

BRAND BOOK

Introduction

Welcome to the Brand Book of the European Institute for Gender Equality.

The purpose of these guidelines is to introduce the new identity and to act as inspiration for your communications.

They should be read as a visual tool that will ensure consistency across everything we produce. This is not a manual on how to design - instead it provides a structure for creativity while also giving clarity to how the brand should be used in practice.



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Brand Story



Brand Story | Brand Vision

The European Institute for Gender Equality (EIGE) produces independent research and shares best practice to promote gender equality and eliminate discrimination based on gender.

As the EU agency for gender equality, we help people achieve equal opportunities so everyone can thrive, independent of their gender and background.

Brand Story | Our Work

We combine research, data and tools to help policy makers design measures that are inclusive, transformative and promote gender equality in all areas of life.

We communicate our expertise and research effectively. We work closely with partners to raise awareness. We do this at EU and national level, as well as with EU candidate and potential candidate countries.

Brand Story | What We Do

As the agency for gender equality in the European Union we:

- Provide research, collect and analyse data on gender equality with an intersectional perspective;
- Develop methods to improve gender statistics and data collections;
- Communicate our comparable and reliable data and information with a hope-based approach;
- Measure the state of gender equality both at EU and Member State levels;
- Develop methodological tools and provide technical support for gender mainstreaming in all EU and national policies;
- Cooperate with EU institutions; Member States; international organisations; NGOs; equal opportunities organisations; universities and experts; research centres; social partners and related bodies; the media and our EU sister agencies.

Brand Story | Brand Positioning

This strategy will help distinguish EIGE as the EU agency for gender equality. It serves as a guide to ensure consistent, coherent communications aligned with our values and goals.

That consistency will help to reinforce positive perceptions of the work that we do, across all touchpoints.

So that we continue to stand out as a trusted source of independent research and best practices to promote gender equality and eliminate discrimination based on gender.



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Visual Identity



Visual Identity | Brand Marque

Intersectionality stage

A single form is created by the overlapping diamond shapes. This conveys balance, intersectionality, harmony and equality.



Equality loop

Using a single stroke, guided by two squares, a perfectly balanced loop is created. All sides are equal, creating a harmonious image.

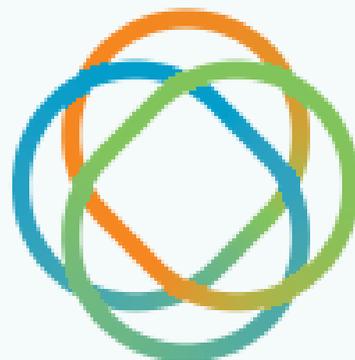
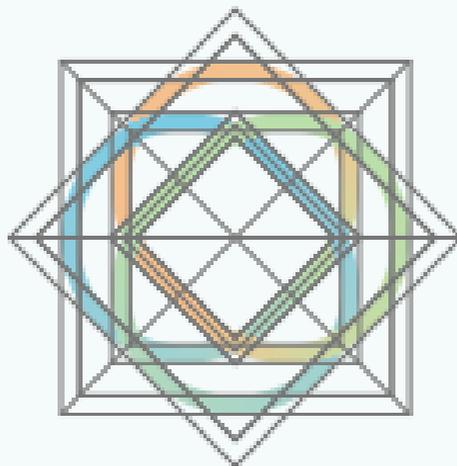




Visual Identity | Brand Marque

Equality loop

Applying the four major colours (blue, orange, red and green) as a gradient, a multi-coloured loop is formed.

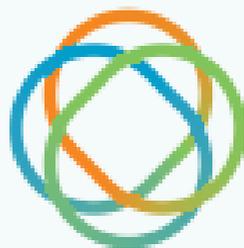




Visual Identity | Primary Logo

Our Visual Identity

The "European Institute for Gender Equality" brand mark and wordmark are the most important assets of our visual identity. These elements are integral to our organization's mark of authenticity. Our identity is made up of two core elements: the "Equality logo" and the "European Institute for Gender Equality" wordmark or brand name. The brand mark and wordmark look should not be broken unless as specified in these guidelines.



Brand Mark

European Institute for
Gender Equality

Wordmark



Visual Identity | Primary Logo

Primary Logo

Our primary logo is both the foundation of our brand communication and our key visual asset.

Positive

This is our most valuable asset and its usage maintains a strong visual presence.



Negative

For dark backgrounds (including all ICE Text and Core Blue), use these reverse versions.



Grey Mono

Our grey logo is used in exceptional circumstances for mono applications only, where our logo needs to appear as grey-scale.



Visual Identity | Primary Logo

Primary Logo (Standard)

This positive iteration of the standard watermark is ideal for most applications such as a square context.

Positive

This is the positive version of the standard logo. Use it for most applications.



Negative

This is the negative black version for dark backgrounds (including EIGE Text).



Grey Mono

Our grey black logo is used in exceptional circumstances for more applications only, when our logo needs to appear on grey-scale.





Visual Identity | Secondary Logo

Secondary Logo

In instances where spatial constraints limit the use of the primary logo on full-period applications, this alternate version is recommended (e.g. a small digital event with limited print space).

