

GRAPHIC CHARTER

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.

FOR QUESTIONS REGARDING THE USE OF THIS CHARTER OR REQUESTS FOR FILES, PLEASE CONTACT:

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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.

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LOGOTYPE

PRESENTATION



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 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.

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.*

MINIMUM SIZE

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*).

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.

CORRESPONDING FILE NAMES

- › **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

- › **Use:** in special cases when the background cannot be white.
- › **Background:** On coloured background or on a photo background that is sufficiently dense and undisturbed.
- › **Minimum size:** Width 25 mm.

CORRESPONDING FILE NAMES

- › **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

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

CORRESPONDING FILE NAMES

- › **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.

CORRESPONDING FILE NAMES

- › **AI:** EDA_logo_Black.ai
- › **JPG - 72 dpi:** EDA_logo_72DPI_Black.jpg
- › **JPG - 300 dpi:** EDA_logo_300DPI_Black.jpg
- › **PNG:** EDA_logo_72DPI_Black.png



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.

CORRESPONDING FILE NAMES

- › **AI:** EDA_logo_PMS.ai
- PANTONE COATED 7463 U.**



REFERENCE LOGO – CMYK/RGB

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

CORRESPONDING FILE NAMES

- › **AI:** EDA_logo_instagram.ai
- › **JPG - 72 dpi:** EDA_logo_instagram_72DPI.jpg
- › **PNG:** EDA_logo_instagram_72DPI_RGB.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



EUROPEAN DEFENCE AGENCY

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



EUROPEAN DEFENCE AGENCY

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).



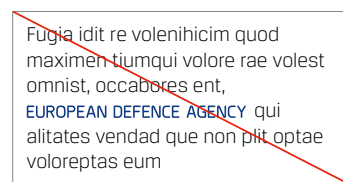
› fail to maintain the space
between the lettering and the
symbol AND/OR the white space.



› change the proportions of the
elements of the logo.



› slope the logo.



› insert the logo into a text.



› place the logo in a low resolution
which would make it pixelated.



› apply an effect to the logo (e.g.
drop shadow).



› place the logo on a background
using an unsuitable version.



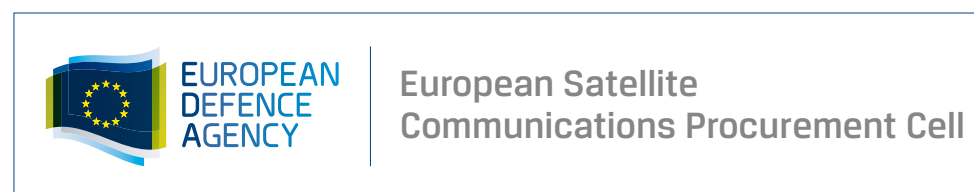
› change the position of the logo
elements.

**FOR CONCRETE EXAMPLES,
REFER TO THE CHAPTER 'IDENTITY
APPLICATIONS' FROM PAGE 21.**

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.

SPECIFIC USAGE

NEW EDA PROJECT/STUDY/INITIATIVE/ETC.



**FOR ALL NEW PROJECTS, YOU
MUST FOLLOW THIS EXAMPLE.**

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 sourcefile.

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.

PARTNERSHIP



MAKE SURE ALL LOGOS HAVE
EQUAL AND BALANCED VISUAL
WEIGHT AND ALIGN THEM
WITH EACH OTHER'S CENTRE
HORIZONTALLY.



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.

IDENTITY TOOLS

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.

Breuer Text Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»(§è !çà)-^\$ù` ,;:=<>°_~*%£+/. ?

0123456789

Breuer Text Light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»(§è !çà)-^\$ù` ,;:=<>°_~*%£+/. ?

0123456789

Breuer Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ WXYZ

&é»(§è !çà)-^\$ù` ,;:=<>°_~*%£+/. ?

0123456789

Breuer Text Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»(§è !çà)-^\$ù` ,;:=<>°_~*%£+/. ?

0123456789

Breuer Text Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»(§è !çà)-^\$ù` ,;:=<>°_~*%£+/. ?

0123456789

Breuer Text Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»(§è !çà)-^\$ù` ,;:=<>°_~*%£+/. ?

0123456789

Breuer Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»(§è !çà)-^\$ù` ,;:=<>°_~*%£+/. ?

0123456789

Breuer Text Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»(§è !çà)-^\$ù` ,;:=<>°_~*%£+/. ?

0123456789

Breuer Headline Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»(§è !çà)-^\$ù` ,;:=<>°_~*%£+/. ?

0123456789

Breuer Headline Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»(§è !çà)-^\$ù` ,;:=<>°_~*%£+/. ?

0123456789

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](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.

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;=<>_""*%£+/. ?

0123456789

Calibri Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;=<>_""*%£+/. ?

0123456789

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;=<>_""*%£+/. ?

0123456789

Calibri Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;=<>_""*%£+/. ?

0123456789

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;=<>_""*%£+/. ?

0123456789

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;=<>_""*%£+/. ?

0123456789

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'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](http://publications.europa.eu/code/en/en-000100.htm)

Arial Narow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;:=<>° _ ``*%£+/. ?

0123456789

Arial Narow *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;:=<>° _ ``*%£+/. ?

0123456789

Arial Narow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;:=<>° _ ``*%£+/. ?

0123456789

Arial Narow Bold *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;:=<>° _ ``*%£+/. ?

0123456789

FOR POWERPOINT PRESENTATIONS,
AN EXCEPTION IS MADE FOR USE OF
SPECIFIC ARIAL FONTS. THESE SHOULD BE
USED IN ALL PRESENTATIONS.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;:=<>° _ ``*%£+/. ?

0123456789

Arial *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;:=<>° _ ``*%£+/. ?

0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;:=<>° _ ``*%£+/. ?

0123456789

Arial Bold *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;:=<>° _ ``*%£+/. ?

0123456789

Arial Bold *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

&é»'(§è !çà)-^\$ù`,,;:=<>° _ ``*%£+/. ?

0123456789

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.



CMYK: 100-83-0-14
RGB: 26-60-123
WEB: #173C81
Pantone: COATED 7463 U



CMYK: 100-44-0-0
RGB: 0-113-181
WEB: #0071B5
Pantone: 3015 C



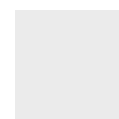
CMYK: 70-15-0-0
RGB: 105-168-217
WEB: #69ABD9
Pantone: 2995 C



CMYK: 51-19-100-0
RGB: 153-165-48
WEB: #99a530
Pantone: 384 C



CMYK: 30-0-95-0
RGB: 202-209-53
WEB: #cad135
Pantone: 583 C



CMYK: 0-0-0-10
RGB: 236-236-236
WEB: #eeced
Pantone: 7541 C

EXAMPLES OF SHADES OF THE CORPORATE COLOURS



100%



75%



50%



25%



100%



75%



50%



25%



100%



75%



50%



25%



100%



75%



50%



25%



100%



75%



50%



25%



100%



75%



50%



25%

**YOU MUST USE THE
CORPORATE COLOURS
AS A PRIORITY.**

BASELINE

Together
for a stronger Europe

FONT SIZE: 50 PT (10/10 OF 'TOGETHER' FONT SIZE).
FONT SIZE: 30 PT (6/10 OF 'TOGETHER' FONT SIZE).
LEADING: 35 PT (7/10 OF 'TOGETHER' FONT SIZE).

FONT SIZE: 30 PT (10/10 OF 'TOGETHER' FONT SIZE).
FONT SIZE: 18 PT (6/10 OF 'TOGETHER' FONT SIZE).
LEADING: 21 PT (7/10 OF 'TOGETHER' FONT SIZE).

Together
for a stronger Europe

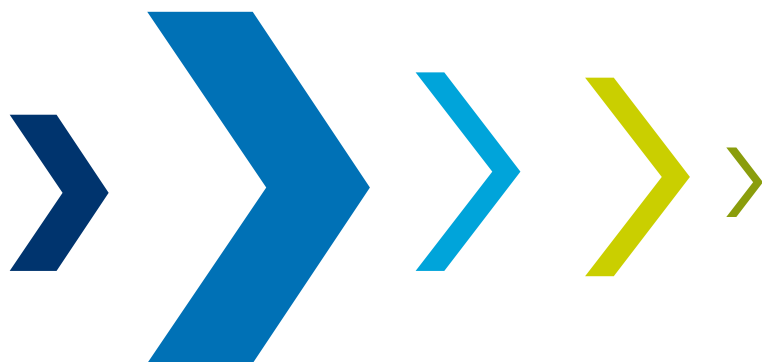
USE OF THE BASELINE WITHOUT THE LOGO:

- › **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: 50 pt/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.**

› **Dus repere lab ipsam lataspis ut ini cumque prorum a ipit in
ent, ommolorit re pa dis num ea qui voluptenim sandiciur**

› Aut mil ento te nos aut ut quantio nseque veliqui sequaspid
eiuntia ipsandi ationse caboribusam fugit voluptaerunt
› Lantemporpos dolupis ent occaborem aut voluptas de
providessit adiore que optur loria velesti doloruntenis doluptat
fugiat esedi

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.

VISUALS



MCU HAS TO APPROVE THE SELECTED VISUALS BEFORE PRODUCTION.

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.

IDENTITY APPLICATIONS

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.

