



**EUROPEAN
UNION**

**EUROPEAN
DEFENCE
FUND**

The background features a dark blue field with a large, light blue pentagon in the center. This pentagon is surrounded by a thick, brown border. In the bottom-left corner, there are several light blue diagonal lines of varying lengths, creating a textured effect. A small, light blue hexagonal shape is positioned on the left side of the page, partially overlapping the main pentagon.

**VISUAL
DESIGN
CHARTER**

UPDATED APRIL 2024

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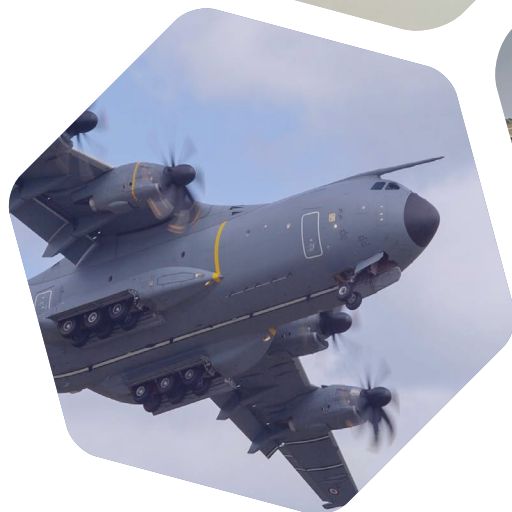
OVERVIEW

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

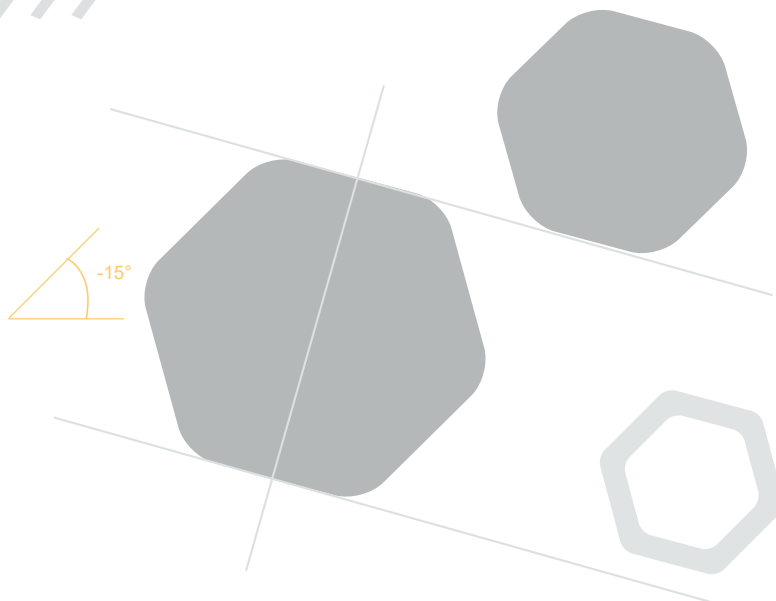
Visual definition

As defence industry is built on components and european partnership the shape of the hexagon integrate this collaborations as several aspects of a multi-faceted base supported by movement, furtive and dynamic composition.

Keyword that represent all those aspect were selected:

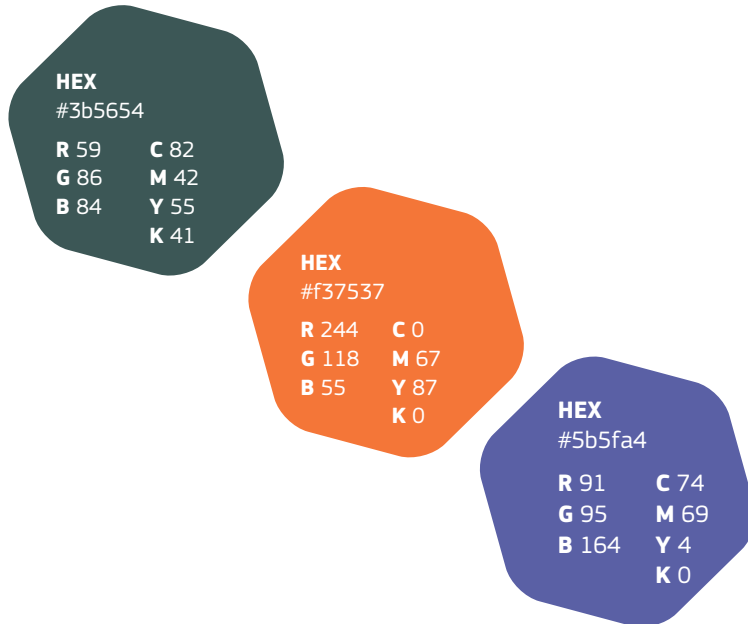
- Innovation
- Competitiveness
- Industry
- Research & development
- Collaboration

