

Europe's environment 2025 | How-to guide: Visuals

Thank you for supporting our outreach efforts for the upcoming Europe's environment 2025. A clear and consistent visual identity is essential for ensuring our messages are communicated effectively across Europe. This short guide outlines the key visual elements that will support your materials and events, helping you align with the EEA's branding and contribute to a strong, unified presentation.

1 Visual elements

You can download available visuals in the [Toolkit space](#).

As a content creator or partner involved in promoting **Europe's environment 2025** report, you are responsible for ensuring that all visual materials align with the EEA's branding. This includes incorporating the approved logo, colour palette, and other design elements. You and your team should coordinate who will oversee visual consistency.

If you are part of an institution (e.g. environmental agencies, NGOs, academia, etc.) looking to share or adapt visual materials, we encourage you to collaborate closely with your National Focal Point (NFP). NFPs are invited to refer to this guide to support alignment and outreach.

Branding visuals: Finalised visuals for use on cover, headers, and promotional materials. You can choose the main visual of the report, or a combined version including the EEA logo.



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Banners: Main banner graphic to be used on digital platforms.



2 Fonts and colours

The EEA uses the **Roboto font** family throughout to ensure consistency in its publications on both PDF and HTML (web) formats. The following are the most common paragraph styles used in EEA reports.

The EEA has two main **branding colours**: **green K** and **blue K**, as they appear in its logo. Other support colours are black and white. Colours are defined by hexadecimal (hex) codes.

Colour Name	Hex Code
Green K	#007B6C
Blue K	#004B7F
Black	#000000
White	#FFFFFF

3 EEA logo

The Agency logo is the property of the EEA and is registered with WIPO (World Intellectual Property Organisation). It may not be cropped or amended in any way. The logo may be reproduced for journalistic purposes in articles, etc. without advance permission.

Links and resources

EEA corporate visuals

Here you will find logos and high-resolution images that **may be reproduced without restrictions, provided the source is acknowledged.**

[EEA Corporate design manual](#)

The Corporate identity manual provides a graphical style guide for EEA reports and online services as well as guidelines for a coherent look of other items produced by the Agency.

Europe's environment 2025

[not yet published] The main landing page of the report, thematic snapshots and country spaces.

Note: How-to guide - visuals and the assessment components of Europe's environment will not be fully available until later in 2025

In order to request permission to use the logo in other contexts, please [contact the EEA](#).

For all other enquiries, please reach out to us at events@eea.europa.eu



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