

Visual identity

VERSION 3 - AUGUST 2018



LOGO: AVAILABLE FILES

BEREC LOGO

- 📁 **CMYK - Professional Print**
 - BEREC_logo-cmyk-HR.jpg
 - BEREC_logo-cmyk-LR.jpg
 - BEREC_logo-cmyk.ai
 - 📁 **CMYK_Version Black**
 - BEREC_logo-cmyk-black-HR.jpg
 - BEREC_logo-cmyk-black-LR.jpg
 - BEREC_logo-cmyk-black.ai
 - 📁 **CMYK_Version Negative**
 - BEREC_logo-cmyk-negative.ai
 - 📁 **CMYK_Version White**
 - BEREC_logo-cmyk-white-HR.png
 - BEREC_logo-cmyk-white-LR.png
 - BEREC_logo-cmyk-white.ai
 - 📁 **Version Pantone**
 - BEREC_logo-pantone.ai
- 📁 **RGB - Web or in-house documents**
 - BEREC_logo-rgb-HR.jpg
 - BEREC_logo-rgb-HR.png
 - BEREC_logo-rgb-LR.jpg
 - BEREC_logo-rgb-LR.png
 - BEREC_logo-rgb.ai
 - 📁 **Version Negative**
 - BEREC_logo-rgb-negative-HR.png
 - BEREC_logo-rgb-negative-LR.png
 - BEREC_logo-rgb-negative.ai
 - 📁 **Version White**
 - BEREC_logo-rgb-white-HR.png
 - BEREC_logo-rgb-white-LR.png
 - BEREC_logo-rgb-white.ai

BEREC SHORT LOGO

- 📁 **CMYK - Professional Print**
 - BEREC_logoshort-cmyk-HR.jpg
 - BEREC_logoshort-cmyk-LR.jpg
 - BEREC_logoshort-cmyk.ai
 - 📁 **CMYK_Version Black**
 - BEREC_logoshort-cmyk-black-HR.jpg
 - BEREC_logoshort-cmyk-black-LR.jpg
 - BEREC_logoshort-cmyk-black.ai
 - 📁 **CMYK_Version Negative**
 - BEREC_logoshort-cmyk-negative.ai
 - 📁 **CMYK_Version White**
 - BEREC_logoshort-cmyk-white-HR.png
 - BEREC_logoshort-cmyk-white-LR.png
 - BEREC_logoshort-cmyk-white.ai
 - 📁 **Version Pantone**
 - BEREC_logoshort-pantone.ai
- 📁 **RGB - Web or in-house documents**
 - BEREC_logoshort-rgb-HR.jpg
 - BEREC_logoshort-rgb-HR.png
 - BEREC_logoshort-rgb-LR.jpg
 - BEREC_logoshort-rgb-LR.png
 - BEREC_logoshort-rgb.ai
 - 📁 **Version Negative**
 - BEREC_logoshort-rgb-negative-HR.png
 - BEREC_logoshort-rgb-negative-LR.png
 - BEREC_logoshort-rgb-negative.ai
 - 📁 **Version White**
 - BEREC_logoshort-rgb-white-HR.png
 - BEREC_logoshort-rgb-white-LR.png
 - BEREC_logoshort-rgb-white.ai

The logo is provided in various versions and formats. Please use these files. Don't rebuild the logo but ask for it from the *BEREC Office communication team*.

Depending on the intended distribution of the document, the logo is to be used in the appropriate format for the best output.

COLOUR METHOD

Use **CMYK files** in professional print workflows (Adobe InDesign, Adobe Photoshop and the like).

Use **RGB files** for websites, video presentations and in-house documents (Microsoft Word, Microsoft PowerPoint and the like).

FORMAT OF FILES

.ai (Adobe Illustrator): the vector file is available for professional users (graphic designers, webmasters). You can find the information about the protection area in a hidden layer of .ai files.

.jpeg and .png files: use these files for printing or for videos. The quality of bitmap images depends on their resolution and dimensions:

- high-resolution (-HR in the name):
16 × 7 cm / 300 dpi
- low-resolution (-LR in the name) :
460 × 205 px / 72 dpi

The .png file supports transparency: you should use the RGB version on dark backgrounds (white and negative versions).



Visual identity

Body of European Regulators
for Electronic Communications



BEREC

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○ **BEREC visual identity**

FOREWORD





- This document describes the visual identity of the Body of European Regulators for Electronic Communications (BEREC).

It establishes the basic principles to be applied to BEREC's entire range of communication activities and products.

Its purpose is to present BEREC's image in a recognisable and coherent way when communicating its work and other activities. The visual identity has been designed around the BEREC logo, which includes the name of the organisation and its abbreviation in capital letters. Both are kept in BEREC's official colours, which are established in this document.

The visual identity guidelines shall be followed as far as possible whenever the BEREC Office, BEREC members and observers, external partners or stakeholders communicate on behalf of BEREC, or on any of its actions, activities or projects.

THE LOGO

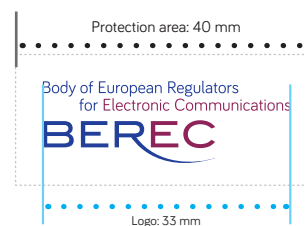
Body of European Regulators for Electronic Communications BEREC

The spaces in the logo are built around the E width. The first letter 'E' is the reference for alignment of the text 'for Electronic Communications'. The protection area around the logo (this area is built around the E width) defines the required space allowance, which must be kept clear of any other graphics or type. You can verify the protection area in the hidden layer of the .ai files.



MINIMUM SIZE

In order not to compromise the readability, the minimum size of the protection area in which the reproduction of the logo is authorised is 40 mm in width. At this dimension the font size for the complete name is 7.8 pt.



COLOURS



BEREC_COLOUR1

CMYK C100 M90 Y0 K0
PMS 2736
RGB R33 G64 B154
WEB 21409a



BEREC_COLOUR2

CMYK C45 M100 Y45 K10
PMS 229
RGB R142 G35 B90
WEB 8e235a

VERSIONS

FULL COLOUR VERSION (background: white or light)

The logo has three colour versions: CMYK, PMS and RGB. You can use the full colour version on a white background or on a light background.



10% 20% 30%

BLACK VERSION

There is also a monochrome version to use when printing in only one colour is possible.



WHITE VERSION (background: dark coloured, uniform)

The white version can be used on a uniform background or to print onto coloured supports (gadgets, signage). You should respect the protection area.



10% 20% 30%

You can apply the white version only if the colour of the background preserves the visibility of the logo: you should avoid light colours that may not have the required level of contrast.

NEGATIVE (background: photo)

It is always preferable to use the logo on a white or uniform background, but this is not always possible. In such cases the negative version has to be used.

The minimum width of the white area is 40 mm.



SHORT LOGO (EXCEPTIONAL USE)

A version without the full name is also available but should only be used in exceptional cases.

In order not to compromise the readability, the minimum size in which the reproduction of the short logo is authorised is 10 mm in width.



SHORT LOGO: FULL COLOUR VERSION

The logo has three colour versions: CMYK, PMS and RGB. You can use the full colour version on a white background or on a light background.



SHORT LOGO: BLACK VERSION

There is also a monochrome version to use when printing in only one colour is possible.



SHORT LOGO: WHITE VERSION

The white version can be used on a uniform dark background or to print onto coloured supports (gadgets, signage). You should respect the protection area.



You can apply the white version only if the colour of the background preserves the visibility of the logo: you should avoid light colours that may not have the required level of contrast.

SHORT LOGO: NEGATIVE

It is always preferable to use the logo on a white or uniform background, but this is not always possible. In such cases the negative version has to be used.

The minimum width of the white area is 15 mm.



WHAT NOT TO DO

Do not distort the logo.



Do not change the elements (alignment of text, colours or typeface).



Do not use drop shadow or other effects.



Do not allow another text or graphic to interfere with the protection area.

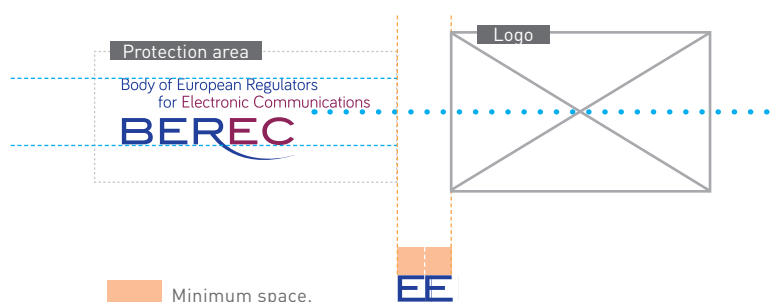


And:

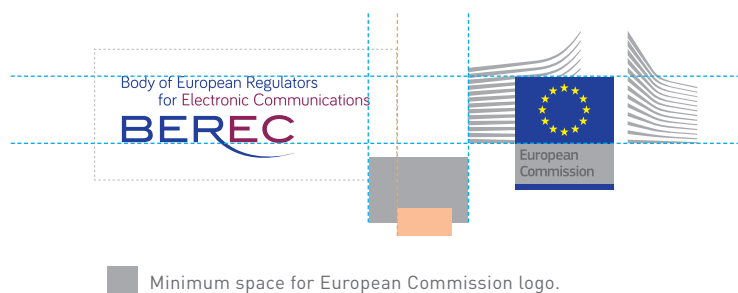
- do not use parts of the logo individually;
- do not shrink the logo below the smallest provided size;
- do not use the logo as text in a phrase.

CO-BRANDING

You should respect a minimum space between the protection area and the logos: the minimum space between logotypes is the double width of the letter 'E'.



You should also verify the minimum spaces set for other logos.



AVAILABLE FILES AND USAGE

The logo is provided in various versions and formats: **you can find the complete list on the second page of cover.** Please use these files: do not rebuild the logo but ask for it from the BEREC Office communications team.

TYPOGRAPHY

The typeface for BEREC name is 'ITC Blair': this font is not available for documents or publications.

BARIOL SANS

The typeface for its full name is 'Bariol Sans'.

The use of this font is described in the 'Publications' section: you can only use 'Bariol Sans' for the title of the publication.

BEREC may provide the font to a graphic designer, printer or other service bureau that is working on their behalf only if they agree to use the font exclusively for its work and retain no copies of the font upon completion of the work.

Bariol Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Bariol Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Bariol Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Bariol Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Bariol Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Bariol Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

DIN PRO

The typeface 'DIN Pro' covers all of the official languages of the European Union and has been chosen as the **primary font for print publications and professional stationery**.

It has to be used for all of the informative material (reports, advertisements, leaflets, brochures, etc.) prepared by professionals. Do not replace it with something similar.

BEREC may provide the font to a graphic designer, printer or other service bureau that is working on their behalf only if they agree to use the font exclusively for its work and retain no copies of the font upon completion of the work.

DIN Pro Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

DIN Pro Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

DIN Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

DIN Pro Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

DIN Pro Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

DIN Pro Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

DIN Pro Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

DIN Pro Regular Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

DIN Pro Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

DIN Pro Light Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

OPEN SANS

For the web a free-of-charge Google font was selected. 'Open Sans', with its 897 glyphs for each style, covers all of the official languages of the European Union. Do not replace it with something similar.

URL:

<https://fonts.google.com/specimen/Open+Sans>

Open Sans Extrabold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

Open Sans Extrabold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

Open Sans Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

Open Sans Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

Open Sans Semibold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

Open Sans Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

Open Sans Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

Open Sans Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

Open Sans Light Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

ARIAL

For all **stationery, documents and PowerPoint presentations**, the typeface 'Arial' has to be used. This font is, by default, on all PCs, free of charge and covers all of the official languages of the European Union.

For internal documents: the document *BEREC and the BEREC Office documents style guide* is part of these **visual identity guidelines**.

