

ENJOY  
IT'S FROM  
EUROPE



ENJOY  
IT'S FROM  
EUROPE



These guidelines present the new signature "ENJOY IT'S FROM EUROPE" (composed of a graphic stamp and a thematic guideline) to be used on all promotional campaigns that have been co-financed by the EU.

The guidelines explain to beneficiaries how to use the signature (graphic stamp and thematic baseline) as well as the mandatory EU emblem and accompanying text.

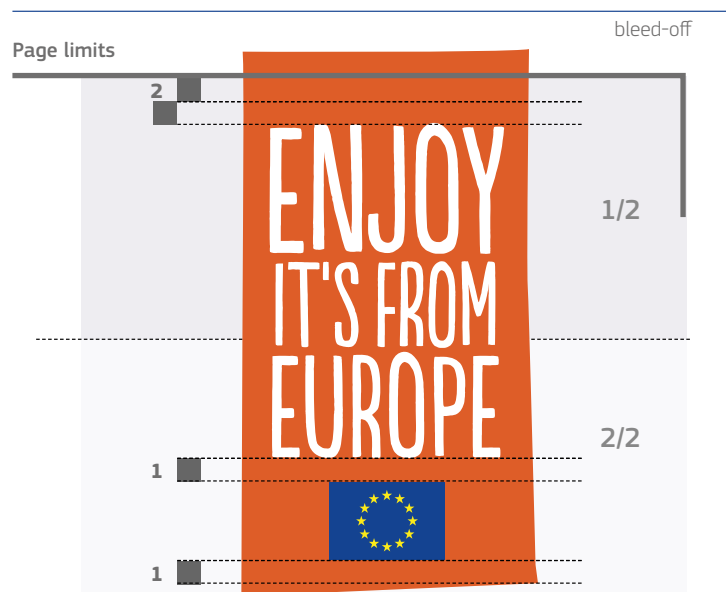
The new signature "ENJOY IT'S FROM EUROPE" is **not** intended to replace the EU emblem and the accompanying line. Both elements (signature and separate EU emblem with accompanying text) must be visible on all communication material produced as part of a co-financed promotional programme.

The new logo "ENJOY IT'S FROM EUROPE" can be used either in the form of a signature, accompanied by the thematic baseline, or in the form of the stamp, without thematic baseline.

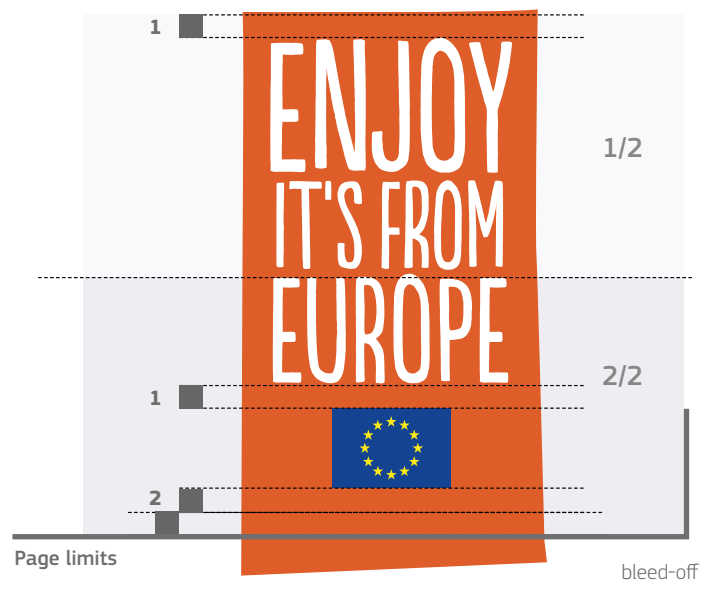
# STAMP CONSTRUCTION

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## 1. PAGE TOP



## 2. PAGE BOTTOM



1. Positioning of the stamp at the top of a page, taking into account the bleed-off on the page limits.
2. Positioning of the stamp at the bottom of a page, taking into account the bleed-off on the page limits.

## COLOUR VERSION

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### 1. COLOURS

 **C8-M74-Y90-K0**



### 2. BLACK & WHITE

 **K100**

 **K60**



1. Colour version
2. Black & white version

## POSITION OF THE SIGNATURE

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1/2 - 1/3 - 1/4



**According to the theme of the campaign, the following thematic baselines can be used:**

**Campaigns that focus on environment:**

"The European Union supports campaigns that promote respect for the environment".

**Campaigns that focus on quality and food safety:**

"The European Union supports campaigns that promote high quality agricultural products".

**Campaigns that focus on health:**

"The European Union supports campaigns that promote a healthy lifestyle".

**Campaigns that focus on diversity:**

"The European Union supports campaigns that promote a wide variety of agricultural products".

**Campaigns that focus on tradition:**

"The European Union supports campaigns that promote agricultural traditions".

Hierarchy of spacings between the position of the stamp, grey block and page limits.

Proportion of the stamp compared to the grey block.

Proportion rules > 1/2 - 1/3 - 1/4.

# USE OF THE EU EMBLEM AND ACCOMPANYING LINE



As explained above, the new signature/stamp does not replace the European emblem and the reference to EU co-financing.

Beneficiaries of EU funding shall always use the European emblem in their communication to acknowledge the support received under EU programmes.

Rules for the reproduction of the European emblem are found in the Interinstitutional Style Guide: <http://publications.europa.eu/code/en/en-5000100.htm>

The preferred option to communicate about EU funding is to write "Campaign funded by the European Union" or "Campaign co-funded by the European Union", or "Campaign financed with aid from the European Union" as appropriate and next to the EU emblem on the communication material where the EU emblem is used.

## BASIC RULES

The minimum height of the EU emblem shall be 1cm.

The name of the European Union shall always be written in full.

The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana.

Italic and underlined variations and the use of font effects are not allowed.

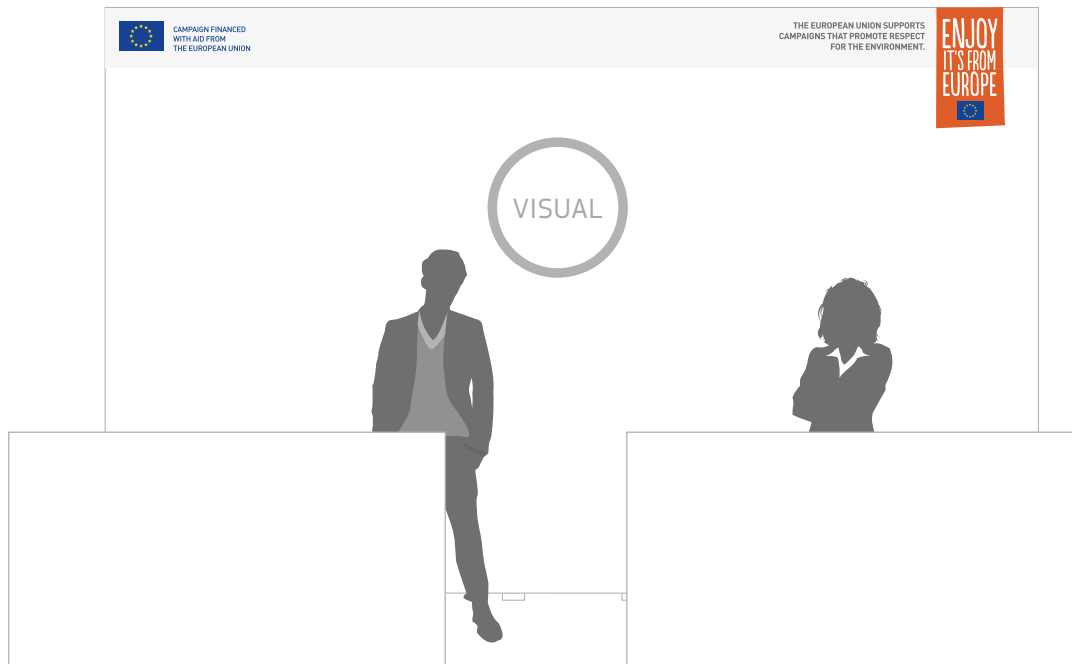
The positioning of the text in relation to the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.

The font size used should be proportionate to the size of the emblem.

The colour of the font should be reflex blue (same blue colour as the EU flag), black or white depending on the background.

The following pages present some examples of good use of the "ENJOY IT'S FROM EUROPE" signature and logo. The size of the signature/logo in comparison with the rest of the visual must always be respected.

