EEA Corporate identity guidelines 2023
## Contents

1 EEA logo 4
   1.1 EEA logo use description 4
   1.2 Language versions 5
   1.3 Eionet logo 5

2 Fonts 6
   2.1 Publication fonts 6
   2.2 Presentation fonts 7

3 Colour palette 8
   3.1 EEA brand colours 8
   3.2 Colour combinations and accessibility 9
   3.3 Colour use in data visualisations 10
   3.4 Diverging colours 15
   3.5 Extended palettes for interactive data visualisations 21

4 Data visualisation 22
   4.1 Data visualisation guidelines 22

5 EEA publications 37
   5.1 EEA Report 37
   5.2 EEA country factsheet 42
1 EEA logo

1.1 EEA logo use description

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. In order to request permission to use the logo in other contexts, please contact the EEA: [https://www.eea.europa.eu/en/about/contact-us](https://www.eea.europa.eu/en/about/contact-us).

The Agency normally allows for use of its logo on products or services prepared jointly with other bodies, or in connection with events where it is a contributor or co-organiser. It should be noted that requests to use the Agency logo to endorse products, services, events or activities in which the EEA is not actively involved are normally declined.

There are four versions of the EEA logo: standard, compact, mini and favicon.

1.1.1 EEA standard logo

The EEA logos may also be used in their negative (white) versions, when placed on dark or busy backgrounds, as in the following examples.
1.1.2. EEA compact logo

This logo may be used when linking to the EEA website from another external site. For example, when an EEA product or material is cited on a website or on a website where EEA is a contributor among several organisations.

1.1.3. EEA mini logo

This logo may be used when linking to the EEA website from another external site. For example, when an EEA product or material is cited on a website or on a website where EEA is a contributor among several organisations.

1.1.4 EEA favicon

This icon is typically displayed in the address bar of a browser accessing the EEA website or next to the site name in a user’s list of bookmarks. Colour and negative versions are available.

1.2 Language versions

The corresponding language versions of the logo are used when a text is translated. You can download any EEA logos from the EEA website: www.eea.europa.eu/en/newsroom/branding-materials

Language versions include: Bulgarian, Czech, Croatian, Danish, Dutch, Estonian, Finnish, French, Gaelic, German, Greek, Hungarian, Icelandic, Italian, Latvian, Lithuanian, Maltese, Norwegian, Polish, Portuguese, Romanian, Russian, Slovakian, Slovenian, Spanish, Swedish, and Turkish.

1.3 Eionet logo

There are two versions of the Eionet logo: standard (with adjacent text), and compact. These can also be used in their negative version, when superimposed on dark or busy backgrounds.
2 Fonts

2.1 Publication fonts

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. For a complete list of all 2023 paragraph styles, see the EEA Report template 2023 InDesign document.

<table>
<thead>
<tr>
<th>Paragraph style</th>
<th>Family, style, size and colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter title</td>
<td>Roboto, thin, 20pt, green</td>
</tr>
<tr>
<td>Heading Level 2</td>
<td>Roboto, black, 9pt, green</td>
</tr>
<tr>
<td>Heading Level 3</td>
<td>Roboto, bold italic, 9pt, green</td>
</tr>
<tr>
<td>Heading Level 4</td>
<td>Roboto, bold italic, 9pt, black</td>
</tr>
<tr>
<td>Body text</td>
<td>Roboto, regular, 9pt, black</td>
</tr>
<tr>
<td>Box text</td>
<td>Roboto, regular, 9pt, black, indented</td>
</tr>
<tr>
<td>Key messages title</td>
<td>Roboto, medium, 10pt, black</td>
</tr>
<tr>
<td>• Key messages</td>
<td>Roboto, regular, 10pt, black, bullet</td>
</tr>
<tr>
<td>Footnote</td>
<td>Roboto, regular, 7pt, black</td>
</tr>
<tr>
<td>Table header</td>
<td>Roboto, bold, 8pt, green</td>
</tr>
<tr>
<td>Table text</td>
<td>Roboto, regular, 8pt, black</td>
</tr>
<tr>
<td>Note/Source</td>
<td>Roboto, regular, 7pt, black</td>
</tr>
<tr>
<td>Figure/Map title</td>
<td>Roboto, bold, 8.5pt, black</td>
</tr>
</tbody>
</table>
2.2 Presentation fonts

The EEA uses Calibri throughout its presentations to ensure consistency. The following EEA guidelines should be followed to ensure accessibility and legibility.

