

02. Logos and icons

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European Commission logo

Rules

Use the logo in line with the [European Commission Visual Identity](#) guidelines

The [visual identity](#) gives the European Commission a recognisable and coherent image. A full [manual on the EC's visual identity](#) is available. It sets out the basic principles. [Guidance for agencies and partners](#) is also available.

The EC visual identity is constructed around the European Commission's logo. This logo is based on 2 key elements: the European flag and a graphic element inspired by the headquarters of the European Commission.

Usage

Third parties may only use the European Commission logo where:

- permission is requested and granted before the logo is used
- there is no likelihood of the user of the logo being confused with the European Commission
- it is used only in connection with objectives and/or activities that are compatible with the aims and principles of the European Commission
- it is not used to imply or suggest unintended endorsement or promotion by the European Commission of the objectives and activities of the user of the logo

Request permission

To request permission for the use of the European Commission's logo, please [email the unit responsible for visual identity](#).

European Union emblem

Rules

The European Union emblem, based on the flag, is a recognisable element that provides coherence and reassurance for users. Use the European Union emblem in line with the [Graphics guide to the European emblem](#) (Publications Office).

When using, please consult the [Guidelines on how to use the EU emblem](#).

Other logos

Rules

- no other logo can be created or used (apart from those on the [list of logo exceptions](#) - EU login required)
- for more information on the use of logos on websites, please refer to the [Specific design rules and guidelines per type](#) of site

Icons

This section explains when and how to use icons. Icons are available from the [Europa Components Library](#).

Rules

Apart from those commonly representing functionalities, try to avoid using icons:

- users find words easier to understand – icons can be ambiguous
- icons can add to 'visual clutter', making it harder for users to find relevant content
- users from different cultures may interpret icons in different ways
- defining, testing and validating an icon to represent a particular subject can require a great deal of time and effort
- icons' accessibility needs careful assessment – users' capacity to deal with them needs to be checked
- icons can easily become unsustainable – as a new category is added, it can be challenging to find an appropriate, unique icon to add to the set
- do not use icons to replace labels or navigation items
- [Common icons](#) covering functionalities (e.g. *print*, *close*, *tweet*) are available in the Europa Components Library

Contact and support

If you require further assistance, please contact:

[Comm Europa Management](#)

European Commission
DG Communication
Unit B.3
Europa Web Communication