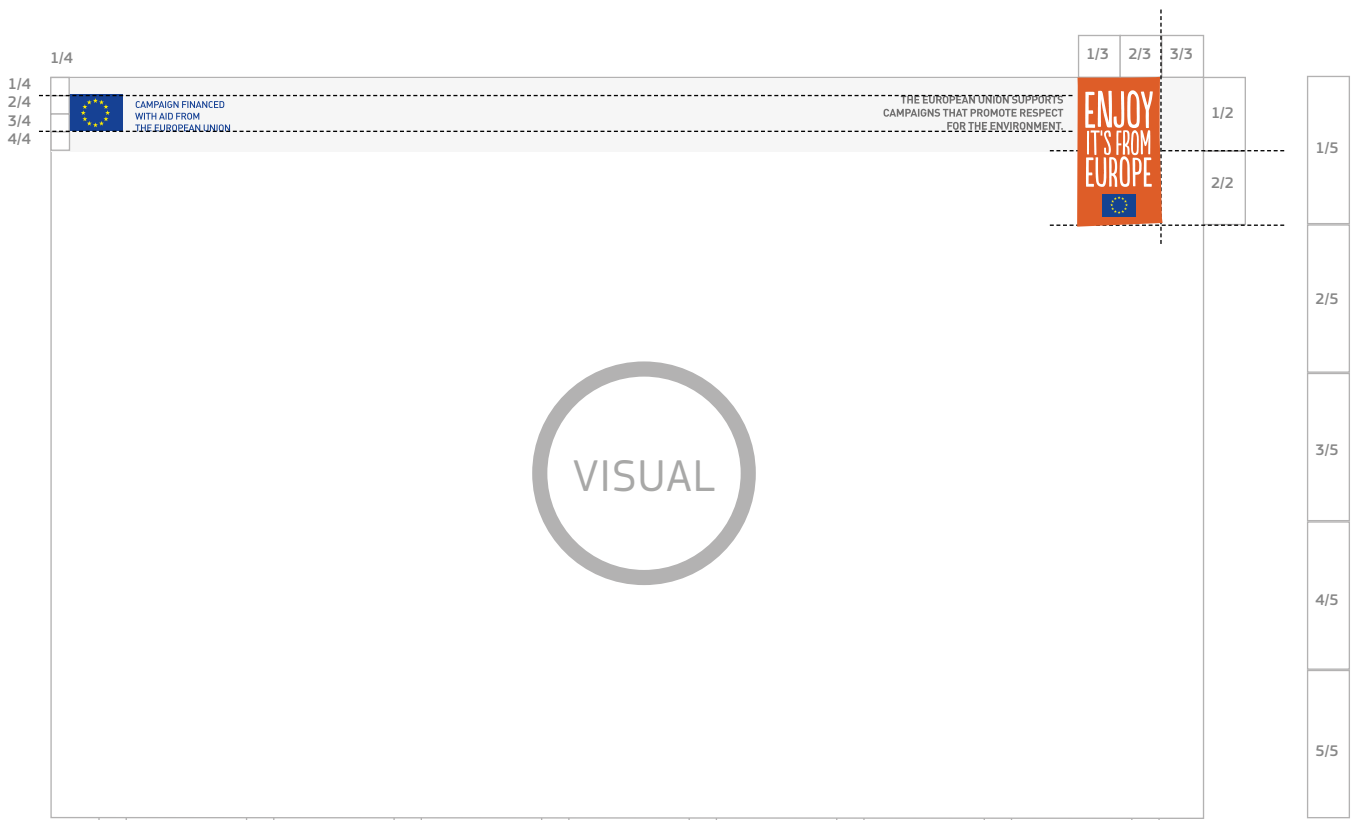
## STAND



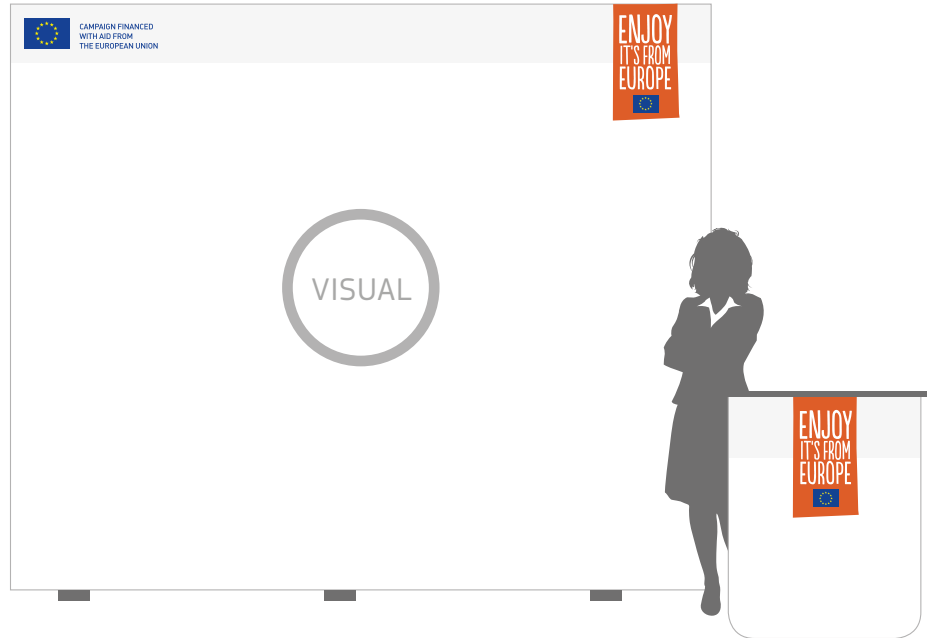
Size of the stamp should be **1/5 of the height of the stand.**

Stamp to be placed ideally at the top right corner of the stand. EU emblem and text to be placed in the top left corner.

Proportion rules > 1/2 - 1/3 - 1/4.



# POP-UP STANDS

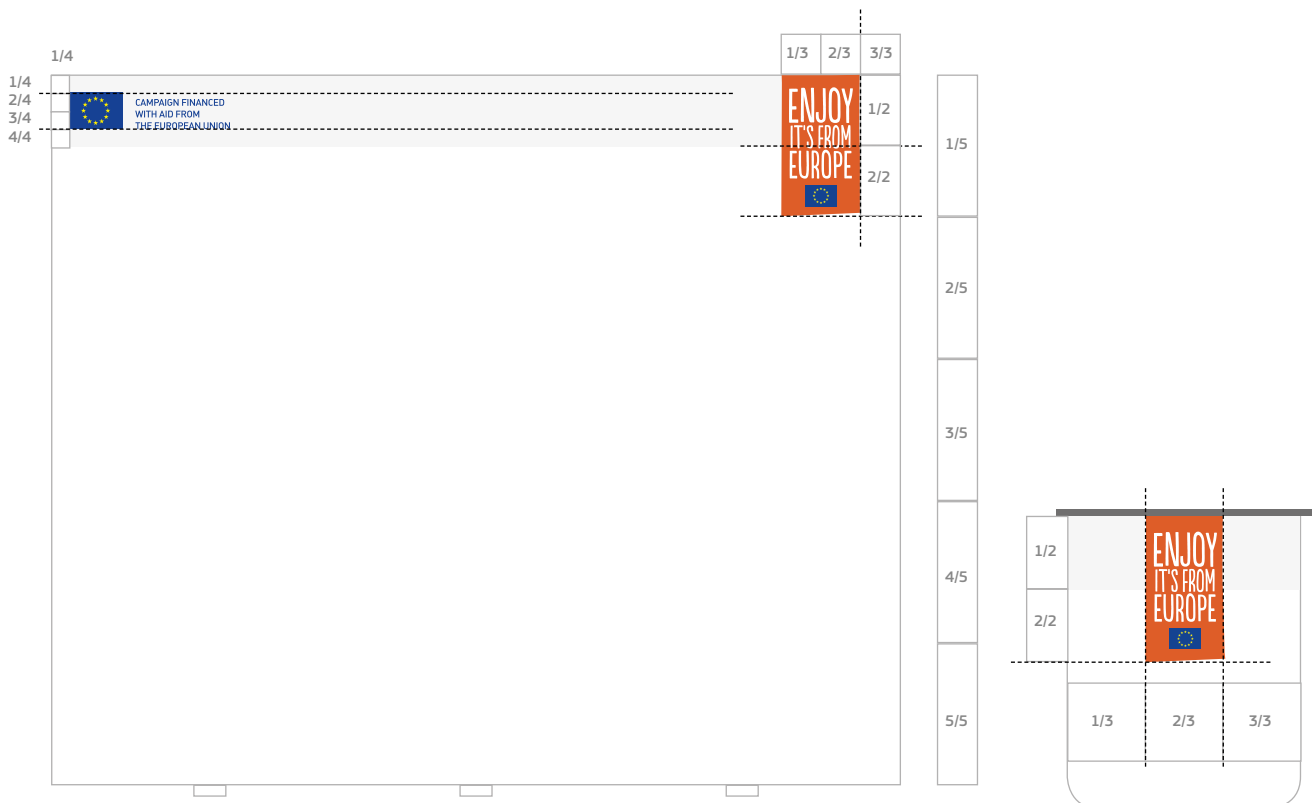


Size of the stamp should be **1/5 of the height of the pop-up stands.**

Stamp to be placed ideally in the top right corner of the stand. EU emblem and text to be placed in the top left corner. Proportion rules > 1/2 - 1/3 - 1/4.

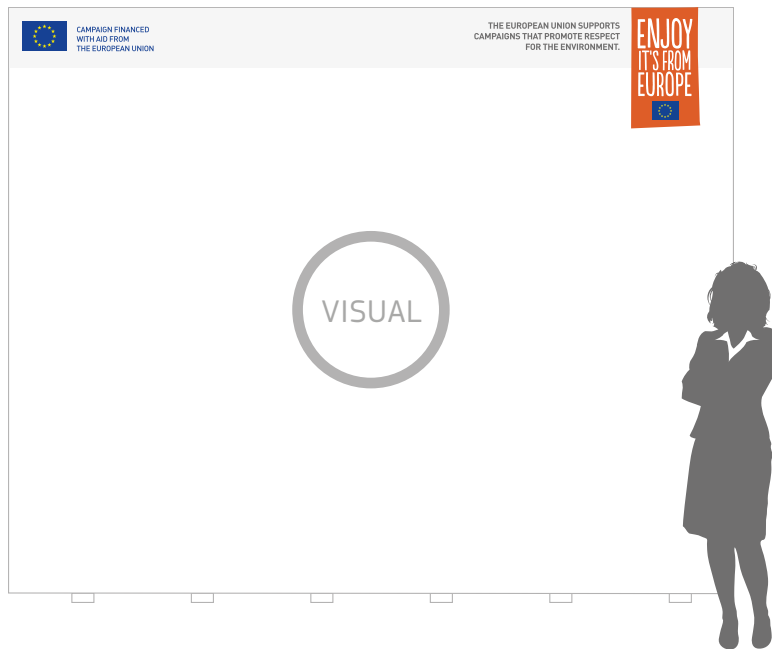
Central position of the stamp for slimmer formats. (e.g. desk)

Size of the stamp should be **1/3** of the width of the pop-up stands and stamp to be ideally placed in the centre at the desk.





