INTRODUCTION

This graphic charter presents the visual identity of the European Defence Agency (EDA). It describes all the elements that constitute it and sets out the rules to apply on all communication products.

The purpose of this graphic charter is to give EDA a consistent and uniform image.

This charter must be followed whenever EDA staff, external partners, contractors or stakeholders communicate or produce communication materials on behalf of the Agency.

All communication material not produced under the guidance of the EDA Media Communication Unit has to be submitted to its Head of Unit for approval before publishing/distribution.

For any questions regarding the use of this charter or any requests for files, please contact the EDA Media and Communication Unit directly.
The EDA logotype (in its reference version) is made up of two elements:

› The logo itself, representing the superposition of several flags in ‘fluttering’ form and the yellow stars of the European Union (referred to as the ‘symbol’).

› The wording ‘European Defence Agency’. The rules outlined below for the application of the logotype must be followed. Any alterations to the colours and shapes of the symbol and lettering are not permitted.

IT IS COMPULSORY TO USE THIS VERSION OF THE LOGO IN ALL CASES, WITH THE EXCEPTION OF THE SPECIAL CASES EXPLAINED ON THE FOLLOWING PAGES.
The colours presented in the logo are the corporate colours to be used in EDA documents. More information can be found in the chapter 'Identity tools › Corporate colours' on page 17.

The width must not be less than 25 mm. For use on a narrower format, another version of the logo or the text-only version will be used (example in the chapter 'Identity applications › Promotional items' on page 55).

The minimum size is 25 mm wide.

NO ELEMENT CAN IMPAIR THE CLARITY OF THE LOGO.

WHITE SPACE
To avoid interrupting the reading of the logotype, a white space has been created. This space is double the distance between the letters (EDA vertically) and the symbol (represented above by a black 'x'). No graphic element (image, object, writing, etc.) can appear in this area.
VARIANTS

REFERENCE LOGO

REFERENCE LOGO – CMYK/RGB
- **Use:** In all cases except special cases.
- **Background:** On a white or pale background.
- **Minimum size:** Width 25 mm.

REFERENCE LOGO – CMYK/RGB
- **Use:** In special cases when the background cannot be white.
- **Background:** On a coloured background or on a photograph background that is sufficiently dense and undisturbed.
- **Minimum size:** Width 25 mm.

REFERENCE LOGO – GREY
- **Use:** For Microsoft Word and for printing in one colour (black).
- **Background:** White background only.
- **Minimum size:** Width 25 mm.

CORRESPONDING FILE NAMES

REFERENCE LOGO – CMYK/RGB
- **AI:** EDA_logo_CMYK.ai
- **JPG - 72 dpi:** EDA_logo_72DPI_RGB.jpg
- **JPG - 300 dpi:** EDA_logo_300DPI_CMYK.jpg
- **PNG:** EDA_logo_72DPI_RGB.png

REFERENCE LOGO – CMYK/RGB
- **AI:** EDA_logo_Negative_CMYK.ai
- **PNG - 72 dpi:** EDA_logo_Negative_72DPI_RGB.png
- **PNG - 300 dpi:** EDA_logo_Negative_300DPI_CMYK.png

REFERENCE LOGO – GREY
- **AI:** EDA_logo_Grey.ai
- **JPG - 72 dpi:** EDA_logo_72DPI_Grey.jpg
- **JPG - 300 dpi:** EDA_logo_300DPI_Grey.jpg
- **PNG:** EDA_logo_72DPI_Grey.png

Legend:
- **AI:** Vector format reserved for printing and graphic designers
- **JPG:** Bitmap format for Office Stationery and the Web
- **PNG:** Format with a transparent background for Office Stationery and the Web
SPECIAL CASES

REFERENCE LOGO – BLACK

- **Use:** For printing in one colour (black) when it is not possible to use the grey version.
- **Background:** White background only.
- **Minimum size:** Width 25 mm.

**ON A DARK BACKGROUND, THIS VERSION SHOULD BE USED IN WHITE.**

REFERENCE LOGO – PMS (PANTONE 7463 U)

- **Use:** For printing on special promotional items where only one colour can be used.
- **Background:** White background only.
- **Minimum size:** Width 25 mm.