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

Arial Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789**

Arial Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789***

A. TEMPLATES FOR DOCUMENTS

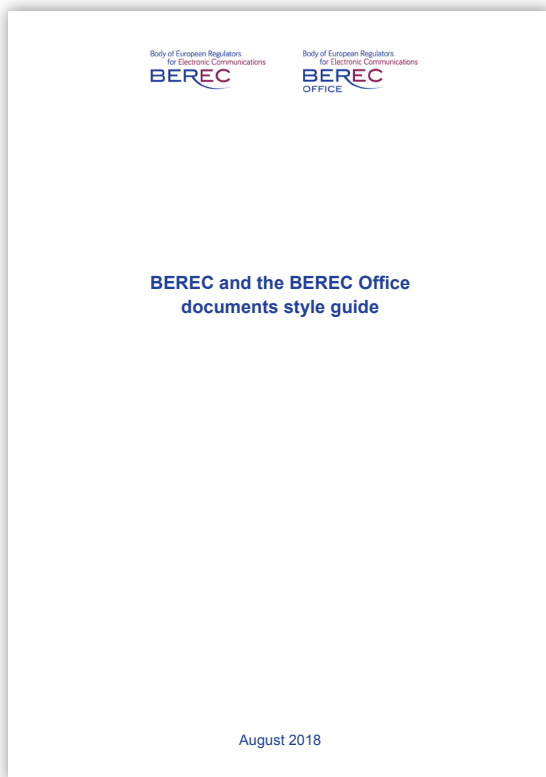
FOR MICROSOFT OFFICE DOCUMENTS

BEREC Templates > A. Documents - Microsoft Office

The template 'BEREC_DocTemplate00-GenericalDocument' was created to ensure that all BEREC internal documents have the same structure and formatting, so as to achieve a harmonised corporate image. The template is customised for different types of content to facilitate the easy creation of any BEREC internal document.

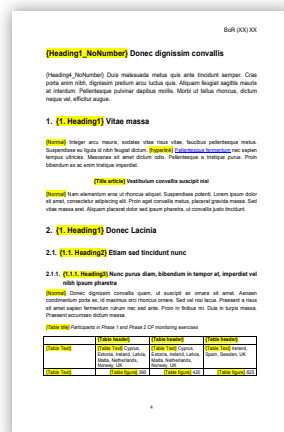
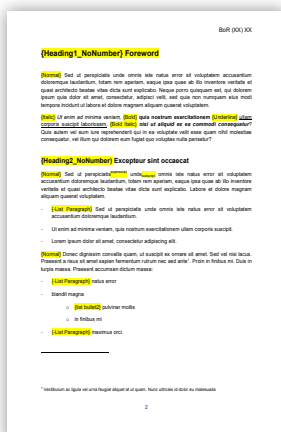
The document *BEREC and the BEREC Office documents style guide* is part of these **visual identity guidelines**.

BEREC AND THE BEREC OFFICE DOCUMENTS STYLE GUIDE



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DocTemplate00-GenericalDocument:



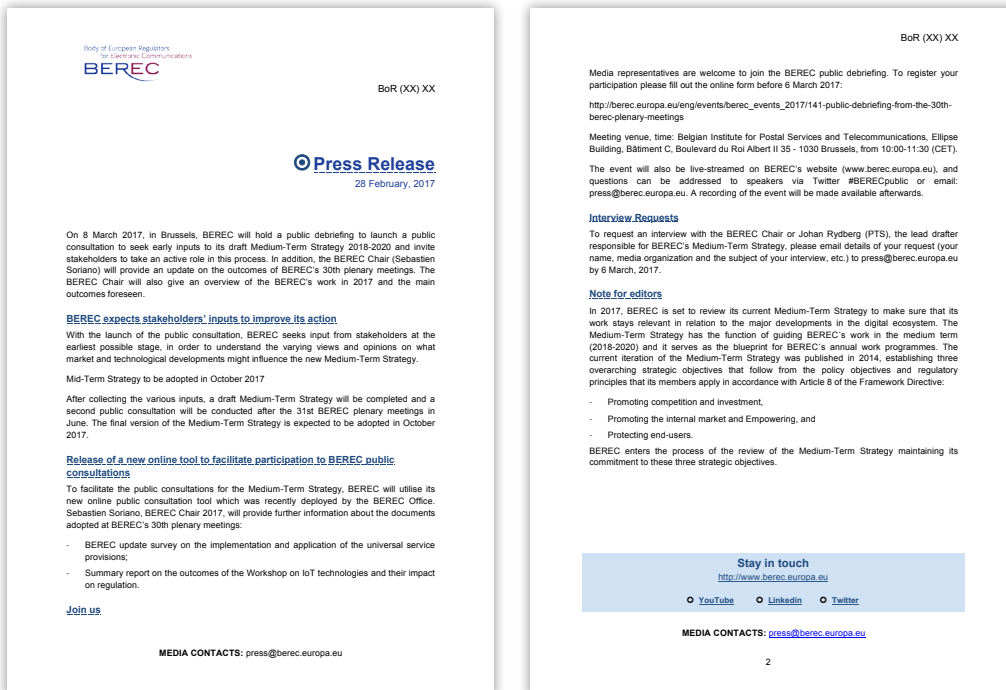
STYLES AVAILABLE

AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe
Bold	Bold Italic	Box 1 Text	Box 1 Title	Box 2	Box 3	Caption	Footer Berec	Heading1_No...	Heading1_No...
AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe
Heading2_No...	Heading3_No...	Heading4_No...	Italic	a) AaBbCcDdEe	AaBbCcDdEe	(i) AaBbCcDdEe	AaBbCcDdEe	1. AaBbCcDdEe	Number
AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe
Page Number...	Position	RegistrationN...	SignatureBerec	Source	Subscript	Superscript	Table figure	Table header	Table header
AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	1. AaBbCcDdEe	1.1. AaBbCcDdEe	1.1.1. AaBbCcDdEe	1.1.1.1. AaBbCcDdEe	1.1.1.1.1. AaBbCcDdEe	1.1.1.1.1. AaBbCcDdEe
Table text	Table title	Title article	Underline	Heading 1	Heading 2	Heading 3	Heading 4	Heading 5	Heading 5
AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe	AaBbCcDdEe
Title	Subtitle	List Paragraph	TOC 1	TOC 2	TOC 3	TOC Heading	Footnote Text	Header	Header

PRESS RELEASE DOCUMENTS

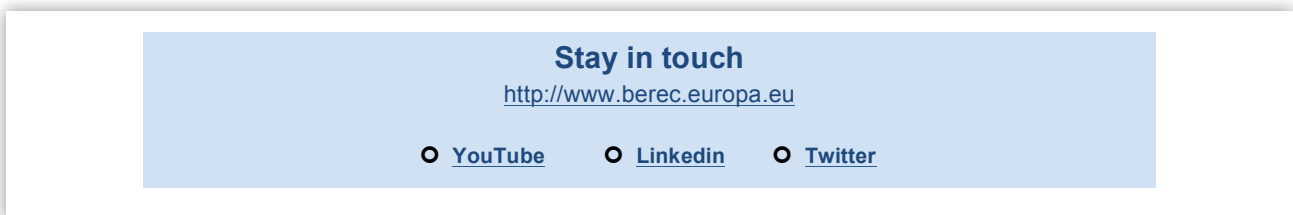
PRESS RELEASE, EXAMPLE

BEREC Templates > A. Documents - Microsoft Office > BEREC_Documents-Word > BEREC_DocTemplate01_PressRelease



MEDIA CONTACTS: press@berec.europa.eu

The email address of the BEREC communications team could be included in the footer of the document to allow readers to have it available at any moment.



You can add a box with the internet address and social media accounts on the last page.

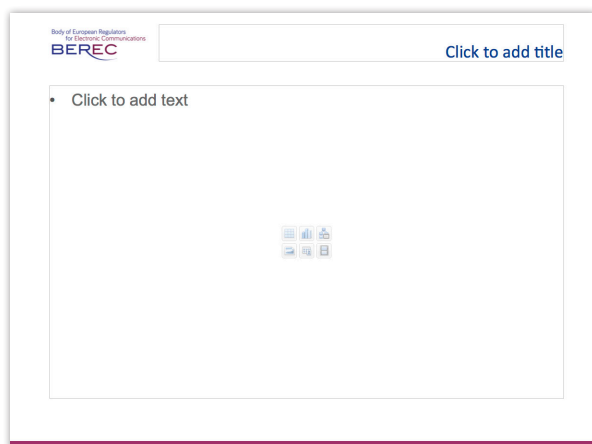
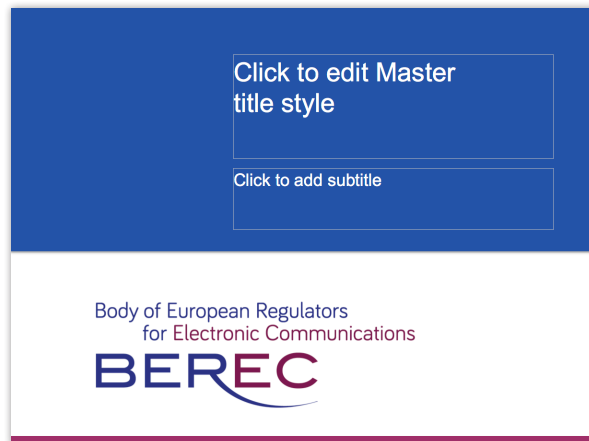
SPECIFIC DOCUMENTS

BEREC_DocTemplate02_**Opinion**
 BEREC_DocTemplate03_**Report**
 BEREC_DocTemplate04_**Decision**
 BEREC_DocTemplate05_**NoCover**
 BEREC_DocTemplate06_**Agenda**
 BEREC_DocTemplate07_**SubmissionNote**

POWERPOINT DOCUMENTS

BEREC Templates > A. Documents - Microsoft Office > BEREC_Documents-Powerpoint

Use the BEREC styles as formatted in the PowerPoint file.



B. TEMPLATES

BEREC Templates > B. Templates

AVAILABLE FILES AND USAGE

The templates are provided in various versions and formats, as follows.

- If the **Microsoft Word (.dotx)** document is available, the basic user can modify the documents.
- The **Adobe InDesign (.indd)** or **Adobe Illustrator (.ai)** documents are addressed to professional designers. The version of the InDesign document is CC2018, but the format **.idml** is available for previous versions.
- The **Adobe Acrobat PDF (.pdf)** version is available to preview the template. If the name of the file ends with '-PRINT', you can directly send the file to printer (compliment cards; envelopes; folder; notepads; backdrops; signs).

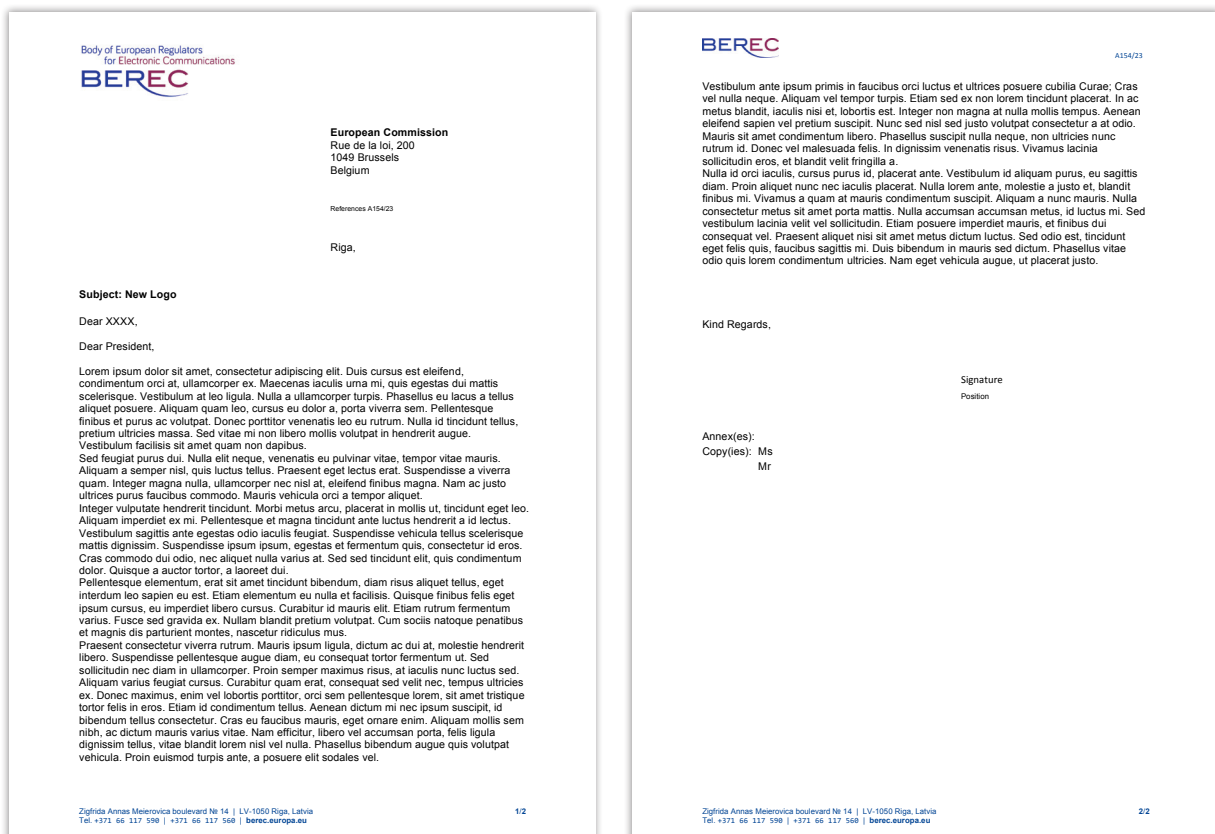
1. STATIONERY

LETTERHEADS

BEREC Templates > B. Templates > 1. BEREC_Stationery > BEREC_Stationery Documents > BEREC_Letterhead

Use the BEREC styles as formatted in the Word file.

