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About Europeana

At Europeana, we are on a mission to transform the world with culture. We want to build on Europe’s rich heritage and make it easier for people to use, whether for work, for learning or just for fun.

We believe that doing so unlocks all sorts of economic, creative and social possibilities. Three working principles support this belief and are central to our branding and everything we say and do.

**Usable**
Culture can only drive change if it’s readily usable and accessible for people to build with, build on and share.

**Mutual**
We are a partnership of connected organisations, from cultural institutions to commercial software developers. We believe in the power of creative collaboration and teamwork, working towards common goals and for mutual benefit, fostering innovation and new working practices.

**Reliable**
We represent organisations that have safeguarded our cultural heritage for hundreds of years. With this in mind, we are committed to ensuring that our digital data is always authentic, trustworthy and robust, that it’s easy to create with and that our partners benefit from sharing it.

Europeana’s brand identity was built five years ago around the concept ‘think culture’. Our strategy for 2015-2020 outlines a shift from ‘thinking’ to ‘transforming’ - making much greater use of our cultural assets and creating new things with them.

**We want our brand to reflect this shift.**

You can see it in our new ‘ripples’ theme. Widening circles, with their origins in the ‘thought bubbles’ of the logo, give a ripple effect, symbolizing the extent and impact of our actions.
Europeana brand values

Here’s how the ideas and values behind the brand work in practice.

Fonts
We believe in open access and usability, so we have chosen two fonts - Ubuntu and Open Sans - that are freely available online. This means that it’s easy for everyone to keep Europeana’s visual identity consistent.

The third font you will see in Europeana’s visual identity is Chevin. We only use this font for logos.

Images and attribution
Europeana’s collections are its lifeblood, and we love to share them as widely as we can. That’s why we use images available via Europeana in everything we publish. It’s the perfect way to highlight our treasures.

While sharing is important, giving credit where credit is due is crucial too. We never share an image without proper attribution. Please make sure any image or other object you make use of online or in print comes with information about its owner and the copyright licence it is published under. And remember, if you want to use an image that is not openly licensed, you must have permission from the copyright owner.

Tone of voice
As well as a design style, Europeana has an agreed writing style, or tone of voice. Presenting ourselves consistently helps people know and trust us. Even when talking about technical topics, we want to remain clear and straightforward, and avoid complex jargon.

It's good to show some personality too. We like to talk in an accessible tone of voice that's inspiring, welcoming, intelligent and relevant to our audience.

Paper
We’re an online organisation, so we publish most of our work digitally. When we do choose to print on paper, we are careful to take care of the environment too. Recycled or FSC certified paper helps us do this, and we’d encourage its use wherever possible.
Different variations of the Europeana logo exist for different purposes.

<table>
<thead>
<tr>
<th></th>
<th>‘Basic’</th>
<th>‘Extended’</th>
<th>‘Split’</th>
<th>‘Made with’</th>
<th>‘Filled’</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Can it be used online?</strong></td>
<td>No</td>
<td>Yes</td>
<td>Yes - but only in combination with a hero image for the home page of a Europeana project website</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>Can it be used offline?</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes - but only in combination with hero images, e.g. on document covers or roll-up banners</td>
<td>Yes</td>
<td>Yes - but only to be used at a large size</td>
</tr>
<tr>
<td><strong>What does the logo represent?</strong></td>
<td>Europeana in general, or the Europeana Foundation</td>
<td>Europeana projects or products</td>
<td>Europeana in general</td>
<td>Partnerships, services, collaborations in which Europeana has a role</td>
<td>Europeana in general, or a Europeana project</td>
</tr>
</tbody>
</table>

All logos can be downloaded from: [http://pro.europeana.eu/about-us/how-we-work/resources-pr-tools](http://pro.europeana.eu/about-us/how-we-work/resources-pr-tools)
The ‘Basic’ logo

The ‘Basic’ logo is used to refer to Europeana generally, or to the Europeana Foundation, rather than to one of its individual projects or products. The logo is either black, white or semi-transparent. The transparency percentage depends on the background, please ensure it always remains readable.
The ‘Split’ logo

To make the ‘Split’ logo, simply disconnect the word ‘Europeana’ from the rest of the logo.

This logo is only used in combination with a hero image e.g. on document covers, roll-up banners, or webpage hero images.

The word ‘Europeana’ is always cut-off on one side to give the impression that the viewer is only seeing a part of Europeana and that there is much more to see and discover.

