PROGRAMME OF THE EUROPEAN UNION

EU SPACE VISUAL USER GUIDE

VERTICAL VERSION

PROGRAMME OF THE
EUROPEAN UNION

HORIZONTAL VERSION

PROGRAMME OF THE
EUROPEAN UNION

GALILEO VERSION

PROGRAMME OF THE
EUROPEAN UNION

COPERNICUS VERSION

PROGRAMME OF THE
EUROPEAN UNION

MULTIPLE LOGOS VERSION

LOGO

EUROPEAN UNION LOGO

There are two different uses of communicating on the European Union Space Programme. The first use is at European Union level, this allows to communicate for and with partners and Entrusted entities. The second use is based on the recommendation, provided by the visual identity of the European Commission available here.

This user guide provides detailed information and tips on how to communicate on the EU Space Programme and/or its different components.

1. EU FLAG + MENTION “PROGRAMME OF THE EUROPEAN UNION”

EU SPACE PROGRAMMES LOGO

EU FLAG
+ MENTION “PROGRAMME OF THE EUROPEAN UNION”
+ COMPONENT LOGO

TYPEFACE & FONTS

Arial is the recommended typeface for the EU SPACE visual communication.
Two main fonts / weights are used for text.

ARIAL REGULAR - All caps
for headlines, titles.

ABCDEFGHIJKLMNOPQRSTUVWXZ
0123546789

Arial Black - All caps
for headlines, titles.

ABCDEFGHIJKLMNOPQRSTUVWXZ
0123546789

SIZE
& PROPORTIONS

The title must be very simple and composed of small sentences or short keywords and should indicate the theme in Black font style to enhance the topics. It should preferably be positioned at the centre of the page colour block. Its position should always be under the logo.

RESEARCH FOR
A SUSTAINABLE
EUROPE

18 pt

27 pt

TITLES H0
Use Arial regular
and Arial Black for keywords with
a proportion of size of 2/3
size in All caps

INNOVATION FOR
THE **FUTURE** OF
EUROPEAN INDUSTRY

SUBTITLE LEVEL <H1>
Use Ultra light
in All caps with
keywords in black

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ET IMUSCIAM

SUBTITLE LEVEL <H2>
Use a mix of regular and bold
in All caps

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BODYTEXT <P>
Use regular with highlighted
sentences in bold

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TITLE LEVEL 0
Use Ultra light
in All caps with
keywords in black

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HDEADER PARAGRAPHES
Use a mix of Ultra light and black
weight

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SUBTITLE
Use regular with highlighted
sentences in heavy weight

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BODYTEXT
Use regular with highlighted
sentences in heavy weight

POSTER

PROGRAMME OF THE
EUROPEAN UNION
EU SPACE FOR A
STRONGER
EUROPE
#EUSpace

PRESENTATION

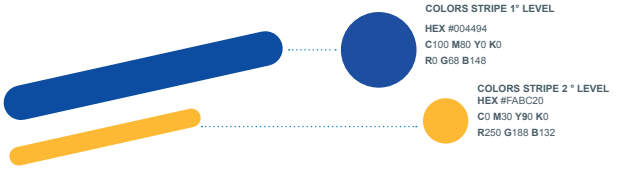
The corporate graphic line is conceptualised around diagonal blocks and asymmetrically coloured stripes with a predominance of white color. A black Arial bolded font should accompany titles. The title must be very simple composed of small sentences or short keywords and should indicate the theme in Black typeface font style to enhance the topics. It should preferably be positioned on the centre of the page colour block. Its position should always be under the logo.

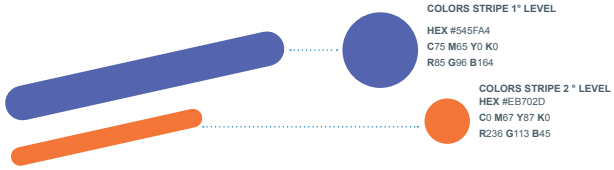
SIZE &POSITION
OF VISUAL ELEMENTS

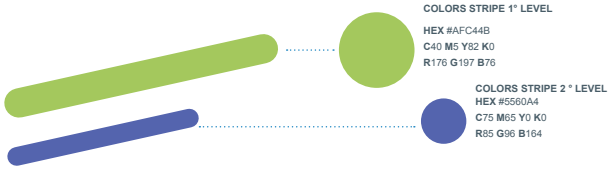
It is important to follow a certain pattern in the placement of graphics.
The area of the image can take up more or less 2 / 3 of the height of the page and the text area can be reduced to more or less 1 / 3, depending on the content and the size of the media.

