

14. European Commission visual identity

Rules

[The Visual Identity manual](#) of the Commission presents the visual identity of the European Commission. It establishes the basic principles to be applied to the entire range of communication products. Its purpose is to give the European Commission a recognisable image and a coherent voice when communicating.

The visual identity is constructed around [the European Commission logo](#). This is based on two key elements: the European flag and a graphic element inspired by the Berlaymont, the headquarters of the European Commission.

This charter must be observed whenever European Commission staff, external partners or stakeholders communicate on behalf of the European Commission, or on any of its actions, activities or programmes.

Contact and support

Need further assistance on this topic? Please, contact the Visual Identity team: comm-visual-identity@ec.europa.eu