



STYLE GUIDE
EUROPEAN INSTITUTE
FOR GENDER EQUALITY

2012

CONTENTS

- 03** The new logo of EIGE
- 04** Colours
- 06** The construction of the logo
- 07** Logo in black and white and greyscale
- 08** The protection zone and the minimum size of the logo
- 09** Logo used on coloured background
- 10** Fundamental errors to avoid on coloured background
- 11** Typography for print products
- 13** Layout of business card, letter head, fax letter and envelope
- 23** Technical information for brochure A4
- 37** CD and DVD relating to the published brochure
- 43** CD and DVD cases which is not part of a published edition
- 47** Promotional articles
- 51** Alternative typography
- 52** PowerPoint presentation
- 53** Badge
- 54** Nameplate
- 56** Homepage and the banner

LOGO

The main image features two human figures, indicating how a woman and a man unite their actions, and by doing so are able to achieve a common goal. Despite the differences (in colour), they are equals. The stars in this logo symbolise the European Union.

Gender quality is an important objective for the Union Member States (the small stars). The larger, intertwined stars represent the idea of modernisation and cooperation.

TYPEFACE

The proposed typeface presents a balance between spontaneity (the handwritten initials of EIGE) and seriousness (a classic font for the full name of the institute).

The logo must never be changed. This style is to be used in all forms of communication, in all media.





The colours of the logo are standardised. They cannot, under any circumstances, be changed, **except in case the two figures are treated as a graphic element** (see business card verso, brochures etc.).

| PANTONE 116C | PANTONE Reflex Blue | PANTONE Cool Grey 11 C | |
|--------------|---------------------|------------------------|---|
| | | | Print colour / PANTONE |
| | | | YELLOW = PMS 116C BLUE = PMS Reflex Blue GRAY = Cool Grey 11C |

| | YELLOW | BLUE | GREY | |
|---|--------|------|------|---|
| C | 0% | 100% | 0% | Print colour / CMYK YELLOW = Cyan 0%; Magenta 16%; Yellow 100%; Black 0% BLUE = Cyan 100%; Magenta 73%; Yellow 0%; Black 2% GREY = Cyan 0%; Magenta 2%; Yellow 0%; Black 68% |
| M | 16% | 73% | 2% | |
| Y | 100% | 0% | 0% | |
| K | 0% | 2% | 68% | |

| | YELLOW | BLUE | GREY | |
|---|--------|------|------|--|
| R | 255 | 0 | 113 | Web colour / RGB YELLOW = Red 255; Green 210; Blue 0 BLUE = Red 0; Green 85; Blue 164 GREY = Red 113; Green 112; Blue 164 |
| G | 210 | 85 | 112 | |
| B | 0 | 164 | 164 | |

Apart from the colors used in the logo, there is a primary and a secondary color palette.

The **primary color palette** is composed of specific swatches, each of which is associated to a section of the EIGE. Each EIGE section has one primary color, a secondary one and two supporting colors.

For each of the examples shown below, the first swatch represents the primary color and the second swatch represents the secondary color.

The supporting colors may be either “stand alone” colors or shades of the primary and/or secondary colors.

Note: When needed, additional shades may be used, provided that the designer employs the standard swatches first.

| | | | | |
|--|--|--|--|--|
| <p>Resource and Documentation Centre</p>  <p>C=0 M=30 Y=100 K=10</p>  <p>C=10 M=32 Y=66 K=30</p>  <p>C=10 M=10 Y=20 K=0</p>  <p>C=0 M=60 Y=100 K=20</p> | <p>Beijing</p>  <p>C=50 M=15 Y=40 K=5</p>  <p>C=65 M=25 Y=31 K=25</p>  <p>C=90 M=20 Y=10 K=40</p>  <p>C=15 M=0 Y=10 K=10</p> | <p>Gender Mainstreaming</p>  <p>C=1 M=5 Y=25 K=0</p>  <p>C=25 M=23 Y=52 K=20</p>  <p>C=50 M=45 Y=80 K=40</p>  <p>C=40 M=30 Y=100 K=20</p> | <p>Good Practices</p>  <p>C=0 M=40 Y=100 K=0</p>  <p>C=0 M=0 Y=20 K=10</p>  <p>C=90 M=60 Y=5 K=10</p>  <p>C=0 M=25 Y=30 K=30</p> | <p>Index</p>  <p>C=5 M=10 Y=0 K=60</p>  <p>C=19 M=71 Y=14 K=16</p>  <p>C=59 M=90 Y=10 K=0</p>  <p>C=30 M=25 Y=13 K=0</p> |
| <p>Communications</p>  <p>C=15 M=0 Y=100 K=20</p>  <p>C=48 M=5 Y=100 K=40</p>  <p>C=37 M=14 Y=100 K=0</p>  <p>C=48 M=5 Y=100 K=0</p> | <p>Network & Experts' Forum</p>  <p>C=5 M=15 Y=100 K=5</p>  <p>C=10 M=0 Y=50 K=0</p>  <p>C=0 M=5 Y=85 K=0</p>  <p>C=20 M=15 Y=80 K=20</p> | <p>Gender-Based Violence</p>  <p>C=70 M=40 Y=0 K=30</p>  <p>C=40 M=10 Y=0 K=0</p>  <p>C=30 M=20 Y=0 K=10</p>  <p>C=14 M=10 Y=20 K=0</p> | <p>Management Board</p>  <p>C=100 M=73 Y=0 K=2</p>  <p>C=100 M=73 Y=0 K=2</p>  <p>C=100 M=73 Y=0 K=2</p>  <p>C=100 M=73 Y=0 K=2</p> | <p>EIGE Staff</p>  <p>C=5 M=10 Y=0 K=60</p>  <p>C=5 M=10 Y=0 K=60</p>  <p>C=5 M=10 Y=0 K=60</p>  <p>C=5 M=10 Y=0 K=60</p> |

Font: Myriad Pro Light Condensed

The logo is placed on a quadrant. The stars are placed in such a way that the biggest of the three is centred above the two figures, thus joining these elements together.

The underlying quadrant visually demonstrates the equal sides of gender equality which is the baseline idea of the logo. This square idea is continued by placing the acronym and the institute's name into its own (smaller) square.



LOGO GREYSCALE

Attention: Greyscale applications of the logo on dark or light backgrounds use different grey values respectively!

LOGO BLACK AND WHITE

The logo can be reproduced in black and white.

Where the background itself is coloured or printed in monochrome, this may form the background of the logo too.



THE PROTECTION ZONE

There is a white border around the logo, which is the defined protection zone. When changing the size of the logo, the white border has to be modified proportionally.



A = the height of the largest star above the two human figures being the main star of the logo.

The height of 'A' is equal to the width of the white protection zone



THE MINIMUM SIZE OF THE LOGO

The box containing the protection zone (A) must at least measure 35 millimetres in length and height. Text below this size is not readable.

COLOURED BACKGROUNDS

The coloured logo must be used on white backgrounds.

The monochrome logo (black or white) can be used directly on the picture or the coloured background. This will be applied depending on the situation.



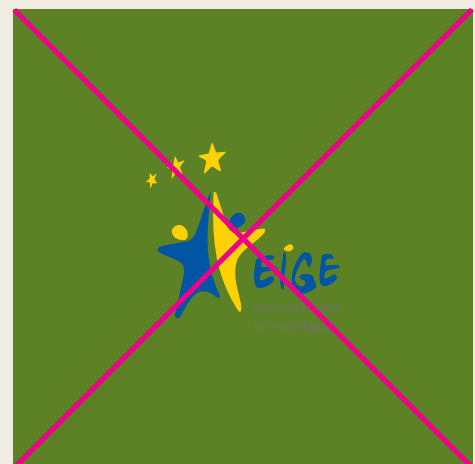
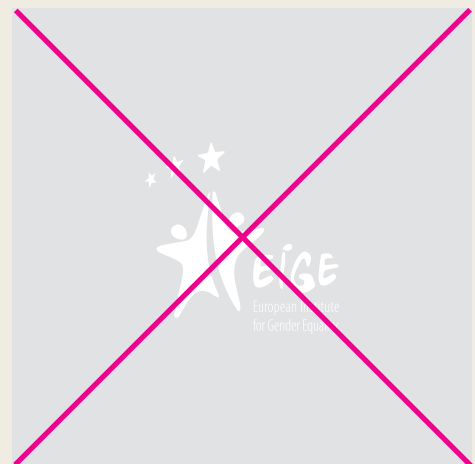
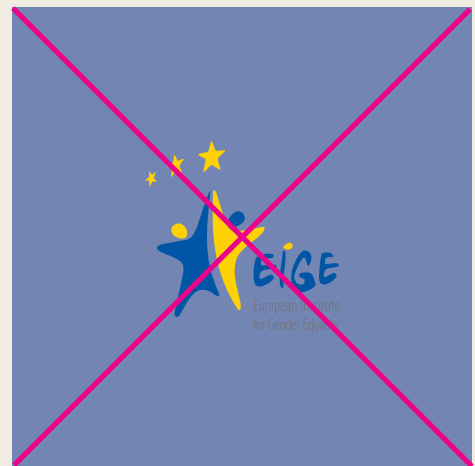
ERRORS TO AVOID ON COLOURED BACKGROUNDS

It is important to have a clear contrast between the logo and the background, to insure the logo's visibility.

As such, the white version of the logo should be used on darker backgrounds and the black version of the logo, on light backgrounds.

It is imperative that the color version of the logo be placed on a white background.

For the color backgrounds please use only the monochrome versions of the logo.



MYRIAD PRO LIGHT 10 pt

Magnim dolore te dipsusto commolore tis diam, qui blan utpatin henim nisciduisl del dignim ex eniamet, verit am dionsectet pratet nit eugait vulla feugait aut velendreet praesse do commodo ex erostrud erit, sum quisl ut il elissim elendre cor adignis ad do od miniat nis eugiam ipsuscipit volortie dipit ver alissit init praessi. Volore consequisim dolesecte modoles equam, sustrud eros nim irit iustionse modiat ssequat, vulla feugiat.

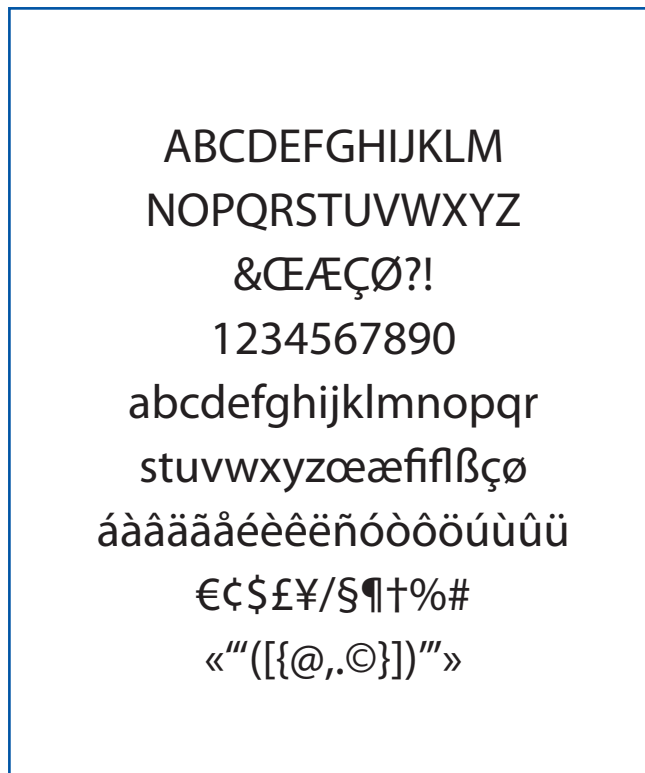
Magnim dolore te dipsusto commolore tis diam, qui blan utpatin henim nisciduisl del dignim ex eniamet, verit am dionsectet pratet nit eugait vulla feugait aut velendreet praesse do commodo ex erostrud erit, sum quisl ut il elissim elendre cor adignis ad do od miniat nis eugiam ipsuscipit volortie dipit ver alissit init praessi.

MYRIAD PRO LIGHT ITALIC 12 pt



MYRIAD PRO REGULAR 8 pt

Magnim dolore te dipsusto commolore tis diam, qui blan utpatin henim nisciduisl del dignim ex eniamet, verit am dionsectet pratet nit eugait vulla feugait aut velendreet praesse do commodo ex erostrud erit, sum quisl ut il elissim elendre cor adignis ad do od miniat nis eugiam ipsuscipit volortie dipit ver alissit init praessi. Volore consequisim dolesecte modoles equam, sustrud eros nim irit iustionse modiat ssequat, vulla feugiat. Ut



MYRIAD PRO ITALIC 9 pt

Magnim dolore te dipsusto commolore tis diam, qui blan utpatin henim nisciduisl del dignim ex eniamet, verit am dionsectet pratet nit eugait vulla feugait aut velendreet praesse do commodo ex erostrud erit, sum quisl ut il elissim elendre cor adignis ad do od miniat nis eugiam ipsuscipit volortie dipit ver alis-

MYRIAD PRO BLACK 30pt

Myriad Pro

MYRIAD PRO SEMIBOLD 14 pt

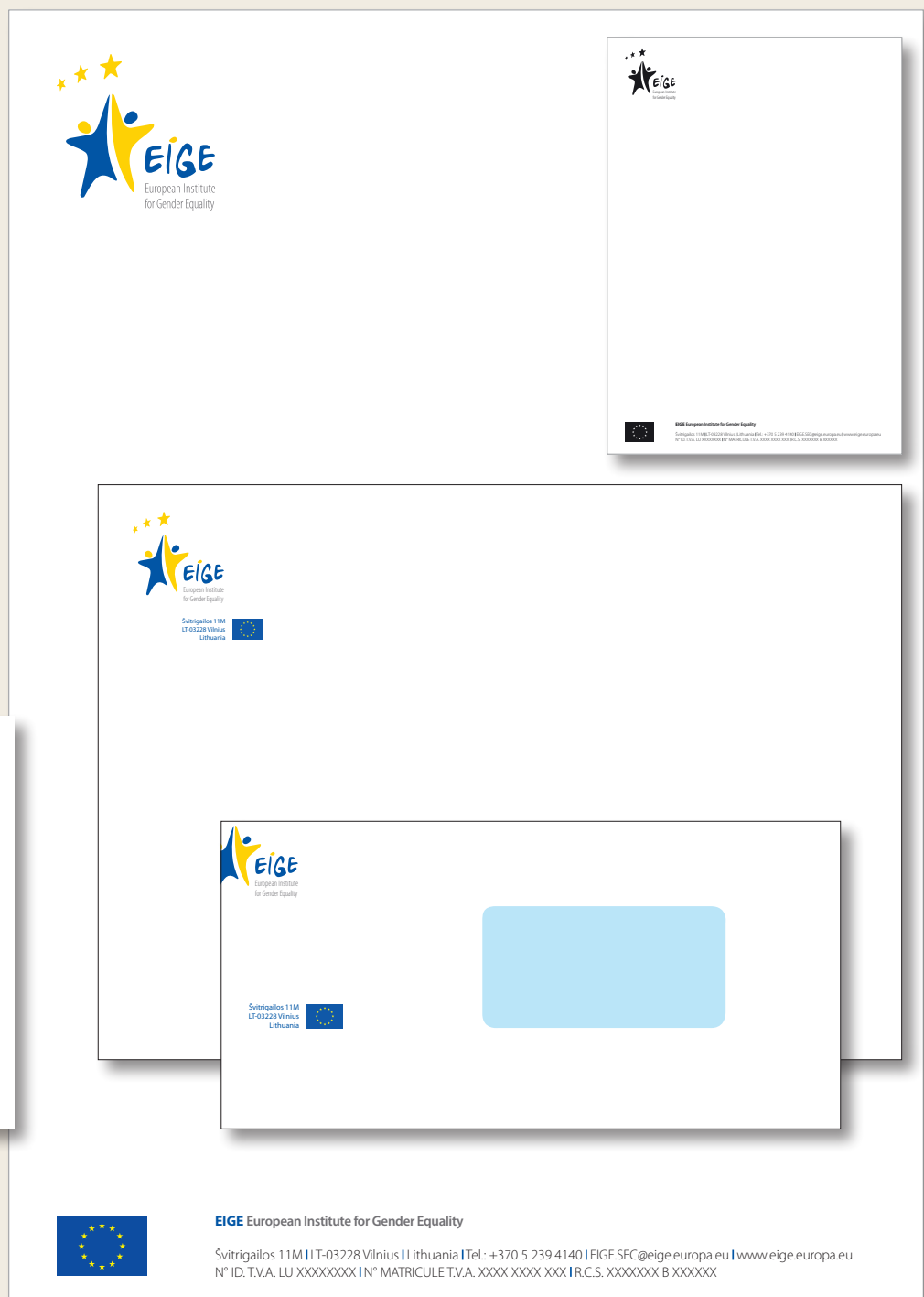
Magnim dolore te dipsusto commolore tis diam, qui blan utpatin henim nisciduisl del dignim ex eniamet, verit am dionsectet pratet nit eugait vulla feugait aut velendreet praesse do commodo ex erostrud erit, sum quisl ut il elissim elendre cor adignis ad do od miniat nis

Magnim dolore te dipsusto commolore tis diam, qui blan utpatin henim nisciduisl del dignim ex eniamet, verit am dionsectet pratet nit eugait vulla feugait aut velendreet

MYRIAD PRO BOLD 18 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ&ÆÇØ
1234567890
abcdefghijklmnopqrstuvwxy
ææfiflß?!,:çøáàâãäå
éèêëñóòôöúùûü
€ç\$£¥§¶†%#@
«"([{®©™∞≈≠≤≥◇√/‰‡±~}])"»
'À'É'Η'Ι'Ο'Υ'Ω'İ'ΑΒΓΔΕΖΗΘΙΚΛΜΝ
ΞΟΠΡΣΤΥΦΧΨΩ
Ïÿάέήίϋαβγδεζηθικλμνξοπ
ρςστυφχψωϊϋόύώ
ËĤĜЄSĬĴĽĿŃĦĶŸϘΑΒΓΔΕΖΖ
ИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдежзийклмнопрсту
фхцчшщъыьэюяёĥĝєsĭĵĹŃĦĶŸϘΓğ
ẀẁẂẃẄẅỲỳ

Business card, letter head, fax letter and envelope should exactly follow the indications given here.



BUSINESS CARD

RECTO

TYPOGRAPHY

(B) Address

Size: Myriad Pro Regular / 8 pt / leading: 11 pt / colour: Pantone Reflex Blue C 100% M 73% Y 0% K 2%

(C) Name

Size: Myriad Pro Regular / 10 pt / leading: 13 pt / colour: PANTONE Cool Gray 11 C 0% M 2% Y 0% K 68%

(C) Title

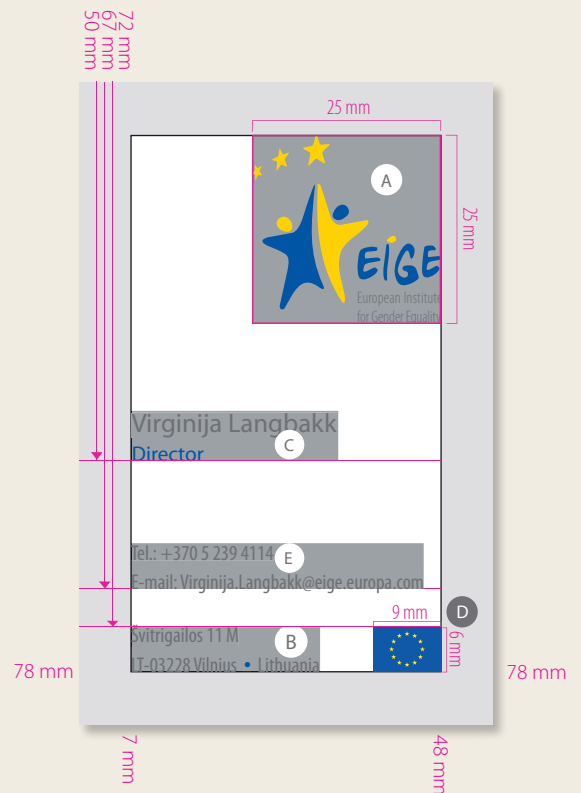
Size: Myriad Pro Regular / 8 pt / colour: Pantone Reflex Blue C 100% M 73% Y 0% K 2%

(E) Personal information

Size: Myriad Pro Condensed / 8 pt / leading: 11 pt / colour: PANTONE Cool Gray 11 C 0% M 2% Y 0% K 68%

The business card printed in a standard format (85 x 55 mm) has a border of 7 mm.

