

01

Visual identity guidelines

Logo



The BEREC logo is minimalistic and clean. The typography has been updated to create greater balance between the letters, demonstrating stability and reliability.

The stars in the logo highlight the connection with the EU and reflect the tagline #empoweringEUconnectivity

The 'EC' within the logo is in a different colour to highlight the first letters of the "Electronic Communication" mention.

All these light touch changes have stayed true to BEREC's established brand recognition, whilst also refreshing and tweaking people's perception of it.

Logo

BEREC logo variations

① Primary Logo

When using the primary logo, always position the wordmark - i.e the main BEREC part of the logo - on top, and the subtitle below. These components form a unit, and the proportions must not be altered or recreated in any way.

② Secondary Logo

Our secondary logo is simplified. It must only be used where the primary logo cannot be accommodated, such as on social media cards and small layouts. Just like our primary logo, it should never be altered or recreated in any way.

③ Monochromatic Logo

The monochromatic white or purple logos can be used on colour saturated backgrounds.

All three logo options will stand out and support strong brand recognition.

①



②



③



Logo

Clear space & minimum size

The spaces in the logo are based on the width of the E. The first letter E is the reference for alignment of the 'for Electronic Communications' text. The protection area around the logo is the width of the E. This zone must be kept clear of any other graphics or text. You can verify the protection area in the hidden layer of the .ai files.



Protection area

Print minimum size

Protection area: 35,25 mm



Logo: 27 mm

Screen minimum size



Logo: 100px

Logo



What is the BEREC Office? It's an EU agency, which provides professional and administrative support to BEREC.

Both BEREC and the BEREC Office logos are supported by the same visual identity and design system.

Visual consistency is key to helping people within the organisation and outside understand that they're both part of the same entity.

It's important that a consistent visual approach is taken internally and externally to make it clear that BEREC and the BEREC Office are one alliance with shared goals and ideas.

This is an important step towards making the BEREC Office a powerful and clearly understood brand.

Logo

BEREC Office logo variations

① Primary Logo

When using the primary logo, the words 'Office' and 'Agency for support for BEREC' as well as the EU flag are always positioned one below the other under the word 'BEREC'; with the 'Office' on top, and the EU flag and 'Agency for support for BEREC' one after the other under. These components form a unit with specific relationships and proportions, which are never to be altered or recreated in any way.

② Secondary Logo

The EU flag is placed on the left of the other components so that it stays readable at small sizes. Our secondary logo is simplified. It must only be used where the primary logo cannot be accommodated, such as on social media cards and small layouts. Just like our primary logo, it should never be altered or recreated in any way.

③ White Logo

An alternative is the use of monochromatic logo version with a white wordmark and subtitle. This variation can also be used on color saturated backgrounds. Depending on the application and the background, these three options will always provide an opportunity for maximum recognition and stand-out.

①



②



③



Logo

Clear space & minimum size

Official naming of the BEREC Office in conjunction with the EU flag & Agency for Support for BEREC. The font remains blue throughout for consistency. 'Office' is written in capital letters to ensure it's easy to read.

The spaces in the logo are based on the width of the E. The first letter E is the reference for alignment of the 'Agency for Support for BEREC' text. The protection area around the logo is the width of the E. This zone must be kept clear from any other graphics or text.



Protection area

Print minimum size

Protection area: 29 mm



Logo: 22 mm

Screen minimum size



Logo: 100px

Logo

Logo use over photography

① Primary colorway on light imagery area

Our coloured logos can be used on bright white and off-white areas of photography. Do not use monochromatic versions that are not contrasting enough with the background image.



② All white on saturated imagery area

Alternatively, the white versions of our logo can be used on colour saturated backgrounds. Do not use coloured versions that are not contrasting enough with the background image.



Logo

Logo in motion

The logo in motion outlines connectivity, BEREC, the EU reference and merges them together in a subtle synchronicity. We finish the logo in motion with the hashtag #empoweringEUconnectivity as well as the website URL: berec.europa.eu

①



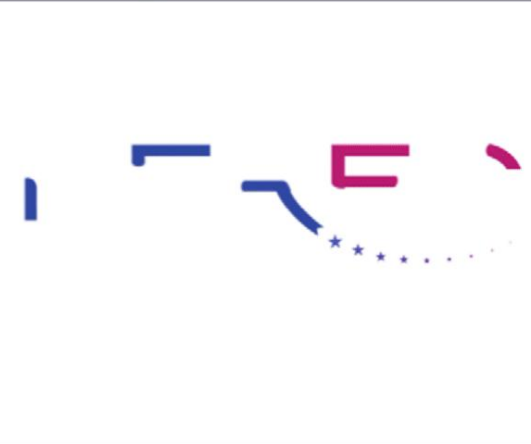
②



③



④



⑤

BEREC

Body of European Regulators
for Electronic Communications

#empowering
EUconnectivity

berec.europa.eu

Logo

BEREC - Don'ts

- ✗ a. Do not distort the logo.
- ✗ b. Do not change the elements (alignment of text, colours or typeface).
- ✗ c. Do not use drop shadow or other effects.
- ✗ d. Do not allow another text or graphic to interfere with the protection area.
- ✗ e. Do not use an element of the logo as a pattern, or parts of the logo individually.
- ✗ f. Do not shrink the logo below the smallest provided size. Use the secondary logo for smaller sizesadfe
- ✗ g. Do not use the coloured version of the logo on non contrasting backgrounds. Use one of the monochromatic versions instead.

BEREC 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'.



Logo

BEREC Office - Don'ts

- ✗ a. Do not distort the logo.
- ✗ b. Do not change the elements (alignment of text, colours or typeface).
- ✗ c. Do not use drop shadow or other effects.
- ✗ d. Do not allow another text or graphic to interfere with the protection area.
- ✗ e. Do not use an element of the logo as a pattern, or parts of the logo individually.
- ✗ f. Do not shrink the logo below the smallest provided size. Use the secondary logo for smaller sizes.
- ✗ g. Do not use the coloured version of the logo on non contrasting backgrounds. Use one of the monochromatic versions instead.

BEREC Office Co-branding

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

(a)



(b)



(c)



(d)



(e)



(f)



(d)



Protection area Minimum space