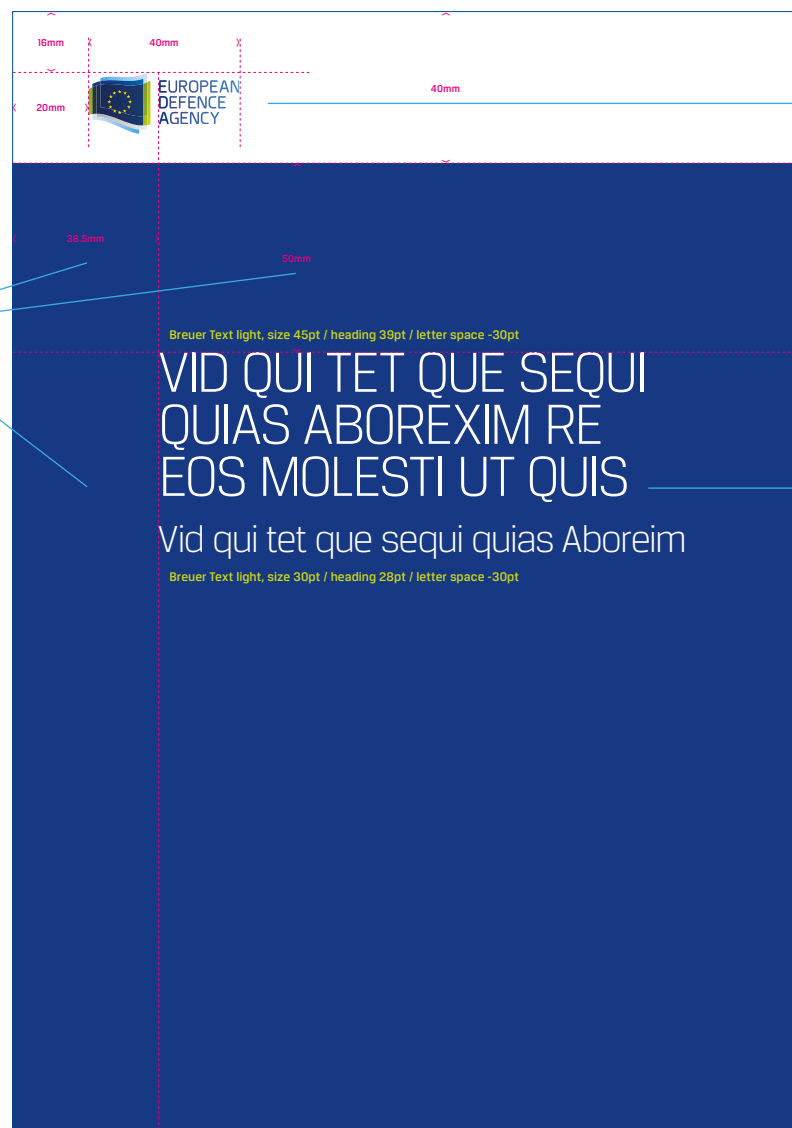
The general recommendations below are to be taken into account:

- › 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.**

VERTICAL A4 COVER - GRID SYSTEM

NO TEXT IN THESE
BREATHING ZONES.



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.

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.

VERTICAL A4 COVER - EXAMPLES



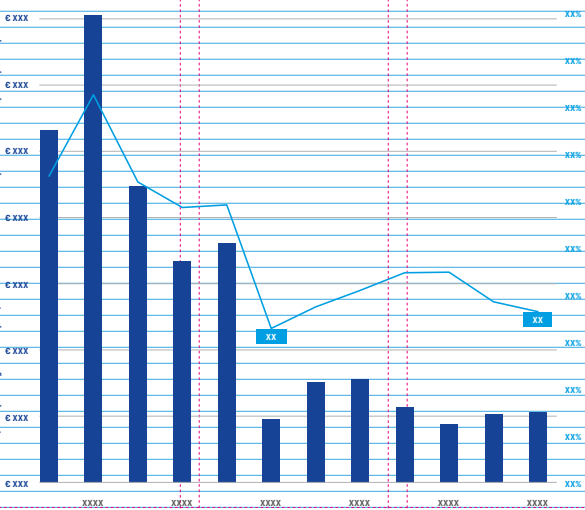
VERTICAL A4 INSIDE PAGES - GRID SYSTEM 2 COLUMNS

 13mm 10mm 40mm 25mm	5mm 25mm 25mm	17mm Breuer Text regular, size 9pt / heading 12pt / Caps DEMIS ANDAM; CONSEQUI UTEM HILIC TECTATO UONTUR? QUI ANDICTO 5mm 25mm	17mm
HIC TE SEQUAE PRE CUPTAERCHIT QUID MA Breuer Text light, size 35pt / heading -35pt Breuer Text light, size 9pt / heading 12pt Haribuscien da quatem. Am. nonestiumqui. cuptatius. quatiost. volor. a. quatis. vellamet. qui. doluptio. volor. sam. nus. aut. officimus. vel. ime. sa. corrum. sam. officia. audit. que. eos. moloribus. ersperitbea. veleceperum. faccat. quo. et. lam. as. et. ist. et. eum. vollatium. qui. niscitempe. con. reperaepro. estrumqui. dolupti. umquam. sinctatur. seque. consediand. ipsam. arios. etum. cuptatenis. consent. que. nitio. molutum. volorrore. dolupta. essint. qui. solupta. qui. consedit. que. ne. id. et. si. ut. ditia. nesequis. eossunt. ut. que. et. volorep. ellabores. in. conessediam. tet. voloris. quam. hitat. que. volorehensis. nuscimi. ut. re. nonsero. volorit. quodiorepe. pa. velendaese. doluptatur? Ecum. dita. qui. aut. vit. audio. Sum. faccupatam. iuntemo. sandici. pienditecto. blam. qui. aut. volupatur? As. aut. utem. sequam. eatur. siti. dolupitur. sinihicide. esection. nonsernam. re. idendan. tureperum. harum. cus. maximporibus. ex. endis. platibu. sciendebitem. ratet. apit. resciminctas. et. liam. aut. od. magna. si. doluptia. quiae. volori. utasimus. utem. comi. que. nonsequo. isci. re. volupta. tibusap. iducilli. iquam. nectionem. int. As. aut. utem. sequam. eatur. siti. dolupitur. sinihicide. esection. nonsernam. re. idendan. tureperum. harum. cus. maximporibus. ex. endis. platibu. sciendebitem. ratet. apit. resciminctas. et. liam. aut. od. magna. si. doluptia. quiae. tibusap. iducilli. iquam. nectionem. int. De. omni. aut. omnihilisit. officias. et. eos. esenimus. sam. aliti. blam. utem. aut. faceper. ehendis. quias. si. con. porum. faccat. molutpat. volupta. ecepedi. ute. porro. vera. dolore. ma. yenienis. porem. harum. re. atius. pratius. expeligni. volupta. spercii. stiore. corruntin. nonet. quam. officis. sus. doluptatus. debis. autatus. sam. am. qui. desciaio. tecum. solupic. te. dolupta. sandant. volestio. berrere. veribus. tuisam. nos. etures. esciend. itenisima. sum. landici. unt. aliaerum. niti. quid. quam. aut. omnihit. atist. quia. alibus. utemporunt. ant. entendandam. ullam. nonse. denist. rem. quiderest. voloratendis. aligend. usaperi. tatusae. peressi. deriam. nescit. illest. audiae. et. ut. pore. didicel. et. moloem. doloritempos. aut. labo. 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VERTICAL A4 INSIDE PAGES -
GRID SYSTEM 1 COLUMN

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VERTICAL A4 INSIDE PAGES - GRID SYSTEM 3 COLUMNS

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Breuer Text medium, size 9pt / heading 12pt 28.4mm 13mm	De omni aut omnihilisit officias et eos esenimus sam aliti blam, utem aut faceper ehendis quias si con porum faccat moluptat volupta ecepedi ute poro vera dolore ma venienis porem harum re atius pratus expeligni volupta spercii store coruntin nonet quam, officis sus doluptatus debis autatus sam, am qui desciaio tecum solupic te dolupta sandant volestio berore veribus tiasam nos etures esciend itenisima sum landici unt aliaerum, niti quid quam aut omnihit atiist, quia alibus utemporant ant entendandam ullam, nonse denist rem quiderest voloratisendis aliend usaperi tatusae peressi deriam hessit, illest, audiae et ut pore didicel et molorem doloritempos aut labo Officia sundi oditios ex eos erum quis escid quaeputdae eatiatestent sum ipitatusa conse sedis et mosam, alitior, num quodis aut et as millandit dis ex elique voluptatur alit in consequae simpremeque is quia peribusant et as si saperumet, quid que lacillorro conse simus, el expliqui comniel incia sima reperibus, yerspe pre conem ius, consect ureiusto enlendit, si to cullo voleni doluptatemo temolorio. 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**VERTICAL A4 INSIDE PAGES SPECIAL MENTION -
COVER II PAGE DEDICATED TO OPOCE**

The components of this page are subject to change and need to be checked against any update here: <https://publications.europa.eu/code/en/en-250300.htm>

[illegible]

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.



EUROPEAN DEFENCE MATTERS MAGAZINE - COVER

LOGO, MAGAZINE NAME,
TITLE AND FEATURE BOX ARE
ALIGNED AS SHOWN.



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.

EUROPEAN DEFENCE MATTERS
MAGAZINE - INSIDE PAGES

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Breuer Text regular, size 9pt / heading 12pt				Breuer Text medium, size 17pt / heading 18pt				
Pa verecitate non ratoribusci quam et qui deseni doluptibus sequi cum iunt pa etur? Alit faccate dolumquam fuga.				"Pellatet fugit, qui nonem res volo temquia sitatus apereribus, core eiuntur, ide alia consequae lam, quaspient et ilit atus maximod itempor"				
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Pa verecitate non ratoribusci quam et qui deseni doluptibus sequi cum iunt pa etur? Alit faccate dolumquam fuga.				Aut earum excea pres eserrum et inulpa quia quibusant ut late et que culpa is id mo duci aut et et volestrupta simus, to optas dolut am dolo que rat estenda				
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EUROPEAN DEFENCE MATTERS MAGAZINE - BACK COVER

THE BACK COVER NEEDS
TO CONTAIN THE DISPLAYED
INFORMATION.

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.

