



Funded by  
the European Union

# eTwinning Branding Guidelines for Central Support Service and for National Support Organisations



- Sport
- Jean Monnet
- Youth
- Higher education
- Vocational education and training
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# Introduction

This document provides guidelines for Central Support Service (CSS) and National Support Organisations (NSO) on appropriate use of the eTwinning logo. To maintain the integrity of the eTwinning brand, these guidelines must be strictly followed.

The eTwinning logo is the most immediate representation of our community, our people, and our brand to the world.

It is a valuable asset that must be used consistently in the proper, approved forms.

There can be exceptions to these rules, however all exceptions must be approved beforehand by the by the contracting authority (EACEA).

# The eTwinning Logo

The eTwinning logo is available in two versions: the squared version and the horizontal version.

## Use of eTwinning logo & EU Emblem for CSS

For any use of the eTwinning logo by the CSS, it must **always be used together** with the 'Funded by the European Union' emblem.

## Use of eTwinning logo & EU Emblem for NSO

For any use of the eTwinning logo by NSO, it must **always be used together** with the 'Funded by the European Union' or the 'Co-funded by the European Union' emblem which are available in vertical and horizontal format.

NSO can choose which emblem to use.

The eTwinning logo must have the same size as the funded and the co-funded emblem.

For more information how to use the EU emblem (including language policy), please see here: [https://ec.europa.eu/info/sites/default/files/eu-emblem-rules\\_en.pdf](https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf)

To download the EU emblem logos (including different language options), please see here: [https://ec.europa.eu/regional\\_policy/en/information/logos\\_downloadcenter/](https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/)

## Squared version



## Horizontal version



## Use of eTwinning for CSS



## Use of eTwinning for NSO



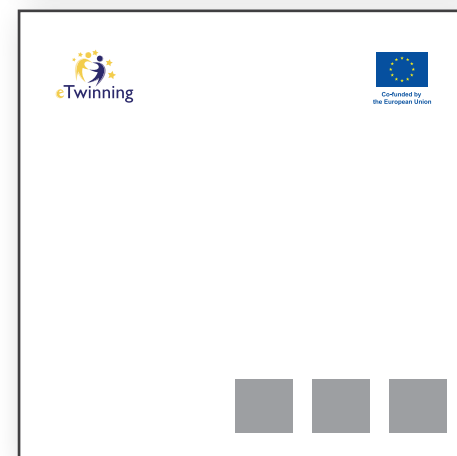
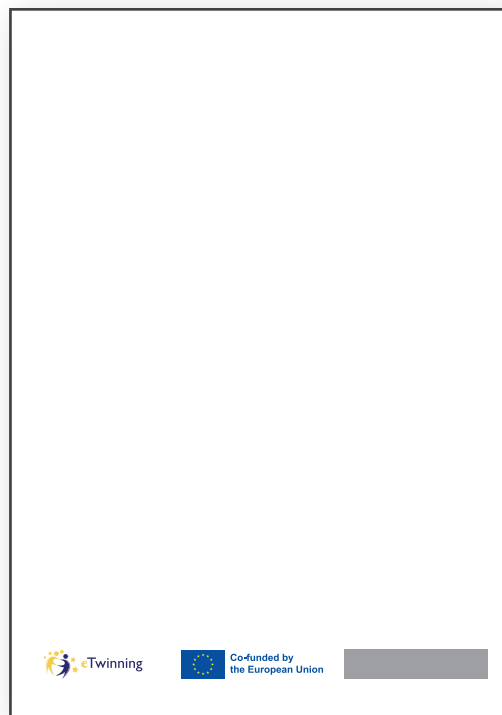
# Using eTwinning logo and EU emblem together with NSOs' logos

The National Support Organisations may use their own logo(s) together with the EU emblem and eTwinning logo.

When in a row, the logos and emblem should be placed in the following order: eTwinning, EU, NSO logo(s).

When placed separately, the eTwinning and EU emblem should be prominent (e.g. at the top of the page) and the NSO logos in the lower part of the page.

The NSO logo should be at maximum the same height as the other logo.



# The eTwinning Logo alternative versions

**Greyscale**



**Greyscale negative version**



**Black & white**



**Black & white negative version**



# Protection area

Protection area refers to a distance of  $x$ , as a unit of measurement. The full height of the “T” of the “eTwinning” text of the logo is  $x$ . A minimum protection area requirement has been established to ensure the prominence and clarity of the logo.

It is essential that it remains free of all graphics, taglines, photography, and typography.



## ‘Funded by’ and ‘Co-funded by the European Union’ emblem (See also the operational guidelines)

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



# Minimum size

Minimum size refers to the smallest size at which the eTwinning logo may be reproduced to ensure its legibility.

The minimum reproduction size of the main logo is 15 mm wide and 25 mm for the horizontal version.



## Exception for the black & white version

When a small size of the black & white version is needed, an alternative small version of the logo can be used. This version has a reinforced stroke weight and its minimum size is 12 mm wide (9 mm high) for the main logo and 23 mm wide (7 mm high) for the horizontal.



This version should be used as a last resort and cannot be used for larger sizes. Should a smaller height than 9 mm be necessary, the horizontal version of the black & white logo should be used.

## 'Funded by' and 'Co-funded by the European Union' emblem

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.





# Maximum size

The eTwinning logo can be reproduced at any size bigger than 15 mm wide, without losing its image quality, as long as it is a vector. Note that the logo must be always scaled proportionally to its height and width.

