

# EU4GREEN BASIC STYLEGUIDE

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Quelle: Umweltbundesamt, M. Deweis



Funded by  
the European Union

With funding from  
 Austrian  
Development  
Cooperation

umweltbundesamt<sup>U</sup>  
ENVIRONMENT AGENCY AUSTRIA

## LOGO



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# EU4GREEN

## LOGO USAGE



EU4GREEN



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Position: At the top (left, centered or right), use it on light/white background only (best readability)

Don't use any kind of effects, don't change colors, don't use it on busy or dark backgrounds, don't distort proportions

# COLORS & TYPOGRAPHY



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**Green:**

#54a42d

RGB:84/164/45

CMYK: 49/0/73/36



**Dark Cyan:**

#1e4149

RGB:30/65/73

CMYK: 59/11/0/71

## Calibri Bold

AaBbCcDdEeFfGgHhIi

123456789!%&?=\$€(,;.)

## Calibri Regular

AaBbCcDdEeFfGgHhIi

123456789!%&?=\$€(,;.)

## HEADLINES 1:

**CALIBRI BOLD, GREEN, ALL CAPS**

## Headlines 2-4: Calibri bold, dark cyan

Body Text: Calibri regular, black

*Don't use italic*

# ACCESSIBILITY



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# WORD-DOKUMENTS: USE THE ACCESSIBILITY CHECKER

(If you don't see the "Check Accessibility" button on the "Review" tab you might have an older version of word. Select: File -> Info -> Check for Issues)

- Use alternative text for all visuals (includes tables, images, shapes, charts and graphics).
  - By making visuals decorative, the screenreader is going to ignore it.
  - If you have to use tables, use a simple table structure and add alternative text as well (describe in a few sentence the main content of the table)
  - All visuals needs to be in position "in line with text" (unfortunately, other positions will be shown as an issue)
- Use a logical heading order (after Headline 1 needs to follow a Headline 2)
- Don't use serif fonts
- Don't use any kind of effects (like shadows)

For more information: [https://support.microsoft.com/en-us/office/make-your-word-documents-accessible-to-people-with-disabilities-d9bf3683-87ac-47ea-b91a-78dcacb3c66d#bkmk\\_best\\_practices\\_win](https://support.microsoft.com/en-us/office/make-your-word-documents-accessible-to-people-with-disabilities-d9bf3683-87ac-47ea-b91a-78dcacb3c66d#bkmk_best_practices_win)