BEREC_LETTERTEMPLATE00-GENERICLETTER



SPECIFIC TEMPLATES AVAILABLE FOR LETTERS

BEREC_LetterTemplate01-Reply.docx

BEREC_LetterTemplate02-SecrGen.docx

BEREC_LetterTemplate03-Commission.docx

BUSINESS CARDS AND COMPLIMENT CARDS

BEREC Templates > B. Templates > 1. BEREC_Stationery > BEREC_BusinessCard / BEREC_ComplimentCard

For business cards and compliment cards only a template in Adobe InDesign is provided as they should be produced by professionals.

BEREC's official address is considered to be an address of its legal entity – the BEREC Office.



ENVELOPES

BEREC Templates > B. Templates > 1. BEREC_Stationery > BEREC_Envelopes

For envelopes only templates in Adobe InDesign are provided as they should be produced by professionals. The logo and the address dimensions are the same for all envelopes.



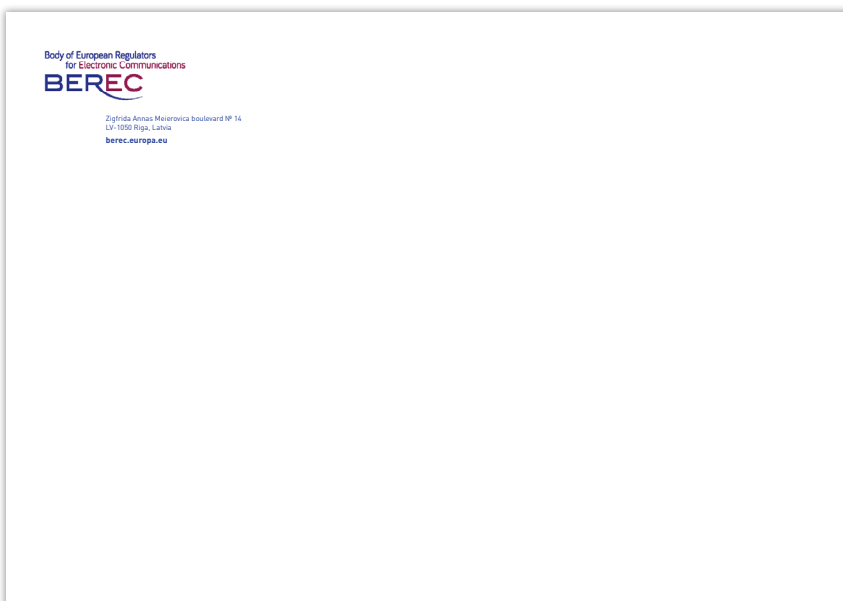
ADDRESS: DIN PRO REGULAR,
7.5 PT, COLOUR 1

WEBSITE:
ADDRESS: DIN PRO BOLD,
7.5 PT, COLOUR 1

ENVELOPE DL 210 × 100 MM (50 %), MARGINS ALL AROUND 10 MM
THE FILE 'ENVELOPE DL' ALSO HAS TO BE USED FOR THE DL ENVELOPE WITH A WINDOW



ENVELOPE C5 (33 %)
229 × 162 MM,
MARGINS ALL AROUND 12.5 MM

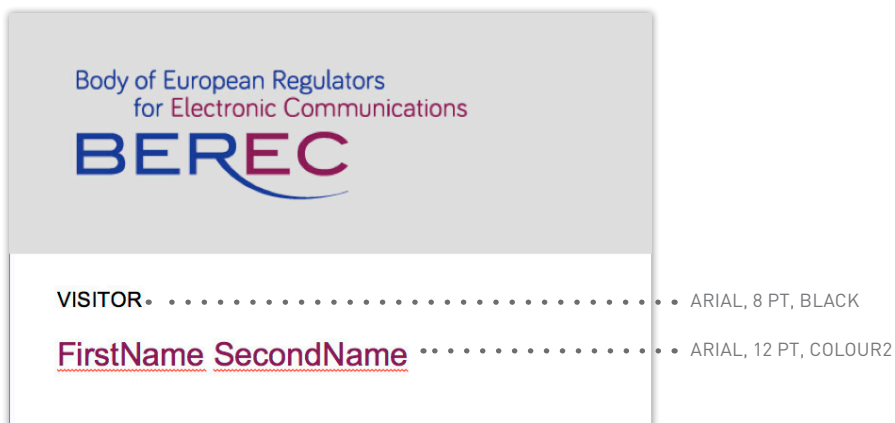


ENVELOPE C4 (35 %)
324 × 229 MM,
MARGINS ALL AROUND 15 MM

VISITOR BADGES

BEREC Templates > B. Templates > 1. BEREC_Stationery > BEREC_Stationery Documents

The file is prepared in Microsoft Word (eight badges on an A4 page) so that it can be personalised for each visitor.



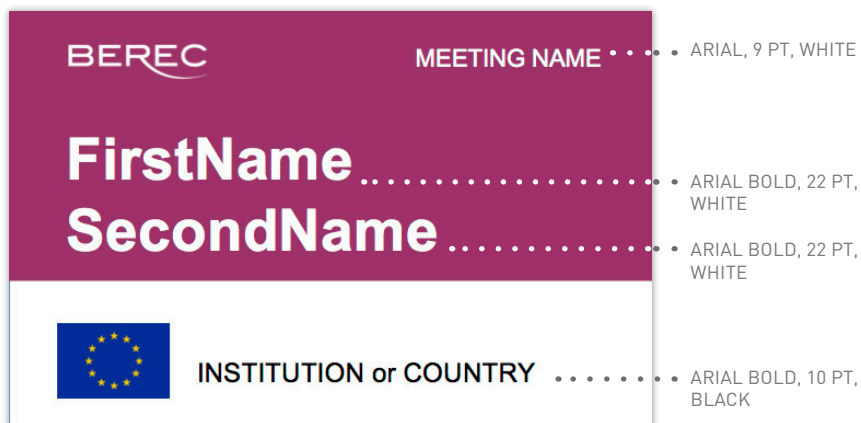
BADGE 85 × 55 MM (100 %)

MEETING BADGES

BEREC Templates > B. Templates > 1. BEREC_Stationery > BEREC_Stationery Documents

The file is prepared in Microsoft Word (eight badges on an A4 page) so that it can be personalised for each visitor.

BADGE 85 × 55 MM (100 %)



To change the flag on the template
Files: BEREC-Stationery > Flags
> Select the picture of the flag
> Select 'Change Picture' on the
context menu (right-click)



BADGE 85 × 55 MM (100 %)

TABLE NAME TAGS

BEREC Templates > B. Templates > 1. BEREC_Stationery > BEREC_Stationery Documents

The file is prepared in Microsoft PowerPoint so that it can be personalised for each of the visitors.

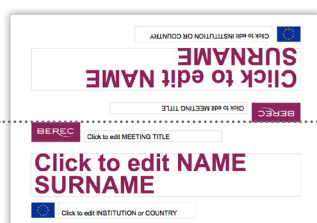
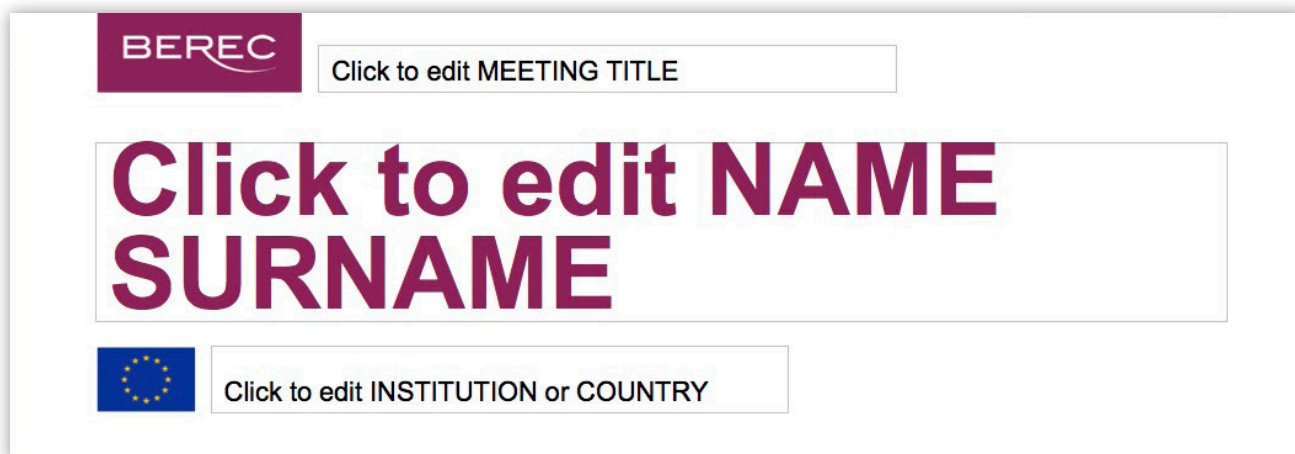


TABLE NAME TAGS, A4 FORMAT

To change the flag on the template

Files: BEREC-Stationery > Flags

- > Select the picture of the flag
- > Select 'Change Picture' on the context menu (right-click)

ELECTRONIC SIGNATURE

BEREC Templates > B. Templates > 1. BEREC_Stationery > BEREC_Stationery Documents

The file is prepared in Microsoft Word so that it can be personalised.

COLOUR 120/120/120

8 PT, BOLD, 120/120/120
8 PT, REGULAR

11 PT, BOLD, COLOUR 2
10 PT, BOLD, BLACK

11 PT, BOLD, COLOUR 1



2. PROMOTIONAL MATERIAL

BEREC Templates > B. Templates > 2. BEREC_Promotional

FOLDERS

For folders only a template in Adobe InDesign is provided as they has to be produced by professionals. The dimensions of the closed folder are: 310 mm height × 215 mm width with a spine of 6 mm.