The logo is either black, white or semi-transparent. The transparency percentage depends on the background, please ensure it always remains readable.

The height of the ‘e’ part of the logo may never exceed 1/4 of the hero image it is placed on.

The word part must also be cut off as shown here, with the cut-off edge of the word lining up with the edge of the hero image it is placed on.
The ‘Extended’ logo

The ‘Extended’ logo is used for Europeana projects or products. There are four ways to place the extensions around the logo. Pick the right version for the space it will sit in.

Choose a landscape version for a smaller horizontal space. The portrait versions are best used where there is space for a bigger logo.

The Europeana element of the logo is always black, the ‘Extended’ section can be either light grey or one of the other brand colours.
Creating an ‘Extended’ logo

Creating an ‘Extended’ logo is easy.

Use the Chevin Medium font for the ‘Extended’ word, using a spacing of -30. The extension can be placed with the Europeana logo in any of the ways shown here.

If you don’t have the Chevin font or need help creating your logo, please contact Europeana.
The ‘Made with’ logo

The ‘Made with Europeana’ logo is used in a number of scenarios online and offline:

**Project initiatives**
- If your Europeana project has or results in an initiative/service that has its own consumer-centric name and visual identity - i.e. it uses a non-Europeana logo - then you should also use the ‘Made with’ logo on any communications for stakeholders.

**Partnership and Collaboration**
- You are working in partnership with Europeana, with Europeana providing data and API access, or playing another major role in your initiative.
- You have a close ongoing working relationship or collaboration with Europeana in a specific area and need to reflect that relationship in certain circumstances e.g. in presentations on related subjects.

**Association**
- You are not a Europeana project or partner but you are using our content or API and would like to acknowledge that. By doing so you highlight the source of content for others and positively associate yourself with the larger Europeana brand.

The ‘Made with’ logo is only used in black. Please ensure that the ‘Made with’ logo is given a reasonable surrounding margin space. It should not sit directly with a partner logo unless they are both part of a logo list.

The minimum height of the ‘Made with’ logo is 28 pixels.
The ‘Filled’ logo

A legacy from the former brand identity is the ‘Filled’ logo, celebrating the rich content available through Europeana. For offline use only.

The ‘Filled’ logo can be used offline for Europeana projects or products but is most effective when it is presented in a large size, for example printed on a T-shirt, or projected onto a wall. In smaller sizes, the images inside the logo become unclear. That’s why the ‘Filled’ logo can only be used with a minimum height of 10 cm for the landscape version and 16 cm for the portrait version. For smaller uses, please use the ‘Basic’ or ‘Extended’ logo.

The Europeana element of the logo is always black or white, the ‘Extended’ section can be either light grey or one of the other brand colours.

The ‘Filled’ logo can only be placed upon a white or black background.

If you need to create your own ‘Filled’ logo, please contact the Communications Team at Europeana.
Fonts

We have chosen to work with two typefaces - Ubuntu and Open Sans. Both of these can be used for online or offline work and are available for free as web fonts.

A third font, Chevin, is used only within the Europeana logo.

For more information on when and where to use each font, please see the ‘Working with the Europeana brand identity’ section (from page 20).

All fonts can be downloaded from the Google Font service: [https://www.google.com/fonts/specimen/Ubuntu](https://www.google.com/fonts/specimen/Ubuntu) [https://www.google.com/fonts/specimen/Open+Sans](https://www.google.com/fonts/specimen/Open+Sans)

---

Ubuntu

**Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz§1234567890=[];',/`
```

**Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz§1234567890=[];',/`
```

**Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz§1234567890=[];',/`
```

**Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz§1234567890=[];',/`
```

---

Open Sans

**Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz§1234567890=[];',/`
```

**Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz§1234567890=[];',/`
```

**Semibold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz§1234567890=[];',/`
```

**Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz§1234567890=[];',/`
```

