



# 1.4 Typography

# Typography

## Main typography

### EC Square Sans Pro

EC Square Sans Pro is the mandatory font for the Commission's logo, images incorporating texts and for professional publications. Three main weights are used for publication covers. However, nine other weights are available for inside pages as needed.

The EC Square Sans Pro will be available in condensed version soon. Until then, you are authorised to use alternative typefaces such as Myriad, Trebuchet or Tahoma for condensed texts.

EC SQUARE SANS PRO - Regular

for emphasized words in headlines, text body and titles

abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789

EC SQUARE SANS PRO - Light Italic

*abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789*

EC SQUARE SANS PRO - Italic

for subtitles and captions

*abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789*

EC SQUARE SANS PRO - Medium Italic

***abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789***

EC SQUARE SANS PRO - Medium

for headlines and titles

**abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789**

EC SQUARE SANS PRO - Bold

**abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789**

EC SQUARE SANS PRO - Thin

abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789

EC SQUARE SANS PRO - Bold Italic

***abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789***

EC SQUARE SANS PRO - Thin Italic

*abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789*

EC SQUARE SANS PRO - Extra black

**abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789**

EC SQUARE SANS PRO - Light

abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789

EC SQUARE SANS PRO - Extra black Italic

***abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRST  
UVWXZ0123546789***

# Typography

## Secondary typography

### Garamond

Garamond is used together with EC Square Sans Pro with the aim of bringing both strong contrast and rhythm to the layouts. This typography has the advantage of providing greater legibility.

Garamond will be used as a support typography on the inside pages of publications and for specific publications such as newspapers or newsletters.

You can use any Garamond (MS Garamond, Adobe Garamond Pro, Garamond Premier Pro) depending on what your system offers and on different languages needs.

#### Garamond Medium

for captions

---

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNO P Q  
RSTUVWXZ0123546789

#### *Garamond Semi Bold Italic*

for quotes

---

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNO P Q  
RSTUVWXZ0123546789*

#### *Garamond Italic*

for quotes

---

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNO P Q  
RSTUVWXZ0123546789*

#### Garamond Bold

for emphasised words in quotes and subtitles

---

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNO P Q  
RSTUVWXZ0123546789**

#### Garamond Semi Bold

for captions

---

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNO P Q  
RSTUVWXZ0123546789**

#### *Garamond Bold Italic*

for quotes

---

***abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNO P Q  
RSTUVWXZ0123546789***

# Typography

## Alternative typography for Office and Web Verdana

For any document created for the web or web mobile using Office programmes, e.g. Word, PowerPoint, Excel (except for Eurolook, Legiswrite or Egrefe, in Times News Roman), as well as for any email or electronic signature, the typeface will be Verdana.

Verdana Bold  
for titles

---

**abcdefghijklmnopqr  
stuvwxyzABCDEFGHI  
JKLMNOPQRSTUVWXYZ  
XZ0123546789**

Verdana Bold Italic  
for emphasized words in quotes and subtitles

---

***abcdefghijklmnopqr  
stuvwxyzABCDEFGHI  
JKLMNOPQRSTUVWXYZ  
XZ0123546789***

Verdana Regular  
for titles and text

---

abcdefghijklmnopqr  
stuvwxyzABCDEFGHI  
JKLMNOPQRSTUVWXYZ  
XZ0123546789

Verdana Italic  
for subtitles

---

*abcdefghijklmnopqr  
stuvwxyzABCDEFGHI  
JKLMNOPQRSTUVWXYZ  
XZ0123546789*

# Typography

## Alternative typography for Office and Web Arial

For any document created for the web or web mobile using Office programmes, e.g. Word, PowerPoint, Excel (except for Eurolook, Legiswrite or Egrefe, in Times News Roman), as well as for any email or electronic signature, the typeface will be Arial.

**Arial Regular**  
for text

---

abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789

*Arial Italic*  
for emphasized words in quotes and subtitles

---

*abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789*

**Arial Bold**  
for titles and text

---

**abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789**

***Arial Bold Italic***  
for subtitles

---

***abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789***

**Arial Black**  
for titles

---

**abcdefghijklmnopqr  
stuvwxyzABCDEFGH  
JKLMNOPQRSTUVWXYZ  
XZ0123546789**

# Typography

## System and rules

A key element of the European Commission's visual identity is the use of typography (in different weights and sizes) as a visual element in its own right, notably on the covers of publications. The contrast of size is very important for visual effect and distinctiveness. It can be achieved very easily using the following method:

\*1.6 is the Golden ratio. This is the reference figure used to divide or multiply the size of the text to achieve the proper contrast between the "large word", the headline and the subtitle if there is one (as shown below).

Make sure you do not divide the size of the text by 3.2 (2 x 1.6) as you will not get the same result when dividing the first time by 1.6 and then dividing it again by 1.6.

If necessary, you can emphasize a word as shown in this example.

When the "large word" is too short and has no impact on the cover, you can multiply its size a third time by 1.6.



After dividing twice using the Golden ratio (1.6), make sure you round up or down to the nearest unit or half unit, i.e. if your result is 11.7 points, round it down to 11.5 points, if it is 5.4 points make it 5.5 points, 10.3 points becomes 10.5 points, etc. This method also applies to millimetres and centimetres.

(81 pts)

word

Set in EC Square  
Sans Pro Regular

divided by 1.6\* =

(50 pts) word

divided by 1.6 =

(31.5 pts) **Headline**

Set in EC Square  
Sans Pro Medium

divided by 1.6 =

(20 pts) **Headline**

divided by 1.6 =

(12 pts) *Subtitle*

Set in EC Square  
Sans Pro Italic