

# EC branded standardised and harmonised websites design

## Definitions

### Standardised websites

[EC branded standardised websites](#) host thematic content such as **policies** for which the owner DG/Agency is responsible. Standardised websites are:

- **DG websites:** the main entry point describing a DG's or an executive agency's work around policy and their daily activity.
- **Web information systems:** permanent websites providing a user-friendly interface to generate, disclose and/or filter large, detailed amounts of data stored in different systems.

It is mandatory to use **the Europa Web Publishing Platform (EWPP)** for the development of **standardised websites**.

### Harmonised websites

[EC branded harmonised websites](#) host specific content that answers a particular communication purpose. Harmonised websites are:

- **Network websites:** websites or platforms set up and managed by the European Commission (as a service provider) to encourage and facilitate interaction among a specific, non-EC target audience.
- **Event websites:** websites advertising a specific or repeatedly occurring activity that is open to the public, organised and/or hosted by the European Commission. The website can be temporary and provide information about an event before, during and after it takes place. It can be complemented by a campaign. Event websites are only allowed for large and complex events that cannot be accommodated by the events content type. See SCIC tools available for registration.
- **Campaign websites:** a temporary, online communication endeavour dedicated to promoting a single or several thematically linked activities, initiatives, services or products. The website may form the online part of a broader campaign, communicated by other channels such as print and social media.
- **Blogs:** regularly updated websites dedicated to publishing general features and news items about specific European Commission activities, from an individual perspective or via a corporate (DG/Agency-managed) newsletter/magazine.
- **Communities:** virtual community with its own members sharing content on a comment topic. Check DIGIT's solution for online communities: **Europa Community Platform** (ECP SaaS, the version of Open Social for the EC).
- **Databases:** a structured set of data made public through a website.
- **Web tools and applications:** a software application that runs in a web browser and is made available to users with an active network connection.

It is optional to use **the Europa Web Publishing Platform (EWPP)** for the development of **harmonised websites**.

## Rules

The EC branded standardised and harmonised website uses the components of [the Europa Components Library \(ECL\)](#) as this template shows:

### EC branded standardised and harmonised websites templates

Standardised websites template



**EC branded standardised and harmonised anatomy table**

| Section            | No. | component                            | Standardised template                          | Harmonised tempate                             |
|--------------------|-----|--------------------------------------|--|--|
|                    | 0.  | Global banner (provided by Webtools) | <b>MANDATORY</b>                               | <b>MANDATORY</b>                               |
| <b>Site header</b> | 1.  | EC identity (logo)                   | <b>MANDATORY</b>                               | <b>MANDATORY</b>                               |
|                    | 2.  | Login                                | <b>OPTIONAL</b>                                | <b>OPTIONAL</b>                                |
|                    | 3.  | Language switcher                    | <b>MANDATORY</b> (except monolingual websites) | <b>MANDATORY</b> (except monolingual websites) |
|                    | 4.  | Search form                          | <b>MANDATORY</b>                               | <b>OPTIONAL</b>                                |
|                    | 5.  | Class name                           | <b>MANDATORY</b>                               | <b>OPTIONAL</b>                                |

|                  |     |                               |                                  |                                  |
|------------------|-----|-------------------------------|----------------------------------|----------------------------------|
|                  | 6.  | Site name                     | MANDATORY                        | MANDATORY                        |
|                  | 7.  | Menu                          | OPTIONAL                         | OPTIONAL                         |
| Page header      | 8.  | Breadcrumb                    | MANDATORY (except homepage)      | MANDATORY (except homepage)      |
|                  | 9.  | Meta                          | OPTIONAL                         | OPTIONAL                         |
|                  | 10. | Page title                    | MANDATORY (except homepage)      | MANDATORY (except homepage)      |
|                  | 11. | Thumbnail                     | OPTIONAL (requires introduction) | OPTIONAL (requires introduction) |
|                  | 12. | Introduction                  | OPTIONAL                         | OPTIONAL                         |
| Local footer     | 13. | Site name                     | MANDATORY                        | MANDATORY                        |
|                  | 14. | Content owner details         | MANDATORY                        | MANDATORY                        |
|                  | 15. | Sitemap                       | OPTIONAL                         | OPTIONAL                         |
|                  | 16. | DG-related service navigation | OPTIONAL                         | OPTIONAL                         |
|                  | 17. | DG-related navigation         | OPTIONAL                         | OPTIONAL                         |
|                  | 18. | Class names                   | MANDATORY                        | OPTIONAL                         |
| Corporate footer | 19. | Site logo                     | MANDATORY                        | MANDATORY                        |
|                  | 20. | Service navigation            | MANDATORY                        | MANDATORY                        |
|                  | 21. | Legal navigation              | MANDATORY                        | MANDATORY                        |

## Partnership websites

When the European Commission shares [the ownership of a website](#) with one or several non-EU institution(s), it is a partnership website. The European Commission and its partners co-decide on the content and cooperate in terms of budget, maintenance and management of the website. As a result, the design is based on an agreement between partners.

This category is an exception and there is no imposed design template. However, we strongly recommend to pay particular attention to:

- [the partnership website header](#): it is recommended to have the site name next to the partnership logo in the header
- [the partnership website footer](#): the logos of all partners including the European Commission should be displayed at the same level

## Contact and support

Need further assistance on this topic? Please contact the team in charge of the Europa domain: [Comm Europa Management](#).