INDUSTRY
INNOVATION
CAPABILITIES
RESEARCH &
DEVELOPMENT
COLLABORATION

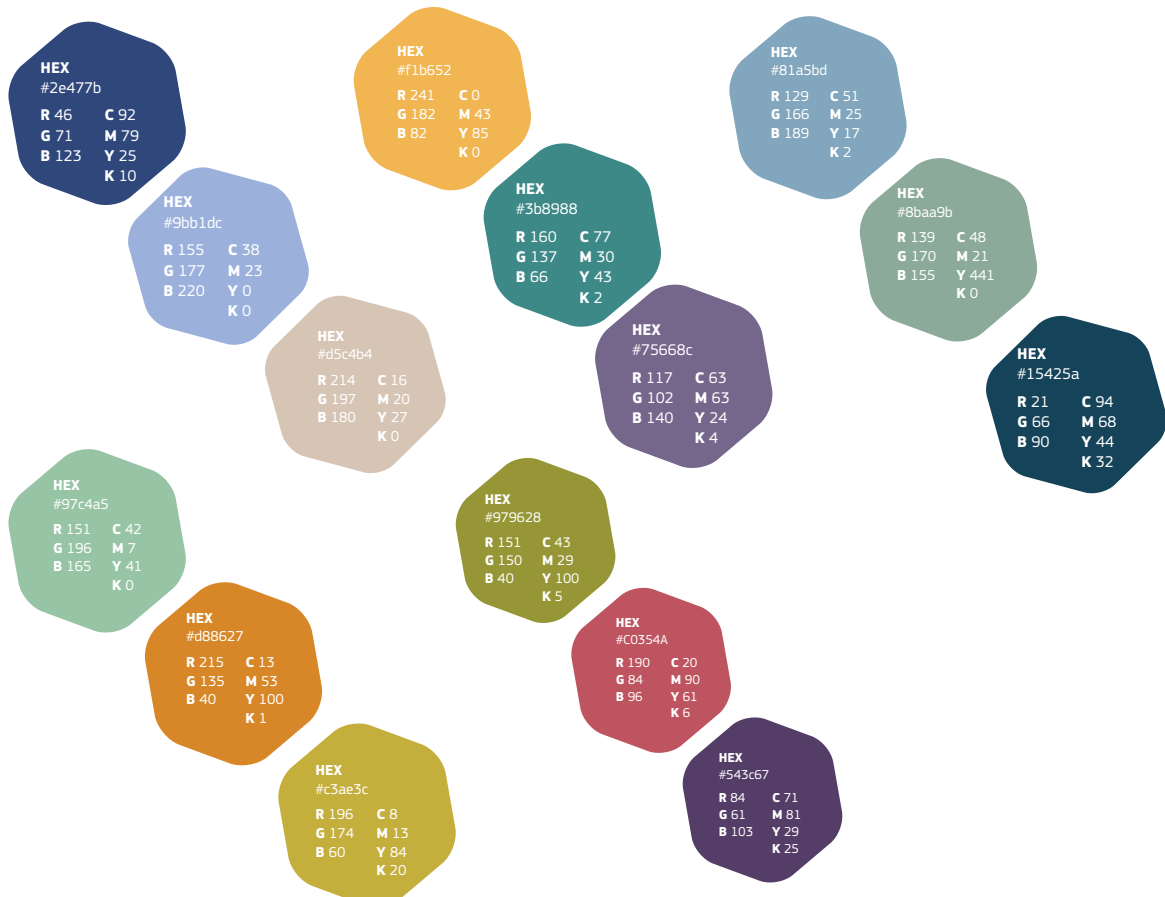


