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INTRODUCTION
OVERVIEW

This visual identity has been created to mark the 30th Anniversary of the Single Market and is to be used throughout the year 2023.

To ensure consistency across all communication assets these guidelines were created for those within the European Commission as well as other Member State organisations and institutions.

In the following pages, you will find precise rules and guidelines describing various visual element specificities, visual languages, layout systems and communication asset examples.
In 2023, we celebrate 30 years of the EU Single Market. The Single Market is one of the most outstanding achievements of European integration. It has brought countless benefits to EU citizens and businesses.

Taking this into account, it became clear that creating a bold visual identity was essential.
The Single Market can be described as singular, integrated, and robust. These characteristics are highlighted using bold, visual, consistent graphic elements, which are explained in more detail below:

30 YEAR DIALOGUE
The Single Market was initiated 30 years ago with an open dialogue between European countries. To symbolise this, two key visuals have been combined. The number ‘30’ for 30 years and a speech bubble to represent this open dialogue. These combined form the visual element which becomes the base on which this visual identity has been developed.

THE SINGLE MARKET
The Single Market is one of the most outstanding achievements of European integration. It has brought countless benefits to EU citizens and businesses. To symbolise this and the complex European market, a pattern has been created by duplicating and rotating the above-mentioned visual element.

STRONGER TOGETHER
The Single Market continues to be the driving force in helping Europe address new challenges in a changing world, for example, COVID and, more recently, the energy crisis - showing that we can respond to the crucial needs of European citizens and businesses.

- The Single Market also plays a crucial role in finding new solutions for tackling climate change and ensuring clean energy sources for the future while developing new digital solutions to make this happen.
- A strong Single Market also helps Europe prevent dependencies on third countries and ensure our so-called strategic autonomy.
- All these values reflect the visual identity built on a solid colour pallet with vibrant blue and yellow symbols of the EU, and a green symbolizing care and changes that need to be done together for the future generation.
CONTEXT

TONE OF VOICE PRINCIPLES

TONALITY PRINCIPLES

- People and business-centric
- Informative tone of voice, highlighting numbers and facts
- Credible, practical, concrete
- Fresh, bold, direct, energetic
- Dialogue

CONTENT DESIGN PRINCIPLES

- Digital and mobile-first
- Celebratory, attention-grabbing
- Short and to the point
- Modern, vibrant
- Strong campaign identity
VISUAL ELEMENTS
VISUAL ELEMENTS

OVERVIEW
VISUAL ELEMENTS OVERVIEW

MANDATORY AND OPTIONAL VISUAL ELEMENTS

This visual identity has been created for two visual languages:

1. Communicating as the **European Commission**
   (European Commission logo + typography Ec Square Sans Cond Pro)

2. Communicating as **Member state’s organisations and institutions or other partner organisations** (European emblem and typography Roboto Condensed).

It is important to select a single visual language as each one has specific visual elements with corresponding rules. These should not be combined on any communication materials.

Each visual language has its own set of mandatory visual elements informing the layout system. Two optional visual elements can also be used across either visual language. All of these are listed below and described in further detail on the following pages:

**Mandatory visual elements when using the European Union emblem:**
- Font: Roboto Condensed
- Pattern
- Layout system
- Hashtag
- Colours

**Mandatory visual elements when using European Commission logo:**
- Font: Ec Square Sans Cond Pro
- Pattern
- Layout system
- Hashtag
- Colours

**Optional visual elements**
- Speech bubble
- Imagery
**VISUAL ELEMENTS OVERVIEW**

**MANDATORY AND OPTIONAL VISUAL ELEMENTS**

The following outlines the mandatory and optional visual elements for both European Union (EU) and (EC) European Commission visual languages.

**PLEASE NOTE:** Throughout the rest of these guidelines, European Commission will be abbreviated as EC and European Union as EU.

**EC Square Sans Cond Pro**

**TYPOGRAPHY TO USE WITH THE EC LOGO**

**THE EC LOGO**

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**ROBOTO CONDENSED**

**TYPOGRAPHY TO USE WITH EU EMBLEM**

**THE EU EMBLEM**

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**#SingleMarket30**

**HASHTAG**

**PATTERN**

**COLOURS**

**LAYOUT SYSTEM**

**SPEECH BUBBLE**

**IMAGERY**
THE EU EMBLEM

To be used when communicating as the European Union.

The EU emblem should always be present for people to recognise the campaign immediately.
THE EU EMBLEM

DESCRIPTION

The colours of the EU emblem are Pantone Reflex Blue, which is used for the surface of the rectangle and Pantone Yellow, which is used for the stars.

THE EU EMBLEM

SIZE OF THE EU EMBLEM

Portrait format:
The width of the EU emblem is equal to 10% of the width of the document.

Landscape format:
The width of the EU emblem is equal to 10% of the height of the document. The minimum size of the EU emblem is 10mm.

Please note, for digital materials that have a narrow format you can use the landscape or portrait rule to ensure the logo is legible.
THE EU EMBLEM

POSITION AND PROTECTION AREA

The EU emblem is unalterable and indissociable in all its component elements.

For reasons of integrity and visibility, it should always be surrounded by a clear space, or “protection area”, without any intersection of other visual elements (text, image, drawing, figure...).

This protection area is determined by measuring the height of the EU emblem surrounding each edge of the EU emblem.

This size is also used as the margin for all edges of the material.

The position of the emblem needs to be in the top left or right corner at all times.

PROTECTION AREA OF LOGO:
NO IMAGES OR TYPOGRAPHY ALLOWED WITHIN THESE LIMITS.
THE EU EMBLEM

DON’TS

Do not modify the proportions

Lorem ipsum dolor amet consectetur

Do not place text next to it

Do not add other graphic elements next to it without respecting the protection area.

