



Destination Earth

Visual Guidelines

July 2023



EC Destination Earth (I)

The following guidelines have been established and agreed with the European Commission to ensure that the role of all partners is accurately presented in all communications related to the Destination Earth (DestinE) initiative.

Official Destination Earth visuals

In communication related to Destination Earth, the official Destination Earth visual should appear side by side with the official European Union flag. The spacing between the flag and the visual should not be altered.

Implementing the Destination Earth visual with the logo of all three partnering organisations

Unless the European Commission requests or agrees otherwise, all communication regarding partnering organisations and the Destination Earth initiative should ensure that it is clear that Destination Earth receives funding from the European Union by displaying next to the Destination Earth visual the EU emblem with the text “Funded by the European Union” followed by the text “implemented by” followed by the logos of the partnering organisations.



Do's



Destination Earth



Destination Earth



Destination Earth

Funded by
the European Union



Implemented by



Destination Earth

Funded by
the European Union



Implemented by



The text “Destination Earth” should serve as base for alignment with “Implemented by” and the logos of the partnering organisations. “Destination Earth” is normally centred on “Funded by the European Union”.

All texts and logos aligned with the bottom of “Funded by the European Union” is also acceptable.

EC Destination Earth (II)

Do's

- ✓ Ensure all logos are in alphabetical order, with equal sizing and spacing of partner logos.



- ✓ Ensure all logos are visible on darker backgrounds.

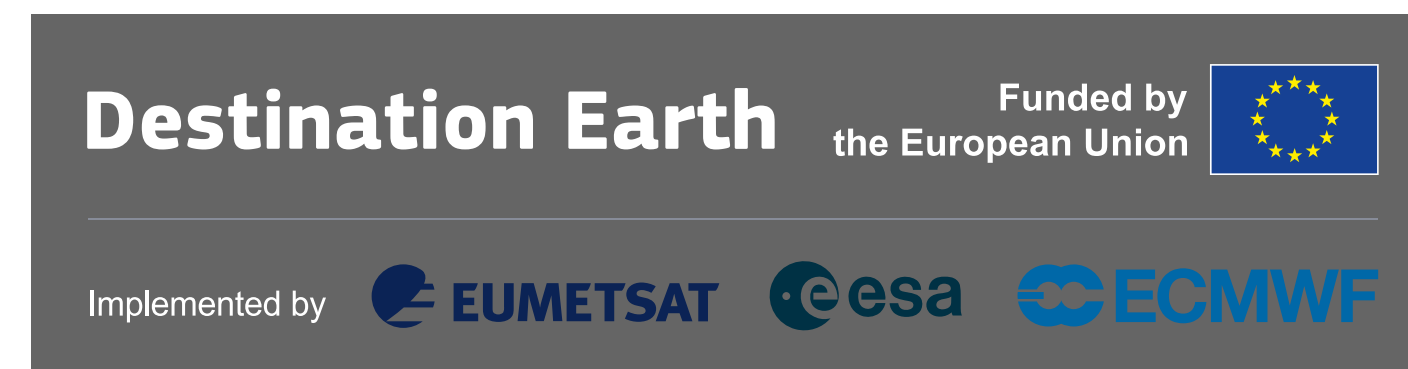


Don'ts

- ✗ Ensure all partner logos are equally represented.



