



# WiFi4EU

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## SIGNAGE GUIDELINES

This document is intended for municipalities (beneficiaries) of WiFi4EU to help you fulfil the publicity actions related to the initiative. All municipalities awarded a WiFi4EU voucher are obligated to clearly display the WiFi4EU sign with the EU emblem, as illustrated on these pages, in public spaces offering a WiFi4EU connection to the Internet.

The WiFi4EU sign, which is the symbol identifying the WiFi4EU initiative, should be used as provided, without any modification, except for the size, where the aspect ratio should in any case be maintained. Examples of how to correctly – and incorrectly – do this are provided on the following pages.

Keep in mind that any other communication or publication that you create related to the WiFi4EU action must also include the WiFi4EU sign to indicate that the action has received funding from the European Union.

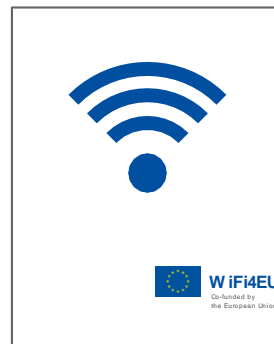
Please note that the sign included in the following pages is separate from/does not apply to the specific graphics designed for the WiFi4EU captive portal and displayed by the snippet. More information about the snippet is available on the INEA WiFi4EU webpage: <https://ec.europa.eu/inea/en/connecting-europe-facility/cef-telecom/wifi4eu>

# WiFi4EU SIGNAGE EXAMPLES

A coherent visibility approach is crucial for the success of the WiFi4EU Initiative. Thus, it is important that all beneficiaries use the EU emblem correctly together with the recommended WiFi pictogram.

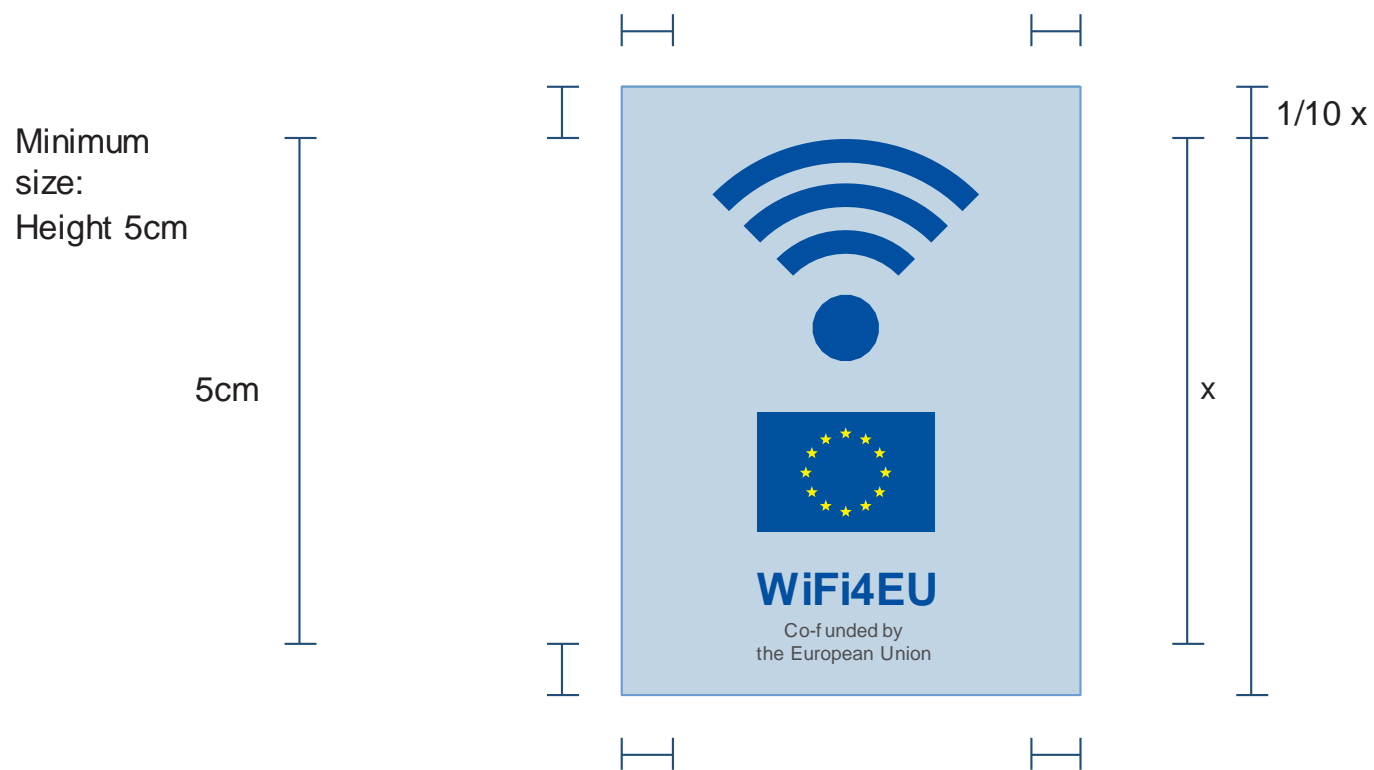
Five examples of WiFi4EU signage have been developed. Each consists of the recommended WiFi pictogram and the correct use of the EU emblem.

All versions can be downloaded from the INEA WiFi4EU webpage <https://ec.europa.eu/inea/en/connecting-europe-facility/cef-telecom/wifi4eu>





# SIZE & CLEAR SPACE

The sign should always have a clear space around it, between the emblem and other elements or the margin of the signage.  
One tenth (1/10) of the height is to be kept clear wherever the sign is applied.



# COLORS & FONT

	<b>#004A95</b>			<b>#FEEB1A</b>	
	<b>R</b>	0		<b>R</b>	254
	<b>G</b>	74		<b>G</b>	235
	<b>B</b>	149		<b>B</b>	26
	<b>C</b>	100%		<b>C</b>	4%
	<b>M</b>	74%		<b>M</b>	0%
	<b>W</b>	6%		<b>W</b>	89%
	<b>K</b>	0%		<b>K</b>	0%

The font used is Arial.

# BACKGROUND RULES

Always keep the white background of the sign, regardless on where it is placed:



# WHAT NOT TO DO



Do not add any text within the sign.



Do not use other colours.



Do not cut the sign.



Do not distort the sign.



Do not rotate the sign.



Please don't try to be creative... Use the correct sign.



Do not remove the white background.

# QUESTIONS

For all questions regarding the use of the EU emblem and the visual identity, please contact the Helpdesk:

[https://europa.eu/european-union/contact/write-to-us\\_en](https://europa.eu/european-union/contact/write-to-us_en)

or (phone) Europe Direct 00 800 67891011