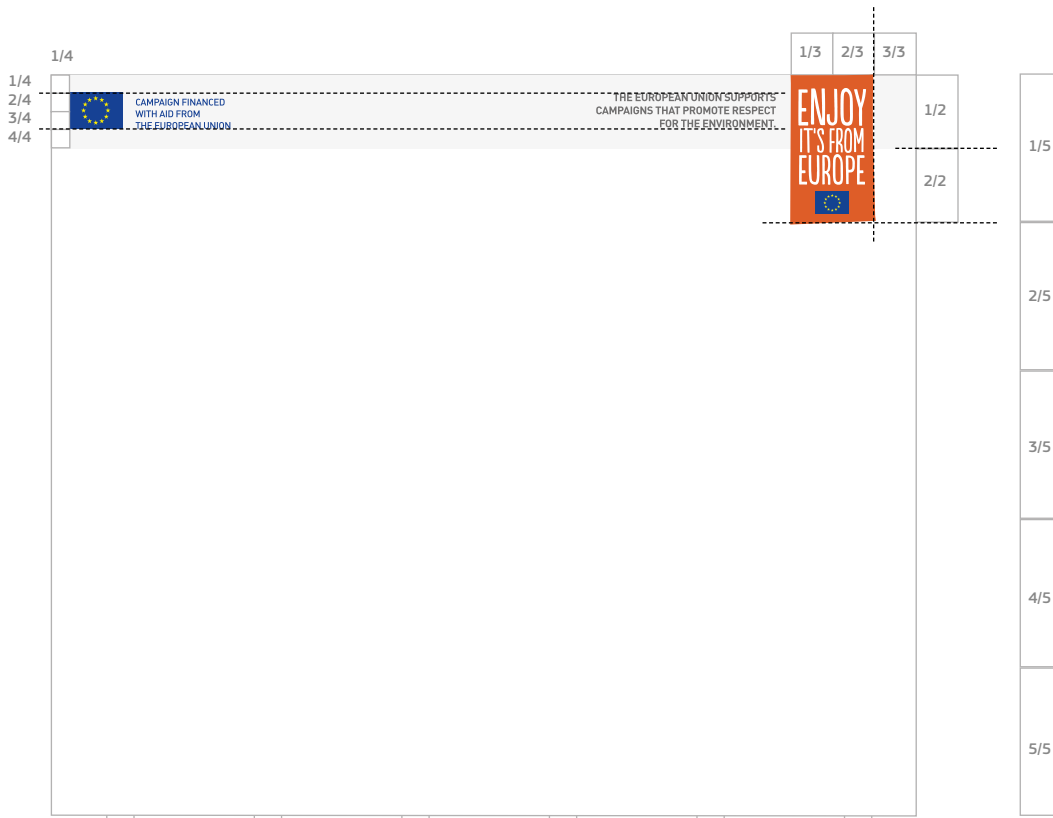
# BACKDROPS



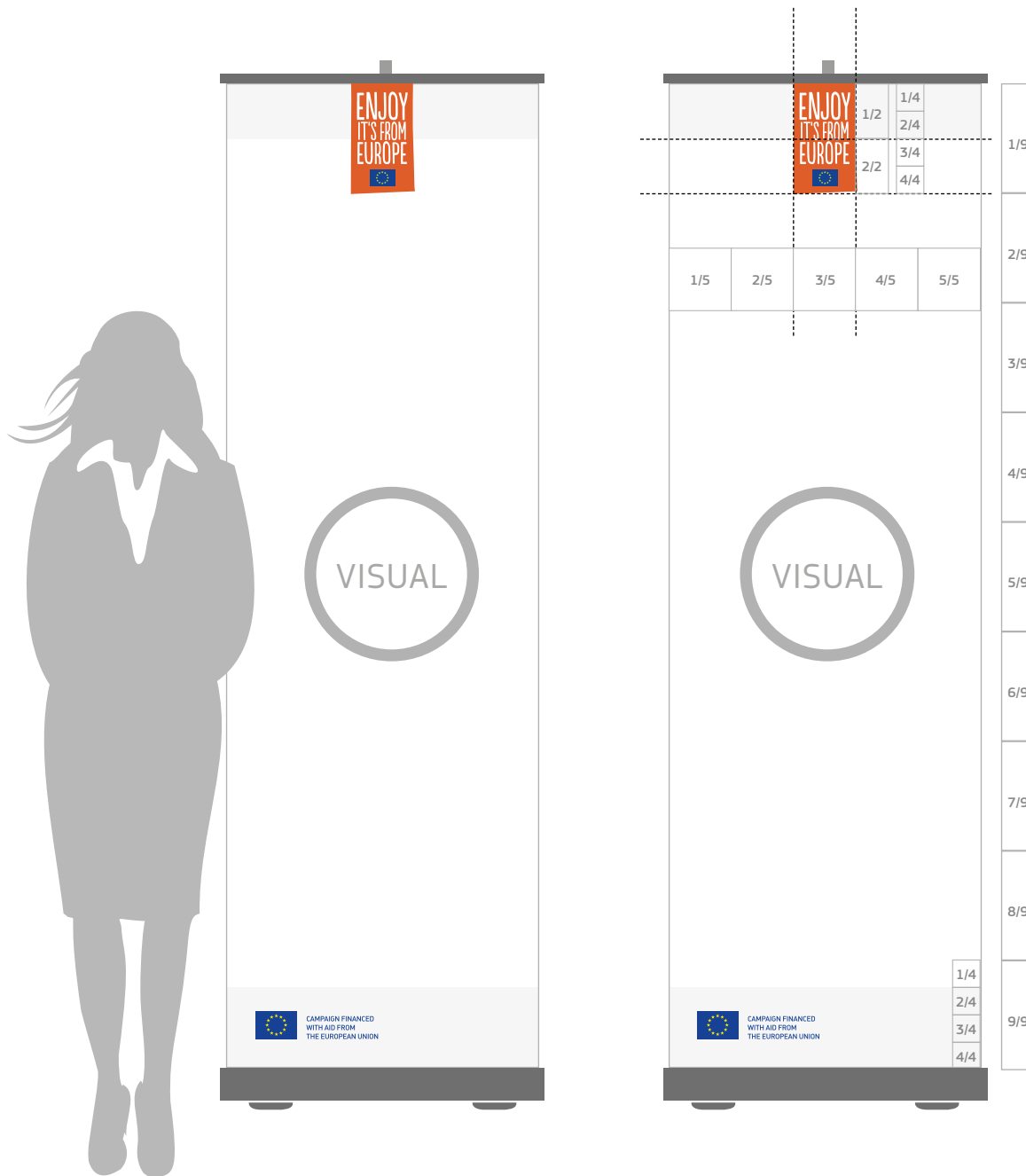
Size of the stamp should be **1/5 of the height of the backdrops.**

Stamp to be placed ideally in the top right corner of the backdrops. EU emblem and text to be placed in the top left corner.

Proportion rules > 1/2 - 1/3 - 1/4.