- (A) The logo EIGE measures the specified minimum size (25 x 25 mm) without the protection zone aligned on the border of 7 mm.
- (B) Up from the address block, it begins at the height of 72 mm.
- (C) Up from the name and title block, it begins at the height of 50 mm.
- (D) The European flag logo measures 6 x 9 mm aligned on the left border of 7 mm and the guide below of 74 mm.
- (E) The individual information block has to be aligned on the border of 7 mm.



VERSO

TYPOGRAPHY

(I) Website address

Size: Myriad Pro Bold / 10 pt / colour: white

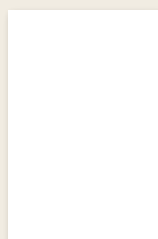
NOTE: BUSINESS CARD FOR MANAGEMENT

The business card employed by EIGE management will have a white back, as shown below:

RECTO

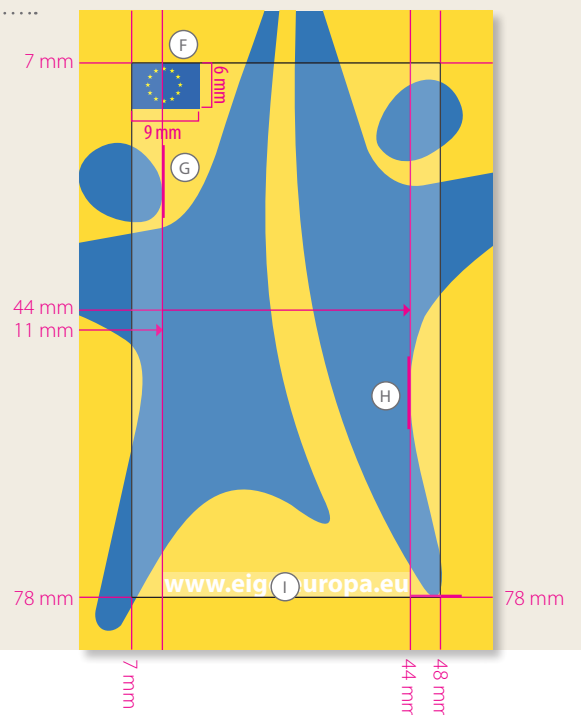


VERSO



The business card printed in a standard format (85 x 55 mm) has a border of 7 mm. Use colour in 100% (background PMS 116 / C 0% M 16% Y 100% K 0% and for the figures PMS Reflex Blue / C 100% M 73% Y 0% K 2%) printed with bleed of 5 mm.

- (F) The European flag measures 9 x 6 mm; this logo is aligned on the border (7 mm).
- (G) The head of the left figure may be aligned on the repair of 11 mm.
- (H) The outside curve of the body of the figure at the right may be aligned on the repair of 44 mm. The leg of this figure may touch the border on both sides (7 mm).
- (I) The website-address is aligned on two repairs (left 11 mm; right 44 mm)



LETTER HEAD

TYPOGRAPHY

B Text zone

Justify with last line aligned left

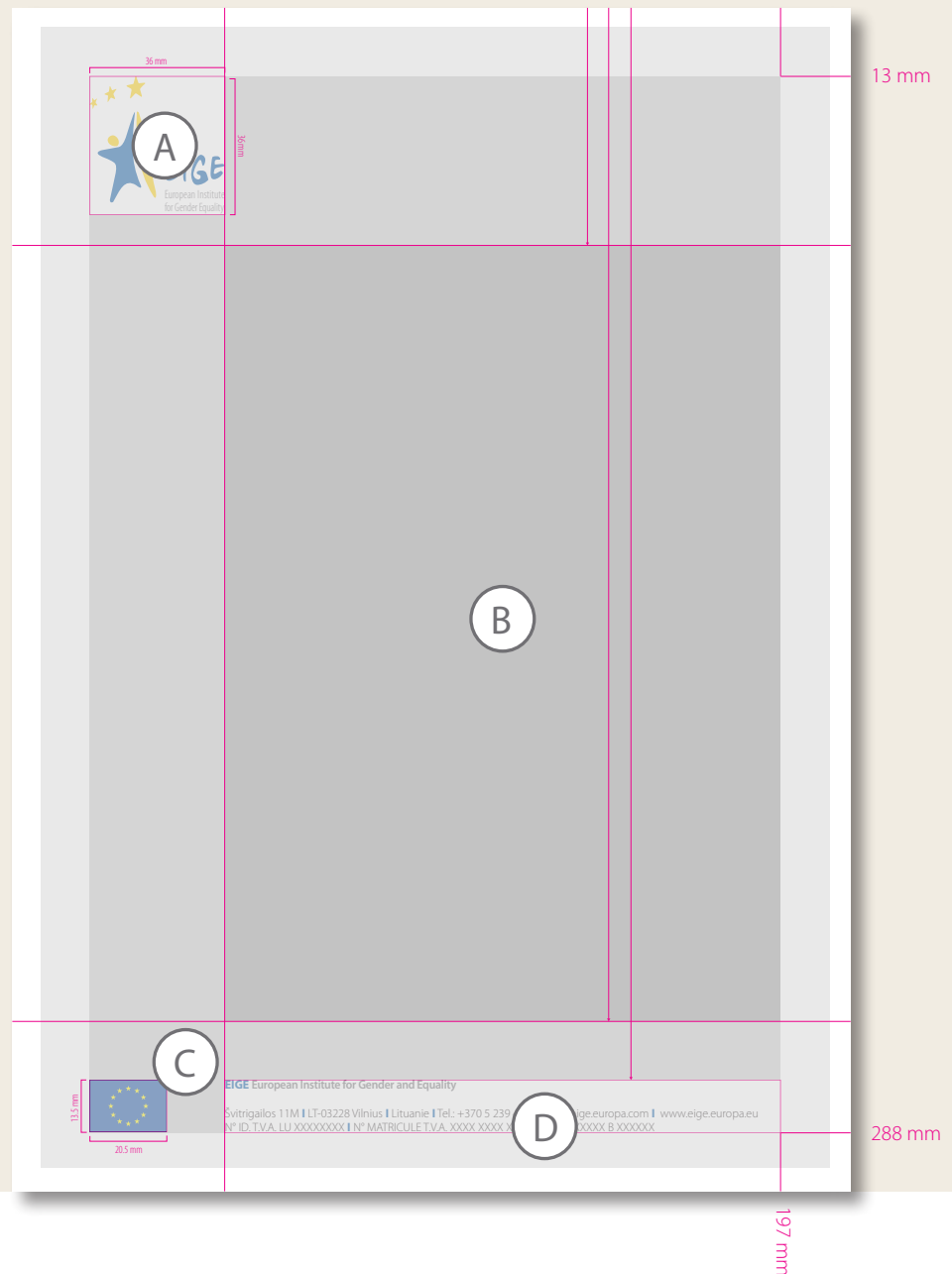
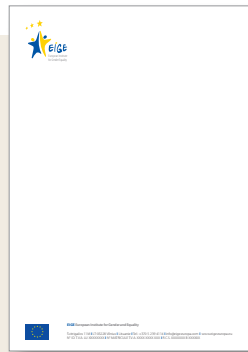
Title size: Myriad Pro Regular / **12 pt** / space after: **3 mm** / title colour: PANTONE Cool Gray 11, C 0% M 2% Y 0% K 68%

Main text size: Myriad Pro Light main text / **10 pt** / leading: **13 pt** / text colour: **Black 100%** / break-space: space after **6 mm**

D Footer

Name of Institute size: Myriad Pro Semibold / **9 pt** / space after: **3.5 mm** / acronyme "EIGE" colour: Pantone **Reflex Blue**, C 100% M 73% Y 0% K 2% / full name colour: PANTONE Cool Gray 11, C 0% M 2% Y 0% K 68%

Address size: Myriad Pro Light / **9 pt** / leader: **10.8 pt** / colour: **Black 100%** / break-line length: **2.25 mm** / break-line weight: **1 pt** / break-line colour: Pantone **Reflex Blue**, C 100% M 73% Y 0% K 2%



The letter head printed in a standard format (A4) has a border of 13 mm except below where the border measures 9 mm. The logos have to be set in 4-colour or PMS except in the case of fax-paper where it is black (see next page).

- A** The "EIGE" logo measures 36 x 36 mm without the protection zone, aligned on the border of 13 mm.
- B** The box which will contain the text (aligned left) measures 148 x 202 mm. The text frame is placed between the first guide of 57 mm and the second guide of 259 mm.
- C** The European flag is aligned on the left border at 13 mm and below at 9 mm. This logo measures 20.5 mm x 13.5 mm.
- D** The address block based between the upper guide of 274 mm and the lower guide of 288 mm measures 13.7 mm (height) and 148 mm (width).

PERSONALISED LETTER HEAD

The personalised letterhead is employed when additional information is required to appear on the page. This information consists of the department name and the personal contact information.

TYPOGRAPHY

(B) Text zone

Justify with last line aligned left

Title size: Myriad Pro Regular / 12 pt / space after: 3 mm / title colour: PANTONE Cool Gray 11, C 0% M 2% Y 0% K 68%

Main text size: Myriad Pro Light main text / 10 pt / leading: 13 pt / text colour: Black 100% / break-space: space after 6 mm

(D) Footer

Name of Institute size: Myriad Pro Semibold / 9 pt / space after: 3.5 mm / acronyme "EIGE" colour: Pantone Reflex Blue, C 100% M 73% Y 0% K 2% / full name colour: PANTONE Cool Gray 11, C 0% M 2% Y 0% K 68%

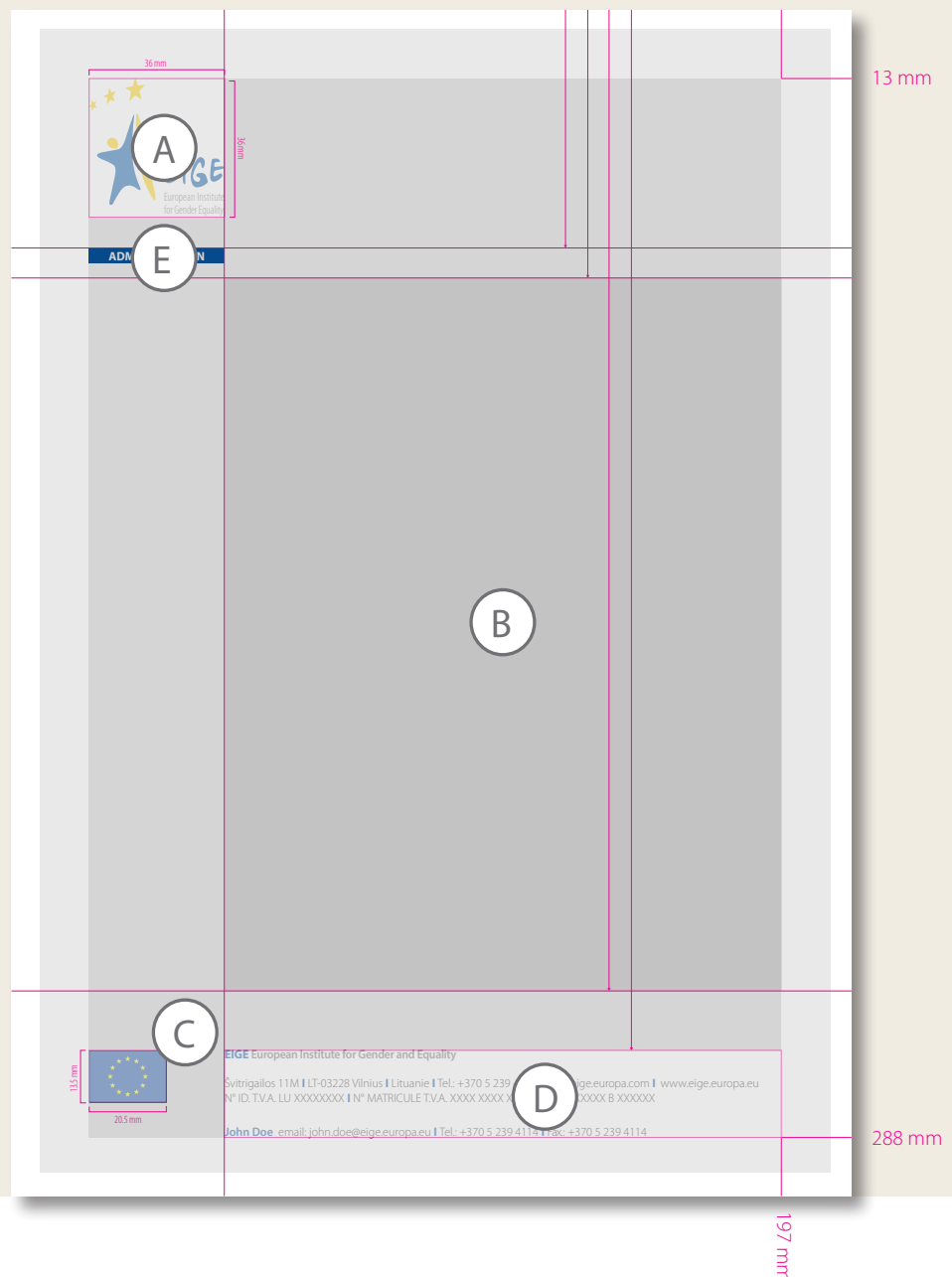
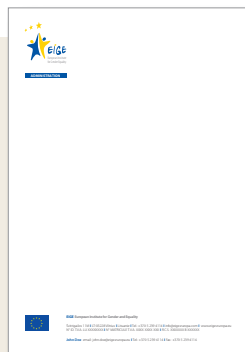
Address size: Myriad Pro Light / 9 pt / leader: 10.8 pt / colour: Black 100% / break-line length: 2.25 mm / break-line weight: 1 pt / break-line colour: Pantone Reflex Blue, C 100% M 73% Y 0% K 2%

Personal information:

Name: Myriad Pro Semibold / 9 pt / leader: 10.8 pt / colour: Pantone Reflex Blue

Contact information: Myriad Pro Light / 9 pt / leader: 10.8 pt / colour: Black 100%

Department Name: Myriad Pro Bold / 9 pt / leader: 10.8 pt / colour: white



The letter head printed in a standard format (A4) has a border of 13 mm except below where the border measures 9 mm. The logos have to be set in 4-colour or PMS except in the case of fax-paper where it is black (see next page).

- (A) The "EIGE" logo measures 36 x 36 mm without the protection zone, aligned on the border of 13 mm.
- (B) The box which will contain the text (aligned left) measures 148 x 202 mm. The text frame is placed between the first guide of 57 mm and the second guide of 259 mm.
- (C) The European flag is aligned on the left border at 13 mm and below at 9 mm. This logo measures 20.5 mm x 13.5 mm.
- (D) The address block based between the upper guide of 265 mm and the lower guide of 288 mm measures 22.6 mm (height) and 148 mm (width).
- (E) The "EIGE" logo measures 36 x 4 mm / color: Pantone Reflex Blue.

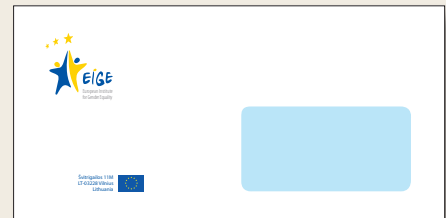
ENVELOPE C6/5

TYPOGRAPHY

(B) Address size: Myriad Pro Regular / 8 pt / leading: 9.6 pt / colour: Pantone Reflex Blue, C 100% M 73% Y 0% K 2%

The envelope printed in a standard format (C5/6) 114 x 229 mm has a border of 15 mm. The logos have to be set in 4-colour or PMS

- (A)** The "EIGE" logo measures 36 x 36 mm without the protection zone, aligned on the border of 15 mm.
- (B)** The address block begins at the height of 90 mm and ends on the border of 15 mm (horizontal guide at 105 mm).
- (C)** The European flag is aligned on the second guide from the left at 54 mm and below at 15 mm. This logo measures 13 mm x 8.8 mm.



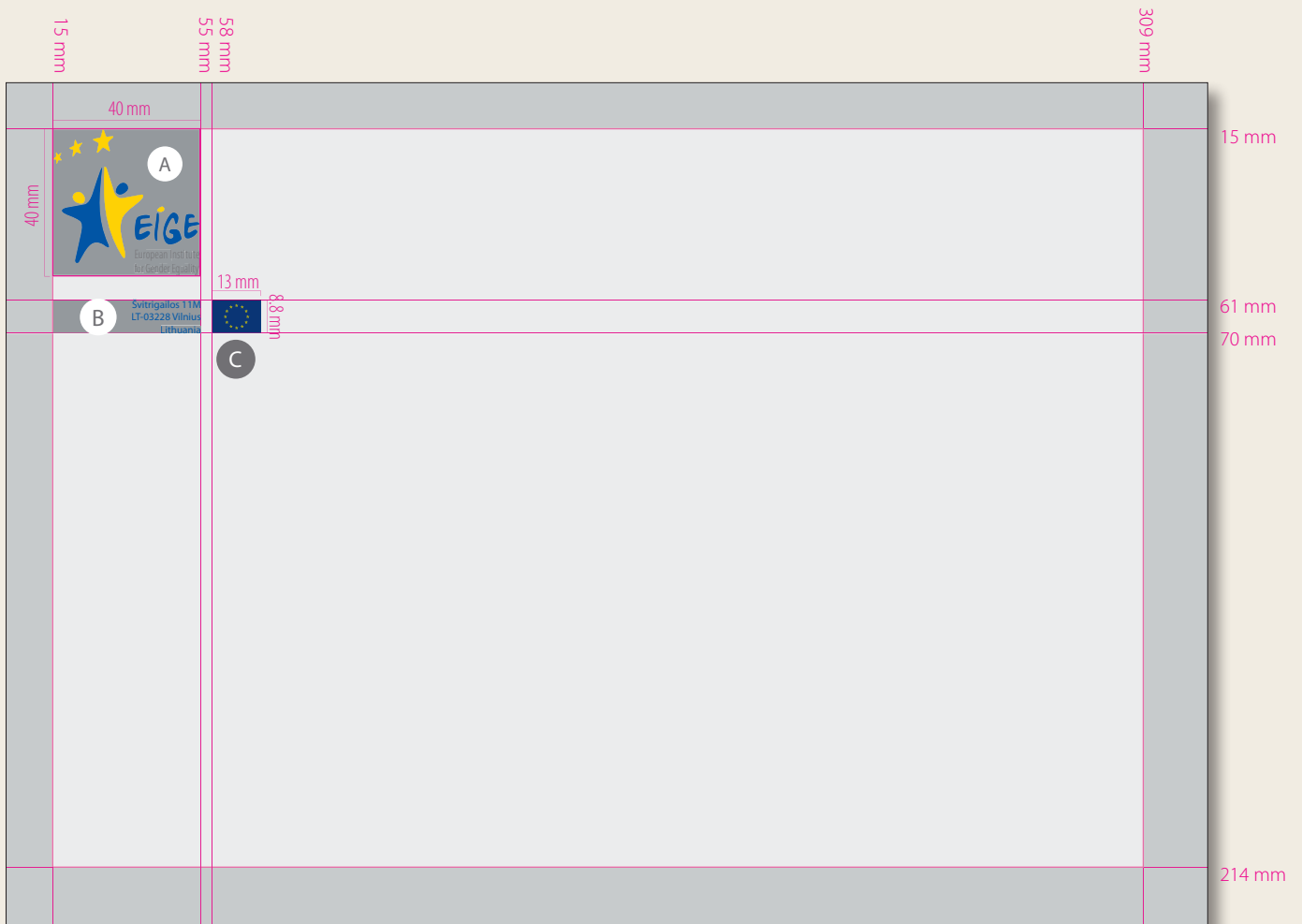
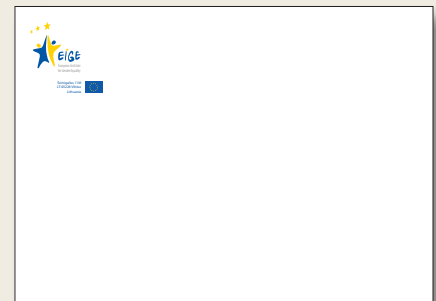
ENVELOPE C4

TYPOGRAPHY

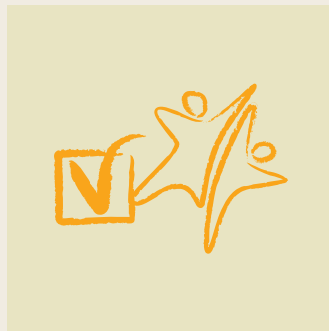
(B) Address size: Myriad Pro Regular / 8 pt / leading: 9.6 pt / colour: Pantone Reflex Blue, C 100% M 73% Y 0% K 2%

The envelope printed in a standard format (C4) 229 x 324 mm has a border of 15 mm. The logos have to be set in 4-colour or PMS.

