

03. EU branded websites

Background

EU branding is used for online communication from EU Institutions, including the European Commission when:

- the content concerns activities and policies which are either institution neutral or common to several EU institutions and bodies
- the website has a wide target audience, which does not need specific knowledge of the EU Institutions to navigate the site (in all EU official languages).

EU branded websites can be:

- about one or several institution(s)
- promotions such as campaigns, events, forums
- web services such as learning and networking platforms.

EU branded websites (<https://yourwebsite.europa.eu>) have a different look and feel from the EC branded sites (<https://yourwebsite.ec.europa.eu>). Informed users can make the difference. However, both brandings also share similarities in colors and style so that any user can identify both types as an official website from a European Institution.

EU branded websites are hosted from the third level of the europa.eu domain onwards and follow the [EU branded websites design rules and guidelines](#). There are two categories of EU branded websites:

- [The EU branded core website](#)
- [The EU branded harmonised websites](#)