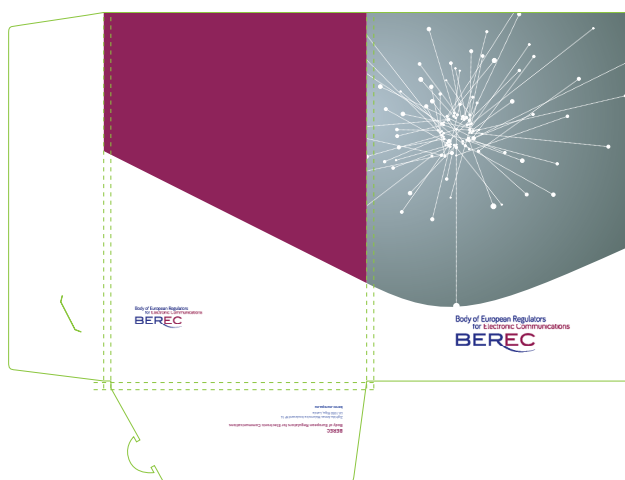
BACK COVER



COVER



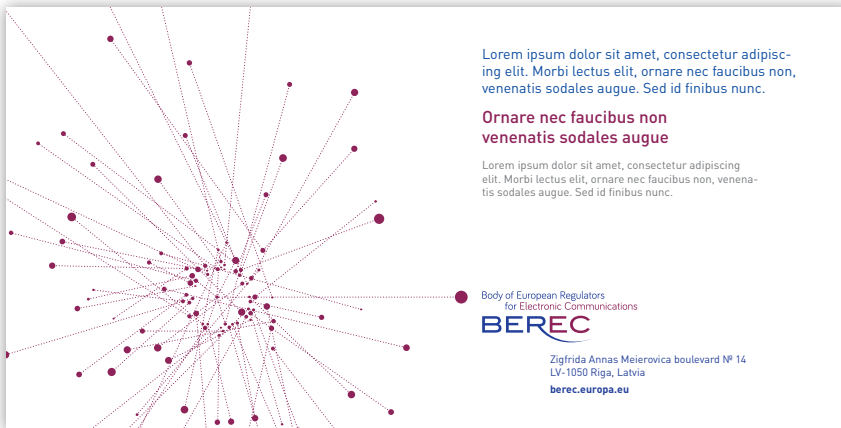
SHAPE



Note for professional printers: you can activate/deactivate the 'Crop and Fold' layer to get information about cropping and folding.

INVITATIONS

For invitations only a template in Adobe InDesign is provided as they should be produced by professionals.



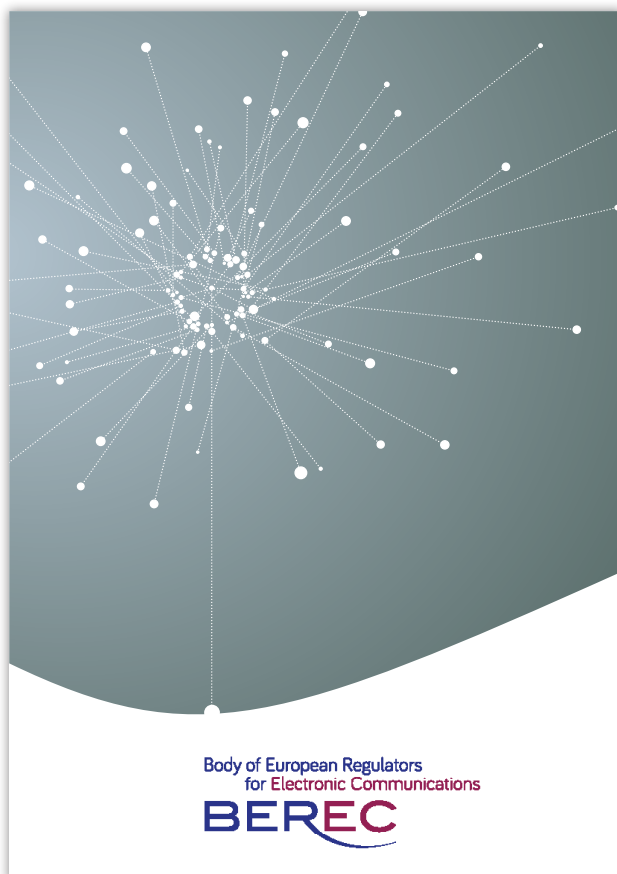
FORMAT 210 × 105 MM

NOTEPADS

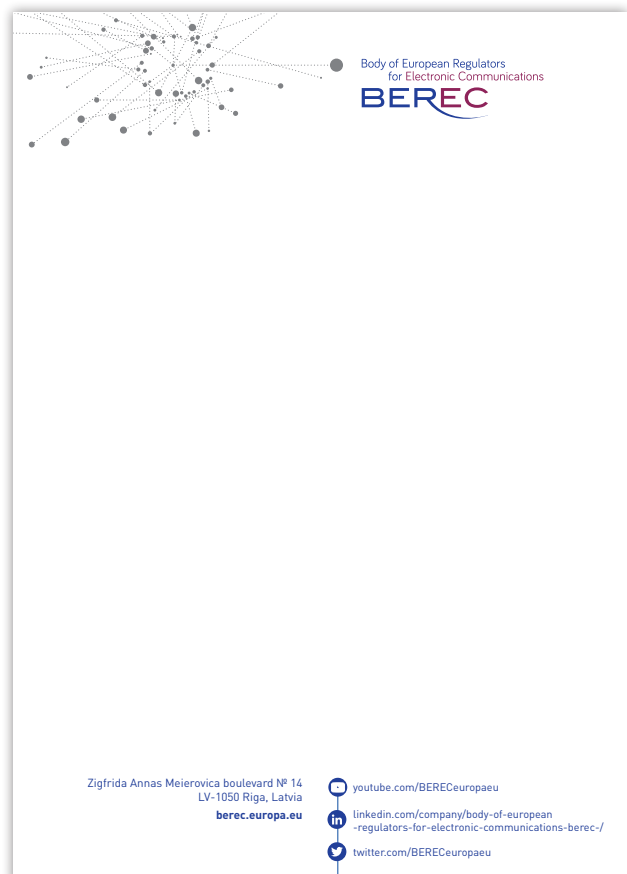
For notepads only a template in Adobe InDesign is provided as they should be produced by professionals.

FORMAT 148 × 210 MM

COVER



PAGE



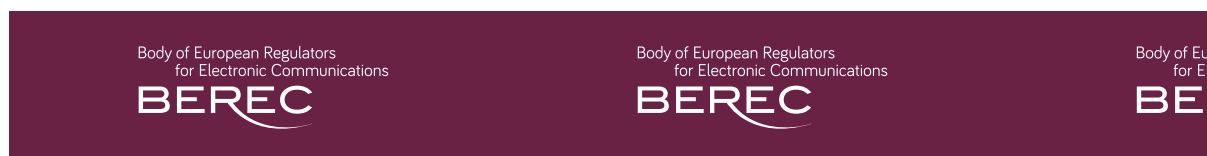
LOGO PATTERN

Full name

PANTONE 2736



PANTONE 229



Short logo

PANTONE 2736



PANTONE 229



MINIMUM
HEIGHT:
5 MM

GADGETS

Here you can find a few examples for gadgets. Please ask professionals to design them.

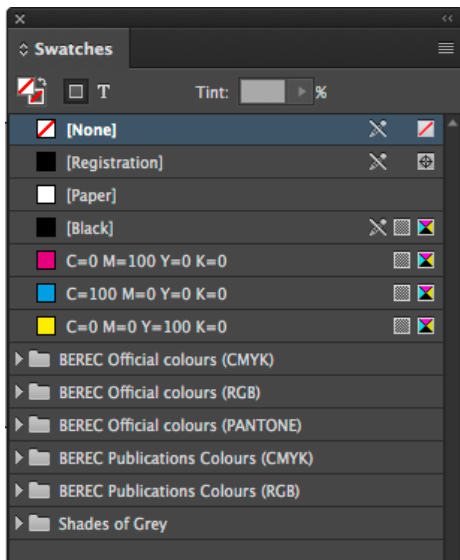


3. PUBLICATIONS

BEREC Templates > B. Templates > 3. BEREC_Publications

BEREC COLOURS FOR PUBLICATIONS

An additional colour palette is available to develop the layout of the publications.



The .ase files are available in the folder 'BEREC_Assets'. You can load the swatches in Adobe InDesign and in Adobe Illustrator.

BEREC Official colours (CMYK).ase
BEREC Official colours (RGB).ase

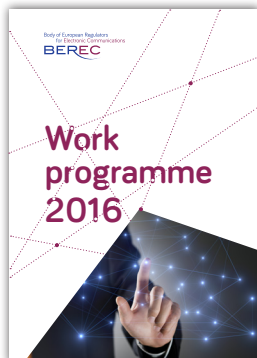
BEREC Official colours (PANTONE).ase

BEREC Publications Colours (CMYK).ase
BEREC Publications Colours (RGB).ase

TEMPLATES FOR COVERS

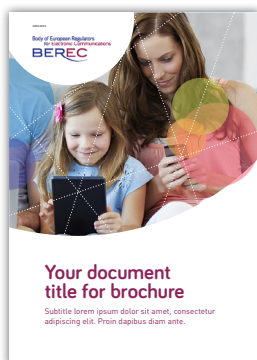
Two templates are available for BEREC covers. In both templates, the connection between points creates the structure of the layout and ties into the theme of an electronic communications network.

Cover template A (A4)


A

For institutional and official reports
(annual report, work programme and
and other official documents defined by
the BEREC Office communications team).

Cover template B (A4 + A5)


B

For brochures and promotional publications:
to present the institutional body, to promote
events or initiatives and to disseminate news
or information.

Both templates diverge only in relation to the cover page and the colour of the back cover: they share the same instructions for the colophon page and the layout of the inside pages.

Please follow the styles (paragraph, character, table, cell and object styles) included in the InDesign templates provided.

You can follow the rules on page 38.

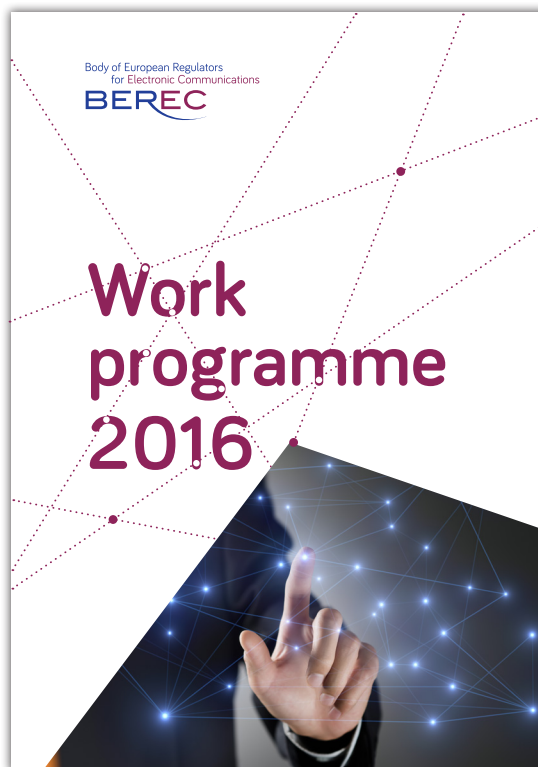
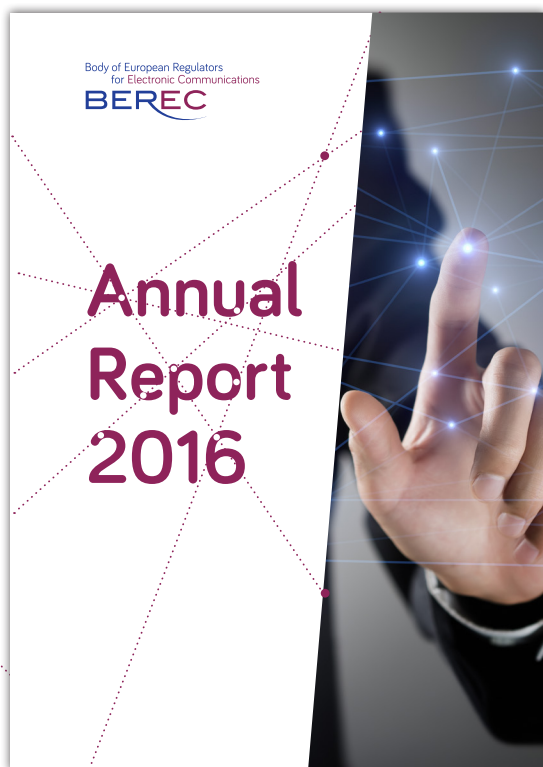
COVER TEMPLATE A: COVER FOR INSTITUTIONAL REPORTS

BEREC Templates > B. Templates > 3. BEREC_Publications > BEREC_Publications-Cover > CoverA-Reports

You can use this template only for official reports such as the *Annual Report* or *Work programme* or for other official documents defined by the BEREC Office Communication Team.

The lines define the space and the typographic composition of the publication title. In the spaces created by lines we can insert a photo related to electronic communications themes (connections, networks, technology).