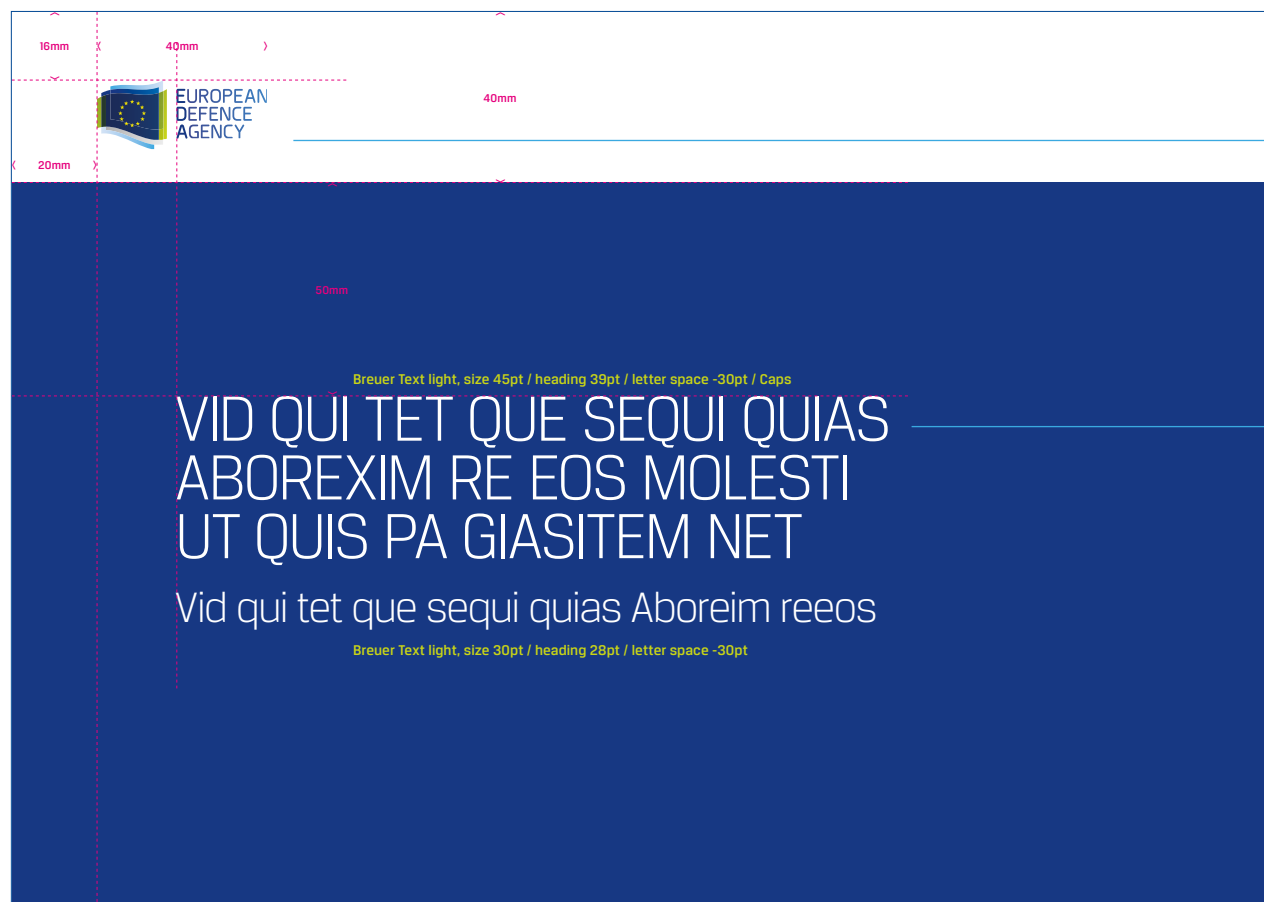
Visuals can be added to the Magazine back cover if relevant to the specific issue.



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

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.

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.

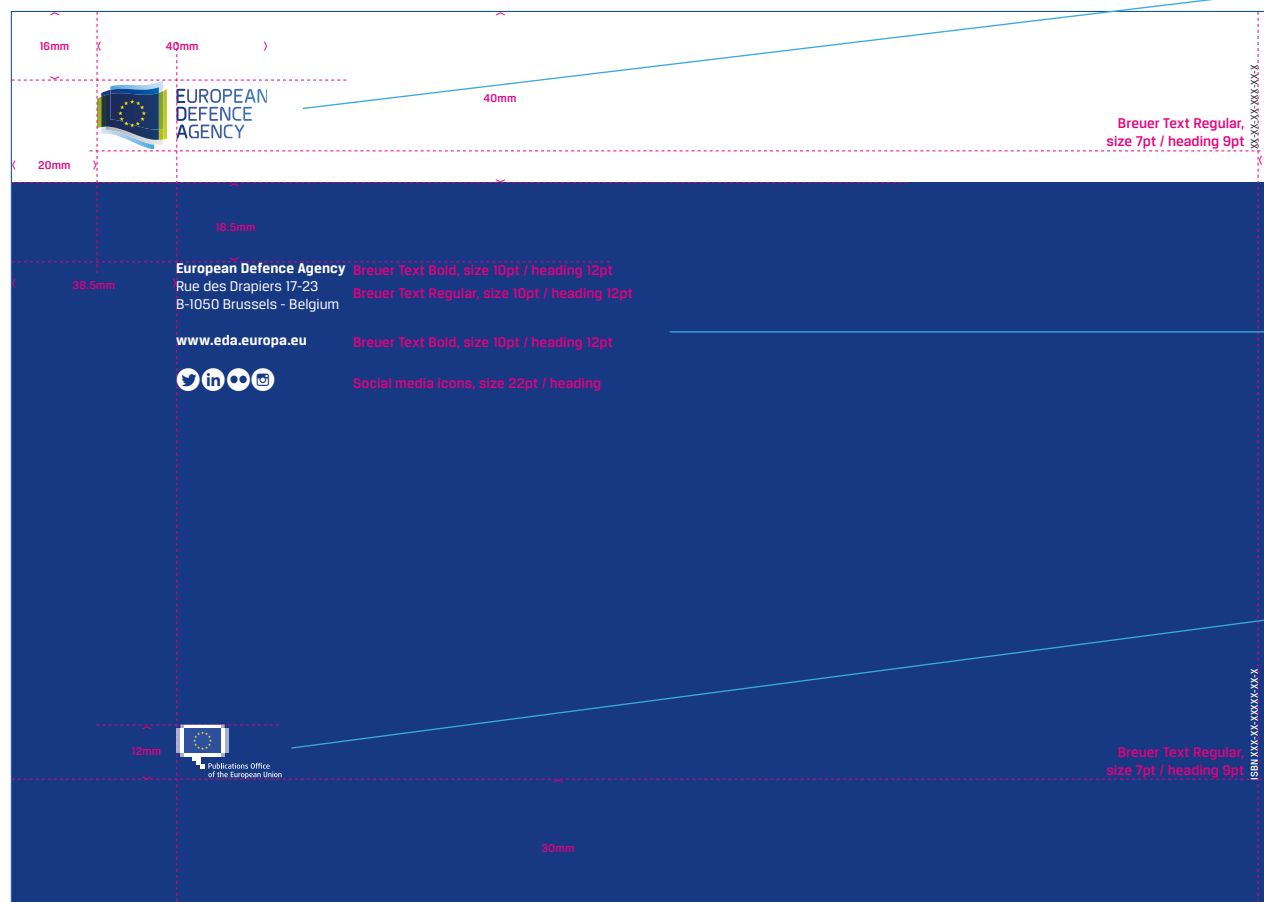
ADAPTATION TO OTHER FORMATS - A4 HORIZONTAL - 2 COLUMNS

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ADAPTATION TO OTHER FORMATS - A4 HORIZONTAL - 4 COLUMNS

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ADAPTATION TO OTHER FORMATS - A4 HORIZONTAL



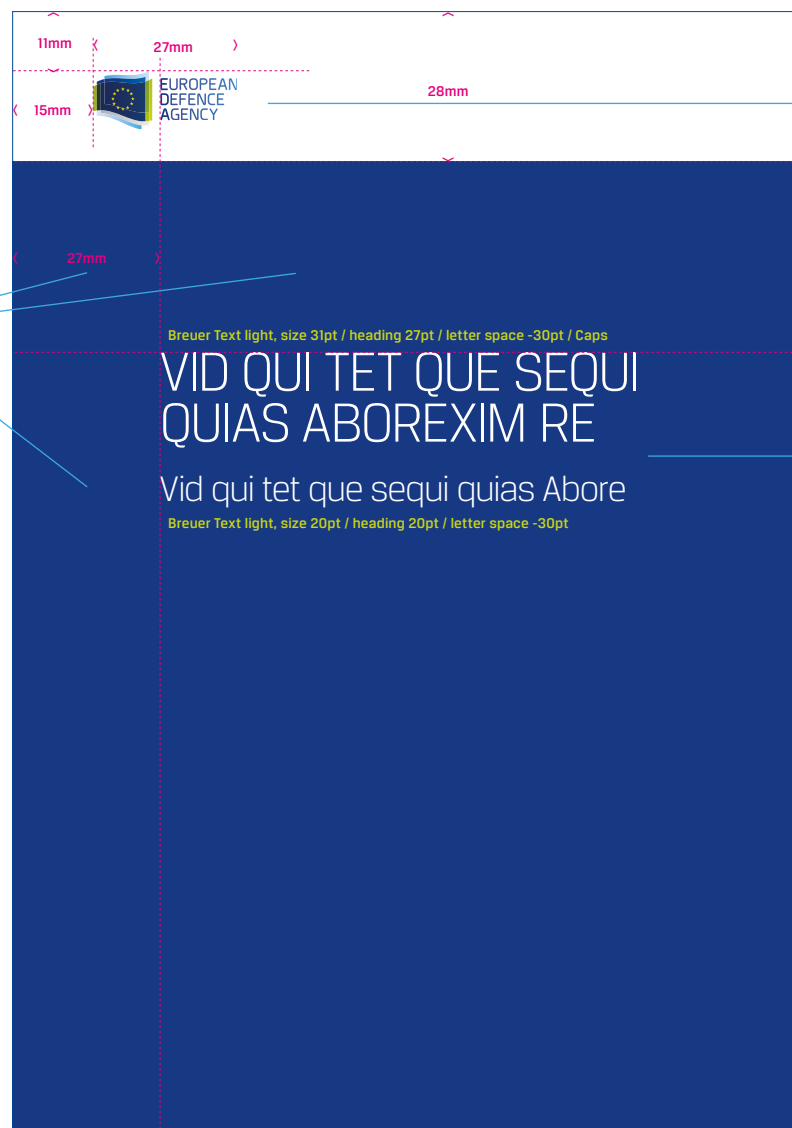
AS FOR THE COVER, IT IS MANDATORY TO KEEP EDA'S LOGO IN A WHITE BANNER.

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.