Positive

This is the secondary version of our positive logo. Use it for applications that require a vertical format.



Negative

This is the secondary version of our negative logo. Use it for applications that require a vertical format on dark backgrounds (including EIGE Teal).



Grey Mono

Our grey logo is used in exceptional circumstances for mono applications only, when our logo needs to appear on a white background.





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Brand Guidelines | Logo

Primary Logo Pad / Position

Due to the width of the full version of the primary logo, the positioning should be in the left corner of a vertical format.

On landscape formats the logo can also be centered or targeted right depending on the design layout. In such cases, the design should be referred to the communications team for sign-off.

Primary Logo Pad / Clear Space

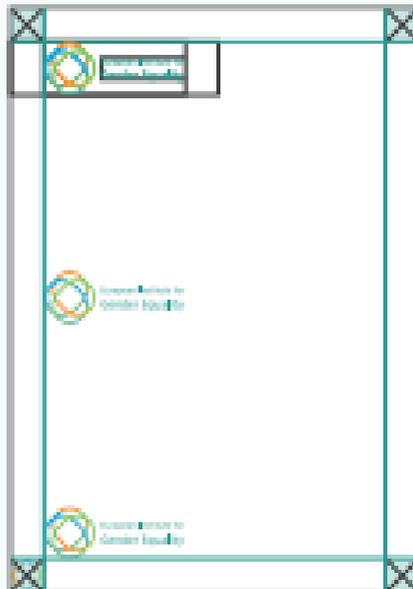
In order to protect the distinctivity of our logo and to maximize its prominence, it is important that we maintain adequate clear space around it.

The exclusion zone around our logo defines the space in which no other design element can intrude.

This distance is specified in the example to the bottom right and is created using a "diamond" shape of the equally brand margin as a clearance space.

The "G" in EIGE should be used as a clear space between the brand margin and the wordmark.

Logo Position / Format



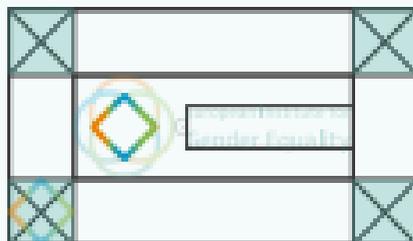
On vertical formats, the logo should sit in the left corner.

Logo Position / Landscape



On landscape formats, the logo can be centered or targeted right depending on the design. For example this positioning can be used on branded merchandise such as business cards, pens and mugs.

Clear Space



Minimum clear space is the "diamond" shape in the middle of the EIGE brand margin.

Brand Guidelines | Logo

Primary Logo Variant (Logo Position)

In most communications, the selected logo is to be positioned in the corners of a page or format. These positions are specified for example, right. The opposite rules here also apply to a landscape format.

The logo construction varies depending on the design. In such cases, the design should be referred to the communication team.

Primary Logo Variant (Clear Space)

In order to protect the distinctivity of our logo and to maintain its prominence, it is important that we maintain adequate clear space around it.

The minimum area around our logo defines the space in which no other design element can intrude.

Logo Position / Format



On portrait formats, the logo should sit in the left corners.

Logo Position / Landscape



On landscape formats, the logo can be centered or arranged right depending on the design. For example this positioning can be used on printed merchandise such as business cards, pens and mugs.

Clear Space



Minimum clear space is the "diamond" shape in the middle of the EIGE brand mark.

Brand Guidelines | Logo

Primary Logo Variant / Logo Position

In most communications, the selected logo is to be positioned in the corners of a page or format. These positions are specified in the example to the right. The layout's own rules also apply in a landscape format.

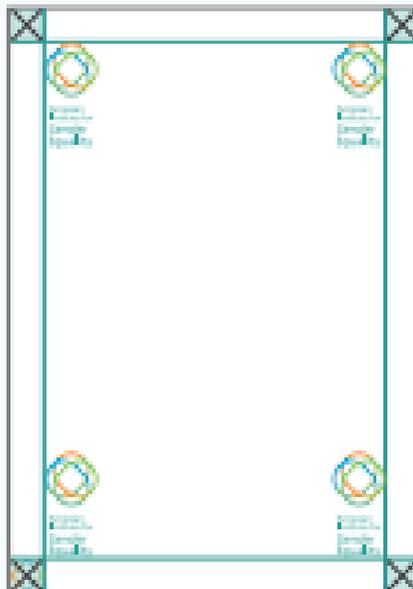
The logo construction varies depending on the design. In such cases, the design should be referred to the communication team.

Primary Logo Variant / Clear Space

In order to protect the distinctiveness of our logo and to maintain its prominence, it is important that we maintain adequate clear space around it.

The minimum area around our logo defines the space in which no other design element can intrude.

Logo Position / Format



In portrait formats, the logos should sit in the left corners.

Logo Position / Landscape



In landscape formats, the logo can be centered or arranged right depending on the design. For example this positioning can be used on printed merchandise such as business cards, pens and mugs.

Clear Space



Minimum clear space is the "diamond" shape in the middle of the EIGE brand mark.