Do not modify the colours

Do not combine with the EC logo

Do not use alternate colour versions
THE EU EMBLEM

CO-BRANDING: ORGANISATION IN EQUAL PARTNERSHIP

When partner logos are added, a white border is created at the bottom of the visual. This space is equal to 2x the height of the EU emblem.

The height of a partner logo cannot exceed 80% of the height of the EU emblem.
THE EU EMBLEM

CO-BRANDING: ORGANISATION IN EQUAL PARTNERSHIP

The following show example visuals that can be used for Twitter posts. These source files are all available in AI format, as well as PowerPoint.
THE EC LOGO

To be used when communicating as the European Commission.

The EC logo should always be present for people to recognise the campaign immediately.
THE EC LOGO

DESCRIPTION

In this identity, only two variations of the European Commission’s logo are used: Standard, horizontal. Both exist in all 24 official EU languages and are to be used accordingly with native language content.

Each logo variation exists in six colour ways (positive CMYK, negative CMYK, Reflex Blue, black and white), all of which are available in six formats (ai, eps, jpg, png, tiff, and pdf).*

For print material, the standard version is used. Depending on the materials, different colour versions of the logo are permitted. See chapter, Applications. For more info: page 83.

For digital media, the first choice of the logo should always be a full-colour horizontal version on a white background.

All correct logo variations are provided in SM 30 templates. They can also be downloaded on the EC Visual Identity Page: http://ec.europa.eu/dgs/communication/services/visual_identity/index_en.htm

The European Commission has precise rules on the implementation of these logos, all of which have been taken into account within this visual identity. For a more detailed explanation on the EC logo, see “visual identity manual 2017,” available on https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en

* From European Commission Style Guide manual 2017 - page 12
THE EC LOGO

SIZE OF THE EUROPEAN COMMISSION LOGO

Portrait format:
The width of the EC logo should amount to at least 20% of the width of the document.

Landscape format:
The width of the EC logo should amount to at least 20% of the height of the document.

The minimum size of the EC logo is 10mm.

Please note, for digital materials that have a more narrow format you can use the landscape or portrait rule to ensure the logo is legible.
THE EC LOGO

WHITE MARGINS AND POSITION

The EC logo is unalterable and indissociable in all its component elements.

For reasons of integrity and visibility, it should always be surrounded by a clear space, or “protection area”, without any intersection of other visual elements (text, image, drawing, figure...).

This protection area is equal to A as shown in the visual.

This size is also used as the margin for all edges of the material.

The position of the EC logo needs to be in the top left or right corner at all times.

PROTECTION AREA OF LOGO:
NO IMAGES OR TYPOGRAPHY ALLOWED WITHIN THESE LIMITS.
THE EC LOGO

DO’S AND DON’TS

The EC logo will be provided in all versions and formats. Modifying the logo in any way is strictly prohibited.

Please take note of what is prohibited, as shown in the following examples:
THE EC LOGO

CO-BRANDING: ORGANISATION IN EQUAL PARTNERSHIP

For co-branding with logos of other European institutions, always align additional logos with the top of the EU emblem within the Commission logo. This ensures an equal and balanced visual weight.

For co-branding with external organisations’ logos, make sure all logos have equal and balanced visual weight and align them with each other horizontally.

* From European Commission Style Guide manual 2017 - page 194
THE EC LOGO

CO-BRANDING: EXAMPLES

In the case of co-branded publications, you do not have to follow the visual identity guidelines nor do you need to place the Commission logo at the top in the centre.

However, always ensure the Commission logo has the same visual weight as the other logos, it can be placed in any part of the co-branding area aligned with the others logos.

* From European Commission Style Guide manual 2017 - page 195
THE EC LOGO

CO-BRANDING: INSERTING AUTHORISED LOGOS

Some logos of EU services remain in use as authorised by the Secretary-General and the Director-General of DG Communication. These authorised logos can be integrated at the bottom of the cover page, aligned on the right side of the footer box.*

* From European Commission Style Guide manual 2017 - page 196
THE EC LOGO

CO-BRANDING: INSERTING AUTHORISED LOGOS

The following show example visuals that can be used for Twitter posts. These source files are all available in AI. format, as well as PowerPoint.
TYPOGRAPHY TO USE WITH THE EU EMBLEM
TYPOGRAPHY TO USE WITH THE EU EMBLEM

ROBOTO CONDENSED

When using the EU Emblem, all materials use the font ROBOTO CONDENSED.

It is available in six weights: light, regular, bold, light italic, regular italic, and bold italic.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
TYPOGRAPHY TO USE WITH THE EU EMBLEM

DESCRIPTION

Roboto Condensed is available in all 24 official EU languages.

Each language contains various characters. Therefore certain flexibility for adjusting text sizes is maintained, to avoid posing difficulties in specific languages.

However, it is important to maintain the scaling rule for text, leading, tracking, and kerning.

These rules are detailed on the following page and should be applied consistently throughout all materials.

BELOW ARE TWO EXAMPLES OF HEADLINES THAT CAN BE USED, PROVIDED IN ALL TWENTY-FOUR OFFICIAL EU LANGUAGES.
TYPOGRAPHY TO USE WITH THE EU EMBLEM

SIZE SYSTEM AND RULES

The size, position, and placement of text play an important role in constructing communication materials. The use of specific size scaling for hierarchical information provides a distinctive visual effect on the overall composition. It can be achieved very easily using the following method:

1.6 is the Golden ratio. This is the reference figure used to divide or multiply the size of the text to achieve the correct contrast between the headline, and the subtitle if there is one.