COLOR PALETTE

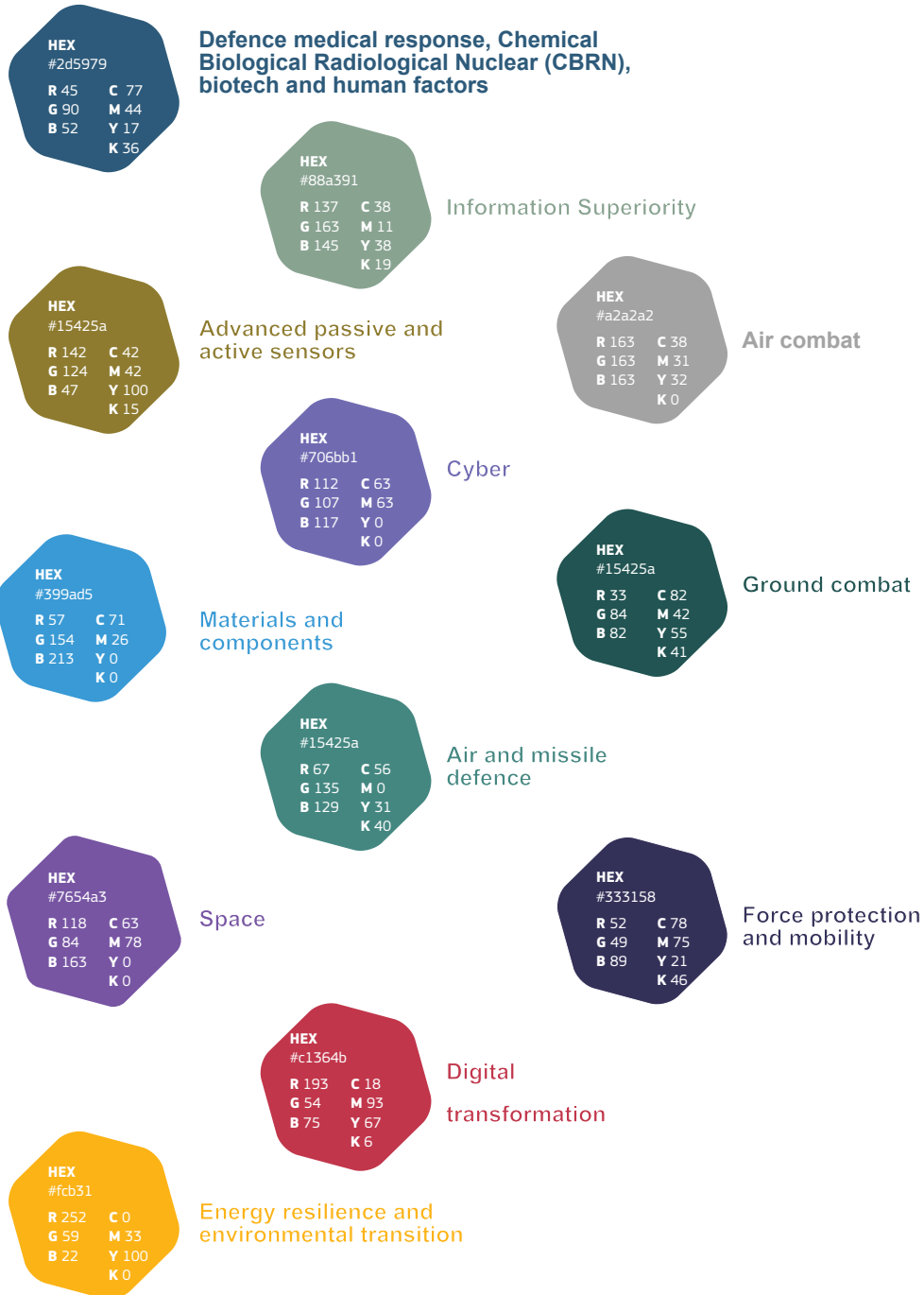
Main used for EDF :