Brand Guidelines | Logo

Minimum Size

To ensure our logo is always legible, our logo should not be reproduced at a size smaller than the sizes outlined below.

Primary Logo/Full

Width: 60mm x height: 70mm

Primary Logo/Stacked

Width: 60mm x height: 100mm

Secondary Logo/Stacked

Width: 20mm x height: 30mm

Recommended Sizes

These measurements can be used to guide the width of the logo on each side of print communication.

Primary Logo/Full

A0 Recommended width: 140mm

A1 Recommended width: 90mm

A2 Recommended width: 60mm

A3 Recommended width: 40mm

A4 Recommended width: 20mm

Primary Logo/Stacked

A0 Recommended width: 100mm

A1 Recommended width: 60mm

A2 Recommended width: 40mm

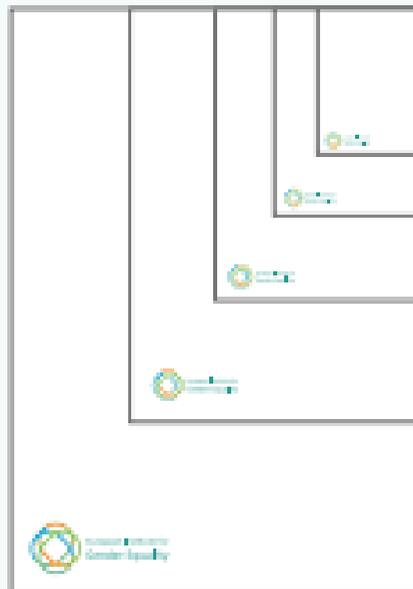
A3 Recommended width: 20mm

A4 Recommended width: 10mm

If the application is not a standard 'A' size please use the closest approximation.

Digital applications may be affected by screen resolution and device size. Therefore logo sizes within digital applications should always be approved by the communications team.

Minimum Size





Brand Guidelines | Logo

Do and Don'ts

The EIGE logo cannot be modified in any way. Modifications or any form of reworkings of our logo are strictly prohibited.

These logos are trademark of the European Institute for Gender Equality and must not be altered or incorporated into any other designs without explicit permission from the communications team.

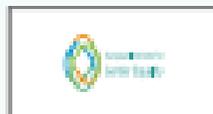
Correct and incorrect logo usage is specified in the examples in the right.



✔ Correct logo use



✘ Do not rotate



✘ Do not distort



✘ Do not interchange layout



✘ Do not crop part of the logo



✘ Do not use unapproved colors in the logo



✘ Do not add drop shadow



✘ Do not add special effects



✘ Do not place the logo in non-legal contexts



✘ Do not remove parts of the logo



✘ Do not add additional text to logo



✘ Do not place the logo on visually disturbing backgrounds

Brand Guidelines | Logo Lockups

Primary logo with campaign logo

Maintain equal weight by aligning the campaign's logo with the height of the wordmark "European Institute for Gender Equality".



Primary logo (stacked) with Campaign logo

Maintain equal weight by aligning the wordmark/logo with the horizontal center of the stacked primary logo.



Brand Guidelines | Logo Lockups

Partnership Lockup

Partnership logos will be different shapes and sizes, therefore, good design sense will be crucial in decision-making to ensure lockups look balanced and proportional.



Primary Logo Standard on Branding

Maintain equal weight by aligning the core branding logo with the horizontal height of the brand message.





Brand Guidelines | URL lockup

URL Lockup

This is the preferred lockup of the European Institute for Gender Equality URL - eige.europa.eu

This should not be modified in any way

The URL lockup can appear in black or EIGE Teal and Dark Blue, and in negative compositions should appear in white.

Preferred URL lockup

eige.europa.eu

eige.europa.eu

eige.europa.eu

eige.europa.eu



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Design Elements | Colours

Gradient Colour

Our main gradient is from EIGE Orange, EIGE Green, EIGE Blue, and EIGE Teal.

They are positioned symmetrically in the four corners of the Quality Loop forming a gradient on our brand images.

This gradient must not be used in any other design assets (i.e. icons, letters or backgrounds).

Gradient formation





Design Elements | Colours

Primary Colour Palette

Our primary colours are EIGE Orange, EIGE Green, EIGE Blue, EIGE Teal, EIGE Deep Blue and EIGE Light Teal.

When using the primary colour palette please ensure you use the [Proportional Colour Usage guidelines](#) on page 28.

Primary Colours



EIGE ORANGE

RGB 248 122 2
HEX F06A00
CMYK 0 57 99 0
PANTONE P 28-61 C



EIGE GREEN

RGB 162 192 76
HEX A0C05C
CMYK 53 0 66 0
PANTONE P 156-7 C



EIGE BLUE

RGB 12 156 205
HEX 0C9CCE
CMYK 77 21 6 0
PANTONE P 28-61 C



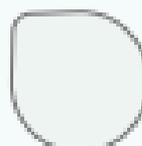
EIGE TEAL

RGB 64 180 166
HEX 40B0A6
CMYK 75 14 63 0
PANTONE P 156-9 C



EIGE DEEP BLUE

RGB 16 42 63
HEX 102A3F
CMYK 87 76 65 44
PANTONE P 28-76 C



EIGE LIGHT TEAL

RGB 240 246 246
HEX F0F0F0
CMYK 4 1 0 0
PANTONE P 100-6 C

Design Elements | Colours

Secondary Colour Palette

Our secondary colours add variety to our palette, providing several options for data-heavy communications (charts, tables) navigation and

lighter links within these colours effectively handle large datasets.