ADAPTATION TO OTHER FORMATS - A5 VERTICAL

NO TEXT IN THESE
BREATHING ZONES.



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.

ADAPTATION TO OTHER
FORMATS - A5 VERTICAL

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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.



FACTSHEET - GRID SYSTEM

THE TOP BANNER CAN HAVE ANY OF THE SIX CORPORATE COLOURS. THE VISIBILITY AND CONTRAST SHOULD BE TAKEN INTO ACCOUNT FOR THE LOGO AND THE TEXT ON THE BANNER.

THE TITLE SHOULD BE AT LEAST THE RECOMMENDED SIZE. IT CAN BE BIGGER IF THERE IS LESS TEXT AND THE VISUAL ALLOWS IT. EVERYTHING SHOULD BE ALIGNED VERTICALLY TO THE LOGO AS SHOWN.

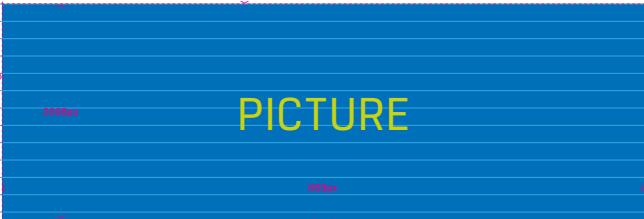
IN THE LAYOUT OF A FACTSHEET YOU ARE FREE TO ADD PICTURES*. THESE CAN BE OF ANY FORMAT AS LONG AS THEY ENHANCE THE LAYOUT. FOR THE TYPE OF PICTURES, PLEASE CHECK PAGE 20.



EUROPEAN
DEFENCE
AGENCY

FACTSHEET

www.eda.europa.eu



PICTURE

AD QUI AUT FACCU QUASI DENDE

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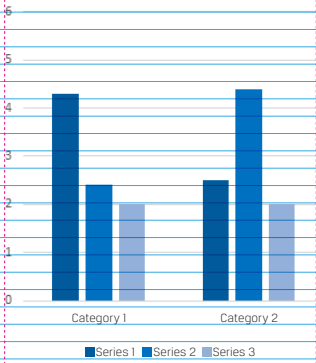
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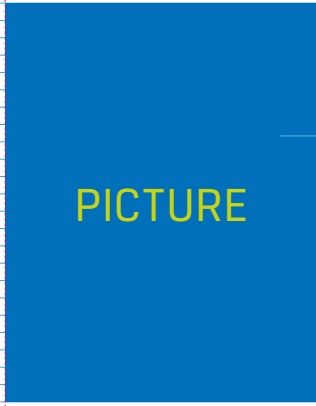
TITLE TABLE Breuer Text medium, size 13pt / heading 13pt / Caps

	2014 Breuer Text bold, size 9.5pt	2015	2016	2017
Total	1.64	1.61	1.58 Breuer Text light, size 9pt	1.56
SME	1.39	1.27	1.30	1.30
Other	2.28	2.26	2.08	1.85



Category 1 Category 2

Series 1 Series 2 Series 3



PICTURE

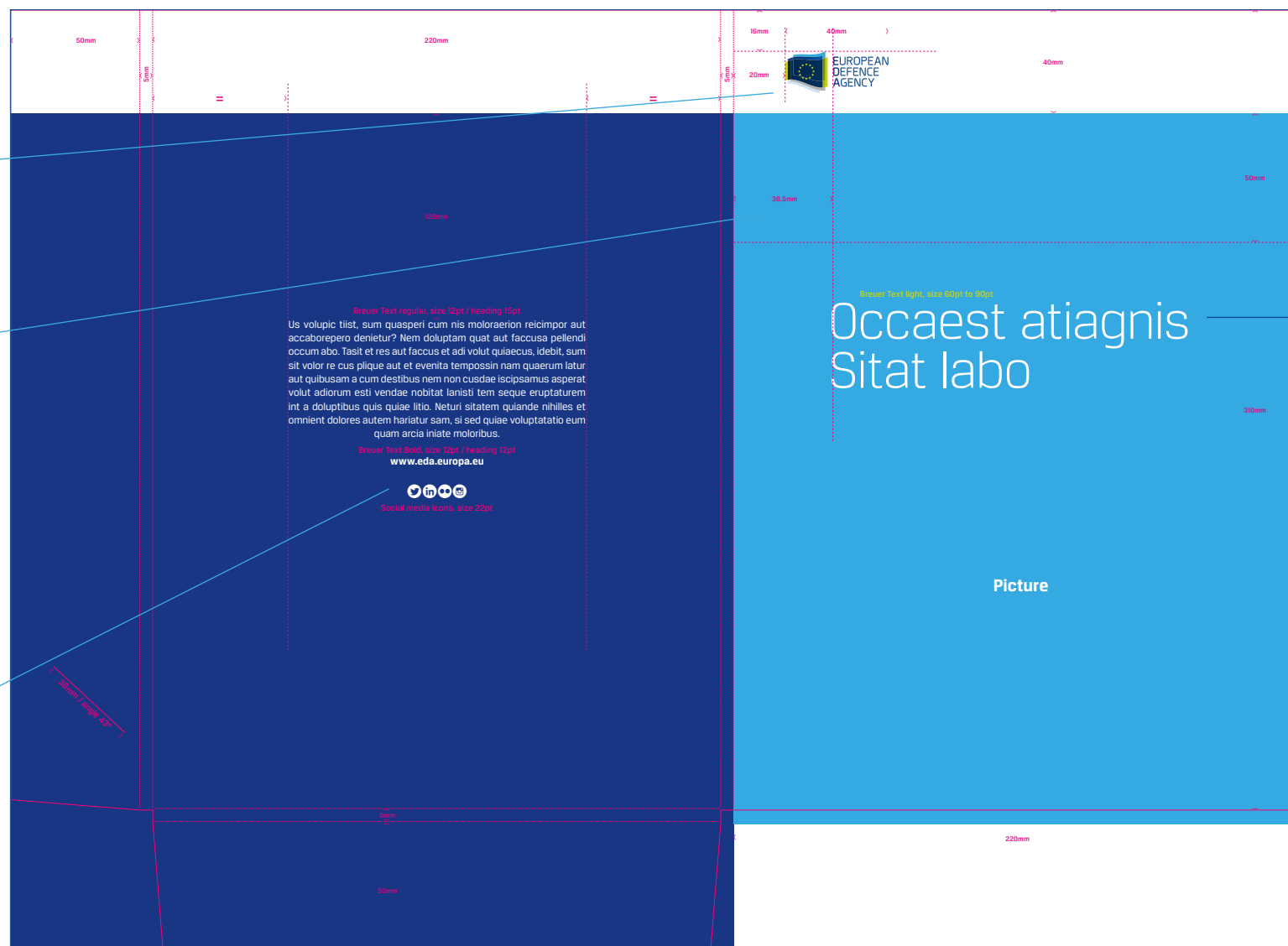
FOLDER - GRID SYSTEM

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.

THE FOLDER BACK COVER SHOULD ALWAYS HAVE A SHORT DESCRIPTION OF YOUR PROJECT/EVENT, THE AGENCY'S URL AND THE LOGOS OF THE AGENCY'S SOCIAL MEDIA.



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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.

LOGO ALIGNED IN THE
TOP LEFT-HAND CORNER

DOCUMENT NUMBER

SIGNATURE OF THE
OFFICE IT VERSION

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EDA2019XXXX/TT/MS	8 March 2019	
Dear [Recipient] Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse consequat eget leo at tincidunt. Praesent tortor ex, malesuada id tempor ac, facilisis sit amet odio. Donec tellus sapien, congue sit amet auctor eget, tincidunt ac ante. Aenean nec turpis non dolor malesuada efficitur. Quisque quis viverra tortor. Nullam vel mi eu elit lacinia hendrerit in ac ante. Quisque varius nulla eu massa sollicitudin pulvinar. Nulla facilisi. Vivamus sit amet lorem vehicula, molestie metus a, ultrices lacus. Proin vitae dictum dolor. In hac habitasse platea dictumst. Nulla facilisi. Etiam ac ante tempus, porttitor purus ac, suscipit urna. Maecenas ut urna non quam maximus faucibus. Maecenas sed massa sagittis justo fringilla porttitor. Suspendisse convallis dui et tortor efficitur vehicula. In ut condimentum nulla, interdum vehicula nibh. Suspendisse in ornare leo. Integer porttitor ipsum et ipsum scelerisque facilisis eu ac risus. Morbi sollicitudin imperdiet ultrices. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse congue in orci a condimentum. Nullam dignissim ultrices nisl id vehicula. Etiam imperdiet ante quis feugiat vestibulum. Donec sollicitudin gravida augue accumsan semper. Nulla facilisi. Vivamus sit amet lorem vehicula, molestie metus a, ultrices lacus. Proin vitae dictum dolor. In hac habitasse platea dictumst. Nulla facilisi. Etiam ac ante tempus, porttitor purus ac, suscipit urna. Maecenas ut urna non quam maximus faucibus. Maecenas sed massa sagittis justo fringilla porttitor. Suspendisse convallis dui et tortor efficitur vehicula. In ut condimentum nulla, interdum vehicula nibh. Suspendisse in ornare leo. Integer porttitor ipsum et ipsum scelerisque facilisis eu ac risus. Morbi sollicitudin imperdiet ultrices. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse congue in orci a condimentum. Nullam dignissim ultrices nisl id vehicula. Etiam imperdiet ante quis feugiat vestibulum. Donec sollicitudin gravida augue accumsan semper.		
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EXAMPLE OF LETTER