Presentation templates are available here.

<table>
<thead>
<tr>
<th>Paragraph style</th>
<th>Family, style, size and colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation title</td>
<td>Calibri bold, 36pt, white</td>
</tr>
<tr>
<td>Presentation sub-title</td>
<td>Calibri bold, 32pt, white</td>
</tr>
<tr>
<td>Slide title</td>
<td>Calibri regular 32pt, dark blue</td>
</tr>
<tr>
<td>Body text</td>
<td>Calibri regular, 20pt minimum, dark blue</td>
</tr>
<tr>
<td>Copyright information</td>
<td>Calibri regular, 8pt, white or dark blue</td>
</tr>
</tbody>
</table>
3 Colour palette

3.1 EEA brand colours

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.

The EEA has six categorical colours: green, blue, yellow, red, purple and brown, plus one support colour, livid and one extra ramp from yellow to red.

<table>
<thead>
<tr>
<th>Colour</th>
<th>A</th>
<th>C</th>
<th>E</th>
<th>G</th>
<th>I</th>
<th>K</th>
<th>M</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>C8FF8</td>
<td>A0E5DC</td>
<td>78Caco</td>
<td>50B0A4</td>
<td>2895B8</td>
<td>00786C</td>
<td>005248</td>
</tr>
<tr>
<td>Blue</td>
<td>A0D7FF</td>
<td>47B3FF</td>
<td>0A99FF</td>
<td>0083E0</td>
<td>006BB8</td>
<td>004B7F</td>
<td>003052</td>
</tr>
<tr>
<td>Yellow</td>
<td>FEF6CD</td>
<td>FBEC9B</td>
<td>FAD936</td>
<td>FAC50D</td>
<td>FDAF20</td>
<td>FF9933</td>
<td>E56B38</td>
</tr>
<tr>
<td>Yellow-red</td>
<td>FDEC9B</td>
<td>FAD936</td>
<td>FAC50D</td>
<td>FDAF20</td>
<td>FF9933</td>
<td>E56B38</td>
<td>B83230</td>
</tr>
<tr>
<td>Red</td>
<td>FBEEF8</td>
<td>F6DDF0</td>
<td>E7B2C0</td>
<td>D78B80</td>
<td>C65B59</td>
<td>B83230</td>
<td>5C1918</td>
</tr>
<tr>
<td>Purple</td>
<td>EFBF2</td>
<td>DFD6E7</td>
<td>BEADCE</td>
<td>9E84B6</td>
<td>7DSB9D</td>
<td>5C3285</td>
<td>3C096C</td>
</tr>
<tr>
<td>Brown</td>
<td>FFF6EC</td>
<td>FFEDD8</td>
<td>E7BC91</td>
<td>BC8A5F</td>
<td>8B5E34</td>
<td>603808</td>
<td>3D2201</td>
</tr>
<tr>
<td>Livid</td>
<td>DAE8F4</td>
<td>ACCAE5</td>
<td>87A7C3</td>
<td>6989A5</td>
<td>4C677F</td>
<td>3D5265</td>
<td>2E3E4C</td>
</tr>
</tbody>
</table>
3.2 Colour combinations and accessibility

In order to ensure accessibility to all our users, certain colour combinations are encouraged and others should be avoided.

- **Complementary colours**
  These provide high contrast and a vibrant look. Shades with similar saturation should be avoided, i.e. combine one dark and one light shade to ensure enough contrast.

- **Analogous colours**
  These provide a serene, harmonious palette. Usually one colour dominates and the other use supports and balances the composition.

- **Traffic light system**
  In general this coding should be avoided as the combination of red and green is the most problematic one for colour-blind users. If you must use it, however, apply these combinations to optimise accessibility.