REFERENCE LOGO – CMYK/RGB

- **Use:** Only for Instagram.
- **Background:** On a white or pale background.

CORRESPONDING FILE NAMES

<table>
<thead>
<tr>
<th><strong>REFERENCE LOGO – BLACK</strong></th>
<th><strong>CORRESPONDING FILE NAMES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AI:</strong> EDA_logo_Black.ai</td>
<td><strong>AI:</strong> EDA_logo_Black.ai</td>
</tr>
<tr>
<td><strong>JPG - 72 dpi:</strong> EDA_logo_72DPI_Black.jpg</td>
<td><strong>JPG - 72 dpi:</strong> EDA_logo_72DPI_Black.jpg</td>
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<tr>
<td><strong>JPG - 300 dpi:</strong> EDA_logo_300DPI_Black.jpg</td>
<td><strong>PNG:</strong> EDA_logo_72DPI_Black.png</td>
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<table>
<thead>
<tr>
<th><strong>REFERENCE LOGO – PMS (PANTONE 7463 U)</strong></th>
<th><strong>CORRESPONDING FILE NAMES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AI:</strong> EDA_logo_PMS.ai</td>
<td><strong>PICTURE:</strong> EDA_logo_PMS.ai</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>REFERENCE LOGO – CMYK/RGB</strong></th>
<th><strong>CORRESPONDING FILE NAMES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AI:</strong> EDA_logo_instagram.ai</td>
<td><strong>JPG - 72 dpi:</strong> EDA_logo_instagram_72DPI.jpg</td>
</tr>
<tr>
<td><strong>PNG:</strong> EDA_logo_instagram_72DPI_RGB.png</td>
<td><strong>PNG:</strong> EDA_logo_instagram_72DPI_RGB.png</td>
</tr>
</tbody>
</table>

**LEGEND:**

- **AI:** Vector format reserved for printing and graphic designers
- **JPG:** Bitmap format for Office Stationery and the Web
- **PNG:** Format with a transparent background for Office Stationery and the Web
REFERENCE LOGO – CMYK/RGB

Use: For exceptional use on promotional items where the standard logo does not fit. Example: pen.
Background: On a white or pale background.
Minimum size: Width 25 mm.

CORRESPONDING FILE NAMES
Ai: EDA_logo_goodies.ai
JPG - 300 dpi: EDA_logo_goodies_300DPI.jpg
PNG: EDA_logo_goodies_300DPI_RGB.png

REFERENCE LOGO – CMYK/RGB

Use: For exceptional use on promotional items where the standard logo does not fit and when it is not possible to use the coloured version. Example: lanyard.
Background: On a white or coloured background.
Minimum size: Width 25 mm.
This version can also be used in white on a dark background.

CORRESPONDING FILE NAMES
Ai: EDA_logo_goodies_negativ.ai
JPG - 300 dpi: EDA_logo_goodies_300DPI_negativ.jpg
PNG: EDA_logo_goodies_300DPI_RGB_negativ.png

Legend:
Ai: Vector format reserved for printing and graphic designers | JPG: Bitmap format for Office Stationery and the Web
PNG: Format with a transparent background for Office Stationery and the Web
WHAT NOT TO DO

No element or colour of the reference logo and its variants can be modified. **DO NOT:**

- change the font of the logo.
- change the colours of the logo.
- change the shape of the logo (except for 3D simulations in perspective).
- fail to maintain the space between the lettering and the symbol AND/OR the white space.
- slope the logo.
- insert the logo into a text.
- place the logo on a background using an unsuitable version.
- change the position of the logo elements.
- apply an effect to the logo (e.g. drop shadow).
- place the logo on a background using an unsuitable version.
- change the position of the logo elements.

**Important:** The rules for applying the logotype must be followed. Any alterations to the colours and shapes of the symbol and lettering is not permitted.

For concrete examples, refer to the chapter 'Identity Applications' from page 21.
SPECIFIC USAGE

NEW EDA PROJECT/STUDY/INITIATIVE/ETC.