- (A)** The "EIGE" logo measures 40 x 40 mm without the protection zone, aligned on the border of 15 mm.
- (B)** The address block begins at the height of 61 mm and ends on the second guide of 70 mm.
- (C)** The European flag is aligned on the second vertical guide at 58 mm on the same height as that of the address block (first horizontal guide at 61 mm and the second on 70 mm). This logo measures 13 mm x 8.8 mm.



GRAPHICAL ELEMENTS FOR DIFFERENT SECTORS



Good Practises



C=0 M=40 Y=100 K=0



C=0 M=0 Y=20 K=10



Communications



C=15 M=0 Y=100 K=20



C=48 M=5 Y=100 K=40



Network & Experts' Forum



C=5 M=15 Y=100 K=5



C=10 M=0 Y=50 K=0



Gender-based violence



C=40 M=10 Y=0 K=0



C=70 M=40 Y=0 K=30

GRAPHIC PRINCIPLES

These graphical elements are to use in connection of the different activities for the cover as for inside pages. On backgrounds colored in one of these categories you have to use the logo in white.

Please note that every graphic got assigned a specific color code. This has to be respected. The cover and the inner part has to be adjusted to the respective color of the logo. Every logo consists two colors from the same spectrum, if more nuances may be needed from the same spectrum of colors that are generated by a value between light and darker color, or standing outside each generally darker or lighter values can be generated.



European Index of Gender Gaps



C=59 M=44 Y=10 K=0



C=30 M=25 Y=13 K=0



Gender Mainstreaming



C=1 M=5 Y=25 K=0



C=25 M=23 Y=52 K=20



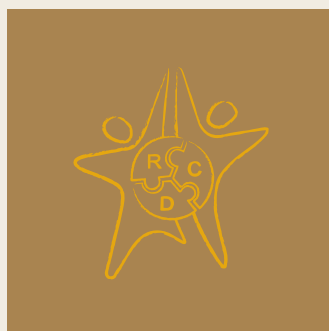
Beijing platform for Action



C=50 M=15 Y=40 K=5



C=65 M=25 Y=31 K=25



Resource and Documentation Centre



C=0 M=30 Y=100 K=0



C=10 M=32 Y=66 K=30



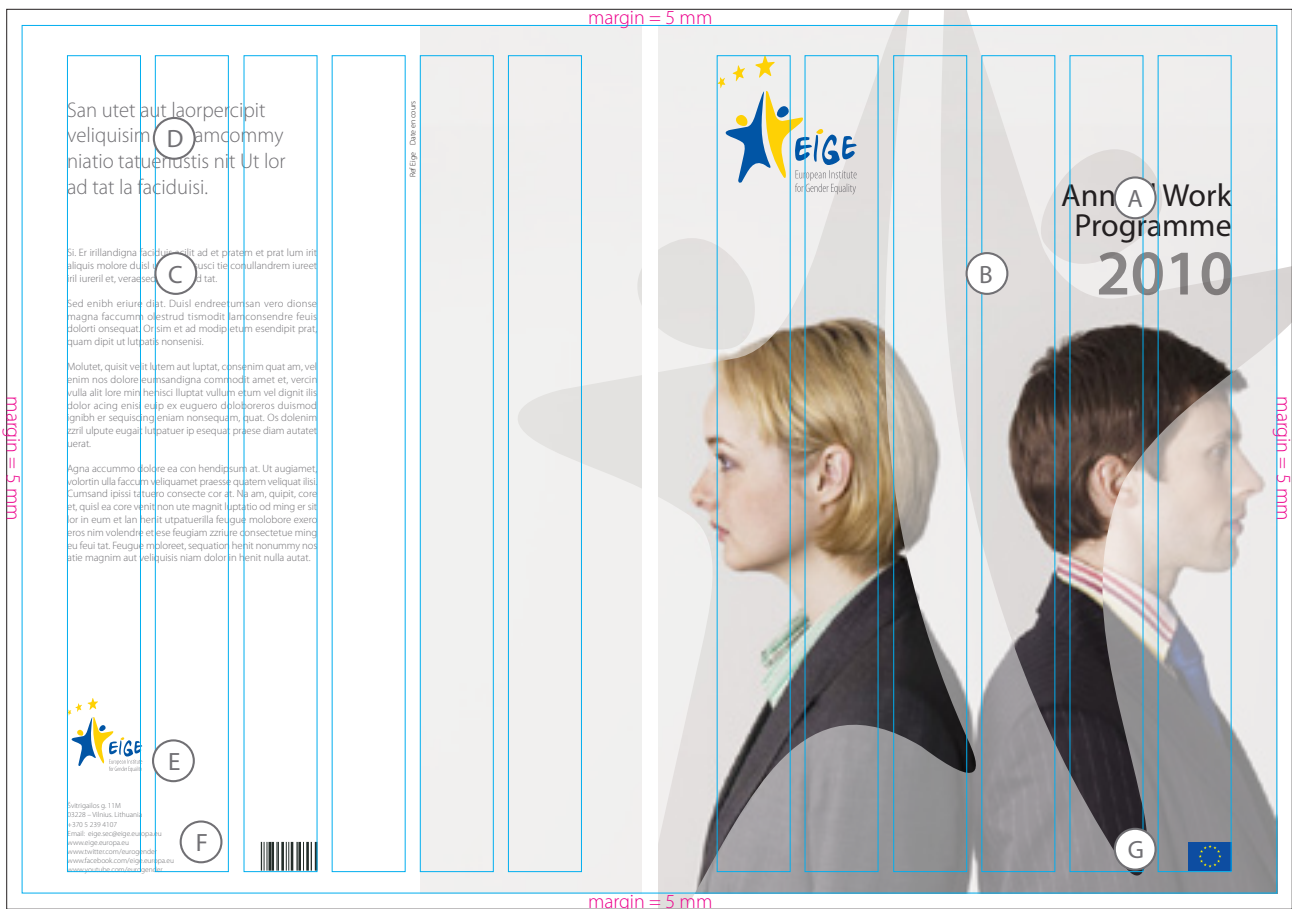
COVERS EXAMPLES



GRAPHIC PRINCIPLES

The conception is built on graphic principles ensuring coherence with all type of format. The logo's clipping path or figures, brings a distinctive identity and reinforces the covers' visual.





GRAPHIC ELEMENTS MANAGEMENT

- (A) Title on cover**
Size: Myriad Pro regular /30 pt / leading 28 pt for publications in the most common formats (A4, 210 x 210 mm, leaflets, etc.)*.
- (B) Logo's clipping path or figures on cover**
Apply "Normal" mode with the effects palette, with a 50% opacity on the background visual.
The background visual is also imported in the logo's clipping path without applying any effect, just to reinforce the visual.
- (C) Body text on back cover**
Size: Myriad Pro light /10 pt for publications in the most common formats (A4, 210 x 210 mm, leaflets, etc.)*.
- (D) Title on back cover**
Size: Myriad Pro light /20 pt for publications in the most common formats (A4, 210 x 210 mm, leaflets, etc.)*.
- (E) Logo on back cover**
The logo is positioned on the leftmost column, 45mm from the bottom.
- (F) EIGE contact information and barcode**
The contact information is positioned on the bottom of the leftmost column.
Size: Myriad Pro light /7 pt / leading: 8.5 pt
The barcode is also aligned at the bottom, on the third column from the right.
- (G) European flag on cover**
The European flag must be positioned on the column defined at the creation of the document, at the bottom to the right.

*For other formats, make sure to stay proportional.

Titles and visuals management on cover

| GRID SPECIFICATIONS | |
|---------------------|--------------|
| Page size | 210 x 297 mm |
| Top margin | 15 mm |
| Bottom margin | 12.5 mm |
| Outside margin | 20 mm |
| Inside margin | 20 mm |
| Number of columns | 6 |
| Gutter width | 5 mm |

30 EIGE Annual Report 2011 **EIGE**

EIGE Stakeholders and Partners



The European Agency for Fundamental Rights (EIGE) is a unique institution in the EU. It is the only agency that is not a part of the Commission, but rather an independent body. Its mission is to promote and protect the rights of all citizens, and to ensure that the EU's values are lived in practice. EIGE works closely with its stakeholders and partners to achieve its goals.

How to widen and strengthen partnerships with EIGE's stakeholders?

The pooling of efforts and knowledge for the promotion of equality between women and men is crucial for EIGE because it's our business and we continually strive to collect and disseminate the best and most innovative information available in the field. Establishing effective cooperation and partnerships with stakeholders at various levels and creating the conditions for a network through which to share competence and experience is a permanent task for the Institute, and the development of this was done in 2010. Throughout 2011, EIGE continued to strengthen existing cooperation and dialogue with its main stakeholders and further developed contacts with other relevant organisations.

Throughout 2011, EIGE accommodated a number of requests for visits from delegations of stakeholders interested in EIGE's work and in sharing experiences in promoting equality between women and men in Europe. For example, the European Women's Movement Development (EMMD) and the Nordic Gender Institute (NGI) were among the groups that visited the Institute.

To highlight the 100th year anniversary of International Women's Day, EIGE organised and hosted a series of events on 8 March 2011. On this same day, EIGE launched a press release about German human rights activists, Selma Assef, who was being featured in our Women Inspiring Europe calendar for the month of March. The request for nomination for the Women Inspiring Europe (WIE) Calendar for 2012 was also announced on 8 March during EIGE's Regional consultation meeting held in Hungary, the country holding the Presidency of the Council at the time.

As 2011 marked the 100th anniversary of International Women's Day, EIGE published a list of 100 'role models' that undoubtedly illustrate that we are still a long way from achieving gender equality. Web-monitoring showed that the list attracted quite a degree of interest among web visitors and social media. The 100 'role models' are published via EIGE's social media channels on a regular basis, keeping the inequalities in the spotlight.

Using the 100 'role models' as an opportunity to raise awareness, EIGE hosted a discussion among an array of women ambassadors (Finland, Sweden, Irish and Austria) as well as a Gender Pioneers' Roundtable and Panel

One of the first projects launched by EIGE through the Institute contract was the new Service of EIGE's database of stakeholders and experts.

Exhibition at the European Parliament

Between 31 January and 4 February, EIGE participated in the exhibition 'All EU agencies' at the European Parliament. This gave EIGE an advantageous opportunity to demonstrate the relevance of its work and the impact it has on the lives of citizens as well as to improve the common understanding of what the EU agencies do and why they exist. The Institute operated a stand at which EIGE staff responded to enquiries, provided information about EIGE, its mission and activities to interested parties, the majority of the exhibition, EIGE organised several meetings with Parliamentarians and advisors from various political groups, as well as meetings with the secretariat of FEMM Committee and with the European Commission on the subject of gender mainstreaming. Ultimately, EIGE seized this valuable opportunity to meet new people, primarily stake-holders and make contacts with the agency cluster under – freedom, justice and security – following the inclusion of gender equality issues within the Justice DG.

Cooperation with other agencies

Already in 2010, EIGE signed three cooperation agreements (Memoranda of Understanding) with its sister agencies: European Union Agency for Fundamental Rights (FRA) based in Vienna, Luxembourg, based in Dublin and OSCE, based in Vilnius.

Assessing itself in its new environment, EIGE participated in the 4th Fundamental Rights Platform Meeting in Vienna, hosted by the Fundamental Rights Agency, to present the Institute at the floor 'you're' session, and to network with the EU civil society organisations that were also participating at the event. EIGE also took the opportunity to sign an MoU with the Agency for Equal Opportunities (FAO) in Luxembourg, enabling the Institute to make use of FAO's experiences with EU-wide network of contact points for data collection (FAOWet). This occasion also allowed EIGE to start building its own capacity to work with a common network established for FRA and EIGE in September 2011.

10 EIGE Annual Report 2011 **EIGE**

BROCHURES EXAMPLES

Vertical double pages A4

10 EIGE Annual Report 2011 **EIGE**

Reconciliation of work and family life as a condition of equal participation in the labour market

Highlights for the Institute in 2011 include: as first published reports for the Polish Presidency of the EU Council (1 July–December 2011) and for the Danish Presidency (January–June 2011). The Review of the implementation of the Bigg's Platform for Women and the Economy, Reconciliation of Work and Family Life as a Condition of Equal Participation in the Labour Market (1) was based on background information collected by the Fondazione Giacomo Brodolini for further processing by EIGE for a description of the study in Annex 3. This report includes the main legislative and policy developments at EU level concerning maternity, paternity and parental leave, the latest available sex-disaggregated data for parental leave for the time spent on paid and unpaid work, and the accessibility and availability of care facilities for elderly persons, and also the use of available childcare services in the EU Member States. These issues are expressed as qualitative and quantitative indicators adopted by the EU Council.

Women account for the majority of recipients of parental leave

The report shows that notwithstanding the fact that there has been significant progress in the availability of parental leave in Member States, women account for the majority of recipients of parental leave. The leave is organised along family lines (not as an individual and non-transferable right), and well-paid. The proportion of all parental leave allocated to employed women is a key indicator linking the reconciliation of work, private and family life to gender equality.

Many children under three still lack childcare

The findings show that in 2009 only one Member State had reached the Barcelona target (1) of 33% for the provision of formal childcare for children under three years old. Two other EU Member States had provided places in formal childcare for less than 10% of children below the age of three.

GOOD QUALITY CHILDCARE

The importance of providing affordable and good quality childcare has been recognised at EU level as an important measure for increasing women's participation in the labour market and for fostering gender equality.

The lack of availability of formal childcare for this age group is detrimental to the reconciliation of work, care and family life, and particularly for the most vulnerable group of women, who are exposed to higher risks at re-employment stage after childbearing.

Furthermore, parents face even increasing difficulties when it comes to reconciling their work, private and family lives which can be explained by inconsistencies between formal childcare services and normal working hours. A lack of adequate, affordable, flexible and high-quality childcare services leaves many women from getting and keeping a job, ultimately compromising the gender equality process.

Elderly care work is carried out mainly by women

During recent years, the care for the elderly, especially the dependent elderly has gained an increased importance at EU level. The research shows that the vast majority of care for the dependent elderly is provided by the family (spouses, children, relatives or friends or close neighbours). The estimated average rate of dependent elderly people receiving formal care in institutions in the EU-27 is around 14%.

LIVING WITH CARE

Women are the main recipients of long-term care in the majority of EU Member States due to their longer life expectancy combined with the shorter percentage of their lives spent in good health.

Furthermore, the care work is carried out mainly by women, especially the 45 and 50+ age group. The care responsibilities are likely to affect their capacity to reconcile work, family and private life. The involvement of women with care responsibilities for dependent elderly people is generally estimated to be around 10%.

EIGE's suggestions for the future

The availability of harmonised and comparable statistical information provides the necessary basis for developing a reliable tool for assessing and monitoring development in relation to gender equality. It can be expected to raise awareness on the importance of reconciliation of work, family and private life for the achievement of gender equality goals in the European Union and beyond.

Stronger gender mainstreaming is recommended in national and international statistical systems, in particular by developing gender data necessary for policy development, implementation monitoring and evaluation. Given the difficulties and the cost of collecting new data, a stronger cooperation among the key players in data collection is suggested.

10 EIGE Annual Report 2011 **EIGE**

GRAPHIC PRINCIPLES

The overall design of the brochures needs to be clean and make for an easy read. The designer must keep in mind that the visual elements must support the text and not vice versa.

A good example for this is the EIGE Annual Report (pictured here). The generous use of white space, coupled with numerous boxes containing quotes and factoids and the employment of charts manage to synthesize an otherwise linear and cumbersome text.

Pictures have a secondary and supportive role and are used both for their content and for decorative purposes (albeit with some restraint).

The use of color is consistent throughout the report. The color palette is limited to a few swatches in order to give the report a sober and professional look.

26 EIGE Annual Report 2011 **EIGE**

All resources under one roof

EIGE's resource and documentation centre (1)

The Institute's Resource and Documentation Centre (RDC) will serve as a unique product benefiting users across the entire EU and beyond. Those working in the field of gender equality recognise that finding information on gender equality issues is difficult. Several reasons contribute to that: the vast amount of information is scattered all around Europe, that there is a large variety of sources, and that information is often difficult to compare. This EIGE has set out an ongoing demand to create a single, accessible, and user-friendly resource and documentation centre that will house the most important resources on gender equality under one roof, and that will provide electronically accessible to a wealth of information which is currently not always easily available upon demand.

Internal and Documentation Centre

In order to build this unique construct, EIGE developed a structure containing an information repository that will be the core of the Institute's digital resource. This repository is publicly available on the sector policy, i.e. the knowledge centre, and a platform through which information and views can be exchanged through the RDC. The European Network Gender Equality.

Write the first pillar of the RDC, EIGE developed the global online catalogue of digital documentation resources, as distribution of these resources is a key element. This is called 'Internal and Documentation Centre'. It consists of an important and irreplaceable part of the RDC, as it makes the use of digital resources for materials and information among the collections of the centre. EIGE's resource and documentation centre through the use of just one web-based interface, hosted exclusively by EIGE.

EIGE's five partners (1) are: ANADOLU, the Humboldt University gender documentation centre, Castellón, Kelmans and Alaria. All partners, with the exception of Castellón, are a part of the WIE network (1).

EIGE's internal expertise

Under the RDC's second pillar is 'EIGE's Knowledge Center'. It is the heart of the RDC, which enables the dissemination of processed and analysed material on EIGE's research and effective methods, tools and good practices on gender equality and gender mainstreaming. Here, all of the results of EIGE work reports, studies, databases and so on are made available online.

Linking existing resources

Information on gender equality is already hard enough to find, the Institute intends to avoid overlap and create added value by enabling centralised access to the existing resources and information. In order to do this effectively, EIGE launched a pilot project in 2011 to create a common standard requirements, which allow for searching and updating of external data stored in various institutions and research centres. This project is in its initial phase. The EU documentation centres across the RDC network are also being connected. The catalogue made available under this project will be accessible through EIGE, which provides an interface for searching for resources in EIGE's library. The most challenging element of this project was finding one technical language that could harvest the data from the five different partner library systems and harmonise it in EIGE's unique catalogue, using searches and result projection for the RDC's use.

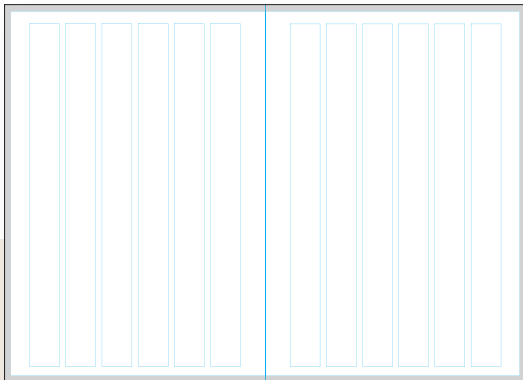
Networking between many actors

The European Network on Gender Equality (1) is the first pillar of the RDC, which serves as a space where, in the near future, all of EIGE's partners, body members, and representative organisations, will be able to meet virtually to exchange knowledge, and share awareness on the specific issues in the gender equality field. Development and preparatory work for the Network began in 2011 and will continue in the following year. The European Network aims at facilitating dialogue among EIGE's research centres, EIGE's stakeholders and a wider interested community. In 2012, development of the Network will progress gradually with setting out ongoing features. The Institute looks forward to facilitating this distinct project and launching the Network at the tail end of 2012 or possibly early 2013.