BLACK	GREY	SLATE	TAUPE	CHOCOLATE	RED	ORANGE	YELLOW
 <small>HEX: #000000</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #000000</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #333333</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #A08060</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #804020</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #E00000</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FF8C00</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FFD700</small> USE FOR: HEADERS AND FOOTERS
 <small>HEX: #333333</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #333333</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #333333</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #A08060</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #804020</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #E00000</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FF8C00</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FFD700</small> USE FOR: HEADERS AND FOOTERS
 <small>HEX: #666666</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #666666</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #666666</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #A08060</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #804020</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #E00000</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FF8C00</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FFD700</small> USE FOR: HEADERS AND FOOTERS
 <small>HEX: #999999</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #999999</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #999999</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #A08060</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #804020</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #E00000</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FF8C00</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FFD700</small> USE FOR: HEADERS AND FOOTERS
 <small>HEX: #CCCCCC</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #CCCCCC</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #CCCCCC</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #A08060</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #804020</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #E00000</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FF8C00</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FFD700</small> USE FOR: HEADERS AND FOOTERS
 <small>HEX: #008080</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #006400</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #008000</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #90EE90</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #800080</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #00B0F0</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #ADD8E6</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FFD700</small> USE FOR: HEADERS AND FOOTERS
 <small>HEX: #008080</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #006400</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #008000</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #90EE90</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #800080</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #00B0F0</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #ADD8E6</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FFD700</small> USE FOR: HEADERS AND FOOTERS
 <small>HEX: #008080</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #006400</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #008000</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #90EE90</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #800080</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #00B0F0</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #ADD8E6</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FFD700</small> USE FOR: HEADERS AND FOOTERS
 <small>HEX: #008080</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #006400</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #008000</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #90EE90</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #800080</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #00B0F0</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #ADD8E6</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FFD700</small> USE FOR: HEADERS AND FOOTERS
 <small>HEX: #ADD8E6</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #ADD8E6</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #90EE90</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #90EE90</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #DDA0DD</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #ADD8E6</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #ADD8E6</small> USE FOR: HEADERS AND FOOTERS	 <small>HEX: #FFD700</small> USE FOR: HEADERS AND FOOTERS

Design Elements | Colours

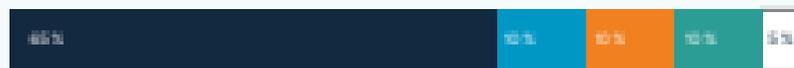
Proportional Colour Usage

Using colour proportions correctly is vital to our visual identity. Our base colours are EIGE Orange, EIGE Green, EIGE Blue, EIGE Teal, EIGE Deep Blue and EIGE Light Teal. These colours should appear in all communications.

Supporting colours can be used within communications to build an accent to the design system.

Supporting colours should never become a base.

Guidelines on colour proportion usage are displayed in the graphs to the right.





Design Elements | Colours

Colour Accessibility

Please consider text contrast, legibility, and accessibility compliance when designing with the colour palette.

Here are the colour combinations that pass accessibility testing.

Colour palette for Large Scale Text (font size of least 18 pt / 24 pt)



LOREM IPSUM
DOLOR SIT AMET.



LOREM IPSUM
DOLOR SIT AMET.



LOREM IPSUM
DOLOR SIT AMET.



LOREM IPSUM
DOLOR SIT AMET.



LOREM IPSUM
DOLOR SIT AMET.



LOREM IPSUM
DOLOR SIT AMET.



LOREM IPSUM
DOLOR SIT AMET.

Colour palette for Small Scale Text



LOREM IPSUM DOLOR SIT
AMET, CONSEQUENTUR
VITAE, NISI ALIAM
CONSEQUENTUR VITAE
CONSEQUENTUR VITAE
DOLOR SIT AMET
DOLOR SIT AMET.



LOREM IPSUM DOLOR SIT
AMET, CONSEQUENTUR
VITAE, NISI ALIAM
CONSEQUENTUR VITAE
CONSEQUENTUR VITAE
DOLOR SIT AMET
DOLOR SIT AMET.



LOREM IPSUM DOLOR SIT
AMET, CONSEQUENTUR
VITAE, NISI ALIAM
CONSEQUENTUR VITAE
CONSEQUENTUR VITAE
DOLOR SIT AMET
DOLOR SIT AMET.



LOREM IPSUM DOLOR SIT
AMET, CONSEQUENTUR
VITAE, NISI ALIAM
CONSEQUENTUR VITAE
CONSEQUENTUR VITAE
DOLOR SIT AMET
DOLOR SIT AMET.

Design Elements | Colours

Monochrome Usage

When printing without colour (in black and white) or in greyscale, we try to make them look as close as possible to our colour versions.



