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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 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
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:

HEX: #3b5654
R 59  G 86  B 84  C 82  M 42  Y 55  K 41

HEX: #f37537
R 244  G 118  B 55  C 0  M 67  Y 87  K 0

HEX: #5b5fa4
R 91  G 95  B 164  C 74  M 69  Y 4  K 0

Secondary used for EDF:

HEX: #244770
R 46  G 71  B 123  C 92  M 79  Y 25  K 10

HEX: #f38b10
R 158  G 188  B 30  C 13  M 20  Y 0  K 0

HEX: #97c4a5
R 151  G 177  B 140  C 38  M 25  Y 17  K 2

HEX: #3b5654
R 59  G 86  B 84  C 82  M 42  Y 55  K 41

HEX: #f37537
R 244  G 118  B 55  C 0  M 67  Y 87  K 0

HEX: #5b5fa4
R 91  G 95  B 164  C 74  M 69  Y 4  K 0

HEX: #244770
R 46  G 71  B 123  C 92  M 79  Y 25  K 10

HEX: #f38b10
R 158  G 188  B 30  C 13  M 20  Y 0  K 0

HEX: #97c4a5
R 151  G 177  B 140  C 38  M 25  Y 17  K 2
Additional colours for different areas of activities:

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

**Information Superiority**

**Advanced passive and active sensors**

**Air combat**

**Cyber**

**Materials and components**

**Ground combat**

**Air and missile defence**

**Space**

**Force protection and mobility**

**Digital transformation**

**Energy resilience and environmental transition**
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**
- **Information Superiority**
- **Advanced passive and active sensors**
- **Cyber**
- **Air combat**
- **Air and missile defence**
- **Space**
- **Digital transformation**
- **Energy resilience and environmental transition**
- **Materials and components**
- **Ground combat**
- **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

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

GRAPHIC SHAPE

# hashtag reference zone
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

<table>
<thead>
<tr>
<th>THE EUROPEAN DEFENCE FUND</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Building Block for EU Strategic Autonomy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DISCOVER AND SHARE</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>1. NULLA DAPIBUS FRINGILLA LECTUS UT FAUCIBUS</th>
</tr>
</thead>
</table>

1.1. Sed faucibus risus eu dui iaculis finis


<table>
<thead>
<tr>
<th>FONT, SIZE, WEIGHT, PROPORTIONS</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Main title &lt;H0&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Black 24 pt bold - All caps leading 24 pt</td>
</tr>
<tr>
<td>Highlight colors on keyword</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title &lt;H1&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Black 14 pt bold - All caps leading 16 pt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subtitle &lt;H1&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial bold 12pt bold # colors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Body text &lt;p&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial regular 10pt medium leading 12pt</td>
</tr>
<tr>
<td>Highlighted text</td>
</tr>
<tr>
<td>Arial regular</td>
</tr>
</tbody>
</table>
Factsheet

Aliquam laoreet magna consectetur


TITRE

Curabitur varius ligula ac mi lacinia, feugiat commodo libero lobortis. Curabitur lobortis vestibulum tristique. Vestibulum velit urna, imperdiet ac iaculis et, hendrerit quis massa eget elementum sagittis vel neque.


Aenean dictum metus a tincidunt congue.


IN NUNC UT EGESTAS

Donec porttitor, tellus a varius hendrerit, tellus elit varius ex, a ornare turpis erat sed dolor. In laoreet pulvinar.

Sed id purus vel quam maximus vehicula in condimentum lectus. Mauris pulvinar lacinia odio, a pulvinar quam ultrices quis. Praesent tincidunt, tellus vel dapibus vehicula, diam tellus congue arcu, sed gravida turpis neque a arcu.

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

TITRE

Curabitur varius ligula ac mi lacinia, feugiat commodo libero lobortis. Curabitur lobortis vestibulum tristique. Vestibulum velit urna, imperdiet ac iaculis et, hendrerit quis massa eget elementum sagittis vel neque.


Aenean dictum metus a tincidunt congue.

A BUILDING BLOCK FOR EU STRATEGIC AUTONOMY
Subtitle

CONFERENCE EU STRATEGIC AUTONOMY

#EUDefenceIndustry

Name
SURNAME
Title

Name
SURNAME
Title

Name
SURNAME
Title

Name
SURNAME
Title

DAY 30 MONTH YEAR HOUR 00:00-00:00
INNOVATION
EUROPEAN DEFENCE FUND
EUROPEAN UNION
INNOVATION INDUSTRY COLLABORATION CAPABILITIES RESEARCH & DEVELOPMENT
#EUDefenceIndustry

INNOVATION INDUSTRY COLLABORATION CAPABILITIES RESEARCH & DEVELOPMENT
#EUDefenceIndustry

DISCOVER AND EXCHANGE
#EUDefenceIndustry

DISCOVER AND EXCHANGE
#EUDefenceIndustry

BANNERS & SOCIAL MEDIA
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.
MORE INFORMATION:
DEFIS-COMMUNICATION@EC.EUROPA.EU