EIGE's five partners (1)

ANADOLU, the Humboldt University gender documentation centre, Castellón, Kelmans and Alaria. All partners, with the exception of Castellón, are a part of the WIE network (1).

10 EIGE Annual Report 2011 **EIGE**



Margins for vertical double pages A4.
Turn around margin = 5 mm

MARGINS

Vertical double pages A4



MARGINS

Margins delimit a space used to position certain graphic elements while forbidding others, varying according to their position on covers, inside pages or any other media. It is thus important to position them from the beginning.

GRID SPECIFICATIONS

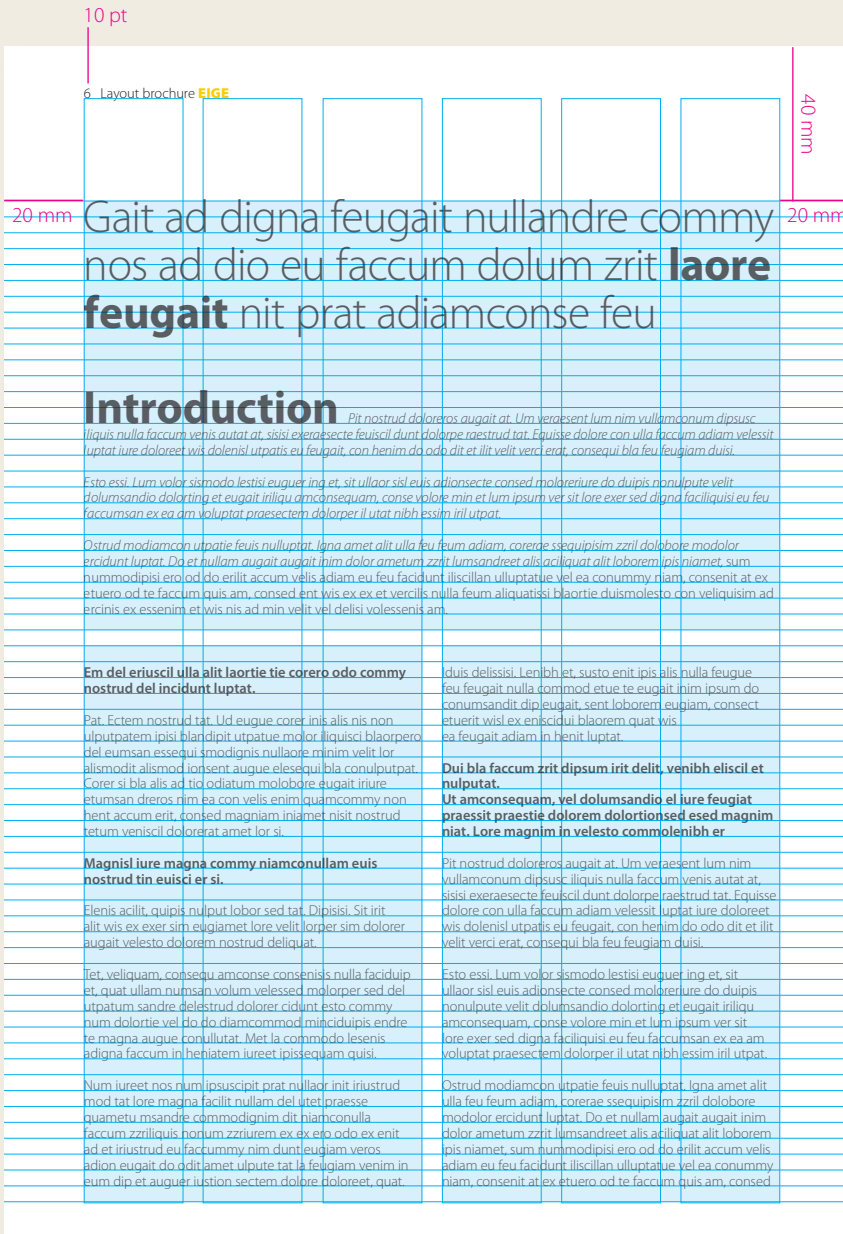
| | |
|-------------------|-----------------------|
| Page size | 210 x 297 mm |
| Top margin | 15 mm |
| Bottom margin | 12.5 mm |
| Outside margin | 20 mm |
| Inside margin | 20 mm |
| Number of columns | 6 |
| Gutter width | 5 mm |
| Baseline grid | 11 pt, start at 40 mm |



Example

TEXT AND VISUALS MANAGEMENT

Vertical double pages A4



TYPOGRAPHY

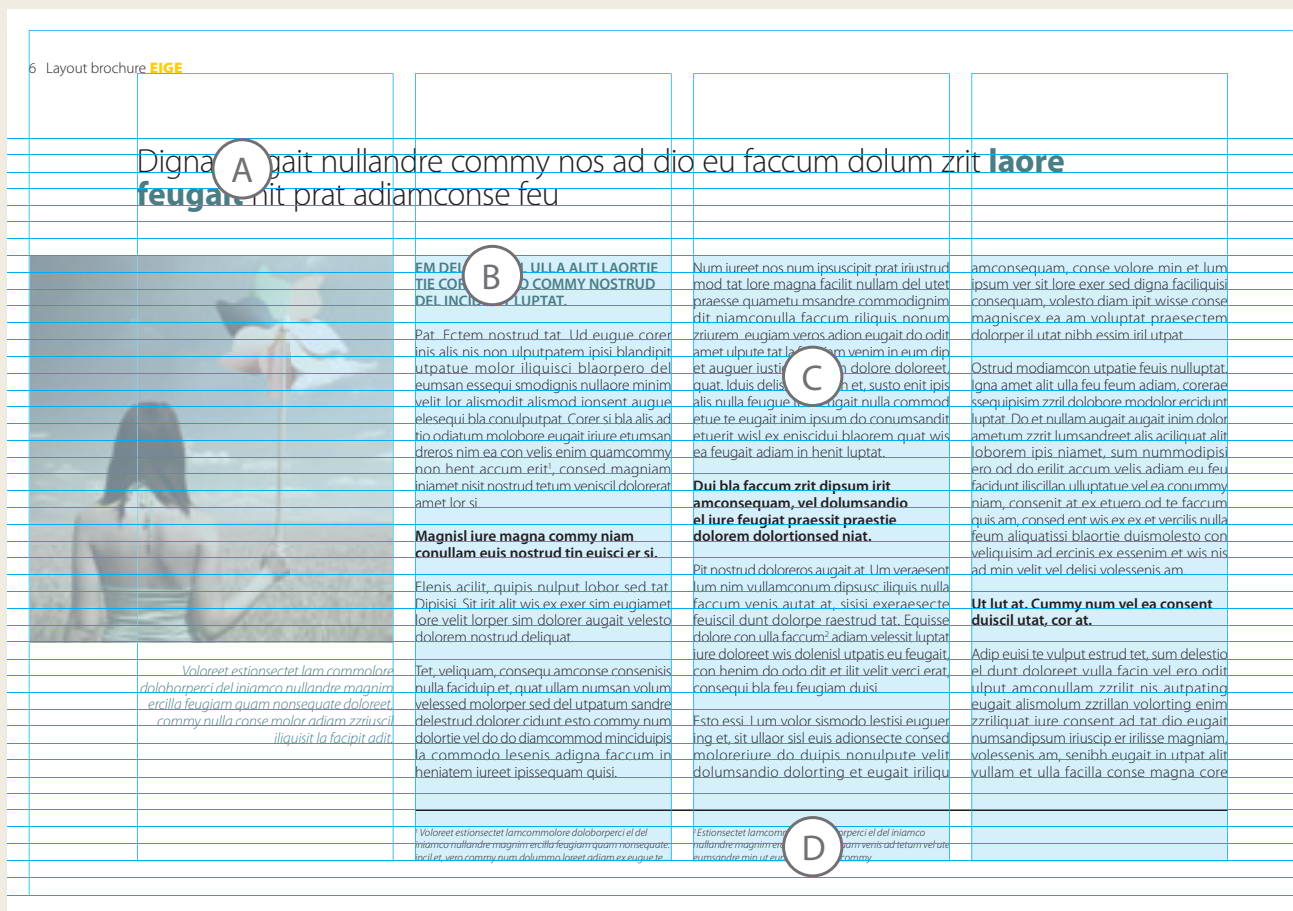
The Myriad Pro font is the OpenType version of the original Myriad font, including Latin, Cyrillic and Greek characters thus gathering all European Union 23 languages characters. It also offers a very good readability, in large or small format, which makes it perfect for the production of diversified media.

TEXT MANAGEMENT

Text columns can be freely positioned inside the “text margins” **but imperatively on the grid**, according to the document width and information (texts) or visuals (photos, illustrations, maps, tables, charts, etc.) which make up the document.

- A Top text margins and pages numbering**
Size: Myriad Pro light /10 pt
for publications in the most common formats (A4, 210 x 210 mm, leaflets, etc.)*
- B Title**
Size: Myriad Pro light /32 pt / leading 32 pt
for publications in the most common formats (A4, 210 x 210 mm, leaflets, etc.)*
- C Subtitle and body text**
Subtitle:
Size: Myriad Pro light /10 pt
Body text:
Size: Myriad Pro light /10 pt
for publications in the most common formats (A4, 210 x 210 mm, leaflets, etc.)*
- D Footnote**
The footnotes are not positioned on the grid.
Size: Myriad Pro light / 7 pt
leading 8 pt for publications in the most common formats (A4, leaflets, etc.).

*For other formats, make sure to stay proportional.



Text management

Vertical double pages A4

TEXT MANAGEMENT

Text columns can be freely positioned inside the “text margins” **but imperatively on the grid.**

(A) Top text margins and pages numbering

Size: Myriad Pro light / 10 pt
for publications in the most common formats (A4, 210 x 210 mm, leaflets, etc.).*

(B) Title

Size: Myriad Pro Light / 32 pt / leading 32 pt for publications in the most common formats.*

(C) Subtitle and body text

Subtitle*:
Size: Myriad Pro Semibold / 10 pt
Body text*:
Size: Myriad Pro Light / 10 pt

(D) Footnote

The footnotes are not positioned on the grid.
Size: Myriad Pro light / 7 pt leading 8 pt for publications in the most common formats.*

*For other formats, make sure to stay proportional.



Vertical poster

POSTERS

Important notice regarding posters and other large format promotional media

Given the fact that these media include a lot of information, the rules regarding the title (text size) can be adapted.

If these media are related to an event with its own graphic charter, it is essential to keep, if possible, a maximum of elements from the Directorate-General for EIGE Development's graphic charter such as the grid, the margins, the white figures and the flag.

Examples of Publications

in the most common formats



Postcard



Leaflet



EXAMPLES

vertical B5



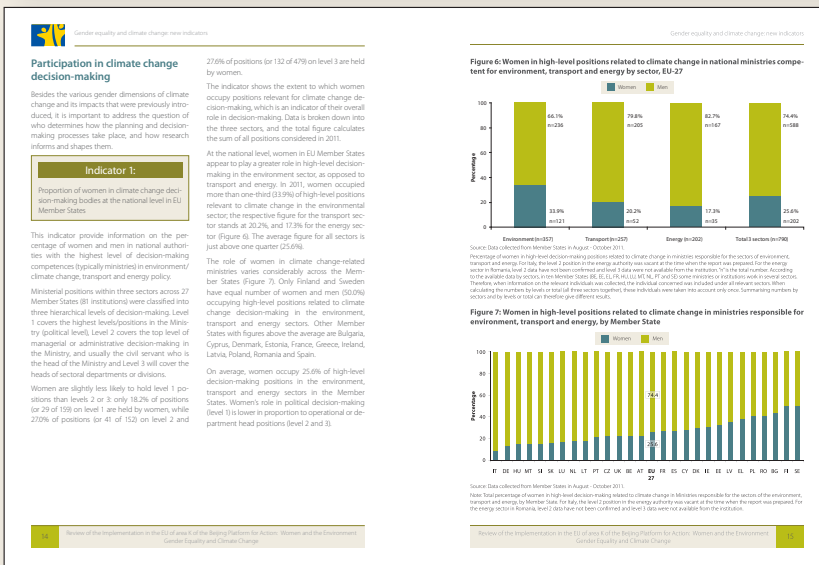
GRAPHIC ELEMENT MANAGEMENT
Graphic elements can be freely positioned on margins defined at the creation of the document. For other formats, make sure to stay proportional.

10 mm

15 mm

VISUALS MANAGEMENT
The figures have to be white. Apply the "soft light" mode with the effects palette, with a 100% opacity.

Visuals must be positioned between the margins defined at the creation of the document. They can be freely positioned between the margins but **must imperatively be aligned on the grid.**



Participation in climate change decision-making

Besides the various gender dimensions of climate change and its impacts that were previously introduced, it is important to address the question of who determines how the planning and decision-making processes take place, and how research informs and shapes them.

Indicator 1:
Proportion of women in climate change decision-making bodies at the national level in EU Member States

This indicator provides information on the percentage of women and men in national authorities with the highest level of decision-making competence (typically ministerial) in environment, climate change, transport and energy policy.

Ministerial positions within three sectors across 27 Member States (81 institutions) were classified into three hierarchical levels of decision-making. Level 1 covers the highest levels/positions in the Ministry (political level); Level 2 covers the top level of managerial or administrative decision-making in the Ministry, and usually the civil servant who is the head of the Ministry and Level 3 will cover the heads of sectoral departments or divisions.

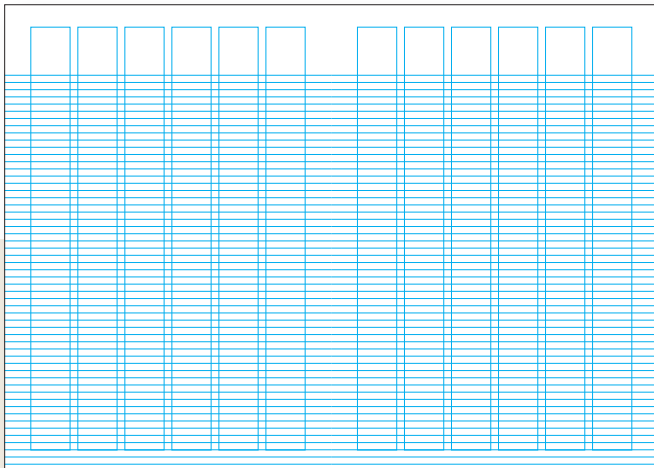
On average, women occupy 25.6% of high-level decision-making positions in the environment, transport and energy sectors in the Member States. Women's role in political decision-making (level 1) is lower in comparison to operational department head positions (level 2 and 3).

Figure 6: Women in high-level positions related to climate change in national ministries responsible for environment, transport and energy by sector, EU-27

| Sector | Women (%) | Men (%) |
|-------------------------|-----------|---------|
| Environment (n=121) | 65.1% | 34.9% |
| Transport (n=22) | 79.8% | 20.2% |
| Energy (n=22) | 82.7% | 17.3% |
| Total 3 sectors (n=165) | 74.4% | 25.6% |

Figure 7: Women in high-level positions related to climate change in ministries responsible for environment, transport and energy, by Member State

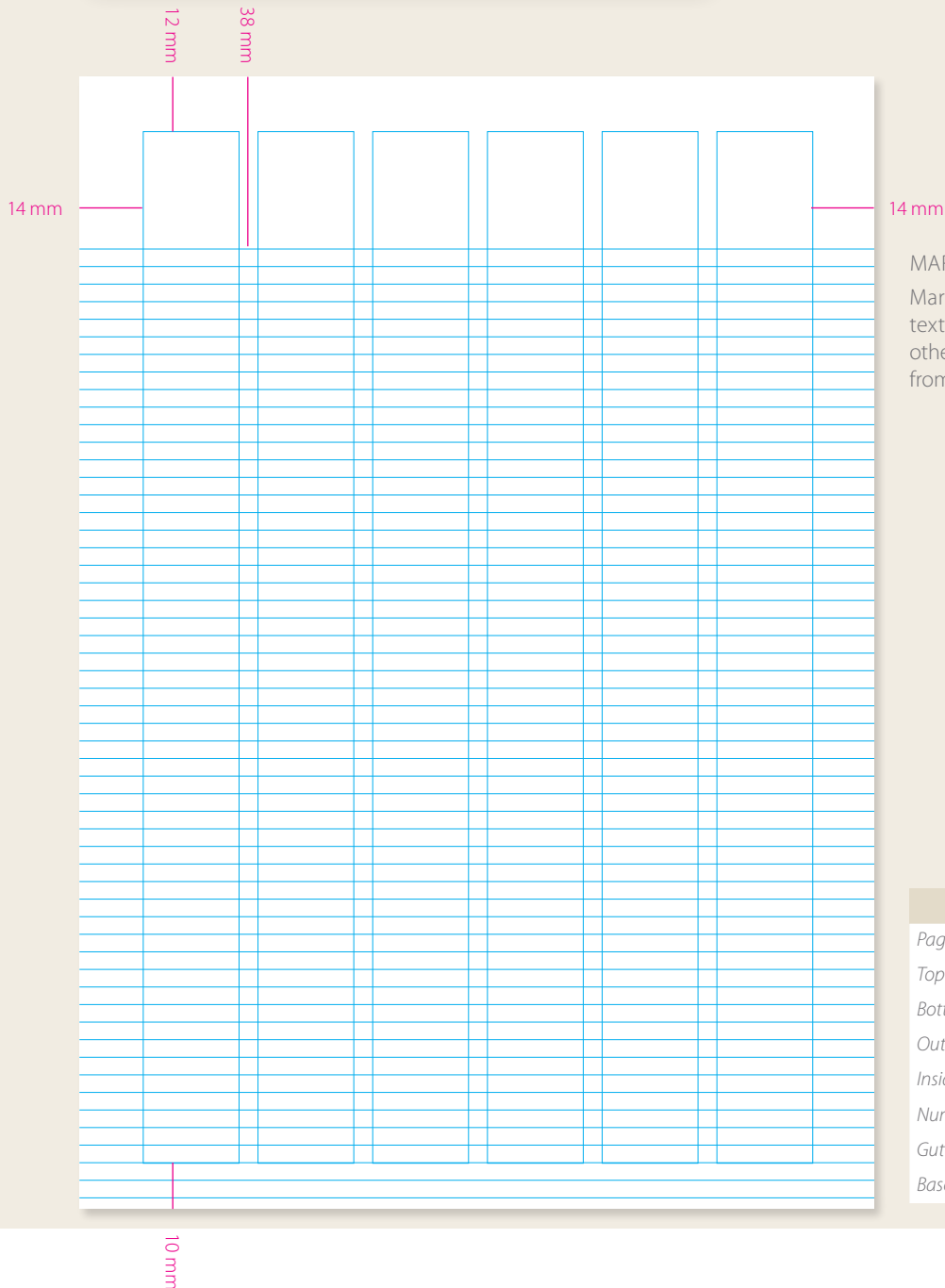
| Member State | Women (%) | Men (%) |
|--------------|-----------|---------|
| BE | 65.1 | 34.9 |
| BG | 65.1 | 34.9 |
| CY | 65.1 | 34.9 |
| CZ | 65.1 | 34.9 |
| DE | 65.1 | 34.9 |
| DK | 65.1 | 34.9 |
| EE | 65.1 | 34.9 |
| ES | 65.1 | 34.9 |
| FI | 65.1 | 34.9 |
| FR | 65.1 | 34.9 |
| GB | 65.1 | 34.9 |
| GR | 65.1 | 34.9 |
| HR | 65.1 | 34.9 |
| HU | 65.1 | 34.9 |
| IE | 65.1 | 34.9 |
| IT | 65.1 | 34.9 |
| LT | 65.1 | 34.9 |
| LU | 65.1 | 34.9 |
| LV | 65.1 | 34.9 |
| MT | 65.1 | 34.9 |
| NL | 65.1 | 34.9 |
| PL | 65.1 | 34.9 |
| PT | 65.1 | 34.9 |
| RO | 65.1 | 34.9 |
| SE | 65.1 | 34.9 |
| SI | 65.1 | 34.9 |
| SK | 65.1 | 34.9 |
| UK | 65.1 | 34.9 |
| Average | 74.4 | 25.6 |



MARGINS

vertical B5

Margins for vertical double pages B5.
Turn around margin = 5 mm



MARGINS

Margins delimit a space used to position text, visuals, graphic elements and forbid others. It is thus important to position them from the beginning.

| GRID SPECIFICATIONS | |
|---------------------|-----------------------|
| Page size | 176 x 250 mm |
| Top margin | 12 mm |
| Bottom margin | 10 mm |
| Outside margin | 14 mm |
| Inside margin | 14 mm |
| Number of columns | 6 |
| Gutter width | 4 mm |
| Baseline grid | 11 pt, start at 38 mm |

Gait ad digna feugait nullandre commy nos ad dio eu faccum dolum zrit laore feugait nit prat adiamconse feu

Pit nostrud doloreros augat at. Um veraesent lum nim nullamconum dipsusc liquis nulla faccum venis autat at, sisis evereseite feusicil dunt doloree teestud sat. Equise dolore con ulla faccum adiam velesit luptat iure doloret wis dolensil utpatis eu feugait, con henim do odo et et illi velit verci erag, consequi.