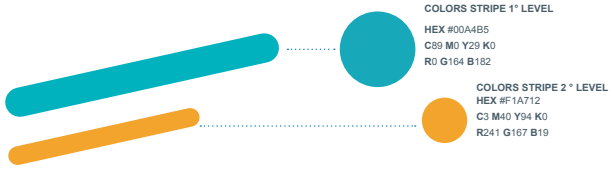
DIAGONAL COLOURED **STRIPES**

Diagonal coloured stripes are created with " Multiply" effects on the blend zone between pictures and text block (transparency if the effects is not available)









Colour palettes are linked and inspired by the European flag colours and some of complementary colours of European Commission priority
A European Green Deal, A Europe fit for the digital age and A stronger Europe in the world

ADAPTATION
TO DIFFERENT MEDIA

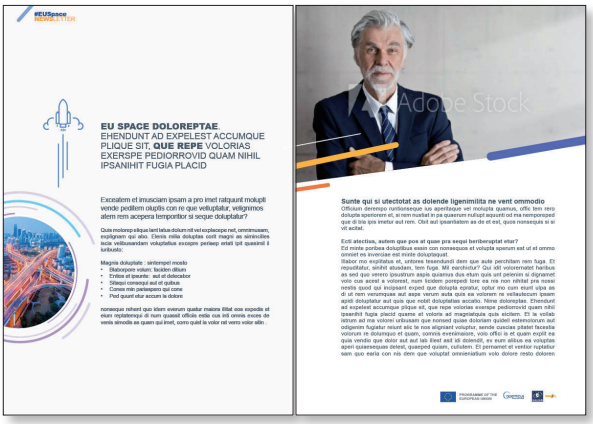
LEAFLET

FACTSHEET

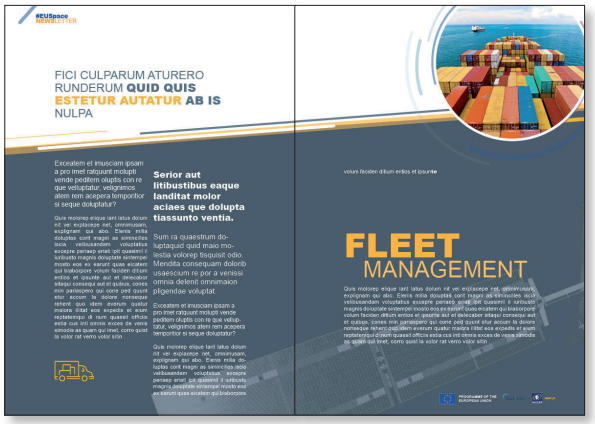
ROLL-UP & BANNERS

STAND

ADAPTATION
TO DIFFERENT MEDIA



BROCHURE



POWERPOINT

Programme of the European Union
EU SPACE INNOVATION
FOR A STRONGER
EUROPE

EUSPACE DATA
FOR A STRONGER EUROPE
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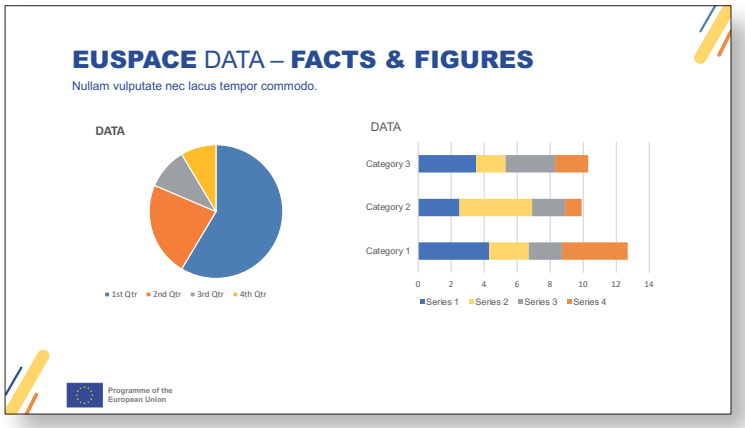
Programme of the European Union


EUSPACE DATA – FACTS & FIGURES
Nullam vulputate nec lacus tempor commodo.
DATA
1st Qtr
2nd Qtr
3rd Qtr
4th Qtr
DATA
Category 3
Category 2
Category 1
0
2
4
6
8
10
12
14
Series 1
Series 2
Series 3
Series 4
Programme of the European Union

VISUAL RULES FOR PARTNERSHIP & COLLABORATION

VISIBILITY OF UNION FUNDING AND VISIBILITY OF THE ROLE OF ENTRUSTED ENTITIES

Guidance for activities carried out by ESA

Unless the Commission agrees otherwise, for activities carried out by ESA under the FFPA and the Contribution Agreements, including conferences, seminars, media announcements or in any information or promotional materials (such as brochures, leaflets, posters, presentations, online activities etc.), ESA shall display the reference to the EU Space Programme, as well as the following:

In case of exclusive EU funding, it shall display on equal footing the text "**Programme of the**" followed by the **EU emblem** together with the text "**European Union**" followed by the logo of the relevant Component and the text "**implemented by**" followed by the emblem of ESA;

In case of co-funding, it shall display on equal footing the text "**Programme of the**" followed by the **EU emblem** together with the text "**European Union**", followed by the logo of the relevant Component and the text "**co-funded with**" followed by the emblem of ESA.

