



**EUROPEAN  
UNION**

**EUROPEAN  
DEFENCE  
FUND**

**European  
Defence  
Fund  
VISUAL  
DESIGN  
CHARTER**

**OCTOBER 2022**



# TABLE OF CONTENTS

WHAT IS EDF ?.....	4
VISUAL DESIGN CONCEPT.....	5
COLOR PALETTE .....	6
ICONS SET / EXAMPLE .....	8
PICTURES LIBRARY / EXAMPLE .....	10
VISUAL ELEMENTS .....	12
TYPOGRAPHY.....	13
POSTER.....	14
PUBLICATION.....	16
FACTSHEET .....	17
ROLL UP .....	18
SCREEN.....	19
BANNERS & SOCIAL MEDIA	
POWERPOINT TEMPLATE .....	21
GUIDANCE FOR COMMUNICATION ACTIVITIES CARRIED OUT BY	
MANAGING AUTHORITIES PARTNERS AND BENEFICIARIES	
OF THE EUROPEAN DEFENCE FUND .....	22
EDF CONSORTIA BENEFICIARIES .....	23



# OVERVIEW

## WHAT IS EDF ?

### The European Defence Fund (EDF)

Complementing and amplifying Member States' efforts, the Fund promotes cooperation among companies and research actors of all sizes and geographic origin in the Union, in research and development of state-of-the-art and interoperable defence technology and equipment. The Fund supports competitive and collaborative projects throughout the entire cycle of research and development for a bigger impact on the European defence capability and industrial landscape.

It strongly encourages participation of small and medium-sized enterprises (SMEs) in collaborative projects and fosters breakthrough innovative solutions.



# DESIGN

## VISUAL DESIGN CONCEPT

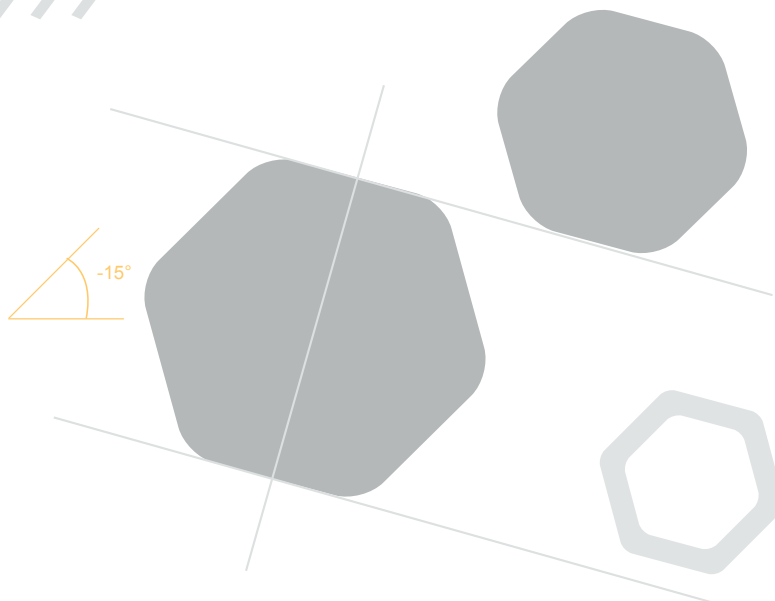
### Visual definition

As a defence industry charter, the shape of the hexagon is used as a central feature to echo the illustration of a shield - an element resonating protection and robustness. The hexagon is often used in a dynamic composition to carry the sense of future-oriented innovation of the defence sector.