Make sure you do not divide the size of the text by 3.2 (2 x 1.6) as you will not get the same result when dividing the first time by 1.6 and then dividing it again by 1.6. *

After dividing twice using the Golden ratio (1.6), make sure you round up or down to the nearest unit or half unit, i.e. if your result is 11.7 points, round it down to 11.5 points, if it is 5.4 points make it 5.5 points, 10.3 points becomes 10.5 points, etc. This method also applies to millimetres and centimetres.

You can use the automatic online font-size calculator from the page https://type-scale.com/

* From European Commission Style Guide manual 2017 - page 38
TYPOGRAPHY TO USE WITH THE EU EMBLEM

EXAMPLES

Text is to be left aligned at all times.

1 HEADING

ROBOTO CONDENSED BOLD

2 HEADING

ROBOTO CONDENSED REGULAR

3 HEADING

ROBOTO CONDENSED REGULAR

4 HEADING

Roboto Condensed Bold

BODY TEXT

Roboto Condensed Regular, Roboto Condensed Regular, Roboto Condensed Regular,
TYPOGRAPHY TO USE WITH THE EU EMBLEM

HEADING DON’TS

30th Anniversary of the Single market
#SingleMarket30

- Titles should always be capitalized

30TH ANNIVERSARY OF THE SINGLE MARKET
#SingleMarket30

- Do not apply effects on the typography

- Contrast between text and background colours must be high enough to remain legible

- Do not rotate the font

- Do not distort the font
TYPOGRAPHY TO USE WITH THE EC LOGO
TYPOGRAPHY TO USE WITH THE EC LOGO

EC SQUARE CONDENSED PRO

When using the EC logo, the font used for all materials is EC Square Sans Cond Pro as described in the “European Commission visual identity Manual MAY 2017”.

This font is a condensed extension of EC Square Sans Pro* and has been selected as it falls more inline stylistically with the visual identity.

**EXCEPTION:** In cases of larger documents i.e. reports or publications: To ensure legibility, secondary fonts can be used as listed in the European Commission Style Guide 2017 chapter 1.4 “European Commission Style Guide 2017” pages 34-38. when used, it is important to follow the defined EC layout.

However, please keep all covers inline with the identity of EC visual identity of the “30th Anniversary of the single market.”

* From European Commission Style Guide manual 2017 - page 34 “The EC Square Sans Pro will be available in condensed version soon. Until then, you are authorised to use alternative typefaces such as Myriad, Trebuchet or Tahoma for condensed texts.”
TYPOGRAPHY TO USE WITH THE EC LOGO

DESCRIPTION

EC Square Condensed Pro is available in all 24 official languages.

Each language contains a various amount of characters. Therefore certain flexibility for adjusting text sizes is maintained, to avoid posing difficulties in specific languages.

Below are two examples of headlines that can be used, provided in all twenty-four official EU languages.

However it is important to maintain the scaling rule for text, leading, tracking, and kerning.

These rules are detailed on the following page and should be applied consistently.
TYPOGRAPHY TO USE WITH THE EC LOGO

SIZE SYSTEM AND RULES

The size, position, and placement of text play an important role in constructing visuals/documents. The use of specific size scaling of hierarchical information provides a distinctive visual effect on the overall composition. It can be achieved very easily using the following method:

1.6 is the Golden ratio. This is the reference figure used to divide or multiply the size of the text to achieve the correct contrast between the headline, and the subtitle if there is one.

Make sure you do not divide the size of the text by 3.2 (2 x 1.6) as you will not get the same result when dividing the first time by 1.6 and then dividing it again by 1.6.

After dividing twice using the Golden ratio (1.6), make sure you round up or down to the nearest unit or half unit, i.e. if your result is 11.7 points, round it down to 11.5 points, if it is 5.4 points make it 5.5 points, 10.3 points becomes 10.5 points, etc. This method also applies to millimetres and centimetres.

You can use the automatic online font-size calculator from the page https://type-scale.com/

* From European Commission Style Guide manual 2017 - page 38
TYPOGRAPHY TO USE WITH THE EC LOGO

EXAMPLES

1 HEADING

EC SQUARE COND PRO BOLD

CASE: ALWAYS USED IN CAPITALS
TRACKING: -10
LEADING: 2PT BIGGER THAN FONT SIZE
KERNING: METRICS

2 HEADING

EC SQUARE COND PRO BOLD

CASE: ALWAYS USED IN CAPITALS
TRACKING: -10
LEADING: 2PT BIGGER THAN FONT SIZE
KERNING: METRICS

3 HEADING

EC SQUARE COND PRO REGULAR

CASE: ALWAYS USED IN CAPITALS
TRACKING: -10
LEADING: 2PT BIGGER THAN FONT SIZE
KERNING: METRICS

4 HEADING

Ec Square Cond Pro Bold

CASE: SENTENCE CASE
TRACKING: 0
LEADING: 2PT BIGGER THAN FONT SIZE
KERNING: METRICS

BODY TEXT

Ec Square Cond Pro Regula, Ec Square Cond Pro Regula, Ec Square Cond Pro Regula,
TYPOGRAPHY TO USE WITH THE EC LOGO

HEADING & BODY DON'TS

- Titles should always be capitalized
- Text + background colour contrast should be high enough to be legible
- Do not rotate text
- Do not distort text
- Do not apply effects on text
COLOURS
COLOURS

PRIMARY AND SECONDARY COLOURS

PRIMARY COLOUR PALETTE
The primary colour palette is comprised of four colours, SM 30 BLUE, SM 30 YELLOW, SM 30 GREEN and white, - and are the only colours to be used when creating communication materials.