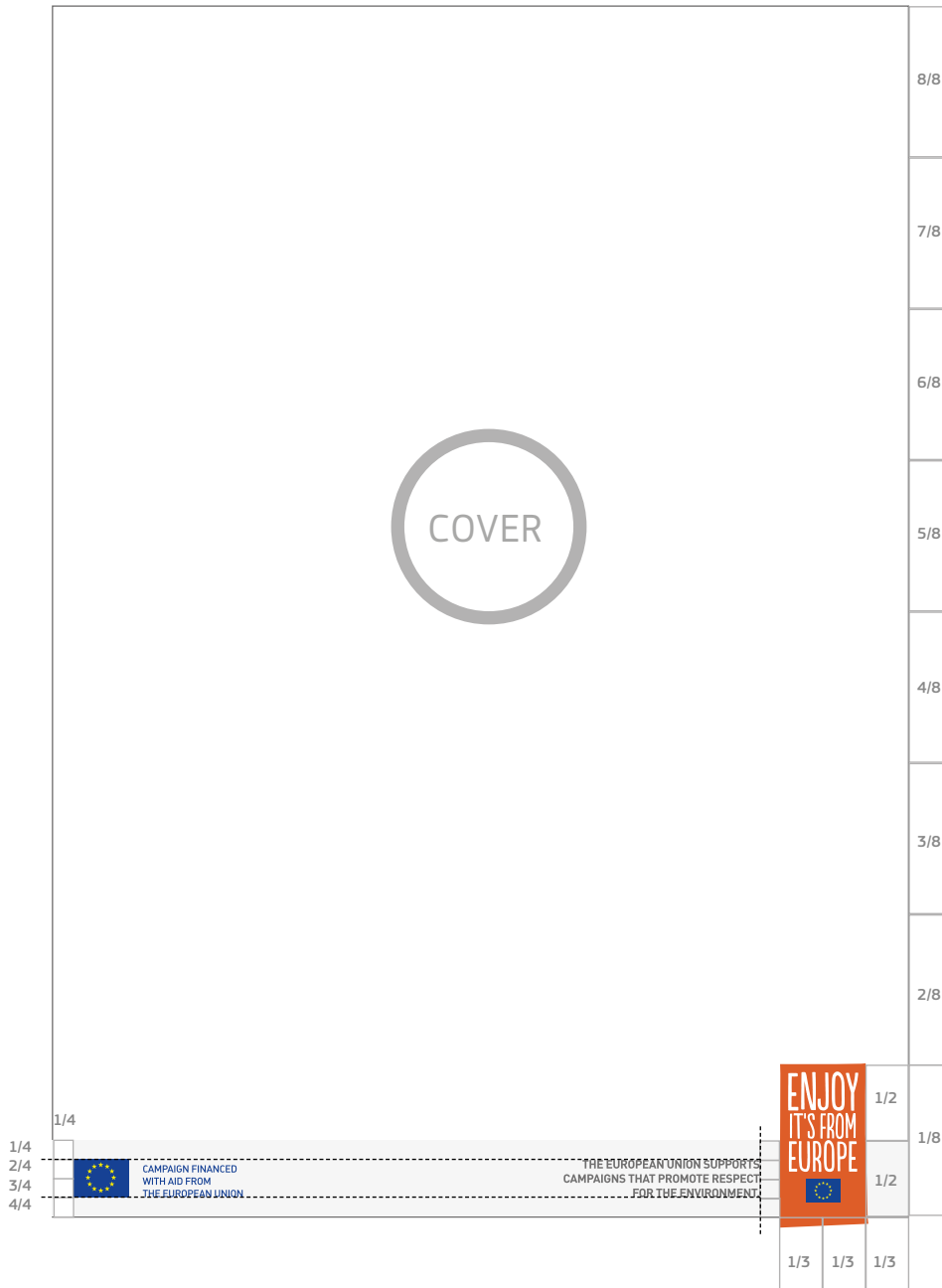
# ROLL-UPS



Size of the stamp should be **1/9 of the height of the roll-up**.  
Proportion rules > 1/2 - 1/3 - 1/4.

Central position of the stamp for slimmer formats.  
Size of the stamp should be **1/5** of the width of the roll-up.

Grey block to be positioned at **3/4** of the bottom ninth of the height.



Full signature.

Size of the stamp should be **1/8 of the height of the brochure.**

Size of the stamp should be proportional to the height of the document.

Stamp to be placed ideally in the bottom right corner of the brochure. EU emblem and text to be placed in the bottom left corner.

In case of restrictions with available space, the EU emblem and the logos of other partners of the action can be placed on the back cover of the brochure. In either case, the stamp and the accompanying text must always be placed on the front cover.

Proportion rules > 1/2 - 1/3 - 1/4.



**LE LAIT C'EST TROP PUISSANT !**

**ENJOY IT'S FROM EUROPE**

CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE RESPECT FOR THE ENVIRONMENT.



**le crunch** Le crunch apples: the art of eating well  
有營好滋味

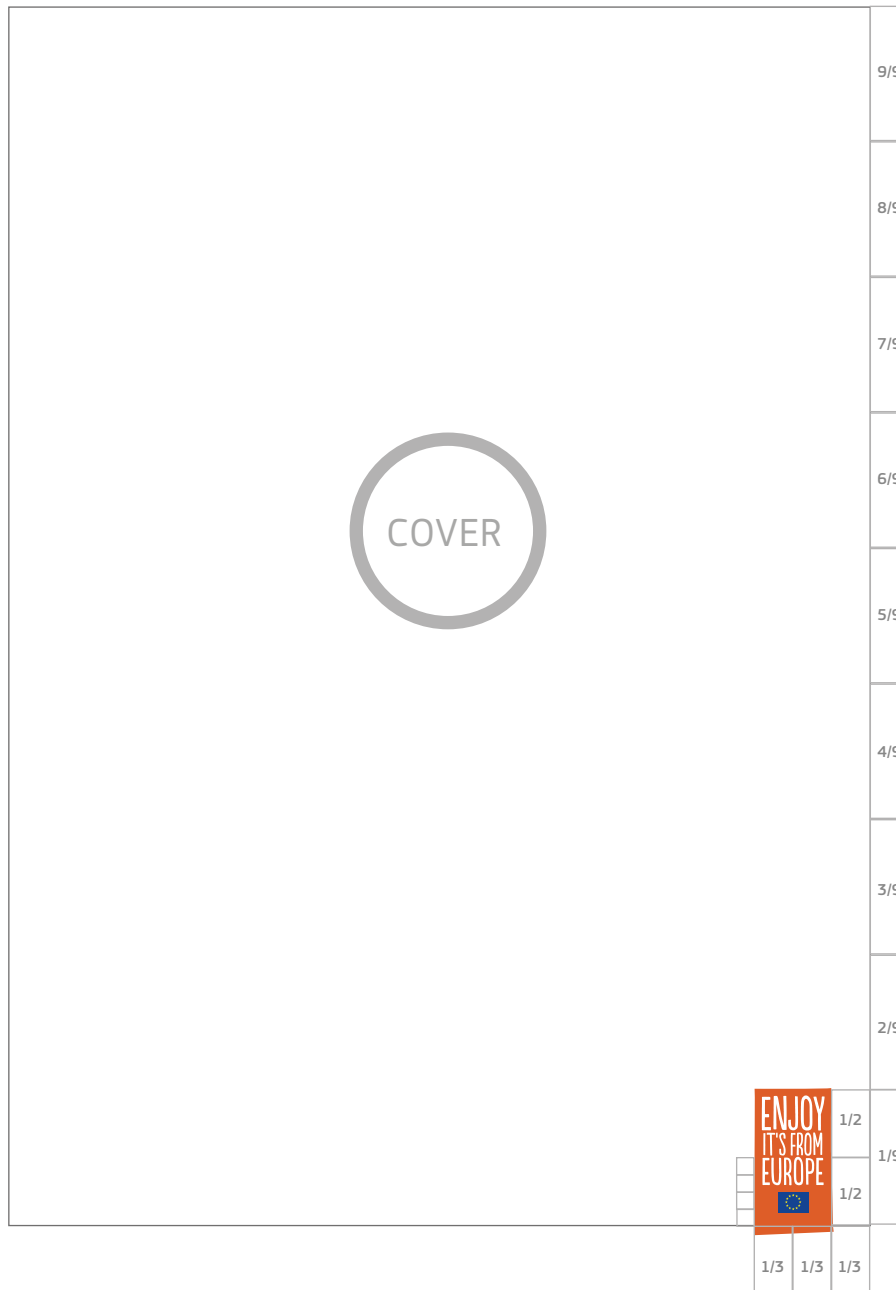
European fresh attitude  
來自歐洲的清新態度

Crunch apples and discover their flavour, freshness and varieties. The perfect snack at any time... energy at your fingertips!  
一口爽脆，體驗清新獨特，感受豐富鮮果風味，隨時隨地為你補充體力，讓你繼續向前邁步！

**ENJOY IT'S FROM EUROPE**

CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE RESPECT FOR THE ENVIRONMENT.



*Simplified signature.*

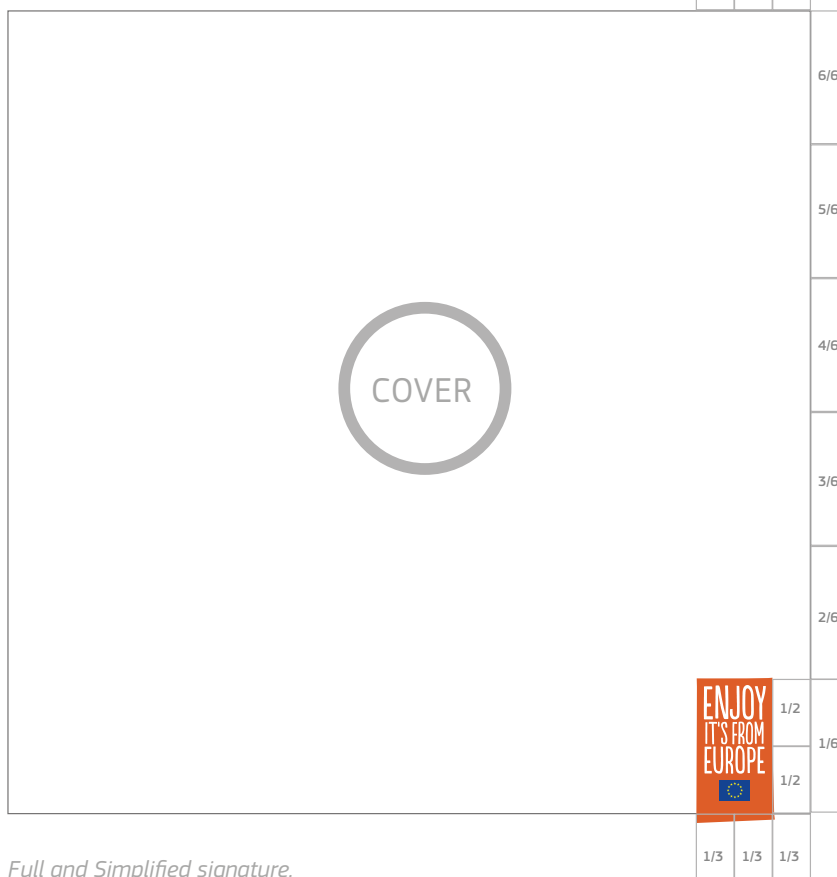
Size of the stamp should be **1/9 of the height of the brochure.**

Size of the stamp should be proportional to the height of the document.

Stamp to be placed ideally at the bottom right corner of the brochure.

Proportion rules > 1/2 - 1/3 - 1/4.

Campaigns that choose the simplified signature must always place the EU emblem and the accompanying text on the back cover of the brochure .