EXAMPLES OF COVERS



Maximum two connection points per line
(three points for words > eight characters)

1 Your 2
1 document 2 3
1 2 2017 1

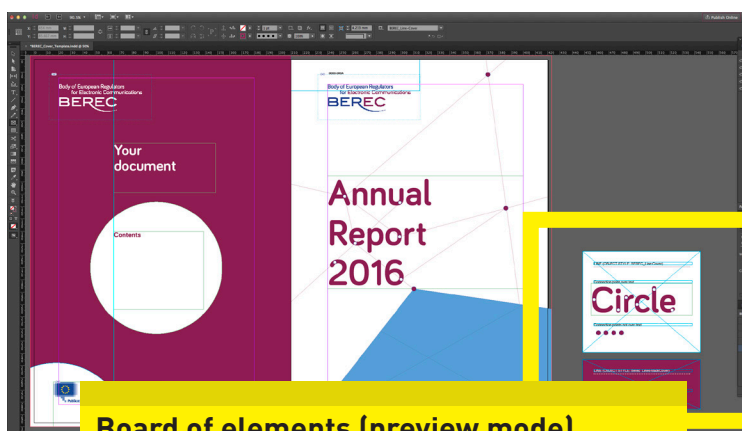
Protection area

Any lines in this area.

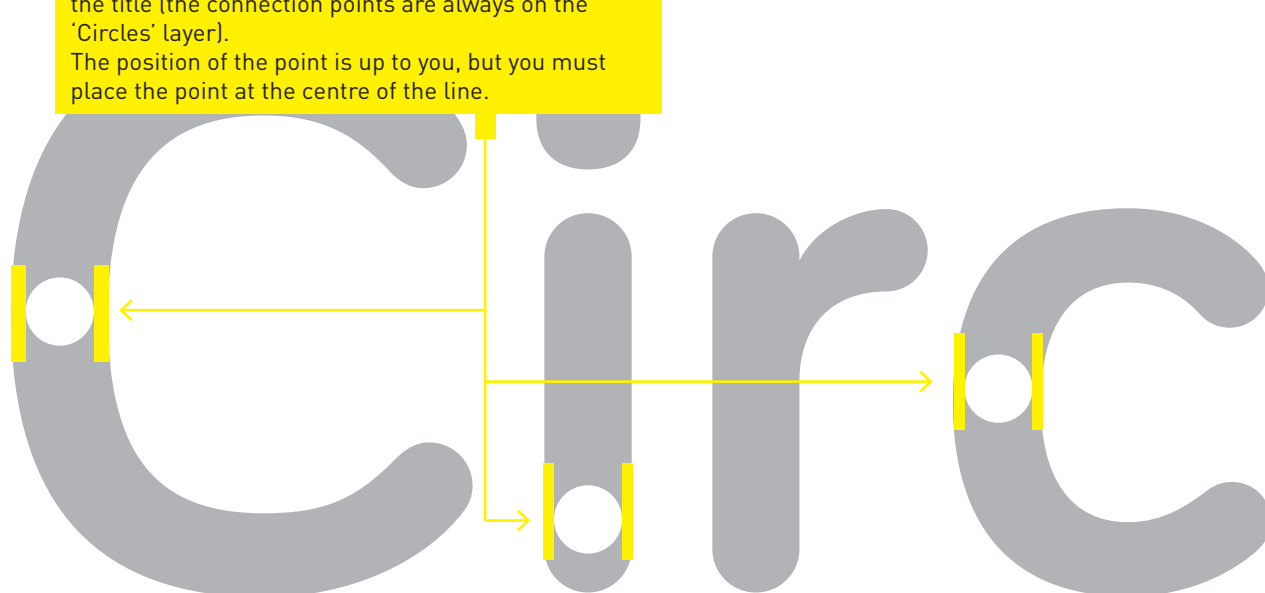
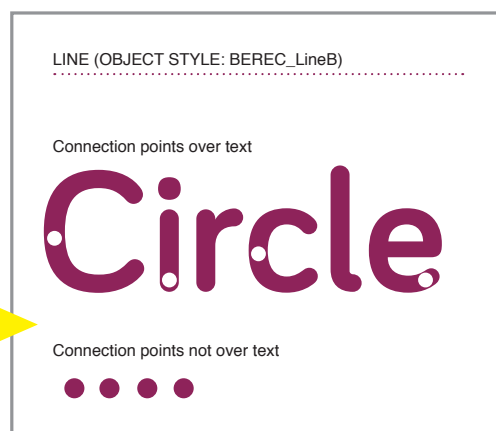
**Cover: how to modify the template**

Each cover has its own layout. For this reason each cover requires individual production by a design team to adapt the title and spaces.

1. Open the template 'CoverA-Template' (InDesign document). You have a layer for any graphic elements: points, texts, lines, background.
2. On the 'Texts' layer, write the title of your publication ('Title' style). Please insert only one word per line. Lock the layer.
3. Switch to preview mode: you have access to the board of elements on the right-hand side.
4. Select the 'Circles' layer. Copy a white connection point and paste it over the characters on the title: max two connection points per word, three points for words > eight characters. You can adapt the dimensions of the circles to the text.
5. On the 'Lines' layer, draw some lines between points (object style: 'BEREC_LineB'). You should draw continuous lines when possible.
6. On the 'Points' layer, add two or three coloured points onto the white background.
7. On the 'Background' layer you can modify the shape of the picture following the connection lines and import your image.

**Board of elements (preview mode)**

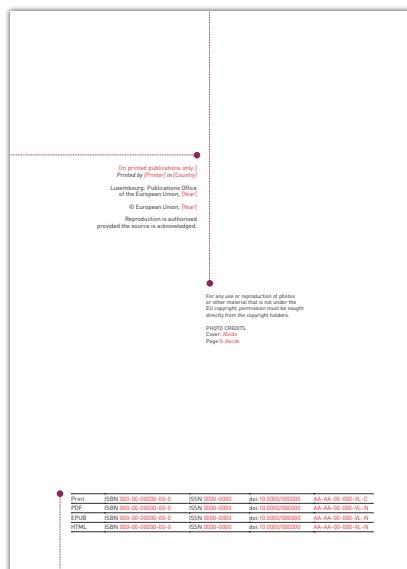
Copy one connection point and paste it onto the title (the connection points are always on the 'Circles' layer). The position of the point is up to you, but you must place the point at the centre of the line.



Template A: page II (Colophon) and back cover

You can use the template (page II) to insert the colophon, the list of photo credits and the identifiers. You must update and verify the text in red.

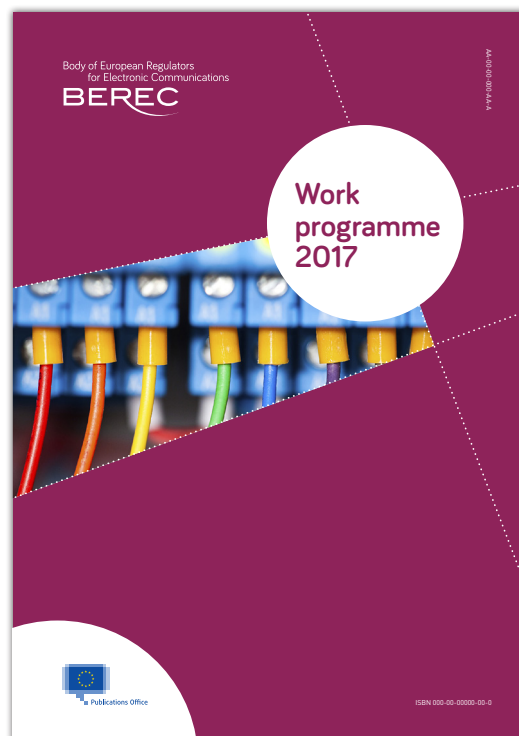
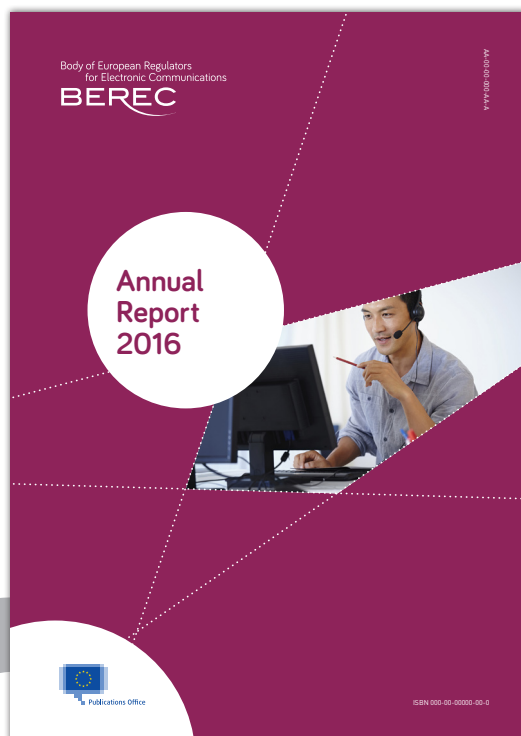
PAGE II



BACK COVER + COVER



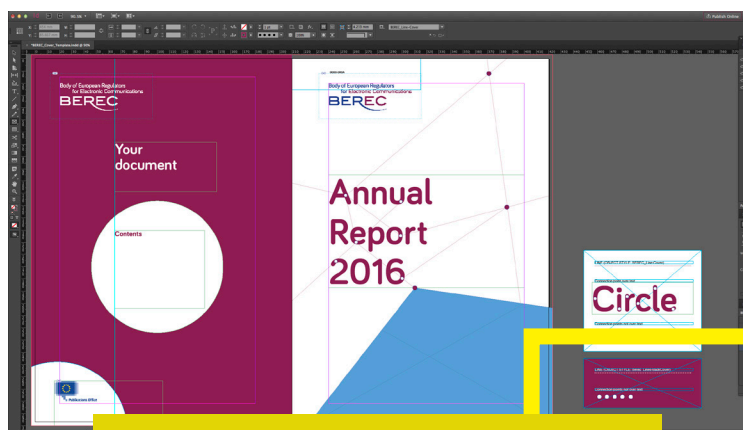
EXAMPLES OF BACK COVERS





Back cover: how to modify a template

1. Open the 'Cover' template, page IV (InDesign document). You have a layer for any graphic elements: texts, lines, background.
2. Switch to preview mode: you have access to the board of elements on the right-hand side.
3. On the 'Lines' layer you can modify the lines (object style: 'BEREC_LineA'). When possible, connect the lines on the back cover with the lines on the cover.
4. On the 'Texts' layer, write the title of your publication (style: 'Title_BackCover') in the 'Your Document' box.
5. Move boxes following the spaces available.
6. Import the optional picture (> step 6) or delete the shape.
7. You can modify the shape of the optional picture point by point (using the 'Direction selection' tool) following the points of intersections: this element is on the 'Background' layer.



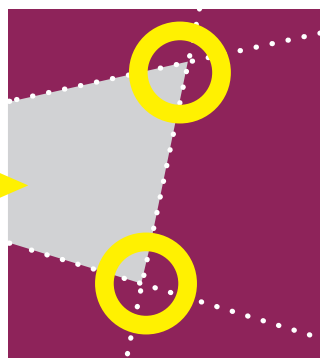
Board of elements (preview mode)

Apply the object style 'LineA' for the lines.
If possible, connect the lines on the back cover with the lines on the cover.

LINE (OBJECT STYLE: Berec_LineA)

Optional picture on the back cover

This element is on the 'Background' layer.
You can modify the shape point by point (using the 'Direction selection' tool) following the points of the intersections.



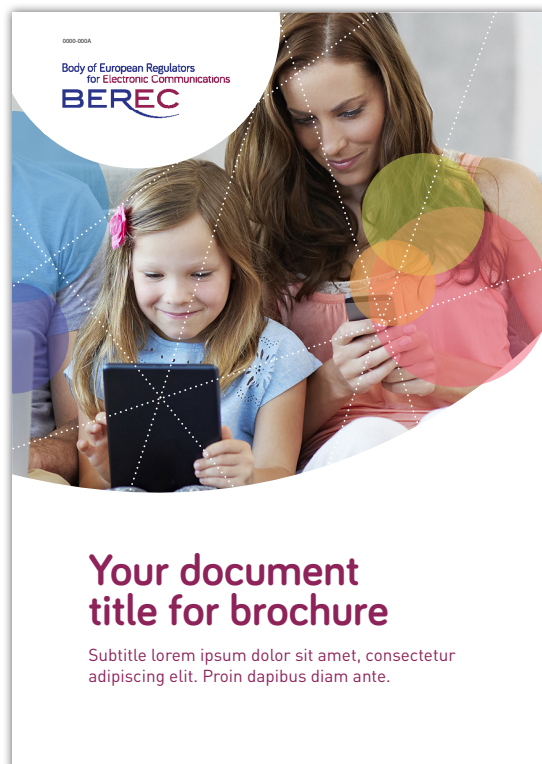
COVER TEMPLATE B: COVER FOR BROCHURES (A4 AND A5 FORMATS)

BEREC Templates > B. Templates > 3. BEREC_Publications > BEREC_Publications-Cover > CoverB-Brochures

You can only use this template for brochures and promotional publications to present the institutional body, to promote events or initiatives and to disseminate news or information.