 EUROPEAN DEFENCE AGENCY	DIRECTORATE INTERNAL NOTE	TYPE OF DOCUMENT
EDA2019XXXX/TT/MS	9 March 2019	DATE
Emilio FAJARDO JIMENA Director Industry, Synergies and Enablers (EXT. 910)	Olivier AMROUCHE Head of the Operations, Training and Exercises Unit (EXT. 889)	FROM
To: Media & Communication Copy: Strategy & Policy Unit		ADDRESSED TO
LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISCING ELIT		ANNEXES
Annex 1: Document title Annex 2: Document title Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse consequat eget leo at tincidunt. Praesent tortor ex, malesuada id tempor ac, facilisis sit amet odio. Donec tellus sapien, congue sit amet auctor eget, tincidunt ac ante. Aenean nec turpis non dolor malesuada efficitur. Quisque quis viverra tortor. Nullam vel mi eu elit lacinia hendrerit in ac ante. Quisque varius nulla eu massa sollicitudin pulvinar. Nulla facilisi. Vivamus sit amet lorem vehicula, molestie metus a, ultrices lacus. Proin vitae dictum dolor. In hac habitasse platea dictumst. Nulla facilisi. Etiam ac ante tempus, porttitor purus ac, suscipit urna. Maecenas ut urna non quam maximus faucibus. Maecenas sed massa sagittis justo fringilla porttitor. Suspendisse convallis dui et tortor efficitur vehicula. In ut condimentum nulla, interdum vehicula nibh. Suspendisse in ornare leo. Integer porttitor ipsum et ipsum scelerisque facilisis eu ac risus. Morbi sollicitudin imperdiet ultrices. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse congue in orci a condimentum. Nullam dignissim ultrices nisl id vehicula. Etiam imperdiet ante quis feugiat vestibulum. Donec sollicitudin gravida augue accumsan semper.		
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EXAMPLE OF INTERNAL NOTE

ALL OFFICE STATIONERY DOCUMENTS
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 EUROPEAN ALEAT	CHIEF EXECUTIVE COMMUNICATION	10 March 2019
ED00200002019/UT/MS		ENL Document for Government use only
To: Media & Communication Cyber Strategy & Policy Unit		
LOREM IPSUM DOLOR SIT AMET CONSECUTUR ADIPISCING ELIT		
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EXAMPLE OF CE-DCE COMMUNICATION

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EXAMPLE OF DIRECTORATE COMMUNICATION



IDENTITY APPLICATIONS

DIRECTORATE
INTERNAL NOTE

EDAA2000XXXX

9 March 2020

Emilio FARRIO JIMENA
Director of Operations, Logistics and Facilities
(EXT. 810)

Olivier AMBROUQUE
Head of IT Operations, Training and Exercises Unit
(EXT. 880)

To: Media & Communication
Copy: Strategy & Policy Unit

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EXAMPLE OF
DIRECTORATE INTERNAL NOTE

DIRECTORATE
LETTER

EDAA2000XXXX/0001

15 March 2020

First LAST NAME
Director (Title of Directorship)
[EDAA2000XXXX/0001](#)
T. +32 2 550 23 55

Dear [Recipient]
[Dear] Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse consequat eget leo et tristique. Praesent tortor eu, malesuada id tempor ac, facilis ut amet odio. Donec tellus sapien, congue ut amet auctor eget, tristique ac ante. Aenean nec turpis non dolor malesuada efficitur. Quisque quis viverra tortor. Nullam vel mi eu elit lacina hendrerit in ac ante. Quisque varius nulla eu massa volutpat pulvinar. Nulla facilis. Vivamus ut amet lorem vehicula, molestie metus a, ultrices laoreet. Proin vitae dictum dolor. In hac habitasse platea dictumst. Nulla facilis. Etiam ac ante tempus, porttitor parva ac, suscipit urna. Maecenas ut urna non quam maximus facilisis. Maecenas sed massa sagittis justo fringilla porttitor.
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EXAMPLE OF
DIRECTORATE LETTER

LEGAL / DATA PROTECTION
INTERNAL NOTE

EDAA2000XXXX

9 March 2020

Charlotte REBERG
Legal Advisor / Data Protection Officer
(EXT. 900)

Anastasi SARANTYAN
Assistant Data Protection Officer
(EXT. 890)

To: Strategy and Policy Unit
Copy: Media & Communication Unit

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EXAMPLE OF
LEG-DPO INTERNAL NOTE

EDA STEERING BOARD
ANNEX

EDAA2000XXXX

15 March 2020

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EXAMPLE OF SB ANNEX

EDA STEERING BOARD
DECISION (DRAFT)

EDAA2000XXXX

15 March 2020

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EXAMPLE OF
SB DECISION (DRAFT)

EDA STEERING BOARD
DOCUMENT (DRAFT / A-POINT) SILENCE PROCEDURE

EDAA2000XXXX

15 March 2020

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EXAMPLE OF SB DOCUMENT

STEERING BOARD
INFORMATION / FOOD FOR THOUGHT PAPER

EDAA2000XXXX

15 March 2020

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EXAMPLE OF
SB INFORMATION-FOOD PAPER

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POWERPOINT

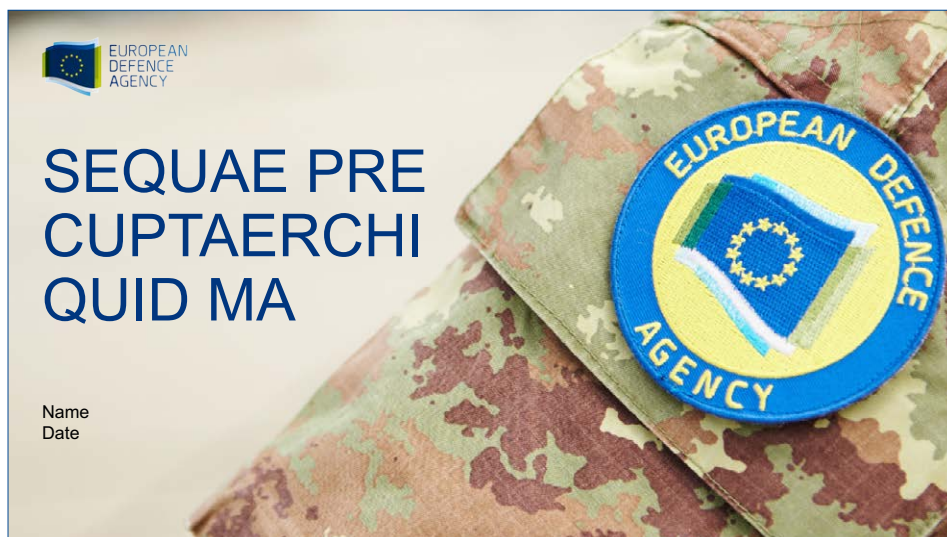
It is mandatory to use the PowerPoint template available on the EDA Portal.

› **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



GOOD PRACTICES

VID TET QUE SEQUA QUIAS

HARIBUSCIENDA QUATEM

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GOOD PRACTICES

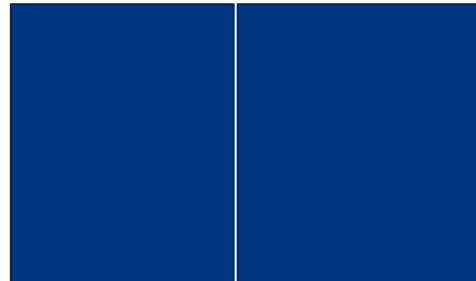
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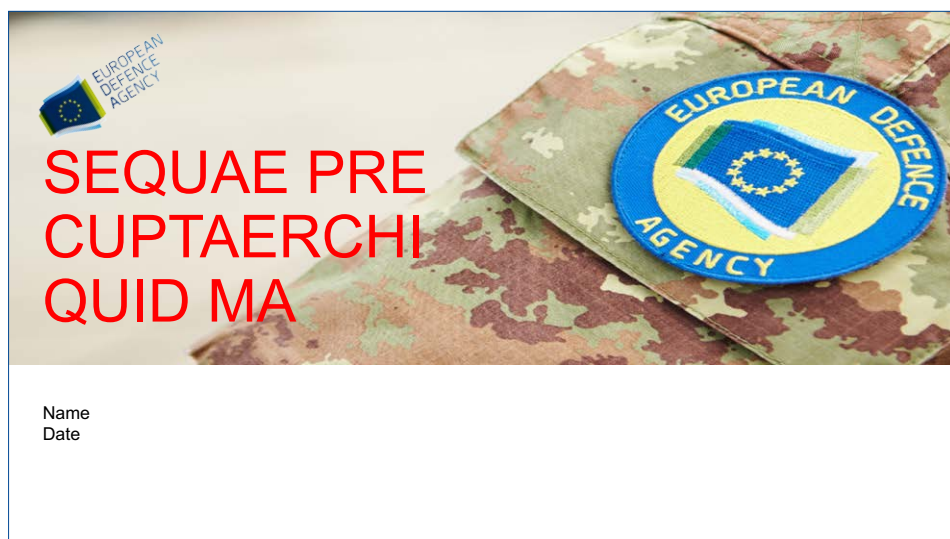
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DO NOT



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



- › use the logo partially
- › change the position of the logo
- › use low-resolution, rights-protected or irrelevant pictures

DO NOT

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- > use colours other than the corporate colours
- > use flashy colours
- > use colours with bad contrast

DO NOT



- › 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.



PEN HOLDER



PRINT SURFACE
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PEN



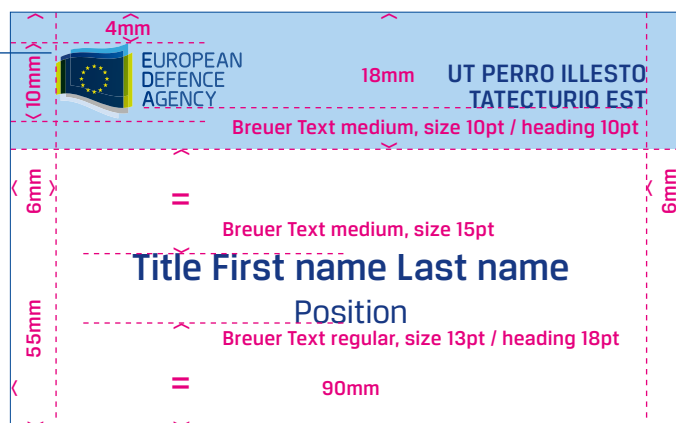
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IS STRICTLY RESERVED FOR SPECIAL
CASES SUCH AS PENS OR LANYARDS.

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.