This logo is made up of the EDA reference logo on the left and the project name on the right. These two items are separated by a vertical line. If the logo varies in size, the thickness of the line (and the title block) must still remain proportional to the source file.

To determine the white spaces, you should use the space indicated by the black ‘x’ as a reference point. The project name must always be written in full and on a maximum of 2 lines. These 2 items separated by a line are placed in a white title block with a blue border.

It may therefore be placed on both a pale and a dark background.

If the project name is longer than in our example, you must extend the title block to the right whilst ensuring that you keep the two white spaces ‘x’ between the start of the word and the frame.

FOR ALL NEW PROJECTS, YOU MUST FOLLOW THIS EXAMPLE.
This logo is made up of the EDA reference logo on the left and the partner logo(s) on the right. If the logo varies in size, the thickness of the line (and the title block) must still remain proportional to the source file.

To determine the white spaces, you should use the space indicated by the black ‘x’ as a reference point. This logo is only used on a white background.
CORPORATE FONT

Fonts constitute a major element of EDA's graphic style. The font used for corporate documents is BREUER. The logo baseline also uses Breuer.

FOR EDITORIAL RULES, REFER TO THE 'INTERINSTITUTIONAL STYLE GUIDE' OF THE PUBLICATIONS OFFICE OF THE EUROPEAN UNION. YOU CAN FIND IT HERE: HTTP://PUBLICATIONS.EUROPA.EU/CODE/EN/EN-000100.HTM

STANDARD TEXT IS ALWAYS IN THE 'BREUER' FONT (OR 'CALIBRI' IF THE AFOREMENTIONED FONT IS UNAVAILABLE).

THE 'BREUER' FONT FAMILY IS AVAILABLE ON REQUEST.
OFFICE APPLICATION FONTS

Calibri is an Office Stationery font, installed as standard on all IT workstations. It should be used for standard text in Office Stationery documents.

FOR EDITORIAL RULES, REFER TO THE 'INTERINSTITUTIONAL STYLE GUIDE' OF THE PUBLICATIONS OFFICE OF THE EUROPEAN UNION. YOU CAN FIND IT HERE:
HTTP://PUBLICATIONS.EUROPA.EU/CODE/EN/EN-000100.HTM
Identity Tools

For PowerPoint presentations, an exception is made for use of specific Arial fonts. These should be used in all presentations.

Arial Narrow

Arial Narrow Italic

Arial Narrow Bold

Arial Narrow Bold Italic

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic
CORPORATE COLOURS

The colours presented below have been defined so as to offer a wide range for the creation of your documents. These shades constitute the basis for the creative palette.

The values may be adapted to add to the graphic possibilities.

It is compulsory to use these colours. You can use these colours in flat tints, gradients, etc. For gradients, you must only use one colour (in several shades). You may not use pink or red.

EXAMPLES OF SHADES OF THE CORPORATE COLOURS

YOU MUST USE THE CORPORATE COLOURS AS A PRIORITY.
BASELINE

Together for a stronger Europe

USE OF THE BASELINE WITHOUT THE LOGO:

> **Use:** Used outside of the logo. (e.g. for a title)
> **Font:**
  - Breuer Text Light.
  - You must keep the proportions of the font size. 'Together' is used as a marker. 'for a stronger
  Europe' has a ratio of 6/10 vis-à-vis 'Together'
  (example: 50pt/30 pt).
  - The same principle applies for leading which is
  7/10 of the 'Together' font size (e.g. font size 50 pt –
  leading 35 pt).
  - Always ragged alignment (left or right).

> **Font size:** ≥ 7.5 pt.
> **Colours:** Always place a hard colour on a pale
  background and vice versa on a dark background.
ARROWS

» Breuer Text Light
» Breuer Text Regular
» Breuer Text Bold

THE ARROWS ARE TAKEN FROM THE FRENCH SPEECH MARK IN THE BREUER FONT.

ARROWS:
Created from the French speech mark in the BREUER font, they may be used in bold, regular, light, etc. They can then be vectorised, and can be the size, thickness and colour of your choice.
IMAGE ENVIRONMENT:
Above are a few generic images that have been created for the EDA. Each visual must be approved by the EDA Media and Communication Unit (MCU).

