European Environment Agency

EEA Corporate identity guidelines 2023

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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**.

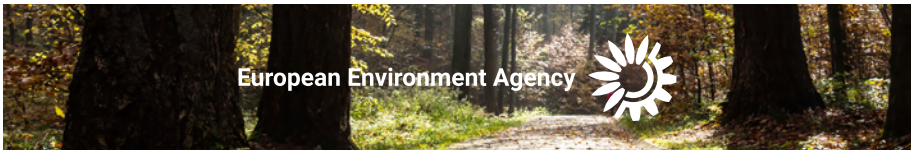
The logo may be reproduced for journalistic purposes in articles etc. without advance permission. In order to request permission to use the logo in other contexts, please contact the EEA: https://www.eea.europa.eu/en/about/contact-us.

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

European Environment Agency

European Environment Agency

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.

EEA

1.1.4 EEA favicon

This icon is typically displayed in the address bar of a browser accessing the EEA wesite 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 tranlated. 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.

Eionet European Environment Information and Observation Network

Eionet

Eionet European Environment Information and Observation Network

Eionet

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.

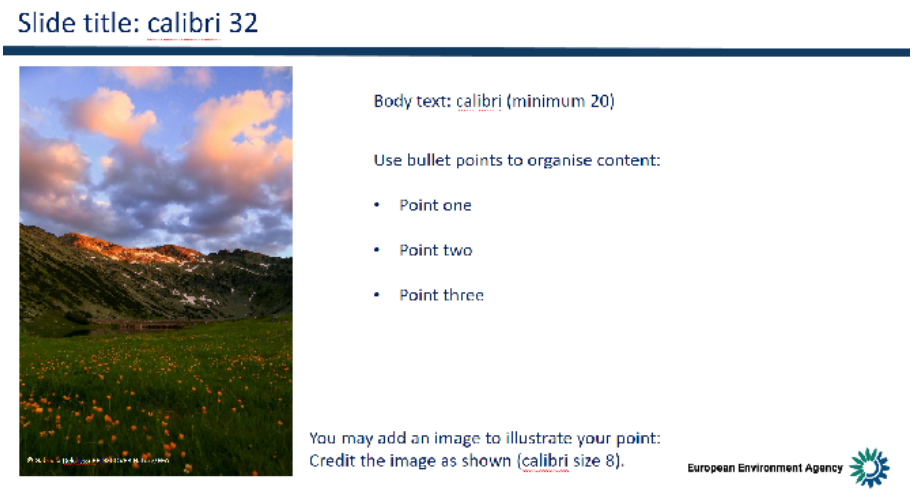
Paragraph style	Family, style, size and colour
Chapter title	Roboto, thin, 20pt, green
Heading Level 2	Roboto, black, 9pt, green
Heading Level 3	Roboto, bold italic, 9pt, green
Heading Level 4	Roboto, bold italic, 9pt, black
Body text	Roboto, regular, 9pt, black
Box text	Roboto, regular, 9pt, black,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

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.

Paragraph style	Family, style, size and colour
Presentation title	Calibri bold, 36pt, white
Presentation sub-title	Calibri bold, 32pt, white
Slide title	Calibri regular 32pt, dark blue
Body text	Calibri regular, 20pt minimum, dark blue
Copyright information	Calibri regular, 8pt, white or dark blue



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.

007B6C	004B7F	000000	FFFFFF
Green K	Blue K	Black	White

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.

	A	C	E	G	I	K	M
Green	C8FFF8	A0E5DC	78CAC0	50B0A4	289588	007B6C	005248
Blue	A0D7FF	47B3FF	0A99FF	0083E0	006BB8	004B7F	003052

	B	C	E	G	I	K	M
Yellow	FEF6CD	FBEC9B	FAD936	FAC50D	FDAF20	FF9933	E56B38
Yellow-red	FDEC9B	FAD936	FAC50D	FDAF20	FF9933	E56B38	B83230
Red	FBEEF8	F6DDF0	E7B2C0	D78890	C65B59	B83230	5C1918
Purple	EFEBF2	DFD6E7	BEADCE	9E84B6	7D5B9D	5C3285	3C096C
Brown	FFF6EC	FFEDD8	E7BC91	BC8A5F	8B5E34	603808	3D2201

	A	C	E	G	I	K	M
Livid	DAE8F4	ACCAE5	87A7C3	6989A5	4C677F	3D5265	2E3E4C

3.2 Colour combinations and accessibility

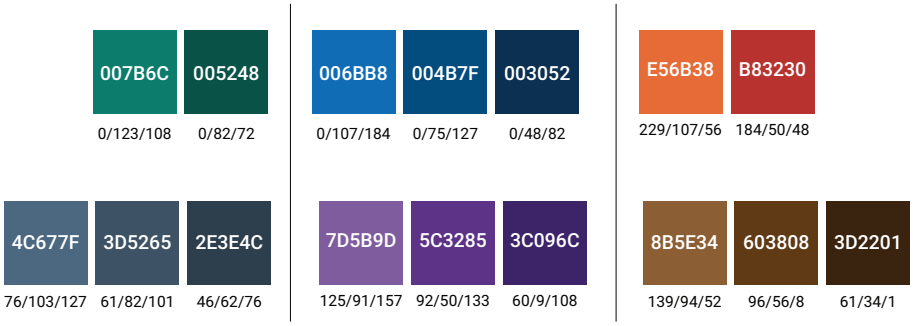
In order to ensure accessibility to all our users, certain colour combinations are encouraged and others should be avoided.

- **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

C8FFF8	A0E5DC	78CAC0	50B0A4	289588	007B6C	005248
200/255/248	160/229/220	120/202/192	80/176/164	40/149/136	0/123/108	0/82/72

C8FFF8	A0E5DC	78CAC0	289588	007B6C	005248
200/255/248	160/229/220	120/202/192	40/149/136	0/123/108	0/82/72

C8FFF8	A0E5DC	78CAC0	289588	007B6C
200/255/248	160/229/220	120/202/192	40/149/136	0/123/108

C8FFF8	A0E5DC	289588	007B6C
200/255/248	160/229/220	40/149/136	0/123/108

C8FFF8	78CAC0	007B6C
200/255/248	120/202/192	0/123/108

C8FFF8	78CAC0
200/255/248	120/202/192

C8FFF8
200/255/248

Blue

A0D7FF	47B3FF	0A99FF	0083E0	006BB8	004B7F	003052
160/215/255	71/179/255	10/153/255	0/131/224	0/107/184	0/75/127	0/48/82

A0D7FF	47B3FF	0A99FF	006BB8	004B7F	003052
160/215/255	71/179/255	10/153/255	0/107/184	0/75/127	0/48/82

A0D7FF	47B3FF	0A99FF	006BB8	004B7F
160/215/255	71/179/255	10/153/255	0/107/184	0/75/127

A0D7FF	47B3FF	006BB8	004B7F
160/215/255	71/179/255	0/107/184	0/75/127

A0D7FF	0A99FF	004B7F
160/215/255	10/153/255	0/75/127

A0D7FF	0A99FF
160/215/255	10/153/255

A0D7FF
160/215/255

Yellow

FEF6CD	FBEC9B	FAD936	FAC50D	FDAF20	FF9933	E56B38
254/246/205	253/236/155	250/217/54	250/197/13	253/175/32	255/153/51	229/107/56

FEF6CD	FBEC9B	FAD936	FAC50D	FDAF20	E56B38
254/246/205	253/236/155	250/217/54	250/197/13	253/175/32	229/107/56

FEF6CD	FBEC9B	FAD936	FAC50D	FDAF20
254/246/205	253/236/155	250/217/54	250/197/13	253/175/32

FEF6CD	FBEC9B	FAD936	FDAF20
254/246/205	253/236/155	250/217/54	253/175/32

FEF6CD	FAD936	FDAF20
254/246/205	250/217/54	253/175/32

FEF6CD	FAD936
254/246/205	250/217/54

FEF6CD
254/246/205

Red

FBEEF8	F6DDF0	E7B2C0	D78890	C65B59	B83230	5C1918
251/238/248	246/221/240	231/178/192	215/136/144	198/91/89	184/50/48	92/25/24

FBEEF8	E7B2C0	D78890	C65B59	B83230	5C1918
251/238/248	231/178/192	215/136/144	198/91/89	184/50/48	92/25/24

FBEEF8	E7B2C0	D78890	C65B59	B83230
251/238/248	231/178/192	215/136/144	198/91/89	184/50/48

FBEEF8	E7B2C0	D78890	C65B59
251/238/248	231/178/192	215/136/144	198/91/89

FBEEF8	E7B2C0	C65B59
251/238/248	231/178/192	198/91/89

FBEEF8	E7B2C0
251/238/248	231/178/192

FBEEF8
251/238/248

Purple

EFEBF2	DFD6E7	BEADCE	9E84B6	7D5B9D	5C3285	3C096C
239/235/242	223/214/231	190/173/206	158/132/182	125/91/157	92/50/133	60/9/108