As this identity will be used during the course of 2023, our objective is variety and versatility. Therefore there is a selection of precise colour combinations to be used interchangeably. These consist of three background colours and three gradient colours, all of which are to be used with the pattern. All described in more detail on the following pages.

SECONDARY COLOUR
Black was added as the only secondary colour. It is reserved ONLY for placing the black versions of the EU emblem or the EC logo and/or placing black QR codes on the SM30 yellow background or SM 30 GREEN-yellow gradient.

Using black for text is prohibited, it should always be SM 30 BLUE.
COLOURS

LINEAR GRADIENTS

There are three possible gradients, two linear gradients and one free-form gradient with four points.

Linear gradients:
- linear SM 30 GREEN - SM 30 BLUE,
- linear SM 30 GREEN - SM 30 YELLOW

Linear gradients can be used with the following:
- 0 angle
- 90 angle
- -90 angle

Always keep a smooth balance in the tonality of each gradient.

EXCEPTION: For large-scale prints (e.g., a backdrop) that require multiple monochrome logos to fill an entire composition, use SM 30 BLUE as a dominant colour with a slight indication of SM 30 GREEN.
The free-form gradient consists of four points; SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, and white.

It can be used freely, only following two rules.
• The gradient points position need to stay in a rectangle shape.
• The gradient can also be rotated clockwise and anti-clockwise, but always ensure the correct order of colours is maintained.
COLOURS

GRADIENTS DO’S AND DON’TS

For linear gradients

DO NOT CHANGE THE ANGLE OF GRADIENT TO BE OTHER THAN 0, 90, 90 DEGREES

ALWAYS KEEP A BALANCE OF BOTH COLOURS, THE ONLY EXCEPTION IS FOR A BACKDROP WHEN YOU WILL NEED ONE DOMINANT COLOUR

DO NOT USE RADIAL GRADIENT

For the free-form gradient with four points

DO NOT REPOSITION GRADIENT POSITION POINTS
THE FOUR POINT MUST ALWAYS MAINTAIN A RECTANGLE SHAPE

DO NOT CHANGE THE COLOUR ORDER OF THE GRADIENT POINTS.
THE COLOUR ORDER SHOULD ALWAYS FOLLOW: SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, AND WHITE
COLOURS

COLOUR COMBINATION DO’S AND DON’TS

The contrast between the text and background colours must be high enough to ensure legibility. See below for examples of high-contrast colour combinations that are permitted, as well as, low colour combinations that are not to be used.

EXCEPTION: In motion graphics or videos, you might create a frame with a single colour background without a pattern, on the condition that the materials showcase patterns on different frames.

COLOR COMBINATIONS THAT ARE DIFFICULT TO READ FOR SOME PEOPLE, AND ARE NOT ALLOWED
COLOURS

COLOUR COMBINATION EXAMPLES WITH MANDATORY PATTERN

Below you will find the six background and text colour combinations with the mandatory pattern, explained in detail in the following chapter.

**EXCEPTION:** When you use SM linear green-blue gradient in: 0, 90, -90, It is mandatory to place 90% of your text on the blue zone. The provides the highest contrast which enables more legibility, especially for those with vision disabilities.

- **BACKGROUND LINEAR GRADIENT 30SM GREEN-30SM BLUE**
  + SM 30 PATTERN 30: WHITE 30% OPACITY SOFT LIGHT BLENDING MODE
  + MANDATORY TEXT IN WHITE

- **BACKGROUND LINEAR SM 30 GREEN-SM 30 YELLOW**
  + SM 30 PATTERN 50: WHITE 50% OPACITY SOFT LIGHT BLENDING MODE
  + MANDATORY TEXT SM 30 BLUE

- **BACKGROUND FREE FORM GRADIENT WITH FOUR-POINTS**
  + SM 30 PATTERN 50: WHITE 50% OPACITY SOFT LIGHT BLENDING MODE
  + MANDATORY TEXT SM 30 BLUE

- **BACKGROUND SM 30 BLUE**
  + SM 30 PATTERN 30: WHITE 30% OPACITY SOFT LIGHT BLENDING MODE
  + MANDATORY TEXT IN WHITE

- **BACKGROUND SM 30 GREEN**
  + SM 30 PATTERN 50: WHITE 50% OPACITY SOFT LIGHT BLENDING MODE
  + MANDATORY TEXT SM 30 BLUE

- **BACKGROUND SM 30 YELLOW**
  + SM 30 PATTERN 50: WHITE 50% OPACITY SOFT LIGHT BLENDING MODE
  + MANDATORY TEXT SM 30 BLUE
THE PATTERN
THE PATTERN

CONSTRUCTION

The core of visual identity design for the 30th Anniversary of the Single Market is a pattern created based on the number 30. The number 30 took inspiration from the font “Agency FB”. It has been deconstructed and re-illustrated linking numbers 3 and 0. The 0 has been reshaped to form a speech bubble symbolising a 30-year dialogue between European countries. This speech bubble also forms another visual element that can be used separately.

The pattern has been created by duplicating and rotating the ‘30’ four times to create a square shape which is then repeated to create a pattern. To facilitate the use of the pattern, a pattern swatch is saved in the source file published with the style guide.

It is important to note the number 30 from within the pattern can be used within the pattern or as an isolated visual element but is not a logo or visual stamp.
THE PATTERN

HOW TO USE IN DIGITAL

The pattern is the main element of visual identity and exists in two variations.

**SM 30 PATTERN 50** - white, with an opacity of 50% and the blending mode: soft light.

This pattern may only be applied on one of two solid colour backgrounds:
- SM 30 GREEN
- SM 30 YELLOW

OR two of the following gradient options:
- linear SM 30 GREEN - SM 30 YELLOW
- free-form gradient with four points SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, and white.