It is recommended to use a variety of pictures from different Member States and to not favour one domain over another. In addition, preference must be given to capabilities produced in Europe.
PUBLISHING

On each communication product published and produced by and for the European Defence Agency, the logo will be positioned in a white banner on the top left side in order to create recognisable branding. The exact measurements, positioning and exceptions are described on the following pages.

In general, no text will be written in the white banner reserved for the logo. Some exceptions are allowed for smaller visuals and promotional items. These are described in more details in this chapter.

The templates presented on the following pages are available upon request.

The general recommendations below are to be taken into account:

› Keep the layout airy, stylish and simple
› Do not overcrowd
› Do not use all of the EDA colours at the same time
› All communication products have to be approved by MCU including any deviation from these rules or recommendations.

ON THE FOLLOWING PAGES, RULES TO BE RESPECTED ARE INDICATED IN RED AND RECOMMENDATIONS TO FOLLOW ARE IN GREEN.
IDENTITY APPLICATIONS

VERTICAL A4 COVER - GRID SYSTEM

ON AN A4 STANDARD COVER, THE POSITION AND SIZE OF THE LOGO ARE FIXED AS SHOWN HERE, TOGETHER WITH THE SIZE OF THE WHITE BANNER.

NO TEXT IN THESE BREATHING ZONES.

THE TITLE AND SUBTITLE SHOULD BE AT LEAST THE RECOMMENDED SIZE. THEY CAN BE BIGGER IF THERE IS LESS TEXT AND THE VISUAL ALLOWS IT. THEY SHOULD BE ALIGNED VERTICALLY TO THE LOGO AS SHOWN AND CAN BE PUT LOWER IN THIS ZONE IF THE VISUAL REQUIRES IT.
**HIC TE SEQUEAE PRE**

**CUPTAERCHIT QUIQ MA**

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**IDENTITY APPLICATIONS**
VERTICAL A4 BACK COVER - GRID SYSTEM

AS FOR THE COVER, IT IS MANDATORY TO KEEP EDA’S LOGO IN A WHITE BANNER.

THE BACK COVER NEEDS TO CONTAIN THE DISPLAYED INFORMATION.

IT IS MANDATORY TO HAVE THE PUBLICATIONS OFFICE LOGO, THE ISBN AND THE CATALOGUE NUMBER ON THE BACK COVER FOR PRINTED PUBLICATIONS. THESE CAN BE REMOVED FOR ONLINE PUBLICATIONS.
IDENTITY APPLICATIONS

ON THE COVER FOR THE MAGAZINE, THE POSITION AND SIZE OF THE LOGO ARE FIXED AS SHOWN HERE, TOGETHER WITH THE SIZE OF THE WHITE BANNER.

THE POSITIONING AND SIZE OF EDM ARE FIXED.

THE TITLE SHOULD BE AT LEAST THE RECOMMENDED SIZE. IT CAN BE BIGGER IF THERE IS LESS TEXT AND THE VISUAL ALLOWS IT. IT SHOULD BE ALIGNED VERTICALLY TO THE LOGO AS SHOWN AND CAN BE PUT LOWER IN THIS ZONE IF THE VISUAL REQUIRES IT.

THE NUMBER OF ARTICLES DISPLAYED IN THE FOCUS BOX CAN BE FROM 2 TO 4.
<table>
<thead>
<tr>
<th>IDENTITY APPLICATIONS</th>
</tr>
</thead>
</table>

**Tum aliquam velit usclicitae veles de in pore volorae**

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**EUROPEAN DEFENCE MATTERS MAGAZINE - INSIDE PAGES**

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**EUROPEAN DEFENCE AGENCY**

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**32 / © 2020 EUROPEAN DEFENCE AGENCY - GRAPHIC CHARTER**
<table>
<thead>
<tr>
<th>Issue</th>
<th>IDenticity Applications</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**DOLUPTAS**

European Test light, size 60pt / heading 53pt

**Tum aliquam velitavit uscilicitae veles de in pore**

European Test regular, size 8pt / heading 10pt

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**www.eda.europa.eu**

33 / © 2020 EUROPEAN DEFENCE AGENCY - GRAPHIC CHARTER
The back cover of the magazine differs slightly from the standard vertical A4 back cover in the size of the white banner and position of the logo.