EFEBF2	DFD6E7	BEADCE	7D5B9D	5C3285	3C096C
239/235/242	223/214/231	190/173/206	125/91/157	92/50/133	60/9/108

EFEBF2	DFD6E7	BEADCE	9E84B6	5C3285
239/235/242	223/214/231	190/173/206	158/132/182	92/50/133

EFEBF2	DFD6E7	BEADCE	9E84B6
239/235/242	223/214/231	190/173/206	158/132/182

EFEBF2	DFD6E7	BEADCE
239/235/242	223/214/231	190/173/206

EFEBF2	BEADCE
239/235/242	190/173/206

EFEBF2
239/235/242

Brown

FFF6EC	FFEDD8	E7BC91	BC8A5F	8B5E34	603808	3D2201
255/246/236	255/237/216	231/188/145	188/138/95	139/94/52	96/56/8	61/34/1

FFF6EC	FFEDD8	E7BC91	8B5E34	603808	3D2201
255/246/236	255/237/216	231/188/145	139/94/52	96/56/8	61/34/1

FFF6EC	FFEDD8	E7BC91	8B5E34	603808
255/246/236	255/237/216	231/188/145	139/94/52	96/56/8

FFF6EC	FFEDD8	E7BC91	8B5E34
255/246/236	255/237/216	231/188/145	139/94/52

FFF6EC	E7BC91	8B5E34
255/246/236	231/188/145	139/94/52

FFF6EC	E7BC91
255/246/236	231/188/145

FFF6EC
255/246/236

Livid

DAE8F4	ACCAE5	87A7C3	6989A5	4C677F	3D5265	2E3E4C
218/232/244	172/202/229	135/167/195	105/137/165	76/103/127	61/82/101	46/62/76

DAE8F4	ACCAE5	87A7C3	6989A5	4C677F	2E3E4C
218/232/244	172/202/229	135/167/195	105/137/165	76/103/127	46/62/76

DAE8F4	ACCAE5	87A7C3	6989A5	4C677F
218/232/244	172/202/229	135/167/195	105/137/165	76/103/127

DAE8F4	ACCAE5	87A7C3	4C677F
218/232/244	172/202/229	135/167/195	76/103/127

DAE8F4	87A7C3	4C677F
218/232/244	135/167/195	76/103/127

DAE8F4	87A7C3
218/232/244	135/167/195

DAE8F4
218/232/244

Yellow-Red

FDEC9B	FAD936	FAC50D	FDAF20	FF9933	E56B38	B83230
253/236/155	250/217/54	250/197/13	253/175/32	255/153/51	229/107/56	184/50/48

FAD936	FAC50D	FDAF20	FF9933	E56B38	B83230
250/217/54	250/197/13	253/175/32	255/153/51	229/107/56	184/50/48

FAD936	FDAF20	FF9933	E56B38	B83230
250/217/54	253/175/32	255/153/51	229/107/56	184/50/48

FAD936	FAC50D	FF9933	B83230
250/217/54	250/197/13	255/153/51	184/50/48

FAD936	FF9933	B83230
250/217/54	255/153/51	184/50/48

FAD936	B83230
250/217/54	184/50/48

B83230
184/50/48

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 gradiations that meet in the middle. They are most often used in maps and are very useful when both ends of the points are relevant.

Red **to** **Blue**


5C1918 B83230 C65B59 D78890 E7B2C0 F6DDF0 FBEEF8 F7F7E2 A0D7FF 47B3FF 0A99FF 0083E0 006BB8 004B7F 003052
92/25/24 184/50/48 198/91/89 215/136/144 231/178/192 246/221/240 251/238/248 3/0/13/0 160/215/255 71/179/255 10/153/255 0/131/224 0/107/184 0/75/127 0/48/82
5C1918 B83230 C65B59 D78890 E7B2C0 FBEEF8 F7F7E2 A0D7FF 47B3FF 0A99FF 006BB8 004B7F 003052
92/25/24 184/50/48 198/91/89 215/136/144 231/178/192 251/238/248 3/0/13/0 160/215/255 71/179/255 10/153/255 0/107/184 0/75/127 0/48/82
B83230 C65B59 D78890 E7B2C0 FBEEF8 F7F7E2 A0D7FF 47B3FF 0A99FF 006BB8 004B7F
184/50/48 198/91/89 215/136/144 231/178/192 251/238/248 3/0/13/0 160/215/255 71/179/255 10/153/255 0/107/184 0/75/127
C65B59 D78890 E7B2C0 FBEEF8 F7F7E2 A0D7FF 47B3FF 006BB8 004B7F
198/91/89 215/136/144 231/178/192 251/238/248 3/0/13/0 160/215/255 71/179/255 0/107/184 0/75/127
C65B59 E7B2C0 FBEEF8 F7F7E2 A0D7FF 0A99FF 004B7F
198/91/89 231/178/192 251/238/248 3/0/13/0 160/215/255 10/153/255 0/75/127
E7B2C0 FBEEF8 F7F7E2 A0D7FF 0A99FF
231/178/192 251/238/248 3/0/13/0 160/215/255 10/153/255
FBEEF8 F7F7E2 A0D7FF
251/238/248 3/0/13/0 160/215/255

Yellow to Green

Yellow to Blue

Red-Yellow **to** **Green**

B83431	E46B36	F8993A	FCAF21	F9C614	FAD939	FCEB9A	F5E0D3	C8FFF8	A0E5DC	78CAC0	50B0A4	289588	007B6C	005248
20/93/88/10	6/71/88/0	0/47/87/0	0/35/96/0	2/22/99/0	3/11/88/0	2/4/48/0	3/12/14/0	200/255/248	160/229/220	120/202/192	80/176/164	40/149/136	0/123/108	0/82/72

B83431	E46B36	F8993A	FCAF21	F9C614	FAD939	F5E0D3	C8FFF8	A0E5DC	78CAC0	289588	007B6C	005248
6/71/88/0	0/35/96/0	2/22/99/0	3/11/88/0	2/4/48/0	0/1/23/0	3/12/14/0	200/255/248	160/229/220	120/202/192	40/149/136	0/123/108	0/82/72

B83431	E46B36	F8993A	FCAF21	FAD939	F5E0D3	C8FFF8	A0E5DC	78CAC0	289588	007B6C
0/35/96/0	2/22/99/0	3/11/88/0	2/4/48/0	0/1/23/0	3/12/14/0	200/255/248	160/229/220	120/202/192	40/149/136	0/123/108

B83431	F8993A	F9C614	FAD939	F5E0D3	C8FFF8	A0E5DC	289588	007B6C
0/35/96/0	3/11/88/0	2/4/48/0	0/1/23/0	3/12/14/0	200/255/248	160/229/220	40/149/136	0/123/108

B83431	F8993A	FAD939	F5E0D3	C8FFF8	78CAC0	007B6C
0/35/96/0	3/11/88/0	0/1/23/0	3/12/14/0	200/255/248	120/202/192	0/123/108

B83431	FAD939	F5E0D3	C8FFF8	78CAC0
3/11/88/0	0/1/23/0	3/12/14/0	200/255/248	120/202/192

B83431	FAD939	C8FFF8
0/1/23/0	0/1/23/0	200/255/248

Red-Yellow **to** **Blue**

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.

	A	B	C	D	E	F	G	H	I	J	K	L	M
Green	C8FFF8	B4F2EA	A0E5DC	8CD8CE	78CAC0	64BDB2	50B0A4	3CA396	289588	148874	007B6C	006754	005248
Blue	A0D7FF	70C3FF	47B3FF	1FA2FF	0A99FF	008FF5	0083E0	0077CC	006BB8	005FA3	004B7F	003D66	003052
Livid	DAE8F4	C8DCEE	ACCAE5	99B8D4	87A7C3	7495B2	6989A5	5F7E99	4C677F	496279	3D5265	364859	2E3E4C
Yellow	FEF9ED	FEF6CD	FBEC9B	FBE368	FAD936	F9D004	FAC50D	FBBA17	FDAF20	FEA42A	FF9933	F28235	E56B38
Red	FCF4FA	FBEEF8	F6DDF0	EEC8D8	E7B2C0	DF9DA8	D78890	CF7278	C65B59	C04748	B83230	8A2624	5C1918
Brown	FFF9F2	FFF6EC	FFEDD8	F3D5B5	E7BC91	D4A276	BC8A5F	A47148	8B5E34	6F4518	603808	583101	3D2201
Purple	F4F2F6	EFEBF2	DFD6E7	CEC2DA	BEADCE	AE98C2	9E84B6	8D6FA9	7D5B9D	6D4791	5C3285	4C1E78	3C096C
	A	B	C	D	E	F	G	H	I	J	K	L	M

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

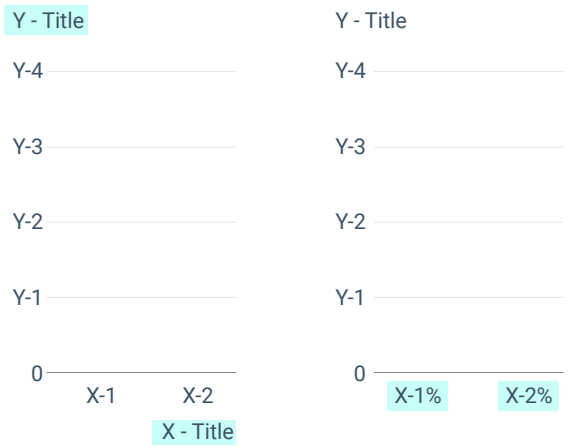
G Dotted and dashed lines: 1 pt

4.1.2 X and Y titles

Y-Unit is horizontal and left aligned.