**Extrabold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz§1234567890=[];',/`
```
Europeana uses the same set of colours for both online and offline work. These colours should be used to help make communication material clear and attractive. For example, you might want to use them to distinguish chapters or sections, or in backgrounds, ripples or quotes, or to make text or images stand out. We recommend you use black or a darker grey tone for text and headings.

Europeana has three customer groups - data partners, end-users and re-users - each of which is assigned a colour. If your material is aimed specifically at one of these groups then please use the relevant colour as your lead colour for backgrounds, ripples or colour washes. For data partners, use raspberry. For end-users, use blue. For a re-user audience, use jade green. For a research audience, use purple.

You are free to combine colours as you wish but you should never use more than three together. For some combinations that we know work well, please see the ‘Inspiration’ section (page 29).
Imagery

Naturally, Europeana makes use of its own database when selecting images for design work. The variety and richness of the collections made available by our data partners via Europeana is staggering and we should take every opportunity to showcase them.

So search Europeana’s database for re-usable images (CC BY-SA, CC BY, CC0, public domain) that are relevant to your subject. You could use images in their entirety or just take an interesting detail.

Please remember that images must always be credited, see how on page 18.
Ripples are an important brand element for both online and offline use. They come in four variations, varying in thickness and number of ripples used - please do not change these.

Ripples should always be used on hero images for either document covers or websites. For online use, ripples should be created in CSS and overlaid on images.

The ripples represent the effects that Europeana, its community and its vast shared collections can have on the world. Throw a stone into water, or re-use a digital version of a Rembrandt self-portrait, and the ripples travel great distances. The ripples also symbolize our desire to transmit Europeana’s image, sound and text collections far and wide.

Instructions on how to use the ripples can be found on page 17.

Download ‘ripples’ from:
http://pro.europeana.eu/about-us/how-we-work/resources-pc-tools
Ripples and images

Here are some examples of ripple-image combinations we think work really well.

Ripples are to be laid over an image and always start in one corner of the image. They can be either black, white or coloured (using not more than three colours), solid or semi-transparent.

How to apply the ripples to an image:
1. Choose your image.
2. Choose which ripple you want to use.
3. Choose which corner to start from.
4. Either:
   a) Apply the ripple to the image using a ‘multiply’ filter in Photoshop or InDesign.
   b) Overlay the ripples onto the image using CSS (for use in a web banner).
5. Adjust size, colours and transparency for the best visual result.
Giving credit

Image credits are always shown in a box with two rounded corners, ‘glued’ to the edge of the image. The roundness of the corners stays the same regardless of the size of the box.

The position of the box - left or right, top or bottom - is up to you but has to be balanced out with other elements on the page.

The height of the box is dictated by its content. Please make sure to keep a spacious margin between the text and the edge of the box.

Credit boxes and their contents are always black or white and may never be coloured.

The credit box contains:
- Title, creator, date
- Contributor
- Copyright information/logo

When crediting images online, always provide a link to the object on Europeana or on the data provider’s own website, as well as a link to the rights statement.

If adding a credit box to a small web banner negatively affects its design, simply add a ? button which, when clicked on, expands to show the full credit box.
Titles/calls to action

Titles or calls to action laid over images are always shown in a box with four rounded corners.

Titles are set in Open Sans Bold using upper case letters only. Straplines are set in Open Sans Regular and use upper and lower case, as per normal sentences.

Text is set in black or white. Boxes use black, white or grey tones.

Transparency or semi-transparency is allowed provided that readability does not suffer.

The height of the box is dictated by its content. Please make sure to keep a spacious margin between the text and the edge of the box.

For more information on title/call-to-action boxes, please see the 'Working with the Europeana brand identity' section (from page 20).
Working with the Europeana brand identity

I want to...
... make a website
... make a web banner
... make a flyer
... make a folder
... make a poster
... make a roll-up banner
... make a presentation
I want to make a website