The illustrations are often accompanied by keywords that represent what the EDF Programme stands for:

- Innovation
- Competitiveness
- Industry
- Research & Development
- Collaboration

INDUSTRY  
INNOVATION  
CAPABILITIES  
RESEARCH &  
DEVELOPMENT  
COLLABORATION

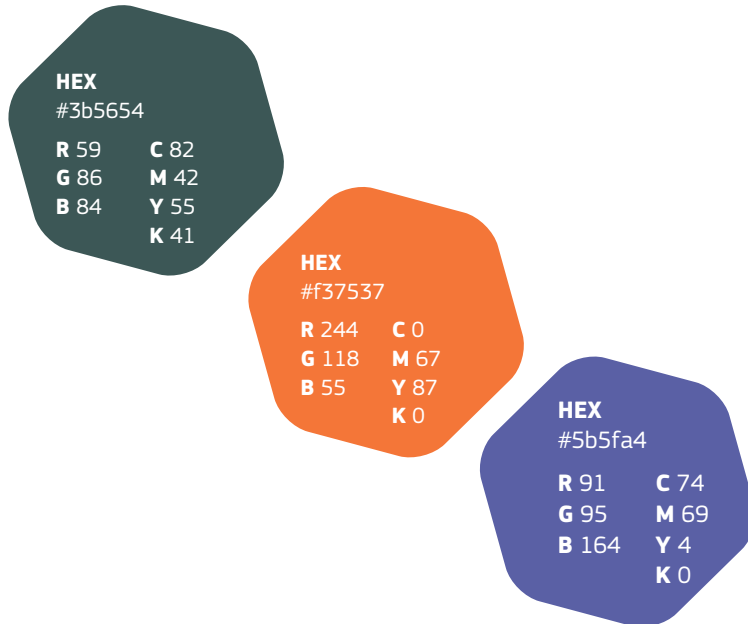




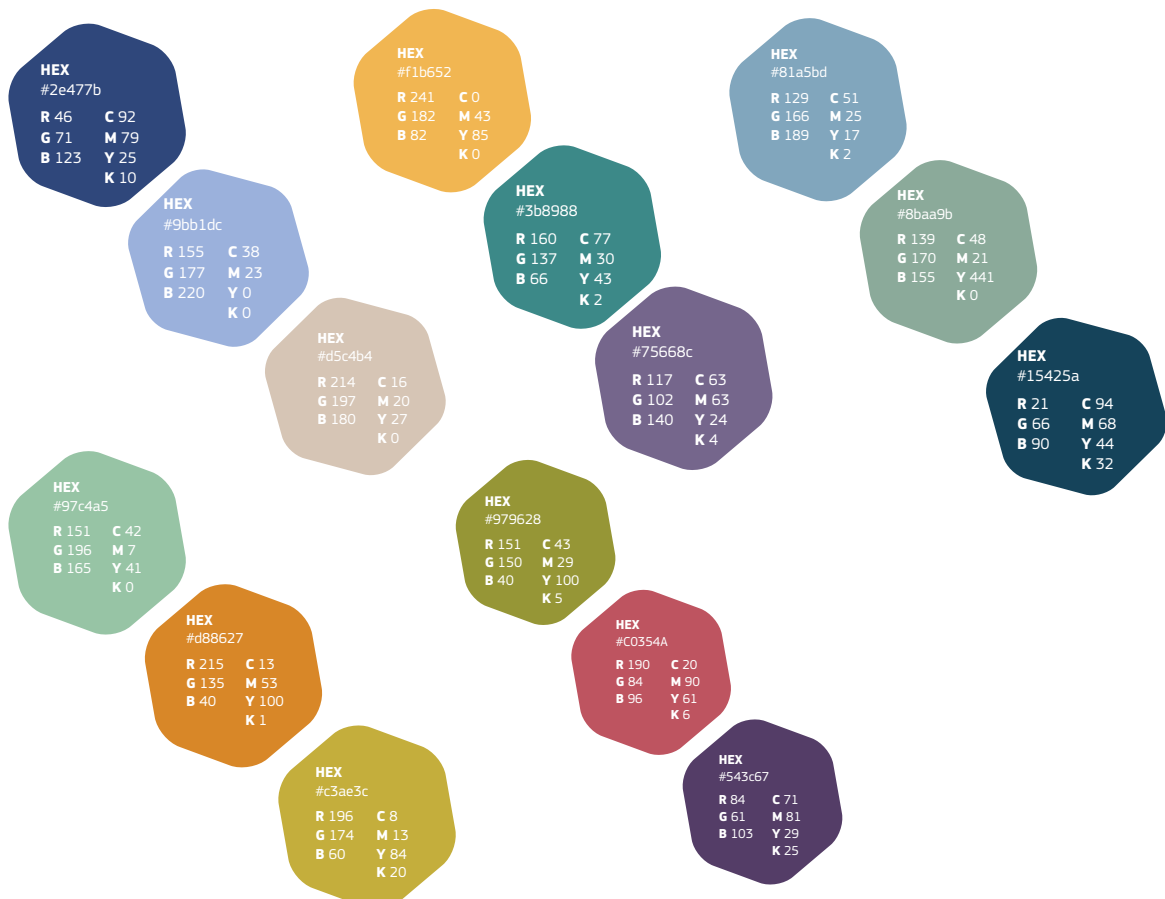
# COLOR PALETTE

The color palette used follows the primary colors contained in the European Commission's corporate "Stronger Europe" Von der Leyen priority.

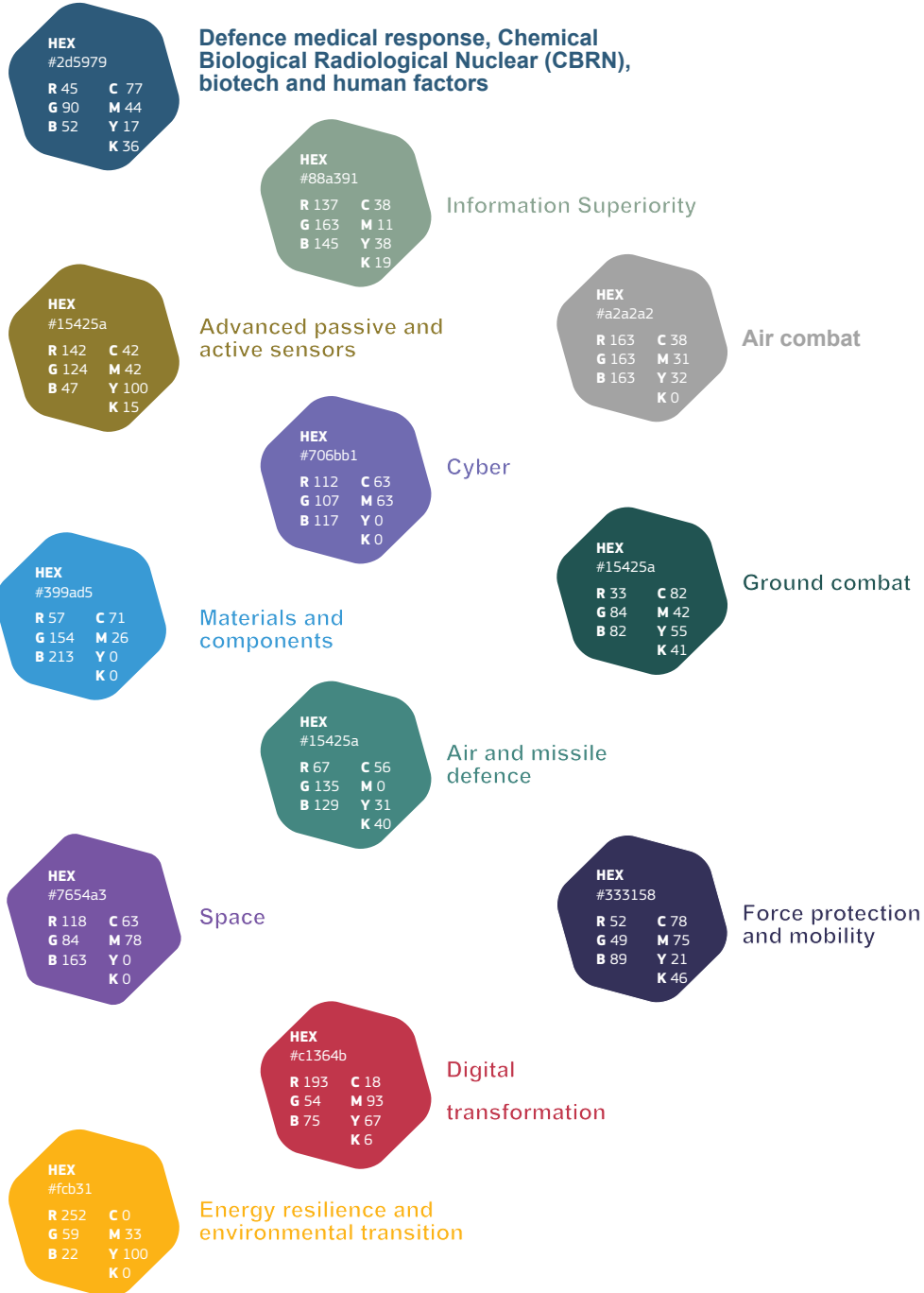
Main used for EDF :