X- Unit is centered.

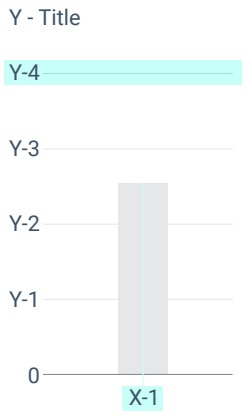
You can display the unit directly close to the value, as long as this does not create too much clutter.



4.1.3 X and Y values

If possible, make the text horizontal.

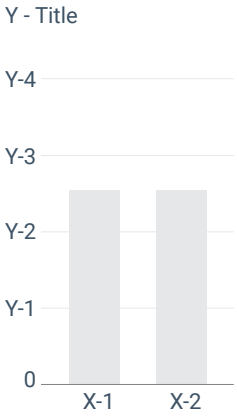
Use 45º anti clockwise only for short text, if necessary. Otherwise, rotate the chart when possible.

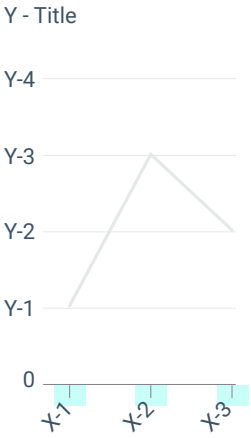


4.1.4 Vertical marker lines

In general, vertical marker lines can be avoided.

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

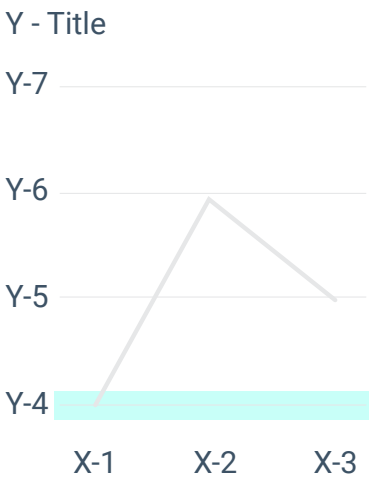




4.1.5 Axes

Bar charts always start from zero.

Line charts can start from another value, if necessary.



4.1.6 Double axes

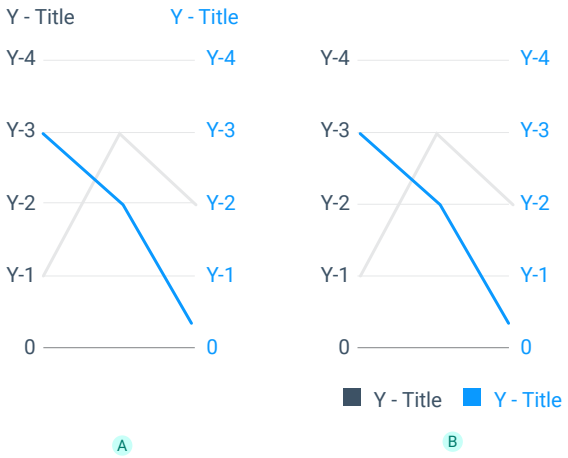
Double axes are not easy to read and should be avoided.

In case you opt for them, use another colour

on the secondary Y axes to help with readability.

A Option for long Y - titles

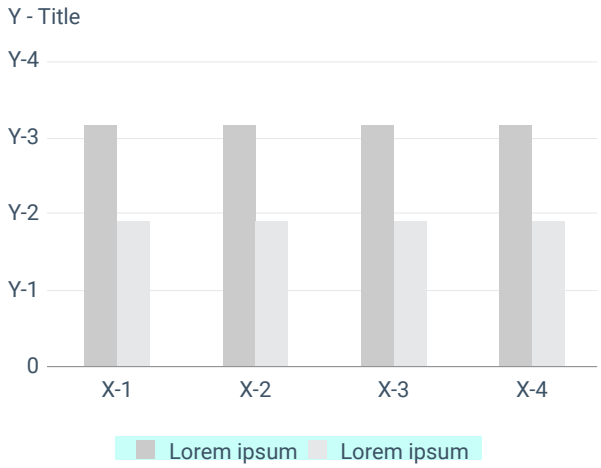
B Option for short Y - titles



4.1.7 Legend

If possible, label the charts directly.

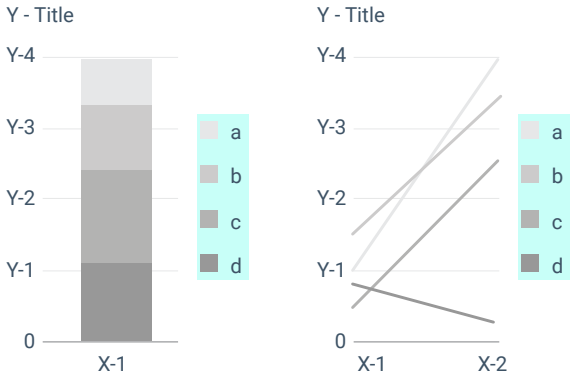
A legend can be displayed below the chart or on the side.



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.

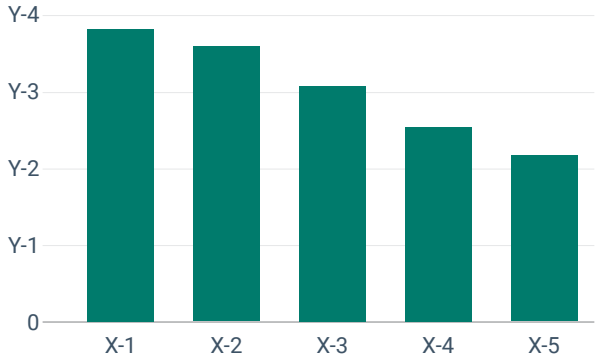
Use horizontal labels to improve readability.

Start the x-axis at 0.

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

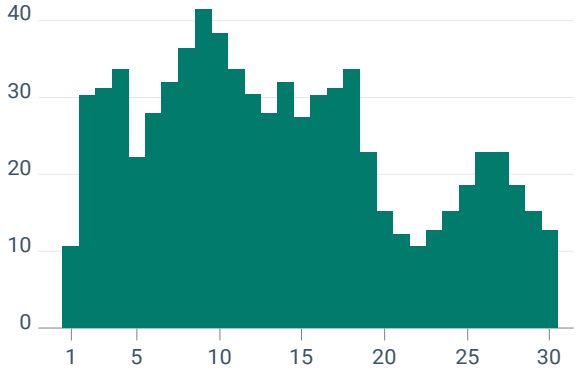
The space between the columns should be roughly half of the width of a bar.

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



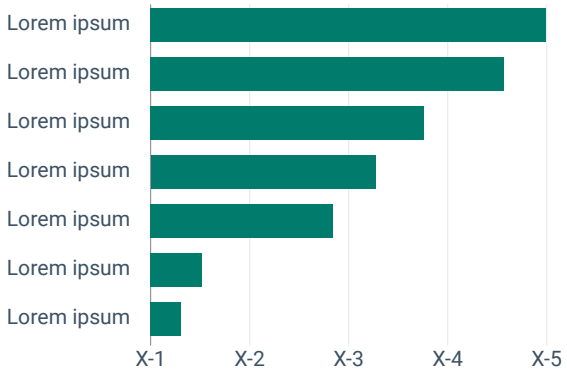
4.1.10 Histogram

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

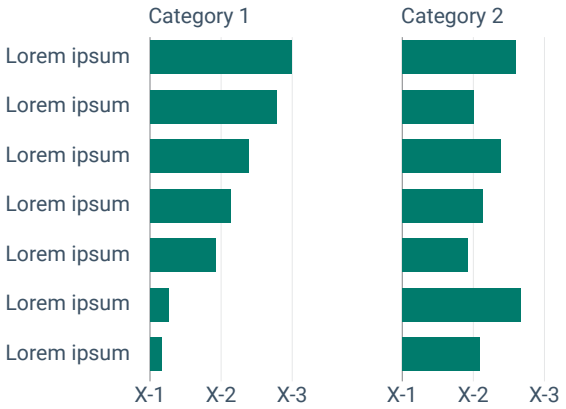
When the labels are long, use a horizontal bar chart.