Europeana is a digital organisation at heart, and so we are always improving our websites. To make sure all our sites work in harmony with each other, we use a style guide. The guide (based on PatternLab), provides all the colours, margins, icons and other items you'll need to build a Europeana project website.

Before you start building your Europeana project website, please contact Europeana.

Find the Europeana styleguide at http://styleguide.europeana.eu
I want to make a web banner

A web banner provides a call to action on a webpage. It uses all the key aspects of the Europeana brand identity - a hero image, ripples, a logo and a title box.

Only full page banners need a credit for the hero image. For smaller banners, please add a ? button, which, when clicked on, expands to show the full credit box. See page 18 for more details.
I want to make a flyer

For promotional material such as posters, flyers or folders, you can use our Adobe InDesign templates.

Our flyer templates are suitable for communications from the Europeana Foundation, the Europeana Network Association or project partners. Make sure you change the logo in the template for your own project logo (portrait version of the ‘Extended’ logo).

For the hero image on the cover, browse the Europeana database for images that have lots of detail, are relevant to your subject and are re-usable (use the ‘Can I use this?’ filter).

If you have any questions or would like some feedback on your designs, please contact us.

Download flyer templates from: http://pro.europeana.eu/about-us/how-we-work/resources-pr-tools
I want to make a folder

The Europeana A5 folder uses the same kind of design as the flyers.

Our folder templates are suitable for communications from the Europeana Foundation, the Europeana Network Association or project partners. Make sure you change the logo in the template for your own project logo (portrait version of the ‘Extended’ logo).

For the hero image on the cover, browse the Europeana database for images that have lots of detail, are relevant to your subject and are re-usable (use the ‘Can I use this?’ filter).

If you have any questions or would like some feedback on your designs, please contact us.

Download folder templates from:
http://pro.europeana.eu/about-us/how-we-work/resources-pr-tools
I want to make a poster

Use our poster template to promote your event, publication or campaign.

Always use striking imagery (with credit), the ripples and brand colours, and the 'Basic' or 'Extended' logo.

Poster templates come in four sizes: A3, A2, A1 and A0.

Download poster templates from: http://pro.europeana.eu/about-us/how-we-work/resources-pr-tools
I want to make a roll-up banner

You can create a striking banner for your event using the Europeana brand elements.

Always use striking imagery (with credit), the ripples and brand colours, and the ‘Split’ logo.

Download banner templates from: [http://pro.europeana.eu/about-us/how-we-work/resources-pr-tools](http://pro.europeana.eu/about-us/how-we-work/resources-pr-tools)
I want to make a presentation

For presentations about Europeana-related activities, download our Powerpoint presentation template.

The template uses the free downloadable fonts Ubuntu and Open Sans, so you'll need to make sure these are installed on the device on which the presentation is given, not just on the USB carrying your presentation.

The presentation has a ratio of 4:3 so please make sure the device you are using supports that ratio.

Templates can be downloaded at http://pro.europeana.eu/about-us/how-we-work/resources-pr-tools

Title here
Subtitle here
Header

This is an example of a slide using text and no images, along with a title, subtitle and header.


This is an example of a slide using a single image and minimal text.
Change the image to one of your choice and add the correct attribution, including title, provider and licence.

Title of Divider
Subtitle

France, Public Domain
1914, National Library of France
Agence de presse Meurisse
Concours de cycles nautiques sur le lac d’Enghien : Berregent piloté par Austerling
Paper

Most of Europeana’s communication happens online but sometimes it is necessary to use items printed on paper. To be as green as possible, Europeana uses recycled or FSC paper.

In general, glossy does not fit the Europeana brand. So never use glossy paper.

Size

Europeana uses the standard A-sizes for printed material, in landscape or portrait orientation.

<table>
<thead>
<tr>
<th>Name</th>
<th>Height (mm)</th>
<th>Width (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A0</td>
<td>1189</td>
<td>841</td>
</tr>
<tr>
<td>A1</td>
<td>841</td>
<td>584</td>
</tr>
<tr>
<td>A2</td>
<td>594</td>
<td>420</td>
</tr>
<tr>
<td>A3</td>
<td>420</td>
<td>297</td>
</tr>
<tr>
<td>A4</td>
<td>297</td>
<td>210</td>
</tr>
<tr>
<td>A5</td>
<td>210</td>
<td>148</td>
</tr>
<tr>
<td>A6</td>
<td>148</td>
<td>105</td>
</tr>
<tr>
<td>A7</td>
<td>105</td>
<td>74</td>
</tr>
</tbody>
</table>
Some inspiration
As you've seen throughout this guide, the elements of the Europeana brand identity combine to create powerful visual designs. Here are some more examples to inspire you to create your own striking materials.