- **Applying colour to text labels.**
  The following colours should be used to ensure enough contrast. Avoid using light shades and pale colours at all times.
3.3 Colour use in data visualisations

3.3.1 Categorial colours

Categorical colours are used when the data or information falls into different groups or categories. When applying colours to different categories it is important to ensure contrast. The following palette should be used for up to 11 categories.
3.3.2 Sequential colours

Sequential colours are used when the represented data has numerical meaning. We use a gradation of one colour from light to dark, applying the lighter colours to the smaller values, and the darker to the greater ones.

**Green**

<table>
<thead>
<tr>
<th>Colour</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>C0FFFE</td>
<td>00/255/255</td>
<td>00/255/255</td>
</tr>
<tr>
<td>A0E5DC</td>
<td>255/229/220</td>
<td>289/53/289</td>
</tr>
<tr>
<td>78C4C3</td>
<td>120/202/192</td>
<td>078/136/078</td>
</tr>
<tr>
<td>5F0000</td>
<td>96/192/192</td>
<td>3F003F</td>
</tr>
<tr>
<td>289588</td>
<td>40/149/136</td>
<td>289/53/289</td>
</tr>
<tr>
<td>00786C</td>
<td>0/123/108</td>
<td>007/83/6C</td>
</tr>
<tr>
<td>005248</td>
<td>0/82/72</td>
<td>005/28/48</td>
</tr>
</tbody>
</table>

**Blue**

<table>
<thead>
<tr>
<th>Colour</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>0000FF</td>
<td>00/00/255</td>
<td>00/00/FF</td>
</tr>
<tr>
<td>0073FF</td>
<td>119/119/255</td>
<td>00/73/FF</td>
</tr>
<tr>
<td>004B7F</td>
<td>69/69/255</td>
<td>00/4B/7F</td>
</tr>
<tr>
<td>00B85B</td>
<td>182/182/255</td>
<td>00/B8/5B</td>
</tr>
<tr>
<td>00B85C</td>
<td>182/182/192</td>
<td>00/B8/5C</td>
</tr>
</tbody>
</table>

---

EEA Corporate identity guidelines 2023
### Colour palette

#### Yellow

<table>
<thead>
<tr>
<th>Colour</th>
<th>Hex Code</th>
<th>RGB</th>
</tr>
</thead>
</table>
| Yellow | #FFEC6D | #254246,
|        |          | #253236,
|        |          | #252217,
|        |          | #251217 |
|        |          | #250217,
|        |          | #249217 |

#### Red

<table>
<thead>
<tr>
<th>Colour</th>
<th>Hex Code</th>
<th>RGB</th>
</tr>
</thead>
</table>
| Red    | #FF6E6B | #254246,
|        |          | #253236,
|        |          | #252217,
|        |          | #251217 |
|        |          | #249217 |

---

**EEA Corporate identity guidelines 2023**

[12]
# Colour palette

## Purple

<table>
<thead>
<tr>
<th>Hex Code</th>
<th>R/G/B</th>
<th>CMYK</th>
<th>HSB</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#EFEFB2</td>
<td>255/246/236</td>
<td>190/173/206</td>
<td>158/132/182</td>
<td>255/246/236</td>
</tr>
<tr>
<td>#BEADCE</td>
<td>255/188/145</td>
<td>190/173/206</td>
<td>158/132/182</td>
<td>255/246/236</td>
</tr>
<tr>
<td>#9634B6</td>
<td>255/188/145</td>
<td>190/173/206</td>
<td>158/132/182</td>
<td>255/246/236</td>
</tr>
</tbody>
</table>

