

LOGO

The new logo

The new logo of DG Education and Culture is a redesign. As key element, the present logo depicts an open book. Three coloured points symbolise people reading and learning.

The key element has now been enhanced, giving it a smoother and simpler touch.

The key element has now been enhanced, giving it a smoother and simpler touch. In order to visualise DG EAC's six policy areas, the three heads have been replaced by six pages of a book. The book is wide open, the pages following the key-form.

The book and its colourful pages visualise the different policy areas of the Directorate-General. Therewith the book and the pages are an integral and consistent visual element.

The claim typography is MetaPro and was designed by Erik Spiekermann. (see Typography)

There are three basic versions: a short version (logo), a long version (logo with EU flag) and a programme version (logo with EU flag and programme name).



Education and Culture

Old logo



Education and Culture DG

New logo (short version)



Education and Culture DG

New logo with EU flag (long version)



Education and Culture DG

“Name of” the Programme

New logo with the programme name (programme version)

Logo size and brand space (protective zone)

The optimum logo size is determined by the type and area of the individual media applications.

The minimum width of the book, with its colourful pages logo, is 22 mm. No smaller size is permitted.



Education and Culture DG



Education and Culture DG

Minimum width of the book:
22 mm (logo size: 35 %)

The brand space is the protective zone around the signet which rules out any visual competition with other design elements in its immediate proximity. This protective area is mandatory for printed materials.

The basic unit of the protective zone derives from the “E”. Its dimensions are determined as variables of the size of the letter “E” in a square format.

The protective zone is to be regarded as a minimum.

If applicable, the brand space can be extended. Only a single-colour background in the corporate design colours may be used behind the signet.



Logo and its basic unit

All elements of the signet are arranged in a precise relationship to each other to form the logo. It can be used universally, it is easy to reproduce and creates a powerful visual effect.

The basic unit, which derives from the “E”, is the basic module for the overall structure of the logo. It defines the space between the different elements and the protective zone around.

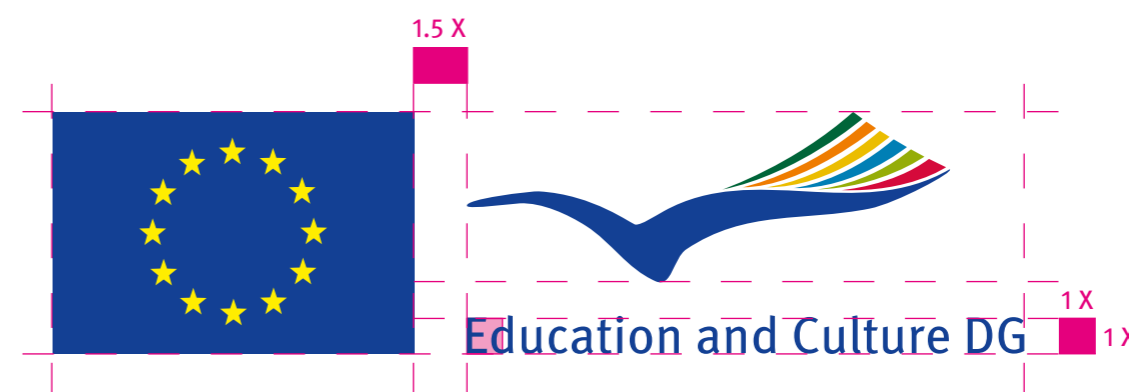


Name of the Programme

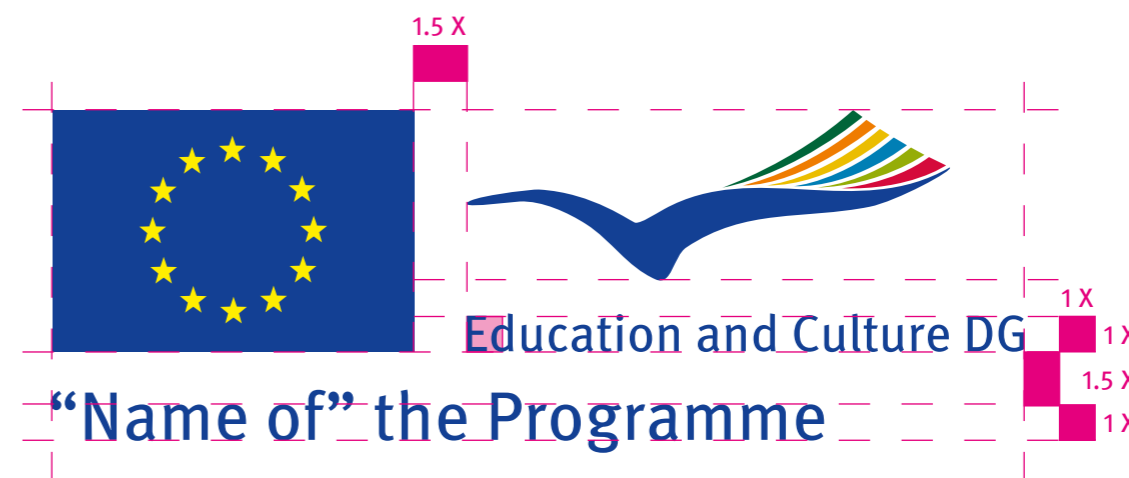
Logo elements



Short version



Long version (logo with EU flag)



Programme version (logo with the programme name)