The second pattern variation -
**SM 30 PATTERN 30** - white, with an opacity of 30% and the blending mode: soft light.

This pattern may only be applied on one of the two following colour backgrounds:
- SM 30 BLUE
OR on the gradient option:
- linear SM 30 GREEN - SM 30 BLUE

The pattern can be used in various scales. Where possible, try fit an entire number of columns within the width of the materials.
In print materials, the blending mode soft light does not appear correctly. Therefore, there are additional swatches. These are called:

- **SM 30 PATTERN PRINT 30** - 30% opacity of white, with no effect. To be apply on all backgrounds (C,D,E,F)

- **SM 30 PATTERN PRINT 10** - 10% opacity of white, with no effect. To be apply only on SM 30 BLUE background and linear gradient SM 30 GREEN - SM 30 BLUE (A,B)
THE PATTERN

DON'TS

DO NOT CHANGE THE COLOUR OF THE PATTERN.

DO NOT CREATE A NEW PATTERN.

DO NOT CREATE ADDITIONAL PATTERNS.

DO NOT OVERLAY MULTIPLE PATTERNS.

DO NOT USE OVERLAPPING 30 ELEMENTS ON THE PATTERN WHEN YOU HAVE A GRADIENT BACKGROUND. THIS EFFECT IS ONLY PERMITTED ON A FLAT ONE-COLOR BACKGROUND.
THE PATTERN

EXAMPLES

As mentioned, the pattern is always to be overlayed on a background colour.

As an optional additional visual element, you can highlight the number 30 shape, and use it as overlapping effect over the pattern.

However this can only be created on solid background colours (SM 30 GREEN, SM 30 BLUE, or SM 30 YELLOW) and is not permitted on gradient background colours.

You may only highlight up to two number 30 shapes on each communication asset but there are specific rules, which are as follows:

When using one additional element:

1: Highlight a single number 30 within the pattern:
   - SM 30 PATTERN
   - small number 30 (100% white)

2. Contrast small patterns:
   - SM 30 PATTERN
   - significantly bigger than pattern number 30 (maximum 50% white, blending mode soft light)
   - small number 30 (100% white)

This solution works when the highlighted number 30 is at least five times bigger than the area size. Try to keep at least 70% of the number 30 visible within the frame. This should be used when you want to create a background for different digital presentations and you need a title and a short text paragraph.

When using two additional elements:

3. Highlight a single number 30 within the pattern and contrast smaller patterns:
   - SM 30 PATTERN
   - significantly bigger than pattern number 30 (maximum 50% white, blending mode soft light)
   - small number 30 (100% white)

It is important to always select the correct pattern swatch. There are specific pattern swatches created for both print and digital use. All of which are created with varied opacities depending on each of the defined colour backgrounds.
THE HASHTAG

#SingleMarket30
THE HASHTAG

HOW TO USE

The official hashtag is #SingleMarket30, and is to appear on all material celebrating the anniversary of the Single Market. Furthermore, it is always written in Title Case.

FONT
The hashtag needs to be used with correct typography according to the chosen visual language.

• For use with the EU Emblem, font: Roboto condensed.
• For the European Commission logo, font: EC Square Sans Cond Pro.

USE
Hashtag is placed directly on the background and pattern. In rare cases, when it needs to be highlighted, it can be placed in a speech bubble — the colour of the speech bubble must be one of the SM 30 BLUE, yellow or green.

EXCEPTION: For gifs, motion graphics and video the hashtag can be animated. For example, the start or finish frame can show a speech bubble with the hashtag in the center of the composition.
THE HASHTAG

SIZE

The height of the hashtag #SingleMarket30 on your composition is a minimum 1/2 of the EU emblem or the EC logo present on materials.
THE HASHTAG

POSITION

The hashtag #SingleMarket30 should always appear in one of the bottom corners of the materials.

Keep a diagonal composition between the EU emblem or the EC logo and the hashtag #SingleMarket30. If this is not possible, you can place both of them on the same side, logo on top and the hashtag #SingleMarket30 at the bottom.

When using the hashtag #SingleMarket30 with the EU emblem, maintain consistent protection area and margins (For more infos: page 57.)

When using the hashtag #SingleMarket30 with the EC logo, maintain consistent protection area and margins (For more infos: page 57.)
THE HASHTAG

HASHTAG PLACEMENT DON’TS

DO NOT PUT THE HASTHAG AND THE LOGO IN ONE LINE

DO NOT CHANGE THE MARGIN OF THE HASHTAG.

DO NOT CHANGE THE SIZE OF THE HASHTAG TO LESS THAN 1/2 THE HEIGHT OF THE EC LOGO OR THE EU EMBLEM.

DO NOT MIX FONTS. ALWAYS USE ROBOTO CONDENSED WITH THE EU EMBLEM AND EC SQUARE SANS PRO WITH THE EC LOGO.
THE HASHTAG

EXAMPLES WITH THE EU EMBLEM

PRIMARY COMPOSITION WITH THE EU EMBLEM ON THE DIAGONAL OPPOSITE CORNER TO THE HASHTAG

SECONDARY COMPOSITION WITH THE EU EMBLEM ON THE OPPOSITE CORNER TO THE HASHTAG
THE HASHTAG

EXAMPLES WITH THE EC LOGO

PRIMARY COMPOSITION WITH THE EC LOGO ON THE DIAGONAL OPPOSITE CORNER TO THE HASHTAG

SECONDARY COMPOSITION WITH THE EC LOGO ON THE OPPOSITE CORNER TO THE HASHTAG
LAYOUT SYSTEM
LAYOUT SYSTEM

DESCRIPTION

Layout systems are determined by the selected visual language.