*Full and Simplified signature.*

Size of the stamp should be **1/6 of the height of the brochure.**

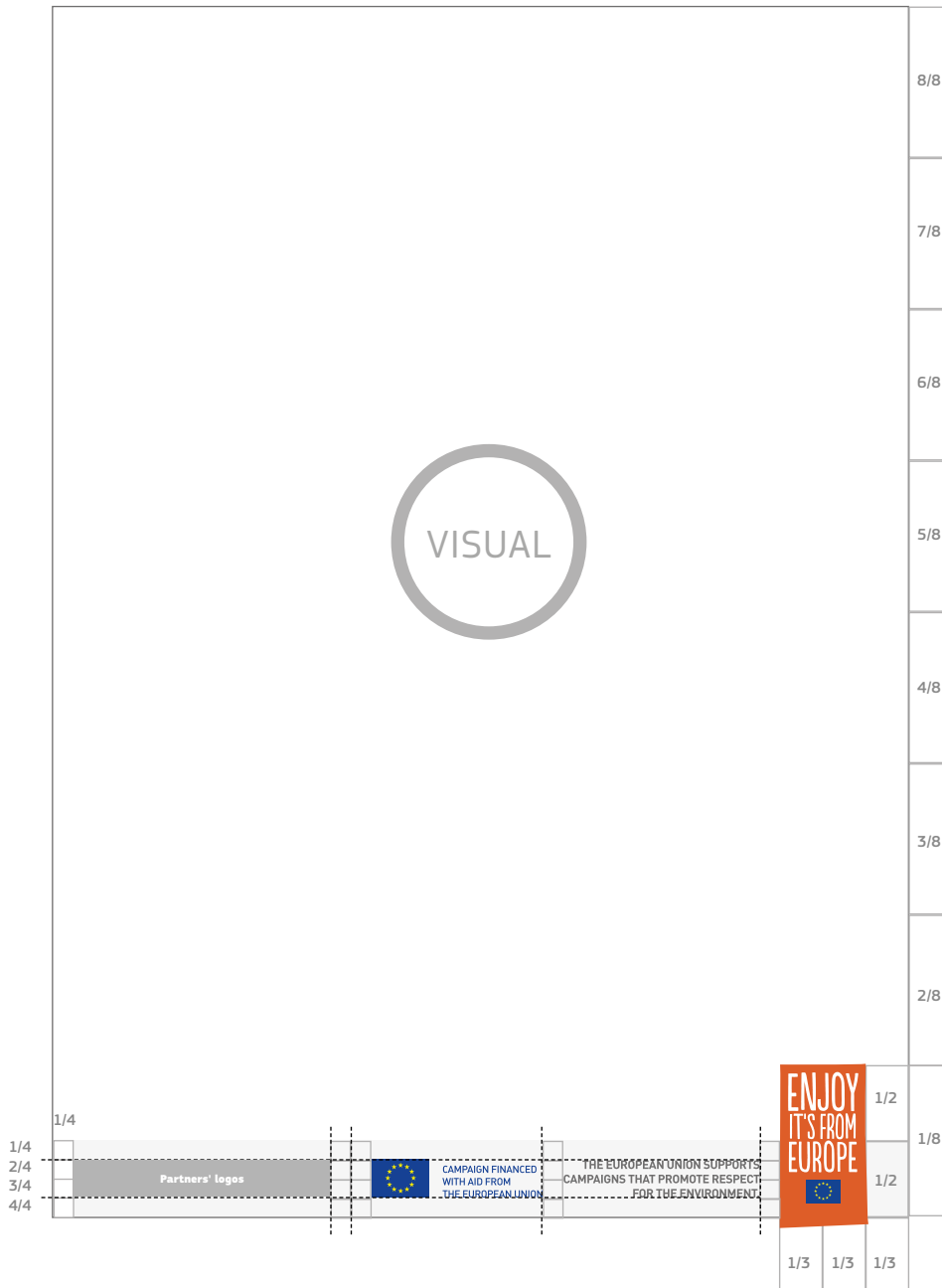
Size of the stamp should be proportional to the height of the document.

Stamp to be placed ideally in the bottom right corner of the brochure.

In this case, the EU emblem and the accompanying text must be placed on the back cover.

For full signature, EU emblem and line to be placed in the bottom left corner.

Proportion rules > 1/2 - 1/3 - 1/4.



Size of the stamp should be **1/8 of the adverts.**

*Size of the stamp should be proportional to the height of the document.*

Stamp to be placed ideally in the bottom right corner of the advert. Partners' logos to be placed always in the bottom left corner. EU emblem and text to be placed right next to these logos.

Proportion rules > 1/2 - 1/3 - 1/4.

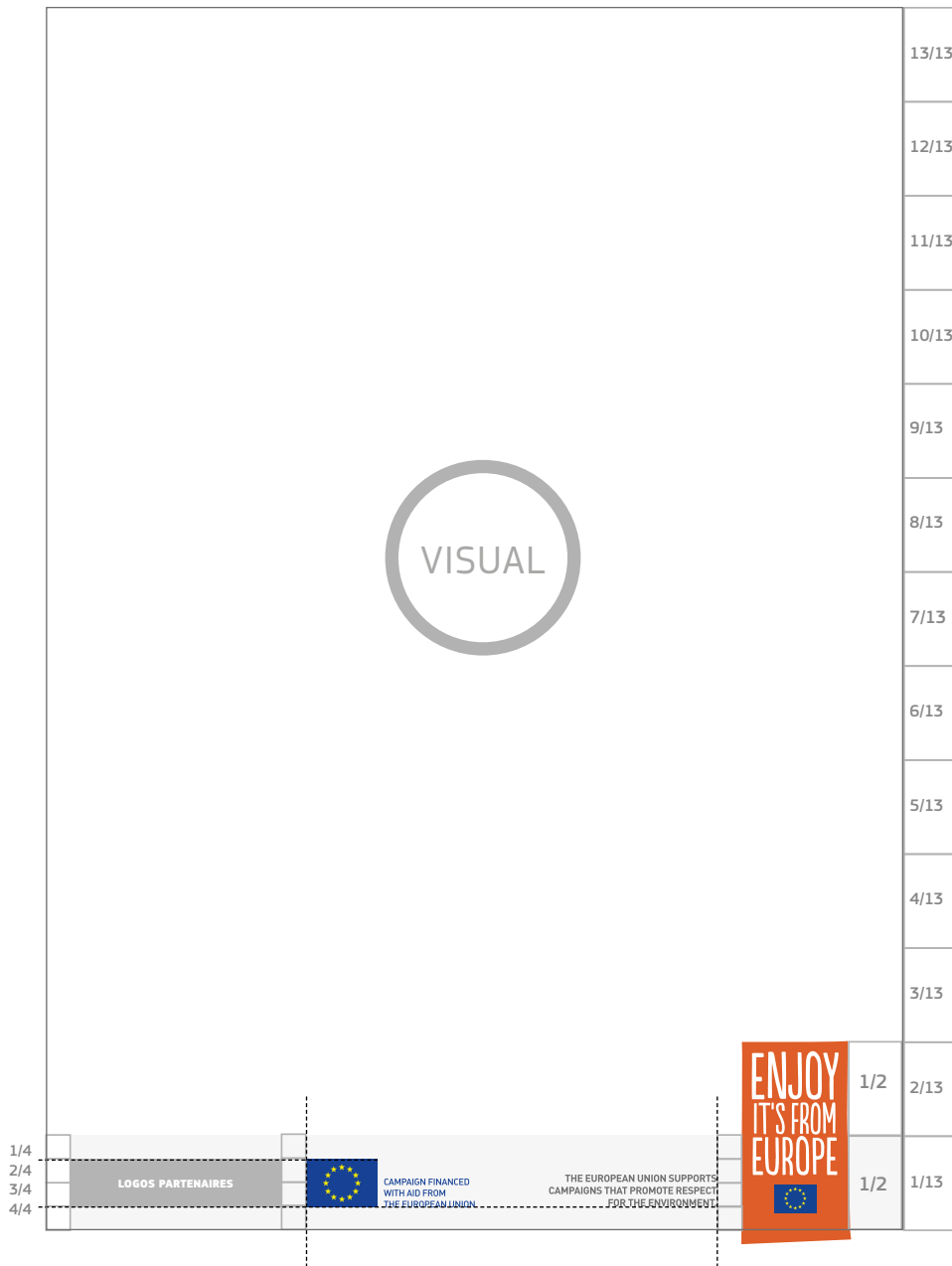
**LE LAIT C'EST  
TROP PUISSANT !**

**ENJOY  
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CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE RESPECT FOR THE ENVIRONMENT.