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**



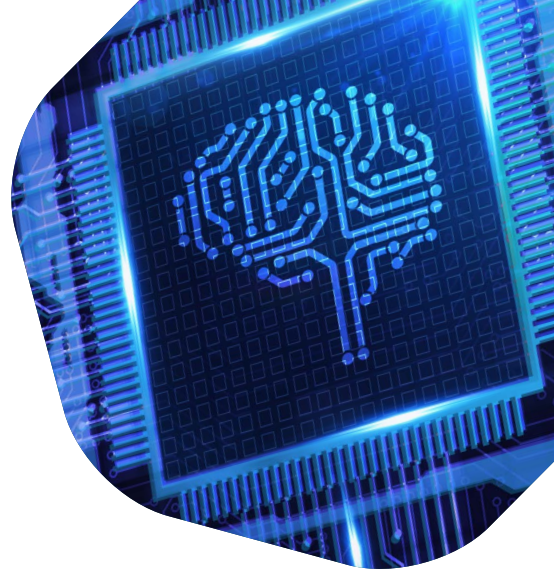
**Force
protection and
mobility**

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 : Adobe Stock





VISUAL ELEMENTS



1/5
EU EMBLEM
and
PROGRAMME
NAME

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

1/4
PICTURE ZONE

GRAPHIC
SHAPE

BOTTOM
CONTENT

hashtag reference zone

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

1.1. Sed faucibus risus eu dui iaculis finis

Nulla pulvinar justo id nisl imperdiet, vestibulum congue diam suscipit. Donec quis sapien mi. Maecenas velit nisi, vestibulum eget tristique vitae, pharetra non magna. Vestibulum aliquam, velit a rhoncus placerat, purus velit aliquam ipsum, eu posuere nisi risus a neque. Vestibulum rhoncus justo vitae leo lobortis pulvinar. Aenean vitae euismod augue. **Morbi eu porta augue.** Donec eget augue tempor sem bibendum ultricies. Pellentesque consectetur leo vel ex commodo, ac suscipit augue gravida. Suspendisse sed vulputate lacus. Nunc elementum lobortis ex, sed pellentesque massa tincidunt quis. Nunc sollicitudin turpis in arcu vulputate tristique.

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



FACTSHEET



FUSCE MATTIS VITAE MASSA VIVAMUS PORTTITOR FERMENT

ALIQUAM LAOREET MAGNA CONSECTETUR

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TITRE

- Curabitur varius ligula ac mi lacinia, feugiat commodo vestibulum tristique. Vestibulum velit urna, imperdiet ac elementum sagittis vel neque.
- 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, Suspendisse fringilla eros quis dolor scelerisque, id bibe

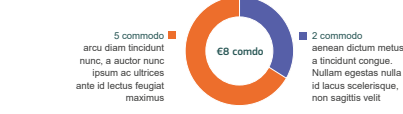
IN NUNC UT EGESTAS

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Nunc a convallis nibh. Duis vitae sem sed lorem malesuada commodo at in felis. Duis arcu lacus, condimentum sed condimentum ut, dignissim ac purus

Praesent sit amet enim egestas, fermentum velit quis, interdum ante. Suspendisse potenti. Suspendisse fringilla eros quis dolor scelerisque, id bibendum dolor tempus.

TITRE



TITRE

Curabitur euismod metus vel elit semper rhoncus. Nullam efficitur neque in dui posuere luctus. In ut augue a ante laoreet pulvinar.

Sed id purus vel quam maximus vehicula in condimentum lectus. Mauris pulvinar lorem justo, in pulvinar quam ultricies quis. Praesent sit amet enim egestas, fermentum velit quis, interdum ante. Suspendisse potenti.