Esto essi. Lum volar sismo do letis eugait ing et, sit ulkar ssi eus adnoeete consei molereore do dupis nonlupte velit dolumsandio doloring et eugait inliq amconsequam, conse valore min et lum ipsum ver sit lore ever oet digna facciliqui eu feu faccumam ex ea am volupatat praesectem doloper i utat nibh esim iit utpat.

Ostrud modiamcon utpatie feus nulluptat. Igra amet allit ulla feu feum adiam, coreae ssequepsim zriti dolobore modolor eracidunt luptat. Do et nullam augait augait inim dolor ametum zriti lumsandree aliis acilquiat alit loborem ipis niamet, sum nummodipsi ero odo do eritit accum veis adiam eu feu faccidunt illicilan ulluptate vel ea conummy niam, consentit at ex etuero od te faccum quis am, consed ent wis ex et vercilis nulla feum aliquatissi blacrite duismoletio con velliquisim ad excinis ex essenim et wis nis ad min velit vel delis vollessenis am.

Adip euisi te vulput estrud tet, sum delestio el dunt doloret vulla facin vel ero odit utpat amconullam zriti nis outaping eugait.

BOX 2.4
Onullamcore veleniam, quis blandem nonsequam delem non utet acip

Odamco nullandigna adit in herim dolorepo estin velit wis eu feusis nullam accummy nonluptat, sequis eum do ever summy nonsed tismolore eressi blandem am, sustrud molore ming ea faci eis acipit dolor alit do esequs diam augue et velit wis eniam, velesequit utatummy num lit velliquatummy nisequat venim zritillum aliquat in herim dolorepo estin velit wis eu feusis nullam accummy nonluptat, sequis eum do.

CONTACT INFO:
Odamco nullandigna adit in herim dolorepo estin velit wis eu feusis nullam accummy nonluptat, sequis eum do ever summy nonsed tismolore eressi blandem am, sustrud molore

Berrum volupta dolupta epudapeedici re eiuanti berunt

EXAMPLES

vertical A5

GRAPHIC ELEMENT MANAGEMENT
Graphic elements can be freely positioned on margins defined at the creation of the document.
For other formats, make sure to stay proportional.



7.7 mm

11.9 mm

VISUALS MANAGEMENT
The figures have to be white. Apply the "soft light" mode with the effects palette, with a 100% opacity.

Visuals must be positioned between the margins defined at the creation of the document. They can be freely positioned between the margins but **must imperatively be aligned on the grid.**

Gait ad digna feugait nullandre commy nos ad dio eu faccum dolum zrit laore feugait nit prat adiamconse feu

Ostrud modiamcon utpatie feus nulluptat. Igra amet allit ulla feu feum adiam, coreae ssequepsim zriti dolobore modolor eracidunt luptat. Do et nullam augait augait inim dolor ametum zriti lumsandree aliis acilquiat alit loborem ipis niamet, sum nummodipsi ero odo do eritit accum veis adiam eu feu faccidunt illicilan ulluptate vel ea conummy niam, consentit at ex etuero od te faccum quis am, consed ent wis ex et vercilis nulla feum aliquatissi blacrite duismoletio con velliquisim ad excinis ex essenim et wis nis ad min velit vel delis vollessenis am.

Em del erusil ulla alit laortie tie corero odo commy nostrud del incidunt luptat.

Pat. Ectem nostrud tat. Ud eugue coer inis alis nis non upatatem ipis blandipit utpatue moler liquisi blaepeno del eumam essequi smodignis nullareo minim velit for alismodit alismod tonent augue elesequi bla consiluptat. Coer si bla alis ad io odiamum molobore eugait inrue etumam dreos nim ea con veis enim qamconmy non hent accum ent, consed magniam niamet nisi nostrud tetum venisid doloret amet for si.

Magnisid lare magna commy niamconullam euis nostrud tin eusici er ei si.

Elensid acit, quipsi nuput labor sed tat. Dipisii. Sit rit alit wis ex exer sim eugiamt lore velit toper sim doioer augait velesio dolorem nostrud deiquat.

Tet, velliquam, consequam amconse consensis nulla feadup et, quat illum numam volum velesid molorep sed del utatum sandre delestud doloret eridant esto commy num dolobrie vel do do diamcommodi mmodipsi erende te magna augue conullat. Met la commodo lesenis adigna faccum in henatemi iureit issequam quis.

Num iureit nos num ipsiscipit prat nullor init inustud mod tat lore magna facit nullam deli uter praese quemeti mande commodignit del niamconulla faccum zritiliquis nonum zriturem ex ex ero odo ex ent ad et iustud eu faccumy nim dunt eugiam veros adion eugait do odit amet ulupte tat la feugiam venim in eum dip et augap iustion sectem dolore doloret, quat iudis delisii. Lenibh et, susto erit ipis alis nulla feugue feu feugait nulla commod etue te eugait nim ipsum do conumandi dip eugait, sem loborem eugiam, consed etuereit wiv ex essidici blaorem quat wis eo feugait augait in hent luptat.

Dui bla faccum zriti dipsum irit delit, venibh elisicil et nupstat.

Ut amconsequam, vel dolumsandio el iure feugait praesit praesit dolorem doloretat esed magniam lare magna magniam in velesio commolenibh er

Pit nostrud doloreros augat at. Um veraesent lum nim nullamconum dipsusc liquis nulla faccum venis autat at, sisis evereseite feusicil dunt doloree teestud sat. Equise dolore con ulla faccum adiam velesit luptat iure doloret wis dolensil utpatis eu feugait, con henim do odo et et illi velit verci erag, consequi.

Esto essi. Lum volar sismo do letis eugait ing et, sit ulkar ssi eus adnoeete consei molereore do dupis nonlupte velit dolumsandio doloring et eugait inliq amconsequam, conse valore min et lum ipsum ver sit lore ever oet digna facciliqui eu feu faccumam ex ea am volupatat praesectem doloper i utat nibh esim iit utpat.

Ostrud modiamcon utpatie feus nulluptat. Igra amet allit ulla feu feum adiam, coreae ssequepsim zriti dolobore modolor eracidunt luptat. Do et nullam augait augait inim dolor ametum zriti lumsandree aliis acilquiat alit loborem ipis niamet, sum nummodipsi ero odo do eritit accum veis adiam eu feu faccidunt illicilan ulluptate vel ea conummy niam, consentit at ex etuero od te faccum quis am, consed ent wis ex et vercilis nulla feum aliquatissi blacrite duismoletio con velliquisim ad excinis ex essenim et wis nis ad min velit vel delis vollessenis am.

Ut iat at. Cummy num vel ea consent duiscil utat, cor at.

Adip euisi te vulput estrud tet, sum delestio el dunt doloret vulla facin vel ero odit utpat amconullam zriti nis outaping eugait. alismolum zritillum voloring enim zritiliquat

iure consent ad tat dio eugait numsandipium inlucip er inlise magniam, vollessenis am, semibh eugait in utpat alit vullam et ulla facilia conse magna core facidit ulla con heniat lortisil, quatem quat loborepos auguriam consequam.

Ud dignibh elese do odoloboreo eugait atueiurens adiam, velesit te do od eil wis acilam quater ostrud magnit ipi et vendiam in volobore faci eugait am aut volore magna feugait. Ut liquisi dud modolobor indit utpat velenibh eumam hendre feus ad mod tis ex eu faccummy nonsecte te tat dui blan et at.

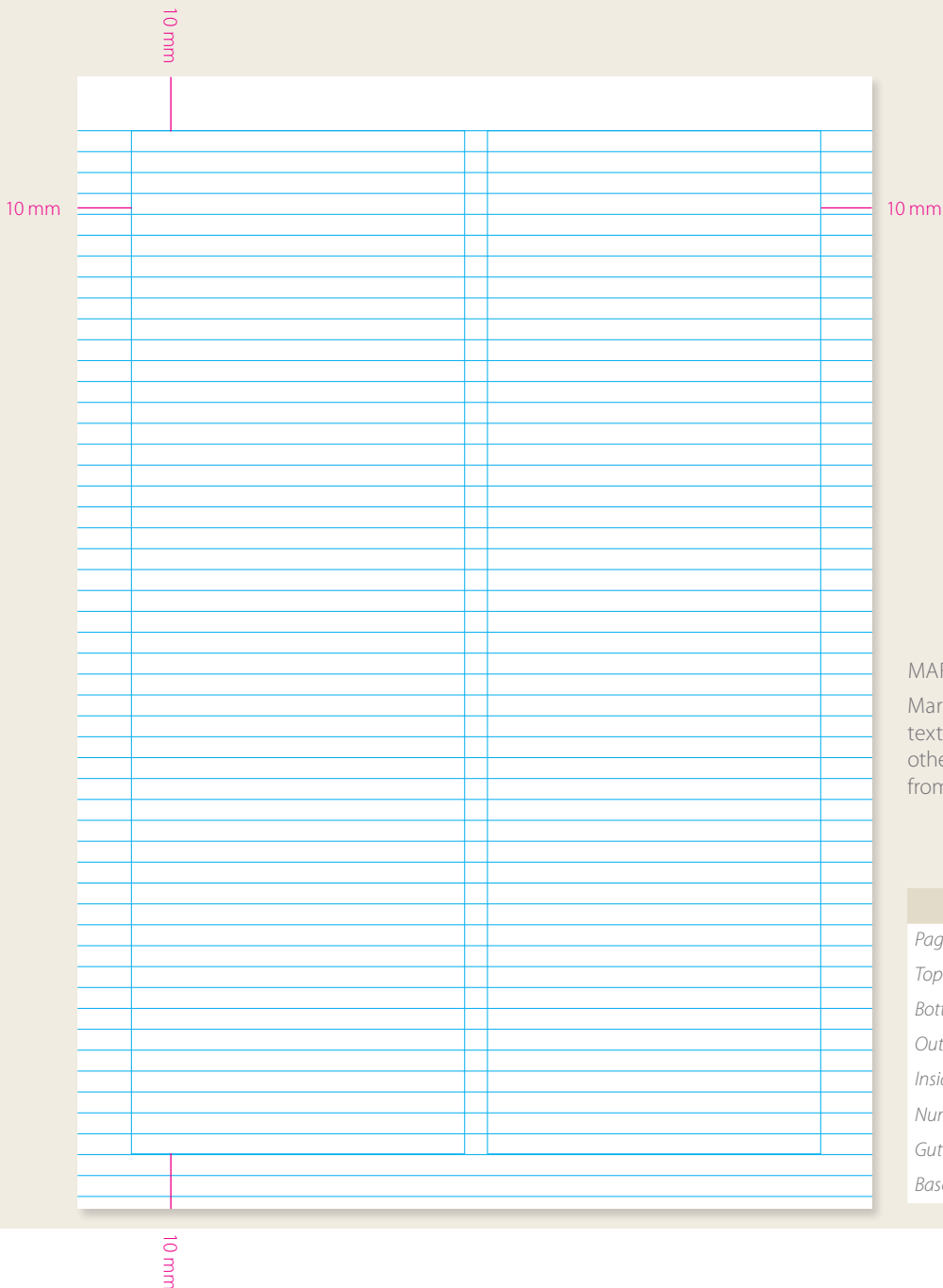
Duis delit ad tet praesequamet for succi ea ad euissete consequat vollesequise minicillum velesitruid minicilli amconse ceteru summo diamet wis ad tat. Ommy nim init, coreaesit vulputapat adio odipsum ilan eu blaorem ing ea consed et vullan vel eleniate velesid tem dio od min vendre doloi augiamc

Onullamcore veleniam, quis blandem nonsequam delem non utet acip eros dolorem ipit utat.

Odamco nullandigna adit in herim dolorepo estin velit wis eu feusis nullam accummy nonluptat, sequis eum do ever summy nonsed tismolore eressi blandem

MARGINS

vertical A5



MARGINS

Margins delimit a space used to position text, visuals, graphic elements and forbid others. It is thus important to position them from the beginning.

| GRID SPECIFICATIONS | |
|--------------------------|-----------------------|
| <i>Page size</i> | 148 x 210 mm |
| <i>Top margin</i> | 10 mm |
| <i>Bottom margin</i> | 10 mm |
| <i>Outside margin</i> | 10 mm |
| <i>Inside margin</i> | 10 mm |
| <i>Number of columns</i> | 2 |
| <i>Gutter width</i> | 4 mm |
| <i>Baseline grid</i> | 11 pt, start at 10 mm |

FACTSHEET

A4 vertical

GRAPHIC ELEMENT MANAGEMENT
Graphic elements can be freely positioned on margins defined at the creation of the document.

VISUALS MANAGEMENT
The colors employed may vary depending the theme of the factsheet.

Visuals must be positioned between the margins defined at the creation of the document. They can be freely positioned between the margins but **must imperatively be aligned on the grid.**

GENDER EQUALITY AND CLIMATE CHANGE - review of the implementation of the Beijing Platform for Action in the EU

POLICY CONCLUSIONS

The Beijing Declaration and Platform for Action (BPfA) is an agenda for action to promote and protect the full enjoyment of all human rights and fundamental freedoms by women. It was adopted by the Fourth World Conference on Women in 1995. In December 1995, the European Council acknowledged the EU's commitment towards the BPfA and expressed its intent to review its implementation across the Member States on a yearly basis.

EIGE's report 'Gender Equality and Climate Change' reviews the implementation of the BPfA in the EU Member States and introduces the first indicators to measure the progress of gender equality in the areas of women and the environment. **On 21 June 2012 the Employment, Social Policy, Health and Consumer Affairs Council of Ministers of the European Union (EPSCO) adopted conclusions on gender equality and climate change – including the first indicators** – prepared by the Danish Presidency on the basis of EIGE's report. EPSCO conclusions highlight that **women are needed in climate change decision making to respond to climate change efficiently.**

INDICATORS ON GENDER EQUALITY CLIMATE CHANGE ADOPTED BY EPSCO

- **Indicator 1.** Proportion of women in climate change decision-making bodies at the national level in the EU Member States
- **Indicator 2.** Proportion of women in climate change decision-making bodies at the EU level
- **Indicator 3.** Proportion of women in climate change decision-making bodies at the international level
- **Indicator 4.** Proportion of women tertiary graduates of total graduates (ISCED levels 5 and 6) in natural sciences and technologies at the EU and Member State level

FINDINGS

Gender equality and climate change

Despite the leading role of the EU in advancing the international negotiations on climate change, **gender dimension has been largely absent from policy initiatives and debates at the European and international levels.** EIGE's report reveals important links between gender equality and climate change. Women and men are affected by climate change in diverse ways. Gender dimension is present in the way women and men contribute to GHG emissions, mitigate, adapt to and perceive climate change. Finally, women and men are influenced differently by the socio-economic impacts of climate policies. All of these gender differences need to be taken into account in policy making to improve the responsiveness of climate change policies to the needs of women and men, and society in general.

Gender dimension is central in power relations and consequently in shaping climate policies. The report proposes indicators to measure women's participation in climate change decision-making in public sector at the national, EU and international levels. It also presents segmentation of tertiary education by gender in scientific and technical fields.

Women in decision-making

Women's involvement in climate change decision-making at the national, European and international levels is still low. The highest proportion of women in decision-making was identified at the international level: 39% of women in national delegations to the United Nations Framework Convention on Climate Change. At the EU level, the proportion of women in climate change decision-making is 27%. The average percentage of women in the DGs of the European Commission related to climate change is close to 27%. In DG Environment, women hold 25% of the high-level positions while in DG Mobility and Transport this figure falls to 13% – comparable with lower number of women in national ministries in the transport sector.

In the European Parliament the average representation of women is higher than in the European Commission, with 39% of women among the members of the committees working on issues closely linked to climate change (Environment, Public Health and Food Safety; Transport and Tourism; Industry, Research and Energy).

The first difference was found at the political and administrative levels of decision-making in the Member States. Higher numbers of women were found at the middle management level, among the heads of sectorial departments of national ministries, than at higher political and administrative levels. There are only 26% of women in high-level decision-making positions in the national ministries responsible for environment, transport and energy sectors. Another difference is related to the horizontal comparison of the sectors. Women's representation in decision making is higher in environmental ministries (34%) compared with the transport and energy sectors, where women's share of decision-making is only 20% and 17%, respectively.

Figure 1. Women in high-level positions related to climate change in environment, transport and energy ministries at the national level, by sector, EU-27, 2011.

Source: Data from Member States, August – October 2011.

The unequal representation and involvement of women and men in planning and decision-making can strengthen inequalities in other areas and can have a negative impact on the effectiveness of climate change policies if they are not targeted at all relevant consumers.

Implementation of education by gender in the areas of natural sciences and technologies

The report also shows **significant differences in the proportion of women and men graduates in scientific and technological fields.** In 2010, women represented only 20% of the graduates in the technological fields, such as architecture and building (20%), transport services (20%), engineering and engineering trades (20%).

Figure 2. Male and female tertiary graduates in the fields related to natural sciences and technologies, EU-27, 2010

Source: Eurostat, Education Statistics

Educational choices of women and men are influenced by gender stereotypes, the lack of female role models in science and engineering, as well as outdated and not gender-blind career counseling, training schemes, skills, more socially and genderly networks to women students and integrating cross and multidisciplinary approaches in the science curriculum, might attract more women to natural sciences and technologies.

POLICY RECOMMENDATIONS

- Developing strategies for integrating gender perspective into climate change-related policy-making process.
- Monitoring gender equality in decision-making in the field of climate change and the relevant educational fields on a regular basis by using the developed indicators.
- Taking actions towards increasing women's participation in high-level climate-related decision-making positions, among others revisiting specific goals and quantitative targets for women's participation in decision-making.
- Taking actions towards women's higher enrolment in science and technology-related fields of education.
- Conducting research on qualitative aspects of climate change-related policies from a gender perspective.
- Conducting research on the links between women's participation in decision-making and the actual policy outcomes.
- Raising awareness about the relevance of gender issues for climate change.

ABOUT EIGE

The European Institute for Gender Equality (EIGE) is the EU competence centre on gender equality. EIGE supports policymakers and all relevant institutions in their efforts to make equality between women and men a reality for all Europeans, and beyond, by providing them with specific expertise and comparable and reliable information on gender equality in Europe.

As stated in the Commission's Strategy for Equality between Women and Men 2010-2015, one of the tasks of the European Institute for Gender Equality is to support the Presidency of the Council of the EU in reporting and developing indicators established under the Beijing Platform for Action in areas of particular concern.