The hubs of the network define the space. We should insert, in a central hub, a photo related to electronic communications themes (you should follow the information on page 33 to choose the photos for publications). The lines meet an important detail of the photo: secondary hubs with a coloured background allow the layout to be developed.

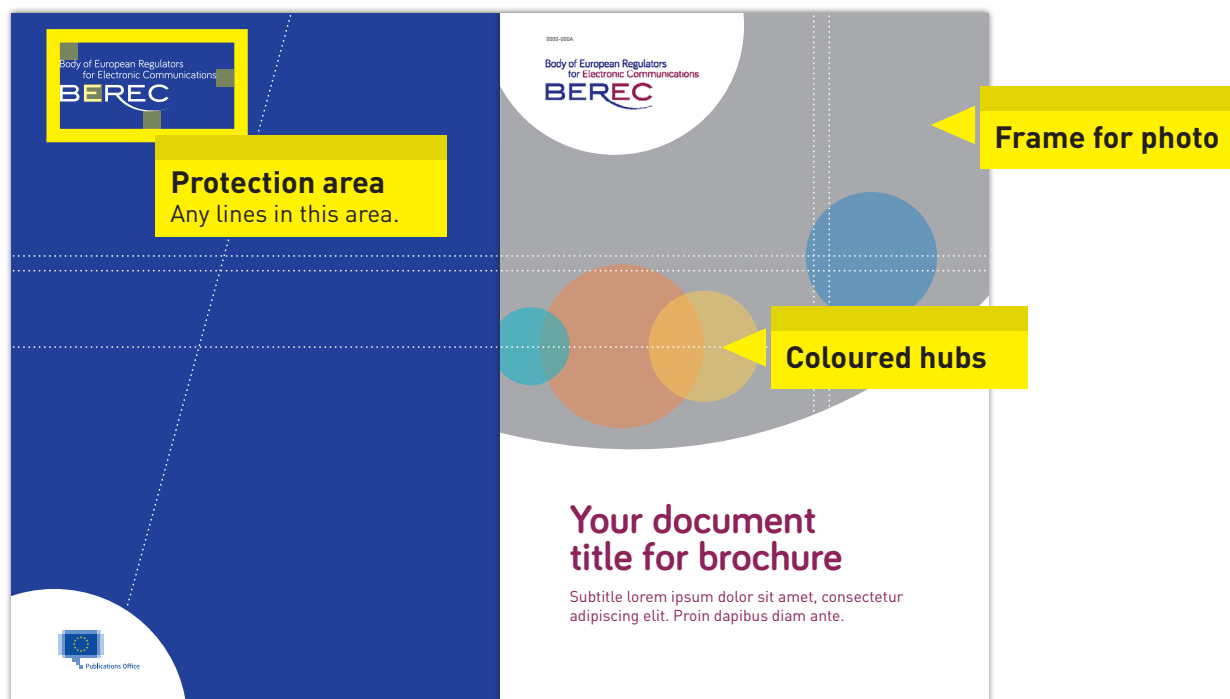
EXAMPLES OF COVERS (A4 FORMAT)



EXAMPLES OF COVERS (A5 FORMAT)



How to modify the template



Each cover has its own layout. For this reason each cover requires individual production by a designer.

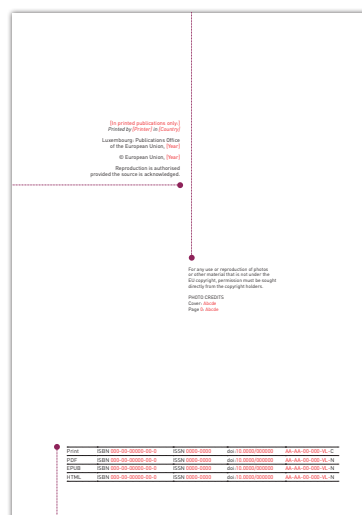
1. Open the template 'CoverB-Template' (InDesign document, A4 or A5 format). The position of the logo (and its hub) is fixed, but you can change the position and the size of the other elements.
2. Insert the image in the main round frame (grey in template). You should follow the information on page 33 to choose the photos for publications.
3. Modify the lines to highlight an important detail in the photo about communications (for example the phone, the tablet or the power light on a computer). The lines meet at this focal point.
4. Verify the lines on the back cover. The lines must respect the protection area for the BEREC logo.
5. Arrange the coloured hubs on the cover: three or four round frames with a transparent background (set the opacity between 40 % and 60 %); the centre of the circumference is on a dotted line. You should choose the colours in the 'BEREC Publications Colours' palette to ensure good contrast with the photo.
6. Write the title and subtitle of your publication (use paragraph styles).

You can use the template (page II) to insert the colophon, the list of photo credits and the identifiers. You must update the text in red (you can see information about page II on page 29 above).

COVER AND BACK COVER



PAGE II



HOW TO SELECT THE IMAGES FOR PUBLICATIONS

The visuals used on cover pages and on inside pages should be connected with the themes of the publication and, in general, with the specific themes of BEREC.

The main theme is electronic communication, but you should highlight the human activity rather than the technological instruments. You should prefer, as the subject, people using technologies to communicate.

Please respect the variety of ages, genders and ethnicity for the subjects portrayed.

You should choose an illustration with a simple and clear visual. Give preference to images that are marked by creative use of colour.



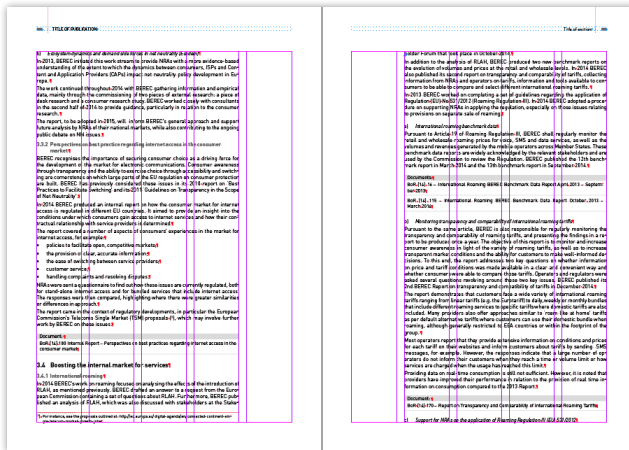
INSIDE PAGES TEMPLATE FOR PUBLICATIONS AND BROCHURES

BEREC Templates > B. Templates > 3. BEREC_Publications > BEREC_Publications-Inside

These are just indications for professionals. These grids should be adapted to the content of the publication or used as presented in this guide.

At the same time may we remind you that using the whole width of the grid in formats like DIN A4 or DIN B5 is not permitted as the optimal line length for readability is between 45 and 80 characters per line.

The typeface used for text is Din Pro; the size should be adapted to the length of the text. No other typefaces are authorised.



DIN A4 (210 × 297 MM)

PAGE MARGIN IN A4 DOCUMENT:

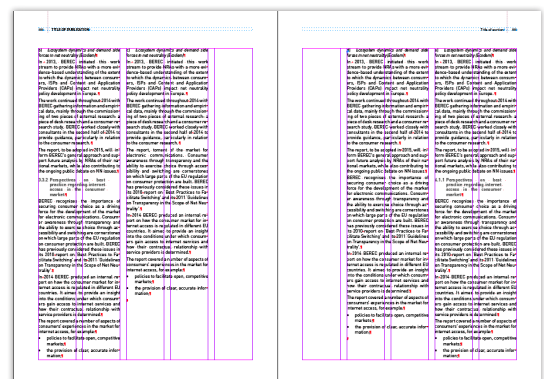
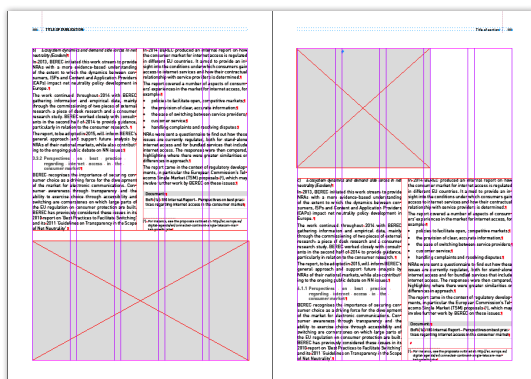
TOP: 30 mm

BOTTOM: 20 mm

INSIDE: 20 mm

OUTSIDE: 20 mm

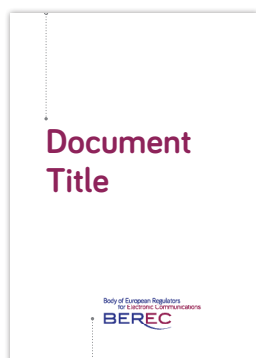
TWO-COLUMN
LAYOUT,
EXAMPLES



A template for inside pages is available as an InDesign document. You can use this template as a reference for new publications. We have specified the layout and the styles for:

- title page;
- table of contents on double page (the 'Table of contents style' is already set up);
- introduction page;
- section page (you can find some examples in the InDesign file: pages 7, 13, 17 (right page) and 20 (left page)).

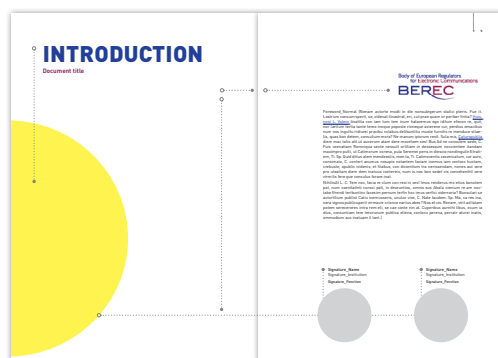
TITLE PAGE



CONTENTS PAGE

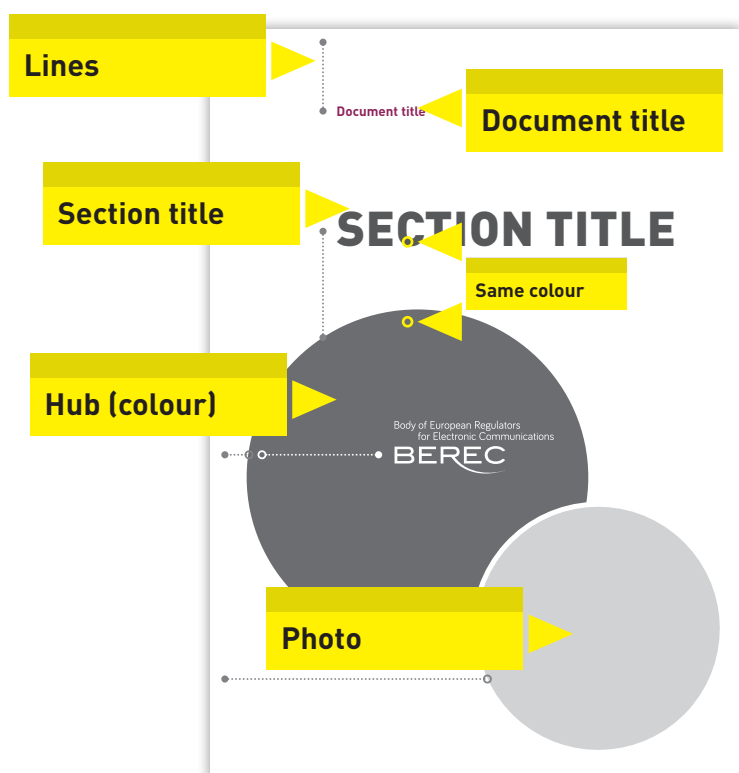


INTRODUCTION



You can freely arrange the elements of the section page following the rules below.

