

GRAPHICAL GUIDELINES

April 2019

EU Islands Secretariat

Logo



EUI Secretariat Logo - Full



EUI Secretariat Logo – Visual Only

The EU Islands Secretariat logo is available in two versions: one with and one without the slogan, to fit different formats.

The logo reflects the central concept of the Secretariat, incorporating the spirit of community engagement and collaboration through the circular shape, renewable energies through the colours, and islands via the shape and colours.

EU Islands Secretariat

Colour Palette

The colours used for the Clean Energy for EU Islands Secretariat represent the sea (turquoise), the sun (yellow) and the environment (green).

Black/white supplement this colour palette.

For screen use, hexadecimal colour values are given. These are to be used in preference to the closest web-safe colours.

No other colours should be used to create the logo.



C:	0.6190	R:	72
M:	0.0053	G:	188
Y:	0.0000	B:	189
K:	0.2588		

Hex: 48bcbd
Web-safe: 33CCCC



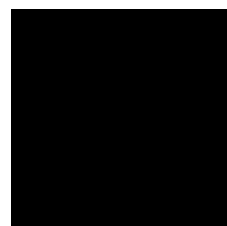
C:	0.2051	R:	155
M:	0.0000	G:	195
Y:	0.8667	B:	26
K:	0.2353		

Hex: 9bc31a
Web-safe: 99CC33



C:	0.0000	R:	255
M:	0.1333	G:	221
Y:	1.0000	B:	0
K:	0.0000		

Hex: fdd000
Web-safe: FFCC00



Black



White

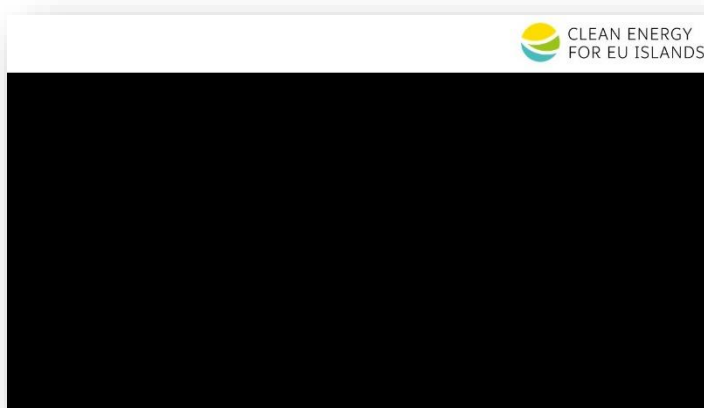
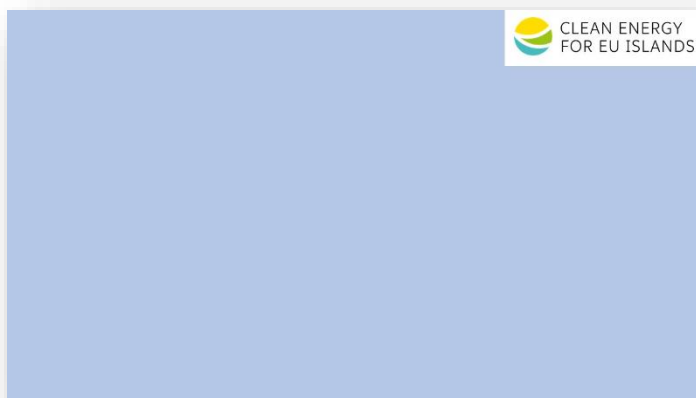
EU Islands Secretariat

Logo placed on coloured background

If the logo needs to be placed on a coloured background, a white background should be used (either using the version with the white background already provided, or by extending the white background into a line that crosses the whole document horizontally).

Both versions are available in EPS (to be used in any size, with professional software) and PNG (to be used with any software, maximal size: 20 cm wide).

Examples:



EU Islands Secretariat

Type

Century Gothic font has been chosen as it was created to fit most languages and alphabets. It is a simple typeface with high legibility.

The Century Gothic font is available to download for free [here](#).

Century Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century Gothic Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

In case Century Gothic is not available, the font Arial can be used to replace. It is simple and legible.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

EU Islands Secretariat

Photography

It is important to connect people with the benefits of the Clean Energy for EU Islands pledge, and to give all island stakeholders a feeling of being part of a movement.

To this end, photography should feature people going about an activity or a landmark image from an island wherever possible.

These images may be supplemented with library photographs suggesting modernity, sustainability, public transport, environmental action and vibrancy.

Where a message will appear over an image, a clear area or a solid hue that will not interfere with the copy is preferable. Copy should remain legible at all times. If a suitable photograph cannot be found, a transparent colour block in harmony with the image may be used, and text overlaid.

For advertising purposes, a white band should appear beneath or above the image. This area will contain the full logo and supporting information.

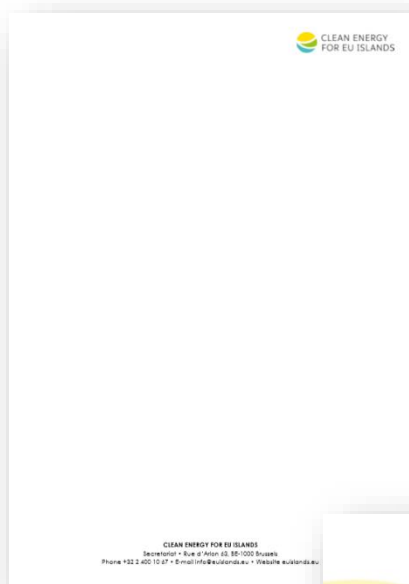


EU Islands Secretariat

Stationery – text documents

1. Standard document template

This template should be used for letters and other short Clean Energy for EU Islands Secretariat documents.