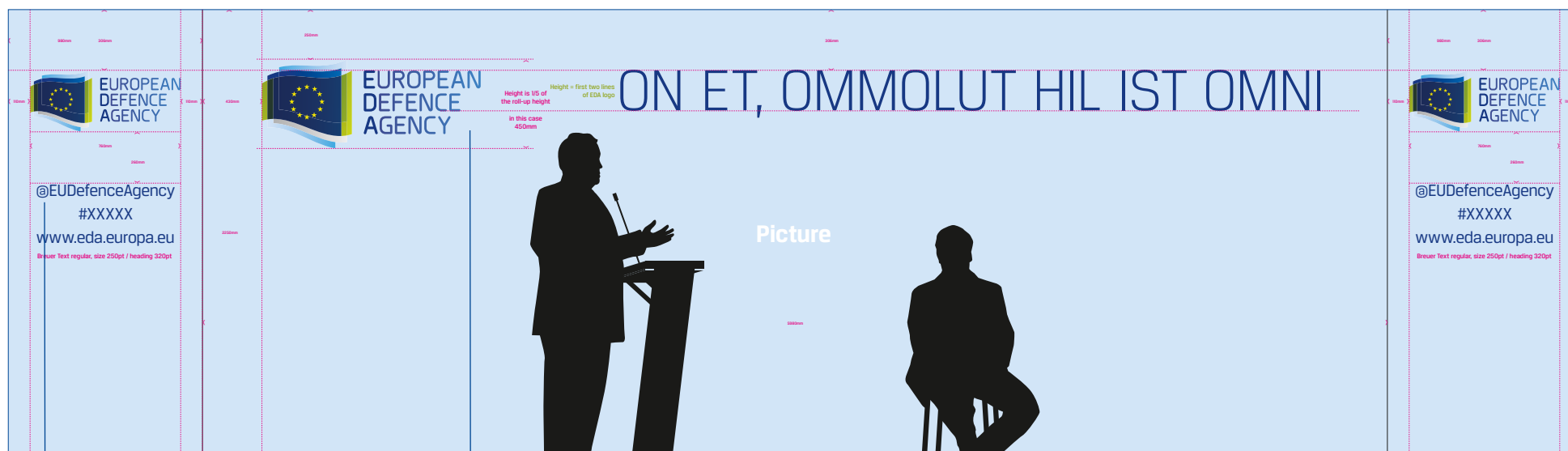
Colours: Use of the predefined palette on page 17 is recommended.

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.

SPEAKER LECTERN

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

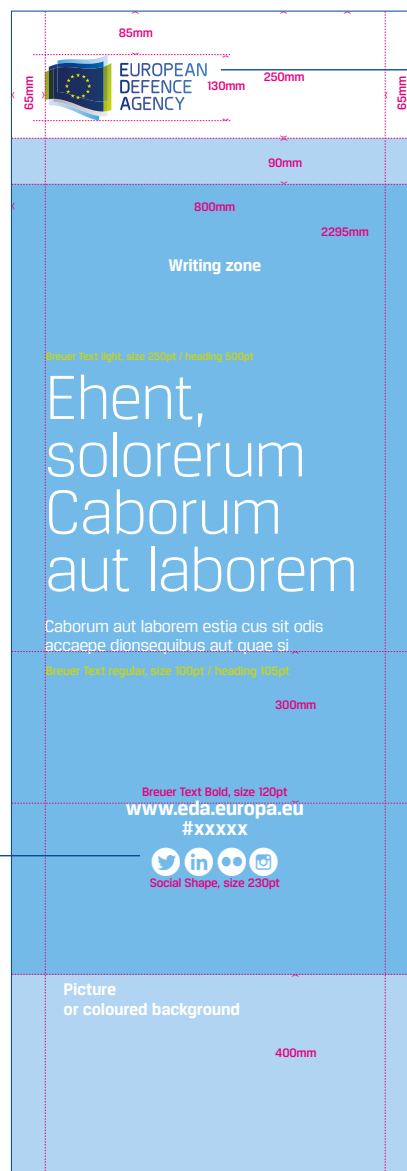
ALWAYS INCLUDE EDA'S SOCIAL MEDIA HANDLES, SPECIFIC EVENT HASHTAG IF APPLICABLE AND WEBSITE URL.



ROLL-UP BANNER - GRID SYSTEM

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.



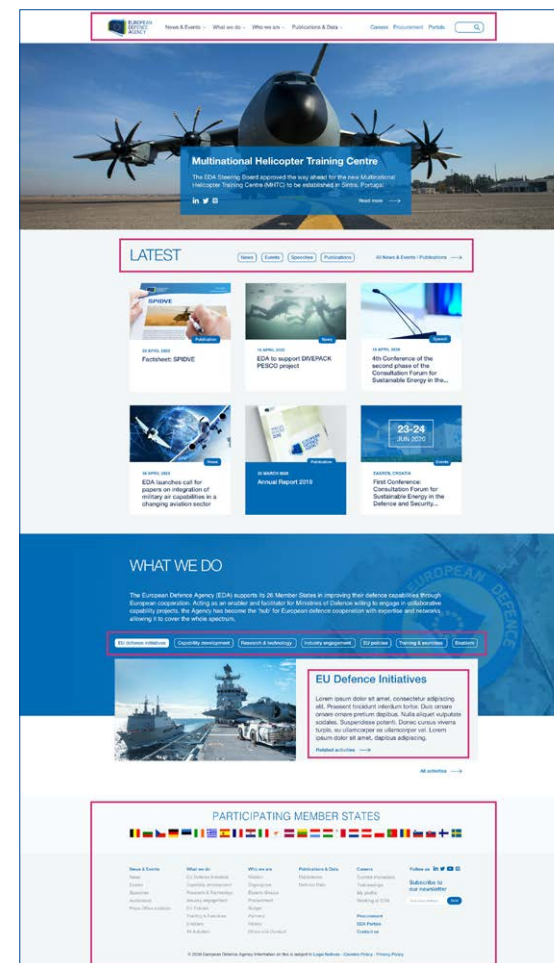
EDA PORTALS

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.

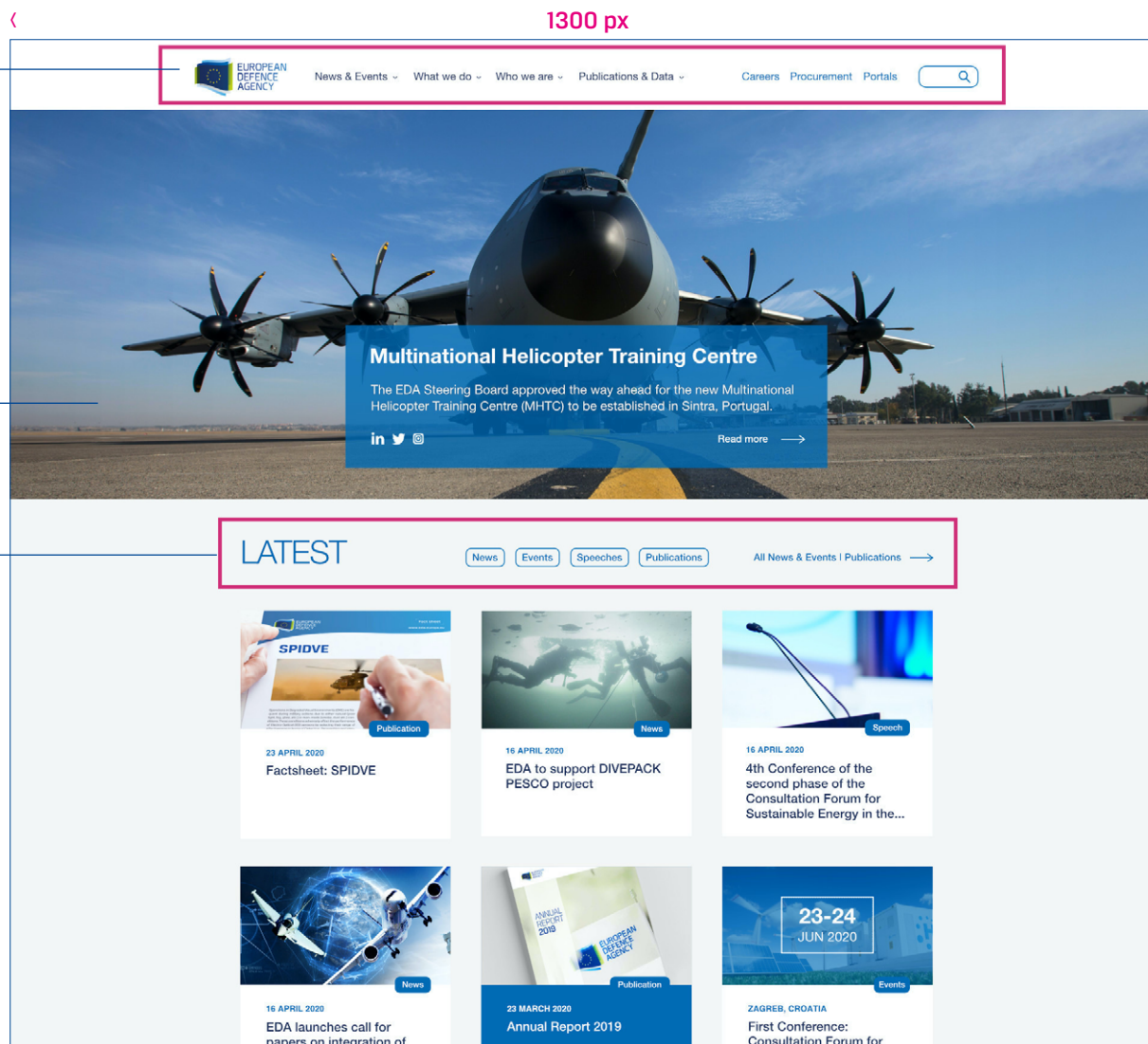
DESIGN PROPOSALS FOR EDA PORTALS HAVE TO BE SUBMITTED TO MCU FOR APPROVAL BEFORE GOING LIVE. IT IS RECOMMENDED TO INVOLVE MCU FROM THE OUTSET OF AN EDA PORTAL DEVELOPMENT PROCESS NOT ONLY TO ENSURE APPLICATION OF THE EDA LOOK & FEEL BUT ALSO TO RECEIVE RECOMMENDATIONS IN TERMS OF USER-FRIENDLINESS.