Guidelines on these visual elements have already been provided in previous chapters, however, please see the following pages for summaries of mandatory and optional visual elements used collectively to form complete layouts.

These have been visualised for both EC and EU.
LAYOUT SYSTEM

WITH THE EU EMBLEM FOR WEB AND PRINT - 1

Typographic composition
A. To determine your EU emblem size, divide your working space into a 10x repeated EU emblem. (For more infos: page 15)

B. Protection area and margins are equal to the height of the emblem. (For more infos: page 16)

C. Font is Roboto Condensed for text and hashtag (For more infos: page 29)

D. Hashtag size is a minimum of half of the EU emblem height (For more infos: page 57) positioned left or right at the bottom.

E. Background colour can be either:
   • SM 30 YELLOW
   • SM 30 BLUE
   • SM 30 GREEN
   • linear SM 30 GREEN - SM 30 BLUE
   • linear SM 30 GREEN - SM 30 YELLOW
   • Free-form gradient with four points SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, and white

F. Pattern is mandatory to use the pattern swatch from the source file package. In AI. format. (For more infos: page 49)

G. Text left aligned and aligned to the pre determined margin.
For main headings, always align to the left. (For more infos: page 29)
Size: Not strictly defined as long as you follow the rules of margins.
LAYOUT SYSTEM
WITH THE EU EMBLEM FOR WEB AND PRINT - 2

Image composition

A. To determine your EU emblem size, divide your working space into a 10x repeated EU emblem. (For more infos: page 15)

B. Protection area and margins are equal to the height of the emblem. (For more infos: page 16)

C. Font Roboto Condensed for text and hashtag (For more infos: page 29)

D. Hashtag size is a minimum of half of the height of the EU emblem (For more infos: page 57) position left or right at the bottom.

E. Background color: can be either:
   • SM30 yellow
   • SM 30 BLUE
   • SM 30 GREEN
   • linear SM 30 GREEN-SM 30 BLUE
   • linear SM 30 GREEN-SM 30 YELLOW
   • free-form gradient with four point SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, and white

F. Pattern is mandatory to use the pattern swatch from the source file package. In AI. format. (For more infos: page 49)

G. Text left aligned and aligned to the pre determined margin. For main headings, always align to the left: (For more infos: page 29)
   Size: Not strictly defined as long as you follow the rules of margins.

H. Images
Images need to be always used with an outline. The outline of the image has a thickness of half or a quarter of the EU flag from the EU emblem or the EC logo you are using. They can be placed in different places and can be different sizes. The maximum amount of images on one visual is three.
30TH ANNIVERSARY OF THE SINGLE MARKET
#SingleMarket30

30TH ANNIVERSARY OF THE SINGLE MARKET
#SingleMarket30

HORIZONTAL FORMAT
SOCIAL MEDIA
LAYOUT SYSTEM

WITH THE EC LOGO

To execute the use of the 30th anniversary of The Single Market identity with the EC logo, it is important to implement all the rules described in the “European Commission visual identity Manual MAY 2017”. The manual is an extended document, and it describes all the different types of layouts for online and print material.

The next pages feature shortcuts, explaining the rules for print and online materials. For more please, follow the link: https://commission.europa.eu/resources-partners/european-commission-visual-identity_en
LAYOUT SYSTEM

WITH THE EC LOGO WEB MATERIALS - 1

Typographic composition

A. To determine your EC logo size, divide your working space by 10x EU emblems. (For more infos: page 22)

B. Protection area and margins are equal to the height of the emblem. (For more infos: page 23)

C. Font EC Square Sans Cond Pro for text and hashtag (For more infos: page 29)

D. Hashtag size is a minimum of half of the height of the EU emblem. (For more infos: page 57), position left or right at the bottom.

E. Background color: can be either:
   • SM30 yellow
   • SM 30 BLUE
   • SM 30 GREEN
   • linear SM 30 GREEN-SM 30 BLUE
   • linear SM 30 GREEN-SM 30 YELLOW
   • free form gradient with four-point SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, and white

F. Pattern is mandatory to use the pattern swatch from the source file package. In AI. format. (For more infos: page 49)

G. Text left aligned and aligned to the pre determined margin. For main headings, always align to the left: (For more infos: page 35)
   Size: Not strictly defined as long as you follow the rules of margins.
LAYOUT SYSTEM

WITH THE EC LOGO WEB MATERIALS - 2

Image composition

A. To determine your EC logo size, divide your working space by 10x EU emblems. (For more infos: page 87)

B. Protection area and margins are equal to the height of the emblem. (For more infos: page 23)

C. Font EC Square Sans Cond Pro for text and hashtag (For more infos: page 29)

D. Hashtag size is a minimum of half of the height of the EU emblem. (For more infos: page 57), position left or right at the bottom.

E. Background color: can be either:
   • SM30 yellow
   • SM 30 BLUE
   • SM 30 GREEN
   • linear SM 30 GREEN-SM 30 BLUE
   • linear SM 30 GREEN-SM 30 YELLOW
   • free form gradient with four-point SM 30 BLUE, SM 30 GREEN, SM 30 YELLOW, and white

F. Pattern is mandatory to use the pattern swatch from the source file package. In AI. format. (For more infos: page 49)

G. Text left aligned and aligned to the pre determined margin. For main headings, always aligned to the left. (For more infos: page 35)
   Size: Not strictly defined as long as you follow the rules of margins.

