



17-21 JUNE 2019  
**EU SUSTAINABLE  
ENERGY WEEK**



VISUAL GUIDELINES

SHAPING EUROPE'S  
ENERGY FUTURE  
**#EUSEW19**

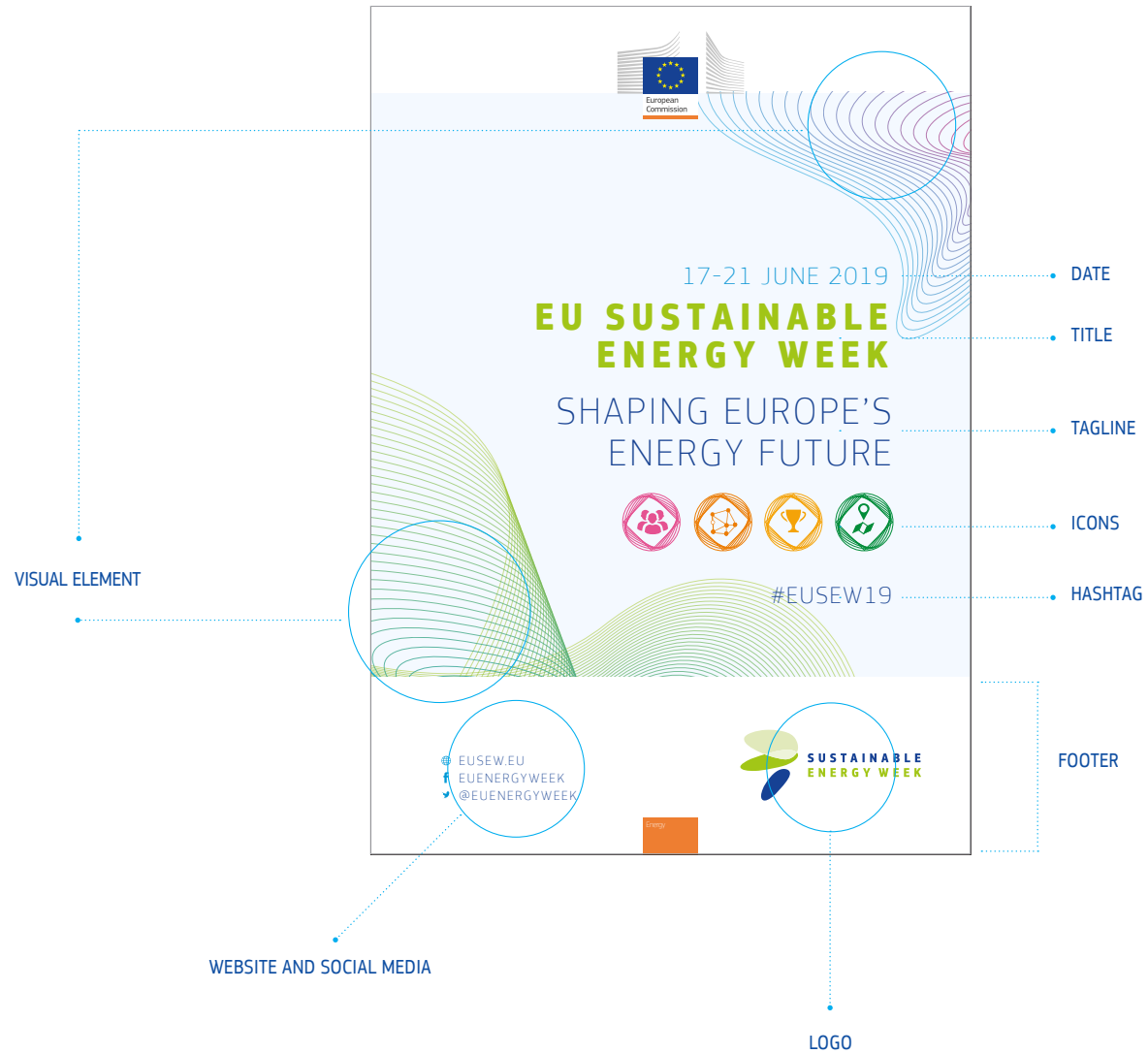
Energy



## ELEMENTS

Items like date, title, tagline, icons and hashtag must be justified on the right.