EDA WEBSITE HEADER

16/9 RATIO PICTURE

EXAMPLE OF UI ELEMENTS

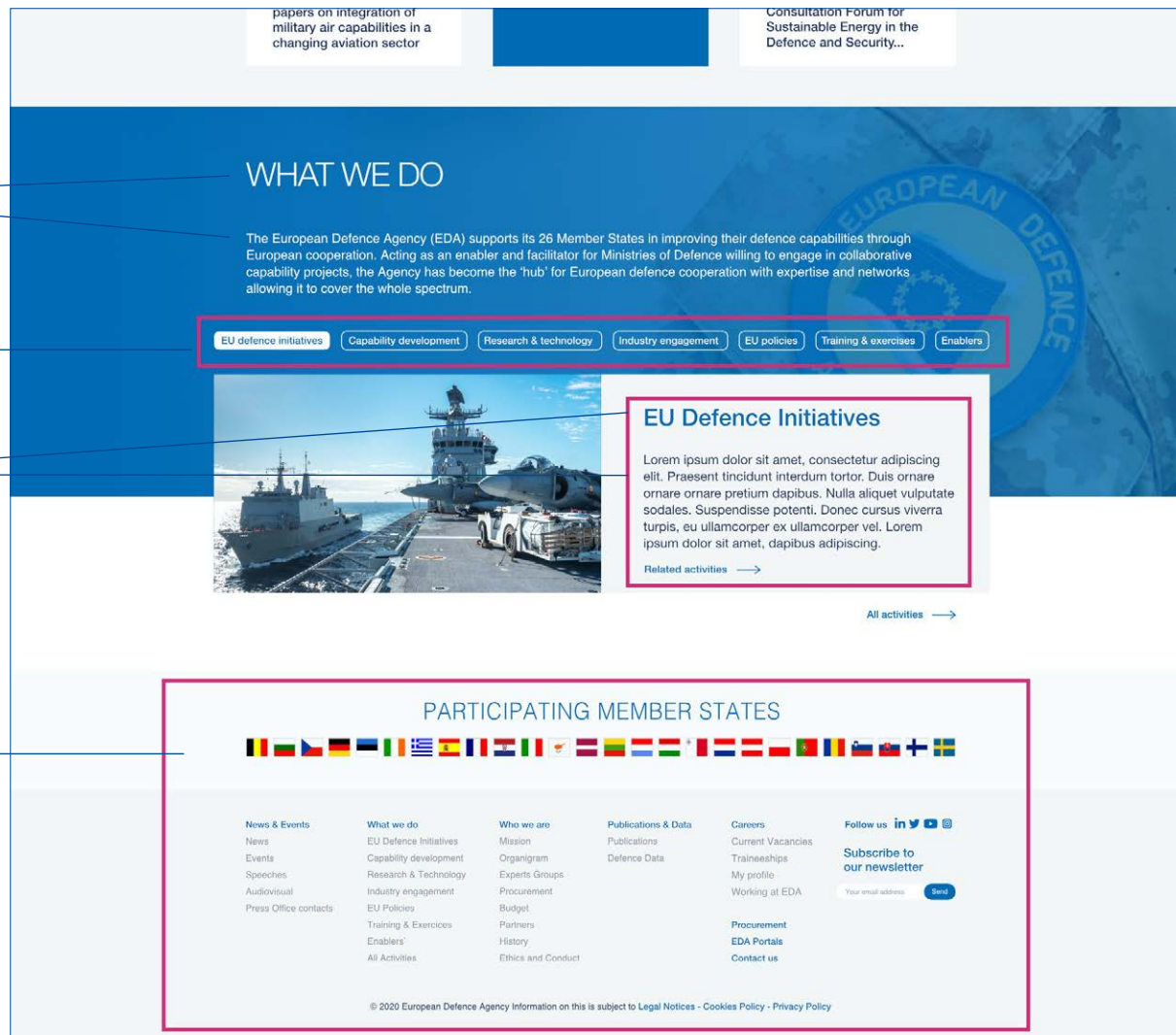


KEEP EDA PREDEFINED
FONT STYLES

EXAMPLE OF UI ELEMENTS

KEEP EDA PREDEFINED
FONT STYLES

EDA FOOTER



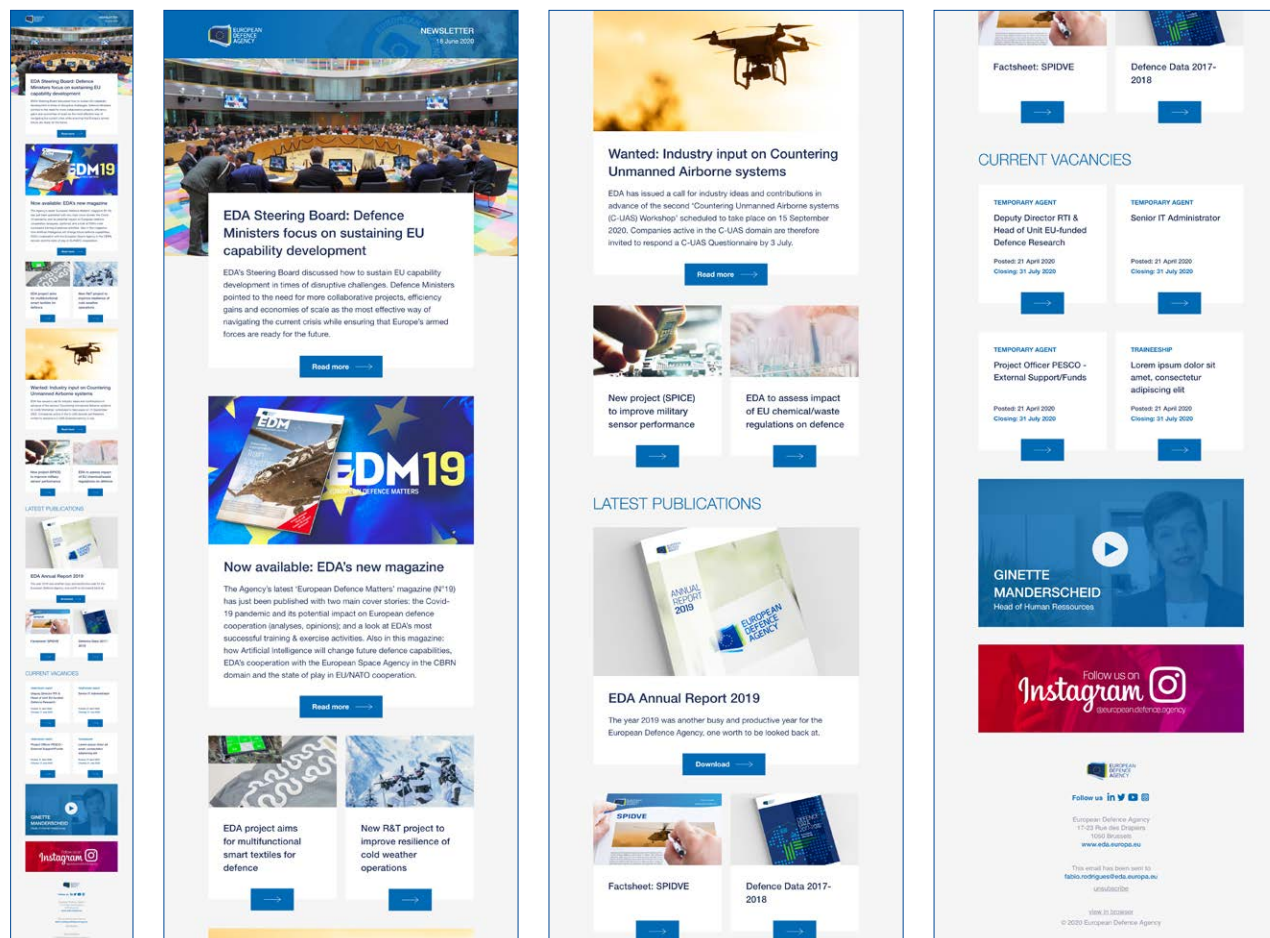
ONLINE NEWSLETTER

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: 400X400

Image guidelines

- › Recommended size 400x400
- › Minimum 200x200 pixels
- › 2MB maximum file size – JPG, GIF or PNG files only



HEADER PHOTO: 1500X500

Image guidelines

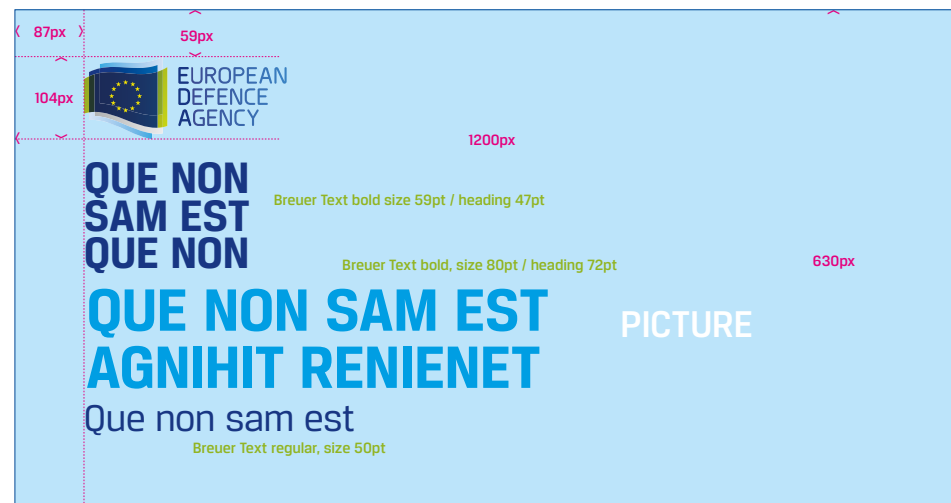
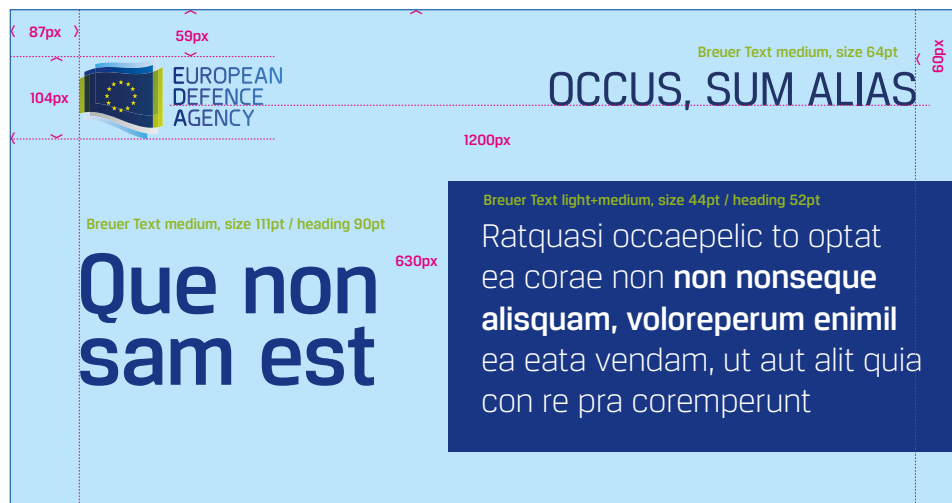
- › Minimum 1128x376 pixels
- › Maximum 5 MB
- › Landscape layout
- › JPG, GIF or PNG files only