4.1.12 Split bar chart

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

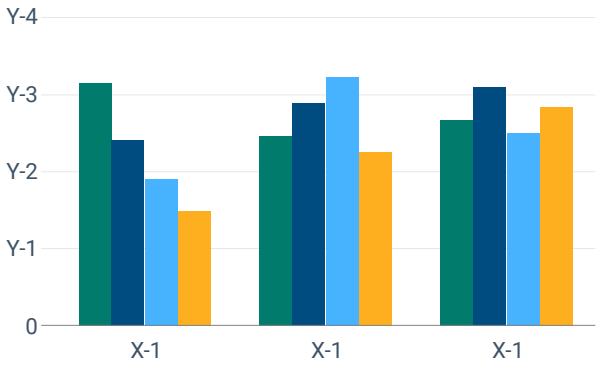
It is a good alternative to a Stacked or Grouped bar chart with many categories.



4.1.13 Grouped bar chart

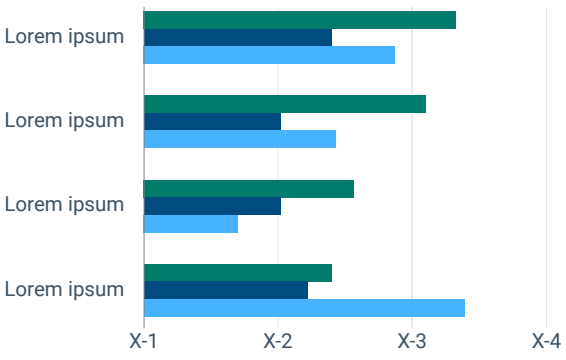
If there are many categories (more than five), consider grouping them by category to avoid complex colour coding.

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.

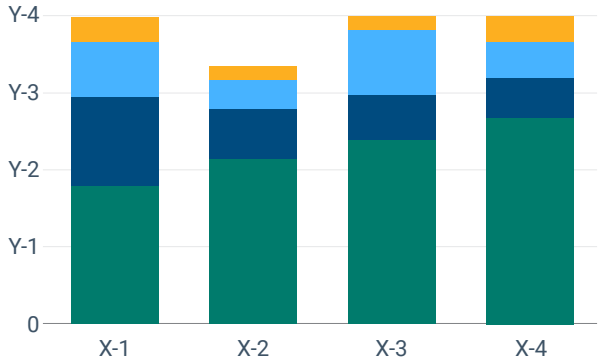


4.1.15 Stacked bar chart

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.

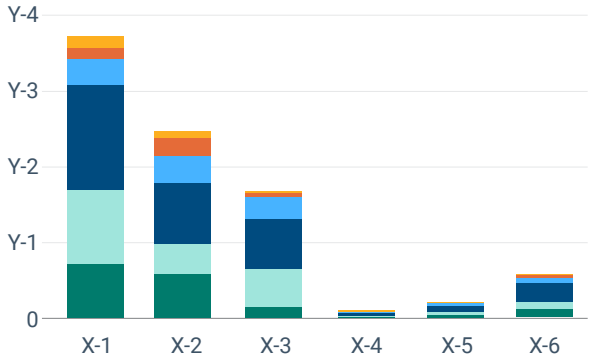
If your focus is on trends, consider using a Line chart.



4.1.16 Stacked bar chart (II)

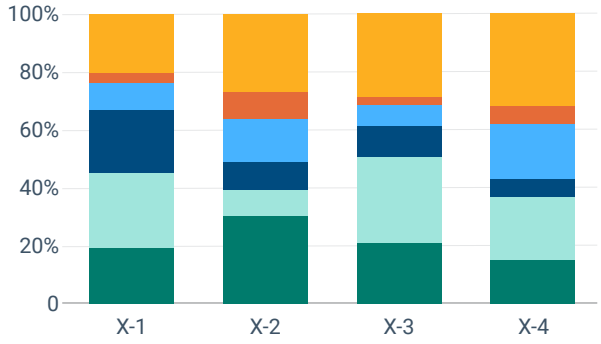
If you need more than six colours in a chart, consider using another chart type (Split bar chart, Grouped bar chart) or group categories together.

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



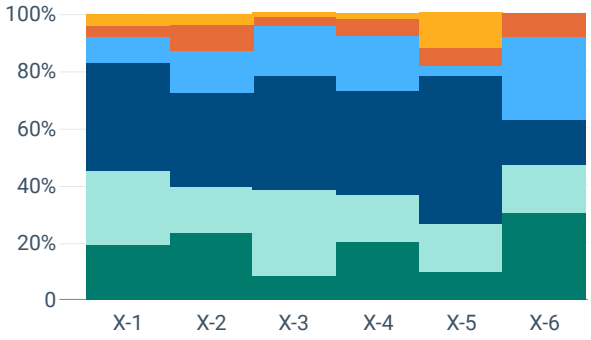
4.1.17 Stacked bar chart 100%

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)

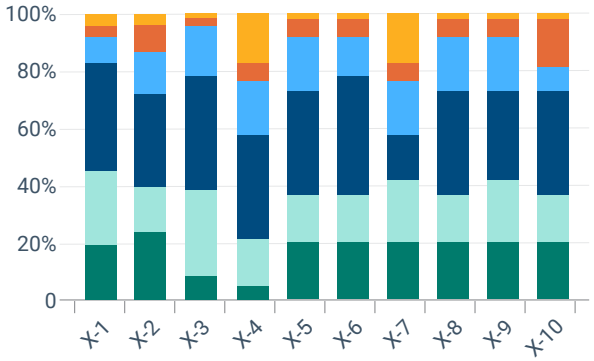
A variant of a Stacked bar chart. This is useful for displaying more data and showing the trend.



4.1.19 Stacked bar chart 100% (III)

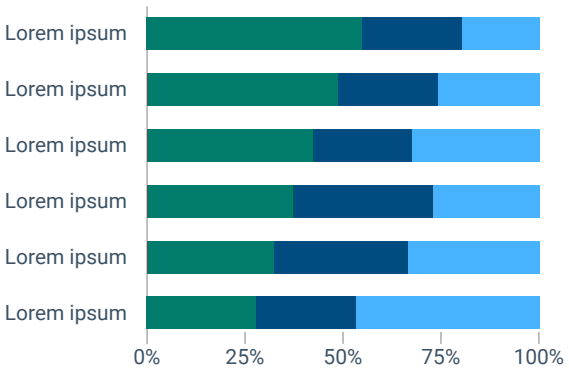
The text should always be horizontal. If you have many categories,use 45-degree AntiCW and use vertical line markers if needed.

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



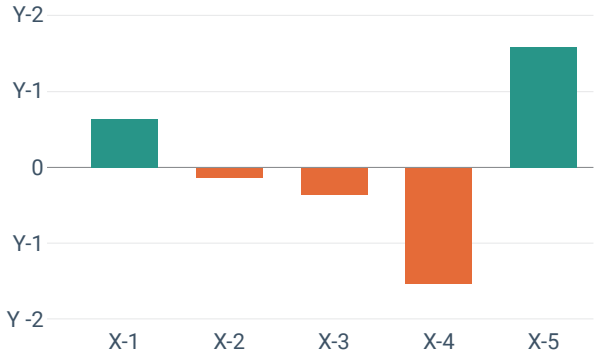
4.1.20 Stacked bar chart 100% horizontal

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



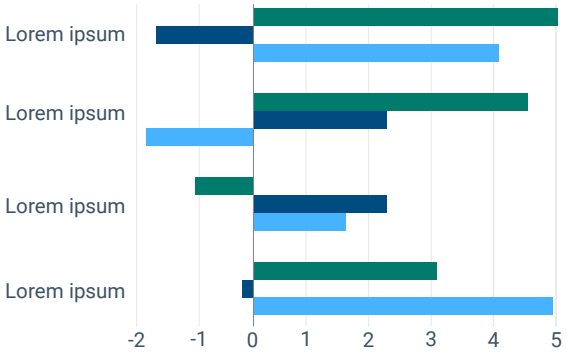
4.1.21 Negative values

Negative values can be highlighted using a different colour.



4.1.22 Divergent values

The scale can be asymmetric to fit the data displayed.

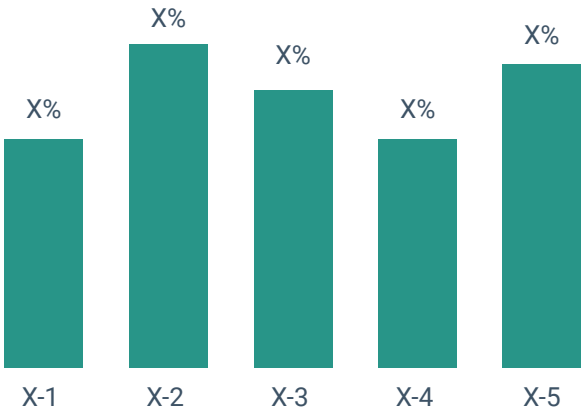


4.1.23 Small multiple bar chart

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

4.1.24 Bar chart wihtout grid

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

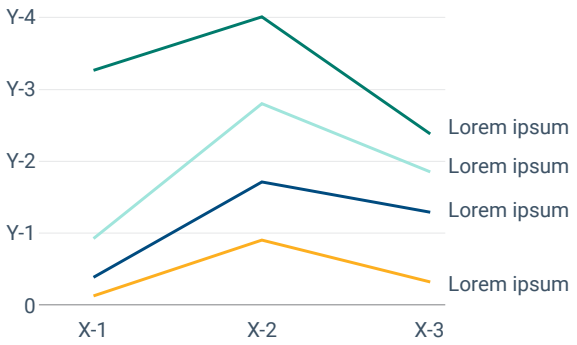


4.1.25 Line chart

Label directly when possible.