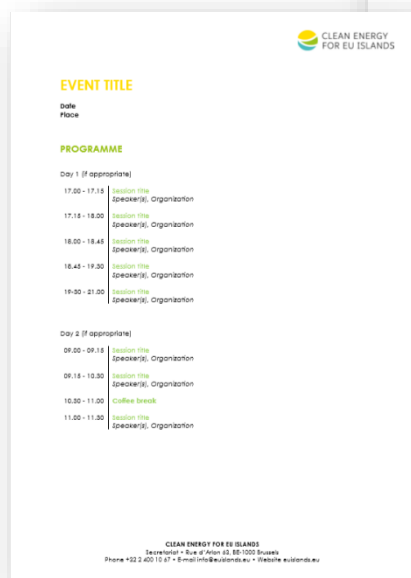
2. Report template

This template should be used for EUI Secretariat documents with a more complex structure (i.e. mission reports).



3. Agenda template

This template should be used for the agendas of events organised under the auspices of the EUI Secretariat



EU Islands Secretariat

Power Point Presentations – Master Slides

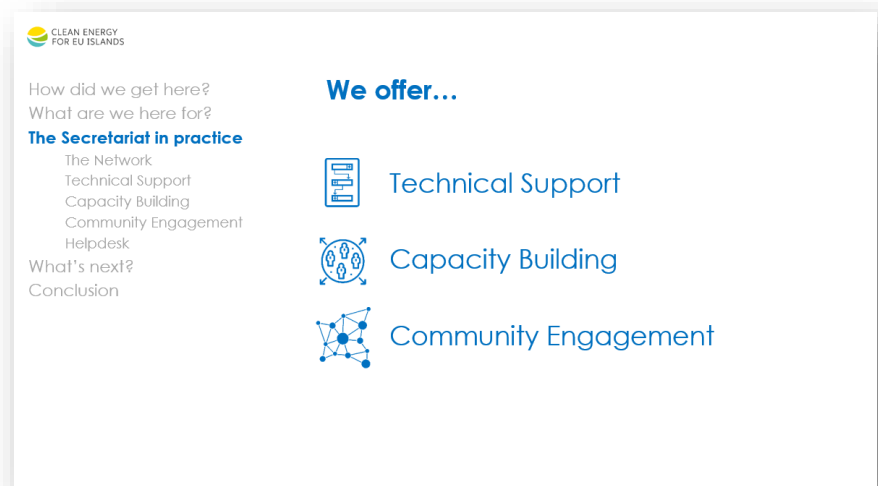
1. Cover

Use this model for the title.
Please insert this JPEG
picture as a background in
your slide presentation
software.



2. Interior pages

Use this model for the
presentation. Please insert
this JPEG picture as a
background in your slide
presentation software.



EU Islands Secretariat

Compulsory elements for all EU Islands Secretariat communications support

1. Elements to be added on all communication materials

A. Clean Energy for EU Islands Secretariat Logo



B. Website address www.euislands.eu

C. Disclaimer

The following disclaimer for EUI Secretariat materials translated by other partners must be published next to the credits:

"The Clean Energy for EU Islands Secretariat is an initiative on behalf of the European Commission."

2. Limits of use

The Clean Energy for EU Islands Secretariat as a brand and its graphical elements can be used for promotional purposes by the Clean Energy for EU Islands Secretariat and its Community (Pilot Islands, Pioneering islands, members of the engagement platform, and official support organisations). It cannot be used for political campaigning and commercial purposes.

3. Logo use for Secretariat-related projects

The Clean Energy for EU Islands Secretariat would like to make sure that the corporate identity and logo are consistent across multiple platforms. In order to avoid a multiplication of similar logos and confusion between the Secretariat and other initiatives, we recommend Secretariat-related projects to develop a proper logo that is graphically distinguishable from the Secretariat logo.

4. translated Compulsory disclaimer for Secretariat documents and published by third parties

"Translated as part of the project xxx by xxx. The sole responsibility for the content of the translation of this document lies with the project coordinator. It does not necessarily reflect the opinion of the EU. The European Commission, the Clean Energy for EU Islands Secretariat and the networks constituting the Clean Energy for EU Islands Secretariat are not responsible for its translation."

EU Islands Secretariat

Guidelines for supporting organisation (e.g. for events)

Who can be a supporting organisation?

- Philanthropic Foundations
- Institutions of the European Commission / European Parliament
- National/regional/local governments

Who cannot be a supporting organisation?

- Companies & industry associations
- Political parties

Recognition of supporting organisations

Supporting organisations will receive public recognition on communications materials related to the activity they support. This includes:

- Feature of the organization's logo with the mention "supported by" at the bottom of website posts, event agendas and official invitations
- Written and spoken acknowledgement of the organization's support in the Secretariat's presentation at said event (including the organization's logo)



The Clean Energy for EU Islands Secretariat is an initiative of the European Commission. This publication does not involve the European Commission in liability of any kind.



The Clean Energy for EU Islands Secretariat is an initiative of the European Commission. This publication does not involve the European Commission in liability of any kind.



The Clean Energy for EU Islands Secretariat is an initiative of the European Commission. This publication does not involve the European Commission in liability of any kind.