Visuals can be added to the Magazine back cover if relevant to the specific issue.

It is mandatory to have the Publications Office logo, the ISBN and the catalogue number on the back cover for printed publications. These can be removed for online publications.

As for the cover, it is mandatory to keep EDA’s logo in a white banner.

The back cover needs to contain the displayed information.

European Defence Matters Magazine - Back Cover
ADAPTATION TO OTHER FORMATS - A4 HORIZONTAL

ON AN A4 HORIZONTAL COVER, THE POSITION AND SIZE OF THE LOGO ARE FIXED AS SHOWN HERE, TOGETHER WITH THE SIZE OF THE WHITE BANNER.

THE TITLE AND SUBTITLE SHOULD BE AT LEAST THE RECOMMENDED SIZE. THEY CAN BE BIGGER IF THERE IS LESS TEXT AND THE VISUAL ALLOWS IT. THEY SHOULD BE ALIGNED VERTICALLY TO THE LOGO AS SHOWN AND CAN BE PUT LOWER IN THIS ZONE IF THE VISUAL REQUIRES IT.
ADAPTATION TO OTHER FORMATS - A4 HORIZONTAL - 2 COLUMNS

HIC TE SEQUAE PRE
CUPTAERCHIT QUID MA

Breuer Text regular, size 9pt / heading 12pt

IDENTITY APPLICATIONS

INDEX

- IDENTITY APPLICATIONS
- IDENTITY APPLICATIOnS
- IDENTITY APPLICATIOnS
- IDENTITY APPLICATIOnS
- IDENTITY APPLICATIOnS

36 / © 2020 EUROPEAN DEFENCE AGENCY - GRAPHIC CHARTER
ADAPTATION TO OTHER FORMATS - A4 HORIZONTAL - 4 COLUMNS

HIC TE SEQUAE PRÆ
CUPTÆRCHIT QUÆ MA

IDENITY APPLICATIOnS

37 / © 2020 EUROPEAN DEFENCE AGENCY - GRAPHIC CHARTER
AS FOR THE COVER, IT IS MANDATORY TO KEEP EDA'S LOGO IN A WHITE BANNER.

THE BACK COVER NEEDS TO CONTAIN THE DISPLAYED INFORMATION.

IT IS MANDATORY TO HAVE THE PUBLICATIONS OFFICE LOGO, THE ISBN AND THE CATALOGUE NUMBER ON THE BACK COVER FOR PRINTED PUBLICATIONS. THESE CAN BE REMOVED FOR ONLINE PUBLICATIONS.
ON AN A5 STANDARD COVER, THE POSITION AND SIZE OF THE LOGO ARE FIXED AS SHOWN HERE, TOGETHER WITH THE SIZE OF THE WHITE BANNER.

THE TITLE AND SUBTITLE SHOULD BE AT LEAST THE RECOMMENDED SIZE. THEY CAN BE BIGGER IF THERE IS LESS TEXT AND THE VISUAL ALLOWS IT. THEY SHOULD BE ALIGNED VERTICALLY TO THE LOGO AS SHOWN AND CAN BE PUT LOWER IN THIS ZONE IF THE VISUAL REQUIRES IT.