The visual element will be placed at the bottom left and at top right on all documents that allow it. Parts of the visual element can be used if there is too much empty space, helping to create a more balanced overall layout.



**TYPEFACE**

17-21 JUNE 2019

EC Square Sans Pro Thin  
Letter-spacing: 70

**EU SUSTAINABLE  
ENERGY WEEK**

EC Square Sans Pro Bold  
Letter-spacing: 120

SHAPING EUROPE'S  
ENERGY FUTURE

EC Square Sans Pro Thin  
Letter-spacing: 70

#EUSEW19

EC Square Sans Pro Thin  
Letter-spacing: 70

EC Square Sans Pro Thin  
Letter-spacing: 120

 EUSEW.EU  
 EUENERGYWEEK  
 @EUENERGYWEEK

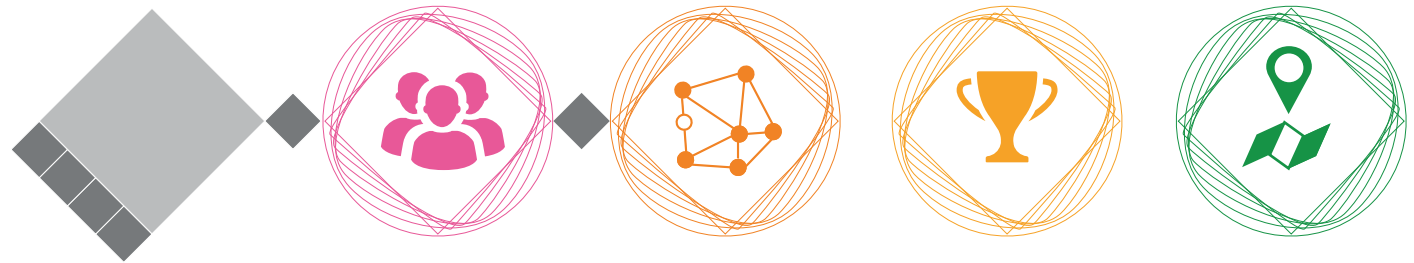
## ICONS

The EU Sustainable Energy Week includes 4 poles of activity. Each one is symbolised by an icon.

- 1 Policy conference
- 2 Awards competition
- 3 Networking village
- 4 Energy days

When used together, the icons will always stay in the same order, arranged in line and separated by a distance corresponding to the forth of their side.

Each icon can be used separately on documents that are in regards to only one pole.



# COLORS

DATE

C 077 R 004  
M 025 V 151  
J 000 B 213  
N 000

TITLE

C 045 R 163  
M 000 V 198  
J 099 B 023  
N 000

TAGLINE

C 100 R 022  
M 080 V 065  
J 007 B 145  
N 000

POLICY CONFERENCE

C 004 R 228  
M 080 V 083  
J 006 B 146  
N 000

AWARDS COMPETITION

C 001 R 244  
M 042 V 162  
J 095 B 011  
N 000

NETWORKING VILLAGE

C 003 R 234  
M 060 V 125  
J 099 B 006  
N 000

ENERGY DAYS

C 085 R 008  
M 018 V 139  
J 099 B 059  
N 004

C 005 R 244  
M 003 V 246  
J 000 B 252  
N 000

THE BACKGROUND

C 003 R 229  
M 080 V 082  
J 007 B 145  
N 000

Outer ring  
Upper ring

C 078 R 000  
M 025 V 151  
J 001 B 212  
N 000

Inner ring  
Lower ring

VISUAL  
ELEMENT

C 000 R 246  
M 041 V 165  
J 095 B 008  
N 000

Outer ring

C 100 R 013  
M 078 V 067  
J 010 B 144  
N 001

HASHTAG

C 076 R 030  
M 026 V 151  
J 001 B 211  
N 000

PICTOS

C 100 R 013  
M 078 V 067  
J 010 B 144  
N 001

WEBSITE AND SOCIAL MEDIA



## LOGO

There are three versions of the logo

### 1 LOGO + DATE

To be used if the document includes the banner of the EU Charter.

### 2 LOGO + EU LOGO

To be used if the document already mentions the date of the EU Sustainable Energy Week.

### 3 LOGO

To be used if the document already mentions the date of the EU Sustainable Energy Week and if it includes the banner of the EU Charter.

1



2

3

