01. EC branded websites design

The Design rules have been defined with 3 objectives in mind:

- provide web sites users with a coherent user experience
- address the specific needs of some types of communication, such as campaigns or events
- define a clear governance model for the organisation

They are based on the 3 types of EC branded websites:

1. **Core websites**: host general information shared by many different websites or departments. They serve as hubs for onward navigation to further thematic or specific content.
2. **Standardised websites**: are separate technical instances that host thematic content detailing, for example, policies for which the owner DG /Agency is responsible.
3. **Harmonised websites**: host specific content that answers a particular communication purpose including, for example, campaigns and web information systems such as databases.

Rules

> ⊙ By end of 2020, all Commission websites must implement the new design components.

All EC-branded websites must

- respect accessibility guidelines
- comply with the relevant rules on logos and icons
- respect the specific design rules per site type :
    - EC branded core websites design
    - EC branded standardised websites design
    - EC branded harmonised websites design