If you need any help or feedback, please don't hesitate to get in touch with us.
Europeana Brand Guidelines

MAKE THE BEAUTIFUL THING
Europeana Business Plan 2015

EUROPEANA FASHION SHOW
London 24/4- 28/4/2017

iPad sleeve

web banners

t-shirts
What NOT to do
What NOT to do

On these pages you’ll find examples of things you should NOT do.

This is the old Europeana logo, old typeface and old strapline. Avoid using this, and only use it when it can be used on a large scale.

Don't change the colours of the Europeana logo.
Don't change the proportions of the text and the image in the logo.

A 'Filled' logo can only be placed on a white or black background.

The height of a 'Filled' logo can never be less than 10 cm (landscape) or 16 cm (portrait). Furthermore the 'Filled' logo should only be used offline.
The logo used is correct but because it’s black, it is not readable. The title should be in a title box.

These ripples cover too much of the hero image. A title box should be black, white or grey. It can also be transparent, but only if the text is still readable.

Never use more than 3 colours in the ripples. Title text in title boxes must always be in either black or white.
Titles must always be set in capitals.
Never combine two logos. Here, the ‘Extended’ logo and the ‘Split’ logo are used together.

Always use ripples with a hero image and make sure the title fits well within the title box.
The ripples should always start in a corner of the hero image.
The European Union logo

All communications and promotional materials, in print and online (including websites), should use the European Union’s logo – the EU flag with the text ‘Europeana DSI is co-financed by the European Union’s Connecting Europe Facility’.

In addition all publications should carry the disclaimer ‘The sole responsibility of this publication lies with the author. The European Union is not responsible for any use that may be made of the information contained therein.’

You can read more about using the EU logo for this purpose, including a downloadable format, alternative language versions, when to use, text placement etc., here: https://ec.europa.eu/inea/connecting-europe-facility/cef-energy/beneficiaries-info-point/publicity-guidelines-logos

Europeana-related projects funded by the EU will already have clear instructions on using the EU logo, and should observe those guidelines.
Contact

If you have any questions about using the Europeana brand elements, please contact the Communications Team, at comms@europeana.eu
Credits

cover

*Venus and Adonis*, Bartholomeus Spranger, c.1585 - c.1590, Rijksmuseum, Public Domain

page 15

*Höghjulingar*, Stockholm Bicycle Club at a show around 1885, Tekniska museet, Sweden, Public Domain

*Varna. The port*, 1920, Regional Library Pentcho - Varna, Public Domain

*Dutch Ships Running Down Spanish Galleys off the English Coast*, 3 October 1602, Rijksmuseum Amsterdam, Public Domain

*Musique*, Alfons Mucha, 1898, Uměleckoprůmyslové museum v Praze, Public Domain

*Russian Knight (warplane)*, 1914, Russian State Library, Public Domain

page 17

*Portait Queen Victoria* from "England in the nineteenth century. [Illustrated.]," 1894, The British Library, Public Domain


*Riksdrottsen Count Per Brahe*, Johan Werner, 1649, Skoklosters slott, Stockholm, Public Domain

Artificial hand, Still image, Ambroise Paré, 1584, The Wellcome Library, CC BY

Page 21

*Several sinister events in a London street*, Colored etching, Welcome Library, CC-BY

Artificial hand, Still image, Ambroise Paré, 1584, The Wellcome Library, CC BY

Page 22

*Insects and fruit*, Jan van Kessel 1660 - 1665, Rijksmuseum Amsterdam, Public Domain

*The Underwave off Kanagawa*, Katsushika Hokusai, Nishimura Yohachi, 1829 - 1833, Rijksmuseum Amsterdam, Public Domain

Page 23

*The Underwave off Kanagawa*, Katsushika Hokusai, Nishimura Yohachi, 1829 - 1833, Rijksmuseum Amsterdam, Public Domain

*Insects and fruit*, Jan van Kessel 1660 - 1665, Rijksmuseum Amsterdam, Public Domain

Page 24

*Insects and fruit*, Jan van Kessel 1660 - 1665, Rijksmuseum Amsterdam, Public Domain

Cycling on water, anonymous, 1914, BNF, Public Domain

Page 26

*Artificial hand*, Still image, Ambroise Paré, 1584, The Wellcome Library, CC BY

Selfportrait with baret and spread eyes, Rembrandt Harmensz. van Rijn, 1630, Rijksmuseum Amsterdam, Public Domain

Page 27

*Selfportrait with baret and spread eyes*, Rembrandt Harmensz. van Rijn, 1630, Rijksmuseum Amsterdam, Public Domain

Page 29

*Arrival of a Portuguese ship*, 1600, Rijksmuseum Amsterdam, Public Domain

Page 30

*Underground mine Russian-German front*, 1914, Russian State Library, Public Domain

Page 31

*Map of Malta*, 1702, Rijksmuseum Amsterdam, Public Domain

*Musique*, Alfons Mucha, 1898, Uměleckoprůmyslové museum v Praze, Public Domain

*Move & Share II*, Frissiras Museum, CC BY NC SA

*David Gregory, lecture notes*, University of Edinburgh, CC BY

Page 35

*Underground mine Russian-German front*, 1914, Russian State Library, Public Domain

Page 36

*Map of Malta*, 1702, Rijksmuseum Amsterdam, Public Domain

*Musique*, Alfons Mucha, 1898, Uměleckoprůmyslové museum v Praze, Public Domain