1. One round frame ('hub') by section, with the BEREC logo in negative version. You should choose its colour in the 'BEREC Publications Colours' palette.
2. One photo per page, in a hub with a white frame.
3. The title of the section or chapter in the same colour as the hub.
4. Add up to eight lines, in grey or in white (depending on the background). Two styles are specified under 'Object Style'. Please verify in these examples the possible positions of the text in relation to the lines.
5. Insert the title of the section.

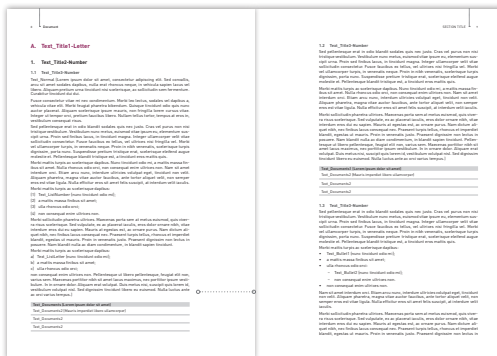


EXAMPLES

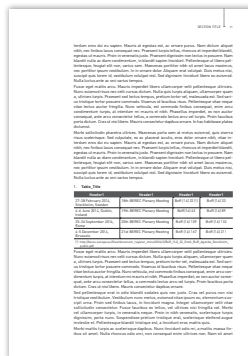


The template defines the styles for the occurrences of text and for specific elements: paragraph styles, character styles, object styles, tables styles, cell styles, table of content styles.

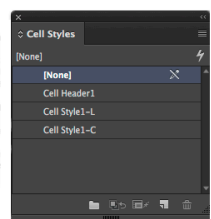
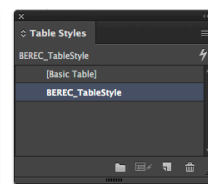
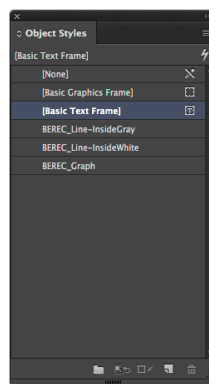
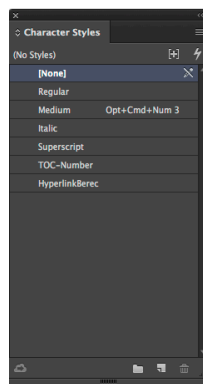
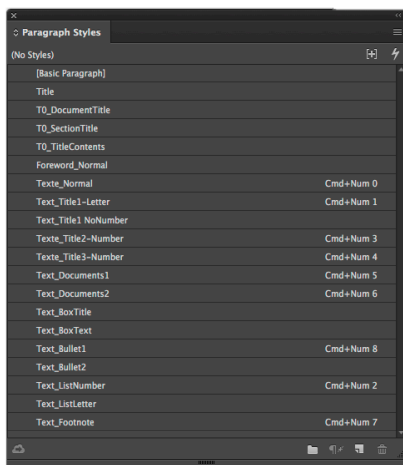
PARAGRAPH STYLES FOR TEXT



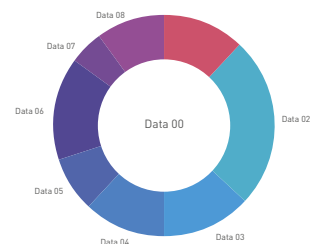
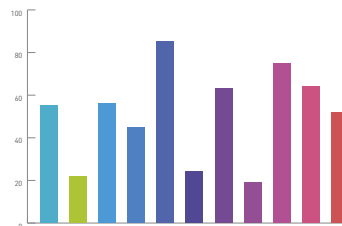
TAB AND CELL STYLES



TEXT IN BOX

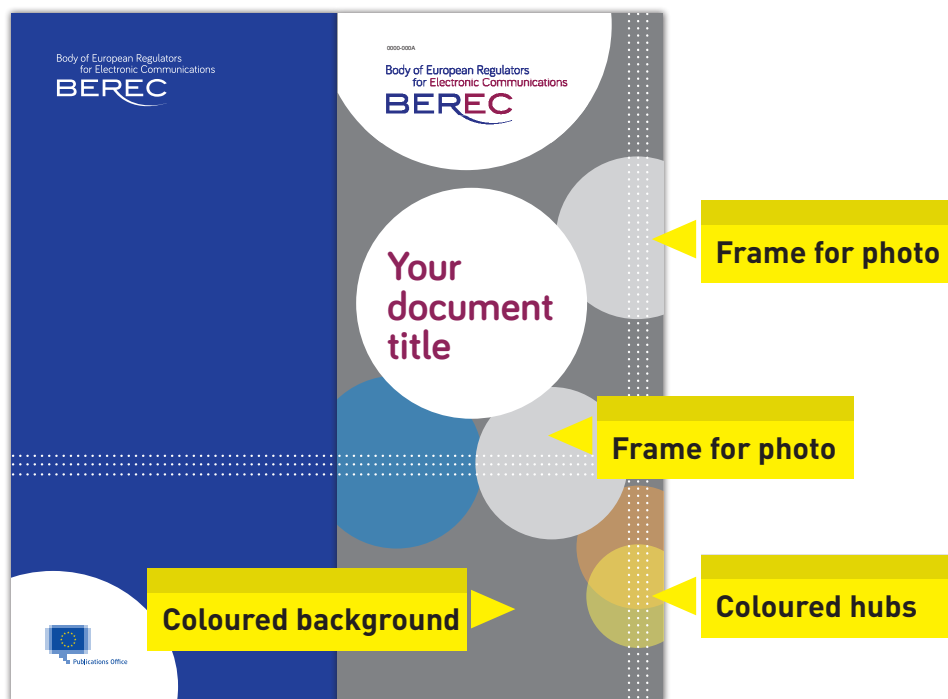


The template offers an indication to create graphs or diagrams in Adobe Illustrator ('Assets' folder). Please use only the colours in the 'Publications' palette. You can first use the colour defined on the section page and then continue with other colours following the sequence on page 25 of this guide.



LEAFLETS

FORMAT
CLOSED: 99 × 210 mm
OPEN: 198 × 210 mm



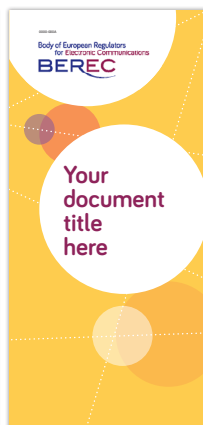
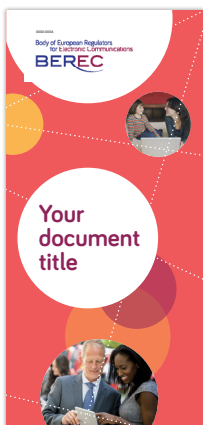
For leaflets, the layout is marked by a coloured background.

1. Open the 'Leaflet' template (InDesign document). The position of the logo (and its hub) is fixed, but you can change the position and the size of the other elements.
2. Insert one or two images in round frames (grey frames in the template).
3. Define the colour of the background according to the colour of the photo.
4. Modify the lines to highlight an important detail in the photo about communications (for example the phone, the tablet or the power light on a computer). The lines meet at this focal point.
5. Verify the lines on the back cover. The lines must respect other possible elements on the back cover.
6. Arrange the coloured hubs on the cover: three or four round frames with a transparent background (set the opacity between 40 % and 60 %); the centre of the circumference is on a dotted line. You can choose the colours in the 'BEREC Publications Colours' palette to ensure to assure good contrast with the photo.
7. Insert the title of the leaflet (use paragraph styles).

BACK COVER AND COVER, EXAMPLES



COVER, EXAMPLES

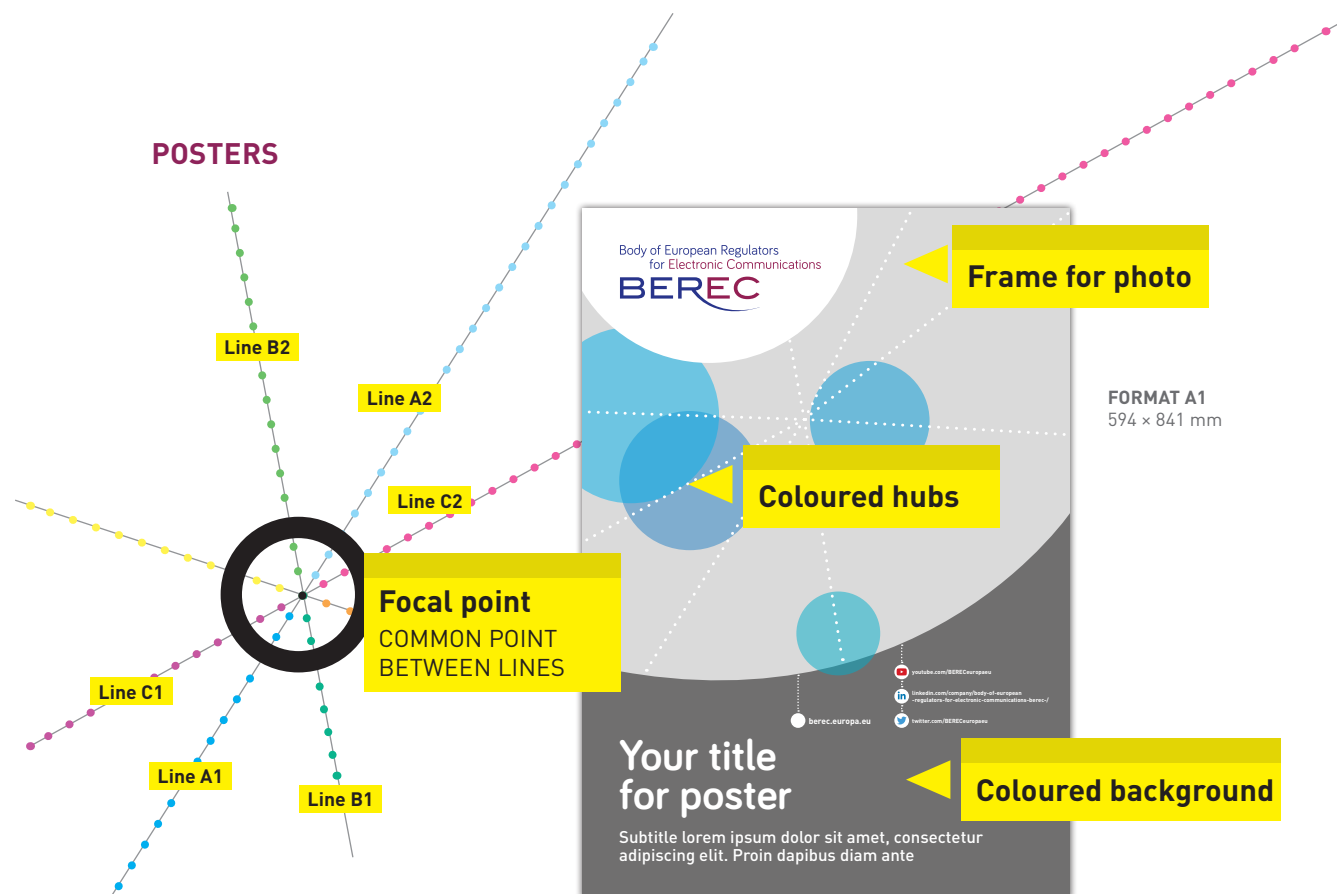


INSIDE, EXAMPLES



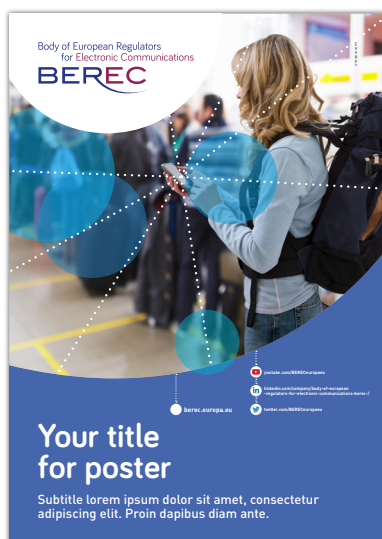
You can find some indications about the inside page on the files for leaflets. These are just indications for professionals; this layout should be adapted to the content of the publication.

