

**Explanatory Memorandum to  
the Decision of the Board of Regulators on the adoption of the draft  
BEREC Visual Identity Guidelines (BoR/2017/03)**

21 July, 2017

The aim of the current Decision is to adopt the draft BEREC Visual Identity Guidelines, the document which describes the visual identity of BEREC and establishes the basic principles to be applied to BEREC's entire range of communication activities and products. The main aim of the Guidelines is to present BEREC's image in a recognizable 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 organization and its abbreviation in capital letters. Both are kept in BEREC's official colours, which are established in this document.

The 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.

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