

02. EU branded websites design

EU branded websites communicate under the EU emblem. For more information about the definition, governance and rules related to these sites, please read this guide's section about [EU branded websites](#).

The design for the EU branded websites aims at providing the European Institutions with a template that is flexible, adapts to different communication purposes (campaign, forum, initiatives etc.) and is recognisable in its look and feel so that the audience knows they are visiting a website owned by the European Institutions.

There are two different type of EU branded websites:

- **The EU branded core also known as the inter-institutional EU website:** the official website of the European Union. It is a good starting point if you are looking for information and services provided by the EU but you do not know your way around our sites.
- **The EU branded harmonised websites:** cover a policy, activity or campaign, which is either institution neutral or common to the different EU institutions and bodies.

Rules

All EU branded websites must:

- respect [accessibility guidelines](#)
- comply with the relevant rules on [logos and icons](#)
- respect the specific design rules per site type :
 - [EU branded core website design](#)
 - [EU branded harmonised websites design](#)