H. Images
   Images need to be always used with an outline. The outline of the image has a thickness of half or a quarter of the EU flag from the EU emblem or EC logo you are using.
   They can be placed in different places and sizes. The maximum amount of images on one visual is three.
LAYOUT SYSTEM

EXAMPLES

30TH ANNIVERSARY OF THE SINGLE MARKET
#SingleMarket30

30TH ANNIVERSARY OF THE SINGLE MARKET
#SingleMarket30

30TH ANNIVERSARY OF THE SINGLE MARKET
#SingleMarket30

HORIZONTAL FORMAT
SOCIAL MEDIA

PORTRAIT FORMAT
SOCIAL MEDIA
On each document published by the European Commission, the flag of the logo will be centred widthwise of the document on which it is reproduced. This gives the logo the vital breathing space it needs. See next page for reference. The exact size of the logo is calculated by the number of flags within the width of the cover. See chart below:*
LAYOUT SYSTEM

WITH THE EC LOGO PRINT MATERIALS - 2

No text will be written in the white banner reserved for the logo at the top of the page or beyond the limits established by the black block (A) for the left and right, and by the upper limit of the footer box for the bottom.

This layout grid is flexible; text justification can be flush left, flush right, ragged left or right, and also justified on the downstroke of the Images and flat colour tints can be aligned using the typographic baselines (…) the vertical axes (…) or the edge of the page (…).

The pale blue area indicates the maximum space to be used for photos, illustrations and/or flat colour tints.

The image (or flat colour tint) must always be aligned on the baseline of the flag. The end of the image/flat colour tint must be justified on the typography baselines (in pale blue).

The two vertical axes aligned with the left and right of the flag (in red) are vital for assembling the page layout. In effect, the positioning of the text and sometimes of the image/colour blocks will be determined using these two central axes as guides.

For the spines of of any publication or stationery tool, the colour and size of the top of the spine is determined by the colour and size of the header of the cover page.*

The red lines serve to mark out the structure of the base grid on which the main title of the document is positioned. Other elements could be placed on the left or right side of the pages within the red lines in compliance with the protection area of the logos *

* From European Commission Style Guide manual 2017 - page 102-103
EXAMPLES

EXCEPTION:
Placing the hashtag on the cover of reports is optional.
SPEECH BUBBLE (OPTIONAL)

FUNCTIONS AND SHAPE

As mentioned, the shape of the speech bubble was initially created to replace the 0 in the SM 30 visual element. This speech bubble can also be used as a separate visual element serving various functions which include:

A. Speech bubbles outline:
   • As an outlining frame
   • Containing the EC logo in a specific layout

B. Speech bubbles fill:
   • As a call to action button
   • On motion graphics, gifs, and videos with paragraph text, the speaker’s name, or the title.

It is mandatory to maintain the shape of the speech bubble, particularly the curves created for the corners and the extruding point.

The position of the extruding point must always be on the left or right side of the speech bubble and can be either on top pointing up, or below pointing down.
SPEECH BUBBLE OUTLINE

Speech bubbles used as a frame for outlining images or for containing the EC logo need to be calculated as follows:

A. Speech bubbles outline weight is half the height of the flag (of EU emblem or EC logo) used in the layout.

**EXCEPTION:** In narrow formats (e.g. banner for factsheet) you can use one quarter of height of the flag for the speech bubble outline.

1/2 OF EC LOGO FLAG HEIGHT

OPTIONNAL 1/4 OF EC LOGO FLAG HEIGHT
SPEECH BUBBLE (OPTIONAL)

DO’S AND DON’TS

The speech bubble outline can be a flat colour or a gradient depending on the colour of the background.

It can be placed on all SM 30 colours or gradient backgrounds described in this style guide (For more info: page 41)

Follow the guidelines below for correct colour combinations:

**SM 30 Gradient background** - use only a flat outline colour used in one of the gradient background colours. (A,B,C,D) excluding white

**SM 30 Flat colour background** - use only gradient outline colour as defined below

SM 30 BLUE background + SM green - blue gradient (E)  
SM 30 GREEN background + SM green - yellow gradient (F)  
SM 30 YELLOW background + SM green - yellow gradient (G)

The same rule applies if using multiple bubbles on one composition.

(H) on gradient SM background do not apply gradient outline  
(I) on SM one color background do not apply gradient outline
Speech bubbles filled with text need to be measured according to the following:

B. The speech bubble margin, when filled with text, is half the height of the extruding point of the speech bubble used in the layout.
SPEECH BUBBLE (OPTIONAL)

DO’S AND DON’TS

Speech bubble colours filled with text can only be a single colour, never use gradients. It can be placed on all SM 30 colours or gradient backgrounds described in this style guide with the pattern SM 30 (50% white opacity and the blending mode: soft light). (For more info: page 41)

There are seven possible colour combinations with the background and speech bubble.(A,B,C,D,E,F,G)

Last two examples (H,I) are not permitted because of the lack of contrast between background and speech bubble colour.
IMAGERY (OPTIONAL)
IMAGERY (OPTIONAL)

DESCRIPTION

The image selection can vary depending on the theme of the material, however they must use people as a primary visual hero (exceptions indicating the city or passage can be made).

Image selection should ensure race and gender balance. Images should show the humanity and diversity of the EU and should show optimistic and conscious attitudes in natural places. The posture of models should be realistic, dynamic, avoiding “model posing” and typical stock photos.

Ensure all image selections have full copyright license (from the photographer and model if it doesn’t come from form Adobe stock license of the European Commission) for re-use purposes.
IMAGERY (OPTIONAL)

DON'TS

- AVOID STUDIO IMAGES.
- USE REALISTIC BACKGROUNDS THAT AREN'T ALTERED.
- EMOTIONS HAVE TO BE NATURAL, NOT POSED.
- DO NOT APPLY EFFECTS ON IMAGES
- DO NOT APPLY COLOUR GRADING ON TOP OF IMAGES
- DO NOT USE ILLUSTRATION, ONLY PHOTOS ARE ALLOWED
APPLICATIONS
INTRODUCTION
APPLICATIONS

DESCRIPTION

There are different fields of applications categorised as follows:

DIGITAL
Social media pages, including banners, posts, graphic motion materials, gifs, or videos.