European Institute for
Gender Equality

Headline 100% Black

Subheading 100% Black

Body copy 70% Black

Call-out copy 100% Black

Call to action 100% Black

CTA link 70% Black



Design Elements | Colours

Typography Colour

The primary colour palette is used to create emphasis for use in titles, headlines and call-to-act.

Positive Composition

- Headline text must appear in EIGE primary colours.
- Subheadings can appear in black on EIGE Test.
- 8 character body copy should always appear in black on EIGE Deep Blue.
- Call-to-act text must always appear in EIGE Test.
- CTA should always appear in EIGE Deep Blue.

Negative Composition

- Headline text must appear in white.
- Subheadings must appear in EIGE Light Test.
- 8 character body copy should always appear in white.
- Call-to-act text must always appear in EIGE Light Test.
- CTA should always appear in EIGE Test.

Positive Composition



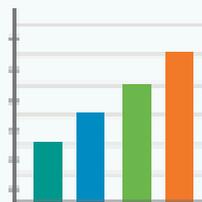
Negative Composition



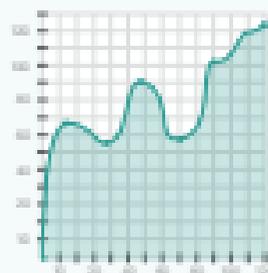
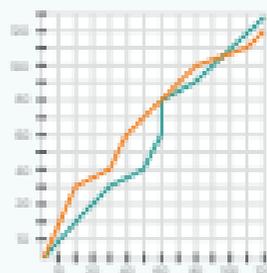
Design Elements | Colours

Tables and Charts

The primary and secondary colour palette can be used together to illustrate data in tables and charts. Some examples of how they can be used are shown on this page.



■ Green space
■ Green space
■ Green space
■ Green space



Design Elements | Typography

The European Institute for Gender Equality recognises the critical role that typography plays within its brand identity. It serves as a powerful tool for conveying our core values in a clear and concise manner.

Through consistent and strategic use of typography, we establish a unique and memorable visual language. This language not only fosters effective communication of key messages but also contributes significantly to the development of strong brand recognition and trust.



Design Elements | Typography

Zwo Pro

Zwo Pro is 600+ main fontsets together, a modern font with clear lines and various weights and styles. The solution delivers a progressive visual identity while ensuring clear and consistent communication across different mediums. Zwo Pro's versatility allows it to adapt to various materials, from headlines to body text, while maintaining brand recognition.

[Download here](#)

Zwo Pro Extra Light 1234567890

Zwo Pro Extra Light Italic 1234567890

Zwo Pro Light 1234567890

Zwo Pro Light Italic 1234567890

Zwo Pro SemiLight 1234567890

Zwo Pro SemiLight Italic 1234567890

Zwo Pro Regular 1234567890

Zwo Pro Italic 1234567890

Zwo Pro Semibold Italic 1234567890

Zwo Pro Bold 1234567890

Zwo Pro Bold Italic 1234567890

Zwo Pro Extrabold 1234567890

Zwo Pro Extrabold Italic

Zwo Pro Black 1234567890

Zwo Pro Black Italic 1234567890



Design Elements | Typography

Inter Tight

Secondary Brand Font

In the absence of Zoo Personal particular system, **Inter Tight** serves as the designated secondary brand typeface. This font aligns with EIGE's visual identity through its modern sans-serif design.

Additionally, it features lighter spacing options for display applications and offers both *Roman* and *Italic* styles for increased versatility in maintaining brand consistency across various materials.

[Download here](#)

Inter Tight Extra Light 1234567890

Inter Tight Thin 1234567890

Inter Tight Thin Italic 1234567890

Inter Tight Light 1234567890

Inter Tight Light Italic 1234567890

Inter Tight Regular 1234567890

Inter Tight Italic 1234567890

Inter Tight Medium 1234567890

Inter Tight Medium Italic 1234567890

Inter Tight SemiBold 1234567890

Inter Tight SemiBold Italic 1234567890

Inter Tight Bold 1234567890

Inter Tight Bold Italic 1234567890

Inter Tight Extra Bold 1234567890

Inter Tight Extra Bold Italic 1234567890

Inter Tight Bold 1234567890

Inter Tight Bold Italic 1234567890

Noto Serif

Secondary Brand Font

EIGE complements its primary brand font with **Noto Sans** as a secondary serif option. **Noto Sans'** elegance, simplicity, and strong readability ensure clear communication across EIGE's printed materials in particular.

[Download here](#)

Noto Serif Extra Light 1234567890

Noto Serif Extra Light Italic 1234567890

Noto Serif Light 1234567890

Noto Serif Light Italic 1234567890

Noto Serif Regular 1234567890

Noto Serif Italic 1234567890

Noto Serif Medium 1234567890

Noto Serif Medium Italic 1234567890

Noto Serif Semi Bold 1234567890

Noto Serif Semi Bold Italic 1234567890

Noto Serif Bold 1234567890

Noto Serif Bold Italic 1234567890

Noto Serif Extra Bold 1234567890

Noto Serif Extra Bold Italic 1234567890

Noto Serif Black 1234567890

Noto Serif Black Italic 1234567890



Design Elements | Typography

Microsoft Fonts

In the absence of OGD's primary and secondary fonts in a particular system, we recommend using Gill Sans Nova (sans-serif) and Georgia (serif). Gill Sans Nova offers a modern, readable look for versatile use across design elements.