Secondary used for EDF :



Additional colours for different areas of activities :



# ICONS SET / EXAMPLE

Outline picto.

The icon set can be used and edited as needed





Try to keep a link between colours and domain.

It can be directly identified by its pictogram, its colour, both in text content and graphics.



**Defence medical response,  
Chemical Biological  
Radiological Nuclear (CBRN),  
biotech and human factors**



**Space**



**Information Superiority**



**Digital transformation**



**Advanced passive and  
active sensors**



**Energy resilience and  
environmental transition**



**Cyber**



**Materials and  
components**



**Air combat**



**Ground combat**



**Air and missile  
defence**



**Force  
protection and  
mobility**

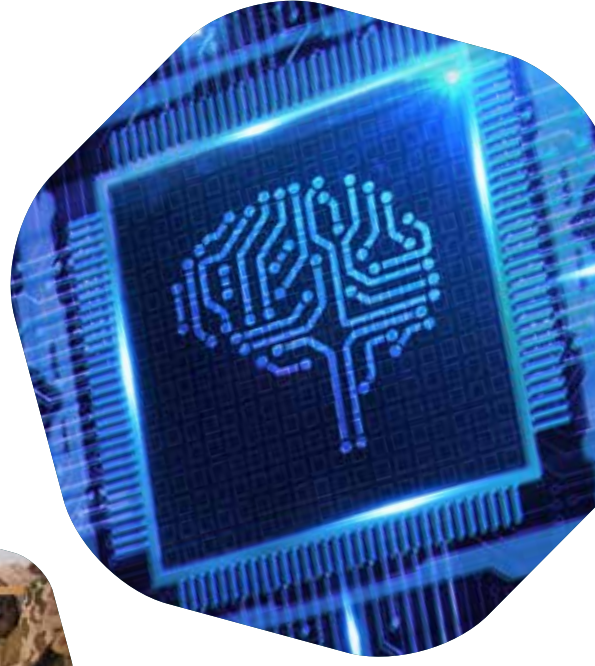
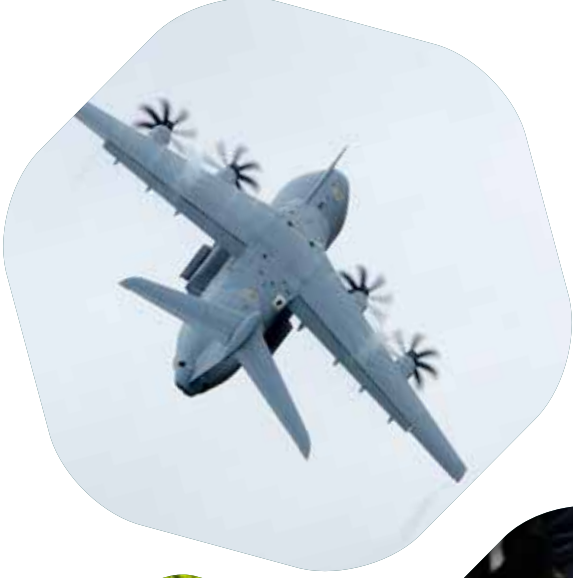


## PICTURES LIBRARY / EXAMPLE

Please note that all photos must be validated by the relevant departments.  
Their choice is meticulous and precise.  
Respect of brands, countries of manufacture, ...  
The icon set can be used and edited as needed

*Source : StockAdobe.com*





# VISUAL ELEMENTS



**EUROPEAN UNION**  
**EUROPEAN DEFENCE FUND**

**DISCOVER  
SHARE AND  
EXCHANGE**

**>>> #EUDefenceIndustry**

GRAPHIC SHAPE

# hashtag reference zone

1/5  
LOGO ZONE  
Depending on the use

1/4  
MAIN TITLE  
Violet blue depending on the content with orange highlighted keyword

1/4  
PICTURE ZONE  
Violet blue depending on the content with orange highlighted keyword

BOTTOM CONTENT

# TYPOGRAPHY

The typeface will differ depending on the use.  
Within the framework of the European Union visual design we recommend the use of **Arial fonts**.