NO TEXT IN THESE BREATHING ZONES.
IDENTITY APPLICATIONS

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dolupti sitrua volupm harum volupta tectorpo siop molervatum cum aut as

HIC TE SEQUAE PRE
CUPTAERCHIT QUID MA

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As aut utem sequam eatur sit doluptur, sinhicke esexion nonseemar re, ideniter

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Omni officia sundi oditos ex eos eum quos etici quaequeae adactetens eum

Em omni aut omiili vit officias et eos exanimum sam aliti biam, utem aut facasse

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Officia sundi oditos ex eos eum quos etici quaequeae adactetens eum

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As, consecutea eter amertit, si to cuit volami doluptago temafion

PICTURE

HIC TE SEQUAE PRE
CUPTAERCHIT QUID MA

DUS AS ILLUPTATUR? BREUER TEXT BOLD, SIZE 12PT / HEADING 12PT / CAPS

ADAPTATION TO OTHER
FORMATS - A5 VERTICAL

40 / © 2020 EUROPEAN DEFENCE AGENCY - GRAPHIC CHARTER
ADAPTATION TO OTHER FORMATS - A5 VERTICAL

AS FOR THE COVER, IT IS MANDATORY TO KEEP EDA’S LOGO IN A WHITE BANNER.

THE BACK COVER NEEDS TO CONTAIN THE DISPLAYED INFORMATION.

IT IS MANDATORY TO HAVE THE PUBLICATIONS OFFICE LOGO, THE ISBN AND THE CATALOGUE NUMBER ON THE BACK COVER FOR PRINTED PUBLICATIONS. THESE CAN BE REMOVED FOR ONLINE PUBLICATIONS.
IDENTITY APPLICATIONS

FOLDER - GRID SYSTEM

AS ON AN A4 STANDARD COVER, THE POSITION AND SIZE OF THE LOGO ARE FIXED AS SHOWN HERE, TOGETHER WITH THE SIZE OF THE WHITE BANNER.

NO TEXT IN THESE BREATHING ZONES.

THE TITLE* SHOULD BE AT LEAST THE RECOMMENDED SIZE. IT CAN BE BIGGER IF THERE IS LESS TEXT AND THE VISUAL ALLOWS IT. IT SHOULD BE ALIGNED VERTICALLY TO THE LOGO AS SHOWN AND CAN BE PUT LOWER IN THIS ZONE IF THE VISUAL REQUIRES IT.


*
OFFICE STATIONERY

For any official internal documentation, please use existing office stationery documents available on the EDA Portal. Select the one specific to the purpose of your communication.

In these documents please respect the purpose of the document, the pre-set elements like the positioning of the logo, the margins, the font size and colour, etc.

For any official internal documentation, please use existing office stationery documents available on the EDA Portal. Select the one specific to the purpose of your communication.

In these documents please respect the purpose of the document, the pre-set elements like the positioning of the logo, the margins, the font size and colour, etc.
POWERPOINT

It is mandatory to use the PowerPoint template available on the EDA Portal.

› **Font:** The font to be used for PowerPoint slides is Arial, Arial body and Arial Narrow (the font is preset for the title and text body, but you should check that it is maintained when creating new text elements). The minimum recommended font size for a presentation is 16.

› **Important:** Do not use red or pink, or shadows.

› **Colours:** Use of the predefined palette on page 17 is recommended.

› **Position of elements:** The logotype and its position, as well as the title and text alignments are preset and cannot be modified.
GOOD PRACTICES

INTRODUCTION
GOOD PRACTICES
GOOD PRACTICES
GOOD PRACTICES
DO NOT

- make any changes on the logo (see page 10)
- change the shape of the logo
- slope the logo
- use red

INTRODUCTION

- use the logo partially
- change the position of the logo
- use low-resolution, rights-protected or irrelevant pictures
DO NOT

VID TET QUE SEQUA QUIAS

VID TET QUE SEQUI QUIAS

use colours other than the corporate colours

use flashy colours

use colours with bad contrast
DO NOT

VID TET QUE SEQUI QUIAS

 › modify the size and colour of titles
 › use special effects on text
 › use pink
PROMOTIONAL ITEMS

ALL EDA PROMOTIONAL ITEMS SHOULD BE PREFERABLY PRODUCED IN THE EU AND SHOULD BE ECO-FRIENDLY.

USE OF THE LOGO IN A HORIZONTAL VERSION AND/OR AS AN OUTLINE IS STRICTLY RESERVED FOR SPECIAL CASES SUCH AS PENS OR LANYARDS.
**EVENT COMMUNICATION**

**BADGE**

The logo can be positioned in a white banner or a banner in one of the corporate colours. The logo can also be positioned in the event-specific visual background, if it does not impair the visibility of the logo.