Georgia's clear design ensures readability, even in small print, and its friendly feel provides a reassuring tone.

Gill Sans Nova

Gill Sans Nova Light

Gill Sans Nova Light

Gill Sans Nova

Gill Sans Nova Italic

Gill Sans Nova Medium

Gill Sans Nova Medium Italic

Gill Sans Nova Semi Bold

Gill Sans Nova Semi Bold

Gill Sans Nova Bold

Gill Sans Nova Bold Italic

Georgia

Georgia Regular 1234567890

Georgia Italic 1234567890

Georgia Bold 1234567890

Georgia Bold Italic 1234567890

Design Elements | Typography

Typography Dos and Don'ts

This page demonstrates correct and incorrect typography use within EIGE's brand guidelines.

<p>Gender equal access to the labour market.</p>	<p>Gender Equality in the Labour Market</p>	<p>Gender equal access to the labour market.</p>	<p>Gender equal access to the labour market.</p>
✔ Correct headline usage	✔ Correct subhead usage	✔ Correct subhead usage	✔ Correct consistent body copy usage
<p>Gender equal access to the labour market.</p>			
✔ Correct subhead usage	✘ Do not add drop shadow	✘ Do not outline	✘ Do not reflect text
<p>Gender equal access to the labour market.</p>			
✘ Do not use off brand colours	✘ Do not use special effects	✘ Do not combine caps and small caps	✘ Do not underline headline



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Design System



European Institute for
Gender Equality

Equality Empowered by Design.

The European Institute for Gender Equality champions a strong and recognisable brand identity that reflects its core values.

Design System | Platform Assets

Our design system is comprised of a comprehensive set of digital assets. These elements serve as the foundation for all our brand communications. By strategically using these assets, we can craft impactful and instantly-recognizable outputs.

This section delves into the proper usage of these components to ensure consistent and powerful messaging that resonates with our audience.

Logo



Identity Map



Illustration



Typography



Image



Photography





Design System | Composition

This section serves as a foundation for constructing effective brand communications by introducing the core elements that comprise our design system. These elements, explored in detail throughout the guide, will provide practical examples, as well as the building blocks for a cohesive brand identity.

While consistency is paramount, we acknowledge flexibility. Within exception of the logo, design system elements, such as the "angles", can be incorporated strategically based on communication needs.





Design System | Equality Loop

EIGE's "equality loop" is the primary design element. It is a versatile design asset, available in five colours to match its core palette. This dynamic symbol can be adapted to fit design needs, ensuring coherence and impactful brand message across various communications.

The EIGE equality loop can also be utilised and scaled for even greater design flexibility and nuanced representation of equality concepts.

The EIGE equality loop's capacity can be leveraged for use as a subtle background pattern, adding depth and reinforcing branding across materials.

Full Colour



Green



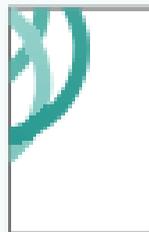
Blue



Orange



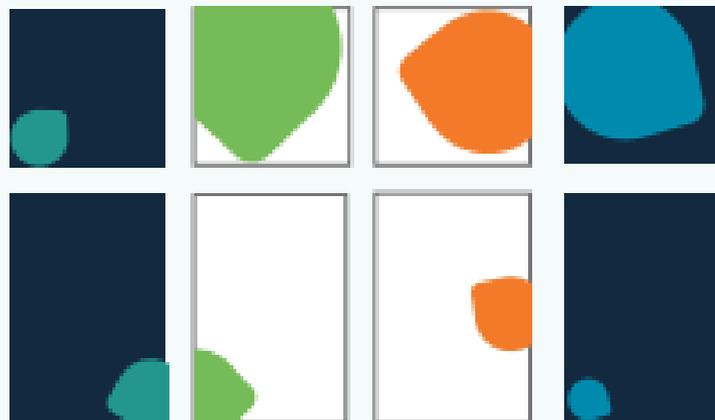
Teal





Design System | Droplets

The "droplet" is a key secondary element in EIGE's brand. This versatile shape forms graphics, illustrations, text, and icons in EIGE's primary colours. It can be rotated or cropped for optimal layout integration, adding a unique touch and reinforcing brand recognition across materials.



Design System | System Usage

Equality logo and graphic elements

These examples give an overview of how the design system should and should not be implemented.



Correct usage example



Correct usage example



Correct usage example



Do not use more than one equality logo element



Do not overlap graphic elements



Do not place logo on top of the background color



Design System | Photography

Our Photography

High-quality photos are useful for EIGE,
building trust through authenticity. We
prioritise documentary-style visuals
capturing real moments, sometimes
incorporating subtle gender symbolism.
Each photo has a unique focal point. To
ensure future flexibility with text or logos,
we leave sufficient negative space around
subjects when commissioning photography.