Always depending on the context/use here is a model of proportions

## FONT, SIZE, WEIGHT, PROPORTIONS

### THE EUROPEAN DEFENCE FUND

**A Building Block for EU Strategic Autonomy**

Arial Black 16 pt - All caps

Arial Black 14 pt - All caps # colors

## DISCOVER AND SHARE

**Main title <H0>**

Arial Black 24 pt bold - All caps  
leading 24 pt

**Highlight** colors on keyword

### 1. NULLA DAPIBUS FRINGILLA LECTUS UT FAUCIBUS

**Title <H1>**

Arial Black 14 pt bold - All caps  
leading 16 pt

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**Subtitle <H1>**

Arial bold 12pt bold # colors

**Body text <p>**

Arial regular  
10pt medium  
leading 12pt

**Highlighted text**

Arial regular



# POSTER



ALTERNATIVE

NO PICTURE  
ALTERNATIVE



ALTERNATIVE

# PUBLICATION

A4- portrait brochure



Code categoria	Regali Addressed by the calls	Indirizzo Budget (in euro)
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# FACTSHEET



EUROPEAN UNION  
EUROPEAN DEFENCE FUND

DISCOVER  
SHARE AND  
EXCHANGE  
>>> #EUDefenceIndustry

## FUSCE MATTIS VITAE MASSA VIVAMUS PORTTITOR FERMENT

### ALIQUAM LAOREET MAGNA CONSECTETUR

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### TITRE

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- Nulla facilisi. Curabitur varius ligula ac mi lacinia, feugiat lobortis vestibulum tristique. Vestibulum velit urna, imp Aenean dictum metus a tincidunt congue.
- Praesent sit amet enim egestas, fermentum velit quis, i Suspendisse fringilla eros quis dolor scelerisque, id bibe

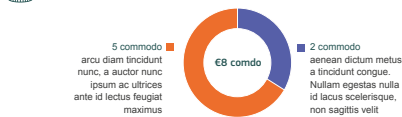
### IN NUNC UT EGESTAS

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### TITRE



### TITRE

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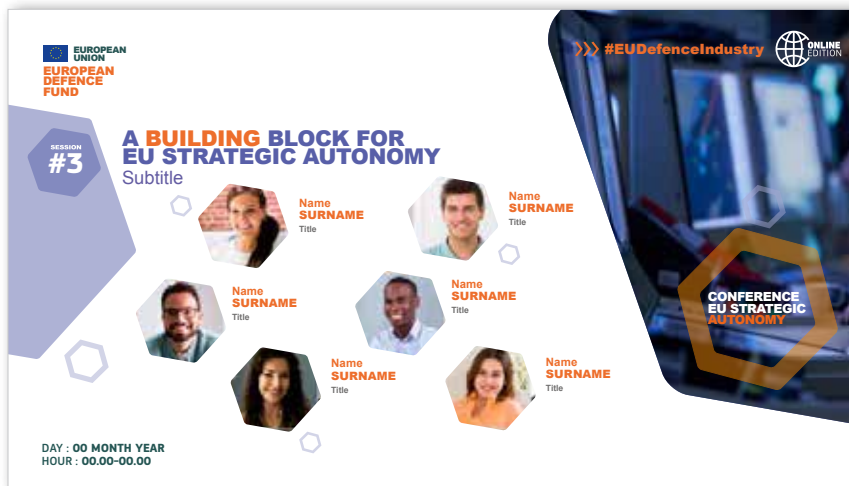