PRINT
Documents and publications.

PROMOTIONAL MATERIAL
Roll-ups, gadgets, or large scale prints.

Examples and details are outlined in the following pages.
PRINT
PRINT

COVER EXAMPLES

EXCEPTION:
Placing the hashtag on the cover of reports is optional.
PRINT

FACTSHEET

For factsheets, presentations and any other documents that include infographics such as graphs or charts, the use 30 SM colour palette should always be maintained. (For more info: page 41).

For use of icons, a minimalist outline style should be used consistently in the following colours: SM 30 BLUE, SM 30 GREEN or black as shown in examples A,B,C.

An additional option for icons is to place a round cornered square behind the before mentioned icon style. It is important that these background squares maintain high contrasting colours or gradients to that of the icon placed above. Choose these from the SM 30 colour palette, as shown in examples D,E,F.

Please note: it is important to remain consistent in the use of icons and infographics (graphs, charts) throughout the whole factsheet, presentation, or document.
EXCEPTION:
Placing the hashtag on the cover of reports is optional.
THE IMAGE IS AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.
THE IMAGES ARE AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.
THE IMAGE IS AN INSPIRATION MOCKUP. THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.
PRINT

TOTE BAG

In the print materials like serigraphy technique, some exceptions can be made.

A. Serigraphy technique
Serigraphy depends on the budget. You can print full colours (CMYK) or one color (cheaper solution). In one colour print, it is allowed to use white or black colour on the elements and apply a raster effect to the pattern to show transparency.

Or print the EC logo or EU emblem only with bubble speech hashtags.

B. Thermal transfer - digital printing technique
Option for use for thermal transfer - digital printing. All for thermal and effects are possible.

THE IMAGES ARE AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.
#SingleMarket30

#SingleMarket30

#SingleMarket30
PRINT

EXHIBITION STAND

THE IMAGE IS AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.
DIGITAL
DIGITAL

BANNERS

In all the materials, the decision to use the EU emblem or the EC logo must be made first to follow the correct layout and composition.

Do not forget for documents issued and used within the Commission, we will integrate the visual identity of “the 30th anniversary of the Single Market” into the existing branding elements. Therefore, the use of the primary font EC Square Condensed Sans Pro is mandatory.

For layout, please follow previous chapter (For more infos: page 62)

In the web materials, there are some exceptions to the rules for using the EU emblem and EC logo.

When creating banners for web pages belonging to the EC or other European institutions, placing the EC logo isn’t necessary as it will already appear at the top of the web page.

However, calculate and apply the margins as if the logo would be there for the EC logo (For more infos: page 23) and with the EU emblem (For more infos: page 87)

THE IMAGES ARE AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.
THE IMAGE IS AN INSPIRATION MOCKUP. THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.
DIGITAL
INSTAGRAM POST

THE IMAGES ARE AN INSPIRATION MOCKUP. THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.
THE IMAGE IS AN INSPIRATION MOCKUP, THERE ARE OTHER POSSIBILITIES OF COMPOSITION, TEXT AND COLOURS AS LONG AS SM 30 STYLE GUIDE RULES ARE FOLLOWED.
The SM 30 Powerpoint template for visual quotes can be found in the source files. It has been created to easily insert various quotes from all Commissioners. Each slide can be exported as JPG or PNG and is suitable to publish on Twitter.
DIGITAL

EXAMPLES POST

Example of the slideshow for Instagram 1080x1350px. The EC logo or the EU emblem must be placed at least on the first and the last slide. The text here is only a placeholder and shouldn’t be never copy as an official line of communication.
All gifs, motion graphics, and videos should apply the style guide's rules. It is essential not to overuse visual elements.

It is mandatory that each element of the Visual Identity appear at least once in the video and that they all come together in one moment.

However, it is unnecessary to show them all at once in all sequences.

**Background possibility**
It is possible to use a flat background in the SM 30 color or gradient without a pattern.

**Subtitles and names of the speaker**
Use the speech bubble to present the speaker’s name in the video. Paragraphs of the text can appear on flat colour or a colour background with a pattern or placed inside of the bubble speech.

The size of the speech bubble is flexible as long as the extruding point is not modified proportionally and is always on the left or right side of the bubble. In addition, speech bubbles can be turned 90 degrees clockwise.

**Pattern animation**
There is also the possibility of animating all 30 numbers in the SM 30 pattern by applying each color of SM 30. However, in the last frame, the design needs revert back to 50 opacity of white. The pattern can also be animated by building designs from separate numbers.

There is a lot of room to play. Please click to see the following examples created for the ‘30th Anniversary of the Single Market Academic Conference in Prague’.
DIGITAL

GIFS EXAMPLES

For more promo materials please see the following: https://single-market-economy.ec.europa.eu/single-market/30th-anniversary_en#promotional-materials

Click on the images below to see various gif examples that have already been created:
DIGITAL

POWERPOINT PRESENTATIONS WITH THE EC LOGO

The SM 30 Powerpoint presentation template is based on the official EC Powerpoint template and has been created to include various cover and content pages to choose from.

Please note: The system font to use for this presentation is Arial. It is also important to maintain consistent font sizing for headings, sub-headings and content throughout the entire presentation as provided.
APPENDIX

All materials related to these visual guidelines as examples, templates can be found within the links folder of the package of these guidelines.

References:


For more info:
DG GROW.01 - Business Processes, HR Correspondent, Internal Communication and Document Management

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