For EDA events the badge needs to contain EDA’s logo.

Badges do not have one standard size, so please check with your provider what size they should be. If the event has a recognisable visual, you can include it in the design.

**Font:** The font to be used is Breuer.

**Colours:** Use of the predefined palette on page 17 is recommended.
STANDARD EVENT BACKDROP

This example is based on the backdrop of the EDA’s Annual Conference. It demonstrates how to use the visual identity in such settings.

The designer should take into account the following elements:

› Size of the room
› Position of the standing speaker
› Visibility and readability from first row until last row
› Seating arrangement of speakers
› Lighting

ALWAYS INCLUDE EDA’S SOCIAL MEDIA HANDLES, SPECIFIC EVENT HASHTAG IF APPLICABLE AND WEBSITE URL.

FOR EVENT COMMUNICATION, THE LOGO CAN BE ON TOP OF A COLOURED BACKGROUND, EITHER A CORPORATE COLOUR OR THE EVENT-SPECIFIC VISUAL IF IT DOES NOT IMPAIR THE VISIBILITY OF THE LOGO.
A lectern has been used as an example to illustrate possible communication options during an event. It is important to take into account the following elements:

- Size of the room
- Visibility and readability from first row until last row
- Visual or colour specific to the event

ALWAYS INCLUDE EDA’S SOCIAL MEDIA HANDLES, SPECIFIC EVENT HASHTAG IF APPLICABLE AND WEBSITE URL.
THE POSITION AND SIZE OF THE LOGO ARE FIXED AS SHOWN HERE, TOGETHER WITH THE SIZE OF THE WHITE BANNER.

ALWAYS INCLUDE EDA’S SOCIAL MEDIA ICONS, SPECIFIC EVENT HASHTAG IF APPLICABLE AND WEBSITE URL.
EDA PORTALS

In order to create a familiar relationship with the EDA website, EDA Portals have to reflect the look & feel of the EDA website and apply the same design principles.

Elements/principles to be applied:
› Use of EDA website header look & feel (i.e. cobranded EDA logo, logo positioning, navigation menu display, colours, behaviour & mouse hover effects).
› Fixed 1300px main content area and use of the existing EDA website templates.
› Use of EDA predefined font styles (i.e. section title, paragraph titles and paragraph text, links).
› Use of 16/9 ratio pictures.
› Use of EDA corporate colours (see page 17).
› Use of EDA website UI elements (buttons, links, filters, dropdowns, icons).
› Use of EDA footer look & feel.
› Keep Portal's design simple: Make use of white space to communicate clearly and limit the number of graphic elements to improve legibility.

DESIGN PROPOSALS FOR EDA PORTALS HAVE TO BE SUBMITTED TO MCU FOR APPROVAL BEFORE GOING LIVE. IT IS RECOMMENDED TO INVOLVE MCU FROM THE OUTSET OF AN EDA PORTAL DEVELOPMENT PROCESS NOT ONLY TO ENSURE APPLICATION OF THE EDA LOOK & FEEL BUT ALSO TO RECEIVE RECOMMENDATIONS IN TERMS OF USER-FRIENDLINESS.
ONLINE NEWSLETTER

EDA NEWSLETTERS ARE SENT VIA WWW.SENDINBLUE.COM

EDA’S LOGO NEEDS TO BE PLACED IN THE TOP LEFT CORNER AND PROPERLY ALIGNED WITH ALL THE BLOCKS IN THE NEWSLETTER.

Font: The font to be used in sendinblue is Helvetica Neue, as Calibri and Breuer are not available.

Colours: Use of the predefined palette on page 17 is recommended.
SOCIAL MEDIA

THE SOCIAL MEDIA ACCOUNTS OF THE EUROPEAN DEFENCE AGENCY ARE HANDLED BY MCU. FOR INFORMATION ON HOW TO INTERACT WITH THEM, PLEASE CHECK THE EDA SOCIAL MEDIA GUIDELINES.