## Brown

<table>
<thead>
<tr>
<th>Hex Code</th>
<th>R/G/B</th>
<th>CMYK</th>
<th>HSB</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#FF66C0</td>
<td>255/188/145</td>
<td>190/173/206</td>
<td>158/132/182</td>
<td>255/246/236</td>
</tr>
<tr>
<td>#FF0000</td>
<td>255/188/145</td>
<td>190/173/206</td>
<td>158/132/182</td>
<td>255/246/236</td>
</tr>
<tr>
<td>#E7BC91</td>
<td>255/188/145</td>
<td>190/173/206</td>
<td>158/132/182</td>
<td>255/246/236</td>
</tr>
<tr>
<td>#8B5E34</td>
<td>255/188/145</td>
<td>190/173/206</td>
<td>158/132/182</td>
<td>255/246/236</td>
</tr>
</tbody>
</table>

## Other

<table>
<thead>
<tr>
<th>Hex Code</th>
<th>R/G/B</th>
<th>CMYK</th>
<th>HSB</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#FFFFFC</td>
<td>255/246/236</td>
<td>190/173/206</td>
<td>158/132/182</td>
<td>255/246/236</td>
</tr>
<tr>
<td>#8B5E34</td>
<td>255/188/145</td>
<td>190/173/206</td>
<td>158/132/182</td>
<td>255/246/236</td>
</tr>
</tbody>
</table>

---

EEA Corporate identity guidelines 2023
3.4 Diverging colours

We use diverging colours when dealing with a numerical range that have two extremes and a baseline in the middle. These are usually a pair of two gradations that meet in the middle. They are most often used in maps and are very useful when both ends of the points are relevant.
### Colour palette

#### Red to Blue

<table>
<thead>
<tr>
<th>Red</th>
<th>Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC1918</td>
<td>00E3D8</td>
</tr>
<tr>
<td>BS1230</td>
<td>08C6FF</td>
</tr>
<tr>
<td>CS6859</td>
<td>004B7F</td>
</tr>
<tr>
<td>D78F9D</td>
<td>003052</td>
</tr>
<tr>
<td>0068B8</td>
<td>003052</td>
</tr>
<tr>
<td>004B7F</td>
<td>003052</td>
</tr>
<tr>
<td>001BFF</td>
<td>003052</td>
</tr>
<tr>
<td>00B8D8</td>
<td>003052</td>
</tr>
<tr>
<td>00E3D8</td>
<td>003052</td>
</tr>
<tr>
<td>00E3D8</td>
<td>003052</td>
</tr>
<tr>
<td>00E3D8</td>
<td>003052</td>
</tr>
<tr>
<td>00E3D8</td>
<td>003052</td>
</tr>
<tr>
<td>00E3D8</td>
<td>003052</td>
</tr>
<tr>
<td>00E3D8</td>
<td>003052</td>
</tr>
</tbody>
</table>

---

**EEA Corporate identity guidelines 2023**

16
## Colour palette

### Yellow to Green

<table>
<thead>
<tr>
<th>Colour</th>
<th>Hex Code</th>
<th>RGB Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>EEA3B8</td>
<td>#FF93D2</td>
<td>255/155/202</td>
</tr>
<tr>
<td>FDDA2D</td>
<td>#FAC5D1</td>
<td>250/197/213</td>
</tr>
<tr>
<td>FAC5D1</td>
<td>#FB93E6</td>
<td>250/135/222</td>
</tr>
<tr>
<td>FBC6B8</td>
<td>#F6ECD5</td>
<td>254/230/253</td>
</tr>
<tr>
<td>F5F6CD</td>
<td>#F5E0D3</td>
<td>255/230/226</td>
</tr>
<tr>
<td>PS59D3</td>
<td>#FFD8B7</td>
<td>255/216/183</td>
</tr>
<tr>
<td>PS65D3</td>
<td>#FFD2B4</td>
<td>255/210/180</td>
</tr>
<tr>
<td>CBFF8F</td>
<td>#C8FF65</td>
<td>200/255/240</td>
</tr>
<tr>
<td>A0E5DC</td>
<td>#A0E5DC</td>
<td>160/229/220</td>
</tr>
<tr>
<td>78C4CD</td>
<td>#78C4CD</td>
<td>120/202/192</td>
</tr>
<tr>
<td>508DA8</td>
<td>#508DA8</td>
<td>0/123/108</td>
</tr>
<tr>
<td>289588</td>
<td>#289588</td>
<td>0/123/108</td>
</tr>
<tr>
<td>8078BC</td>
<td>#8078BC</td>
<td>0/123/108</td>
</tr>
<tr>
<td>005248</td>
<td>#005248</td>
<td>0/123/108</td>
</tr>
</tbody>
</table>

