

EC branded standardised and harmonised websites design

Definitions

Standardised websites

[EC branded standardised websites](#) host thematic content such as **policies** for which the owner DG/Agency is responsible.

Web information systems are permanent websites providing a user-friendly interface to generate, disclose and/or filter large, detailed amounts of data stored in different systems. These websites must also use the EC branded standardised websites design template.

It is mandatory to use **the Europa Web Publishing Platform (EWPP)** for the development of **policy websites** but optional when building a **web information system**.

Harmonised websites

[EC branded harmonised websites](#) host specific content that answers a particular communication purpose. Harmonised websites are:

Network websites: websites or platforms set up and managed by the European Commission (as a service provider) to encourage and facilitate interaction among a specific, non-EC target audience.

Event websites: websites advertising a specific or repeatedly occurring activity that is open to the public, organised and/or hosted by the European Commission. The website can be temporary and provide information about an event before, during and after it takes place. It can be complemented by a campaign. Event websites are only allowed for large and complex events that cannot be accommodated by the events content type.

Campaign websites: a temporary, online communication endeavour dedicated to promoting a single or several thematically linked activities, initiatives, services or products. The website may form the online part of a broader campaign, communicated by other channels such as print and social media.

Blogs: regularly updated websites dedicated to publishing general features and news items about specific European Commission activities, from an individual perspective or via a corporate (DG/Agency-managed) newsletter/magazine.

Partnership websites: when the European Commission shares the ownership of a website with one or several non-EU institution(s), it is a partnership website. The European Commission and its partners co-decide on the content and cooperate in terms of budget, maintenance and management of the website. As a result, the design is based on an agreement between partners.

Rules

The EC branded standardised and harmonised website uses the components of [the Europa Components Library \(ECL\)](#) as this template shows:

EC branded standardised and harmonised websites templates

Standardised websites template



EC branded standardised and harmonised anatomy table

Section	No.	component	Standardised template	Harmonised tempate
	0.	Global banner (provided by Webtools)	MANDATORY	MANDATORY
Site header	1.	EC identity (logo)	MANDATORY	MANDATORY
	2.	Login	OPTIONAL	OPTIONAL
	3.	Language switcher	MANDATORY	OPTIONAL
	4.	Search form	MANDATORY	OPTIONAL
	5.	Class name	MANDATORY	OPTIONAL

	6.	Site name	MANDATORY	MANDATORY
	7.	Menu	OPTIONAL	OPTIONAL
Page header	8.	Breadcrumb	MANDATORY	MANDATORY
	9.	Meta	OPTIONAL	OPTIONAL
	10.	Page title	MANDATORY (except homepage)	MANDATORY (except homepage)
	11.	Thumbnail	OPTIONAL (requires introduction)	OPTIONAL (requires introduction)
	12.	Introduction	OPTIONAL	OPTIONAL
Local footer	13.	Site name	MANDATORY	MANDATORY
	14.	Content owner details	MANDATORY	MANDATORY
	15.	Sitemap	OPTIONAL	OPTIONAL
	16.	DG-related service navigation	OPTIONAL	OPTIONAL
	17.	DG-related navigation	OPTIONAL	OPTIONAL
	18.	Class names	MANDATORY	OPTIONAL
Corporate footer	19.	Site logo	MANDATORY	MANDATORY
	21.	Service navigation	MANDATORY	MANDATORY
	22.	Legal navigation	MANDATORY	MANDATORY

Partnership websites templates

This category is an exception amongst the harmonised websites as there is no imposed design template. However, we strongly recommend to pay particular attention to:

- the partnership website header: it is recommended to have the site name next to the partnership logo in the header
- the partnership website footer: the logos of all partners including the European Commission should be displayed at the same level

Contact and support

Need further assistance on this topic? Please contact the team in charge of the Europa domain: [Comm Europa Management](#).

