

## 03. EU branded websites

### Background

EU branded sites are hosted under the top level europa.eu domain and communicate with the EU visual identity (EU emblem). These sites are accessible via the second level domain with the following syntax: europa.eu/sitename

A site is EU branded if its aim and content:

- go beyond the activities of one single EU institution, and/or
- cover a policy, activity or campaign which is either institution neutral or common to the different EU institutions and bodies, and/or
- provide general information about the EU to a wider audience
- aims at reaching out to a non-specialised public (in all EU official languages)

EU branded websites have a different look and feel than the EC branded sites.

Details are currently being defined.