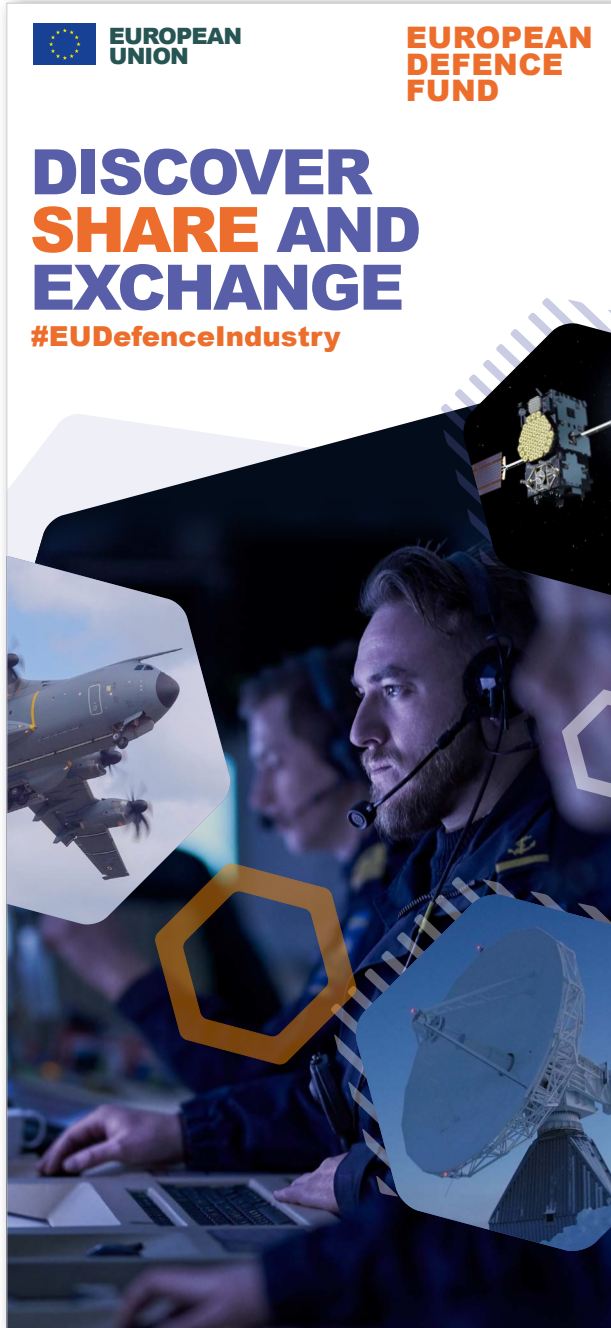
Suspendisse fringilla eros quis dolor scelerisque, id bibendum dolor tempus. In feugiat dignissim velit, id aliquam arcu. Nullam ultrices ante id lectus feugiat maximus. Aenean hendrerit quis massa eget elementum. Aliquam laoreet magna consectetur, dapibus elit vel, viverra eros. Nunc a convallis nibh.



