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.

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. Hamonised websites are:

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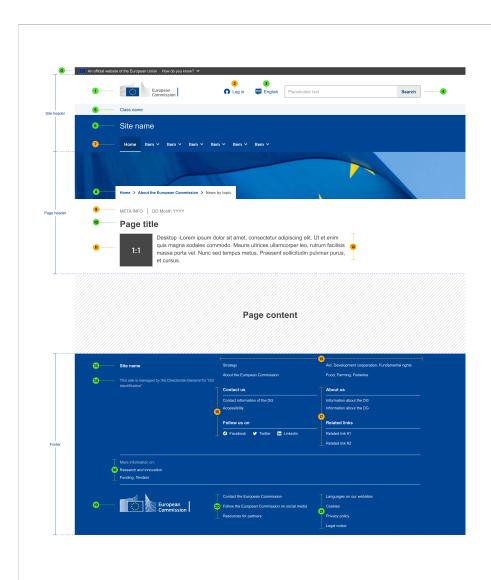
It is optional to use **the Europa Web Publishing Platform (EWPP)** for the development of **harmonised websites.**

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

An official website of the European Union   How do you know? ⌄

European Commission

🔒 Log in   EN English   Placeholder text   Search

Class name

Site name

Home   Item ⌄   Item ⌄   Item ⌄   Item ⌄   Item ⌄   Item ⌄

Home > About the European Commission > News by topic

META INFO | DD Month YYYY

Page title

1:1   Desktop -Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut et enim quis magna sodales commodo. Mauris ultrices ullamcorper leo, rutrum facilisis massa porta vel. Nunc sed tempus metus. Praesent sollicitudin pulvinar purus, et cursus.

Page content

Site name

This site is managed by the Directorate-General for 'DG identification'

Strategy
About the European Commission

Aid, Development cooperation, Fundamental rights
Food, Farming, Fisheries

Contact us
Contact information of the DG
Accessibility

About us
Information about the DG
Information about the DG

Follow us on
🔵 Facebook   🐦 Twitter   💼 Linkedin

Related links
Related link #1
Related link #2

More information on:
Research and innovation
Funding, Tenders

European Commission

Contact the European Commission
Follow the European Commission on social media
Resources for partners

Languages on our websites
Cookies
Privacy policy
Legal notice

Site header
Page header
Footer

EC branded standardised and harmonised anatomy table

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

	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 a 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.