POSTERS



1. Open the 'Poster' template (InDesign document). The position of the logo (and its hub) is fixed, but you can change the position and the size of the other elements.
2. Insert the image in the frame for photo.
3. Define the colour of the background according to the colour of the photo.
4. Modify the lines to highlight an important detail in the photo about communications (for example the phone, the tablet or the power light on a computer). The lines meet at this focal point. To avoid unpleasant overlapping, you should draw two lines in opposite directions that start precisely at the focal point (see the diagram above).
5. Arrange the coloured hubs in the cover: three or four circular frames with a transparent background (set the opacity between 40 % and 60 %); the centre of the circumference is on a dotted line. You can choose the colours in the 'BEREC Publications Colours' palette to ensure good contrast with the photo.
6. Insert the title and the subtitle (use paragraph styles). You can change the size of the text.

POSTER, EXAMPLES

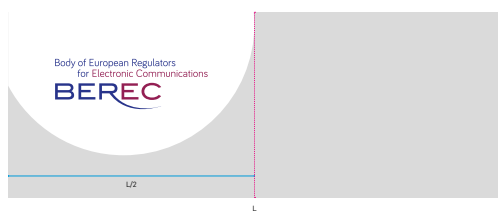


RULES FOR LAYOUT (ELEMENTS)

You can adapt the layout described on the previous pages for other publications (factsheet, for example). You can find the elements in the file 'BEREC-LayoutElements.indd' in the folder 'BEREC_Asset'. Please follow the rules below.

- Take into account the area for the BEREC logo, in the top left corner: part of the round frame with a white background. In A4 and A5 formats, the width of the box is half as long as the width of the page.
- The font for the publication title is 'Bariol'. You can change the paragraph style to suit your text.
- The font for all other text is 'Din Pro'.
- On the back cover you should add, in the top left corner, negative version of the BEREC logo. In the bottom left corner you should add the Publications Office logo, in part of the round frame with a white background.
- You should add one photo in a main round frame (covers, factsheet, posters) or more photos for other layouts (leaflet). Please take into account the indications on page 33 of this guide to choose your photos.
- You can add other round frames, without photos: the centre of the frames should be on the connection line if possible. If you want set up the opacity, the value is between 40 % and 60 %. You should use the colours specified on page 25 of this guide. Opacity is possible only for coloured frames: you cannot apply opacity for photos.
- The round frames (the 'hubs') are connected by lines. You have three styles of lines under 'Object Styles'.
- You can add the element named 'BEREC_Internet', a graphic group with the URL of the BEREC website and the URL of BEREC's social network accounts.
- On the template, the layers with identifiers are available: ISSN number for cover, OP catalogue number for back cover (top right), ISBN number (bottom right).

BEREC Logo



FONT

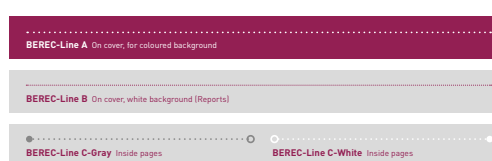
"Bariol" only for title of the publication

DIN Pro for other texts

OP Logo (Back cover)



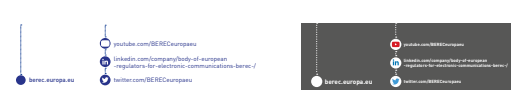
Lines



Round frames



BEREC-Internet



FACTSHEET, EXAMPLE
(FOUR PAGES, A4 FORMAT)

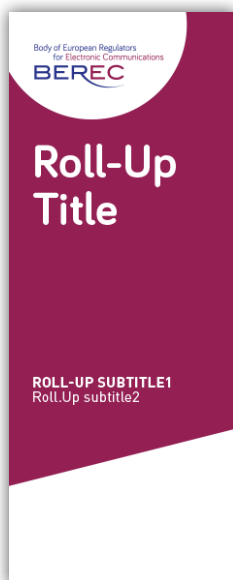


4. EVENT COMMUNICATIONS

BEREC Templates > B. Templates > 3. BEREC_Publications > 4. BEREC_EventCommunications

ROLL-UP A (FOR INSTITUTIONAL PUBLICATIONS)

TEMPLATE



EXAMPLE

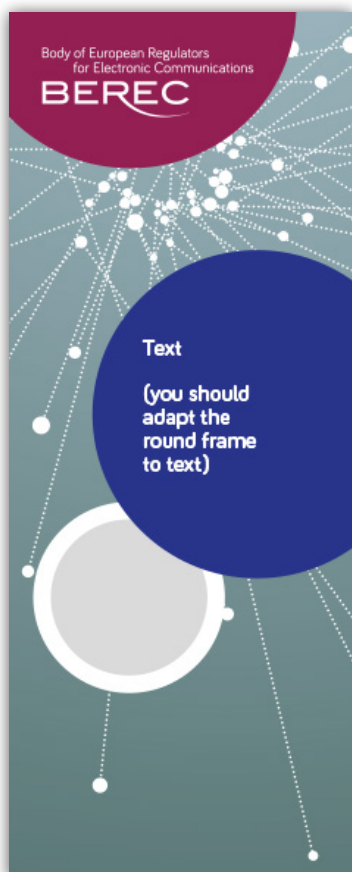


FORMAT 85 CM x 215 CM

If the event is strictly linked to an institutional publication (for example, the presentation of the annual report), you will use this template. See the step-by-step guide for the back cover.

ROLL-UP B (FOR EVENTS)

TEMPLATE



EXAMPLE



FORMAT 85 CM x 215 CM

The position of the logo and the background are fixed: you can adapt the other elements to your content.

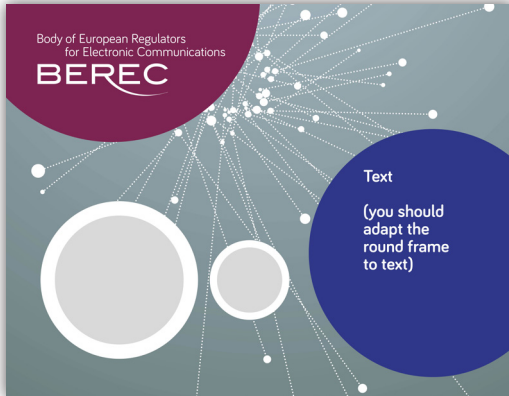
WALL FOR STANDS

FORMAT 302 CM x 234 CM

The position of the logo and the background are fixed: you can adapt the other elements to your content.

DARK BACKGROUND

TEMPLATE (TEXT)



EXAMPLE (WITH TEXT AND PHOTOS)

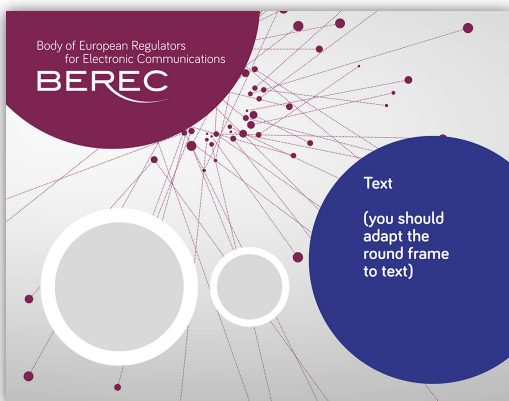


EXAMPLE (WITH PHOTOS)



LIGHT BACKGROUND

TEMPLATE (TEXT)



EXAMPLE (WITH TEXT AND PHOTOS)



BACKDROPS

BACKDROP 1 (DARK BACKGROUND)



FORMAT 200 × 200 CM

BACKDROP 1 (LIGHT BACKGROUND)



For landscape formats you can use the templates for the wall (page 41).

INFORMATION SIGNS

INDESIGN TEMPLATE



FORMAT A4 LANDSCAPE

You can use this series of available signs.
The template is available in two formats (InDesign and Microsoft Word) to adapt the content.

PDF FILES (PROFESSIONAL PRINT)



WORD TEMPLATE



5. ELECTRONIC MEDIA

BEREC Templates > B. Templates > 5. BEREC_ElectronicMedia > BEREC_SocialMedia

SOCIAL MEDIA (YOUTUBE, TWITTER, LINKEDIN)

TWITTER

Three different models are available: you can periodically change the header photo.
1 500 × 500 pixels (header photo) + 400 × 400 pixels (profile photo)

PROFILE



A

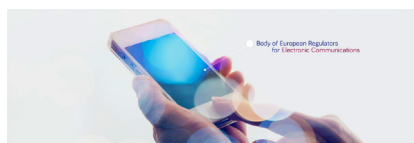


JPEG FORMAT
(SOURCE FILE IN ILLUSTRATOR)

B



C



YOUTUBE

Three different models are available: you can periodically change the cover photo.
2 560 × 1 440 pixels (cover photo for desktop) + 250 × 250 pixels (profile photo)

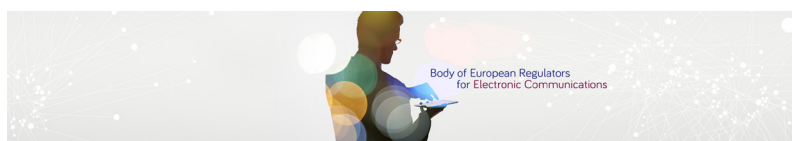
PROFILE



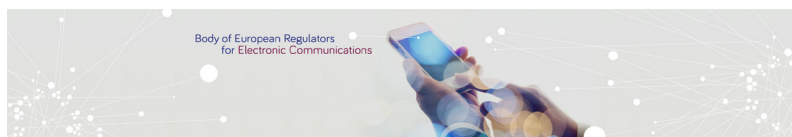
A



B



C



PNG FORMAT
(SOURCE FILE IN ILLUSTRATOR)

LINKEDIN

1 500 × 500 pixels (background image) + 300 × 300 pixels (profile photo)

PROFILE



BACKGROUND IMAGE



PNG FORMAT
(SOURCE FILE IN ILLUSTRATOR)

VIDEOS (SLIDES)

PRESENTATION SLIDE

TEMPLATE, 2 560 × 1 440 PIXELS

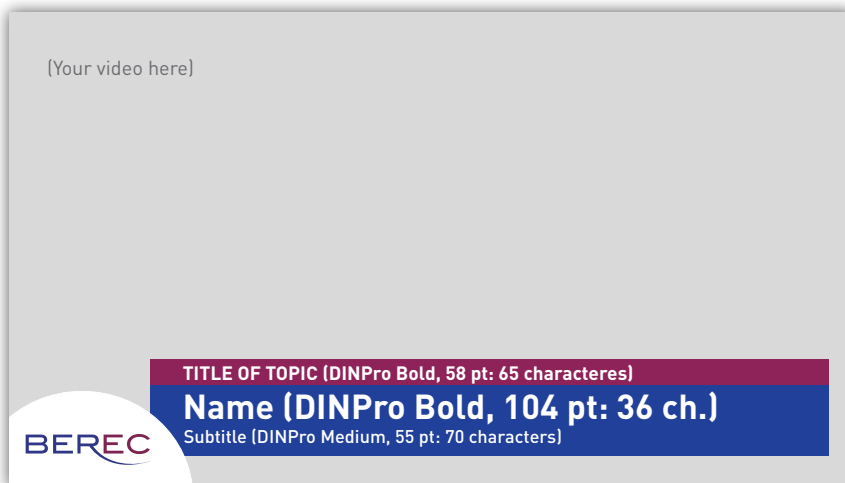


EXAMPLE

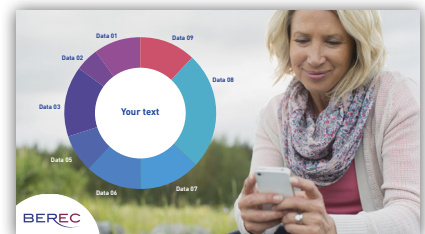


SLIDE

TEMPLATE, 2 560 × 1 440 PIXELS



EXAMPLES



You can adapt the paragraph styles to your content: please use DINPro for text.
The different elements of the layout are available in PNG format.

Body of European Regulators
for Electronic Communications

BEREC

Visual identity

For more information about
the use of the logo:

press@berec.europa.eu

berec.europa.eu



Publications Office