### EEA Corporate identity guidelines 2023

- Colour palette for Yellow to Green is provided.
- Hex codes and RGB values are listed for each colour.
- The palette includes a range of yellow and green to match the corporate identity guidelines.
3.5 Extended palettes for interactive data visualisations

The following extended colour ramps must be used only in cases where the number of categories exceeds seven and we have to stick to a monocolour palette. The human eye is not capable of distinguishing beyond 7 different shades, therefore, these ramps are used only in interactive cases, where there are means other than colour alone to identify one category from another, for example via tooltip, mouse-hover, etc.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
<th>M</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Green</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C8FF8</td>
<td>B4F2EA</td>
<td>A8E5DC</td>
<td>8CD8CE</td>
<td>78CAC0</td>
<td>64DBB2</td>
<td>50BDA4</td>
<td>3CA396</td>
<td>289588</td>
<td>148874</td>
<td>007B6C</td>
<td>006754</td>
<td>005248</td>
</tr>
<tr>
<td><strong>Blue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A0D7FF</td>
<td>70C3FF</td>
<td>47B3FF</td>
<td>1FA2FF</td>
<td>0A99FF</td>
<td>008FF5</td>
<td>0083E0</td>
<td>0077CC</td>
<td>006BB8</td>
<td>005FA3</td>
<td>004B7F</td>
<td>003D66</td>
<td>003052</td>
</tr>
<tr>
<td><strong>Livid</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DAE8F4</td>
<td>C8DCEE</td>
<td>ACCAE5</td>
<td>99B8D4</td>
<td>87A7C3</td>
<td>7495B2</td>
<td>6989A5</td>
<td>5F7E99</td>
<td>4C677F</td>
<td>496279</td>
<td>3D5265</td>
<td>364859</td>
<td>2E3E4C</td>
</tr>
<tr>
<td><strong>Yellow</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEF9ED</td>
<td>FEF6CD</td>
<td>FBEC9B</td>
<td>FBE368</td>
<td>FAD936</td>
<td>F9D064</td>
<td>FAC56D</td>
<td>FBA17</td>
<td>FADAF2</td>
<td>FEA42A</td>
<td>FF9933</td>
<td>F28235</td>
<td>E56B38</td>
</tr>
<tr>
<td><strong>Red</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FCF4FA</td>
<td>FBEFF8</td>
<td>F6DD0F</td>
<td>EEC8D8</td>
<td>E7B2C0</td>
<td>DF90A8</td>
<td>D78890</td>
<td>CF7278</td>
<td>C65859</td>
<td>CD4748</td>
<td>B83230</td>
<td>8A2624</td>
<td>5C1918</td>
</tr>
<tr>
<td><strong>Brown</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FFF9F2</td>
<td>FFF6EC</td>
<td>FFED08</td>
<td>F3D5B5</td>
<td>E7BC91</td>
<td>D4A276</td>
<td>BC8A5F</td>
<td>A47148</td>
<td>885E34</td>
<td>6F4518</td>
<td>603808</td>
<td>583191</td>
<td>3D2201</td>
</tr>
<tr>
<td><strong>Purple</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F4F2F6</td>
<td>EFBF2E</td>
<td>DFD6E7</td>
<td>CEC2DA</td>
<td>BEADCE</td>
<td>AE98C2</td>
<td>9E8486</td>
<td>8D6FA9</td>
<td>7D5B9D</td>
<td>6D4791</td>
<td>5C3285</td>
<td>4C1E78</td>
<td>3C096C</td>
</tr>
</tbody>
</table>
4 Data visualisation

4.1 Data visualisation guidelines

The following guidelines should be adhered to when developing charts for EEA products.