Size of the stamp should be **1/13 of the posters.**

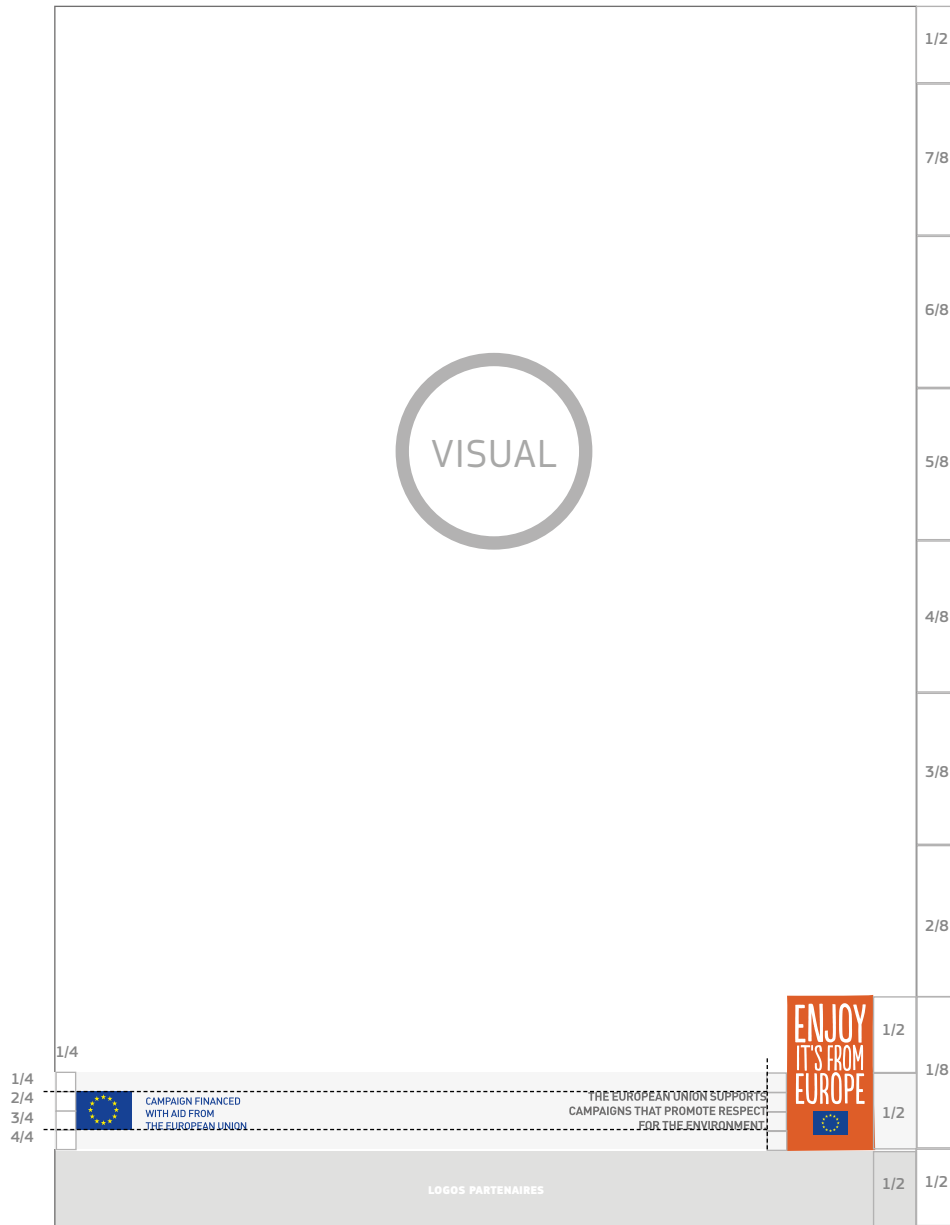
*Size of the stamp should be proportional to the height of the document.*

Stamp to be placed ideally in the bottom right corner of the advert. Partners' logos to be placed always in the bottom left corner. EU emblem and text to be placed right next to these logos.

Proportion rules > 1/2 - 1/3 - 1/4.

# POSTERS

For complex projects with many participating partners.



## POSTERS

For complex projects with many participating partners.



**LE LAIT C'EST  
TROP PUISSANT !**

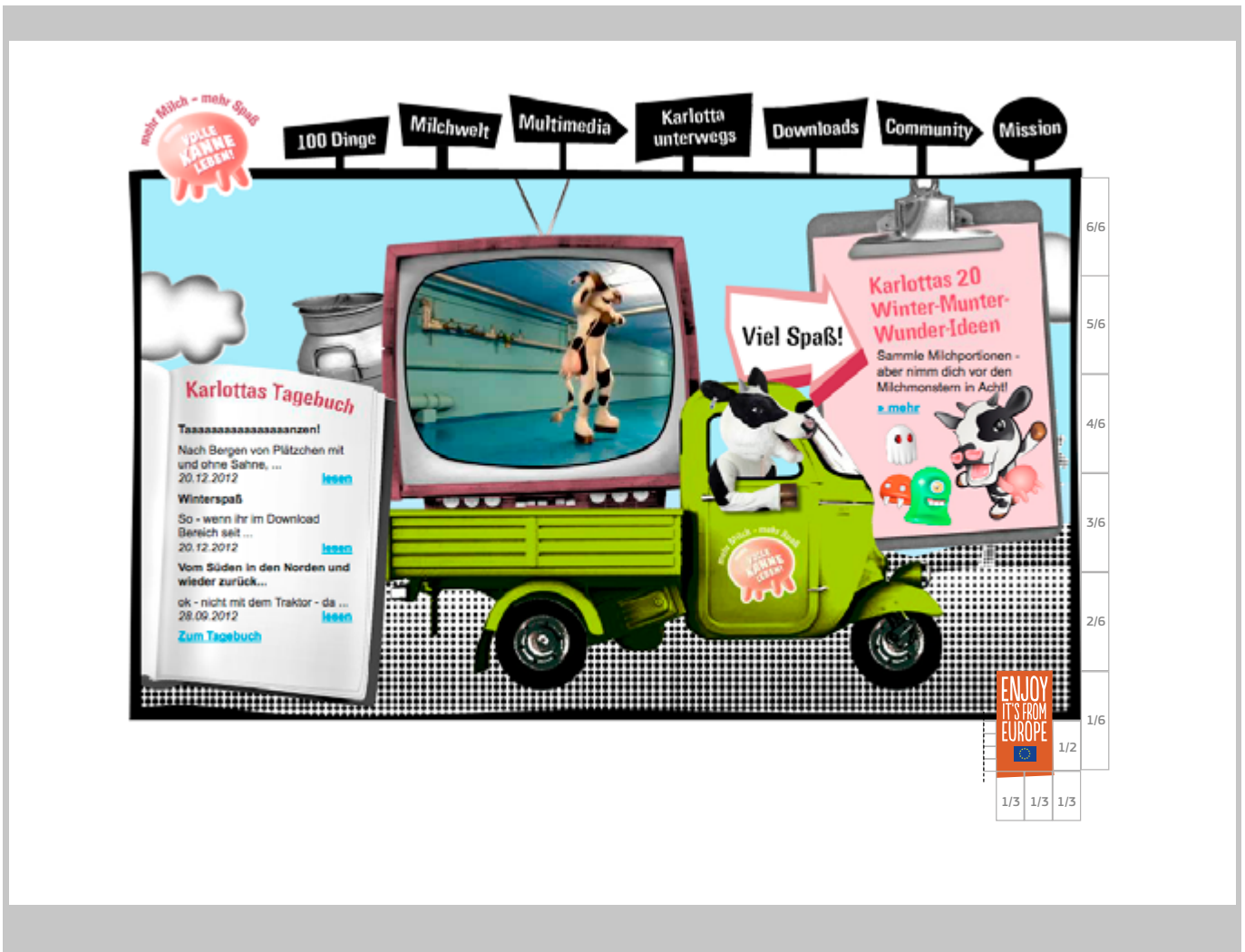
**ENJOY  
IT'S FROM  
EUROPE**

CAMPAIGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS  
CAMPAIGNS THAT PROMOTE RESPECT  
FOR THE ENVIRONMENT.



# WEBSITE



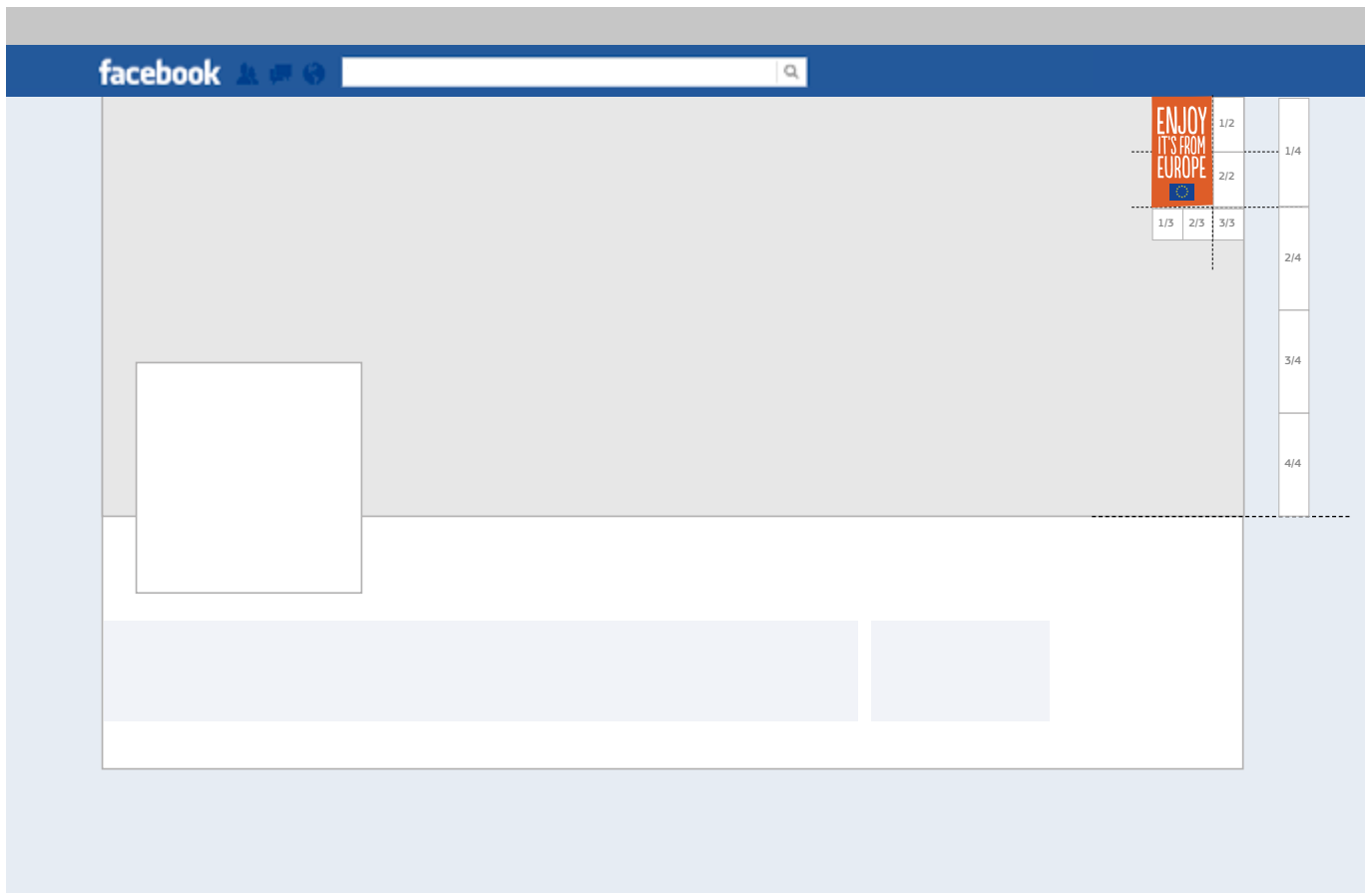
Stamp to be placed ideally in the bottom right corner of the header of the **homepage**, in order for it to be visible directly when user lands on the page.