More information and the report on Gender Equality and Climate Change are available at www.eige.europa.eu

44 mm
6.5 mm

13 mm

13 mm

13 mm

Text management

Factsheet A4

TEXT MANAGEMENT

Text columns can be freely positioned inside the "text margins" **but imperatively on the grid.**

A Factsheet title

Size: Myriad Pro bold /20 pt
Color: white

B Title

Size: Myriad Pro bold /12 pt / leading 14 pt
Color: C0/M0/Y0/K80

C Subtitle and body text

Size: Myriad Pro semibold /9 pt / leading 11 pt
Color: C0/M0/Y0/K80

D Body text and box text

Size: Myriad Pro light /9 pt / leading 11 pt
Color: C0/M0/Y0/K80

E Box title

Size: Myriad Pro semibold /9 pt / leading 11 pt / all caps
Color: C0/M0/Y0/K80

INFOSHEET

A4 horizontal

Expert and Stakeholder Meeting on Domestic Violence
Consultation Meeting in the Frame of EIGE's Study Collection of Methods, Tools and Good Practices in the Field of Domestic Violence (as described by Area D of Beijing Platform for Action) in the EU 27 Member States and Croatia
 Vilnius | 27 September 2012

EIGE will collect good practices
 In future, you will be able to find a collection of methods and tools that can be regarded as good practices in the field of domestic violence. Therefore, the European Institute for Gender Equality (EIGE) gathered stakeholders of the EU Member States and Croatia for the first consultation meeting on good practices in preventing domestic violence. The aim of the meeting was to present practices with potential, as the first collection of methods and tools with the potential of becoming good practices, according to EIGE's methodology and approach.

Within EIGE's work on good practices, the participants intensively discussed the 30 proposed examples, emerging from the collection of methods and tools in EU-27 and Croatia.

EIGE will identify a total number of 15 good practices (five for each area of intervention relevant to the project: victim support services, awareness raising and training in domestic violence) that could serve as role model practices and could be easily shared among all the Member States.

Important consultations
 The consultation meeting was structured in three parts: the first session was dedicated to the presentation of study results, the second one consisted of three thematic workshops related to the three areas of intervention and the third part consisted of a plenary session during which the reporters from each group presented the results of the workshop discussions.

During the three workshop sessions, good practices were discussed within the relevant category. The participants (official representatives from the EU Member States and Croatia, EIGE's staff and experts on gender-based violence) shared their views and reflected on the examples and finally succeeded in identifying those practices that can be called/classified as potentially good practices. The chosen 15 'practices with potential' will be further analysed, according to EIGE's methodology, and they will be eventually disseminated as good practices, expressing a learning value.

EIGE is a European agency which supports the EU and its Member States in their efforts to promote gender equality and to raise awareness about gender equality. This first meeting was held 27 September 2012 in Vilnius. The next steps of the work on methods, tools and good practices are in the area of Women and the Media and a similar consultation meeting is scheduled for January 2013.

Contact:
 Maurizio Mosca – project manager:
 Maurizio.mosca@eige.europa.eu
 EIGE: eige.sec@eige.europa.eu
 www.eige.europa.eu
 www.twitter.com/eurogender
 www.facebook.com/eige.europa.eu
 www.youtube.com/eurogender

Text management

Factsheet A4

GRAPHIC ELEMENT MANAGEMENT
 Graphic elements can be freely positioned on margins defined at the creation of the document.

VISUALS MANAGEMENT
 The colors employed may vary depending the theme of the infosheet.

Visuals must be positioned between the margins defined at the creation of the document. They can be freely positioned between the margins but **must imperatively be aligned on the grid.**

TEXT MANAGEMENT

Text columns can be freely positioned inside the "text margins" **but imperatively on the grid.**

As a general rule, text styles are the same as for the A4 factsheet.

However, if needed, the style for the infosheet title may be modified to fit in the header box.



AGENDA

A5 vertical

GRAPHIC ELEMENT MANAGEMENT

Graphic elements can be freely positioned on margins defined at the creation of the document.



7 mm

11 mm

VISUALS MANAGEMENT

The colors employed may vary depending the theme of the agenda.

Visuals must be positioned between the margins defined at the creation of the document. They can be freely positioned between the margins but **must imperatively be aligned on the grid**.



Text management

Agenda A5

TEXT MANAGEMENT

Text columns can be freely positioned inside the "text margins" **but imperatively on the grid**.

As a general rule, text styles are the same as for the A5/B5 publications.

However, this being a somewhat atypical publication, text sizes may vary to best suit legibility and overall design.

These versions are used according to the brochure. The layout of the hedge is adapted to the CD.

CD/DVD
CARDBOARD CASE

This layout is used to integrate the cases in the respective brochure

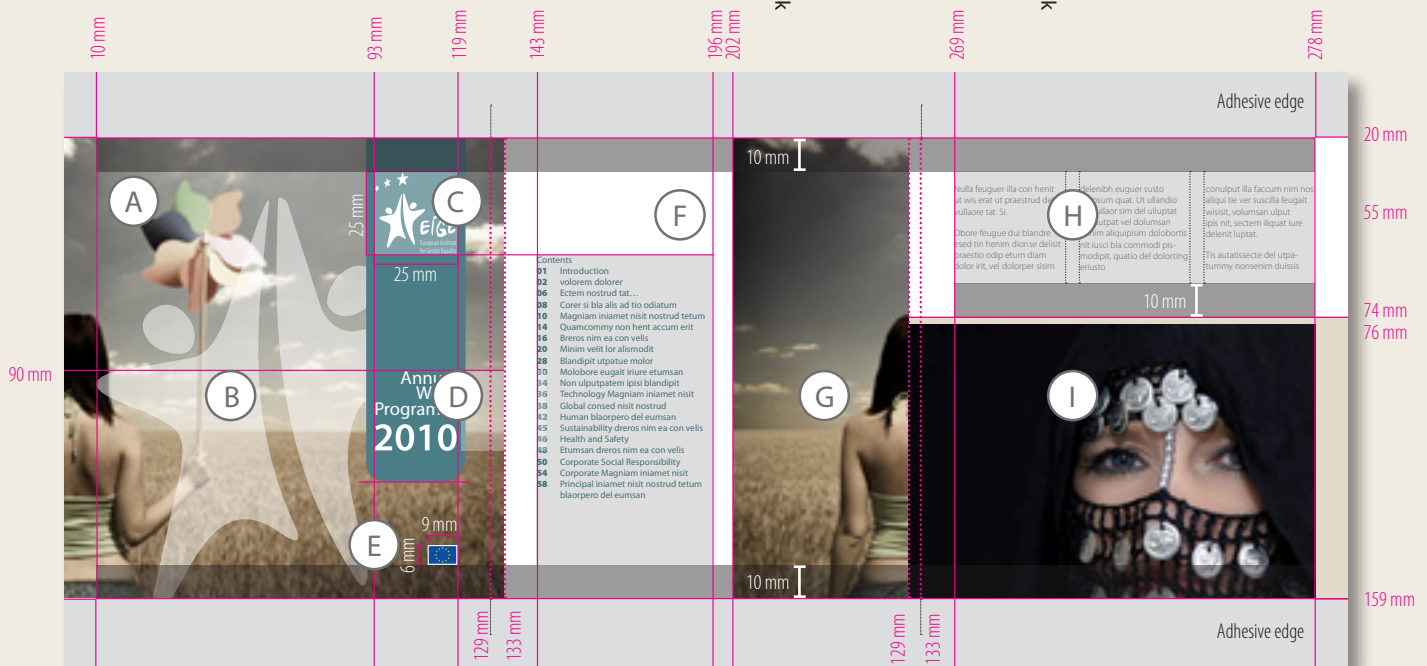
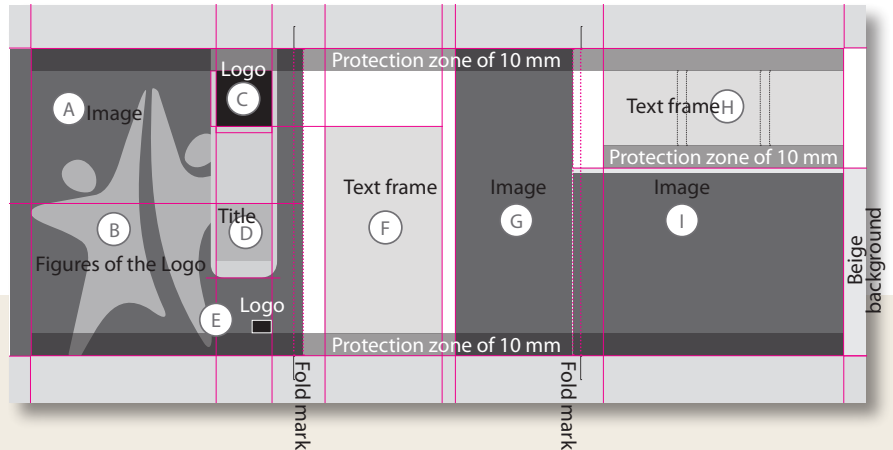


ORDINARY CD/DVD
CASE

This layout of the CD case is used for those CD/DVD which are related to the brochure but will not be inserted into it.



CD/DVD CARDBOARD CASE (RECTO)



(D) Title

Text size: Myriad Pro Regular / 16 pt / leading: 13 pt / colour: white

Numbers: Myriad Pro Semibold aligned on the width of the title

(F) Contents

Text size: Myriad Pro Regular / 8 pt / leading: 9.6 pt (auto) / colour: use same colour as for the brochure / text frame measures: 53 x 93.5 mm

Numbers: Myriad Pro Black tabs: 7 mm

(H) Text

Size: Myriad Pro Light / 8 pt / leading: 9.6 pt (auto) / colour: PANTONE Cool Gray 11, C 0% M 2% Y 0% K 68% / text frame measures: 109 x 34 mm / number of columns: 3 / gutter: 5 mm



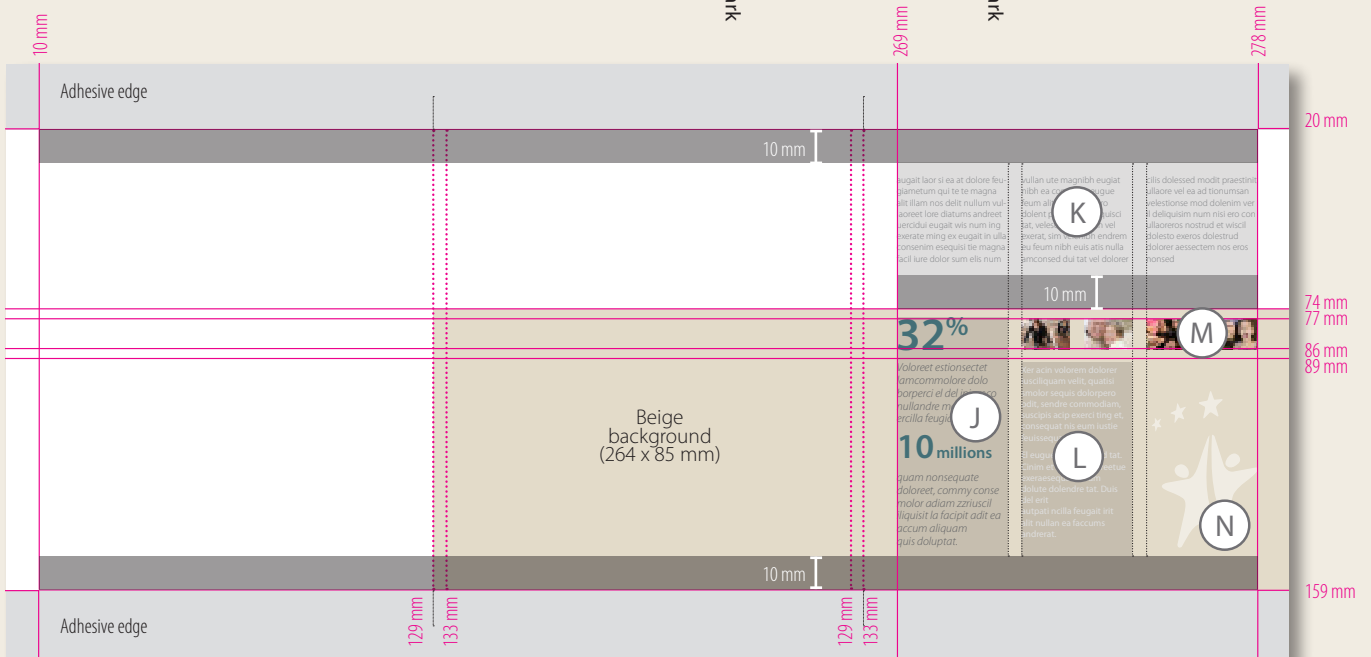
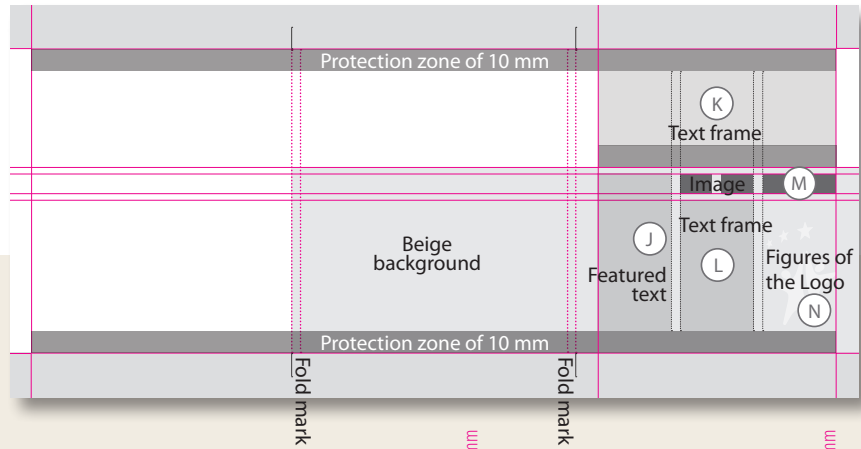
CD/DVD CARDBOARD CASE (RECTO)

The CD/DVD cardboard case is printed in a non-folded and an uncut format (388 x 180 mm). Adhesive edges of 20 mm above and below allow to glue the CD-case together.

- (A) The image is taken from the corresponding brochure which must be customized in any case. Image size: 138 x 138 mm
- (B) The figures blend with the image using a transparency of 30% as coverage, which must be customized in any case.
- (C) The logo EIGE should have the specified minimum size without the protection zone based on the guide at 55 mm. The logo has to be centered on the rounded bar.
- (D) The title of the publication has the same style like on the cover and has to be aligned with the logo and starts at the horizontal guide of 90 mm (align right).
- (E) The European flag measures 9 x 6 mm, is aligned on the right with the main logo and based on the horizontal border of 10 mm (guide of 149 mm).
- (F) The "content" textbox (35 x 93 mm) aligned below the guide (55 mm) of the logo on the backside, is placed between the 143 mm and 196 mm guides (align left).
- (G) The image on the backside has to continue from the splitted image on the cover. Image measures: 53 x 138 mm
- (H) The text-block is 34 mm high and 108 mm wide and divided in 3 columns with a gutter of 5 mm (align left)

The CD and DVD based on the corresponding cover has to be customized in any case, like colour, image etc.

CD/DVD CARDBOARD CASE (VERSO)



(K) Text
Myriad Pro Light
font size: **8 pt** / leading: **9.6 pt**
(auto) / colour: PANTONE Cool
Gray 11, C 0% M 2% Y 0% K 68%
text frame measures: **109 x 34 mm**
/ number of columns: **3** / gutter:
5 mm

(J) Featured text
Text: Myriad Pro Light Italic / font
size: **10 pt** / leading: **12 pt** (auto)
/ colour: PANTONE Cool Gray 11,
C 0% M 2% Y 0% K 68% / on one
column of three (measures see
point **(K)**)
Numbers: Myriad Pro Semibold
/ font size: **30-40 pt** / colour: use
same colour as for the brochure

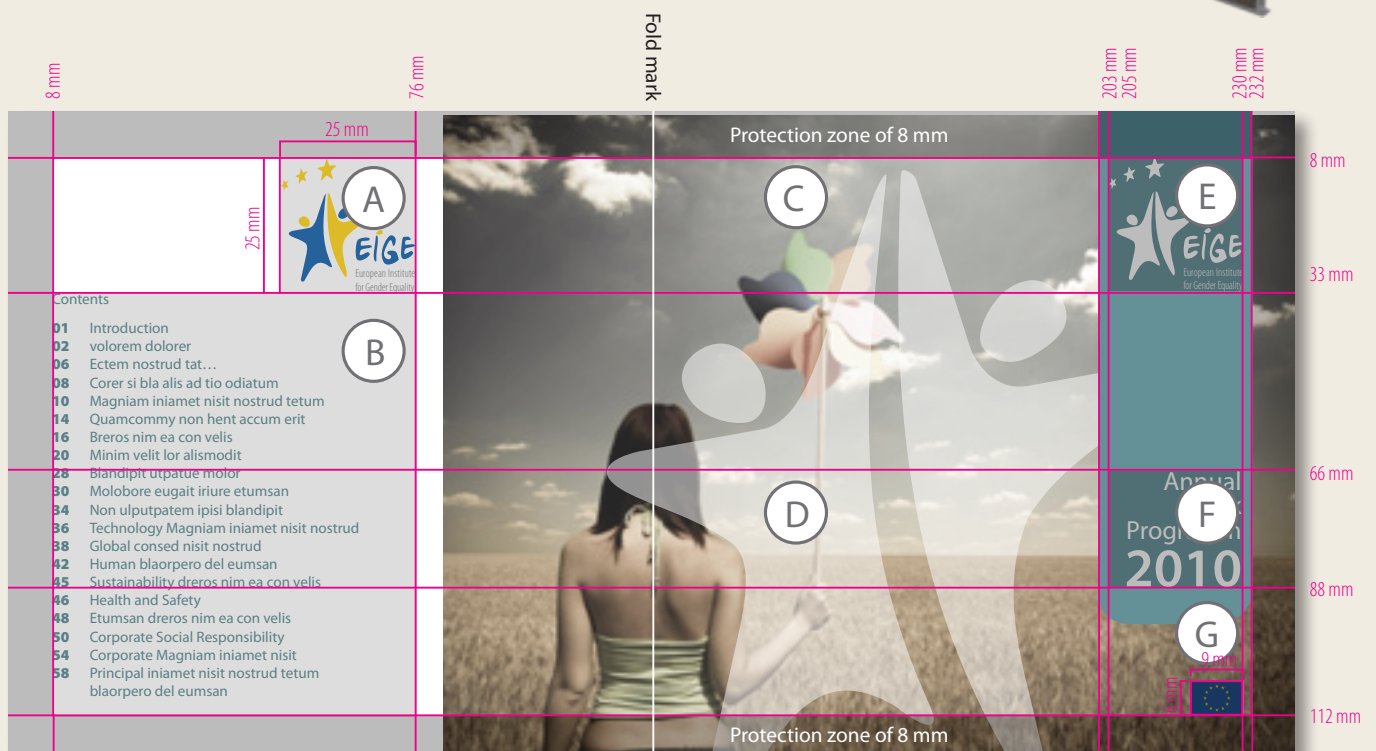
(L) Text
Myriad Pro regular / font size: **8 pt**
/ leading: **9.6 pt** (auto) / colour:
white / on one column of three
(measures see point **(K)**)

CD/DVD CARDBOARD CASE (VERSO)

The CD/DVD cardboard case is printed on a non-folded and an uncut format (388 x 180 mm). Adhesive edges of 20 mm above and below allow to glue the CD-case together.

- (J) The featured text placed in a **72 x 33.5 mm** text-box (align left), aligned on the guide of **77 mm**.
- (K) The text-block is **34 mm** high and **109 mm** wide and is divided in 3 columns with a gutter of **5 mm** (align left). The edge of 10 mm must be kept.
- (L) The text-block is **60 mm** high and **60 mm** wide (= one column of **(K)**), aligned on the guide of **89 mm**.
- (M) The thumbnails placed between the guides of **77 mm** and 86 mm. Each thumbnail measures **9 x 14.5 mm** aligned on the two last columns of point **(K)**.
- (N) The figures are use a transparency of **15%** as on the example of the inside page, which must be customized in any case.