4.1.1 Overview

A. Font: Roboto regular size 14 for text and numbers. Font colour: #3D5265 (livid K)
B. Marker lines: 0.5pt #E6E7E8
C. Baseline: 0.5pt #808285
D. Legend: square 12x12 pt
E. Line chart: 2 pt
F. Target line: 1 pt black
G. Dotted and dashed lines: 1 pt

4.1.2 X and Y titles

Y-Unit is horizontal and left aligned.

X- Unit is centered.

You can display the unit directly close to the value, as long as this does not create too much clutter.
4.1.3 X and Y values

If possible, make the text horizontal.

Use 45° anti clockwise only for short text, if necessary. Otherwise, rotate the chart when possible.

4.1.4 Vertical marker lines

In general, vertical marker lines can be avoided.

However, you can use them when this helps with readability.

4.1.5 Axes

Bar charts always start from zero.

Line charts can start from another value, if necessary.
4.1.6 Double axes

Double axes are not easy to read and should be avoided. In case you opt for them, use another colour on the secondary Y axes to help with readability.

- Option for long Y - titles
- Option for short Y - titles

4.1.7 Legend

If possible, label the charts directly.

A legend can be displayed below the chart or on the side.

4.1.8 Legend 2

Display the legend on the side when there are many categories to help with readability.

The legend should respect the order of the categories. In the case of time series, the order should follow the most recent date.
4.1.9 Vertical bar chart

When possible, label the bars directly to avoid using a legend.

Use horizontal labels to improve readability.

Start the x-axis at 0.

When the data is not time-based, sort it out in ascending or descending order.

The space between the columns should be roughly half of the width of a bar.

If there are many data or long labels, use a horizontal bar chart.

4.1.10 Histogram

A histogram is a bar chart that visualises the distribution of data over a continuous interval. There are no gaps between the bars. For time series, it is often better to use a line chart.

4.1.11 Horizontal bar chart

When the labels are long, use a horizontal bar chart.
4.1.12 Split bar chart

A split bar chart is useful when you have related numbers for a range of categories.

It is a good alternative to a Stacked or Grouped bar chart with many categories.

4.1.13 Grouped bar chart

If there are many categories (more than five), consider grouping them by category to avoid complex colour coding.

If the X axes is continuous, especially if it deals with time, consider using a line chart.

4.1.14 Grouped bar chart horizontal

When the labels are long, use a horizontal stacked chart.
4.1.15 Stacked bar chart

Stacked bar charts work well when the point of the chart is to compare totals to one part of the totals. Consider putting the most relevant part on the baseline.

If the point of your chart is to compare multiple parts across all your totals with each other, consider using a Bar chart or Small multiples instead.

If your focus is on trends, consider using a Line chart.

4.1.16 Stacked bar chart (II)

If you need more than six colours in a chart, consider using another chart type (Split bar chart, Grouped bar chart) or group categories together.

If the values differ too much, consider having a combo chart (Bar chart + Stacked bar chart 100%).

4.1.17 Stacked bar chart 100%

A stacked bar chart is useful if the relative size of your parts is more important than the total. Consider having the most important categories in your data in the baselines, below and at the top.
4.1.18 Stacked bar chart 100% (II)

A variant of a Stacked bar chart. This is useful for displaying more data and showing the trend.

4.1.19 Stacked bar chart 100% (III)

The text should always be horizontal. If you have many categories, use 45-degree AntiCW and use vertical line markers if needed.

Consider rotating the chart to display the text horizontally, or using a different chart (Grouped bar chart, or Small multiple).

4.1.20 Stacked bar chart 100% horizontal

When the labels are long, use a horizontal stacked bar chart.
4.1.21 Negative values

Negative values can be highlighted using a different colour.

4.1.22 Divergent values

The scale can be asymmetric to fit the data displayed.

4.1.23 Small multiple bar chart

Small multiples are an efficient way to display many data yet avoid cluttering in one single chart.
4.1.24 Bar chart without grid

For specific target audiences and publications, data can be displayed without grid lines.

4.1.25 Line chart

Label directly when possible.

If the labels are long, use a legend below the chart.