# ROLL UP

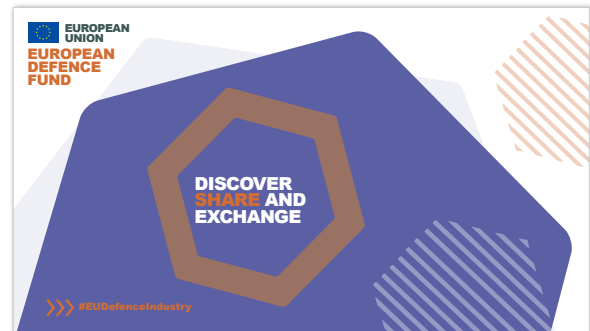


ALTERNATIVE

# AUDIOVISUAL



# BANNERS & SOCIAL MEDIA



# POWERPOINT TEMPLATE

EUROPEAN UNION  
EUROPEAN DEFENCE FUND

**CONFERENCE  
EU STRATEGIC  
AUTONOMY**  
25/10/2022  
#EUDefenceIndustry



EUROPEAN UNION  
EUROPEAN DEFENCE FUND

#EUDefenceIndustry

**TITLE**  
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DAY : XX MONTH XXXX  
HOUR : 14.30-17.00 CET

EUROPEAN UNION  
EUROPEAN DEFENCE FUND

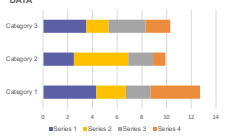
#EUDefenceIndustry

**TITLE**  
Lorem ipsum dolor sit amet.

DATA



DATA



DAY : XX MONTH XXXX  
HOUR : 14.30-17.00 CET

EUROPEAN UNION  
EUROPEAN DEFENCE FUND

#EUDefenceIndustry

**TITLE**  
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DAY : XX MONTH XXXX  
HOUR : 14.30-17.00 CET

EUROPEAN UNION  
EUROPEAN DEFENCE FUND

#EUDefenceIndustry



**“ NEQUE PORRO  
QUISQUAM EST  
QUI INNOVATIO IPSUM  
QUI DOLOR SIT AMET ”**

Name  
SURNAME

DAY : XX MONTH XXXX  
HOUR : 14.30-17.00 CET



# GUIDANCE FOR COMMUNICATION ACTIVITIES CARRIED OUT BY EXTERNAL USERS

## MANAGING AUTHORITIES, PARTNERS AND BENEFICIARIES OF THE EUROPEAN DEFENCE FUND

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground. Recipients of EU funding have a general obligation to communicate and raise EU visibility.

### MANAGING AUTHORITIES AND PARTNERS

**For EDF managing authorities and partners:** Unless the European Commission requests or agrees otherwise, the managing authorities and partners (e.g. EDF National Focal Points) shall take all appropriate measures to publicise the European Defence Fund as a programme of the European Union. Since the EDF is an EU-wide programme, any accompanying communication activities and related materials by managing authorities or partners must display the text “European Union” and the EU emblem.

#### Protection area

The protection area must remain free of competing texts, logos, images or any other visual element that could compromise its good legibility.



#### Minimum size

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

For specific items, like pens, the emblem can be reproduced in a smaller size.



When using the EU funding statement in a small size, we highly recommend using the horizontal version.

## EDF CONSORTIA BENEFICIARIES

**For EDF consortia beneficiaries:** Recipient consortia of EU funding under the EDF programme have the obligation to ensure that the EU emblem can easily be seen in a given context. Therefore, information given to the press, as well as all related publicity material, official notices, reports and publications shall acknowledge that the project was carried out with co-funding by the European Union.

Such visual content shall display the text “Co-funded by European Union” together with the EU emblem and, on the same footing, the logo or name of the consortia. Partners and managing authorities should ensure that if national consortia decide to engage in such promotional actions of EDF projects and are recipients of funding from the European Union’s European Defence Fund that they should do so in the manner described.



Co-funded by  
the European Union

LOGO OF  
CONSORTIA







**EUROPEAN  
UNION**

**EUROPEAN  
DEFENCE  
FUND**



MORE INFORMATION:

**[DEFIS-COMMUNICATION@EC.EUROPA.EU](mailto:DEFIS-COMMUNICATION@EC.EUROPA.EU)**