Design System | Photography

Guidelines for using photographs and stock imagery.

When choosing photographs and stock imagery, look for authenticity and natural aesthetics. Images should depict realistic scenarios, with natural lighting and candid shots of people engaged in genuine activities. The goal is to avoid overly posed or artificial settings. Depicting natural, relatable environments where subjects appear comfortable and relaxed.

Diversity and inclusivity are key components, with a focus on representing various genders, abilities, ages, and abilities in a respectful and non-stereotypical manner. Cultural sensitivity is essential; ensuring images are inclusive and avoid harmful stereotypes.

Use high-quality images and comply with licensing and copyright regulations.

Our Photography

These photos show proper photographic applications.



✔ Use stylized or treated photos.



✔ Photos as a visual representation of a specific context, e.g. place, an object.



✔ Mixed media

These photos show improper photographic applications.



✘ Do not use staged images.



✘ Do not use off-brand illustrations.



✘ Do not use low-resolution images.



Design System | Icons and Illustrations

Icons

Icons serve as valuable supplements to our communications, but their use requires intentionality. Each icon should clearly represent the associated data or social condition. They function primarily within digital applications to enhance navigation, while also offering clarity in emerging details for inclusion within physical materials such as reports.

Outline version



With colour background



Illustrations

EIGE's Illustrations combine modern minimalism with realistic figures. Flat design with realistic human proportions keeps the aesthetic clean, while the colour scheme strictly adheres to EIGE's palette. The figures foster a sense of universality and avoid any emphasis on race or ethnicity.

Three Illustrations show proper style



Three Illustrations show improper style





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☑️ Tone of Voice

- Audience Engagement
- Our Writing Principles

Implementation

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- Visualizations
- Social Media / Digital

Tone of Voice

*“Words have power, tone
wields the influence.”*



TOV | Audience Engagement

Effective communication is more than delivering information. It's how we connect to our audiences. Our choice of words should resonate with their needs.

Our messaging is clear, inclusive and engaging. We always focus on the benefits to the audience we are trying to reach. This helps to build trust and credibility in EIGE's work.

We treat hope-based communication as a two-way street, encouraging feedback. By listening and responding, we strive for continual improvement.



TOV | *Our Writing Principles*

EIGE has developed four writing principles to ensure our communications are clear, meaningful and trusted by all our audiences.

1. **Clarity and Simplicity**
2. **Inclusivity**
3. **Accuracy**
4. **Readability**

These principles ensure that EIGE's written content aligns with our brand and communication standards. For full details read our **Corporate Writing Guide**.



TOV | Our Writing Principles

1. Clarity and Simplicity

Write in a clear, understandable way. Avoid unnecessary complexity. Use plain, jargon-free language so that your content is accessible to a wide range of people.

Keep sentences short and paragraphs concise. Each sentence should contribute directly to the point you are trying to make.

Consider the knowledge and interests of your audience. Tailor your language and structure your writing accordingly to maintain engagement and understanding.

2. Inclusivity

Foster an environment of respect and representation through mindful choice of language. Writing should be gender-sensitive and challenge stereotypes whenever possible.

Always seek to include diverse views and perspectives, especially from underrepresented groups. Representation matters in all our communications.

TOV | Our Writing Principles

3. Accuracy

Fact-check all information to ensure it is reliable and up-to-date, especially when citing statistics or data related to gender issues.

Take care when discussing statistics. Always provide context to avoid misleading interpretations. Use EIGE's primary data whenever relevant.

If using external statistics, double-check all facts with reputable sources. Cite appropriately.

4. Readability

Choose the simplest language possible to communicate without compromising the accuracy of your message, or leaving it open to misinterpretation. This is not dumbing it down.

Use readability tools, such as the Flesch-Kincaid test, as a guide to maintain the balance of your writing, especially when covering complex issues.

Encourage feedback on readability from our diverse groups of stakeholders to continuously improve the accessibility of our written communications.



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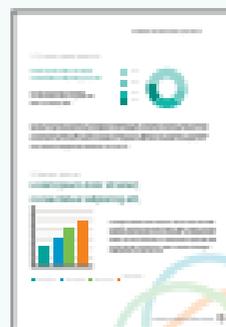
Implementations

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- Visualisations
- Social Media / Digital

Implementations

Implementations | Publications

Reports



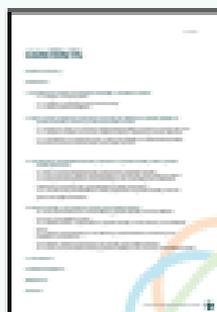
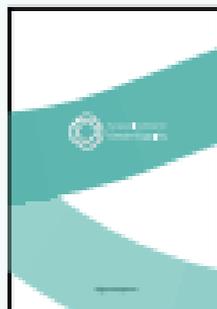
Implementations | Publications