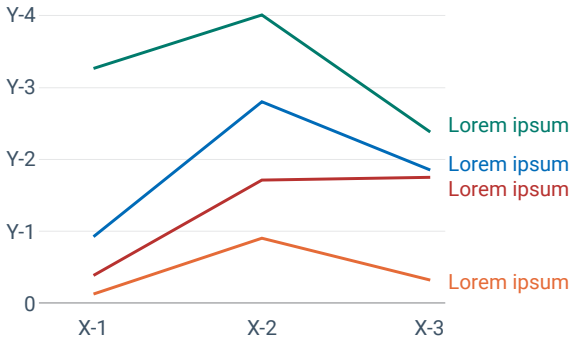
If the labels are long, use a legend below the chart.

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



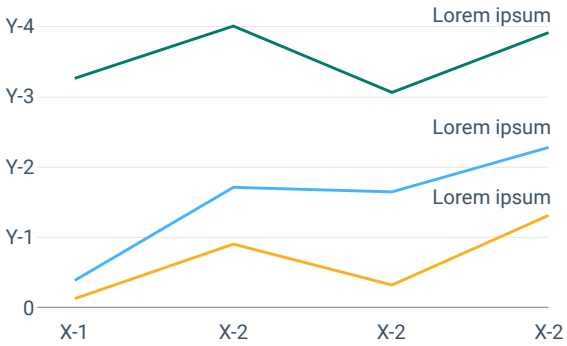
4.1.26 Line chart with coloured text

If you use coloured labels, choose from the EEA palette for coloured text to assure enough contrast.



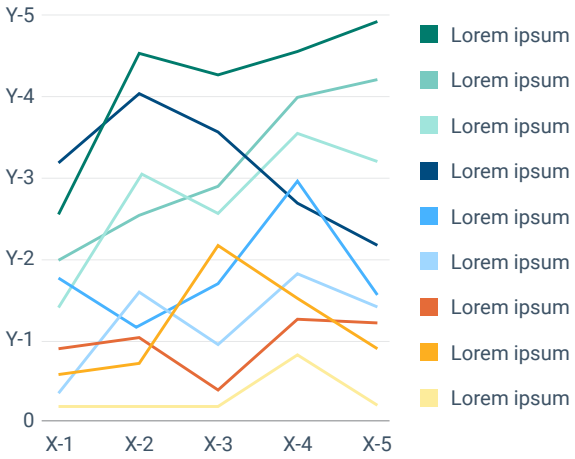
4.1.27 Line chart, position of the labels

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



4.1.28 Line chart, number of categories

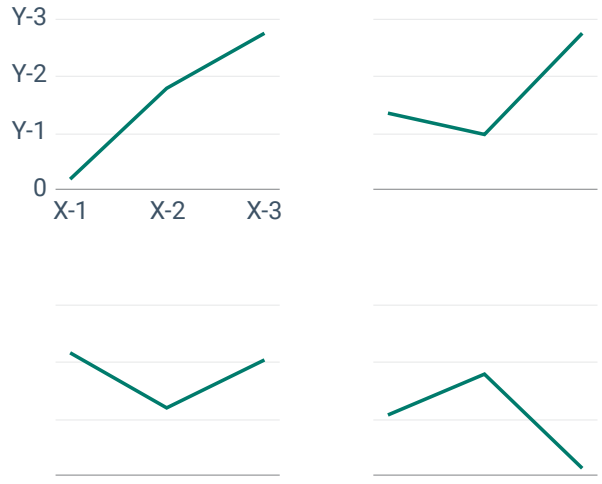
Try to keep a limit of five categories for readability. If you need more, do not exceed nine lines and stick to the given palette. When there are many categories it is better to display the legend to the side.



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.



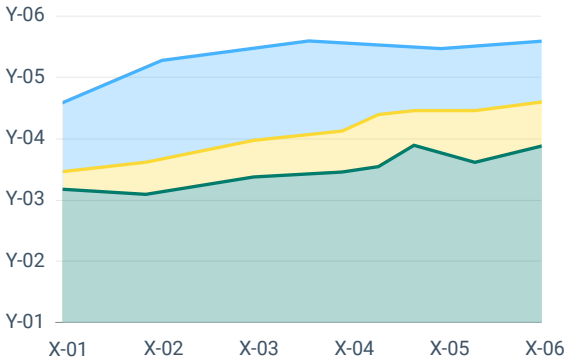
4.1.30 Area chart

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.

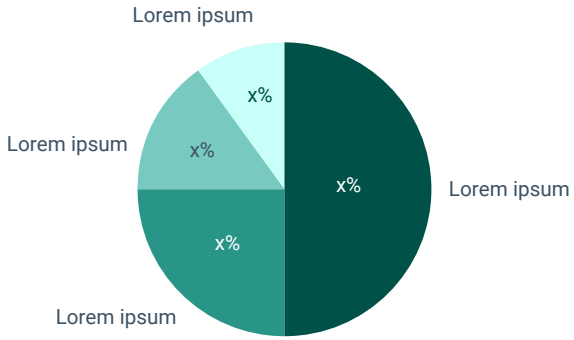


4.1.31 Pie chart

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.

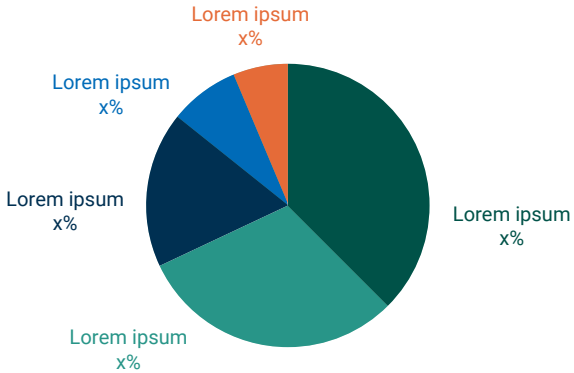
Sort the values in a clockwise manner.

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



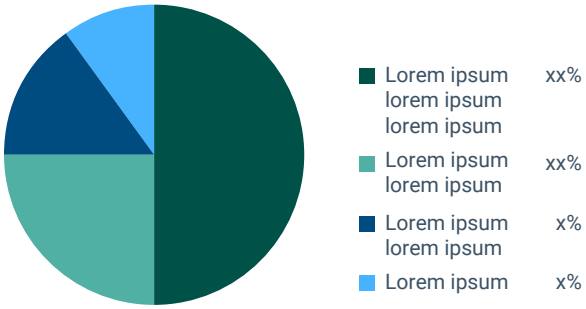
4.1.32 Pie chart with coloured labels

If you use coloured labels, choose from the EEA palette for coloured text to ensure enough contrast.



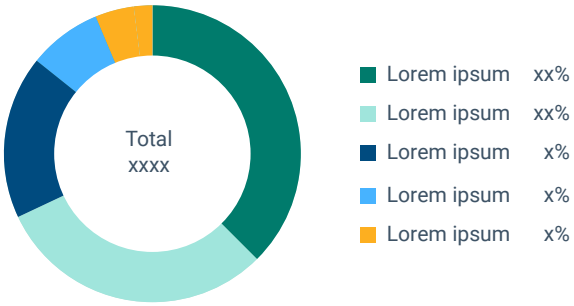
4.1.33 Pie chart with long labels

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



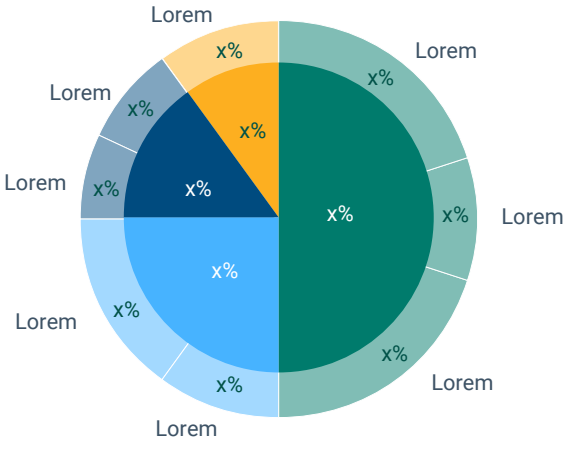
4.1.34 Donut chart

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



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).