ORDINARY CD/DVD CASE BOOKLET



(B) Contents

Text: Myriad Pro Regular / font size: **8 pt** / leading: **9.6 pt** (auto) / colour: use same colour as for the brochure / text frame measures: **68 x 82 mm**

Numbers: Myriad Pro Black / tabs: **7 mm**

(F) Title

Text: Myriad Pro Regular / font size: **16 pt** / leading: **13 pt** / colour: white

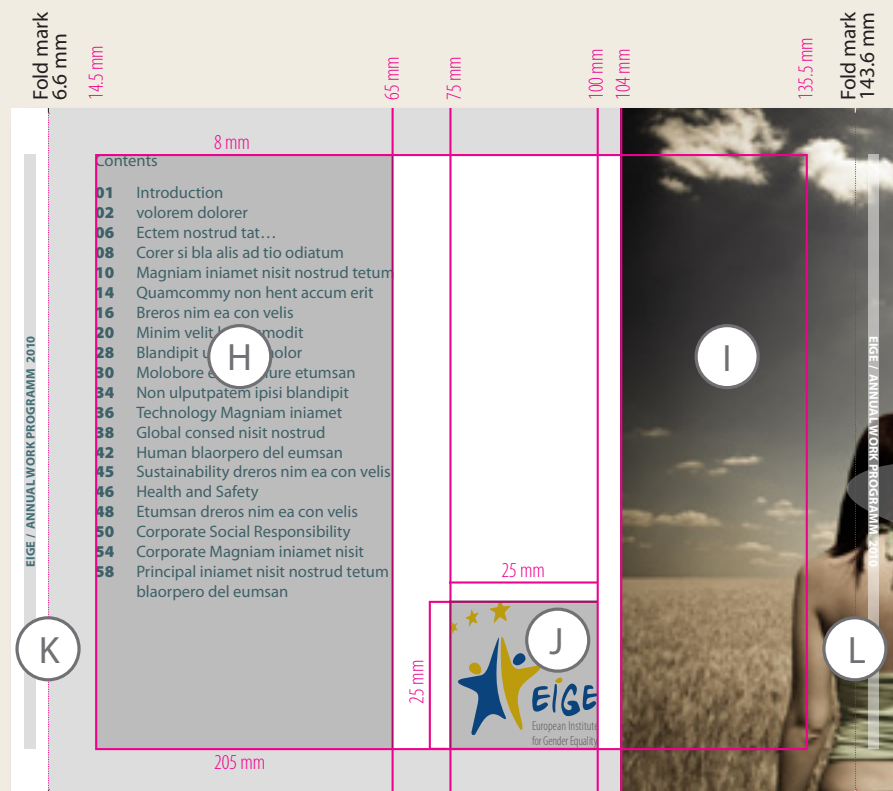
Numbers: Myriad Pro Semibold / aligned on the width of the title

CD/DVD BOOKLET

The booklet for ordinary CD/DVD cases of hard plastic (format 240 x 120 mm) which are used for their corresponding brochure but will not be inserted into the brochure.

- (A) The logo EIGE measures the specified minimum size without the protection zone and is aligned on the border of **8 mm**.
- (B) The "content" textbox (**68 x 79 mm**) aligned below the guide of **33 mm** under the logo is placed between the **33 mm** and **112 mm** guides (align left).
- (C) The image is taken from the corresponding brochure which must be customized in any case. Image size: **164 x 130 mm** including the bleed area of 5 mm.
- (D) The figures blend with the image using a transparency of **30%** as coverage, which must be customized in any case.
- (E) The logo EIGE measures the specified minimum size without the protection zone. The top of this logo is aligned on the border of **8 mm**, at the left on the guide of **205 mm** and at the right side on the guide of **230 mm** keeping all elements centred on the rounded bar.
- (F) The title of the publication has the same style like on the cover and has to be aligned with the logo and ends at the horizontal guide of **88 mm** (align right).
- (G) The European flag measures **9 x 6 mm** and is aligned on the right with the main logo, based on the protection border of **8 mm** (guide on **112 mm**).

ORDINARY CD/DVD CASE BACK-SIDE



(H) Contents

Text: Myriad Pro Regular / font size: **8 pt** / leading: **9.6 pt** (auto) / colour: use same colour as for the brochure / text frame measures: **50 x 101 mm**

Numbers: Myriad Pro Black / tabs: **7 mm**

(K) Title on the spine (align left)

Myriad Pro Bold / font size: **6 pt** / colour: same colour as used for the brochure / rounded bar on the CD/DVD etc. / text frame measures: **101 x 2 mm** / align center

(L) Title on the spine (align right)

Myriad Pro Bold / font size: **6 pt** / colour: same colour as used for the brochure and the rounded bar on the CD/DVD etc. If the title will be put on a coloured background the type must be in white or black chosen by contrast / text frame measures: **101 x 2 mm** / align center

CD/DVD BACK-SIDE

The back-side of ordinary CD/DVD cases of hard plastic (format **150 x 117 mm**) which are used for their corresponding brochure which will not be inserted into the brochure.

- (H) The "content" textbox (**68 x 79 mm**) is aligned below the guide of **33 mm** under the logo and placed between the **33 mm** and **112 mm** guides (align left).
- (I) The divided image continued from the cover is aligned on the extreme right side in the bleed-border, measuring **51 x 127 mm** including the bleed of **5 mm**.
- (J) The logo EIGE measures the specified minimum size without the protection zone, aligned below on the protection border of **8 mm**.
- (K) The title on the left spine is centered in the height and width of the spine of **6.6 mm**.
- (L) The title on the right spine is centered in the height and width of the spine of **6.6 mm**.

CD/DVD LABEL

The CD and DVD label printed in the standard format (117 x 117 mm).

- (A) The figures blend with the image using a transparency of **30%** as coverage, which must be customized in any case.
- (B) The image is taken from the corresponding brochure which must be customized in any case. Image size: **127 x 127 mm** including the bleed area of **5 mm**.
- (C) The logo EIGE measures **22 x 22 mm** without the protection zone and is aligned between the guide of **15 mm** and **37 mm**.
- (D) The European flag logo measures **6 x 9 mm** and is aligned right on the guide of **97 mm**. Its placement on the height between the logo (ending at the guide of **37 mm**) and the title must be customized in any case.
- (E) The title of the publication uses the same style like as the cover and has to be aligned with the logo and ends at the horizontal guide of **90 mm** (align right).
- (F) The rounded bar measures **100 x 27 mm** and is placed between the guides of **73 mm** and **100 mm**.

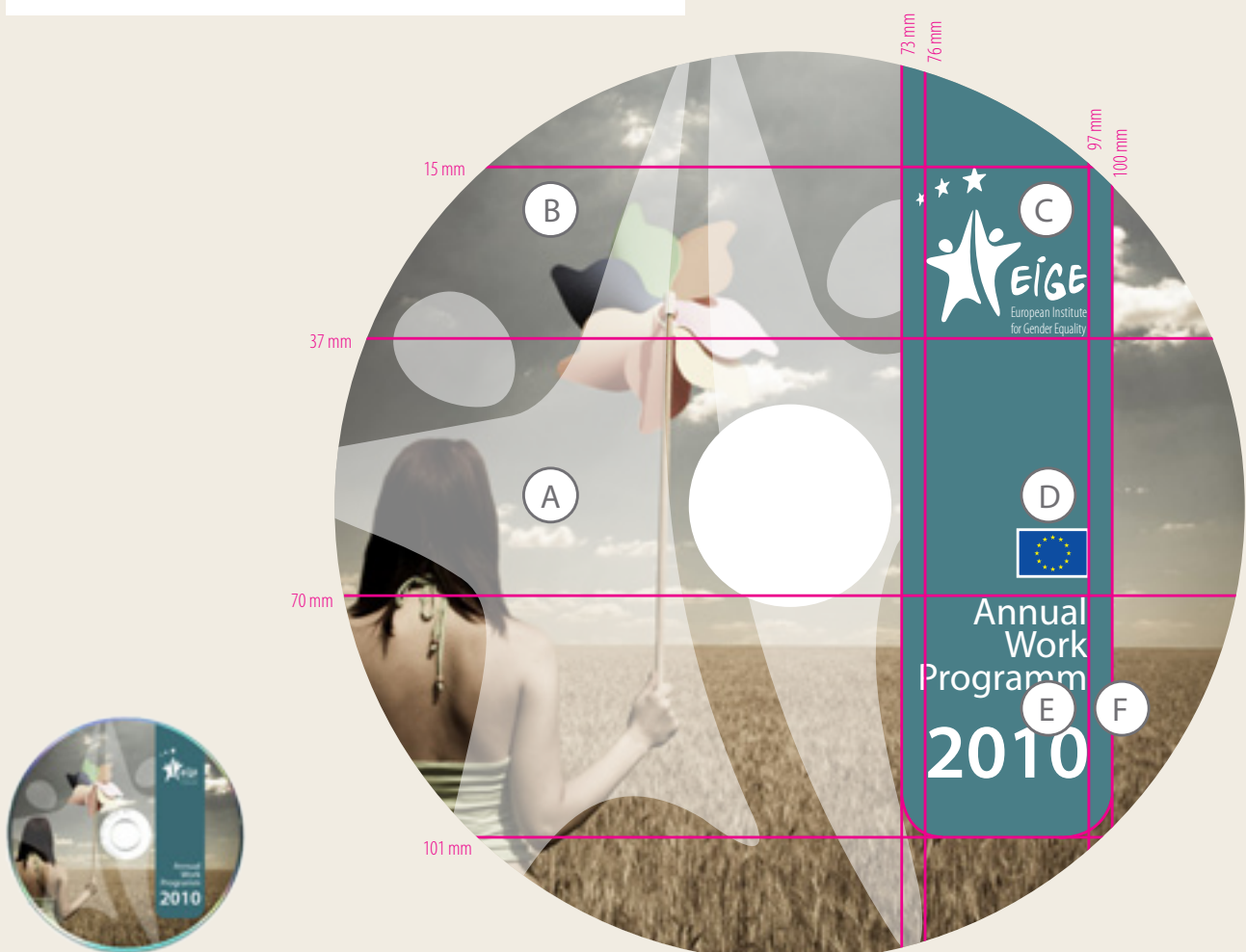
(D) Title

Text: Myriad Pro Regular

font size: **14 pt**

leading: colour: white

Numbers: Myriad Pro Semibold
aligned on the width of the title
(see brochure and CD/DVD case)



These versions of CD and DVD cases are not part of a published edition.

CD/DVD CARDBOARD CASE

This layout is used for internal or non-published brochure, it's possible to integrate the cases into workbooks.



ORDINARY CD/DVD CASE

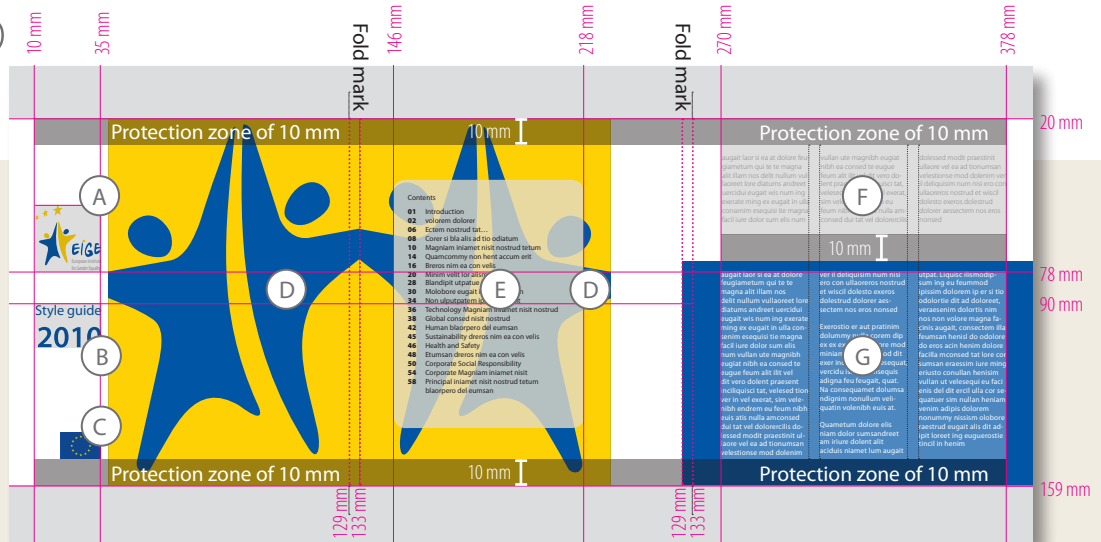
This layout of the CD case is used for those CD/DVD which are not part of a published edition and will not be inserted in the workbook.



CD/DVD CARDBOARD CASE

The CD/DVD cardboard case is printed on a non-folded and an uncut format (388 x 180 mm). Adhesive edges of 20 mm above and below allow to glue the CD-case together. (recto)

- (A) The logo EIGE measures **25 x 25 mm**, aligned between the guides of **10 mm** and **35 mm**.
- (B) The title of the CD/DVD has to be justified with the logo and starts at the horizontal guide of **78 mm** (align right).
- (C) The European flag measures **9 x 6 mm**, is aligned on the right with the main logo and based on the horizontal border of **10 mm**.
- (D) The figures in PMS Reflex Blue on yellow (PMS 116) background (see bussiness card)
- (E) The "content" textbox which has a transparency of **80%** (**72 x 94 mm**) aligned on the center, is placed between the guides **146 mm** and **218 mm** (align left)

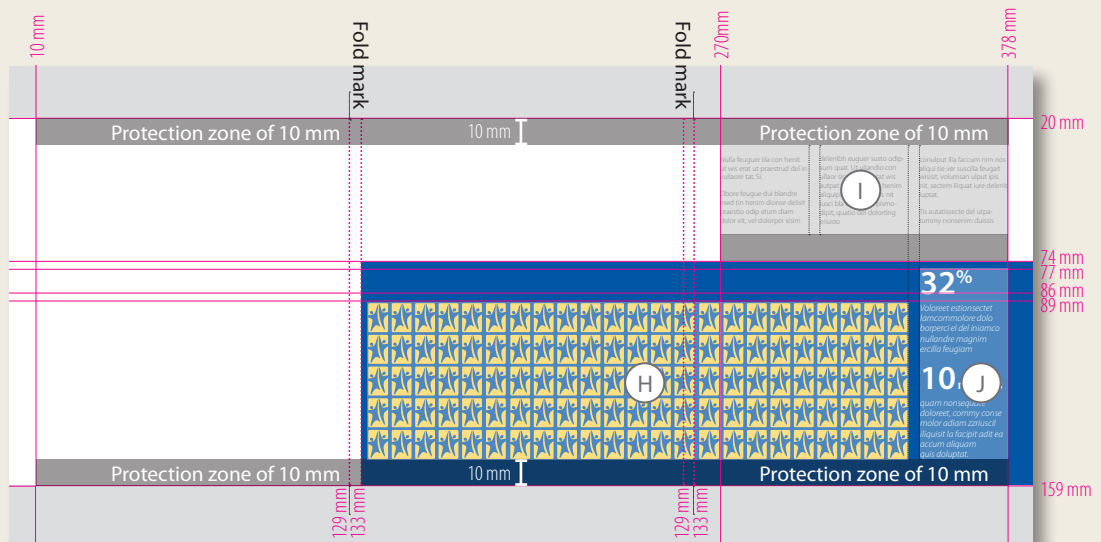


- (B) **Title**
Text: Myriad Pro Regular / font size: **16 pt** / leading: **13 pt** / colour: white
Numbers: Myriad Pro Semibold aligned on the width of the title
- (E) **Contents**
Text: Myriad Pro Regular / font size: **8 pt** / leading: **9.6 pt** (auto) colour: black / text frame measures: **72 x 94 mm**
Numbers: Myriad Pro Black / tabs: **7 mm**
- (F) **Text**, Myriad Pro Light / font size: **8 pt** / leading: **9.6 pt** (auto) / colour: PANTONE Cool Gray 11, C 0% M 2% Y 0% K 68% / text frame measures: **108 x 34 mm** / number of columns: **3** / gutter: **5 mm**

- (G) **Text**, Myriad Pro Regular / colour: white / text frame measures: **108 x 71 mm** / see point F.

The CD/DVD cardboard case is printed on a non-folded and an uncut format (388 x 180 mm). Adhesive edges of 20 mm above and below allow to glue the CD-case together. (verso)

- (H) Many small thumbnails of the logo create the background, every thumbnail measuring **7.5 x 11 mm**.
- (I) The text-block is 34 mm high and 109 mm wide and divided in 3 columns with a gutter of 5 mm (align left). The edge of **10 mm** must be kept.
- (J) The featured text placed in a **72 x 33.5 mm** text-box (aligned left) is aligned on the guide of **77 mm**.



- (I) **Personal information**
Myriad Pro Condensed / font size: **8 pt** / leading: **9.6 pt** / colour: PANTONE Cool Gray 11, C 0% M 2% Y 0% K 68%
- (J) **Featured text**
Text: Myriad Pro Light Italic / font size: **10 pt** / leading: **12 pt** (auto) / colour: PANTONE Cool Gray 11, C 0% M 2% Y 0% K 68% / placed under the right column (measures see point (K))
Numbers: Myriad Pro Semibold / font size: **30-40 pt** / colour: use same colour as for the brochure

ORDINARY CD/DVD CASE



CD/DVD BOOKLET

The booklet for ordinary CD/DVD cases of hard plastic (format 240 x 120 mm) which are used for their corresponding brochure but will not be inserted into the brochure.

- (A) The logo EIGE measures the specified minimum size without the protection zone aligned on the border of **8 mm**.
- (B) The title of the publication uses in the same style like on the cover, and has to be aligned with the logo and ends at the horizontal guide of **88 mm** (align right).
- (C) The European flag measures **9 x 6 mm** and is aligned on the right with the main logo, based on the protection border of **8 mm** (guide on 106 mm).
- (D) The figures in PMS Reflex Blue on yellow (PMS 116) background (see business card)
- (E) The "content" textbox (68 x 79 mm) is aligned below the guide of **15 mm** (align right).

(E) Contents

Text: Myriad Pro Regular / font size: **8 pt** / leading: **9.6 pt** (auto) / colour: use same colour as for the brochure / text frame measures:

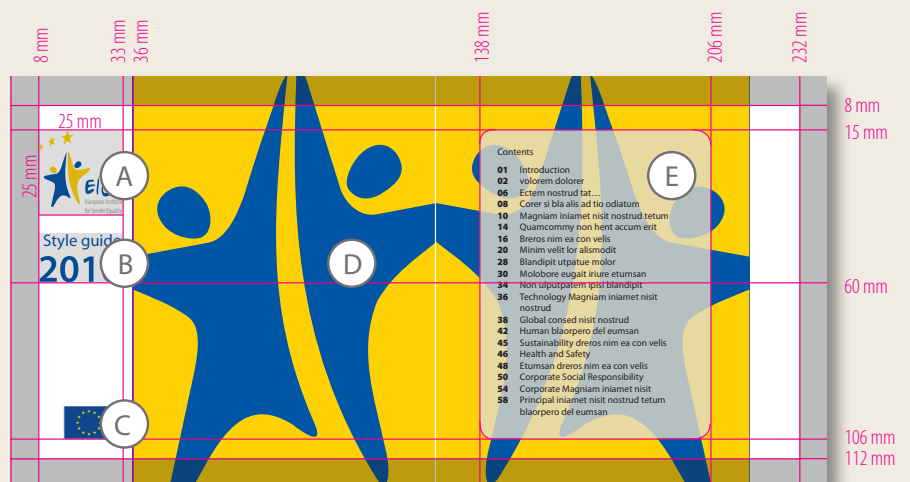
68 x 82 mm

Numbers: Myriad Pro Black / tabs: **7 mm**

(B) Title

Text: Myriad Pro Regular / font size: **16 pt** / leading: **13 pt** / colour: white

Numbers: Myriad Pro Semibold aligned on the width of the title



CD/DVD BACKSIDE

The backside of ordinary CD/DVD cases of hard plastic (format 150 x 117 mm), which are used for their corresponding brochure but which will not be inserted into the brochure.

