

02. EC branded standardised websites

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EC branded standardised websites

- are the default solution to host DG specific content (policy), unless they have a specific communication purpose, such as a campaign, event, blog, network website, partnership website (see [EC branded Harmonised websites](#))
- are strongly aligned with the core sites to provide seamless navigation between core and standardised sites

Rules

URLs

According to Europa domain rules, EC branded standardised websites are hosted on the 3rd level domain of the Commission (ec.europa.eu), in keeping with the Commission's rules on [URL structure](#).

Ownership

EC branded standardised websites are owned and managed by a DG/Agency, in line with the Europa Web Guide.

[Site owners](#) must

- get [DG Communication's approval](#) before starting a web project
- take responsibility for the content of their site(s)
- ensure compliance with all applicable Europa Web Guide rules

Creation and revamp

Creation and revamp of EC branded standardised websites must be approved by DG Communication 'Europa Web Communication' (COMM B3) through the [revamps and new websites](#) procedure (Restricted access).

Architecture

The architecture of the EC branded standardised websites extends the [EC branded websites top-level architecture \(15 classes\)](#).

Breadcrumbs

Rules

The first element of the breadcrumb must always be labelled 'Home' and must link to the homepage of the actual site where the current user page is located. The home page is followed by its child pages, e.g. Home > 1st level of the website > 2nd level > page title.

Usability testing has proven that it is better to put the label 'Home' rather than the name of the site because it is:

- shorter
- more easily recognisable
- clearer

Exceptions: if a small site is integrated into a larger site - for technical reasons, for example - the first element of the breadcrumb may link to the homepage of the larger site.

Content

The content must follow the [writing guidelines](#) and be translated according to the [language policy](#).

Design

EC branded standardised websites must follow [general rules on logos and icons](#) and [EC branded](#) specific design rules.

They must comply with [accessibility rules](#).

Development

It is mandatory to build EC branded standardised websites using the [Europa Web Publishing Platform](#).

Legal aspects

EC branded standardised websites must comply with [Privacy, security and legal notices](#).

Contact and support

If you require further assistance, please contact:

[Comm Europa Management](#)

European Commission
DG Communication
Unit B.3
Europa Web Communication