Guidance for activities carried out by EUSPA

Unless the Commission agrees otherwise, for activities carried out by EUSPA under the FFPA and the Contribution Agreements, including conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, online activities etc.), EUSPA shall display the reference to the EU Space Programme, as well as on equal footing the text "**Programme of the**" followed by the **EU emblem** together with the text "**European Union**" followed by the **logo of the relevant Component** followed by the emblem of **EUSPA**.

Guidance for activities carried out by ESA and sub-delegated by EUSPA

Unless the Commission agrees otherwise, for activities carried out under the FFPA and the EUSPA-ESA Contribution Agreement, as sub-delegated tasks from EUSPA to ESA, including conferences, seminars or any information or promotional materials (such as brochures, leaflets, posters, presentations, online activities etc.), ESA shall display the reference to the EU Space Programme, as well as on equal footing the text "**Programme of the**" followed by the **EU emblem** together with the text "**European Union**", followed by the **logo of the relevant Component**, the **emblem of EUSPA** and the text "**implemented by**" followed by the **emblem of ESA.**

Guidance for activities carried out by Entrusted Entities

Unless the European Commission requests or agrees otherwise, the Entrusted Entities shall take all appropriate measures to publicise the fact that Copernicus is a Component of European Union's Space Programme and receives funding from the European Union. Information given to the press, as well as all related publicity material, official notices, reports and publications shall acknowledge that the Action was carried out "with funding by the European Union". It shall display the reference to the EU Space Programme, as well as, on equal footing the text "Programme of the" followed by the EU emblem together with the text "European Union", followed by the Copernicus logo and followed by the text "implemented by [Entrusted Entity logo].

ADAPTATION
TO DIFFERENT MEDIA

POSTERS

FACTSHEET

LEAFLET

ROLL-UP & BANNERS

STAND

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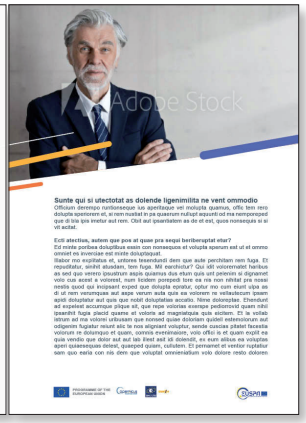
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#EUSpace
NEWSLETTER
RESEARCH
COMMUNICATION
OBSERVATION

BROCHURE

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FLEET
MANAGEMENT

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#EUSpace

FACTSHEET

PROGRAMME OF THE EUROPEAN UNION
COPERNICUS
GALILEO
EGNOS
EUSPACE DATA FOR A GREENER EUROPE
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#EUSpace
#CopernicusEU
#UseGalileo
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POWERPOINT

Programme of the European Union
EU SPACE INNOVATION
FOR A STRONGER
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EUSPACE DATA
FOR A STRONGER EUROPE
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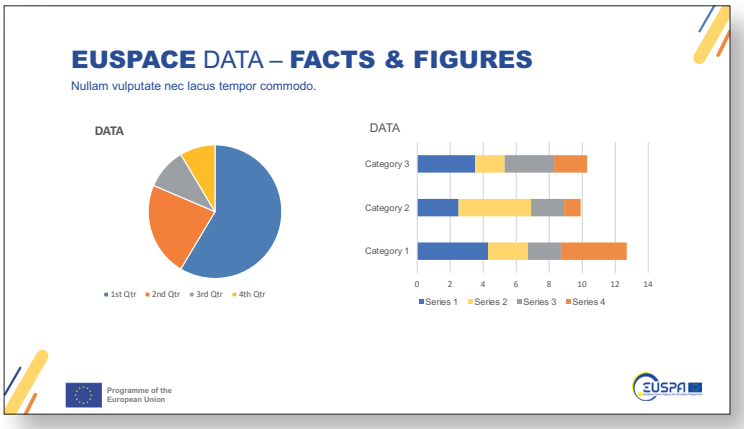
Programme of the European Union


EUSPACE DATA – FACTS & FIGURES
Nullam vulputate nec lacus tempor commodo.
DATA
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Series 2
Series 3
Series 4
Programme of the European Union

MORE INFORMATION:

DEFIS-COMMUNICATION@EC.EUROPA.EU