INSTREAM PHOTO: 440X220

Image guidelines

- › Minimum 440x220 pixels
- › Maximum to appear 1024x512 pixels
- › Maximum file size of 5 MB for photos and 3MB 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



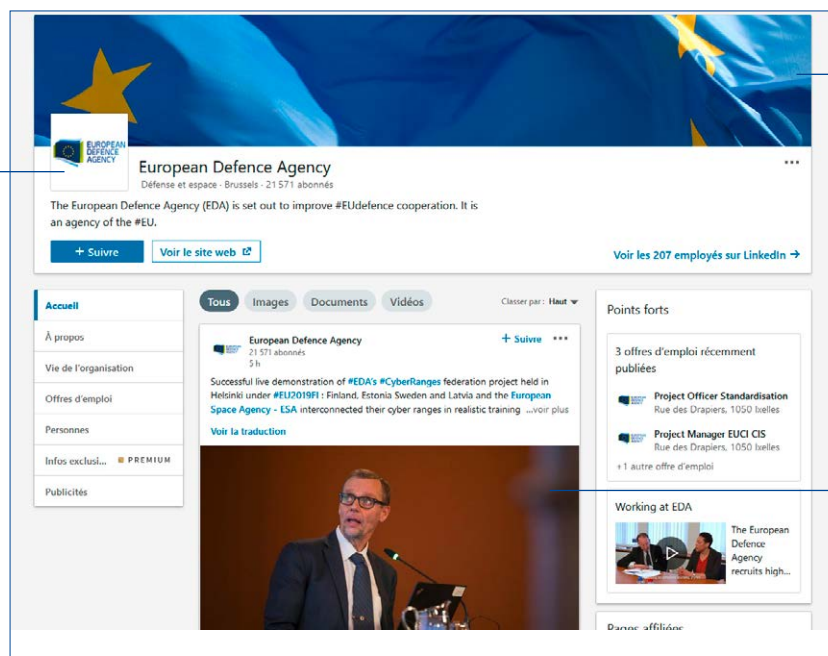
For more examples please check EDA's Twitter account @EUDefenceAgency.

LINKEDIN

LOGO: 300 X 300

Image guidelines

› Shows in feed at 470x174



BACKGROUND IMAGE: 1536 X 768

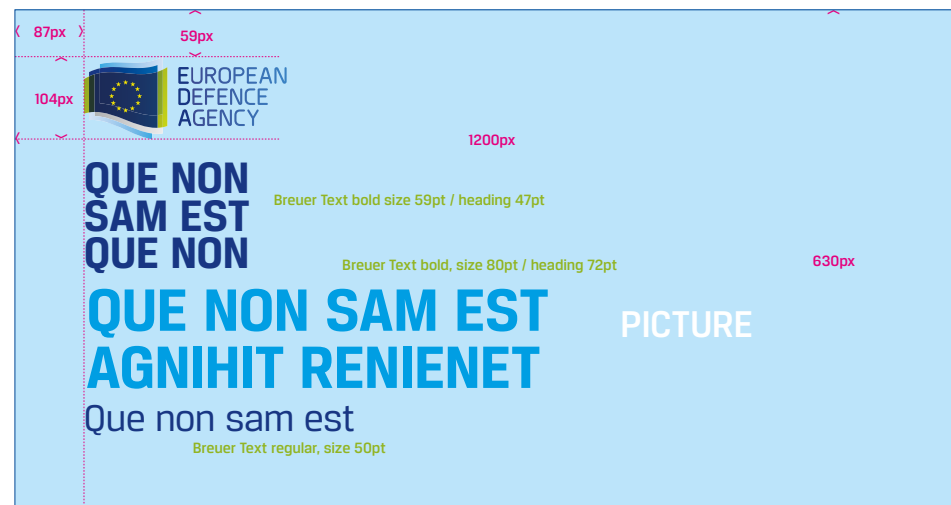
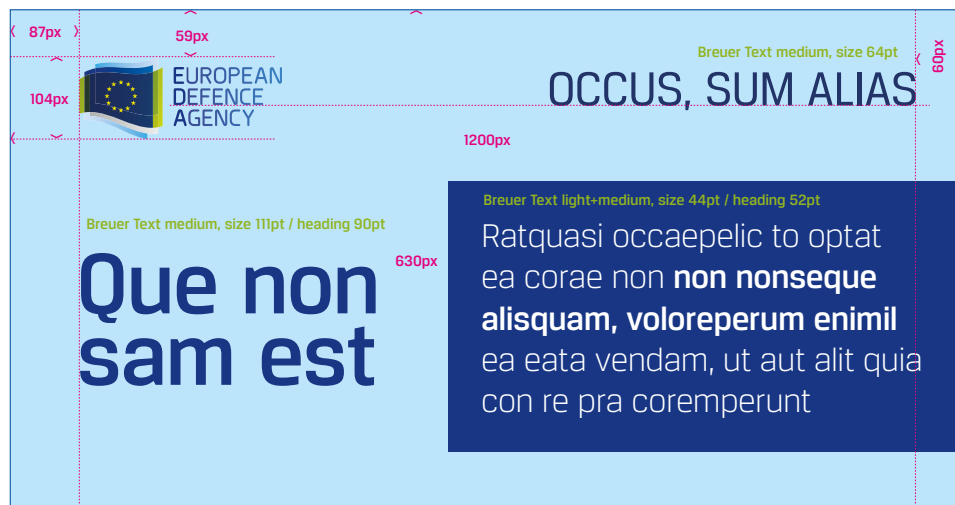
Image guidelines

› Will appear on page
at 843x540 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 1080x1080 pixels
- › Instagram still scales these down to 612x612 pixels
- › As a thumbnail, they appear as 161x161 pixels



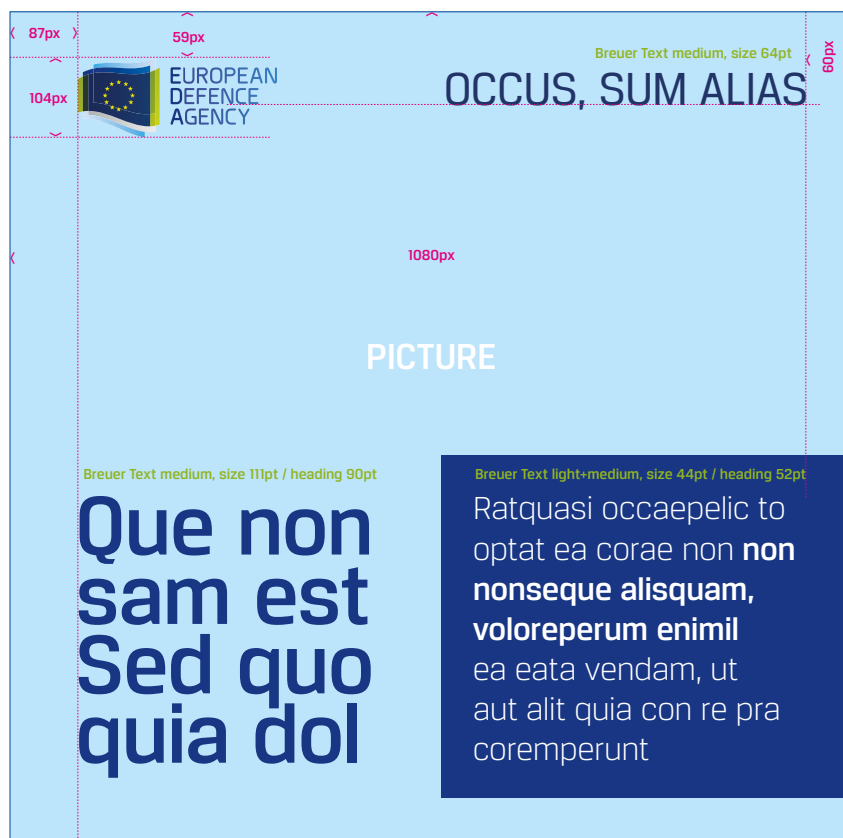
INSTAGRAM STORIES: 1080 X 1920 PIXELS

Image guidelines

- › Recommended size is 1080x1920
- › Minimum resolution is 600x1067
- › 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/>

ADS

ONLINE



FOR ONLINE AND PRINT ADS, THE DESIGNS NEED TO FOLLOW THE TECHNICAL SPECIFICATIONS GIVEN BY THE ADVERTISING MEDIA (FILE EXTENSION, SIZE, FORMAT, ETC.).

ALL VISUALS NEEDS TO CONTAIN EDA'S LOGO, PREFERABLY IN THE UPPER LEFT CORNER. IT IS RECOMMENDED TO USE HASHTAGS AND LINKS TO EDA'S RELEVANT WEBPAGE. FOR THESE YOU SHOULD CHECK DIRECTLY WITH MCU.

Font: The font to be used is Breuer.

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

PRINT



VIDEO

INTRO



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

CORE CONTENT

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

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

OUTRO

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.

EXCEPTIONS

Short animations do not require the use of the intro and outro.
Instead it is mandatory to include EDA's logo in the creation.



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