## Vector version

(.ai, .eps, .svg)



## Compressed raster image

(.jpg)



# Incorrect use



Do not change the colours



Do not change the typeface



Do not change the relationship between the elements



Do not stretch, skew or deform the logo in any way



Do not add any other logo



Do not add any shadow or any stylistic effect



Do not add any graphics



Do not use only the wordmark

# Incorrect use



Never place the eTwinning logo on its own on a busy background as it affects its legibility.



The eTwinning logo must always appear clearly and legibly on its backgrounds. Always observe clear space specifications and use a white box when the identity is placed on photos or busy backgrounds.



Never place the eTwinning logo on its own on a background similar to one of the colours in the logo as it affects its legibility.



Always use a white box around the eTwinning logo when it is placed on a background similar to one of the colours in the logo or alternatively use the black and white version of the logo.



Never place the eTwinning logo on its own on a black background.



Always use the negative grayscale version of the eTwinning logo when it is placed on a dark coloured or black background.

# Typography

## For CSS use

With the 'Funded by the European Union' emblem, CSS must use Roboto or EC Square Sans Pro.

Roboto can be downloaded on google font website (<https://fonts.google.com/specimen/Roboto>)

EC Square Sans Pro is a European Commission Font. Additional information about the use can be found here [https://ec.europa.eu/info/resources-partners/european-commission-visual-identity\\_en](https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en)

Roboto Light  
*Roboto Italic*

EC Square Sans Pro  
*EC Square Sans Pro*

Roboto Regular  
*Roboto Italic*

EC Square Sans Pro  
*EC Square Sans Pro*

**Roboto Medium**  
*Roboto Medium Italic*

**EC Square Sans Pro**  
*EC Square Sans Pro*

**Roboto Bold**  
*Roboto Bold Italic*

**EC Square Sans Pro**  
*EC Square Sans Pro*

**Roboto Black**  
*Roboto Black Italic*

**EC Square Sans Pro**  
*EC Square Sans Pro*

## For NSO use

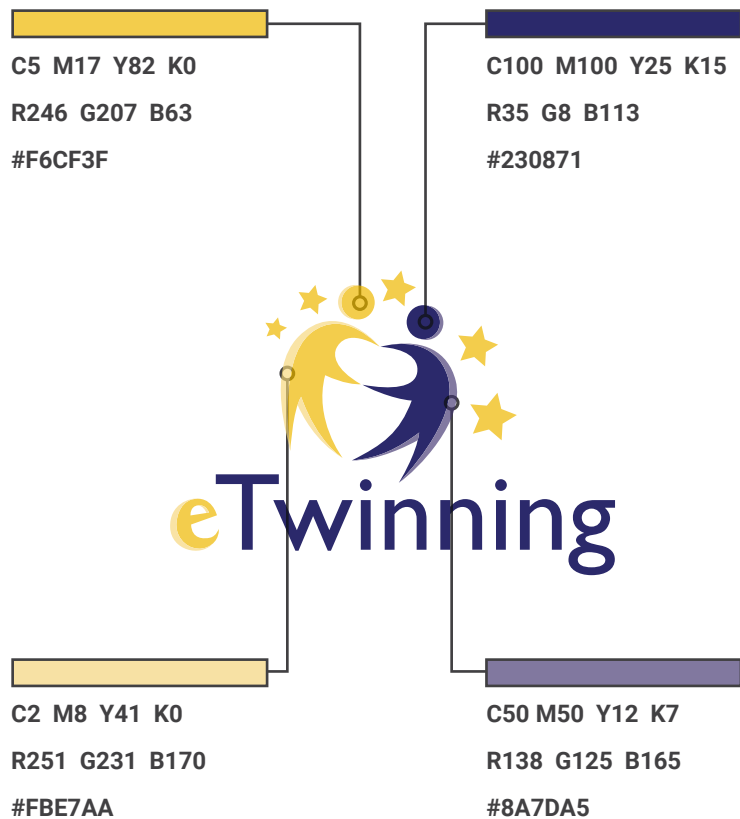
With the 'Co-funded by the European Union' emblem, the use of Arial is recommended. The other recommended fonts are Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana.

Arial  
*Arial Italics*

**Arial Bold**  
***Arial Bold Italics***

# Colour palette

## Primary colours



## Secondary colours



# NSO - How to display the acknowledgment of EU funding

| Type of communication  | Placement of the eTwinning logo and “Co-funded by the European Union” emblems   |
|--|---|
| <p><b>Website &amp; Social media account</b></p>                           | <p>Same place on every page</p> <p>Ideally as part of the website frame which appears on all sections</p> <p>Landing or intro page (social media)</p>           |
| <p><b>Brochure, information leaflet, factsheet, newsletter, poster</b></p> | <p>Bottom right corner of publication</p> <p>Front or back cover</p> <p>On white background (unless placed on a large photo or illustration as on a poster)</p> |
| <p><b>Report &amp; internal project publication</b></p>                    | <p>Front cover</p>  |
| <p><b>Power Point or other graphical presentation</b></p>                  | <p>First or last slide of a presentation or in the footer of each slide</p>   |
| <p><b>CD-ROM, DVD</b></p>  | <p>On label of jewel box or CD label</p>  |
| <p><b>Video &amp; animation</b></p>  | <p>Intro or closing screenshot</p>  |

# Disclaimers

All outputs need to include a relevant disclaimer:

## For CSS:

*eTwinning is an initiative of the European Union and funded by Erasmus+, the EU's programme to support education, training, youth and sport in Europe. This [activity/document/event] has been prepared for the European Commission by European Schoolnet under a contract with the Union, however it reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

## For NSO:

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