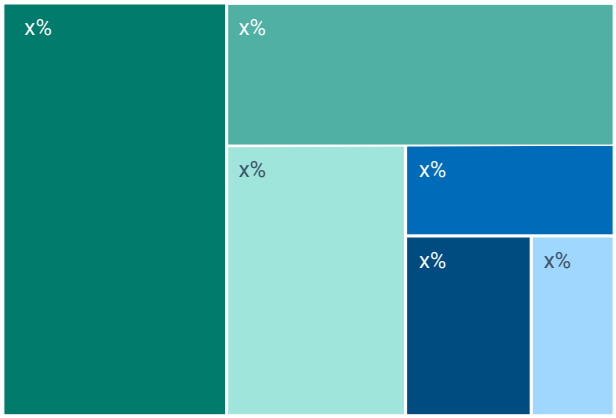
4.1.36 Tree map

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.

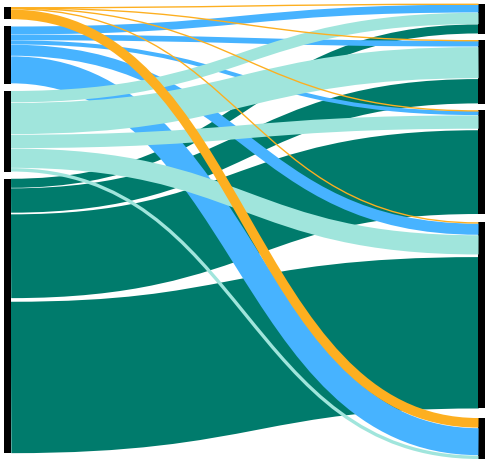
Use bright, contrasting colours so each region is easily defined.
Label each region appropriately with text or numbers.

The line dividing regions must be 2 pt.



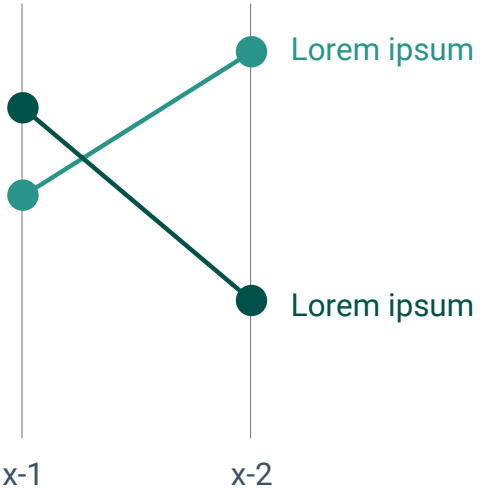
4.1.37 Sankey diagram

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



4.1.38 Slope chart

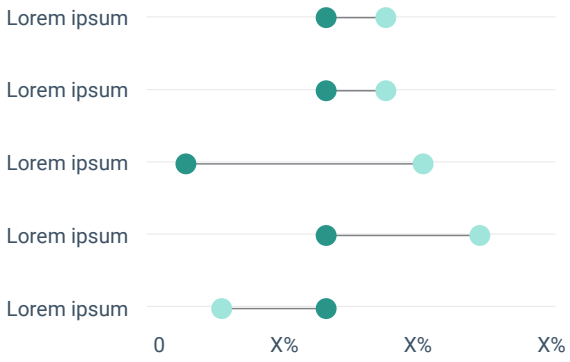
An alternative to the Line chart. It provides a quick indication of the trend.



4.1.39 Dot plot

An alternative to the Grouped bar chart or Slope chart.

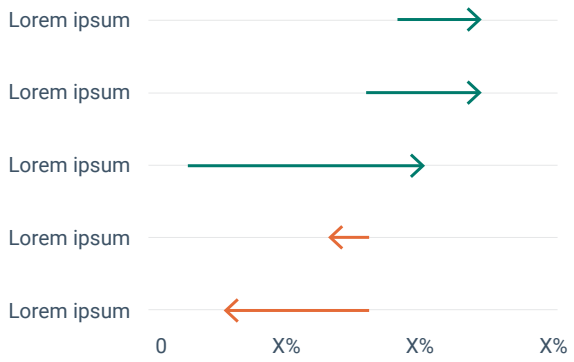
It shows the range (min/max) of data across multiple categories.



4.1.40 Arrow plot

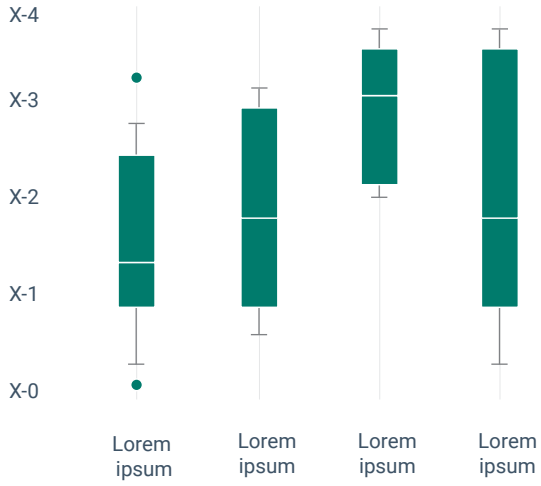
An alternative to the Grouped bar chart or Slope chart.

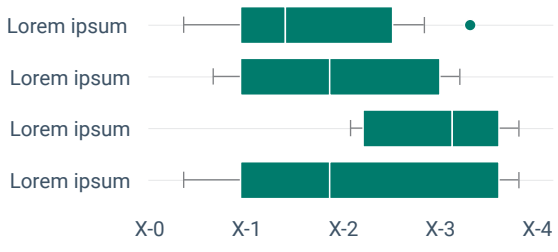
It shows the range (min/max) of data across multiple categories and the trend.



4.1.41 Box and whisker plot

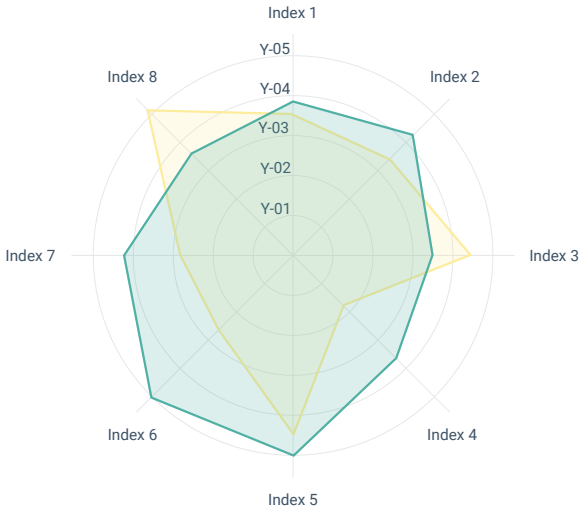
A Box and Whisker Plot (or Box Plot) displays the data distribution through their quartiles.The median is represented by a line (1pt). It is important to assure the highest contrast for best readability.





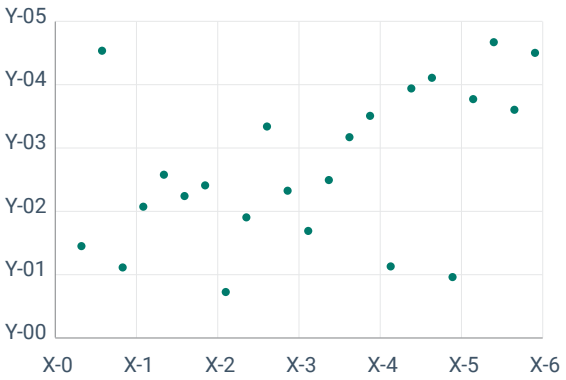
4.1.42 Radar chart

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.



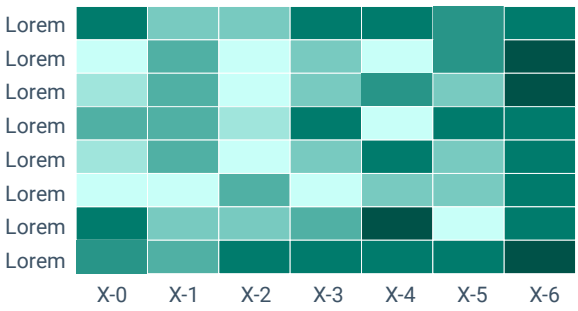
4.1.43 Scatter plot

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

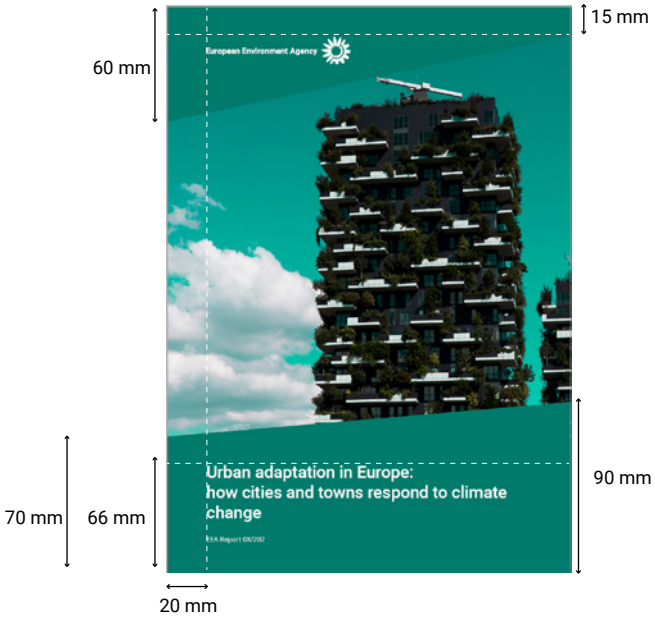
These general layout principles give directions on how to present EEA reports in PDF format maintaining the corporate identity. The EEA does not support printed publications, so the report is designed for online consumption.