- (F) The title on the right spine is centered in the height and width of the spine of **6.6 mm**.
- (F) The title on the left spine is centered in the height and width of the spine of **6.6 mm**.
- (G) The "content" textbox (68 x 79 mm) aligned below the guide of **33 mm** under the logo, is placed between the **14.5 mm** and **100 mm** guides (align left).
- (H) The logo EIGE measures the specified minimum size without the protection zone, aligned below on the protection border of **8 mm**.

(F) Title on the spine (left and right border)

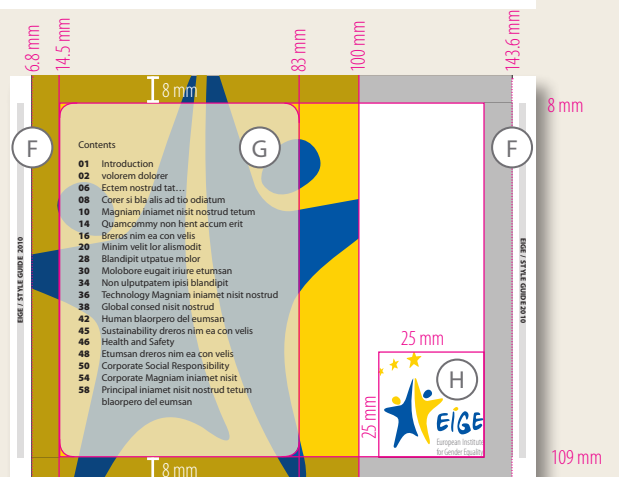
Myriad Pro Bold / font size: **6 pt** / colour: same colour as used for the brochure and the rounded bar on the CD/DVD etc. If the title has to be put on a coloured background the type must be in white or black chosen by contrast / text frame measures: **101 x 2 mm** / align center

(G) Contents

Text: Myriad Pro Regular / font size: **8 pt** / leading: **9.6 pt** (auto) / colour: use same colour as for the brochure / text frame measures:

50 x 101 mm

Numbers: Myriad Pro Black / tabs: **7 mm**



Fold mark
6.6 mm

Fold mark
143.6 mm

CD/DVD LABEL

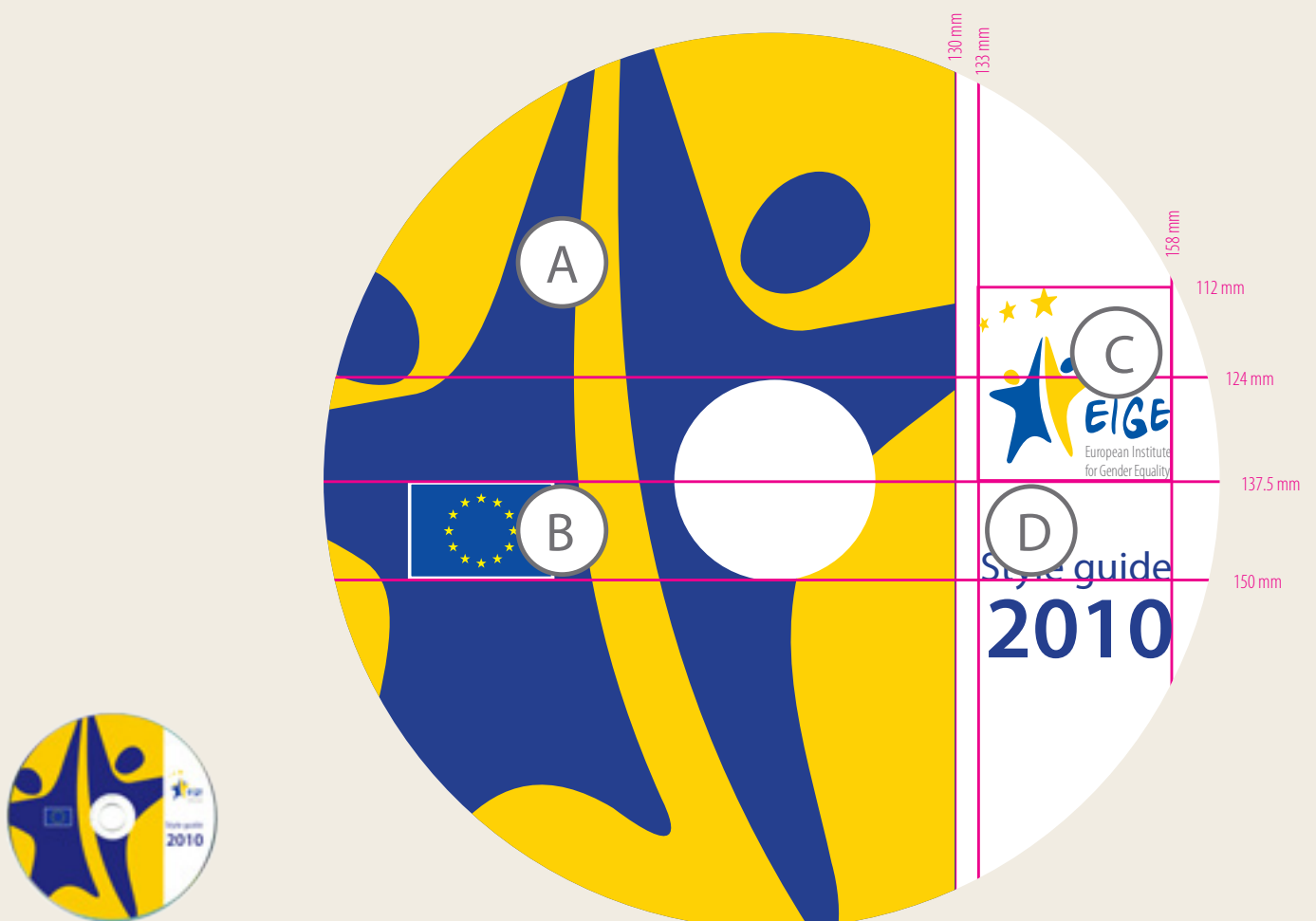
The CD and DVD label printed in the standard format (117 x 117 mm).

- Ⓐ The image of the two figures is taken from the logo and starts at the guide of 130 mm. Image size: 127 x 127 mm including the bleed area of 5 mm.
- Ⓑ The European flag logo measures 6 x 9 mm and is aligned left on the figure under the guide of 137.5 mm.
- Ⓒ The logo EIGE measures 25 x 25 mm without the protection zone and is aligned between the of 133 mm and 158 mm guides.

Ⓓ Title

Text: Myriad Pro Regular / font size: 14 pt / leading: 12 pt / colour: white

Numbers: Myriad Pro Semibold aligned on the width of the title (see brochure and CD/DVD case)



GROUP 1

If for technical reasons (printing) or due to size (medium too small) the technical charter cannot be applied, use only the figures.



GROUP 2

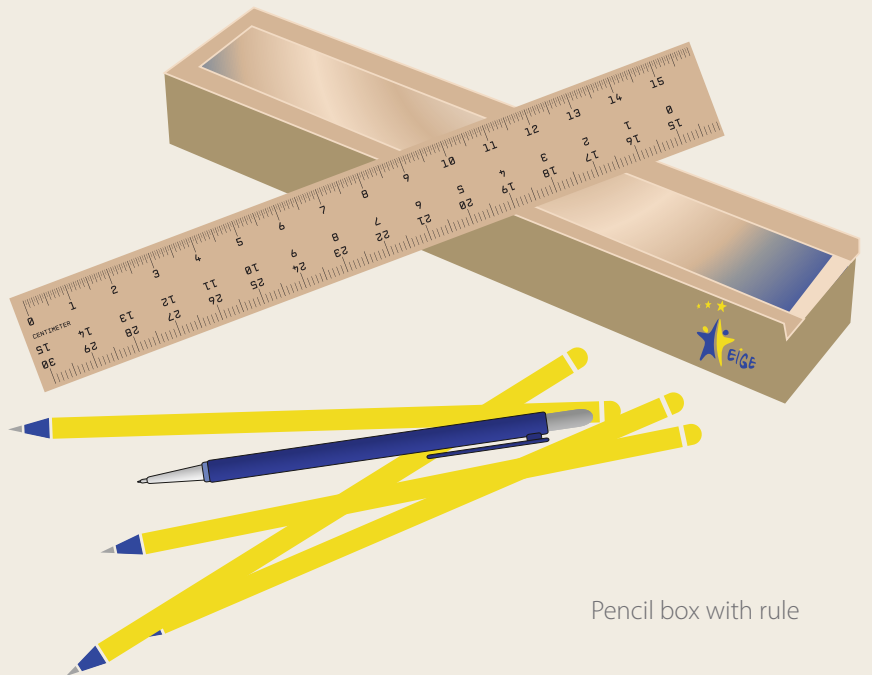
Eraser in starform



Text marker



Ballpoint pen



Pencil box with rule

GROUP 3

Lanyard strap



USB stick



Thermo can

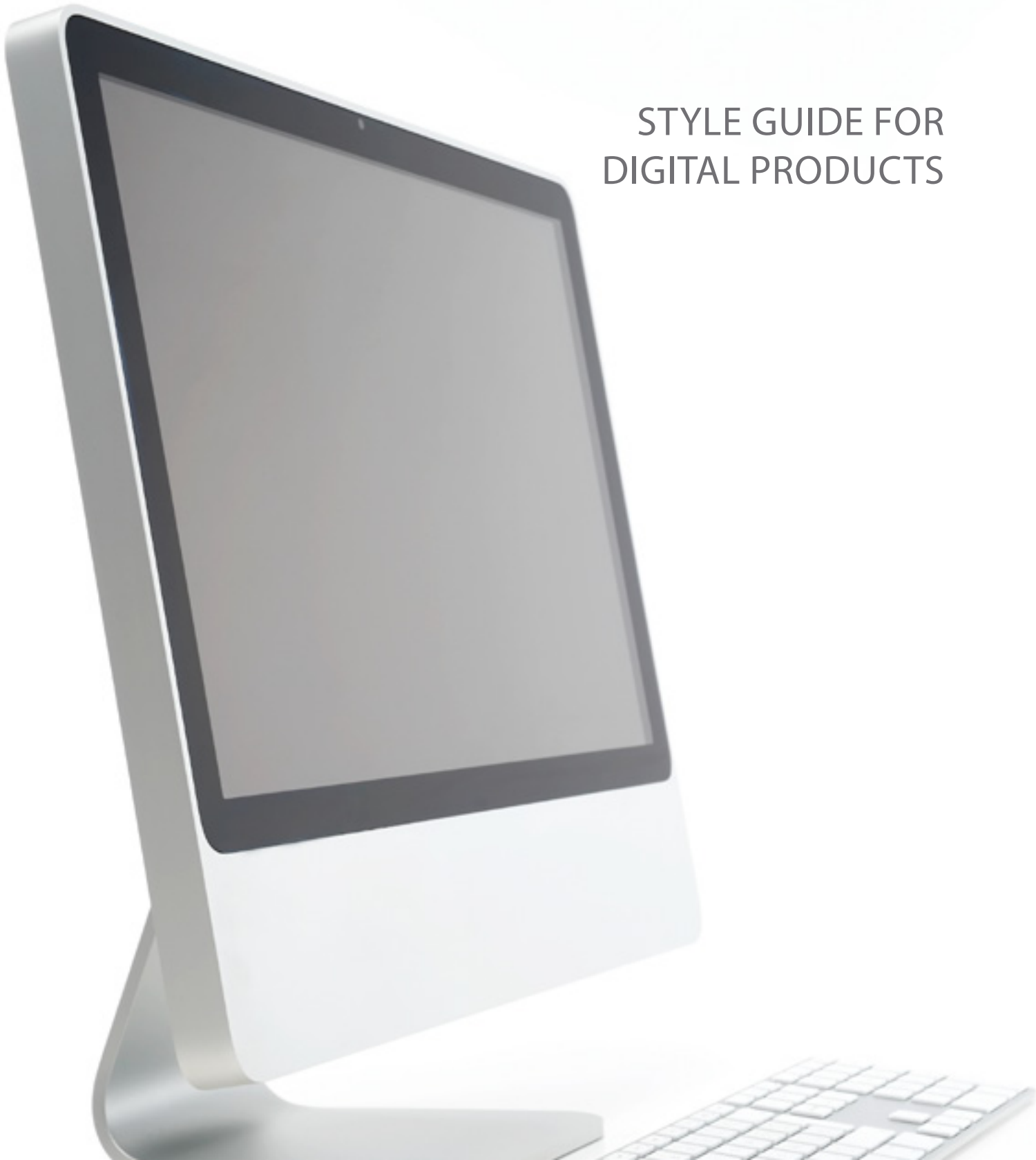


Mouse pad



Laptop bag





STYLE GUIDE FOR DIGITAL PRODUCTS

ALTERNATIVE TYPOGRAPHY

Calibri

Calibri regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890
!?,,:;,\$%@#&*()[]{}

Calibri italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890
!?,,:;,\$%@#&()[]{}*

Calibri bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890
!?,,:;,\$%@#&*()[]{}

Calibri bold italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890
!?,,:;,\$%@#&*()[]{}

The preferred typeface for all EIGE products is **MyriadPro**, as specified on page 14 of this style guide.

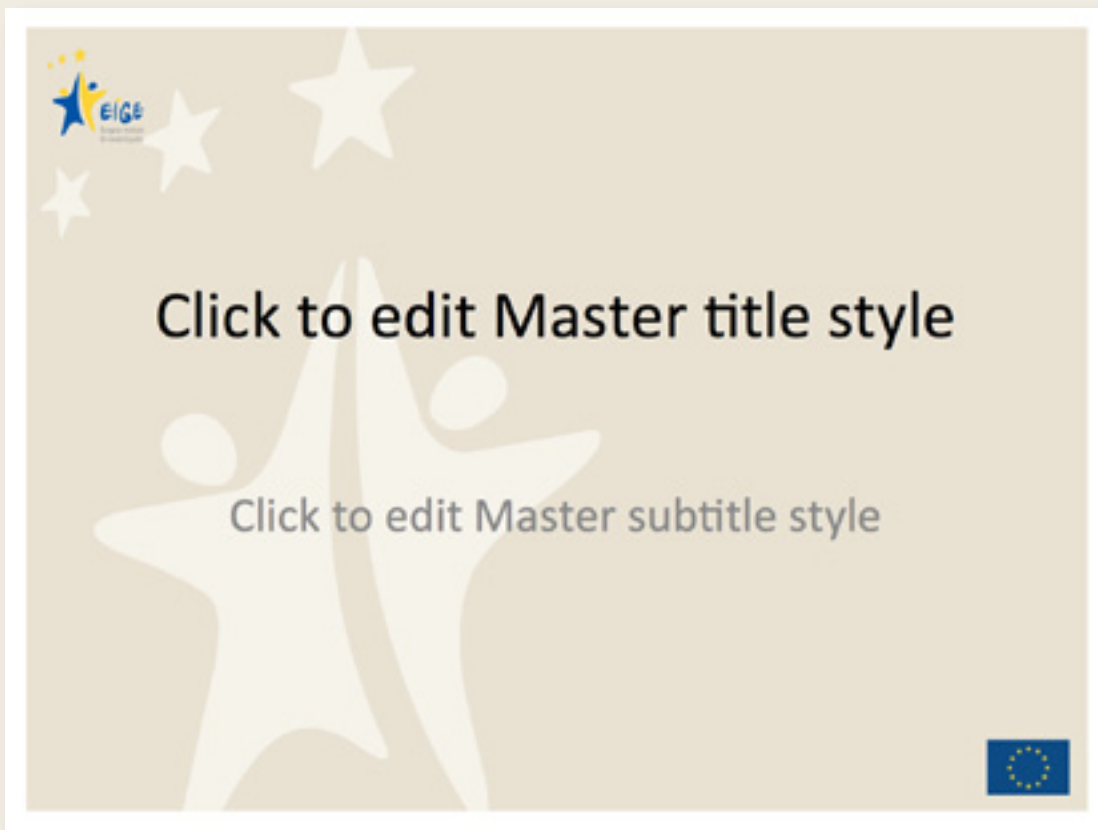
However, the use of this font family is somewhat limited by the fact that some operating systems do not include it by default. Thus an alternate font family was chosen to be employed in the creation of digital products, in case MyriadPro is unavailable: **Calibri**.

As a result, the **Calibri** typeface will be used only when **MyriadPro** is unavailable.

Exception: the PowerPoint presentations will only employ the **Calibri** typeface.

POWERPOINT

presentation



The model includes the main elements of the visual identity. A slide master made of the white border and the figures are already positioned in this model.

There are masters for both the first slide and the inside slides.

The logo EIGE is a separate picture that needs to be updated according to the linguistic version of the document, on the first slide and on the slide master.

BADGE

Generic badge



The EIGE badge consists of the wearer's name as well as the main elements of the EIGE visual identity (the EIGE logo and the EU logo).

It has a **size of 86x56 mm**

There are two types of badges to be used. The difference between them is the color of the upper bar.

The **generic badge** uses whatever color is employed for the visuals of a particular event for which the badge is created.

The **staff badge** has a grey upper bar. This type of badge is to be used only by EIGE staff members.

Staff badge



GRAPHIC ELEMENT MANAGEMENT

For the generic badge, the color of the upper bar may be changed.



9.75 mm



17 mm

TEXT MANAGEMENT

- A** **EIGE name**
 Size: Myriad Pro semibold /18 pt
 Color: white
- B** **Name**
 Size: Myriad Pro bold /17 pt
 Color: C0/M0/Y0/K100

NAMEPLATE

Generic badge



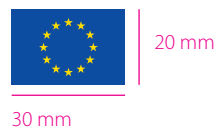
The EIGE nameplate consists of the name as well as the main elements of the EIGE visual identity (the EIGE logo and the EU logo).

It has a **size** of **254x190 mm**

It has a dotted line in the middle, marking the place where it bends.

The font family used for the nameplate is **Calibri**.

GRAPHIC ELEMENT MANAGEMENT
For the generic badge, the color of the upper bar may be changed.



PARTICIPANTS LIST

267 mm

MAXIM QUATIBUS DOLUT ODIT
ISCITA QUE DEBIS
Location, City date

44 mm

| No | SURNAME | NAME | ORGANISATION | EMAIL | COUNTRY |
|----|---------|------|--------------|-------------------|---------|
| 1. | Doe | John | Organisation | john.doe@mail.com | Country |
| 2. | Doe | John | Organisation | john.doe@mail.com | Country |
| 3. | Doe | John | Organisation | john.doe@mail.com | Country |
| 4. | Doe | John | Organisation | john.doe@mail.com | Country |
| 5. | Doe | John | Organisation | john.doe@mail.com | Country |
| 6. | Doe | John | Organisation | john.doe@mail.com | Country |
| 7. | Doe | John | Organisation | john.doe@mail.com | Country |
| 8. | Doe | John | Organisation | john.doe@mail.com | Country |
| 9. | Doe | John | Organisation | john.doe@mail.com | Country |

6.6 mm

1

The participants list is a MS Word document which can be easily edited by EIGE staff, every time it is needed.

Like other EIGE office products, it is as unrestrictive and as simple in its design as possible. The purpose of this is to make the editing of the list as straightforward as possible.

The participants list's layout closely resembles that of the factsheet and infosheet.

The choice of colors is up to the designer and is only restricted to the palettes specified in this manual.

The font family used is **Calibri**.

| LAYOUT SPECIFICATIONS | |
|-----------------------|--------------|
| Page size | 210 x 297 mm |
| Top margin | 20 mm |
| Bottom margin | 20 mm |
| Outside margin | 20 mm |
| Inside margin | 20 mm |

HOMEPAGE AND THE BANNER

presentation



Design and production

IMPRIMERIE \ CENTRALE