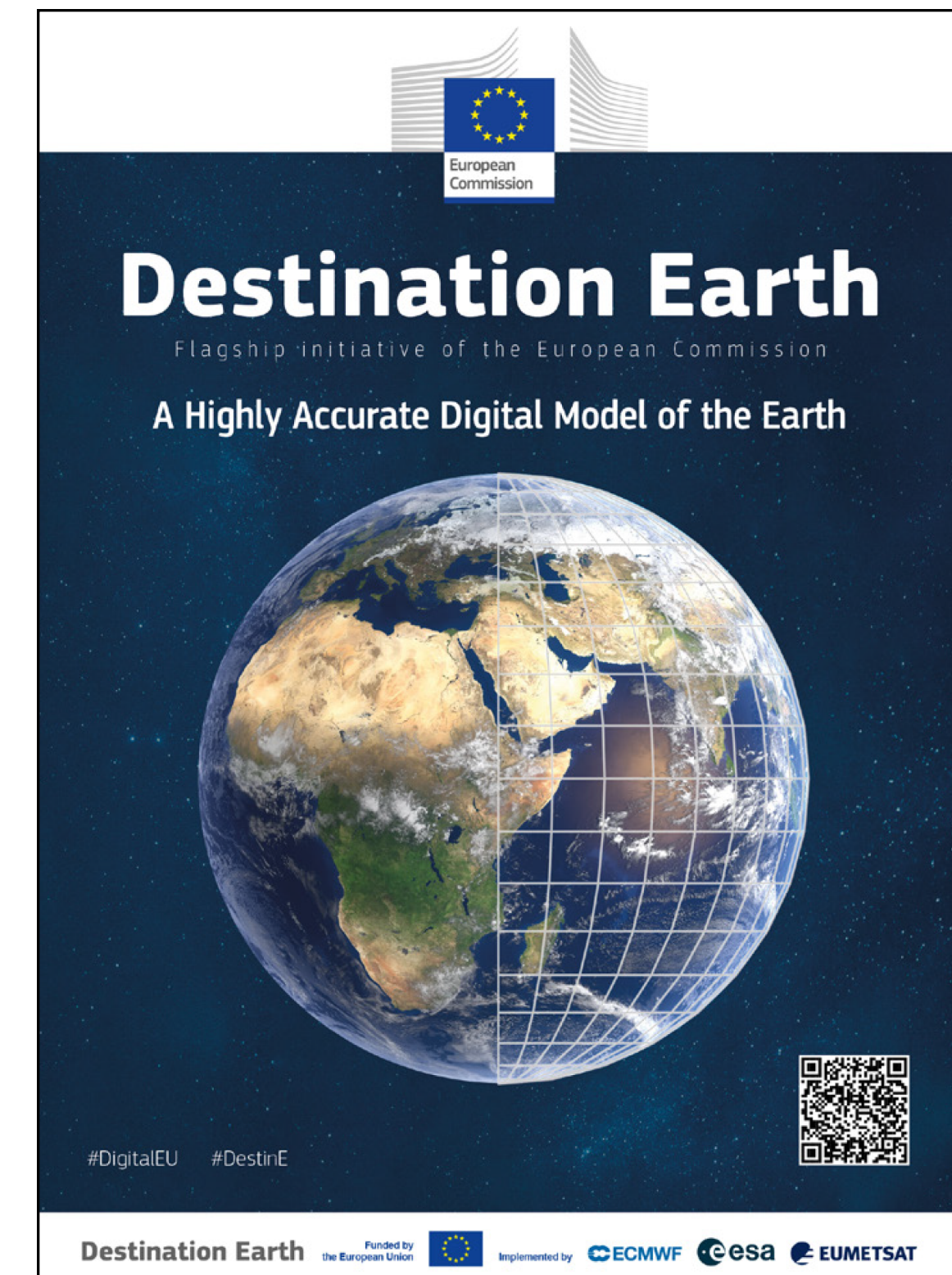
- ✗ Avoid placing logos on backgrounds that make them difficult to read.



- 👍 Always use official visual files.

Implementation in graphic layout

There are no restrictions as to how partnering organisations can continue using their own visual identities provided the Destination Earth programme visual, the EU funding and the logos of all three partnering organisations are present. Please see the example below.



EC Destination Earth (III)

Implementing the Destination Earth visual with the logo of a single partnering organisation

When communicating individually, partnering organisations can follow the templates shown here. They can choose between two orientations: horizontal or vertical.



EC Destination Earth (IV)

Official Colour Palette

Primary Colours



#0073E6

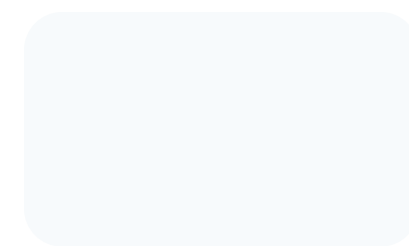


#009DEB

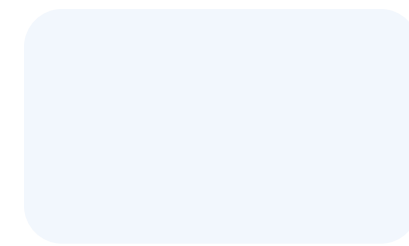


#2F3842

Secondary Colours



#F6F9FC



#F2F7FD



#B1B5C3



#100F0F

Official Typography

Primary font

Greycliff CF

Regular

Medium

Bold

Secondary font

Calibri

Regular

Italic

Bold

Thank
you.



Destination Earth