Tools



Implementations | Publications

Guidelines



Implementations | Publications

Administrative Reports



Implementations | Publications

Fact Sheets



Director's letter



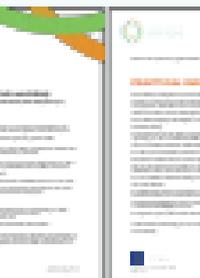
Thank you letter



Event agenda



Publication



Implementations | Corporate Materials

Business Cards

Director's version

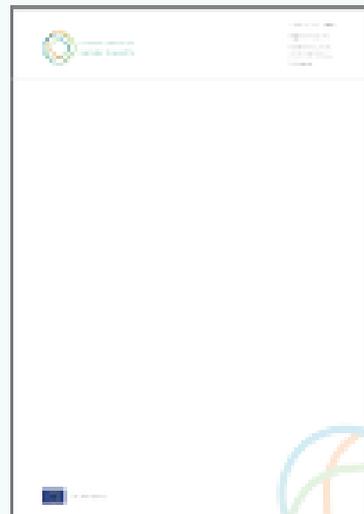
Front



Other Positions



Letterhead



Book



Implementations | Corporate Materials

Event Materials

Event Invitation

Portrait



Homepage



Teal card



Implementations | Corporate Materials

Event Materials

Pop-up banners



Download



Implementations | Corporate Materials

Event Materials

Bookback



Greeting card





Implementations | Visualisations

Reports



Toolkits



Implementations | Visualisations

Business



Trade fair



Implementations | Visualisations

Business card

Light version



Dark version



Implementations | Visualisations

Event programme



Tafelberg



Implementations | Visualisations

Event Wall



Pop-up banners



Implementations | Visualisations

Notebooks



Printing card



Implementations | Visualisations

Building sign



Office signage



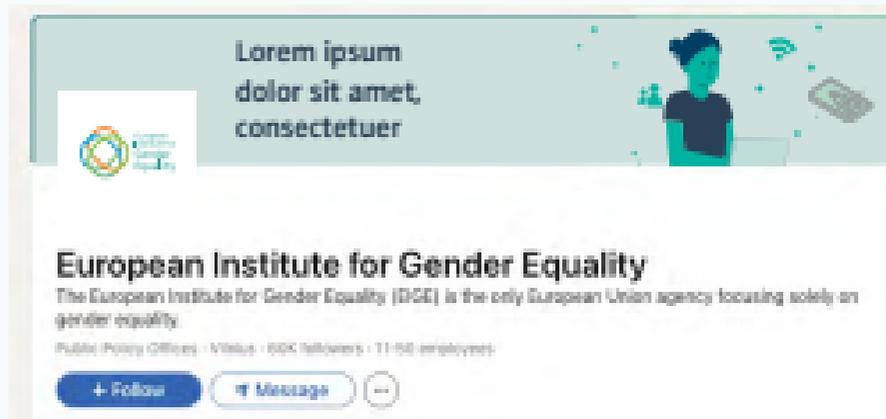
Implementations | Social Media

Social media posts



Implementations | Social Media

Business profile banner



Business profile banner

Placeholder text: Lorem ipsum dolor sit amet, consectetur

European Institute for Gender Equality

The European Institute for Gender Equality (EIGE) is the only European Union agency focusing solely on gender equality.

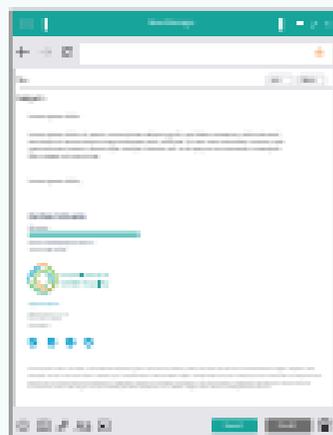
Public Policy Officers - 100+ - 500 followers - 11-50 employees

+ Follow Message

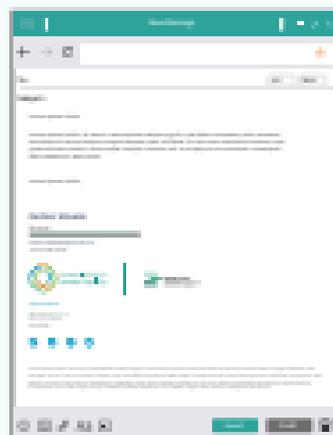
The banner features a light blue header with a person icon and a smartphone icon. Below the header is a white profile card with the EIGE logo and name. The bio text is in a smaller font, and the statistics are in an even smaller font. At the bottom of the card are two buttons: a blue '+ Follow' button and a white 'Message' button with a speech bubble icon.

Implementations | Digital

Email signature



Email signature / campaign





Implementations | Digital

PowerPoint 2019
light version



PowerPoint 2019
dark version



Implementations | Digital

PowerPoint 6.2
light version



PowerPoint 6.2
dark version



Implementations | Digital

Microsoft Teams background



Website





Implementations | Digital

Video and board



Microvideo clip





European Institute for
Gender Equality

BRAND BOOK

Contact Us

Please visit eige.europa.eu
for additional brand information.

If you have questions about the EIGE brand,
please contact us.

Images and media kits

www.eige.europa.eu/
www.eige.it/
www.eige.gr/