TWITTER

PROFILE IMAGE: 400 X 400
Image guidelines
› Recommended size 400 x 400
› Minimum 200 x 200 pixels
› 2 MB maximum file size – JPG, GIF or PNG files only

HEADER PHOTO: 1500 X 500
Image guidelines
› Minimum 1128 x 376 pixels
› Maximum 5 MB
› Landscape layout
› JPG, GIF or PNG files only

INSTREAM PHOTO: 440 X 220
Image guidelines
› Minimum 440 x 220 pixels
› Maximum to appear 1024 x 512 pixels
› Maximum file size of 5 MB for photos and 3 MB for GIFs
**Twitter visuals - rules and recommendations**

**Font:** The font to be used for text within designed visuals for Twitter is Breuer.

**Colours:** Use of the predefined colour palette on page 17 is recommended.

Visuals that are designed for Twitter can contain EDA's logo, preferably in the top left corner.
EXAMPLES

DEFENCE MATTERS TO YOU?
EDA TRAINEESHIP NOW OPEN!
Closing date: 15 May 2020

DEFENCE MATTERS TO YOU?
CHECK OUR OPEN POSITIONS!
www.eda.europa.eu/jobs

"All instruments and processes needed to enable and manage EU defence cooperation are already in place and ready to be used."
Jiří Šedivý
EDA Chief Executive

For more examples please check EDA's Twitter account @EUDefenceAgency.
IDENTITY APPLICATIONS

LINKEDIN

LOGO: 300 X 300
Image guidelines
› Shows in feed at 470 x 174

BACKGROUND IMAGE:
1536 X 768
Image guidelines
› Will appear on page at 843 x 540 pixels
› Choose a higher resolution at that scale for better quality

INSTREAM LINK IMAGE:
1200 X 628
**LINKEDIN VISUALS - RULES AND RECOMMENDATIONS**

- **Font:** The font to be used for text within designed visuals for LinkedIn is Breuer.
- **Colours:** Use of the predefined colour palette on page 17 is recommended.

Visuals that are designed for LinkedIn can contain EDA’s logo, preferably in the top left corner.
EXAMPLES

For more examples please check EDA's LinkedIn account:
https://www.linkedin.com/company/european-defence-agency/
INSTAGRAM

Profile image: 110 x 110

Image guidelines
› Square photo - maintain the aspect ratio of 1:1

PHOTO SIZE: 1080 X 1080

Image guidelines
› The size of Instagram images is 1080 x 1080 pixels
› Instagram still scales these down to 612 x 612 pixels
› As a thumbnail, they appear as 161 x 161 pixels

INSTAGRAM STORIES: 1080 X 1920 PIXELS

Image guidelines
› Recommended size is 1080 x 1920
› Minimum resolution is 600 x 1067
› Maximum size is 4 GB
INSTAGRAM VISUALS - RULES AND RECOMMENDATIONS

Instagram posts are mostly animations and photographs. Please note that it is best to adapt LinkedIn or Twitter posts to the Instagram format.

**Font:** The font to be used for text within designed visuals for Instagram is Breuer.

**Colours:** Use of the predefined colour palette on page 17 is recommended.

For more examples please check EDA's Instagram account: [https://www.instagram.com/european.defence.agency/](https://www.instagram.com/european.defence.agency/)
EUROPEAN DEFENCE MATTERS TO YOU?

The European Defence Agency is an intergovernmental agency of the European Union. We support our Member States in developing defence capabilities. Based in Brussels, we have openings for experienced defence professionals and more junior experts. At EDA, you will be part of a small but dynamic team committed to strengthening the security of European citizens.


#EDAJobs
Every EDA video starts with a standard animation based on EDA's logo. This animation cannot be modified.
Because a

**STRONG EUROPEAN DEFENCE** requires

**STRONG CAPABILITIES**

**Font:** The font to be used for videos is Breuer.

**Colours:** Use of the predefined colour palette on page 17 is recommended.
Every EDA video ends with a standard animation based on EDA's logo together with the follow us call to action. This animation cannot be modified.
Short animations do not require the use of the intro and outro. Instead it is mandatory to include EDA's logo in the creation.