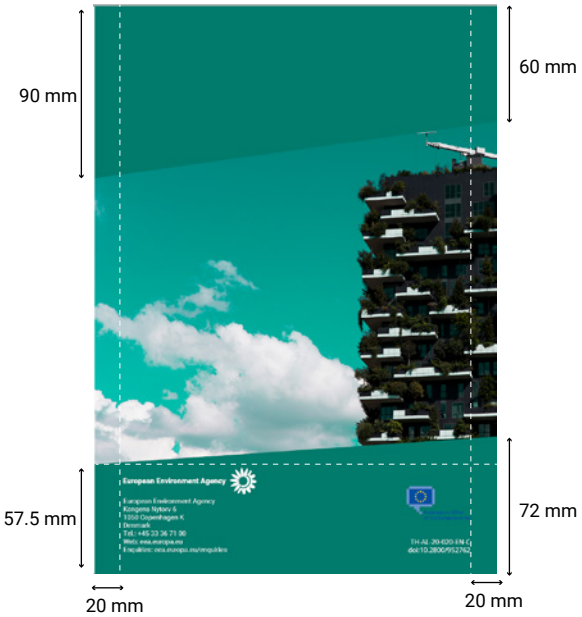
5.1.1 Front cover page

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

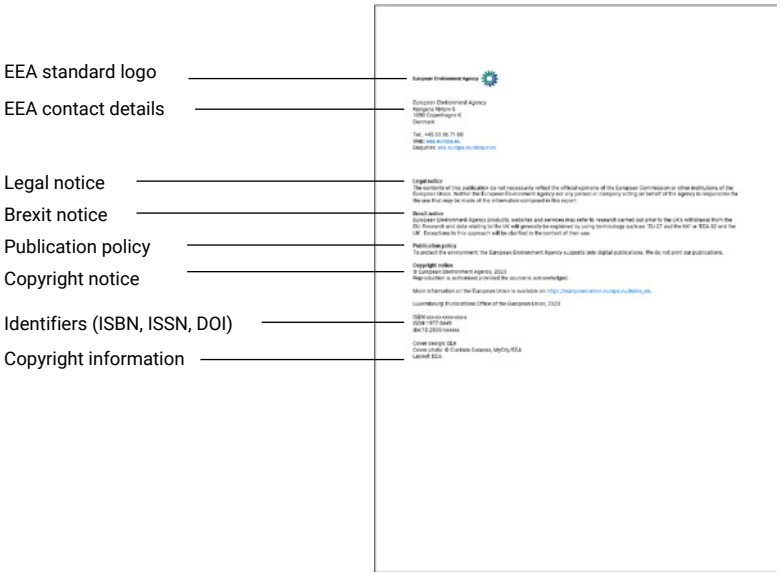
The back cover page presents two green irregular shapes that frame the cover image. The cover image may appear slightly different from the front page but must be recognisable as being the same. The top shape is left empty. Meanwhile, the bottom shape includes the EEA logo, the Publications Office logo, 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.





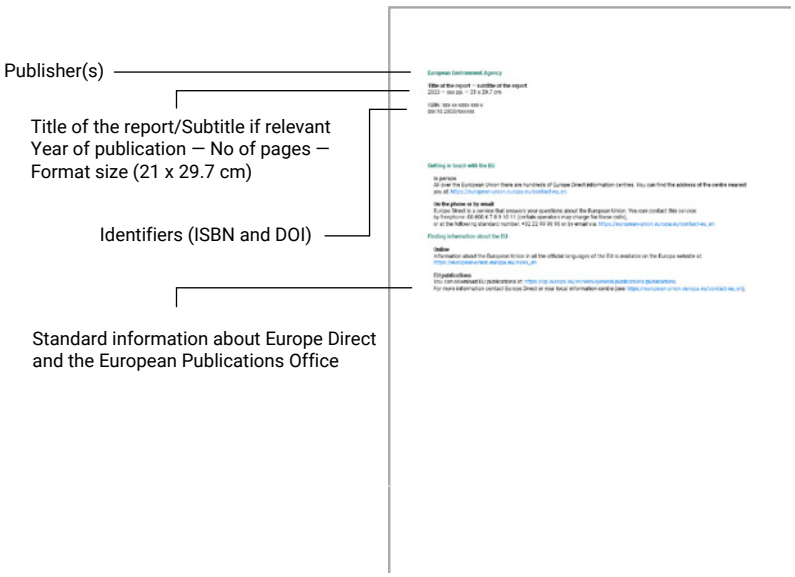
5.1.3 Colophon page

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:



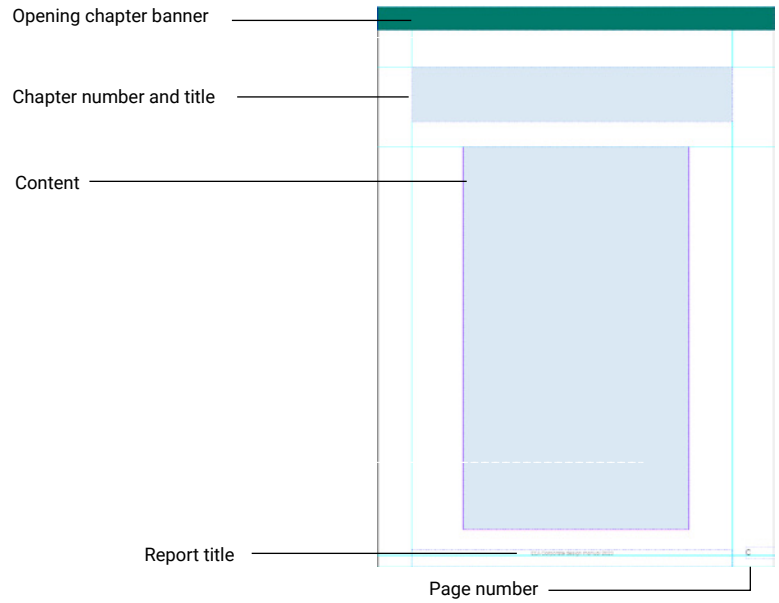
5.1.4. Last page

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



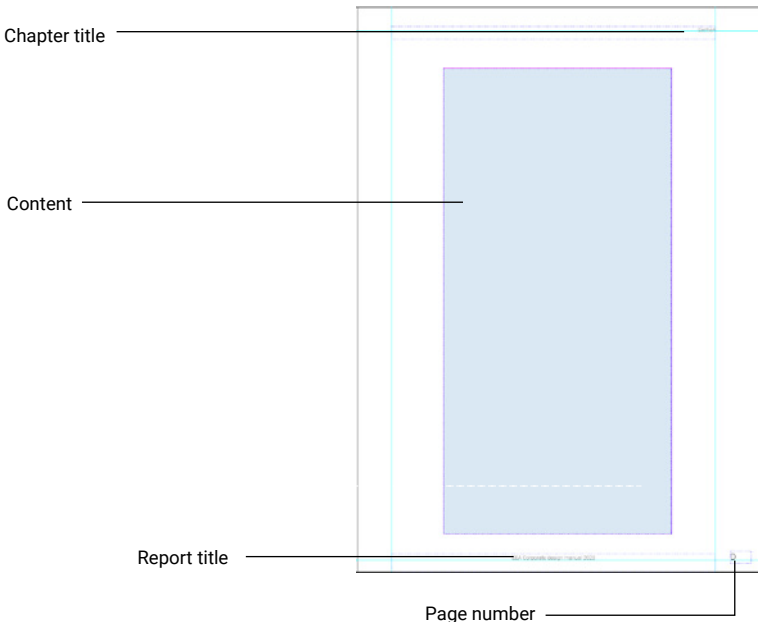
5.1.5 Chapter page

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 diplays 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

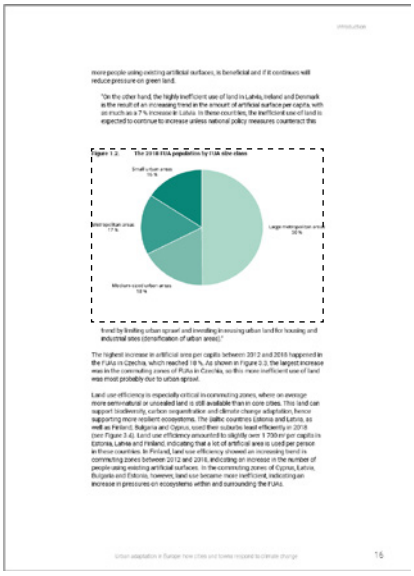
Blue colour (0083E0) is applied to hyperlinks so they can be easily identified as interactive elements.