Size of the stamp should be **1/6 of the format.**

Proportion rules > 1/2 - 1/3 - 1/4.

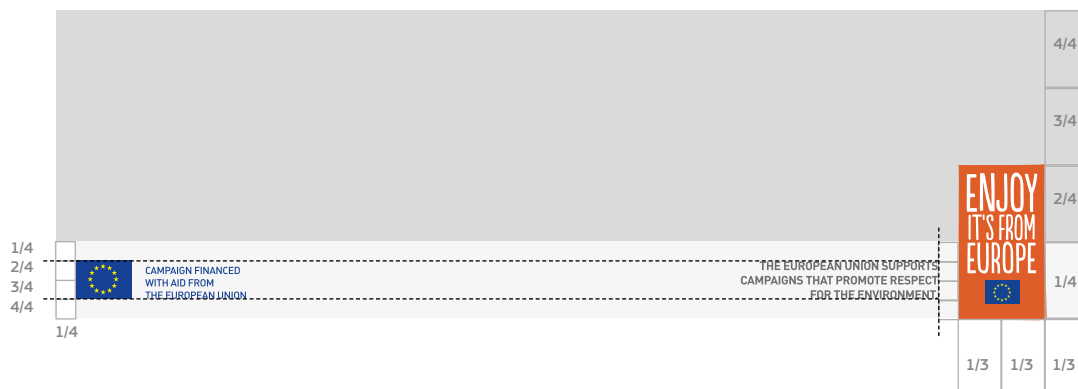
# FACEBOOK

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Size of the stamp should be **1/4 of the cover picture of the Facebook page.**  
Stamp to be placed ideally in the top corner of the cover picture of the Facebook page.  
Proportion rules > 1/2 - 1/3 - 1/4.

# BANNERS



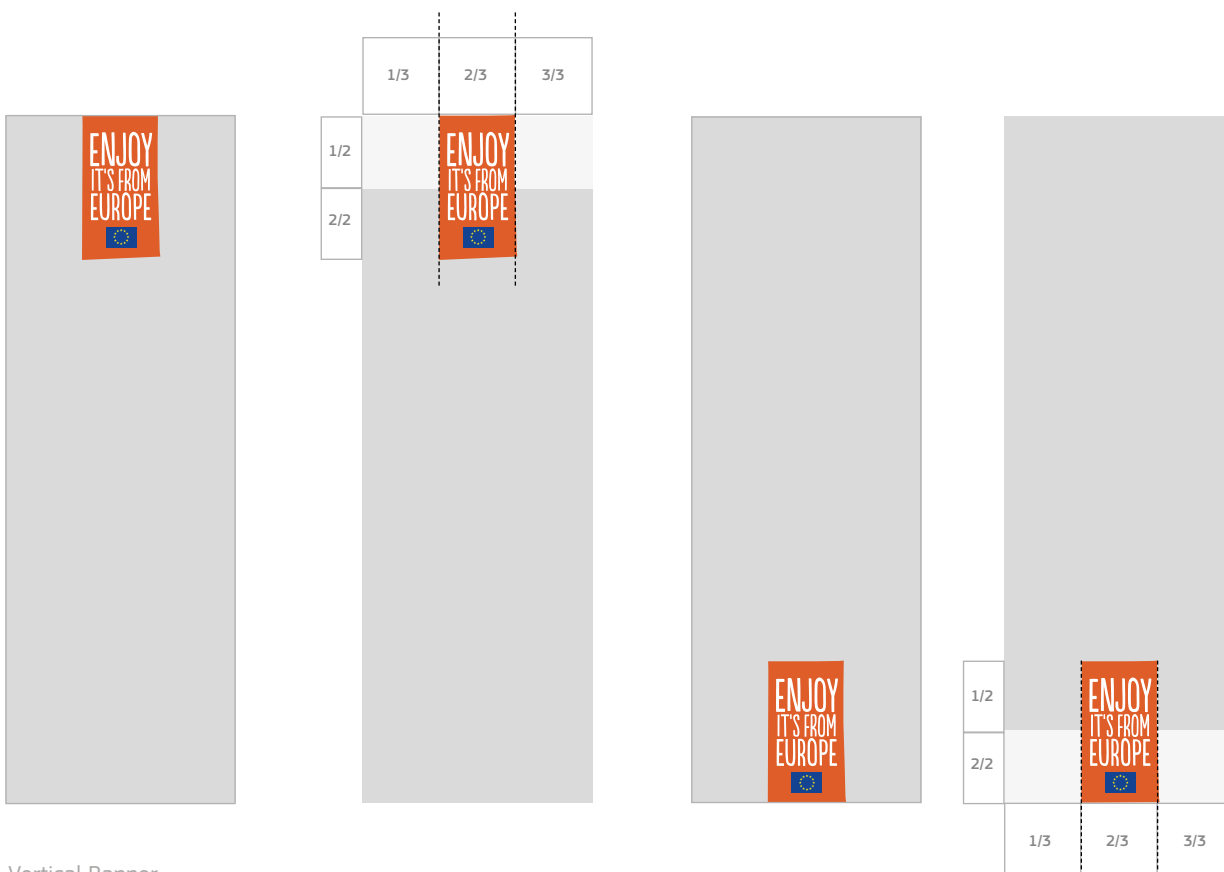
## Horizontal banner.

Size of the stamp should be **1/4 of the banners.**

*Size of the stamp should be proportional to the height of the document.*

Stamp to be placed ideally in the bottom right corner of the horizontal banner. EU emblem and text to be placed in the bottom left corner.

Proportion rules > 1/2 - 1/3 - 1/4.



## Vertical Banner.

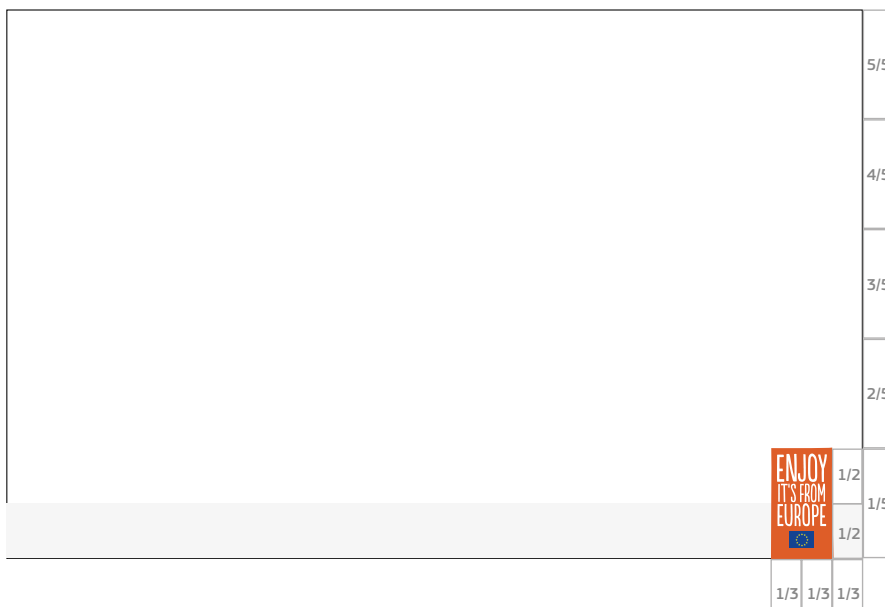
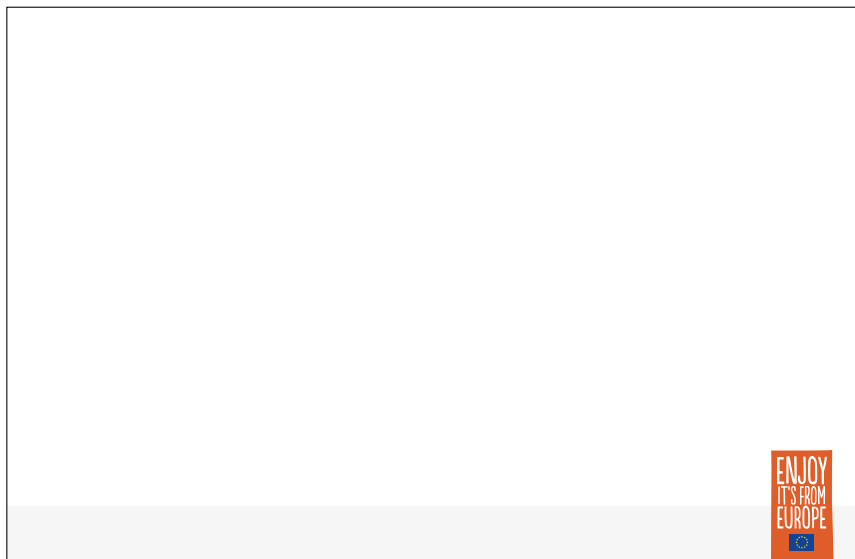
Central position of the stamp for vertical banner.

