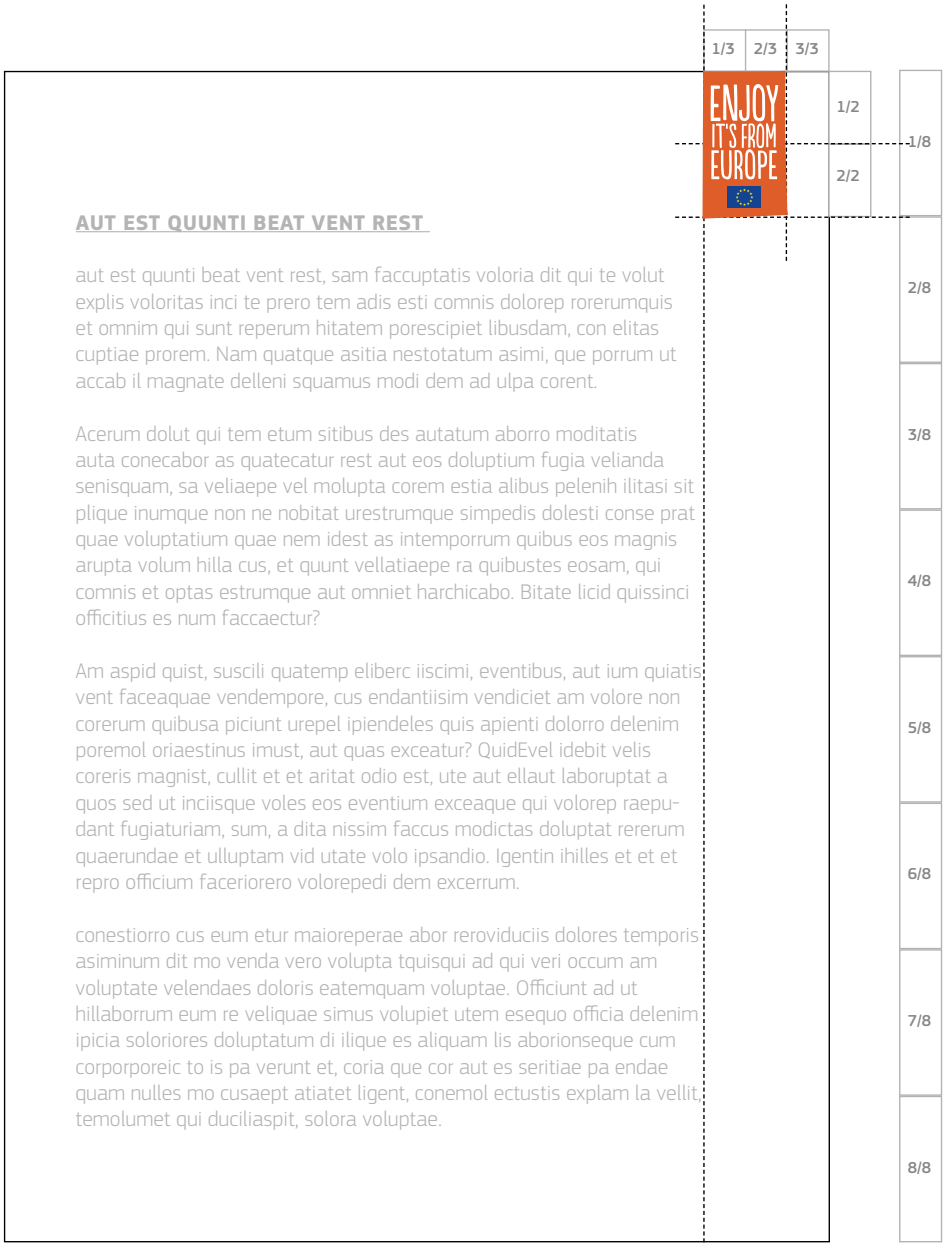
Simplified signature.
Size of the stamp should be **1/5 of the height of the header.**
Stamp to be placed ideally in the bottom right corner of the newsletter's header.
Proportion rules > 1/2 - 1/3 - 1/4.

PRESS RELEASES



Full signature.
Size of the stamp should be **1/8 of the height of the document.**
Stamp to be placed ideally in the top right corner of the newsletter. EU emblem and text to be placed in the top left corner.
Proportion rules > 1/2 - 1/3 - 1/4.

PRESS RELEASES

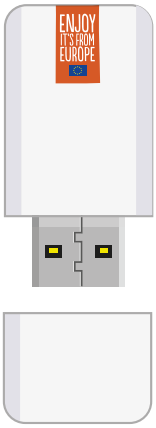


Simplified signature.
Size of the stamp should be **1/8 of the height of the document.**
Stamp to be placed ideally in the top right corner of the newsletter.
Proportion rules > 1/2 - 1/3 - 1/4.

TV ADVERTISEMENTS

Signature to appear at the very end of clips, always together with EU emblem and text.

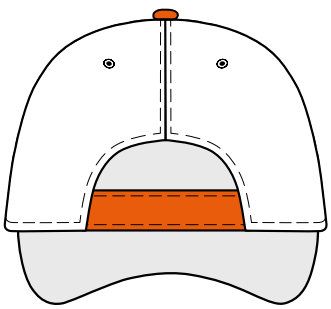
GADGETS > Pens, Bags, USB Sticks, Notebooks



ENJOY
IT'S FROM
EUROPE

CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

ENJOY
IT'S FROM
EUROPE



PACKAGING FOR PRODUCTS

Signature to be applied on special packaging but not on the product itself (space reserved for branding).

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