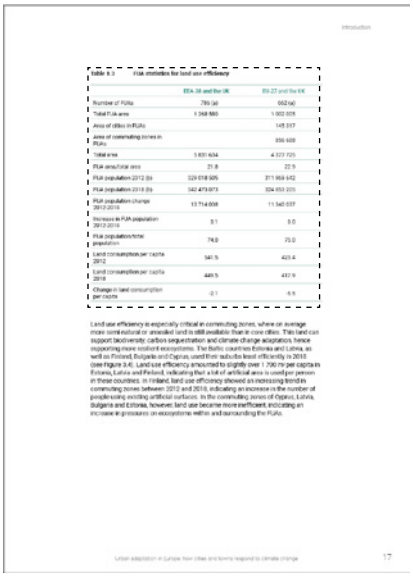
5. 1.7 Placing data visualisations

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.

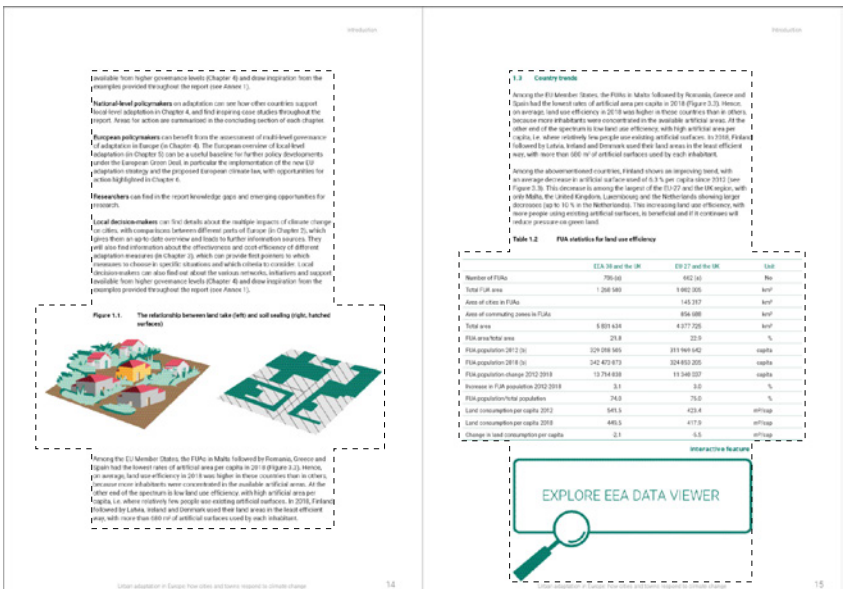




Large visualisations

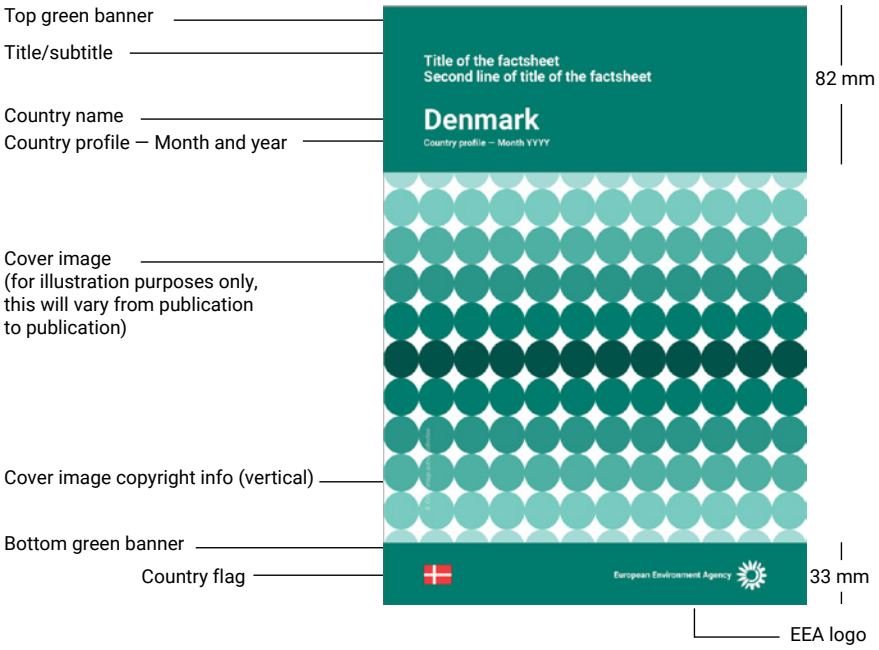
Large tables, maps and charts expand to a centred 170 mm grid, as in the two examples below.
The dotted lines are for margin reference only and are not visible on the page

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



5.2 EEA country factsheet

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



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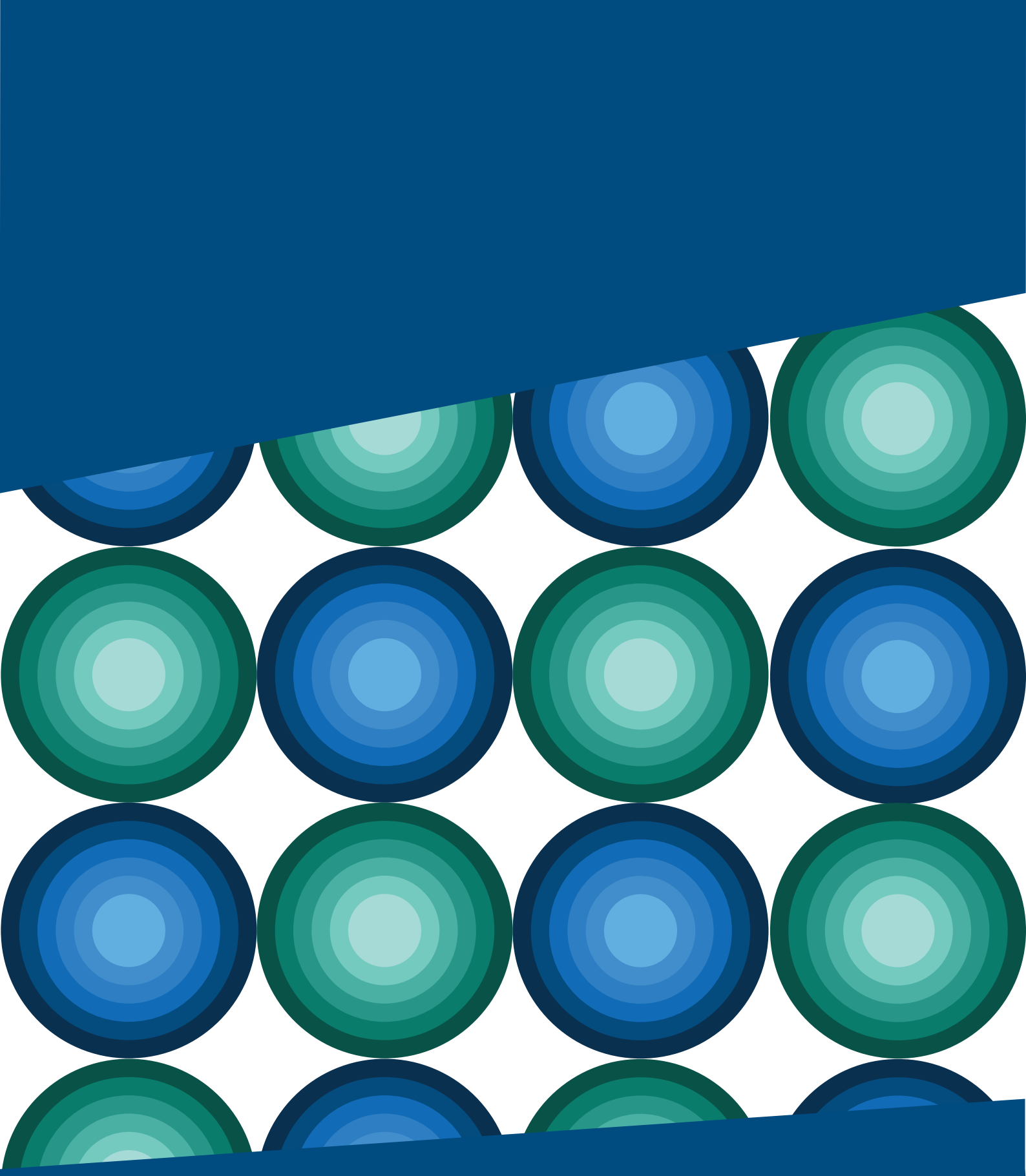

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