Labels can have the default colour (#3D5265) or the colour of the category. Choose based on what is best for readability.

4.1.26 Line chart with coloured text

If you use coloured labels, choose from the EEA palette for coloured text to assure enough contrast.
4.1.27 Line chart, position of the labels

Depending on the chart, labels can be in the chart or put to the side.

4.1.28 Line chart, number of categories

Try to keep a limit of five categories for readability. If you need more, do not exceed nine lines and stick to the given palette. When there are many categories it is better to display the legend to the side.

4.1.29 Small multiple line charts

Small multiples are an efficient way to display many data yet avoid cluttering in one single chart.

Order the categories intentionally to show trends or ranking; possibly use a common scale; use a simple chart type; and use the same colours for all charts.
4.1.30 Area chart

A line chart with an additional part-to-whole breakdown.

Bring the most important value to the bottom of the chart and use colour to make it stand out.

Area charts are not the best choice if you want to compare the sizes of different shares to each other.

The colour of the area should be 30% transparent.

4.1.31 Pie chart

Pie charts work best with few values (max five). If there are more categories or if you want readers to compare the shares of a total, Bar charts and Stacked bar charts are better alternatives.

Sort the values in a clockwise manner.

If there is enough space, label directly on the slice.

4.1.32 Pie chart with coloured labels

If you use coloured labels, choose from the EEA palette for coloured text to ensure enough contrast.
4.1.33 Pie chart with long labels

When the labels are long, place the legend to the side.

![Pie chart example]

4.1.34 Donut chart

The donut chart is a variant of the pie chart. It can be used to display the total value in the centre.

![Donut chart example]

4.1.35 Sunburst

The sunburst is typically used to visualise hierarchical data structures. A sunburst consists of an inner circle surrounded by a ring of deeper hierarchical levels. The second pie must be 50% transparent with white borders (0.5 pt).

![Sunburst example]
4.1.36 Tree map

Treemaps can work well if your data falls into this scenario: you want to visualise a part-to-whole relationship amongst a large number of categories.

In this case, precise comparisons between categories are not important.

Use bright, contrasting colours so each region is easily defined. Label each region appropriately with text or numbers.

The line dividing regions must be 2 pt.

4.1.37 Sankey diagram

A sankey diagram is a visualisation that depicts a flow from one set of values to another.

4.1.38 Slope chart

An alternative to the Line chart. It provides a quick indication of the trend.
4.1.39 Dot plot

An alternative to the Grouped bar chart or Slope chart. It shows the range (min/max) of data across multiple categories.

4.1.40 Arrow plot

An alternative to the Grouped bar chart or Slope chart. It shows the range (min/max) of data across multiple categories and the trend.

4.1.41 Box and whisker plot

A Box and Whisker Plot (or Box Plot) displays the data distribution through their quartiles. The median is represented by a line (1pt). It is important to assure the highest contrast for best readability.
4.1.42 Radar chart

The radar chart is designed to plot one or more series of values over multiple quantitative values. With more than two or three series, it is good practice to use small multiples to avoid a cluttered figure.

4.1.43 Scatter plot

A scatter plot uses dots to represent values for two different numeric variables. A third variable can be visualised by adding a colour/size dimension.

4.1.44 Heatmap

Heatmaps are used to show relationships between two variables, one plotted on each axis. The colour ramp can be sequential or diverging, when values have a meaningful zero point.
5 EEA publications

5.1 EEA Report

These general layout principles give directions on how to present EEA reports in PDF format maintaining the corporate identity. The EEA does not support printed publications, so the report is designed for online consumption.

5.1.1 Front cover page

The cover page presents two green irregular geometrical shapes that frame the cover image. The cover image may be a photograph or an illustration, but must be relevant to the topic covered by the report. The EEA standard logo in white is placed on the top shape, while the bottom shape contains the report title, subtitle (when applicable) and the EEA Report series number. The dotted white lines are for margins reference only and are not visible on the page.