Size of the stamp should be **1/3 of the width of the pop-up stands.**

Stamp can be placed either in the top or bottom of the vertical banner.

# POWERPOINT PRESENTATIONS

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# NEWSLETTERS

Diagram illustrating the layout and proportions for a newsletter header and main content area.

**Header Area:**

- Overall height: 5/5
- Visual area: 4/5
- Text area: 3/5
- Image area: 2/5
- Stamp area: 1/2
- EU emblem area: 1/5
- Text area: 1/2

**Main Content Area:**

- Overall height: 1/4
- Text area: 1/4
- Image area: 1/3
- Text area: 1/3

**Visual Area:** A large gray rectangle containing a central circle labeled "VISUAL".

**Stamp Area:** A red stamp with the text "ENJOY IT'S FROM EUROPE" and the EU emblem.

**EU Emblem Area:** The European Union flag logo.

**Text Area:** A large gray rectangle containing the text "AUT EST QUINTI BEAT VENT REST" and several paragraphs of placeholder text.

## Full signature.

Size of the stamp should be **1/5 of the height of the header.**

Stamp to be placed ideally in the bottom right corner of the newsletter's header. EU emblem and text to be placed in the bottom left corner.

Proportion rules > 1/2 - 1/3 - 1/4.



# NEWSLETTERS

Diagram illustrating the layout of a newsletter header and main content area. The header is a large gray rectangle containing a central circle labeled "VISUAL". To the left of the header is a dashed box labeled "HEADER". To the right of the header is a vertical scale with markings at 1/5, 2/5, 3/5, 4/5, and 5/5. Below the header is a red stamp with the text "ENJOY IT'S FROM EUROPE" and the European Union flag. Below the stamp is a table with three columns and three rows, containing the fractions 1/3, 1/3, and 1/3.

1/3	1/3	1/3
1/2	1/5	1/2
2/5	3/5	4/5
5/5		

**AUT EST QUUNTI BEAT VENT REST**

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## Simplified signature.

Size of the stamp should be **1/5 of the height of the header.**

Stamp to be placed ideally in the bottom right corner of the newsletter's header.

Proportion rules > 1/2 - 1/3 - 1/4.

# PRESS RELEASES


1/4			1/3	2/3	3/3							
1/4	 CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION	THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE RESPECT FOR THE ENVIRONMENT			1/2							
2/4							2/2		-1/8			
3/4				<p><b>AUT EST QUANTI BEAT VENT REST</b></p> <p>aut est quunti beat vent rest, sam faccupptatis voloria dit qui te volut explis voloritas inci te prero tem adis esti comnis dolorep rorerumquis et omnim qui sunt reperum hitatem porescipiet libusdam, con elitas cuptiae prorem. Nam quatque asitia nestotatum asimi, que porum ut accab il magnate delleni squamus modi dem ad ulpa corent.</p> <p>Acerum dolut qui tem etum sitibus des autatum aborro moditatis auta conecabor as quatecatur rest aut eos doluption fugia velianda senisquam, sa veliaepe vel molupta corem estia alibus pelenih ilitasi sit plique inumque non ne nobitat urestrumque simpedis dolesti conse prat quae voluptatum quae nem idest as intemporum quibus eos magnis arupta volum hilla cus, et quunt vellatiaepe ra quibustes eosam, qui comnis et optas estrumque aut omniet harchicabo. Bitate licid quissinci officitius es num faccaectur?</p> <p>Am aspid quist, suscili quatem eliberc iiscimi, eventibus, aut ium quiatit vent faceaquae vendempore, cus endantiisim vendiciet am volore non corerum quibusa picium urepel ipiendeles quis apienti dolorro delenim poremol oriaestinus imust, aut quas exceatur? QuidEvel idebit velis coreris magnist, cullit et et aritat odio est, ute aut ellaut laboruptat a quos sed ut inciisque voles eos eventium exceaque qui volorep raepudant fugiaturiam, sum, a dita nissim faccus modictas doluption rorerum quaerundae et ulluptam vid utate volo ipsandio. Igentin ihilles et et repro officium facerierero volorepedi dem excerrum.</p> <p>conestiorro cus eum etur maioreperae abor roreviduciis dolores temporis asiminum dit mo venda vero volupta tqisqui ad qui veri occum am voluptate velendaes doloris eatemquam voluptae. Officiunt ad ut hillaborrum eum re veliquae simus voluptet utem esequo officia delenim picia soloriores doluptionum di ilique es aliquam lis aborionseque cum corporporeic to is pa verunt et, coria que cor aut es seritia pa endae quam nulles mo cusaept atiatet ligent, conemol ectustis explam la vellit remolumet qui duciliaspit, solora voluptae.</p>								
4/4										2/8		
							3/8					
							4/8					
							5/8					
							6/8					
							7/8					
							8/8					

Full signature.

Size of the stamp should be **1/8 of the height of the document.**

Stamp to be placed ideally in the top right corner of the newsletter. EU emblem and text to be placed in the top left corner.

Proportion rules > 1/2 - 1/3 - 1/4.

	1/3	2/3	3/3		
				1/2	
				2/2	1/8
<p><b><u>AUT EST QUANTI BEAT VENT REST</u></b></p> <p>aut est quanti beat vent rest, sam faccupatis voloria dit qui te volut explis voloritas inci te prero tem adis esti comnis dolorep rorerumquis et omnim qui sunt reperum hitatem porescipiet libusdam, con elitas cuptiae prorem. Nam quatque asitia nestotatum asimi, que porrum ut accab il magnate delleni squamus modi dem ad ulpa corent.</p> <p>Acerum dolut qui tem etum sitibus des autatum aborro moditatis auta conecabor as quatecatur rest aut eos doluptionum fugia velianda senisquam, sa veliaepe vel molupta corem estia alibus pelenih ilitasi sit plique inumque non ne nobitat urestrumque simpedis dolesti conse prat quae voluptatum quae nem idest as intemporum quibus eos magnis arupta volum hilla cus, et quunt vellatiaepe ra quibustes eosam, qui comnis et optas estrumque aut omniet harchicabo. Bitate licid quissinci officitius es num faccaectur?</p> <p>Am aspid quist, suscili quatem eliberic iiscimi, eventibus, aut ium quiativ vent faceaquae vendempore, cus endantiisim vendiciet am volore non corerum quibusa piciunt urepel ipiendeles quis apienti dolorro delenim poremol oriaestinus imust, aut quas exceatur? QuidEvel idebit velis coreris magnist, cullit et et aritat odio est, ute aut ellaut laboruptat a quos sed ut inciisque voles eos eventium exceaque qui volorep raepudant fugiaturiam, sum, a dita nissim faccus modictas doluptionum rorerum quaeerundae et ulluptionum vid utate volo ipsandio. Igentin ihilles et et et repro officium facerierero volorepedi dem excerrum.</p> <p>conestiorro cus eum etur maioreperae abor roeroducis dolores temporis asiminum dit mo venda vero volupta tqisqui ad qui veri occum am voluptate velendaes doloris eatemquam voluptae. Officiunt ad ut hillaborrum eum re veliquae simus voluptet utem esequo officia delenim ipicia soloriores doluptionum di ilique es aliquam lis aborionseque cum corporporeic to is pa verunt et, coria que cor aut es seritia pa endae quam nulles mo cusaept atiatet ligent, conemol ectustis explam la vellit temolumet qui duciliaspit, solora voluptae.</p>				2/8	
					3/8
					4/8
					5/8
					6/8
					7/8
					8/8

Simplified signature.

Size of the stamp should be **1/8 of the height of the document.**

Stamp to be placed ideally in the top right corner of the newsletter.

Proportion rules > 1/2 - 1/3 - 1/4.

## TV ADVERTISEMENTS

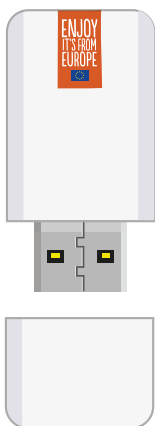
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Signature to appear at the very end of clips, always together with EU emblem and text.

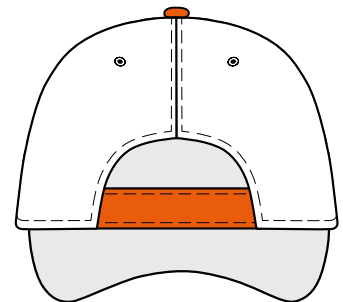
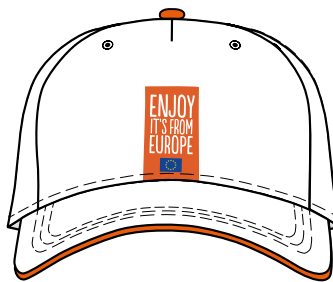
GADGETS > Pens, Bags, USB Sticks, Notebooks

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MATERIALS > Aprons, Caps

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## PACKAGING FOR PRODUCTS

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Signature to be applied on special packaging but not on the product itself (space reserved for branding).

ENJOY  
IT'S FROM  
EUROPE