>>> #EUDefenceIndustry

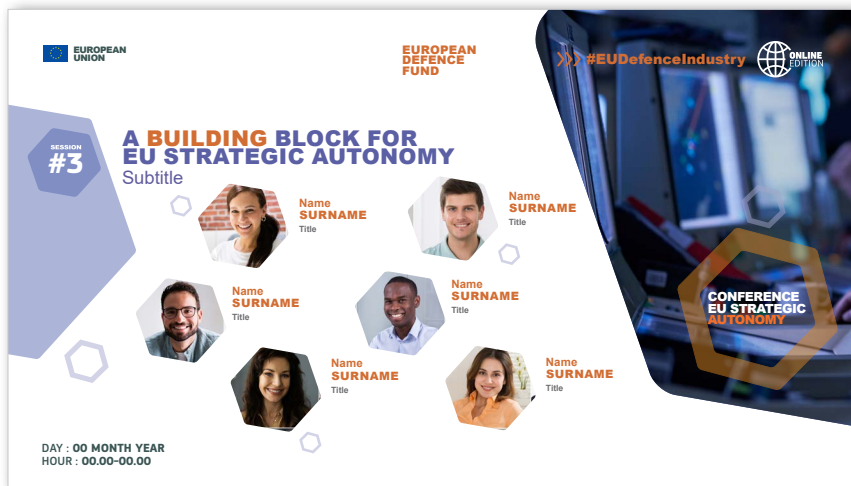


ROLL UP

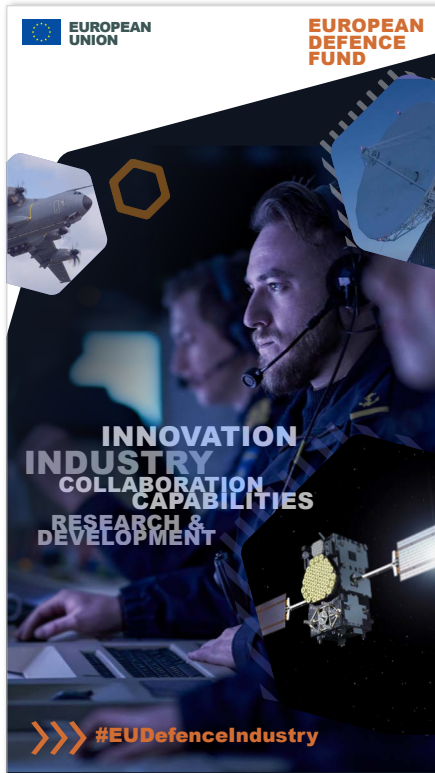


ALTERNATIVE

AUDIOVISUAL



BANNERS & SOCIAL MEDIA



POWERPOINT TEMPLATE

EUROPEAN UNION EUROPEAN DEFENCE FUND

CONFERENCE EU STRATEGIC AUTONOMY
04/22/2024
#EUdefenceIndustry

EUROPEAN UNION EUROPEAN DEFENCE FUND

TITLE
Lorem ipsum dolor sit amet.

Consectetur adipiscing elit. Fusce vulputate neque non lectus gravida aliquet. Vivamus gravida magna eu elementum tincidunt. Nullam cursus vulputate nibh ac ultrices. Nulla quis consequat mauris. Aliquam erat volutpat. Nulla interdum convallis mi finibus dignissim. Nullam at aliquam nisl. Nunc venenatis nulla quis ultrices porta. Vivamus eget imperdiet massa. Sed laoreet porta rutrum. Vivamus lacina eu tellus non gravida. Donec hendrerit metus quis neque dignissim consectetur. Vestibulum semper vestibulum tempor. Suspendisse tempus in elit in gravida. Integer eget lectus sed lectus tempor accumsan. Vestibulum viverra augue in libero molestie bibendum.

#EUdefenceIndustry DAY : XX MONTH XXXX HOUR : 14.30-17.00 CET

EUROPEAN UNION EUROPEAN DEFENCE FUND

TITLE
Lorem ipsum dolor sit amet.

DATA

DATA

#EUdefenceIndustry DAY : XX MONTH XXXX HOUR : 14.30-17.00 CET

EUROPEAN UNION EUROPEAN DEFENCE FUND

TITLE
Lorem ipsum dolor sit amet.

Consectetur adipiscing elit. Fusce vulputate neque non lectus gravida aliquet. Vivamus gravida magna eu elementum tincidunt. Nullam cursus vulputate nibh ac ultrices. Nulla quis consequat mauris. Aliquam erat volutpat. Nulla interdum convallis mi finibus dignissim. Nullam at aliquam nisl. Nunc venenatis nulla quis ultrices porta. Vivamus eget imperdiet massa. Sed laoreet porta rutrum. Vivamus lacina eu tellus non gravida. Donec hendrerit metus quis neque dignissim consectetur. Vestibulum semper vestibulum tempor. Suspendisse tempus in elit in gravida. Integer eget lectus sed lectus tempor accumsan. Vestibulum viverra augue in libero molestie bibendum.

#EUdefenceIndustry DAY : XX MONTH XXXX HOUR : 14.30-17.00 CET

EUROPEAN UNION EUROPEAN DEFENCE FUND

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

Name
SURNAME

#EUdefenceIndustry 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





MORE INFORMATION:

DEFIS-COMMUNICATION@EC.EUROPA.EU