5.1.2 Back cover page

The back cover page presents two green irregular shapes that frame the cover image. The cover image may appear slightly different from the front page but must be recognisable as being the same. The top shape is left empty. Meanwhile, the bottom shape includes the EEA logo, the Publications Office logo, the EEA contact details and the catalogue and DOI identifiers as shown. The dotted white lines are for margins reference only and are not visible on the page.
5.1.3 Colophon page

The EEA Report colophon page contains information about the publication of the report. It appears immediately after the front cover page and before the table of contents and contains the following sections:

- EEA standard logo
- EEA contact details
- Legal notice
- Brexit notice
- Publication policy
- Copyright notice
- Identifiers (ISBN, ISSN, DOI)
- Copyright information

5.1.4 Last page

The last page of an EEA report contains the following information:

- Publisher(s)
- Title of the report/Subtitle if relevant
- Year of publication — No of pages — Format size (21 x 29.7 cm)
- Identifiers (ISBN and DOI)
- Standard information about Europe Direct and the European Publications Office
5.1.5  Chapter page

The chapter page is identified by a green banner, 12.5 mm wide from the top edge. The chapter number and title field is 170 mm wide, centered on the page. The content is placed in a basic layout grid of 120 mm, also centred. All pages contain the report title as a footer and the page number on the right hand side. All chapters must always start on a new page.

5.1.6  Content page

The content page follows a simple centered grid of a single column of 120 mm. It also contains a runner for the relevant chapter title. Large tables, maps and charts are placed at a width of 170 mm, centered on the page, leaving a 20 mm margin on each side. See the next section for specific guidelines on placement of elements.
5.1.6 **Standard elements**

The following section provides guidance on how the most common elements of an EEA report should look like. This includes: table of contents, key messages, boxes, hyperlinks, photographs and interactive buttons.

**Table of contents**

After the colophon page comes the table of contents (ToC). The ToC displays only two levels of information: Chapter titles and Heading 2. If possible display the ToC in one page.

**Key messages**

Key messages are placed on a chapter page on their own. The key messages have a background from one edge to the other of the page. The colour of the background is logo green (007B6C) at 25% tint.

**Boxes**

Boxes follow a similar approach as key messages with a 20 mm right margin and the numbering on the box hovering above a green line of 1 pt.

**Hyperlinks**

Blue colour (0083E0) is applied to hyperlinks so they can be easily identified as interactive elements.
5. 1.7 **Placing data visualisations**

The following section provides guidance on how to place maps, charts and tables inside the report. Basically, small visualisations follow the 120 mm grid whereas the larger visuals expand up to 170 mm width.

**Small visualisations**
Small tables, maps and charts follow the central 120 mm grid, as in the two examples below. The dotted lines are for margin reference only and are not visible on the page.

![Small visualisation examples](image1.png)

**Large visualisations**
Large tables, maps and charts expand to a centred 170 mm grid, as in the two examples below. The dotted lines are for margin reference only and are not visible on the page.

When a large figure consists of two elements side by side, leave a 5 mm gutter between them.

![Large visualisation examples](image2.png)
5.2 EEA country factsheet

The cover of a country factsheet or country profile should look like this:

Top green banner
Title/subtitle
Country name
Country profile – Month and year
Cover image
(for illustration purposes only, this will vary from publication to publication)
Cover image copyright info (vertical)
Bottom green banner
Country flag

EEA logo
**Getting in touch with the EU**

**In person**
All over the European Union there are hundreds of Europe Direct information centres. You can find the address of the centre nearest you at: https://european-union.europa.eu/contact-eu_en

**On the phone or by email**
Europe Direct is a service that answers your questions about the European Union. You can contact this service: by freephone: 00 800 6 7 8 9 10 11 (certain operators may charge for these calls), or at the following standard number: +32 22 99 96 96 or by email via: https://european-union.europa.eu/contact-eu_en

**Finding information about the EU**

**Online**
Information about the European Union in all the official languages of the EU is available on the Europa website at: https://european-union.europa.eu/index_en

**EU publications**
You can download EU publications at: https://op.europa.eu/en/web/general-publications/publications. For more information contact Europe Direct or your local information centre (see https://european-union.europa.eu/contact-eu_en).